

# 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 daily.

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

## View Site Analytics

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

## 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.

## Capture and Onsite Message data

The **Capture** data table contains information on email collection Site campaigns. The **Onsite Message** data table displays data about exit prevention and onsite message Site campaigns.

Notify me campaigns (back in stock and coming soon), are not included in the **Capture** or **Onsite Message** tables.

## 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

- Total impressions
  - Clicks
  - Total click-through rate (CTR)
  - SMS captured
  - Emails captured
  - Orders
  - Net new emails captured
  - Email capture conversion
  - Onsite message conversion
  - Conversions
  - Average order value (AOV)
  - Unique impressions
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