Site Social Proof Analytics

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Site Social Proof Analytics measures the performance of your social proof Site campaigns. You can review views, clicks, conversions, attributed revenue, customer actions, and weekly trends.

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

View Site Social Proof Analytics

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

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 Social Proof Analytics definitions

- Total impressions
- Unique clicks
- Unique click-through-rate (CTR)
- Orders
- Average order value (AOV)
- Unique conversions
- Unique impressions