



# Getting started

## Part 2: Reporting

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# Recap Part 1

## Hooray, setup completed!

- ✓ Tracking is active consent-independent.
- ✓ Conversion data is uploaded to Google Ads & Co.



## Goal of Part 2



**How do I gain  
valuable insights  
from my data?**

# Content Part 2: Reporting

1. Dashboard & navigation
2. Language switcher & auto logout
- 3. Report structure and features**
- 4. Three special reports: click paths, website targets and scroll map**
5. Set up alerts
6. Send regular reports
7. Further processing

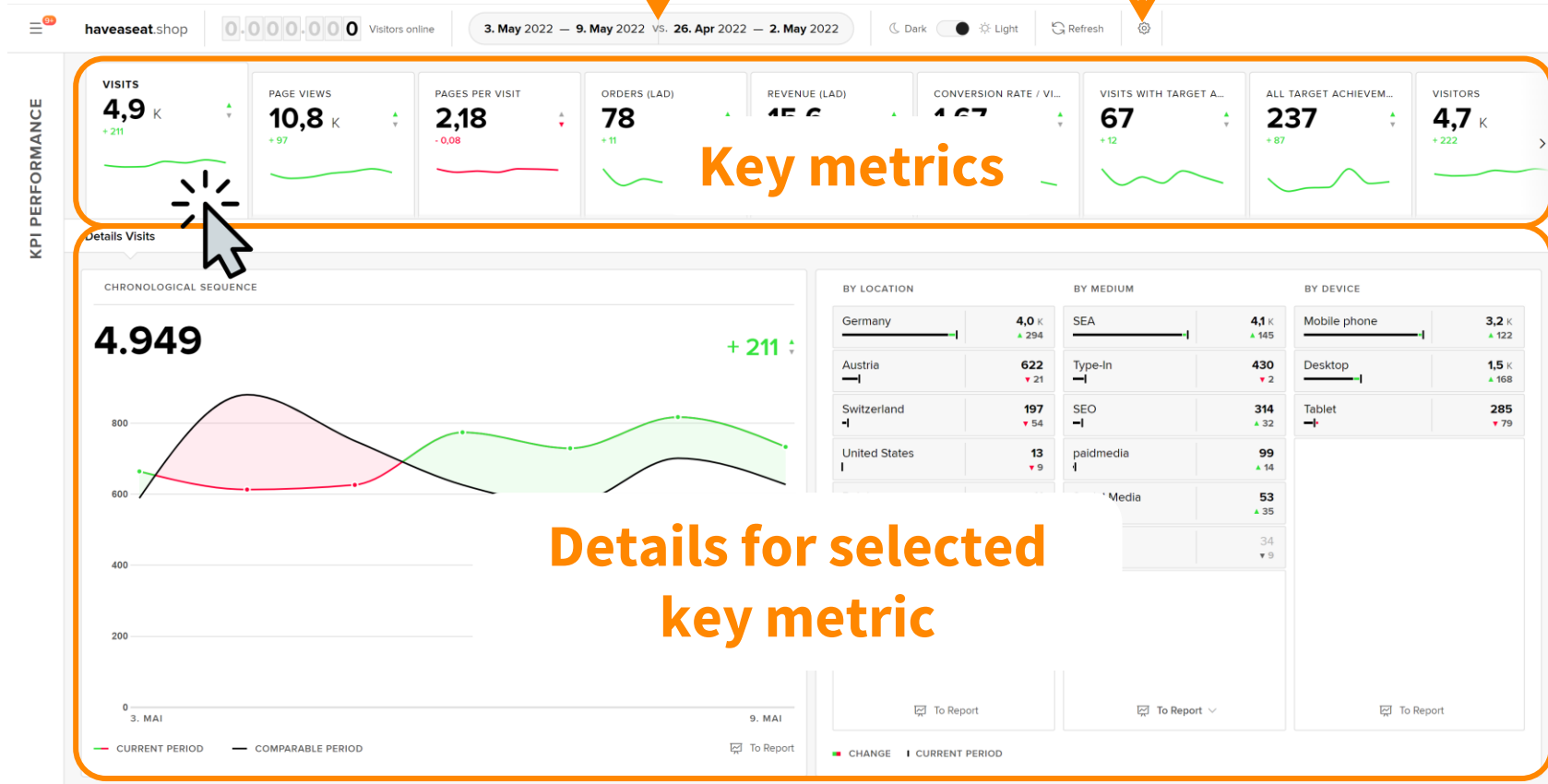


Dashboard & navigation:  
**Starting point in the application**



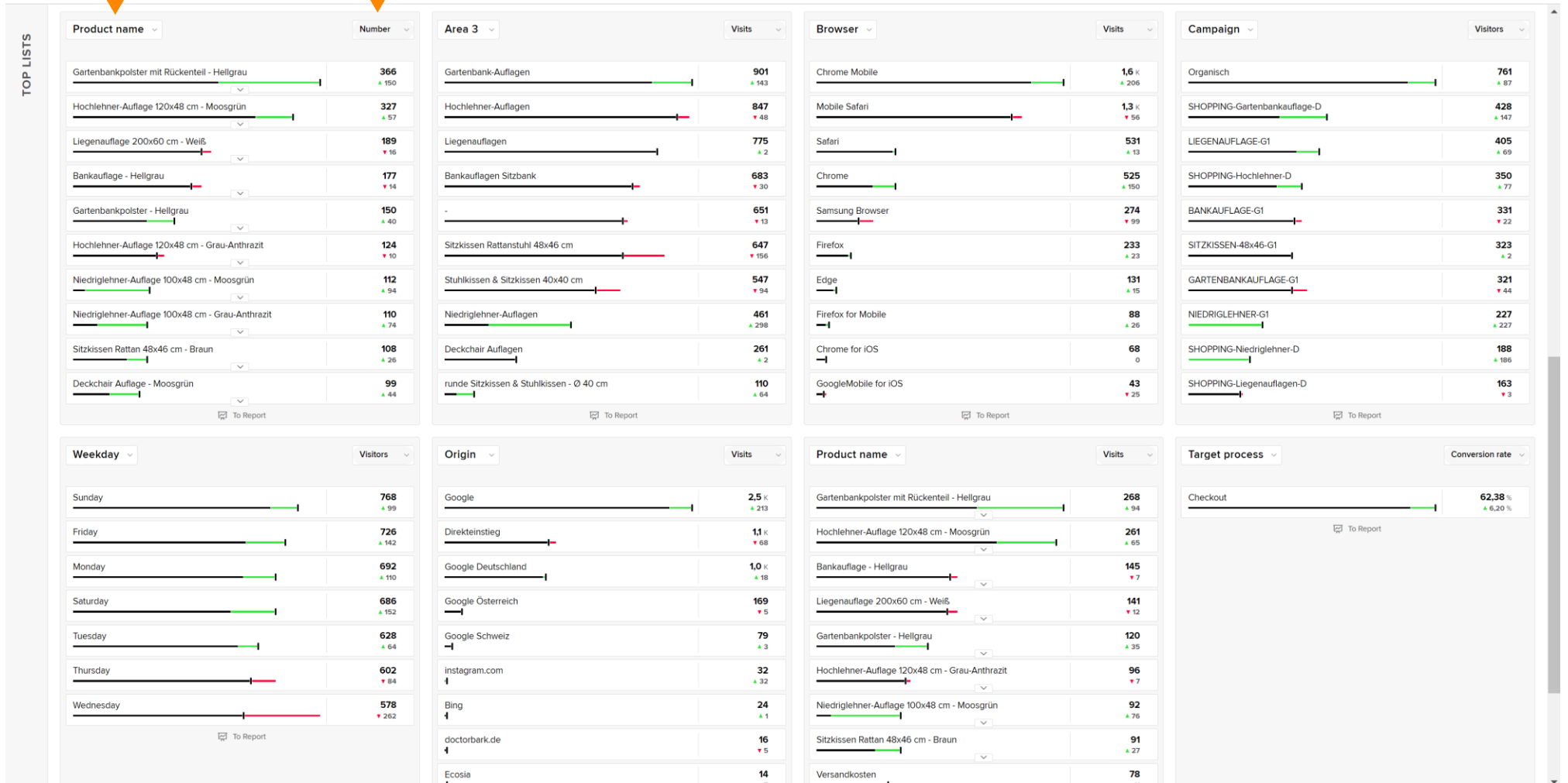
Date selector (calendar)

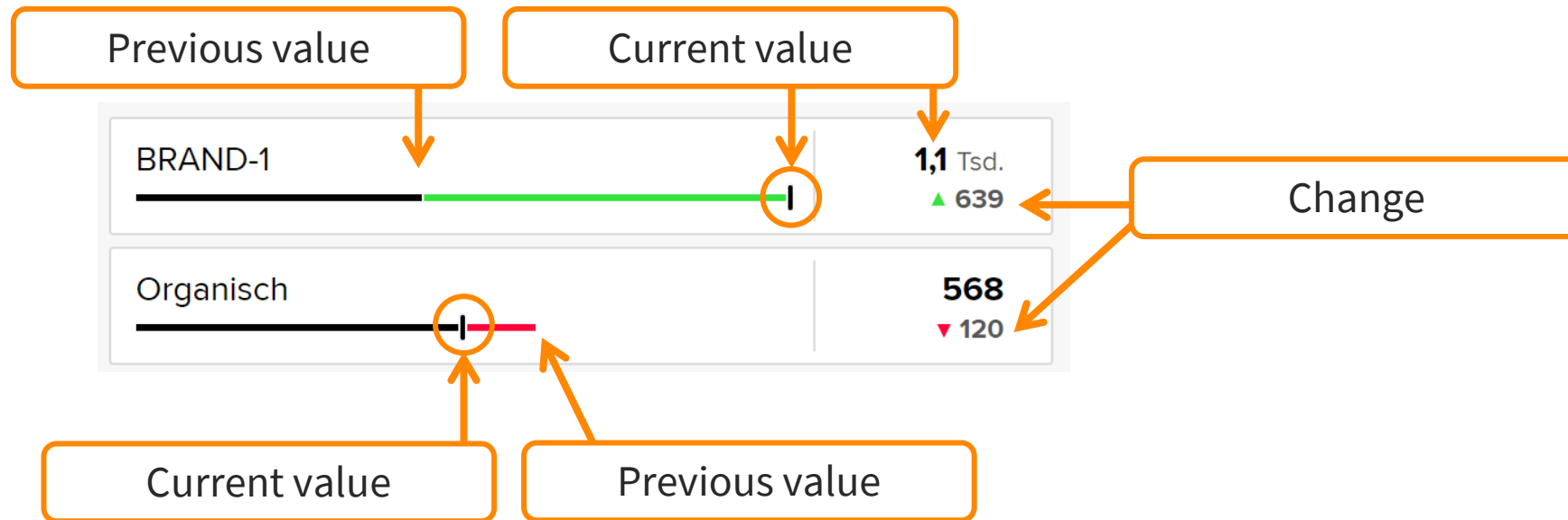
Key metric configuration



Dimension

Metric

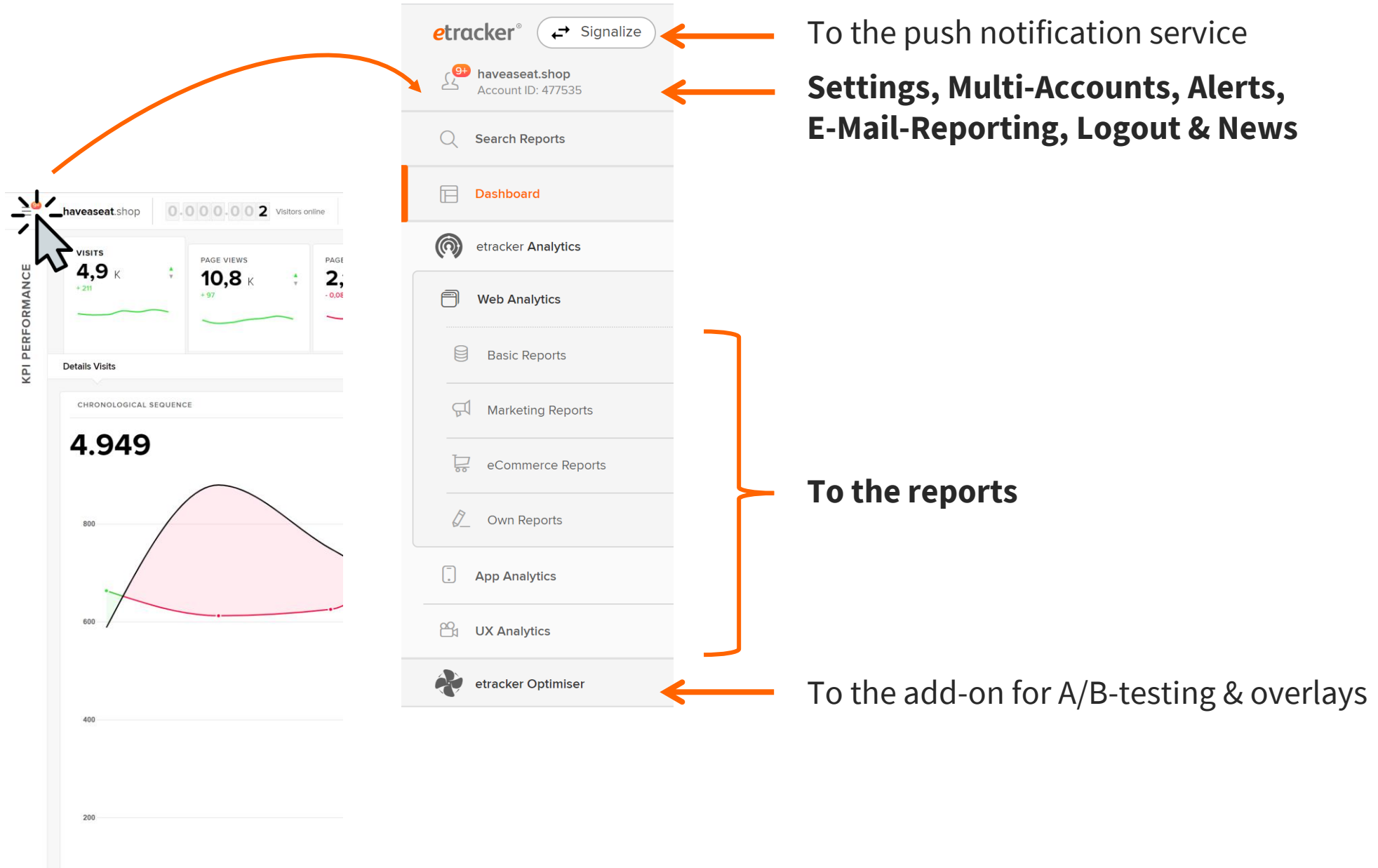




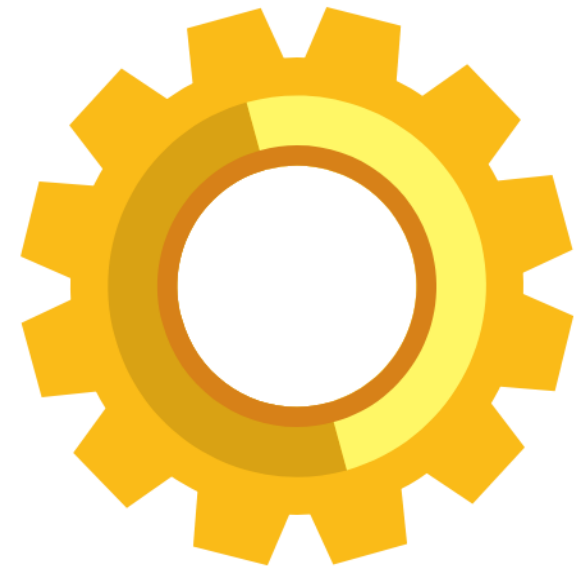


The dashboard is designed responsively, so it can also be accessed via mobile devices.





Two Report Settings:  
**Language switcher & auto logout**



# Settings → User

The screenshot shows the 'Format and Language' settings page in the etracker application. The left sidebar contains the etracker logo, a 'Signalize' button, and a user profile for 'haveaseat.shop' (Account ID: 477535). Below this are navigation links for 'Search Reports', 'Dashboard', and 'etracker Analytics'. Under 'etracker Analytics', there are sections for 'Web Analytics' (Basic Reports, Marketing Reports, eCommerce Reports, Own Reports), 'App Analytics', and 'UX Analytics'. At the bottom of the sidebar is 'etracker Optimiser'. The main content area has three sections: 'Format and Language' with a 'Language' dropdown set to 'English' and a 'Save changes' button; 'Auto logout' with a description, a warning to ensure computer security, an 'Auto logout after' dropdown set to '6 hours', and another 'Save changes' button; and 'Two-factor authentication' with a description, a note that the authentication code will be sent to the user's email, and a 'Request authentication code' button. At the bottom of the page, there is a footer with the etracker logo, 'Support', 'GTC', and copyright information. On the right side of the footer, there is a language switcher with 'Deutsch' and 'English' buttons. Two orange annotations are present: one box labeled 'a) Via settings' with an arrow pointing to the 'Language' dropdown, and another box labeled 'b) Via switcher in the footer of all reports' with an arrow pointing to the 'English' button in the footer.

etracker® Signalize

haveaseat.shop  
Account ID: 477535

Search Reports

Dashboard

etracker Analytics

Web Analytics

- Basic Reports
- Marketing Reports
- eCommerce Reports
- Own Reports

App Analytics

UX Analytics

etracker Optimiser

## Format and Language

Language

English

Save changes

## Auto logout

For reasons of security you will be logged out of the etracker application automatically after a certain period of inactivity. Select here the time period after which this should happen.  
**Please ensure that your computer is protected against third party access**, especially when you leave your desk.

Auto logout after

6 hours

Save changes

## Two-factor authentication

Request an authentication code to activate this function.  
**The authentication code will be sent to your e-mail address.**

Request authentication code

etracker® Support GTC  
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Deutsch English

a) Via settings

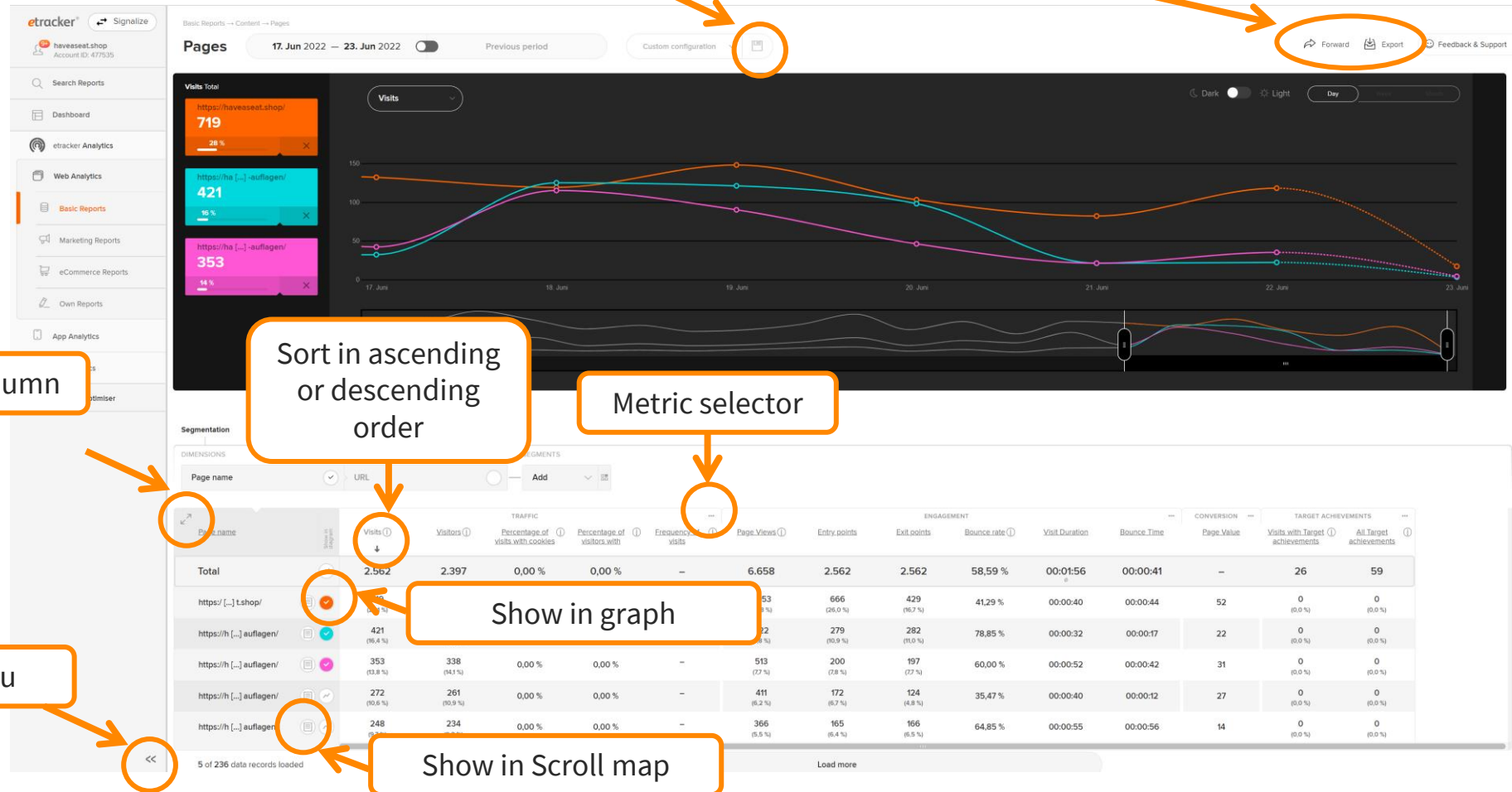
b) Via switcher in the footer of all reports

Gaining insights:  
**Report structure and  
features**



Save, access and share views

Send or download



## 2 Drill-down-Options



**1**  
**Filtering**  
by dimensions  
or metrics

**2**  
**Segmentation**  
by dimensions



The extended filter allows filtering by dimensions and metrics.

[Segmentation](#) **Filter**

FILTER

Filter dimensions

**Extended filter**

results **Include** ▾ with **Page name** ▾ contains ▾ **auflagen** ✕ or  ✕

and

results **exclude** ▾ with **Page Views** ▾ less than ▾  ✕

and

+ add filter option

[Cancel](#)



For example, I can identify frequently viewed pages with a high bounce rate.

Segmentation Filter 1 filter option enabled

FILTER extended filter active X Extended filter

Page name	Show in diagram	TRAFFIC					Page Views ①	ENGAGEMENT				Visit Duration	Bounce Time
		Visits ①	Visitors ①	Percentage of visits with cookies ①	Percentage of visitors with ①	Frequency of visits ①		Entry points	Exit points	Bounce rate ①			
Total		1.379	1.301	0,00 %	0,00 %	—	2.671	956	984	62,76 %	↓	00:01:00	00:00:28
https://haveaseat.shop/sitzkissen-aufl [...] uflagen-sitzbank/bankauflage-moosgruen		17 (1,2 %)	16 (1,2 %)	0,00 %	0,00 %	—	18 (0,7 %)	8 (0,8 %)	10 (1,0 %)	100,00 %		00:00:18	00:00:01
https://haveaseat.shop/sitzkissen-auflagen/niedriglehner-auflagen/		421 (30,5 %)	409 (31,4 %)	0,00 %	0,00 %	—	522 (19,5 %)	279 (29,2 %)	282 (28,7 %)	78,85 %		00:00:32	00:00:17
https://haveaseat.shop/sitzkissen-auflagen/deckchair-auflagen/		56 (4,1 %)	55 (4,2 %)	0,00 %	0,00 %	—	63 (2,4 %)	9 (0,9 %)	14 (1,4 %)	77,78 %		00:00:23	00:00:15
https://haveaseat.shop/sitzkissen-auflagen/stuhl-sitzkissen-40x40cm/		107 (7,8 %)	103 (7,9 %)	0,00 %	0,00 %	—	150 (5,6 %)	42 (4,4 %)	49 (5,0 %)	69,05 %		00:00:47	00:02:12
https://haveaseat.shop/sitzkissen-auflagen/liegenauflagen/		248 (18,0 %)	234 (18,0 %)	0,00 %	0,00 %	—	366 (13,7 %)	165 (17,3 %)	166 (16,9 %)	64,85 %		00:00:55	00:00:56


5 of 25 data records loaded 10 Load more







Add up to 5 dimensionen  
resp. segments


**Segmentation** [Filter](#) ● 1 filter option enabled

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**DIMENSIONS** **SEGMENTS**

Page name ☒ URL ☐ **Add** 

 SOURCE	 TECHNOLOGY	 LOCATION	 VISITOR TYPE	 SEA	 CUSTOM
Medium	Device type	Country	visitor attraction	Booked keyword	Kumentyp
Campaign	Manufacturer	Region	visitor status		
Origin	Operating System	City			
Origin path	Browser	browser language			

 more segments Cancel

Segmentation

Filter

DIMENSIONS

SEGMENTS

Medium

Campaign

Origin

Entry page

Add

Medium		TRAFFIC				ENGAGEMENT		CONVERSION (POSITION)			
		Visits ①	Visitors ①	Page Views ①	Pages per Visit ①	Visit Duration	Bounce rate ①	Bounce Time	Orders	Revenue	Conversion rate / ① visit
Total		2.562	2.397	6.658	2,60	00:01:56	58,59 %	00:00:41	31,00	7.364,00	1,21 %
SEA		1.738	1.656	4.466	2,57	00:01:51	55,63 %	00:00:46	17,90	4.025,99	1,03 %
Campaign	Top 5										
BRAND-1		759	728	2.485	3,27	00:02:03	40,24 %	00:00:36	7,35	1.903,37	0,97 %
Origin	Top 5										
Google		397	386	1.238	3,12	00:01:41	42,26 %	00:00:11	4,50	1.707,85	1,13 %
Entry page	Top 5										
https://haveaseat.shop/		222	216	825	3,72	00:01:49	32,06 %	00:00:12	2,50	359,10	1,13 %
https://haveaseat.shop/sitzkissen-auflagen/		93	89	236	2,54	00:01:29	45,45 %	00:00:11	1,00	354,70	1,08 %

Move to change the perspective

## 3 Special-Reports



**1**

**Click  
paths**

**2**

**Website  
targets**

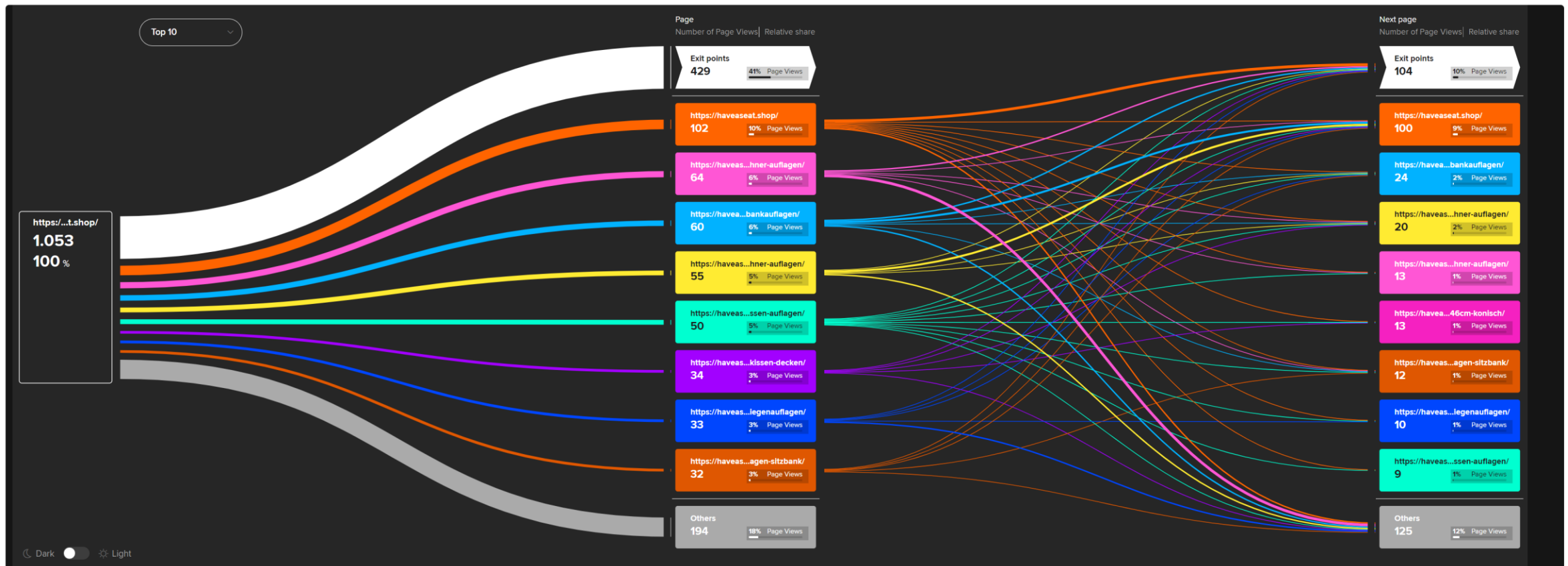
**3**

**Scroll  
map**

# Click paths

Shows in two steps the sequence for a selected page:

- The pages that were viewed immediately after and the exits.
- The pages that were viewed second afterwards.

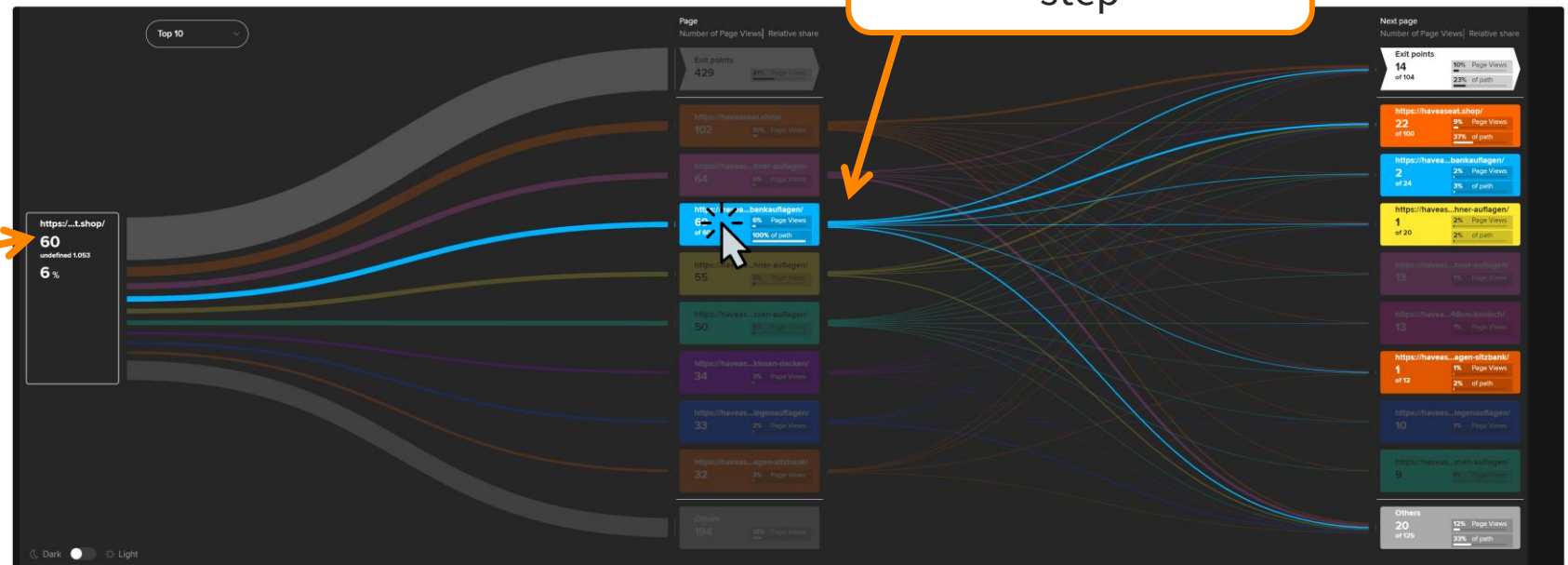


## Page selector

previous Page	TRAFFIC	Page Views	ENGAGEMENT	
	Visits	↓	Entry points	Exit points
Total	2.562	6.658	2.562	2.562
-	2.562 (100,0 %)	2.562 (38,5 %)	2.562 (100,0 %)	1.501 (58,6 %)
https://haveaseat.shop/	430 (16,8 %)	624 (9,4 %)	0 (0,0 %)	160 (6,2 %)
https://haveaseat.shop/sitzkissen-auflagen/hochlehner-auflagen/	199 (7,8 %)	316 (4,7 %)	0 (0,0 %)	92 (3,6 %)
https://haveaseat.shop/sitzkissen-auflagen/	191 (7,5 %)	287 (4,3 %)	0 (0,0 %)	74 (2,9 %)
https://haveaseat.shop/sitzkissen-auflagen/niedriglehner-auflagen/	174 (6,8 %)	240 (3,6 %)	0 (0,0 %)	71 (2,8 %)

## Select specific second step

Full page name via mouse-over



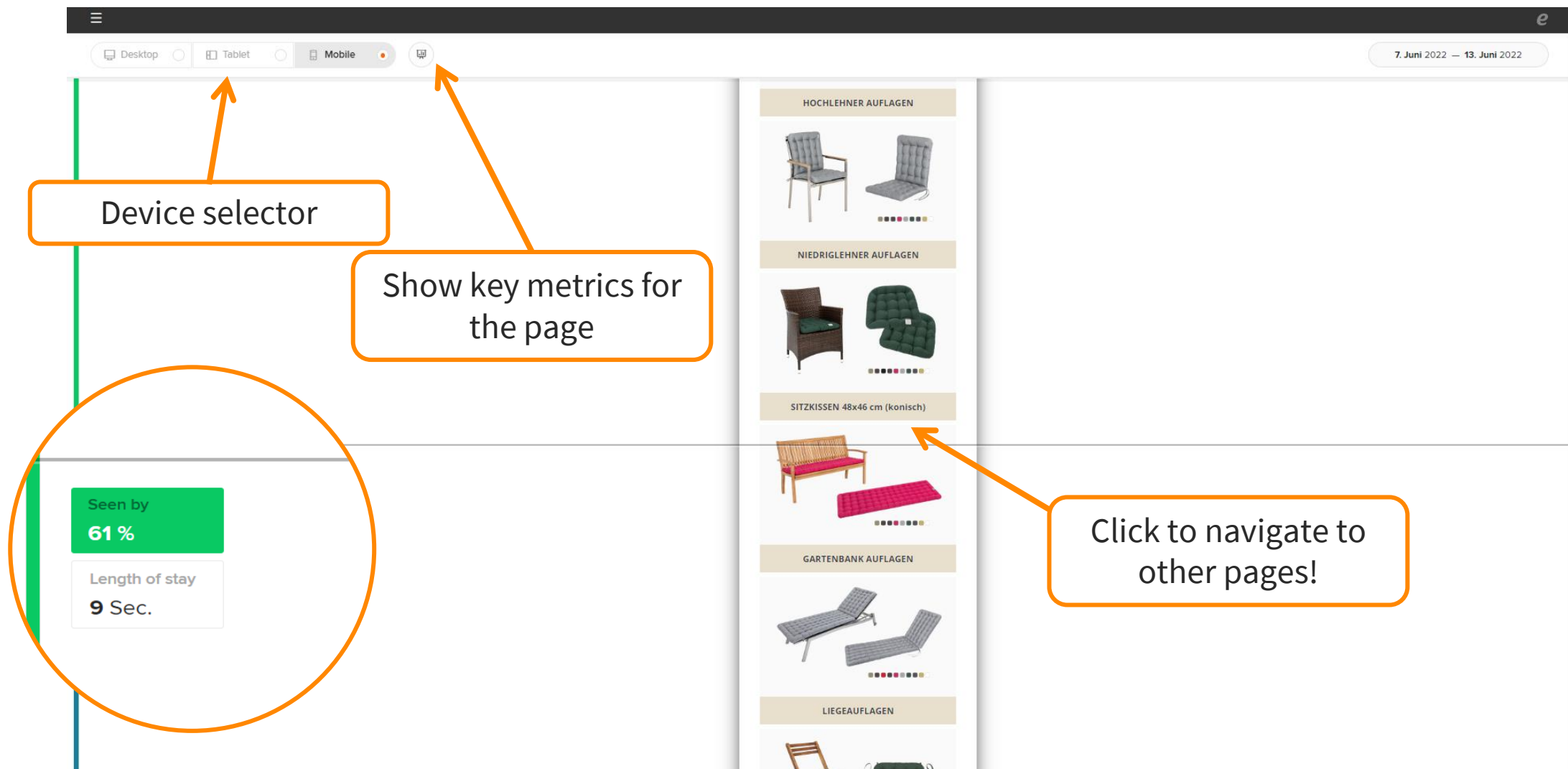
# Website targets

Target process ↑		TRAFFIC ...			ENGAGEMENT ...			TARGET ACHIEVEMENT ...	
		Visitors ⓘ	Conversion rate	Skipping visitors	Dropouts	Dropouts rate	Target achievers	Visits with Target achievements ⓘ	All Target achievements ⓘ
Checkout		42	57,14 %	—	18	42,86 %	24	26	59
Step ↑	Top 5 ▾	▽	▽	▽	▽	▽	▽	▽	▽
01_Ihre Adresse		29 (69,0 %)	100,00 %	13	9 (50,0 %)	31,03 %	— ( %)	— ( %)	0 (0,0 %)
02_Zahlungsart & Versandart		16 (38,1 %)	78,57 %	17	0 (0,0 %)	0,00 %	— ( %)	— ( %)	0 (0,0 %)
03_Prüfen und Bestellen		16 (38,1 %)	78,57 %	17	10 (55,6 %)	62,50 %	— ( %)	— ( %)	0 (0,0 %)
04_Bestellbestätigung		24 (57,1 %)	57,14 %	0	0 (0,0 %)	0,00 %	24 (100,0 %)	26 (100,0 %)	59 (100,0 %)

- **Conversion rate:** Percentage of visitors who either reached or skipped the respective target process step.
- **Skipping visitors:** Did not call up this target step, but reached one of the subsequent steps.
- **Dropouts:** Have accessed this target step, but none of the subsequent steps.
- **Dropout rate:** Percentage of dropouts among visitors to the step.
- **Target achievers:** Number of visitors who reached the last step.
- **Visits with Target achievement:** Number of visits that resulted in a target achievement (last step).
- **All Target achievements:** Includes multiple goal achievements within a visit.

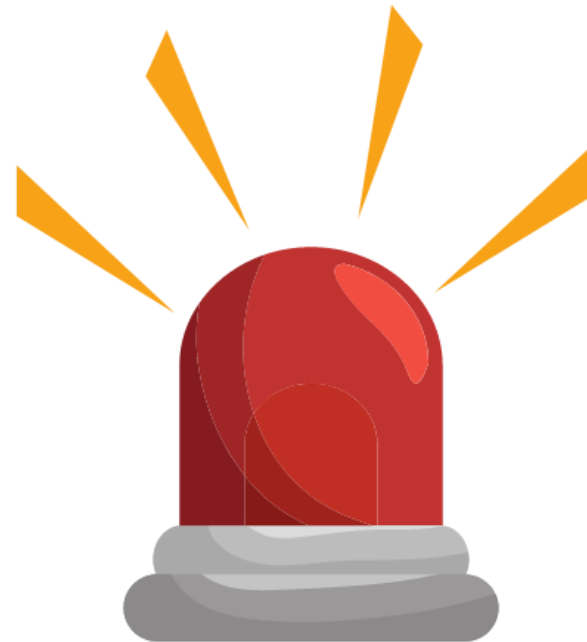
$$(16+17)/42=78,57\%$$

# Scroll map













Getting notified:  
**Set up alerts**




# Settings → Alarm

Account info → Settings → Alarm

## Alarm overview

BENCHGROUP NAME	KEY PERFORMANCE INDICATORS	CONDITION	SEGMENTING	ACTIONS	ACTIVE
Major Traffic Drop	Visitors	% decrease more than   50   same day last week		 	<input checked="" type="checkbox"/>
Error Page Spike	Page Views	increase more than   50   same day last week	Page name : [error page name]	 	<input checked="" type="checkbox"/>
Conversion Issue	Conversion rate / visitor (LAD)	% decrease more than   50   same day last week		 	<input checked="" type="checkbox"/>
Bounce Rate Spike	Bounce rate	increase more than   50   same day last week		 	<input checked="" type="checkbox"/>



New Alarm

Enter the page title (title tag) of the error page like "404" or "Page not found".

Automatically via email:  
**Send regular reports**



# Settings → Create exportable report

Account info → Reports & exports → Create exportable report

## Create exportable report

01 Format & Title — 02 **Select reports** — 03 Settings — 04 Select recipients

01 Basic Reports

02 **Marketing Reports**

03 eCommerce Reports

04 Own Reports

05 App Analytics

06 UX Analytics

### ONSITE CAMPAIGNS

REPORT	CONFIGURATION	ROW COUNT	
Onsite Campaigns	Standard	50	<button>Add</button>

### SOURCES

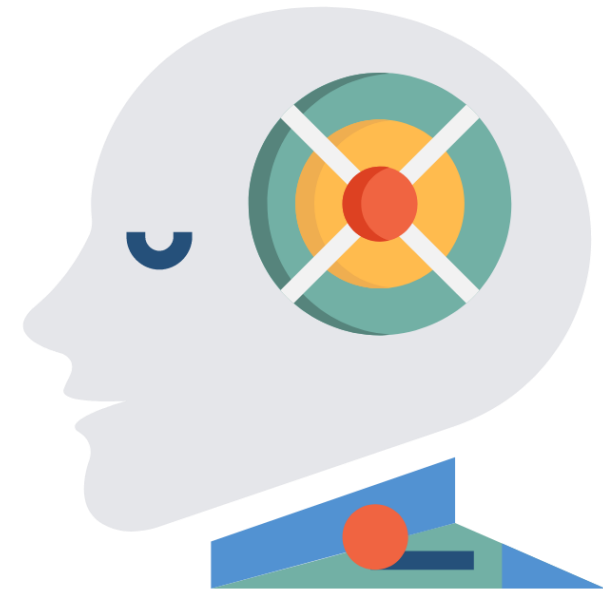
REPORT	CONFIGURATION	ROW COUNT	
Medium	Standard	50	<button>Add</button>
Campaign	Standard	50	<button>Add</button>
Referrer (organic)	s9	50	<button>Add</button>
Paid Media		50	<button>Add</button>

### CUSTOMER JOURNEY

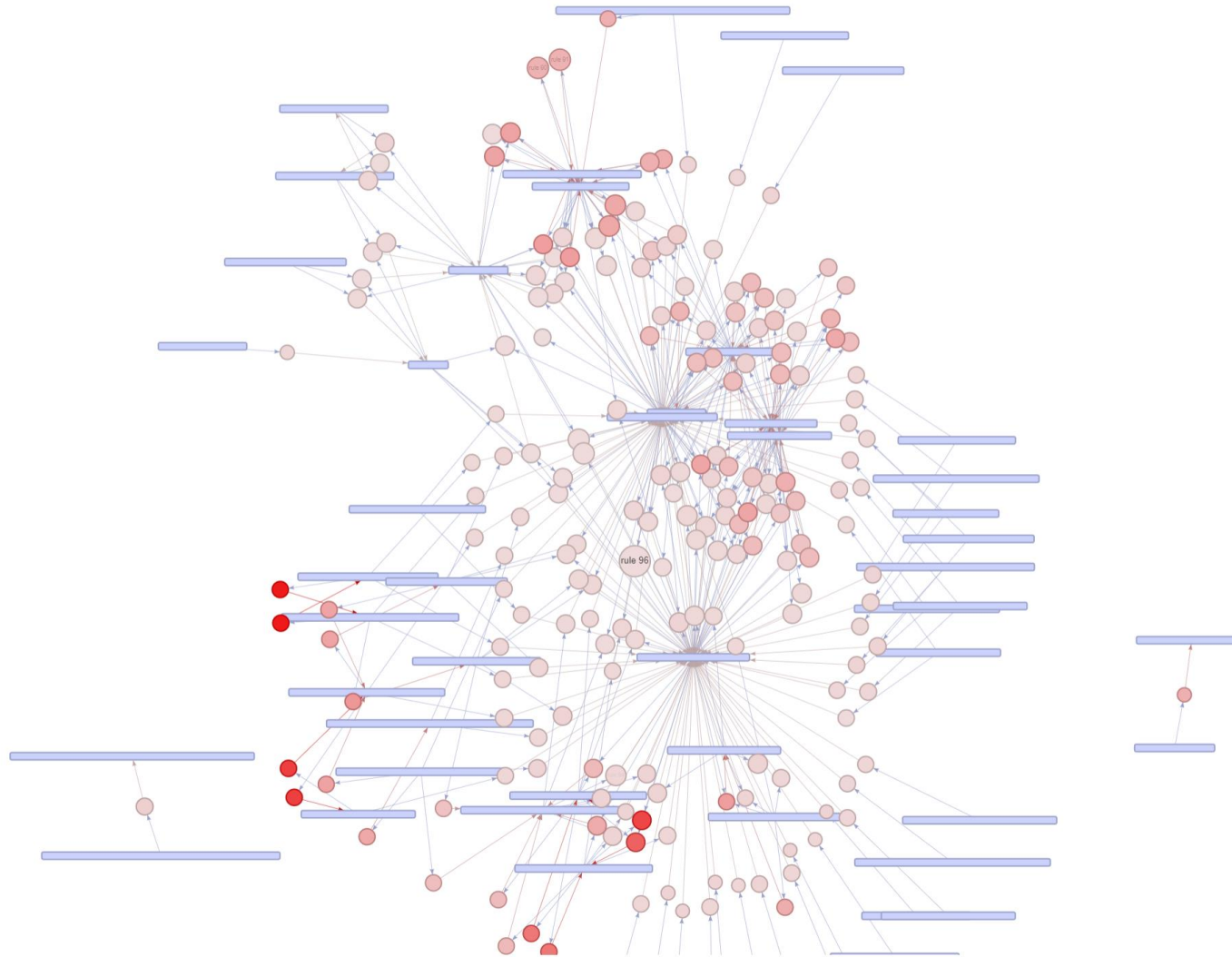
REPORT		
Contact Combinations		<button>Add</button>
Advertising Effect		<button>Add</button>
Multi Attribution Model		<button>Add</button>

Create appropriate views in the reports.

Via API-access or raw data exports:  
**Further processing**



Select by id



**Ready for more insights  
& success!**





Any questions? We are happy  
to help

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**+49 40 55 56 59 77**

(Mon–Fri 10 am – 4 pm CET).