Conversion Reports

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What You'll Learn in This Article

- How Digioh's daily conversion report helps you monitor widget performance.
- What data is included in the conversion report CSV.
- How to enable daily email reports in your account settings.
- Tips for using the report with tools like Tableau, Google Sheets, or Excel.

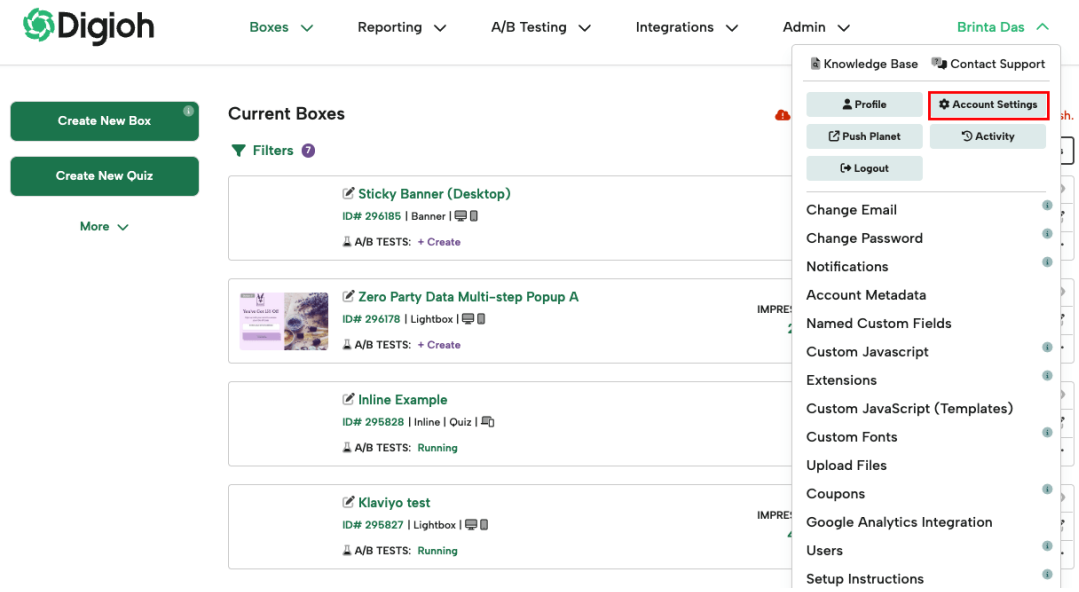
By the end of this article, you'll know how to start receiving automated conversion reports straight to your inbox—and use them to boost your campaign effectiveness.Keeping an eye on conversions can help you track how effective your widgets are. Digioh can send a daily conversion report CSV to you via email. You can import this data into Tableau, Google Sheets, or Microsoft Excel.

Here is what your CSV will look like:

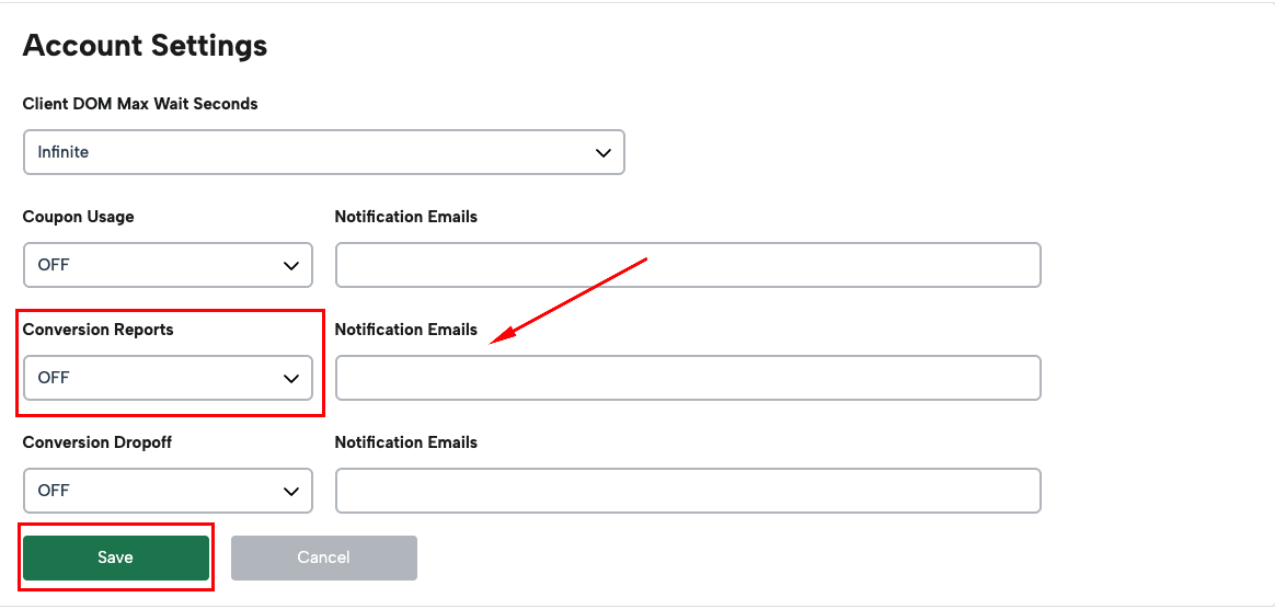
	A	B	C	D	E	F	G	H	I
1	Date	Lightbox ID	Lightbox Nar	Impressions	Submissions	Redirects	CR% (Submis	CR% (Redirects)	
2	7/1/19	187546	Desktop | Inl	17587	0	134	0%	0.76%	
3	7/1/19	188780	Desktop | Inl	2	0	0	0%	0%	
4	7/1/19	194948	Desktop | Int	9596	0	84	0%	0.88%	
5	7/1/19	188043	Mobile | Inli	27731	0	119	0%	0.43%	
6	7/1/19	190615	Mobile | Cor	572345	0	0	0%	0%	
7	7/1/19	187544	Mobile | Inli	111325	0	0	0%	0%	
8	7/1/19	190679	Desktop | Inl	432	0	0	0%	0%	
9	7/1/19	186261	iOS | Inline |	232847	0	0	0%	0%	
10	7/1/19	187376	mobile | Inte	104339	0	707	0%	0.68%	
11	7/1/19	188799	Mobile | Inli	106	0	0	0%	0%	
12	7/1/19	190506	Android | In	93130	0	114	0%	0.12%	
13	7/1/19	188042	Mobile | Inli	10814	0	0	0%	0%	
14	7/1/19	193506	Desktop | Int	30125	0	406	0%	1.35%	
15	7/1/19	190678	Mobile | Inli	4271	0	15	0%	0.35%	
16	7/2/19	187546	Desktop | Inl	15373	0	119	0%	0.77%	
17	7/2/19	188780	Desktop | Inl	2	0	0	0%	0%	
18	7/2/19	194948	Desktop | Int	8654	0	73	0%	0.84%	
19	7/2/19	188043	Mobile | Inli	27746	0	103	0%	0.37%	
20	7/2/19	190615	Mobile | Cor	568898	0	0	0%	0%	
21	7/2/19	187544	Mobile | Inli	105958	0	0	0%	0%	
22	7/2/19	188798	Desktop | Inl	1	0	0	0%	0%	
23	7/2/19	190679	Desktop | Inl	431	0	0	0%	0%	
24	7/2/19	186261	iOS | Inline |	224043	0	0	0%	0%	
25	7/2/19	187376	mobile | Inte	98526	0	686	0%	0.70%	

The CSV includes the Date, Campaign ID, Campaign Name, Number of Impressions, Number of Submissions, Conversion Rate Based on Submissions, and Conversion Rate Based on Redirects (if forms are turned off). The Report will update every day and has a monthly total at the bottom.The conversion report will also send a monthly report at the end of each month.

To enable daily reports, go to Account Settings:



Turn on Conversion Reports, set an email address where the reports will be sent, and save your changes. You can add multiple emails by adding comma-separated values.



You will now receive conversion reports in your inbox!