

Site Social Proof Analytics

08/01/2025 3:00 pm EDT

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

Field	Description
Total Impressions	The aggregate number of times the social proof campaign is viewed.
Unique Clicks	The number of times a distinct customer clicked a specific link.
Unique (CTR)	The click-through rate.Unique CTR = Unique clicks / Unique Impressions
Orders	The aggregate number of online orders customers placed within 24 hours of viewing the social proof campaign.
AOV	The average order value.AOV = Total attributed revenue /Total conversions
Unique Conversions	Conversion = Orders / Unique clicks
Unique Impressions	The number of times a distinct customer views a specific social proof campaign.
Users Viewed Any Product	The aggregate number of customers who viewed products after they saw the social proof campaign.
Users Add to Cart Any Product	The aggregate number of customers who added any product to their cart that displayed in the social proof campaign.

Field	Description
Users Purchased Any Product	The aggregate number of customers who purchased any product that was displayed in the social proof campaign.
