



A very long name for a very tiny test site, that also reaches the 90 character limit fully

Date range: week April 4 – 10, 2011

Mail Test report with <long> description and some ☐☐ \$peciäl characters \$%&-~°^'"@#\*ß§²³



# All Websites dashboard

Website	Visits	Actions	Pageviews	Hits	Revenue	Conversion s	Ecommerce Orders	Product Revenue
A very long name for a very tiny test site, that also r	5	16	16	16	\$13,361.11	5	4	\$13,351.11
Piwik test	2	1	1	1	\$0	0	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%

## 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

## Web-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%
 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 hour in the site's timezone

Site 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 the 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
Hits	16

# 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	1	20%
2 visits	1	20%
3 visits	1	20%
4 visits	1	20%
5 visits	1	20%
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

Days since last visit	Visits
New visits	1
0 days	2
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

# 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



# 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	0
2 visits	2
3 visits	0
4 visits	0
5 visits	2
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	2
1 day	2
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	0
2 visits	1
3 visits	1
4 visits	1
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	2
1 day	1
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 THREE LEFT in cart	\$0	0	0	3	\$1,332	0	0%
PRODUCT TWO LEFT in cart	\$0	0	0	3	\$0	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.