View Your WordPress Opt-In Form Statistics §
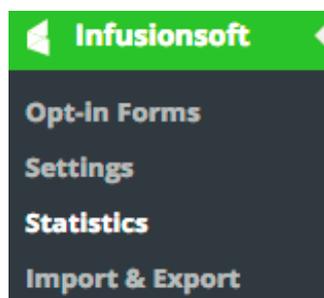
This article applies to:

In the Statistics sidebar tab, you can view aggregate statistics for all opt-in forms over last 30 days and last 12 months.

You can also:

- Manually refresh the stats data
- Clear out all stats data
- View form views, opt-ins, and conversion by each existing opt-in form
- View conversion statistics by form within any given page of the users WordPress site–ideal for optimizing placement of opt-in forms by highest converting page

1. Click on the **Infusionsoft logo** to expand the sidebar and click on **Statistics.**

2. Choose to view **New sign ups** for the last 30 days OR the last 12 months.

   - You can view your 30 day or 12 month Opt-in stats by clicking on **Last 30 Days** or **Last 12 Months.**
   - If you hover over a data point on the graph, you will see the stats

for a specific date.

- ○ you can refresh all of your stats by clicking on **Refresh Stats.**
- ○ You can clear all your data by clicking **Clear Stats.**

3. Click on the drop down arrows to view Opt-in Stats or Page Stats.

View Opt-In Stats ⌄

View Page Stats ⌄

- ○ When drop down arrow is expanded, for **View Opt-In Stats**, you can view specific data for each Opt-In form, a user has created. A user can also clear stats for specific Opt-In forms by clicking the **X** on the corresponding Opt-In form.

View Opt-In Stats ⌃				
OPT-IN FORM	VIEWS	OPT-INS	CONVERSION RATE ▼	CLEAR STATS
☐ OPT-IN FORM A ●	2	0	0%	✕
☒ OPT-IN FORM B ●	5	0	0%	✕
	7	0	0%	

- ○ When the drop down is expanded for **View Page Stats**, you can view the conversion rate for the web pages in which the Opt-In form is displayed.

View Page Stats ⌃	
HIGHEST CONVERTING PAGES	CONVERSION RATE
BLOG	20%
● ☐ OPT-IN FORM A	20%
HOMEPAGE	0%
● ☒ OPT-IN FORM B	0%
● ☐ OPT-IN FORM A	0%