

To preview the analytics on your conversion goals, you can access your goal section from the left side under contacts, goals tab.

Here you can see all the active or inactive goals that we have.

And let's choose one of the options here, which is this particular test that we've set up for the demo.

If I hit on analytics, this will display all the data associated with it.

So from the top, you can see you have a day by day breakdown of how many people reach these individual goals.

You also have the history, which you can go back in time, whether it's through our default presets or by choosing your own date range.

You can always download the map or even annotate on it before you download it.

Now below you can see how many goals were completed.

What are the goal values? And these are monetary values that you should have set up when creating the goal and we covered that briefly with instructions.

Also the conversion ratio, what is the total amount between the visits and how many of the visitors actually converted and what is the abandonment rate on the goal from the all visitors.

Below is a breakdown of the visitors type that reached those goals or this particular goal.

And you can see there's two types of visitors You have the anonymous IPs, we don't have any background data on them, or perhaps we do, but we don't have any identifiable information like an email.

And below are those who are contacts already and we have at least their email in the system.

So the breakdown is 58% of anonymous visitors have reached those pages and also those from our database, which can be people who are sending an email list or email newsletter, etc.

And have been cookieed These people represent 41% of the total conversion for that particular goal.

Here you will see on the left the traffic sources and there are different referrals coming in.

So if you want to filter by goals, meaning these are the referrals that triggered the goals, and we have a little toggle here that allows you to filter them out by why are the sources for the subscribers only versus the anonymous and also versus all visits combined.

These are not the goals, but however the visits so you can kind of match it back and forth For instance, here we had 1769 visitors who came direct Out of these only 11 converted.

So on the right side, there is the social media traffic referral We have one goal coming in from Facebook.

And again, if I toggle back to all visitors, this shows you how many of those visits came through the social media channels you have and how many of them converted.

So out of all the social media engagement, we actually just got one goal So this allows you to see exactly the

source of the conversion.

So these are the emails of the people who converted I can also have a drop down here and filter them by anonymous These are the IP addresses.

And just like everything else, we build our profiles on these people Any social media activity that triggered the conversion, if any, because you can publish social media events through the system.

So if any of those events that were published through the platform triggered a conversion, you'll be able to see it as well.

Now these are any emails that ended up converting So for example, here this particular campaign we've sent out triggered five conversions in total, which is pretty good.

So it gives you an overview was sent to 2,500 303 opened 35 clicked and five converted So these are good numbers overall.

This is breakdown by device and which device got the highest conversion So the PC, for instance, has 111 and mobile has 15.

And finally, you have the general jail location breakdown, which gives you an overview of a by location And you can always see, for instance, you have to from Australia, and you can scroll through, for instance, USA.

So United States, we had 22 conversions.

Now, if you were doing your own testing, and for some reason you'd like to reset the data, you can head on this option here, and this will reset all the metrics you see.

So you can restart this goal from zero So this is done after your dev team and everybody else have done their setup and their testing.