Webtrekk Analytics Training Chapter

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1 General Information
1.1 General remarks

- **Browser**
  For the best possible performance, please use a current browser version. Ad blockers should be deactivated because otherwise problems can occur when trying to log in. Parallel usage of Webtrekk in multiple tabs is only possible in the „private“ or „incognito“ mode of your browser.

- **Updates**
  The Webtrekk system is subject to ongoing optimization and further development. Updates are installed automatically. An overview of recent adaptations can be found at “Release Notes”. Register for the newsletter to stay updated.

- **Data Updates**
  Analysis data is usually updated every 60 minutes. The exact point of time of the last update is shown below the analysis.

- **Automatic Logout**
  Automatic logout takes place after 30 minutes of inactivity.
Analytics allows for detailed analyses in which different data can be combined.

Segment Manager is used to create user groups as a segment. These segments can be reused in Analytics and Marketing.

Marketing allows you to personalize your website or app. Using interfaces to third-party vendors (e.g., Facebook, Google Ads), user can also be reached outside of your website/app and can be animated to return to your website/app.

Tag Integration allows for easy adaption of the Webtrekk configuration via the user interface.
At „My Profile“ the user can set the language for the user interface, choose the number format and change the password.

Changing the language does not have an effect on custom elements, e.g., custom metrics, custom formulas, categories and parameters.
1.3 Structure of the main menu

Webtrekk distinguishes between analyses and reports.

Reports
- Reports can contain individually configured analyses and further elements.
- Can be shared with other users and can be sent via e-mail.

Analyses
- Predefined standard analyses or individual analyses („My Analyses“).
- Individual configuration possible (metrics, diagrams, filter).

Information on reports can be found in the training chapter User Interface 1.1 – Custom Reports.
Analyses are structured into different categories within the main menu:

- Visitors: time-related dimensions (e.g. day, week), geography and technology
- Marketing: Referrers, search phrases and campaign analyses
- Navigation: Pages and content groups, usage of links, forms and funnels
- E-Commerce: Website goals, products and orders
- Video Analytics: (optional) analysis of videos

A presentation of important analyses can be found in the training chapter Analyses 1 – Analyses overview.
Analyses View
2 Analyses view

This chapter describes all settings that can be changed in an analysis.
2.1 Analysis period

By default, the last 28 days are used as analysis period.

- Using the calendar you can adapt the analysis period.
- The selected time frame is highlighted in grey.
2.1 Analysis period

- **Fixed time period**
  By clicking on a day, two days or on a calendar week a fixed time period can be chosen.

- **Dynamic time period**
  Dynamic time periods can be chosen from the drop down menu. They are called “dynamic” because the resulting time period depends on the current date.

⚠️ Changes to the analysis period are taken over for all succeeding analyses.
2.2 Quick calculation mode

The computation of analyses can be accelerated if only a part of the data is used for the calculation. This method is called „sampling“.

- Determine which amount of data is used for the analysis. 20% is pre-set.

- Random users are selected for each calculation. Therefore, the shown data can change when reloading the analysis.

- Reports and exports are always calculated on the basis of all visitors.
2.3 Metrics in an analysis

Each analysis includes predefined metrics and formulas. They can be changed and substituted.

- Each adaption that you make is only saved temporarily.

- As soon as you log out or call another account, the default settings are used again. For a longterm storage of the adjustments you must save your analysis (see Section 2.8).

In the Support Center, you can find a video on this topic.
2.3.1 Adding metrics and formulas

To add metrics and formulas to an analysis, proceed as follows:

1. Click on „Add metric“.

2. Choose the metrics in the group or list view.

You can search for metric in the list view as well as in the group view.
2.3.1 Adding metrics and formulas

3. Accept the configuration by clicking „Apply“.
2.3.2 Removing metrics and formulas

To remove a metric or formula from an analysis, proceed as follows:

1. Right-click on the name of the metric to open the context menu.

2. Click on „Remove metric“. 

![Image of a table with days and visits, showing options to remove metric and duplicate metric]
2.3.3 Sorting and order

- Dimensions and metrics can be sorted in increasing or decreasing order using the context menu. An arrow shows the current sorting.

- The order of the dimensions and metrics in the data table can be adapted via drag&drop using the mouse (click on the name of the corresponding metric or dimension).
2.3.4 Resetting Analyses

All adaptations made in an analyses are saved temporarily. If you need to go back to the standard configuration, you have the following options:

- Reloading the analysis in the browser (e.g. by pressing „F5‟)
- Logging out and logging in again
- Choosing another account and switching back to the desired account for analysis.
2.4 Analysis Variants

There are different variants in which an analysis can be shown.

- List
- Time Series
- Comparison
- Path
2.4.1 List

“List“ shows the analysis of a single dimension.
2.4.2 Time Series

The Time series view shows the development of chosen dimension values over time.

In the Support Center you can find a video on this topic.
2.4.2 Time Series

Activating the Time Series view

1. In an analysis click on the Time series symbol. Only available with non-time-dimensions.

2. Click on the time series.

3. Finish the configuration by clicking on „Apply“. 

Choose the time interval for the data to be shown.

Select specific
The selected elements are used.

Top X
The top X elements (according to the metric/formula sorted by) are used.

Check all metrics and formulas that you want to be shown.
### 2.4.2 Time Series

**Editing the Time series view**

- To edit the Time series, click on „Edit configuration“.  

<table>
<thead>
<tr>
<th>#</th>
<th>Visits</th>
<th>Conversion Rate %</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PC / Laptop</td>
<td>Smartphone</td>
</tr>
<tr>
<td>2019/10</td>
<td>9,715</td>
<td>8,700</td>
</tr>
<tr>
<td>2019/11</td>
<td>11,592</td>
<td>8,888</td>
</tr>
</tbody>
</table>

!> Generally, at maximum 15 columns can be shown in Webtrekk. A configuration which exceeds this limit (i.e., 5 elements of a dimension and 4 metrics = 20 columns) is not possible.
2.4.3 Comparison

Comparison is one of the most important functions as it shows varying trends of different metrics and formulas.
2.4.3 Comparison

- It is possible to compare time periods or segments (i.e., saved groups of users, as new customers or regular customers).

- Only elements that were measured within the comparison reference are compared. In the example, these are only the pages that were visited in the time period from Feb 25 to Mar 03 (=last week).
2.4.3 Comparison

- The comparison figure shows the percentage difference of the metric values.

Calculation: \( \text{Comparison} = \left( \frac{\text{Column left}}{\text{Column right}} - 1 \right) \times 100 \)

Reads as: Compared to returning customers, the share of new customers who visited the website via smartphone was 39.44\% higher.
2.4.3 Comparison

- Up to three comparison elements (e.g., last week, week before the last week, last week in the previous year) can be compared.

- When using a time comparison, the comparison period uses the same number of days as the comparison reference. Only similar weekdays are considered.

Example for automatically chosen comparison periods:

![Calendar Example]

- □ = comparison reference
- ▲ = first comparison period
- ● = second comparison period

If the current day is chosen as comparison reference, the corresponding compared day is compared only up to the time for which data is available at the current day.
2.4.3 Comparison

- As an alternative, time periods can be set manually. Choose a dynamic time period in the calendar to improve readability of your analysis (e.g., “yesterday” instead of “May 27th”).

- For a clear arrangement, single elements can be hidden.
2.4.4 Path

The Path view shows the order in which elements were viewed.
2.4.4 Path

- This view consists of a clickable diagram that allows for an aggregated, interactive evaluation, as well as of a data table that shows all paths that were tracked.

The diagram shows only paths that are also shown in the data table.
2.4.4 Path

- Paths can be limited to a page, a visit or the analysis period.
- Within a path always exactly one dimension can be used.
2.4.4 Path

Activating the Path view

1. In an analysis, click on the path symbol.

2. Configure the path.

   - Which metric do you want to display?
   - What is the maximum number of elements to be shown?
   - Do you want to limit the path on a page, a visit or the whole analysis period?
   - Similar elements that appear directly one after another can be hidden. The path „A > A > B > A“ is then displayed as „A > B > A“.

3. Click on „Apply“.

A path can contain up to 100 elements. At most 20 elements can be displayed.
- From beginning of path: The displayed path starts with the first element tracked.
- To end of path: The displayed path ends with the last element tracked.
2.5 Multidimensional Analyses (Pivot table)

By adding one or more dimensions, a pivot table can be created. This way, complex questions can be answered by using an analysis.

- Hierarchy view and list view is supported.

### Hierarchy view

<table>
<thead>
<tr>
<th>Device Class</th>
<th>Browser</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC / laptop</td>
<td></td>
<td>298,600</td>
</tr>
<tr>
<td>mobile phone</td>
<td></td>
<td>224,165</td>
</tr>
<tr>
<td>tablet</td>
<td></td>
<td>64,440</td>
</tr>
<tr>
<td>Safari 9</td>
<td></td>
<td>52,250</td>
</tr>
<tr>
<td>Android Webkit</td>
<td></td>
<td>3,785</td>
</tr>
<tr>
<td>Safari 8</td>
<td></td>
<td>3,315</td>
</tr>
</tbody>
</table>

### List view

<table>
<thead>
<tr>
<th>Device Class</th>
<th>Browser</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>mobile phone</td>
<td>Safari 9</td>
<td>90,038</td>
</tr>
<tr>
<td>PC / laptop</td>
<td>Internet Explorer 11.x</td>
<td>78,075</td>
</tr>
<tr>
<td>tablet</td>
<td>Safari 9</td>
<td>32,250</td>
</tr>
<tr>
<td>PC / laptop</td>
<td>Firefox 47</td>
<td>28,420</td>
</tr>
<tr>
<td>PC / laptop</td>
<td>Firefox 45</td>
<td>24,280</td>
</tr>
<tr>
<td>PC / laptop</td>
<td>Safari 9</td>
<td>21,795</td>
</tr>
</tbody>
</table>
2.5 Multidimensional Analyses (Pivot table)

- Creating a Pivot table
  To create a Pivot table add at least one other dimension to the analysis.

- Switch between hierarchy and list view by using the respective buttons.
2.5 Multidimensional Analyses (Pivot table)

- In the hierarchy view dimensions can be sorted using drag & drop.

- Dimensions can be removed with the help of the context menu.

- Using the icon it is possible to adjust the row limit in the hierarchy view.
2.6 Diagram, Visualization and Readability

In this section, you find information on graphical visualizations and information on how to generally improve readability.
The diagram is structurally divided into three parts:

- Figures shown on the primary axis
- Figures shown on the secondary axis
- Detailed view of a figure via mouseover
- Highlighting of the weekend
2.6.1 Diagram

- A metric or formula can be displayed on the primary axis (left) or the secondary axis (right).

- The metric or formula can be added or removed from the diagram by right-clicking on the name in the table or by right-clicking on a data point in the diagram.
2.6.1 Diagram

You can choose between different types of diagrams:
2.6.2 Visualization in the data table

You also can visualize metrics and formulas in the data table. This way, you can analyse data faster and it is easier to spot differences.

- There are different visualizations available:
  - The traffic light uses three different colours (red, orange, green). The heatmap uses five colours (from light blue to dark blue).
  - The visualization can be configured in the context menu.

The visualization of metrics and formulas is not available in multidimensional analyses.
Colouring of traffic light in an heatmap is done automatically on the basis of the shown values, but it also can be adapted manually.

- The „target value“ defines whether a high value (max) or a low value (min) is considered to be good. The best values are shown in green (traffic light) or dark blue (heatmap), respectively.

- Automatic Colouring
  To determine the threshold values, the highest and lowest values shown are used. The range of values is divided into three (traffic light) or five (heatmap) parts, respectively.

*Example: Traffic light with target value „min“*

<table>
<thead>
<tr>
<th>Bounce Rate %</th>
<th>62.67 %</th>
<th>67.14 %</th>
<th>60.81 %</th>
<th>88.97 %</th>
<th>100.00 %</th>
<th>50.00 %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimal value</td>
<td>50,</td>
<td>Maximal</td>
<td>100</td>
<td>Range =</td>
<td>Maximal</td>
<td>Minimal</td>
</tr>
<tr>
<td></td>
<td>50,0 %</td>
<td>–</td>
<td>66,7 %</td>
<td>50</td>
<td>66,7 %</td>
<td>–</td>
</tr>
<tr>
<td></td>
<td>Green</td>
<td>Orange</td>
<td>Red</td>
<td>83,3 %</td>
<td>–</td>
<td>100 %</td>
</tr>
</tbody>
</table>
2.6.2 Visualization in the data table

- Manually chosen colouring
  You also can choose the colouring manually. The value range is divided into three (traffic light) or five (heatmap) parts, respectively.

**Example: Traffic light with target value „min“**

- Minimum value: 50, Maximum value: 80
- Value range = Maximum value – Minimum value = 30
  - Green     < 50 % – 60 %
  - Orange    60 % – 70 %
  - Red       70 % – > 80 %
2.6.3 Rows shown in an analysis

The navigation bar in the analysis variants „List“ and „Comparison“ offers different functions:

- **Amount of available data record**
- **Navigation between result pages**
- **Amount of rows shown**
2.6.4 Enumeration

Rows in the data table can be enumerated.

- Enumeration is not available in multidimensional analyses (pivot tables).

- It has to be activated separately for each analysis.
2.6.5 Footer

The „Total“ footer shows the uniquely calculated aggregated value for each metric.

- The „Total“ value for formulas is calculated using the uniquely calculated values of the underlying metrics.

In the example, a visitor that was tracked in each week, would only be counted as one visitor in the „Total“ row.

In the analysis variant „Time Series“ the footer is not available.
2.6.6 Full-Screen Mode

If the Full Screen Mode is activated, the main menu and the top navigation are hidden.

- To (de-)activate the full-screen mode click on the arrow symbol next to the analysis path.
2.7 Filter

You can filter a whole analysis, as well as single metrics and formulas.
2.7.1 Filtering Analyses

Analyses can be filtered using the quick search or filter function.

- Quick Search: Only certain elements of the dimension are shown.

**Example:** In the Search Engine analysis, show only Google Search Engines.
2.7.1 Filtering Analyses

The search input is provided either as a free text or drop down field.

- **Free text field**
  
  In most analyses the search keyword is entered into a free text field.

  - **Suggestion function**
    
    Maximum of 8 suggestions
    Only data is recommended that has been shown previously with this login.

  - **Placeholder**
    
    With placeholders (*) any strings can be replaced.
    Multiple placeholders are allowed.

- **Drop-down input**
  
  A drop-down field is available for several dimensions (e.g., Weekdays, Segments).

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In multidimensional analyses, the quick search relates to the first dimension.
2.7.1 Filtering Analyses

- The filter function allows for filtering all available dimensions and metrics.

Example: Show only Google search engines if a tablet was used within the same visit.

Detailed information on the filter function can be found in the training chapter User Interface 1.3 - Segmentation and Filter Options.
2.7.1 Filtering Analyses

Using the drill down, selected dimensions of an analysis can be adopted as filters for a follow-up analysis.

- Multiple elements can be selected at the same time.

*Example:* In the New vs. Returning-Analysis new visitors are selected and a drill-down to the Pages Analysis is made.

1. Highlight the dimension elements with the mouse. Only necessary if more than one element is chosen.

2. Right-click for drill-down and choosing the follow-up analysis.
2.7.1 Filtering Analyses

3. Output of the filtered analysis

Please note that the filter is saved for the time of your Webtrekk session. If you want to remove the filter, reload your browser.
2.7.2 Filtering metrics and formulas

In the context menu ("Configure Metric") it is possible to adjust every metric and formula individually.

Detailed information on configuration of metrics can be found in the training chapter
User Interface 1.4 - Custom Figures.
2.8 Saving analyses

Analyses can be saved at „My analyses“ or as a report.

- The following table shows the different functions when saving an analysis at „My analyses“ or as a report element.

<table>
<thead>
<tr>
<th>Saving as</th>
<th>My analyses</th>
<th>Report element</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data table (Dimensions / Metrics)</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Search/Filter</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Adaptions on metrics and formulas</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Search/Filter</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Scheduled dispatch</td>
<td></td>
<td>✔</td>
</tr>
<tr>
<td>Sharing with other users</td>
<td></td>
<td>✔</td>
</tr>
</tbody>
</table>

Information on Reports can be found in the training document User Interface 1.1 – Custom Reports.
2.8.1 My Analyses

At „My Analyses“, analyses can be saved permanently for a user.

- Saving at „My Analyses“
  - Click on „Add to > My Analyses“. Think of an informative title.

The saved analyses are sorted alphabetically in the main menu.
2.8.1 My Analyses

- Deleting an analysis at „My Analyses“

  A saved analysis can be directly deleted in the main menu. Via mouseover a respective symbol will be shown.
2.9 Export

Analyses can be downloaded or sent via e-mail as Excel, PDF or CSV file.

- Exports always use 100 percent of the data – even if the quick calculation mode was used.

- Only PDF files include diagrams and visualizations of metrics and formulas.

- The number of rows that can be exported depends on the individual contract.
2.10 Help

Help is available at the following points:

- Help on the analysis
- Help on the dimension
- Help on the metric

General help, videos, training documents
Summary

You should now be able to answers questions like these:

- What does the „Time Series“ view show?
- How can you create pivot tables?
- You right-click on a metric and hit „Visualization“. What can you configure this way?

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To the evaluation