Measuring Your Results

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Your Campaign is live and sending data. Now let's look at how it's performing and who submitted.

Where to Find your Numbers

1. Select **Reporting** in the top navigation bar.
2. Hover over the **More** dropdown and select **Campaign Metrics**.
3. Filter by Campaign and date range to focus on the results you want.

The Campaign Metrics report is your at-a-glance view of performance. The columns that matter most when you're starting out:

Metric	**What it tells you**
Impressions	How many times your Campaign was displayed.
Submissions	How many times someone submitted the Campaign. For multi-page campaigns that perform multiple submits, this number may appear higher than expected because each submit is counted independently.
CR%	Conversion rate: Submissions divided by Impressions. A campaign with 897 impressions and 100 submissions has an 11.15% CR%.
Emails / **Phones**	Unique email addresses and phone numbers captured. These are deduplicated, so they won't always match your Submissions count. One visitor submitting twice adds two Submissions but only one Email.

If you unpublish or turn off a Campaign and still see a trickle of impressions afterward, don't panic. Your Campaign isn't secretly still live. A very small share of visitors (roughly 0.02%) may have a cached version of the Campaign script or a misconfigured system clock, and that lag can take a little time to fully clear. If you want a hard stop instead of a gradual taper, set an explicit end date on the Campaign before you publish it, rather than relying on manually turning it off later.

Finding Who Submitted

Campaign Metrics gives you the aggregate numbers, but you'll often want the actual list of submissions: who submitted, when, and with what data. That lives in Subscriber Data, not Campaign Metrics.
Note: Subscriber data is only available if your account has Data Storage enabled.

1. Select **Reporting** in the top navigation bar.
2. Select **Subscriber Data** under the **More** dropdown.
3. Click **Advanced** in the lower right corner.
4. Select your Campaign and the time frame you want to review.
5. Select the fields you want included and click **Search**.
6. Click **Export Custom** to have a CSV emailed to you (allow up to 30 minutes for delivery).

> - Digioh shows up to 90 days of submission data at a time. To pull older data, use **Export Past Months**.
> - If you want this list delivered automatically instead of pulling it manually, set up a **CSV Daily Output** integration under **Integrations**, or turn on daily Conversion Reports under Account Settings for a summary CSV emailed to your team every day.

Going Deeper: The GA4 Reporting Dashboard

Campaign Metrics is a good day-to-day view, but once you've connected Google Analytics 4 back in Installing Passport and recommended extensions, Digioh unlocks a second, deeper view: the Reporting Dashboard. It uses your GA4 data as the source of truth, so every number you see there (revenue, conversion rate, impressions, engagement) matches what your analytics team sees in GA4 itself, with no risk of inflated numbers.

Haven't connected GA4 yet? It's not a requirement, just a way to see more. Go back to Installing Passport and recommended extensions to set it up, or see *How to Connect Google Analytics 4 (GA4) to Digioh* directly.

> The Reporting Dashboard isn't on by default. You and your CSM choose which charts to add when you first set it up, and you can change the mix at any time afterward.

Before any chart will populate, make sure:

- Enhanced eCommerce is enabled in GA4.
- Digioh is connected to your GA4 property, with Auto Setup complete (this creates the custom dimensions and Revenue Attribution Audience the dashboard depends on).

- The GA4 Tracking Extension is installed in your Digioh account.
- You have at least one campaign published and live on your site.

> Give it time after you publish. GA4 does not show metrics for the current day, so don't worry if a chart looks empty right after you connect it.

The Five Analytics Sections

The dashboard is organized into five sections. Which ones are relevant to you depends on what you've built and installed so far in this guide:

- **Revenue Analytics**: ties Digioh activity to actual purchases. Shows Digioh-attributed revenue alongside total site revenue, conversion rate lift, AOV, and ROI against your Digioh subscription cost. By default, Digioh attributes a purchase to itself when a visitor submits or redirects from a campaign and buys within 24 hours.
- **Campaign Analytics**: performance for an individual campaign, the one you built in *Creating your first campaign*. Covers impressions, submissions, and redirects by day or channel, contact collection by country or device, and audience penetration (the share of visitors who actually saw the campaign).
- **Quiz Analytics**: available once you have at least one quiz campaign. The standout chart here is Quiz Funnel Dropoff, a page-by-page breakdown of where visitors abandon the quiz, which is the fastest way to find and fix a weak step.
- **Property Analytics**: the same kind of metrics as Campaign Analytics, but rolled up across every campaign in your account rather than scoped to one.
- **Identification Analytics**: available if you've connected Digioh Passport. Shows known-versus-unknown visitor sessions over time and the revenue Passport's identity recovery contributes.

You've Got a Full Campaign Running

Take stock of what you've built: your script is installed, your Campaign is designed and published, Display Rules control who sees it and when, a Pipeline is sending Submissions to your ESP or CRM, and you now know exactly where to check how it's performing. That's the whole loop, start to finish.

From here, the best next step is usually to revisit Conditioning your campaign with display rules and Sending your data: pipelines overview as you launch new campaigns. The same patterns apply every time.

That's it. You're tracking real results. Need a hand? Reach out to support@digioh.com.