



Webtrekk **CAMPUS**

Cohorts

- 1 Cohorts overview

- 2 Date of first visit
 - 2.1 Predefined analyses
 - 2.2 Daily and weekly cohorts
 - 2.3 Filtering cohorts
 - 2.4 Use Cases

- 3 Time since first visit
 - 3.1 Filtering
 - 3.2 Use Cases

1 Cohorts overview

A cohort in Webtrekk is a group of visitors, that made their first visit in the same time period.

- By using cohorts analyses the long-term development of visitors can be analyzed.
- In this context often the sustainability of different marketing measures is compared, e.g. the question „What revenue was generated by visitors in the first 6 months after their first visit, whose access was made via a display campaign?“.

2 different point of views can be analyzed via cohorts analyses:

- Date of first visit
- Time since first visit

2 Date of first visit

The date of the first visit can be depicted as day, week or month.

Dimensions	Description
Cohorts (Monthly)	Shows the date of the first visit of new visitors in the format YYYY-MM.
Cohorts (Weekly)	Shows the date of the first visit of new visitors in the format YYYY-WW.
Cohorts (Daily)	Shows the date of the first visit of new visitors in the format YYYY-MM-DD.

- The complete time interval of the cohort (full month, full week, full day) has to be selected as analysis time period.
- Cohorts are only calculated for concluded time periods (until last month, until last week, until yesterday).
- In most cases specifically defined key figures are used for the analysis, that show information about the user activity in the subsequent time frames.

A selection of predefined analyses is available in the report „Reports > Overview > Cohorts Performance“.

- Loyalty
- Conversion Rate
- Avg Basket Value
- Customer Lifetime Value

The loyalty shows, what percentage of new visitors of a specific month visited the website in the following time periods again.

Cohorts (Monthly)	Visitors, returning % (Month 0)	Visitors, returning % (Month 1)	Visitors, returning % (Month 2)
2017-01	100.00 %	28.79 %	22.73 %
2017-02	100.00 %	27.43 %	
2017-03	100.00 %		

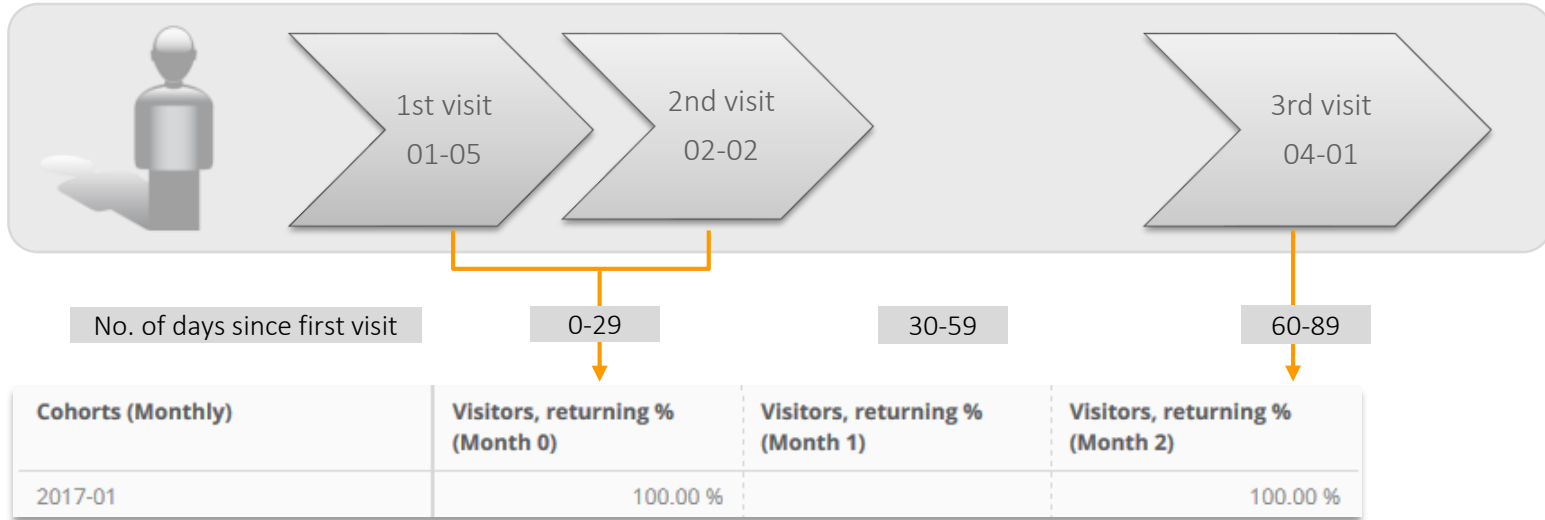
Reading example:

Visitors, returning % (Month 1): 27.43 % of all new visitors in February were active one month later, too.



For analyzing the cohorts intervall shown in the example, the analysis time period has to be set to 01.01. – 31.03.2017.

- The „month“ depicted in the metric includes a time span of 30 days each.



Reading example:

Cohorts (Monthly):

Visitors, returning % (Month 0):

Visitors, returning % (Month 1):

Visitors, returning % (Month 2):

We look at all users, whose first visit was made in January 2017.

Both visits were made within 30 days after the first visit and therefore are assigned here.

30-59 days after the first visit no access was made.

60-89 days after the first visit another visit was made.

- The „month“ depicted in the metric includes a time span of 30 days each.



Cohorts (Monthly)	Visitors, returning % (Month 0)	Visitors, returning % (Month 1)	Visitors, returning % (Month 2)
2017-01	100.00 %	50.00 %	50.00 %

Reading example:

Visitors, returning % (Month 1): For 50 % of all users another access was made 30-59 days after the first visit.

Visitors, returning % (Month 2): For 50 % of all users another access was made 60-89 days after the first visit.

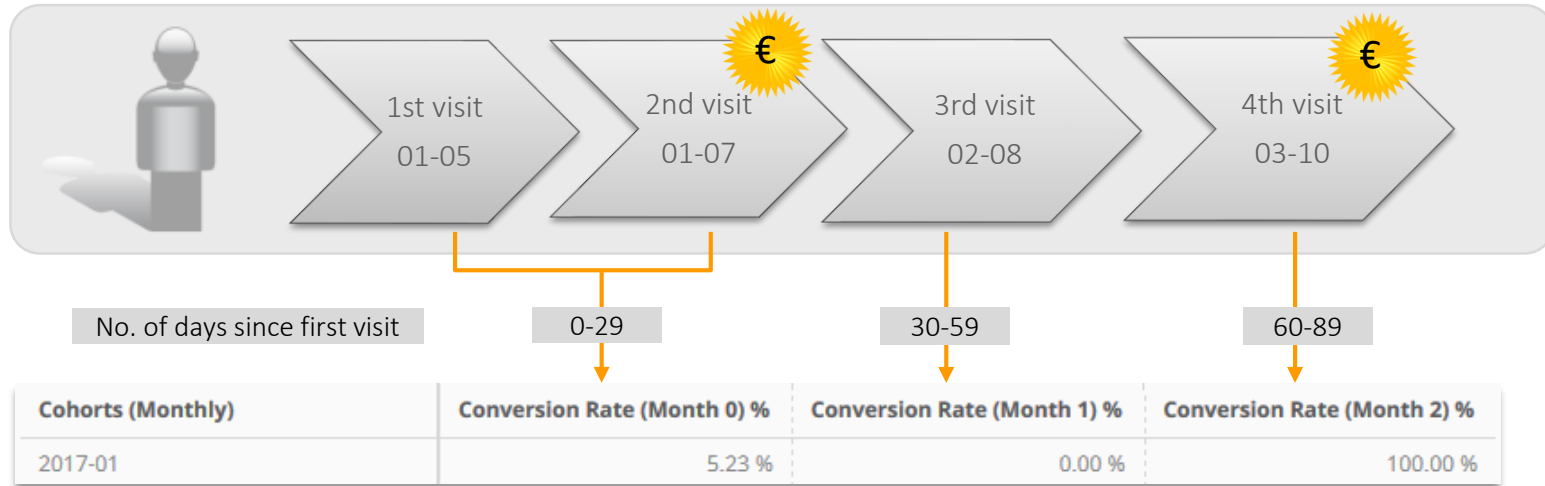
The analysis shows the development of the conversion rate since the first visit.

Cohorts (Monthly)	Conversion Rate (Month 0) %	Conversion Rate (Month 1) %	Conversion Rate (Month 2) %
2017-01	5.23 %	6.79 %	5.04 %
2017-02	5.05 %	6.80 %	
2017-03	4.70 %		

Reading example:

Conversion Rate (Month 1) %: 6.79 % of all new visitors made an order in month 1 (30th-59th day) after their first visit.

- Calculation of Conversion Rate (Month): $\text{Qty Order} / \text{Visitors (per month)} * 100$



Reading example:

Cohorts (Monthly):

Conversion Rate (Month 0) %:

Conversion Rate (Month 1) %:

Conversion Rate (Month 2) %:

We look at all users, whose first visit was made in January 2017.

All visitors made an order within the first 29 days after their first visit.

No visitor made an order within 30-59 days after the first visit.

All visitors made an order within 60-89 days after their first visit.

The analysis shows the development of the average order value per month.

Cohorts (Monthly)	Avg. Order Value (Month 0)	Avg. Order Value (Month 1)	Avg. Order Value (Month 2)
2017-01	85.93 €	77.69 €	73.13 €
2017-02	85.53 €	68.84 €	
2017-03	85.56 €		

Reading example:

Avg. Order Value (Month 1):

New visitors of January generated orders with an average order value of 77.69 € within month 1 (30-59 days) after their first visit.

The analysis shows the development of the accumulated order value per month.

Cohorts (Monthly)	Cumulated Order Value (Month 0)	Cumulated Order Value (Month 1)	Cumulated Order Value (Month 2)
2017-01	548,018.73 €	659,727.97 €	750,166.75 €
2017-02	593,360.53 €	694,324.22 €	
2017-03	579,826.89 €		

Reading example:

Cumulated Order Value (Month 0):

New visitors from January generated a total order value of 548,018.73 € within the first 29 days after their first visit.

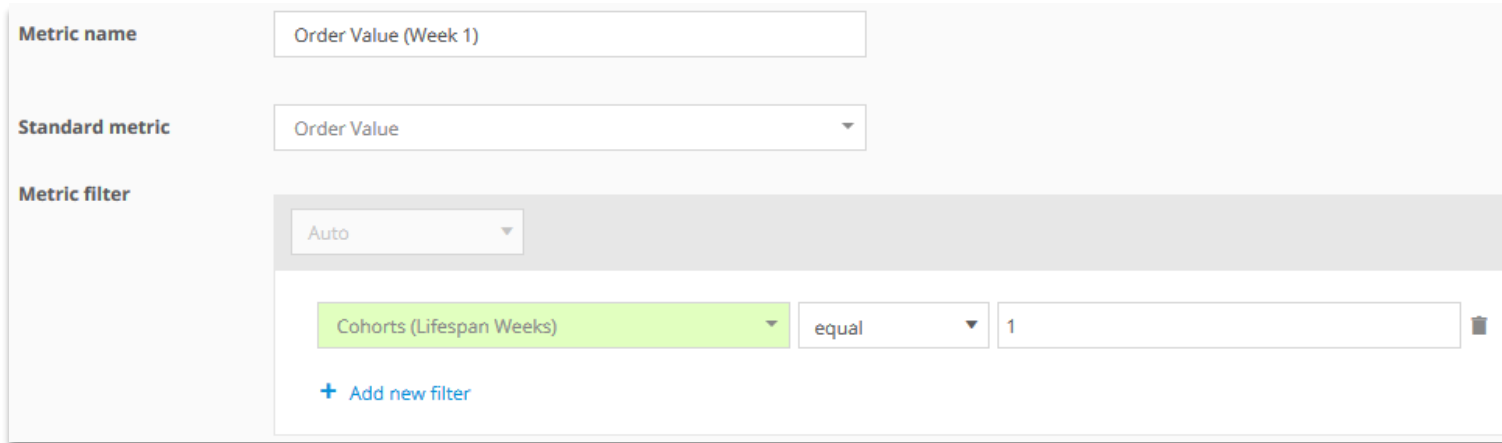
Cumulated Order Value (Month 2):

For new visitors from January, 60-89 days after their first visit the total order value increased to 750,166.75 €.

If you want to analyze daily or weekly cohorts, you have to set up custom key figures.

- For a permanent availability these metrics have to be defined at „Custom Figures“.
- Filter the desired metric via „Cohorts (Lifespan) [...]“ on the corresponding week/day.

Example:



Metric name	Order Value (Week 1)
Standard metric	Order Value
Metric filter	Auto
	Cohorts (Lifespan Weeks) equal 1
	+ Add new filter

Use the following calculation when setting up the formulas for a weekly analysis:

- **Loyalty**

Visitors, returning % (Week N) = $\text{Visitors (Lifespan Week N)} / \text{Visitors (Lifespan Week 0)} * 100$

- **Conversion Rate**

Conversion Rate (Week N) % = $\text{Qty Orders (Lifespan Week N)} / \text{Visitors (Lifespan Week 0)} * 100$

- **Avg Basket Value**

Avg. Order Value (Week N) = $\text{Order Value (Lifespan Week N)} / \text{Qty Orders (Lifespan Week N)}$

- **Customer Lifetime Value**

Cumulated Order Value (Week N) = $\text{Order Value (Lifespan Week 0)} + [\dots] + \text{Order Value (Lifespan Week N)}$

Cohorts can be limited to specific questions by using the filter engine.

While doing so, the scope has to be considered.

- Possible scopes are explained by using the example of filtering on a campaign channel.

- Limiting on the user

The screenshot shows the Webtrekk filtering interface. At the top, a dropdown menu is set to 'Visitors' (highlighted with an orange border) and a secondary dropdown is set to 'which contain'. Below this, a filter rule is defined: 'Channel' (highlighted in green) is set to 'equal' to 'SEA'. A flow diagram below the filter shows a user icon leading to three sequential steps: 'Channel Display', 'Channel SEA' (highlighted in orange), and 'Channel Direct'. Arrows point from each step to a table below. The table shows the following data:

Cohorts (Monthly)	Visitors, returning % (Month 0)	Visitors, returning % (Month 1)	Visitors, returning % (Month 2)
2017-01	100.00 %	100.00 %	100.00 %

All visits by users are depicted, that used the channel „SEA“ at some time within the analysis time period.

- Limiting on specific visits of a user

Visits Channel SEA



Cohorts (Monthly)	Visitors, returning % (Month 0)	Visitors, returning % (Month 1)	Visitors, returning % (Month 2)
2017-01	-	100.00 %	-

Only visits via the channel „SEA“ are depicted.

- Limiting on the first visit

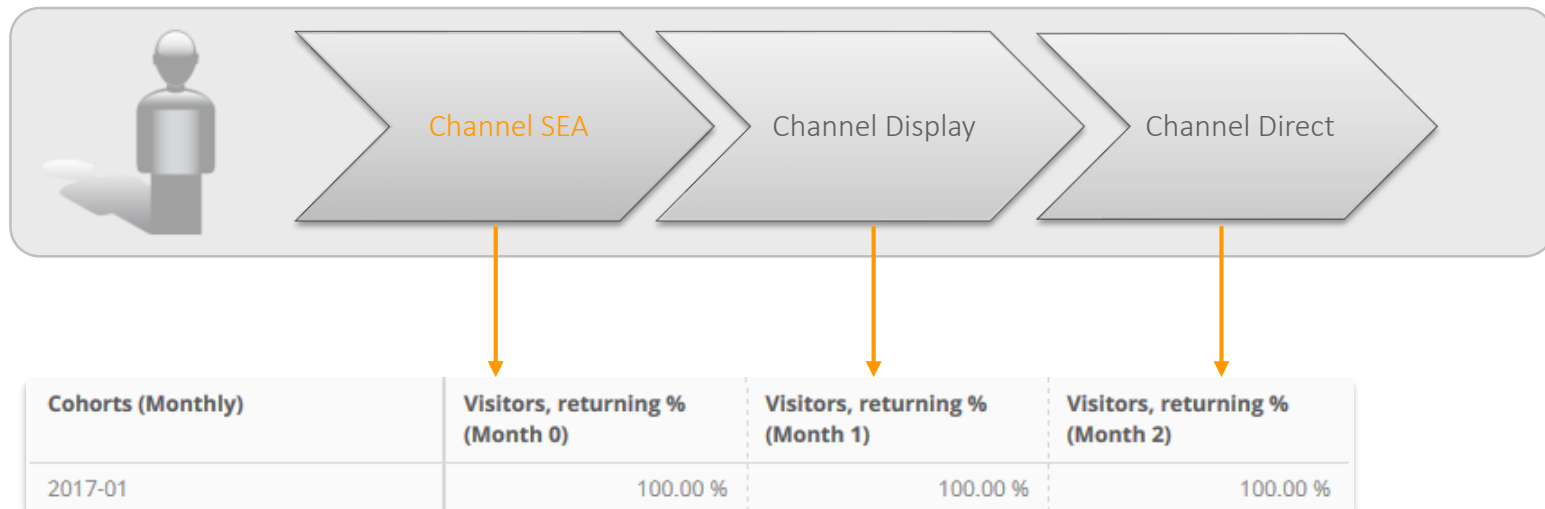
By using the filter „New vs. Returning“ it is determined, that the channel was tracked in the first visit.

Visitors which contain

New vs. Returning equal New

and

Channel equal SEA



All visits are depicted, if the first visit was made via the channel „SEA“.

- *In the long run, how sustainably returned new visitors via the campaign channel „SEO“ to the website per month?*

Analysis: Individual Analysis

Visitors ▾ which contain ▾

New vs. Returning ▾ equal ▾ New ▾

and ▾

Channel ▾ equal ▾ SEO ▾

Cohorts (Monthly)	Visitors, returning % (Month 1)	Visitors, returning % (Month 2)
2016-12	13.69 %	11.79 %
2017-01	20.19 %	8.83 %

Reading example:

Visitors, returning % (Month 1): 20.19 % of all new visitors via the channel „SEO“ accessed the website again within 30-59 days after their first visit.

- How did the order value develop, that was calculatively generated by each user?

Analysis: Individual Analysis

Cohorts (Weekly)	Visitor Value (Week 0)	Visitor Value (Week 1)	Visitor Value (Week 2)
2017-06	9,32 €	13,12 €	16,21 €
2017-07	6,50 €	13,50 €	11,50 €

Reading example:

Visitor Value (Week 1): Calculatively, each returning visitor generated 13,12 € in week 1.

These key figures have to be set up as custom formulas:

Order Value (Lifespan Week N) / Visitors (Lifespan Week N)

- *Within which individual time clusters did users return?*

Analysis: Individual Analysis

Cohorts (Daily)	Returning Visitors % (Days 1-2)	Returning Visitors % (Days 3-6)	Returning Visitors % (Days 7-15)
2017-02-01	12.60 %	8.06 %	21.64 %
2017-02-02	11.82 %	9.21 %	20.61 %

Reading example:

Returning Visitors % (Days 3-6): 8.06 % of all new visitors from February 1 visited the website again between 3 and 6 days later.

These key figures have to be set up as custom formulas:

Example Returning Visitors % (Days 3-6):

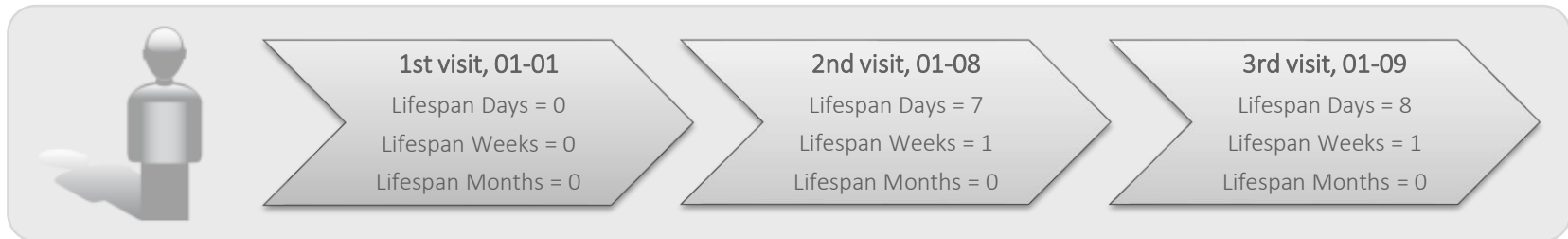
Visitors (Lifespan Days between 3 and 6) / Visitors (Lifespan days 0) * 100

3 Time since first visit

The time since the first visit can be depicted as day, week or month.

Dimensions	Description
Cohorts (Lifespan Months)	The time span in months, that passed between the first and a subsequent visit.
Cohorts (Lifespan Weeks)	The time span in weeks, that passed between the first and a subsequent visit.
Cohorts (Lifespan Days)	The time span in days, that passed between the first and a subsequent visit.

- For each visit the time span is calculated.



Cohorts can be limited to certain events by using the filter engine.

- The following example shows frequently used filters and the analysis results.



How many days passed between the first visit and the last visit?

Auto

URM - Last Visit equal Yes

Cohorts (Lifespan Days)	Visitors
3	1

How many days passed between the first visit and the first purchase?

Auto

URM - Customer Orders equal 1

Cohorts (Lifespan Days)	Visitors
1	1

- How many weeks passed between the first visit and the registration?

Analysis: Individual Analysis

Auto

Website Goals equal Registration

Cohorts (Lifespan Weeks)	Visitors
0	1,325
1	378
2	222

Reading example:

Visitors: 378 users registered 1 week (= 7-15 days) after their first visit.

- How many weeks passed until users made a certain amount of visits?

Analysis: Individual Analysis

URM - Customer Visits Cohorts (Lifespan Weeks)	Visitors
▶ 1	77,356
▶ 2	9,831
▼ 3	1,816
0	1,069
1	155
2	91

Reading example:

Visitors: For 1,069 users the third visit was made within the first week (= 0-6 days).

- Which different lifespans exist per campaign channel?

Analysis: Individual Analysis

Channel New vs. Returning Cohorts (Lifespan Days)	Visitors
▶ Direct	38,085
▶ SEO	37,034
▼ Display	15,484
▶ New	11,919
▼ Returning	4,073
0	2,961
1	184
2	82

Reading example:

Visitors: 184 users visited via the channel „Display“, were returning visitors and the access happened one week after their first visit.

- How is the lifespan spread in weeks per campaign channel?

Analysis: Individual Analysis

Channel	Lifespan < 1 Week %	Lifespan Week 1 %	Lifespan Week 2 %
SEO	71.25 %	10.24 %	3.25 %
Direct	48.70 %	20.15 %	16.70 %

Reading example:

Lifespan Week 1 %:

10.24 % of the accesses via the channel „SEO“ were made by users, whose first visit was made between 7 and 15 days before.

These key figures have to be set up as custom formulas:

Example Lifespan Week 1 %:

Visitors (Lifespan Week 1) / Visitors * 100

You should now be able to answer questions like these:

- How are cohorts characterized in Webtrekk?
- What does the dimension „Cohorts (Lifespan Weeks)“ show?
- How are users assigned to subsequent time periods in cohorts analyses?

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