Digioh Reporting Overview

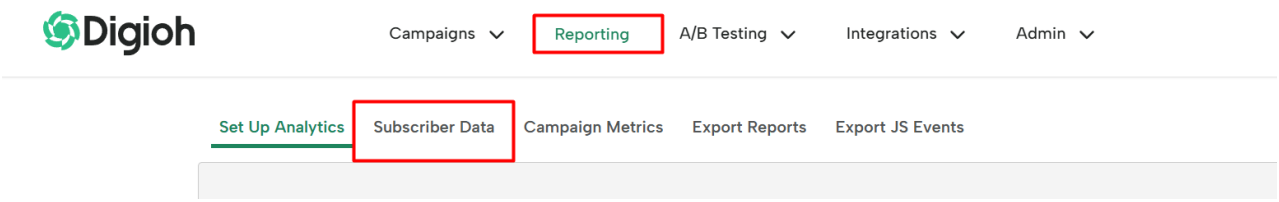
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What You'll Learn in This Article:

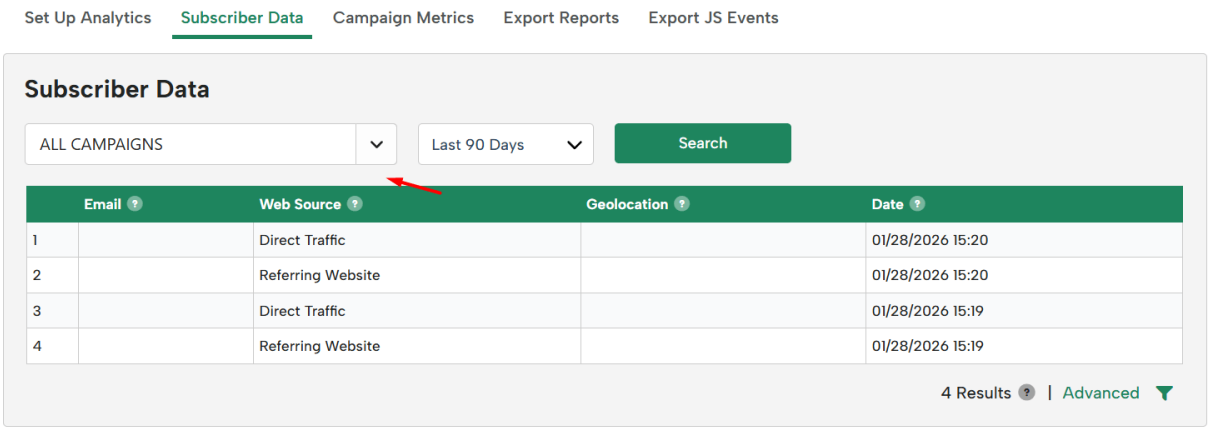
- How to access and navigate Digioh's Reporting section.
- The types of reporting available: subscriber data and campaign metrics.

Subscriber Data

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



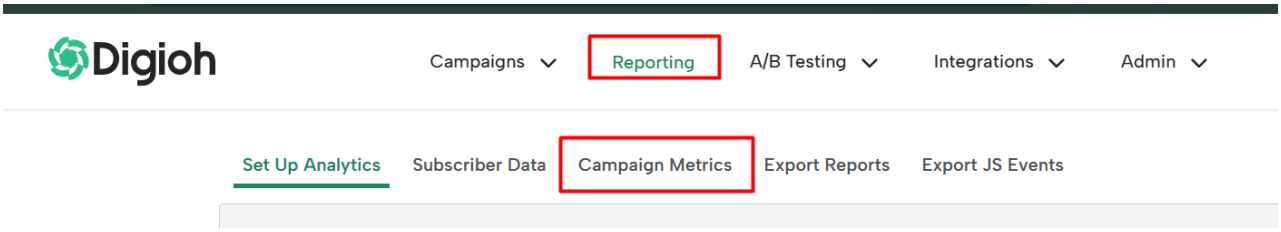
This section provides email, web source, geolocation and date of lead for each submission collected. Note that you can filter by campaign name and/or date range by selecting a campaign name and/or date range to the left of the search button. Also, you have the ability to look at submission data individual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

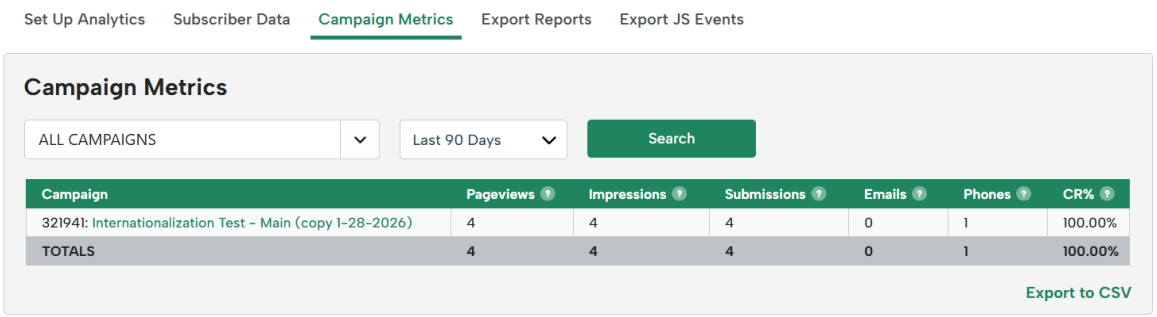


Use **advanced** button to filter, display, and export data captured for each submission. For more information: How to View and Export Campaign Submission Data in Digioh

Campaign Metrics

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





- **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%.