

## Recommendation List Page Overview

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All recommendation campaigns are listed here. Campaigns can be sorted and filtered within this area.

The screenshot displays the ECERGE Recommendation List Page Overview. It features a sidebar on the left with navigation options: Basket Page, Checkout Success Page, Search Page, 404 Page, Custom Pages, and Trigger Based. The main content area shows a list of campaigns. At the top, there are filters for Campaign Status (Live, Test, Archive) and Channel Filter (Desktop, Mobile Web, Android, iOS). A Search Box (1) is located at the top right. The Recommendation Type List (2) shows a list of campaigns, including a 'Trigger Based Campaign' with a '5% Discount'. The Campaign Status (3) section shows 'Live(12)' campaigns. The Campaign Overview (5) section shows a summary of a campaign, including 'Widget', 'Interaction', 'Basket', and 'Revenue' metrics. The interface is annotated with red circles and numbers 1 through 5, corresponding to the numbered list below.

- Search Box:** Campaigns can be searched by “Campaign Name”. Also campaigns can be listed by the campaign’s conversion or its creation time.
- Recommendation Type List:**
  - Page types are in the left menu where you can view the running campaigns on a specific page.
  - We have standard page types; *Home Page, Category Page, Product Page, Basket Page, Search Page* and *404 Page*. If you select *View All* all campaigns will be sorted by the page type.
  - ECERGE lists the campaigns that are not from the standard pages in the *Custom Page*.
  - Trigger Based Campaign** lists the campaigns that are displayed only when their rule is triggered.
- Campaign Status:** ECERGE has 3 Campaign Statuses; *Live, Test* and *Archive*
  - Live Campaigns: If selected, only live campaigns will be listed. Live Campaigns can be viewed by all of your visitors on your website.
  - Test Campaigns: If selected, only test-mode campaigns will be listed. Test Campaigns are not displayed to your visitors. They can only be viewed when ECERGE Test Mode is active. (You can activate it here)
  - Archived Campaigns: If selected only old and completed campaigns will be listed. You can get the campaign on test mode via Go Test button.
- Channel Filter:**
  - Desktop: If selected, only the campaigns that are displayed to your desktop users will be listed.
  - Mobile Web: If selected, only the campaigns that are displayed to your Smartphone and tablet users will be listed.
  - Android: If selected, only the campaigns that are displayed to your android device users will be listed.
  - iOS: If selected, only the campaigns that are displayed to your IOS device users will be listed.

You can make multiple selections.

- Campaign Overview**

All campaign details and available customization options are displayed in the box.

The screenshot shows a campaign details dashboard. At the top left, it says 'Home Page' (1) and 'Selected For You' (2). To the right, there is a 'Test - Live Status' (5) with a toggle switch. Below this, there is a date '12/4/2017' and 'Campaign Devices' (4). The main section is titled 'Campaign Report' (7) and shows data for 'This Week'. It is divided into four columns: 'Widget', 'Interaction', 'Basket', and 'Revenue'. At the bottom left, there is an 'Actions' button (6) and at the bottom right, 'Total Revenue' (8) is shown as 1,179.00 ₺.

Widget	Interaction	Basket	Revenue
1,909 views	254 clicks	3 products	1,179.00 ₺
Impression 5,337			
Impression Rate 35.8%	CTR 13.3%	Basket Rate 1.2%	Conversion Rate 0.39%

1. **Page Type:** Indicates the page type that campaign is displayed in, it can be *Home Page*, *Category Page*, *Search Page*, *404 Pages*, *Basket Pages* or *Custom Page*.
2. **Campaign Title:** Indicates the campaign's title, it is a customizable area and it can be a reference to campaign's algorithm detail.
3. **Campaign Date Range:** Indicates the campaign's lifetime.
4. **Campaign Devices:** Indicates the campaign's channel information, some campaigns can be working on multiple channels.
5. **Test – Live Status:** Indicates the campaign's status. You can easily change the status of a campaign with it.
6. **Actions:**
  - Edit: Campaign parameters can be edited.
  - Report: Directs you to campaign report page where the campaign results are displayed.
  - Archive: Changes the campaign's status and moves it to
7. **Campaign Report:**
  - Widget: Indicates how many times this recommendation widget is viewed by your visitors.
  - Interaction: Indicates how many times products inside this recommendation widget are clicked by your visitors.
  - Basket: Indicates how many products are added to the basket through this recommendation widget. This is the total number of items added to the basket via recommendation campaign. If a visitor adds two same products after clicking inside a recommendation widget, it is counted as two items.
  - Revenue: Indicates the total monetary amount of products sold by this recommendation widget. ECERGE only tracks the purchased products that are directed from this recommendation widget in the same session. If a visitor purchases two products where only one was directed from this recommendation widget, only the directed product will be added to ECERGE'S contribution to revenue.
8. **Total Revenue:** Indicates the amount of sales since the beginning of the campaign

