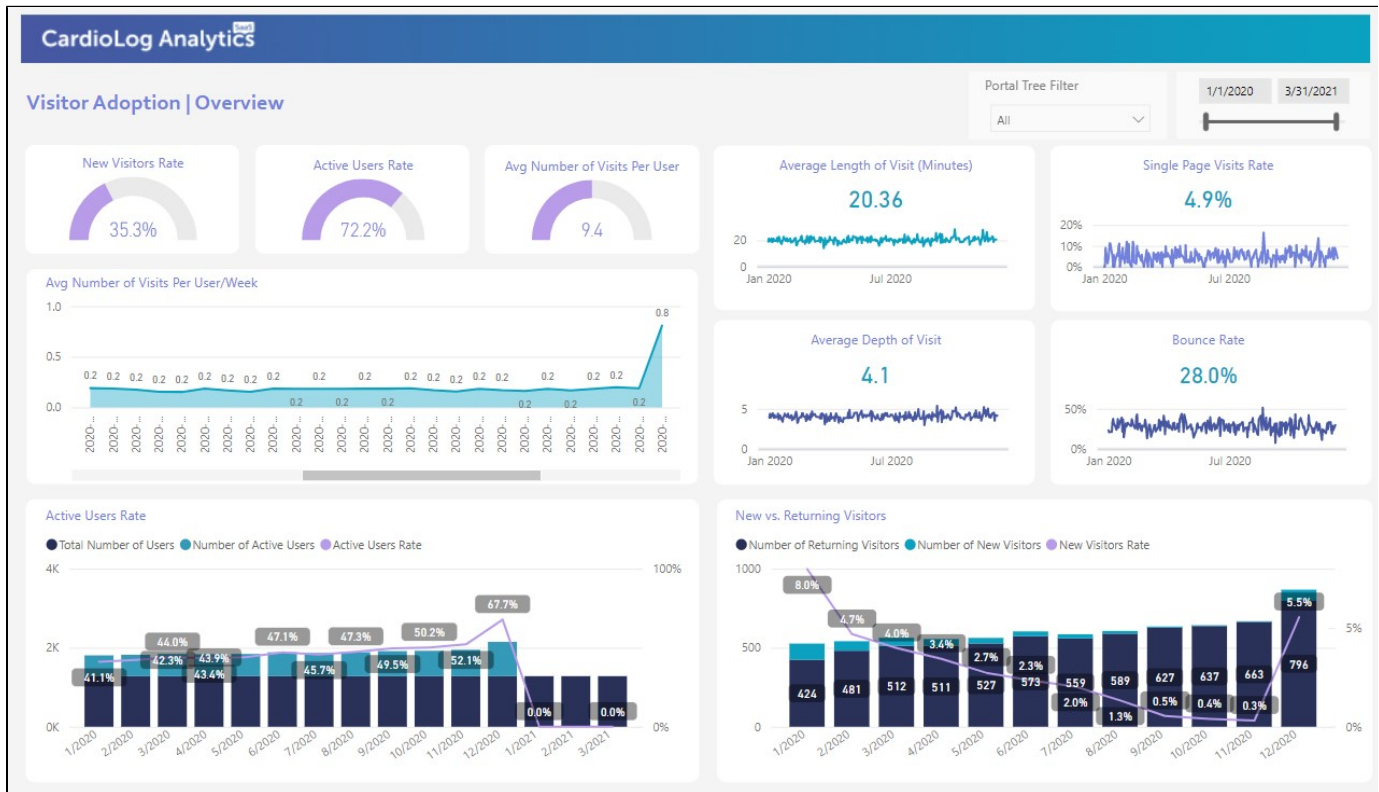


Visitor Adoption - Overview

The Visitor Adoption Overview report contains several widgets, ready to be quickly filtered by date range by using the date slider, or by page or Portal Tree level using the Portal Tree Filter. Additionally, each of the graph widget can easily be drilled down simply by clicking on the relevant point or bar. All widgets in the report will respond to any drill down or filter.



Visitor Adoption | Overview

Widgets

New Visitor Rate

This meter widget displays the percentage of all visitors to your site who visited your site for the first time, out of all visitors within the selected time frame.

Active User Rate

This meter displays the percentage of signed-in users who have engaged with your site during the selected time frame.

Avg Number of Visits Per User

This meter displays displays the average number of visit sessions that a user engaged in during the selected time frame.

Active User Rate

This bar graph displays the ratio of active users compared to all users over time

Avg Number of Visits Per User/Week

This graph widget displays the average number of visit sessions users engaged in for all weeks in the currently selected time period.

Average Length of Visit (Minutes)

This graph widget displays the average length of a visit session in minutes over the course of the selected time period.

Single Page Visit Rate

This graph widget displays the average percentage of all visits that include no more than one page of your site over the selected time period.

Average Depth of Visit

This graph widget displays the average amount of pages opened during each visit session for all users over the course of the selected time period.

Bounce Rate

This graph widget displays the percentage of visit sessions that lasted less than 30 seconds over the currently selected time period. You can hover your cursor over any point in the line chart to highlight the percentage at that point.

New vs. Returning Visitors

This bar graph shows the difference between the amount of visitors who have never visited your site before, and the amount of visitors who have visited your site at least once within the selected time frame.

Filters

Portal Tree

Use this filter to navigate through your portal and simply check the box next to any page or level to review information for exclusively that selection.

Date

Use the date slider to quickly change the start or end date that you would like review information for. If you'd like to choose a specific date, click either the start or end date and manually select it using the calendar popup.