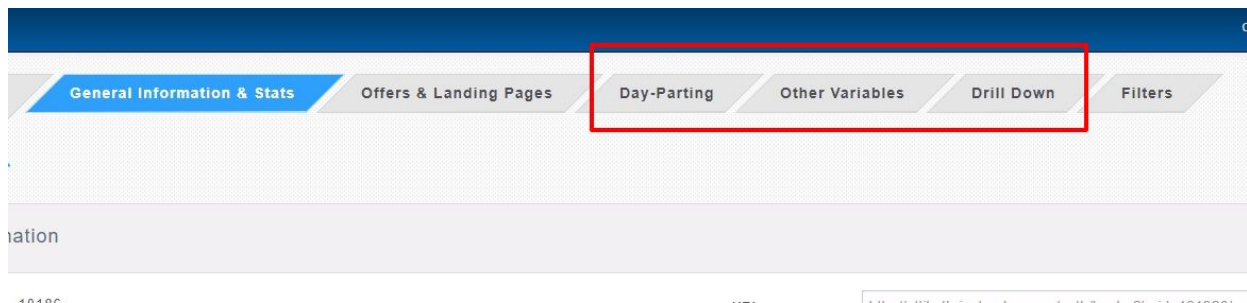


At this point, you're 7 days into your first campaign. This gives you a look at click and conversion results for each of the last 7 days. As time goes on, you'll value daily insights because it will help you tailor your approach to how you source and buy your traffic. It won't always be necessary or even correct to run traffic on high at all times, especially for specific geos or visitor demographics. With this in mind, let's take a deep dive into the report features that ThriveTracker offers.

In your campaigns, you'll notice that there are **Day-Parting, Other Variables, and Drill Down** tabs.



As a breakdown of what each type of report provides:

Day-Parting:

This provides an overview of the number of clicks and conversions that your campaign is receiving on a per-weekday basis, which is then further broken down into hourly increments. This data will allow you to optimize your campaigns by adjusting traffic during days/hours when you're more likely to receive clicks that have a higher chance of converting. Conversely, you can also reduce the amount of traffic you buy for days/hours that have a lower conversion rate, thereby allowing you to reduce your spending.

For example, if the bulk of your conversions occur on Saturday and Sunday, you might even consider turning off traffic all together on Monday through Friday.

Other Variables

This section provides aggregated stats that are broken down by each type of variable, such as "Device Type" and location, as well as any custom variables that are passed in from your traffic source.

This should allow you to optimize your campaign by focusing your efforts on the variables that have a higher likelihood of resulting in conversions. For example, if you notice that most of your conversions and highest CVR occurs on mobile devices, then you could completely focus your campaign on mobile traffic only.

Drill Down

This is our most in-depth, multi-layer report which allows you to generate reports with multiple criteria. For example, if you wanted to know what the conversion rate is for a specific offer AND for a specific device type, you can get that here.

ThriveTracker currently allows you to generate drill-downs with up to 3 levels. This allows you to really analyze your data and understand the exact type of visitor that is most likely to convert.

As a more advanced example, if you had two offers in your campaign, you could analyze their performance further via drill down reports. If you find that one offer has a higher conversion rate in the USA, while the other has a higher CVR in Canada, you could create two redirection rules with Country criteria that automatically send visitors from each respective country to their higher performing offer.

Once you have several campaigns running simultaneously, you might want to see these reports across multiple campaigns. You can do this by going to the “Advanced Reports” section.



You'll be brought to the “Global Report Parameters” page, which is a global version of the **Other Variables** tab. From here, you can also choose to create global **Day-Parting** and **Drill-Down** reports. The generation process is very similar as they are for individual campaigns; however, you'll also have to select the campaigns that you want included in each report. You can also easily select campaigns in batches

We hope that with our extensive reporting system, you will be able to continually optimize your campaigns to maximize your profits!

