

# Digioh Reporting Overview

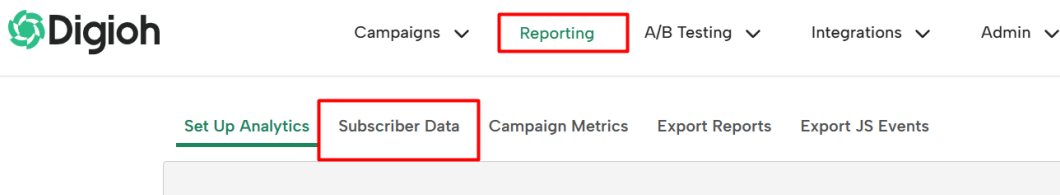
Last Modified on 06/24/2026 4:29 pm EDT

## What You'll Learn in This Article:

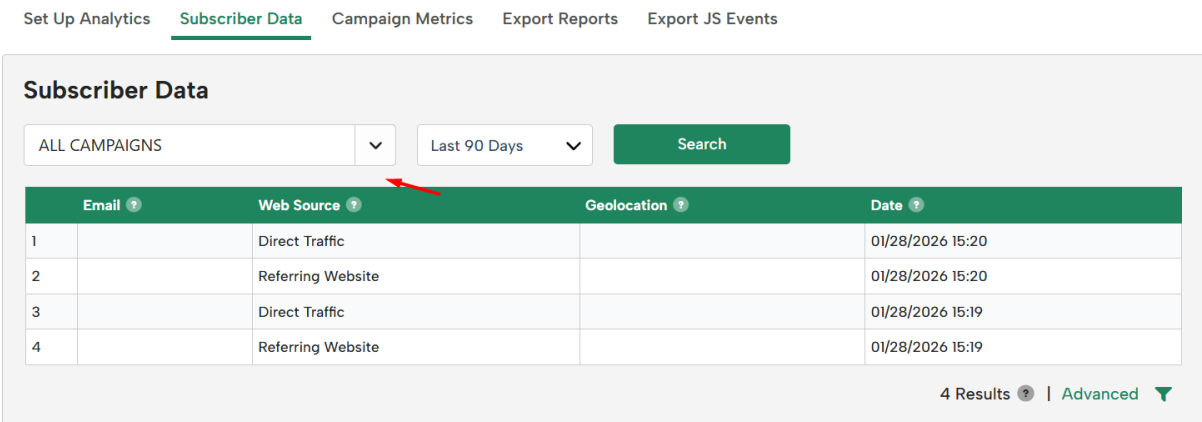
- How to access and navigate Digioh's Reporting section.
- The types of reporting available: subscriber data and campaign metrics.

## Subscriber Data

Hover on the **Reporting** tab from the top navigation bar, and then click on **Subscriber Data**.



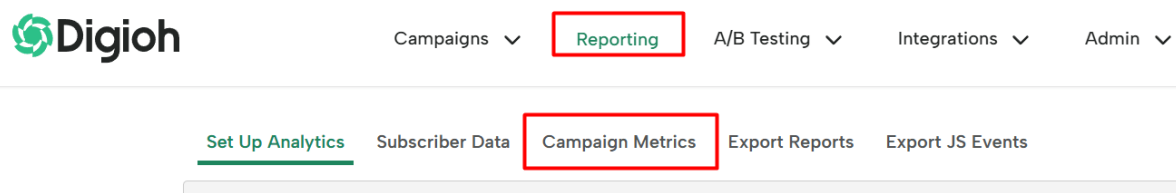
This section provides email, web source, geolocation and date of lead for each submission collected. Note that you can filter by campaign name and/or date range by selecting a campaign name and/or date range to the left of the search button. Also, you have the ability to look at submission data individual campaigns or for all campaigns by selecting ALL CAMPAIGNS.



Use **advanced** button to filter, display, and export data captured for each submission. For more information: [How to View and Export Campaign Submission Data in Digioh](#)

## Campaign Metrics

Hover on the **Reporting** tab from the top navigation bar, and then click on **Campaign Metrics**.



**Campaign Metrics**

ALL CAMPAIGNS   Last 90 Days   Search

Campaign	Pageviews	Impressions	Submissions	Emails	Phones	CR%
321941: Internationalization Test - Main (copy 1-28-2026)	4	4	4	0	1	100.00%
<b>TOTALS</b>	<b>4</b>	<b>4</b>	<b>4</b>	<b>0</b>	<b>1</b>	<b>100.00%</b>

[Export to CSV](#)

- **Pageviews** = Number of times your website is loaded (regardless of how many times your campaign shows up)
  - **Impressions** = Number of times your campaign is displayed
  - **Submissions** = Number of times someone enters their info into your campaign
  - **Emails** = Unique count of email addresses captured by the campaign
  - **Phones** = Unique count of phone numbers captured by the campaign
  - **Redirects** = Number of times a button that goes to a link is clicked on
  - **Downloads** = Number of times a downloadable asset is accessed through the campaign
  - **CR%** = Conversion Rate, calculated as Submissions divided by Impressions. For example, if a campaign received 897 impressions and 100 submissions, the CR% would be 11.15%.