

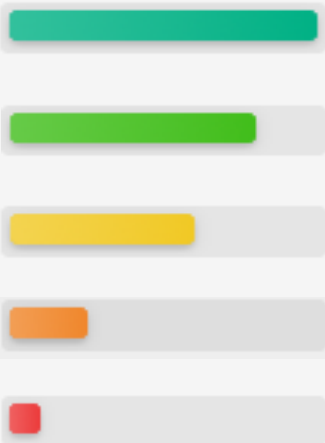
Engagement Tracking

Learn more about what happens beyond the click

User engagement is a first indicator of performance, even before conversion information is available.

Products or campaigns with a high shopping basket value or complex conversion funnel (e.g. insurance policies, travel bookings, etc.) benefit the most.

The Engagement Score is visualized with a coloured scale. A high level of engagement indicates many active user.



With the help of the engagement script user behaviour is measured & evaluated after clicking on a creative.



Engagement of the traffic source is evaluated on the basis of session length as well as page impressions and will be recalculated daily.



Only one script has to be integrated on all subpages of the particular website, e.g. via Google Tag Manager.