Enhanced Content Reporting Definitions

syndigo
right data. right now.

Users can get access to a full suite of interactive content reports with product page performance metrics.

Average Interaction Time: Average time visitors spend on interactive content

Average Time on Page: Amount of time a unique user spends on page divided by page visits

Average Unit Value: Cart Value divided by Units

Carts: How many unique visitors added one or more products to carts

Cart Rate: Carts divided by Sessions

Cart Value: Total dollar value of the items added to visitors' carts

Holdout: A version of an enhanced product page that does not display Story Points. Used for holdout testing

Interaction: A click on enhanced content (i.e. Hot spot zoom, image gallery scroll, etc.)

Interaction Rate: The number of unique visitors interacting with the content.
Rate = Interactions divided by Unique Visitors

Session: One or more page views by a unique visitor in a 30-minute period

Time on Page Lift: Percent change of time on page, when visitors see Story Points versus when they don't

Treatment: A version of an enhanced product page that displays Story Points. Used for holdout testing.

Unique Visitor: A distinct visitor with any number of sessions on a given day

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Units / Cart: The average amount of the product that customers add to a cart

Units: Total number of product units added to visitors' carts

Value / Interaction: Cart Value divided by interactions

Value / Session: Cart Value divided by Sessions

View: Experience loaded (ie. Engaging Hero, Contextual Hotspot, In-Line Content) when a PDP is loaded by a unique visitor

Viewable Impression: A visit where the unique visitor scrolled and viewed at least 200px of Enhanced Content

Visit: PDP loaded by a unique visitor

Table View

Widget Hierarchy (Parent, Type, Product)	Views	Clicks
⊟ In-line	25,422,271	274,308
⊞	20,934,885	167,869
⊞ video-gallery	16,069	62,494
⊞ tour	3,601,004	40,828
⊞ image-gallery	869,975	2,246
⊞ rich-features	318	849
⊞ document-gallery	20	22
⊟ Engaging Hero	9,551,424	171,896
⊞	9,525,597	106,313
⊞ video-gallery	13,731	37,241
⊞ tour		
⊞ image-gallery		
⊟ Mini-site		
⊞		
⊞ root		
⊞ video-gallery		
⊞ tour		
Total		

Performance Over Time ⓘ

Orange Line Metric (below): Visits

Blue Line Metric (Below): Interactions

Time Series