Analytics view

ℹ Analytics view

The Workbench comes integrated with essential reports and displays the usage data of your Product Guides.

You can opt for the full Web Analytics suite or stick to the default ones provided within the Workbench.

The *Analytics* view displays the usage data of your Product Guides. There are only a handful of reports integrated into the Workbench. The full Web Analytics Suite contains a lot more data, reports and views than within the Workbench.

You can access the advanced analytics via Matomo if you have at least a *Professional* account.

ℹ Please note that your free trial account contains demo data only and not productive data.

Example from Demo Guides

Analytics
Analyze the performance of your product guide (SERVICE environment only).
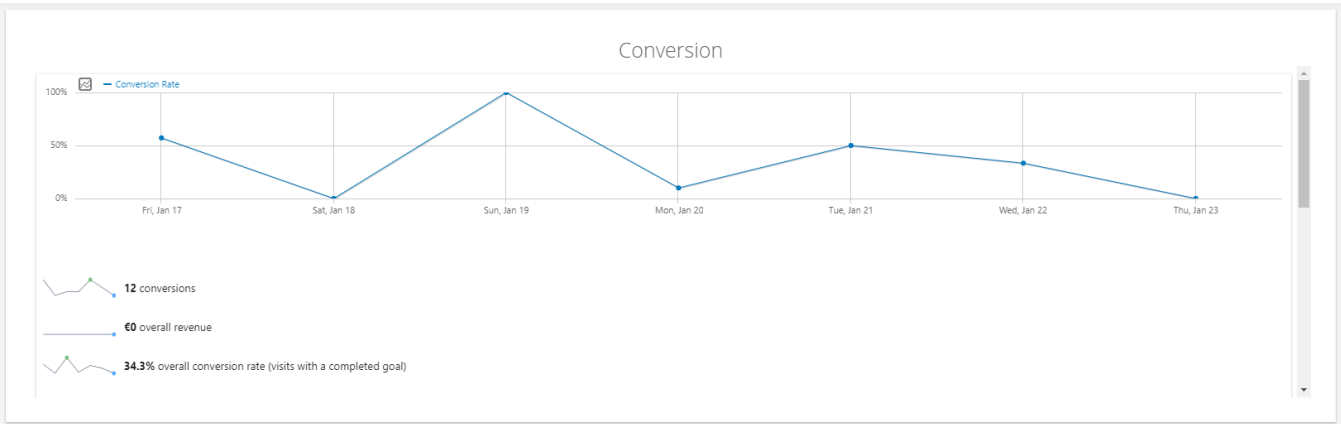
Select Date Range: last 7 days ⌄

Visits Over Time

Stages

PAGE URL	PAGEVIEWS	▼ UNIQUE PAGEVIEWS	BOUNCE RATE	AVG. TIME ON PAGE	EXIT RATE
⊞ app_Bike-Advisor	90	69	44%	00:00:25	45%
⊞ app_Camera-Guide	23	20	0%	00:01:39	10%

1–2 of 2   100 ▼

Answer Options

EVENT ACTION	▼ EVENTS	EVENT VALUE
⊞ gender	6	-
⊞ which additional features should your camera have	6	-
⊞ how tall adult	5	-
⊞ light reflectors	5	-
⊞ age	4	-

Conversion

12 conversions	
€0 overall revenue	
34.3% overall conversion rate (visits with a completed goal)	

Device Types

TYPE	▼ VISITS
🖥 Desktop	34
📱 Smartphone	1
📷 Camera	-
🚗 Car browser	-
🎮 Console	-
📱 Feature phone	-

Screen Resolutions

RESOLUTION	▼ VISITS
1920x1080	10
1920x1200	9
1440x900	3
1680x1050	2
2560x1440	2

ⓘ **Analytics**

Analytics are useful to organically learn more about your customers and their behavior.

You can measure conversion rate, view what kind of products are popular, segment customers and much more.