

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.

The screenshot displays the ECERGE Recommendation List Page Overview. On the left, a sidebar lists page types: Basket Page, Checkout Success Page, Search Page, 404 Page, Custom Pages, and Trigger Based. The main area shows a list of campaigns. The first campaign is a 'Trigger Based Campaign' with a '5% Discount' on the 'Basket Page'. It has 12 live campaigns and is currently in 'Test' mode. The second campaign is a 'Coupon Code Basket Activate' on the 'Basket Page'. Below the campaigns, there are two summary cards: 'Segmented Users' showing 0 users and 'This Week' performance metrics including Widget, Interaction, Basket, Revenue, Impression, CTR, Basket Rate, and Conversion Rate. A 'Campaign Overview' card is also visible at the bottom.

- 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 displays 'Home Page' (1) and 'Selected For You' (2). On the top right, there is a 'Test - Live Status' (5) with a toggle switch. Below this, the date '12/4/2017' and 'Campaign Devices' (4) are shown. A central section titled 'Campaign Report' (7) contains a table with four columns: Widget, Interaction, Basket, and Revenue. At the bottom left, there is an 'Actions' button (6), and at the bottom right, the 'Total Revenue' (8) is displayed as 1,179.00 ₺.

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

- 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*.
- Campaign Title:** Indicates the campaign's title, it is a customizable area and it can be a reference to campaign's algorithm detail.
- Campaign Date Range:** Indicates the campaign's lifetime.
- Campaign Devices:** Indicates the campaign's channel information, some campaigns can be working on multiple channels.
- Test – Live Status:** Indicates the campaign's status. You can easily change the status of a campaign with it.
- 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
- 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.
- Total Revenue:** Indicates the amount of sales since the beginning of the campaign

