Matomo Analytics

Keep your data in control

Who Am I?

[presentation]$ who

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Analista de Sistema formado pela faculdade FTEC.

Programador apaixonado por software livre, educação e natureza.

Atualmente trabalho como programador na empresa Alright desenvolvendo tecnologia para conectar portais e anunciantes a fim de reduzir o custo do investimento com marketing digital para os anunciantes e aumentar o lucro dos portais que mostram essas propagandas.

[presentation]$

Agenda

- What is Matomo?
- Matomo Analytics
- Hands On.
  - Downloading and Installing
  - Setting it up
  - Creating our first container and adding tags on.
- Reports
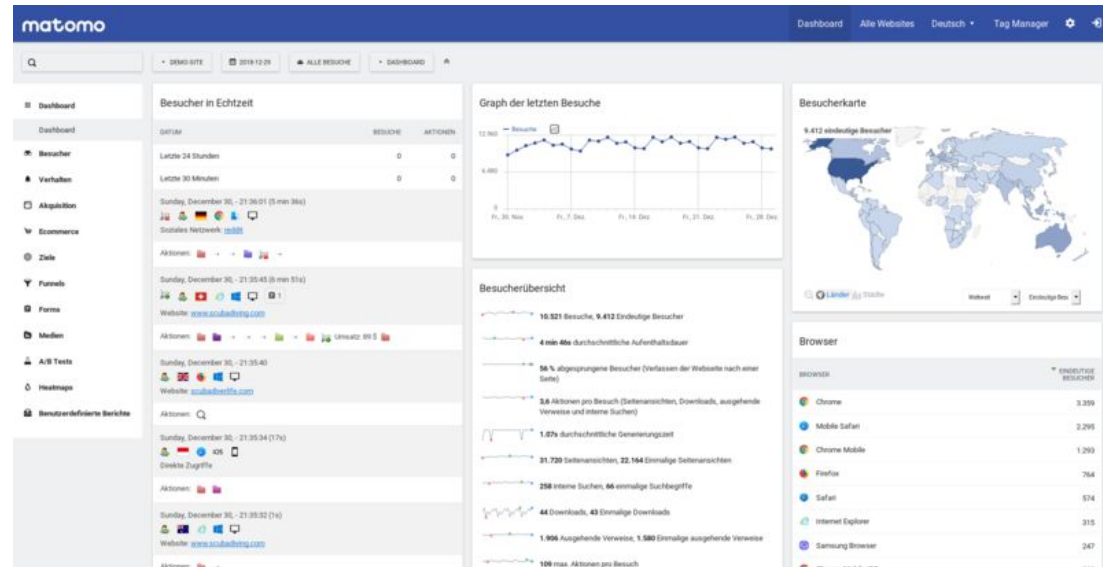- Questions

What is Matomo?

Matomo is an all-in-one premium web analytics platform designed to give you the most conclusive insights with our complete range of features.

It was first created as an open-source alternative to Google Analytics that keep your data 100% in your hands.

Matomo Analytics

Matomo Analytics is a built-in
feature where we can see
many interesting data and use
them to improve publisher's
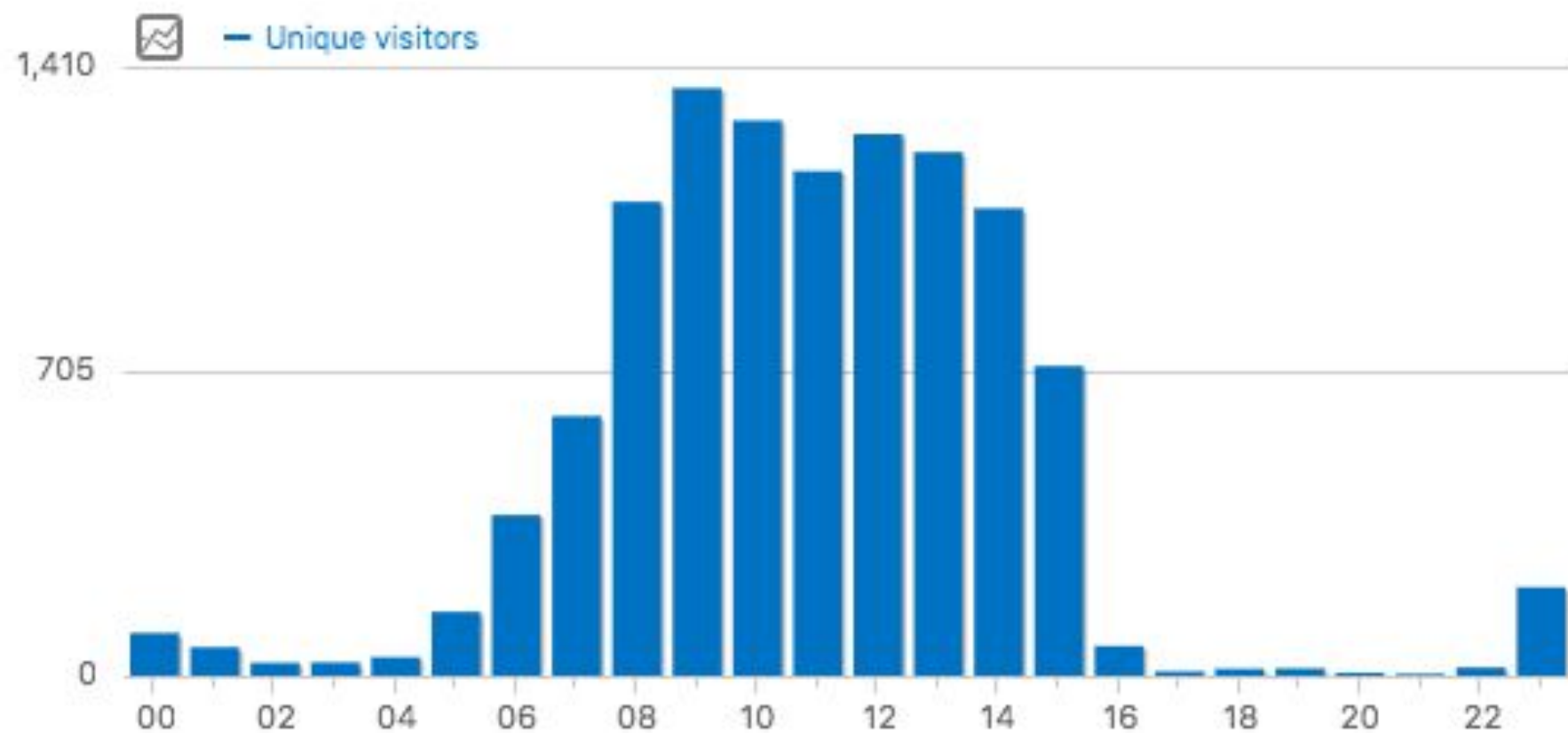metrics such as engagement
or page views for example.

Hands On.

Downloading and Installing

```
ssh dev.local
wget https://builds.piwik.org/piwik.zip && unzip piwik.zip
```

Setting it up

```
database: tm
user: tm
password: 123456
```

Reports

Visits per local time

Related report: **Visits by Day of Week**

Visits Overview

10,985 visits, **8,954** unique visitors

18,356 pageviews, **15,031** unique pageviews

1 min 46s average visit duration

96 total searches on your website, **49** unique keywords

71% visits have bounced (left the website after one page)

193 downloads, **172** unique downloads

1.7 actions (page views, downloads, outlinks and internal site searches) per visit

92 outlinks, **79** unique outlinks

1.36s average generation time

43 max actions in one visit

Visitor Map

8,954 unique visitors

Countries

World-Wide ⇕   Unique visitors ⇕

Browser language

LANGUAGE	▼ VISITS
Portuguese	10,785
English	143
Unknown	31
Spanish	22
Italian	2
Catalan	1
Russian	1

Device type

TYPE	UNIQUE VISITORS
Smartphone	6,508
Desktop	1,983
Phablet	393
Unknown	38
Tablet	33
Camera	-
Car browser	-
Console	-
Feature phone	-
Portable media player	-

Screen Resolution

RESOLUTION	▼ UNIQUE VISITORS
360x640	2,963
1366x768	939
412x846	449
412x892	449
360x740	401

Browser version

BROWSER VERSION	UNIQUE VISITORS
Unknown	2,473
Chrome Mobile 78.0	1,786
Chrome 78.0	1,351
Unknown	553
Samsung Browser 10.2	396
Chrome 79.0	368
Mobile Safari	266
Chrome Mobile 79.0	252
Mobile Safari 13.0	206
Unknown	116