

Understand Engagement Score Calculation



Within Evergage, the engagement score is an index that tracks how engaged your site visitors and users are based on several different factors.

This Article Explains

This article explains how the score works. For information on how to make customizations like adjusting score weights, please see [Set Up an Engagement Score](#) for more information.

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Engagement Score

Once your engagement score is set up and synced, you will be able to view user and account engagement scores throughout the app. This score is an aggregate based off of the users previous visits and decaying over time. Once the user has been inactive (hasn't visited) for the length of the entire business cycle, his or her score will drop to half of what it was on the last visit. Once a user has been inactive for twice the business cycle, his or her engagement score will drop to zero and stop affecting the overall engagement score of your account, segment, and entire dataset.

An example of this is detailed in the graph below. Let's say User A's last visit was on day 1 and she gets a 100% engagement score because she met all the relevant criteria (based on visits, actions done, KPI values and segments). If we were have a 30-day business cycle, then 30 days after this user's last visit her engagement score will be 50% (or half of what it was). Similarly, 60 days after her last visit, her engagement score will be 0 and at that point she'll be considered inactive and not contribute. User B's last visit was on day 10 and his engagement score was only 60% at the end of that day. 30 days later, on day 40 he'll have an engagement score of 30% and 30 days after that (2x the business cycle), he'll have an engagement score of 0 and stop contributing to the overall engagement score.

Note that the decay is not linear. Instead, the score will decay slower at the beginning and end of the time frame and faster near the end of one business cycle.