

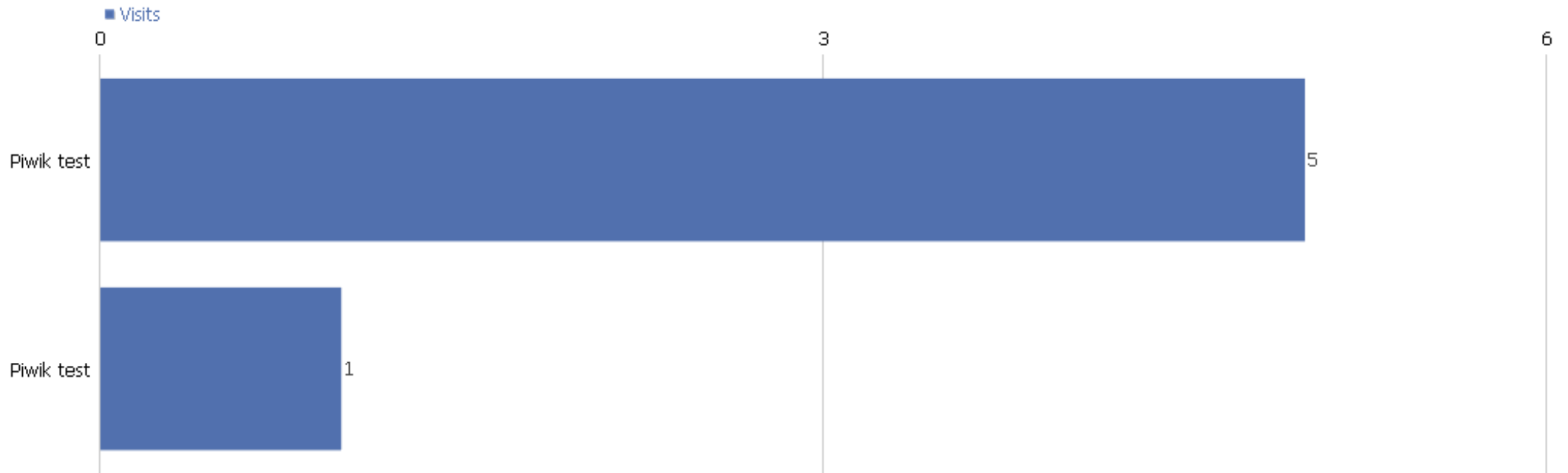


Website Piwik test

Date range: Week 4 April - 10 April 2011

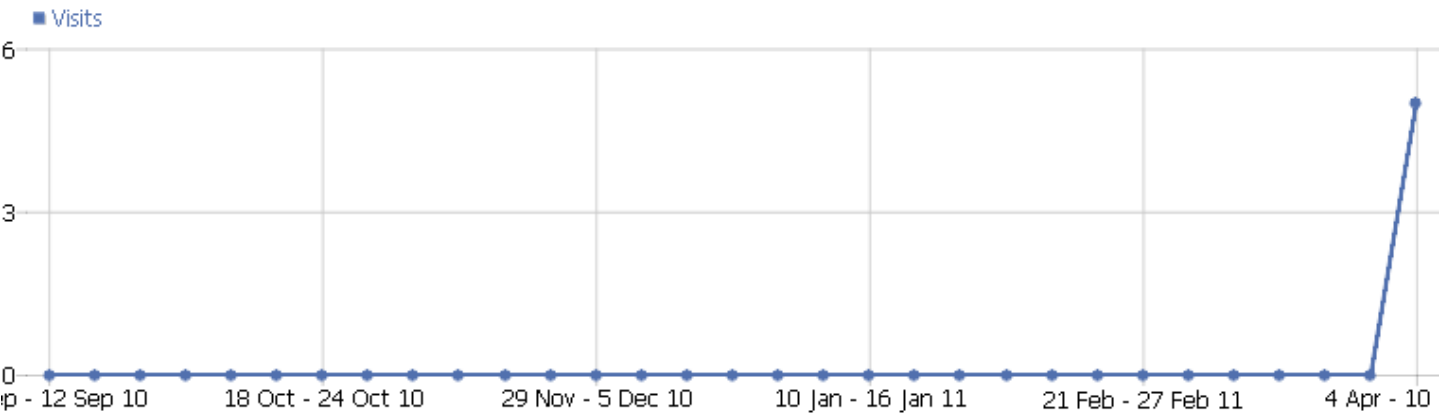
Mail Test report

## All Websites dashboard



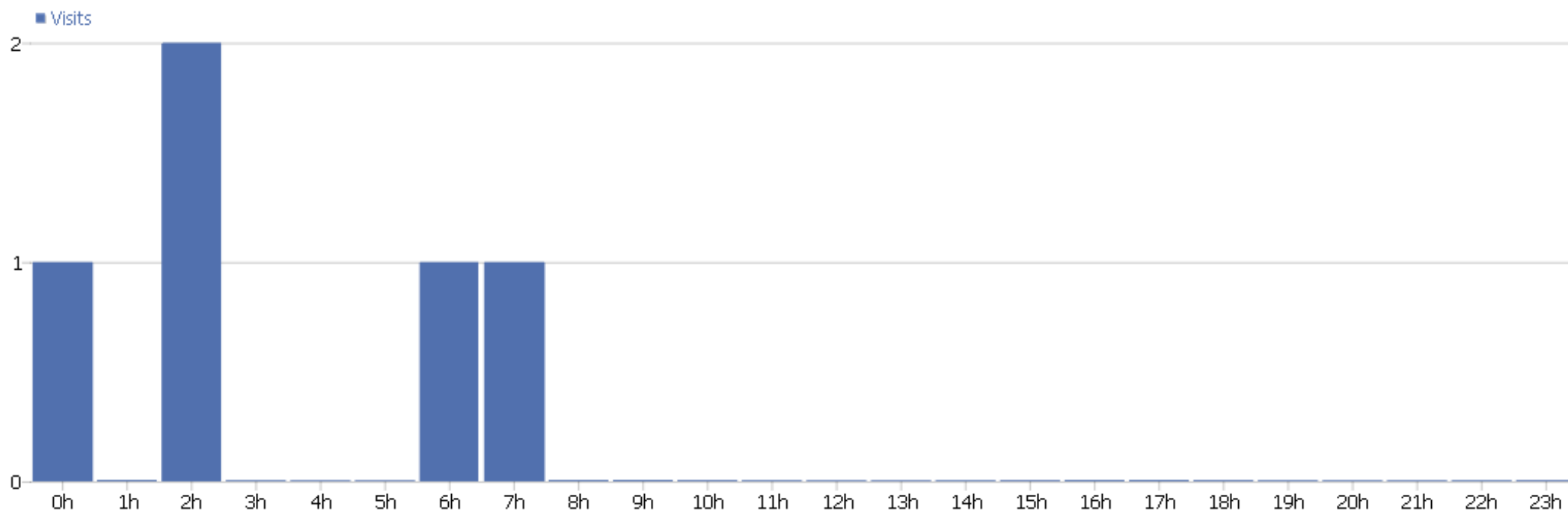
Website	Visits	Actions	Revenue	Conversions	Ecommerce Orders	Product Revenue
Piwik test	5	16	\$ 13361.11	5	4	\$ 13351.11
Piwik test	1	0	\$ 250	1	0	\$ 0

# 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

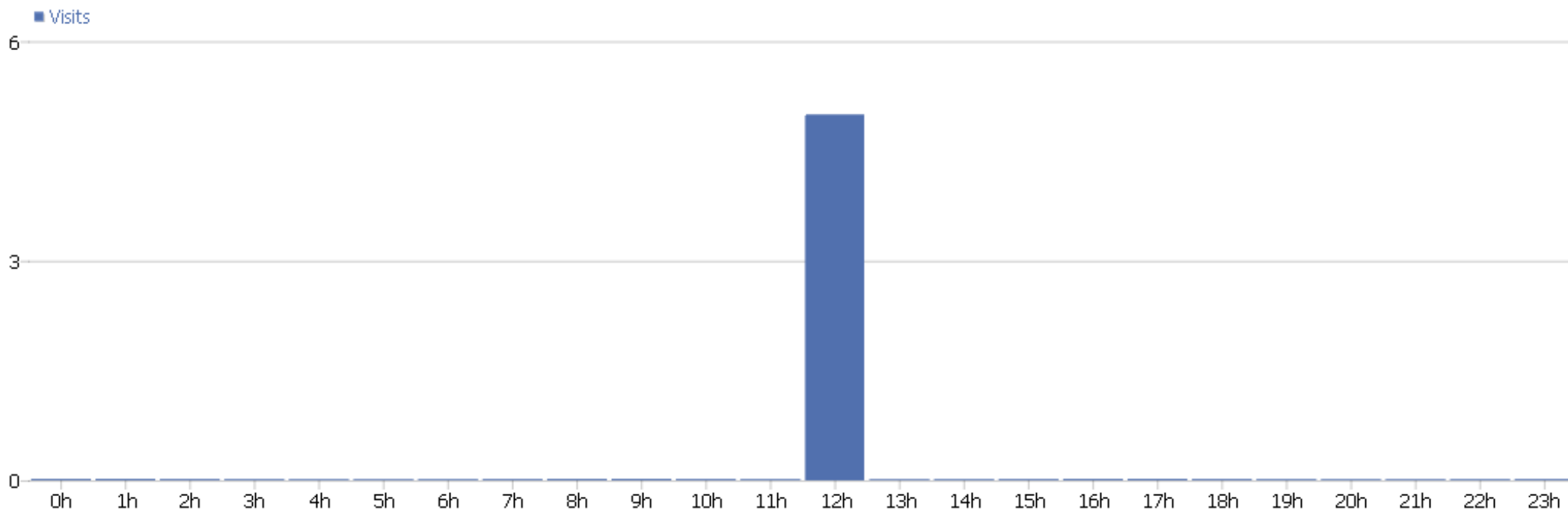
## Visits by server time



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

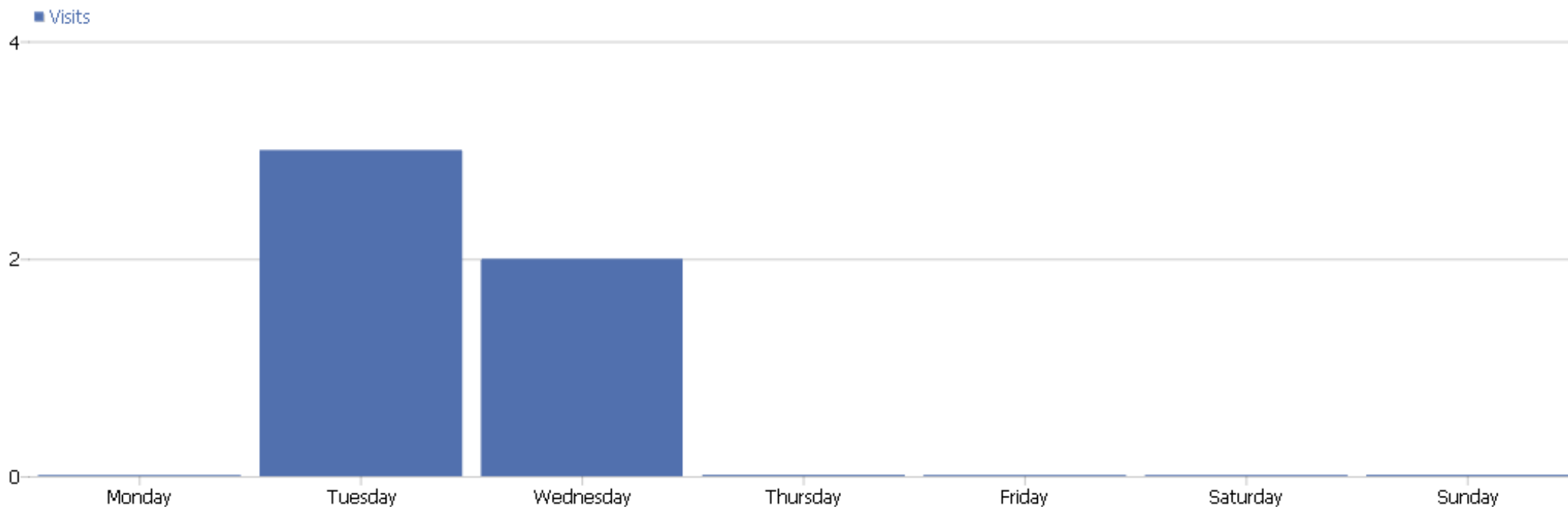
## Visits by local time



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%

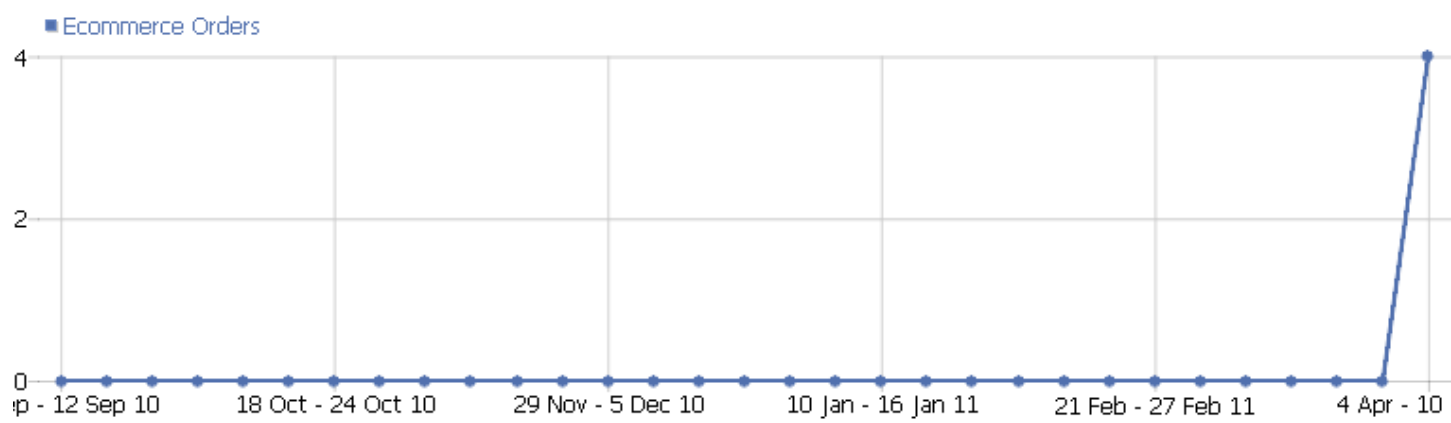
## Visits by Day of Week



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%

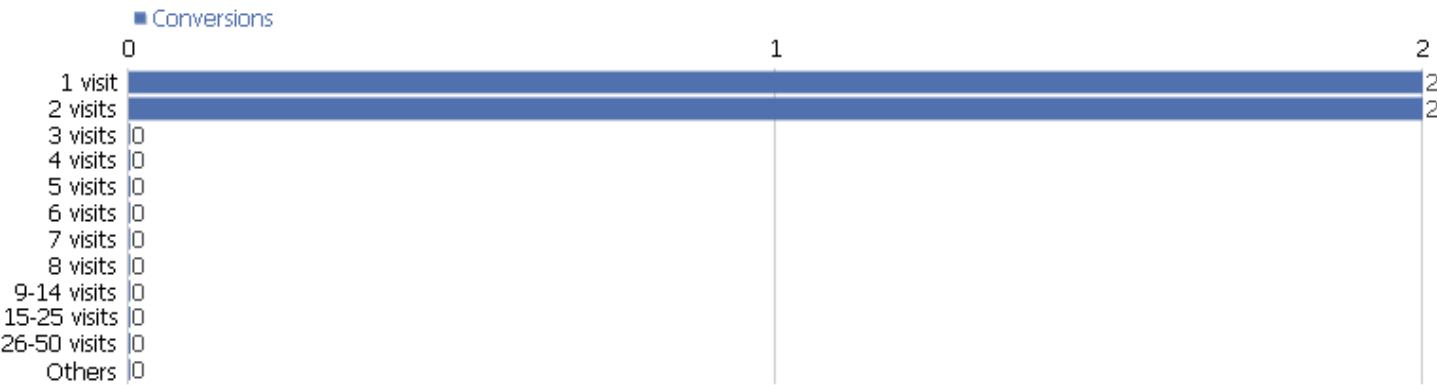


# Ecommerce Orders



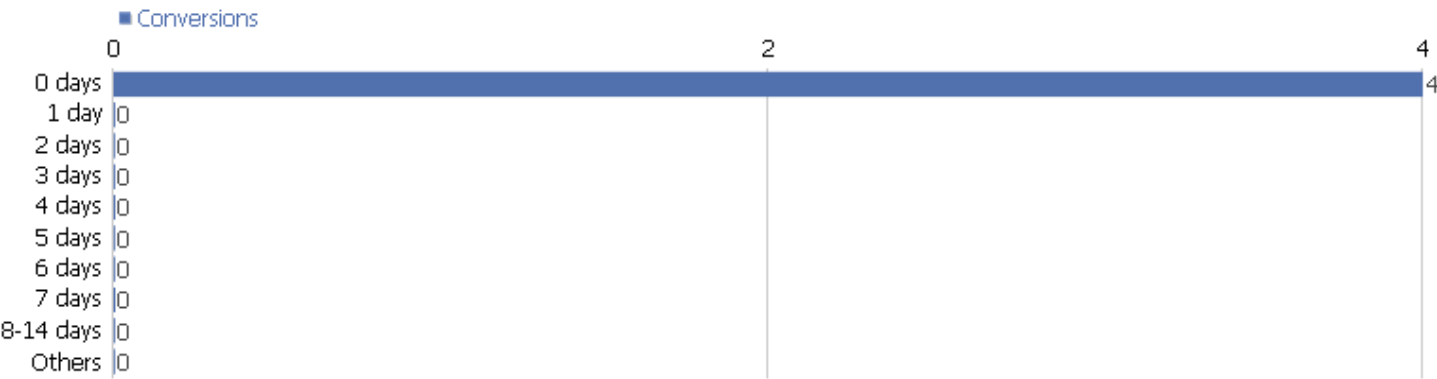
Name	Value
Ecommerce Orders	4
Visits with Conversions	2
Conversion Rate	40%
Revenue	\$ 13351.11
Subtotal	\$ 2700
Tax	\$ 531
Shipping	\$ 120.11
Discount	\$ 686
Purchased Products	12
Average Order Value	\$ 3337.78

# Ecommerce Orders - Visits to Conversion



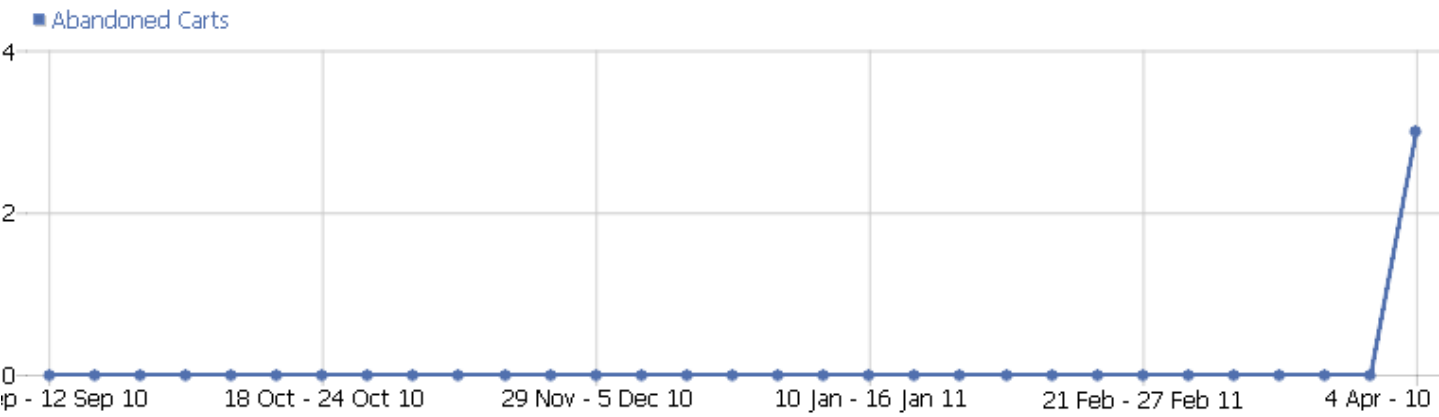
Visits to Conversion	Conversions
1 visit	2
2 visits	2
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0

# Ecommerce Orders - Days to Conversion



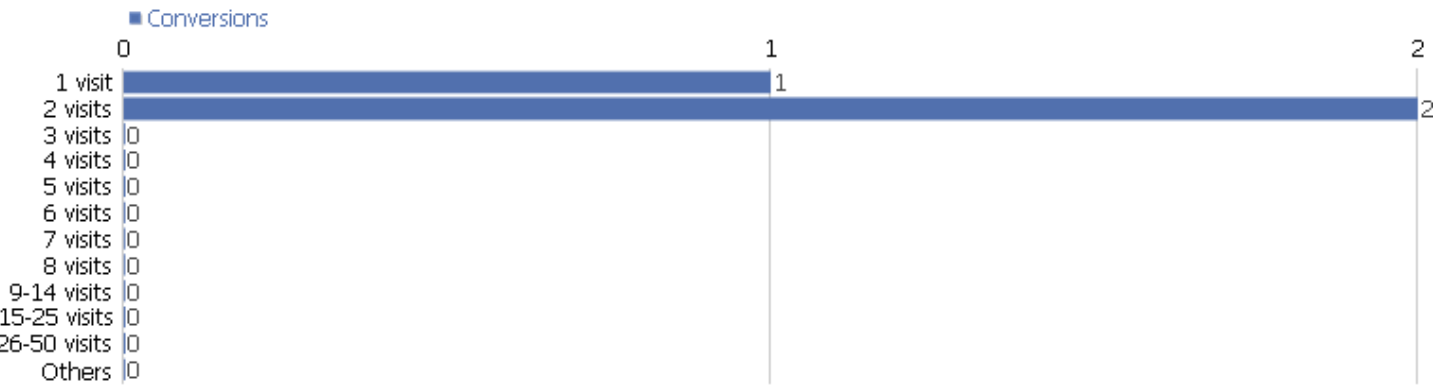
Days to Conversion	Conversions
0 days	4
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

# Abandoned Carts



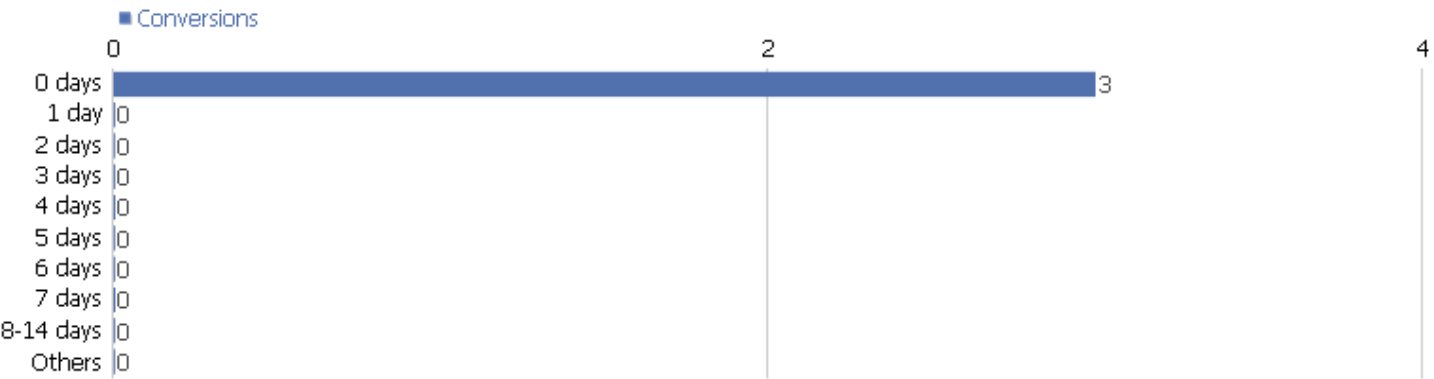
Name	Value
Abandoned Carts	3
Conversion Rate	60%
Revenue left in cart	\$ 7530.33
Products left in cart	12

# Abandoned Carts - Visits to Conversion



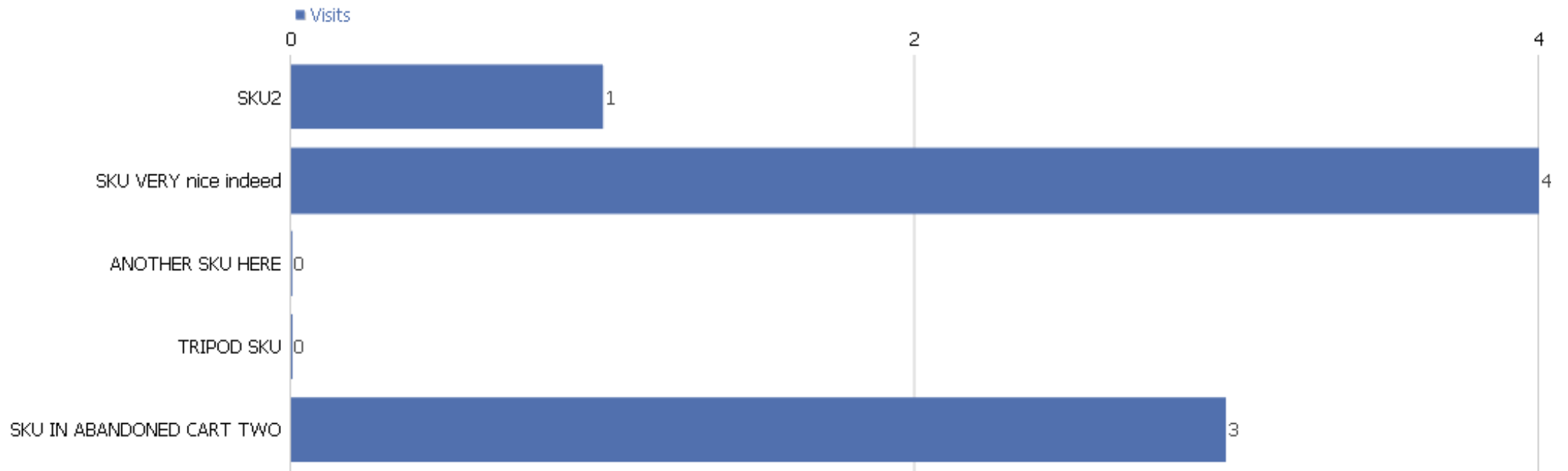
Visits to Conversion	Conversions
1 visit	1
2 visits	2
3 visits	0
4 visits	0
5 visits	0
6 visits	0
7 visits	0
8 visits	0
9-14 visits	0
15-25 visits	0
26-50 visits	0
51-100 visits	0
101+ visits	0

# Abandoned Carts - Days to Conversion



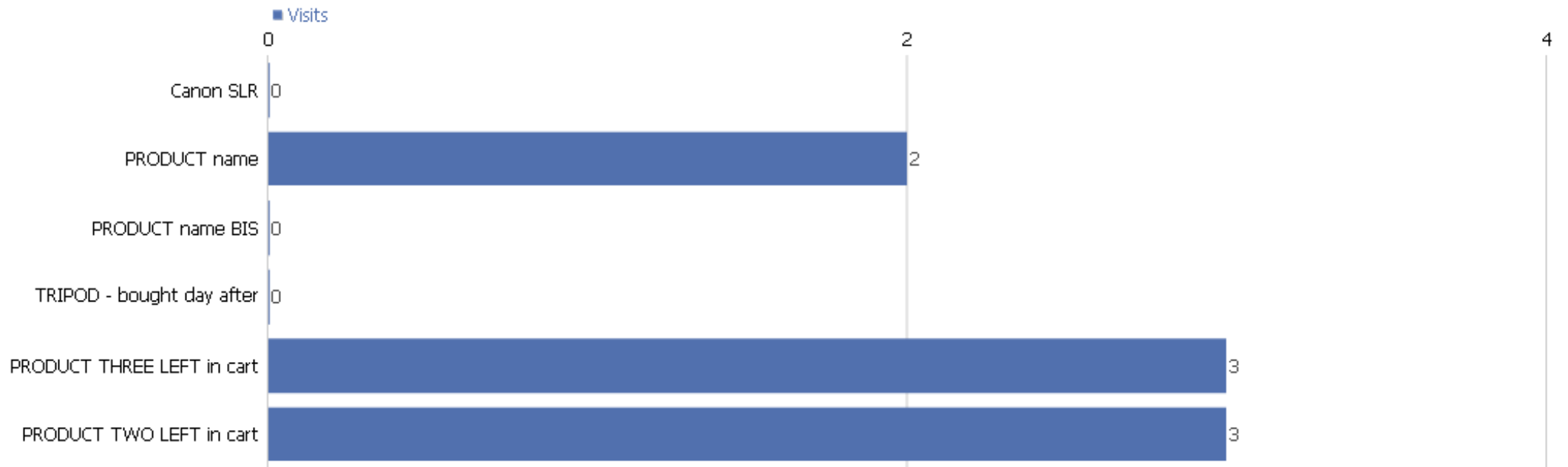
Days to Conversion	Conversions
0 days	3
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

## 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%

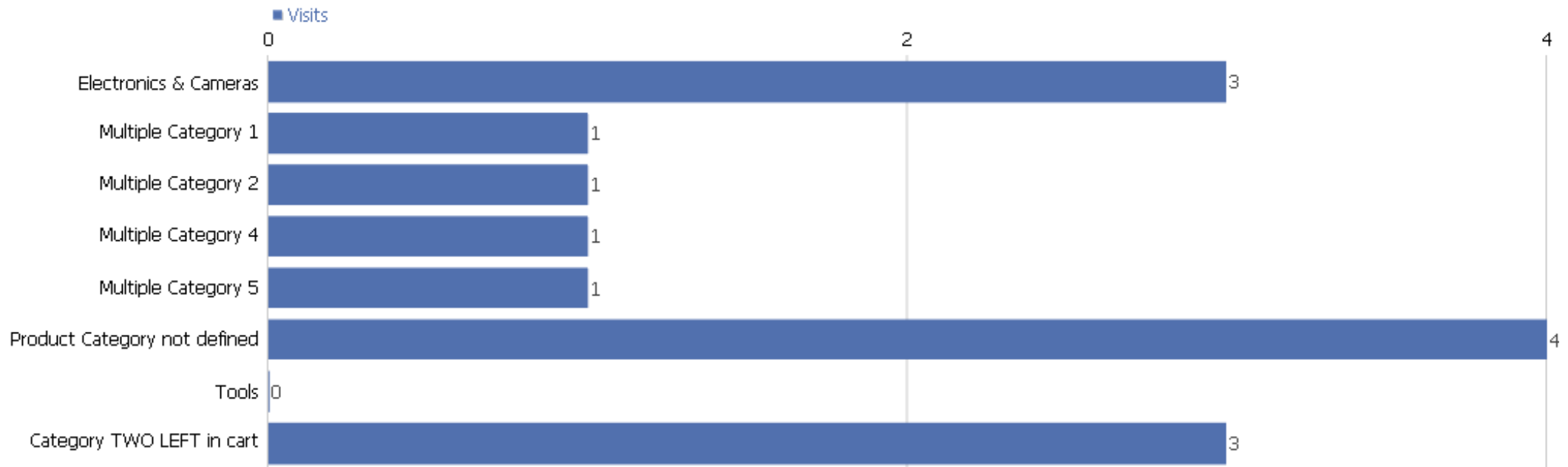
## Product Name



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%

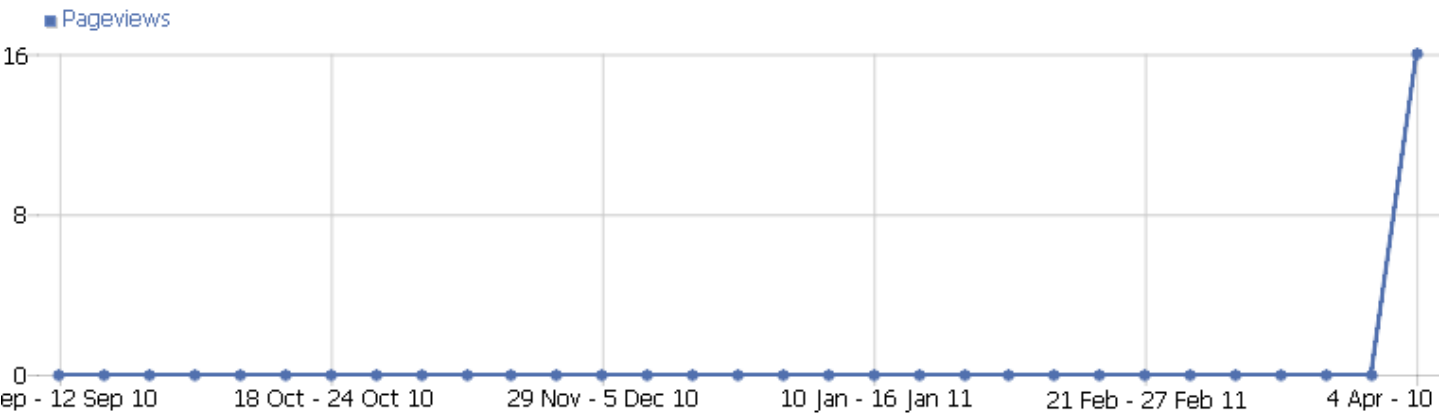


## Product Category



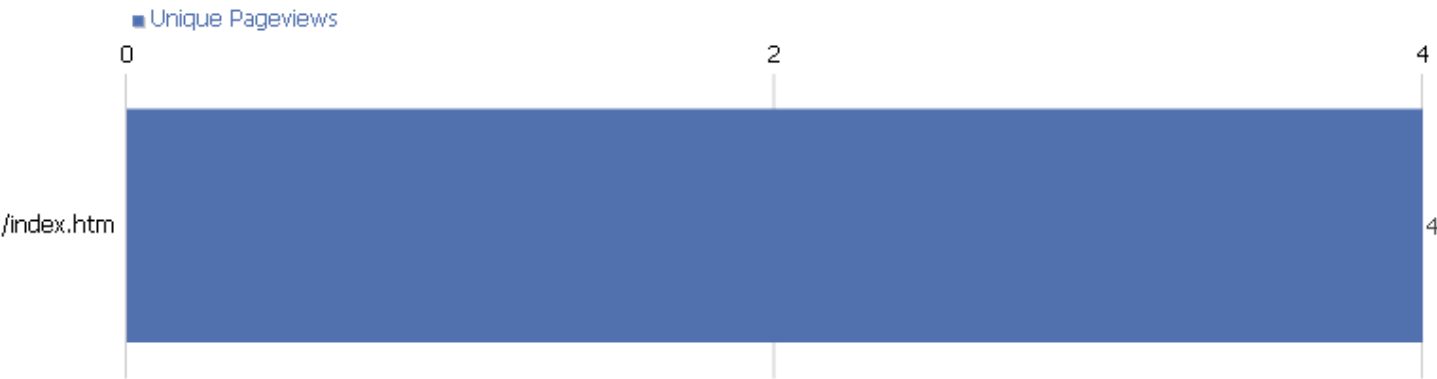
Product Category	Product Revenue	Quantity	Unique Purchases	Average Price	Average Quantity	Visits	Product Conversion Rate
Electronics & Cameras	\$ 2500	3	2	1000	1.5	3	66.67%
Multiple Category 1	\$ 1000	2	1	500	2	1	100%
Multiple Category 2	\$ 1000	2	1	500	2	1	100%
Multiple Category 4	\$ 1000	2	1	500	2	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



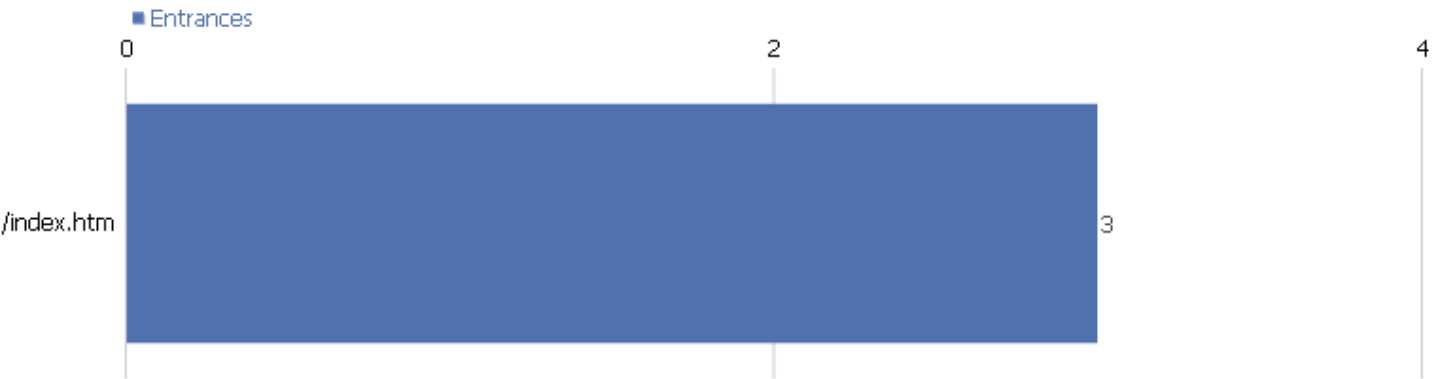
Name	Value
Pageviews	16
Unique Pageviews	4
Downloads	0
Unique Downloads	0
Outlinks	0
Unique Outlinks	0

# Page URLs



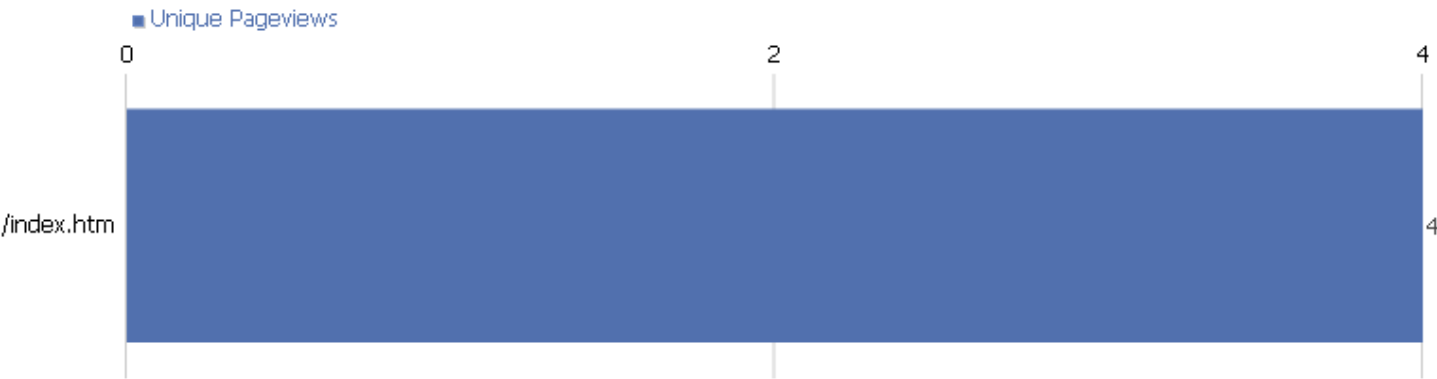
Page URL	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate
/index.htm	16	4	0%	00:13:30	100%

# Entry pages



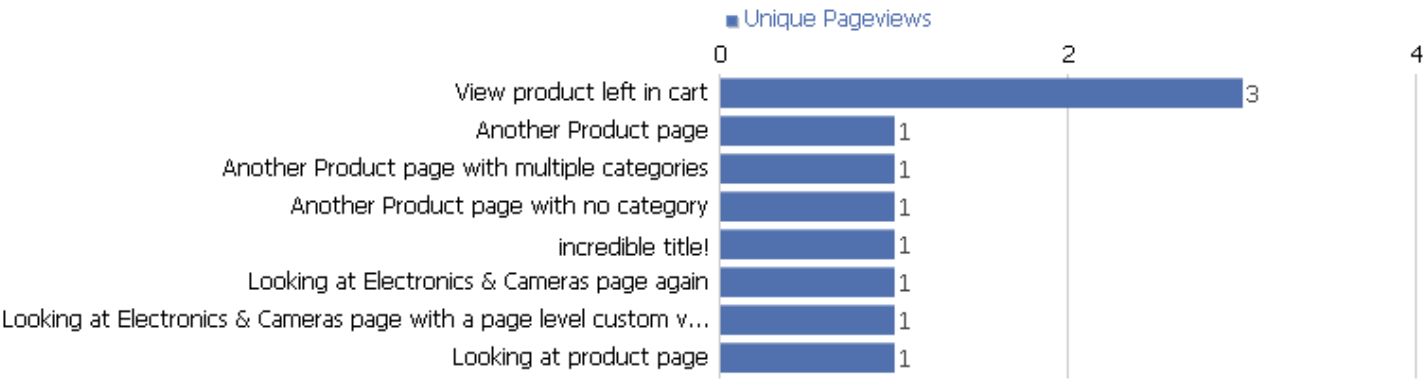
Page URL	Entrances	Bounces	Bounce Rate
/index.htm	3	0	0%

# Exit pages



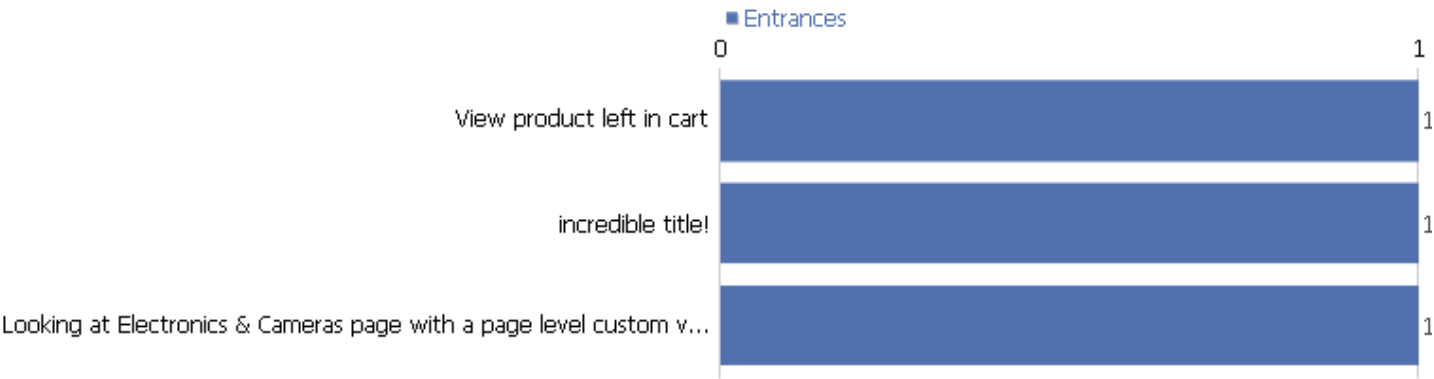
Page URL	Exits	Unique Pageviews	Exit rate
/index.htm	4	4	100%

# Page titles



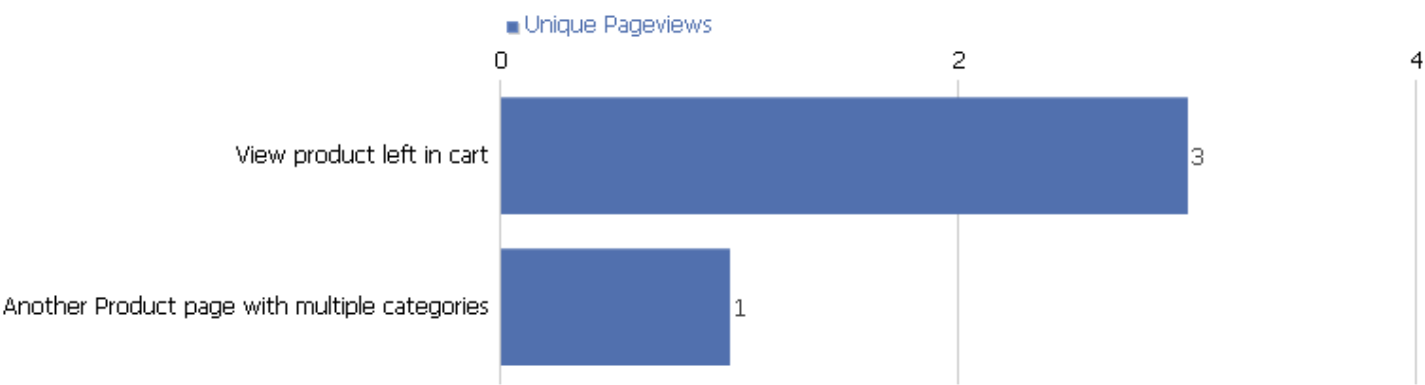
Page Name	Pageviews	Unique Pageviews	Bounce Rate	Avg. time on page	Exit rate
View product left in cart	9	3	0%	00:06:00	100%
Another Product page	1	1	0%	00:06:00	0%
Another Product page with multiple categories	1	1	0%	00:00:00	100%
Another Product page with no category	1	1	0%	00:00:00	0%
incredible title!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

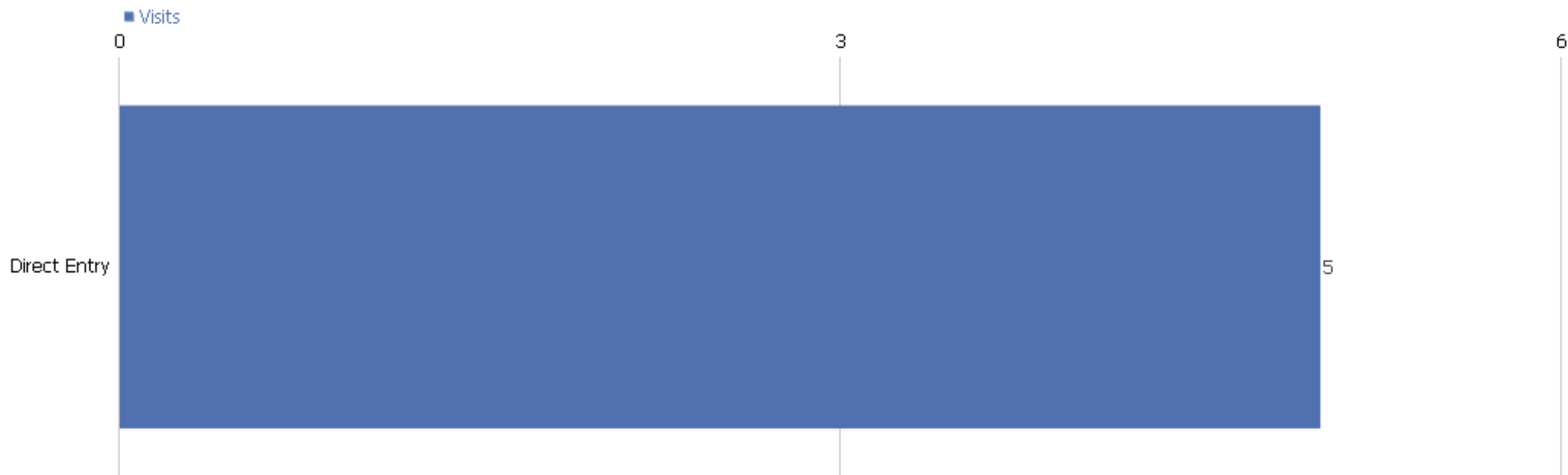
There is no data for this report.

## 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.

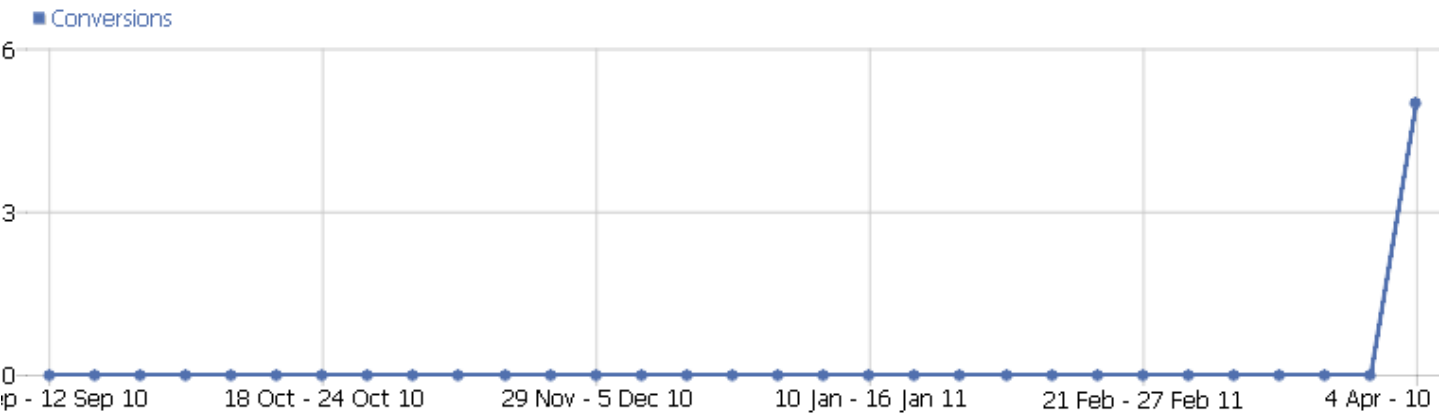
## Search Engines

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



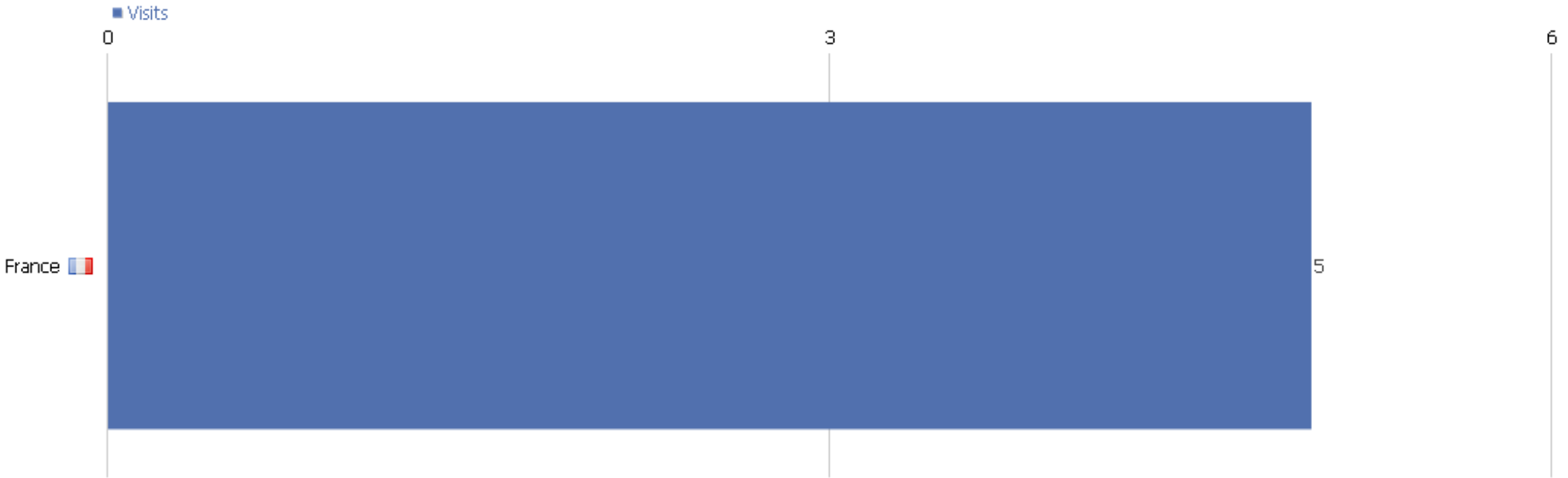
Visits to Conversion	Conversions	Revenue
1 visit	1	\$ 0
2 visits	0	\$ 0
3 visits	0	\$ 0
4 visits	0	\$ 0
5 visits	0	\$ 0
6 visits	0	\$ 0
7 visits	0	\$ 0
8 visits	0	\$ 0
9-14 visits	0	\$ 0
15-25 visits	0	\$ 0
26-50 visits	0	\$ 0
51-100 visits	0	\$ 0
101+ visits	0	\$ 0


# Days to Conversion



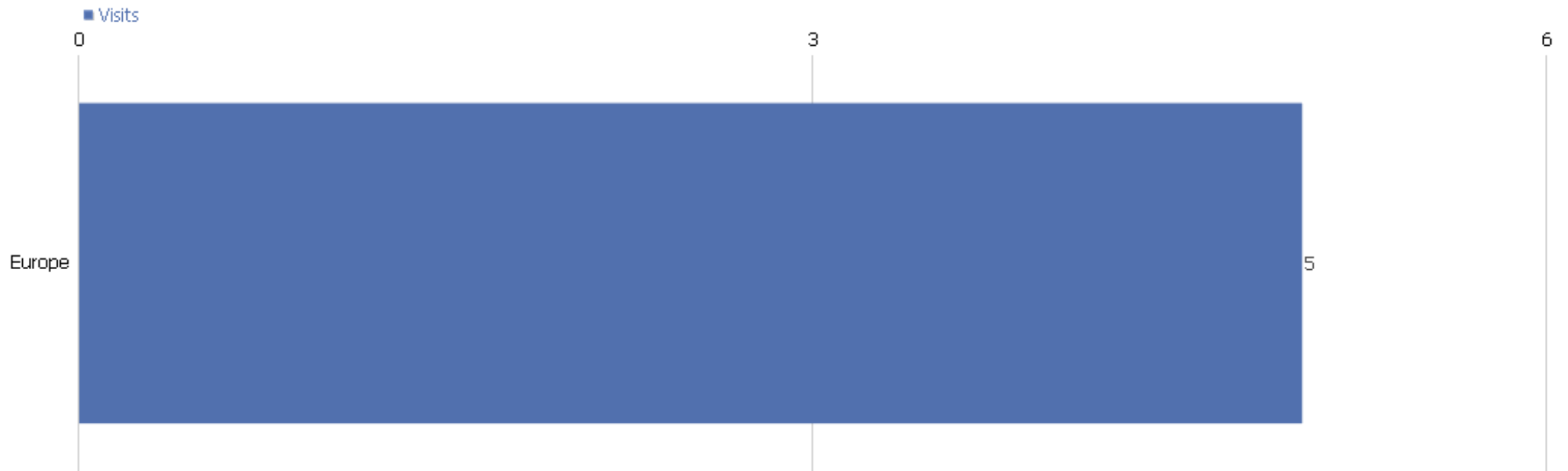
Days to Conversion	Conversions	Revenue
0 days	1	\$ 0
1 day	0	\$ 0
2 days	0	\$ 0
3 days	0	\$ 0
4 days	0	\$ 0
5 days	0	\$ 0
6 days	0	\$ 0
7 days	0	\$ 0
8-14 days	0	\$ 0
15-30 days	0	\$ 0
31-60 days	0	\$ 0
61-120 days	0	\$ 0
121-364 days	0	\$ 0
365+ days	0	\$ 0

## Country



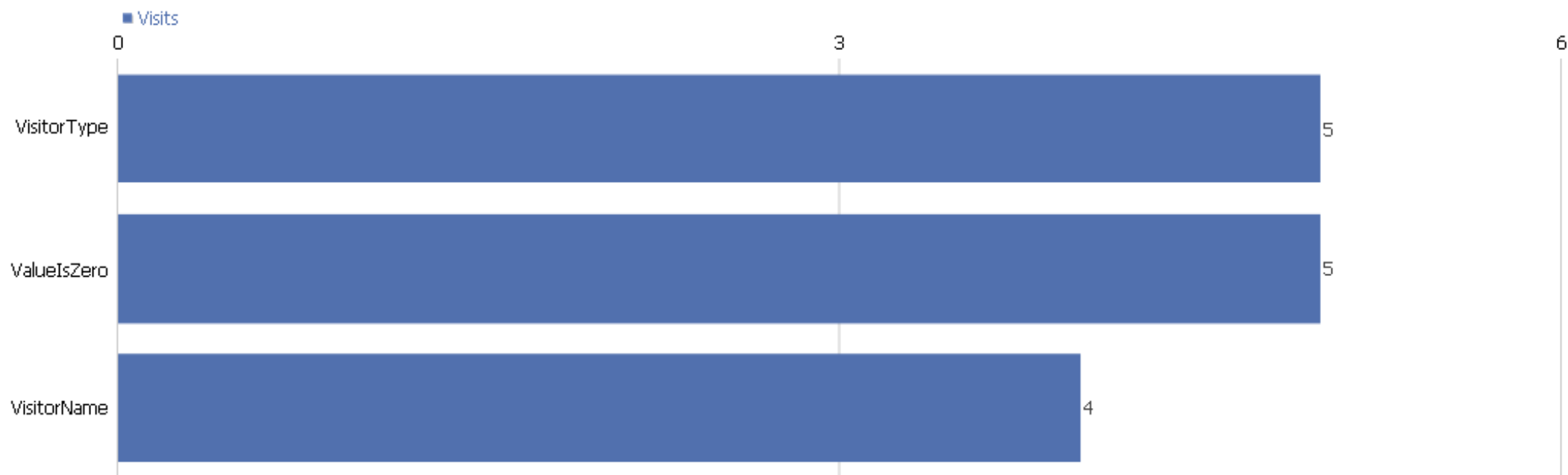
Country	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Revenue
 France	5	16	3.2	00:22:49	20%	\$ 13361.11

## 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

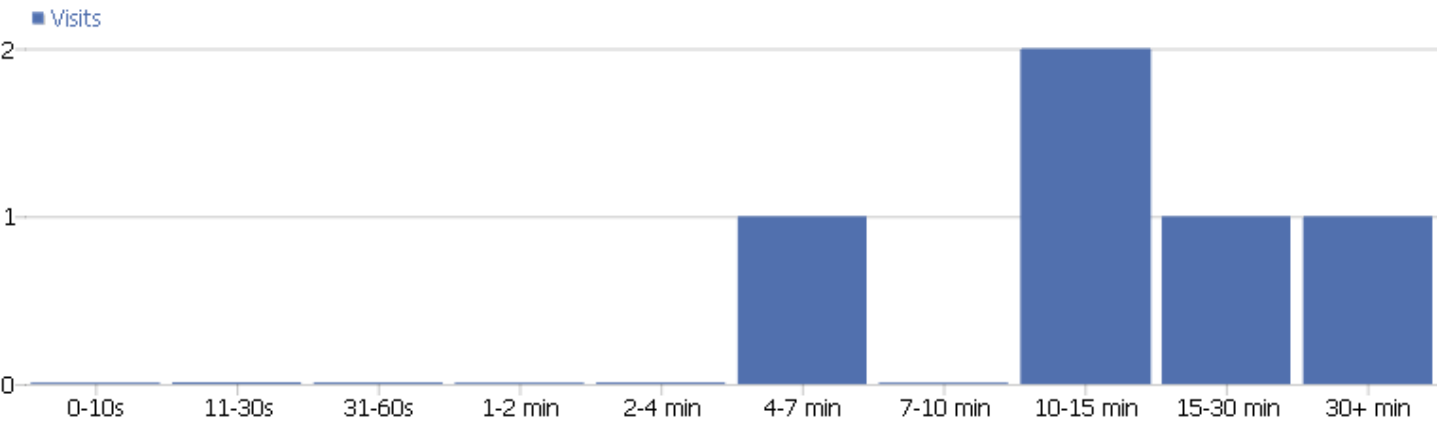
## Custom Variables



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



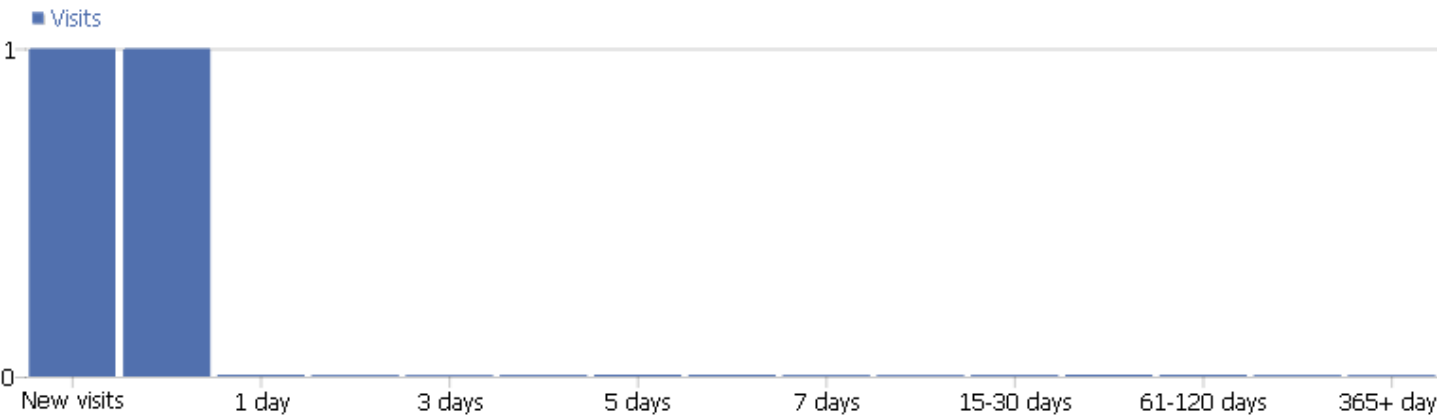
Pages per visit	Visits
1 page	0
2 pages	0
3 pages	2
4 pages	1
5 pages	0
6-7 pages	1
8-10 pages	0
11-14 pages	0
15-20 pages	0
21+ pages	0

# Visits by visit number



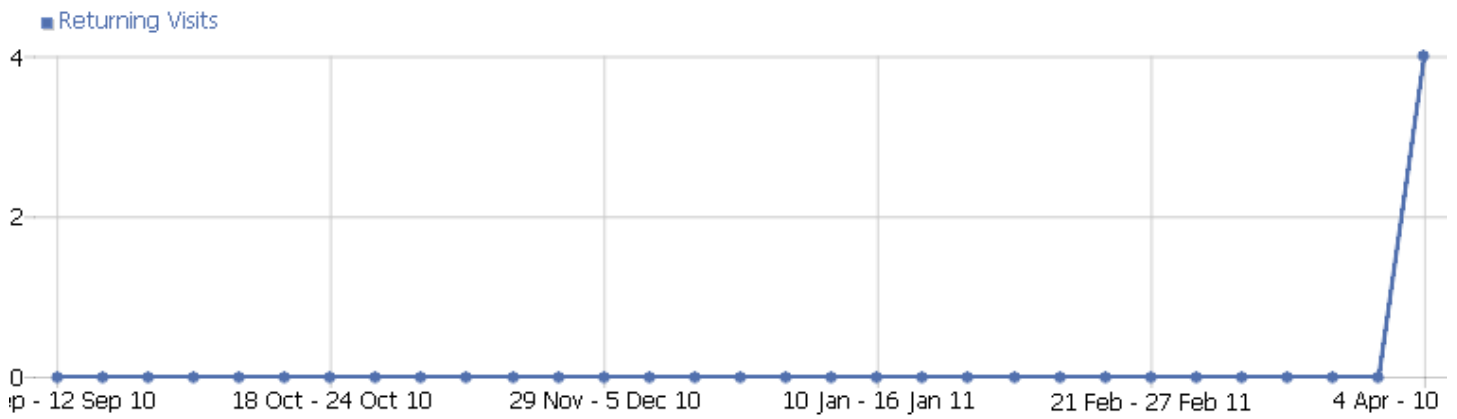
Visits by visit number	Visits	% Visits
1 visit	3	60%
2 visits	2	40%
3 visits	0	0%
4 visits	0	0%
5 visits	0	0%
6 visits	0	0%
7 visits	0	0%
8 visits	0	0%
9-14 visits	0	0%
15-25 visits	0	0%
26-50 visits	0	0%
51-100 visits	0	0%
101-200 visits	0	0%
201+ visits	0	0%

# Visits by days since last visit



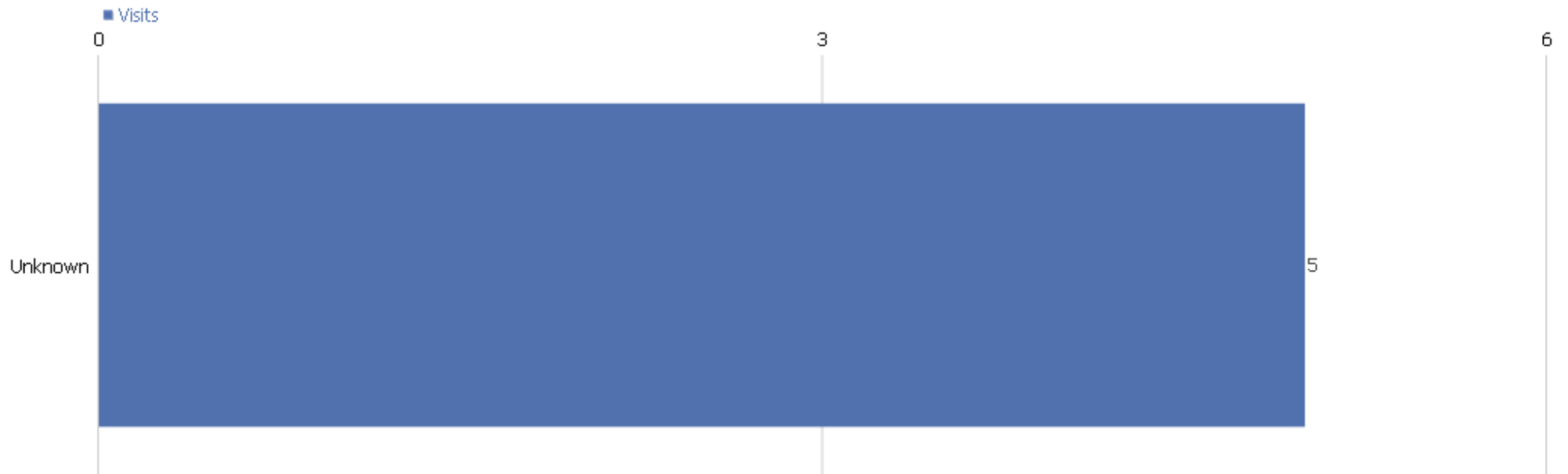
Visits by days since last visit	Visits
New visits	1
0 days	1
1 day	0
2 days	0
3 days	0
4 days	0
5 days	0
6 days	0
7 days	0
8-14 days	0
15-30 days	0
31-60 days	0
61-120 days	0
121-364 days	0
365+ days	0

## Returning Visits



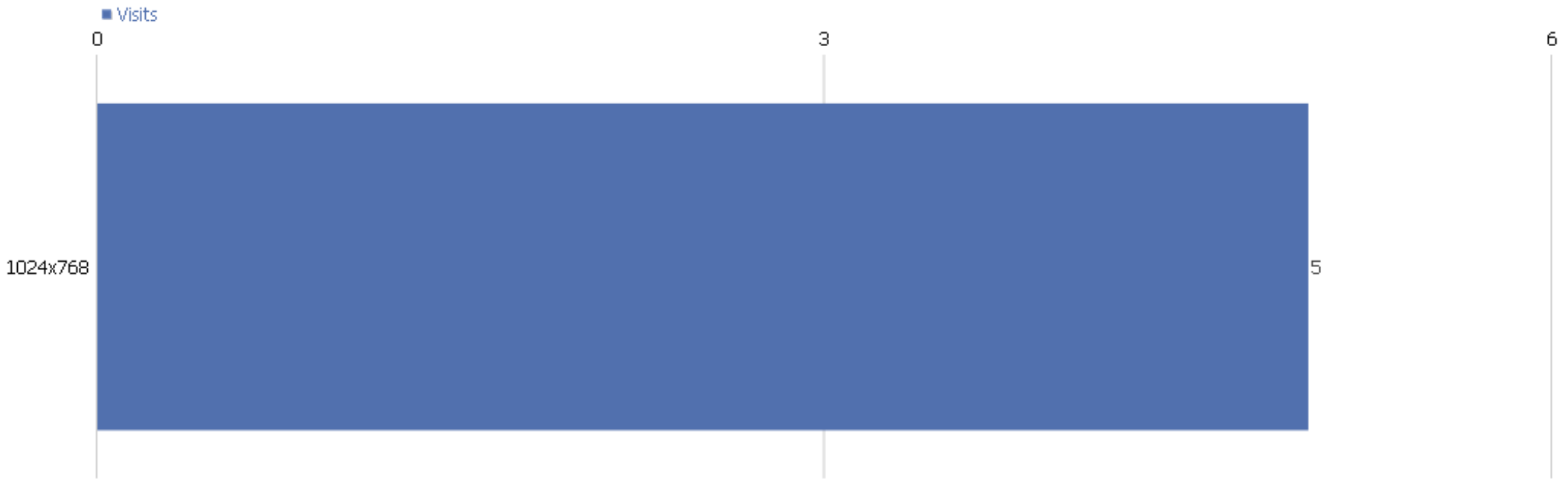
Name	Value
Returning Visits	4
Actions by Returning Visits	12
Bounce Rate for Returning Visits	25%
Avg. Actions per Returning Visit	3
Avg. Duration of a Returning Visit (in sec)	00:25:32
Unique returning visitors	0

## Provider



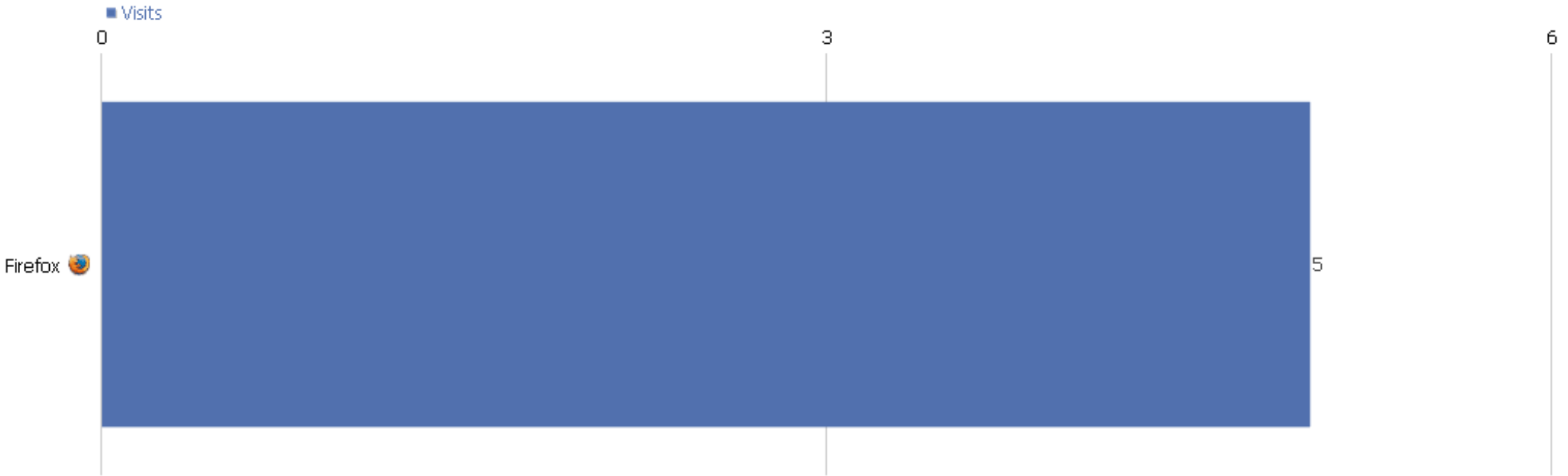
Provider	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Unknown	5	16	3.2	00:22:49	20%	80%


## Screen resolutions



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

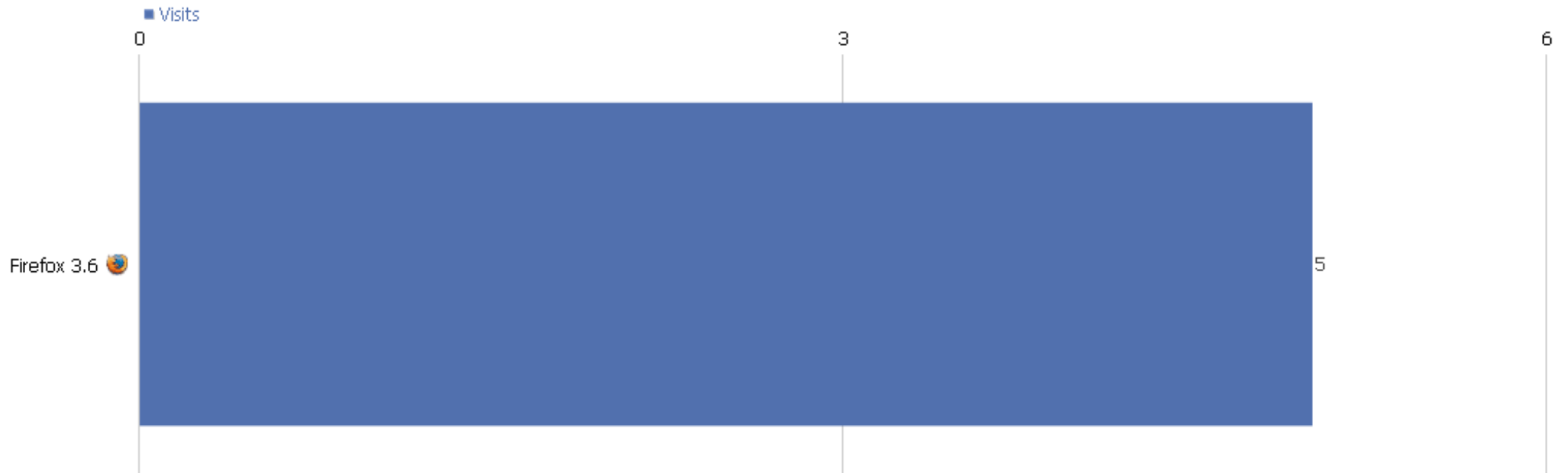
## Visitor browsers




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

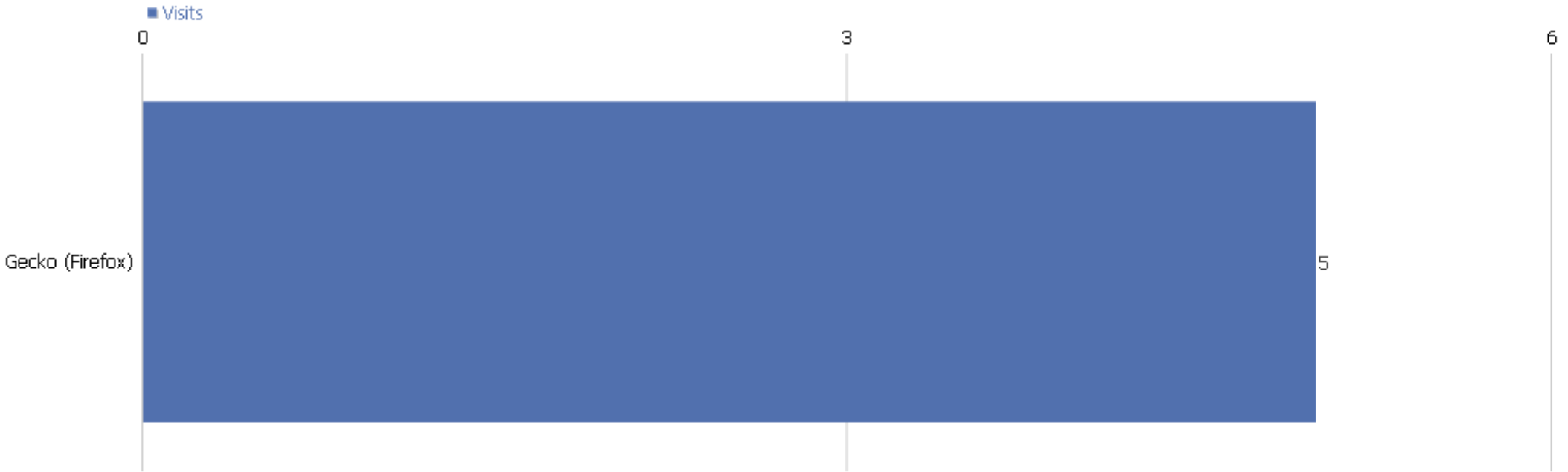


## Browser version



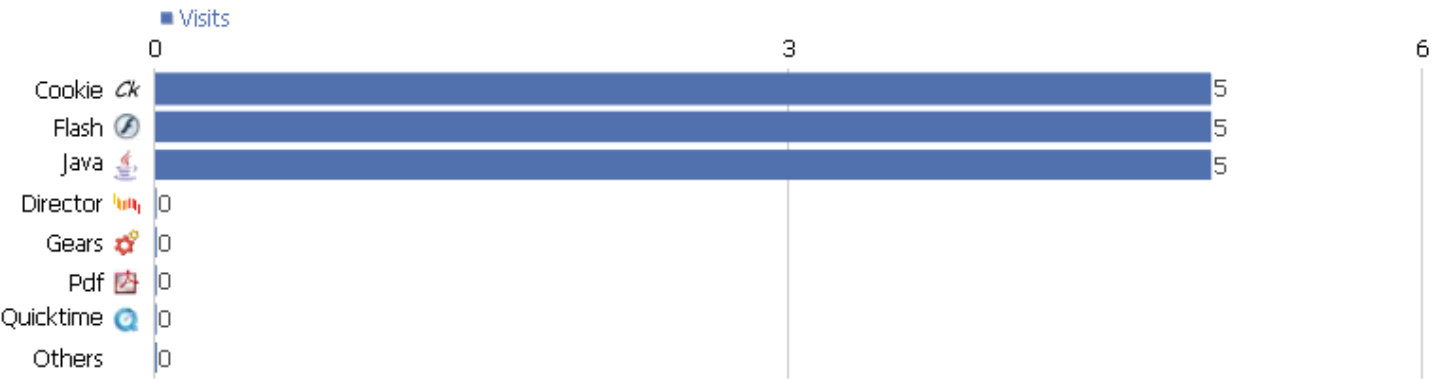
Browser version	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Firefox 3.6	5	16	3.2	00:22:49	20%	80%

## Browsers by family



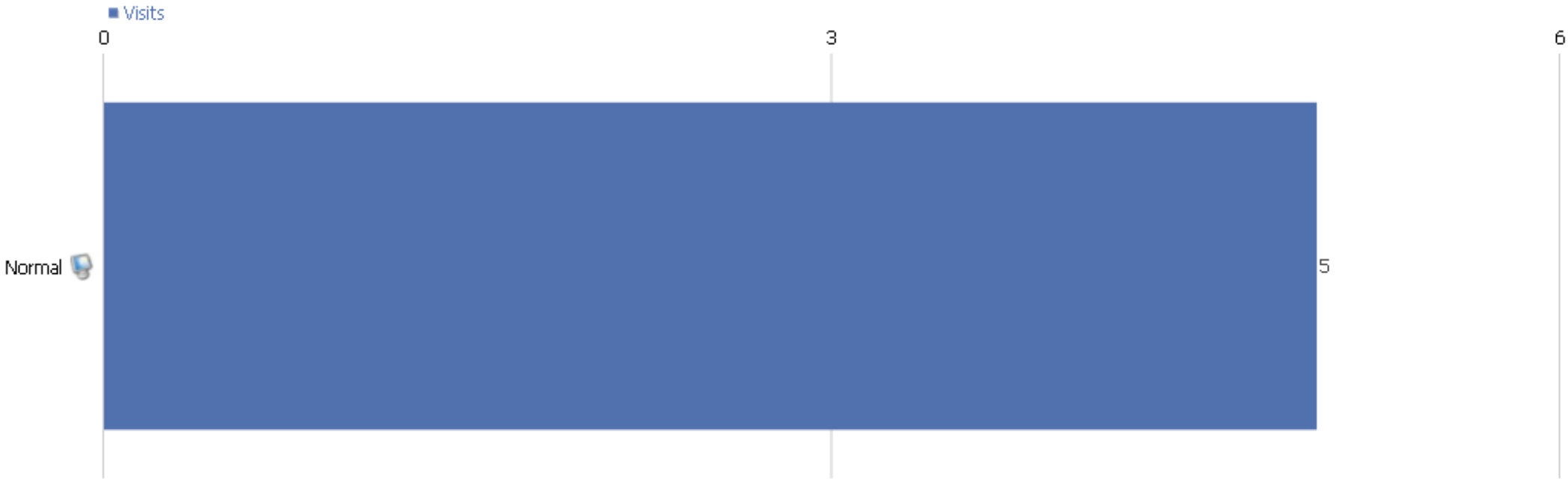
Browser family	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Gecko (Firefox)	5	16	3.2	00:22:49	20%	80%


# List of Plugins



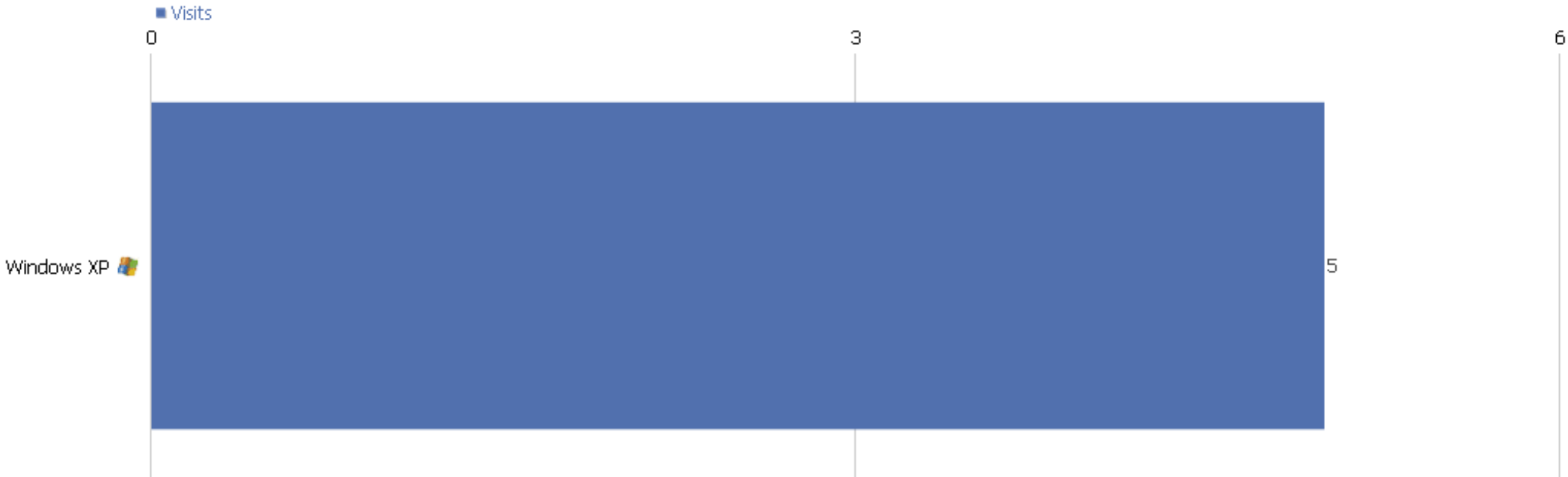
Plugin	Visits	% Visits
 Cookie	5	100%
 Flash	5	100%
 Java	5	100%
 Director	0	0%
 Gears	0	0%
 Pdf	0	0%
 Quicktime	0	0%
 Realplayer	0	0%
 Silverlight	0	0%
 Windowsmedia	0	0%


## Normal / Widescreen



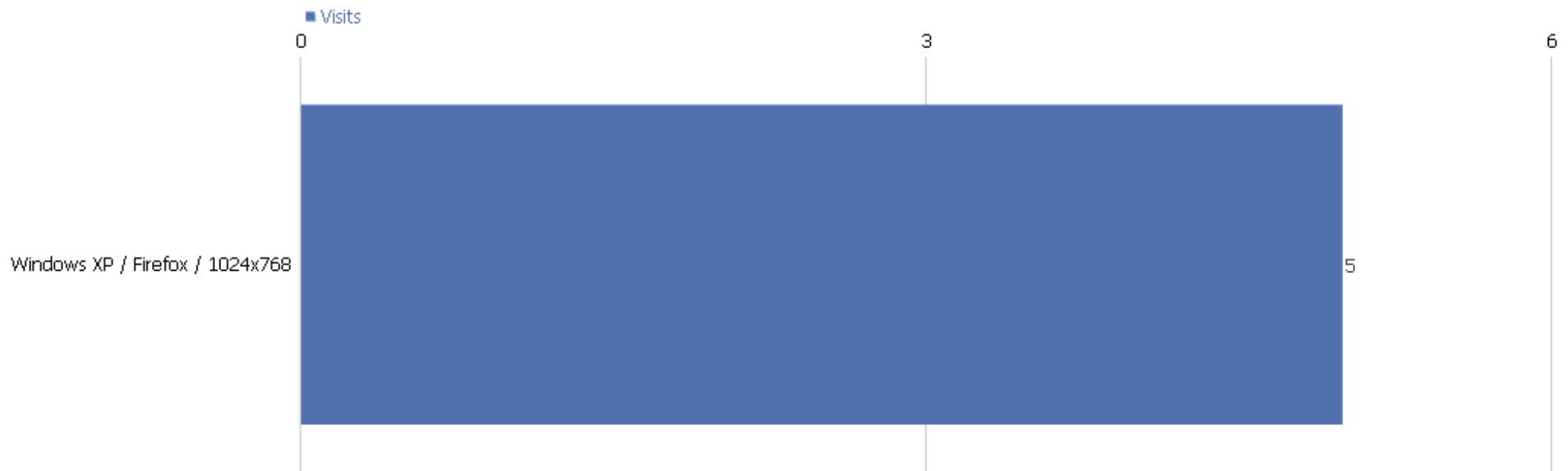
Type of screen	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Normal	5	16	3.2	00:22:49	20%	80%

## Operating systems



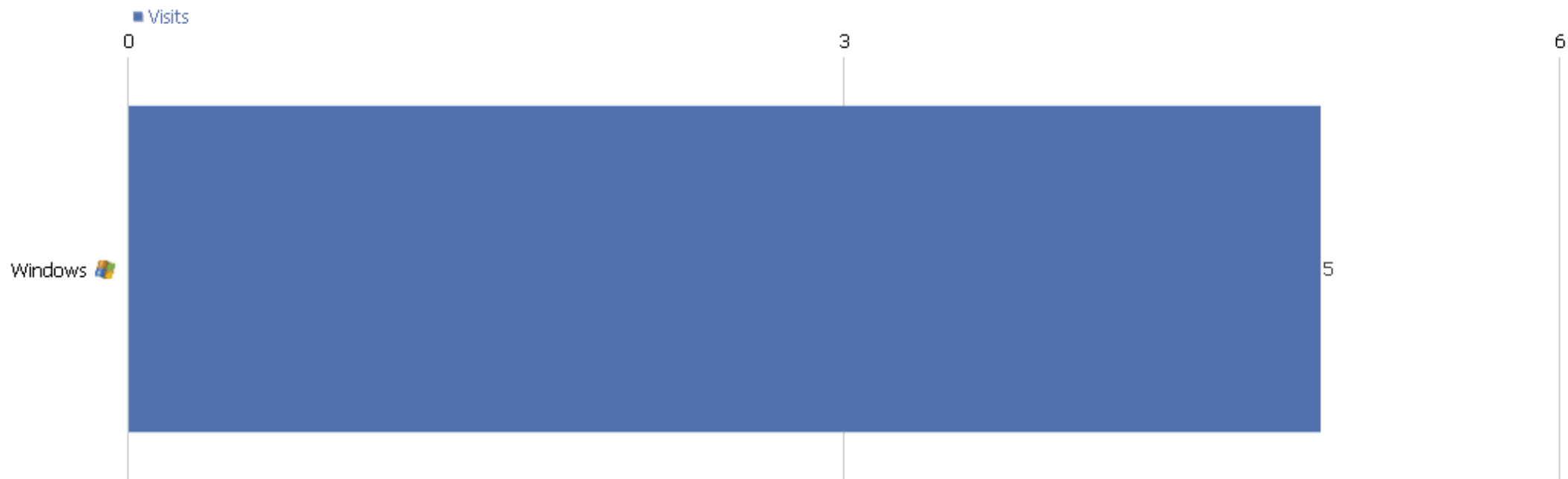
Operating system	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
 Windows XP	5	16	3.2	00:22:49	20%	80%


## Global visitors configuration



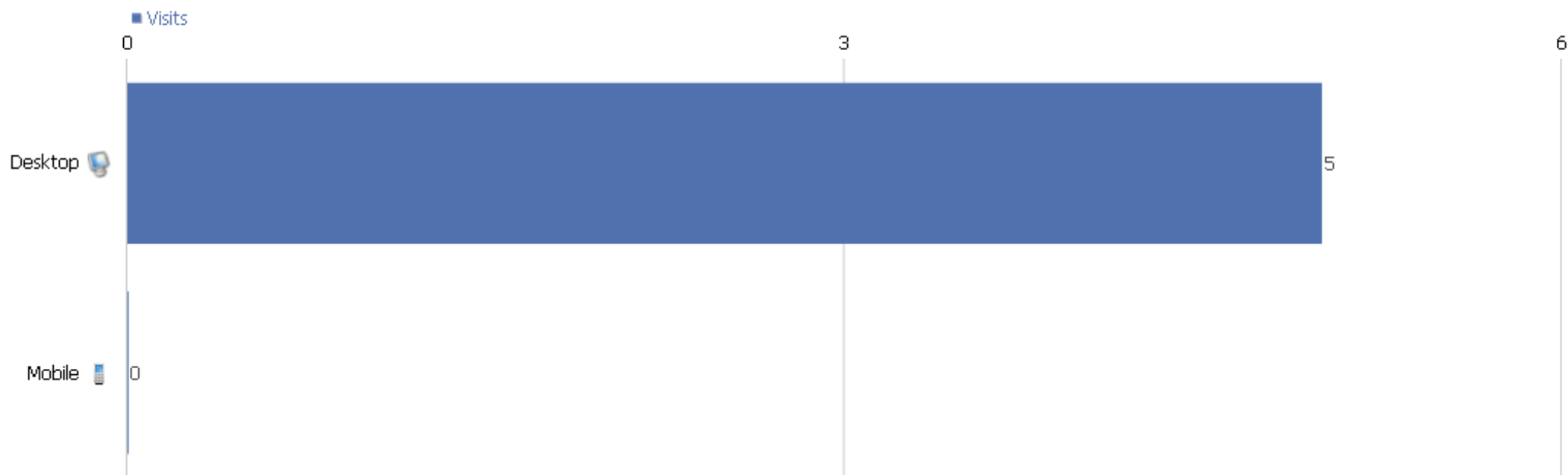
Configuration	Visits	Actions	Actions per Visit	Avg. Time on Website	Bounce Rate	Conversion Rate
Windows XP / Firefox / 1024x768	5	16	3.2	00:22:49	20%	80%



## 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%