

Visitors



This page describes the reports in the report section "Visitors". These reports analyze the number and behavior of the visitors of your Product Guide.

Definitions: Visit and Visitor

i A **Visit** (also known as a *Session*) is defined as an interaction of one individual with the Product Guide with one or more requests to the Product Guide.

During the course of a Visit, the user **can leave the Product Guide and come back**, and if the user does so within the session timeout, it is **not counted as a new Visit**. Examples of leaving the Product Guide and coming back are: Navigating from the Product Guide to the website's product detail pages or any other content in the website where the Product Guide is integrated; closing the browser and reopening the browser again and re-visiting the website / Product Guide afterwards.

The default session timeout is set to 15 minutes.

Please note that re-establishing a Visit after the user closed his browser is only possible if the [session cookie](#) was not deleted.

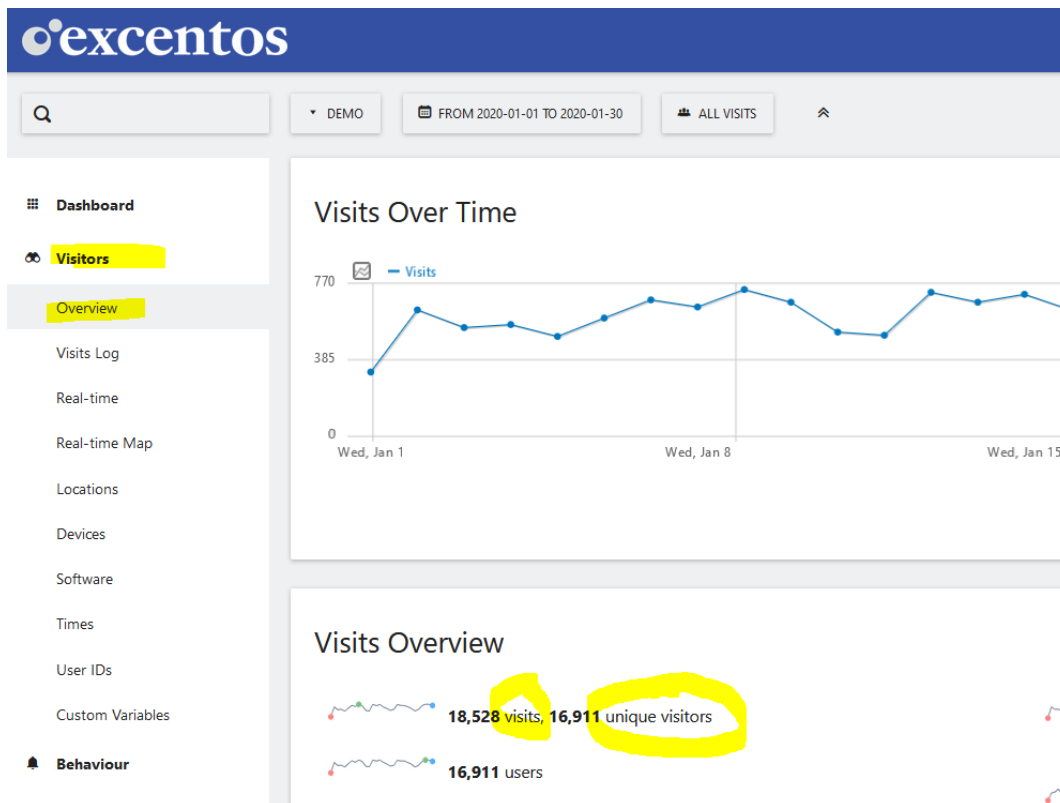


A (Unique) **Visitor** is a specific user that interacted with the Product Guide.

In most cases, you will realize less *Unique Visitors* than *Visits* since a Visitor may visit the website or Product Guide several times.

See the number of Visitors and Visits

To see the overall traffic in your Product Guides, the easiest report is to check the **Visitors Overview**:



See the number of Visitors for one Product Guide

To analyze the number of visitors in one Product Guide, click on the report section "**Visitors**" and then select the "**Custom Variables**" report. The first variable is "Application" and you can then click on the "+" icon to see all Product Guide applications in one report:

Dashboard	Custom Variables		
Visitors	CUSTOM VARIABLE NAME	▼ ACTIONS	VISITS
Overview	Application	554819	-
Visitor Log	CUSTOM VARIABLE VALUE	▼ ACTIONS	VISITS
Custom Variables	bike advisor	416516	50325
Devices	tennis racket advisor	80318	14981
Software	jeans advisor	24903	4556
	washing machine advisor	18220	1427

Chart with Timeline for Number of Visits

If you want to see a row evolution to analyze the Product Guide visits over time, click on the "Open Row Evolution" button that is shown on hover:

Custom Variables			
CUSTOM VARIABLE NAME	▼ ACTIONS	VISITS	
Application	554819	-	
CUSTOM VARIABLE VALUE	▼ ACTIONS	VISITS	
bike advisor	416516	50325	
tennis racket advisor			
jeans advisor	24903	4556	

Open Row Evolution
See how the metrics for this row changed over time

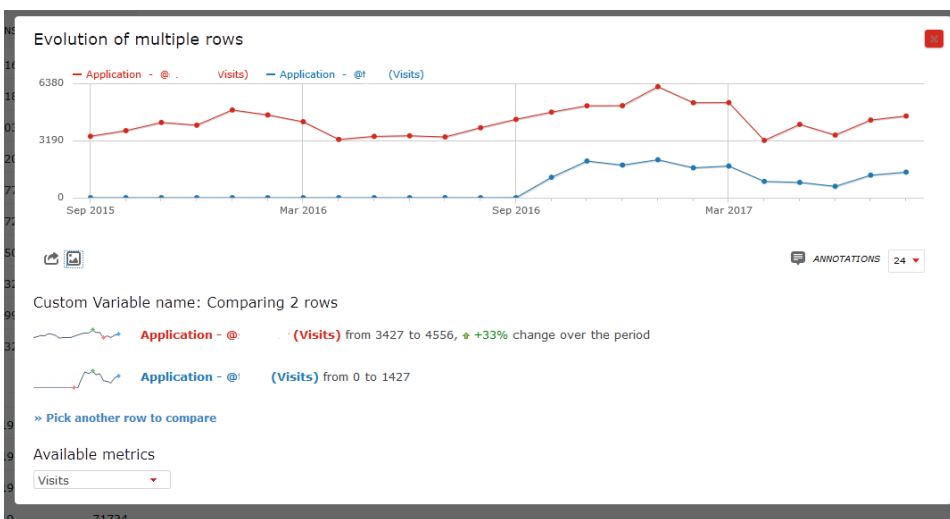
This opens a chart showing the timeline for a certain Product Guide:



Compare the visits of your Product Guides for a certain time range

If you want to compare the visits of your Product Guides for a certain time range back into the past, the analytics unfortunately does not offer a report out-of-the-box. However, you can create this report yourselves:

1. in the "Custom Variables" report, hover over one of the Product Guides and you will see the chart symbol "open row evolution" as described above. This report opens a chart of this Product Guide back into the past (see example above)
2. at the bottom of the overlay, select **"Pick a row to compare"** in the "Compare records" section. The overlay closes and you can select the second timeline with "open row evolution". Once you have selected a second Application (i.e. Product Guide), the overlay opens again and you will see two lines in the chart:



3. you can then add as many rows as you like to your comparison