Site Campaign Comparison

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The Site Campaign Comparison report compares your Site campaigns' top-level metrics over two specified time frames. Leverage this report to understand performance trends for specific campaigns or your Site campaign portfolio as a whole.

> ⓘ The Site Campaign Comparison report shares a name with the email Campaign Comparison report. For information on the email report, see email Campaign Comparison.

The analytics can be downloaded as a CSV or PDFs, and delivered via email on a schedule.

View Site Campaign Comparison

To access the Campaign Comparison report, navigate to **Analytics** and in the Campaign Analytics section, click **Site**. The page defaults to Site Analytics. Click **Campaign Comparison**.

Filters

- Period 1: Start Date
  - The start date of the first time period used for comparison.
  - Defaults to June 1, 2021.
- Period 1: End Date
  - The end date of the first time period used for comparison.
  - Defaults to June 30, 2021.
- Period 2: Start Date
  - The start date of the second time period used for comparison.
  - Defaults to July 1, 2021.
- Period 2: End Date
  - The end date of the second time period used for comparison.
  - Defaults to July 30, 2021.
- Campaign Name
  - The name of the campaign.

Site Campaign Comparison definitions

Field	Definitions
Total Impressions	The aggregate number of times a Site campaign is viewed.
Total Onsite Clicks	The aggregate number of times a link is clicked.

Field	Definitions
Emails Captured	The aggregate number of emails captured by a Site campaign.
CTR	The total click-through rate. *Total CTR = Total clicks / Total Impressions*
Engagement	*Engagement = Clicks / Impressions*
Orders	For Email Capture Campaigns, this is the aggregate number of orders placed by a net new email within 24 hours of that customer signing up for emails.For Onsite Message Campaigns, this is the aggregate number of orders placed within 24 hours of clicking on the campaign.
Conversions	*Conversions = Orders / Total clicks*