

Site 1

Date range: 2010, January

Mail Test report

### All Websites dashboard

Website	Visits	Actions	Pageviews	Revenue	Conversions	Ecommerce Orders	Product Revenue
Site 1	10	43	43	\$ 0	0	0	\$ 0
Site 2	1	3	3	\$ 0	0	0	\$ 0

# Visits Summary

Name	Value
Unique visitors	2
Users	0
Visits	10
Actions	43
Maximum actions in one visit	5
Bounce Rate	10%
Actions per Visit	4.3
Avg. Visit Duration (in seconds)	00:12:37

# Visits by Server Time

Server time	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
0h	1	2	2	00:06:01	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	8	40	5	00:15:01	0%	\$ 0
12h	1	1	1	00:00:00	100%	\$ 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	10	43	4.3	00:12:37	10%	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 Day of Week

Day of the week	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Monday	2	7	3.5	00:10:31	0%	0%
Tuesday	2	10	5	00:15:01	0%	0%
Wednesday	1	5	5	00:15:01	0%	0%
Thursday	1	5	5	00:15:01	0%	0%
Friday	1	5	5	00:15:01	0%	0%
Saturday	1	5	5	00:15:01	0%	0%
Sunday	2	6	3	00:07:31	50%	0%

### Screen Resolution

Resolution	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
800x300	9	41	4.56	00:13:21	11.11%	0%
1024x768	1	2	2	00:06:01	0%	0%

#### Visitor Browser

Browser	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Firefox	1	2	2	00:06:01	0%	0%
Opera	1	1	1	00:00:00	100%	0%

#### **Browser Version**

Browser version	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Firefox 3.6	1	2	2	00:06:01	0%	0%
① Opera 9.63	1	1	1	00:00:00	100%	0%

# **Browser Family**

Browser family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Gecko (Firefox)	1	2	2	00:06:01	0%	0%
Presto (Opera)	1	1	1	00:00:00	100%	0%

# **Browser Plugins**

Plugin	Visits	% Visits
Ck Cookie	10	100%
	10	100%
🔬 Java	10	100%
կոլ 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
<b>₽</b> Dual	9	41	4.56	00:13:21	11.11%	0%
Normal	1	2	2	00:06:01	0%	0%

## **Operating System**

Operating system	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Windows XP	2	3	1.5	00:03:01	50%	0%

# **Visitor Configuration**

Configuration	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown / Unknown / 800x300	8	40	5	00:15:01	0%	0%
Windows XP / Firefox / 1024x768	1	2	2	00:06:01	0%	0%
Windows XP / Opera / 800x300	1	1	1	00:00:00	100%	0%

## Operating system family

Operating system family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Windows	2	3	1.5	00:03:01	50%	0%

## Mobile vs Desktop

Mobile vs Desktop	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Desktop	2	3	1.5	00:03:01	50%	0%
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
Unknown	8	40	5	00:15:01	0%	0%
French	2	3	1.5	00:03:01	50%	0%

# Language code

Language	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown (xx)	8	40	5	00:15:01	0%	0%
French (fr)	2	3	1.5	00:03:01	50%	0%

### Actions - Main metrics

Name	Value
Pageviews	43
Unique Pageviews	27
Downloads	0
Unique Downloads	0
Outlinks	0
Unique Outlinks	0
Searches	0
Unique Keywords	0
Avg. generation time	0.3s

# Page URLs

Page URL	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate	Avg. generation time
/index.htm	9	9	0%	00:05:20	0%	0.3s
Page URL not defined	17	9	0%	00:00:00	0%	0.22s
/thankyou	16	8	0%	00:06:00	100%	0.31s
/products	1	1	100%	00:00:00	100%	0.15s

# Entry pages

Entry Page URL	Entrances	Bounces	Bounce Rate
/index.htm	8	0	0%
/products	1	1	100%

# Exit pages

Exit Page URL	Exits	Unique Pageviews	Exit rate
/thankyou	8	8	100%
/products	1	1	100%

### Page titles

Page Name	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate	Avg. generation time
second visitor	16	16	0%	00:07:30	0%	0.25s
Checkout	8	8	0%	00:00:00	100%	0.45s
first page view	2	2	100%	00:00:00	50%	0.14s
Page Name not defined	1	1	0%	00:00:00	0%	0.22s

## Entry page titles

Entry Page title	Entrances	Bounces	Bounce Rate
second visitor	8	0	0%
first page view	1	1	100%

## Exit page titles

Exit Page Title	Exits	Unique Pageviews	Exit rate
Checkout	8	8	100%
first page view	1	2	50%

#### Outlinks

There is no data for this report.

#### Downloads

There is no data for this report.

#### Content Name

#### **Content Piece**

There is no data for this report.

### **Event Categories**

There is no data for this report.

#### **Event Actions**

There is no data for this report.

#### **Event Names**

# Referrer Type

Referrer Type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Websites	9	42	4.67	00:14:01	0%	\$ 0
Direct Entry	1	1	1	00:00:00	100%	\$ 0

### All Referrers

Referrer	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
referrer.com	9	42	4.67	00:14:01	0%	0%

# Keywords

#### Websites

Website	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
referrer.com	9	42	4.67	00:14:01	0%	\$ 0

## Search Engines

There is no data for this report.

## Campaigns

There is no data for this report.

#### Social Networks

#### Goals

Name	Value
Conversions	0
Visits with Conversions	0
Conversion Rate	0%
Revenue	\$ 0

#### Visits to Conversion

There is no data for this report.

### Days to Conversion

# Country

Country	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
7 Unknown	8	40	5	00:15:01	0%	\$ 0
France	2	3	1.5	00:03:01	50%	\$ 0

## Continent

Continent	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Unknown	8	40	5	00:15:01	0%	\$ 0
Europe	2	3	1.5	00:03:01	50%	\$ 0

# Region

Region	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
? Unknown	10	43	4.3	00:12:37	10%	\$ 0

# City

City	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
? Unknown	10	43	4.3	00:12:37	10%	\$ 0

#### **Custom Variables**

# Length of Visits

Visit duration	Visits
0-10s	1
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	0
15-30 min	8
30+ min	0

# Pages per Visit

Pages per visit	Visits
1 page	1
2 pages	1
3 pages	0
4 pages	0
5 pages	8
6-7 pages	0
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	2	20%
2 visits	8	80%
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	2
0 days	0
1 day	0
2 days	1
3 days	1
4 days	1
5 days	1
6 days	1
7 days	1
8-14 days	2
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	8
Actions by Returning Visits	40
Bounce Rate for Returning Visits	0%
Avg. Actions per Returning Visit	5
Avg. Duration of a Returning Visit (in sec)	00:15:01

### Provider

Provider	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	10	43	4.3	00:12:37	10%	0%

# Device type

Device type	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Desktop	2	3	1.5	00:03:01	50%	0%

### Device brand

Device brand	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	10	43	4.3	00:12:37	10%	0%

#### Device model

Device model	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	10	43	4.3	00:12:37	10%	0%

## Operating System families

Operating System families	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Windows	2	3	1.5	00:03:01	50%	0%

# Operating System versions

Operating System versions	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	8	40	5	00:15:01	0%	0%
Windows XP	2	3	1.5	00:03:01	50%	0%

### Browser families

Browser families	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
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Firefox	1	2	2	00:06:01	0%	0%
Opera	1	1	1	00:00:00	100%	0%

### Browser versions

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Firefox 3.6	1	2	2	00:06:01	0%	0%
Opera 9.63	1	1	1	00:00:00	100%	0%