

Impressions	Article views	CTR%	Quick exit%	Sales	Conversion%
78 597	378	0,48%	22,2%	29	7,67%

TOP & BOTTOM - Three top % bottom performers

Top three			Top three				Bottom three			Bottom three		
Conversion%			Impressions				Quick exit			CTR%		
1	nAdje5	41,67%	1	7KeGnK	21 387		1	R9Llvr	10	1	BIPk5G	0,00%
2	JJzGb7	19,05%	2	BIOXve	20 828			39yOAM	10		39yOAM	0,00%
3	OKmAOG	12,82%	3	OKmAOG	12 286		3	BIOXve	40	3	JJzvrX	0,08%

Actions - Based on cool data you can take actions!

Based on different datapoints like demographics, how articles perform, and how the users interacts with us, we are able to suggest actions you might take to improve either **Sales** or **Engagement**.

- Here you will see suggestions from given period

Actions to drive sales










JJzyrX	..one to watch
nAdie5	Close article

Actions to drive engagement

7KeGnK	Use this in newsletters
39yOAM	Open up and promote on social media
BIOXve	Use this in newsletters
JJzGb7	To make people click, consider to change art..

Position - Suggested positions

Suggested actions

7KeGnK		 Bottom  Middle  On top
39yOAM		
BlOXve		
JJzGb7		
JJzyrX		
nAdje5		

Benchmark - Measure how performance is between articl..

article 1	article 2	Measure
BIOXve	7KeGnK	ctr
Article 1 : BIOXve Segment: 20 828 Converted: 111 Conversion%: 0,5%	V S	Article 2 : 7KeGnK Segment: 21 387 Converted: 150 Conversion%: 0,7%
Relative uplift: 31,60%		