



Website Piwik test

Date range: Week 4 April - 10 April 2011

Mail Test report

All Websites dashboard

Website	Visits	Actions	Pageviews	Revenue	Conversions	Ecommerce Orders	Product Revenue
Piwik test	5	16	16	\$ 13361.11	5	4	\$ 13351.11
Piwik test	2	1	1	\$ 250	1	0	\$ 0

Visits Summary

Name	Value
Unique visitors	1
Visits	5
Actions	16
Maximum actions in one visit	6
Bounce Rate	20%
Actions per Visit	3.2
Avg. Visit Duration (in seconds)	00:22:49

Visits by Server Time

Server time	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
0h	1	4	4	00:12:01	0%	\$ 10
1h	0	0	0	00:00:00	0%	\$ 0
2h	2	9	4.5	00:42:01	0%	\$ 3111.11
3h	0	0	0	00:00:00	0%	\$ 0
4h	0	0	0	00:00:00	0%	\$ 0
5h	0	0	0	00:00:00	0%	\$ 0
6h	1	0	0	00:06:03	100%	\$ 10240
7h	1	3	3	00:12:01	0%	\$ 0
8h	0	0	0	00:00:00	0%	\$ 0
9h	0	0	0	00:00:00	0%	\$ 0
10h	0	0	0	00:00:00	0%	\$ 0
11h	0	0	0	00:00:00	0%	\$ 0
12h	0	0	0	00:00:00	0%	\$ 0
13h	0	0	0	00:00:00	0%	\$ 0
14h	0	0	0	00:00:00	0%	\$ 0
15h	0	0	0	00:00:00	0%	\$ 0
16h	0	0	0	00:00:00	0%	\$ 0
17h	0	0	0	00:00:00	0%	\$ 0
18h	0	0	0	00:00:00	0%	\$ 0
19h	0	0	0	00:00:00	0%	\$ 0
20h	0	0	0	00:00:00	0%	\$ 0
21h	0	0	0	00:00:00	0%	\$ 0
22h	0	0	0	00:00:00	0%	\$ 0
23h	0	0	0	00:00:00	0%	\$ 0

Visits by Local Time

Local time	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
0h	0	0	0	00:00:00	0%	0%
1h	0	0	0	00:00:00	0%	0%
2h	0	0	0	00:00:00	0%	0%
3h	0	0	0	00:00:00	0%	0%
4h	0	0	0	00:00:00	0%	0%
5h	0	0	0	00:00:00	0%	0%
6h	0	0	0	00:00:00	0%	0%
7h	0	0	0	00:00:00	0%	0%
8h	0	0	0	00:00:00	0%	0%
9h	0	0	0	00:00:00	0%	0%
10h	0	0	0	00:00:00	0%	0%
11h	0	0	0	00:00:00	0%	0%
12h	5	16	3.2	00:22:49	20%	80%
13h	0	0	0	00:00:00	0%	0%
14h	0	0	0	00:00:00	0%	0%
15h	0	0	0	00:00:00	0%	0%
16h	0	0	0	00:00:00	0%	0%
17h	0	0	0	00:00:00	0%	0%
18h	0	0	0	00:00:00	0%	0%
19h	0	0	0	00:00:00	0%	0%
20h	0	0	0	00:00:00	0%	0%
21h	0	0	0	00:00:00	0%	0%
22h	0	0	0	00:00:00	0%	0%
23h	0	0	0	00:00:00	0%	0%

Visits by Day of Week

Day of the week	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Monday	0	0	0	00:00:00	0%	0%
Tuesday	3	13	4.33	00:30:01	0%	66.67%
Wednesday	2	3	1.5	00:12:02	50%	100%
Thursday	0	0	0	00:00:00	0%	0%
Friday	0	0	0	00:00:00	0%	0%
Saturday	0	0	0	00:00:00	0%	0%
Sunday	0	0	0	00:00:00	0%	0%

Ecommerce Orders

Name	Value
Ecommerce Orders	4
Visits with Conversions	2
Conversion Rate	40%
Revenue	\$ 13351.11
Subtotal	\$ 2700
Tax	\$ 531
Shipping	\$ 120.11
Discount	\$ 686
Purchased Products	12
Average Order Value	\$ 3337.78

Ecommerce Orders - Visits to Conversion

Visits to Conversion	Conversions
1 visit	2
2 visits	2
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0

Ecommerce Orders - Days to Conversion

Days to Conversion	Conversions
0 days	4
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

Abandoned Carts

Name	Value
Abandoned Carts	3
Conversion Rate	60%
Revenue left in cart	\$ 7530.33
Products left in cart	12

Abandoned Carts - Visits to Conversion

Visits to Conversion	Conversions
1 visit	1
2 visits	2
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0

Abandoned Carts - Days to Conversion

Days to Conversion	Conversions
0 days	3
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

Product SKU

Product SKU	Product Revenue	Quantity	Unique Purchases	Average Price	Average Quantity	Visits	Product Conversion Rate
SKU2	\$ 1500	1	1	1500	1	1	100%
SKU VERY nice indeed	\$ 1011.22	3	2	255.61	1.5	4	50%
ANOTHER SKU HERE	\$ 600	6	1	100	6	0	0%
TRIPOD SKU	\$ 200	2	1	100	2	0	0%
SKU IN ABANDONED CART TWO	\$ 0	0	0	0	0	3	0%

Product Name

Product Name	Product Revenue	Quantity	Unique Purchases	Average Price	Average Quantity	Visits	Product Conversion Rate
Canon SLR	\$ 1500	1	1	1500	1	0	0%
PRODUCT name	\$ 1011.22	3	2	255.61	1.5	2	100%
PRODUCT name BIS	\$ 600	6	1	100	6	0	0%
TRIPOD - bought day after	\$ 200	2	1	100	2	0	0%
PRODUCT THREE LEFT in cart	\$ 0	0	0	1332	0	3	0%
PRODUCT TWO LEFT in cart	\$ 0	0	0	0	0	3	0%

Product Category

Product Category	Product Revenue	Quantity	Unique Purchases	Average Price	Average Quantity	Visits	Product Conversion Rate
Electronics & Cameras	\$ 2500	3	2	1000	1.5	3	66.67%
Multiple Category 1	\$ 1000	2	1	500	2	1	100%
Multiple Category 2	\$ 1000	2	1	500	2	1	100%
Multiple Category 4	\$ 1000	2	1	500	2	1	100%
Multiple Category 5	\$ 1000	2	1	500	2	1	100%
Product Category not defined	\$ 611.22	7	2	55.61	3.5	4	50%
Tools	\$ 200	2	1	100	2	0	0%
Category TWO LEFT in cart	\$ 0	0	0	0	0	3	0%

Actions - Main metrics

Name	Value
Pageviews	16
Unique Pageviews	4
Downloads	0
Unique Downloads	0
Outlinks	0
Unique Outlinks	0
Searches	0
Unique Keywords	0
Avg. generation time	0s

Page URLs

Page URL	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate
/index.htm	16	4	0%	00:13:30	100%

Entry pages

Page URL	Entrances	Bounces	Bounce Rate
/index.htm	3	0	0%

Exit pages

Page URL	Exits	Unique Pageviews	Exit rate
/index.htm	4	4	100%

Page titles

Page Name	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate
View product left in cart	9	3	0%	00:06:00	100%
Another Product page	1	1	0%	00:06:00	0%
Another Product page with multiple categories	1	1	0%	00:00:00	100%
Another Product page with no category	1	1	0%	00:00:00	0%
incredible title!	1	1	0%	00:06:00	0%
Looking at Electronics & Cameras page again	1	1	0%	00:06:00	0%
Looking at Electronics & Cameras page with a page	1	1	0%	00:06:00	0%
Looking at product page	1	1	0%	00:12:00	0%

Entry page titles

Page Name	Entrances	Bounces	Bounce Rate
View product left in cart	1	0	0%
incredible title!	1	0	0%
Looking at Electronics & Cameras page with a page	1	0	0%

Exit page titles

Page Name	Exits	Unique Pageviews	Exit rate
View product left in cart	3	3	100%
Another Product page with multiple categories	1	1	100%

Outlinks

There is no data for this report.

Downloads

There is no data for this report.

Referrer Type

Referrer Type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Direct Entry	5	16	3.2	00:22:49	20%	\$ 13361.11

All Referrers

There is no data for this report.

Keywords

There is no data for this report.

Websites

There is no data for this report.

Search Engines

There is no data for this report.

Campaigns

There is no data for this report.

Social Networks

There is no data for this report.

Goals

Name	Value
Conversions	5
Visits with Conversions	4
Conversion Rate	80%
Revenue	\$ 13361.11

Visits to Conversion

Visits to Conversion	Conversions	Revenue
1 visit	1	\$ 0
2 visits	0	\$ 0
3 visits	0	\$ 0
4 visits	0	\$ 0
5 visits	0	\$ 0
6 visits	0	\$ 0
7 visits	0	\$ 0
8 visits	0	\$ 0
9-14 visits	0	\$ 0
15-25 visits	0	\$ 0
26-50 visits	0	\$ 0
51-100 visits	0	\$ 0
101+ visits	0	\$ 0

Days to Conversion

Days to Conversion	Conversions	Revenue
0 days	1	\$ 0
1 day	0	\$ 0
2 days	0	\$ 0
3 days	0	\$ 0
4 days	0	\$ 0
5 days	0	\$ 0
6 days	0	\$ 0
7 days	0	\$ 0
8-14 days	0	\$ 0
15-30 days	0	\$ 0
31-60 days	0	\$ 0
61-120 days	0	\$ 0
121-364 days	0	\$ 0
365+ days	0	\$ 0

Goal title match, triggered ONCE

Name	Value
Conversions	1
Visits with Conversions	1
Conversion Rate	20%
Revenue	\$ 10



title match, triggered ONCE - Visits to Conversion

Visits to Conversion	Conversions
1 visit	1
2 visits	0
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0

title match, triggered ONCE - Days to Conversion

Days to Conversion	Conversions
0 days	1
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0


Country

Country	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 Poland	4	12	3	00:25:32	25%	\$ 13351.11
 France	1	4	4	00:12:01	0%	\$ 10


Continent

Continent	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Europe	5	16	3.2	00:22:49	20%	\$ 13361.11

Region

Region	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 Unknown	5	16	3.2	00:22:49	20%	\$ 13361.11

City

City	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 Unknown	5	16	3.2	00:22:49	20%	\$ 13361.11

Custom Variables

Custom Variable name	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
ValuelsZero	5	16	3.2	00:22:49	20%	\$ 13361.11
VisitorType	5	16	3.2	00:22:49	20%	\$ 13361.11
VisitorName	4	12	3	00:25:32	25%	\$ 13351.11

Length of Visits

Visit duration	Visits
0-10s	0
11-30s	0
31-60s	0
1-2 min	0
2-4 min	0
4-7 min	1
7-10 min	0
10-15 min	2
15-30 min	1
30+ min	1

Pages per Visit

Pages per visit	Visits
1 page	0
2 pages	0
3 pages	2
4 pages	1
5 pages	0
6-7 pages	1
8-10 pages	0
11-14 pages	0
15-20 pages	0
21+ pages	0

Visits by Visit Number

Visits by Visit Number	Visits	% Visits
1 visit	3	60%
2 visits	2	40%
3 visits	0	0%
4 visits	0	0%
5 visits	0	0%
6 visits	0	0%
7 visits	0	0%
8 visits	0	0%
9-14 visits	0	0%
15-25 visits	0	0%
26-50 visits	0	0%
51-100 visits	0	0%

101-200 visits	0	0%
201+ visits	0	0%

Visits by days since last visit

Visits by days since last visit	Visits
New visits	1
0 days	1
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0


Returning Visits

Name	Value
Unique returning visitors	1
Returning Visits	4
Actions by Returning Visits	12
Bounce Rate for Returning Visits	25%
Avg. Actions per Returning Visit	3
Avg. Duration of a Returning Visit (in sec)	00:25:32

Provider

Provider	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	5	16	3.2	00:22:49	20%	80%

Device type

Device type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Desktop	5	16	3.2	00:22:49	20%	80%


Device brand

Device brand	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	5	16	3.2	00:22:49	20%	80%


Device model

Device model	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	5	16	3.2	00:22:49	20%	80%


Operating System families

Operating System families	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows	5	16	3.2	00:22:49	20%	80%


Operating System versions

Operating System versions	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows XP	5	16	3.2	00:22:49	20%	80%

Browsers families

Browsers families	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Firefox	5	16	3.2	00:22:49	20%	80%


Browser versions

Browser versions	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Firefox 3.6	5	16	3.2	00:22:49	20%	80%


Screen Resolution

Resolution	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
1024x768	5	16	3.2	00:22:49	20%	80%

Visitor Browser

Browser	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Firefox	5	16	3.2	00:22:49	20%	80%

Browser Version

Browser version	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Firefox 3.6	5	16	3.2	00:22:49	20%	80%


Browser Family

Browser family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Gecko (Firefox)	5	16	3.2	00:22:49	20%	80%


Browser Plugins

Plugin	Visits	% Visits
 Cookie	5	100%
 Flash	5	100%
 Java	5	100%
 Director	0	0%
 Gears	0	0%
 Pdf	0	0%
 Quicktime	0	0%
 Realplayer	0	0%
 Silverlight	0	0%
 Windowsmedia	0	0%

Normal / Widescreen

Type of screen	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Normal	5	16	3.2	00:22:49	20%	80%


Operating System

Operating system	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows XP	5	16	3.2	00:22:49	20%	80%



Visitor Configuration

Configuration	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Windows XP / Firefox / 1024x768	5	16	3.2	00:22:49	20%	80%

Operating System Family

Operating system family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows	5	16	3.2	00:22:49	20%	80%

Mobile vs Desktop

Mobile vs Desktop	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Desktop	5	16	3.2	00:22:49	20%	80%
 Mobile	0	0	0	00:00:00	0%	0%

Browser language

Language	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Polish	4	12	3	00:25:32	25%	75%
French	1	4	4	00:12:01	0%	100%