



Webtrekk Analytics Training Chapter

Live Elements in Reports

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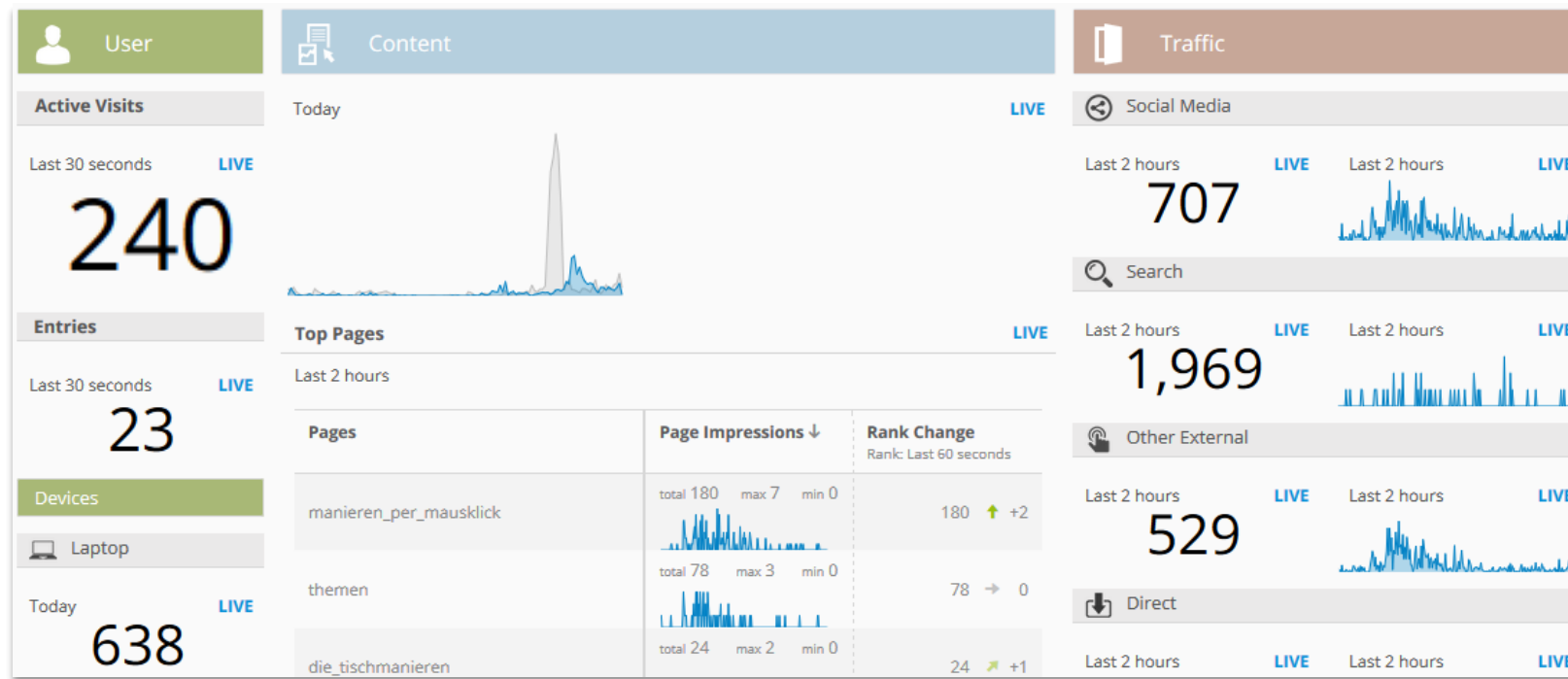
1 Live Analytics



1 Live-Analytics

Webtrekk Live Analytics is an optional extension of Webtrekk Analytics that allows you to show metrics and formulas in near realtime.

- In general, data is updated every 30 seconds.
- Live Analytics elements are available within reports.





2 Available Dimensions and Figures

This chapter gives an overview on the dimensions and metrics that are available for Live Analytics.

2 Available Dimensions and Figures

- The following dimensions and figures are available:

Standard Dimensions			Custom Parameters and Categories	
Ad Media	Media	Search Engines	Event Parameters ^{1,2}	Product Categories ²
City	Origin Type	Social Media Sources	Page Parameters ^{1,2}	
Device Class	Other Sources	Website Goals	Campaign Categories ²	
Events	Products		Content Groups ²	
External Search Phrases	Pages		Media Categories ²	

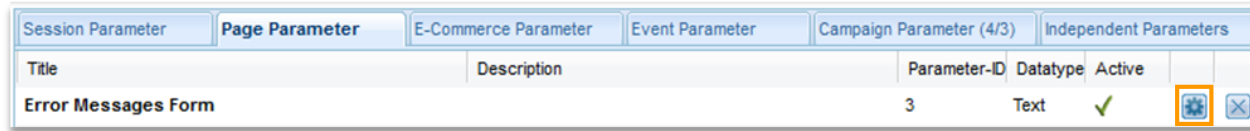
Standard Figures				Custom Parameters
active visits (last 30 seconds)	Media Run Time	Qty Orders	Run Time	Qty [Event Parameter] ¹
Campaign Clicks	Media Views	Qty Product Added to Cart	Value Product Added to Cart	Qty [Page Parameter] ¹
Clicks	Order Value	Qty Product Views	Value Product Views	
Conversion Value	Page Impressions	Qty Purchased Products	Value Purchased Products	
Conversions	Play Duration	Qty Sources		
Entries	Qty External Search Phrases	Rank in Basket		



¹ The parameters are defined in the configuration of Live Analytics.
² The number of available elements depends on the package booked.

2 Available Dimensions and Figures

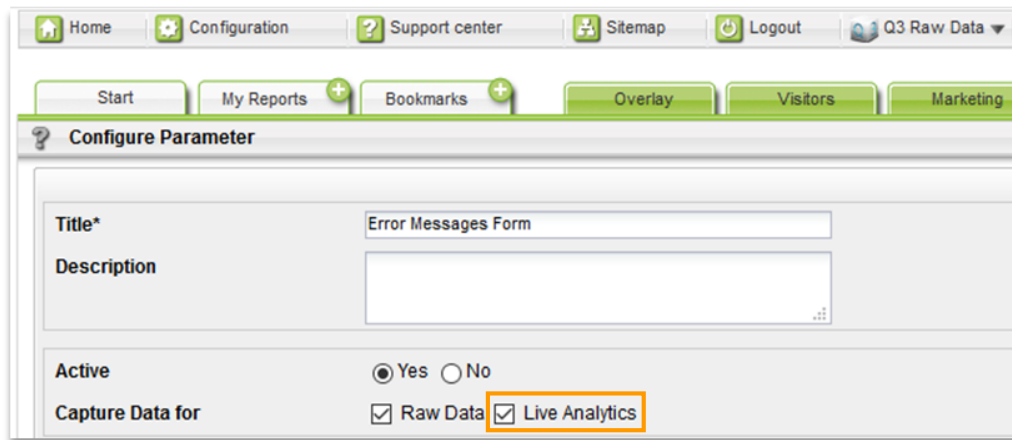
How can I activate parameters for Live analytics?

1. Open the configuration of the corresponding parameter at „Webtrekk Q3 > Configuration > Custom Parameter > [Type of Parameter]“.



Session Parameter	Page Parameter	E-Commerce Parameter	Event Parameter	Campaign Parameter (4/3)	Independent Parameters
Title	Description	Parameter-ID	Datatype	Active	
Error Messages Form		3	Text	✓	 

2. Activate the option „Live Analytics“.



Home Configuration Support center Sitemap Logout Q3 Raw Data

Start My Reports Bookmarks Overlay Visitors Marketing

Configure Parameter

Title* Error Messages Form

Description

Active Yes No

Capture Data for Raw Data Live Analytics



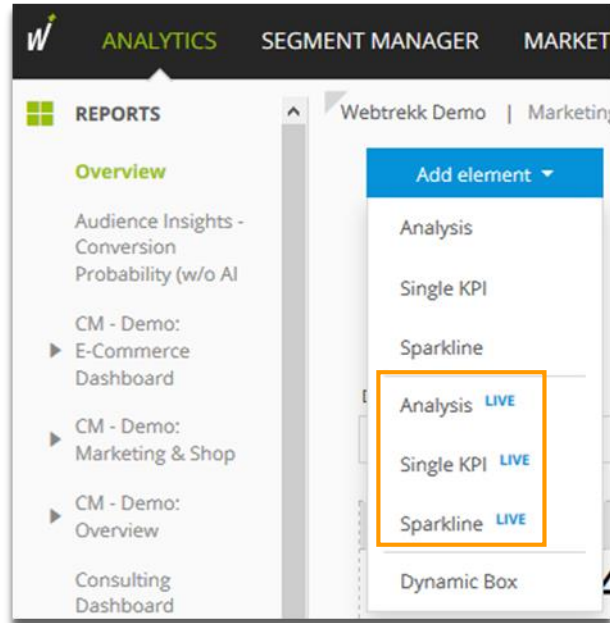
3 Live Elements

There are a number of report elements that can be used to display Live data.



3 Live Elements

Elements can be added to reports by using the Edit mode.



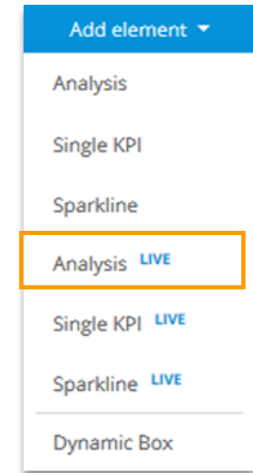
- The following Live elements can be added to a report:
 - Analysis LIVE
 - Single KPI LIVE
 - Sparkline LIVE

3.1 Analysis LIVE

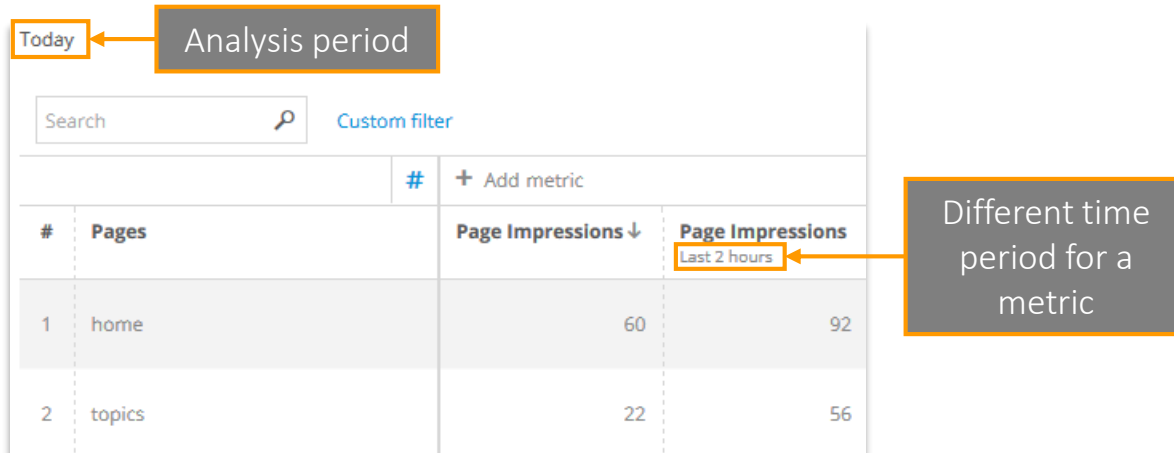
Analysis Live shows a dimension and further figures.

- You can choose between the following analysis periods:

- „Today“
- „Last 2 Hours“
- „Last 60 Minutes“
- „Last 30 Minutes“
- „Last 30 Seconds“



- One analysis period is chosen for the whole analysis. Nevertheless, you can choose different time periods for the single metrics via „configure metric“.

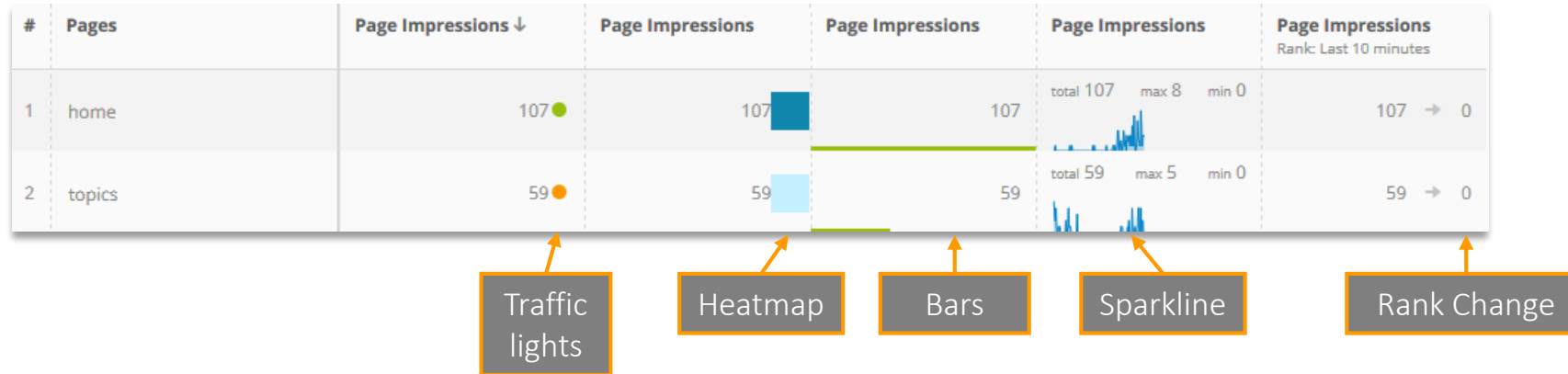


The image shows a screenshot of a data table with annotations. The table has columns for '#', 'Pages', 'Page Impressions ↓', and 'Page Impressions'. The first row shows 'home' with 60 page impressions and 92 total page impressions. The second row shows 'topics' with 22 page impressions and 56 total page impressions. Annotations include: 'Today' pointing to the 'Analysis period' label, and 'Different time period for a metric' pointing to the 'Last 2 hours' dropdown in the 'Page Impressions' column.

#	Pages	Page Impressions ↓	Page Impressions
1	home	60	92
2	topics	22	56

3.1 Analysis LIVE

In Live analyses formulas and metrics can be visualized in different ways.



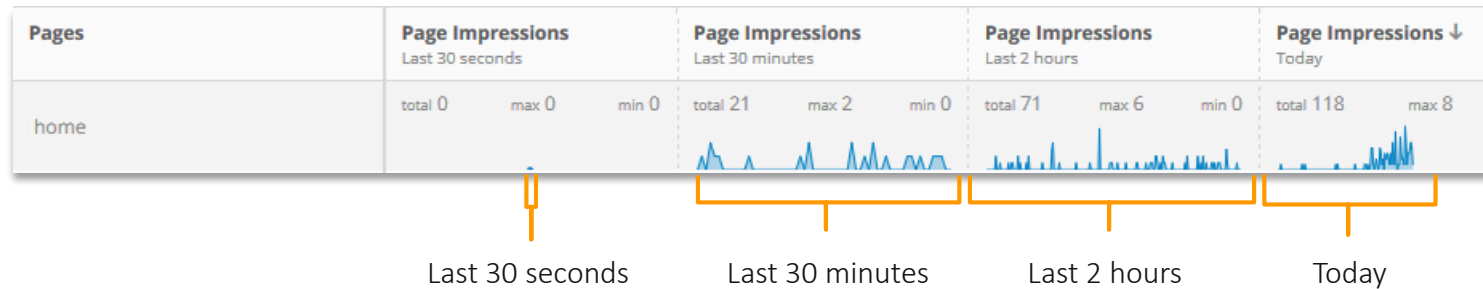
- The visualization can be activated in the context menu of a metric or formula at „Visualization“.
- Exclusively in Live analyses, „Sparkline“ and „Rank Change“ are available. Therefore, we will explain them in more detail on the next pages.

Further information on the other visualizations can be found in the chapter [User Interface 1 - User Interface](#).



3.1.1 Visualization „Sparkline“

The sparkline shows the development over time of the metric or formula in the chosen analysis period.



- The sparkline is updated depending on the time period of the metric or formula.

Chosen analysis period	Updating every ...
Today	5 minutes
Last 2 hours (120 minutes)	30 seconds
Last 60 minutes	30 seconds
Last 30 minutes	30 seconds
Last 30 seconds	30 seconds

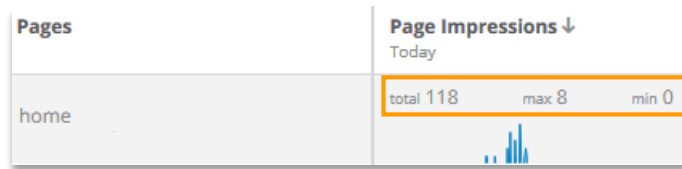
3.1.1 Visualization „Sparkline“

- The options „Normalize“ and „Show absolute numbers“ allow for further adaption:

Visualization	Sparkline
Normalize	<input checked="" type="checkbox"/>
Show absolute numbers	<input checked="" type="checkbox"/>

- Show absolute numbers:

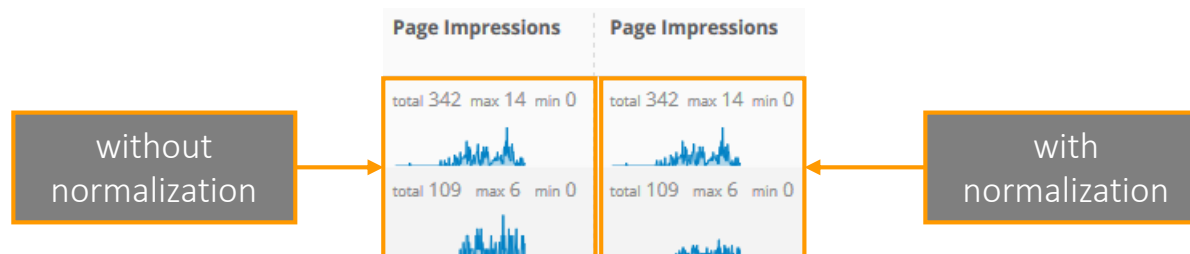
- *total*: the overall number in the chosen time period
- *max*: the maximum number in the updating interval
- *min*: the minimum number in the updating interval



- Normalize:


All sparklines in this column relate to the same range of values.

The lowest and highest value are chosen as the minimum and maximum for the whole column, respectively.



3.1.2 Visualization „Rank Change“

- The „Rank Change “ visualization shows how the rank of a metric or formula develops.

Pages	Page Impressions
home	Last 30 seconds Rank: Last 30 seconds
	2  +4

- The rank may relate to another time period than the chosen one.

Reading Example:

Page Impressions
Last 30 minutes Rank: Last 60 seconds
52  +2

The metric relates to the last 30 minutes, but the rank relates to the last 60 seconds.

3.1.2 Visualization „Rank Change“

- Overview on the time periods for rank calculation and rank change:

Chosen time period	Rank is calculated for the ...	Rank change relates to the ...
Today	Last 10 minutes	Preceding 10 minutes
Last 2 hours (120 minutes)	Last 60 seconds	Preceding 60 seconds
Last 60 minutes	Last 60 seconds	Preceding 60 seconds
Last 30 minutes	Last 60 seconds	Preceding 60 seconds
Last 30 seconds	Last 30 seconds	Preceding 30 seconds

Reading Example:

Pages	Page Impressions ↓ Last 30 minutes Rank: Last 60 seconds
manieren_per_mausklick	13 ↑ +14

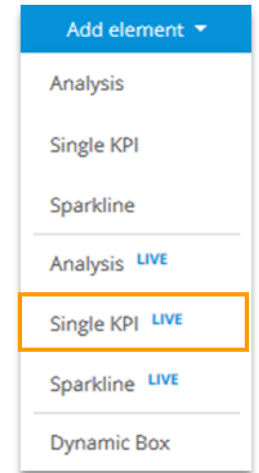
In the last 30 seconds there were 13 Page Impressions.
The page is currently ranked 1st.
Compared to the last 30 seconds, the rank improved by 14 positions.

3.2 Single KPI LIVE

„Single KPI Live“ shows the value of a single metric or formula.

- The following analysis periods are available:

- Today
- Last 2 hours (120 minutes)
- Last 60 minutes
- Last 30 minutes
- Last 30 seconds



- Data is updated every 30 seconds.

3.2 Single KPI LIVE

- Additionally a comparison can be activated. The following time periods are used for comparison:

Chosen time period	Comparison Period
Today	7 days ago up to the same time
Last 2 hours (120 minutes)	Last 2 hours, 7 days ago
Last 60 minutes	Last 60 minutes, 7 days ago
Last 30 minutes	Last 30 minutes, 7 days ago
Last 30 seconds	Not available

Reading example:



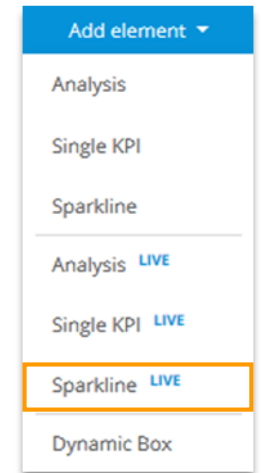
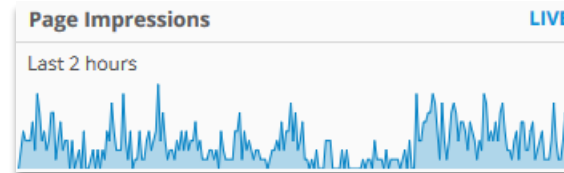
Time period „today“: Up to now there were 25 orders.

Comparison: There are 25,0% more orders than 7 days before at the same time.

3.3 Sparkline LIVE

„Sparkline Live“ shows the development of a custom metric or formula over time.

- The following time periods are available:
 - Today
 - Last 2 hours (120 minutes)
 - Last 60 minutes
 - Last 30 minutes



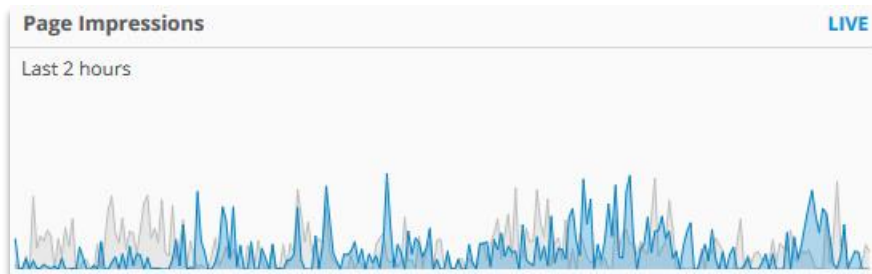
- Data is updated every 30 seconds, except from the time period „Today“ where it is updated every 5 minutes.

3.3 Sparkline LIVE

- Additionally a comparison can be activated. The following time periods are used as comparison period:

Chosen Time Period	Comparison Period
Today	7 days ago up to the same time
Last 2 hours (120 minutes)	Last 2 hours 7 days ago
Last 60 Minutes	Last 60 minutes 7 days ago
Last 30 minutes	Last 30 minutes yesterday

- The comparison period is shown as a grey line:



Summary

You should now be able to answers questions like these:

- Which LIVE elements are available?
- Which visualizations are available for metrics in LIVE analyses?
- How often are Sparklines updated in the chosen time periods?

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