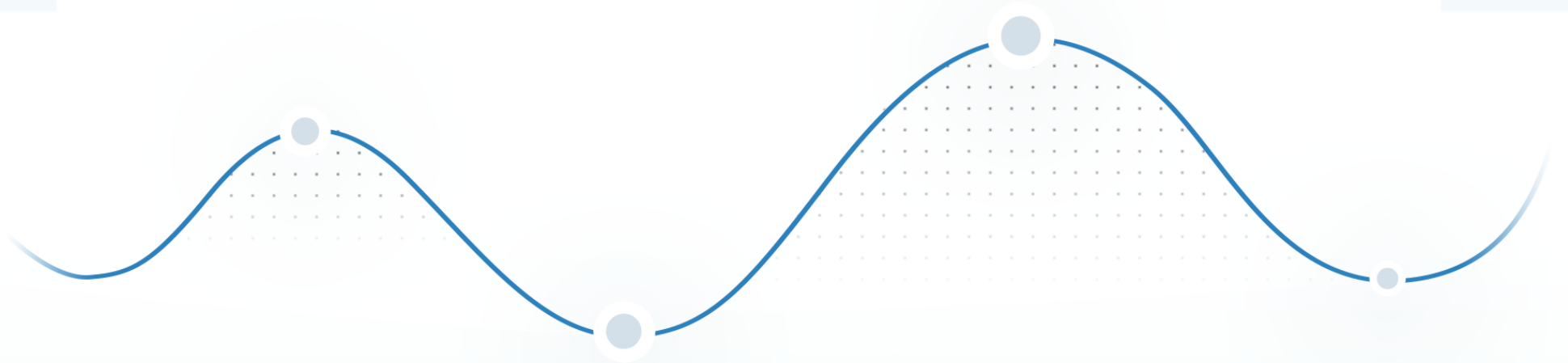




Click, don't scroll

## Google Analytics Reports



## Google AdWords Performance Report

Aug 01, 2017 – Aug 09, 2017

iPDF facilitates easy navigation by allowing you to click on the components of a visualization to drill down to the next level of detail, and the icons located in top-left corner of the iPDF will allow you to navigate to different sections within the report. Below is a brief description of the icons:



#### 1. Back Button

Allows you to go back to where you were previously in the iPDF; the action is similar to a 'back' button in a web-browser.

#### 2. Summary

The web analytics is presented in a summarized format.

#### 3. Traffic Distribution by Channels

The button navigates to acquisition List section of the report. The section provide insights on the traffic distribution by channel. A drill analysis on channels respectively.

#### 4. Channel Comparison Trend

The button navigates to Acquisition Trend over time of the report.

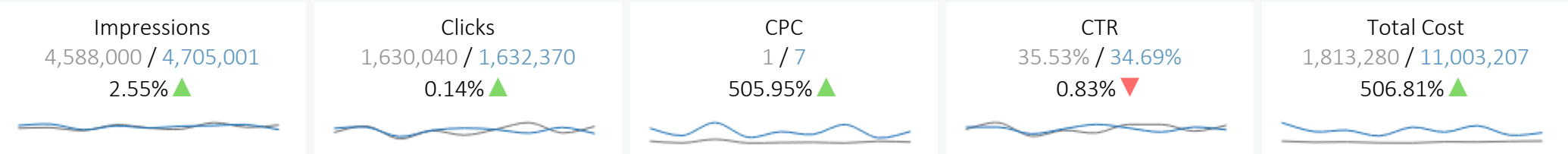
#### 5. Help

Navigates to "Appendix" section of the report. This section describe terms used in report.

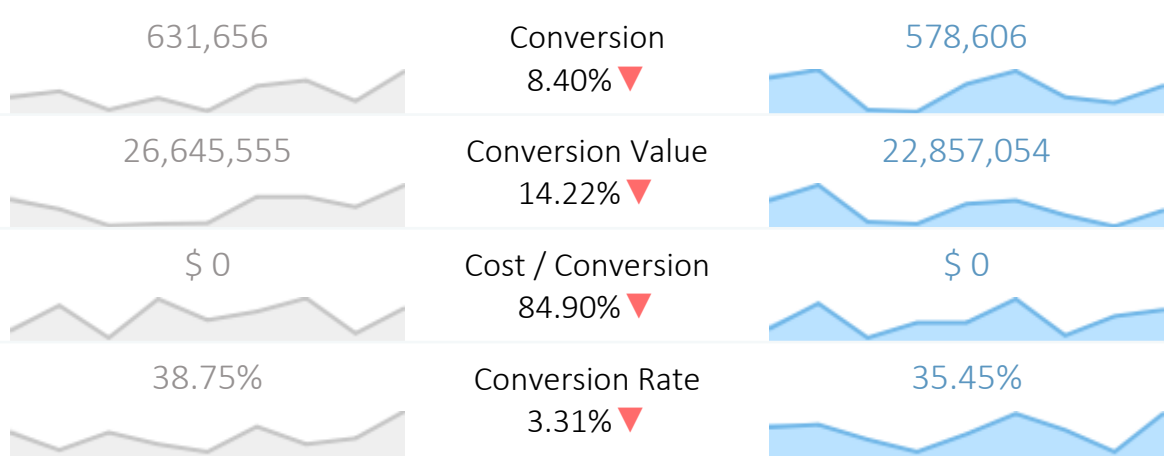
**Legend:** In charts that compare previous and current timeframes, gray color represents previous, while blue color represents current timeframe.

- Previous Period
- Current Period

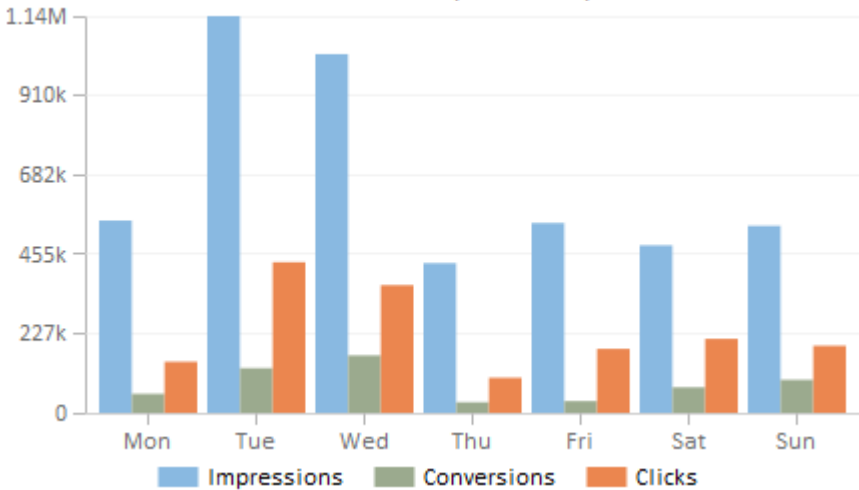
Summary



Conversion Performance



Distribution by Week Day



Campaigns (top 10)

Ad Groups (top 10)

Campaign	Impressions	Clicks	CTR	Ad Groups	Impressions	Clicks	CTR
New Year Celebrations	2,013,000 ▲	728,860 ▼	36.21% ▼	Ad group #1	2,143,001 ▲	685,690 ▼	32.00% ▼
Black Friday	549,000 ▼	217,820 ▲	39.68% ▲	New Year Gifts	569,000 ▲	166,980 ▼	29.35% ▼
Happy Summer	518,000 ▲	146,230 ▲	28.23% ▼	Ad group #2	549,000 ▼	217,820 ▲	39.68% ▲
Welcome Spring	461,000 ▲	137,740 ▼	29.88% ▼	New Year Postal Service	505,000 ▼	221,490 ▼	43.86% ▲
Official Tours	447,001 ▼	107,820 ▼	24.12% ▼	New Year Cards	485,000 ▼	191,870 ▲	39.56% ▲
Thanks Giving	408,000 ▼	161,730 ▼	39.64% ▼	New Year Clothing	454,000 ▼	148,520 ▲	32.71% ▲
Yearly Vacation	309,000 ▼	132,170 ▼	42.77% ▲				

# Appendix

These are the terms we get asked about the most.

## Google Analytics Terminology

Google Analytics provides description of many technical terms on their help pages. Here are a few selected ones we use in this report.

### Users

A user is someone who visits your site. A user will be New and then Returning. There is a significant difference between visits and users. A visit is time on the site whereas a user is a group of visits made on one computer. The number of users will always be lower than the number of visits to a site, this is because some users will visit more than once.

### New and Returning Visitors

Through the use of cookies, Google Analytics will know if a user has been to your site on that browser before – and if so, will track them as a returning Visit. If no information is available in the cookies, the visitor is tracked as a New Visit. If the cookie that tracks this has expired or been deleted then the visit will be classed as New.

### Gender

Users Gender.

### Bounce Rate

The percentage of single page sessions. These are sessions in which the user visits a page, and then leaves your site from the same page without interacting with the page.

### Time on Site (avg.)

Time on Page represents the average amount of time, in seconds, a user spends on a particular page. Technically, it represents the time between the start time of a given Pageview and the start time of the subsequent Pageview or Event.

### Source

The place users are before seeing your content, like a search engine or another website. The source of a visit is the specific place that sent the visit to your site. i.e., Google.com

### Pageviews

The number of pages a visitor views over the duration of their visit to your website. Page views allow you to see which pages on your site are the most popular.

### Sessions

(formerly known as Visits) The number of times your website is accessed (this is different from number of Visitors) and the period of time users are actively engaged on your website.

### % New Sessions

Percentage of first-time site visitors.

### Location

The geographic region from which the session originated.

### Peak Hour

Time of day does your website get the most traffic.

### Preferred Browser

The browsers used by visitors to your website.

### Preferred Device Type

The Device used by visitors to your website.

### Operating System (OS)

The operating systems used by visitors to your website. Includes mobile operating systems such as Android.

# About PolyVista, Inc.

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A Houston-based company founded in 1995, PolyVista is a cloud-based analytical platform that delivers results beyond what conventional analysis and reporting tools are able to provide. With PolyVista's software as a service (SaaS) solution, clients across all industries and business roles are able to harness the power of our automated text analysis capabilities to extract meaningful and previously unknown business insights, anomalies, patterns and correlations hidden in their data. The information discovered by PolyVista serves as the foundation for solving complex and diverse business issues. Contact PolyVista today to learn more.

[www.polyvista.com](http://www.polyvista.com) | [sales@polyvista.com](mailto:sales@polyvista.com) | 269.353.2550