



Sr. No.	KPI	Definition
1.	Internal Campaign - Impressions or CTR (Click-through-Rate)	Promotional banners allow the user to navigate the list of products associated with the campaign. Impressions and CTR measure the success of discounts and offers on these promotional banners.
2.	Navigation Click	The product navigation in the header acts as an access point for the user and helps them navigate to the respective category/landing pages. Navigation clicks can be modified into various levels so the website can capture the heat map against each level.
3.	Onsite Search	This KPI captures the metrics around the search functionality/feature in the header. It can be expanded further to capture more metadata information like search keyword, search type (predictive/direct/redirect), and search match (partial/full match).
4.	Onsite Search click Through	The number of clicks that happened from the search results page after performing an onsite search.
5.	Onsite Search position clicked	The product position that was clicked to reach to product details page after landing on the search result page which is through an onsite search.
6.	Product Filter Applied	The number of types that the filter is applied. There could be an event for removal and there could be variables created to capture the filter selection or the last filter selected.
7.	Gallery Click through	The number of clicks that happened from the product listing/Gallery page after navigating through browsing.
8.	Gallery Click position	The product position that was clicked to reach the product details page after landing on the product listings page through the browse experience.
9.	Product Finding Method (PFM)	The navigation path is used to reach the product details page. Here are a few examples in eCommerce: (1) Top Navigation (2) Onsite Search (3) Organic Search (4) Internal Campaign (5) Cross-Sell
10.	Product Views	These are the total number of product views. It is measured across various page types. This is one of the critical metrics since all the available features on TOF pages want to increase the product views through different means, based on which the customer can see the benefit and add the item to the cart.
11.	Cross-Sell Clicks	The number of clicks that happens through the Cross-sell strategy (i.e., Cross-Sell = Recommended products).
12.	Null search Result	This is the number of search results that yielded no results. It is one of the key metrics to measure the success of a search engine. As a best practice, we should also collect the search term used but yielded no results page, and if the trend increases, then this should be used as feedback to improve the search relevancy.
13.	Product Out of Stock	This could be in %, which represents the number of out-of-stock that the customer viewed for each product details page visit.
14.	Cart Add	This is the number of carts add. If the cart addition click-to-action is present on the product page, this metric will get triggered. In addition to the cart add, there will be variables that would capture the item details and cart value.

[Click here](#) to connect with our digital experts.

Digital transformation starts here: **Photon.com**