

How-to, orientation and tips & tricks.

Getting the most out of Opentracker

This document shows you how to access many core functionalities of Opentracker which are just under the surface. Many features are one-click away and need to be turned on or discovered.

This document is designed to provide quick-tips and orientation for the Opentracker.net website and clickstream event analytics tracking system.

You will find visual screenshots of core functions and helpful notes.
This is not an exhaustive list of everything in Opentracker.

A more extensive report map is located in the support center here:
<http://www.opentracker.net/docs/reports>

Version 4.1

Last modified: January 2014

Please send any questions or comments to: support@opentracker.net

<http://www.opentracker.net/docs>

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Please note: this document refers to our online reporting system. <https://ot3.opentracker.net>

The information contained there, along with a lot more info, is also directly available through our api.

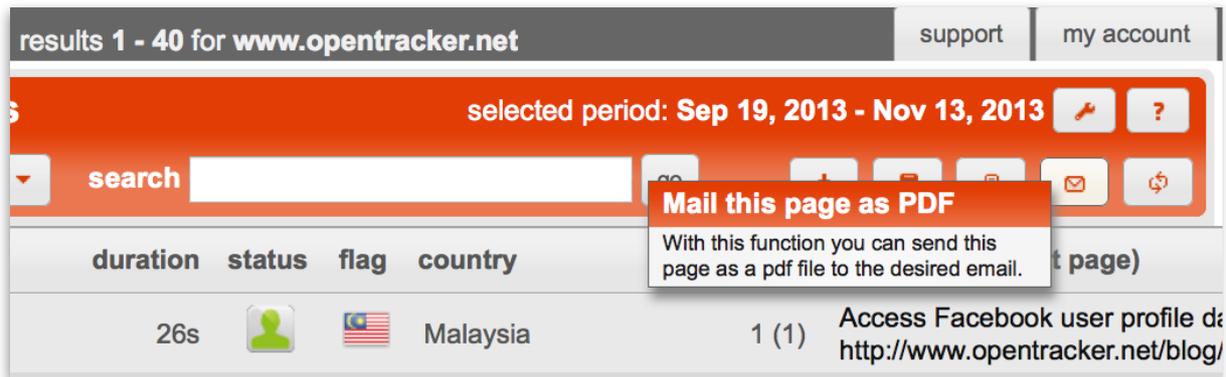
Please refer to our api documentation here: <https://api.opentracker.net>

Table of Contents

Send-to-a-friend: Email report as PDF	3
Web analytics dashboard	4
Segmentation in the Dashboard	5
'Google search' through all your data	6
1-click User-tagging	8
Mobile optimized OT reports	10
Report overview start page	11
'My account' 'support' 'exclude visitors' tabs	12
The online & recent visitors report	13
Column selector	14
The options bar	15
Search by IP address	16
Expanded view in online & recent visitors	17
Drill-down: individual clickstreams + visitor profiles	18
Top exit links (3rd party)	19
Download reports as PDFs	20
Desktop / iPhone / tablet / Blackberry?	21
Lead generation – visits by company name	22
Conversion reporting – ROI traffic sources – Organic or Paid from Google?	23
Advanced Javascript implementations	24
Mobile App Analytics	24
Inserting data	24
Customization with API calls	24
General Information	25
Document details	25
Contact details	25
Company details	25
Legal	25

Send-to-a-friend: Email report as PDF

With one click, you can send a PDF of a report from the Opentracker interface to any email address. Send a copy of something interesting to yourself for future reference, or email to a colleague, friend, client, manager, etc. Create a permanent record / PDF documentation of anything important.

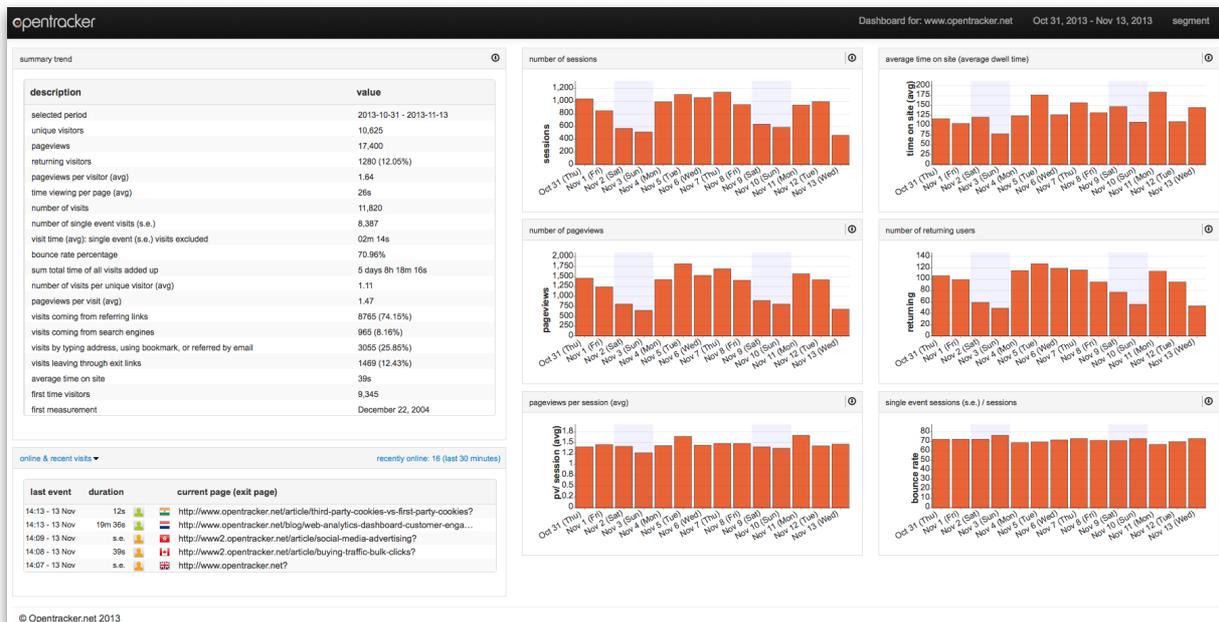


1. Hover over the email icon
2. Enter email address
3. Click 'go'
4. When icon flashes green - success!

Web analytics dashboard

The dashboard reports on visitor-user engagement and metrics, giving you everything important about your visitor behavior at-a-glance. You can access the dashboard from the main navigation.

The dashboard consists of 8 elements; a Trend Summary table, Online & recent visits, and 6 traffic metric tables. Click on the arrow icons to download individual elements.

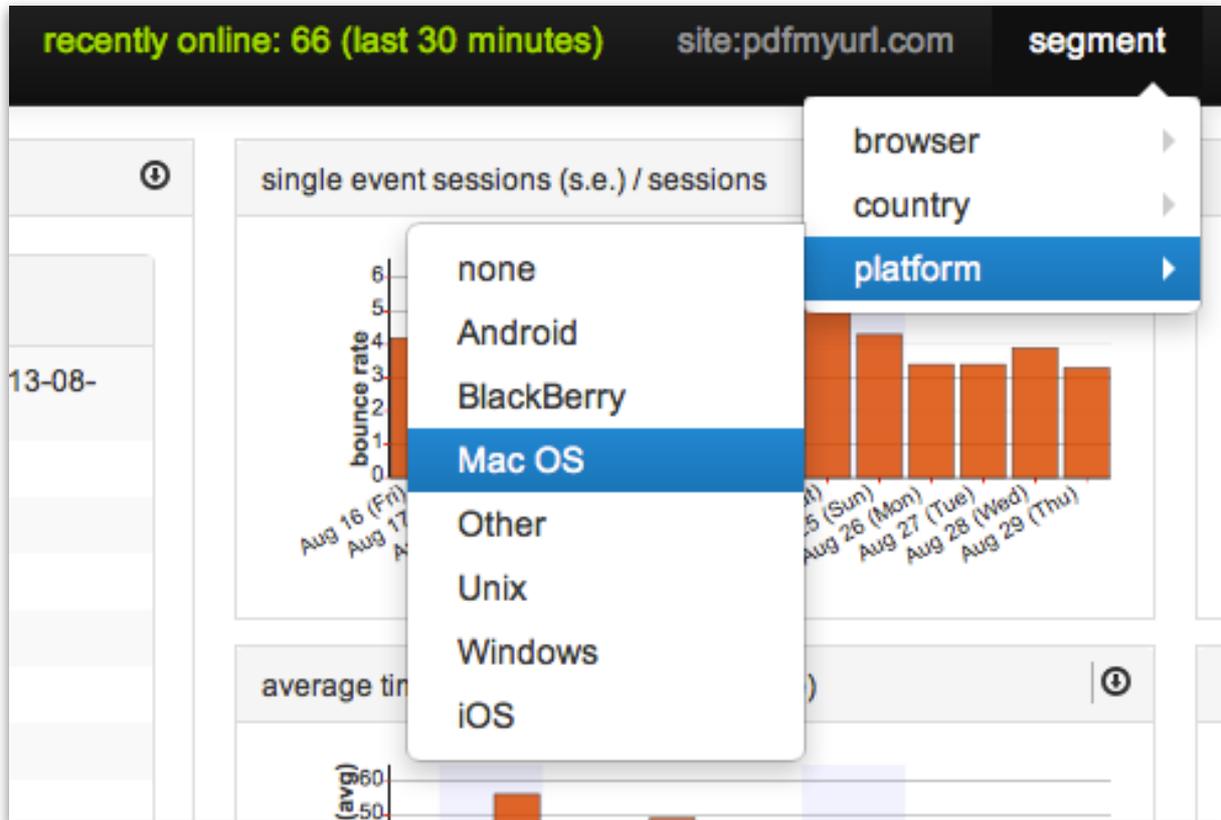


Customer engagement metrics which are displayed by default in the individual table / graphs:

1. single event sessions
2. page views per session`
3. average time on site
4. number of sessions
5. number of page views
6. number of returning users

Segmentation in the Dashboard

The dashboard offers access to numerous filters for generating any answer needed.



Segmentation - the future of custom visitor reporting has arrived.

All the data on the dashboard can be segmented by browser, country and platform by default and also be downloaded as raw data.

‘Google search’ through all your data

The beauty of simplicity: Search through all your website traffic and visitor data in real-time. Find anything or anybody.

Q: what is it?

A: universal search bar that gives you access all areas - search at it's most intelligent and efficient.

Q: how does it work?

A: Enter any search term that interests you and get immediate results based on all your site content and complete visitor history.

The screenshot shows the Opentracker dashboard with a search bar at the top containing the term 'newsletter'. Below the search bar, a table of search results is displayed. The first result is for a visitor from Vietnam, Hanoi (Dac Lac), with a campaign source of 'newsletter'. The second result is for a visitor from the United States, Queens Village (New York), with a search term of 'how to buy a newsletter'. Green arrows point from the search bar to the search term in the first result and the search term in the second result.

last event	duration	status	flag	visits(pv)	current page	exit page)
Sep 27 02:17 PM	1m 20s			1 (3)	Understanding Big Data Opentracker - Digital Analytics	
Vietnam, Hanoi (Dac Lac) isp: Vdc provider: vdc.vn company/ org: Vietnam Posts And Telecommunications(Vnpt) user status: offline campaign source: newsletter campaign medium: email campaign name: September newsletter campaign content: dashboard screenshot number of visits: 1 pageviews: 3 total pages viewed: 3 current visit duration: 1m 20s first measurement: Sep 27 02:15 PM platform/ OS: Windows 7 browser: Chrome 29.0.1547.76 resolution: 1280 x 1024 IP address: 14.160.47.142						
Sep 27 02:17:15 PM	s.e.				Understanding Big Data Opentracker - Digital Analytics	
Sep 27 02:16:32 PM	42s				Introduction to Big Data Opentracker - Digital Analytics	
Sep 27 02:15:54 PM	37s				Web analytics dashboard - customer engagement Opentracker - Digital Analytics	
Sep 25 06:44 AM	s.e.			1 (1)	How to Buy Traffic Opentracker - Digital Analytics	
United States, Queens Village (New York) provider: verizon.net isp/ org: Verizon Fios area code (tel): 718 user status: offline number of visits: 1 pageviews: 1 total pages viewed: 1 current visit duration: s.e. first measurement: Sep 25 06:44 AM referrer: google.com search term: how to buy a newsletter platform/ OS: Android browser: Android browser 4.0 resolution: 533 x 295 IP address: 173.77.238.32						
Sep 25 06:44:50 AM	s.e.				How to Buy Traffic Opentracker - Digital Analytics	

Enter any word, strategic term, page title, url, product, search term, ip address, user-name, company, email, OS, device, etc. If you can think of it, you can search for it. For example, do you need to be able to see the complete history of any user, visitor, or registered member of your site?

Example searches

- Enter an IP address to find specific users (or ranges using wildcards 192.168*)
- Enter a city or region name, to search for visits from that city or region.
- Enter a (partial) URL to find visits that have looked at that page or pages.
- Other search examples: referrers, exit link, browser, search term, etc.

Wildcards

wildcard (*) search will match anything.

Q: What does that actually mean?

A: That means you can enter any search term that interests you and get results based on all your site content and your complete visitor history within seconds.

	last event	duration	status	flag	country	visits(pv)	current page (exit page)
+	Sep 17 01:00 PM	1m 35s			Turkey	1 (3)	PDFmyURL.com - Get Account Window http://pdfmyurl.com/pay.jsp?otsrc=GoProwithPDFmyURL
+	Sep 17 12:49 PM	6m 26s			Colombia	1 (5)	PDFmyURL.com - Get Account Window http://pdfmyurl.com/pay.jsp?otsrc=GoProwithPDFmyURL
+	Sep 17 12:38 PM	14m 26s			United Kingdom	5 (16)	User quotes, questions and answers PDFmyURL Support http://support.pdfmyurl.com/topic/user-...questions-and-answers
+	Sep 17 12:28 PM	1m 5s			France	1 (4)	PDFmyUri buttons PDFmyURL Support http://support.pdfmyurl.com/topic/pdfmyurl-buttons
+	Sep 17 12:26 PM	15s			France	1 (3)	PDFmyURL.com - Get Account Window http://pdfmyurl.com/pay.jsp?otsrc=GoProwithPDFmyURL
+	Sep 17 12:26 PM	1m 26s			United Kingdom	1 (8)	PDFmyURL.com - Get Account Window http://pdfmyurl.com/pay.jsp?otsrc=preview
+	Sep 17 12:21 PM	24s			India	1 (3)	PDFmyURL.com - Get Account Window http://pdfmyurl.com/pay.jsp?otsrc=ClicktoGoProwithPDFmyURL

In the screenshot above, we have used "pay*" to locate recent conversions for the PDFmyURL website-to-PDF service. In practice, this means that you can enter any search term you can think of and get results.

Examples

any word, page title, url, term, conversion, user, company, ip address, or strategic point of interest.

1-click User-tagging

Enrich Visitor Profiles with customer details.

Tag and add notes to Visitor Profiles - edit the data in the Visitor Profiles for each and every visitor with a simple mouse click.

- Enter details directly into Visitor Profiles, for example: name, company, email or contact info.
- Identify users and tag them so you can follow or look them up through time, invaluable for email campaigns or tracking hot prospects or leads.

User tagging allows you to actually edit the Visitor Profiles for each and every visitor with a simple mouse click. There is a **video demonstration** located here: <http://vimeo.com/54534337>

dates	time viewed	page title / url (hover for more info)
Dec 07 02:58 PM	45m 33s	end of visit, 3 pageview(s)
Dec 07 02:22:16 PM	s.e.	visitors - online & recent visitors http://ot3.opentracker.net/login/...visits_online

There are 2 ways to insert user-tagging info into Opentracker:

1. **Automated:** Send the info to us with an javascript api call: a signal with the details you want to appear in the Visitor Profile. This is the preferred method if you have people logging in, making a purchase, or using a form, because it is secure.
2. **Manual:** Use the Opentracker interface to add properties to your users.

This feature turns Opentracker into a very powerful CRM system - you can combine contact information with actual website browsing history.

Example: send out an email and combine response to your newsletter with insight into what each recipient (email address) actually looked at on your website.

Note: as stated above, this process can be automated - contact us for details.

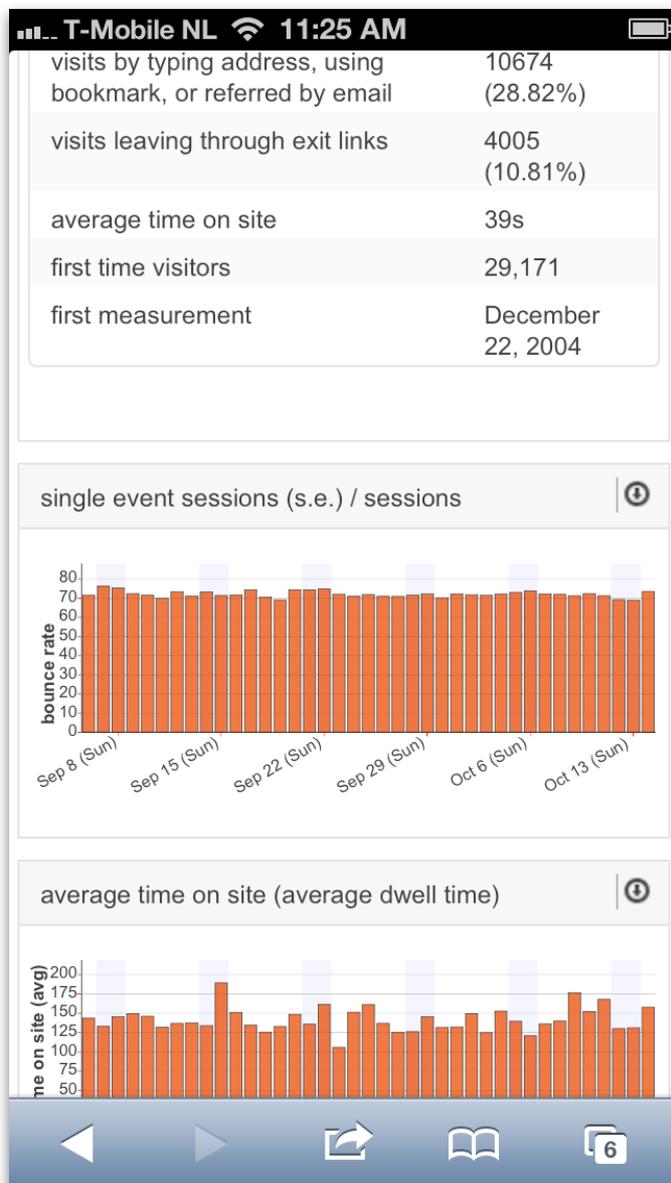
Sample fields that you can add / edit:

- Email address
- Title
- Company
- First name
- Last name
- Gender
- User name
- Phone number
- Referrer source
- Website
- Conversion
- Age

Mobile optimized OT reports

Access your Opentracker reports on your mobile device - a mobile version of our reporting dashboard has been released.

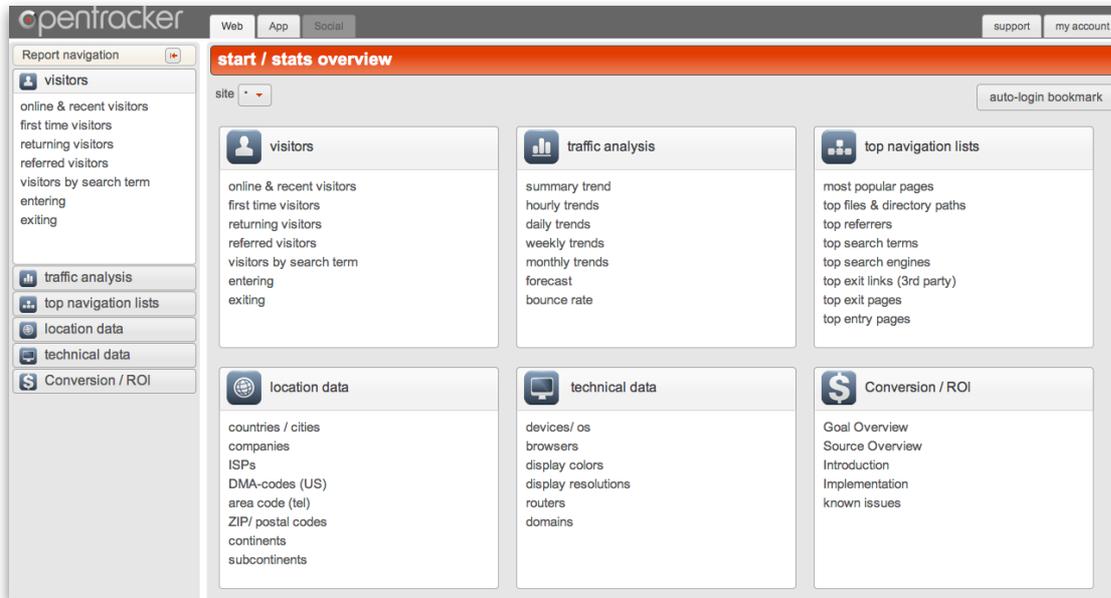
Login to your reports on your device to see what is supported / available. Write to us if you want to access something that is not there!



Report overview start page

On this page you can see links to all of the traffic reports.

There is also a navigation to all the reports on the left-hand side of the screen:



Report Overview and Navigation

You can collapse the left-hand navigation (make it disappear) by clicking on the little red arrow next to the words 'Report Navigation'. Here you can access all 6 reporting sections:

Visitors: clickstreams of visitors to your site, all types of visitors, first-time, referred, etc. This is a real-time report, everything here is live.

Traffic Analysis: trends over time, daily, weekly, monthly. Graphs and tables are displayed. Here you can generate a report, for example, that shows you the number of referred, first-time, or returning visitors over time.

Top Navigation Lists: Top lists, such as search terms, referrers, pages, etc. Top exit links is interesting if you sell clicks, links or banners on your site. The 'top files & directory paths' shows you your traffic by your file directory, meaning as your site is built, by (sub)-domain, etc.

Location Data: see your visitors by location, company name, ZIP/postal code, etc.

Technical Data: want to know what devices, operating systems, and browsers are used? Pie charts show you how many visitors use desktops, tablets, blackberries or iphones.

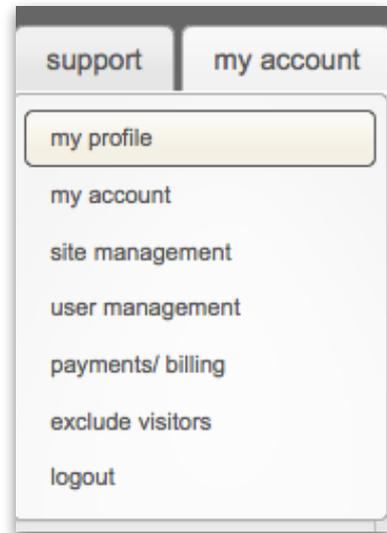
Conversion/ ROI: see all your traffic per source. Sources are automatically recorded. If you add conversion goals, you can see exactly where your most successful converting traffic is converted from.

‘My account’ ‘support’ ‘exclude visitors’ tabs

On the top right, please notice ‘support’ and ‘my account’.

Support is links to support, forum, faq, contact, feedback, & development log.

My Account is where you can manage your account;



The options are:

my profile: manage your email address, password, and preferences for timezone, report downloads, language, date, time & numbers.

my account: an overview of your account details; date created, number of administered sites and users, and viewable sites.

site management: list of all sites in account, indication if script has been used; resend yourself javascript for any site and add sites to your account.

user management: users and permissions are managed – add or delete users and give them access to account on per-site basis.

payments/ billing: manage and activate payments and subscriptions.

exclude visitors: exclude your own or your colleagues visits from the stats by IP address, range, or per cookie/ per browser.

exclude visitors

site

Enter the IP addresses of computers/ users that you wish to exclude from statistics. For example, you and/ or your colleagues. The IP address underneath is your IP address to the internet gateway at this moment.

IP address	action	description
62 . 21 . 178 . 147	<input type="button" value="exclude"/>	Enter the IP address to exclude, you can use * as wildcard to exclude ip-ranges. For example 23.123.12.* will exclude 23.123.12.0 to 23.123.12.255. Changes will take effect in approximately one minute.
<input type="text" value="www.opentracker.net"/>	<input type="button" value="exclude cookie"/>	This feature is especially good for those webmasters who 1. Are visiting their site frequently enough to affect visitor statistics. And 2. Are using a dial up or dsl service that changes their IP address frequently.
<input type="text" value="24.132.142.69:1114460597815 cookie"/> <input type="text" value="24.184.27.32"/> <input type="text" value="62.194.162.34"/> <input type="text" value="62.194.6.158:1218101922279 cookie"/> <input type="text" value="62.195.45.124:1109023512528 cookie"/>	<input type="button" value="include"/>	Simply select the site (from the drop down menu to the left) you wish to have your visits NOT counted and then click the 'exclude' button next to it. This will keep your visits out of the statistics for a more realistic view of your visitors.
		To re-activate an IP address from the list, highlight it and press include. On the left you see a list of all IP addresses which are excluded. Changes will take effect in approximately one minute.

Visitors whose IP has been excluded will not be included in your website statistics. You will need to repeat this process for any other accounts you might own. Please contact us if you have a question about this function.

Exclude visits of you and your colleagues.

The online & recent visitors report

http://ot3.opentracker.net/login/visitors/visits_online.jsp

This is one of the most powerful tools you can use to understand what your visitors are doing at the individual level. You can either follow targeted visitors from specific companies, leads, referrers or campaigns, or you can watch your traffic as it enters your site. We recommend that you follow traffic through your site and look for patterns. Think about how to improve your site and make sure people have a good experience and find what they are looking for.

Each **puppet** green, orange or red is a person on your site. Click on the puppet for their entire clickstream. Green are online, orange have not clicked for a few minutes and red are inactive. Click on the **round red circle with the plus sign** in order to expand an individual clickstream and see the most recent visit session. In the figure below you see the real-time clickstream report with the Options bar closed.

The screenshot displays the 'online & recent visitors (beta)' report. The main table lists visitor activity with the following columns: last event, duration, flag, status, visits(pv), and current page (exit page). The status column uses colored puppets: green for online, orange for inactive, and red for inactive. The current page column shows the URL and page name. On the left, there is a navigation sidebar with options like 'visitors', 'traffic analysis', and a calendar for selecting a date range. The top of the report shows the selected period: 19-Jan-2012 00:00 - 23:59 Thu.

last event	duration	flag	status	visits(pv)	current page (exit page)
Jan 19 06:14 PM	15s	🇩🇰	🟢	45 (1)	website-analyser - log på for at se aktiviteten på website http://ot2.opentracker.net/mini/other/login.jsp?lang=da
Jan 19 06:14 PM	03m 02s	🇷🇺	🟢	1 (7)	Congratulations! Opentracker.net http://www.opentracker.net/create_account_step3
Jan 19 06:13 PM	01m 11s	🇪🇸	🟢	50 (1)	Opentracker.net Real-time Website & A... iOS, HTML5 and more! http://www.opentracker.net
Jan 19 06:13 PM	01m 25s	🇺🇸	🟢	1 (1)	Hits or pageviews? Opentracker.net http://www.opentracker.net/article/hits-or-pageviews
Jan 19 06:10 PM	s.e.	🇸🇪	🟡	40 (1)	Get in here. Opentracker.net http://www.opentracker.net/loginpage
Jan 19 06:10 PM	s.e.	🇵🇰	🟡	1 (1)	ROI & Conversion Reporting Opentracker.net http://www.opentracker.net/web-analytic...conversion-reporting
Jan 19 06:10 PM	s.e.	🇮🇳	🟡	1 (1)	ROI & Conversion Reporting Opentracker.net http://www.opentracker.net/web-analytic...conversion-reporting
Jan 19 06:08 PM	s.e.	🇮🇳	🟡	3 (1)	website analytics - login to see website activity http://preview.opentracker.net/en/other...3Dwww.opentracker.net
Jan 19 06:05 PM	06s	🇺🇸	🟡	103 (2)	traffic analysis - weekly trends http://reporting.textentry.com/login/tr...ffictrend_weekly.jsp
Jan 19 06:04 PM	s.e.	🇷🇺	🟡	1 (1)	Pay-per-click (PPC) advertising and cam...ent Opentracker.net http://www.opentracker.net/article/pay...d-campaign-management
Jan 19 06:03 PM	s.e.	🇮🇳	🟡	1 (1)	Definition & Differences Between Hit, P...ers Opentracker.net http://www.opentracker.net/article/def...page-and-web-counters
Jan 19 06:03 PM	s.e.	🇸🇪	🟡	40 (1)	webbanalys - logga in för att se aktivitet på webbsidor http://ot2.opentracker.net/mini/other/login.jsp?lang=sv
Jan 19 06:02 PM	s.e.	🇷🇺	🟡	1 (1)	Opentracker.net Real-time Website & A... iOS, HTML5 and more! http://www.opentracker.net
Jan 19 06:01 PM	s.e.	🇮🇳	🟡	1 (1)	Third-Party Cookies vs First-Party Cookies Opentracker.net http://www.opentracker.net/article/thir...s-first-party-cookies
Jan 19 06:01 PM	36s	🇬🇧	🟡	2 (2)	Get in here. Opentracker.net http://www.opentracker.net/loginpage
Jan 19 05:57 PM	s.e.	🇺🇸	🟡	1 (1)	Get in here. Opentracker.net http://www.opentracker.net/loginpage
Jan 19 05:56 PM	s.e.	🇷🇺	🟡	1 (1)	Hits or pageviews? Opentracker.net http://www.opentracker.net/article/hits-or-pageviews
Jan 19 05:55 PM	15s	🇵🇭	🟡	1 (1)	ROI & Conversion Reporting Opentracker.net http://www.opentracker.net/web-analytic...conversion-reporting
Jan 19 05:54 PM	s.e.	🇮🇳	🟡	1 (1)	Get in here. Opentracker.net http://www.opentracker.net

Online & Recent visitors Report

Across the top you see the name of the website and behind the name of the website, **in green**, you see the number of visitors who have been on your site in the last 30 minutes.

You can use the calendar on the left-hand side to set the report to any date that interests you, for example a week ago, if you are looking for a specific visitor.

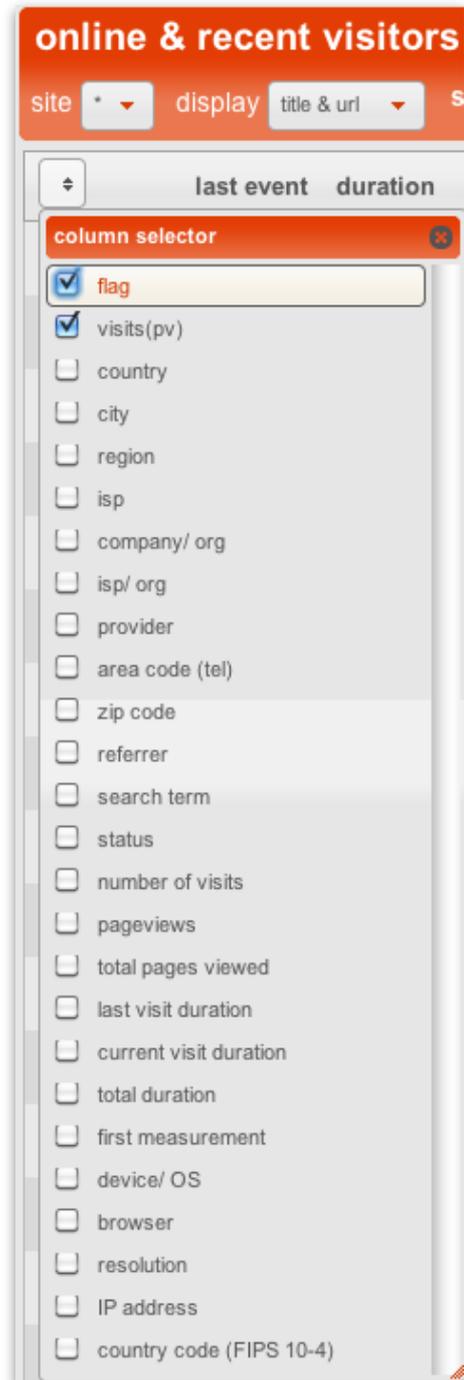
Column selector

Within the Online & Recent visitors report, it is possible to turn columns on and off. The button to click is at the top of the first column, next to 'last event'.

These are the columns which you can choose to display;

flag, visits(pv), country, city, region, isp, company/org, isp/org, provider, area code (tel), zip code, referrer, search term, status, number of visits, pageviews, total pages viewed, last visit duration, current visit duration, total duration, first measurement, device/ OS, browser, resolution, IP address, country code.

The drop-down Column Selector in Online & Recent visits report – by checking any variable, you will create a column that will display this info (where available) for all visitors.



The options bar

The options bar: shown here in Online Visitors, is open/ closed by the wrench icon. Please note that the Options bar is available for most reports, and changes per report. You can set the number of results displayed, select title or url, or generate a PDF or download of the results. In some reports, you can select the variable to chart, i.e. page-views or unique visitors.

last event	duration	flag	status	visits(pv)	current page (exit page)
Jan 19 06:14 PM	15s	DK	👤	45 (1)	website-analyser - log på for at se aktiviteten på website http://ot2.opentracker.net/mini/other/login.jsp?lang=da
Jan 19 06:14 PM	03m 02s	RU	👤	1 (7)	Congratulations! Opentracker.net http://www.opentracker.net/create_account_step3
Jan 19 06:13 PM	01m 11s	ES	👤	50 (1)	Opentracker.net Real-time Website & A... iOS, HTML5 and more! http://www.opentracker.net
Jan 19 06:13 PM	01m 25s	US	👤	1 (1)	Hits or pageviews? Opentracker.net http://www.opentracker.net/article/hits-or-pageviews
Jan 19 06:10 PM	s.e.	SE	👤	40 (1)	Get in here. Opentracker.net http://www.opentracker.net/loginpage

Online & Recent visitors Report with Options bar open

In the Online Visitors report, the Options bar gives you these features:

site: which is a drop-down to select which site in your account to view

display: allows you to display the data by page title and/ or by url

search ip: search your entire history for visits by any IP address

icons on the right-hand side:

1. the downward arrow expands all the clickstreams open
2. the image of the floppy disk is for download to csv
3. the printer icon prints and
4. the two circular arrows refresh the page

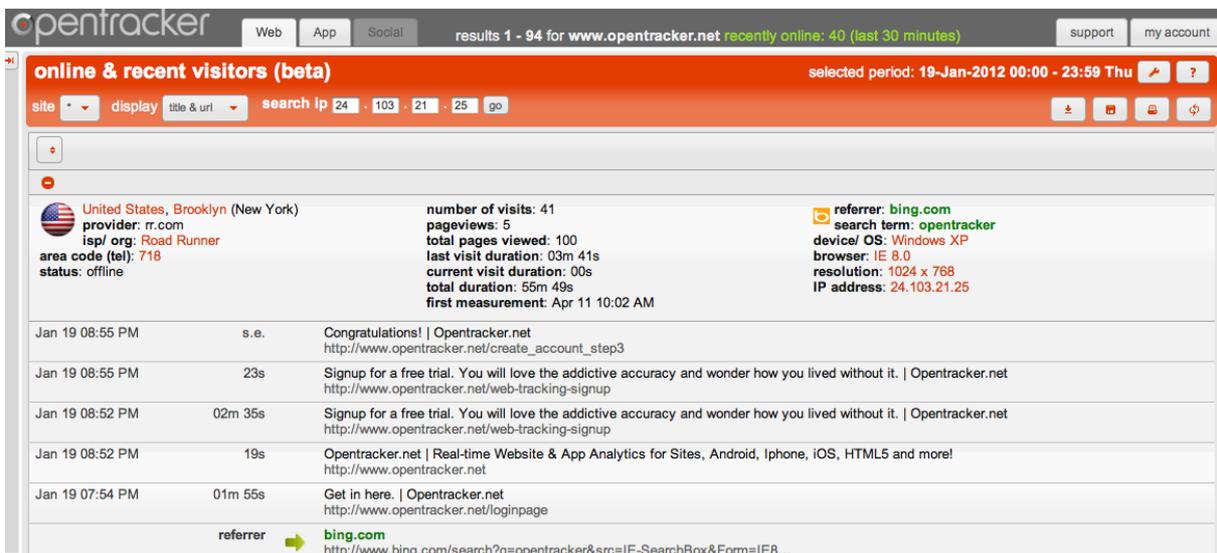
Please note that the features displayed in the Options bar change per report.

Search by IP address

Enter any IP into the Search IP boxes in the Options bar and see all historical activity recorded from that IP address.



Search by IP in Options bar – enter IP and click ‘go’



Drill-down to individual IP results

This can be interesting if you are researching any IP address or lead. It can also come in handy if you are having a click fraud issue, in order to demonstrate a returning visitor.

Expanded view in online & recent visitors

In the expanded view the most recent visit is shown for every visitor. For example, if a person has visited 5 times, you will see only the most recent visit:

last event	duration	flag	status	visits(pv)	current page (exit page)
Jan 19 06:14 PM	15s			45 (1)	website-analyser - log på for at se aktiviteten på website http://ot2.opentracker.net/mini/other/login.jsp?lang=da
Denmark, Copenhagen (Hovedstaden) isp/ org: Cybercity A/S status: online number of visits: 45 pageviews: 1 total pages viewed: 45 last visit duration: single event(s.e.) current visit duration: 15s total duration: 00s first measurement: Sep 23 05:26 PM device/ OS: Windows Vista browser: Firefox 9.0.1 resolution: 1680 x 1050 IP address: 217.157.40.58					
Jan 19 06:14 PM	s.e.				website-analyser - log på for at se aktiviteten på website http://ot2.opentracker.net/mini/other/login.jsp?lang=da
Jan 19 06:14 PM	03m 02s			1 (7)	Congratulations! Opentracker.net http://www.opentracker.net/create_account_step3
Russian Federation, Ufa (Bashkortostan) isp: OJSC Ufanet provider: ufanet.ru company/ org: JSC Ufanet status: online number of visits: 1 pageviews: 7 total pages viewed: 7 last visit duration: single event(s.e.) current visit duration: 03m 02s total duration: 02m 46s first measurement: Jan 19 06:11 PM referrer: google.com device/ OS: Windows 7 browser: Chrome 16.0.912.75 resolution: 1280 x 1024 IP address: 94.41.8.71					
Jan 19 06:13 PM	01m 11s			50 (1)	Opentracker.net Real-time Website & A... iOS, HTML5 and more! http://www.opentracker.net
Spain, Las Palmas (Canarias) provider: rima-tde.net isp/ org: Telefonica de Espana status: online number of visits: 50 pageviews: 1 total pages viewed: 88 last visit duration: single event(s.e.) current visit duration: 01m 11s total duration: 27m 14s first measurement: Dec 16 02:41 PM device/ OS: Windows Vista browser: Chrome 10.0.648.205 resolution: 1600 x 900 IP address: 83.57.194.33					
Jan 19 06:13 PM	s.e.				Opentracker.net Real-time Website & App Analytics for Sites, Android, Iphone, iOS, HTML5 and more! http://www.opentracker.net
Jan 19 06:13 PM	01m 25s			1 (1)	Hits or pageviews? Opentracker.net http://www.opentracker.net/article/hits-or-pageviews
United States, Baltimore (Maryland) isp: Verizon Business provider: ssa.gov company/ org: Social Security Administration area code (tel): 410 status: online number of visits: 1 pageviews: 1 total pages viewed: 1 last visit duration: single event(s.e.) current visit duration: 01m 25s total duration: 00s first measurement: Jan 19 06:13 PM referrer: google.com search term: definition of page visits device/ OS: Windows Vista browser: IE 7.0 resolution: 1280 x 1024 IP address: 199.173.225.33					
Jan 19 06:13 PM	s.e.				Hits or pageviews? Opentracker.net http://www.opentracker.net/article/hits-or-pageviews

Expanded clickstream view

This report is especially useful for getting a quick overview of everything happening on your website. At-a-glance you can take in a summary of every single recent click and view on your site; geographical info, referrers, search terms, and exit-link activity.

Drill-down: individual clickstreams + visitor profiles

In order to see the entire visit history for any person you need to **click on the green or red puppet**.

In the above Figure 7 you are looking at the expanded view of visitors currently online. This is a useful report if you want to get an overview of activity and also be able to see actual clicks. If you see an interesting visitor, **click on the puppet and see their clickstream**:

The screenshot displays the 'visitor clickstream' interface. At the top, there are navigation tabs for 'Web', 'App', and 'Social', and a search bar with 'results for www.opentracker.net'. Below the navigation, there are buttons for 'support' and 'my account'. The main content area is divided into three sections:

- Map:** A map of Baltimore, MD, with a red puppet icon indicating the visitor's location.
- visitor's profile:** A table of visitor attributes:

flag:	United States	number of visits:	1
city:	Baltimore	pageviews:	1
region:	Maryland	total pages viewed:	2
isp:	Verizon Business	current visit duration:	00s
company/ org:	Social Security Administration	last visit duration:	single event(s.e.)
area code (tel):	410	total duration:	00s
referrer:	google.com	first measurement:	Jan 19 06:13 PM
search term:	definition of page visits	device/ OS:	Windows Vista
IP address:	199.173.225.33	browser:	IE 7.0
provider:	ssa.gov	resolution:	1280 x 1024pixels
- clickstream:** A table showing the visitor's activity:

dates	time viewed	page title / url (hover for more info)
Jan 19 06:13 PM	s.e.	end of visit, 1 pageview(s) , referred by google.com (search term : definition of page visits)
Jan 19 06:13 PM	s.e.	Hits or pageviews? Opentracker.net http://www.opentracker.net/articl.../hits-or-pageviews
	referrer	google.com http://www.google.com/search?hl=e...7120424.11.111610 search term: definition of page visits

Drill-down individual clickstream with Visitor's profile

Top exit links (3rd party)

This report shows you all the outgoing traffic that leaves your website (domain) and where it goes. This is traffic that follows links outbound from your site. Imagine a bridge leading from your website to other domains.

This is a useful place if you sell links, for example, so that you can tell your clients the number of visits you have generated for them.

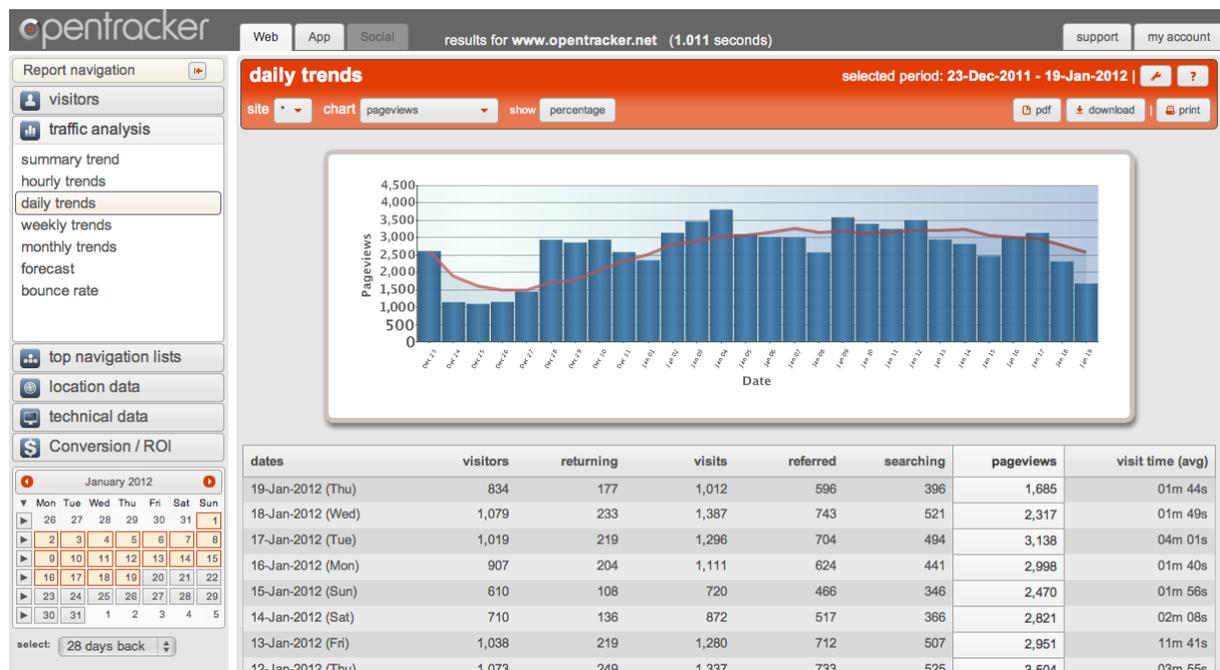
One thing to note is that this technology works best if you place direct html links from your site. Redirects, for example, can be set to move too fast for trackers to pick up the activity.

No.	rank	exit page / url	graph	visits	avg. pv/v
1	🟡 (1)	http://ot3.opentracker.net/en/other/login.jsp		1,202	1.4
2	🟡 (2)	http://ot2.opentracker.net		197	6.0
3	🟡 (3)	http://www.the-dma.org/privacy/creating.shtml		21	1.3
4	🟢 (11)	http://www.privacypolicyonline.com		8	1.4
5	🔴 (4)	http://www.mysite.com		6	2.5
6	🟢	http://ot3.opentracker.net/...heck.jsp?emailLogin=		4	6.0
7	🟢 (17)	http://spyshield.in/go.ph...xus is250 paint code		4	2.0
8	🟢 (10)	http://www.ajconsulting.com/articles/article4.html		4	1.8

Top exit links (3rd party). Outbound traffic activity.

Download reports as PDFs

Download reports as PDF: in the navigation categories of 'traffic analysis' 'top navigation' 'location data' and 'technical data' you can download any report you generate as a PDF. The 'download as PDF' function is a button in the Options bar that says 'PDF':



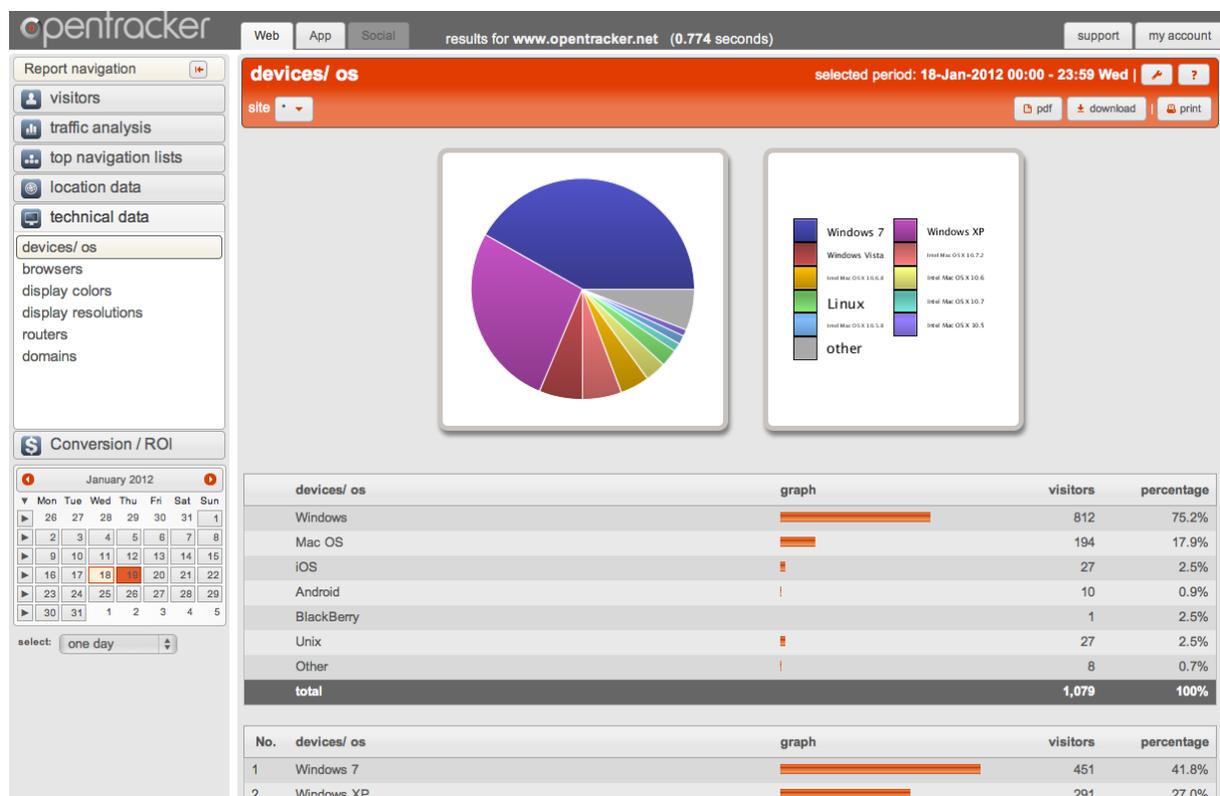
Daily Trends report with Options bar open: note PDF icon – click to download the displayed report as a PDF. Select any date range using calendar.

Desktop / iPhone / tablet / Blackberry?

See which devices are accessing your site:

http://ot3.opentracker.net/login/technical_data/technical_platforms.jsp

The 'technical data' section contains a report called 'devices/os' which shows you your traffic per device and operating systems. Typical devices are: desktops/laptops, iphones, androids, tablets, etc. OS = Operating System, such as Windows, or Mac OS.



Devices and Operating Systems accessing your site.

Lead generation – visits by company name

What companies are visiting my website? By looking at the report called ‘location – companies’ it is possible to see visits from companies and organizations. You can use the search field to search for companies. In this example we have searched for ‘media’:

The screenshot shows the Opentracker interface with the 'companies' report selected. The search term is 'media' and the selected period is '05-Jan-2012 - 18-Jan-2012'. The table below lists 19 companies with their respective visitor and visit counts, average page views per visit, and percentage of total visits.

No.	company/ organization (click for search)	graph	visitors	visits	avg. pv/ v	percentage
1	Virgin Media		150	286	1.5	76.9%
2	PT. First Media, Tbk.		3	6	1.6	1.5%
3	Excell Media Pvt Ltd		3	5	1.8	1.5%
4	PRISM BUSINESS MEDIA		3	4	6.8	1.5%
5	Multimedia Polska S. A.		3	3	2.5	1.5%
6	Alm Media		2	4	11.2	1.0%
7	Chief Media Llc.		2	2	9.5	1.0%
8	UNIVERSITY MULTIMEDIA		2	2	2.0	1.0%
9	Media General		2	2	1.5	1.0%
10	Multimedia Polska		1	3	1.0	0.5%
11	United Business Media LLC		1	2	10.5	0.5%
12	Pt. Global Media Teknologi		1	2	1.0	0.5%
13	HAYMARKET MEDIA		1	1	4.0	0.5%
14	Equi Media Ltd		1	1	3.0	0.5%
15	ENTERPRISE MEDIA GROUP INC		1	1	3.0	0.5%
16	Newsquest Media Group Ltd		1	1	2.0	0.5%
17	Vibrant Media Ltd, London		1	1	2.0	0.5%
18	Multimedia BG EOOD		1	1	1.0	0.5%
19	Media Monitors		1	1	1.0	0.5%

Companies visiting opentracker for the last 14 days

Click on the numbers in the ‘visitors’ column to see all clickstreams from any company

This screenshot is identical to the previous one, but it highlights the number '3' in the 'visitors' column for the third row, 'Excell Media Pvt Ltd'. A tooltip with the text 'click to view these visits' is displayed over this number, indicating that clicking on it will drill down into the specific visit data for that company.

Drill-down to see all clickstreams from any company by clicking on the numbers in the ‘visitors’ column. Clicking on any number will take you to those visits.

Conversion reporting – ROI traffic sources – Organic or Paid from Google?

This report will show you conversion of specific goals on your site, for example a payment confirmation page. In order to see this you need to add a Goal Script to the pages that are conversion goals.

What you can see automatically, without doing any further work, is your traffic per source. In the figure below, we've opened a section on organic traffic from Google which specifies traffic per search term.

You can also see organic/paid traffic from Bing, Yahoo, and any other of the thousands of search engines and traffic sources, all specified per search term. If you want more details, you can customize the reporting to give you exact numbers and learn which traffic sources are worth investing in.

The screenshot shows the 'Source overview' report in OpenTracker. The selected period is 22-Jan-2012 00:00 - 23:59 Sun. The report is filtered for 'google' traffic. The table below summarizes the data shown in the screenshot:

Traffic source	Visits	Conversions	Value estimate	Cost estimate	Roi estimate
google	339	23	79.00	-11.41	67.59
google (organic)	299	19	43.00	-0.00	43.00
"global ip tracker"	1	2	10.00	-0.00	10.00
free traffic in google uri	1	2	10.00	-0.00	10.00
ip	11	1	1.00	-0.00	1.00
opentracker	10	1	1.00	-0.00	1.00

Traffic viewed per source.

In this report you will also find a variable which tells you the average number of pageviews per visit, listed by source. In other words, you can see how many pages are viewed, on average, by source. This is a great way to understand and rate the quality of traffic provided by any given source.

Advanced Javascript implementations

Explore the Opentracker javascript library, that has been intensively used and tested for more than 10 years.

<http://www.opentracker.net/docs/implementation/javascript>

Mobile App Analytics

The Opentracker.net engine also tracks mobile devices.

<http://www.opentracker.net/docs/ios-app-tracking>

<http://www.opentracker.net/docs/android-app-tracking>

Inserting data

Whereas in the past, it was only possible to read data, you can now write data as well.

In other words, you can insert your own data:

<http://www.opentracker.net/docs/implementation/url>

Opentracker defines an event as any signal sending a http request to the Opentracker.net analytics engine. An event can represent any web activity such as a page view, a movie view or an Ajax call and/or a combination of these, etc.

Customization with API calls

<http://api.opentracker.net>

With the Opentracker api it is possible to customize your reporting to a high degree. JSON and HTML data formats are supported, as well as a variety of programming techniques; html, php, javascript, jsp, .net, etc.

Either customize your output, and/or publish data in a mashup or new application.

General Information

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