

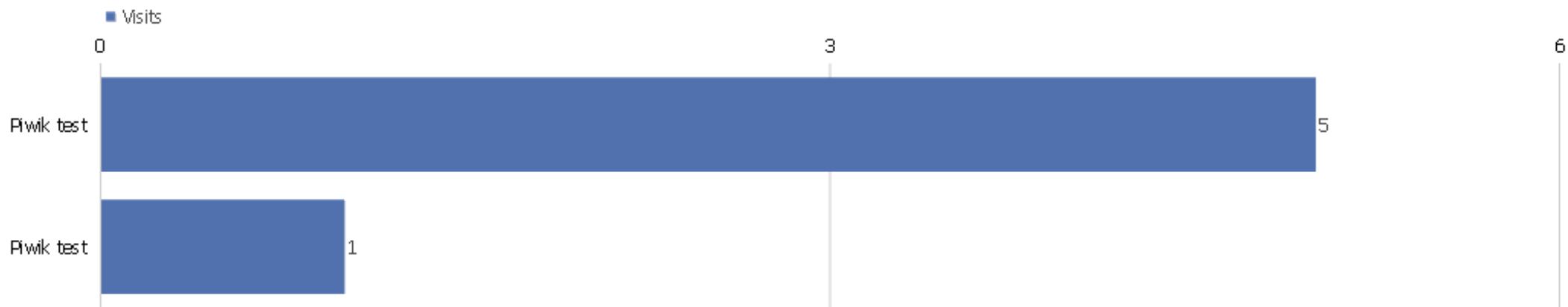


Website Piwik test

Date range: Week 4 April - 10 April 2011

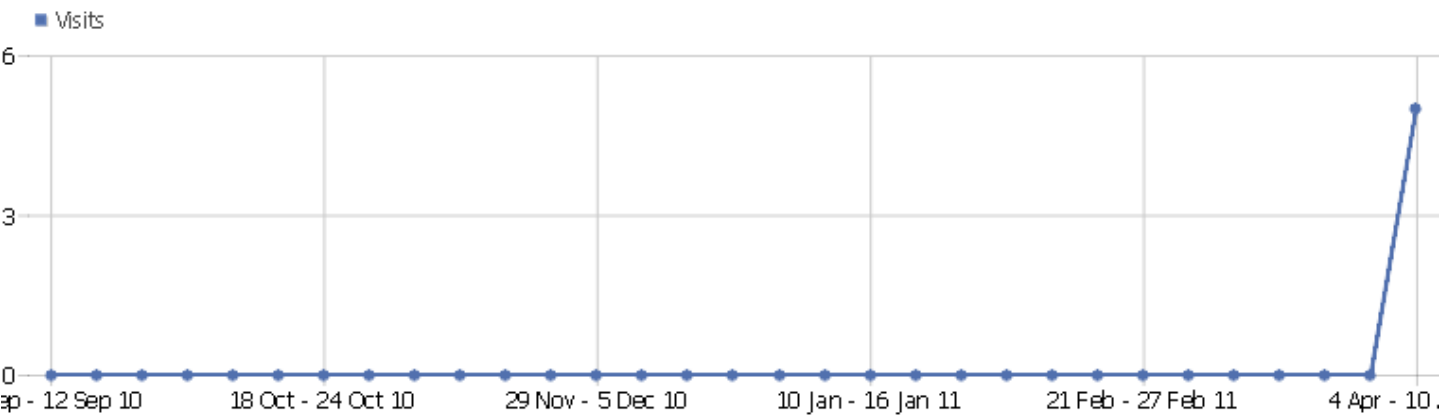
Mail Test report

All Websites dashboard



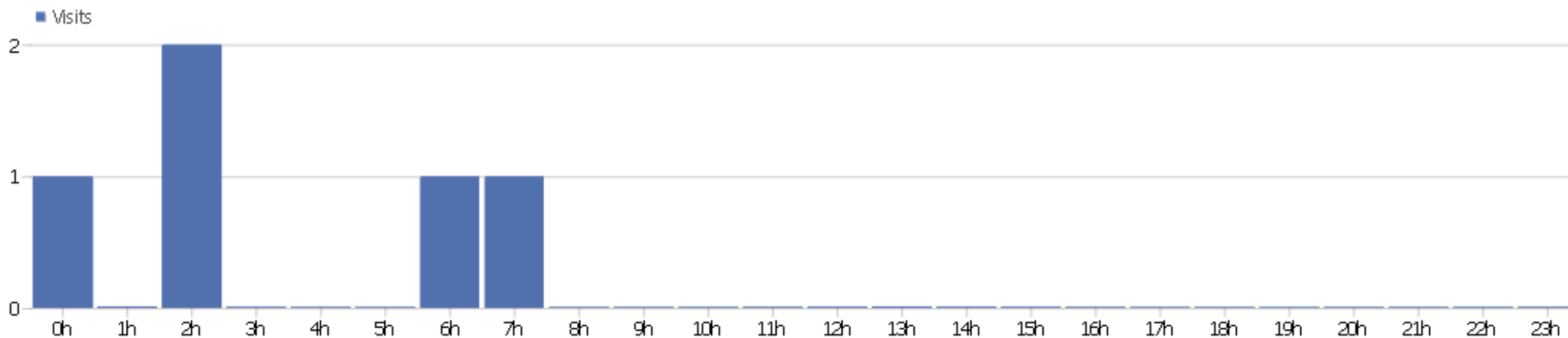
Website	Visits	Actions	Pageviews	Revenue	Conversions	Ecommerce Orders	Product Revenue
Piwik test	5	16	16	\$ 13361.11	5	4	\$ 13351.11
Piwik test	1	0	0	\$ 250	1	0	\$ 0

Visits Summary



Name	Value
Unique visitors	1
Visits	5
Actions	16
Maximum actions in one visit	6
Bounce Rate	20%
Actions per Visit	3.2
Avg. Visit Duration (in seconds)	00:22:49

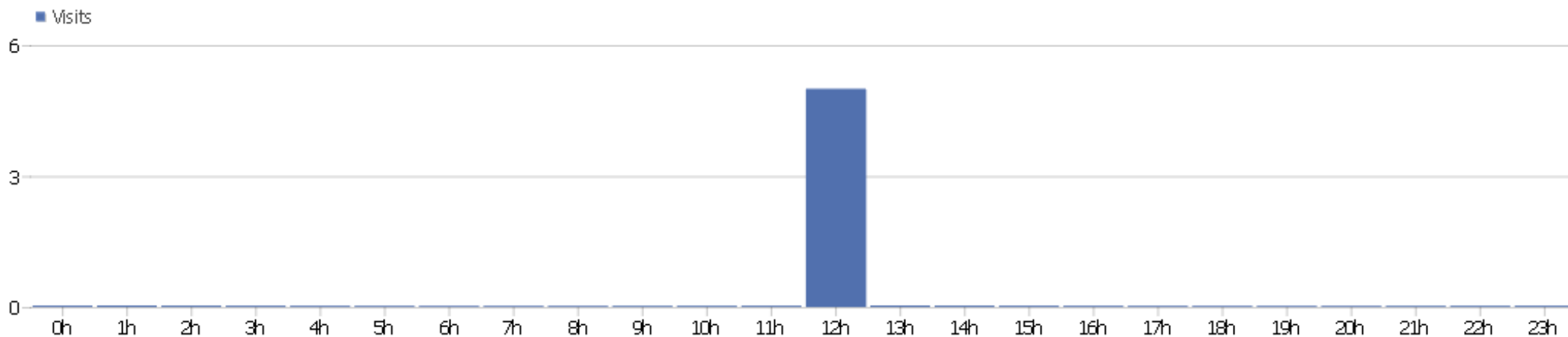
Visits by Server Time



Server time	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
0h	1	4	4	00:12:01	0%	\$ 10
1h	0	0	0	00:00:00	0%	\$ 0
2h	2	9	4.5	00:42:01	0%	\$ 3111.11
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	1	0	0	00:06:03	100%	\$ 10240
7h	1	3	3	00:12:01	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	0	0	0	00:00:00	0%	\$ 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

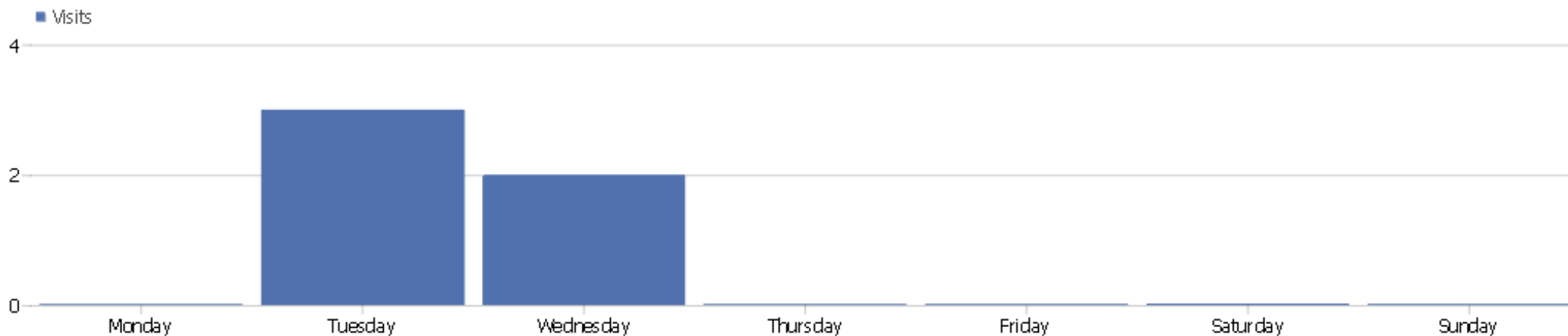
Visits by Local Time



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	5	16	3.2	00:22:49	20%	80%
13h	0	0	0	00:00:00	0%	0%
14h	0	0	0	00:00:00	0%	0%

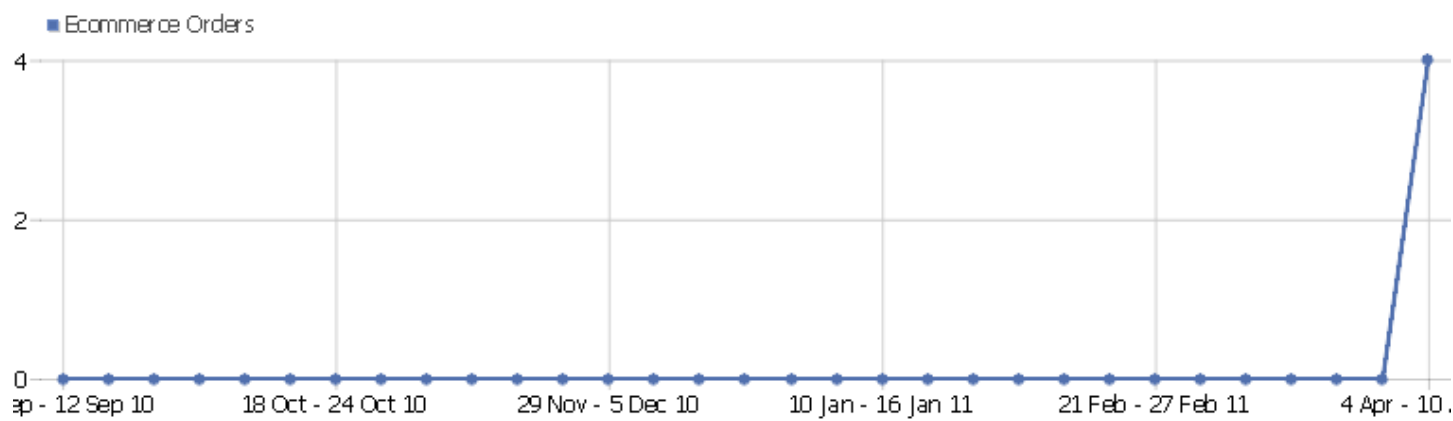
15h	0	0	0	00:00:00	0%	0%
16h	0	0	0	00:00:00	0%	0%
17h	0	0	0	00:00:00	0%	0%
18h	0	0	0	00:00:00	0%	0%
19h	0	0	0	00:00:00	0%	0%
20h	0	0	0	00:00:00	0%	0%
21h	0	0	0	00:00:00	0%	0%
22h	0	0	0	00:00:00	0%	0%
23h	0	0	0	00:00:00	0%	0%

Visits by Day of Week



Day of the week	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Monday	0	0	0	00:00:00	0%	0%
Tuesday	3	13	4.33	00:30:01	0%	66.67%
Wednesday	2	3	1.5	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%

Ecommerce Orders



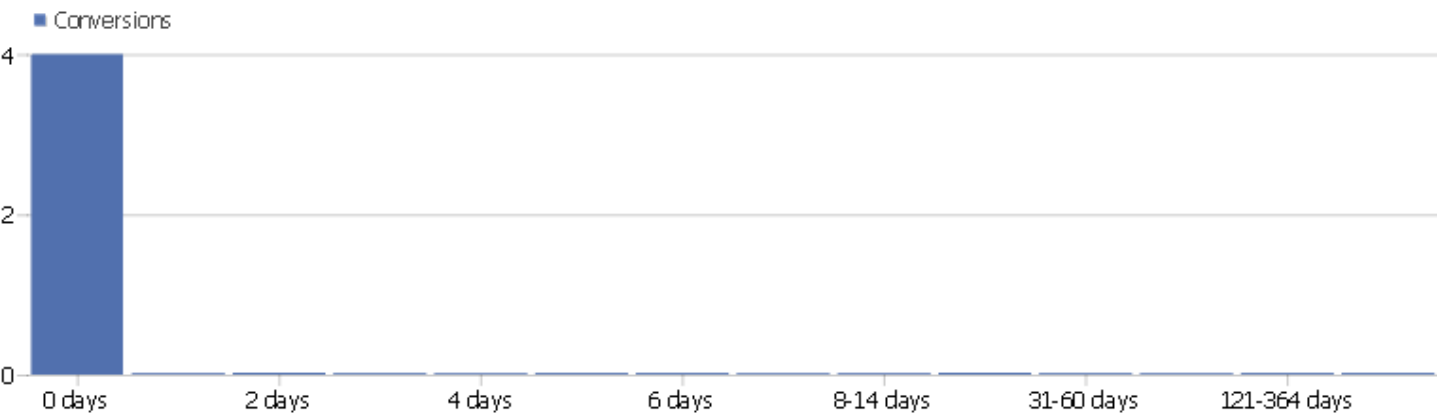
Name	Value
Ecommerce Orders	4
Visits with Conversions	2
Conversion Rate	40%
Revenue	\$ 13351.11
Subtotal	\$ 2700
Tax	\$ 531
Shipping	\$ 120.11
Discount	\$ 686
Purchased Products	12
Average Order Value	\$ 3337.78

Ecommerce Orders - Visits to Conversion



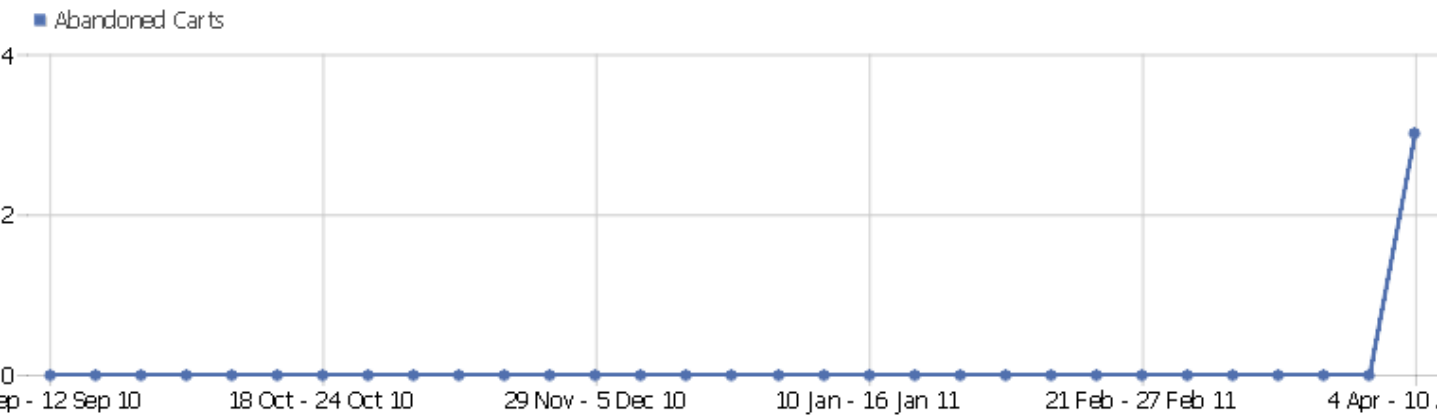
Visits to Conversion	Conversions
1 visit	2
2 visits	2
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0

Ecommerce Orders - Days to Conversion



Days to Conversion	Conversions
0 days	4
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

Abandoned Carts



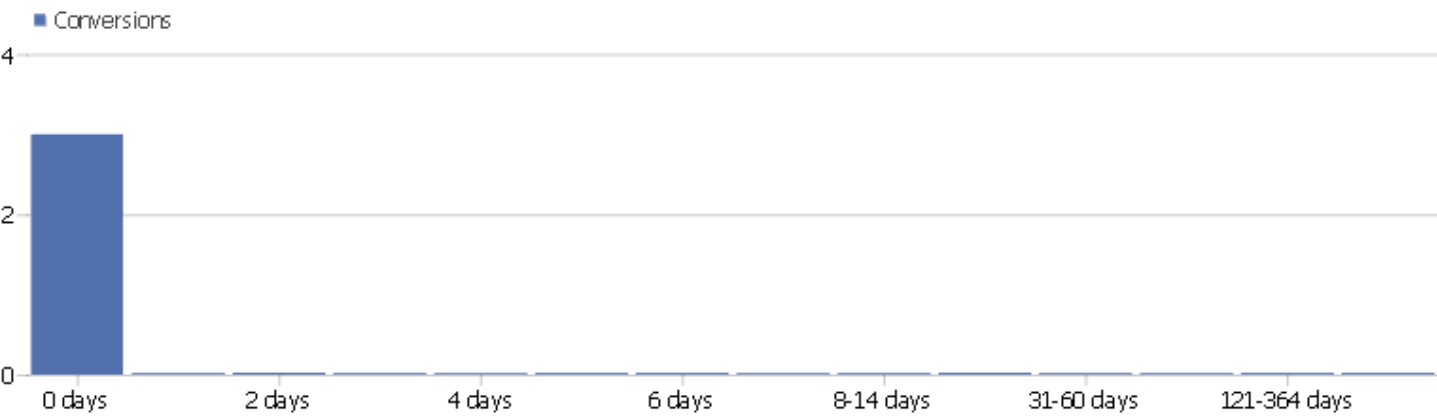
Name	Value
Abandoned Carts	3
Conversion Rate	60%
Revenue left in cart	\$ 7530.33
Products left in cart	12

Abandoned Carts - Visits to Conversion



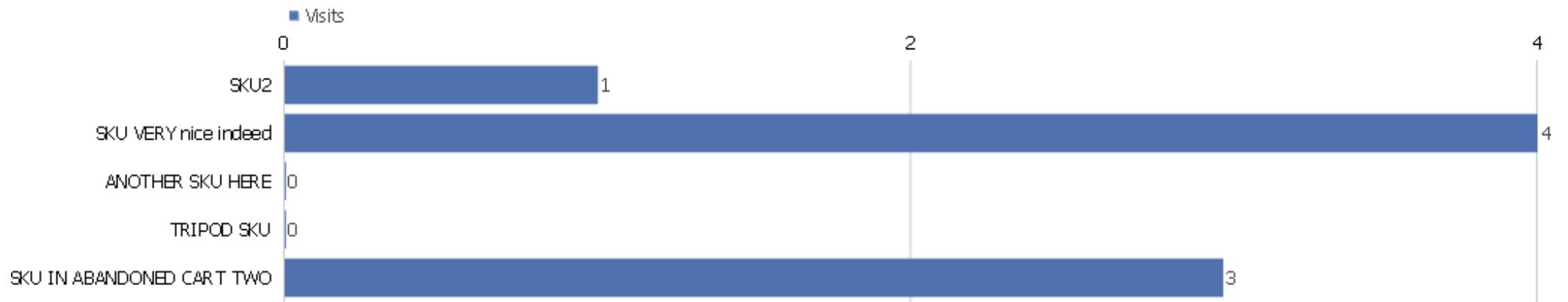
Visits to Conversion	Conversions
1 visit	1
2 visits	2
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0

Abandoned Carts - Days to Conversion



Days to Conversion	Conversions
0 days	3
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

Product SKU



Product SKU	Product Revenue	Quantity	Unique Purchases	Average Price	Average Quantity	Visits	Product Conversion Rate
SKU2	\$ 1500	1	1	1500	1	1	100%
SKU VERY nice indeed	\$ 1011.22	3	2	255.61	1.5	4	50%
ANOTHER SKU HERE	\$ 600	6	1	100	6	0	0%
TRIPOD SKU	\$ 200	2	1	100	2	0	0%
SKU IN ABANDONED CART TWO	\$ 0	0	0	0	0	3	0%

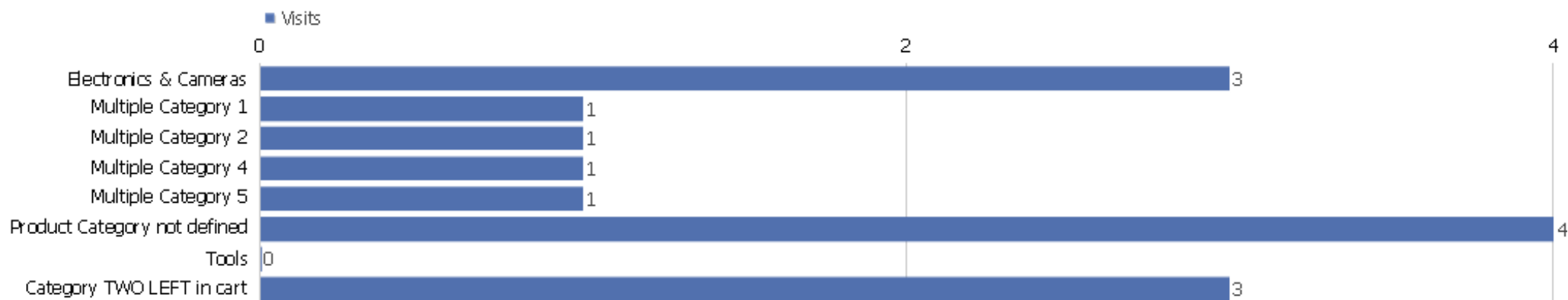
Product Name



4

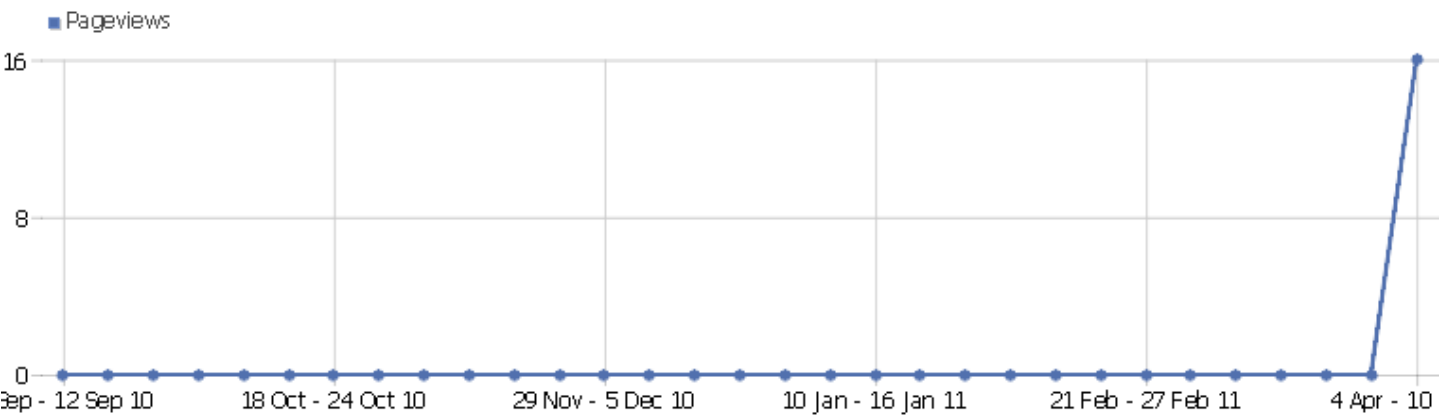
Product Name	Product Revenue	Quantity	Unique Purchases	Average Price	Average Quantity	Visits	Product Conversion Rate
Canon SLR	\$ 1500	1	1	1500	1	0	0%
PRODUCT name	\$ 1011.22	3	2	255.61	1.5	2	100%
PRODUCT name BIS	\$ 600	6	1	100	6	0	0%
TRIPOD - bought day after	\$ 200	2	1	100	2	0	0%
PRODUCT THREE LEFT in cart	\$ 0	0	0	1332	0	3	0%
PRODUCT TWO LEFT in cart	\$ 0	0	0	0	0	3	0%

Product Category



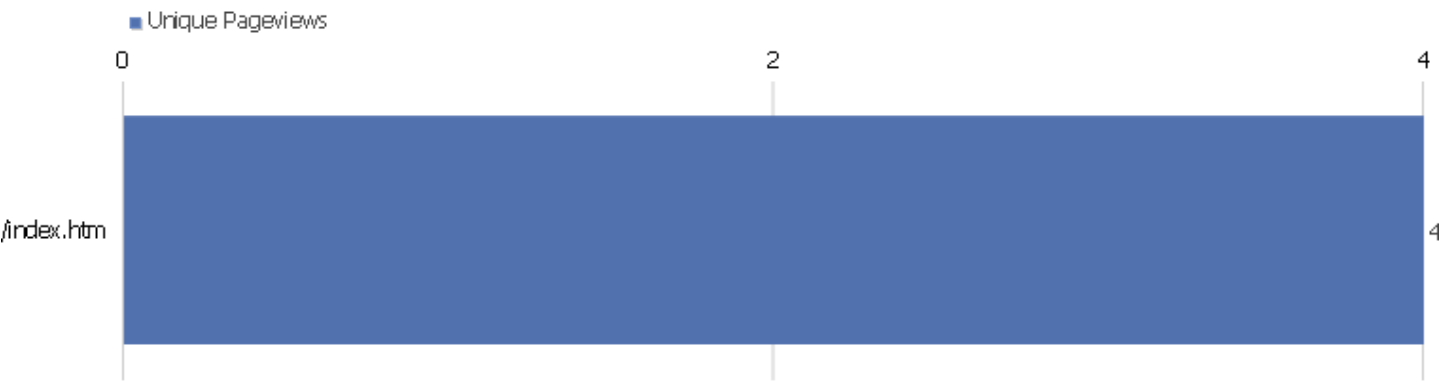
Product Category	Product Revenue	Quantity	Unique Purchases	Average Price	Average Quantity	Visits	Product Conversion Rate
Electronics & Cameras	\$ 2500	3	2	1000	1.5	3	66.67%
Multiple Category 1	\$ 1000	2	1	500	2	1	100%
Multiple Category 2	\$ 1000	2	1	500	2	1	100%
Multiple Category 4	\$ 1000	2	1	500	2	1	100%
Multiple Category 5	\$ 1000	2	1	500	2	1	100%
Product Category not defined	\$ 611.22	7	2	55.61	3.5	4	50%
Tools	\$ 200	2	1	100	2	0	0%
Category TWO LEFT in cart	\$ 0	0	0	0	0	3	0%

Actions - Main metrics



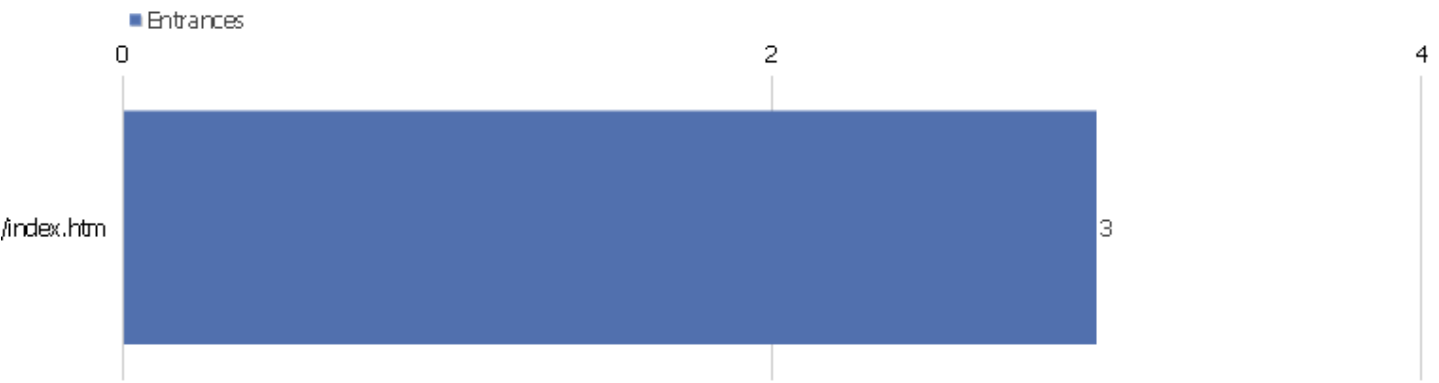
Name	Value
Pageviews	16
Unique Pageviews	4
Downloads	0
Unique Downloads	0
Outlinks	0
Unique Outlinks	0

Page URLs



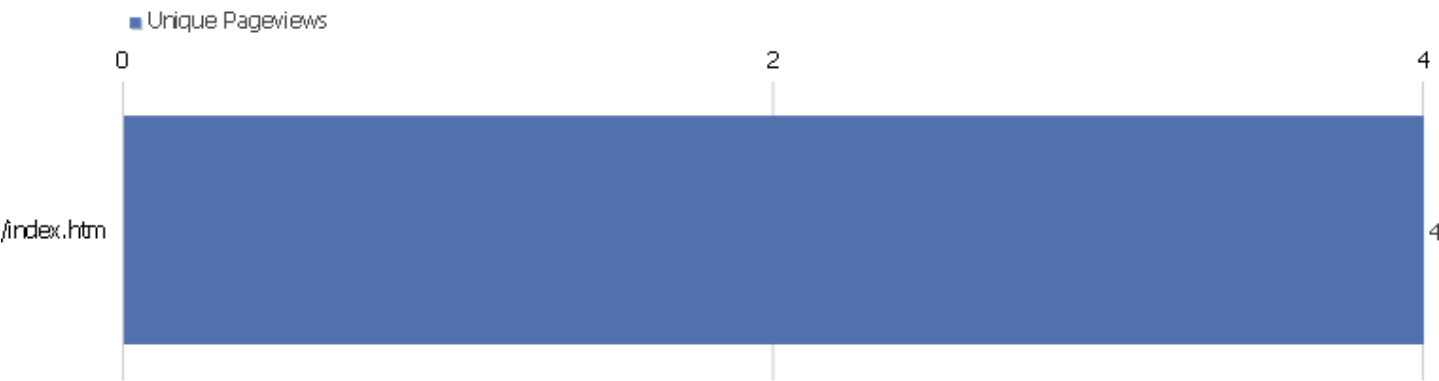
Page URL	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate
/index.htm	16	4	0%	00:13:30	100%

Entry pages



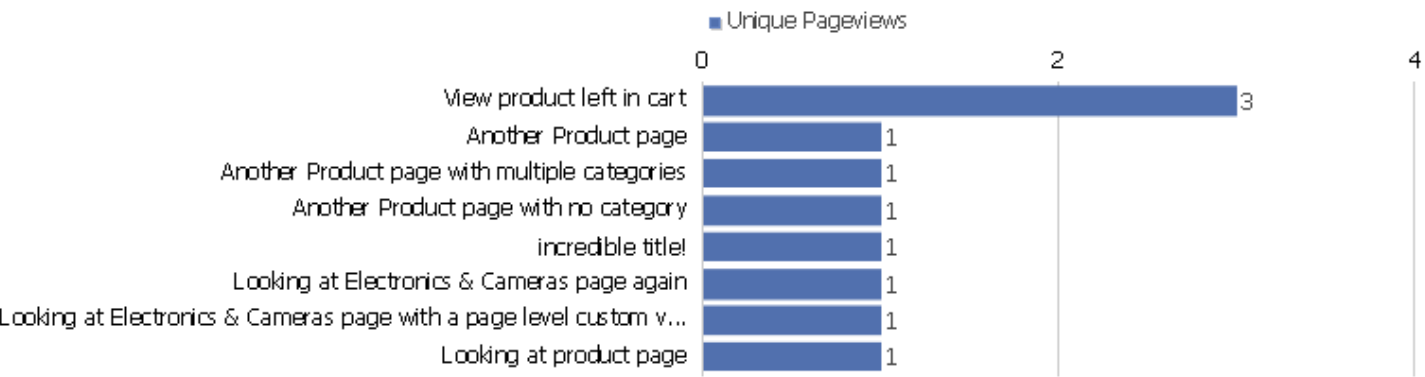
Page URL	Entrances	Bounces	Bounce Rate
/index.htm	3	0	0%

Exit pages



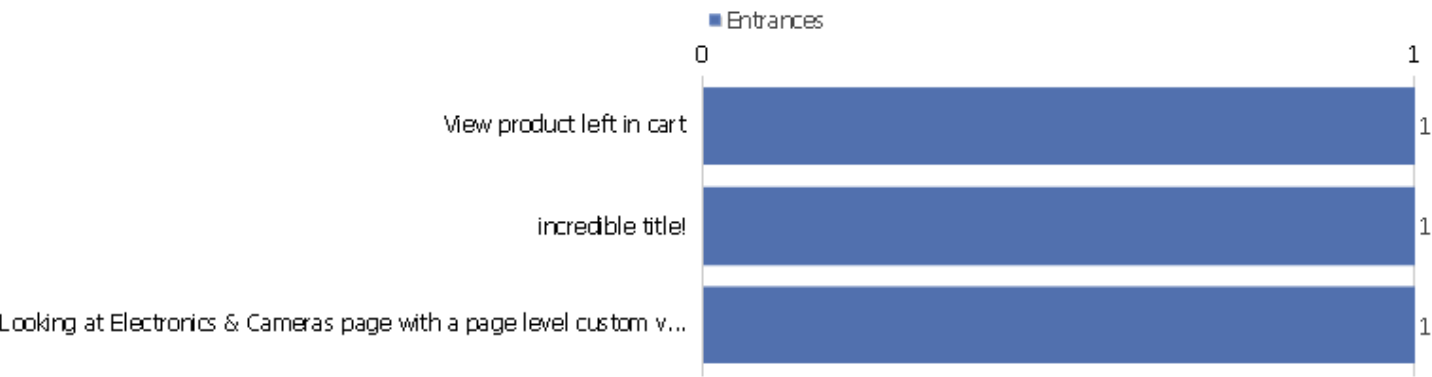
Page URL	Exits	Unique Pageviews	Exit rate
/index.htm	4	4	100%

Page titles



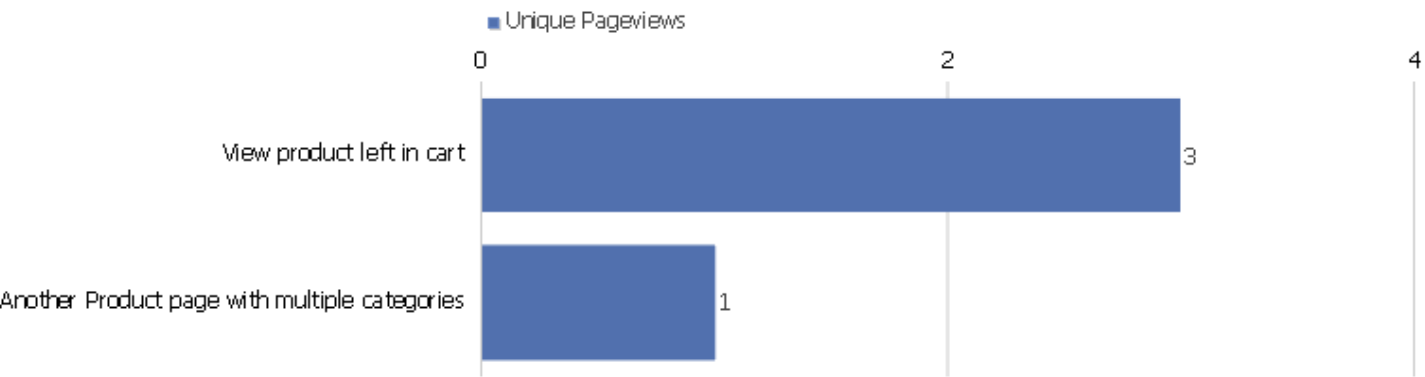
Page Name	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate
View product left in cart	9	3	0%	00:06:00	100%
Another Product page	1	1	0%	00:06:00	0%
Another Product page with multiple categories	1	1	0%	00:00:00	100%
Another Product page with no category	1	1	0%	00:00:00	0%
incredible title!	1	1	0%	00:06:00	0%
Looking at Electronics & Cameras page again	1	1	0%	00:06:00	0%
Looking at Electronics & Cameras page with a page	1	1	0%	00:06:00	0%
Looking at product page	1	1	0%	00:12:00	0%

Entry page titles



Page Name	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	1	0	0%

Exit page titles



Page Name	Exits	Unique Pageviews	Exit rate
View product left in cart	3	3	100%
Another Product page with multiple categories	1	1	100%

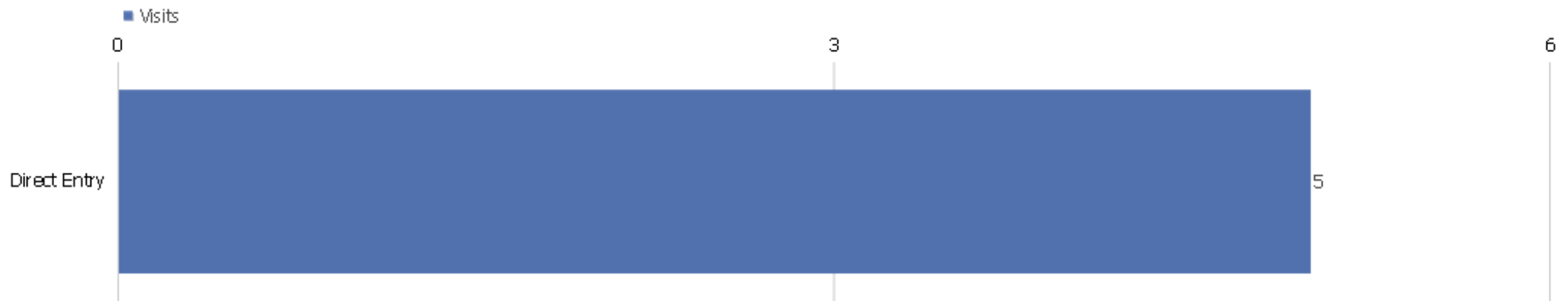
Outlinks

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
Direct Entry	5	16	3.2	00:22:49	20%	\$ 13361.11

Keywords

There is no data for this report.

Websites

There is no data for this report.

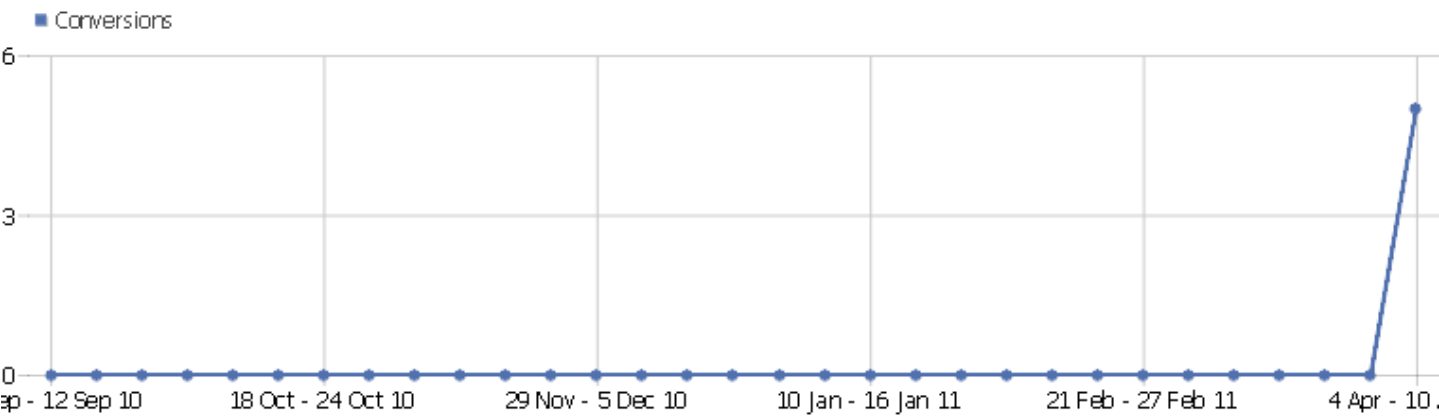
Search Engines

There is no data for this report.

Campaigns

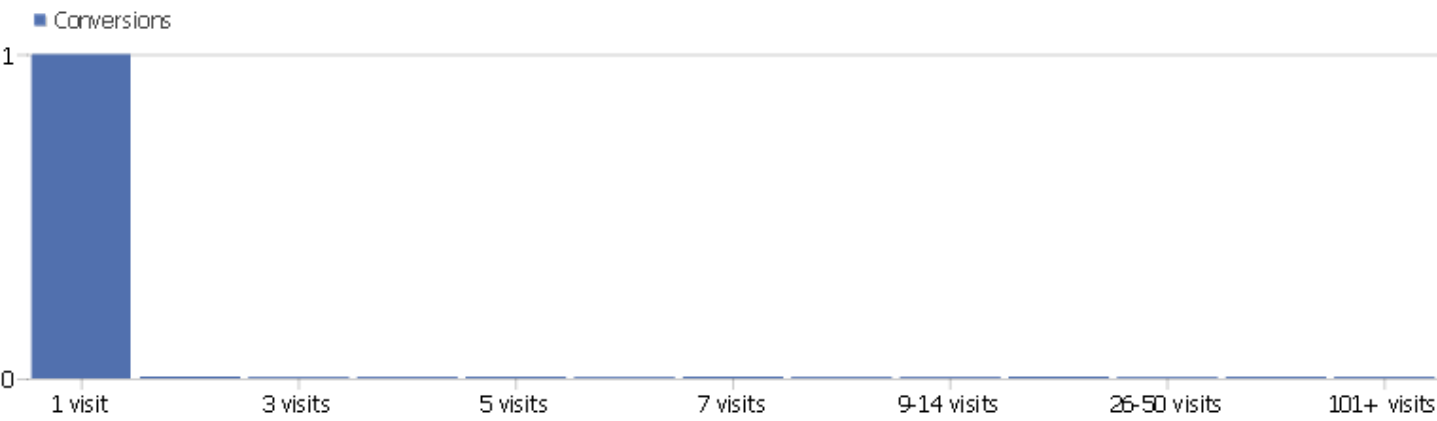
There is no data for this report.

Goals



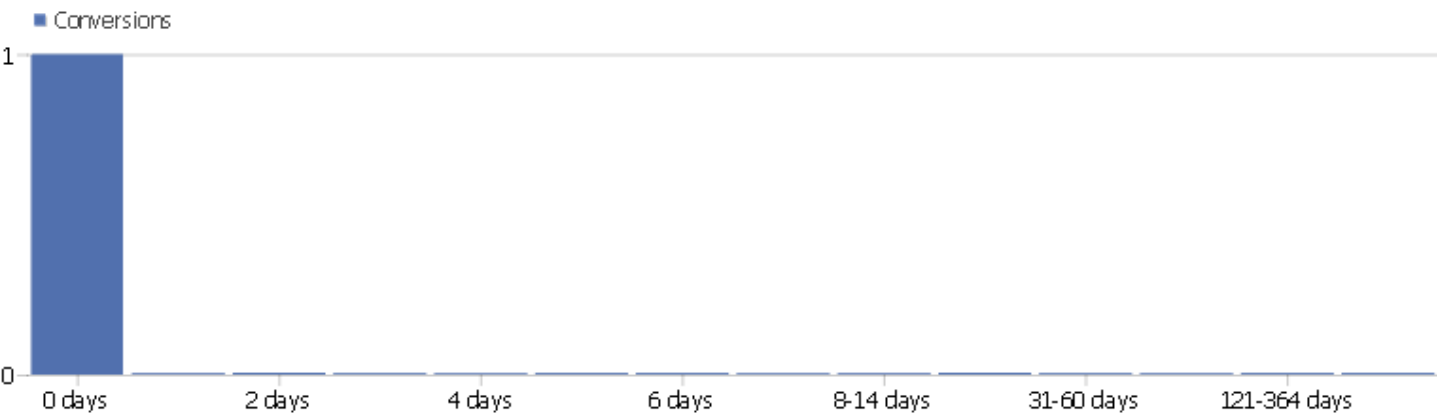
Name	Value
Conversions	5
Visits with Conversions	4
Conversion Rate	80%
Revenue	\$ 13361.11

Visits to Conversion



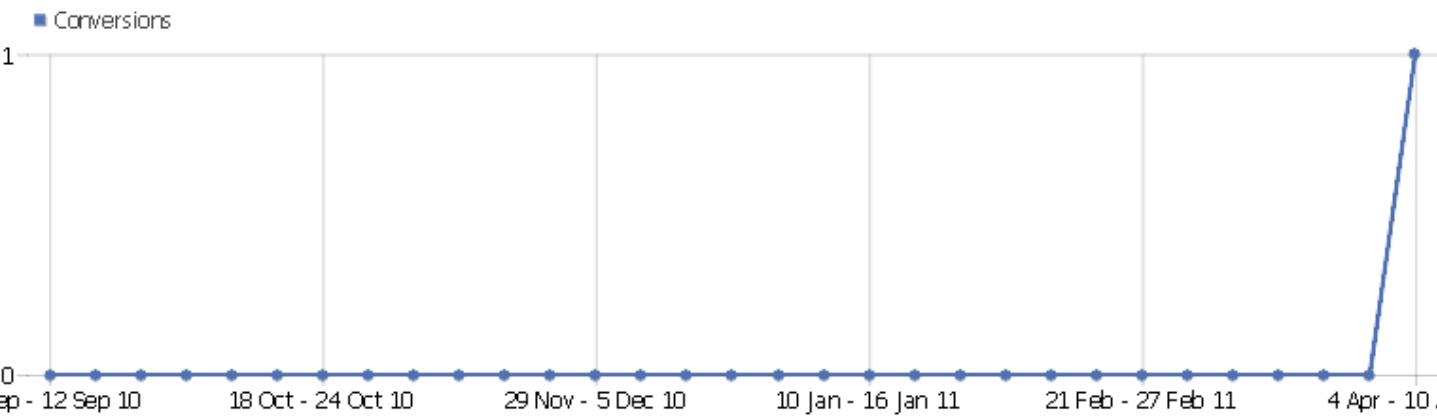
Visits to Conversion	Conversions	Revenue
1 visit	1	\$ 0
2 visits	0	\$ 0
3 visits	0	\$ 0
4 visits	0	\$ 0
5 visits	0	\$ 0
6 visits	0	\$ 0
7 visits	0	\$ 0
8 visits	0	\$ 0
9-14 visits	0	\$ 0
15-25 visits	0	\$ 0
26-50 visits	0	\$ 0
51-100 visits	0	\$ 0
101+ visits	0	\$ 0

Days to Conversion



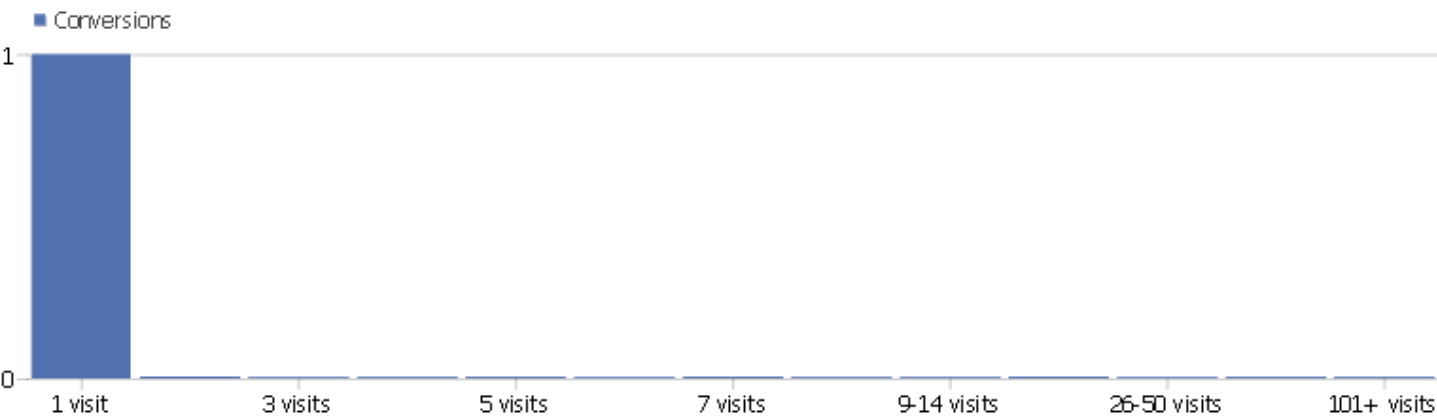
Days to Conversion	Conversions	Revenue
0 days	1	\$ 0
1 day	0	\$ 0
2 days	0	\$ 0
3 days	0	\$ 0
4 days	0	\$ 0
5 days	0	\$ 0
6 days	0	\$ 0
7 days	0	\$ 0
8-14 days	0	\$ 0
15-30 days	0	\$ 0
31-60 days	0	\$ 0
61-120 days	0	\$ 0
121-364 days	0	\$ 0
365+ days	0	\$ 0

Goal title match, triggered ONCE



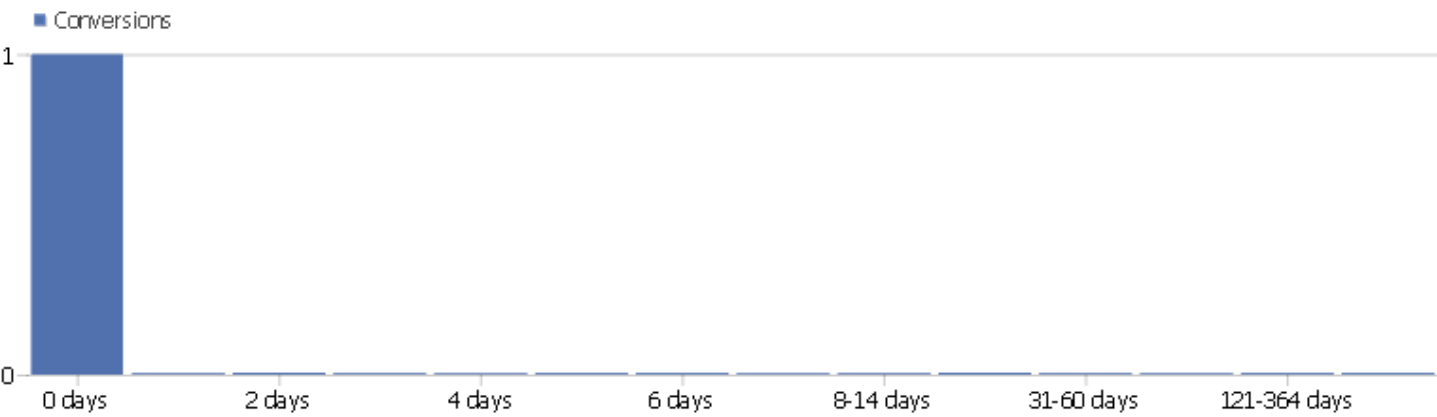
Name	Value
Conversions	1
Visits with Conversions	1
Conversion Rate	20%
Revenue	\$ 10

title match, triggered ONCE - Visits to Conversion



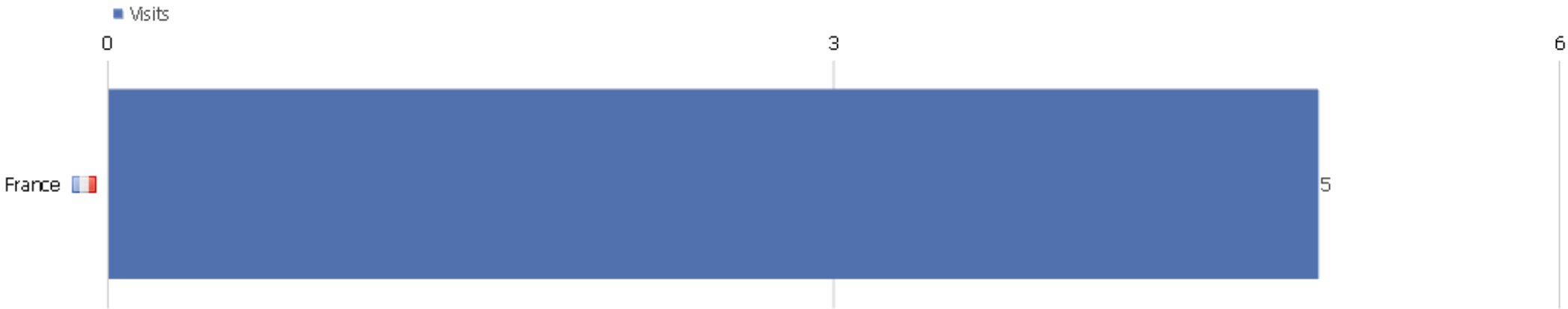
Visits to Conversion	Conversions
1 visit	1
2 visits	0
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0


title match, triggered ONCE - Days to Conversion



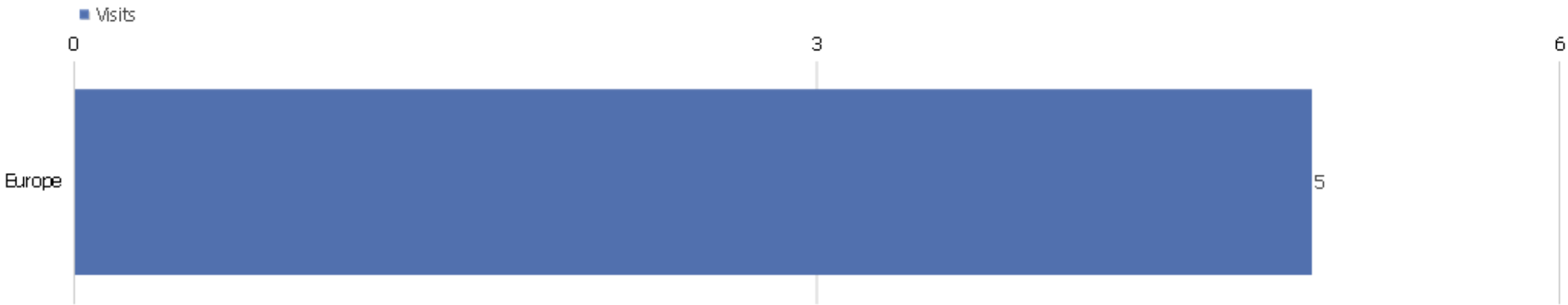
Days to Conversion	Conversions
0 days	1
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

Country



Country	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 France	5	16	3.2	00:22:49	20%	\$ 13361.11

Continent



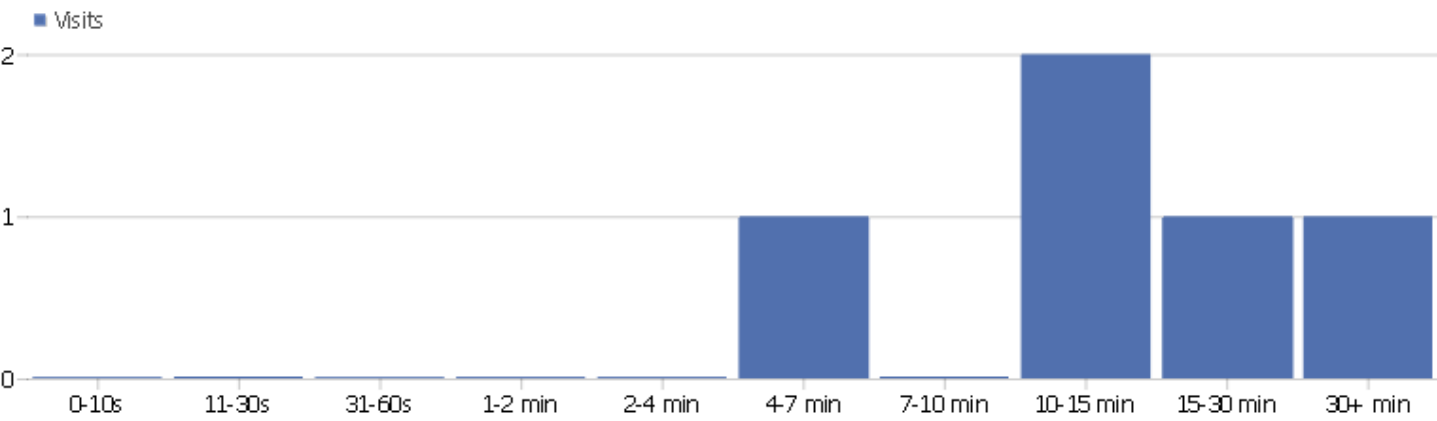
Continent	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
Europe	5	16	3.2	00:22:49	20%	\$ 13361.11

Custom Variables



Custom Variable name	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
VisitorType	5	16	3.2	00:22:49	20%	\$ 13361.11
ValueIsZero	5	16	3.2	00:22:49	20%	\$ 13361.11
VisitorName	4	12	3	00:25:32	25%	\$ 13351.11

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



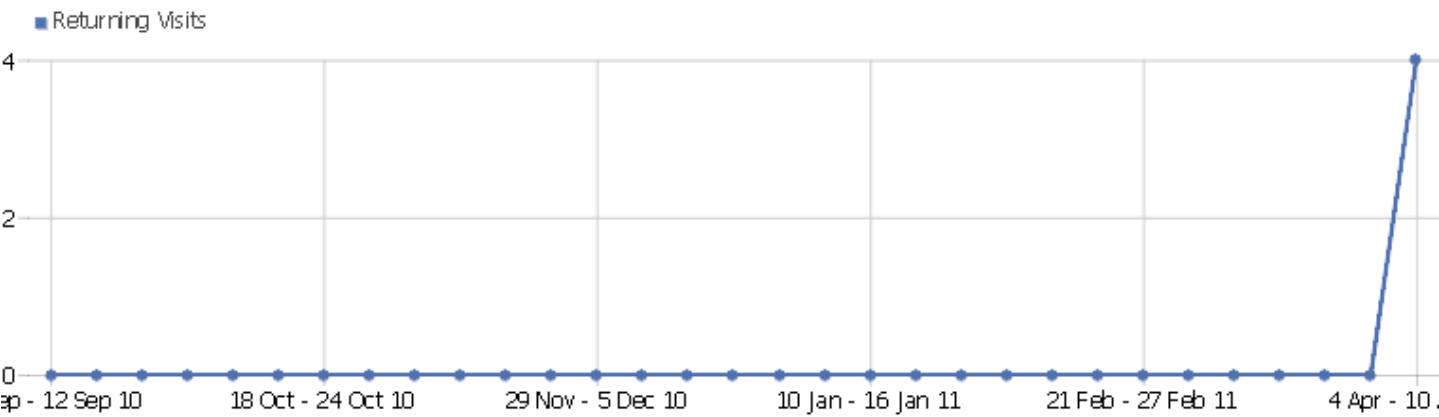
Visits by Visit Number	Visits	% Visits
1 visit	3	60%
2 visits	2	40%
3 visits	0	0%
4 visits	0	0%
5 visits	0	0%
6 visits	0	0%
7 visits	0	0%
8 visits	0	0%
9-14 visits	0	0%
15-25 visits	0	0%
26-50 visits	0	0%
51-100 visits	0	0%
101-200 visits	0	0%
201+ visits	0	0%

Visits by days since last visit



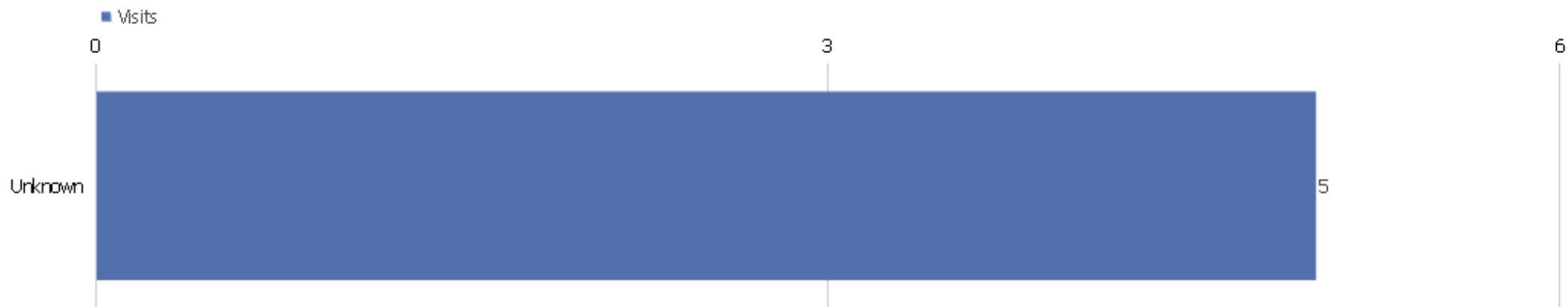
Visits by days since last visit	Visits
New visits	1
0 days	1
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

Returning Visits



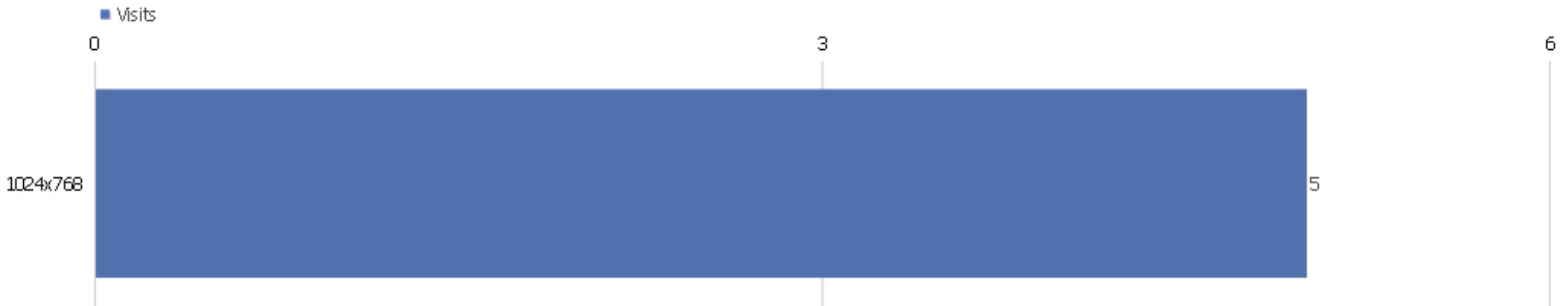
Name	Value
Returning Visits	4
Actions by Returning Visits	12
Bounce Rate for Returning Visits	25%
Avg. Actions per Returning Visit	3
Avg. Duration of a Returning Visit (in sec)	00:25:32
Unique returning visitors	0

Provider



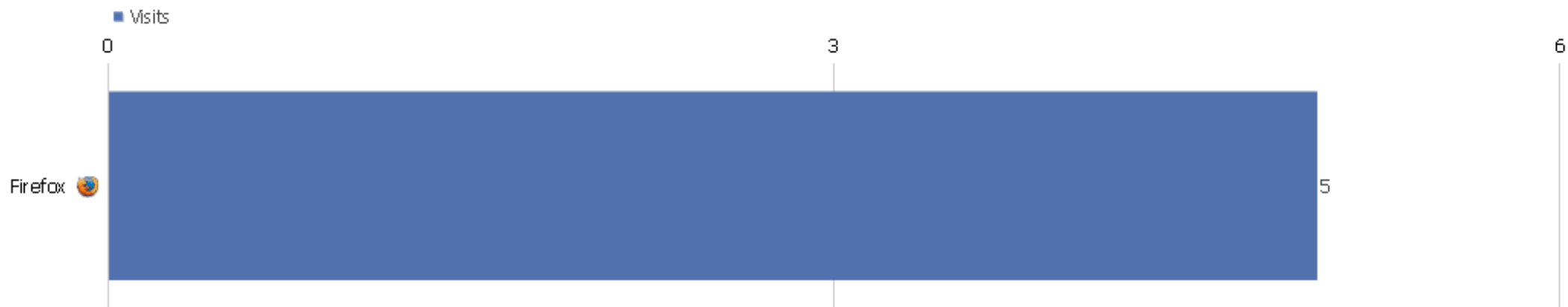
Provider	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	5	16	3.2	00:22:49	20%	80%


Screen Resolution



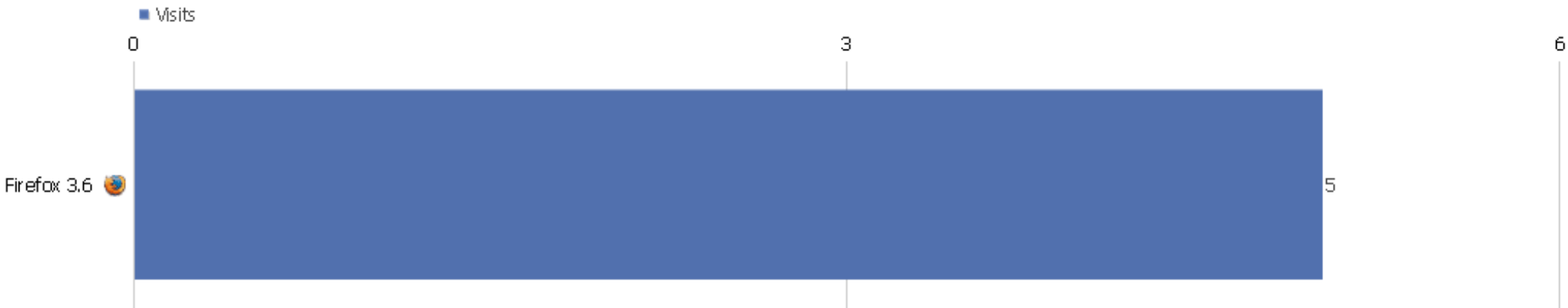
Resolution	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
1024x768	5	16	3.2	00:22:49	20%	80%


Visitor Browser



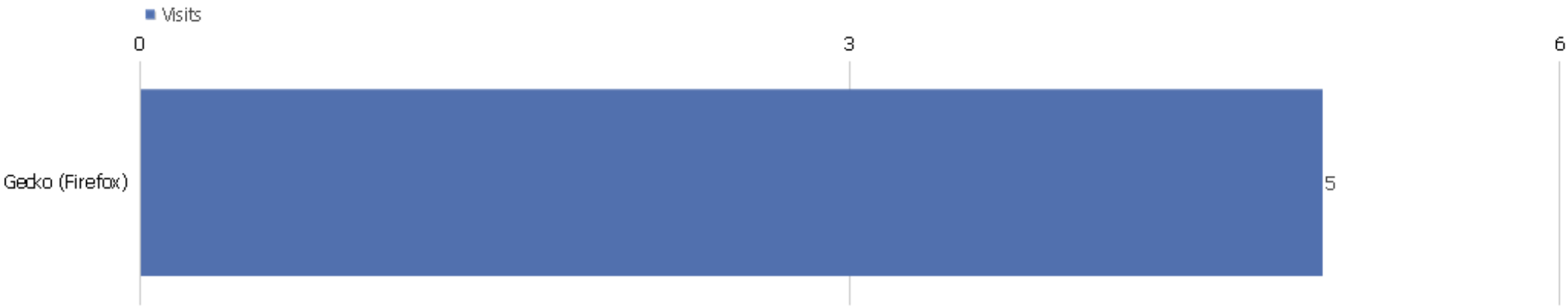
Browser	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Firefox	5	16	3.2	00:22:49	20%	80%

Browser Version



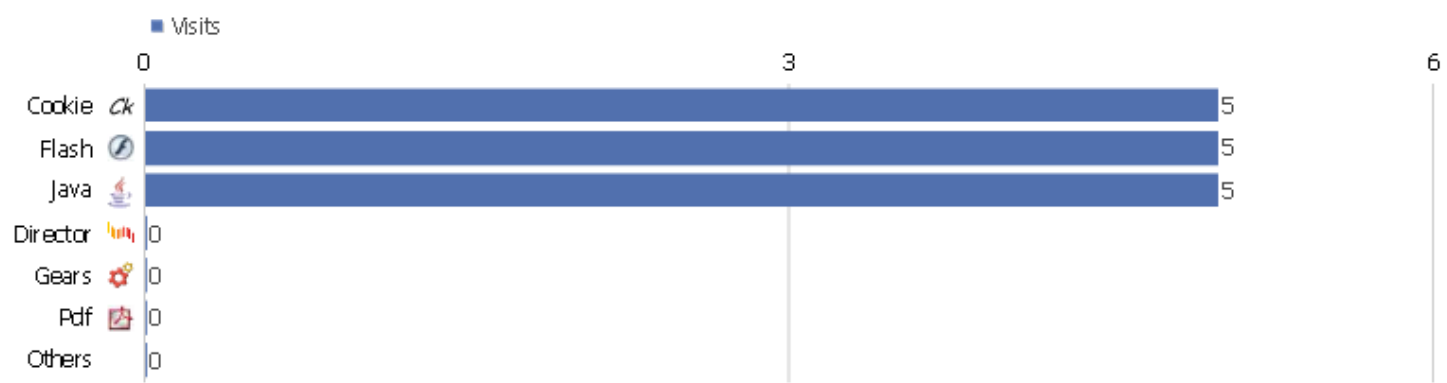
Browser version	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Firefox 3.6	5	16	3.2	00:22:49	20%	80%

Browser Family



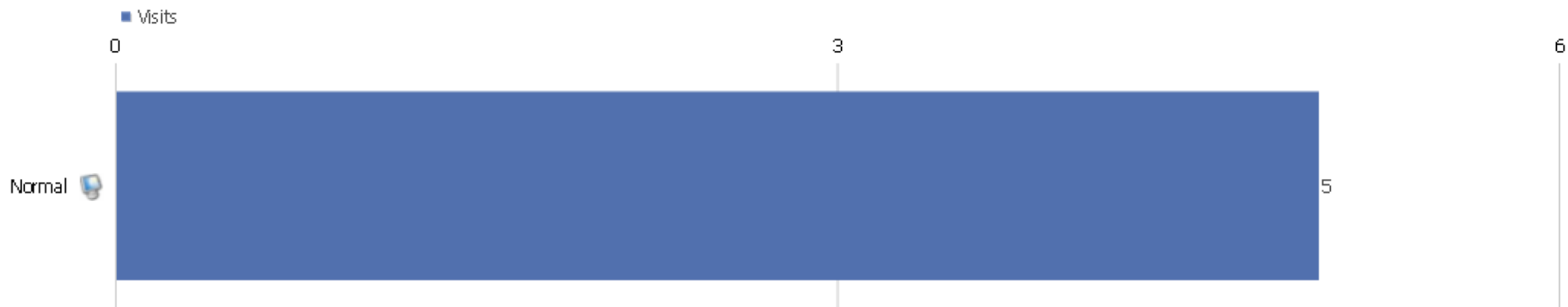
Browser family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Gecko (Firefox)	5	16	3.2	00:22:49	20%	80%


Browser Plugins



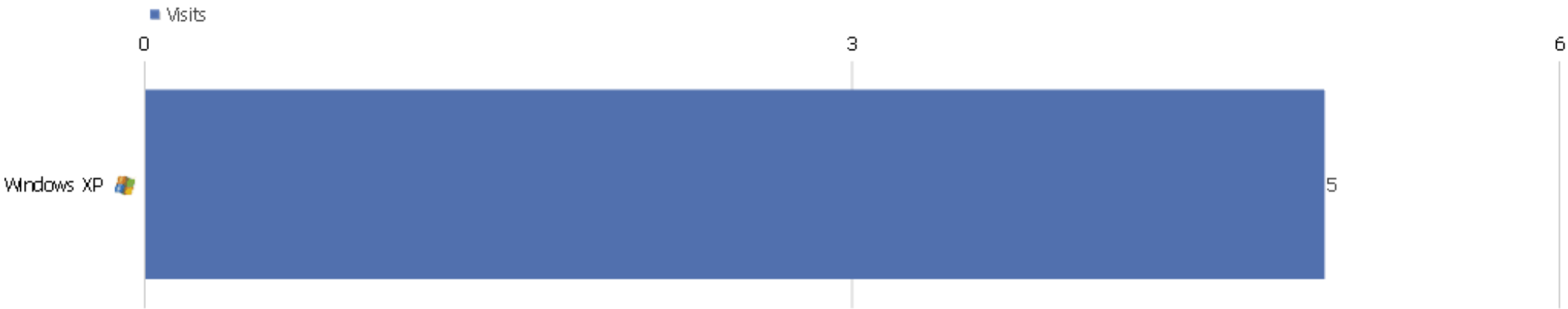
Plugin	Visits	% Visits
 Cookie	5	100%
 Flash	5	100%
 Java	5	100%
 Director	0	0%
 Gears	0	0%
 Pdf	0	0%
 Quicktime	0	0%
 Realplayer	0	0%
 Silverlight	0	0%
 Windowsmedia	0	0%


Normal / Widescreen



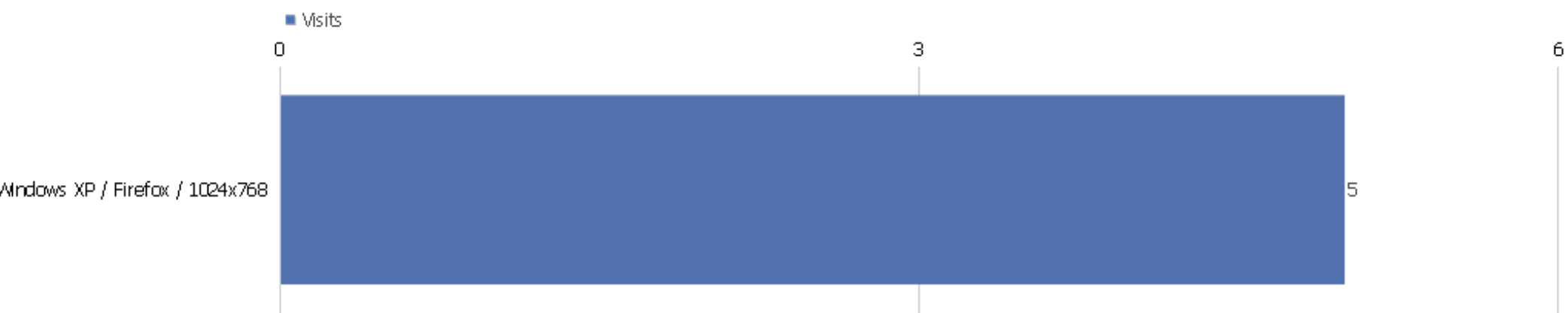
Type of screen	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Normal	5	16	3.2	00:22:49	20%	80%

Operating System



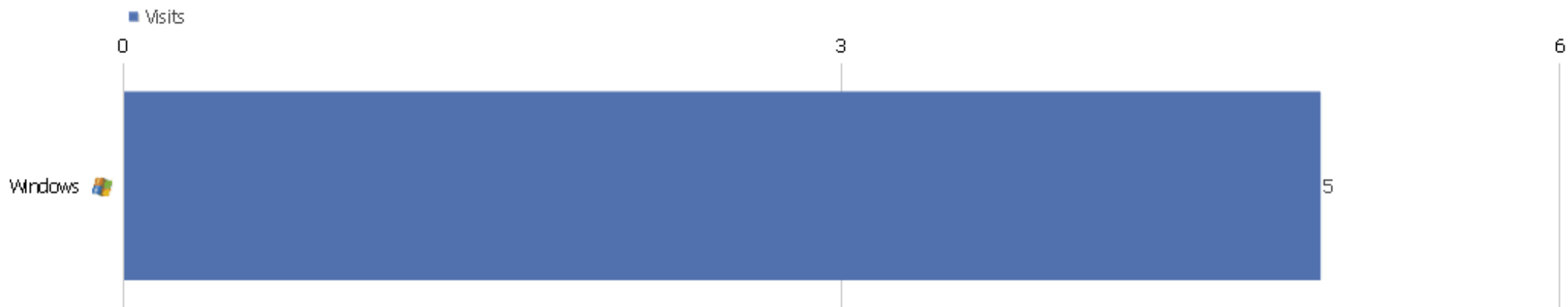
Operating system	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows XP	5	16	3.2	00:22:49	20%	80%


Visitor Configuration



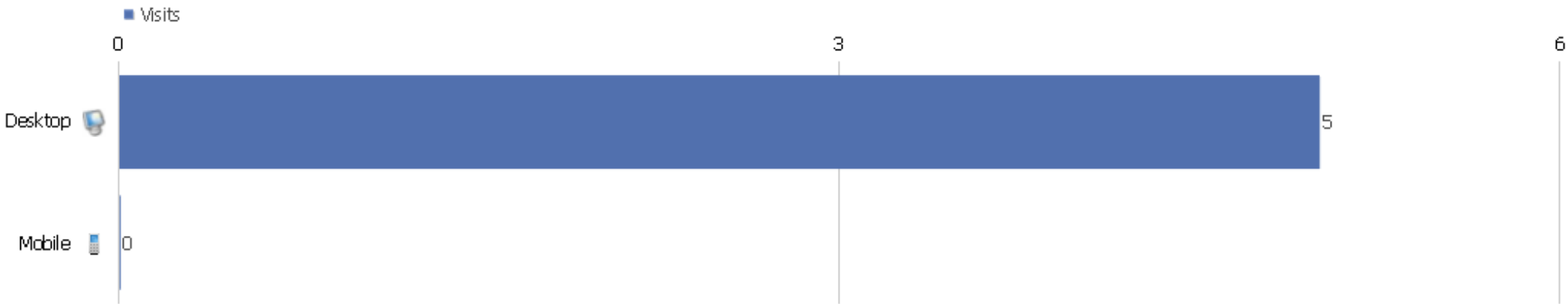
Configuration	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Windows XP / Firefox / 1024x768	5	16	3.2	00:22:49	20%	80%

Operating System Family



Operating system family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows	5	16	3.2	00:22:49	20%	80%

Mobile vs Desktop



Mobile vs Desktop	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Desktop	5	16	3.2	00:22:49	20%	80%
Mobile	0	0	0	00:00:00	0%	0%