



Website Site 1

Date range: 2010, January

Mail Test report

All Websites dashboard

| Website | Visits | Actions | Pageviews | Revenue | Conversions | Ecommerce Orders | Product Revenue |
|---------|--------|---------|-----------|---------|-------------|------------------|-----------------|
| Site 1 | 3 | 8 | 8 | \$ 0 | 0 | 0 | \$ 0 |
| Site 2 | 1 | 2 | 2 | \$ 0 | 0 | 0 | \$ 0 |

Visits Summary

| Name | Value |
|----------------------------------|----------|
| Unique visitors | 2 |
| Visits | 3 |
| Actions | 8 |
| Maximum actions in one visit | 5 |
| Bounce Rate | 33% |
| Actions per Visit | 2.7 |
| Avg. Visit Duration (in seconds) | 00:07:01 |

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 | 1 | 5 | 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 | 3 | 8 | 2.67 | 00:07:01 | 33.33% | 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 | 1 | 2 | 2 | 00:06:01 | 0% | 0% |
| Tuesday | 1 | 5 | 5 | 00:15:01 | 0% | 0% |
| Wednesday | 0 | 0 | 0 | 00:00:00 | 0% | 0% |
| 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 | 1 | 1 | 1 | 00:00:00 | 100% | 0% |

Actions - Main metrics

| Name | Value |
|------------------|-------|
| Pageviews | 8 |
| Unique Pageviews | 6 |
| Downloads | 0 |
| Unique Downloads | 0 |
| Outlinks | 0 |
| Unique Outlinks | 0 |

Page URLs

| Page URL | Pageviews | Unique Pageviews | Bounce Rate | Avg. time on page | Exit rate |
|----------------------|-----------|------------------|-------------|-------------------|-----------|
| /index.htm | 2 | 2 | 0% | 00:03:00 | 0% |
| Page URL not defined | 3 | 2 | 0% | 00:00:00 | 0% |
| /products | 1 | 1 | 100% | 00:00:00 | 100% |
| /thankyou | 2 | 1 | 0% | 00:06:00 | 100% |

Entry pages

| Page URL | Entrances | Bounces | Bounce Rate |
|------------|-----------|---------|-------------|
| /index.htm | 1 | 0 | 0% |
| /products | 1 | 1 | 100% |

Exit pages

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

Page titles

| Page Name | Pageviews | Unique Pageviews | Bounce Rate | Avg. time on page | Exit rate |
|-----------------------|-----------|------------------|-------------|-------------------|-----------|
| first page view | 2 | 2 | 100% | 00:00:00 | 50% |
| second visitor | 2 | 2 | 0% | 00:07:30 | 0% |
| Checkout | 1 | 1 | 0% | 00:00:00 | 100% |
| Page Name not defined | 1 | 1 | 0% | 00:00:00 | 0% |

Entry page titles

| Page Name | Entrances | Bounces | Bounce Rate |
|-----------------|-----------|---------|-------------|
| first page view | 1 | 1 | 100% |
| second visitor | 1 | 0 | 0% |

Exit page titles

| Page Name | Exits | Unique Pageviews | Exit rate |
|-----------------|-------|------------------|-----------|
| first page view | 1 | 2 | 50% |
| Checkout | 1 | 1 | 100% |

Outlinks

There is no data for this report.

Downloads

There is no data for this report.

Referrer Type

| Referrer Type | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|---------------|--------|---------|-------------------|----------------------|-------------|---------|
| Websites | 2 | 7 | 3.5 | 00:10:31 | 0% | \$ 0 |
| Direct Entry | 1 | 1 | 1 | 00:00:00 | 100% | \$ 0 |

Keywords

There is no data for this report.

Websites

| Website | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|-------------|--------|---------|-------------------|----------------------|-------------|---------|
| referer.com | 2 | 7 | 3.5 | 00:10:31 | 0% | \$ 0 |

Search Engines

There is no data for this report.

Campaigns

There is no data for this report.

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

There is no data for this report.


Country

| Country | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|---|--------|---------|-------------------|----------------------|-------------|---------|
|  France | 3 | 8 | 2.67 | 00:07:01 | 33.33% | \$ 0 |


Continent

| Continent | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|-----------|--------|---------|-------------------|----------------------|-------------|---------|
| Europe | 3 | 8 | 2.67 | 00:07:01 | 33.33% | \$ 0 |

Region

| Region | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|--|--------|---------|-------------------|----------------------|-------------|---------|
|  Unknown, France | 3 | 8 | 2.67 | 00:07:01 | 33.33% | \$ 0 |

City

| City | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Revenue |
|--|--------|---------|-------------------|----------------------|-------------|---------|
|  Unknown, France | 3 | 8 | 2.67 | 00:07:01 | 33.33% | \$ 0 |

Custom Variables

There is no data for this report.

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 | 1 |
| 30+ min | 0 |

Pages per Visit

| Pages per visit | Visits |
|-----------------|--------|
| 1 page | 1 |
| 2 pages | 1 |
| 3 pages | 0 |
| 4 pages | 0 |
| 5 pages | 1 |
| 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 | 67% |
| 2 visits | 1 | 33% |
| 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 | 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 |
|---|----------|
| Returning Visits | 1 |
| Actions by Returning Visits | 5 |
| Bounce Rate for Returning Visits | 0% |
| Avg. Actions per Returning Visit | 5 |
| Avg. Duration of a Returning Visit (in sec) | 00:15:01 |
| Unique returning visitors | 0 |



Provider

| Provider | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|----------|--------|---------|-------------------|----------------------|-------------|-----------------|
| Unknown | 3 | 8 | 2.67 | 00:07:01 | 33.33% | 0% |



Screen Resolution

| Resolution | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|------------|--------|---------|-------------------|----------------------|-------------|-----------------|
| 800x300 | 2 | 6 | 3 | 00:07:31 | 50% | 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 |
|--|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Opera | 2 | 6 | 3 | 00:07:31 | 50% | 0% |
|  Firefox | 1 | 2 | 2 | 00:06:01 | 0% | 0% |

Browser Version

| Browser version | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|--|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Opera 9.63 | 2 | 6 | 3 | 00:07:31 | 50% | 0% |
|  Firefox 3.6 | 1 | 2 | 2 | 00:06:01 | 0% | 0% |



Browser Family

| Browser family | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|-----------------|--------|---------|-------------------|----------------------|-------------|-----------------|
| Presto (Opera) | 2 | 6 | 3 | 00:07:31 | 50% | 0% |
| Gecko (Firefox) | 1 | 2 | 2 | 00:06:01 | 0% | 0% |


Browser Plugins

| Plugin | Visits | % Visits |
|---|--------|----------|
|  Cookie | 3 | 100% |
|  Flash | 3 | 100% |
|  Java | 3 | 100% |
|  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 |
|---|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Dual | 2 | 6 | 3 | 00:07:31 | 50% | 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 |
|---|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Windows XP | 3 | 8 | 2.67 | 00:07:01 | 33.33% | 0% |



Visitor Configuration

| Configuration | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|---------------------------------|--------|---------|-------------------|----------------------|-------------|-----------------|
| Windows XP / Opera / 800x300 | 2 | 6 | 3 | 00:07:31 | 50% | 0% |
| Windows XP / Firefox / 1024x768 | 1 | 2 | 2 | 00:06:01 | 0% | 0% |

Operating System Family

| Operating system family | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|--|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Windows | 3 | 8 | 2.67 | 00:07:01 | 33.33% | 0% |

Mobile vs Desktop

| Mobile vs Desktop | Visits | Actions | Actions per Visit | Avg. Time on Website | Bounce Rate | Conversion Rate |
|--|--------|---------|-------------------|----------------------|-------------|-----------------|
|  Desktop | 3 | 8 | 2.67 | 00:07:01 | 33.33% | 0% |
|  Mobile | 0 | 0 | 0 | 00:00:00 | 0% | 0% |