

Passport Dashboard and Reporting

Last Modified on 09/21/2026 4:22 pm EDT

Passport dashboards, overview

Your Passport dashboards show how many site visitors Digioh identified and how much revenue those identifications drove. Use them to track how Recognize and Recover are performing day to day, and to see where your identified traffic is coming from.

What you'll learn

- What each of the three Passport dashboard panels shows
- How Recognize and Recover each contribute to your identification and revenue numbers
- Why a few of the numbers on the dashboards won't always match, and why that's expected

Key terms

A few terms come up throughout the dashboards. Here's what each one means.

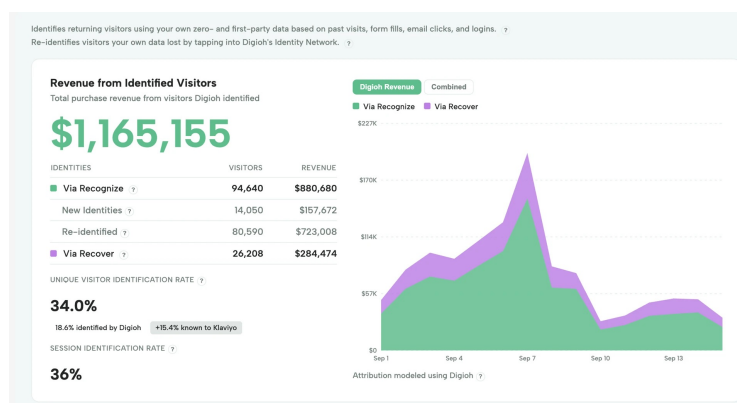
Term	What it means
Identified / Known	A visitor Digioh has seen before and can recognize.
Anonymous / Unknown	A visitor Digioh cannot recognize.
Attribution	The model used to determine which channel or product is responsible for a visitor's revenue or action.
Attribution window	The time window in which a purchase must happen for it to count as revenue from an identification.
Recognize	Digioh's core identification layer. Identifies visitors using your own zero- and first-party data, such as past visits, form fills, email clicks, and logins.
Recover	An add-on to Recognize. It only activates on a visit where Recognize couldn't identify the visitor, and only surfaces people who are already a contact in your ESP (email service provider), such as Klaviyo. Recover never adds new contacts.
Existing Contacts	Visitors who were already known and active in your ESP at the time of the visit, independent of anything Digioh did.

Which panels you'll see

This is currently only for brands using Shopify and Klaviyo with Digioh. More providers to come soon!

The data shown across these three panels depends on which Passport products you're using. If you only have Recognize enabled, you won't see Recover-specific figures. If you are interested in enabling Recover, we'd love to get you access – email your Digioh CSM or our support team to learn more!

Panel 1: Revenue from Identified Visitors



This is the hero card at the top of the dashboard. It shows total purchase revenue tied to visitors Digioh identified during the selected period, through Recognize, Recover, or both.



Important: A purchase only counts toward this number if it happens within the attribution window after Digioh identified the visitor.

The card breaks revenue down into two sources:

- **Via Recognize:** Revenue from visitors identified using your own data. This splits into New Identities (visitors Recognize is identifying for the first time this period) and Re-identified (returning visitors Recognize matched again using data it already had).
- **Via Recover:** Revenue from visitors Recover identified **after** Recognize couldn't. Recover only surfaces people who are already a contact in your ESP. If that contact is an active subscriber, they re-enter your email flows, such as cart abandonment or browse abandonment. If they're suppressed or unsubscribed, they stay off email, but Digioh can still recognize and reach them on-site. **Recover never adds new contacts and never overrides your suppression rules.**

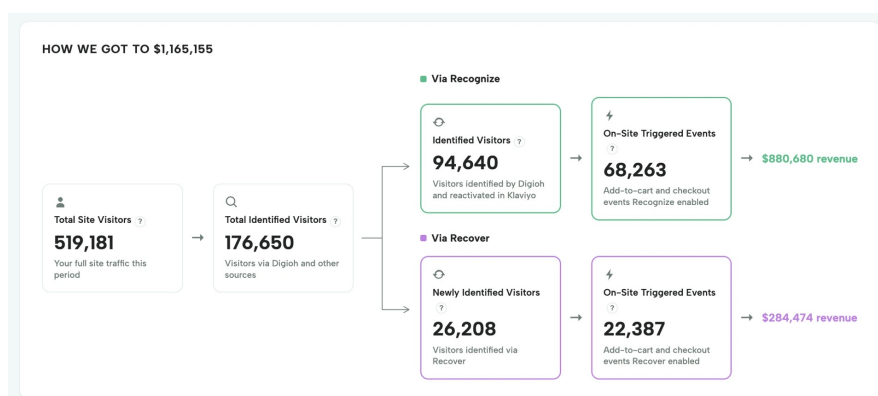
The panel also shows two identification rates: Unique Visitor Identification Rate (the share of unique visitors identified during the period) and Session Identification Rate (the same idea, counted by session instead of by person).

Note: These two rates can move independently, since one visitor can have several sessions,

some identified and some still anonymous. If a rate looks off compared to the other, that's usually why.

The chart on the right side of the panel shows a daily revenue trend split by Via Recognize and Via Recover. A toggle switches the chart between identified-visitor revenue only and a blended view that includes your account's total site revenue for context.

Panel 2: How We Got to \$X



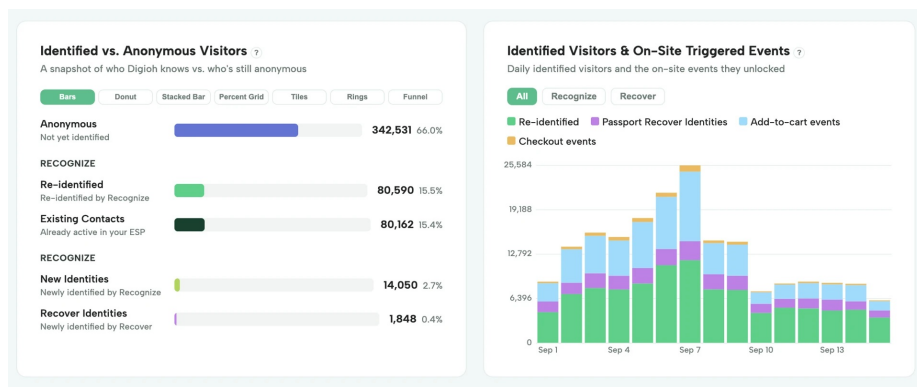
This flow diagram shows how Digioh gets from your total site traffic down to the revenue figure in Panel 1.

- Total Site Visitors: All traffic to your site during the period, identified or not.
- Total Identified Visitors: Everyone identified during the period, by any method, counted once each even if the same person was identified more than one way. This is the deduplicated headline number.

From there, the diagram splits into two rows: identified visitors reactivated through Recognize, and newly identified visitors reactivated through Recover. Each row shows the on-site events those identifications made possible, such as add-to-cart and checkout, leading down to revenue.

Important: The Via Recover number in this panel credits Recover for every visitor it identified this period, including someone Recognize also identified on a different visit. That's intentional, since it shows Recover's full contribution, but it means this number can be larger than the Recover Identities figure in Panel 3, which counts only people Recover identified exclusively. If a number here doesn't match Panel 3, this is why, not an error.

Panel 3: Identified vs. Anonymous Visitors and daily trend



This panel gives a snapshot of the same site traffic, split into mutually exclusive buckets, meaning each visitor is counted in exactly one of these:

- **Anonymous:** Not yet identified by any method.
- **Re-identified:** Returning visitors Recognize matched again from your own data.
- **Existing Contacts:** Visitors already active or known in your ESP, regardless of Digioh.
- **New Identities:** First-time visitors Recognize identified this period.
- **Recover Identities:** Visitors identified only by Recover this period, not by Recognize and not already known to your ESP. This is Recover's exclusive contribution to this snapshot, so it usually reads smaller than the Via Recover total in Panel 2.

You can switch the chart style between bars, donut, stacked bar, percent grid, tiles, rings, and funnel. It's the same underlying data in each view.

The chart on the right shows a daily trend of re-identified and recovered visitors, plus the add-to-cart and checkout events they unlocked. Use the All, Recognize, and Recover tabs above the chart to isolate one product's contribution.

Where to find your dashboards

You can find your Passport dashboards in your Digioh Account in the Reporting section under the Identification tab.

A note on accuracy

Revenue and identification figures are attribution models, not guarantees. A visitor counted as identified and a purchase counted as revenue both depend on the identification and attribution rules described above.

For more on how Recognize and Recover work behind the scenes, see [What is Digioh Passport?](#)

Questions about a specific number on your dashboard? Reach out to support@digioh.com, we're happy to help.

