

Product Recommendations Analytics 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