



Webtrekk **CAMPUS**

Exercises Custom Reports

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

- Please read the corresponding training chapter „Custom Reports“ before doing these exercises.

1. Create a pivot table, that shows the different campaign channels per device class. Use the metrics „Visits“, „Page Impr. per Visit“ and „Page Duration Avg“ and deactivate the diagram. Save the analysis in a new report „Exercise Campaign channels and Device classes [YOUR NAME]“.
2. Rename the analysis in the report to „Campaign channels per Device class Last month“.
3. Edit the report and add the element „Dynamic Box“ to the report. Write „This analysis shows through which device classes our campaign channels are being accessed.“ into the box and adjust the font size to 18px. Place this element above the analysis.
4. Change the pre-set report time period to the last month.
5. Activate the table of contents in the report options and add as a report description: „This is an exercise report“.

6. Add the just created analysis again to the report.
Rename the analysis to „Campaign channels per Device Class 2 months before“.
Change the time period for this analysis to 2 months before.
7. Add the report filter „New vs. Returning“.
8. Add the metric „Conversion Rate %“ to both analyses.
9. Add the report element „Single KPI“ to the report.
Use „Bounce Rate %“ as a metric. Activate the comparison with the Sliding window and set „min“ as the Target value.
10. Add the report element „Sparkline“ to the report.
Use „Bounce Rate %“ as a metric. Activate the comparison with the Sliding window.

12. Create a copy of the report and rename the copy to „Exercise Campaign channels [YOUR NAME]“.
13. Remove the dimension „Device Class“ from both analyses in the new report, as well as the Single KPI and the Sparkline.
14. Rename both analyses respectively to „Campaign channels Last month“ and „Campaign channels 2 months before“.
15. Delete the text from the Dynamic Box and add instead a link to the first report. Choose as text for the link „to the Campaign channels with Device classes“ and underline it.

Report

„Exercise Campaign channels and Device classes [YOUR NAME]“

This is an exercise report.

New vs. Returning

No filter

Reset Filter

Apply Filter

This analysis shows through which device classes our campaign channels are being called.

Campaign channels per Device class Last month

Device Class Campaign channel	Visits ↓	Page Impr. per Visit	Page Duration Avg	Conversion Rate %
▶ PC / laptop	95,586	1.68	00:01:15	0.10 %
▶ mobile phone	9,456	1.28	00:00:48	0.08 %
▶ tablet	1,918	1.24	00:00:41	0.12 %
▶ TV	1	1.00	00:00:30	0.00 %
Sum	106,961	1.63	00:01:13	0.10 %

Campaign channels per Device class Second to last month

2016-07-01 - 2016-07-31

Device Class Campaign channel	Visits ↓	Page Impr. per Visit	Page Duration Avg	Conversion Rate %
▶ PC / laptop	93,432	2.25	00:00:55	0.09 %
▶ mobile phone	7,222	1.36	00:00:44	0.04 %
▶ tablet	1,565	1.32	00:00:41	0.21 %
▶ TV	3	1.00	00:00:30	0.00 %
Sum	102,222	2.17	00:00:55	0.08 %

Bounce Rate %

79.82 %

▶ +1.0 %

Bounce Rate %



Report

„Exercise Campaign channels [YOUR NAME]“

This is an exercise report.

New vs. Returning

No filter Reset Filter Apply Filter

to the Campaign channels with Device classes

Campaign channels Last month

Campaign channel	Visits ↓	Page Impr. per Visit	Page Duration Avg	Conversion Rate %
Direct	79,465	1.29	00:01:10	0.03 %
Referrals	15,905	2.77	00:01:35	0.13 %
Paid Search (SEA)	9,683	1.36	00:00:40	0.39 %
Organic Search	4,816	2.09	00:01:01	0.59 %
Social Media	3,028	1.22	00:00:58	0.12 %
rtb	787	1.16	00:00:36	0.00 %
Email Marketing	161	1.38	00:01:33	1.30 %
RTB	132	1.49	00:01:06	1.61 %
Fallback	51	1.76	00:01:31	0.00 %
China_SEM_Baidu	8	1.00	00:00:30	0.00 %
Sum	114,042	1.53	00:01:13	0.12 %

Campaign channels Second to last month
2016-07-01 - 2016-07-31

Campaign channel	Visits ↓	Page Impr. per Visit	Page Duration Avg	Conversion Rate %
Direct	82,855	1.90	00:00:43	0.05 %
Referrals	17,832	2.72	00:01:31	0.09 %
Organic Search	3,870	2.15	00:01:04	0.54 %
Paid Search (SEA)	2,339	1.84	00:00:44	0.39 %
China_SEM_Baidu	1,160	1.52	00:00:48	0.61 %
rtb	769	1.14	00:00:37	0.00 %
Email Marketing	261	2.06	00:01:22	0.00 %
Social Media	183	2.03	00:01:13	0.56 %
RTB	163	1.20	00:00:54	0.00 %
Fallback	100	1.54	00:01:12	0.00 %
Sum	109,552	2.03	00:00:55	0.09 %

To help us improve the training documentation we request an evaluation.

Your feedback assists us with the further optimization of the training documentation.

To do so scroll down on the article page in the Support Center.

To the evaluation