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

Performance overview

Name	Value
Avg. latency 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

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%

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%
Gears	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
ValueIsZero - 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.