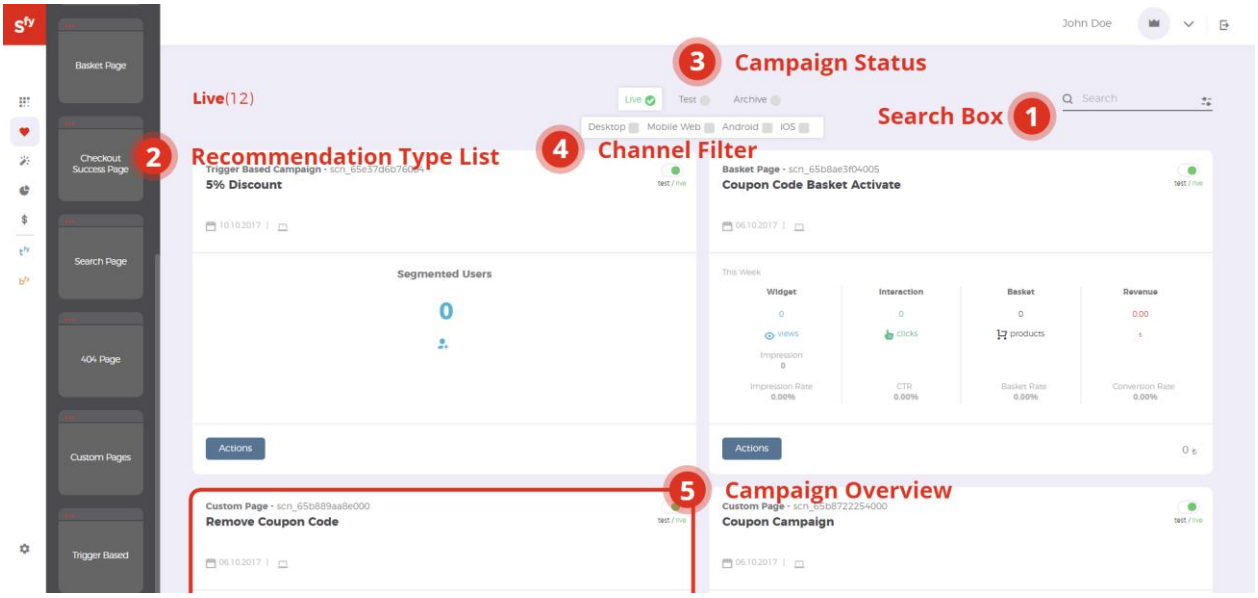
Recommendation List Page Overview

Support / How to Articles / Recommendation List Page Overview

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



1. **Search Box:** Campaigns can be searched by “Campaign Name”. Also campaigns can be listed by the campaign’s conversion or its creation time.
2. **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.

3. **Campaign Status:** ECERGE has 3 Campaign Statuses; *Live*, *Test* and

- 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.

4. **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.

5. **Campaign Overview**

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

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