

# Basic modification statistics

For an introduction to basic modification statistics, see [Data tracking solutions](#).

You can view and export basic statistics for a modification in the Frosmo Control Panel.

- [Viewing basic modification statistics](#)
- [Downloading basic modification statistics](#)

For information about viewing and exporting advanced tracking statistics, see [Advanced tracking statistics](#).

## Viewing basic modification statistics

You can view:

- Changes in a selected statistic over time (chart)
- Key visitor metrics based on displays
- Modification event counts and metrics based on displays, true displays, and clicks



Unique counts are calculated by visitor rather than by individual event. For example, if the same modification variation is displayed to a visitor seven times, that counts as seven displays and one unique display for that variation.

To view the basic statistics for a modification:

1. In the Frosmo Control Panel, select **Modifications > Overview**.
2. In the modifications list, [find the modification](#) whose statistics you want to view.
3. Click the quick menu button for the modification, and select **Analyze**.

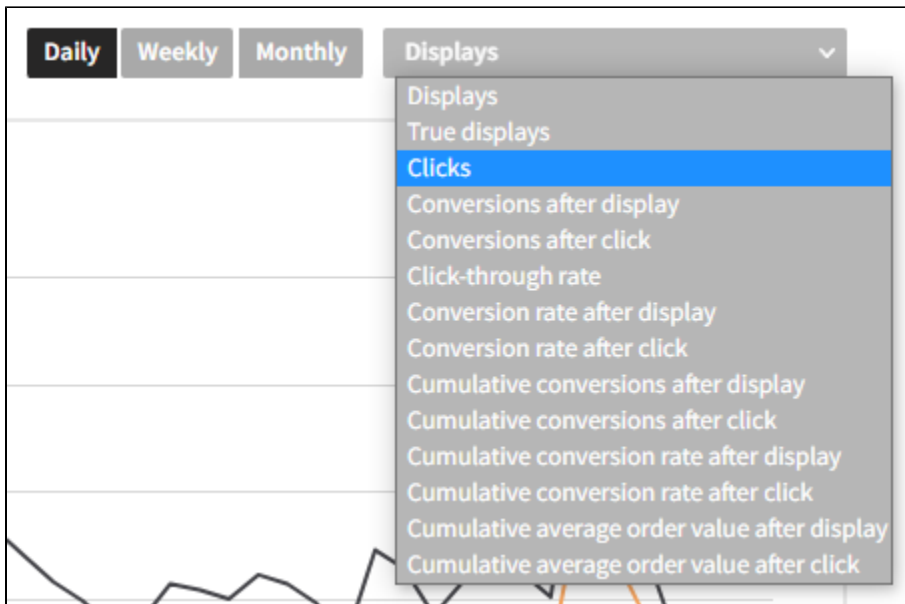


4. In the modification statistics view, in the **Start date** and **End date** fields, select the time range for which you want to view the statistics.
5. In the **Conversion type** field, select the conversion type for which you want to view the statistics. If you want to view the statistics for all conversions, select **All**.
6. Click **Show**.



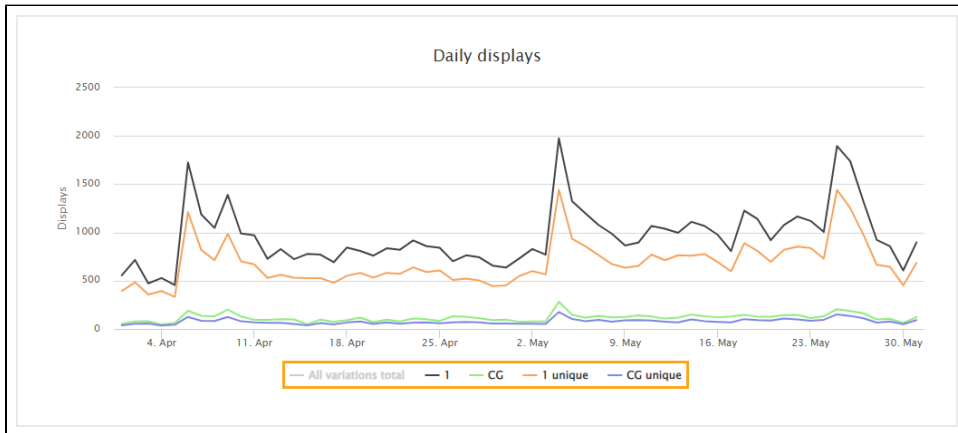
7. View the statistics:
  - **Chart (statistics over time)**

By default, the chart shows the daily displays and unique displays for the modification over the selected time range. You can select a daily, weekly, or monthly view for the chart. You can also select which statistic to show in the chart. Selecting a cumulative version of a statistic shows a cumulative line chart for the statistic with the value summed over time.



**i** Average order value means the average value (normally, revenue) of the conversions attributed to the modification after the modification was clicked or displayed.

You can further refine the chart by selecting to show only specific variations (including the comparison group, if defined), either the full or unique counts for the statistic, and annotations, if any. To show or hide a value, click its selector below the chart.



**• Key visitor metrics**

The key visitor metrics are based on displays and calculated separately for each variation (including the comparison group, if defined).

Key visitor metrics				
VARIATION 1				
9736 Daily unique visitors ⓘ	63 Conversions ⓘ	0.65% Conversion rate ⓘ	13,365.05 Revenue ⓘ	212.14 AOV ⓘ
COMPARISON GROUP				
457 Daily unique visitors ⓘ	1 Conversions ⓘ	0.22% Conversion rate ⓘ	99.00 Revenue ⓘ	99.00 AOV ⓘ

**• Modification events and metrics**

The events and metrics are tracked separately for each variation (including the comparison group, if defined). The total counts by event or metric are listed at the bottom of the table.

By default, the cumulative statistics are based on displays. If you want to calculate the statistics based on true displays, select **Calculate with true display**. The following figures show the same statistics calculated based on displays and true displays, respectively.

**Modification events and metrics**

BASIC MODIFICATION STATISTICS

Calculate with true display

Variation	Title	Displays	True displays	Clicks	Conversions (click)	Conversions (display)	CTR	CR (click)	CR (display)	Total revenue (click)	Total revenue (display)
1		58317	17369	3417	23	63	5.86%	0.67%	0.11%	3,909.78	13,365.05
<b>Sub total</b>		58317	17369	3417	23	63	5.86%	0.67%	0.11%	3,909.78	13,365.05
CG		7064	0	0	0	1	0.00%	-	0.01%	0.00	99.00
<b>Total</b>		65381	17369	3417	23	64	5.23%	0.67%	0.10%	3,909.78	13,464.05

**Modification events and metrics**

BASIC MODIFICATION STATISTICS

Calculate with true display

Variation	Title	Displays	True displays	Clicks	Conversions (click)	Conversions (true display)	CTR (true display)	CR (click)	CR (true display)	Total revenue (click)	Total revenue (true display)
1		58317	17369	3417	23	55	19.67%	0.67%	0.32%	3,909.78	11,454.60
<b>Sub total</b>		58317	17369	3417	23	55	19.67%	0.67%	0.32%	3,909.78	11,454.60
CG		7064	0	0	0	0	-	-	-	0.00	0.00
<b>Total</b>		65381	17369	3417	23	55	19.67%	0.67%	0.32%	3,909.78	11,454.60

## Downloading basic modification statistics

You can download a report of the following basic statistics for a modification:

- Displays and unique displays
- True displays and unique true displays
- Clicks and unique clicks
- Conversions after click
- Conversions after display
- CTR for displays
- CR for clicks
- CR for displays
- Average order value for clicks
- Average order value for displays

A report file is generated and downloaded to your computer. The file is in the Microsoft Office Open XML Workbook (XLSX) format.



Unique counts are calculated by visitor rather by individual event. For example, if the same modification variation is displayed to a visitor seven times, that counts as seven displays and one unique display for that variation.



Average order value means the average value (normally, revenue) of the [conversions attributed to the modification](#) after the modification was clicked or displayed.

To download the basic statistics report for a modification:

1. In the Frosmo Control Panel, select **Modifications > Overview**.
2. In the modifications list, [find the modification](#) whose statistics you want to view.
3. Click the quick menu button for the modification, and select **Analyze**. The modification **Statistics** views opens.
4. In the **Start date** and **End date** fields, select the time range for which you want to view the statistics.
5. In the **Conversion type** field, select the conversion type for which you want to view the statistics. If you want to view the statistics for all conversions, select **All**.
6. Click **Show**.
7. Select a daily, weekly, or monthly view, depending on how you want to aggregate the statistics in the export.

8. Click **Download statistics report**.

You've downloaded the statistics report. You can find the report file in your browser's default download location.