

# Identification Rate Report

08/26/2025 1:46 pm EDT

The Bluecore Identification (ID) Rate Analytics report provides a complete view of your website identification rates.

Use this report to understand total site identification and identification rate by traffic source and device, to make informed improvements to drive your identification rate higher. The higher your identification rate, the more customers you can reach with communications!

## Access the report

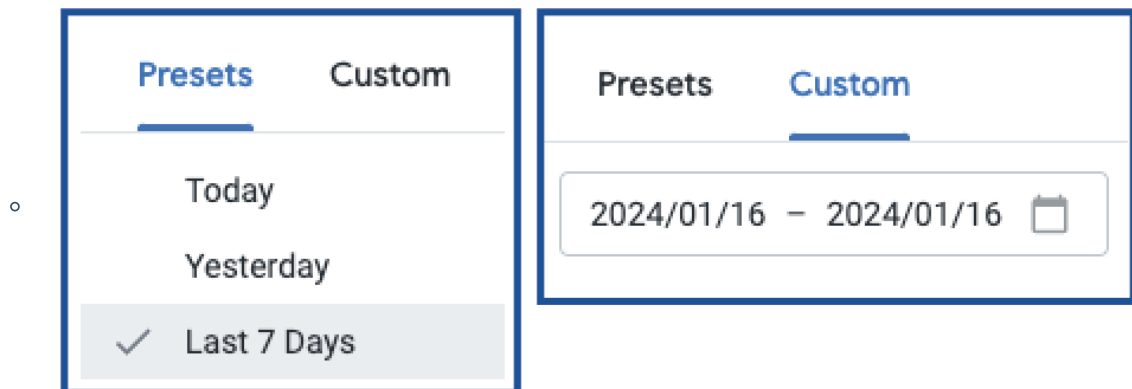
Access your Bluecore ID Rate Analytics by following the below steps.

1. Navigate to the  **Analytics**.
2. Under the **Identification** menu item, Select **ID Rate**.

## Filters

Filters are available at the top of the report. They can be used to refine the available data within the Identification analytics. After applying a filter, be sure to click the run button at the top right-hand of the screen to apply the applicable filters.

- **Session Start Date:** The specified time frame to show ID analytics.
  - Users can input pre-selected filters by clicking on “Presets” or input specific date ranges by clicking on “Custom”



- **Traffic Source:** The traffic source of the session. For example: Direct, Organic, Paid, Social, Referral, Bluecore Email.
- **Device:** The device of the session. For example: Mobile, Desktop

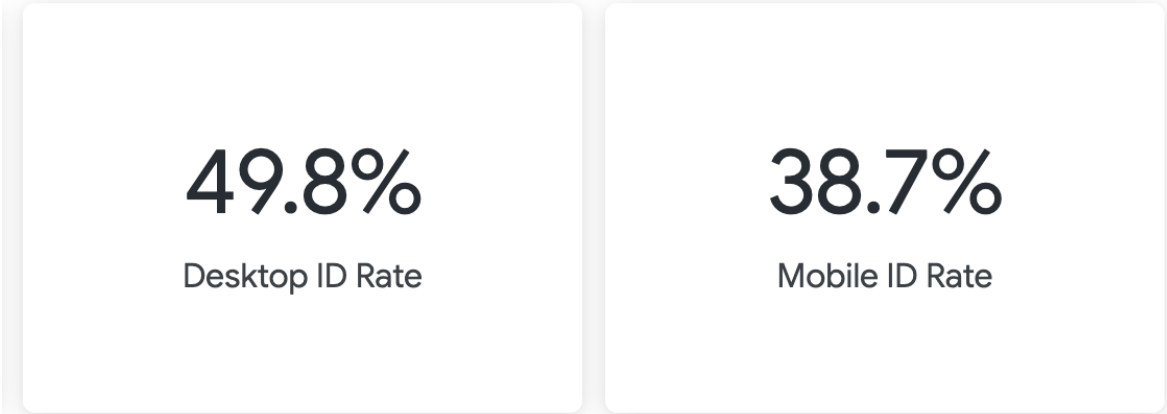
## ID rate overall

This block displays the Overall ID Rate for the selected “Session Start Date” range.

## ID RATE BY DEVICE

This block displays the Overall ID Rate for the selected "Session Start Date" range for both the devices - "Desktop" and "Mobile."

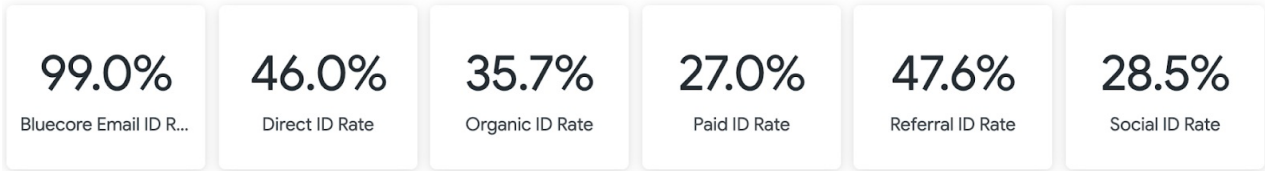
## ID Rate by Device



## ID rate by traffic source

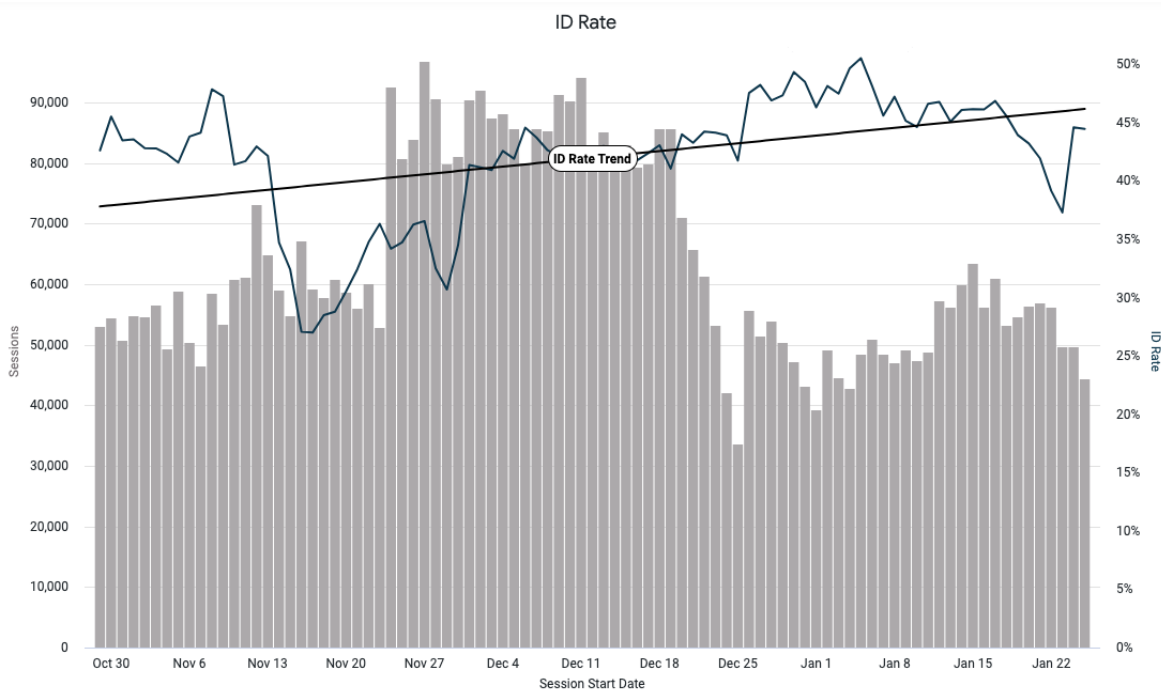
This block displays the Overall ID Rate for the selected "Session Start Date" range for all the Traffic Sources - "Bluecore Email", "Direct", "Organic", "Paid", "Referral" and "Social."

ID Rate by Traffic Source



## ID rate trends

The bar chart represents the total daily sessions and the line chart represents the ID rate. This dashboard also has a linear trendline "ID Rate Trend" to indicate the trend of the ID Rate for the selected date range.

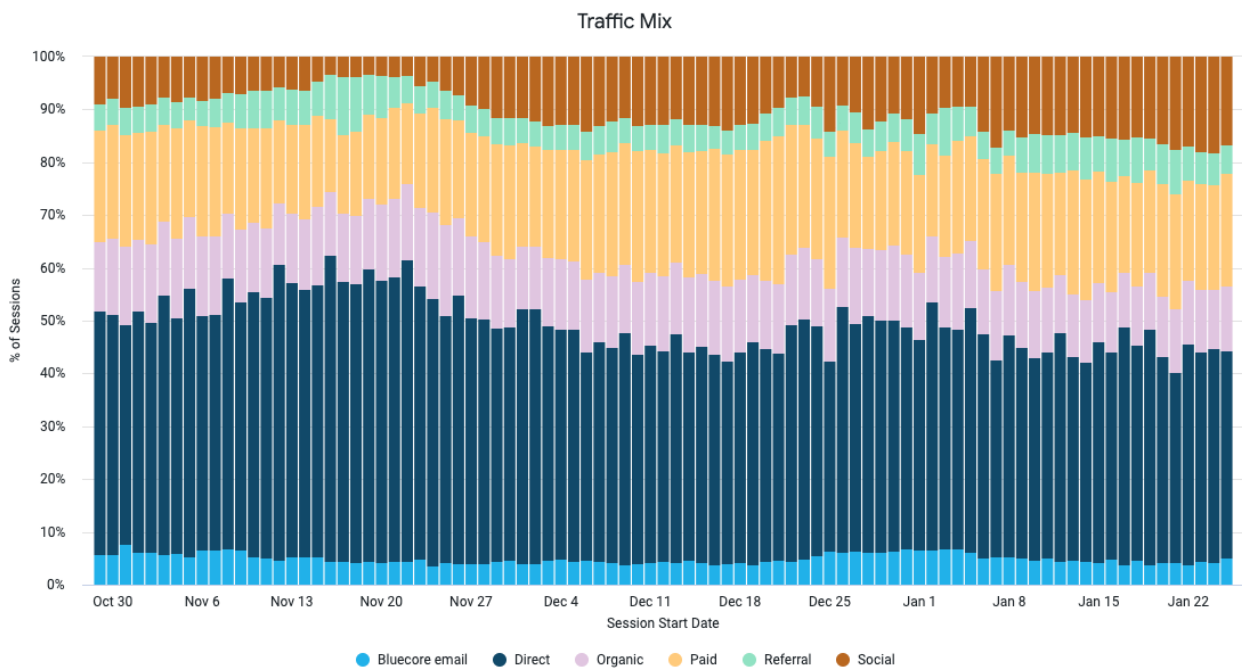


- **Session Date:** The date associated with the sessions.
- **Total Session Count:** The total number of sessions that occurred on a given date. The Bluecore session starts when a user opens the site and ends after 30 minutes. If the user is still active on-site after 30 minutes, a new session will start.
- **ID Rate:** The percent of sessions that can be associated with an email address. ID rate is calculated as  $(\text{identified\_session\_count} / \text{total\_session\_count})$
- **ID Rate Trend:** A linear trend of Overall ID Rate, to quickly understand how ID Rate is trending over the selected time period.

## Traffic mix

The 100% stacked bar chart displays the percentage share of sessions from each traffic source (Bluecore Email, Direct, Organic, Paid, Referral, Social).

- For Ex: On 1st Dec 2023, what percentage of the sessions are driven from “Paid” traffic?



## ID rate breakdown

View detailed ID rate breakdown by device and traffic source.

**ID Rate**

	Session Start Week	Session Start Date	Traffic Source	Device	Sessions	Identified Sessions	ID Rate
1	2024-01-22	2024-01-25	Direct	Mobile	11,489	5,660	49.3%
2	2024-01-22	2024-01-25	Paid	Mobile	7,126	1,780	25.0%
3	2024-01-22	2024-01-25	Bluecore email	Mobile	1,592	1,551	97.4%
4	2024-01-22	2024-01-25	Social	Desktop	444	241	54.3%
5	2024-01-22	2024-01-25	Organic	Mobile	3,669	1,233	33.6%
6	2024-01-22	2024-01-25	Organic	Desktop	1,842	821	44.6%
7	2024-01-22	2024-01-25	Bluecore email	Desktop	658	633	96.2%
8	2024-01-22	2024-01-25	Social	Mobile	6,941	1,917	27.6%
9	2024-01-22	2024-01-25	Referral	Desktop	1,084	529	48.8%
10	2024-01-22	2024-01-25	Direct	Desktop	5,931	3,753	63.3%
11	2024-01-22	2024-01-25	Referral	Mobile	1,321	701	53.1%
12	2024-01-22	2024-01-25	Paid	Desktop	2,306	927	40.2%
13	2024-01-22	2024-01-24	Organic	Desktop	1,882	844	44.8%
14	2024-01-22	2024-01-24	Organic	Mobile	3,736	1,246	33.4%
15	2024-01-22	2024-01-24	Bluecore email	Mobile	1,584	1,524	96.2%

- **Session Week:** The week associated with the session.
  - Session Week starts on a Monday and ends on a Sunday
- **Session Date:** The date associated with the session.
- **Device:** The device of the session.
  - Mobile, Desktop
- **Traffic Source:** The traffic source of the session. Below is the list of sources and their determination logic:
  - **Bluecore Email:** Visitors who come to your website after clicking on Bluecore emails.
  - **Organic Search:** Visitors who come to your website after searching Google.com and other search engines such as Yahoo, Bing, Duckduckgo, AOL, etc.
  - **Paid Search:** Visitors who come to your website from an AdWords or other paid search ad such as Google - Gclid, Yahoo, Bing, Duckduckgo, AOL, etc.
  - **Social:** Visitors who come to your website from a social network such as Facebook, Google, Pinterest, Snapchat, Instagram, Twitter, etc.
  - **Referral:** Visitors who come to your website from another website by clicking on a link.
  - **Direct:** Visitors who come to your website without a traceable referral source, such as typing

your URL into their address bar or using a bookmark on their browser

- **Sessions:** The number of user interactions with your website. The Bluecore session starts when a user opens the site and ends after 30 minutes. If the user is still active on-site after 30 minutes, a new session will start.
  - **Identified Sessions:** The number of sessions that can be associated with an email address of the visitor.
  - **ID Rate:** The percent of sessions that can be associated with an email address.
    - ID rate is calculated as (total identified session count / total session count)
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