

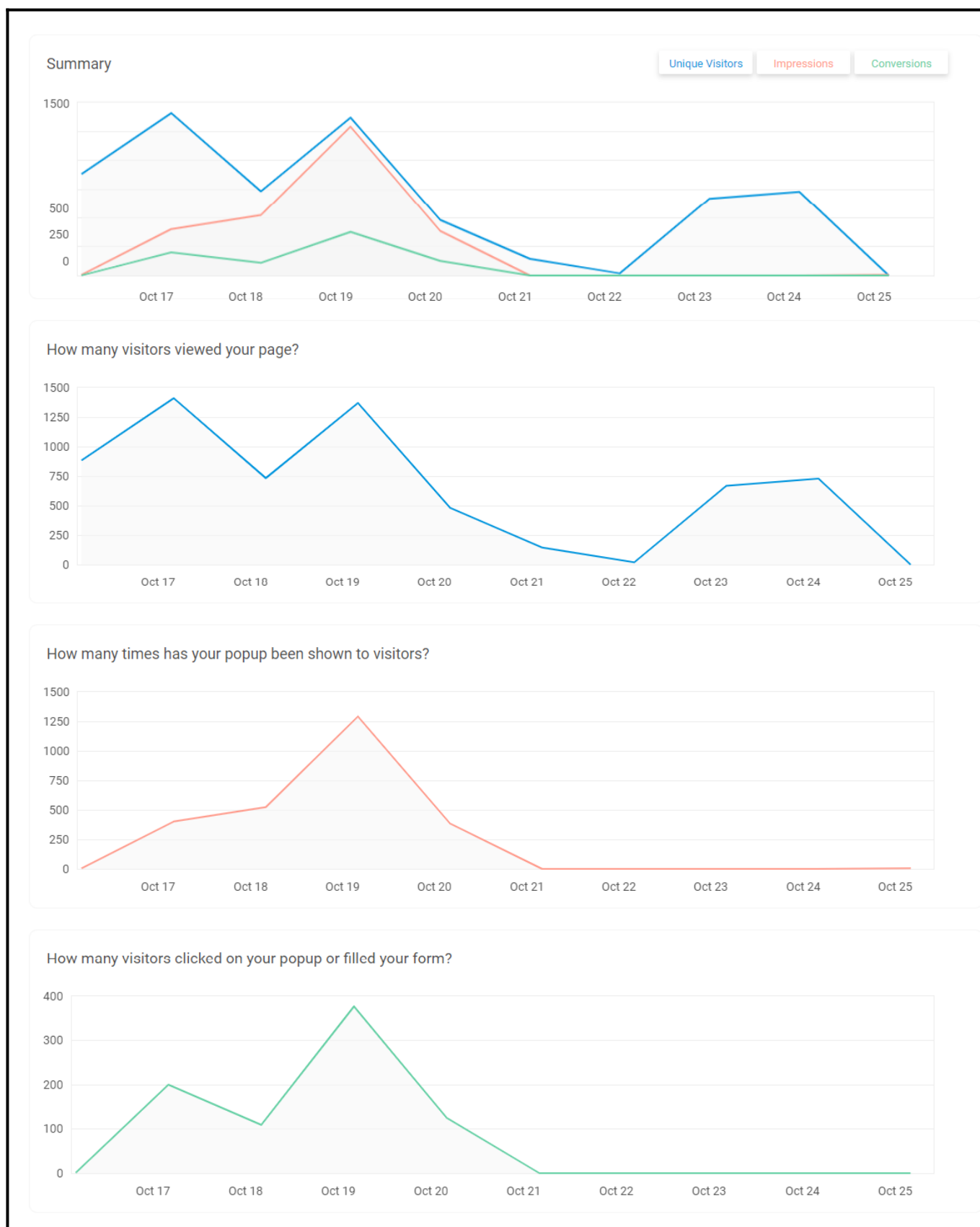
How to Analyze the Campaign Statistics on Dashboard

The first thing you see when you log in to Picreel is the insight-rich dashboard with various statistics. It is a highly effective place to assess the progress of your total activity on the platform. This page has information about the entire system, not just one campaign.

Pop-up statistics enable you to:

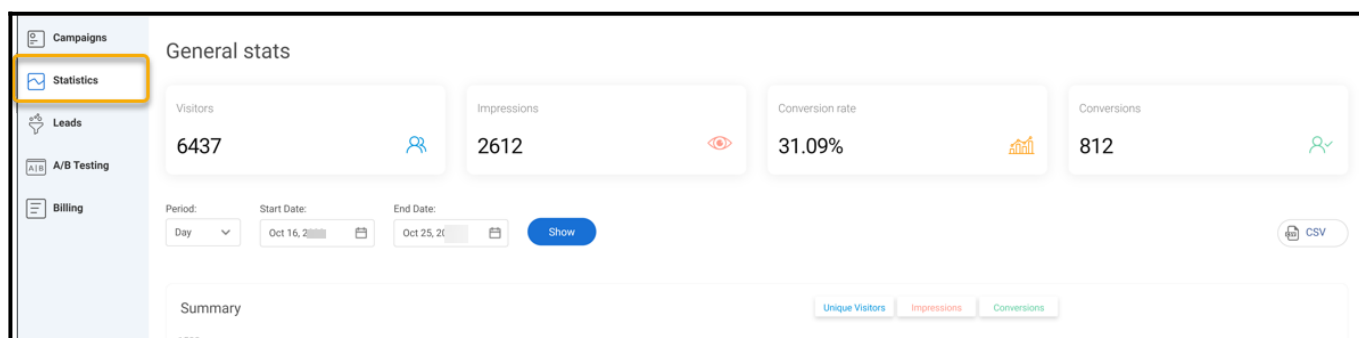
1. **Get** an overview of key performance indicators such as total views, total impressions, and total conversions.
2. **Easily** make decisions regarding pop-up campaigns.

Here's what your campaign statistics would look like:



On your dashboard, you can see the statistics of all your pop-up campaigns.

At the top, you will find the **"General Stats"** section that will give an overview of the following:



Visitors: The number of website visitors who viewed your page

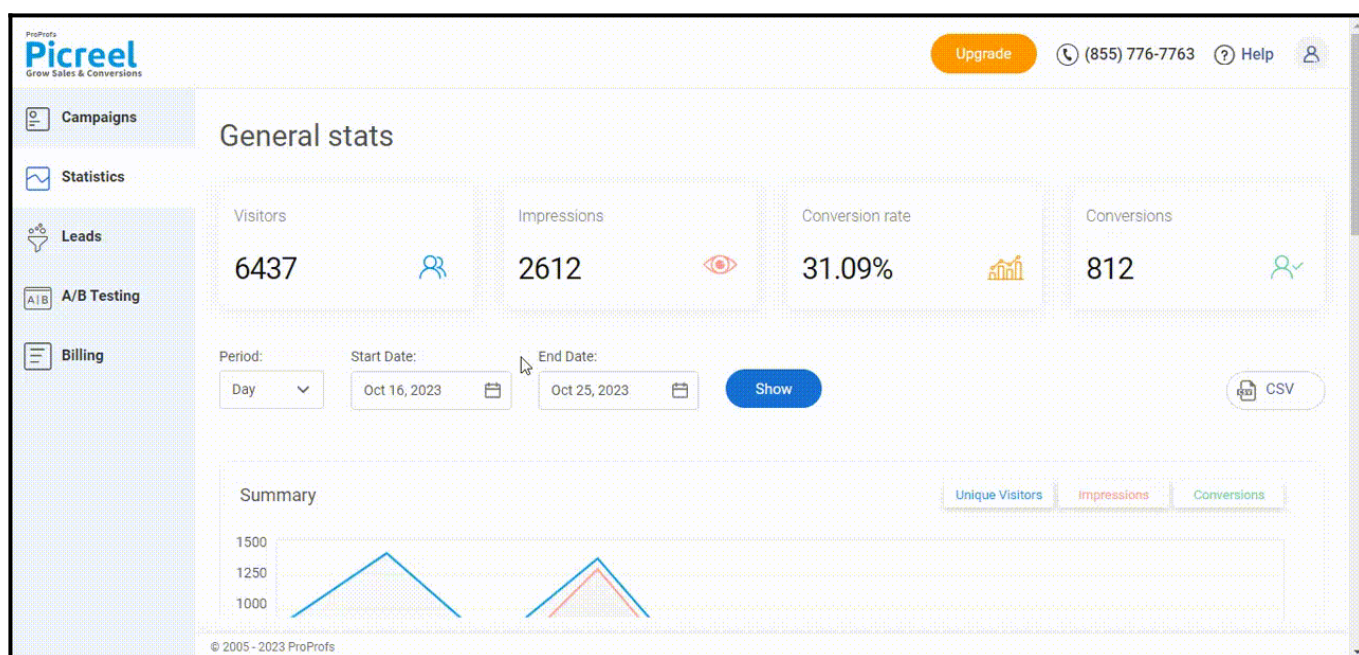
Impressions: The number of times your exit pop-up is displayed

Conversion rate: The number of conversions divided by the number of total impressions to indicate the performance of all your campaigns combined.

Conversions: The number of visitors who clicked on the exit pop-up or responded to it.

Next, you will find a graphical representation of the 'General stats' section. You can filter this data by **day**, **week**, or **month**.

Just select your filter and click **Show**.



Here are the following sections you will see:

Summary: It is a 3-in-1 line graph that shows 'Unique Visitors,' 'Impressions,' and 'Conversions' over time.

How many visitors viewed your page?: It shows the change in the number of visitors that viewed your page over a time period.

How many times has your pop-up been shown to visitors?: It helps you understand the number of times visitors saw your pop-up campaigns on the website.

How many visitors clicked on your popup or filled out your form?: It indicates the conversions you had through your exit intent pop-up.

And that's it! If you encounter any issues or have any questions, don't hesitate to reach out to our [support team](#).

Related Articles:

- [How to Configure Campaigns for Multiple Pages](#)
- [How to Personalize Your Pop-ups Using Picreel's 'Two-Way Connection'](#)
- [How to Set Overlay for a Specific Page](#)