GUIDED SELLING for DIGITAL PRODUCT ADVICE

## Example Web Analytics Reports

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CONTENT
- Introduction, main dashboards
- Visitor reports and user behaviour
- Evolution of buying trends
- Ecommerce tracking
- How to build custom segments and export data
- Integration with your analytics
- Understanding your customery by Consumer Insights and Product Performance analysis

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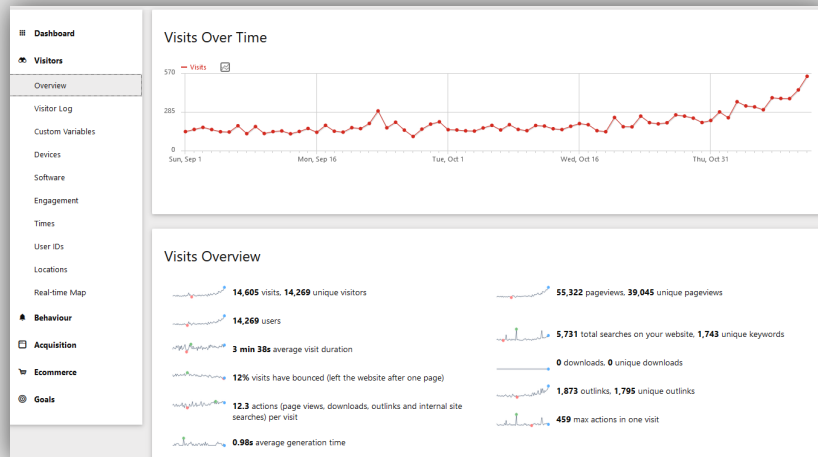
2023
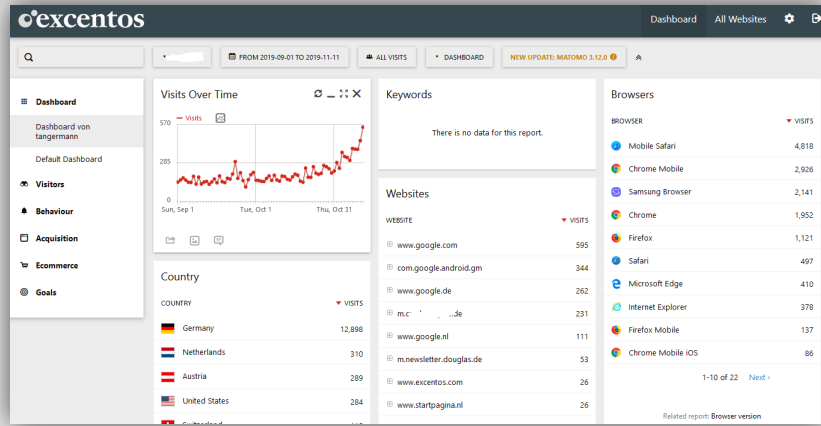
Dashboard with KPIs

Detailed analytics reports on all events within Product Guide. Allows you to select data range, many reports, and define custom segments.

All infos on your visits

Detailed data on your Visits, such as session duration, number of events per session, click-through-rates etc. are displayed. You can change view settings and download the reports.
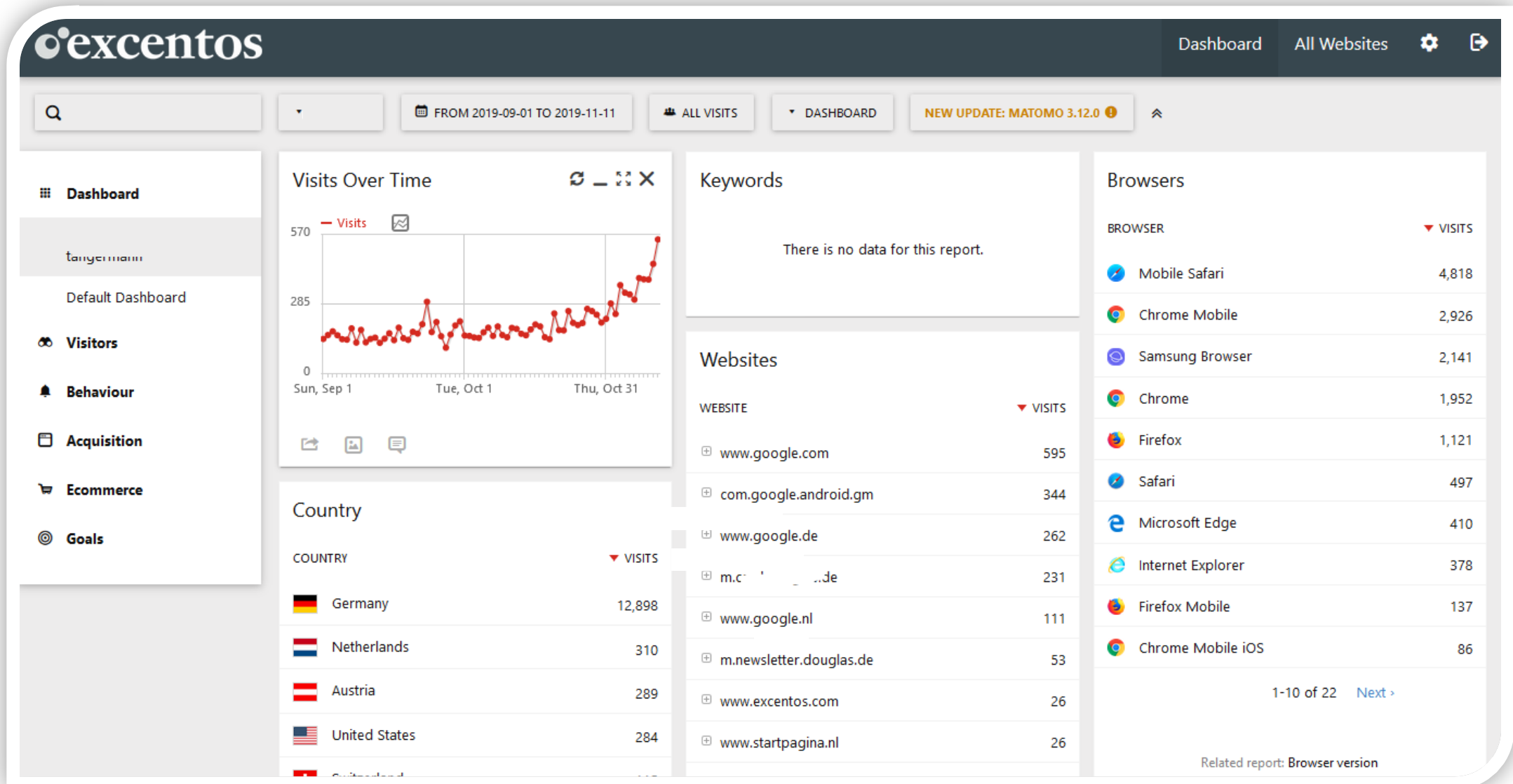
+ many more reports

for full control and insights

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powerful
Analytics
to measure and optimize

excentos Analytics covers

- the Product Guide's success and conversion
- all events and navigation actions
- exit rates and anything else needed to optimize the Product Guides
- consumer insights
- Ecommerce tracking

Dashboard

Visitors: overview

Visits Over Time

— Visits

570

285

0

Sun, Sep 1   Mon, Sep 16   Tue, Oct 1   Wed, Oct 16   Thu, Oct 31
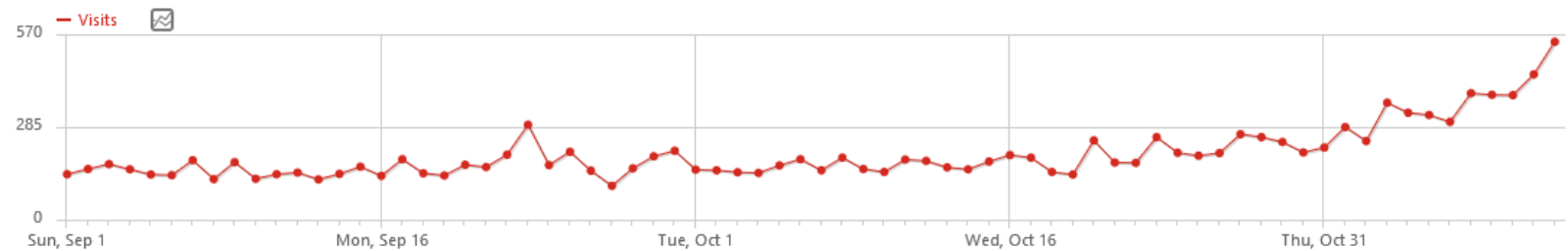
Visits Overview

14,605 visits, **14,269** unique visitors

14,269 users

3 min 38s average visit duration

12% visits have bounced (left the website after one page)

12.3 actions (page views, downloads, outlinks and internal site searches) per visit

0.98s average generation time

55,322 pageviews, **39,045** unique pageviews

5,731 total searches on your website, **1,743** unique keywords

0 downloads, **0** unique downloads

1,873 outlinks, **1,795** unique outlinks

459 max actions in one visit

Sidebar navigation

- ⠿ **Dashboard**
- 👓 **Visitors**
  - Overview
  - Visitor Log
  - Custom Variables
  - Devices
  - Software
  - Engagement
  - Times
  - User IDs
  - Locations
  - Real-time Map
- 🔔 **Behaviour**
- 🗔 **Acquisition**
- 🛒 **Ecommerce**
- ◎ **Goals**

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Visitors: devices and OS / browser

Devices

Device type		
TYPE		**▼ VISITS**
📱 Smartphone		9,420
🖥 Desktop		4,139
📱 Tablet		921
📱 Phablet		121
Unknown		4
	1-5 of 12 Next ›	

Device model		
MODEL		**▼ VISITS**
Apple - iPhone		4,414
Generic Desktop		3,472
Generic Smartphone		1,042
Apple - Generic Desktop		653
Apple - iPad		486
	1-5 of 367 Next ›	

Device brand		
BRAND		**▼ VISITS**
🍎 Apple		5,563
Unknown		4,583
Samsung		3,799
Huawei		234
S Sony		109
	1-5 of 37 Next ›	

Screen Resolution		
RESOLUTION		**▼ VISITS**
375x667		2,097
360x640		1,966
360x740		880
1920x1080		850
375x812		741
	1-5 of 330 Next ›	

Dashboard
Visitors
Overview
Visitor Log
Custom Variables
Devices
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Times
User IDs
Locations
Real-time Map
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Acquisition
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Operating System & Browser

Operating System versions		
OPERATING SYSTEM VERSION		**▼ VISITS**
iOS iOS 13.3		1,595
⊞ Windows 10		1,374
iOS iOS 13.4		1,148
🤖 Android 10		1,026
🤖 Android 9		773
	1–5 of 55 Next ›	
	5 ▼	
Related report: Operating System families		

Browsers		
BROWSER		**▼ VISITS**
Mobile Safari		2,985
Chrome Mobile		1,210
Chrome		1,104
Samsung Browser		684
Safari		657
	1–5 of 26 Next ›	
Related report: Browser version		

Configurations		
CONFIGURATION		**▼ VISITS**
iOS / Mobile Safari / 375x667		923
iOS / Mobile Safari / 414x896		851
iOS / Mobile Safari / 375x812		629
	1–3 of 486 Next ›	
Related report: Screen Resolution		

Browser engines

▬ = Visits

Blink (Chrome, Opera)

Gecko (Firefox
Edge
Unknown
Trident (IE)

bKit (Safari, Chrome)

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Visitor and Ecommerce log

The Visitor & Ecommerce Log shows the entire list of events of one Visitor, including **all selections** and **follow-up actions** such as exit to the shop's product detail page or actually **buying the product**.

e.g. user chooses "age = 30 to 39 years"

e.g. user completed the shopping cart

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Visitor real-time view

There are **real-time views** to see which activity is happening right now. And you can even **deep-dive into real-time session data**.

Behavior: events

The Behavior reports provide **consumer insights into key buying drivers** and typical **buying needs.**

The data allows to analyze how your **product portfolio performs** in terms of satisfying your customer's needs.

e.g. 7,591 users answered the question "relationship" in a Giftfinder.
2,528 users are looking for a present for a friend etc.

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Evolution of buying trends

EVENT NAME	**▼ EVENTS**	**EVENT VALUE**
functions = print	15,268	-
functions = scan	11,992	-
functions = copy	11,840	-
functions = fax	4,087	-

functions - functions = scan

Events

Metrics for Event Action: functions - functions = scan

Events : from 0 to 499

Compare records
» Pick a row to compare

price | 4,207 | -
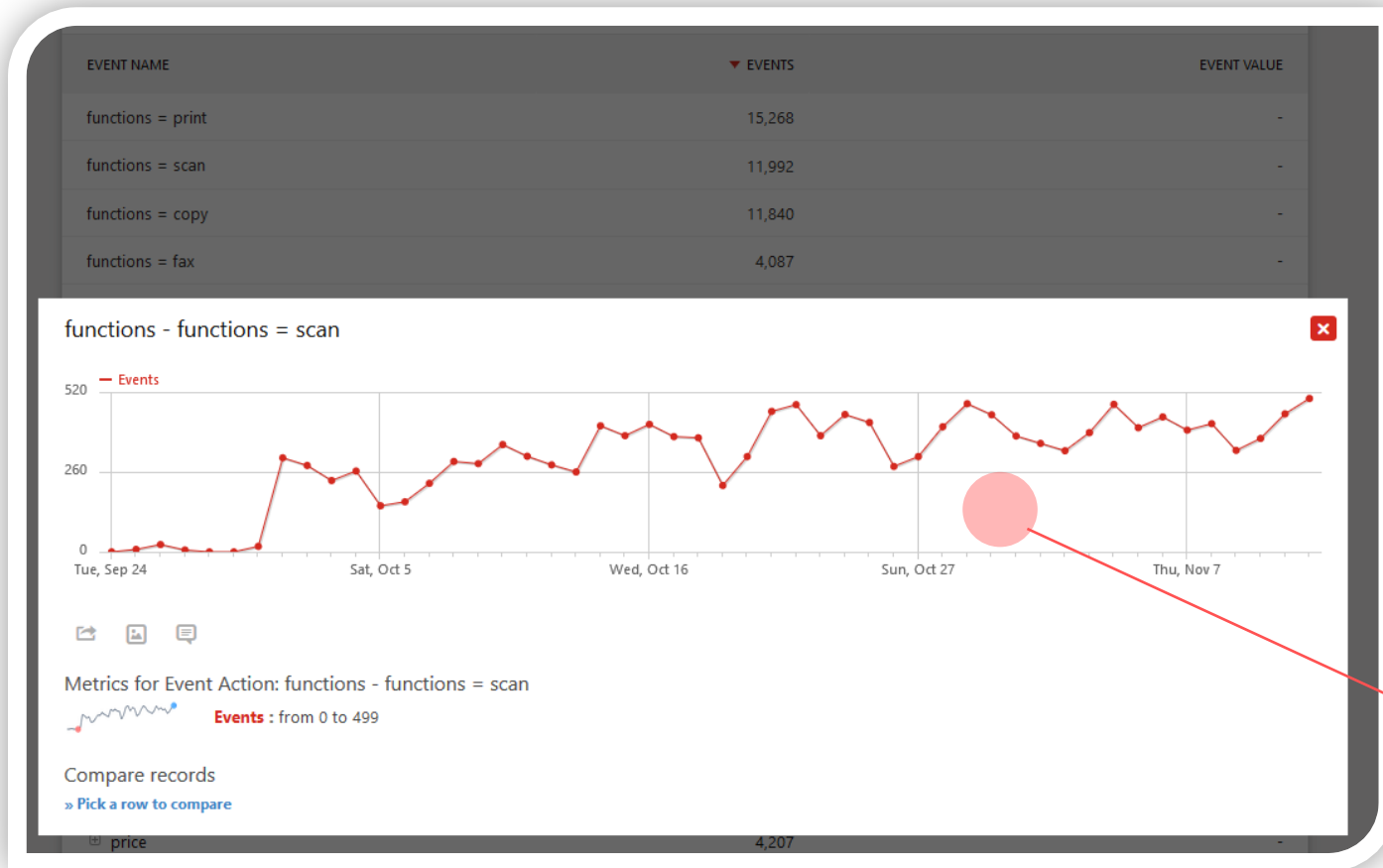
You can **deep-dive** into the data and e.g. **show evolutions of your customer's behavior** over time. This helps to **detect buying trends** and **optimize your marketing and product portfolio**
(e.g. detect shifts in use cases, desired price ranges, brand preferences, favorite colors, ...)

Chart shows the evolution of user answers for the use case-question in a Printer Guide.
E.g. does "scanning" get more important or not when selecting a scanner?

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Behavior: exit pages

Exit pages ?

EXIT PAGE URL	▼ EXITS	UNIQUE PAGEVIEWS	EXIT RATE
⊟ **app_giftfinder**	13,932	39,045	36%
↗ /Wizard - S1 Person - Person	3,711	14,273	26%
↗ /Wizard - S5 Refinement	5,658	6,215	91%
↗ /Wizard - S2 Relationship - Relationship	450	6,783	7%
↗ /Wizard - S3 Personality - Personality	287	6,385	4%
↗ /Wizard - S4 Occasion Message - Occasion	116	5,389	2%
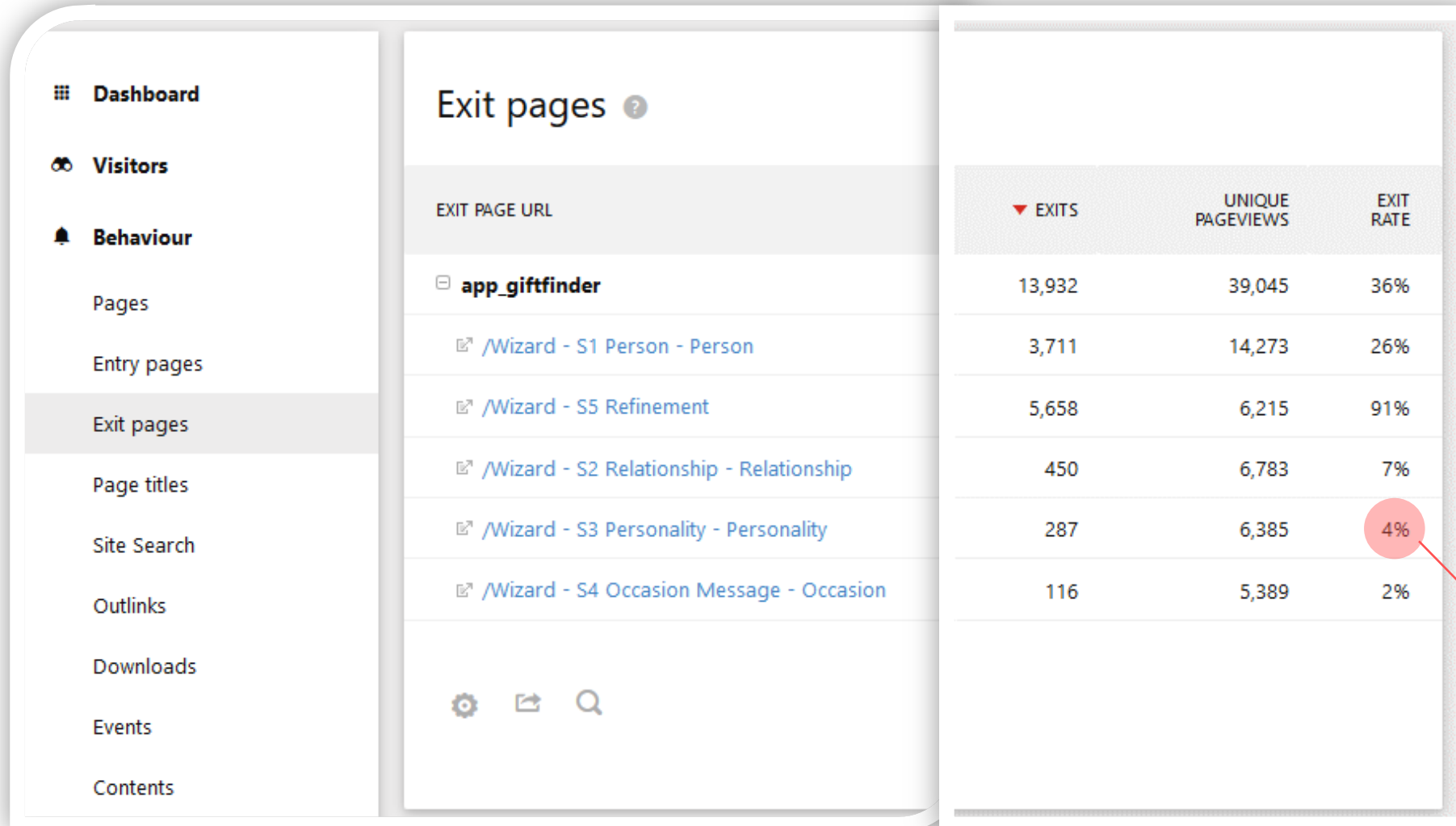
The Exit Pages report analyzes where users left the Product Guide. This information is extremely helpful to **optimize the Product Guide**, its questions and answer option and also the sequence of questions asked.

e.g. 4% of the users exited in the stage where they've been asked for the relationship.

Dashboard

Visitors

Behaviour

Pages

Entry pages

Exit pages

Page titles

Site Search

Outlinks

Downloads

Events

Contents

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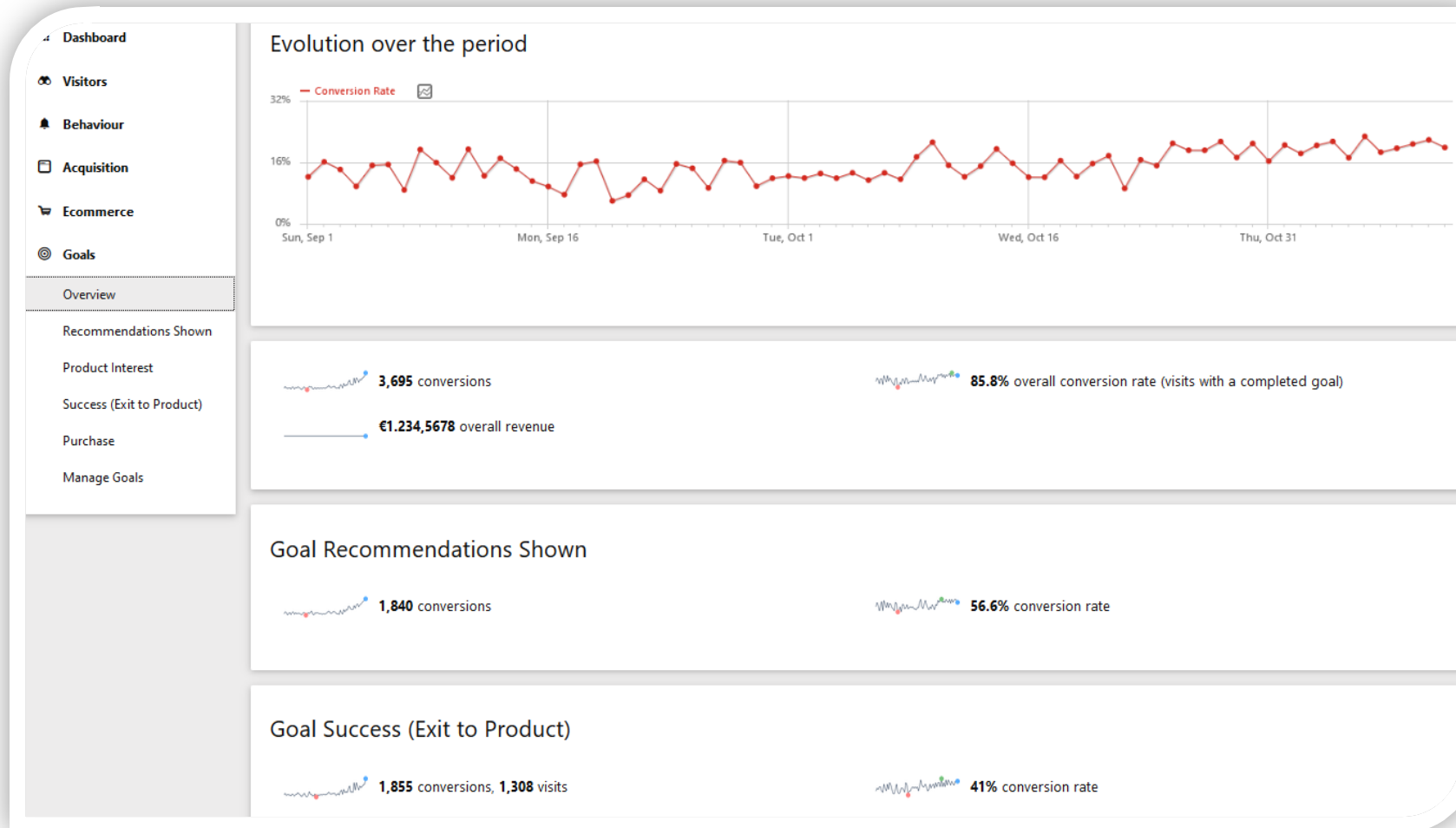
Goals

The Goals section allows to analyze the overall success.

Every Product Guide comes with some standard goals, but we can also add custom goals (e.g. "added product to wishlist" or "completed a lead form").

Ecommerce: overview
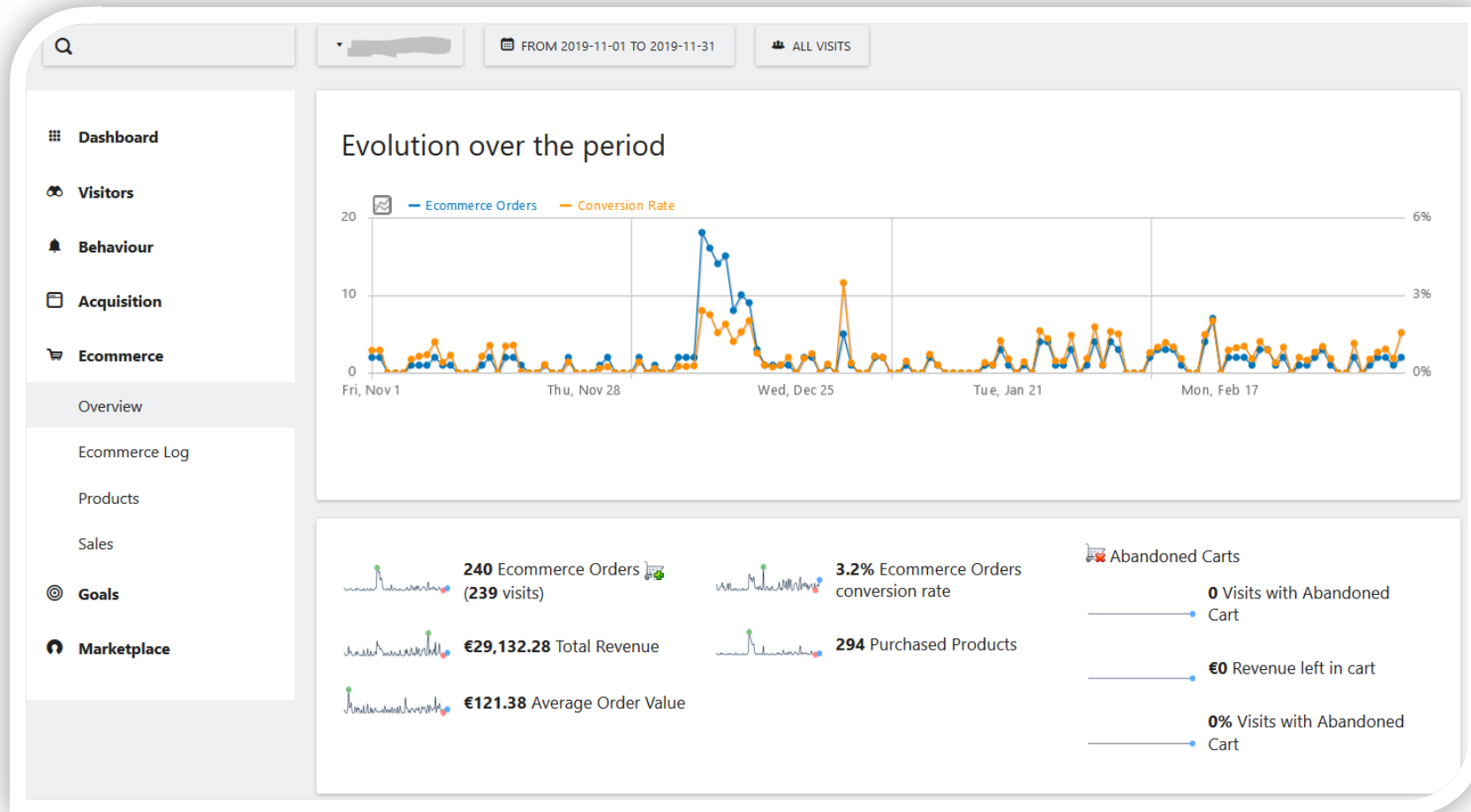
The Ecommerce reports track the **sales success** of your Product Guides.

Every order – and every user activity that lead to this order, see next reports – is tracked.

(requires to setup Ecom tracking)

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Ecommerce: products

Analyze which products where purchased to identify top sellers.

Combining this report with *Custom Segments* allows to compare the recommendation behavior with actual transactions.

Ecommerce: visits to conversion + device types

How many visits did users take until they completed the shopping cart?

With which devices did the users buy most?

Visitors	Keywords		
Behaviour	Search Engines	VISITS TO CONVERSION ▲	CONVERSIONS
	Websites	1 visit	462
Acquisition	Campaigns	2 visits	18
	Sales engagement	3 visits	1
Ecommerce	**Visits to Conversion**	4 visits	-
Overview	Days to Conversion	5 visits	-
Ecommerce Log	Sales by User location	6 visits	-
Products	Device type	7 visits	-
Sales	Device model		

Device type

TYPE	VISITS	ECOMMERCE ORDERS	▼ TOTAL REVENUE
Unknown	44	28	551.66 €
Smartphone	3,932	295	243.85 €
Desktop	2,199	108	60.33 €
Tablet	587	43	3.15 €
Phablet	76	7	0 €

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Custom segments
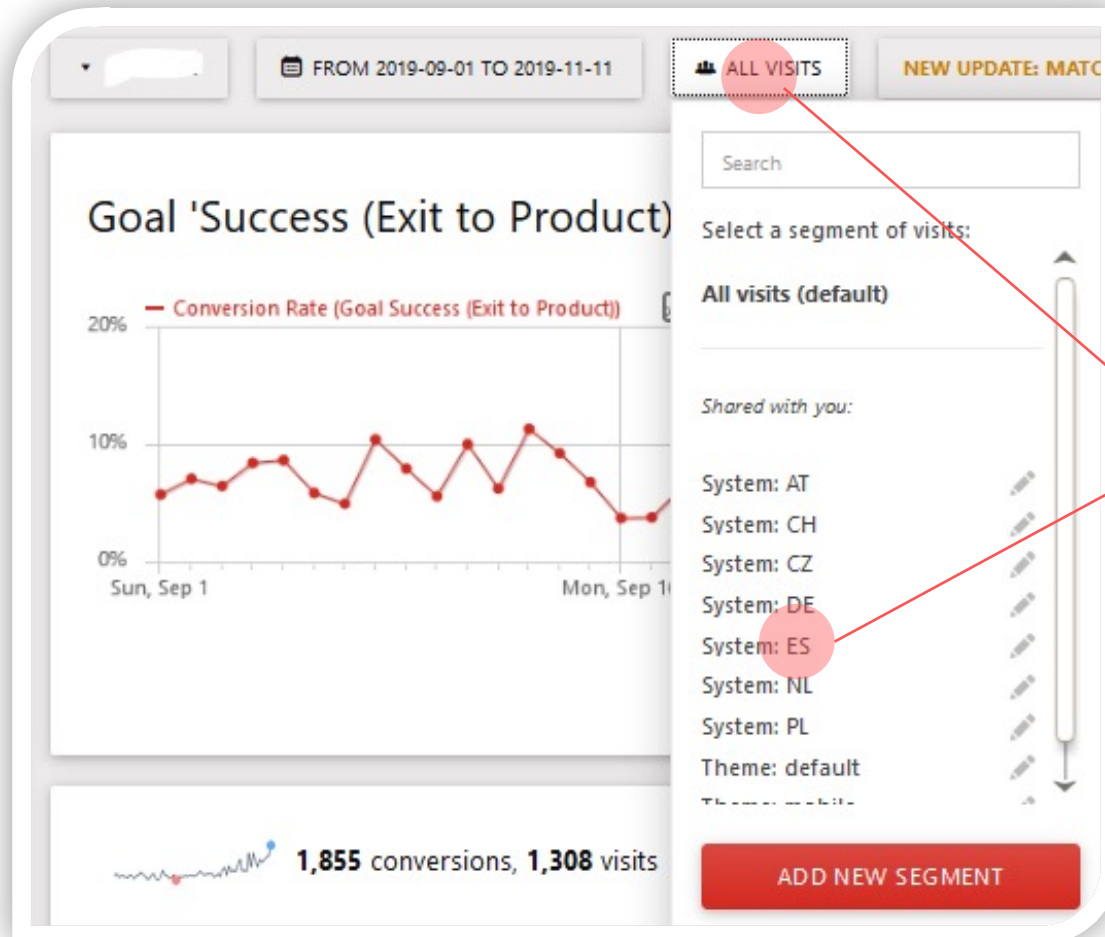
All data / reports can be **segmented in any dimension**, e.g. countries, user devices, desktop/mobile, a combination of user input etc.

you can choose to show *all data* or only a *specific segment*

Selecting date ranges + export data

You can, of course, **select any date range** for all reports and views.

All data can be **exported in many formats** for further analysis. All charts can downloaded as images.
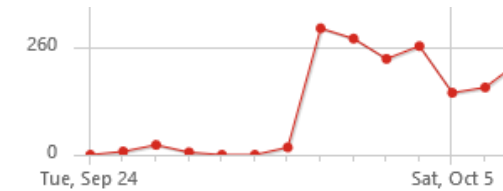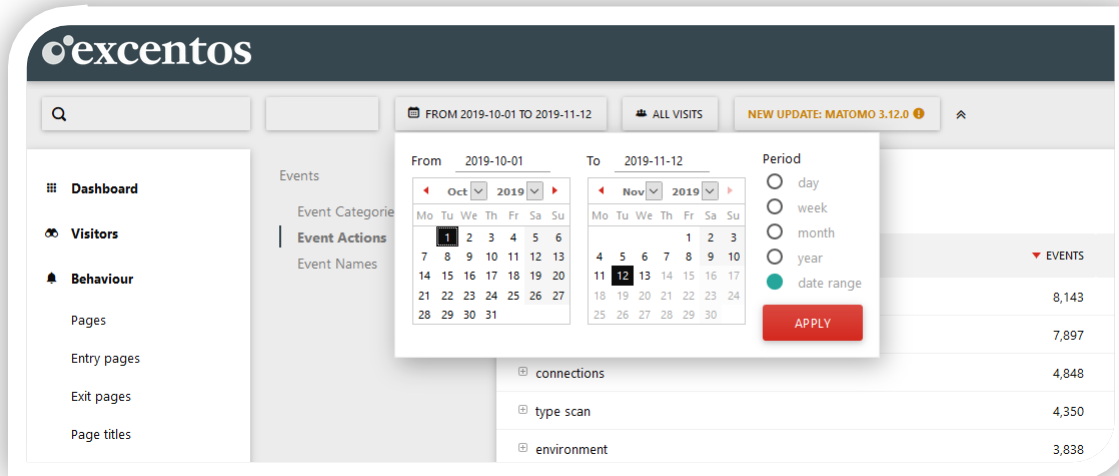
Integration with your analytics platform

excentos can track usage data into your analytics and provide personalization data. Examples:
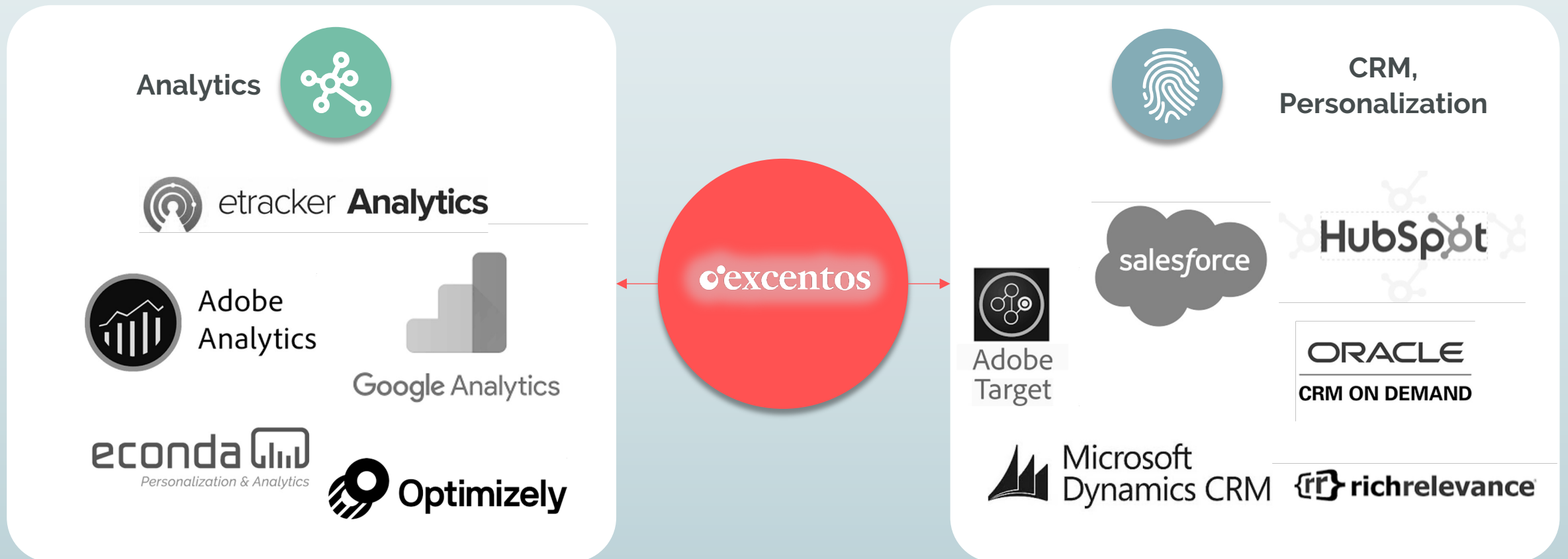
Analytics dashboard

The following slides show reports and insights we are currently working on.

Please let us know which reports you are specifically interested in so that we can fine-tune our roadmap.

Analytics 1: product performance report
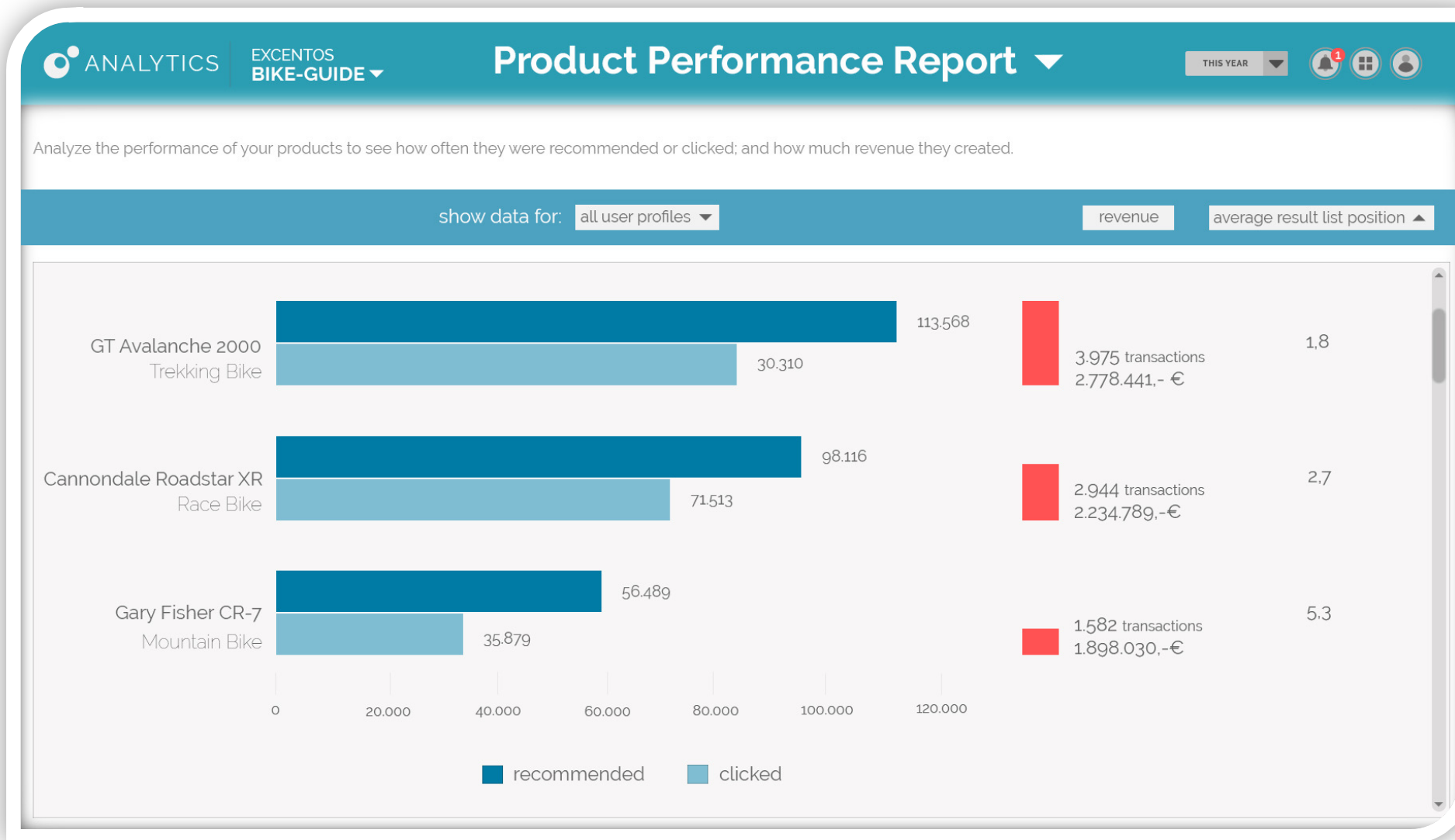
Analytics 2: clickpath analysis

roadmap

Analytics 3: user preferences report 1

roadmap

ANALYTICS | EXCENTOS **BIKE-GUIDE** ▾

User Preferences Report ▾

THIS YEAR ▾

See typical **user profiles** (combination of Answer Options selected in the Product Guide) an if your **product assortment** maches your customer's needs.

excluded questions | How tall are you ▾

products in your catalog | avg. shopping cart value ▲

selected Answer Options

		products	avg. cart value
male - an adult - racing bike - no security features - Carbon fibre	65.576 — 16,3%	34 show products ▸	958,- €
an adult - City bike - Lights - Reflectors - Disc brakes - Aluminium	63.966 — 15,9%	47 show products ▸	769,- €
female - an adult - City bike - Lights - Aluminium	55.518 — 13,8%	3 ⓘ show products ▸	337,- €
male - an adult - Mountain bike - Lights - Disc brakes - Carbon fibre	45.863 — 11,4%	27 show products ▸	1.258,- €

this profile is selected by 13,8% of your users, but your assortment currently offers only 3 products. You might consider extending your portfolio.

10,0%   11,0%   12,0%   13,0%   14,0%   15,0%   16,0%   17,0%

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Analytics 3: user preferences report 2

roadmap

ANALYTICS | EXCENTOS BIKE-GUIDE ▾

User Preferences Report ▾

THIS YEAR ▾

See typical **user profiles** (combination of Answer Options selected in the Product Guide) an if your **product assortment** maches your customer's needs.

excluded questions [How tall are you ▾]   [products in your catalog] [upselling behavior ▲]

selected Answer Options

			price selected	price purchased
male - an adult - racing bike - no security features - Carbon fibre	65.576 — 16,3%	34 show products ▸	900,- €	958,- €
an adult - City bike - Lights - Reflectors - Disc brakes - Aluminium	63.966 — 15,9%	47 show products ▸	700,- €	769,- €
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10,0% 11,0% 12,0% 13,0% 14,0% 15,0% 16,0% 17,0%

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