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

- 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.