



Piwik test

Date range: week April 4 – 10, 2011

Mail Test report

## All Websites dashboard

| Website    | Visits | Actions | Pageviews | Revenue     | Conversions | Ecommerce Orders | Product Revenue |
|------------|--------|---------|-----------|-------------|-------------|------------------|-----------------|
| Piwik test | 5      | 16      | 16        | \$13,361.11 | 5           | 4                | \$13,351.11     |
| 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        |
| Actions per Visit                | 3        |
| Avg. Visit Duration (in seconds) | 00:22:49 |
| Bounce Rate                      | 20%      |

## Performance overview

| Name                     | Value    |
|--------------------------|----------|
| Avg. network time        | 00:00:00 |
| Avg. server time         | 00:00:00 |
| Avg. transfer time       | 00:00:00 |
| Avg. DOM processing time | 00:00:00 |
| Avg. DOM completion time | 00:00:00 |
| Avg. on load time        | 00:00:00 |
| Avg. page load time      | 00:00:00 |

## Country

| Country                                                                                 | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|-----------------------------------------------------------------------------------------|--------|---------|-------------------|----------------------|-------------|-------------|
|  Poland | 4      | 12      | 3                 | 00:25:32             | 25%         | \$13,351.11 |
|  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                 | 00:22:49             | 20%         | \$13,361.11 |

## Region

| Region    | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|-----------|--------|---------|-------------------|----------------------|-------------|-------------|
| ? Unknown | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |

## 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%            |

## City

| City      | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|-----------|--------|---------|-------------------|----------------------|-------------|-------------|
| ? Unknown | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |

## Language code

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

## Device type

| Device type                                                                              | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|------------------------------------------------------------------------------------------|--------|---------|-------------------|----------------------|-------------|-------------|
|  Desktop | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |

## Device model

| Device model    | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|-----------------|--------|---------|-------------------|----------------------|-------------|-------------|
| Generic Desktop | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |

## Device brand

| Device brand | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|--------------|--------|---------|-------------------|----------------------|-------------|-------------|
| Unknown      | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |

## Screen Resolution

| Resolution | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|------------|--------|---------|-------------------|----------------------|-------------|-----------------|
| 1024x768   | 5      | 16      | 3                 | 00:22:49             | 20%         | 80%             |

## Operating System versions

| Operating system version                                                                    | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|---------------------------------------------------------------------------------------------|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Windows XP | 5      | 16      | 3                 | 00:22:49             | 20%         | 80%             |

## Browsers

| Browser                                                                                  | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|------------------------------------------------------------------------------------------|--------|---------|-------------------|----------------------|-------------|-------------|
|  Firefox | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |



## Browser version

| Browser version                                                                              | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|----------------------------------------------------------------------------------------------|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Firefox 3.6 | 5      | 16      | 3                 | 00:22:49             | 20%         | 80%             |

## Configurations

| Configuration                | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|------------------------------|--------|---------|-------------------|----------------------|-------------|-----------------|
| Windows / Firefox / 1024x768 | 5      | 16      | 3                 | 00:22:49             | 20%         | 80%             |










## Operating System families

| Operating system family                                                                  | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|------------------------------------------------------------------------------------------|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Windows | 5      | 16      | 3                 | 00:22:49             | 20%         | 80%             |

## Browser engines

| Browser engine  | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|-----------------|--------|---------|-------------------|----------------------|-------------|-----------------|
| Gecko (Firefox) | 5      | 16      | 3                 | 00:22:49             | 20%         | 80%             |

## Browser Plugins

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

## Visits per local time

| Local time - hour (Start of visit) | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|------------------------------------|--------|---------|-------------------|----------------------|-------------|-----------------|
| 00                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 01                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 02                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 03                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 04                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 05                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 06                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 07                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 08                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 09                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 10                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 11                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 12                                 | 5      | 16      | 3                 | 00:22:49             | 20%         | 80%             |
| 13                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 14                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 15                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 16                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 17                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 18                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 19                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 20                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 21                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 22                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |
| 23                                 | 0      | 0       | 0                 | 00:00:00             | 0%          | 0%              |

## Visits per server time

| Server time - hour (Start of visit) | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue    |
|-------------------------------------|--------|---------|-------------------|----------------------|-------------|------------|
| 00                                  | 1      | 4       | 4                 | 00:12:01             | 0%          | \$10       |
| 01                                  | 1      | 6       | 6                 | 01:06:01             | 0%          | \$0        |
| 02                                  | 1      | 3       | 3                 | 00:18:01             | 0%          | \$3,111.11 |
| 03                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 04                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 05                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 06                                  | 1      | 0       | 0                 | 00:06:03             | 100%        | \$10,240   |
| 07                                  | 1      | 3       | 3                 | 00:12:01             | 0%          | \$0        |
| 08                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 09                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 10                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 11                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 12                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 13                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 14                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 15                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 16                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 17                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 18                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 19                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 20                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 21                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 22                                  | 0      | 0       | 0                 | 00:00:00             | 0%          | \$0        |
| 23                                  | 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                 | 00:30:01             | 0%          | 67%             |
| Wednesday       | 2      | 3       | 2                 | 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%              |

## User IDs

There is no data for this report.

## Custom Variables

| Custom Variable name       | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|----------------------------|--------|---------|-------------------|----------------------|-------------|-------------|
| ValuelsZero - 0            | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |
| VisitorType - NewLoggedOut | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |
| VisitorName - Great name!  | 4      | 12      | 3                 | 00:25:32             | 25%         | \$13,351.11 |

## 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     |

# Bandwidth - Main metrics

| Name                        | Value |
|-----------------------------|-------|
| Bytes transferred overall   | 0     |
| Bytes transferred pageviews | 0     |
| Bytes transferred downloads | 0     |



## Page URLs

| Page URL   | Pageviews | Unique Pageviews | Avg. time on page | Bounce Rate | Exit rate |
|------------|-----------|------------------|-------------------|-------------|-----------|
| /index.htm | 16        | 4                | 00:03:23          | 0%          | 100%      |

## Entry pages

| Entry Page URL | Entrances | Bounces | Bounce Rate |
|----------------|-----------|---------|-------------|
| /index.htm     | 4         | 0       | 0%          |

## Entry page titles

| Entry Page title                                    | 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 l | 1         | 0       | 0%          |

## Exit pages

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

## Exit page titles

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

## Page titles

| Page Title                                          | Pageviews | Unique Pageviews | Avg. time on page | Bounce Rate | Exit rate |
|-----------------------------------------------------|-----------|------------------|-------------------|-------------|-----------|
| View product left in cart                           | 9         | 3                | 00:02:00          | 0%          | 100%      |
| Another Product page                                | 1         | 1                | 00:06:00          | 0%          | 0%        |
| Another Product page with multiple categories       | 1         | 1                | 00:00:00          | 0%          | 100%      |
| Another Product page with no category               | 1         | 1                | 00:00:00          | 0%          | 0%        |
| incredible title!                                   | 1         | 1                | 00:06:00          | 0%          | 0%        |
| Looking at Electronics & Cameras page again         | 1         | 1                | 00:06:00          | 0%          | 0%        |
| Looking at Electronics & Cameras page with a page l | 1         | 1                | 00:06:00          | 0%          | 0%        |
| Looking at product page                             | 1         | 1                | 00:12:00          | 0%          | 0%        |

## Site Search Keywords

There is no data for this report.

## Pages Following a Site Search

There is no data for this report.

## Search Keywords with No Results

There is no data for this report.

## Page Titles Following a Site Search

There is no data for this report.

## Search Categories

There is no data for this report.

## Outlinks

There is no data for this report.

## Downloads

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

There is no data for this report.

## Content Name

There is no data for this report.

## Content Piece

There is no data for this report.

## 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 new visitors                         | 1        |
| New Users                                   | 0        |
| New Visits                                  | 1        |
| Actions by New Visits                       | 4        |
| Max_actions_new                             | 4        |
| Bounce Rate for New Visits                  | 0%       |
| Avg. Actions per New Visit                  | 4        |
| Avg. Duration of a New Visit (in sec)       | 00:12:01 |
| Unique returning visitors                   | 1        |
| Returning Users                             | 0        |
| Returning Visits                            | 4        |
| Actions by Returning Visits                 | 12       |
| Maximum actions in one returning visit      | 6        |
| Bounce Rate for Returning Visits            | 25%      |
| Avg. Actions per Returning Visit            | 3        |
| Avg. Duration of a Returning Visit (in sec) | 00:25:32 |



## Referrers Overview

| Name                                     | Value |
|------------------------------------------|-------|
| Visitors from Search Engines             | 0     |
| Visitors from Social Networks            | 0     |
| Visitors from Direct Entry               | 5     |
| Visitors from Websites                   | 0     |
| Visitors from Campaigns                  | 0     |
| Distinct search engines                  | 0     |
| Distinct social networks                 | 0     |
| Distinct keywords                        | 0     |
| Distinct websites                        | 0     |
| Distinct campaigns                       | 0     |
| Percent of Visitors from Direct Entry    | 100%  |
| Percent of Visitors from Search Engines  | 0%    |
| Percent of Visitors from Campaigns       | 0%    |
| Percent of Visitors from Social Networks | 0%    |
| Percent of Visitors from Websites        | 0%    |

## Channel Type

| Channel Type | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue     |
|--------------|--------|---------|-------------------|----------------------|-------------|-------------|
| Direct Entry | 5      | 16      | 3                 | 00:22:49             | 20%         | \$13,361.11 |

## All Channels

There is no data for this report.

## Keywords

There is no data for this report.

## Search Engines

There is no data for this report.

## Websites

There is no data for this report.

## Social Networks

There is no data for this report.

## Campaigns

There is no data for this report.

# Ecommerce Orders

| Name                    | Value       |
|-------------------------|-------------|
| Ecommerce Orders        | 4           |
| Visits with Conversions | 2           |
| Revenue                 | \$13,351.11 |
| Subtotal                | \$2,700     |
| Tax                     | \$531       |
| Shipping                | \$120.11    |
| Discount                | \$686       |
| Purchased Products      | 12          |
| Average Order Value     | \$3,337.78  |
| Conversion Rate         | 40%         |

## 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          |
| Revenue left in cart  | \$7,530.33 |
| Products left in cart | 12         |
| Average Order Value   | \$2,510.11 |
| Conversion Rate       | 60%        |

## 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 Name

| Product Name               | Product Revenue | Quantity | Unique Purchases | Visits | Average Price | Average Quantity | Product Conversion Rate |
|----------------------------|-----------------|----------|------------------|--------|---------------|------------------|-------------------------|
| Canon SLR                  | \$1,500         | 1        | 1                | 0      | \$1,500       | 1                | 0%                      |
| PRODUCT name               | \$1,011.22      | 3        | 2                | 2      | \$255.61      | 2                | 100%                    |
| PRODUCT name BIS           | \$600           | 6        | 1                | 0      | \$100         | 6                | 0%                      |
| TRIPOD - bought day after  | \$200           | 2        | 1                | 0      | \$100         | 2                | 0%                      |
| PRODUCT TWO LEFT in cart   | \$0             | 0        | 0                | 3      | \$0           | 0                | 0%                      |
| PRODUCT THREE LEFT in cart | \$0             | 0        | 0                | 3      | \$1,332       | 0                | 0%                      |

## Product SKU

| Product SKU               | Product Revenue | Quantity | Unique Purchases | Visits | Average Price | Average Quantity | Product Conversion Rate |
|---------------------------|-----------------|----------|------------------|--------|---------------|------------------|-------------------------|
| SKU2                      | \$1,500         | 1        | 1                | 1      | \$1,500       | 1                | 100%                    |
| SKU VERY nice indeed      | \$1,011.22      | 3        | 2                | 4      | \$255.61      | 2                | 50%                     |
| ANOTHER SKU HERE          | \$600           | 6        | 1                | 0      | \$100         | 6                | 0%                      |
| TRIPOD SKU                | \$200           | 2        | 1                | 0      | \$100         | 2                | 0%                      |
| SKU IN ABANDONED CART TWO | \$0             | 0        | 0                | 3      | \$0           | 0                | 0%                      |

# Product Category

| Product Category             | Product Revenue | Quantity | Unique Purchases | Visits | Average Price | Average Quantity | Product Conversion Rate |
|------------------------------|-----------------|----------|------------------|--------|---------------|------------------|-------------------------|
| Electronics & Cameras        | \$2,500         | 3        | 2                | 3      | \$1,000       | 2                | 67%                     |
| Multiple Category 1          | \$1,000         | 2        | 1                | 1      | \$500         | 2                | 100%                    |
| Multiple Category 2          | \$1,000         | 2        | 1                | 1      | \$500         | 2                | 100%                    |
| Multiple Category 4          | \$1,000         | 2        | 1                | 1      | \$500         | 2                | 100%                    |
| Multiple Category 5          | \$1,000         | 2        | 1                | 1      | \$500         | 2                | 100%                    |
| Product Category not defined | \$611.22        | 7        | 2                | 4      | \$55.61       | 4                | 50%                     |
| Tools                        | \$200           | 2        | 1                | 0      | \$100         | 2                | 0%                      |
| Category TWO LEFT in cart    | \$0             | 0        | 0                | 3      | \$0           | 0                | 0%                      |
| second category              | \$0             | 0        | 0                | 3      | \$0           | 0                | 0%                      |



# Goals

| Name                    | Value       |
|-------------------------|-------------|
| Conversions             | 5           |
| Visits with Conversions | 4           |
| Revenue                 | \$13,361.11 |
| Conversion Rate         | 80%         |

## 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     |



# Goals Overview

| Name                    | Value       |
|-------------------------|-------------|
| Conversions             | 4           |
| Visits with Conversions | 2           |
| Revenue                 | \$13,351.11 |
| Conversion Rate         | 40%         |

## Goals Overview - 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 |

## Goals Overview - 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 |

# Goal title match, triggered ONCE

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

# 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           |

## Data tables

There is no data for this report.

## Temperatures evolution over time

There is no data for this report.

## Pie graph

There is no data for this report.

## Advanced tag cloud: with logos and links

There is no data for this report.