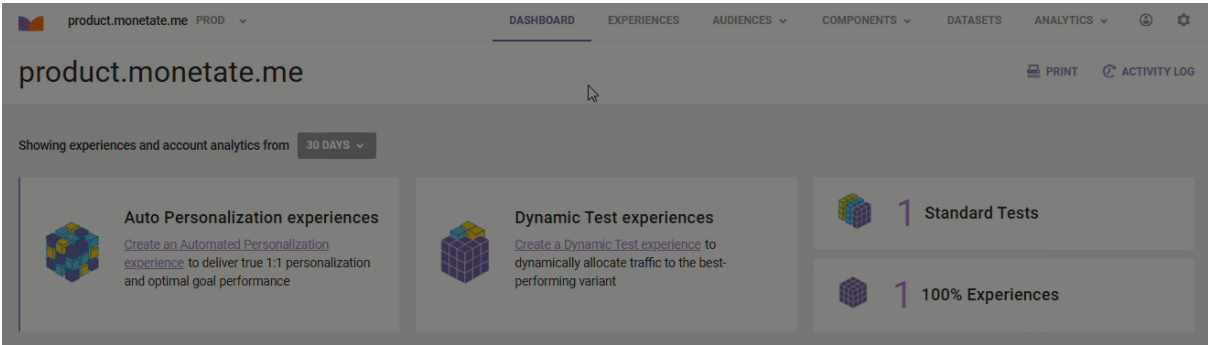


Personalized Category Pages Analytics

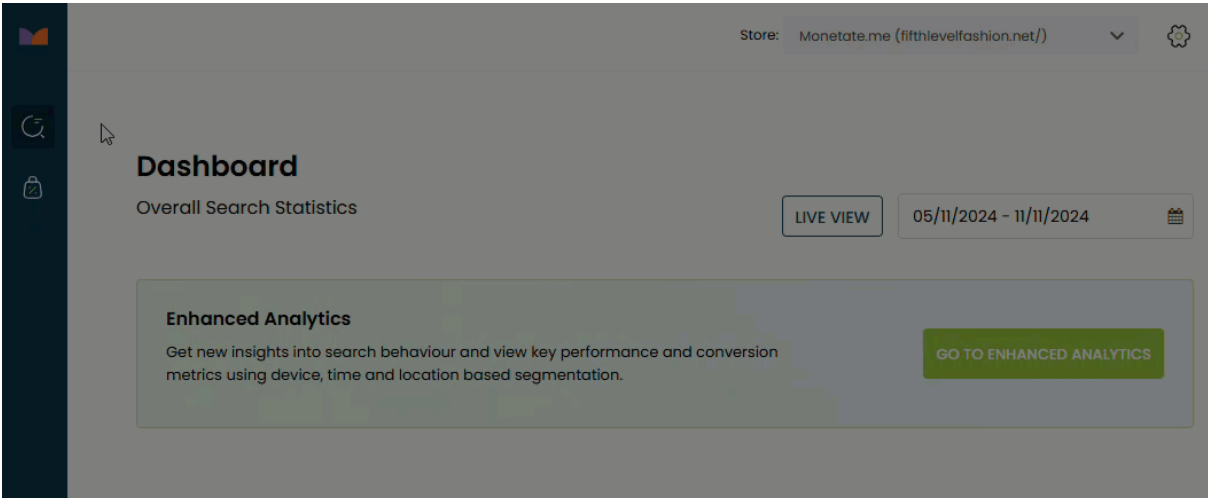
Analytics for Monetate's Personalized Category Pages feature are available on the Smart Category Merchandising page of the Personalized Search interface. You can use the information to better understand what promotion rules to create for category pages.

Follow these steps to access this information.

1. Click **COMPONENTS** in the top navigation bar, select **Personalized Search**, and then click the appropriate product catalog on the Personalized Search list page.



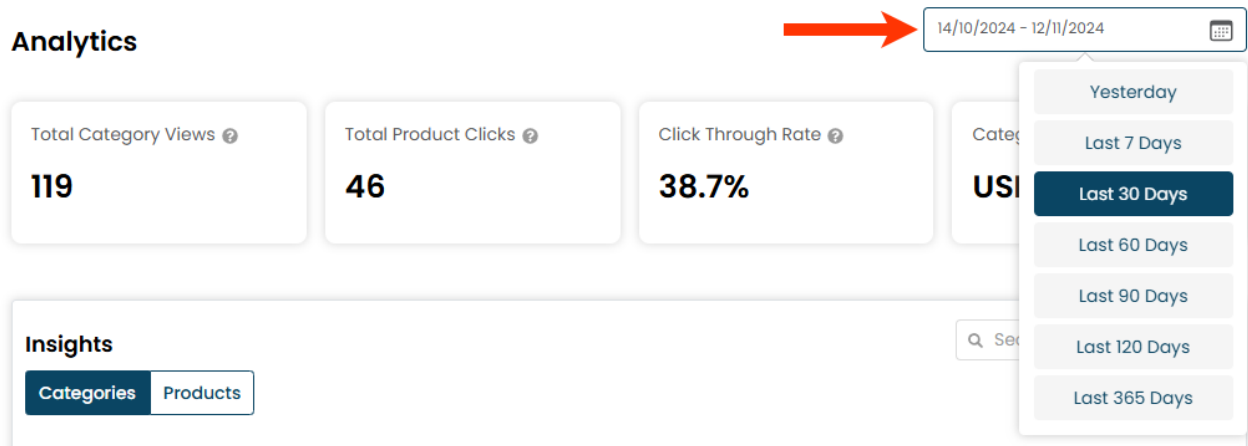
2. Click the Smart Category Merchandising icon in the left-hand vertical toolbar, and then select **Analytics**.



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. However, you cannot set a custom date range.

Smart Category Merchandising

Analytics



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

- **Total Category Views:** The total number of category page views for all categories. Included in this total are events such as when a customer refreshed a page, selected a *facet*, selected a sorting option, or clicked forward to the next page.
- **Total Product Clicks:** The total number of times customers clicked a product on any category page.
- **Click Through Rate:** The percentage of category page views that resulted in a product click.
- **Category Led Sales:** The total amount of sales from sessions that originated from category pages.

Category Insights

The Categories view of Insights includes the following information:

- **Category:** The category's name.
- **Path:** The full category path from top level through any nested subcategories.
- **Views:** The total views for the category. This total includes events such as when a customer refreshed a page, selected a facet, selected a sorting option, or clicked forward to the next page.
- **Sales Generated:** The total amount of sales generated from sessions that originated from the category.

Insights

Categories **Products**

Category	Path	Views	Sales Generated	Report
Sporting Goods	Sporting Goods	26	0.0	VIEW PRODUCTS
Backpacks	Luggage & Bags;Backpacks	14	0.0	VIEW PRODUCTS
Camping & Hiking	Sporting Goods;Outdoor Recreation;Camping & Hiking	11	0.0	VIEW PRODUCTS
Clothing Accessories	Apparel & Accessories;Clothing Accessories	10	0.0	VIEW PRODUCTS
Apparel & Accessories	Women;Apparel & Accessories	9	0.0	VIEW PRODUCTS
UNKNOWN		8	0.0	VIEW PRODUCTS
Women	Women	5	0.0	VIEW PRODUCTS
Coats & Jackets	Women;Apparel & Accessories;Clothing;Outerwear;Coats & Jackets	5	0.0	VIEW PRODUCTS
Apparel & Accessories	Apparel & Accessories	4	0.0	VIEW PRODUCTS
Hats	Women;Apparel & Accessories;Clothing Accessories;Hats	3	0.0	VIEW PRODUCTS

Showing 1 to 10 of 27 entries

< Previous **1** 2 3 Next >

Click **VIEW PRODUCTS** for a category to view analytics data for the products within that category. The metrics reported on the category products report are the same metrics reported on the [Products view](#) of Insights.

Insights

Categories **Products**

← **Category:** Sporting Goods (Sporting Goods)

Product Name	Product ID	Views ?	Clicks ? ▾	CTR% ?	Conversion ?	CR
MyGear 5 Person Tent	8054252732663	23	14	60.9%	0	-
OurBrand Gear Shed	8054252503287	17	5	29.4%	0	-
OurBrand StormStrong Tent	8054252208375	26	4	15.4%	0	-

Product Insights

Click **Products** to view analytics for all the products across all the category pages for which you've configured Personalized Category Pages [merchandising rules](#).

Insights Q Search

Categories **Products**

Product Name	Product ID	Views ?	Clicks ?	CTR% ?	Conversion ?	CR% ?
MyGear 5 Person Tent	8054252732663	31	8	25.8%	0	-
OurBrand StormStrong Tent	8054252208375	27	4	14.8%	0	-
PowerYou STR-ZA5000ES	8054251290871	17	4	23.5%	0	-
MyGear Jellystone 4	8054253453559	30	3	10.0%	0	-
OurBrand Gear Shed	8054252503287	16	2	12.5%	0	-
OurBrand Jackson Hole Jeans	8053657862391	6	2	33.3%	0	-
OurBrand Stonewashed Slim Jeans	8053657698551	6	2	33.3%	0	-
MyBrand Basic Grey T-shirt	8053657633015	4	2	50.0%	0	-
MyGear Flashlight 2	8054252863735	14	1	7.1%	0	-
MyGear 2 Person Tent	8054252142839	26	1	3.9%	0	-

Showing 1 to 10 of 81 entries < Previous **1** 2 3 ... 8 9 Next >

The Products view of Insights includes the following information:

- **Product Name:** The name of the product.
- **Product ID:** The ID of the product.
- **Views:** The number of times a product was viewed from a category page.
- **Clicks:** The number of times a product was clicked on from a category page.
- **CTR%:** The click-through rate. This is the percentage of times a product view resulted in a click.
- **Conversion:** The number of times the product was involved in a transaction.
- **CR%:** The conversion rate. This is a percentage of times a product click resulted in a transaction for the product.