Level(3)®
C O M M U N I C A T I O N S

Connecting and Protecting
the Networked World℠

APPLICATION USER GUIDE

Analytics

Application: Analytics

Version: 1.0

Description: Analytics provides a complete view of your website analytics and usage.

Summary Contents

Analytics

Analytics provides a complete view of your website analytics and usage.

Overview

Analytics allows you to optimize the online presence for your website. Using the Analytics application, you can view your website statistics, manage account information, print reports and specify how the application should gather information. The statistical analytics provides information about visitors to your website. For example, it indicates how they found your website, the pages they visit, the length of time spent on each page and the activity for each page.

Getting Started

To launch Analytics:

- Click Launch.

The Analytics Main Menu page opens in a new window.
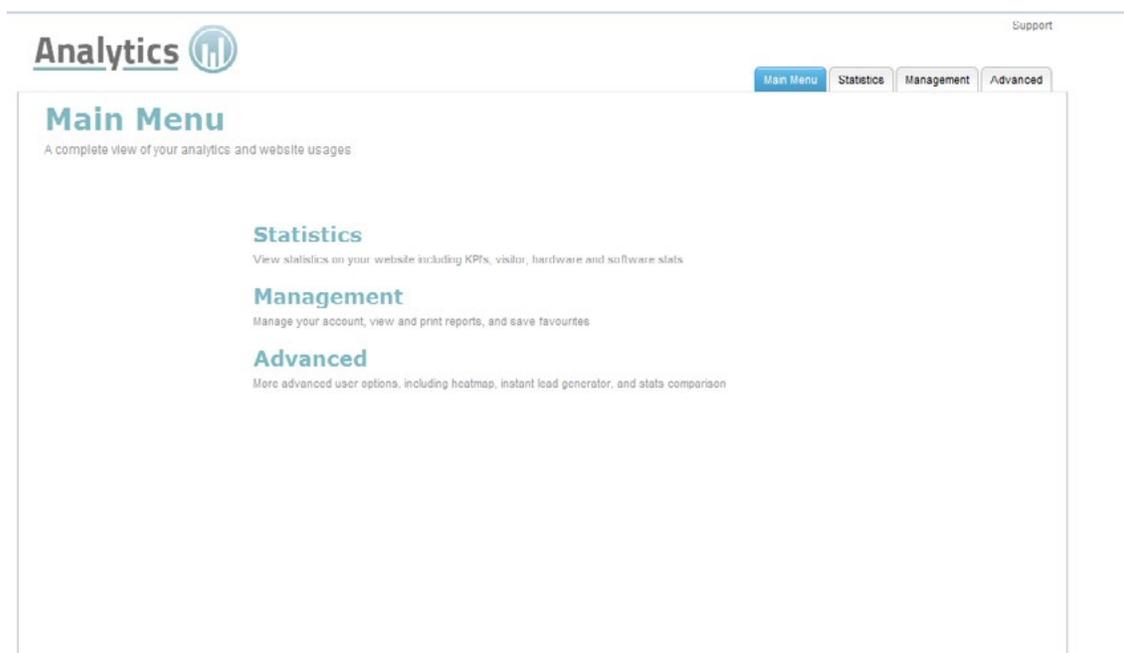
Main Menu

The Main Menu consists of the following sections:

- Statistics
- Management
- Advanced
- Settings

Statistics

This section allows you to view statistics about your website, including KPIs (Key Performance Indicators), visitor, hardware and software statistics.

Clicking the Statistics link from the main menu opens the Visit Overview page. The date range displayed defaults to the past 30 days.

Website Usage

Website Usage statistics provide information about visitor behavior for your website. Information such as how visitors arrived to your site, the individual pages they visited, activities they performed on each page and how they exited your site are available.

Figure 1: Website Usage Drop-Down

Visits per Page

The Visits per Page section provides an overview of the number of page impressions and visits for individual pages within your site. The Visits per Page section displays the information graphically in table, pie chart or ring format.
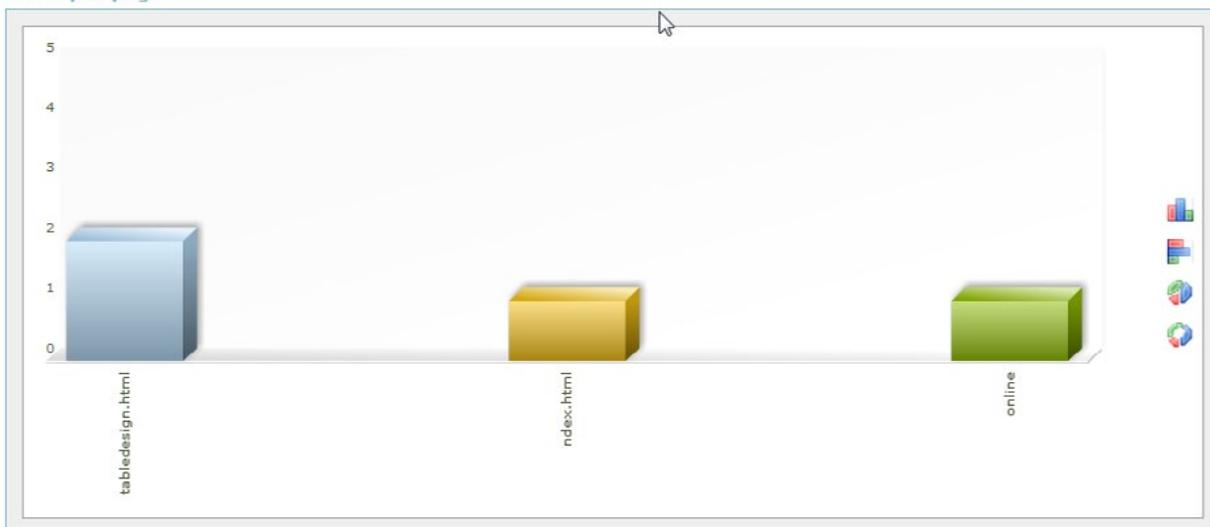
The KPI section provides visitor information that reflects overall website usage, as well as a page-specific breakdown. The page-specific information includes the number of visits, PIs (Page Impressions) and overall percent per page.

To change the date range:

- Select the start and end date from the pop-up calendar.

To view the website page:

- In the Page section, click page link.

Visits per Area

This page provides an overview of the number of page impressions and visits for specific areas of an individual page. The Visits per Area section displays the information graphically in table, pie chart or ring format.
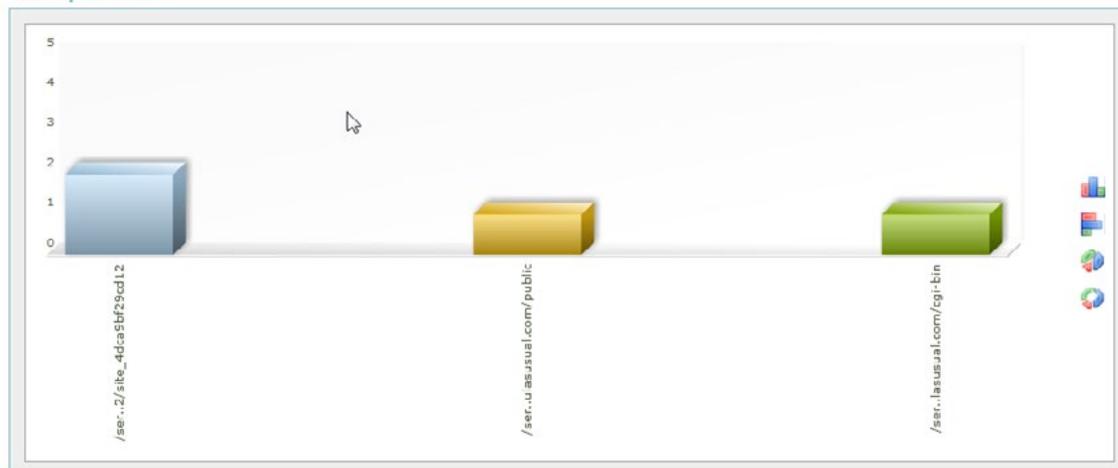
The KPI section provides visitor information that reflects overall website usage, as well as an area-specific breakdown. The area-specific information includes the number of visits, PIs (Page Impressions) and overall percent per page.

To change the date range:

- Select the start and end date from the pop-up calendar.

To view the website page:

- In the Area section, click **page link**.

PIs (Page Impressions) per Levels

This page provides an overview of the page impressions for the selected time period using the available **page names** and subdivides these into **levels**. The level subdivision is carried out using the set **separator in the page name**. Detailed information on how the page names can be defined is found under 'Integrating the pixel-code.' The hierarchical levels are displayed using a tree view. The percentages are displayed absolute to the highest level and relative to the next highest level. If a link to the page is available, clicking this page element will take the user to the stored page.
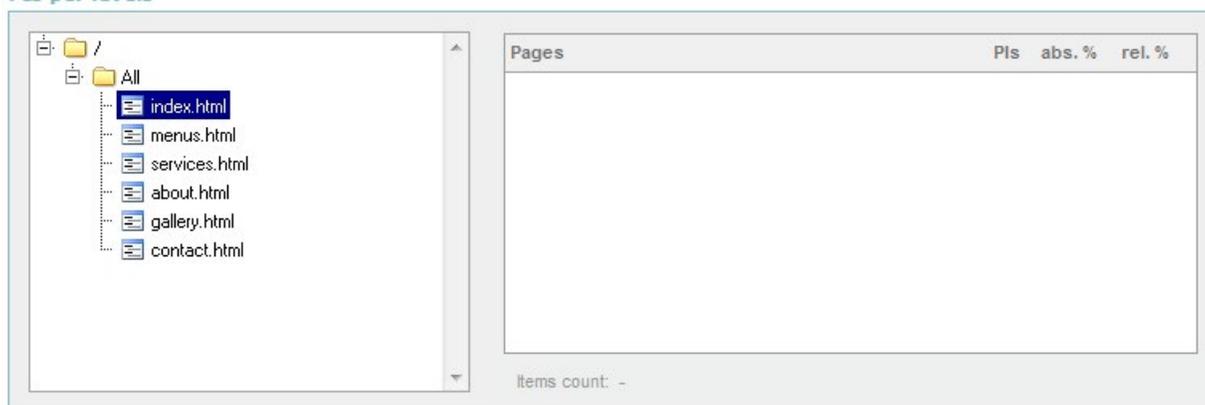
Downloads

This page provides an overview of how often certain documents have been downloaded.

To change the date range:

- Select the start and end date from the pop-up calendar.

The table below shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Events

This page provides an overview of the number of triggered events for the selected time period and subdivides these into **levels**. The percentages are displayed absolute to the highest level and relative to the next highest level.

Duration per Page

This page provides an overview of the time (in minutes) spent on each page for the selected period.

The Duration per Page section graphically displays the time per page in a table, pie chart or ring format.

To change how the information is displayed:

- Click the **Chart Type** icon.

Duration per page
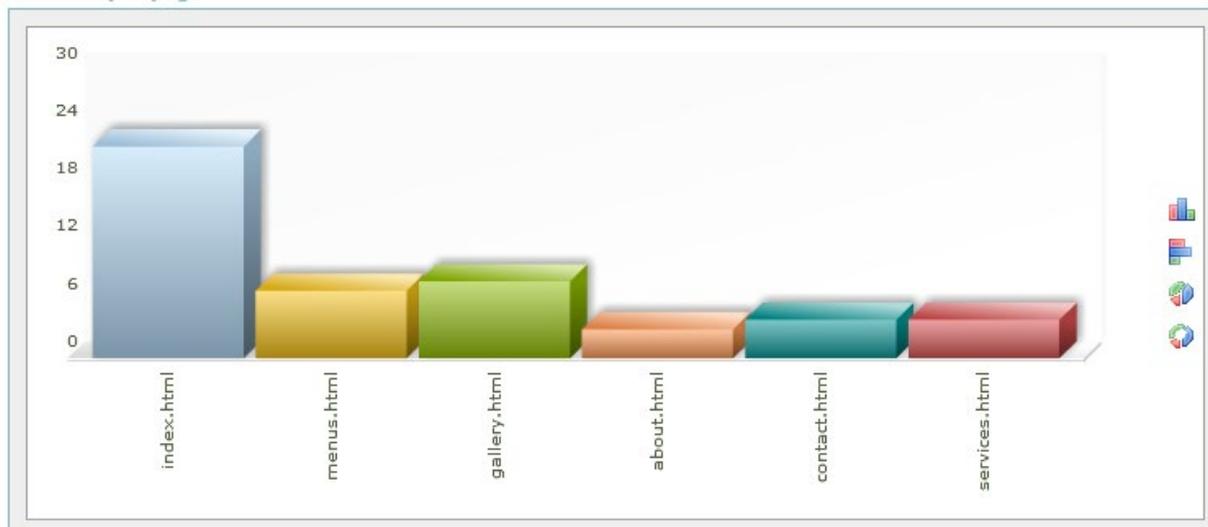
The KPI section provides general information about visitor behavior and detailed information about the number of visits, total time spent on each page and the overall percent based on all pages.

KPIs

Page	Visits	TotalTime	Percent
index.html	22	37.01	66.20%
menus.html	7	12.27	22.27%
gallery.html	8	03.13	5.75%
about.html	3	01.36	2.86%
contact.html	4	01.16	2.27%
services.html	4	00.22	0.66%

Page impressions	1215
Pageviews / Visit	1.07
Visitors	1136
Average Duration per Visit	00:01:10
Bounce Visits	1112
New Visitors	211

To change the date range:

- Select the start and end date from the pop-up calendar.

To view the website page:

- In the Page section, click **page link**.

Duration per Visit

This page provides an overview of the average time spent on each page per visit. The Duration per Visit section graphically displays the time per visit for each page in a table, pie chart or ring format.

To change how the information is displayed:

- Click the **Chart Type** icon.

9
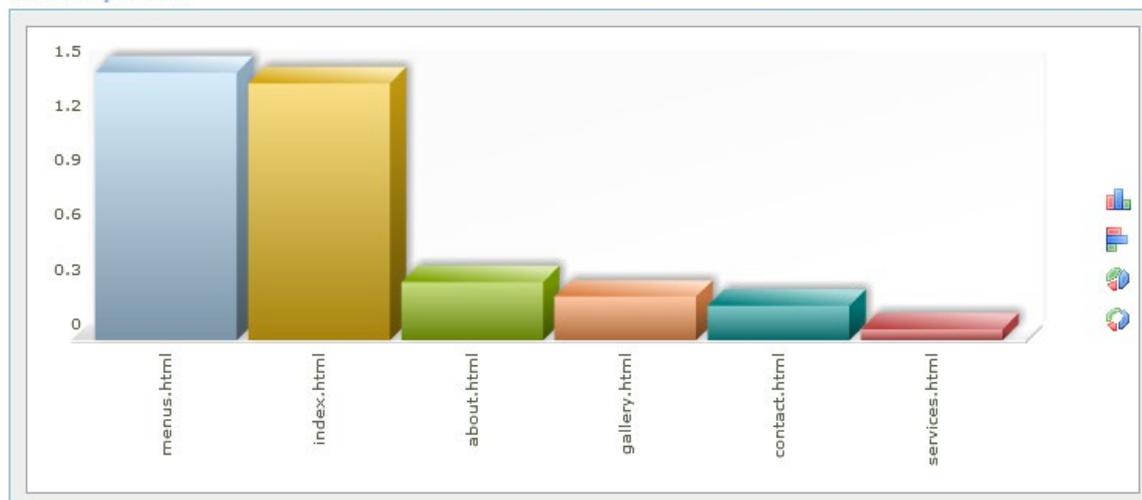
Duration per visit

The KPI section provides general information about visitor behavior and detailed information about the number of visits, total time spent on each page per visit and the overall percent based on all pages.

KPIs

Page	Visits	Duration/Visit	Percent
menus.html	7	01.47	14.58%
index.html	22	01.41	45.83%
about.html	3	00.32	6.25%
gallery.html	8	00.24	16.67%
contact.html	4	00.19	8.33%
services.html	4	00.06	8.33%

Page impressions	1215
Pageviews / Visit	1.07
Visitors	1136
Average Duration per Visit	00:01:10
Bounce Visits	1112
New Visitors	211

To change the date range:

- Select the start and end date from the pop-up calendar.

To view the website page:

- In the Page section, click **page link**.

Duration per PI

This page provides an overview of the average time spent on a page per PI (page impression) for the selected period. The Duration per PI section graphically displays the time per visit for each page in a table, pie chart or ring format.

To change how the information is displayed:

- Click the **Chart Type** icon.

Duration per PI
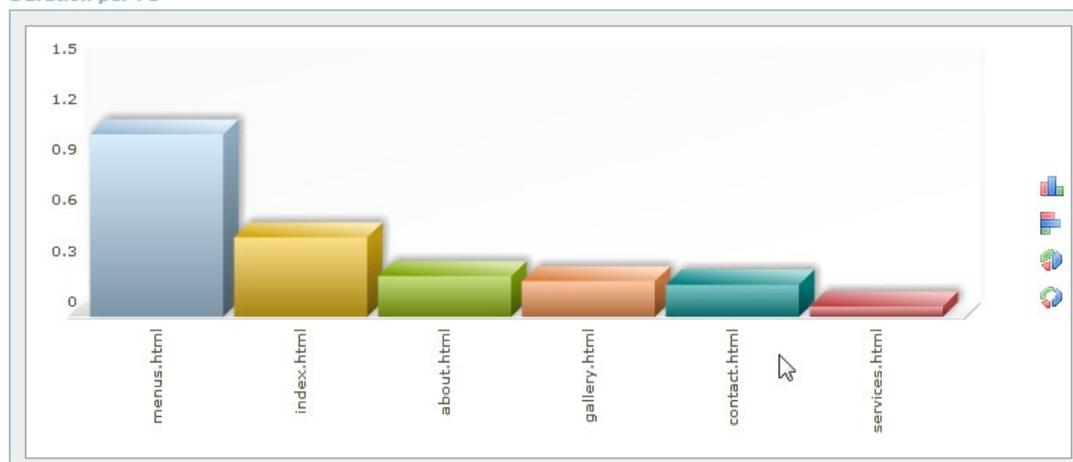
The KPI section provides general information about visitor behavior and detailed information about the number of PIs, total time spent on each page per PI, and the overall percent based on the combined number of pages in your website.

KPIs

Page	PIs	Duration/Pi	Percent
menus.html	11	01.08	13.92%
index.html	47	00.47	59.49%
about.html	4	00.24	5.06%
gallery.html	9	00.21	11.39%
contact.html	4	00.19	5.06%
services.html	4	00.06	5.06%

Page impressions	1215
Pageviews / Visit	1.07
Visitors	1136
Average Duration per Visit	00:01:10
Bounce Visits	1112
New Visitors	211

To change the date range:

- Select the start and end date from the pop-up calendar.

To view the website page:

- In the Page section, click **page link**.

Clickpaths in/out

This page provides an overview of the visitor clickpaths – both in and out. These paths describe the specific click patterns visitors use to navigate through a website. The information is presented in the form of a diagram. The Direct Views list (right-hand side) displays the clickpaths that lead the visitor to the specified page. The Direct Outgoing list (left-hand side) displays the pages that the visitor jumped to from the specified page. The figures on the arrows indicate the number of visits that have entered or exited via this clickpath.

Selection

index.html

Clickpaths in/out
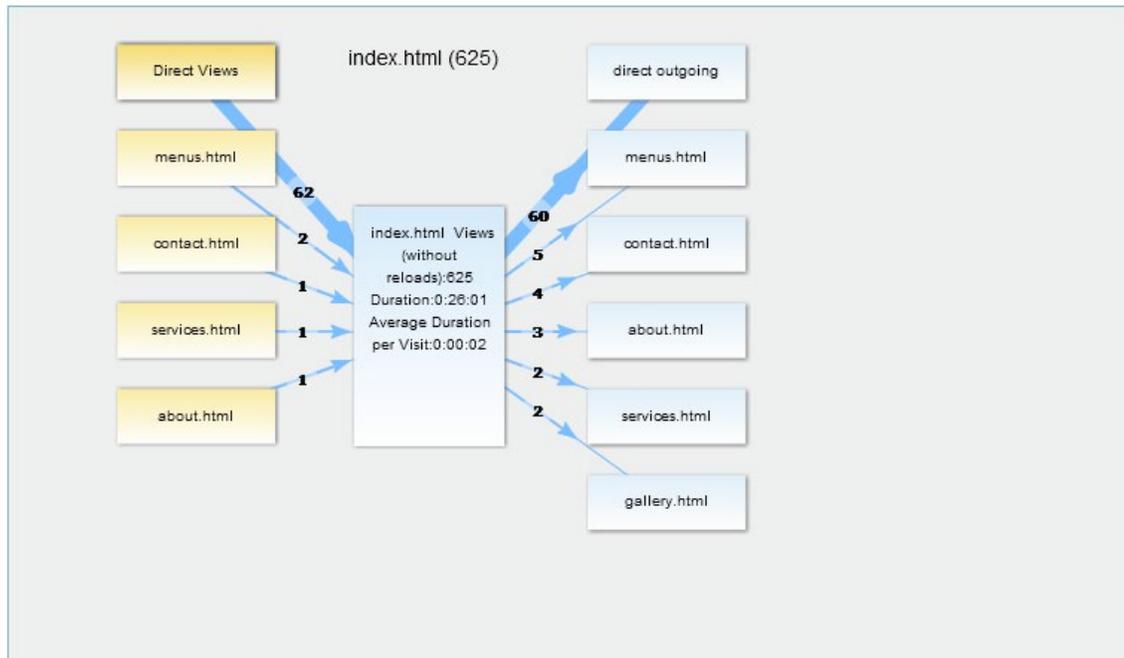
To change the date range:

- Select the start and end date from the pop-up calendar.

To display a different page:

1. Click anywhere in the Selection field
2. In the pop-up dialog, click the page you want to view.

    -
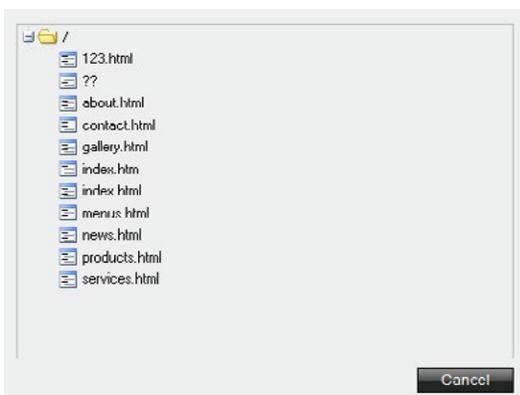
    - To view the visitor details for a clickpath pattern:
- Click the number associated with the incoming or outgoing clickpath.

Clickpaths Incoming

This page provides an overview of incoming clickpaths. Incoming clickpaths provide information about how often each page is visited from another location. The Clickpaths Incoming section graphically displays the time per visit for each page in a table, pie chart or ring format.

To change how the information is displayed:

- Click the **Chart Type** icon.

The KPI section provides general information about visitor behavior and detailed information about the number of visits per page and the overall percent based on the combined number of pages in your website.

KPIs

Page	Visits	Percent
index.html#index.html#menus.html#index.html#index.html	2	28.57%
index.html#index.html#index.html#index.html#index.html	1	14.29%
index.html#index.html#index.html#contact.html#gallery.html	1	14.29%
index.html#index.html#services.html#menus.html#gallery.html	1	14.29%
index.html#contact.html#index.html#index.html#contact.html	1	14.29%
index.html#about.html#services.html#gallery.html#gallery.html	1	14.29%

Page impressions	289
Pageviews / Visit	1.40
Visitors	206
Average Duration per Visit	00:01:19
Bounce Visits	182
New Visitors	76

Clickpaths Outgoing

This page provides an overview of outgoing clickpaths. These are specific click patterns the visitors use to navigate through the website before leaving. The information is presented in the form of a diagram or a table.

Entry Pages

This page provides an overview of which page a visitor used to enter the website and how long they stayed. Specifically, it shows which page was most frequently the **first** one used by visitors to the website. The entry pages section graphically displays the time per page in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

-

The KPI section provides general information about visitor behavior and detailed information about the average duration per page, the number of visits per page and the overall percent based on the combined number of pages in your website.

Page	Average Duration per Visit in	Visits	Percent
index.html	0:22	142	91.61%
menus.html	0:06	4	2.58%
gallery.html	0:09	4	2.58%
services.html	--	2	1.29%
about.html	--	2	1.29%
contact.html	--	1	0.65%

Page impressions	316
Pageviews / Visit	2.04
Visitors	155
Average Duration per Visit	00:02:10
Bounce Visits	105
New Visitors	137

Exit Pages

This page provides an overview of the pages a visitor used to exit the website and how long they stayed. Specifically, it shows which page was most frequently the **last** one used by visitors before they left the website. The Exit pages section graphically displays the time per page in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Exit pages
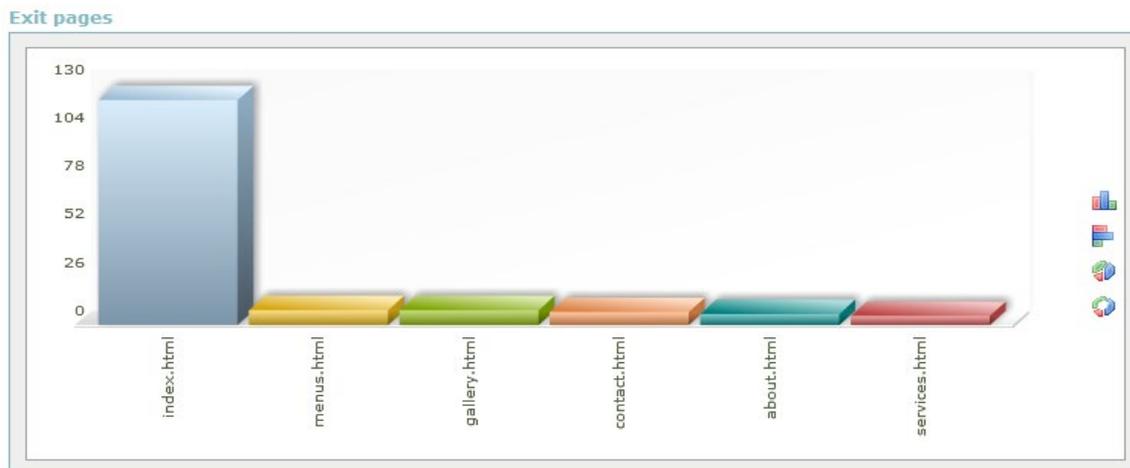
The KPI section provides general information about visitor behavior and detailed information about the average duration per page, the number of visits per page and the overall percent based on the combined number of pages in your website.

KPIs

Page	Average Duration per Visit in	Visits	Percent
index.html	--	121	78.06%
menus.html	--	8	5.16%
gallery.html	--	8	5.16%
contact.html	--	7	4.52%
about.html	--	6	3.87%
services.html	--	5	3.23%

Page impressions	316
Pageviews / Visit	2.04
Visitors	155
Average Duration per Visit	00:02:10
Bounce Visits	105
New Visitors	137

IVW Analysis

These statistics provide an overview of the data passed in the '**wm_ivw**' parameter. The time period for the overview can be selected. The information is presented in the form of a diagram or a table.

To change the date range:

- Select the start and end date from the pop-up calendar.

The table below shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Visitor Engagement

The Visitor Engagement page allows you to assign virtual values, which measure the intensity of user interaction.

The Visitor Engagement Overview section displays a dialog containing two panels. The left-hand panel lists all available profiles in a tree view. You can select a profile from the left-hand panel to display the details in the right-hand panel. Within this section, you can also view the detailed analysis for an existing profile, edit existing profile criteria, or create a new profile.
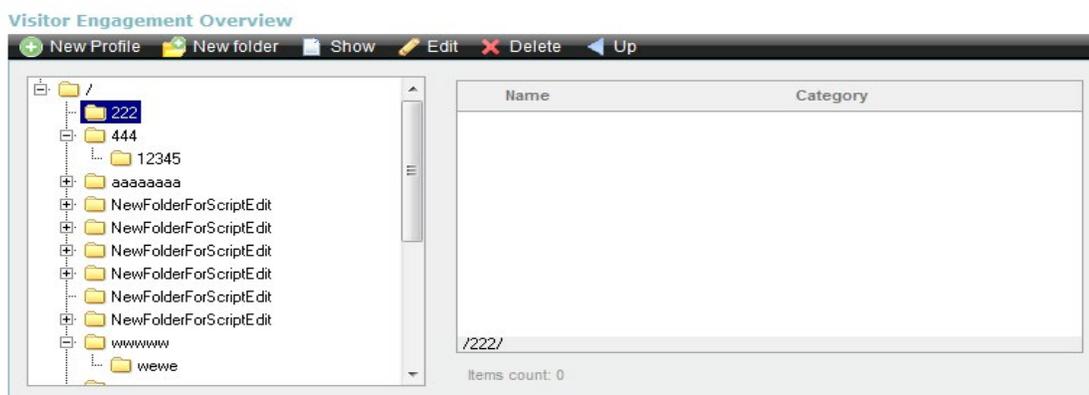
To view an existing profile:

1. From the left-hand panel, highlight a profile.

2. Click the **Show** button.
   The Visitor Engagement page updates with the details for that profile.

To edit an existing profile:

1. From the left-hand panel, highlight a profile.

2. Click the **Edit** button.
   The Visitor Engagement page updates with the profile details.

3. Edit the required fields.
   For detailed configuration information, see Configuring the Analysis Details.

4. Click **Save**.

To create a new profile:

1. In the Visitor Engagement Overview section, click **New Profile**.

2. In the Visitor Engagement section, edit the required fields.
   For detailed configuration information, see [Configuring the Analysis Details](#).

3. Click **Save**.

Viewing the Visitor Engagement Analysis

The Analysis of Visitor Engagement page displays the information specified for that particular profile. The settings defined in the profile, such as the configured weightings for particular behavior patterns of visitors, are reflected in the 'Visitor Engagement' column. The KPIs displayed for the analysis likewise correspond to those selected in the profile.

Visitor Engagement

Page displays the specific profile. The further defined KPIs and the visitor engagement value will be displayed according to the defined settings.

Select a date range
This is a period of time statistics will be displayed for

| 30.05.2011 | 29.06.2011 |

Visitor Engagement
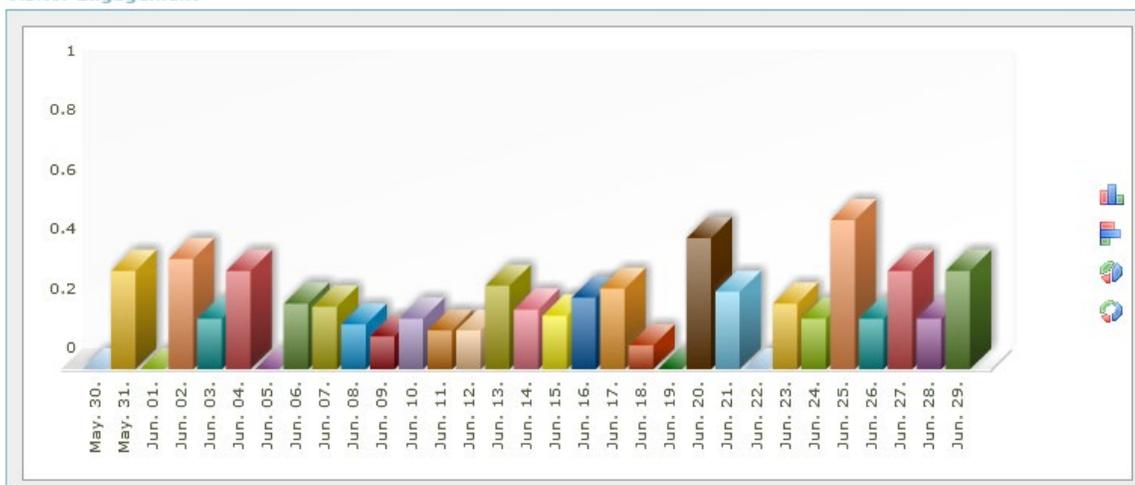
KPIs

Date	Visitor Engagement	Unique Visitors	Visitors	Visits/UV	Pls/UV
May. 30.	0	0	0	0	0
May. 31.	0.33	1	1	1	4
Jun. 01.	0	0	0	0	0
Jun. 02.	0.37	5	5	1	4.2
Jun. 03.	0.17	4	4	1	1
Jun. 04.	0.33	1	1	1	5
Jun. 05.	0	0	0	0	0
Jun. 06.	0.22	6	6	1	1.67
Jun. 07.	0.21	9	12	1.33	3.56

Pageviews / Visit	**2.04**
Bounce Visits	**105**

Configuring the Analysis Details

Configuring profile details allows you to specify what criteria are used during analysis. The profile configuration contains general information, such as the profile name and description.

Visitor Engagement

ID:

Name:

Category: B2B-Shop

Description:

Visitor Engagement Factors

☐ Click Depth Index — Factor: 1.0 — Pls>: 1

☑ Recency Index — Factor: 1.0 — Pls>: 1 — Past weeks: 1

☑ Duration Index — Factor: 1.0 — Minutes>: 1

☑ Loyalty Index — Factor: 1.0 — Returned>: 1

☑ Brand Index — Factor: 1.0

☑ Feedback Index — Factor: 1.0 — Feedback:

☑ Interaction Index — Factor: 1.0 — Action:

☑ WMScore — Factor: 1.0

KPIs

☐ Page impressions   ☐ New Visitors

☐ Average Duration per Visit ☐ Pageviews / Visit

☐ Total visits   ☐ Bounce Visits

Save   Cancel

When creating a profile, you also assign weighted values to particular visitor behavior patterns. These weighted values are referred to as factors. The analysis category allows you to choose from one of the default options. Selecting a default category populates the Factors fields according to that category. You can also select the KPIs' that you want displayed for the statistics.

The following table explains the values associated with each factor.

Factor	Description
Click Depth Index	All visits with more than the defined page impressions are counted, divided by the total number of visits and then multiplied by the defined factor.
Recency Index	All visits with more than the defined page impressions that led to return visits within the defined time period are counted. The end value of this time period is always the end time of the current scale interval; to obtain the start value, the defined weeks are subtracted from the end time. The counted visits are divided by the total number of visits and multiplied by the defined factor.
Duration Index	All visits with more than the defined visit time are divided by the total number of visits and then multiplied by the defined factor.
Loyalty Index	All visits that led to more frequent return visits than defined are divided by the total number of visits and multiplied by the defined factor.
Brand Index	All visits that landed directly on the website or through a search engine are counted, divided by the total number of visits and multiplied by the defined factor.
Feedback Index	All visits that visited the defined milestone are counted, divided by the total number of visits and multiplied by the defined factor.
Interaction Index	All visitors that visited the defined milestone are counted, divided by the total number of visits and multiplied by the defined factor.
WMScore	The 'wm_score' value is totalled for the selected time period and multiplied by the defined factor. The value for 'wm_score' is set in the pixel-code and is stored for the respective click.

Visitors

The statistics under this option provide information about the origin and behavior of visitors, along with an overview of the last visitors to the website.

Page Impression

This page provides an overview of the number of **page impressions** for a specific period. The analysis is displayed over time. The Page Impression section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Page impressions
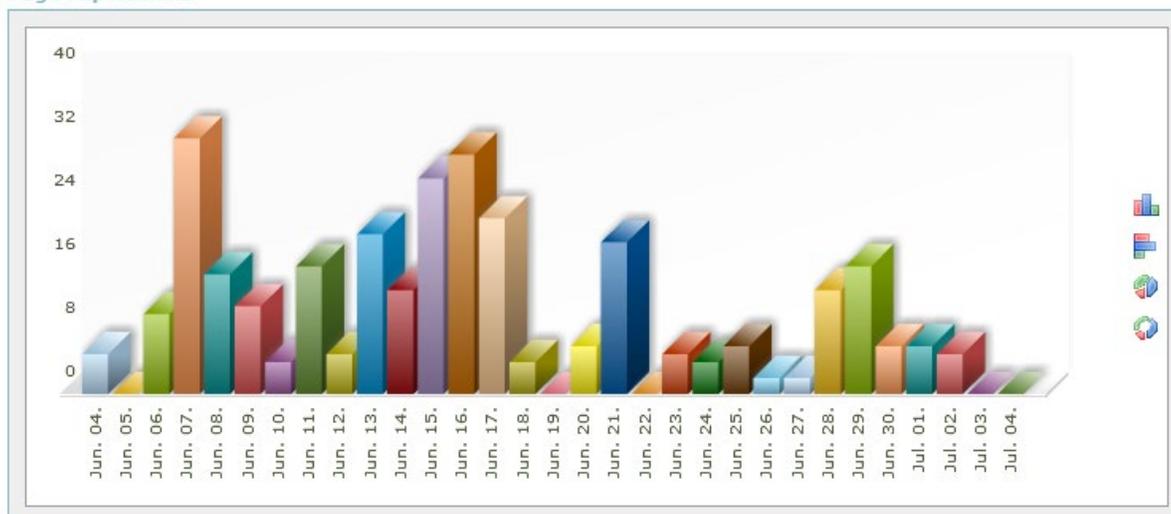
The table below shows the Key Performance Indicators (KPIs), i.e., the general information per page.

KPIs

Date	PIs	Visits	PIV	Percent
Jun. 04.	5	1	5	0.66%
Jun. 05.	0	0	0	0.00%
Jun. 06.	10	6	1.67	3.95%
Jun. 07.	32	12	2.67	7.89%
Jun. 08.	15	9	1.67	5.92%
Jun. 09.	11	11	1	7.24%
Jun. 10.	4	4	1	2.63%
Jun. 11.	16	5	3.2	3.29%
Jun. 12.	5	4	1.25	2.63%

Page impressions	304
Pageviews / Visit	2
Visitors	152
Average Duration per Visit	00:02:16
Bounce Visits	104
New Visitors	133

Visit Overview

This page provides an overview of the number of visitors to the website per day, within a specific period. If the timeframe spans more than a 30-day period, the results are displayed on per-month basis. The analysis is displayed over time. The Visit Overview section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Visit Overview
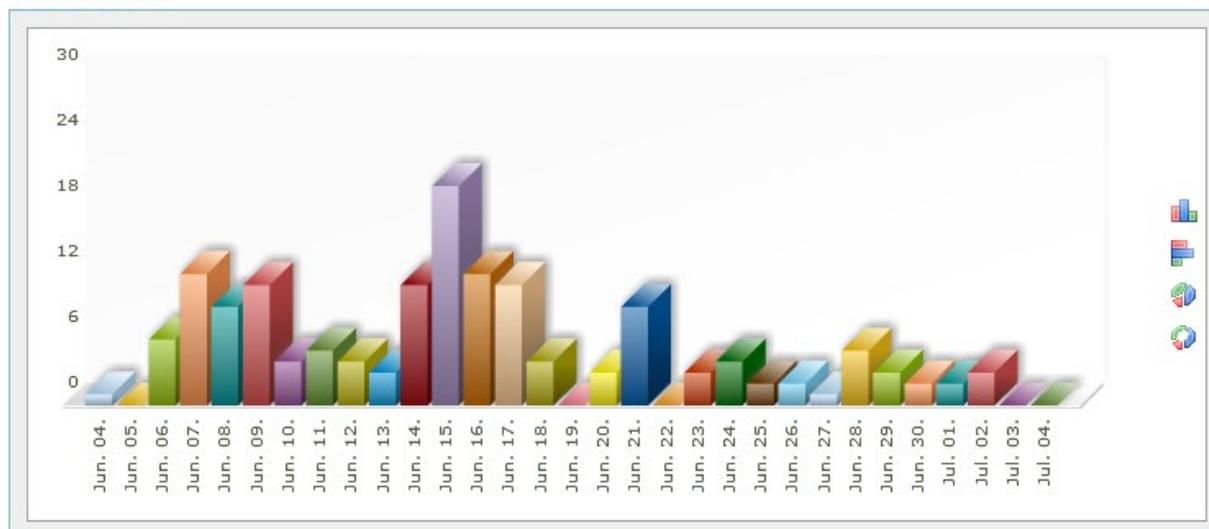
The table below shows the Key Performance Indicators (KPIs), i.e., the general information per page.

KPIs

Date	Visits	PIs	PIV	Percent
Jun. 04.	1	5	5	0.66%
Jun. 05.	0	0	0	0.00%
Jun. 06.	6	10	1.67	3.95%
Jun. 07.	12	32	2.67	7.89%
Jun. 08.	9	15	1.67	5.92%
Jun. 09.	11	11	1	7.24%
Jun. 10.	4	4	1	2.63%
Jun. 11.	5	16	3.2	3.29%
Jun. 12.	4	5	1.25	2.63%

Page impressions	304
Pageviews / Visit	2
Visitors	152
Average Duration per Visit	00:02:16
Bounce Visits	104
New Visitors	133

Unique Visitors

These statistics provide an overview of the individual visitors to the site. Unlike with the '**Total Visits**' analysis, how often a visitor has visited a site is irrelevant here, as only the number of visitors is counted. If a visitor has visited a site three times in the selected time period, this counts as one unique visit. The unique visitors always get differentiated per scale unit (days, weeks, etc.); only for the total value is the complete period used to differentiate the unique visitors.

If the selected timeframe spans more than 30 days, the information is displayed on a per-month basis. The Unique Visitors section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
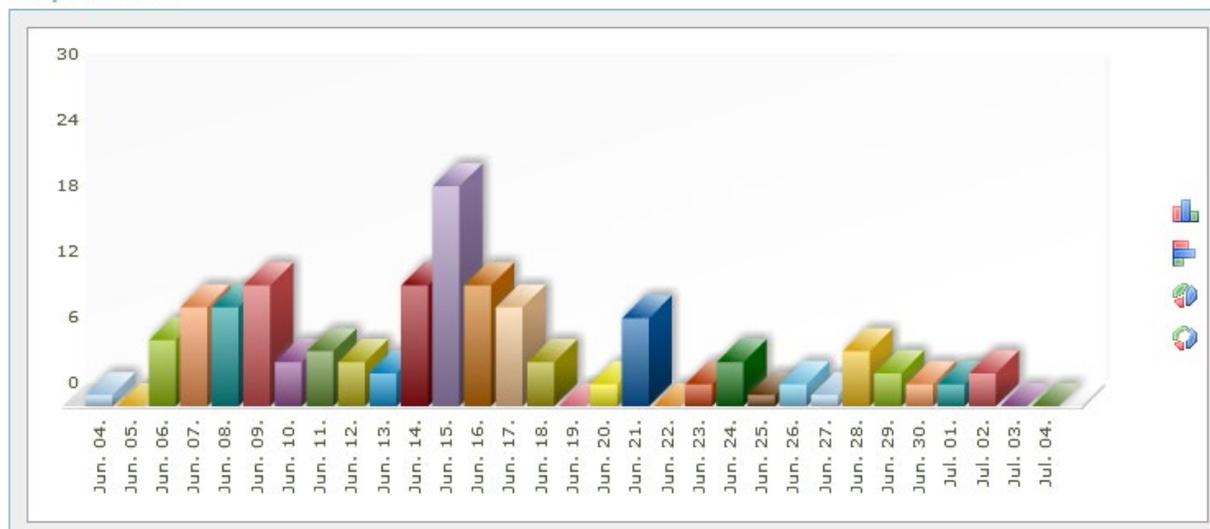
Unique visitors are visitors who can be uniquely identified. It is therefore possible to assign several visits (sessions) to a unique visitor.

Note: Unique visitors are identified via a cookie. Visitors who do not allow cookies are not included in this analysis.

The KPIs table displays the general information about visits per page.

Date	Unique	Visits	Visits/UV	PIs	PIs/UV	Percent
Jun. 04.	1	1	1	5	5	0.70%
Jun. 05.	0	0	0	0	0	0.00%
Jun. 06.	6	6	1	10	1.67	4.23%
Jun. 07.	9	12	1.33	32	3.56	6.34%
Jun. 08.	9	9	1	15	1.67	6.34%
Jun. 09.	11	11	1	11	1	7.75%
Jun. 10.	4	4	1	4	1	2.82%
Jun. 11.	5	5	1	16	3.2	3.52%
Jun. 12.	4	4	1	5	1.25	2.82%

Page impressions	**304**
Pageviews / Visit	**2**
Visitors	**152**
Average Duration per Visit	**00:02:16**
Bounce Visits	**104**
New Visitors	**133**

Bounce Visits

This page provides an overview of the number of bounced visits to the website within a specific period. The time period can be freely chosen. The Bounce Visits section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
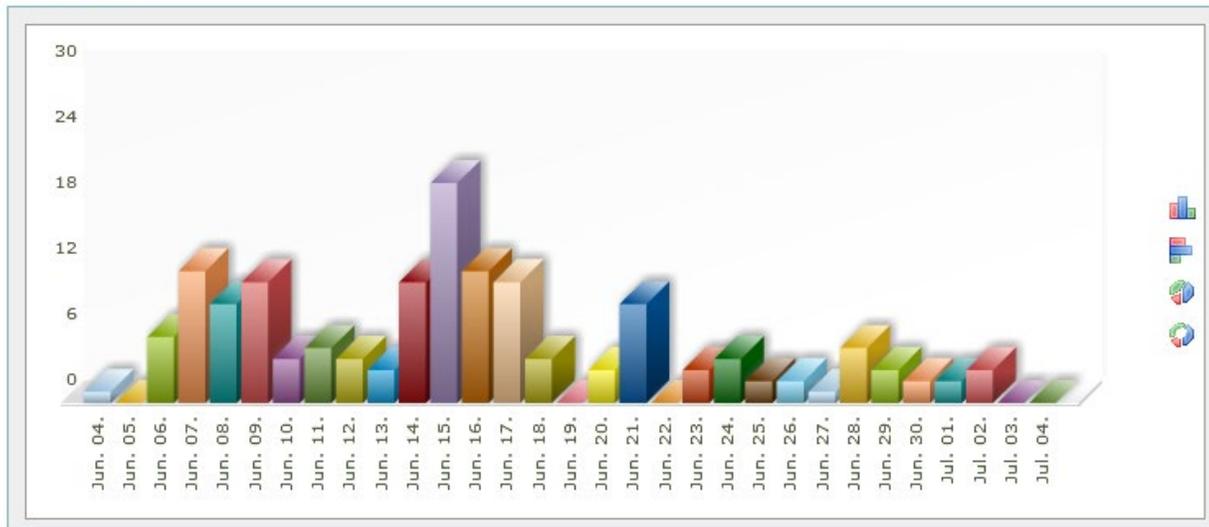
The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

KPIs

Date	Bounce Rate	Visits	Bounced
2011 May.	99.49	396	394
2011 Jun.	67.31	156	105
2011 Jul.	60	5	3

Page impressions	729
Pageviews / Visit	1.31
Visitors	557
Average Duration per Visit	00:02:03
Bounce Visits	502
New Visitors	196

Visitor Details

This page provides an overview of the visitors who are currently viewing something, or who have previously viewed something on the website. The information is presented in tabular form and contains data about when the user visited the site, how many pages he/she viewed **(PI),** whether he/she visited the site in the past, and the user identity.

KPIs

Date	Pls	Domain	Search Phrases
02 Jul 2011, 22:19:46	3	xx	
02 Jul 2011, 22:19:00	1	xx	
02 Jul 2011, 22:19:00	1	xx	
01 Jul 2011, 22:53:50	5	xx	
01 Jul 2011, 22:52:47	1	xx	
30 Jun 2011, 15:55:14	4	xx	appitizers catering companies naples fl
30 Jun 2011, 12:05:26	2	xx	
29 Jun 2011, 11:45:17	7	xx	
29 Jun 2011, 11:41:03	7	xx	

Page impressions	**304**
Pageviews / Visit	**2**
Visitors	**152**
Average Duration per Visit	**00:02:16**
Bounce Visits	**104**
New Visitors	**133**

Returning Visitors

These statistics provide an overview of how many times a visitor has returned to the website. The statistics are analysed and displayed according to the number of return visits. For example, 168 visitors have visited the website once and 31 visitors have visited twice. The Returning Visitors section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Returning visitors

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

PIs to Average

This page provides an overview of how the PI values compare with the average PI values. The average PI (page impressions) is calculated for the selected period and the individual values (e.g., hours or days) are compared with these. The results are expressed as percentages, with 0% representing the average. The PIs to average section graphically displays the information in a table, pie chart or ring format.
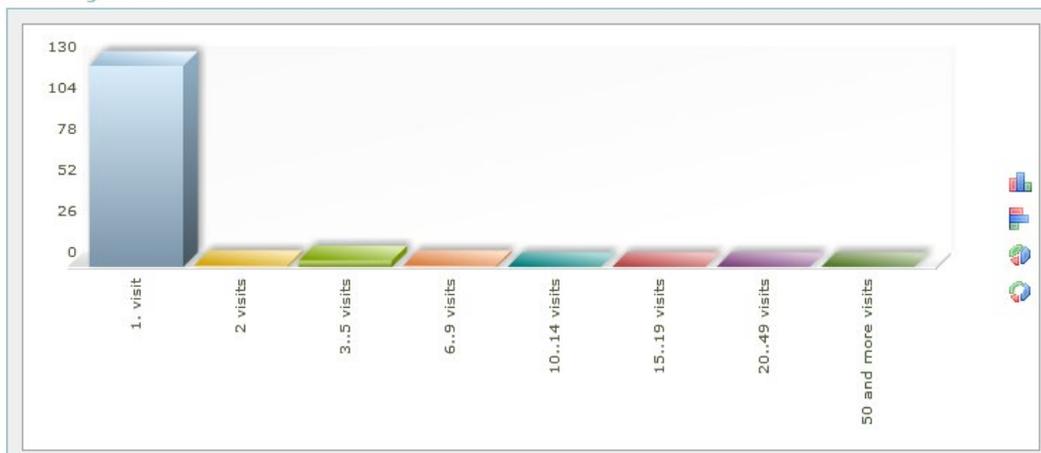
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
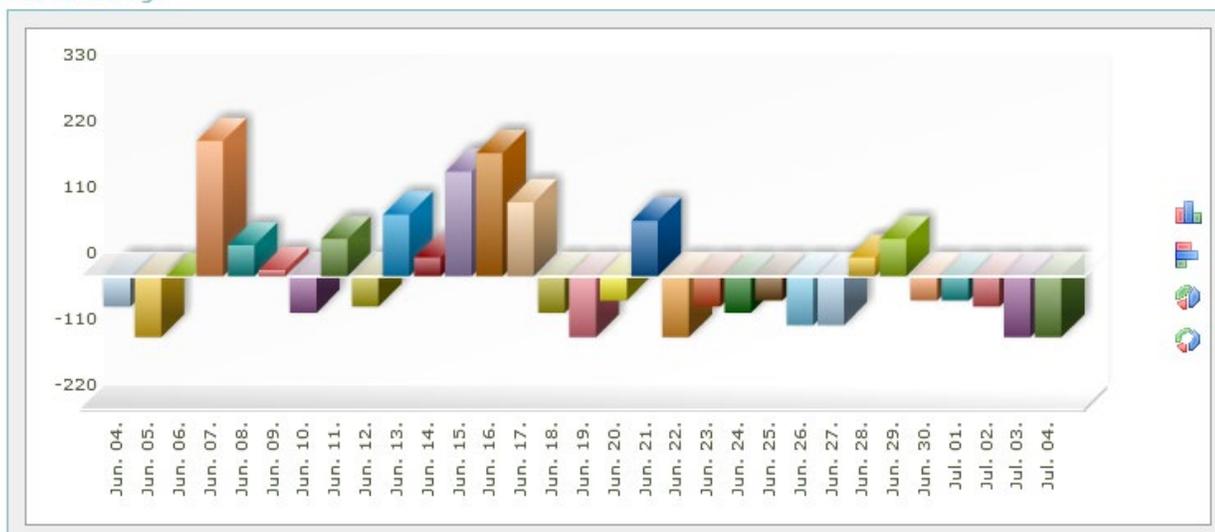
The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Date		PIs	Relation
Jun. 04.		5	-50.97
Jun. 05.		0	-101.94
Jun. 06.		10	0
Jun. 07.		32	224.26
Jun. 08.		15	50.97
Jun. 09.		11	10.19
Jun. 10.		4	-61.16
Jun. 11.		16	61.16
Jun. 12.		5	-50.97

Page impressions	304
Pageviews / Visit	2
Visitors	152
Average Duration per Visit	00:02:16
Bounce Visits	104
New Visitors	133

Visits to average

This page provides an overview of how the visit values compare with the average visit values. The average of the visits is calculated for the selected period and the individual values (e.g., hours or days) are compared with these. The results are expressed as percentages, with 0% representing the average. The Visits to Average section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Origin

The statistics for this menu item provide information about how the visitors arrived to the website and by what means.

Referrers

This page provides an overview of how many visits originated from the listed sites. The Referrers section graphically displays the information in a table, pie chart or ring format.
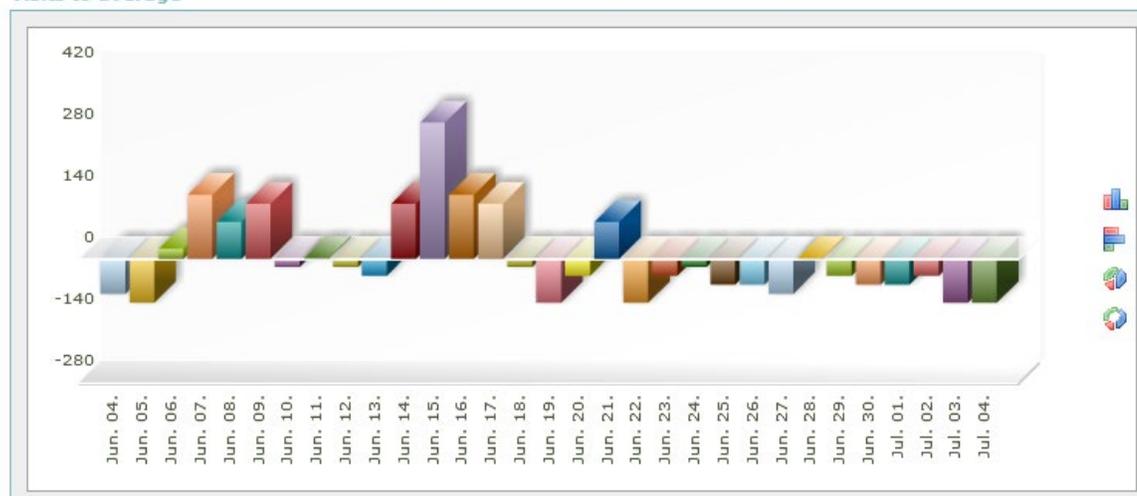
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

KPIs

Referrer	Visits	PIs	Bounced	Percent
http://www.facebook.com/l.php	10	23	5	25.00%
http://eyedesignsgraphics.com/web.html	6	6	6	15.00%
http://www.google.com/url	4	13	2	10.00%
http://us.mc1120.mail.yahoo.com/mc/welcome	4	4	4	10.00%
http://www.blogger.com/profile/14486188148337604729	3	24	0	7.50%
http://www.stumbleupon.com/refer.php	3	4	2	7.50%
http://dev.uscity.net/bin/manager/index.pl	2	6	1	5.00%
http://www.google.com/search	2	5	0	5.00%
http://energize.websiteos.com/OS4/index.php	2	5	1	5.00%

Page impressions	304
Pageviews / Visit	2
Visitors	152
Average Duration per Visit	00:02:16
Bounce Visits	104
New Visitors	133

Origin Overview

This page provides an overview about the origin of the visitors. The analysis displays whether the visit originated from direct URL input, a search engine or a link from another website. The Origin Overview section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
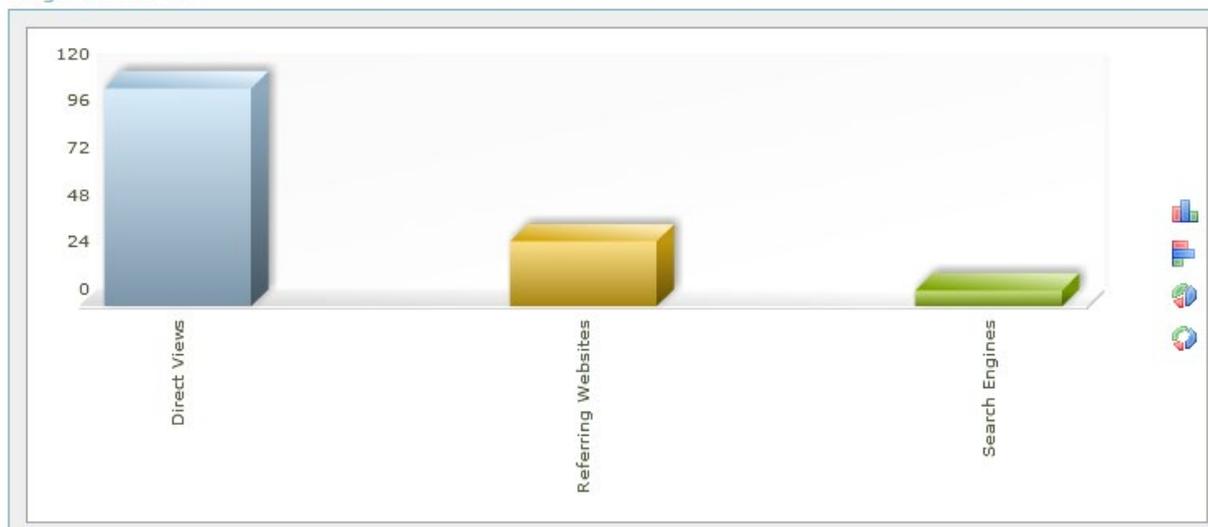
The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

KPIs

Origin	Visits	Bounced	Percent
Direct Views	1038	1002	84.05%
Referring Websites	136	122	11.01%
Search Engines	61	55	4.94%

Page impressions	**1417**
Pageviews / Visit	**1.15**
Visitors	**1235**
Average Duration per Visit	**00:01:57**
Bounce Visits	**1179**
New Visitors	**294**

Search Engines

This page provides an overview of the search engine types the visitors used to land on the website. The Search Engines section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
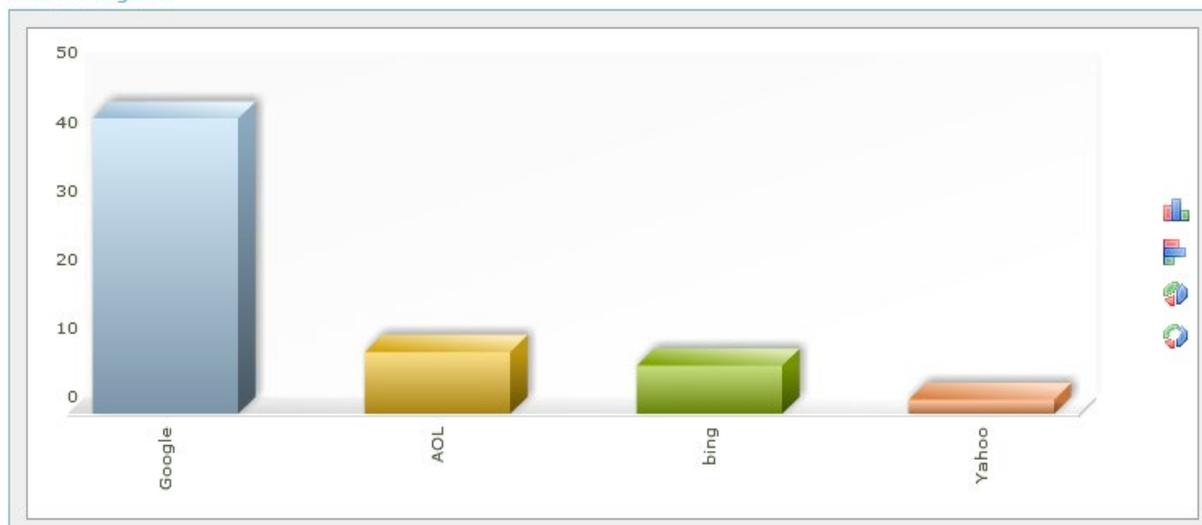
The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

KPIs

Search Engine	Hits	Visits	Percent
Google	46	43	70.49%
AOL	9	9	14.75%
bing	8	7	11.48%
Yahoo	2	2	3.28%

Page impressions	**1417**
Pageviews / Visit	**1.15**
Visitors	**1235**
Average Duration per Visit	**00:01:57**
Bounce Visits	**1179**
New Visitors	**294**

Search Phrases

This page provides an overview of the search phrases visitors used to find the website. The Search Phrases section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
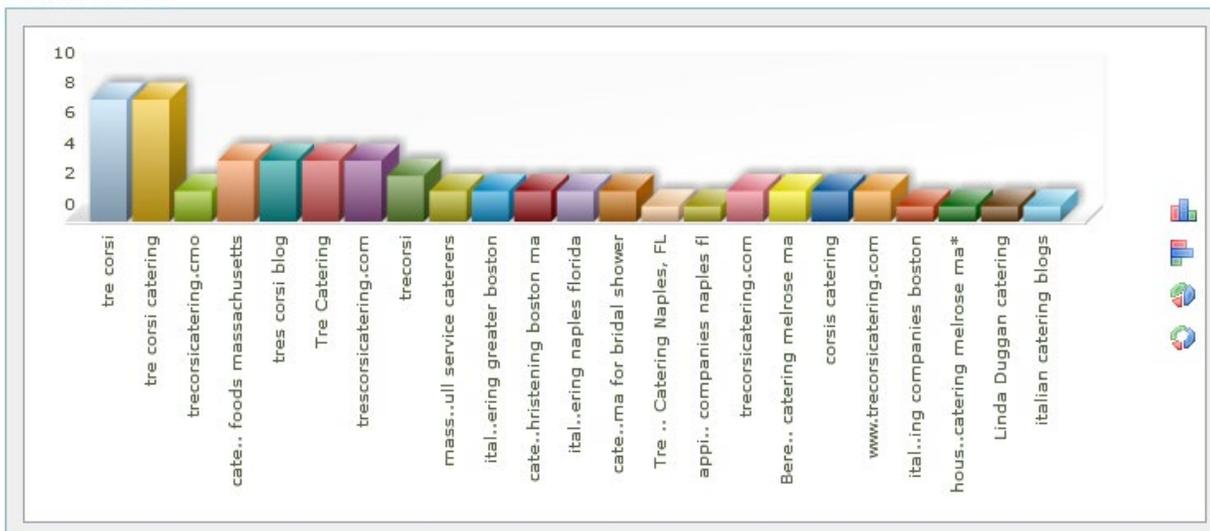
The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

The "Details" options allow you to filter how the KPIs are displayed. You can combine search phrases based on meaning, even if they are entered differently. You can also filter search phrases to display terms generated within the website, terms generated from an external site or both.

To combine search phrases:

- In the Details section of the KPI table, click **On**.

To filter search phrases:

In the Details section of the KPI table, select **all**, **extern** (for external) or **intern** (for internal).

Search Words

This page provides an overview of any individual search word that visitors used to find the website. The Search Words section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Search Words
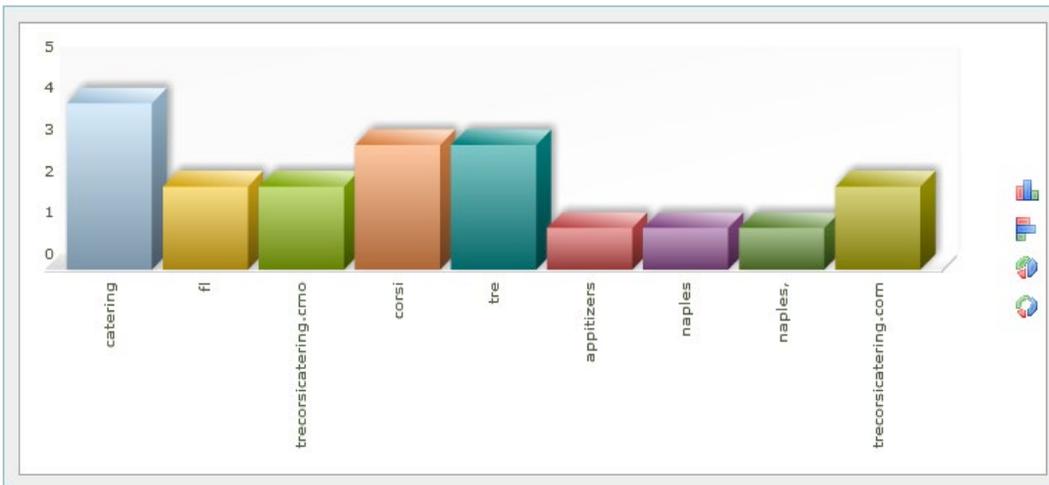
The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

KPIs

Search Words	Hits	Visits	Percent
catering	6	4	20.00%
fl	4	2	13.33%
trecorsicatering.cmo	4	2	13.33%
corsi	4	3	13.33%
tre	4	3	13.33%
appitizers	2	1	6.67%
naples	2	1	6.67%
naples,	2	1	6.67%
trecorsicatering.com	2	2	6.67%

Page impressions	330
Pageviews / Visit	2.04
Visitors	162
Average Duration per Visit	00:02:06
Bounce Visits	109
New Visitors	142

Geo-Overlay

This page provides a map overview of continents from which the visitors originate. You can zoom in to see the specific countries and further to see the specific regions and then cities of origin. Once you click on a location to zoom in, you will be directed to the Analytics page. For example, clicking on North America directs you to the Visits by Country page.

Visits by Continent
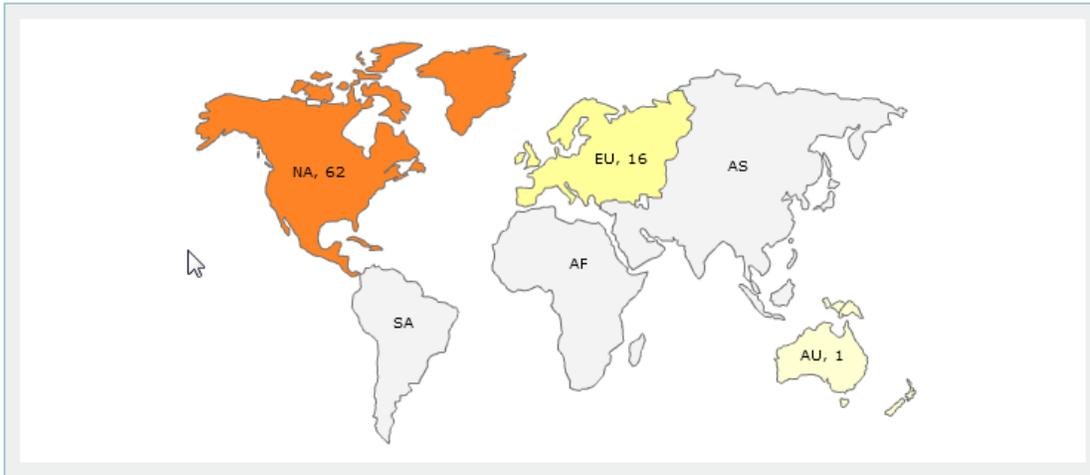
Note: When directed to the Visits by Country page using the Geo-Overlay zoom feature, you will only see information specific to that continent. Also, the information is graphically displayed as a map. To view information for all continents, expand the "Origin" menu, and then click the "Visits by country" link.

The KPIs section displays general information, such as the continent name and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit the number of bounced visits and new visitors.

KPIs

Continents	Visits	Percent
unknown	83	51.23%
North America	62	38.27%
Europe	16	9.88%
Australia and Oceania	1	0.62%

Page impressions	330
Pageviews / Visit	2.04
Visitors	162
Average Duration per Visit	00:02:06
Bounce Visits	109
New Visitors	142

Visits by Country

This page displays a graphical view of the number of visits per county. When accessing this page through the left-hand navigation option, the information can be displayed in a table, pie chart or ring format.

**Note**: to display this information in the form of a map, click Geo-Overlay, and zoom into the continent.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
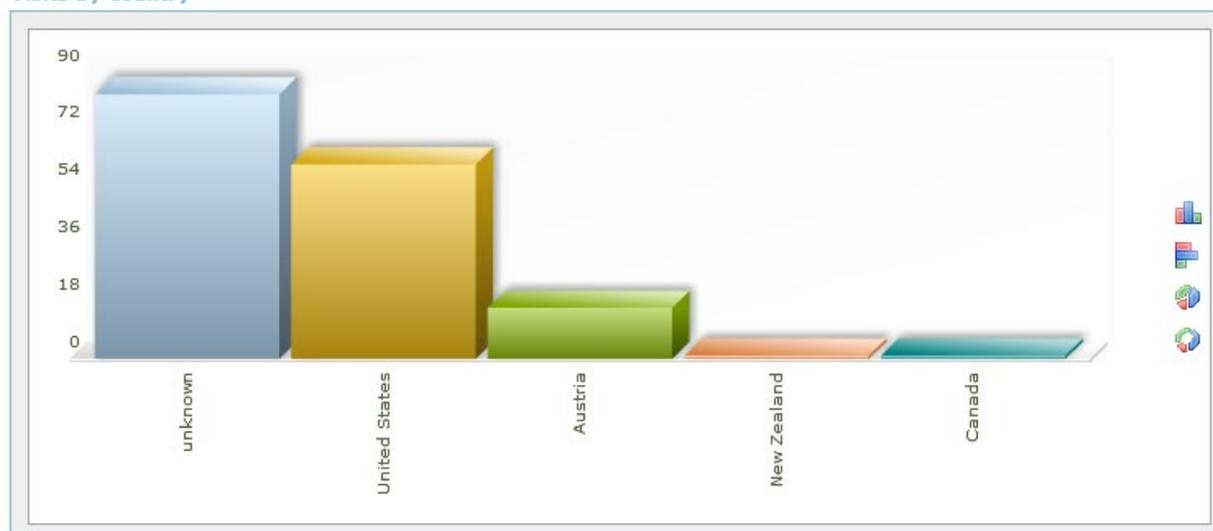
The KPIs section displays general information, such as the country name and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Country	Visits	Percent
unknown	83	51.23%
United States	61	37.65%
Austria	16	9.88%
New Zealand	1	0.62%
Canada	1	0.62%

Page impressions	330
Pageviews / Visit	2.04
Visitors	162
Average Duration per Visit	00:02:06
Bounce Visits	109
New Visitors	142

Visits by Region

This page provides an overview by region of the visitors' origin. The information is presented in the form of a diagram or a table.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Visits by City

This page provides an overview by city of the visitors' origin. The information is presented in the form of a diagram or a table.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Visits by Domain

This page provides an overview of the domains from which visitors to the website have come. The information is presented in the form of a diagram or a table.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Top Providers

This page provides an overview of which providers the visitors use. The Top Providers section graphically displays the information in a table, pie chart or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Top Providers

The KPIs section displays general information, such as the ISP name and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

ISPs	Visits	Percent
-	78	48.15%
comcast cable communications inc	33	20.37%
hueck folien ges.m.b.h	16	9.88%
at&t worldnet services	12	7.41%
private ip address lan	5	3.09%
comcast cable communications holdings inc	4	2.47%
paetec communications	2	1.23%
rcn corporation	2	1.23%
jtl networks inc	2	1.23%

Page impressions	330
Pageviews / Visit	2.04
Visitors	162
Average Duration per Visit	00:02:06
Bounce Visits	109
New Visitors	142

Technology

The statistics under this menu item provide information about the available technological equipment of visitors to the website.

Browsers

This page provides an overview of the browsers used by visitors. The Browsers section graphically displays information in table, pie or ring format.
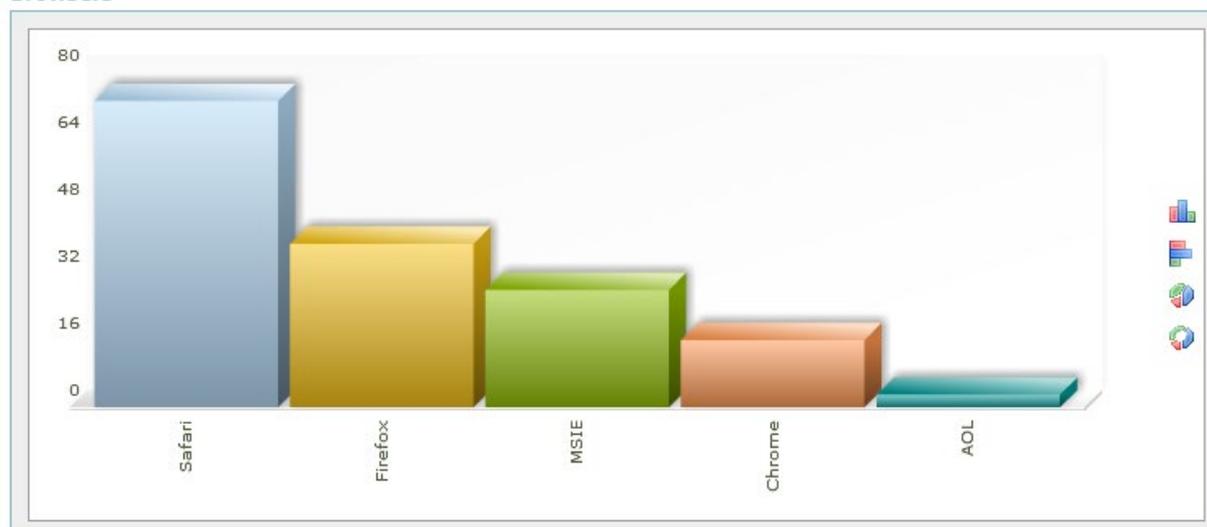
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The KPIs section displays general information, such as the Browser type and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

Operating Systems

This page provides an overview of the operating system visitors used. The Operating Systems section graphically displays information in table, pie or ring format.
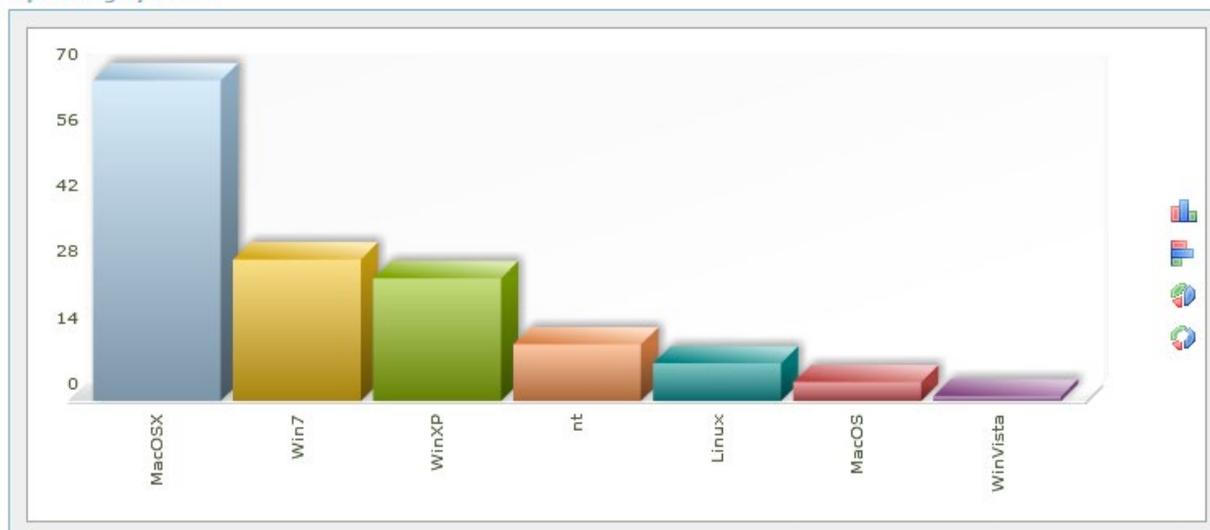
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The KPIs section displays general information, such as the type operating system and its corresponding number of visits. This section also displays the number the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

Operating System	Visits	Percent
MacOSX	68	45.64%
Win7	30	20.13%
WinXP	26	17.45%
nt	12	8.05%
Linux	8	5.37%
MacOS	4	2.68%
WinVista	1	0.67%

Page impressions	300
Pageviews / Visit	1.97
Visitors	152
Average Duration per Visit	00:02:22
Bounce Visits	105
New Visitors	132

Screen Resolutions

This page provides an overview of the screen resolutions visitors used while visiting the website. The Screen Resolutions section graphically displays information in table, pie or ring format.
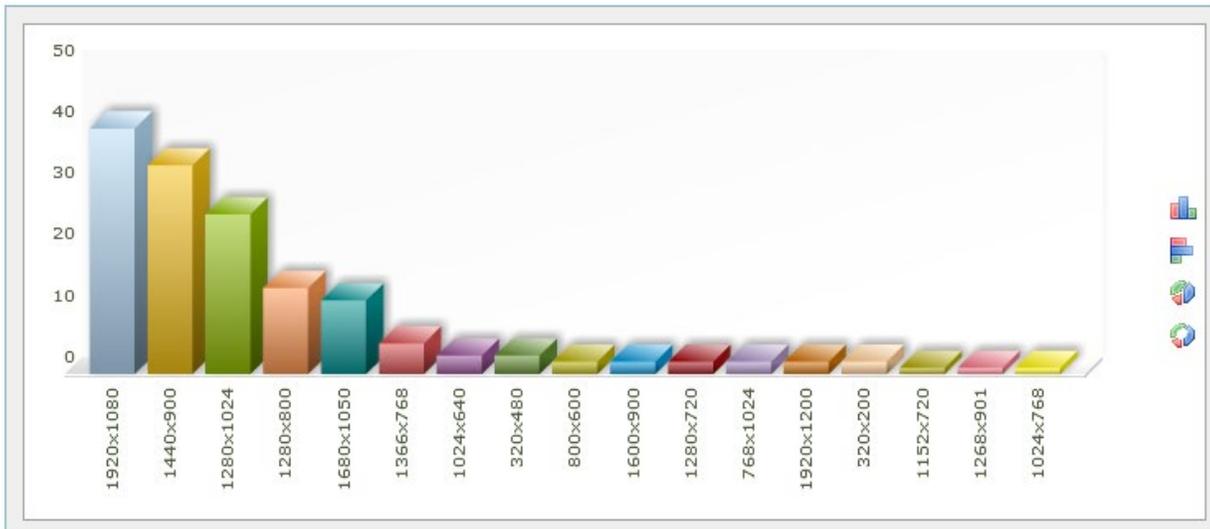
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The KPIs section displays general information, such as the screen resolution settings and its corresponding number of visits. This section also displays the number the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

Connection Speeds

This page provides an overview of the Internet connection used by visitors to the website. The Connection Speeds section graphically displays information in table, pie or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
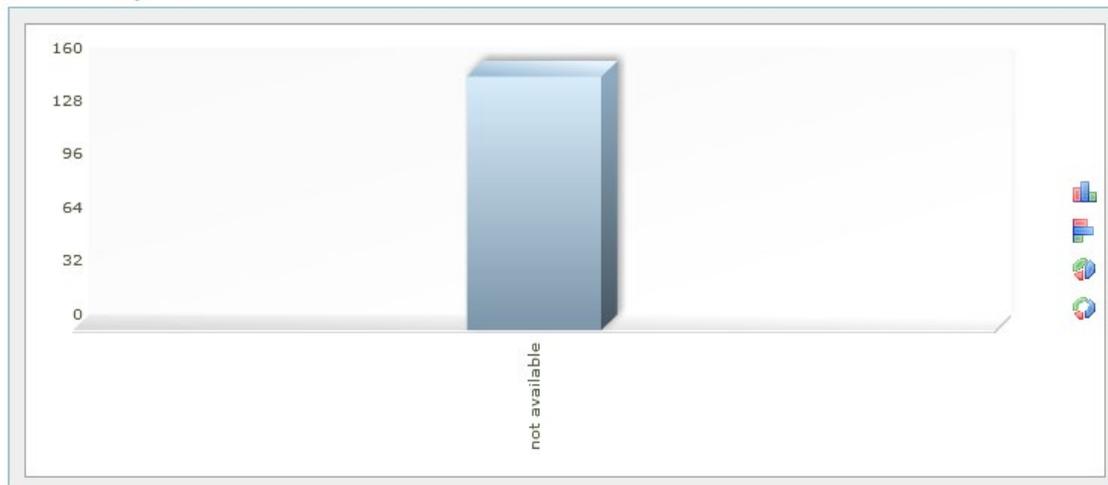
The KPIs section displays general information, such as the connection speed and its corresponding number of visits. This section also displays the number the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

Flash

This page provides an overview of whether visitors to the website have enabled Flash and, if so, what version. The Flash section graphically displays information in table, pie or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The KPIs section displays general information, such as the flash version and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

JavaScript

This page provides an overview of whether visitors to the website have enabled JavaScript and, if so, which version. The JavaScript section graphically displays information in table, pie or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
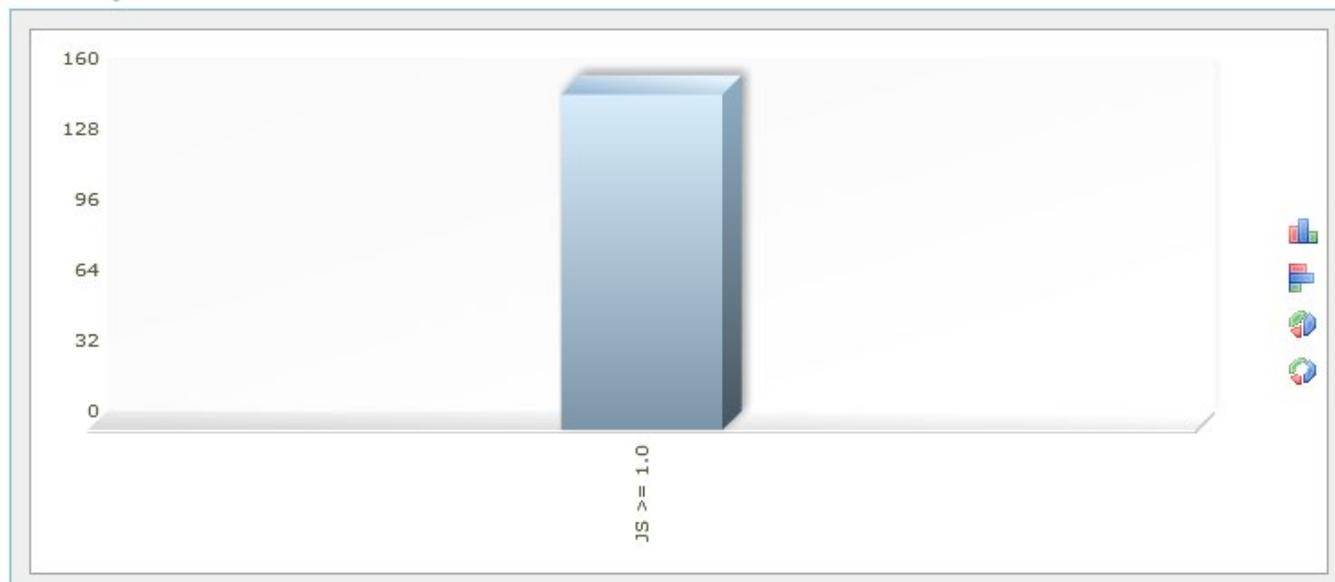
The KPIs section displays general information, such as the JavaScript version and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

Plugins

This page provides an overview of which plugins the users have installed. The data shows how many of the visitors have installed the displayed plugins. The Plugins section graphically displays information in table, pie or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.
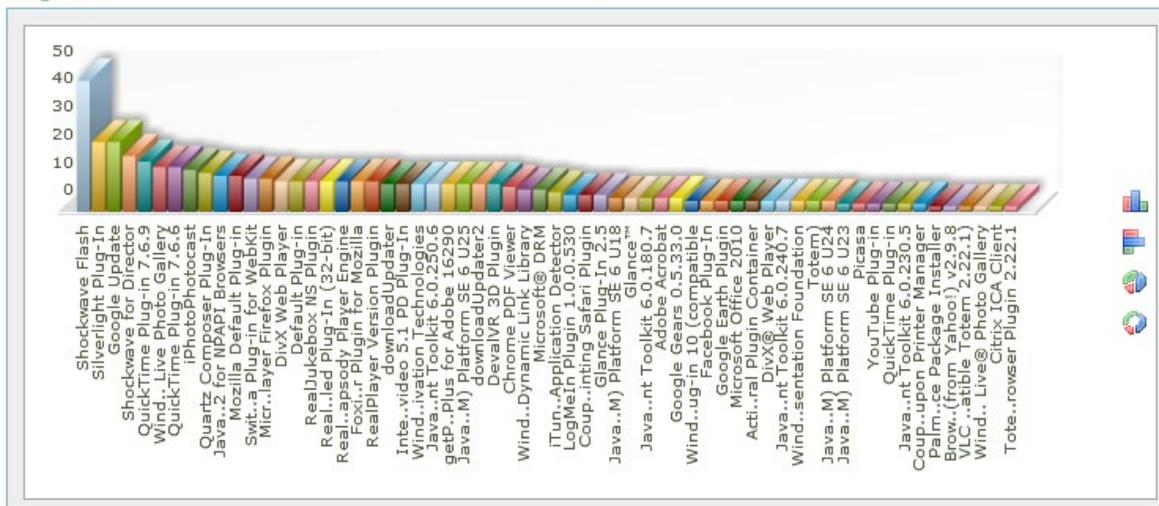
The KPIs section displays general information, such as the Plugin type and its corresponding number of visits. This section also displays the number the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Plugins	Visits	Percent
Shockwave Flash	47	7.86%
Silverlight Plug-In	25	4.18%
Google Update	25	4.18%
Shockwave for Director	20	3.34%
QuickTime Plug-in 7.6.9	18	3.01%
Windows Live Photo Gallery	16	2.68%
QuickTime Plug-in 7.6.6	16	2.68%
iPhotoPhotocast	15	2.51%
Quartz Composer Plug-In	14	2.34%

Page impressions	300
Pageviews / Visit	1.97
Visitors	152
Average Duration per Visit	00:02:22
Bounce Visits	105
New Visitors	132

Colors/Color Depth

This page provides an overview of what color depth visitors have configured on their computer. The Colors/Color Depth section graphically displays information in table, pie or ring format.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Colors/color depth
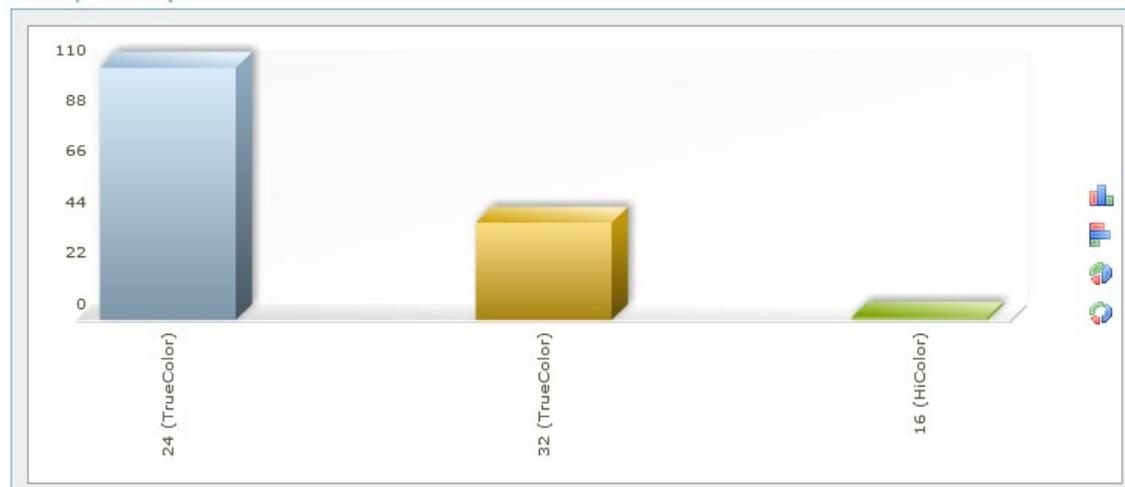
The KPIs section displays general information, such as the color type and its corresponding number of visits. This section also displays the number the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Color	Visits	Percent
24 (TrueColor)	109	71.71%
32 (TrueColor)	42	27.63%
16 (HiColor)	1	0.66%

Page impressions	300
Pageviews / Visit	1.97
Visitors	152
Average Duration per Visit	00:02:22
Bounce Visits	105
New Visitors	132

Java

This page provides an overview of whether the user had Java available when they visited the website. The Java section graphically displays information in table, pie or ring format.
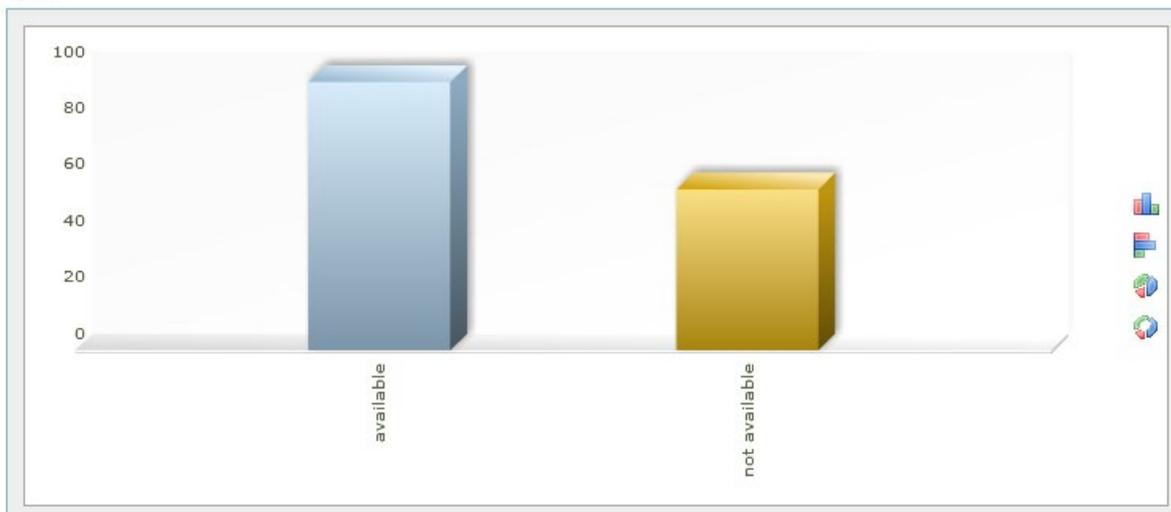
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The KPIs section displays general information, such as whether Java is available and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Java	Visits	Percent
available	95	62.50%
not available	57	37.50%

Page impressions	300
Pageviews / Visit	1.97
Visitors	152
Average Duration per Visit	00:02:22
Bounce Visits	105
New Visitors	132

Mobile

The statistics under this menu item provide information about visitors who visited the website with a mobile device.

Mobile Visitors

These statistics provide an overview of the individual mobile visitors to visit the website. If a visitor has visited a site three times in the selected time period, this counts as one unique visit. The unique visitors always get differentiated per scale unit (days, weeks, etc.); however, for the total value, the complete period is used to differentiate the unique visitors. The analysis is displayed over time. The Mobile Visitors section graphically displays information in table, pie or ring format.
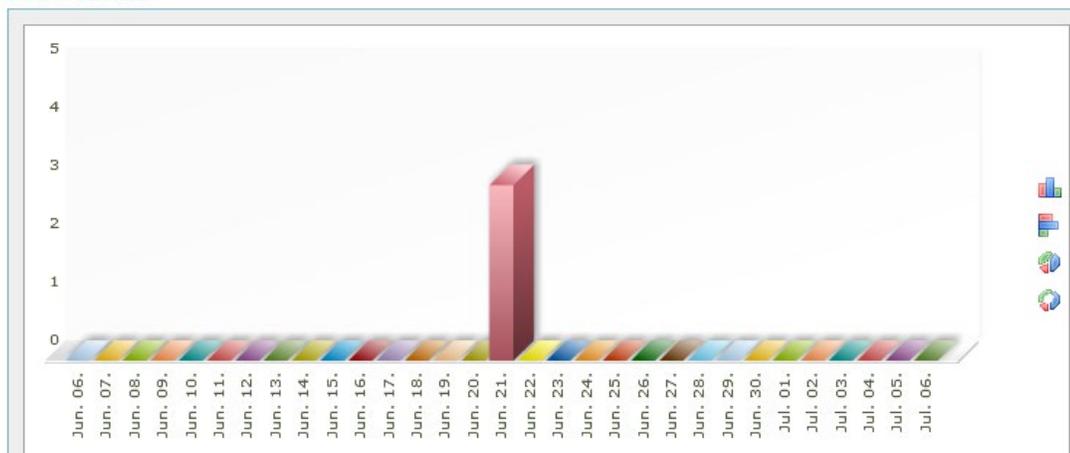
To change the date range:

• Select the start and end date from the pop-up calendar.

To change how the information is displayed:

• Click the **Chart Type** icon.

Mobile Visitors

The KPIs section displays general information, such as the date type and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Date	Uniaue	Visits	UV/Vistors	PIs	PIs/UV
Jun. 06.	0	0	0	0	0.00%
Jun. 07.	0	0	0	0	0.00%
Jun. 08.	0	0	0	0	0.00%
Jun. 09.	0	0	0	0	0.00%
Jun. 10.	0	0	0	0	0.00%
Jun. 11.	0	0	0	0	0.00%
Jun. 12.	0	0	0	0	0.00%
Jun. 13.	0	0	0	0	0.00%
Jun. 14.	0	0	0	0	0.00%

Page impressions	300
Pageviews / Visit	1.97
Visitors	152
Average Duration per Visit	00:02:22
Bounce Visits	105
New Visitors	132

Mobile Browser

This page provides an overview of the mobile browsers used by visitors. The Mobile Browser section graphically displays information in table, pie or ring format.
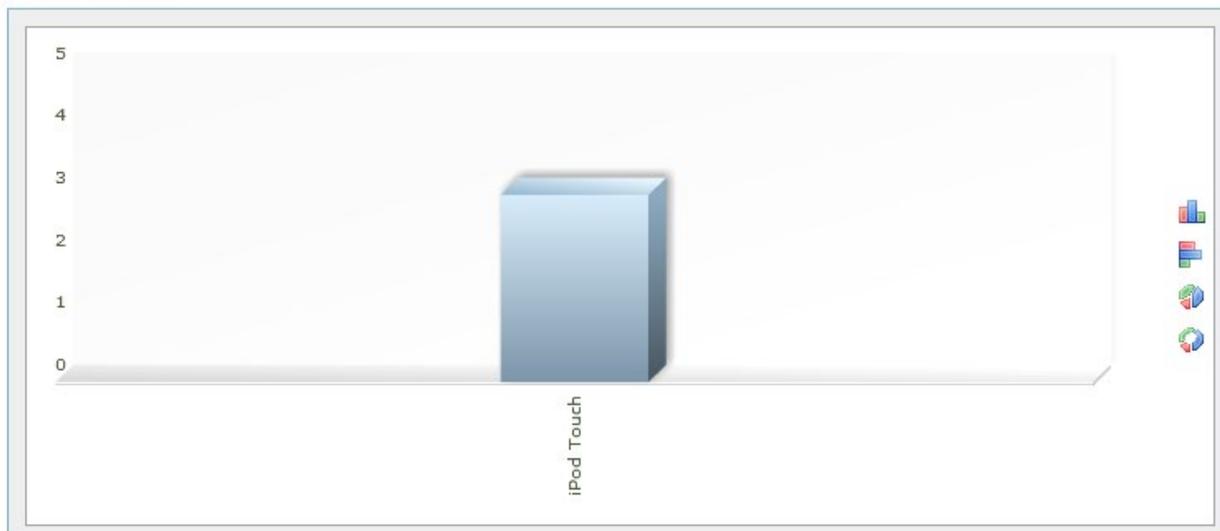
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The KPIs section displays general information, such as the browser type and its corresponding number of visits. This section also displays the number the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Browser	Visits	Percent
	3	100.00%

Page impressions	300
Pageviews / Visit	1.97
Visitors	152
Average Duration per Visit	00:02:22
Bounce Visits	105
New Visitors	132

Mobile Operating Systems

This page provides an overview of the mobile operating systems the visitors used. The Mobile Operating Systems section graphically displays information in table, pie or ring format.
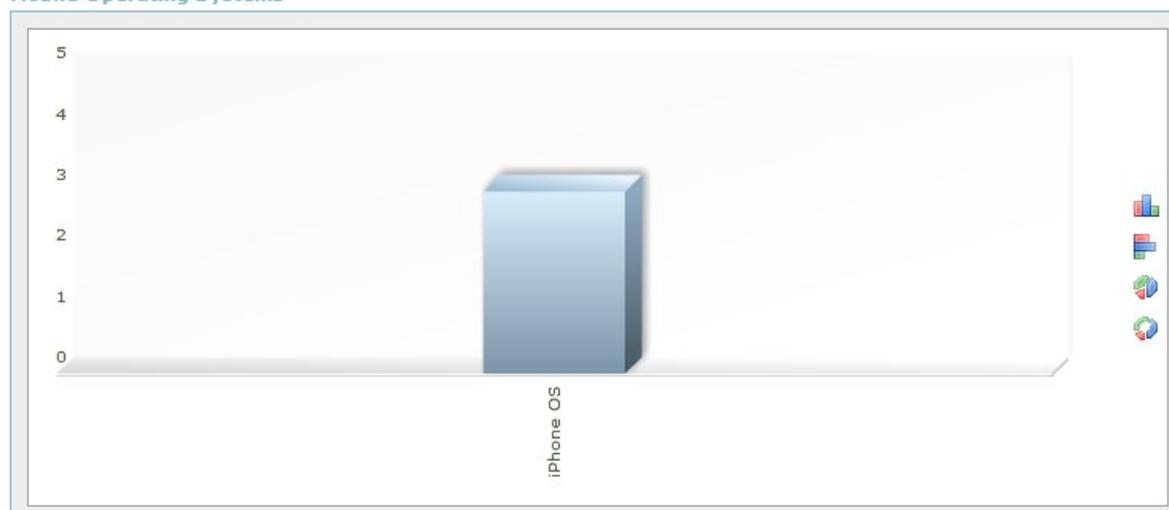
To change the date range:

• Select the start and end date from the pop-up calendar.

To change how the information is displayed:

• Click the **Chart Type** icon.

Mobile Operating Systems

The KPIs section displays general information, such as the operating system and its corresponding number of visits. This section also displays the number the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Operating System	Visits	Percent
iPhone OS	3	100.00%

Page impressions	300
Pageviews / Visit	1.97
Visitors	152
Average Duration per Visit	00:02:22
Bounce Visits	105
New Visitors	132

Mobile Devices

This page provides an overview of the mobile devices the visitors used. The Mobile Devices section graphically displays information in table, pie or ring format.
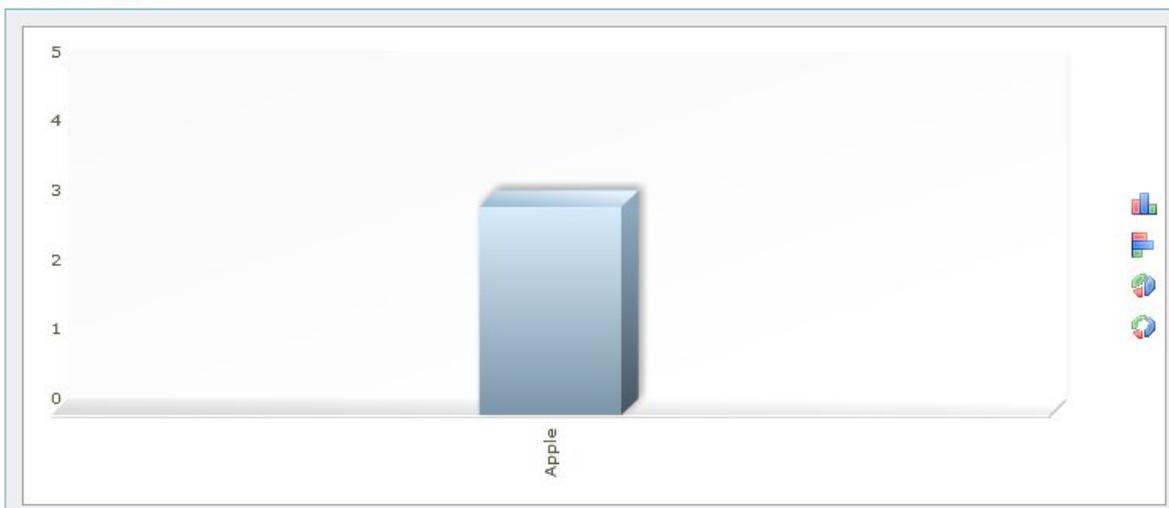
To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

Mobile Devices

The KPIs section displays general information, such as the dvevices used and its corresponding number of visits. This section also displays the total number of page impressions, page views per visit, the average duaration per visit, the number of bounced visits and new visitors.

KPIs

Devices	Visits	Percent
Apple	3	100.00%

Page impressions	**300**
Pageviews / Visit	**1.97**
Visitors	**152**
Average Duration per Visit	**00:02:22**
Bounce Visits	**105**
New Visitors	**132**

E-Commerce

This section provides statistical breakdown by product, sales and orders.

Products

This page provides an overview of the **products** purchased. The information is presented in the form of a diagram or a table. They provide information on the following categories: top orders; top items (the quantity); top sales.

To change the date range:

- Select the start and end date from the pop-up calendar.

To change how the information is displayed:

- Click the **Chart Type** icon.

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Sales

The statistics under this menu item provide an overview of the sales generated. The Sales section graphically displays the sales generated for the specified time frame.

You can display the overall sales results or choose to display results by page, search terms used or payment method.

To select a specific sales option:

In the Selection section, select the option from the drop-down.

The following sales options are available for display:

Overview – This page provides an overview of the visits and the sales for the selected period. The information is presented in the form of a diagram or a table. In the diagram, the two values are shown together using bars and a line. Using both the sales and visits values together provides information about the quantity of sales generated in relation to the amount of visits for any specific day within the selected range.

Sales per Landing Page -– This page provides an overview of the sales, the number of purchases and the average shopping basket value of visitors who have come from a particular entry page. The information is presented in the form of a diagram or a table.

Sales per Search Phrase – This page provides an overview of the sales and the number of visitors who have come to the site using a particular search phrase. The information is presented in the form of a diagram or a table.

Sales per Search Word – This page provides an overview of the sales and the number of visitors who have come to the site using a particular search word. The information is presented in the form of a diagram or a table.

Sales per Payment Method – This page provides an overview of the sales and the number of visitors who have used a particular payment method. The information is presented in the form of a diagram or a table.

Sales per Region – This page provides an overview of the sales and the number of visitors who have visited the site from a particular geographical region. The information is presented in the form of a diagram or a table.

The KPIs section displays the following information for each day within the specified timeframe:

- Number of Visits
- Orders
- Open Orders
- Vancelled Orders
- Number of Sales
- Percent of Sales (based on total amount sold for the specified timeframe)

KPIs

Date	Visits	Orders	Opened	Cancelled	Sales	Sales %
Jun. 06.	6	0	0	0	0.00	0.00%
Jun. 07.	12	0	0	0	0.00	0.00%
Jun. 08.	9	0	0	0	0.00	0.00%
Jun. 09.	11	0	0	0	0.00	0.00%
Jun. 10.	4	0	0	0	0.00	0.00%
Jun. 11.	5	0	0	0	0.00	0.00%
Jun. 12.	4	0	0	0	0.00	0.00%
Jun. 13.	3	0	0	0	0.00	0.00%
Jun. 14.	11	0	0	0	0.00	0.00%

Date	**0**
Visits	**0.00**
Orders	**0%**

Orders

This page provides an overview of orders made within the selected time period. The information is presented in the form of a table.

To change the date range:

- Select the start and end date from the pop-up calendar.

The table shows the Key Performance Indicators (KPIs), i.e., the general information about visits per page.

Information such as the date, the visit duration, the sales and the related order number is displayed for the individual orders.

Management

The Management section allows you to manage all of the statistical data collected. This section provides information about your campaigns, including the top campaigns and top milestones. Also, this section allows you to view and generate reports.

Management Overview

The Management Overview section provides a dashboard, which displays a graphical representation of the collected data. The dashboard also provides lists for the number of visits per referrer and number of visits per search phrase.

Dashboard

The dashboard allows the user to generate a customized overview of selected statistics. To view the analytics, you should select the date range. In addition to adding and displaying up to four diagrams of individual statistics, the user can define a diagram for displaying important key figures in various diagram types.

## Configuring the Dashboard Display

The default data view is the Visit Overview diagram; however, you can change the display view or display a comparative set of data. The **Settings** icon ⚙ is used to open the diaolg. Within the Settings section, you can choose to display information for a single metric or you can compare data sets.

The following data options are available:

- Visit Overview
- Page Impressions
- Bounce Rate
- Returning Visitors
- Visits per Page

When using a single metric view, you have the following display options:

- Column 3-D
- Bar 2-D
- Pie -3D
- Doughnut 3-D
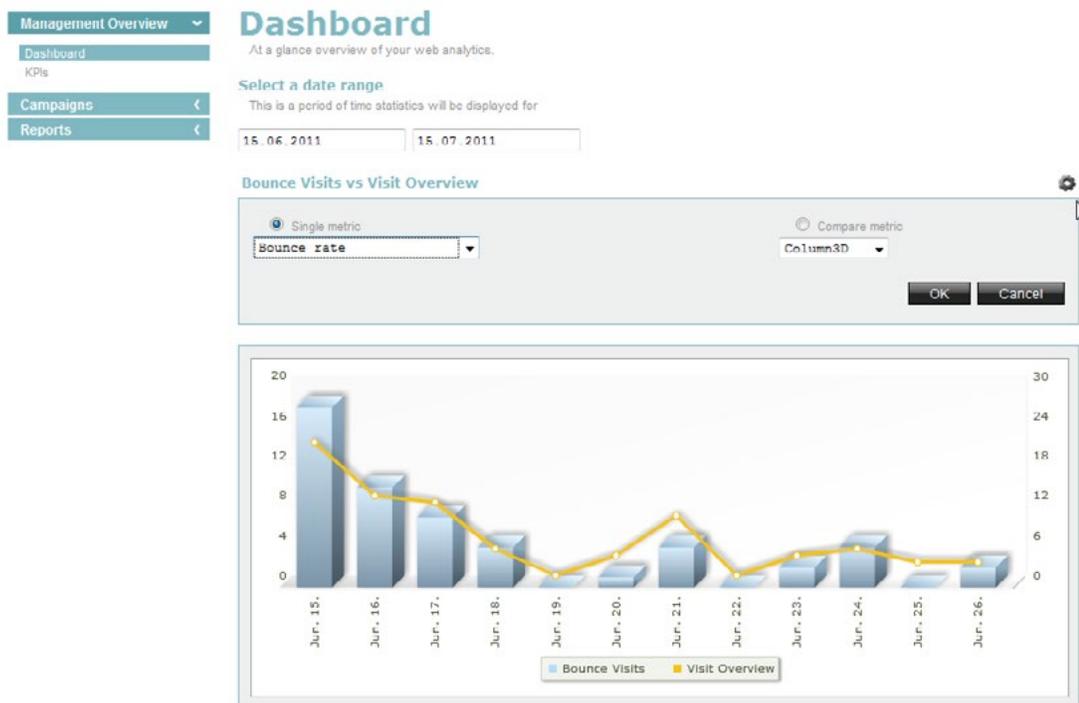
To change the displayed data:

1. Click the **Settings** icon.

2. If you want to display a single metric, do the following:
   - Select the **Single Metric** radio button.

- Select the data that you want to display.
- Select the graph type for your data.
- Click **OK**.

3. If you want to compare data, do the following:

- Select the **Compare Metric** radio button.
- Select the first data set from the drop-down menu.
- Select the second data set from the drop-down menu.
- Click **OK**.

KPIs

These statistics give an overview of important KPIs (Key Performance Indicators). Using the KPIs, you can obtain important information about visitor behavior for their website. To view the statistics, select the date range.

Campaigns

The statistics under this menu item provide information about campaigns and milestones on the website.

Campaigns Overview

All campaigns created are located into the folders.

To create a new campaign:

1. Select the folder to which the new campaign will be placed.

2. Click **New Campaign**.

3. Fill in the necessary fields.

4. Click **Save**.

To create a new folder:

1. Select the folder to which the new folder will be placed.

2. Enter the new folder's name.

3. Click **Save**.

To view the information on any campaign:

1. Select the folder in which the needed campaign is located.

2. Click **Show**.

To edit the information on a campaign created:

1. Select the desired profile.

2. Click **Edit**.

3. Correct the information in the given fields.

4. Click **Save**.

Top Campaigns

This page provides an overview of the campaigns in the selected period. The information is presented in the form of a diagram or a table. To view the information, select a date range.

To change how the information is displayed:

- Click the **Chart Type** icon.

Top Milestones

This page provides an overview of the defined **milestones** and how many visitors have reached these. The information is presented in the form of a diagram or a table. To view the information, select a date range.

To change how the information is displayed:

- Click the **Chart Type** icon.

Sales per Campaign

These statistics provide an overview of the visits and the sales for the individual campaigns in the selected time period. The information is presented in the form of a diagram or a table. In the diagram, the sales and the number of visits are shown together using bars and a line so that you can easily compare the benefit of one campaign over another. To view the information, select a date range.

To change how the information is displayed:

- Click the **Chart Type** icon.

Conversion

All conversions created are located in the folders.

To create a new campaign:

1. Select the folder to which the new conversion will be placed.
2. Click **New Conversion**.
3. Fill in the necessary fields.
4. Click **Save**.

To create a new folder:

1. Select the folder to which the new folder will be placed.
2. Enter the new folder's name.
3. Click **Save**.

To view the information on any conversion:

1. Select the folder in which the needed conversion is located.
2. Click **Show**.

To edit the information on a conversion created:

1. Select the desired profile.
2. Click **Edit**".
3. Correct the information in the given fields.
4. Click **Save**.

Reports

The pages under this menu item provide an overview of already created report configurations and allow you to download the reports previously generated. The report configurations can also be created, edited and deleted here.

Report Overview

The overview page provides an overview of the report configurations and folders already created. You can also select any of the reports from the tree view.
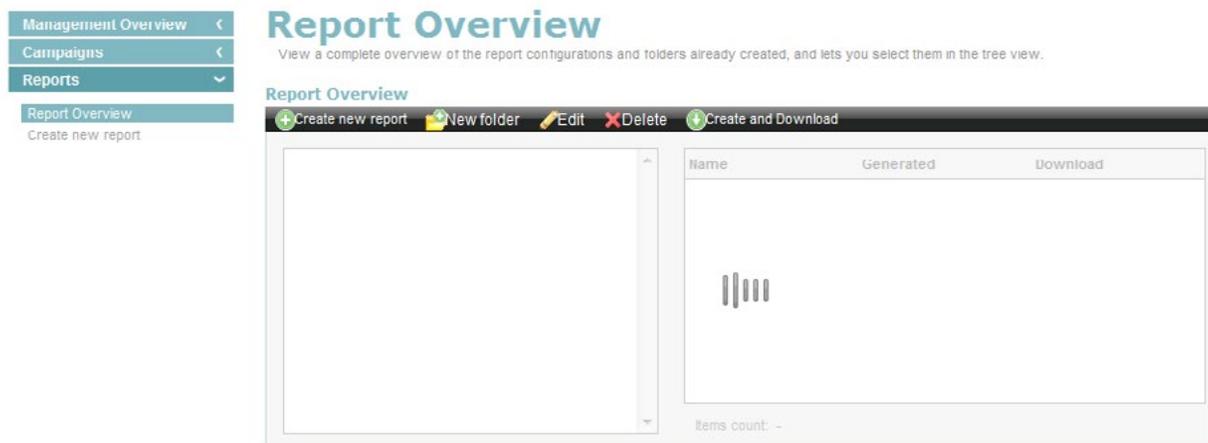
Create New Reports

This page allows you to create a new report and provides a tree-view list for all reports.

To create a new folder:

1. On the Report Overview page, select a folder in which to locate the new folder.
2. Click **New Folder**.
3. In the New Folder dialog, enter the new folder's name.
4. Click **Save**.

To create new report:

1. On the Report Overview page, select a folder to which this new report will be located.
2. Click **Create New Report**.
3. Fill in the fields.
4. Click **Save**.

To delete an item:

1. Select an item.
2. Click the **Delete** icon ⊖.
3. Click **Save**.

Advanced

This page will allows you to compare two sets of statistics.

Statistic Comparison

This statistics under this menu item let you compare data and statistics.

Comparison

This page provides a comparison for two sets of statistics. On the one hand, you can compare the same statistic with different periods (e.g., visitors of a particular day with the visitors of the previous day or previous week). You can also compare two statistics of a different type. Thus, it is possible to compare the visitors of a region with the visitors of a country. Additionally, you can compare the visits of different areas of a website.

To change how the information is displayed:

- Click the **Chart Type** icon.
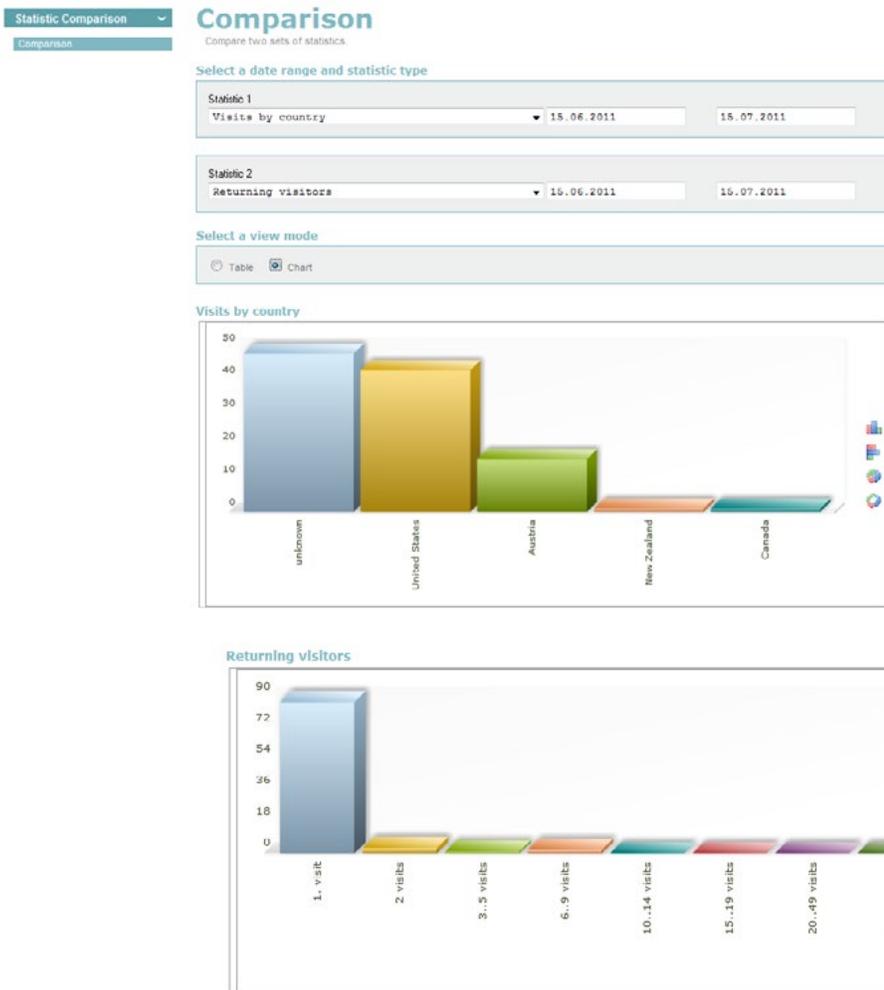
Settings

The Settings section allows you to adjust the settings of your analytics, delete data and manage application parameters.

Additional Parameters

In addition to tracking websites, adding parameters allow you to track file downloads, outbound links or other events on the website.

To Install Additional Parameters:

1. Select the **Configuration** drop-down menu and then click **Additional Parameters**.
2. Select the parameter radio button that you would like to install.
3. Click **Apply**.
4. In the confirmation dialog, click **Yes**.
5. Click **OK**.

To Uninstall Additional Parameters:

1. Select the **Configuration** drop-down menu and then click **Additional Parameters**.
2. Select the parameter radio button that you would like to uninstall.
3. Click **Apply**.
4. In the confirmation dialog, click **Yes**.
5. Click **OK**.

Tracking File Downloads

File downloads can be tracked by integrating the counting-code into the same website as the download link. The following onClick-event should be added to the download link (or to events like: onClick, onMouseOver, etc.):

```
onClick="wiredminds.count('Filename.Fileformat')"
```

The title of the file does not affect the code; however, you must append the file type. If the link is not a download but rather an outgoing link, then no file type is required.

Tracking Events

The pixel-code makes it possible to track various events triggered by a user. An event is not regarded as a normal page impression, but can be used for different kinds of actions (for example, the playing of a movie). Through special statistics such as "Events," the data can be tracked and analysed. In the case of a simple link, this can be implemented using an "onClick" event, for example.

```
onClick="wiredminds.trackEvent('Movies/Action/Movie1/PlayMovie')
```

Note: The hierarchical categories can also be set using its name. This is done using the "/" separator. If the name of the event were "Movies/Action/Movie1/PlayMovie", the "PlayMovie" event would be located at the lowest level of the "Movies→Action→Movie1" hierarchy.

Support

By clicking the **Support** button, you can access support on how to use the Analytics application.

Level(3)®
C O M M U N I C A T I O N S

Connecting and Protecting
the Networked World℠

ABOUT LEVEL 3

We build, operate and take end-to-end responsibility for the network solutions that connect you to the world. We put customers first and take ownership of reliability and security across our broad portfolio.

1.877.2LEVEL3
info@level3.com
level3.com