

Site Recommendation Performance

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The Site Recommendation Performance report summarizes campaign performance with Site product recommendations. View conversions, campaign performance, and trends to further optimize your Site performance.

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

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View Site Recommendation Performance

To access the Site Recommendation Performance report, navigate to **Analytics** and in the Campaign Analytics section, click **Site**. The Site Analytics page displays by default. Click **Site Recommendation Performance**.

Filters

The following filters are available to refine the data:

- Show Analytics From
 - The time period in which campaigns were active.
- Campaign Name
 - The name of the campaign.

Site Recommendation Performance definitions

Field	Definition
Total Impressions	The aggregate number of times a Site campaign is viewed.
Total Clicks	The aggregate number of times a link is clicked.
Total CTR	Total click-through rate. $\text{Total CTR} = \text{Total clicks} / \text{Total Impressions}$
AOV	$\text{AOV} = \text{Total attributed revenue} / \text{Total conversions}$
Conversions	$\text{Conversion} = \text{Orders} / \text{Net new emails captured}$
RPC	Revenue per click.
Device Type	The device the customer used to see the campaign. Either desktop or mobile.
