Understanding Campaign Metrics

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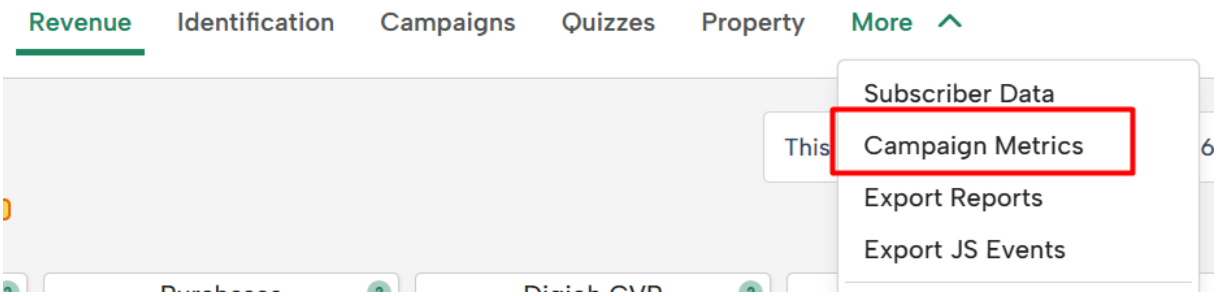
The Campaign Metrics report shows how each of your campaigns is performing, from how often it was seen to how many submissions it collected. This article explains where to find Campaign Metrics, what each column measures, and why some columns (such as Submissions, Emails, and Phones) will not always add up to the same number. Use it whenever you are reviewing campaign performance or reconciling numbers across columns.

What You'll Learn in This Article:

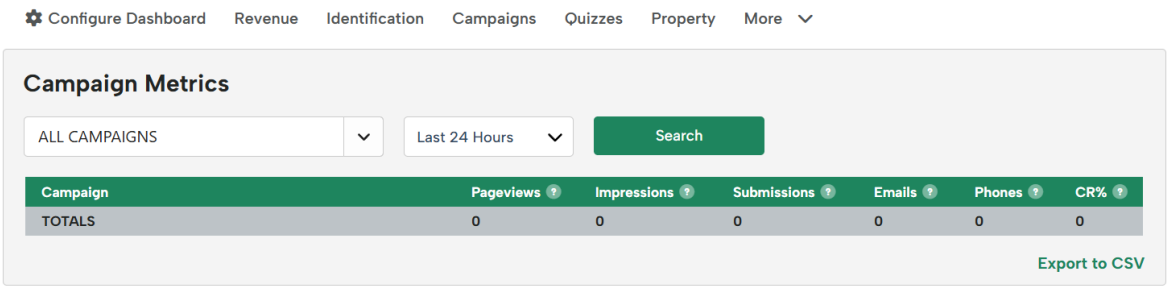
- Where to find the Campaign Metrics report
- What each metric column measures
- Why Submissions, Emails, and Phones do not always match
- How the conversion rate (CR%) is calculated

Where to Find Campaign Metrics

1. Select **Reporting** in the top navigation bar.
2. Hover over the **More** dropdown and select **Campaign Metrics**:



3. Filter by campaign and date range to focus on the data you want to review:



What Each Metric Means

Each column in the Campaign Metrics table measures something different:

Metric	What it measures

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Pageviews	The number of times Digioh loads on-site, regardless of how many times your campaign shows up.
Impressions	The number of times your campaign is displayed.
Submissions	The number of times someone performs a submit action in your campaign. Multi-page campaigns count each submitting page separately, so one visitor can produce multiple submissions.
Emails	The unique count of email addresses captured by the campaign.
Phones	The unique count of phone numbers captured by the campaign.
Redirects	The number of times a button that performs a redirect action is clicked.
CR%	Submission Conversion Rate, calculated as Submissions divided by Impressions.

Why Submissions, Emails, and Phones Do Not Always Add Up

This is the most common question about Campaign Metrics. These three columns count different things, so they are not designed to sum. A few reasons explain the difference:

- **Submissions counts events; Emails and Phones count unique values.** Every time someone submits, it adds one Submission. Emails and Phones, by contrast, are deduplicated, so the same email submitted five times still counts as one email.
- **One submission can include both an email and a phone.** That single submission is reflected in both the Emails and Phones columns, so adding those columns can exceed the number of submissions.
- **Some submissions include neither.** Quizzes, surveys, and campaigns that collect other fields add to Submissions without adding an email or phone.
- **Repeat and returning submitters.** The same visitor submitting more than once raises Submissions but not the unique Emails or Phones counts.

How Conversion Rate (CR%) Is Calculated

CR% is **Submissions divided by Impressions**. For example, a campaign with 897 impressions and 100 submissions has a CR% of 11.15%.