



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     |
| Searches         | 0     |
| Unique Keywords  | 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.

## Social Networks

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 | 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 | 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%              |