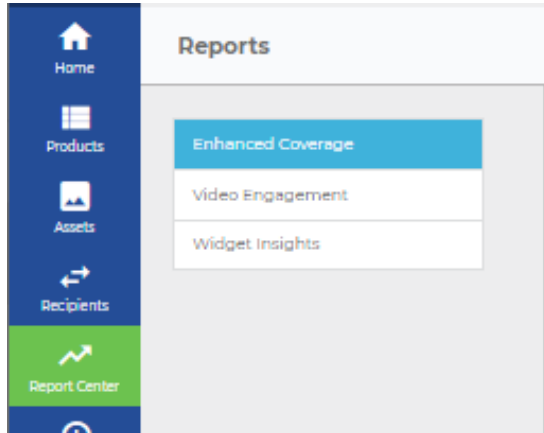


## Report Center Overview

### Overview:



Upon selecting the report center on the left-hand side, you will be greeted by an array of options.

- Enhanced Coverage – Overview of items and Retail product Pages
- Video Engagement – Video reporting data
- Widget Insights - Widget reporting data

At the top of each page will be your filters. You can also find these on the right hand side of any page. This allows you to narrow down your search to find specific data:

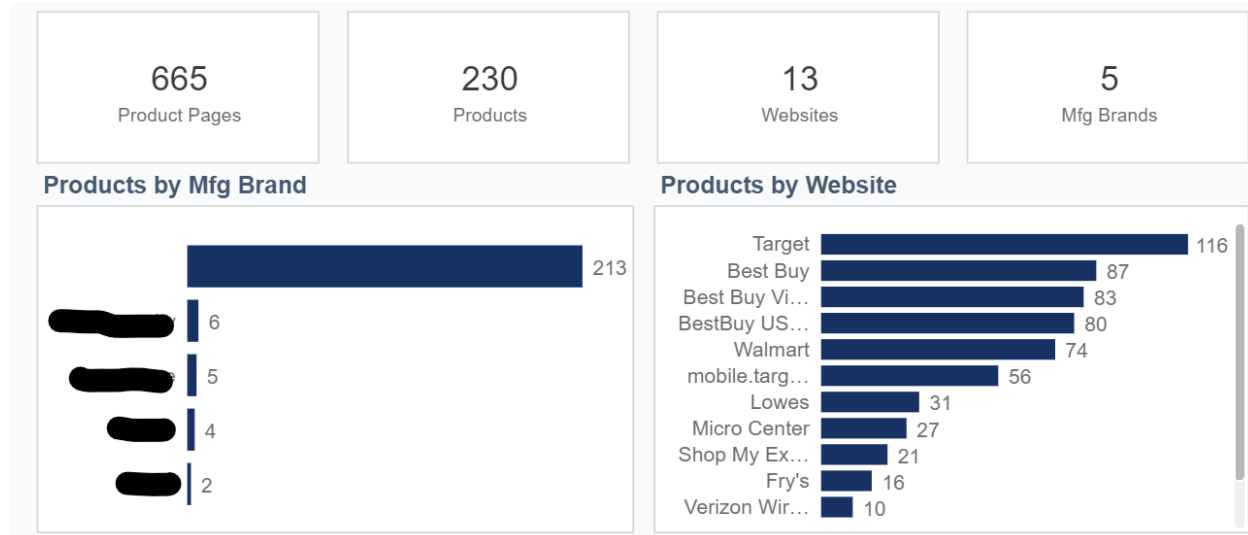
Website All	UPC All	GTIN All	Date Range 1/1/2020 - 12/25/2020
Experience All	Brand All		

### Enhanced Coverage - Mapped

GTIN All	UPC All	Mfg Part All	Mfg Brand All
Language All	Countries All	Website All	

## Enhanced Coverage:

The first section contains an overview of your items that contain Enhanced Content and are currently active on retailer product pages. The product details page will provide



**Product Detail** + Hierarchy Contains (Product Name, SKU, Brand, Retailer)

Product Name	GTIN	Mfg Part	Product Pa...
[Redacted]			3
[Redacted]lect USB-C Cable with Lightning connector 3ft - Black	00848061022520	A8612H11-1	5
[Redacted]lect USB-C Cable with Lightning connector 3ft - White	00848061022391	A8612H21-1	10
[Redacted]lect USB-C Cable with Lightning connector 3ft - White,Anker ...	00848061022391	A8612H21,A86...	1
(Best Buy Edition) [Redacted]		E82021F2	3

By Switching over to the *Availability* tab at the bottom, you will find a list of retailers and how many items you currently have available, pending, or rejected. Below this you will also be able to see each of your retail product pages.

Website	Available	Pending	Rejected	Total
Best Buy	92	9		101
Best Buy Video Feed	88			88
BestBuy US Mobile Apps	84			84
BJ's Wholesale Club	4			4
Costco	3	1		4
Costco Canada English		9		9
<b>Total</b>	<b>667</b>	<b>53</b>	<b>1</b>	<b>721</b>

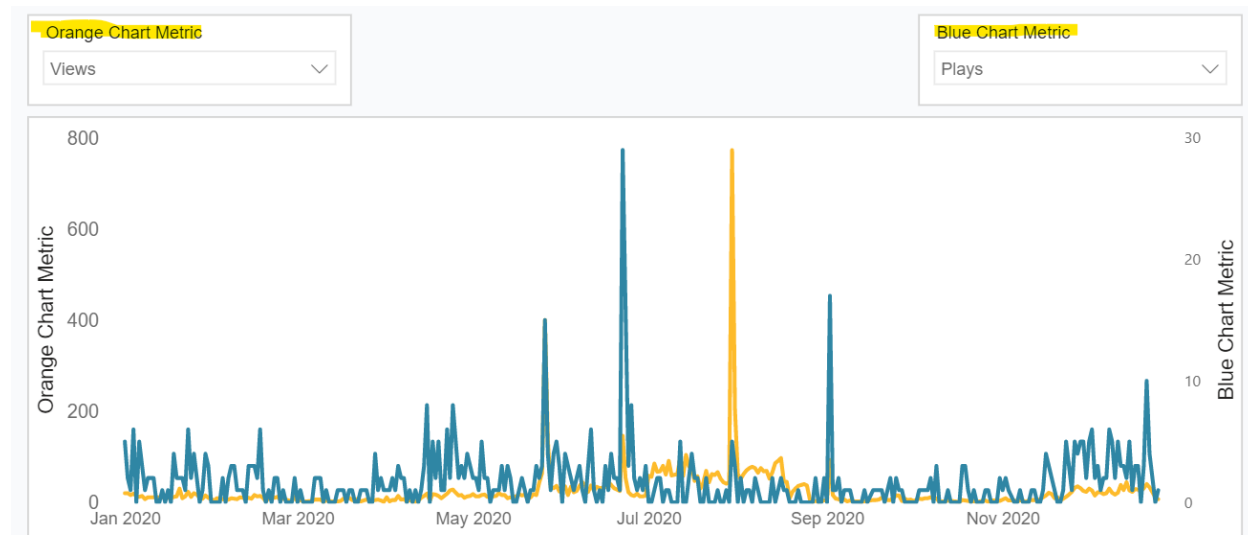
## Video Engagement:

The video engagement tab will first show you an overview of your items that contain videos, whether they live in the Toolbar, Mini-Site, or Inline content.

**Video Engagement Summary** ⓘ click on the + below to see how video was delivered

Experience	Unique Visits	Views	Plays	Play Rate	Completion Rate
Toolbar	132	132	0	0.00%	
Mini-Site	716	716	0	0.00%	
Inline	6,867	7,915	618	7.81%	80.42%
<b>Total</b>	<b>7,715</b>	<b>8,763</b>	<b>618</b>	<b>7.05%</b>	<b>80.42%</b>

Below this you will find a chart in which you can customize by changing the output of the Blue and Orange lines. This will provide you an in-depth overview of your video engagement.



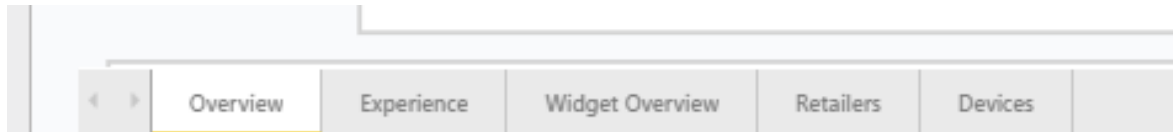
Finally, you will find a Product Table which contains details on Visits, impressions, plays, and play rates. There will be a reporting glossary at the end of this document if you need more details on these definitions.

**Product Table** click on the + below to see how and where the video was delivered

Product	Unique Visits	Impressions	Plays	Play Rate	Cor
[REDACTED]	4,536	5,373	335	6.23%	77.9
[REDACTED]	1,370	1,426	117	8.20%	78.6
[REDACTED]	912	1,028	50	4.86%	86.0
[REDACTED]	282	297	49	16.50%	87.7
[REDACTED]	149	162	18	11.11%	94.4
[REDACTED]	39	40	11	27.50%	90.9
[REDACTED]	109	112	8	7.14%	87.5

## Widget Insights:

At the bottom of the Widget Insights tab, you will find multiple options at the bottom to further explore your data.

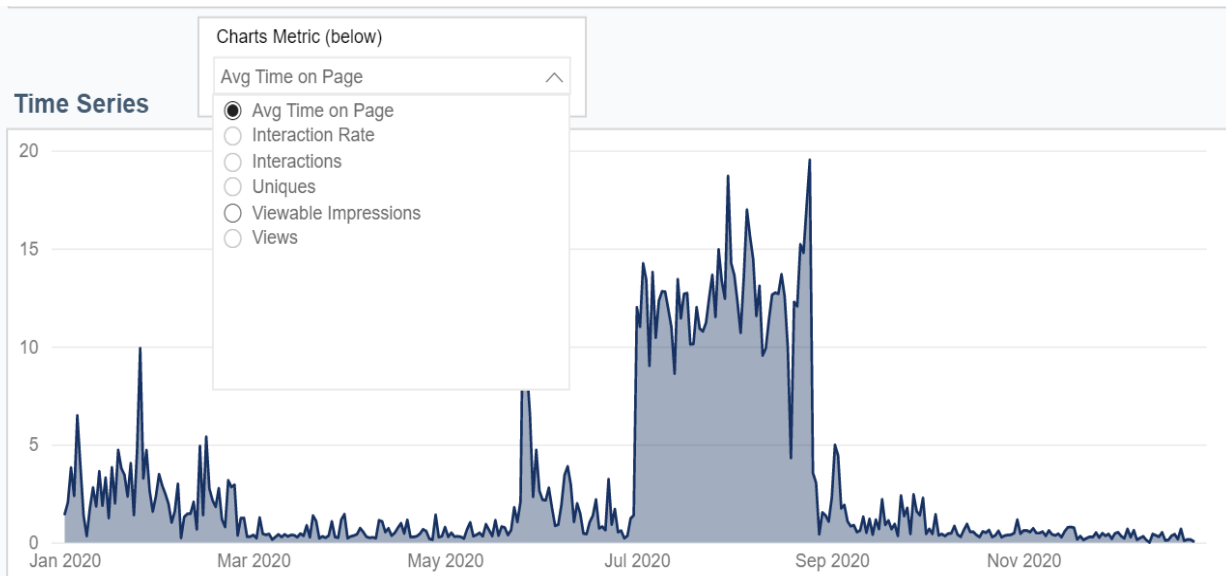


The **overview tab** provides you with a full scope Product Summary, as well as a Time Series chart in which you can view month to month data, Performance over time, as well as individual specifics relative to your products in the Product Table:

### Product Summary

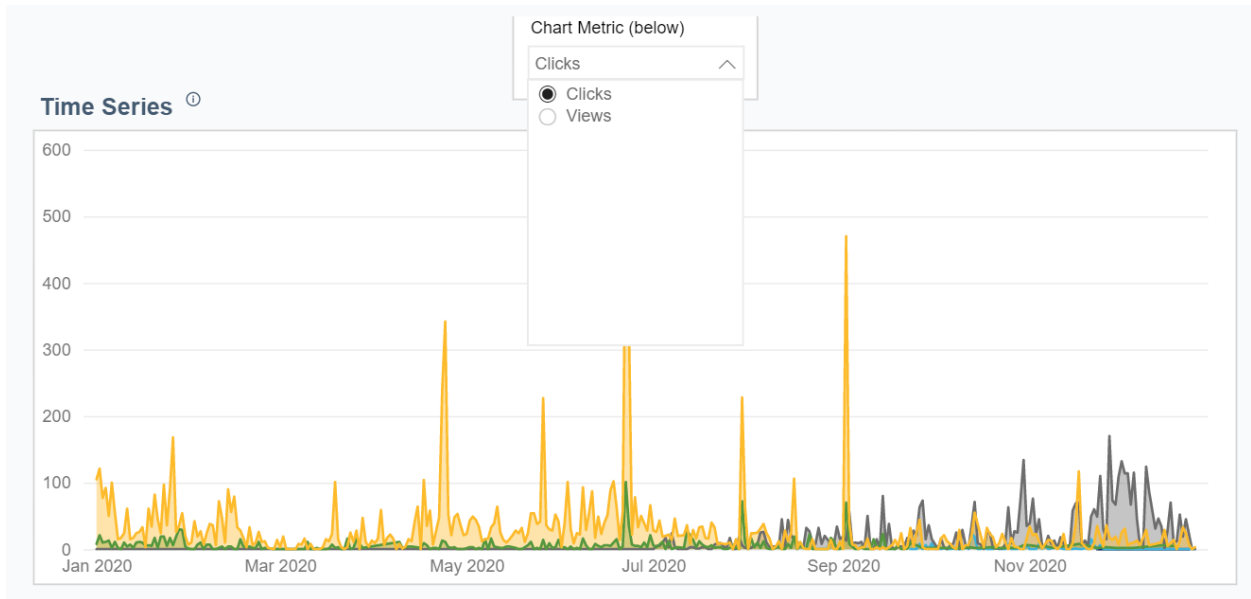
Visits	Unique Visits	Viewable Impressions	Interactions	Interaction Rate	Avg Time on Page
1,053,904	637,085	522,994	71,076	11.16%	00:04:19

The **Experience tab** is where we will start to find in depth information on your Widgets. This is home to an array of Chart Metrics relative to Time. You can choose a Chart Metric from the drop down menu to define your search.



You Will also find Views, Impressions, and Interactions for each item in the product table below this chart.

The **widget overview tab** will provide you with Time Series data relative to clicks and views.

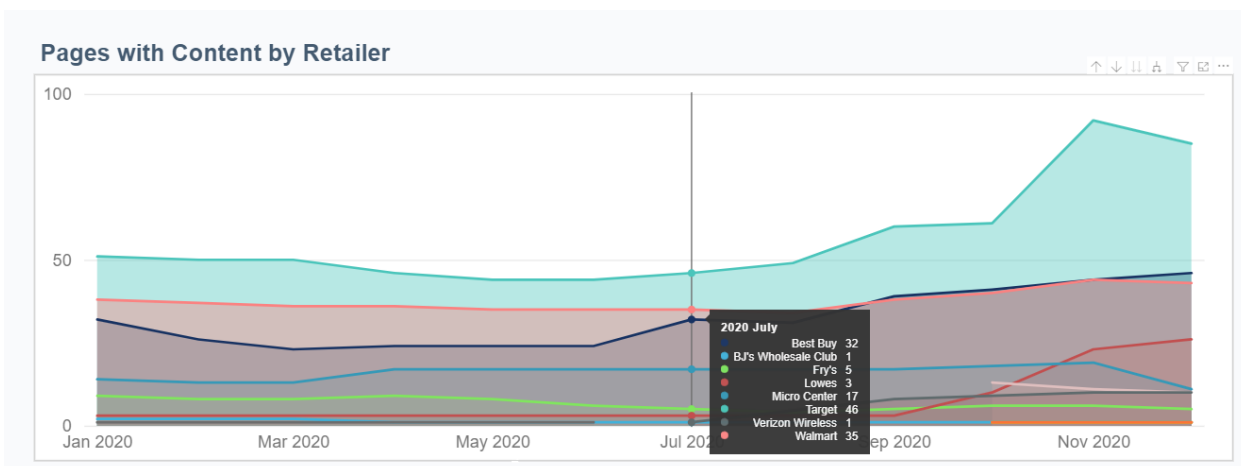
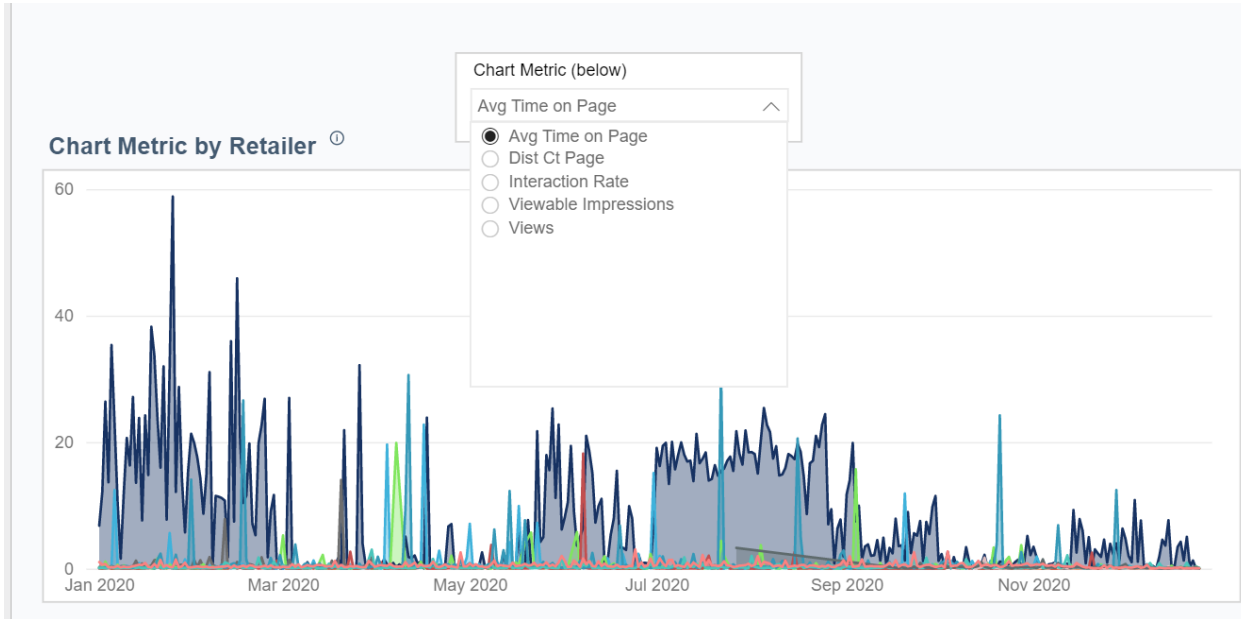


Below this you will find a table view containing Views and Clicks data:

**Table View**

Experience Hierarchy (Parent, Type, Product, UPC, GTIN)	Views	Clicks
[-] Toolbar	144	855
[-] Mini-Site	1,618	9,269
[-] Inline	379,014	6,531
[-] Video Gallery	8,861	4,559
[-] Image Gallery	4,554	335
[-] Feature Set	362,310	1,472
[-] Comparison Table	3,282	165
[-] Carousel	7	0
<b>Total</b>	<b>380,776</b>	<b>16,655</b>

The **Retailers tab** contains data specific to each retailer. In the first chart you will find Average time on page, Dist Ct Page, Interaction Rates, Viewable impressions, and Views. On the second chart you can see your retailer product pages added over time. On the Retailer table you will find specific numerical data for each of your retailers



**Retailer Table**

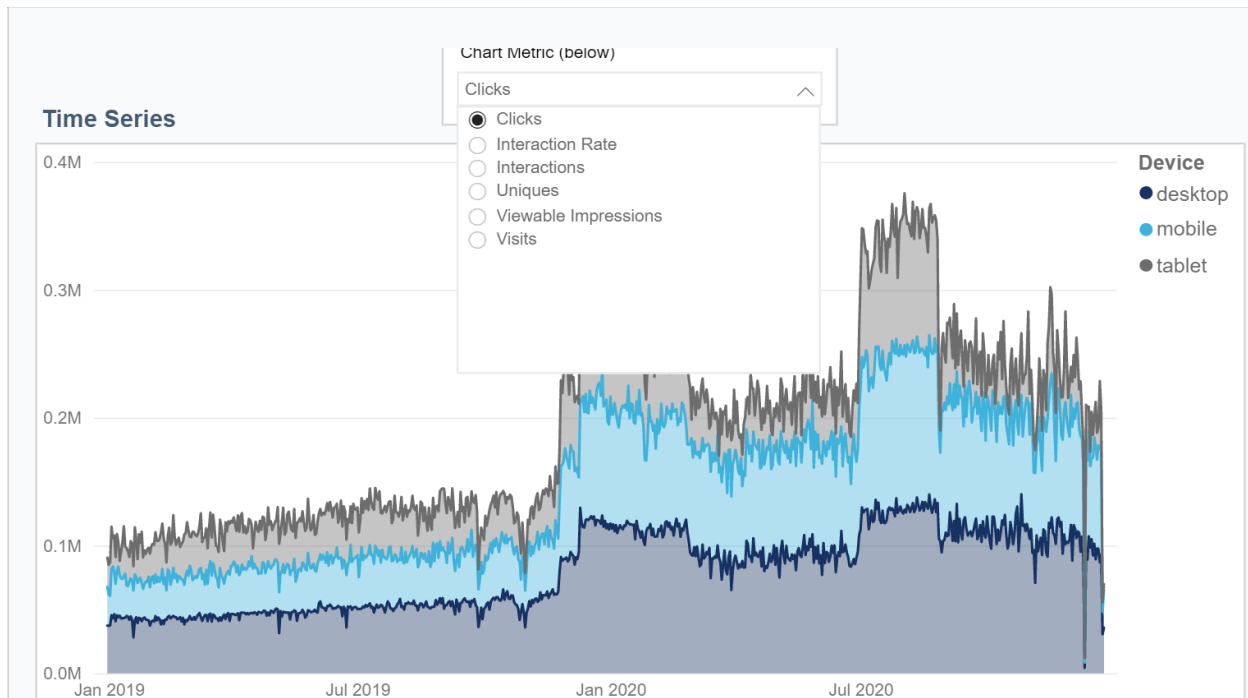
Retailer Website	Views	Viewable Impressions	Dist Ct Page	Avg Time On Page
Best Buy	228,738	109,055	60	00:16:04
BJ's Wholesale Club	9,485	6,064	2	00:00:46
Costco	6,642	4,072	1	00:00:41
Costco Canada English	29,245	0	1	00:00:00
Costco Canada French	4,363	0	1	00:00:00
Fry's	1,880	661	11	00:00:23
GameStop, Inc	3,270	0	1	00:00:00
Lowes	2,691	572	27	00:00:09
<b>Total</b>	<b>973,014</b>	<b>439,650</b>	<b>294</b>	<b>00:04:06</b>

Finally we have the **Devices tab**, which provides details into how your customers are choosing to view your content. Right away we can find our data for each device type (Desktop, Mobile, and Tablet)

### Device Type <sup>ⓘ</sup>

Device	Uniques	Viewable Impressions	Visits	Interaction Rate	Interactions	Clicks
tablet	61,267	38,550	98,884	12.12%	7,425	31,342,459
mobile	330,711	262,536	636,968	9.95%	32,908	48,452,952
desktop	523,680	354,871	840,438	9.06%	47,471	58,216,447
<b>Total</b>	<b>915,658</b>	<b>655,957</b>	<b>1,576,290</b>	<b>9.59%</b>	<b>87,804</b>	<b>138,011,858</b>

Below this you will find a chart view for all of the following metrics



## Tips and Tricks:

You can hover over any table or chart to export your data onto an excel sheet. This can be useful to share metrics internally, as well as maintain a database of your reporting data.

Device Type ⓘ

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Export data  
Show as a table  
Spotlight  
Sort descending  
Sort ascending  
Sort by

Keep in mind you can always narrow down your searches by utilizing filters.

Retailer Website: All  
UPC: All  
Brand: All  
Date Range: 1/24/2020 - 9/30/2020  
Retailer Website: All  
GTIN: All

Filters on all pages  
Brand is (All)  
GTIN is (All)  
Product is (All)  
MPNS is (All)  
UPC is (All)

## Do More with Analytics

Never stop improving by paying close attention to the performance metrics included in our Enhanced Content Reports.



**Time On Page**



**Story Point Interactions**



**Add To Cart Rate**

### Pro Tips:

Experiment by testing different types of photos, videos, and other content to see what resonates best with your customers.

Test significant differences one at a time to isolate the effect content or layout can have on your conversion rates.



# Enhanced Content Reporting Glossary

## Unique

Indicates a distinct user (within a 24-hour period) based on the browser used to load the Enhanced Content on a product details page.

## Visit

A unique page load. A visit indicates that a product page with enhanced content was loaded.

## View

A unique experience load. A single "visit" may produce multiple "views" as consumers scroll through or interact with Enhanced Content.

## Interactions

A user's click on a call to action (to view content). Max one per visit.

## Interaction Rate

Percentage defined by the number of Interactions divided by the number of Uniques.

## Interaction Time

Amount of time that a user spends viewing content that requires an interaction. (Displayed in "seconds.")

## Avg Interaction Time

Interaction Time divided by Interactions.

## Time on Page

Duration of time spent on a webpage, displayed in "seconds."

## Average Time on Page

Time on Page divided by Visits, displayed in "seconds."

## Clicks

The sum of all interactions during a page visit.

## Viewable Impressions

A page visit where the consumer scrolled and viewed at least 200px of the In-Line Enhanced Content.

## Distinct Ct Page

*(Surfaced in the Retailer Table reports section.)* References the number of distinct product pages/sku's for a corresponding Retailer Website.

To access **video training materials** related to this topic, [visit the Learning Hub](#) in CXH and search the video library.