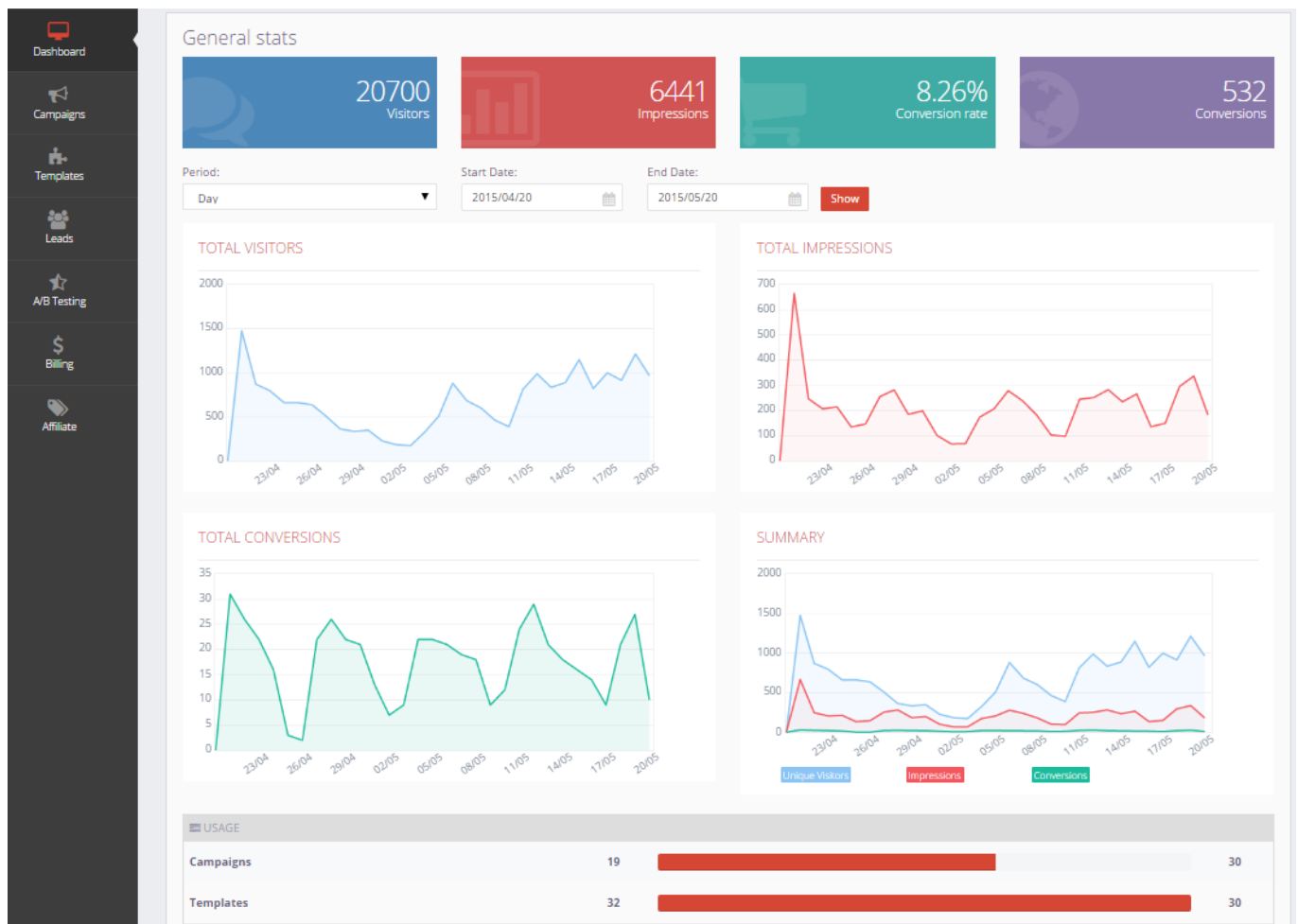


How to Analyze the Campaign Statistics on Dashboard

The Dashboard is the first thing that you will see when you log into Picreel. This is a highly effective place from which you can assess the progress of your total activity on the platform. This page has information pertaining to the entire system not specifically one campaign.



On your dashboard, you can see the statistic of all your campaigns. In this section you can find:

- Total visitors - how many visitors viewed your page
- Total impressions - how many times your exit pop-up was shown to visitors
- Total conversions - how many visitors clicked on the exit pop-up/left email
- Summary - 3-in-one data graphic

In the General Stats area, you can review:

- Number of Visitors

- Number of Impressions
- Conversion rate - the percentage of website visitors who clicked/entered email on your exit popups (average number of conversions resulting from each click). It is calculated by simply taking the number of conversions and dividing it by the number of total ad clicks that can be tracked to a conversion during the same time period.
- Number of Conversions - total number of website visitors who clicked/entered email on your exit pop-up.