{rr} richrelevance®
Dynamic Personalization for Commerce

richresults
personalization team

{rr} rich recs®
+ onsite

Site Analytics

About this Feature

With this release, Site Analytics will officially replace slice/dice.

The Site Analytics section of the dashboard offers deeper analysis of recommendation performance by enabling you to filter data across multiple fine-grained dimensions such as individual strategies, page types and page areas. It presents a graph displaying performance data for a selected metric and raw data across all metrics.

You will find the Site Analytics section under the Reports section.
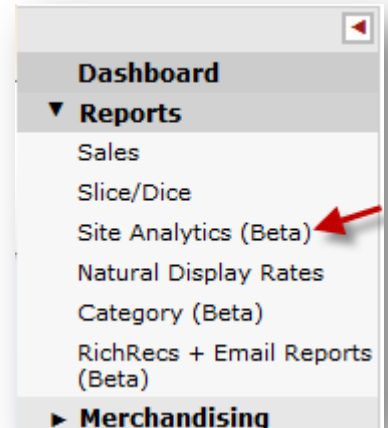
The tracked metrics are:
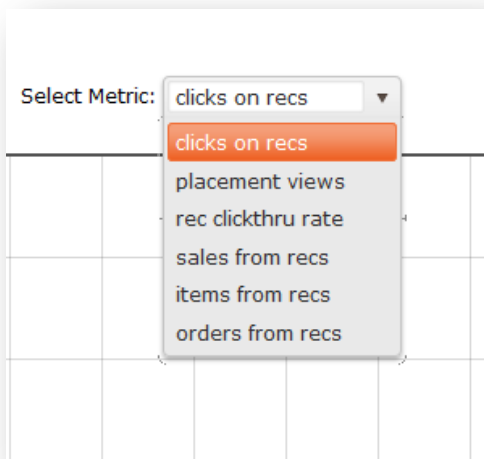
- **clicks on recs:** clicks on products in recommendation placements
- **placement views:** number of displayed placements. If a viewed page has three rec modules, this counts as three placement views
- **rec clickthru rate:** calculated from placement views
- **sales from recs:** sales of recommended items also referred to as attributable sales. These items must have been clicked on within the RichRelevance placement to count.
- **items from recs:** units sold through recommendations. If a single SKU was sold multiple times, each unit sold contributes to this quantity. These items must have been clicked on within the RichRelevance placement to count.
- **orders from recs:** orders that contain at least one recommended item

Use the pulldown menu above the graph to select a new metric.

Refining Data

You can refine the data contained in the graph by date range, channel, page type/placements, strategies and categories. Click the "refresh graph" button to reflect the new configurations.

In the **date range** section, specify a date range by typing data in the displayed format or selecting them from the menu accessibly by clicking on the calendar icons.

In the next box, choose one or more **channels**, which are the virtual spaces where recommendations/placements are hosted, such as Email or Web. Uncheck **aggregate** if you want to view the channels plotted separately.

Below channels, select the various **page types** to view recommendation performance. Uncheck **aggregate** if you want to see the returned data parsed by page type.

In the next box, choose one or more **strategies** for which to review performance. Selecting all of the strategies will result in data being displayed for only those which are enabled in the given context and which have associated data. Uncheck **aggregate** if you want to compare individual strategies against each other.

Last, you can add up to 100 **categories** to compare recommendation performance inside individual categories. The data in the graph is based on the category where the recommendation was displayed (for example, if a shopper clicks on a recommendation for a mouse from a Computer Accessories category on the Laptops page, the data represented here is based on the click from the Laptops category).

Click the **Refresh Graph** button.

Use the **export all to csv** button to view data in Microsoft Excel for further analysis.