



# Webtrekk CAMPUS



## Exercise 2 – Exercises concerning the filter engine

The following exercises are designed to teach you how to work with Webtrekk's filter engine.

If you intend to do these exercises in a group of people, you should first agree on a specific week for all analyses. This way comparing results will be easier.

Chosen calendar week: \_\_\_\_\_

You can check possible solutions in the appendix.

1. Within the browser analysis, limit the results to Firefox browsers.

Path to analysis:

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Filter:

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Notes:

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2. Within the browser analysis, limit the results to new visitors using Firefox as their browser.

Path to analysis:

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Filter:

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Notes:

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3. Which entry pages were used by new visitors using Firefox as their browser?

Path to analysis:

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Filter:

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Notes:

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4. Which browsers were used by users that reached a website goal and used a PC or laptop?

Path to analysis:

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Filter:

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Notes:

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5. Only display the page that was accessed the most often.

Path to analysis:

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Filter:

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Notes:

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6. How often was the most common page accessed if the second most common page was also accessed within the same visit?

Path to analysis:

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Filter:

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Notes:

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7. How often was the most common page accessed if the second most common page was accessed later within the same visit?

Path to analysis:

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Filter:

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Notes:

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8. How often was the most common page accessed if the second most common page was accessed directly afterwards within the same visit?

Path to analysis: \_\_\_\_\_

Filter: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

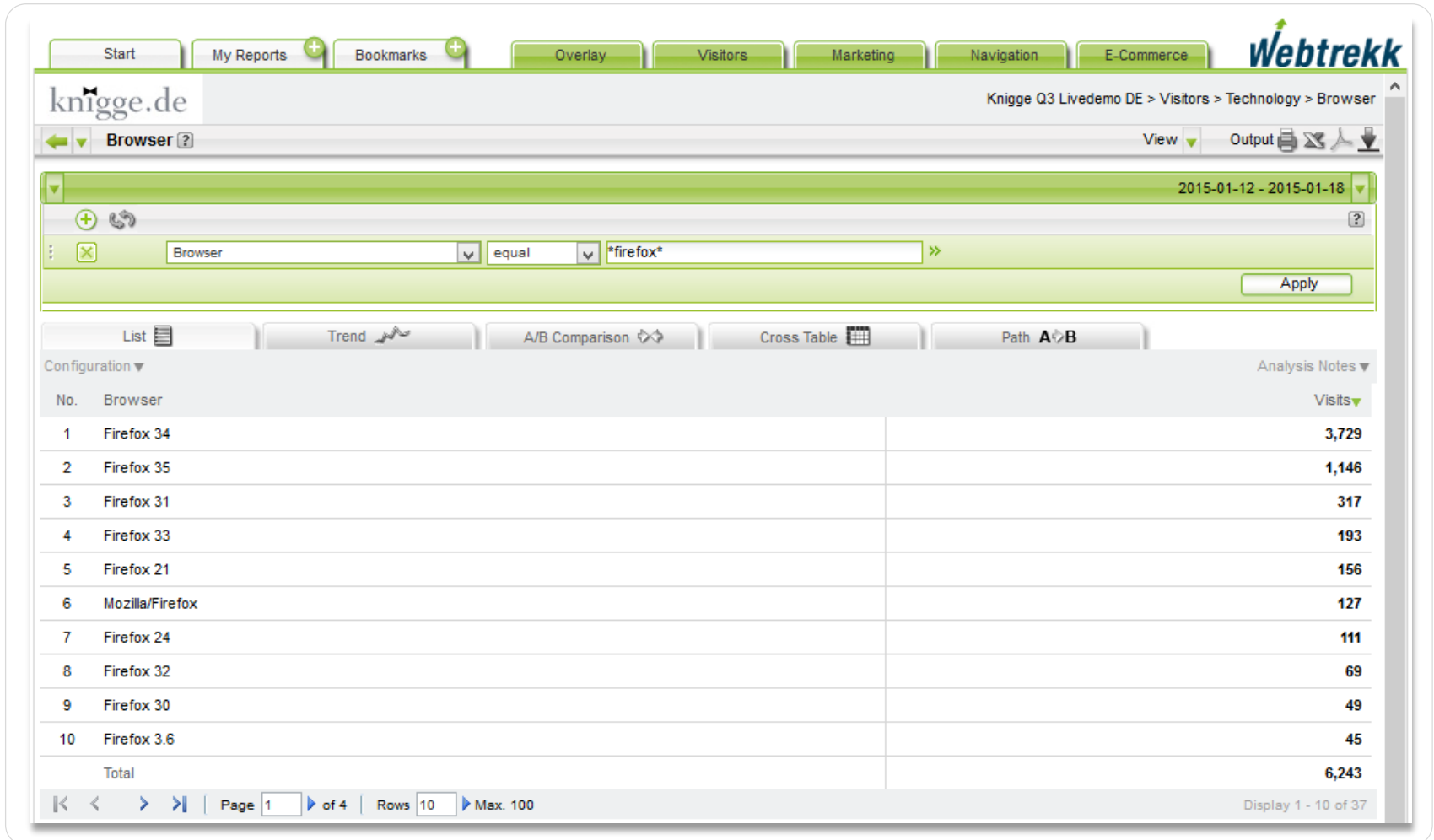
Notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_  
\_\_\_\_\_

Thank you for your interest in Webtrekk!

To help us improve the training documentation, we request an evaluation.  
Your feedback assists us with the further optimisation of the training documentation.



1. Within the browser analysis, limit the results to Firefox browsers.



The screenshot shows the Webtrekk interface for browser analysis. At the top, there are navigation tabs: Start, My Reports, Bookmarks, Overlay, Visitors, Marketing, Navigation, and E-Commerce. The main header displays 'knigge.de' and the breadcrumb path 'Knigge Q3 Livedemo DE > Visitors > Technology > Browser'. Below this, a search bar contains the filter '\*firefox\*' with an 'Apply' button. The main content area shows a table of browser types and their visit counts.

No.	Browser	Visits
1	Firefox 34	3,729
2	Firefox 35	1,146
3	Firefox 31	317
4	Firefox 33	193
5	Firefox 21	156
6	Mozilla/Firefox	127
7	Firefox 24	111
8	Firefox 32	69
9	Firefox 30	49
10	Firefox 3.6	45
Total		6,243

At the bottom of the interface, there are navigation controls: Page 1 of 4, Rows 10 of Max. 100, and Display 1 - 10 of 37.

2. Within the browser analysis, limit the results to new visitors using Firefox as their browser.

The screenshot shows the Webtrekk interface for browser analysis. The breadcrumb path is 'Knigge Q3 Livedemo DE > Visitors > Technology > Browser'. The date range is '2015-01-12 - 2015-01-18'. Two filters are applied: 'Browser' set to '\*firefox\*' and 'New vs. Returning' set to 'New'. The table below shows the results of these filters.

No.	Browser	Visits
1	Firefox 34	2,461
2	Firefox 35	778
3	Firefox 31	194
4	Firefox 21	146
5	Firefox 33	126
6	Mozilla/Firefox	86
7	Firefox 24	62
8	Firefox 32	51
9	Firefox 3.6	38
10	Firefox 30	35
Total		4,157

Page 1 of 4 | Rows 10 | Max. 100 | Display 1 - 10 of 36

3. Which entry pages were used by new visitors using Firefox as their browser?

The screenshot shows the Webtrekk reporting interface for 'knigge.de'. The filter is set to 'Browser = \*firefox\*' and 'New vs. Returning = New'. The table below lists the entry pages and their corresponding number of entries.

No.	Pages	Entries
1	manieren_per_mausclick	457
2	dresscode_einmaleins	397
3	briefe	330
4	die_tischmanieren	151
5	der_trinkgeld-knigge	177
6	stichwortsuche	7
7	anrede_-_geistlicher	139
8	das_eindecken	98
9	themen	25
10	bestattungen	97
Total		4,137

Page 1 of 88 | Rows 10 | Max. 100 | Display 1 - 10 of 871

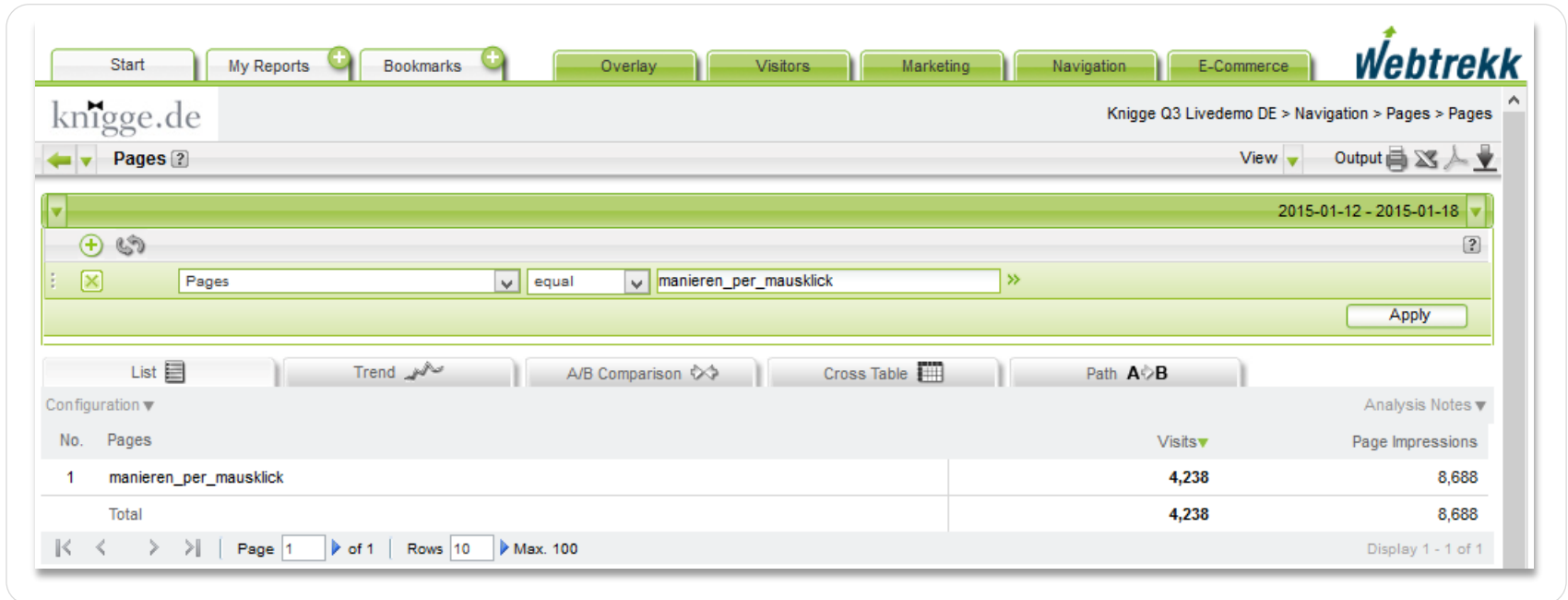
4. Which browsers were used by users that reached a website goal and use a PC or laptop?

The screenshot shows the Webtrekk reporting interface for the website knigge.de. The report is titled "Browser" and is filtered for the period 2015-01-12 to 2015-01-18. The filters applied are: Device Class equal PC / laptop and Website Goals equal Order. The report displays a table of browser types and their corresponding visit counts.

No.	Browser	Visits
1	Firefox 34	393
2	Internet Explorer 11.x	247
3	Google Chrome 39	211
4	Firefox 35	107
5	Internet Explorer 9.x	97
6	Internet Explorer 8.x	80
7	Internet Explorer 10.x	69
8	Safari 8	49
9	Firefox 31	40
10	Safari 7	37
Total		1,475

Page 1 of 5 | Rows 10 | Max. 100 | Display 1 - 10 of 44

- Only display the page that was accessed most often.



The screenshot shows the Webtrekk reporting interface for 'knigge.de'. The breadcrumb trail is 'Knigge Q3 Livedemo DE > Navigation > Pages > Pages'. The filter bar shows a filter for 'manieren\_per\_mausklick' with an 'equal' operator. The table below shows the results of this filter.

No.	Pages	Visits	Page Impressions
1	manieren_per_mausklick	4,238	8,688
Total		4,238	8,688

Navigation: List, Trend, A/B Comparison, Cross Table, Path A↔B. Configuration: Analysis Notes. Page 1 of 1, Rows 10 of Max. 100. Display 1 - 1 of 1.



6. How often was the most common page accessed if the second most common page was also accessed within the same visit?

The screenshot shows the Webtrekk analytics interface for 'knigge.de'. The breadcrumb trail is 'Knigge Q3 Livedemo DE > Navigation > Pages > Pages'. The date range is '2015-01-12 - 2015-01-18'. The filter criteria are: 'Pages' equal 'manieren\_per\_mausklick' and 'Pages' equal 'dresscode\_einmaleins'. The 'Visit' checkbox is unchecked, and 'No Sequence' is selected. The 'Apply' button is visible.

Below the filter, the 'Path A↔B' view is selected. The table below shows the results:

No.	Pages	Visits	Page Impressions
1	manieren_per_mausklick	504	1,265
Total		504	1,265

Page 1 of 1, Rows 10, Max. 100. Display 1 - 1 of 1.

7. How often was the most common page accessed if the second most common page was accessed later within the same visit?

The screenshot shows the Webtrekk analytics interface for the domain 'knigge.de'. The breadcrumb trail is 'Knigge Q3 Livedemo DE > Navigation > Pages > Pages'. The date range is set to '2015-01-12 - 2015-01-18'. The filter configuration is as follows:

- Filter 1: Pages equal manieren\_per\_mausklick (Visit, Sequence (Beta))
- Filter 2: and Anything (Sequence (Beta))
- Filter 3: and Pages equal dresscode\_einmaleins (Visit, Sequence (Beta))
- Filter 4: and Anything (Sequence (Beta))
- Filter 5: and Pages equal manieren\_per\_mausklick

The results table shows the following data:

No.	Pages	Visits	Page Impressions
1	manieren_per_mausklick	246	879
Total		246	879

Navigation: Page 1 of 1, Rows 10, Max. 100. Display 1 - 1 of 1.

8. How often was the most common page accessed if the second most common page was accessed directly afterwards within the same visit?

knigge.de Knigge Q3 Livedemo DE > Navigation > Pages > Pages

Pages ? View Output

2015-01-12 - 2015-01-18

Pages equal manieren\_per\_mausklick

and Follower Pages equal dresscode\_einmaleins

Apply

List Trend A/B Comparison Cross Table Path A/B

Configuration Analysis Notes

No.	Pages	Visits	Page Impressions
1	manieren_per_mausklick	145	163
Total		145	163

Page 1 of 1 Rows 10 Max. 100 Display 1 - 1 of 1

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