Understand the Standard Events Report

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The Standard Events Report gives you visibility into your Bluecore events and see your brand's event volume trends year-over-year (YoY).

It can help with answering campaign performance questions that are tightly coupled with events, such as abandoned campaigns, and give you insight into the phases of your brand's conversion funnel.

This report tracks all standard events that are captured via your integrations, such as the events API, data feeds, Purchase Pixel, and any other integration that tracks events.

This report tracks the following events:
- Add product to cart
- Purchase
- Remove product from cart
- Search for product
- Viewed product
- Viewed cart

The Standard Events Report is updated daily.

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

View the Standard Events Report

Go to [   ] **Analytics** > **Identification & Events** > **Standard Events**.

Date filter

Choose a fixed or relative date period, which defines the data in the report. The same date selection is used for YoY comparisons against the same period in the previous year.

The filter defaults the last 52 complete weeks.

Use cases

You can use the standard events report to:
- Validate your standard event health by verifying they were captured as expected
- Keep track of your brand's integrations and drill into any unexpected spikes that may indicate events were not captured
- Analyze your upstream trigger performance YOY

Troubleshooting the report

Below are a few examples that you may see in your report.

If you have questions about the data in the report, contact support@bluecore.com

Zero values for year prior

If your brand onboarded with Bluecore in the last year, you may see prior year events with a zero value. This is because Bluecore did not have insight into this data and it was not captured.

For example, the below chart shows zero value in the Total Events Year Prior and YoY Percent Change Total Events columns.


You may also see zero data in the YoY Weekly Events % Change chart for similar reasons. This chart compares each week in your selected date range to the same week in the prior year. If no events exist in the prior year, the percent change value is zero.

Unexpected data when it should be zero

When you run a YoY report with a date filter that spans the end of one year and start of the next, you may see unexpected values in the first week of the year.

This happens because the reports use ISO weeks, and week one can include the last days of December. When December dates fall into ISO week one, that data is included in week one totals.
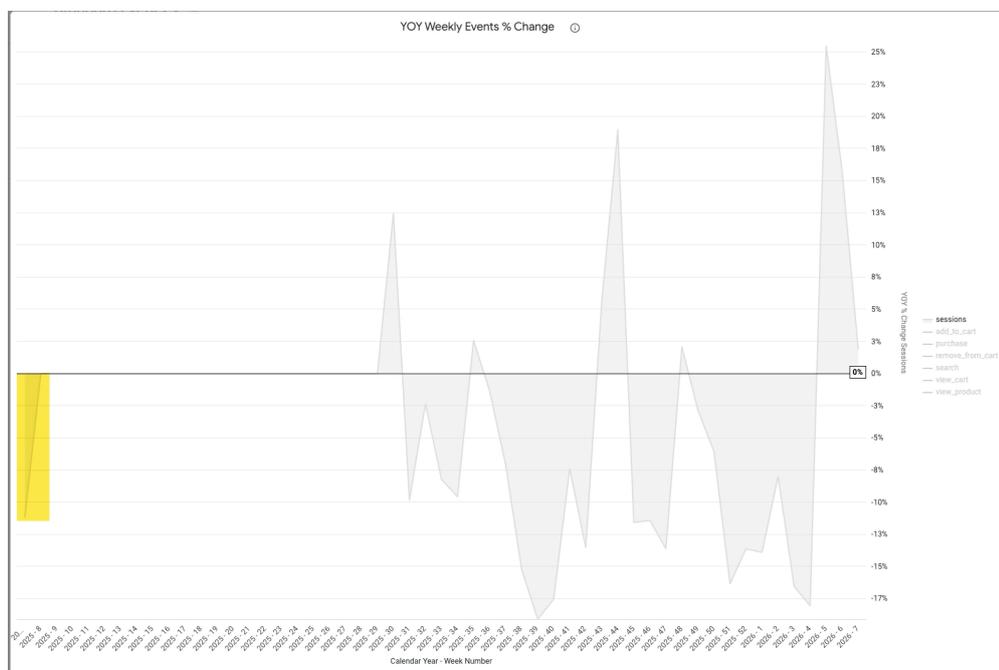
Large data spikes

If you onboarded with Bluecore during the time in your date filter, you may see large spikes during the time that you onboarded, which was related to importing data.

YOY Weekly Events % Change ⓘ

Legend:
- sessions
- add_to_cart
- purchase
- remove_from_cart
- search
- view_cart
- **view_product**

Y-axis: YOY % Change Total Events (0%, 10000%, 20000%, 30000%, 40000%)

X-axis: Calendar Year - Week Number (2025 - 1, 2025 - 10, 2025 - 13, 2025 - 16, 2025 - 19, 2025 - 22, 2025 - 25, 2025 - 28, 2025 - 31, 2025 - 34, 2025 - 37, 2025 - 40, 2025 - 43, 2025 - 46, 2025 - 49, 2025 - 52, 2026 - 3, 2026 - 6)