



Webtrekk Analytics Training Chapter

Basic Metrics

Table of Contents

- 1 Basic Metrics Time Analysis ↪
- 2 Basic Metrics Pages Analysis ↪
- 3 Basic Metrics Campaign Analysis ↪
- 4 Basic Metrics E-Commerce Analysis ↪



1 Basic Metrics Time Analysis

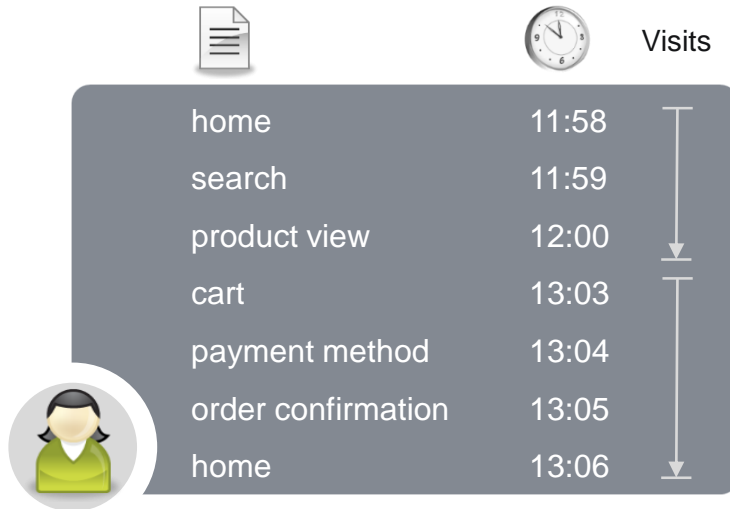
The examples in this section contain the following metrics:

- Visitors
- Visits
- Page Impressions
- Page Impressions per Visit
- Duration
- Visit Duration Avg
- Browsers, Unique
- Entries
- New Visits
- New Visit Rate %
- Active Users, daily (DAU)
- Active Users, weekly (WAU)



1 Basic Metrics Time Analysis

A user opened the following pages on June 26:



Page Impressions: Access of a single page.

Visit: Starts as soon as the first Page Impression/Click on a website is detected.
Ends after 30 minutes of inactivity.

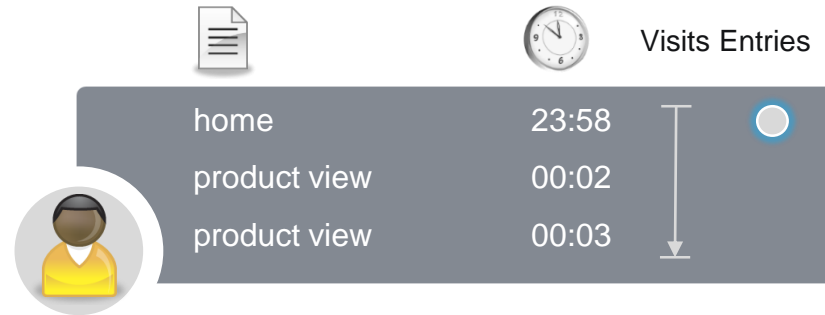
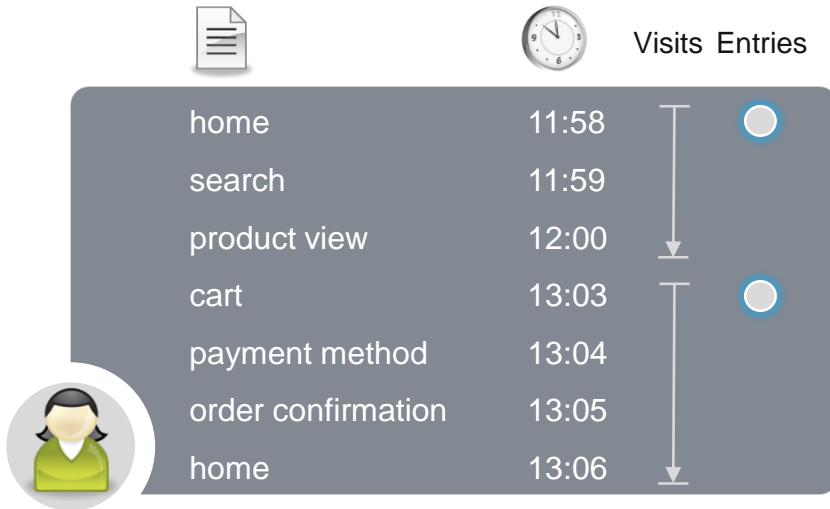
Visitors: Starts as soon as the first Page Impression/Click on a website is detected. Unique counting/once per time interval (e.g. Day/Week/Month)
Recognition by cookies and –if provided– CustomerID.

Analysis: Visitors > Traffic

Days ↑	Page Impressions	Visits	Visitors
2016-06-26	7	2	1

1 Basic Metrics Time Analysis

2 users visited the following pages on June 26/27:



Analysis: Visitors > Time > Month

Months ↑	Page Impressions	Visits	Visitors	Entries
2016/06	10	3	2	3

Analysis: Visitors > Time > Day


Days ↑	Page Impressions	Visits	Visitors	Entries
2016-06-26	8	3	2	3
2016-06-27	2	1	1	-



Visits: Describes the duration of time from the entry to the exit.

Entries: Refers to the date on which the visit started.

1 Basic Metrics Time Analysis

A user opened the following pages on June 26:



		Visits	Visit Duration
home	11:58	↓	
search	11:59	↓	00:02:30
product view	12:00	↓	
cart	13:03	↓	00:00:30

Analysis: Visitors > Traffic

Days ↑	Page Impressions	Visits	Page Impr. per Visit	Visit Duration Avg
2016-06-26	4	2	2.00	00:01:30

Page Impr. per Visit:

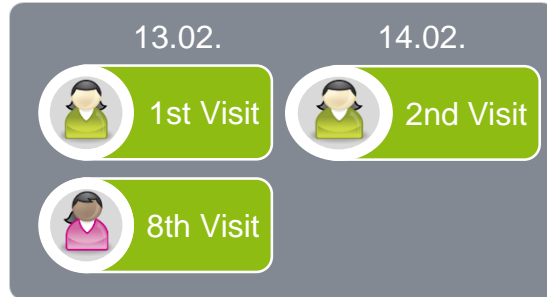
The average number of Page Impressions per Visit.

Visit Duration Avg:

The average duration of a visit. 30 seconds are used as a default value for the exit page.

1 Basic Metrics Time Analysis

2 users performed the following visits on February 13 and 14:



Analysis: Visitors > Traffic

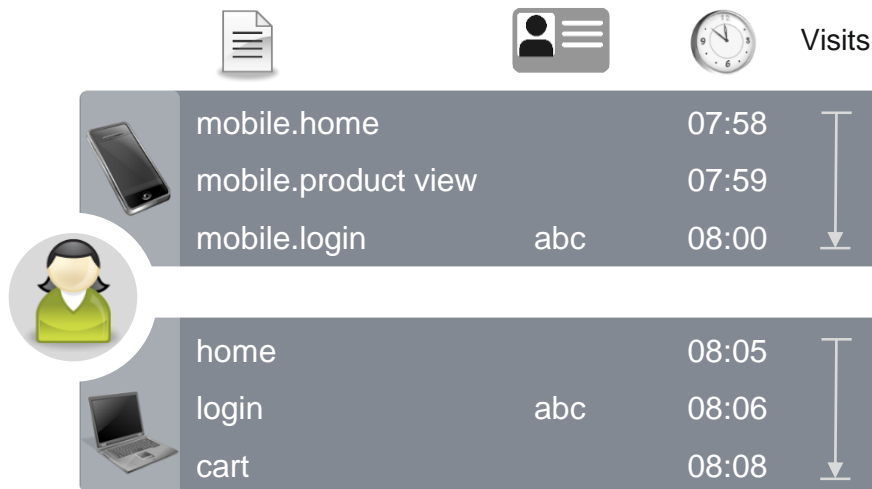
Days ↑	Visits	New Visits	New Visit Rate %
2016-02-13	2	1	50.00 %
2016-02-14	1	0	0.00 %

New Visits: The number of first visits.

New Visit Rate %: The ratio of first visits compared to the total visits.

1 Basic Metrics Time Analysis

By handing over an unique user ID a user can be identified even when he uses different devices and browsers or deletes his cookies.



Analysis: Visitors > Traffic

Days ↑	Visitors	Browsers, Unique	Visits
2016-06-26	1	2	2

Visitors: Shows the cross-browser and cross-device unique number of users. This requires login information to be passed (CustomerID).

Browsers, Unique: The number of browsers and devices used. Recognition by cookies.

Visits: Always calculated on a per-browser and per-device basis.

1 Basic Metrics Time Analysis

The following pages were opened on June 26. A login is performed twice in the same browser using different user accounts.



A timeline visualization showing user activity on June 26. It features a vertical axis with a clock icon and the word 'Visits'. Two user avatars are shown on the left. The first user (green shirt) has three visits: 'home' at 07:58, 'product view' at 07:59, and 'login' at 08:00 with the user ID 'abc'. The second user (yellow shirt) has one visit: 'merkliste' at 08:01 with the user ID 'xyz'. A vertical double-headed arrow spans the time between the two users' first visits.

User	Page	User ID	Time
Green Shirt	home		07:58
Green Shirt	product view		07:59
Green Shirt	login	abc	08:00
Yellow Shirt	merkliste	xyz	08:01

Analysis: Visitors > Traffic

Days ↑	Visitors	Browsers, Unique	Visits
2016-06-26	2	1	2

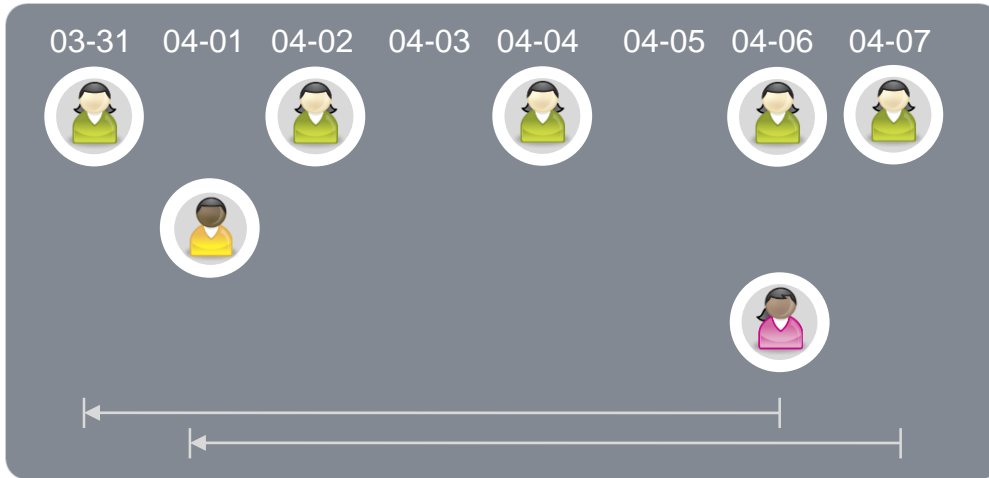
- As soon as a different CustomerID is sent during a visit, a new visitor and visit are measured.



Extensive information on cross-device visitor recognition can be found in [Support Center](#).

1 Basic Metrics Time Analysis

By using engagement metrics it is possible to analyse the long-term usage behaviour by day.



Analysis: Visitors > Engagement

Days ↑	Active Users weekly (WAU)	Active Users daily (DAU)	Visitors
2018-04-06	3	2	2
2018-04-07	3	1	1

Active Users weekly (WAU): The amount of unique visitors within the last 7 days.

Active Users daily (DAU): The amount of unique visitors on the respective day. It equates the “Visitors”.



2 Basic Metrics Pages Analysis

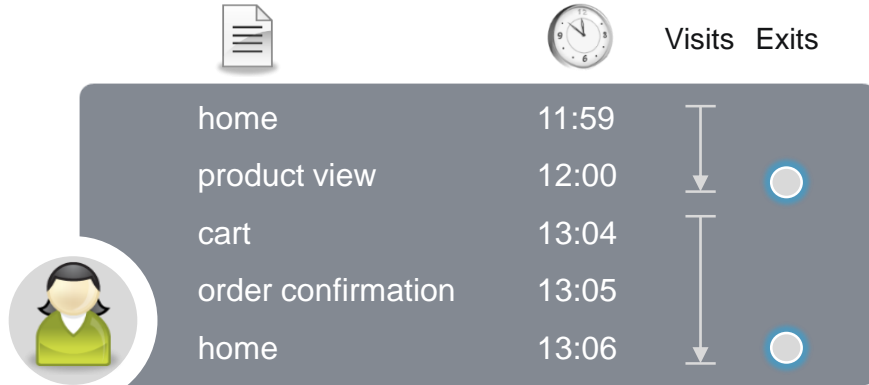
The examples in this section contain the following metrics:

- Visitors
- Visits
- Page Impressions
- Page Duration AvgØ
- Entries
- Exits
- Exit Rate %
- Bounces
- Bouncerate %



2 Basic Metrics Pages Analysis

A user performed the following visits:



Analysis: Navigation > Pages > Pages

Pages	Page Impressions ↓	Visits	Exits	Exit Rate %	Page Duration Avg
home	2	2	1	50.00 %	00:00:45
order confirmation	1	1	0	0.00 %	00:01:00
cart	1	1	0	0.00 %	00:01:00
product view	1	1	1	100.00 %	00:00:30

Page Impressions: How often was the site accessed?

Visits: In how many visits the page was accessed at least once?

Exits: How often was a page the last page of a visit?

Exit Rate %: How was the ratio of exits compared to the visits?

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

2 Basic Metrics Pages Analysis

A user performed the following visits:



			Visits
home		11:58	↑
product view		12:00	↓
product view		13:04	↓

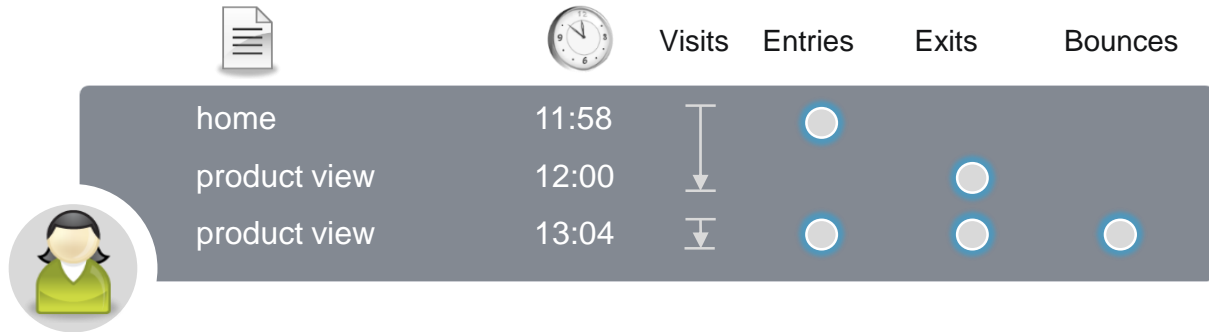
Analysis: Navigation > Pages > Pages

Pages	Visits	% of All Visits
product view	2	100.00 %
home	1	50.00 %

% of All Visits: What's the share of visits in which a page was viewed?

2 Basic Metrics Pages Analysis

A user performed the following visits:



Analysis: Navigation > Pages > Pages

Pages	Visits ↓	Entries	Bounces	Exits	Bounce Rate %	Exit Rate %
product view	2	1	1	2	100.00 %	100.00 %
home	1	1	0	0	0.00 %	0.00 %

- Visits: In how many visits the page was accessed at least once?
- Entries: How often was the page the first page of a visit?
- Bounces: How often only this single page was accessed during a visit?
- Exits: How often was the page the last page during a visit?
- Bounce Rate %: The ratio of bounces compared to the entries.
- Exit Rate %: The ratio of exits compared to the visits.

3 Basic Metrics Campaign Analysis


The examples in this section contain the following metrics:



- Campaign Clicks
- Visits
- Visitors
- Bounce Rate %
- Visit Duration Avg.
- Assists
- Assists, Unique
- Campaign Lifecycle Contacts
- Contacts in Customer Journey, Unique
- Conversions
- Conversion Initiator
- Conversion Initiator %
- Conversion Supporter
- Conversion Supporter %
- Conversion Transformer
- Conversion Transformer %



3 Basic Metrics Campaign Analysis

A user accesses the following pages via the depicted campaigns:



	Accessed URL	Tracked campaign		Visits
home	www.knigge.de?mc=newsletter.cw1	mc=newsletter.cw1	11:59	↓
topics	www.knigge.de/themen.html		12:00	
home	www.knigge.de?mc=newsletter.cw1	mc=newsletter.cw1	12:01	

Analysis: Marketing > Campaigns > Advertising Media

Ad Media	Campaign Clicks ↓	Visits	Visitors
mc=newsletter.cw1	2	1	1

Campaign Clicks: How often was the data source of a campaign measured?

Visits: In how many visits a campaign was tracked?

Visitors: How many visitors used a campaign in the selected time period?

3 Basic Metrics Campaign Analysis

A user accesses the following sites via the depicted campaigns:



	Tracked campaign		Visits	Entries	Exits	Visit Duration
home	mc=newsletter.cw1	11:59	↓	○		00:01:30
topics		12:00	↓		○	
home	mc=newsletter.cw1	13:04	↓	○	○	00:00:30
home	direct	18:00	↓	○	○	00:00:30

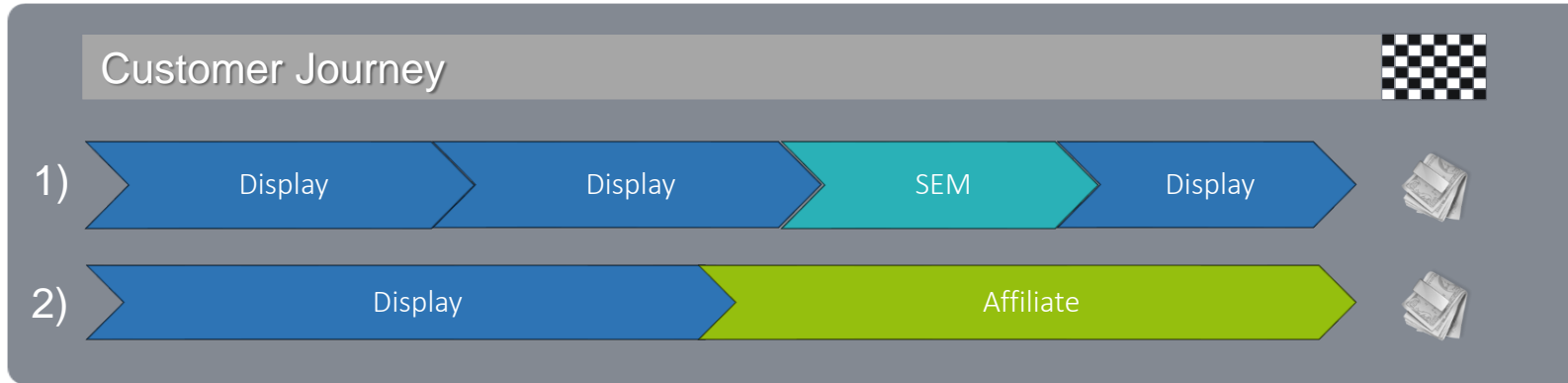
Analysis: Marketing > Campaigns > Advertising Media

Ad Media	Bounce Rate %	Visit Duration Avg
mc=newsletter.cw1	50.00 %	00:01:00
direct	100.00 %	00:00:30

Bounce Rate %: What was the share of bounces compared to the entries when a campaign was measured during the visit?
Visit Duration Avg: How long was the average duration of a visit in which a campaign was measured?

3 Basic Metrics Campaign Analysis

2 Customer Journeys were measured. The standard attribution is "last campaign wins".



Analysis: Marketing > Campaign Categories > Campaign Channel

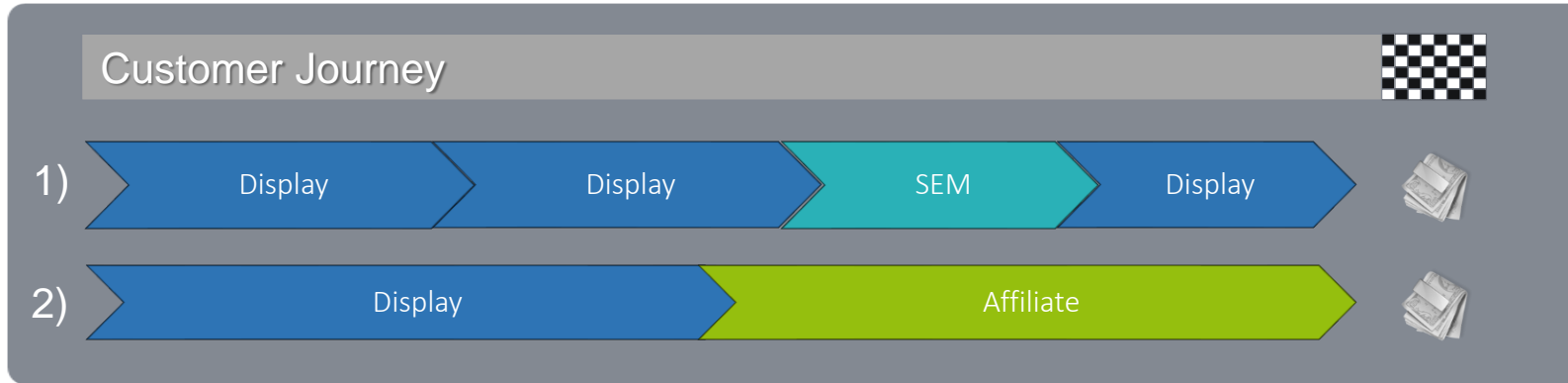
Campaign channel	Campaign Lifecycle Contacts	Contacts in Customer Journey, Unique
Display	4	2
SEM	1	1
Affiliate	1	1

Campaign Lifecycle Contacts: How many campaign contacts took place in the analyzed Customer Journeys?

Contacts in Customer Journey, Unique: In how many Customer Journeys were campaign contacts measured?

3 Basic Metrics Campaign Analysis

2 Customer Journeys were measured. The standard attribution is "last campaign wins".



Analysis: Marketing > Campaign Categories > Campaign Channel

Campaign channel	Conversions	Assists	Assists, Unique
Display	1	3	1
SEM	0	1	1
Affiliate	1	0	0

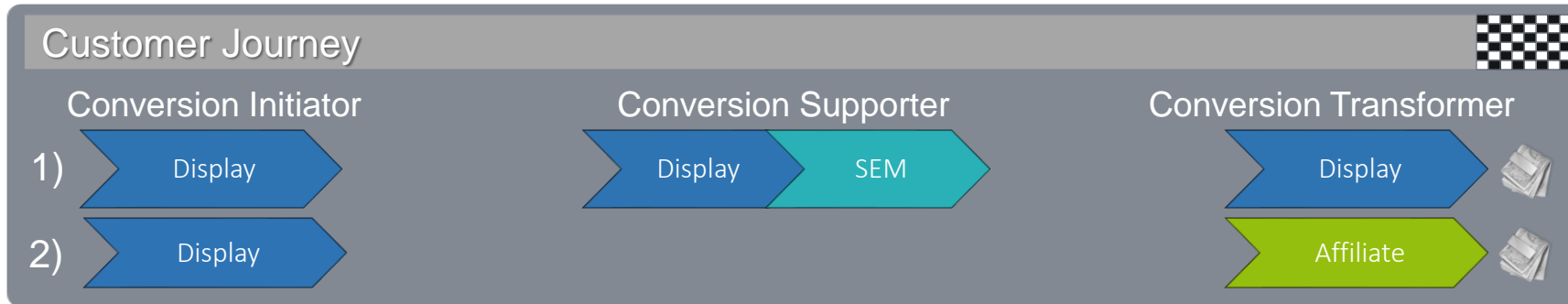
Conversions: How many conversions were assigned to the campaign?

Assists: How many campaign contacts were measured, for which no conversion was assigned?

Assists, Unique: How often was the campaign a part of the Customer Journey, but no conversion was assigned to it?

3 Basic Metrics Campaign Analysis

2 Customer Journeys wurden erfasst.



Analysis: Marketing > Campaign Categories > Campaign Channel

Campaign channel	Conversion Initiator	Conversion Supporter	Conversion Transformer	Conversion Initiator %	Conversion Supporter %	Conversion Transformer %
Display	2	1	1	50.00 %	25.00 %	25.00 %
SEM	0	1	0	0.00 %	100.00 %	0.00 %
Affiliate	0	0	1	0.00 %	0.00 %	100.00 %

Conversion Initiator:

How often was the campaign the first contact within the Customer Journey?

Conversion Supporter:

How often was the campaign neither the first nor the last contact within the Customer Journey?

Conversion Transformer:

How often was the campaign the last contact within the Customer Journey?

Conversion Initiator %:

What percentage of all its accesses was made as first contacts?

Conversion Supporter %:

What percentage of all its accesses was made neither as first nor as last contacts?

Conversion Transformer %:

What percentage of all its accesses was made as last contact?

4 Basic Metrics E-Commerce Analysis

The examples in this section contain the following metrics:

- Qty Product Views
- Qty Purchased Products
- Qty Abandoned Products
- Add to Shopping Cart Rate %
- Product Conversion Rate
- Value Purchased Products
- Abandoned Product Value
- Shopping Cart Abandonment Rate %
- Order Value
- Conversion Rate %
- Conversion Rate % (Buyer)



4 Basic Metrics E-Commerce Analysis

A user performed the following visits on February 13 and 14:



Analysis: Visitors > Traffic

Days ↑	Visits	Visitors	Conversion Rate %	Conversion Rate % (Buyer)
2016-02-13	2	1	100.00 %	50.00 %
2016-02-14	1	1	100.00 %	100.00 %

Visits:

How many visits were performed?

Visitors:

How many visitors visited per day?

Conversion Rate %:


What percentage of visitors did also purchase?


Conversion Rate % (Buyer):

In what percentage of all visits one or more purchases were performed? The expression in brackets is always the name of the depth of engagement with the highest priority. It has to be specifically defined for including a performed purchase.

4 Basic Metrics E-Commerce Analysis

A user accessed the following products during one visit:

Product Status 



Toaster	Viewed	10:00
Fridge	Viewed	10:01
Toaster	Viewed	10:02
Toaster	Added to Cart	10:03
Toaster	Purchased	10:04

Analysis: E-Commerce > Products

Products	Qty Product Views ↓	Add to Shopping Cart Rate %	Product Conversion Rate	Qty Purchased Products
Toaster	2	50.00 %	50.00 %	1
Fridge	1	0.00 %	0.00 %	0

Qty Product Views:

Add to Shopping Cart Rate %:

Product Conversion Rate:

Qty Purchased Products:

How often was a product viewed?




What percentage of the viewed products were added to the shopping cart?

What percentage of the viewed products were purchased?

How often was a product purchased?

4 Basic Metrics E-Commerce Analysis

A user accessed the following products during one visit:

	Product Status		
	Toaster	Viewed	10:00 44.99
	Toaster	Added to Cart	10:01 44.99
	Fridge	Viewed	10:02 249.99
	Fridge	Added to Cart	10:03 249.99
	Toaster	Purchased	10:04 44.99

Analysis: E-Commerce > Products

Products	Qty Purchased Products	Value Purchased Products	Qty Abandoned Products	Abandoned Product Value	Shopping Cart Abandonment Rate %
Toaster	1	44.99 €	0	0	0.00 %
Fridge	0	0.00 €	1	249.99 €	100.00 %

Qty Purchased Products:

How often was a product purchased?

Value Purchased Products:

What was the value of the purchased products?

Qty Abandoned Products:

How often was a product added to the shopping cart but not purchased during the same visit?

Abandoned Product Value:

What was the value of the products that were added to the shopping cart but not purchased during the same visit?

Shopping Cart Abandonment Rate %:

What percentage of products added to the shopping cart was not purchased during the same visit?

4 Basic Metrics E-Commerce Analysis

A visitor purchased the following products:



Purchased products:	Fridge	Toaster
Price of the products:	249.99	44.99
Total order value:	260.00	

Analysis: Visitors > Traffic

Days ↑	Qty Purchased Products	Value Purchased Products	Order Value
2016-06-26	2	294.98 €	260.00 €

Qty Purchased Products: How many products were purchased?

Value Purchased Products: How much did the purchased products cost in total?

Order Value: What order value was generated?

Summary

You should now be able to answer questions like these:

- What are Page Impressions?
- Within a visit, when does the time-out take place?
- How is the page duration for exit pages calculated?
- How does the formula „Exit Rate %“ differ from the formula „Bounce Rate %“? Both formulas are predefined by Webtrekk.

Get your certification!

- We offer several certifications to prove your expertise ranging from Basic to Admin level.

Click [here](#) for more information.





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 optimization of the training documentation.

[To the evaluation](#)

