

Adobe Analytics Definitions

Average Page Depth

- Number of pages requested in a visit over a specified duration of days.

Average Time on Site

- The time reported by all actions taken in a visit.
- We record bounce rate with bounces as a component. The more bounces, the lower the time on site since they reflect zero time on site.

Bounce

- A bounce is a visit to our site in which no action was taken except perhaps the reading of the page.
- The click on measuring time on site is never started so all bounces register 0:00 time on site.

Bounce Rate

- The number in percentage of bounces divided visits.

Hot Lead Conversion

- Happens when a form is submitted and successfully complete at which tie at least on salesforce record is created.

Marketing Channel

- Platforms to reach our target audiences online.
- They might include social media, search engines or referring websites, to name a few.

Unique Visitor

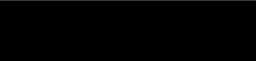
- Someone who visits the site is recorded;
- Even if that person comes back multiple times, it counts as 1 unique visitor.

Visit

- A visit to (ansys.com) where any number of interactions; measurements are recorded.
- A visit is unique, but we would record separate visits even if the same person returned to the site.

Business & Data Information

Business Contact:



Dashboard Created By: Sy Soni

Data Source:

- Adobe Analytics



Ansys: Site Metrics

Data as of: 11/1/2023 3:15:22 PM

In September of 2022, we experienced a greater number of hot leads than last year's total. This is due to:

- nGoogle empty as a source, which had 1,400 more hot leads than last year.
- Email Single which has 1,300 more hot leads than last year.

2022 Total Hot Lead Conversions

137,138

2023 Total Hot Lead Conversions

157,119

2022 Hot Lead Conversions % Change

15%

2022 Total Visits

6,736,550

2023 Total Visits

8,963,093

2023 Visits % Change

33%

2022 Bounce Rate

53.10%

2022 Avg. Time on Site

Min-Sec

4.50

2022 Avg. Page Depth

2.30

2023 Bounce Rate

55.40%

2023 Avg. Time on Site

Min-Sec

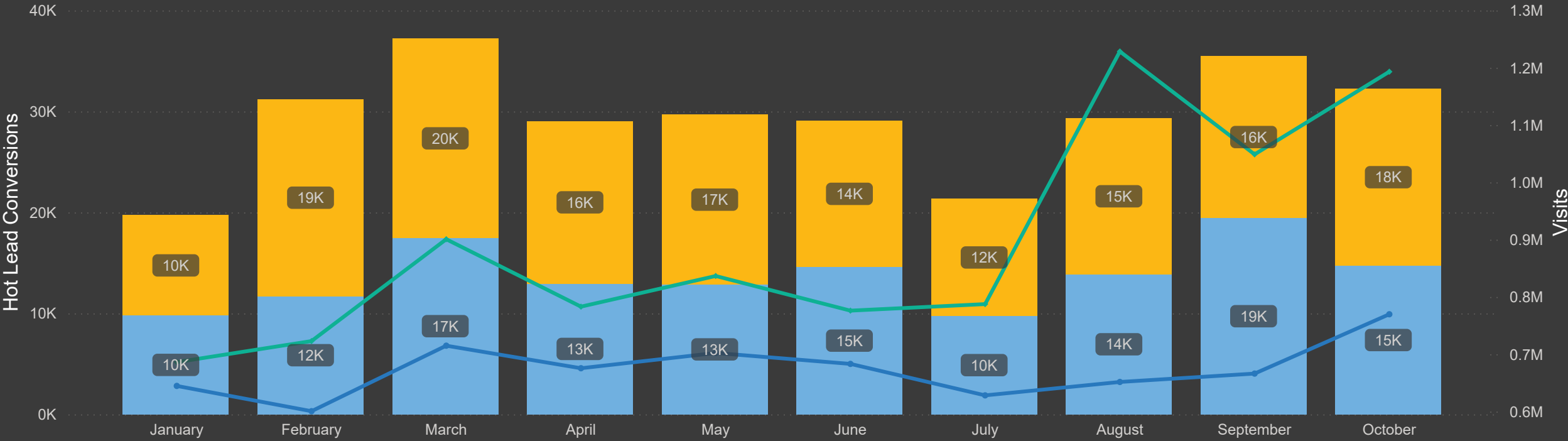
4.10

2023 Avg. Page Depth

3.50

Visits & Hot Lead Conversions by Year

● 2022 Hot Lead Conversions ● 2023 Hot Lead Conversions ● 2022 Visits ◆ 2023 Visits



Hot Lead Conversions

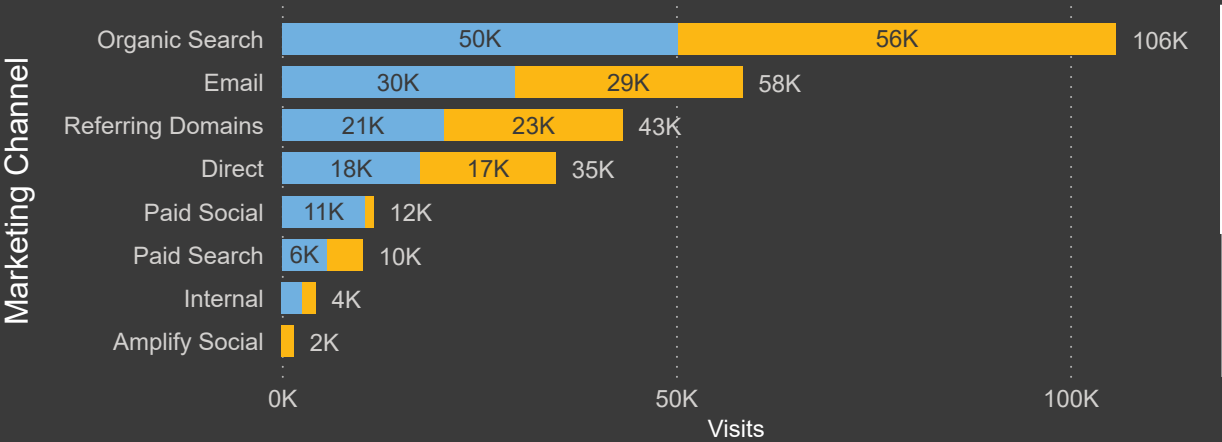
Month	2022 Hot Lead Conversions	2023 Hot Lead Conversions	HLC % Change
January	9,791	9,916	1%
February	11,709	19,490	66%
March	17,461	19,741	13%
April	12,954	16,079	24%
May	12,861	16,799	31%
June	14,596	14,479	-1%
July	9,745	11,579	19%
August	13,873	15,444	11%
September	19,435	16,049	-17%
October	14,713	17,543	19%
Total	137,138	157,119	15%

Visits

Month	2022 Visits	2023 Visits	Visits % Change
January	644,665	686,186	6%
February	600,555	722,944	20%
March	714,899	900,674	26%
April	675,527	783,008	16%
May	702,157	836,528	19%
June	683,103	776,043	14%
July	628,164	787,459	25%
August	651,566	1,228,385	89%
September	666,183	1,048,786	57%
October	769,731	1,193,080	55%
Total	6,736,550	8,963,093	33%

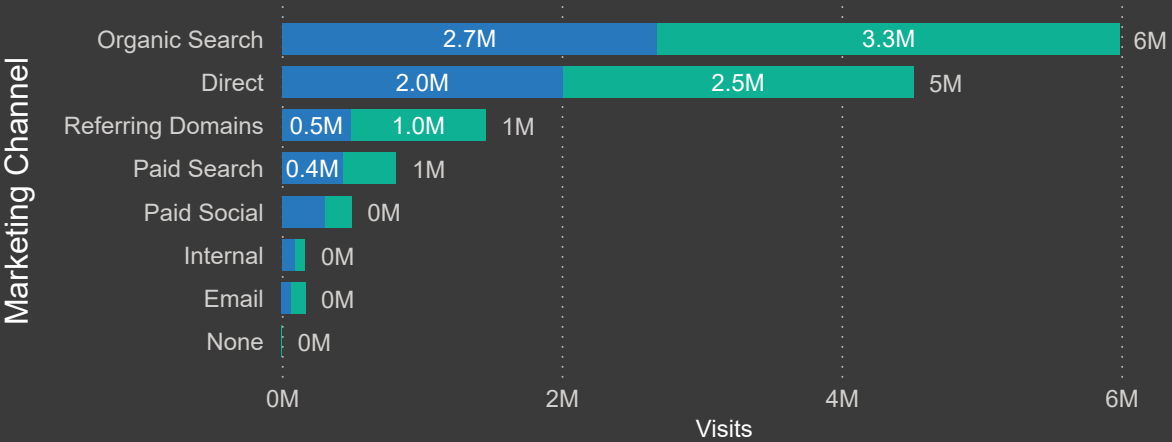
Conversions by Channel

● 2022 Hot Lead Conversions ● 2023 Hot Lead Conversions



Visits by Channel

● 2022 Visits ● 2023 Visits





Ansys: Site Metrics

Data as of: 11/1/2023 3:15:22 PM

On January 1, 2023, Paid, Social, and Web teams collaborated on refining Ansys' 8 marketing channels into what is now 15 marketing channels.

This is the primary reason why you may see “0” for some of last year’s marketing channels totals. Those marketing channels did not exist in 2022.

By the same token, certain channels last year did much better than this year, since there was some cannibalization

2022 Total Hot Lead Conversions

137,138

2023 Total Hot Lead Conversions

139,576

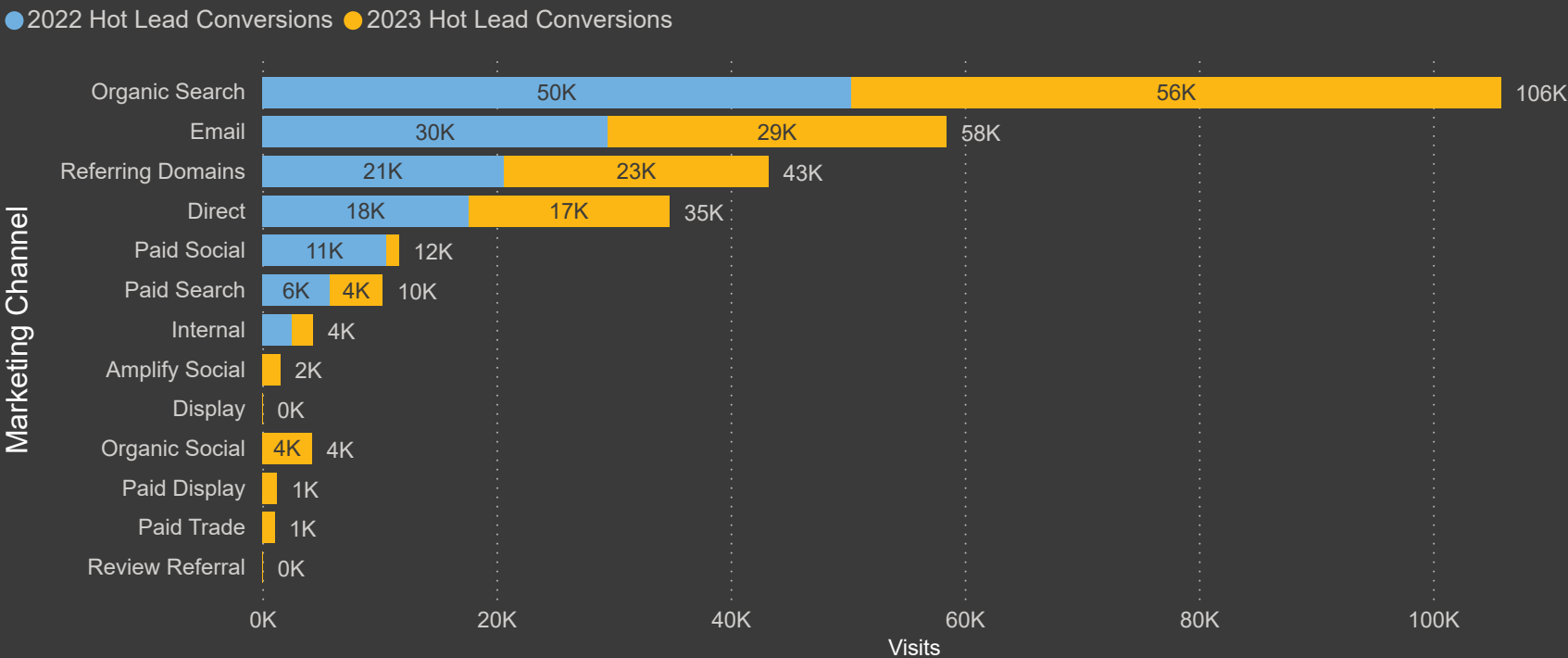
Hot Lead % Change

2%

Channel Conversions

Marketing Channel	2022 H/L Conversions	2023 H/L Conversions	% Change
Amplify Social	0	1,527	0%
Direct	17,616	17,159	-3%
Display	0	23	0%
Email	29,555	28,882	-2%
Internal	2,594	1,747	-33%
Organic Search	50,311	55,528	10%
Organic Social	0	4,256	0%
Paid Display	0	1,251	0%
Paid Search	5,800	4,477	-23%
Paid Social	10,617	1,040	-90%
Paid Trade	0	1,030	0%
Referring Domains	20,645	22,609	10%
Review Referral	0	47	0%
Total	137,138	139,576	2%

Conversions by Channel



2022 Total Visits

6,109,082

2023 Total Visits

7,990,730

Channel Visit % Change

31%

Channel Visits

Marketing Channel	2022 Visits	2023 Visits	% Change
Amplify Social	0	30,490	0%
Connected TV	0	190	0%
Direct	2,012,251	2,501,907	24%
Display	0	123	0%
Email	64,949	103,248	59%
Internal	99,098	67,446	-32%
None	65	2	-97%
Organic Search	2,686,451	3,306,965	23%
Organic Social	0	84,234	0%
Paid Display	0	335,862	0%
Paid Search	441,604	376,203	-15%
Paid Social	306,751	192,005	-37%
Paid Trade	0	32,388	0%
Referring Domains	497,913	958,323	92%
Review Referral	0	1,344	0%
Total	6,109,082	7,990,730	31%

Visits by Channel

