Dashboard

Overview

A Dashboard is an interactive method to present your project statistics for the following metrics:

- common economic metrics:
  - **CPC** indicates an average amount you earn each time a user clicks on your ad, banner or link;
  - **CPL** is an average lead cost used to measure advertising costs;
  - **ROI** is a metric that indicates the returnability of investment. ROI can be applied both to a whole business and a marketing channel;
- Roistat metrics:
  - **Average revenue** is the ratio of Revenue to Leads;
  - **Leads** are the visitors who left their contact information or contacted the manager by themselves;
  - **Leads conversion** is the ratio of Leads to Visits;
  - **Revenue** is the amount obtained from the deals that have status "*Paid*";
  - **Sales** are the visitors who paid for their orders; the corresponding deal status is "*Paid*";
  - **Sales conversion** is the ratio of Sales to Leads;
  - **Visits** are unique website visitors.

A Dashboard lets you quickly view many metrics at once, so you can monitor trend data of your projects.

Metrics values are loaded from Analytics and updated automatically when a Dashboard opens.

Navigation

To access a Dashboard for a project, open the Projects list and click the

("*Dashboard*") button... :

… or click the **Dashboard** page in a project navigation panel:

About Dashboard

A Dashboard is made up of widgets that show quick-and-easy reports in a single view.

Metrics history

At the top of the Dashboard, you can view history widgets for the following metrics:

- Visits;
- Leads;
- Sales;
- Revenue.

Each widget shows:

- **Today** – the value of a metric for the current day only;
- **For last 30 days** – the value of a metric for last 30 days;
- **Daily average** – the average value of a metric for last 30 days;

A timeline graph presents metric dynamics for last 30 days. Just hover over a graph to view details:

Top channels over 2 weeks

The timeline graph in the bottom left corner of the page depicts ad channels' historical data over last 2 weeks.

The graph shows dynamics for the following metrics:

- Visits;
- Leads;
- Sales;
- Revenue;
- Cost;

To view one-metric timeline graph, click the corresponding button above the graph (it will turn blue then):

All the project marketing channels are included into the chart.

The timeline graph shows 6 trend lines maximum:

- 5 coloured lines correspond to 5 top marketing channels which are listed below the graph;
- the 6th line corresponds to "minor" channels which are marked as "*Other*".

Lines' and channels' colours coincide.

E.g. in the graph above, the *blue* line reflects the pageview dynamics for **Yandex.Direct**, the *black* line for **Google.Adwords**, the *green* one for **SEO**, the *orange* one for **Yandex.Market**, the *purple* one for **VKo ntakte**, and the *pink* one for **Other**.

The graph shows the days on the X axis and metric values on the Y axis. Visits, leads and sales are measured in units, while revenue and cost are measured in rubles.

To focus on a specific trend, you can switch off other lines in the graph. By default, the widget shows all trend lines.

E.g. you wish to view dynamics for **Yandex.Direct**, **Google.Adwords** and **Yandex.Market**. To do this, generate the overall leads report by clicking the *Leads* button and switch off the lines for *SEO*, *VKontakte* and *Other* by clicking the corresponding channel buttons below the graph:

Just hover over a graph to track the dynamics:

Table

The table displays 2-week statistics on 7 metrics as follows:

- CPC;
- CPL;
- Sales conversion;
- CPO;
- Average revenue;
- ROI.

Each metric is dimensioned by its current value, yesterday-current subtraction value, and average value for last 30 days. A bar graph for each metric is a great tool to summarize and visualize all presented data.

E.g. sales conversion is 12% today; it is 12% less than yesterday; an average 30 day value has been calculated as 14%.

Mouse over a bar graph to see the specific metric values over 2 weeks. E.g. sales conversion was 12.5% 14 days ago.