



Webtrekk **CAMPUS**



Basic metrics


1	Calculation of metrics and formulas
1.1	Traffic analysis
1.2	Page analysis

The following examples show you how metrics and formulas are reported in Webtrekk.

- The calculation of the following metrics and formulas is explained:
 - Visitors
 - Browsers, Unique
 - Visits
 - Page Impressions
 - Entries
 - Average page visit length
 - Exits
 - Exit rate %
 - Bounces
 - Bouncerate %
 - Active Users daily (DAU)
 - Active Users weekly (WAU)

1.1 Traffic analysis

A visitor opens the following pages on 26 June:



Page	Time
home	11:58
search	11:59
product_view	12:00
cart	13:03
payment_method	13:04
order_confirmation	13:05
home	13:06

Analysis: "Visitors > Traffic"


Days ▲	Visitors	Visits	Page Impressions
2013-06-26	1	2	7






If a visitor does not perform an action for more than 30 minutes (e.g. open a page), the visit is terminated. Later access therefore creates a new visit.

1.1 Traffic analysis

A user visits the site via a mobile phone and laptop and logs in on each.




	Page	Time	CustomerID
	mobile.home	07:58	
	mobile.product_view	07:59	
	<i>mobile.login</i>	08:00	123
	mobile.watchlist	08:01	
	home	08:05	
	<i>login</i>	08:06	123
	watchlist	08:07	
	basket	08:08	

 Extensive information on cross-device visitor recognition can be found in the training chapter “User-centric tracking”.

Analysis: “Visitors > Traffic”

Days ▲	Browsers, Unique	Visitors	Visits
2013-06-26	2	1	2

 “Browsers, Unique” shows the number of visitors per browser or end device used.
“Visitors” enables cross-browser analysis. This requires a unique CustomerID to be provided in each case, which is generally done on the login page.
“Visits” are always calculated on a per-browser/end device basis.

1.1 Traffic analysis

The following pages were opened on 26 June. A login is performed twice in this visit using different user accounts.



Page	Time	CustomerID
home	07:58	
product view	07:59	
<i>login</i>	08:00	123
watchlist	08:01	
<i>login</i>	08:05	456

Analysis: "Visitors > Traffic"


Days ▲	Browsers, Unique	Visitors	Visits
2013-06-26	1	2	2




As soon as a different CustomerID is sent during a visit, a new visitor and visit are measured.
 "Browsers, Unique" always counts on a per-browser basis and therefore does not change.

1.1 Traffic analysis

Two visitors initiate the following visits on 26 June:



Page	Time
home	11:58
search	11:59
product view	12:00
cart	13:03
payment method	13:04
order confirmation	13:05
home	13:06



Page	Time
home	23:58
product view	00:02
product view	00:03

Analysis: Day view

Days ▲	Visitors	Visits	Entries	Page Impressions
2013-06-26	2	3	3	8
2013-06-27	1	1	-	2

Analysis: Month view

Months ▲	Visitors	Visits	Entries	Page Impressions
2013-06	2	3	3	10



“Entries” refers to the date at which the visit began.

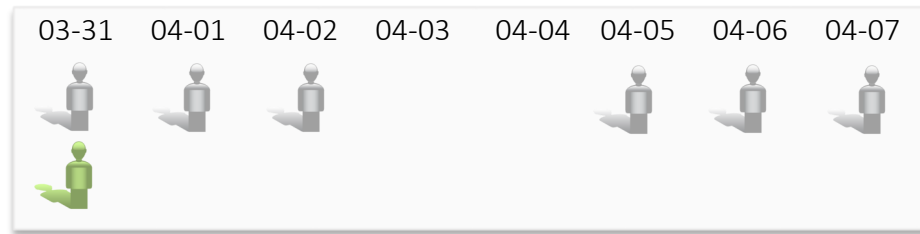
“Visits” describes the length of time from the entrance until the exit.

1.1 Traffic analysis

In Webtrekk Analytics active users are being calculated per day, week and month.

- „Active Users daily (DAU)“: The amount of unique visitors on the respective day.
- „Active Users weekly (WAU)“: The amount of unique visitors within the last 7 days.
- „Active Users monthly (MAU)“: The amount of unique visitors within the last 30 days.

Example: 2 visitors have called the website on the following days:



Analysis: Visitors > Traffic

Days ▲	Active Users daily (DAU)	Active Users weekly (WAU)	Visitors
2016-04-06	1	2	1
2016-04-07	1	1	1

1.2 Page analysis

A visitor opens the following pages on 26 June:



Page	Time
home	11:58
search	11:59
product view	12:00
cart	13:03
order confirmation	13:04
home	13:05

Analysis: "Navigation > Pages > Pages"

No.	Pages	Visits	Page Impressions▼	Exit Rate %	Page Duration Avg
1	home	2	2	50,00 %	00:00:45
2	order confirmation	1	1	0 %	00:01:00
3	cart	1	1	0 %	00:01:00
4	product view	1	1	100 %	00:00:30
5	search	1	1	0 %	00:01:00




"Exit Rate %" shows the ratio of exits to visits for a page.


"Page Duration Avg" shows how much time passed on average until the next page was opened. 30 seconds are used as a default value for the exit page.

1.2 Page analysis

Two visitors perform the following visits on 26 June:



Page	Time
home	11:58
product view	13:03
product view	13:04



Page	Time
product view	14:02
product view	15:10

Analysis: "Navigation > Pages > Pages"

No.	Pages	Visits▼	Entries	Bounces	Exits	Bouncerate %	Exit Rate %
1	product view	3	3	2	3	66,66 %	100,00 %
2	home	1	1	1	1	100,00 %	100,00 %







"Bounces" are users who have only visited one page during their visit.



"Bouncerate %" shows the number of bounces relative to the entries.

1.2 Page analysis

Four visitors open the following pages:

	Page	Time		Page	Time
	home	10:57		home	14:02
	search	10:58		search	14:05
	home	11:34		home	14:09
	search	11:35		search	14:10
	search	13:04			

Analysis: "Navigation > Pages > Pages"

No.	Pages	Visitors	Visits▼	Entries	Bouncerate %
1	home	4	4	4	0 % 
2	search	4	5	1	100 % 

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