

Engaged sessions

Click to engaged session tracking is a helpful tool for optimising the sessions, session rate (SR) or cost per session (CPS).

ENGAGED SESSION definition - engaged session is a group of user interactions on the website that take place within a given time frame.

Engaged session is counted if:

- 2 or more page views were made
- The user spends 10s or more on the site

*It's important to note that the **engaged session** differs from **session**.*

PROCESS:

1. SETUP

Setup Eskimi DSP Tracking pixel on the landing page.

1. Obtain the Tracking pixel code from Tracking pixels section.
2. Place the Tracking pixel code on the landing page.

[More information about tracking pixel implementation guide](#)

2. COLLECT

Collect click to engaged session data after launching the campaign and receiving clicks.

Collect the data to Eskimi DSP campaign reporting system: Engaged Sessions, SR (engaged session rate), CPS (cost per engaged session).

3. OPTIMISE

Optimise automatically or manually.

- Optimise automatically by setting up rules for SR (engaged session rate) or/and CPS (cost per engaged session).
- Optimise manually on Targeting optimisation tool by Ad exchange, Creative, OS, Browser, Operator, App/Site.

