Troubleshooting Conversion Tracker

Once your teams have added the HighRoad script to the respective pages in the member join, product, and event journeys, we encourage you to verify the script is on all the pages we identified as part of those journeys. Follow the steps below to verify the script is placed and data can be captured.

Here are the steps to verify Conversion Tracker is set up on all the correct pages:

- Open up the Conversion Tracker Workbook to reference each of the pages we need to check. You are going to go through every page in each journey and make sure the highroad script is on all of the pages.

- Navigate to one of the pages in the journeys to start.

- Right click > choose view page source

- Press "Control + f" to find a word in the source code. Search for "highroad" to pick up the script. The script will look something like the below. Where we have "CLIENT", we will insert your organization acronym.

  `<script src="https://apps4.highroadsolution.com/clients/CLIENT/scripts/CLIENT_tracker.js"></script>`

- If you search for "highroad" and there are no results, then we need go back to the respective web services team (or vendor) to ask them to place the code on the page again. If the script isn't on all the journey pages identified in the workbook, we won't pick up those pages in the data written back to Adestra.

- If you search for "highroad" and a result is found, then continue with steps 2-4 until you have checked all of the pages.

HighRoad Solutions™

Conversion Tracker Reporting Guide

Conversion tracker originates from your marketing emails and tracks the desired action(s) of click(s) through to the website. You're now reporting on known contacts' website behavior through to conversion and attributing that activity back to any one email or the entire email program overall over a given period. Now your email program reporting shows more than just clicks and opens, but actual ROI because of that email, which should give you actionable feedback into your messaging and programming and feed into your entire omni-channel revenue operations and reporting overall.

Conversion Tracker Data Dashboard & Definitions:

On the dashboard of a single campaign, the total conversions represent a number of contacts that made it to any stage of your journey. You'll need to click into the Conversion tab to dig deeper.

- **Conversion Tag:** Used to identify a specific page in the journey
- **Quantity:** Records when a contact purchases a single or multiple items in one check-out
- **Value:** A calculation of the % point attributed to that stage of the journey multiplied by the quantity
- **Average:** The % of the way the contact made it through the journey.
- **"Default" Conversion Tag:** Traffic to pages you didn't identify in your journeys and where you didn't place the tracking code.
- **ROI of the email:** The dollar amount made from an email is found by finding the coordinates of the last stage in your journey (notated by a thank you or confirmation conversion tag) and value column row.

Export Manager for Conversion Tracker Data

Under the Data tab, you'll find the Export Manager where you can build reports. Reports can run for specific periods of time and pulled in real time or scheduled to be emailed at a regular cadence.

- Fields: The conversion data report in Export Manager should include core table & system fields: first & last name, campaign & project name, conversion page tag, value, quantity, and order.
- Event: The event for your report is: Conversion.
- Source: The data source can be your entire email portfolio or drilled down to a project folder.

Sorting your report for ROI:

- The quickest way to retrieve the aggregate ROI for your email program is to sort by the "conv_page_tag" column and scroll to the "thank you" tag. The "conv_value" column will show the dollar amount if the conversion required payment; otherwise the value will be zero.

Creating a quarterly benchmarking report:

- Access our Quarterly Email Conversion Report template here on our resource page: **Adestra Roadwork**

Frequently Asked Questions

What does the conversion tracker email dashboard tell me?

When reporting on an individual email, the conversion tab will tally a 'conversion' for every step of the journey tracked by an individual. You'll see counts at each stage and each stage is listed under the conversion tag column.

Can I export the report to do more with it?

Yes, you can export the conversion tracking reporting for an individual email or a group of emails over a period of time. You'll gain the best insights from a report of a set of emails in a project or the entire program and then analyzing the conversion tag and value columns.

What else could I append to my report offline?

In addition to email conversion data, you will benefit from feeding those metrics into your marketing program across all channels otherwise known as the Revenue Operations or RevOps. We define RevOps as a function of people, process, and technology coming together to drive revenue. Email conversion data is one prong of an omni-channel marketing effort where you're reporting on the results of the entire marketing program and basing decisions on budgets, content, and programming on data.

How do I determine how much ROI this campaign brought in?

The quickest way to report on the ROI for your email is to locate the "thank you" or "confirmation" conversion tag and then locate the value column. The coordinates of the last tag in your conversion and the value is the transactional dollar amount written back from your website into Adestra.

How do I see how much ROI this campaign brought in per stage of the funnel?

In addition to ROI metrics, you're also collecting data around how many people made it to which stage in your journey. To understand this, the average column gives you a decimal representative of the percentage of the way to completing the full journey. If you have 10 people at the 0.5 average then you can say my email drove 10 people 50% of the way to conversion.

What is a good result?

Email accounts for 19.8% of all transactions - trailing only paid search (19.9%) and organic traffic (21.8%) according to Custora E-Commerce Pulse. The average conversion rate for email is 1.23%.

Why do I have X conversions showing in my AMS but a different number showing up for conversions in Adestra reporting?

The conversion number on the email reporting dashboard in Adestra before you click into the conversion tab represents how many unique individuals made it to any stage of your conversion journey, not how many people made it to the final check out page after payment.

How do I see who made it to the final check out page after payment in the email report?

Click into the conversion tab to drill down deeper and look for the following coordinates: Find the last stage where payment occurs under the Conversion Tag column click the number under the Contacts column. This will show you who converted.