Product Recommendations Reports
Terminology

The following metrics are available in various Product Recommendations reports.

- **Average Order Value (AOV)**: The average value of orders with product recommendations clicked and purchased
- **Units per Transaction (UPT)**: The number of products in transactions with product recommendations that are clicked and purchased
- **Impressions**: The number of products recommended to the visitor
- **Clickthroughs**: The number of product recommendations clicked by the visitor
- **Direct Revenue**: Individual product revenue from product recommendations that are clicked and purchased
- **Direct Units Sold**: Number of units sold from product recommendations that are clicked and purchased
- **Direct Units per Click**: Average number of items sold in orders involving a clicked recommendation

The following definitions and considerations apply to all metrics.

Metrics are at times broken out by whether the visitor clicked a recommendation during their session.

- **Respondent** indicates that during a session the visitor clicked a product recommendation. For example, a visitor clicks a recommended product, blue suede shoes, and then purchases them in that session.
- **Nonrespondent** indicates that during a session the visitor didn't click any product recommendations. For example, a visitor purchases any product without clicking any product recommendations in their session.

There is no overlap between respondents and nonrespondents.

Metrics are at times broken out by whether a specific product was clicked and purchased.

- **Direct** indicates that the visitor clicked a product recommendation and purchased it. For example, a visitor clicks a recommended product, a wool flannel blanket, and then purchases that product in that session. Revenue from that product is counted in **Direct Revenue**.
- **Indirect** indicates that a visitor clicked a product recommendation but then purchased a different product. For example, a visitor clicks a recommended product, a set of ceramic mixing bowls, but instead purchases a different product, a large glass mixing bowl, in that session. Revenue from that product is counted in **Indirect Revenue**.
- **Total** indicates revenue across all sessions, including respondents and nonrespondents, and is independent of recommendation interactions.

Common metrics and their abbreviations are also included throughout the reports.

- **Average order value (AOV)** = total revenue / total number of orders
- **Units per transaction (UPT)** = total units purchased / total transactions
- **Revenue per session (RPS)** = total revenue / total number of sessions
- **Conversion rate** = total number of sessions with conversions / total number of sessions