Digioh Revenue and Campaign Analytics

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Revenue and Campaign Analytics is only available after you have connected Digioh to your Google Analytics Property.

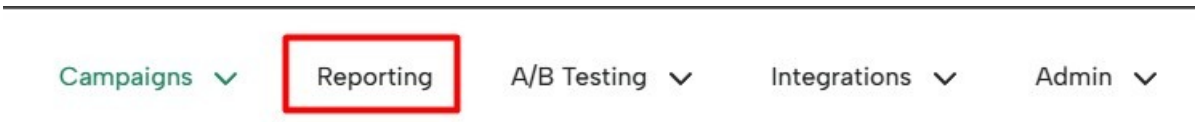
By connecting Digioh to GA4, you can analyze how interactions with your Campaign and Quiz Campaigns influence your revenue, and analyze engagement with your Digioh Campaign and Quiz Campaigns. Digioh tracks Campaign interaction data to your existing GA4 instance, this data is additive and will not affect any of your existing reports in GA4.We combine our data with existing data in GA4 so that it becomes a "single source of truth" for your revenue and visitor behavioral data. The data that you see in Digioh you can also see in GA4, we simply present it in a more accessible form.

Accessing Digioh Analytics

To access Digioh Analytics, you must connect your GA4 account to Digioh and create the necessary dimensions. Since there is a lag between event tracking and data being available in GA4, you typically won't see data in Digioh (or GA4 itself) until the following day.

After connecting Digioh to your Google Analytics, new reports will be available under the Reporting section of Digioh:

- **Revenue Analytics**: revenue focused reports and metrics, based on Digioh Revenue Attribution (see below).
- **Campaign Analytics**: Campaign Campaign interaction reports, e.g. impressions, form submissions, etc.
- **Property Analytics**: Site level reports, e.g. how many visitors are seeing a Digioh Campaign.
- **Identification Analytics**: Reports on identification metrics, tracking the number of Add to Cart and Checkout events identified through Digioh's Owned Identification, extending user identity across devices and browsers.
- **Quiz Analytics**: More detailed reports for interactions with your Quizzes.



Throughout the Analytics Dashboards, there are tooltips that can be found by hovering over the overview campaigns listed towards the top of the page, as well as by hovering over the information icon on the individual charts.

Digioh Revenue Attribution

Digioh claims attribution for the total dollar value of purchases made on your site within 24 hours of engaging with a Digioh Campaign or Quiz Campaign. Revenue Analytics shows "global" attribution, the combined effect of all of your Campaign and Quiz Campaigns, but you can also enable Revenue

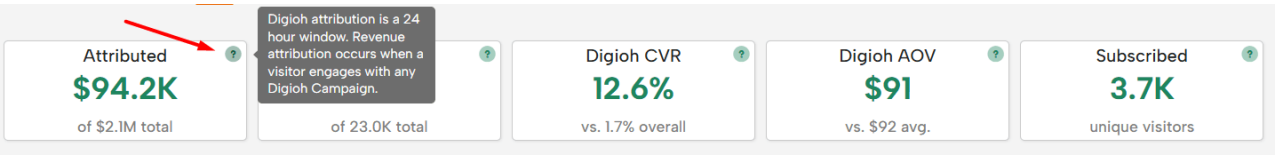
Attribution for individual Campaign or Quiz Campaigns. This allows you to drill down into the revenue impact of a single Campaign when testing with an Experiment, for example.

Key Reports

Revenue Metrics

Digioh Revenue Analytics is based on eCommerce purchase data in GA4 in conjunction with Digioh Standard Events.

Most reporting sections have a set of Key Metrics up top. For details on these, hover over the tooltip *i* icons.



The Subscribers Key Metric is the number of unique site visitors for which Digioh collected either email or phone number (or both). While this is a good indicator of Digioh performance, note that it represents contacts 'new to Digioh', and so may include email/phone already in your Email/SMS platform.

Revenue Attribution by Product (Top 10)

This report shows the breakdown of attributed revenue by purchase product (GA4 Item), showing both attributed and non-attributed revenue. Non-attributed revenue is purchases made on your site where the user did not engage with a Digioh Campaign.

In all Digioh reports, you can hover your mouse to see more detail, e.g. the exact amount of attributed revenue for a specific product.

Digioh AOV vs. Avg. AOV

This report shows the trends in Average Order Value for Digioh attributed visitors vs. your site average. Typically this is higher for visitors that engage with Digioh Campaigns!

Campaign Analytics

Campaign analytics lets you view metrics for specific campaigns:

- Sessions with Contact Info Collected
- Impressions & Submissions by Channel
- Daily Impressions & Submissions
- How Many Visitors Saw Campaign

Campaign Revenue

If you've enabled Campaign Attribution on a campaign, the campaign analytics will also contain revenue

data for the campaign.

To enable campaign attribution on a campaign:

1. In the Campaign list, hover over the "..." button
2. Select 'Enable Revenue Attribution'

Note: Enabling campaign revenue attribution will consume a Google Analytics custom audience.

Property Analytics

Property Analytics shows data for your entire site:

- Overall Campaign Impressions
- Overall Campaign Audience Penetration

These reports can highlight where specific campaigns may be oversaturating the user experience, or are being starved of impressions, either of which would indicate that an adjustment to Campaign Conditions is warranted.