

Personalized Site Search Analytics

The Personalized Site Search dashboard displays overall search analytics.

i Refer to [Analytics](#) in the [Personalized Search API](#) section of the Monetate Developer Hub for the calls required to capture certain events for analytics.

Dashboard
Overall Search Statistics LIVE VIEW 13/10/2024 - 11/11/2024

Enhanced Analytics
Get new insights into search behaviour and view key performance and conversion metrics using device, time and location based segmentation. [GO TO ENHANCED ANALYTICS](#)

Total Searched Queries: **317**
Total Product Clicks: **21**
Top Location: **Miami (United States)**
Search Led Sales: **USD 0.00** (Why low?)

Keywords | Clicks | Locations EXPORT DATA

Most frequently searched keywords

Keyword	Count
t-shirt	24

You can change the date range for the analytics data by selecting one of the options that appears. The default view is 30 days' worth of data. You can view up to the previous 365 days' worth of analytics data.

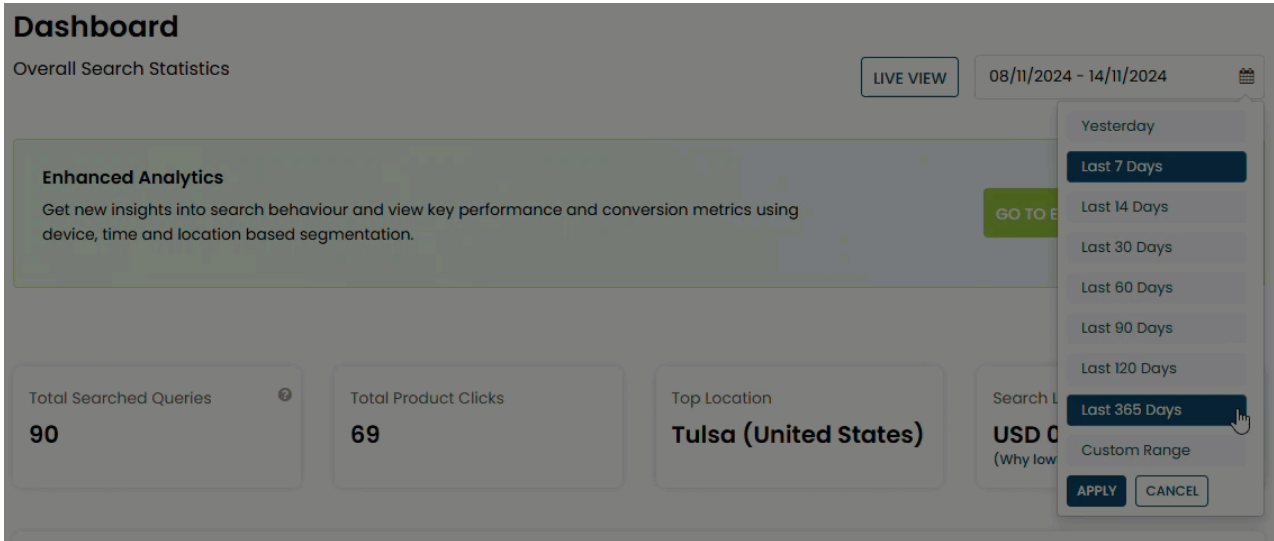
Dashboard
Overall Search Statistics LIVE VIEW 08/11/2024 - 14/11/2024

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Get new insights into search behaviour and view key performance and conversion metrics using device, time and location based segmentation. [GO TO ENHANCED ANALYTICS](#)

Total Searched Queries: **90**
Total Product Clicks: **69**
Top Location: **Tulsa (United States)**
Search Led Sales: **USD 0.00** (Why low?)

Yesterday
Last 7 Days
Last 14 Days
Last 30 Days
Last 60 Days
Last 90 Days
Last 120 Days
Last 365 Days
Custom Range
[APPLY](#) [CANCEL](#)

You can also set a custom date range.



Data from the selected date range is displayed for these metrics:

- **Total Searched Queries:** The number of search queries customers executed within the selected date range.



If a customer uses the same search term multiple times, only the final attempt is counted as one query for this metric.

- **Total Product Clicks:** The number of clicks on products resulting from search.
- **Top Location:** The city and country where the most searches originated.



Personalized Site Search uses MaxMind's [GeoLite2](#) service for search geolocation.

- **Search Led Sales:** The total sales generated through search.

You can access additional data by clicking one of the tabs on the dashboard.

Keywords

The **Keywords** tab displays the most frequently submitted search terms within the selected date range.

Keyword	Count
t-shirt	24
tent	18
shirt	7
red shoe	6
trunks	5

Click **Keywords with 0 results** to view a table of search terms that customers used that received zero results, along with the number of times each listed search term was used.

Clicks

On the **Clicks** tab, you can view the most frequently clicked products within the selected date range.

Product	Click	Keywords
MyBrand Cable Knit Hat	3	knit (3)
OurBrand Women's Angora Knit Pom-Pom Beanie	3	knit (2),beanie (1)
MyBrand Boys T-Shirt	1	red (1)

The Most frequently clicked products table also includes how many times each product was clicked from search results, as well as the search terms that customers used to find each product and the number of times each search term was used.

Locations


Click the **Locations** tab to view the city and country where customers are using your site search along with a list of their search terms.



Location	Keywords
Miami (United States)	skull caps (6), boardshorts (5), trunks (5), casual shoes (4), swim trunks (4), swimwear (4), thermal (4), swimtrunks (4), boots (3), beanies (3), hats (3), cycling (3), sleepwear (3), tech (3), beanie (3)
Boston (United States)	red shoe (5), black shoes (2), red shoes (2), shoes (2), new (1), sk8 (1), red socks (1), tshirt under \$50 (1), boardshort (1)
Leicester (United Kingdom)	ruck sack (2), shirt (2), tops (2), shirts (1), shoe (1), backpack (1), black lifestyle shoes (1), jeans (1)

The Most frequently searched locations table displays the number of times a specific search term was used in parentheses next to each one listed.

Live View

Click **LIVE VIEW** on the dashboard to see real-time information about search activity.

 It can take up to 60 seconds for data to appear on the Live View page.


Store: Monetate.me (fifthlevelfashion.net/)

Dashboard

Overall Search Statistics

LIVE VIEW
13/10/2024 - 11/11/2024

The heat map shows where search traffic from the last 1 minute is occurring. Use the controls to zoom in or out on the map. The Live Searches table displays a rolling list of up to 25 search terms that customers are using on your site.

Live View

BACK



Live Searches

shorts

Top searches in last 1 min

Top Search Terms	Term Count
shorts	1

Top products in last 1 min

Top Products	Click Count
Men's 20 Inch Hybrid Shorts ↗ Shorts ↗	3
Men's Active Shorts ↗	2
Men's Baggies 5 in Shorts ↗	1

The tables under the map display a rolling list of the 10 most frequently search terms and clicked products, respectively, along with the total times customers used each reported search term and clicked each reported product, respectively.

Live View
BACK

Leaflet | Map data © OpenStreetMap contributors, CC-BY-SA, Imagery © CloudMade

Live Searches

- sunglasses
- tents
- shirts
- shirts
- boys shirts
- shirts
- women's shorts
- girls' shorts
- boys shirts
- girls' shorts

Top searches in last 1 min

Top Search Terms	Term Count
shirts	1
sunglasses	1
tents	1

Top products in last 1 min

Top Products	Click Count
Jeep Men's Sasquatch Long Sleeve T Shirt ↗	2
MSR 5 Person Tent ↗	1

If no search activity is taking place on your site, then all three tables are empty. Because the metrics refreshes every 10 seconds, the results reported eventually roll off.

Enhanced Analytics

Click **GO TO ENHANCED ANALYTICS** on the dashboard to view more detailed search analytics data.

Store: Monetate.me (fifthlevelfashion.net/)
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📊

Dashboard

Overall Search Statistics

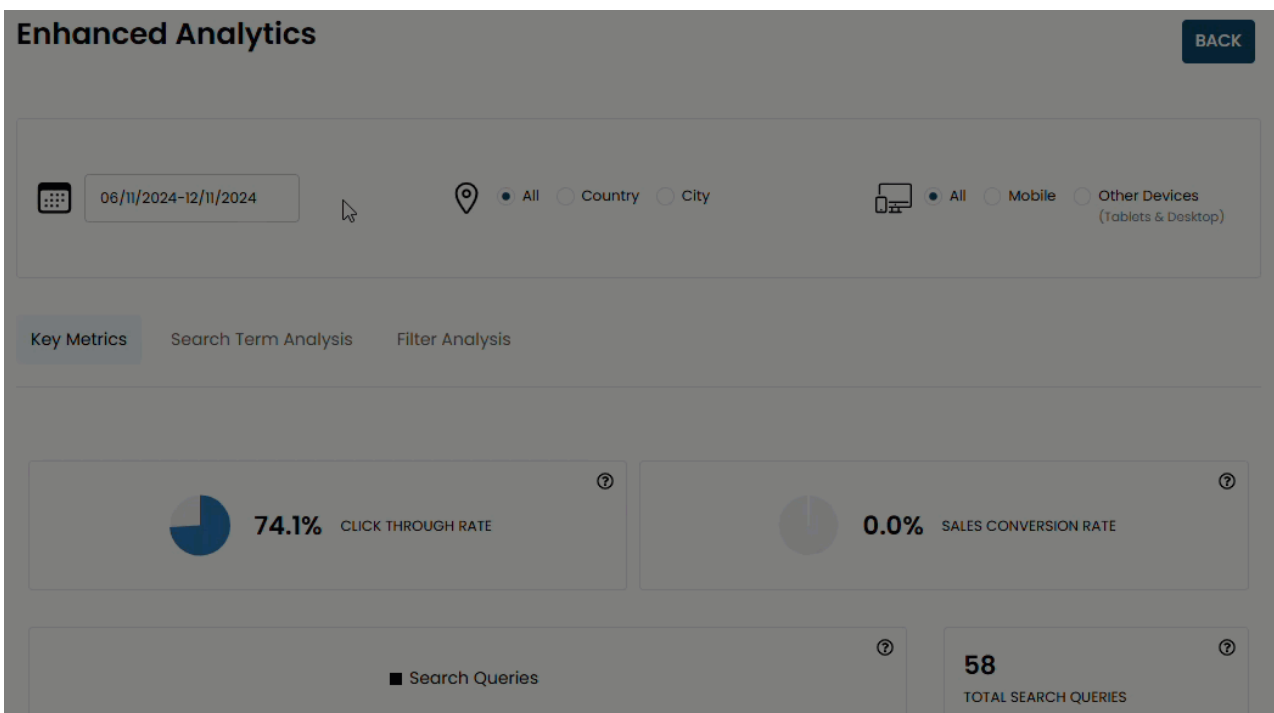
LIVE VIEW
13/10/2024 - 11/11/2024
📅

Enhanced Analytics

Get new insights into search behaviour and view key performance and conversion metrics using device, time and location based segmentation.

➔
GO TO ENHANCED ANALYTICS

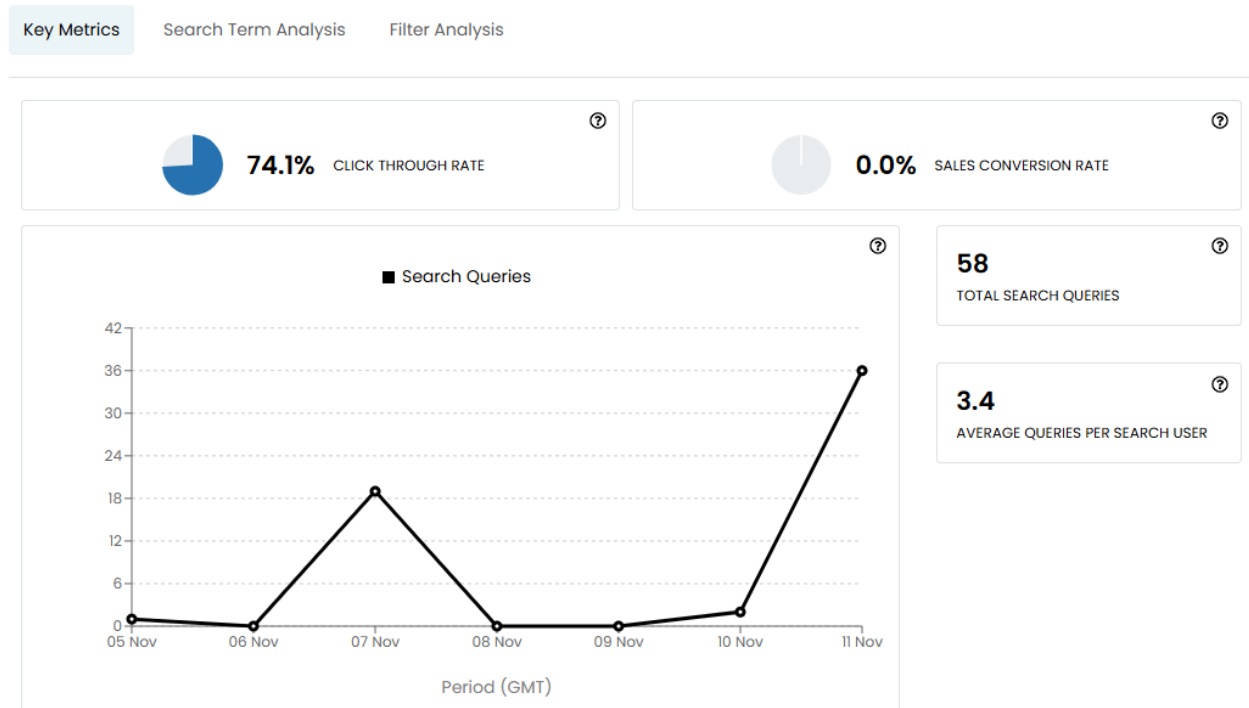
Like on the main dashboard, you can select a date range for the data displayed. You can also filter the search-related data by country or by city as well as by device type.



The Enhanced Analytics page includes three tabs that each display a specific report.

Key Metrics

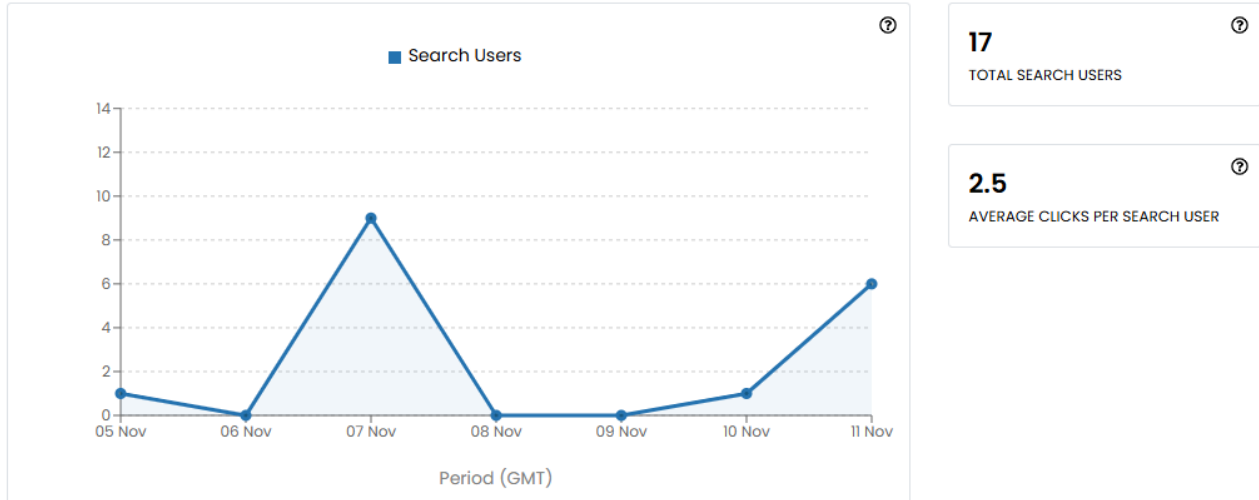
The **Key Metrics** tab displays graph breakdowns of search queries, search users, and other metrics for Personalized Search experiences.



The Search Queries panel consists of the following analytics:

- **Click Through Rate:** The percentage of searches that result in a product click. A high rate indicates that searches are providing customers with exactly what they're looking for.
- **Sales Conversion Rate:** The percentage of a storefront's sales resulting from a search.
- **Search Queries:** A graphical representation of search queries over time.
- **Total Search Queries:** The total full-term search queries executed. This number consists of full queries, not auto-suggest results.
- **Average Queries per Search User:** The average number of full-term search queries executed per customer.

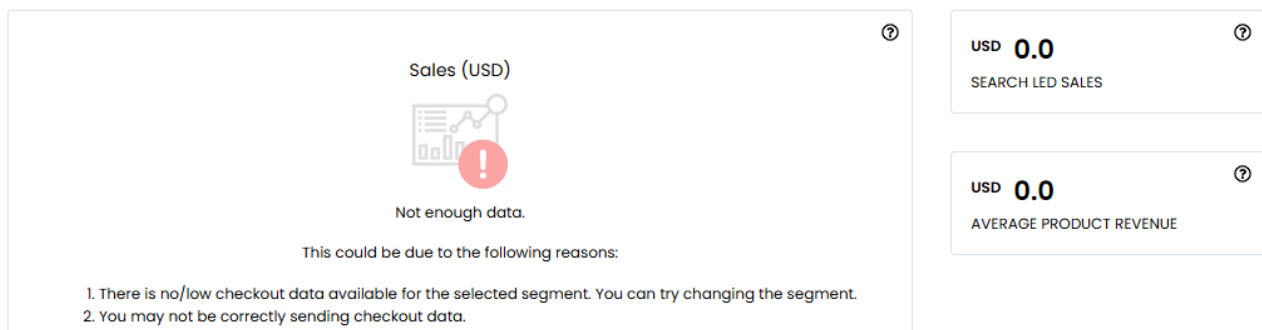
The Search Users panel appears below the Search Queries panel.



This panel consists of the following analytics:

- **Search Users:** A graphical representation of search users over time.
- **Total Search Users:** The total number of customers who used personalized search.
- **Average Clicks per Search User:** The average number of product clicks per search user. A high number indicates more active engagement with the storefront.

The Sales panel appears at the bottom of the **Key Metrics** tab.



This panel consists of the following analytics:

- **Sales:** A graphical representation of sales over time.
- **Search Led Sales:** The total sales generated through search.
- **Average Product Revenue:** The total sales generated by search divided by the quantity of products that

made up those sales. It indicates the average product value of products purchased through search.

Search Term Analysis

Click the **Search Term Analysis** tab to view analytics about individual search terms that customers used.

Enhanced Analytics

BACK

06/11/2024-12/11/2024

All Country City

All Mobile Other Devices
(Tablets & Desktop)

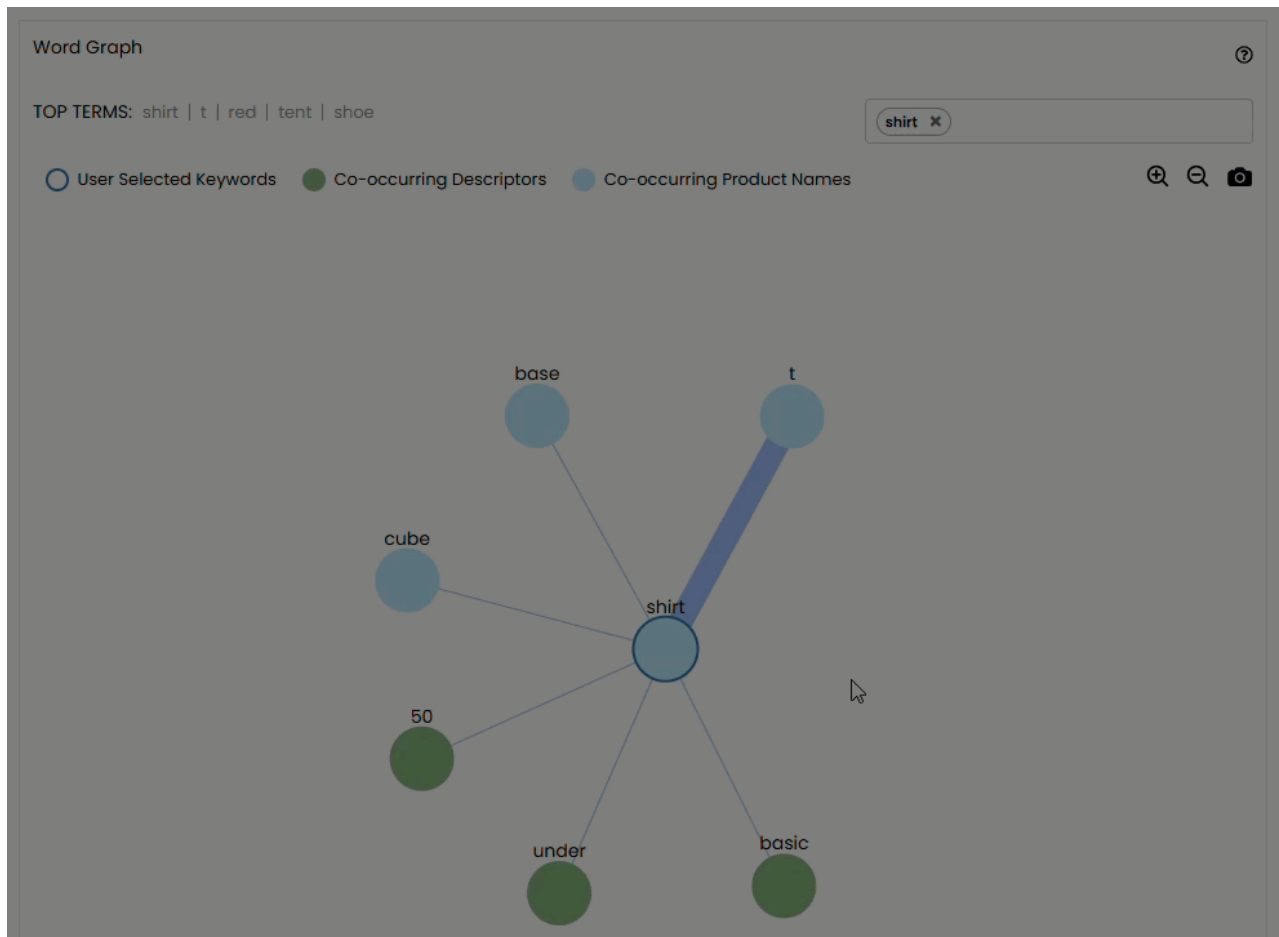
Key Metrics

Search Term Analysis

Filter Analysis

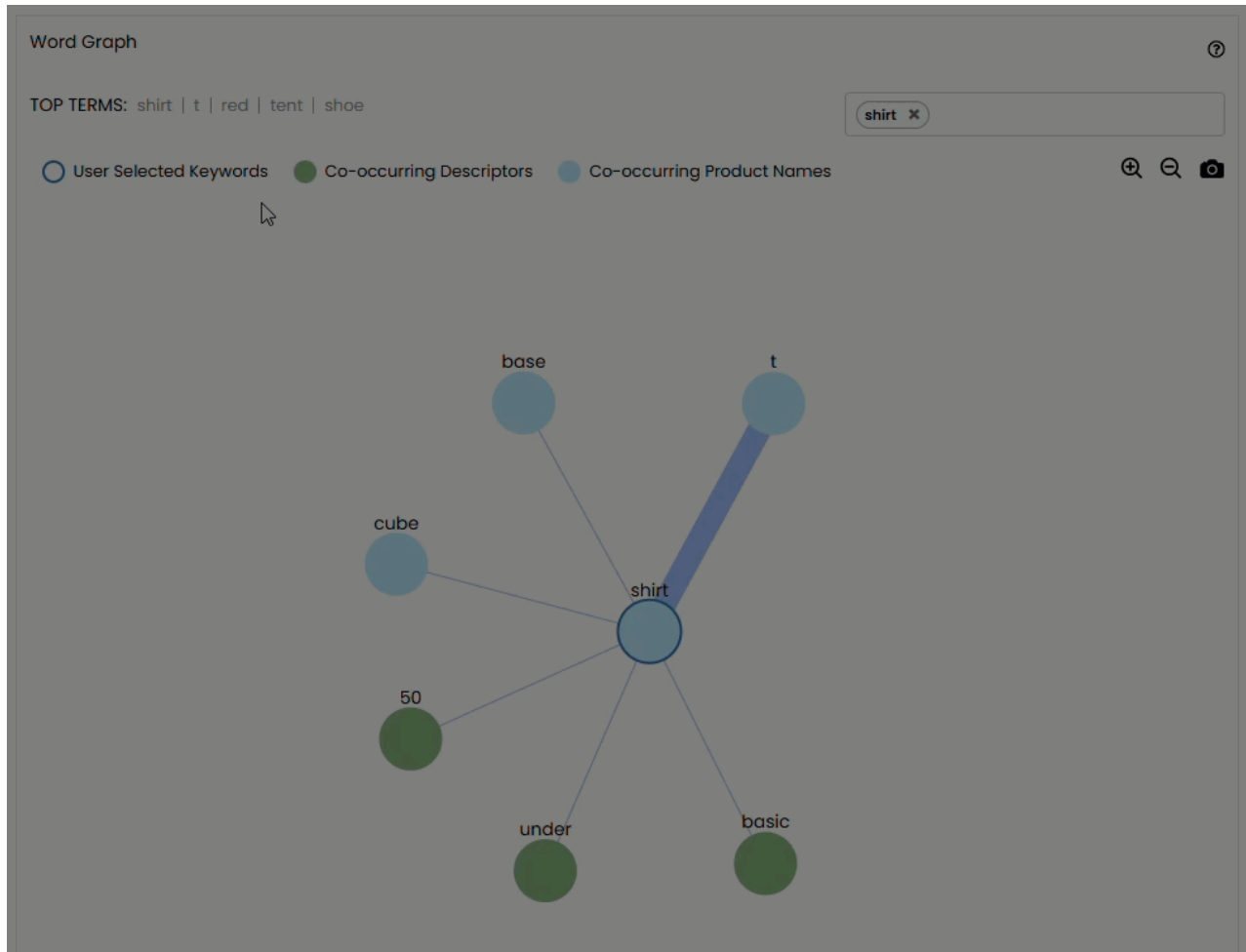


The word graph visually represents how customers use certain terms together. The strength of the relationship between terms is indicated by the thickness of the connecting line.



In the example graph shown in this animated demonstration, the search term *t* is often associated with the search term *shirt* in queries. Seeing these associations can help you understand the trend, behavior, and psyche of your customers.

You can add additional terms to the graph by selecting them from the listed top terms or by typing them into the text box. Terms added to the graph are outlined in dark blue.

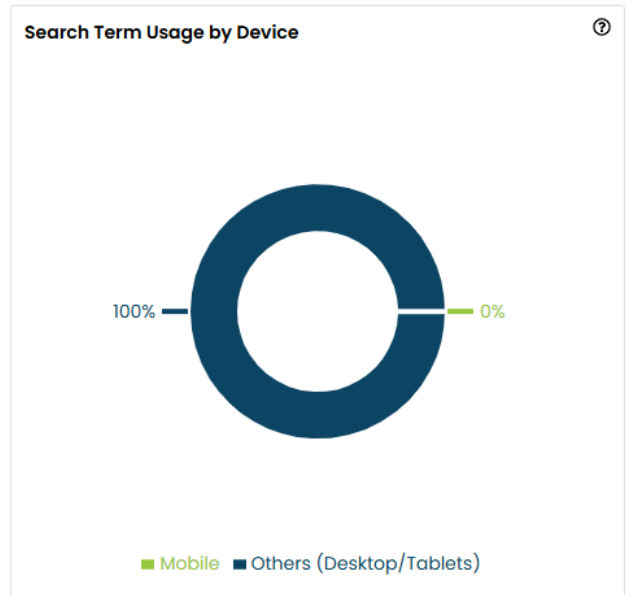


In the upper-right corner of the graph are controls to zoom in or out on the graph as well as to download the graph as a PNG file.

Below the word graph you find the Top 10 Full Term Searches table and the Search Term Usage by Device chart.

Top 10 Full Term Searches ⓘ

Search Term	Count
T - Shirt	33
Tent	20
Shi	18
Shirt	7
Red Shoe	7
Red	6
Shorts	6
Skull Caps	6
Backpack	5
Base Shirt Cube	5



The Top 10 Full Term Searches table contains a list of the 10 most frequently searched terms, as well as the total search count for each term. The Search Term Usage by Device chart displays the percentage of search queries performed on mobile devices and on desktop computers and tablets.

Filter Analysis

Click the **Filter Analysis** tab to view analytics about filters that customers used.

Enhanced Analytics BACK

📅 06/11/2024-12/11/2024
📍 All Country City
📱 All Mobile Other Devices (Tablets & Desktop)

Key Metrics
Search Term Analysis
Filter Analysis

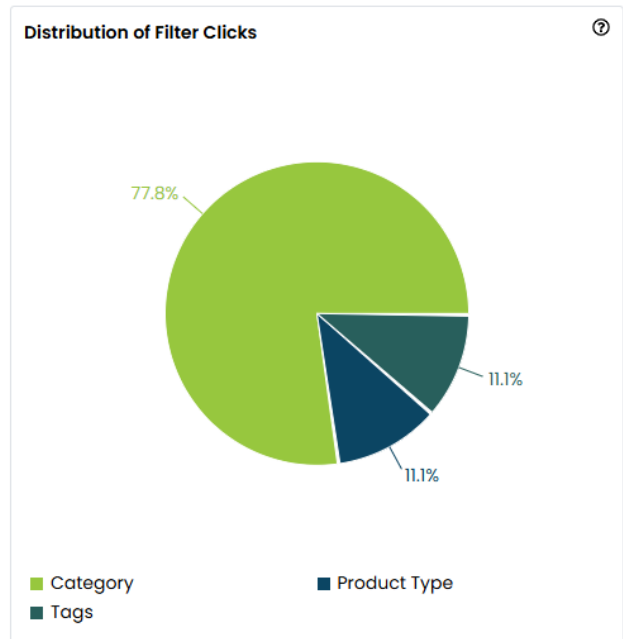
74.1% CLICK THROUGH RATE ⓘ

0.0% SALES CONVERSION RATE ⓘ

At the top of the tab are the Most Popular Filters table and the Distribution of Filter Clicks chart.

Most Popular Filters ⓘ

Filter	Clicks	%
> Category	7	77.8%
> Product Type	1	11.1%
> Tags	1	11.1%



The table contains the 10 most-used filters in three segments—Category, Product Type, and Tags—that customers applied to their searches. You can expand each segment to reveal the top five filters within that segment that customers used.

Most Popular Filters ⓘ

Filter	Clicks	%
> Category	7	77.8%
> Product Type	1	11.1%
> Tags	1	11.1%

The Distribution of Filter Clicks pie chart to the right of the table represents how frequently customers filter

options from each of the three segments.

Below the Most Popular Filters table is the Most Popular Filter-Values table along with a statement of the percentage of customers who used filters in their searches. The Most Popular Filters table contains the 10 most popular pairs of filters and values. It also includes a percentage makeup of all filter usage and the number of times this filter-value pair was applied.

Filter Value	Clicks	%
Women's Snow Gear (Category)	3	33.3%
Hi-Top Shoes (Category)	1	11.1%
Low-Top (Category)	1	11.1%
Men's Snow Gear (Category)	1	11.1%
Men's Trousers (Category)	1	11.1%
Pants (Product Type)	1	11.1%
Adult_male_pants (Tags)	1	11.1%

5.3% Percentage of search users that used filters on your store

Usage By Device

Legend: ■ Mobile ■ Others (Desktop/Tablets)

Device	Percentage
Mobile	0%
Others (Desktop/Tablets)	100%

In the bottom-right corner of the **Filter Analysis** tab is the Usage By Device pie chart, which displays the percentage of customers who applied filters when shopping on mobile devices and on desktops and tablets.