Add**2**it Go-To System

Overview over the campaign details (Stats):
Video version of this tutorial at: http://goto-pro.com/video-details.php
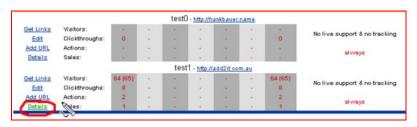
In this quick tutorial I want to show you one more function that I didn't mention on the "previous" tutorial and that is the **Campaign Detail** function.

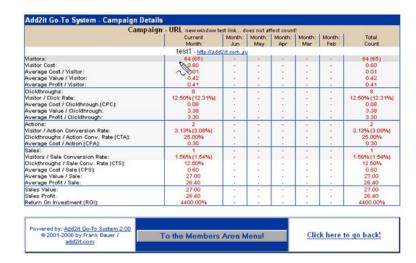<u>Right now you see the Campaign Stats section</u>

On this screen you can see only a small overview of the stata that are available, for example the number of visitors that your campaign got, the number of unique visitors, you can also see the number of raw visitors, meaning that once the visitor opens the same page more than once, he/she will be unique, but several are all visitors (in brackets).

Stats of clickthroughs, number of actions and the number of sales. For more details you need to click on the "Details" link, and it will show you the complete campaign details.

(Let me do that for you now)

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On this screenshot here you can see the number of visitors that you got (unique and raw visitors). Whatever you see in brackets here (65, 12,31%, 3,08%) represents the value for raw visitors or raw clicksthrough. The ones without brackets are always for unique ones. So let's take a closer look on what kind of information you have on the screen.

First you see the number of visitors, then the total costs of the visitors, then the average cost per visitor, the average value per visitor and the average profit per visitor.

The number of clicksthrough you got, the visitor/click rate, the average cost per clickthrough, the average value per clickthrough and the average profit per clickthrough.

Then the number of actions, the visitor per action conversion rate, the clickthrough per action conversion rate, the average cost per action.

The total number of sales, the visitor sale conversion rate, the clickthroughs sale conversion rate, the average cost per sale, the average value per sale and the average profit per sale.
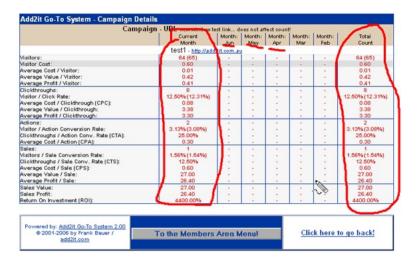

Then the total sales value, the total sales profit and at the end, the return on investment (ROI).

Sales Value:	27.00	-	-	-	-	-	27.00
Sales Profit:	26.40	-	-	-	-	-	26.40
Return On Investment (ROI):	4400.00%	-	-	-	-	-	4400.00%

By the Way, the first column shows the details for the current month (July), columns on the right show the details for June, May, April and so on. At the end you will see the total all time stats.

That is it for this tutorial. See you in the next one.