

Site Analytics

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Site Analytics shows a summary of overall site campaign performance, from views and clicks, email and phone number captures, and A/B test results.

Analytics data is updated every few hours.

The analytics can be [downloaded as CSVs or a PDFs](#), and [delivered via email on a schedule](#).

Discrepancy between net new and captured emails

During the ramp up, customers who have historically signed up may see the Site capture campaign and sign up again, leading to a higher number of net new emails.

If a historical customer does sign up again, they will be considered “identified” and no longer see Site capture campaigns. If Bluecore can identify the email address was historically received, the email address will not be considered net new.

A/B Campaign details

The A/B Campaign report can be expanded to see conversion trends and more information by variant. To view the details, complete the following:

1. In the A/B Campaign report, click on the ellipses near the campaign name. The dashboards menu appears.
2. Click **Detailed Stats**. The Trends chart and additional A/B Campaign details appear.

View Site Analytics

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

Filters

The following filters are available to refine the data:

- Show Analytics From
 - Specifies the time period for which analytics data is displayed.
 - Defaults to the last seven days.
- Campaign Name
 - The name of the campaign.

Site Analytics definitions

Field	Description
Total Impressions	The aggregate number of times a Site campaign is viewed.
Clicks	The aggregate number of times a link is clicked.
Total CTR	Total click-through rate. $\text{Total CTR} = \text{Total clicks} / \text{Total Impressions}$
SMS Captured	The aggregate number of phone numbers captured.
Emails Captured	The aggregate number of emails captured.
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.
Net New Emails Captured	The aggregate number of emails captured from the Site campaign that previously did not exist within Bluecore.
Email Capture Conversion	$\text{Email capture conversion} = \text{Orders} / \text{Net new emails}$
Onsite Message Conversion	Onsite messages are non-email capture campaigns. $\text{Onsite messages} = \text{Orders} / \text{Clicks}$
Conversions	$\text{Conversions} = \text{Orders} / \text{Net new emails captured}$
AOV	Average order value. $\text{AOV} = \text{Total attributed revenue} / \text{Total conversions}$
Unique Impressions	The number of times a distinct customer views a specific Site campaign.
Campaign Name	The name of the campaign.