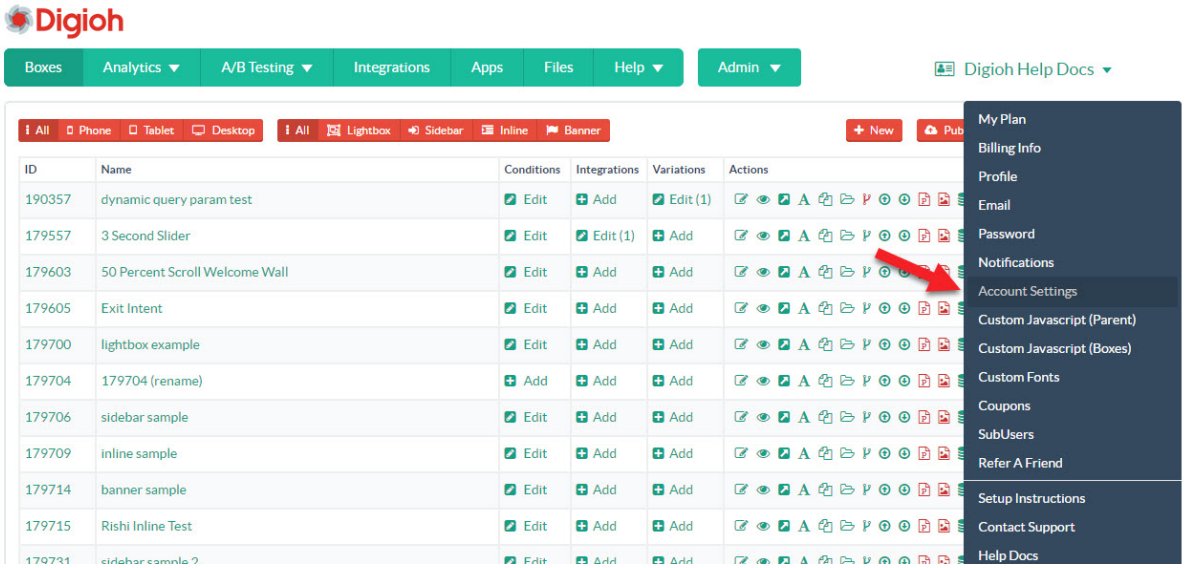
What is DropOff Reporting?

Last Modified on 06/24/2026 11:37 am EDT

Digioh can generate a drop-off report when the number of conversions or submissions on your account drops by over 80%. These reports can help you identify potential account issues with your account, including:

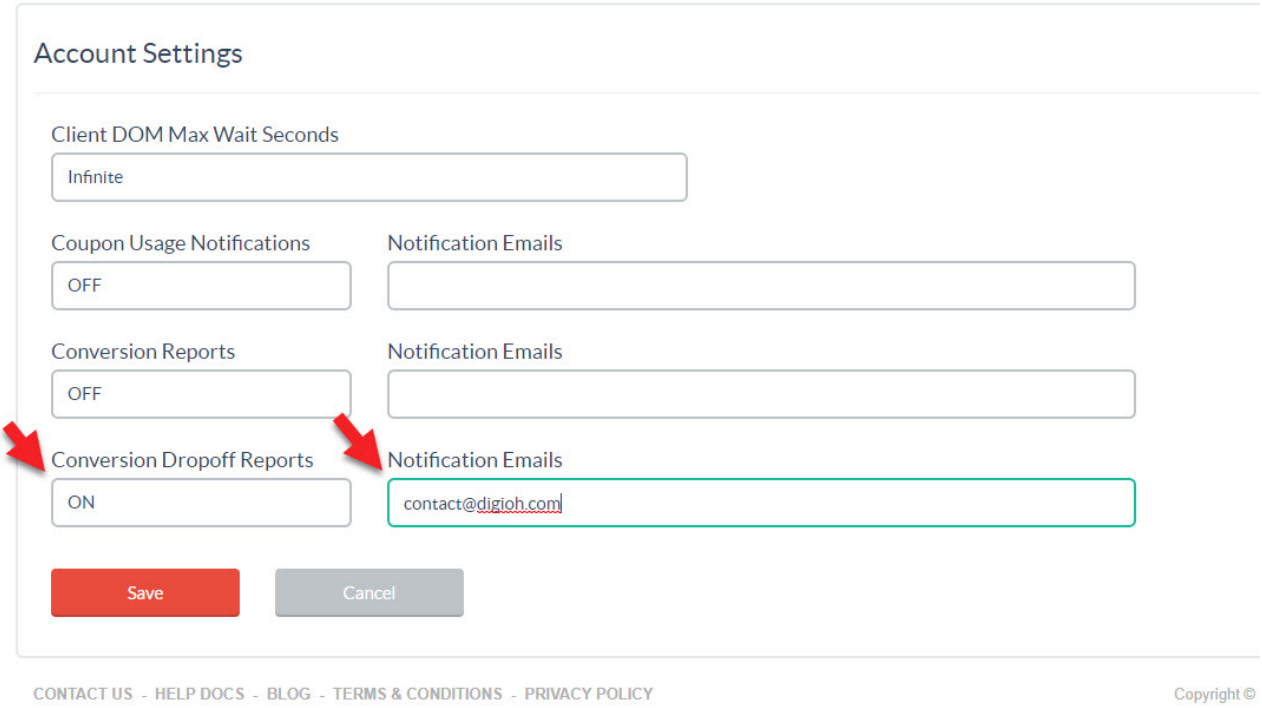
- Our JavaScript was removed.
- Conditions/Rules were changed.
- You are using an HTML exists jQuery rule and that reference no longer exists on your site.
- There is custom code (Custom JavaScript) in your account that is preventing your campaigns from firing.

To enable drop-off reports, go to Account Settings.



Turn on drop-off reporting, add at least one email address to receive reports, and save your changes.

Note: Dropoff reports are sent daily, but you will *only* receive an email if a drop-off occurs.



Here is a legend for understanding the DropOff Report:

- Conditions_This = Did This Campaign Change Conditions in the last 7 days (and get published)?
- Conditions_Other = Did Other Campaign Conditions change in the account (and get published)?
- Priority_This = Did the priority order change in the last 7 days (and get published)?
- JS_7_Days = Has Custom JS been updated in the last 7 days (and then published)?
- Publish_7_Days = Has the Account been Published in the last 7 days?
- Green = Has the Campaign recovered from the drop-off?
- Red = Has the Campaign NOT recovered from the drop-off?
- Bold = Was the Campaign drop-off introduced today?

Note: The drop-off report is displayed at the **box level**, with the **Campaign ID** intact. This helps in identifying exactly which campaign experienced the drop-off.