

# AdRoll's Cross-Channel

# Performance Dashboard:

## Features

AdRoll's [Cross-Channel Performance Dashboard](#) is one of the most powerful tools available to brands — but we get it: It can be confusing if you don't know where to start looking!

As you navigate through the dashboard, use this list of features to find valuable data nuggets to guide your strategic planning and optimization efforts moving forward! You can also export it as an Excel spreadsheet or as an image to easily share with stakeholders.

### Insight Tiles:

We sift through all your cross-channel data and highlight three campaigns you can potentially optimize on conversions, revenue, and average order value (AOV).

### Attribution Model Filters:

Choose between first touch, last touch, last click, and three other attribution models to find one that makes the most sense for your business and marketing strategy.

### Date Range Filters:

Filters your data according to a precise date range based on your reporting schedule.

### Metric Deltas:

These green and red triangles show you the percentage change for each of your campaigns' conversions to help determine what's trending up or down in your selected date range.

### The Attributed Tab:

Shows the conversions and revenue credited to each channel and campaign.

### The Assisted Tab:

Displays the number of conversions and revenue for conversions that the channel assisted with, but did not receive the attribution credit for (based on your chosen attribution model).

### The Pathways Tab:

Gives a snapshot of channel combinations and how long they take to drive conversions — in other words, the perfect way to understand how channels work hand-in-hand.

