

Make data-driven decisions with user analytics

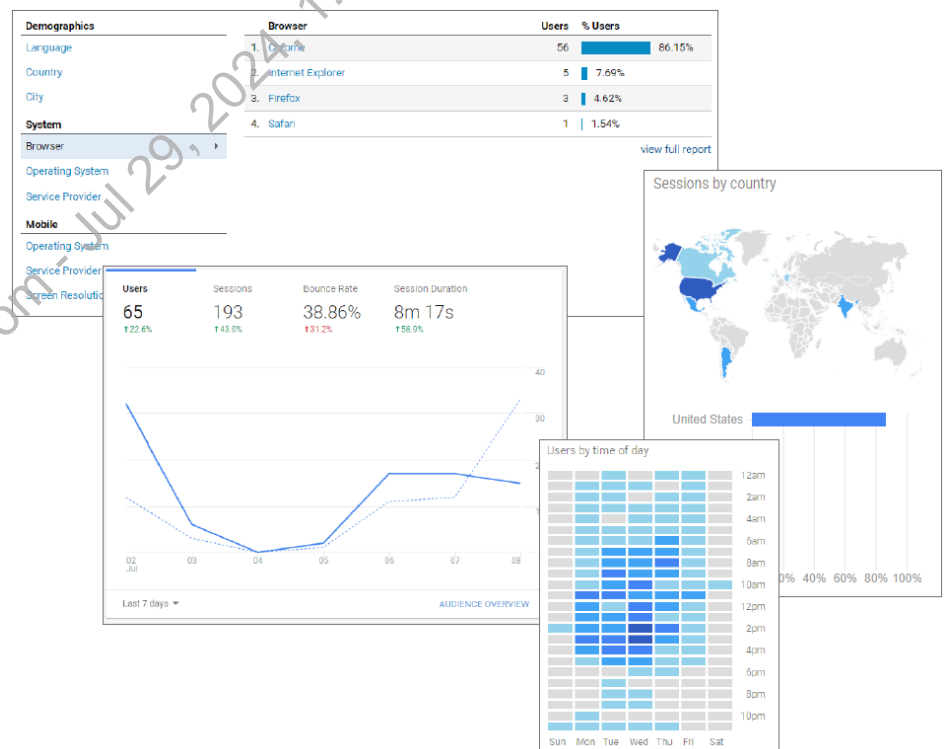
Fincentric employs Google Analytics, a SaaS platform, to provide robust reporting and tracking of your site traffic, and identify the most relevant analytics to implement to help meet your business goals.

Features

- Traffic reporting
- Realtime reporting
- Goal tracking
- Site search
- A/B testing
- User segmentation
- Custom dashboards
- Alerts
- Annotation
- Flexible tag management

Key data points

- Page views
- Active users
- Individual user explorer
- Behavior flows
- Site searches



Standard user metrics

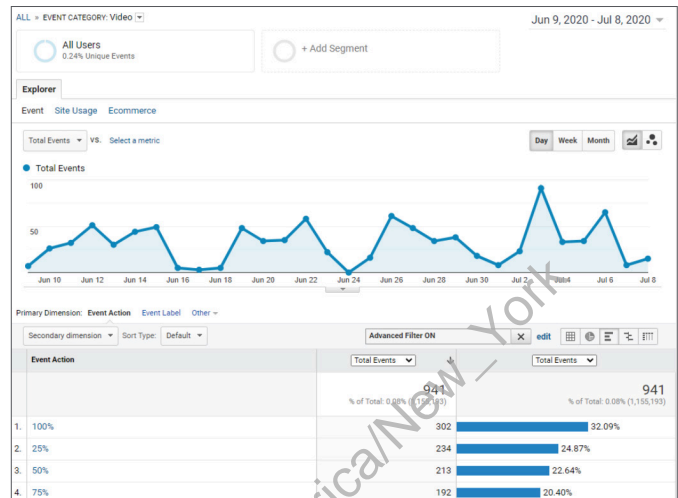
Use the standard out-of-the-box metrics to better understand your site traffic and user composition. Knowing how your users are distributed will help you prioritize your focus.

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Take tracking to the next level

Set up custom tags to track what is uniquely important to your site or track metrics for your KPIs.

Rolling out a new video and want to see how many users watch it from start to finish? Add event tags to the video and view data on video completion percentage in the Top Events report.



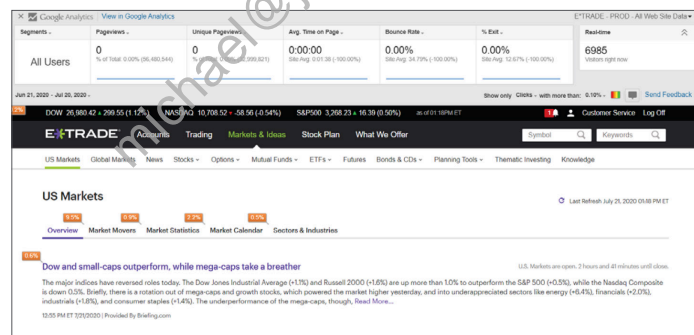
Understand site flow

User Flow and Navigation Summary reports to provide visibility into how users are navigating through your entire site and/or to a specific page.

The power of segments

Compare your most and least successful users to see how they use your site differently and experiment with that data to make site improvements.

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
New Users	1,138,968 % of Total: 14.14% (1,457,340)	382,890 % of Total: 11.85% (2,762,294)	00:01:26 Avg for View: 00:01:26 (11.22%)	212,660 % of Total: 14.25% (1,487,758)	44.29% Avg for View: 33.28% (23.52%)	18.67% Avg for View: 21.05% (62.28%)
Returning Users	10,298,872 % of Total: 85.84% (12,457,340)	2,379,706 % of Total: 88.14% (2,762,294)	00:01:39 Avg for View: 00:01:39 (1.94%)	1,285,094 % of Total: 85.75% (1,487,758)	33.79% Avg for View: 34.23% (4.23%)	12.48% Avg for View: 12.05% (54.73%)
1. /v1/stocks/snapshot/snapshot.asp	176,985 (21.38%)	183,697 (17.98%)	00:01:31	176,666 (80.20%)	43.97%	20.82%
Returning Users	6,616,732 (64.35%)	1,161,983 (49.61%)	00:01:44	1,072,455 (85.45%)	32.99%	13.44%
2. /v1/stocks/charts/charts.asp	99,556 (8.14%)	29,796 (7.19%)	00:00:36	1,433 (1.41%)	51.71%	12.40%
Returning Users	1,179,060 (18.94%)	220,757 (9.28%)	00:01:24	22,306 (1.71%)	34.38%	8.39%
3. /v1/stocks/news/research/research.asp	51,336 (4.51%)	17,270 (4.11%)	00:01:20	743 (1.34%)	41.86%	12.96%
New Users	296,445 (26.01%)	134,465 (35.61%)	00:01:32	5,077 (4.40%)	39.16%	11.76%
Returning Users						



Realtime on-page analytics

Use the Page Analytics Chrome Extension to see how customers interact with your web pages while you are navigating through it.