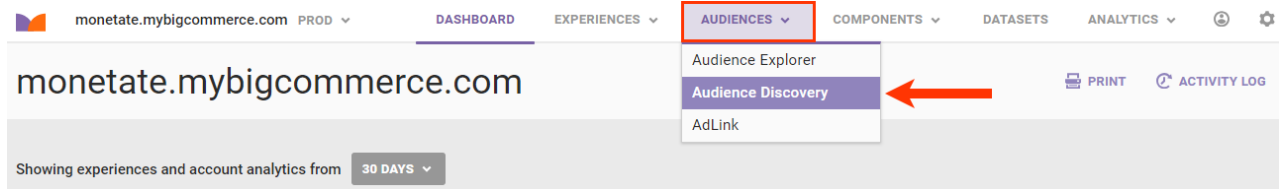


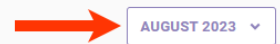
Access Audience Discovery

To access Audience Discovery, click **AUDIENCES** in the top navigation bar, and then select **Audience Discovery**.



Data is gathered month by month to generate up to eight audiences. You can access one of the monthly containers from the selector at the top of the Audience Discovery page.

Audience Discovery



Discovered Audience Overview

Total Sessions: 144,596 | Total Revenue: \$305,556

The Audience Discovery page contains two panes: Discovered Audience Overview and Audience Metrics.

Discovered Audience Overview

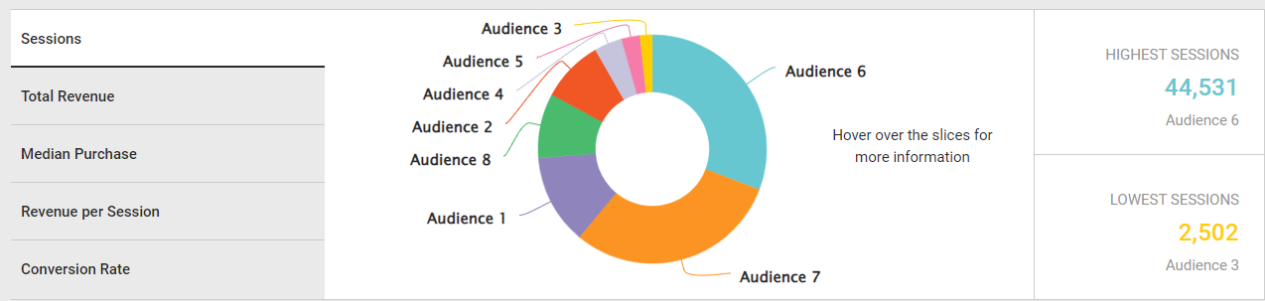
The top pane of the Audience Discovery page, Discovered Audience Overview, shows how each discovered audience performs across important Web metrics: sessions, total revenue, median purchase, revenue per session, and conversion rate. The total sessions and total revenue always appear at the top of the pane.

Audience Discovery

AUGUST 2023

Discovered Audience Overview

Total Sessions: 144,596 | Total Revenue: \$305,556



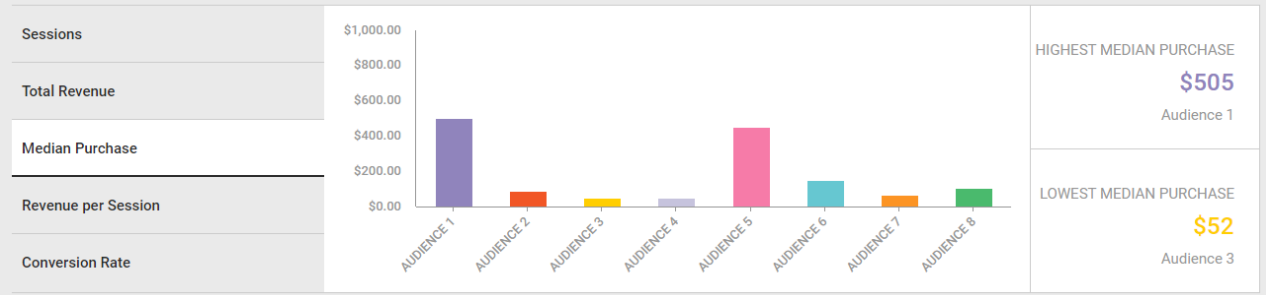
Click a metric in the left-hand list to view its audience breakdown.

Audience Discovery

AUGUST 2023

Discovered Audience Overview

Total Sessions: 144,596 | Total Revenue: \$305,556



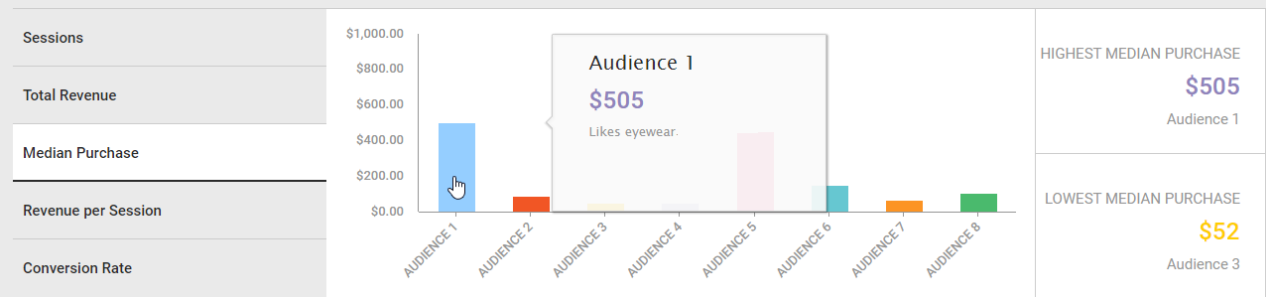
Place your mouse pointer on the segment of the chart for one audience, and a popup appears with more specific information about that segment.

Audience Discovery

AUGUST 2023

Discovered Audience Overview

Total Sessions: 144,596 | Total Revenue: \$305,556



You can find a more thorough breakdown of each audience's data in the Audience Metrics pane.

Audience Metrics

The bottom pane of the Audience Discovery page, Audience Metrics, provides a fuller summary of who those audiences are and how they engage.

Audience Metrics

SEGMENT		BROWSE BEHAVIOR				CART BEHAVIOR		PURCHASE BEHAVIOR			
SEGMENT NAME	% OF TOTAL AUDIENCE	SESSIONS	TIME ON SITE	PAGE VIEWS	PRODUCT VIEWS	ADD TO CART	ABANDON CART	CONV RATE	REV PER SESSION	MEDIAN PURCHASE	TOTAL REV
AUDIENCE 1 <i>Likes Makeup</i>	8%	80,750	6m 49s	9.9	5.2	21.9%	75.2%	5.4%	\$4.42	\$60.00	\$356,835
AUDIENCE 2 <i>Likes Eyewear</i>	9%	88,764	5m 22s	9.7	4.2	9.7%	88.6%	1.1%	\$5.67	\$485.00	\$503,204
AUDIENCE 3 <i>Likes Nail Polish</i>	3%	31,689	6m 31s	9.8	4.4	24.5%	73.1%	6.6%	\$5.18	\$56.00	\$164,086
AUDIENCE 4 <i>Likes Earrings</i>	6%	59,935	7m 16s	10.2	4.9	25.5%	68.5%	8.0%	\$7.40	\$65.00	\$443,460
AUDIENCE 5 <i>Likes Rings</i>	2%	15,167	7m 3s	13.1	5.8	2.5%	80.1%	0.5%	\$0.58	\$83.00	\$8,767
AUDIENCE 6 <i>Likes Accessories > Purses</i>	17%	162,382	4m 50s	6.5	3.0	17.5%	74.0%	4.6%	\$4.11	\$60.00	\$667,878
AUDIENCE 7 <i>Likes Fragrance</i>	39%	376,872	3m 46s	5.4	2.5	20.8%	77.7%	4.6%	\$6.02	\$125.00	\$2,268,016
AUDIENCE 8 <i>Likes Accessories > Hats</i>	16%	158,992	4m 59s	6.9	2.4	11.6%	71.7%	3.3%	\$4.48	\$87.00	\$712,762

You can sort the Audience Metrics table by clicking any column header. Click that header a second time to change the sort order from greatest to least.

Audience Metrics


SEGMENT		BROWSE BEHAVIOR				CART BEHAVIOR		PURCHASE BEHAVIOR			
SEGMENT NAME	% OF TOTAL AUDIENCE	SESSIONS	TIME ON SITE	PAGE VIEWS	PRODUCT VIEWS	ADD TO CART	ABANDON CART	CONV RATE	REV PER SESSION	MEDIAN PURCHASE	TOTAL REV
AUDIENCE 5 <i>Likes Eyewear</i>	2%	15,167	7m 3s	13.1	5.8	2.5%	80.1%	0.5%	\$0.58	\$83.00	\$8,767


Click an audience name to view more detailed information about it on a new page.

[← BACK TO AUDIENCE DISCOVERY](#)

Audience 1

August 2023

[CREATE EXPERIENCE](#) 

SEGMENT		BROWSE BEHAVIOR				CART BEHAVIOR		PURCHASE BEHAVIOR			
SEGMENT NAME	% OF TOTAL AUDIENCE	SESSIONS	TIME ON SITE	PAGE VIEWS	PRODUCT VIEWS	ADD TO CART	ABANDON CART	CONV RATE	REV PER SESSION	MEDIAN PURCHASE	TOTAL REV
AUDIENCE 1 <i>Likes eyewear</i>	 13%	18,419	3m 11s	6.4	42.7	4.7%	91.3%	0.4%	\$2.06	\$505.00	\$37,870

Product Categories Sessions and Weight

0.006

Top 10 Categories Viewed in Audience

1. eyewear

18k (100%)

See [Audience Details Page](#) for more information.

Interpreting the Data

The goal of Audience Discovery is to segment customers according to the product categories in which they're interested. Marketers have a few different tools to help them better understand the type of customer that a discovered audience represents.

The Audience Metrics table can help you understand the ways these customers behave and shop. Because you can sort the table by metric, you can more easily compare the discovered audiences.

In this screenshot the Audience Metrics table has been sorted by Conversion rate.

Audience Metrics

SEGMENT		BROWSE BEHAVIOR				CART BEHAVIOR		PURCHASE BEHAVIOR			
SEGMENT NAME	% OF TOTAL AUDIENCE	SESSIONS	TIME ON SITE	PAGE VIEWS	PRODUCT VIEWS	ADD TO CART	ABANDON CART	CONV RATE	REV PER SESSION	MEDIAN PURCHASE	TOTAL REV
AUDIENCE 4 <i>Likes Earrings</i>	6%	59,935	7m 16s	10.2	4.9	25.5%	68.5%	8.0%	\$7.40	\$65.00	\$443,460
AUDIENCE 3 <i>Likes Nail Polish</i>	3%	31,689	6m 31s	9.8	4.4	24.5%	73.1%	6.6%	\$5.18	\$56.00	\$164,086
AUDIENCE 1 <i>Likes Makeup</i>	8%	80,750	6m 49s	9.9	5.2	21.9%	75.2%	5.4%	\$4.42	\$60.00	\$356,835
AUDIENCE 7 <i>Likes Fragrance</i>	39%	376,872	3m 46s	5.4	2.5	20.8%	77.7%	4.6%	\$6.02	\$125.00	\$2,268,016
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AUDIENCE 8 <i>Likes Accessories > Hats</i>	16%	158,992	4m 59s	6.9	2.4	11.6%	71.7%	3.3%	\$4.48	\$87.00	\$712,762
AUDIENCE 2 <i>Likes Eyewear</i>	9%	88,764	5m 22s	9.7	4.2	9.7%	88.6%	1.1%	\$5.67	\$485.00	\$503,204
AUDIENCE 5 <i>Likes Rings</i>	2%	15,167	7m 3s	13.1	5.8	2.5%	80.1%	0.5%	\$0.58	\$83.00	\$8,767

With the table sorted by the Conversion rate metric, you can see that Audience 4 has the highest rate compared to other the audiences even though it wasn't the largest audience in terms of sessions. This audience also has the longest Time on site, highest Add to cart rate, as well as the lowest Cart abandonment rate.

In this screenshot the Audience Metrics table has been sorted by page views. To better enable you to compare Audience 5 and Audience 7, the rows for the other audiences have been made opaque.

Audience Metrics

SEGMENT		BROWSE BEHAVIOR				CART BEHAVIOR		PURCHASE BEHAVIOR			
SEGMENT NAME	% OF TOTAL AUDIENCE	SESSIONS	TIME ON SITE	PAGE VIEWS	PRODUCT VIEWS	ADD TO CART	ABANDON CART	CONV RATE	REV PER SESSION	MEDIAN PURCHASE	TOTAL REV
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AUDIENCE 7 <i>Likes Fragrance</i>	39%	376,872	3m 46s	5.4	2.5	20.8%	77.7%	4.6%	\$6.02	\$125.00	\$2,268,016

Although Audience 5 has a higher number of product and page views than Audience 7, it has fewer sessions, a much lower conversion rate, and significantly lower revenue than Audience 7. It also has a lower Add to cart rate, perhaps signifying that customers in that audience are browsing more frequently or simply seeking product information.