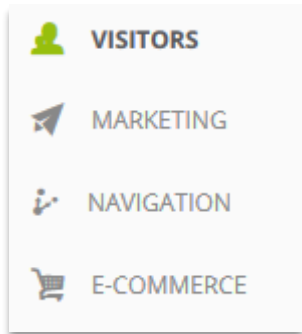Exercises Analyses

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

You can check **possible** solutions in the appendix.

Visitor analyses

Visitor analyses take a closer look at the total hits.

Webtrekk

1. How many visitors accessed the site last week?

   Notes:
   _____
   _____
   _____

2. How many Page Impressions per Visit were there last week?

   Notes:
   _____
   _____
   _____

3. Create an analysis that shows visits and the average visit duration per day for last week.
   Adjust the diagram: Make sure the first primary axis shows visits and the secondary axis shows the average visit duration.

   Notes:
   _____
   _____
   _____

Webtrekk

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

   Notes: _____

   _____

   _____

5. Which browsers were used per device class in the last month? Add a useful KPI to rate the performance.
   Display this analysis by using a pivot table.

   Notes: _____

   _____

   _____

6. Which of the top 5 tracked browsers showed the highest bounce rate? Analyze the last week.

   Notes: _____

   _____

   _____

Webtrekk

7. How did the bounce rate of the 5 most often measured browser develop per day? Use the time series function and analyze the last week.

Notes: _____

_____

_____

8. What percentage of visits last month resulted from tablets?

Notes: _____

_____

_____

9. Compare the number of visits and the share of visits via tablets in the last week with the number and share in the week before the last week.

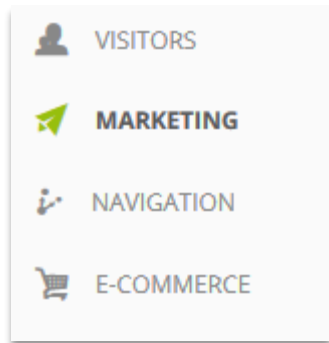Notes: _____

_____

_____

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

Webtrekk

1. What is the average visit duration generated per campaign channel in last week?

   Notes:
   _____
   _____
   _____

2. Create a pivot table, that shows the weekly performance of the campaign channels for the whole year. Use appropriate metrics.

   Notes:
   _____
   _____
   _____

3. What is the difference between the metrics „Visits" and „Campaign Clicks" within the the campaign channel analysis?

   Notes:
   _____
   _____
   _____

4. What is the meaning of the search phrase „not provided"?

Notes: _____
       _____
       _____

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

Notes: _____
       _____
       _____

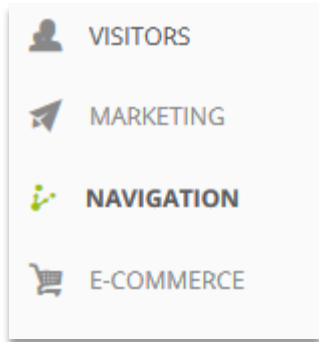6. Which default attribution is currently configured within Webtrekk?

Notes: _____
       _____
       _____

Navigation analyses examine pages and corresponding events.

Navigation analyses

1. Which page was accessed the most last week?

   Notes: _____
   _____
   _____

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

   Notes: _____
   _____
   _____

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

   Notes: _____
   _____
   _____

4. Take a look at last week's top 10 entry pages and their corresponding conversion rates.

    Notes: _____
            _____
            _____

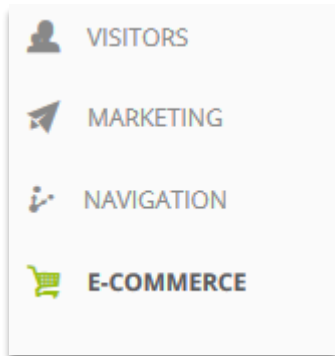5. Which link was used most often on the home page last week?

    Notes: _____
            _____
            _____

Webtrekk

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

Webtrekk

1. Which product was bought most often last week?

   Notes: _____
   _____
   _____

2. Which of the top 10 bought products had the best ratio of product views to purchased products last week?

   Notes: _____
   _____
   _____

3. Which product was bought most often by new customers last week?

   Notes: _____
   _____
   _____

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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 in the whole year?

Notes: _____
_____
_____

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

Notes: _____
_____
_____

This is where you can find possible solutions.

Visitor analyses

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Exercise	Dimension (path to analysis)	Metrics	Notes
1	Weeks (Visitors > Time > Weeks)	Visitors	Visitors are weekly unique
2	Weeks (Visitors > Time > Weeks)	Page Impr. Per Visit	
3	Days (Visitors > Time > Days)	Visit Duration Avg, Visits	Usage of y-axes can be configured within context menu of metrics
4	Weekdays (Visitors > Time > Weekdays)	Visit Duration Avg	To format a metric, choose the visualization option „Traffic Lights" within the context menu
5	Device Class, Browsers (-)	[useful KPI]	To create a pivot table, click on „Add dimension" and add another one
6	Browser (Visitors > Technology > Browser)	Visits, Bounce Rate %	„Visits" are necessary to determine the usage
7	Browser, view „Time series" (Visitors > Technology > Browser > Time series)	Visits, Bounce Rate %	
8	Device Class (Visitors > Technology > Device Class)	Visits %	
9	Device Class, view „Comparison" (Visitors > Technology > Device Class > Comparison)	Visits, % of All Visits	

Marketing analyses

Exercise	Dimension (path to analysis)	Metrics	Notes
1	[Name of campaign channel] (Marketing > Campaign Categories > [name of campaign channel])	Visit Duration Avg	Only possible if campaigns v3 are used, a custom formula has to be created otherwise
2	[Name of campaign channel], Weeks (-)	[appropriate metrics]	To create a pivot table, click on „Add dimension" and add another one. You can adjust the number of lines by clicking on the symbol
3	[Name of campaign channel] (Marketing > Campaign Categories > [name of campaign channel])	Campaign Clicks, Visits	A campaign channel can be used multiple times within a single visit. This would be displayed by the metric „Campaign Clicks" as one „Visit" with several hits.
4	External Search Phrases (Marketing > Search Phrases > External Search Phrases)		Search phrase was not available. This happens for search queries using Google via https.
5	External Search Phrases (Marketing > Search Phrases > External Search Phrases)	Qty External Search Phrases	Only possible if SEA campaigns are tracked. Filter: „Traffic Source – Organic vs. Campaign" equal „Organic"
6			Webtrekk Q3 > Configuration > Marketing Configuration > Default Attribution

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Exercise	Dimension (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]"

E-commerce analyses

Webtrekk

Exercise	Dimension (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: „URM – Customer Macro Status" equal „New Customer"
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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