How to Analyze Specific Campaign Stats & Export Them as CSV
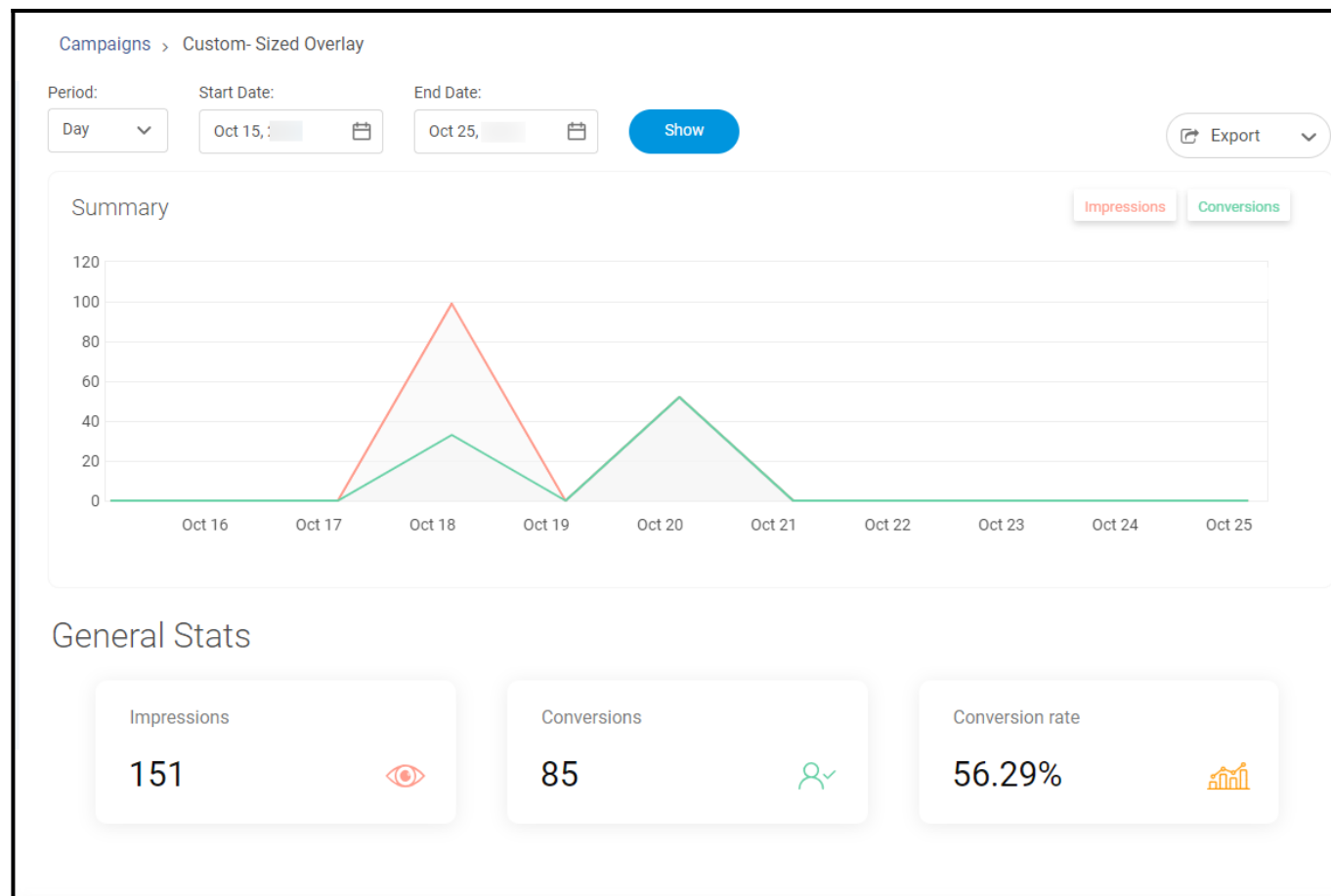
Picreel allows you to analyze key stats related to your pop-up campaigns with just a click. This way, you can enable/disable them based on their performance.

Moreover, you can export statistics as a CSV file to create reports and share them with other stakeholders.

By analyzing the statistics of multiple campaigns, you can:

1. Single out the least performing campaign and disable It on your site

2. Boost the top-performing campaign on other pages of your site

Here's what the statistics page of a Picreel pop-up campaign would look like:

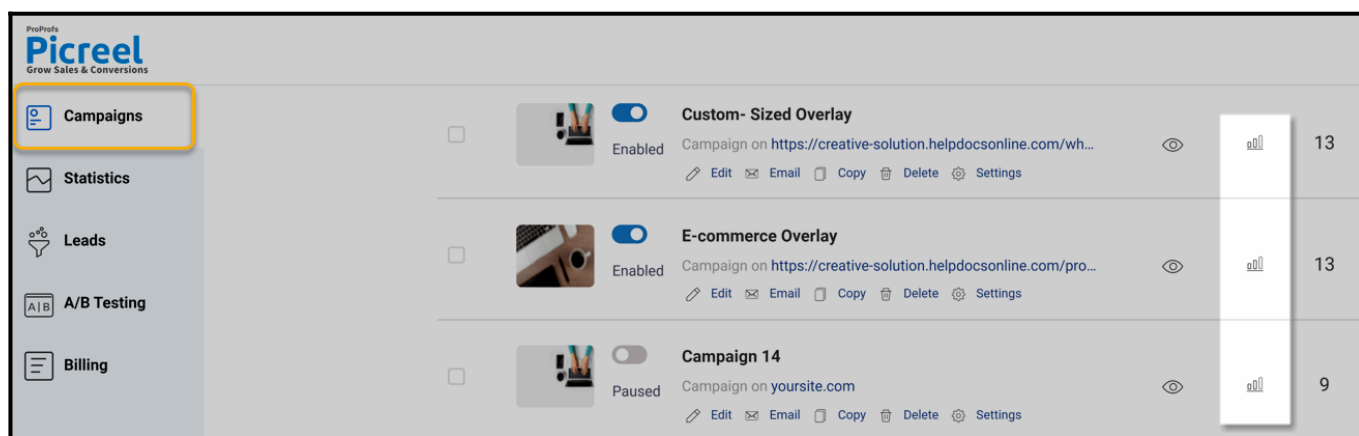**In this article, you'll learn:**

1. How to analyze stats of multiple campaigns
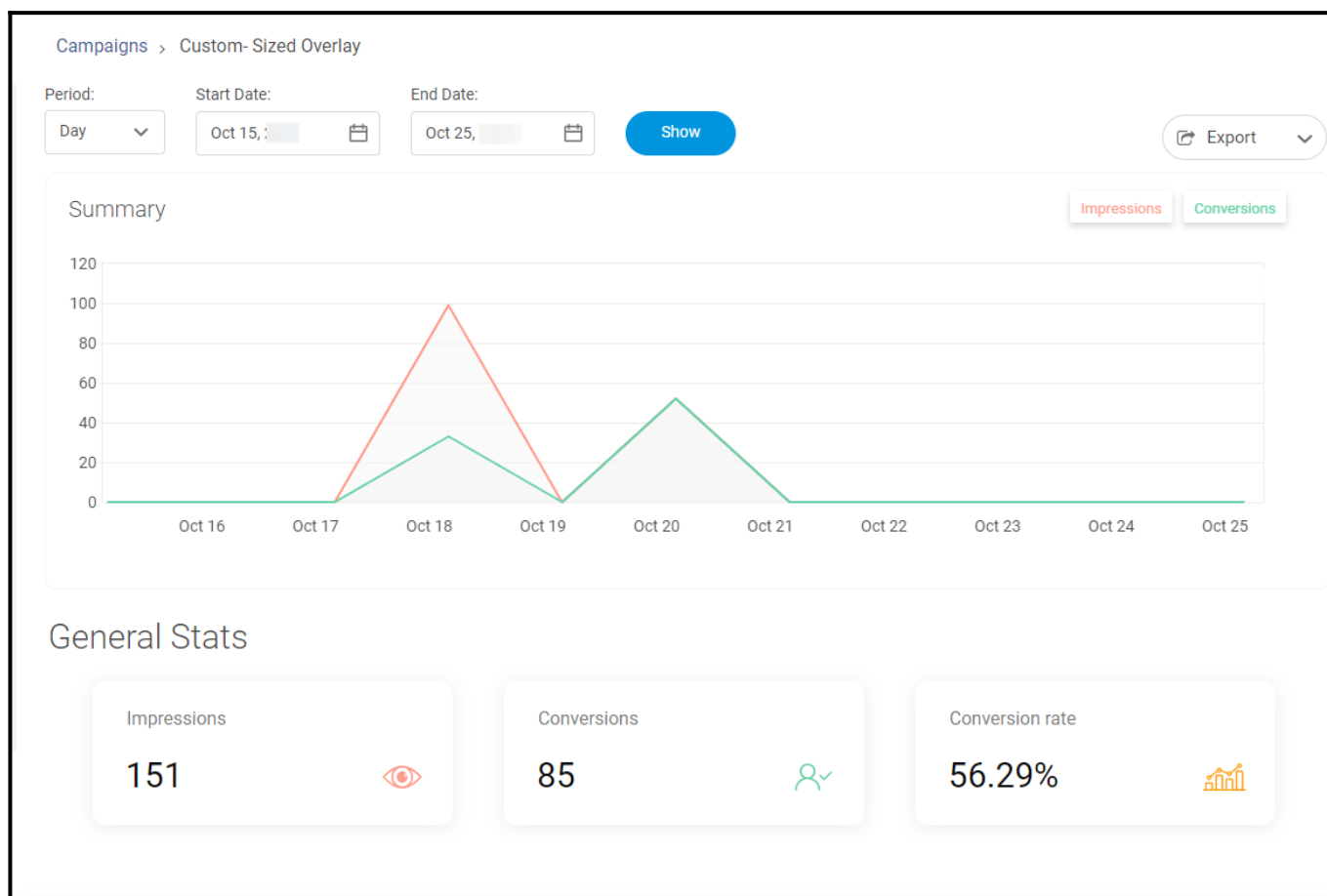2. How to export Picreel's campaign statistics to a CSV file

How to Analyze Stats of Multiple Campaigns

Step 1: In your Picreel account,

- Navigate to the '**Campaigns**' section from the dashboard.

- Click on the '**Reports**' icon of any campaign.

You will see the following statistics for your campaign:

You can filter data by day, week, or month.
In the General Stats area, you can see:

- **Impressions –** how many times your exit pop-up is displayed

- **Conversions –** how many visitors clicked on the exit pop-up/left email

- **Conversion rate -** the percentage of website visitors who clicked/entered email on your exit pop-up.

Note that the conversion rate depends on the number of your website visitors, exciting offers for
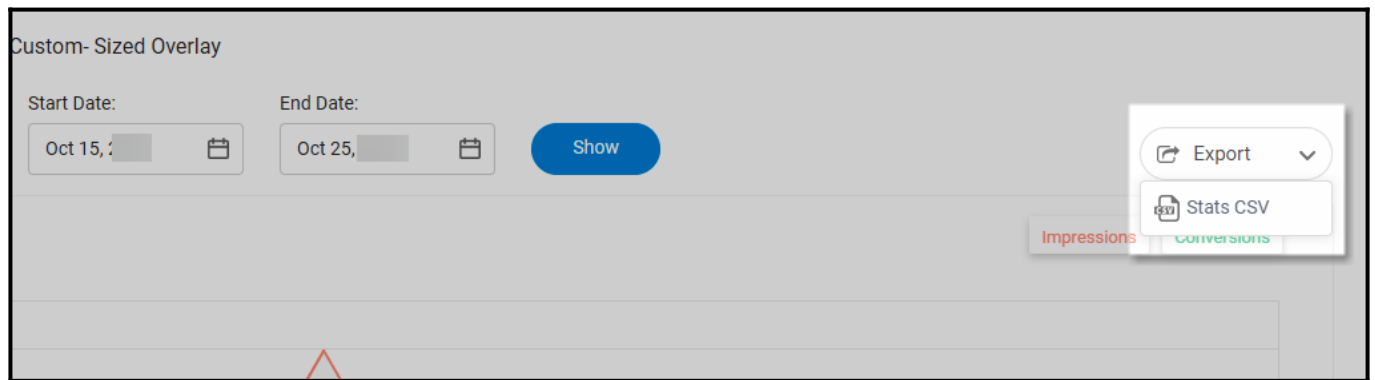
your customers, and an eye-catching template.

Experiment with your templates, and do A/B testing to get maximum results.

How to Export Picreel's Campaign Statistics to a CSV File

The results from your campaigns can be easily downloaded and exported to a CSV file.
Step 1: To export the data to a CSV file,

- Click **Campaigns** on the left panel of your screen.

- Click the **Reports** icon of any campaign you're interested in exporting data from.

- On the right side of the page, click **Export > Stats CSV**. The file will be downloaded automatically.

That is all about analyzing multiple campaigns' campaign statistics and exporting report data of a particular campaign to a CSV file.

Related Articles:

- How to Manage Existing Campaigns

- How to Personalize Your Pop-ups Using Picreel's 'Two-Way Connection'

- How to A/B Test Picreel's Pop-up Campaigns