

Add2it 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.

Right now you see the Campaign Stats section

Options	Current Month	Jun	May	Apr	Mar	Feb	Total Count	Campaign valid until (mm/dd/yy)
test0 - http://frankbauer.name								
Get Link	Visitors:	-	-	-	-	-	-	No live support & no tracking
Edit	Clickthroughs:	0	-	-	-	-	0	
Add URL	Actions:	-	-	-	-	-	-	always
Details	Sales:	-	-	-	-	-	-	
test1 - http://add2it.com.au								
Get Link	Visitors:	64 (65)	-	-	-	-	64 (65)	No live support & no tracking
Edit	Clickthroughs:	8	-	-	-	-	8	
Add URL	Actions:	2	-	-	-	-	2	always
Details	Sales:	1	-	-	-	-	1	

Add, edit, reset or delete campaigns

☐ **ADD Campaign** Select this button to ADD a new campaign.

☐ **Add Split-Test / Rotate URL to existing campaign** Select this button to ADD a SPLIT-TESTING / ROTATOR URL to an existing campaign.

☐ **EDIT This Campaign** Select this button to EDIT the named campaign.

☐ **RESET Count** Select this button to Reset the named campaign.

☐ **DELETE This Campaign** Select this button to DELETE the entered campaign.

Campaign Code 32characters max.

New Campaign URL Only needed if adding or editing a campaign.

Use [InstaHelp](#) live support and / or tracking

Campaign valid until (mm/dd/yy): leave blank and the link never expires

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.

Options	Current Month	Jun	May	Apr	Mar	Feb	Total Count	Campaign valid until (mm/dd/yy)
test0 - http://frankbauer.name								
Get Link	Visitors:	-	-	-	-	-	-	No live support & no tracking
Edit	Clickthroughs:	0	-	-	-	-	0	
Add URL	Actions:	-	-	-	-	-	-	always
Details	Sales:	-	-	-	-	-	-	
test1 - http://add2it.com.au								
Get Link	Visitors:	64 (65)	-	-	-	-	64 (65)	No live support & no tracking
Edit	Clickthroughs:	8	-	-	-	-	8	
Add URL	Actions:	2	-	-	-	-	2	always
Details	Sales:	1	-	-	-	-	1	

(Let me do that for you now)

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Add2it Go-To System - Campaign Details								
Campaign - URL new window test link... does not affect count!								
	Current Month	Jun.	May	Apr.	Mar.	Feb.	Total Count	
test1 - http://add2it.com.au								
Visitors:	64 (65)	-	-	-	-	-	64 (65)	
Visitor Cost:	0.60	-	-	-	-	-	0.60	
Average Cost / Visitor:	0.01	-	-	-	-	-	0.01	
Average Value / Visitor:	0.42	-	-	-	-	-	0.42	
Average Profit / Visitor:	0.41	-	-	-	-	-	0.41	
Clickthroughs:	8	-	-	-	-	-	8	
Visitor / Click Rate:	12.50% (12.31%)	-	-	-	-	-	12.50% (12.31%)	
Average Cost / Clickthrough (CPC):	0.08	-	-	-	-	-	0.08	
Average Value / Clickthrough:	3.38	-	-	-	-	-	3.38	
Average Profit / Clickthrough:	3.30	-	-	-	-	-	3.30	
Actions:	2	-	-	-	-	-	2	
Visitor / Action Conversion Rate:	3.13% (3.08%)	-	-	-	-	-	3.13% (3.08%)	
Clickthroughs / Action Conv. Rate (CTA):	25.00%	-	-	-	-	-	25.00%	
Average Cost / Action (CPA):	0.30	-	-	-	-	-	0.30	
Sales:	1	-	-	-	-	-	1	
Visitors / Sale Conversion Rate:	1.56% (1.54%)	-	-	-	-	-	1.56% (1.54%)	
Clickthroughs / Sale Conv. Rate (CTS):	12.50%	-	-	-	-	-	12.50%	
Average Cost / Sale (CPS):	0.60	-	-	-	-	-	0.60	
Average Value / Sale:	27.00	-	-	-	-	-	27.00	
Average Profit / Sale:	26.40	-	-	-	-	-	26.40	
Sales Value:	27.00	-	-	-	-	-	27.00	
Sales Profit:	26.40	-	-	-	-	-	26.40	
Return On Investment (ROI):	4400.00%	-	-	-	-	-	4400.00%	

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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 clickthrough. 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.

Visitors:	64 (65)	-	-	-	-	-	64 (65)
Visitor Cost:	0.60	-	-	-	-	-	0.60
Average Cost / Visitor:	0.01	-	-	-	-	-	0.01
Average Value / Visitor:	0.42	-	-	-	-	-	0.42
Average Profit / Visitor:	0.41	-	-	-	-	-	0.41

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

Clickthroughs:	8	-	-	-	-	-	8
Visitor / Click Rate:	12.50% (12.31%)	-	-	-	-	-	12.50% (12.31%)
Average Cost / Clickthrough (CPC):	0.08	-	-	-	-	-	0.08
Average Value / Clickthrough:	3.38	-	-	-	-	-	3.38
Average Profit / Clickthrough:	3.30	-	-	-	-	-	3.30

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

Actions:	2	-	-	-	-	-	2
Visitor / Action Conversion Rate:	3.13% (3.08%)	-	-	-	-	-	3.13% (3.08%)
Clickthroughs / Action Conv. Rate (CTA):	25.00%	-	-	-	-	-	25.00%
Average Cost / Action (CPA):	0.30	-	-	-	-	-	0.30

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.

Sales:	1	-	-	-	-	-	1
Visitors / Sale Conversion Rate:	1.56% (1.54%)	-	-	-	-	-	1.56% (1.54%)
Clickthroughs / Sale Conv. Rate (CTS):	12.50%	-	-	-	-	-	12.50%
Average Cost / Sale (CPS):	0.60	-	-	-	-	-	0.60
Average Value / Sale:	27.00	-	-	-	-	-	27.00
Average Profit / Sale:	26.40	-	-	-	-	-	26.40

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

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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.

Add2it Go-To System - Campaign Details							
Campaign - URL: http://add2it.com.es							
	Current Month: July	Month: June	Month: May	Month: April	Month: Mar	Month: Feb	Total Count
test1 - http://add2it.com.es	64 (65)	-	-	-	-	-	64 (65)
Visitors:	64 (65)	-	-	-	-	-	64 (65)
Visitor Cost:	0.60	-	-	-	-	-	0.60
Average Cost / Visitor:	0.01	-	-	-	-	-	0.01
Average Value / Visitor:	0.42	-	-	-	-	-	0.42
Average Profit / Visitor:	0.41	-	-	-	-	-	0.41
Clickthroughs:	8	-	-	-	-	-	8
Visitor / Click Rate:	12.50% (12.31%)	-	-	-	-	-	12.50% (12.31%)
Average Cost / Clickthrough (CPC):	0.08	-	-	-	-	-	0.08
Average Value / Clickthrough:	3.38	-	-	-	-	-	3.38
Average Profit / Clickthrough:	3.30	-	-	-	-	-	3.30
Actions:	2	-	-	-	-	-	2
Visitor / Action Conversion Rate:	3.13% (3.08%)	-	-	-	-	-	3.13% (3.08%)
Clickthroughs / Action Conv. Rate (CTA):	25.00%	-	-	-	-	-	25.00%
Average Cost / Action (CPA):	0.30	-	-	-	-	-	0.30
Sales:	1	-	-	-	-	-	1
Visitors / Sale Conversion Rate:	1.56% (1.54%)	-	-	-	-	-	1.56% (1.54%)
Clickthroughs / Sale Conv. Rate (CTS):	12.50%	-	-	-	-	-	12.50%
Average Cost / Sale (CPS):	0.60	-	-	-	-	-	0.60
Average Value / Sale:	27.00	-	-	-	-	-	27.00
Average Profit / Sale:	26.40	-	-	-	-	-	26.40
Sales Value:	27.00	-	-	-	-	-	27.00
Sales Profit:	26.40	-	-	-	-	-	26.40
Return On Investment (ROI):	4400.00%	-	-	-	-	-	4400.00%

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



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