

Segment statistics

You can view the [segment](#) statistics for a site in the Frosmo Control Panel.

- [Viewing the complete segment statistics](#)
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Use the statistics to:

- View the number of visitors in segments and see how the segment sizes evolve over time.
- View the number of converted visitors and conversion rate by segment.
- View the amount of revenue created by visitors by segment.
- Check how many visitors in a segment have been exposed to modifications.

Viewing the complete segment statistics

To view the complete statistics for segments:

1. In the Frosmo Control Panel, in the sidebar, select **More > All Reports**.
2. Select the **Segments** tab.
3. Optionally, to filter which segments to show, start entering a segment name or segment group name in the filter field. The filtering does not affect segments marked as favorites, which are always shown at the top of the list.



To mark a segment as favorite, click the star icon to the left from the segment name in the table.

4. Optionally, click **Show traffic columns** to view the following visitor statistics:
 - **Added**
 - **Exited (expired)**
 - **Size**
5. In **Conversion type**, select **all** if you want to view the combined statistics for all conversion types, or select a specific conversion type if you want to view the statistics just for that type.
6. Select to view **Daily**, **Weekly**, or **Monthly** statistics. If you select daily statistics, also select the date whose statistics you want to view.
7. To view the statistics for an adjacent day, week, or month, click **Previous** or **Next**.
8. Check the following visitor statistics per segment:
 - **Visitors**: Number of visitors in the segment during the selected time range. The number includes both visitors who entered the segment before the time range and visitors who entered the segment during the time range.
 - **Added**: Number of visitors who entered the segment during the selected time range. If the same visitor entered, exited, and re-entered the segment during the selected time range, the platform counts each entry.
 - **Exited (expired)**: Number of unique visitors who exited the segment during the selected time range. The number in parentheses is the number of visitors who exited the segment because the segment's **time limit** elapsed for them and the platform removed them from the segment. If the same visitor exited, entered, and re-exited the segment during the selected time range, the platform counts each exit.
 - **Size**: Number of visitors who have been in the segment during the past 30 days. If the same visitor entered, exited, and re-entered the segment during the selected time range, the platform counts the visitor just once.
 - **Conversions**: Number of conversions completed by visitors in the segment during the selected time range.
 - **Converted visitors**: Number of visitors in the segment who completed a conversion during the selected time range. If the same visitor completed multiple conversions during the selected time range, the platform counts the visitor just once.
 - **CR [%]**: Percentage of visitors in the segment who completed a conversion during the selected time range.
 - **ACPPU**: Average number of conversions completed by visitors in the segment who completed a conversion during the selected time range.
 - **ACPUU**: Average number of conversions completed by unique visitors in the segment during the selected time range.
 - **Revenue**: Revenue generated by visitors in the segment during the selected time range.
 - **ARPPU**: Average revenue generated by converted visitors in the segment during the selected time range.
 - **ARPUU**: Average revenue generated by unique visitors in the segment during the selected time range.
 - **Displays**: Number of modifications displayed to the visitors in the segment during the selected time range.
 - **Exposed visitors**: Number of visitors in the segment for whom at least one modification variation loaded and rendered during the selected time range.
 - **Exposure [%]**: Percentage of all visitors in the segment for whom at least one modification variation loaded and rendered during the selected time range.

Showing: 5 Filtered: 5 All: 5 Conversion type: All

Daily Weekly **Monthly** 01.07.2022 - 31.07.2022

Segment name ↑	Segment group name	Visitors	Added	Exited (expired)	Size	Conversions	Converted visitors	CR [%]	ACPPU	ACPUU	Revenue	ARPPU	ARPUU	Displays	Exposed visitors
Total		67	-	- (-)	336	468	63	94.03	7.43	6.99	27,407	435.03	409.06	10,276	66
★ Affinity is known	Frosmo journey management	53	53	52 (52)	82	238	48	90.57	4.96	4.49	-2,388	-49.75	-45.06	8,363	53
★ New visitor	User journey	66	66	70 (6)	78	61	61	92.42	1	0.92	30,500	500	462.12	717	66
★ Viewed a product within the past 24 hours	Frosmo journey management	63	63	62 (62)	98	405	60	95.24	6.75	6.43	-4,093	-68.22	-64.97	9,535	63
☆ Deposited	User journey	63	63	62 (2)	65	62	60	95.24	1.03	0.98	364	6.07	5.78	323	63

Figure: Segment statistics (click to enlarge)

Selecting and viewing featured segments

You can quickly check the most important segment statistics for your most important segments on the Frosmo Control Panel dashboard by selecting featured segments.

To select featured segments:

1. In the Control Panel, in the sidebar, select **Dashboard**.
2. In the **Featured segments** section, click the plus icon.

Featured segments +

<p>Affinity is known</p> <p>Visitors 59</p> <p>CR 86.44%</p> <p>Revenue -2,892</p>	<p>New visitor</p> <p>Visitors 72</p> <p>CR 88.89%</p> <p>Revenue 32,000</p>
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3. Select as many segments as you like. To remove a selected segment, click for the segment in the **Selected segments** list.

Search segments...

↓ Name ▾

<input checked="" type="checkbox"/>	Affinity is known sgmt_58561	82
<input type="checkbox"/>	Customer Acquisition Campaign sgmt_59165	0
<input type="checkbox"/>	Deposited sgmt_58564	65
<input type="checkbox"/>	NetEnt Campaign sgmt_59405 / test	0
<input checked="" type="checkbox"/>	New visitor sgmt_58562	78

Selected segments:

- sgmt_58561 Affinity is known 82 ×
- sgmt_58562 New visitor 78 ×

4. When you're done, click **Select**.

You can now view the segment statistics for the featured segments on the dashboard.