



Webtrekk CAMPUS

Exercise 1 – Account Analyses

The following exercises are designed to teach you how to work with Webtrekk.

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.

Visitor analyses take a closer look at a system's total hits.



1. How many visitors accessed the site in calendar week X?

Notes:

2. On average, how long did a visit last in calendar week X?

Notes:

3. Create an analysis that shows visits and the average visit duration per day.

Adjust the diagram: Make sure the first y-axis shows visits and the second y-axis shows the average visit duration.

Notes:

4. Which weekday of the last month shows the highest average visit duration?
Configure the metric to use the traffic light display option.

Notes:

5. Which German region shows the most page impressions per visit for calendar week X?
Display them by using a pivot table.

Notes:

6. Which of the top 5 tracked browsers shows the highest bounce rate?

Notes:

7. Which trends are visible for the most frequently tracked browser's bounce rate within the week?

Notes:

8. What percentage of visits resulted from tablets?

Notes:

9. Which trends are visible for visits via tablets?
Create an A/B comparison between the last and the second to last month.

Notes:

Marketing analyses take a closer look at the origins of visits.



1. How many visits resulted from search engines?

Notes:

2. What percentage of direct entries resulted from campaigns?

Notes:

3. What is the meaning of the search phrase „not provided“?

Notes:

4. What is the difference between the metrics „Visits“ and „Qty External Search Phrases“ within the analysis „External Search Phrases“?

Notes:

5. Which search phrases are used in the organic search (no paid ads)?

Notes:

6. Which of the top 10 non-brand search phrases shows the highest bounce rate?

Notes:

7. Which default attribution is currently configured within Webtrekk?

Notes:

8. What is the average order value generated per campaign channel?

Notes:

9. Which trends are visible for the average order value per campaign channel?
Show your results using an A/B comparison between the last and the second to last week.

Notes:

Navigation analyses examine pages and corresponding events.



1. Which page was accessed the most?

Notes:

2. Which page did users access most often after seeing the home page?

Notes:

3. How often did users exit after seeing the page of search results?

Notes:

4. Take a look at the top 10 entry pages and their corresponding conversion rates.

Notes:

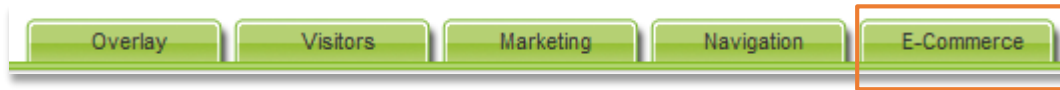
5. Which link is used most often on the home page?

Notes:

6. Which links do new vs. returning visitors use on the home page?
Configure a suitable cross table.

Notes:

E-commerce analyses take a closer look at orders and products.



1. Which product was bought most often?

Notes:

2. Which of the top 10 products has the best ratio of product views to purchased products?

Notes:

3. Which product was bought most often by new visitors?

Notes:

4. What are the values for conversion rate and average order value during the last seven days?

Notes:

5. What was the highest order value tracked for a single order?

Notes:

6. Which product was added to the shopping cart most often during a visit without being bought?

Notes:

This is where you can find possible solutions.

Exercise	Analysis object (path to analysis)	Metrics	Notes
1	Weeks (Visitors > Time > Weeks)	Visitors	Visitors are weekly unique
2	Weeks (Visitors > Time > Weeks)	Visit Duration Avg	
3	Days (Visitors > Time > Days)	Visit Duration Avg, Visits	Usage of y-axes can be configured within analysis configuration
4	Weekdays (Visitors > Time > Weekdays)	Visit Duration Avg	To format a metric, choose the display option „Traffic Light“ within metric configuration
5	Country, Region (-)	Page Impr. per Visit	To create a pivot table, go to „Start > New Analysis“ Filter: „Country“ equal „Germany“
6	Browser (Visitors > Technology > Browser)	Visits, Bounce Rate %	„Visits“ are necessary to determine the usage frequency
7	Browser, chart type „Trend“ (Visitors > Technology > Browser > Trend)	Visits, Bounce Rate %	
8	Device Class (Visitors > Technology > Device Class)	% Visits	
9	Device Class, chart type „A/B comparison“ (Visitors > Technology > Device Class > A/B comparison)	Visits	Dynamic periods: last month, second to last month

Exercise	Analysis object (path to analysis)	Metrics	Notes
1	Origin Type (Marketing > Traffic Origin > Origin Type)	Visits or Entries	Small differences between metrics caused by visits across days (i.e. entry before first day selected in calendar)
2	Origin Type (Marketing > Traffic Origin > Origin Type)	Visits Campaigns %	Metric shows hits via campaigns based on media codes
3	-	-	Search phrase was not available. This happens for search queries using Google via https.
4	External Search Phrases (Marketing > Search Phrases > External Search Phrases)	Qty External Search Phrases, Visits	A search phrase can be used multiple times within a single visit. This would be displayed by the metric „Qty External Search Phrases“ as one visit with several hits.
5	External Search Phrases (Marketing > Search Phrases > External Search Phrases)	Qty External Search Phrases or Visits	Only possible if SEM campaigns are tracked. Filter: „Traffic Source – Organic vs. Campaign“ equal „Campaigns“

Exercise	Analysis object (path to analysis)	Metrics	Notes
6	External Search Phrases (Marketing > Search Phrases > External Search Phrases)	Qty External Search Phrases, Bounce Rate %	Only possible if brand words were configured via marketing configuration. „Qty External Search Phrases“ necessary for determining usage frequency. Filter: „Brand Search“ equal „Brand Search None“
7	-	-	Configuration > Marketing Configuration > Default Attribution
8	[Name of campaign channel] (Marketing > Campaign Categories > [name of campaign channel])	Order Value Avg	Only possible if campaigns v3 are used, a custom formula has to be created otherwise
9	[Name of campaign channel], chart type „A/B comparison“ (Marketing > Campaign Categories > [name of campaign channel] > A/B Comparison)	Order Value Avg	Dynamic periods: last month, second to last month

Exercise	Analysis object (path to analysis)	Metrics	Notes
1	Pages (Navigation > Pages > Pages)	Page Impressions	
2	Follower Pages (Navigation > Pages > Follower Pages)	Page Impressions	Filter: „Pages“ equal „[name of home page]“
3	Pages (Navigation > Pages > Pages)	Exits	Filter: „Pages“ equal „[name of page of search results]“
4	Entry Page (-)	Visits, Conversion Rate	„Visits“ necessary for determining usage frequency
5	Events (Navigation > Events)	Clicks	Filter: „Pages“ equal „[name of home page]“
6	Events, display type „cross table“ (Navigation > Events > Cross Table)		Filter: „Pages“ equal „[name of home page]“ Analysis Object: New vs. Returning Object Qty: 3 Metric: clicks

Exercise	Analysis object (path to analysis)	Metrics	Notes
1	Products (E-Commerce > Products)	Qty Purchased Products	
2	Products (E-Commerce > Products)	Qty Purchased Products, Product Conversion Rate	„Qty Purchased Products“ necessary for determining usage frequency
3	Products (E-Commerce > Products)	Qty Purchased Products	Filter: „New vs. Returning“ equal „New“
4	Days (Visitors > Traffic)	Conversion Rate, Order Value Avg	
5	Order ID (E-Commerce > Orders separately)	Order Value	
6	Products (E-Commerce > Products)	Qty Abandoned Products	

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