

Sitecore XP 8.X Sitecore Experience Analytics: Standard Reports

December 2016



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Introduction

This document is to provide an overview of all the reports that are shipped Out Of The Box (OOTB) with the Sitecore platform in the 8.X series. These include reports that were added in 8.2, specifically the KPI (Key Performance Indicator) reports that are on the main dashboard of the application (and are not present in 8.1), no other reports were added in 8.2.

Sitecore intends to create documentation topics on this subject, and will publish the information in this document on <http://doc.sitecore.net>. This document will not be updated for new releases and will act as a standalone reference document for Sitecore 8.0, 8.1 and 8.2.

Experience Analytics is designed to be extended to fulfill customer requirements, no matter the vertical market or Marketing strategies that a customer has implemented. The OOTB reports are designed to display key pieces of information that a customer would find meaningful, however, these can all be extended as desired to create relevant dashboards for Users (Marketers, Content Managers). The audience for implementing Experience Analytics dashboards and reports is technical, directed at Sitecore certified developers.

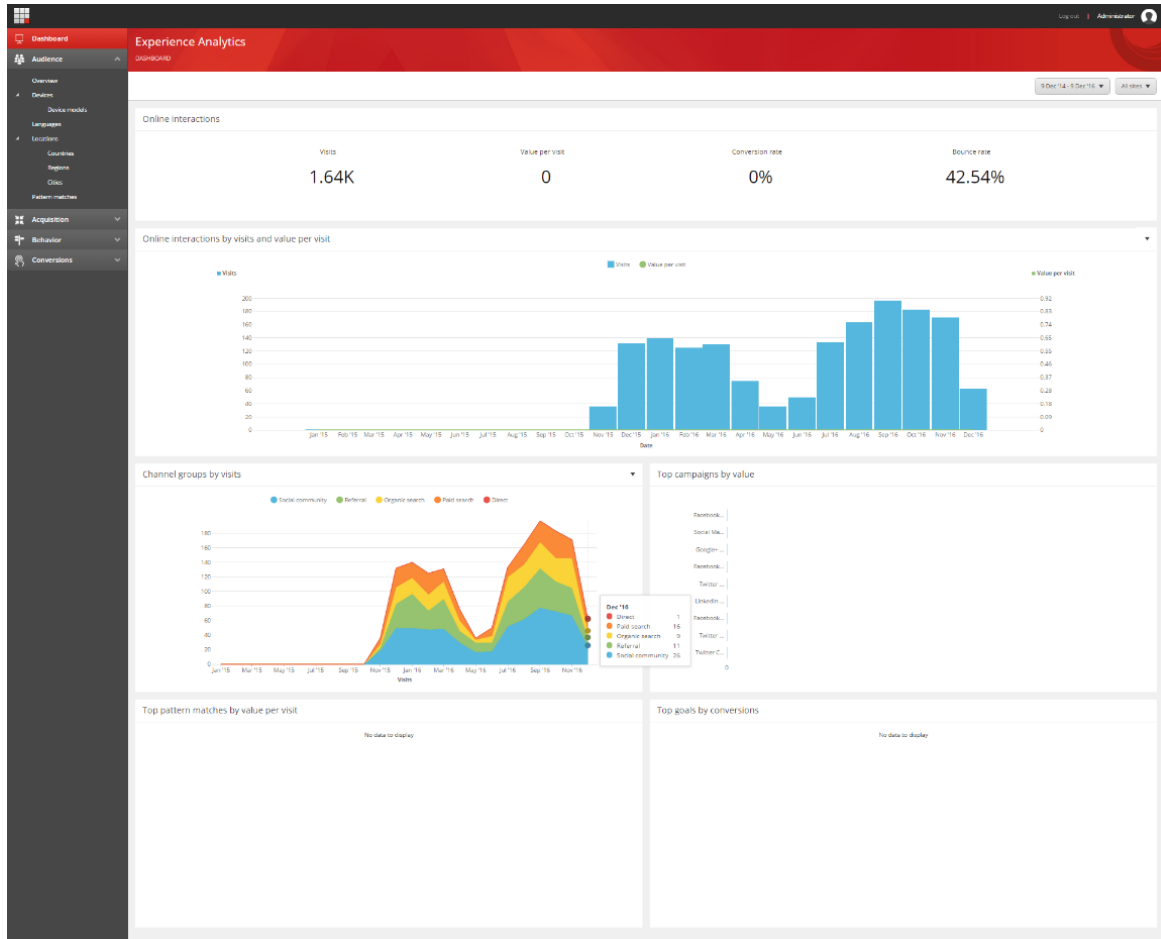
The document reflects the layout of individual charts per displayed page and provides the following information (per chart):

- Item Name
- Item ID
- Chart Type
- Title/Tooltip
- Metrics
- Segments
- Keys
- Key Grouping
- Key Count
- Key Sort By Metric
- Key Sort Direction
- Drilldown Option

A walkthrough for a new report and how this is made can be found in the following topic:

https://doc.sitecore.net/sitecore_experience_platform/analyzing_reporting/analytics/configuring/walkthrough_creating_an_experience_analytics_report

1.DASHBOARD



Online interactions (KPI chart type available in 8.2)

Item Name: Online Interactions

Item Id: {9DCCE103-E5F3-4781-91DF-87F9BCB4421F}

- Chart Type: KPI
- Title/Tooltip: Online interactions
- Metrics: Visits, Value per visit, Conversion rate, Bounce rate
- Segments: All visits by channel type
- Keys: D07286FA-67CE-4D66-8783-0140B8B91EF1
- Key Grouping: By key
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

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Online interactions by visits and value per visit

- Item Name:** Key metrics **Item Id:** {861E9D1B-4F64-4D53-977B-5B8423C6F64F}
- Chart Type: Line chart
 - Title/Tooltip: Online interactions by visits and value per visit
 - Metrics: Visits, Value per visit
 - Segments: All visits by channel type
 - Keys: D07286FA-67CE-4D66-8783-0140B8B91EF1
 - Key Grouping: By key
 - Key Count: Blank
 - Key Sort By Metric: Blank
 - Key Sort Direction: Blank
 - Drilldown Option: Blank

Channel Groups by visits

- Item Name:** Channels by visits **Item Id:** {F8B2FF99-C229-4B29-8496-148834E79070}
- Chart Type: Area chart
 - Title/Tooltip: Channel groups by visits
 - Metrics: Visits
 - Segments: All visits by channel group
 - Keys: Blank
 - Key Grouping: Blank
 - Key Count: Blank
 - Key Sort By Metric: Visits
 - Key Sort Direction: Descending
 - Drilldown Option: Blank

Top Campaigns by value

- Item Name:** Top campaigns by value **Item Id:** {9B6FF84E-2E5A-4CE2-832B-6624AAB10456}
- Chart Type: Bar chart
 - Title/Tooltip: Top campaigns by value
 - Metrics: Value
 - Segments: All visits by campaign
 - Keys: Blank
 - Key Grouping: Blank
 - Key Count: 10
 - Key Sort By Metric: Value
 - Key Sort Direction: Descending
 - Drilldown Option: Blank

Top pattern matches by value per visit

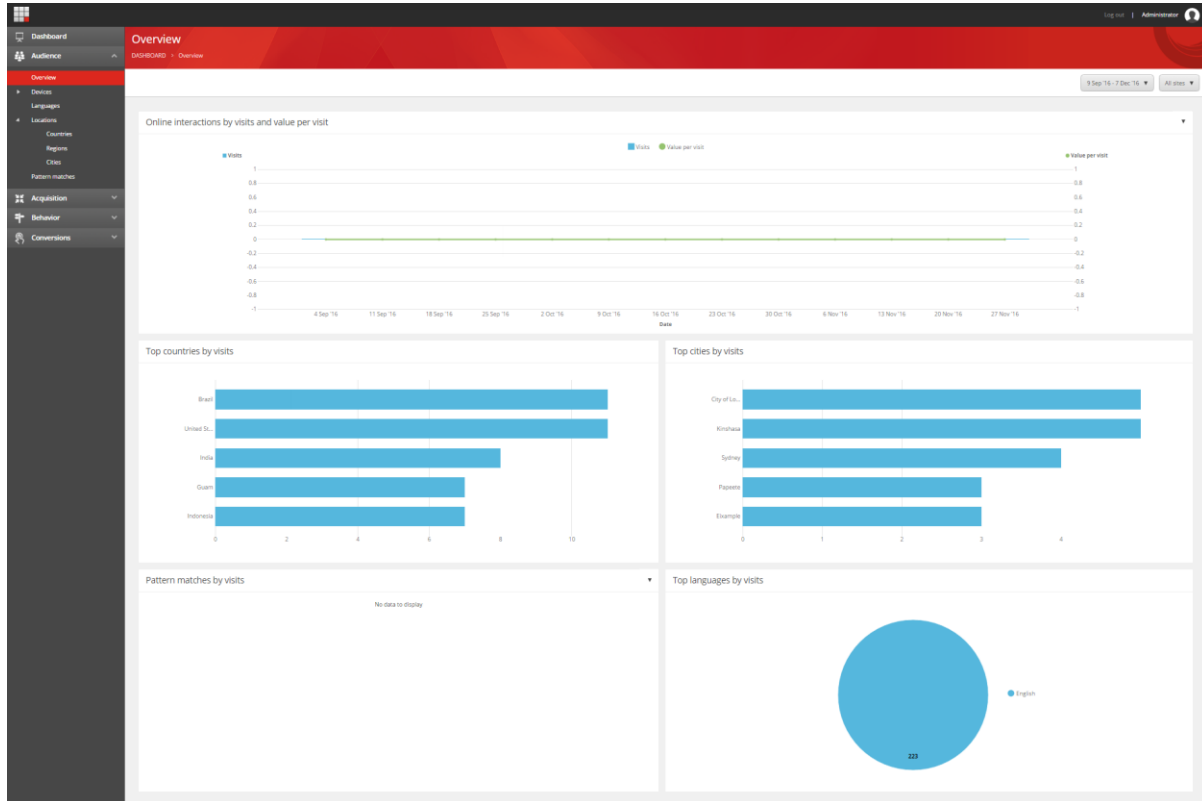
- Item Name:** Top pattern matches by value per visit **Item Id:** {9B6FF84E-2E5A-4CE2-832B-6624AAB10456}
- Chart Type: Pie chart
 - Title/Tooltip: Top pattern matches by value per visit
 - Metrics: Value per visit
 - Segments: All visits by pattern
 - Keys: Blank
 - Key Grouping: Blank
 - Key Count: 10
 - Key Sort By Metric: Value per visit
 - Key Sort Direction: Descending
 - Drilldown Option: Blank

Top goals by conversions

- Item Name:** Top goals by conversion count **Item Id:** {AD0F826A-5395-473F-B7A9-ADF1B57241BA}
- Chart Type: Bar chart
 - Title/Tooltip: Top goals by conversions
 - Metrics: Count
 - Segments: All visits by goal
 - Keys: Blank
 - Key Grouping: Blank
 - Key Count: 10
 - Key Sort By Metric: Count
 - Key Sort Direction: Descending
 - Drilldown Option: Blank

2.AUDIENCE

2.1 OVERVIEW



Online interactions by visits and value per visit

Item Name: All visits

Item Id: {D222175-C76E-4D6A-B97B-EE322D67A77C}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Blank

Top countries by visits

Item Name: Top countries by visits

Item Id: {6068137D-466D-4E8D-A9D9-3D260B33974C}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top countries by visits
- **Metrics:** Visits
- **Segments:** All visits by country
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 5
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top cities by visits

Item Name: Top cities by visits

Item Id: {DA2307B6-D813-4420-A250-7DD223F89925}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities by visits
- **Metrics:** Visits
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 5
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Pattern matches by visits

Item Name: Pattern matches by visits

Item Id: {E120B94E-F99E-4E0D-88DF-1D43B32D6E5C}

- **Chart Type:** Line chart
- **Title/Tooltip:** Pattern matches by visits
- **Metrics:** Visits
- **Segments:** All visits by pattern
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

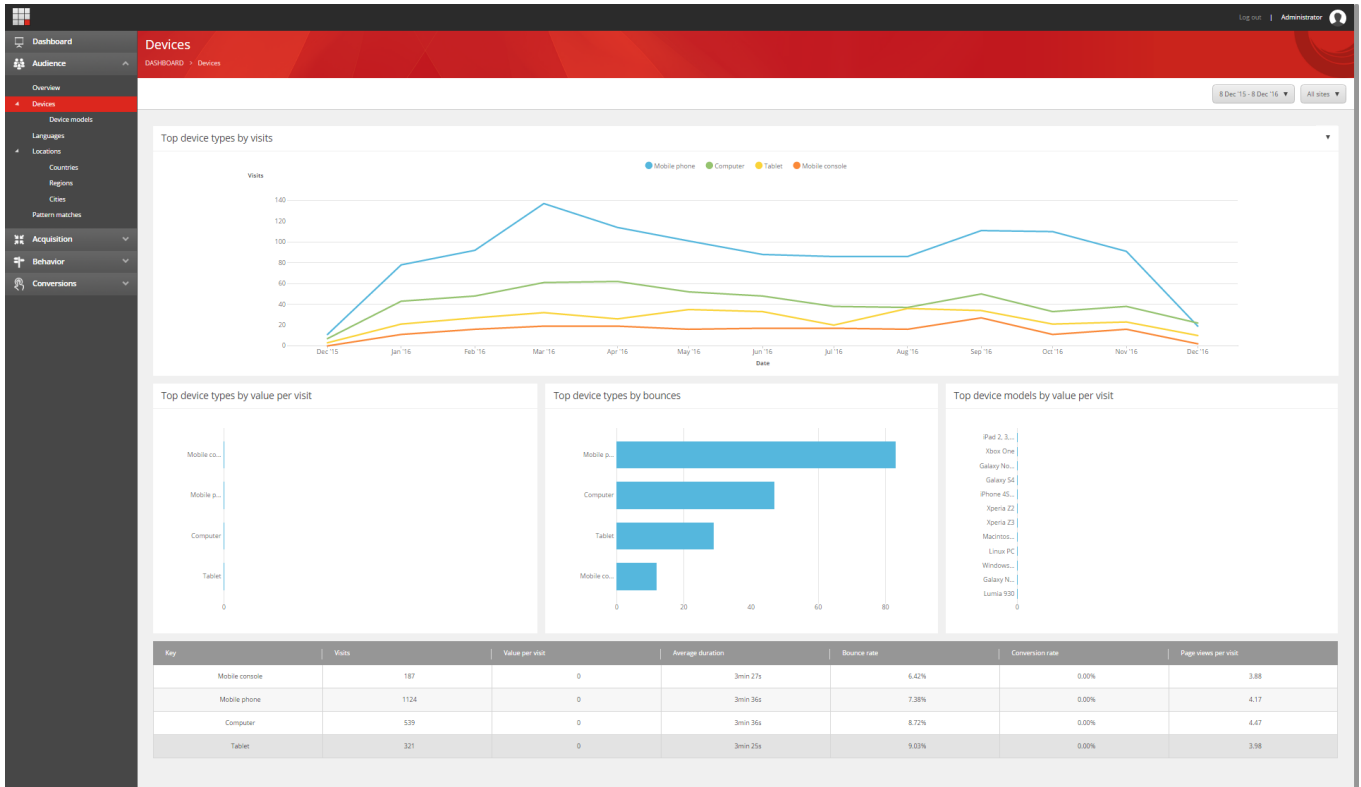
Top languages by visits

Item Name: TopLanguagesByVisits

Item Id: {D04638DD-023E-4AC4-B568-EB12A5B50A71}

- **Chart Type:** Pie chart
- **Title/Tooltip:** Top languages by visits
- **Metrics:** Visits
- **Segments:** All visits by language
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

2.2 DEVICES



Top device types by visits

Item Name: Top device types by visits

Item Id: {48E66EBD-1D6D-4950-A625-88BC5EF45F7B}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top device types by visits
- **Metrics:** Visits
- **Segments:** All visits by device type
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top device types by value per visit

Item Name: Top device types by value per visit

Item Id: {5536DE12-88AE-4BFE-9A0D-DE0C7569F42F}

- Chart Type: Bar chart
- Title/Tooltip: Top device types by value per visit
- Metrics: Value per visit
- Segments: All visits by device type
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top device types by bounces

Item Name: Top device types by bounces

Item Id: {26F026E8-2520-49B4-B081-EBFA05A3AC5C}

- Chart Type: Bar chart
- Title/Tooltip: Top device types by bounces
- Metrics: Bounces
- Segments: All visits by device type
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Bounces
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top device models by value per visit

Item Name: Top device models by value per visit

Item Id: {66596536-425B-4B62-8119-D3B314E37081}

- Chart Type: Bar chart
- Title/Tooltip: Top device models by value per visit
- Metrics: Value per visit
- Segments: All visits by device model
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Blank
- Key Sort Direction: Descending
- Drilldown Option: Blank

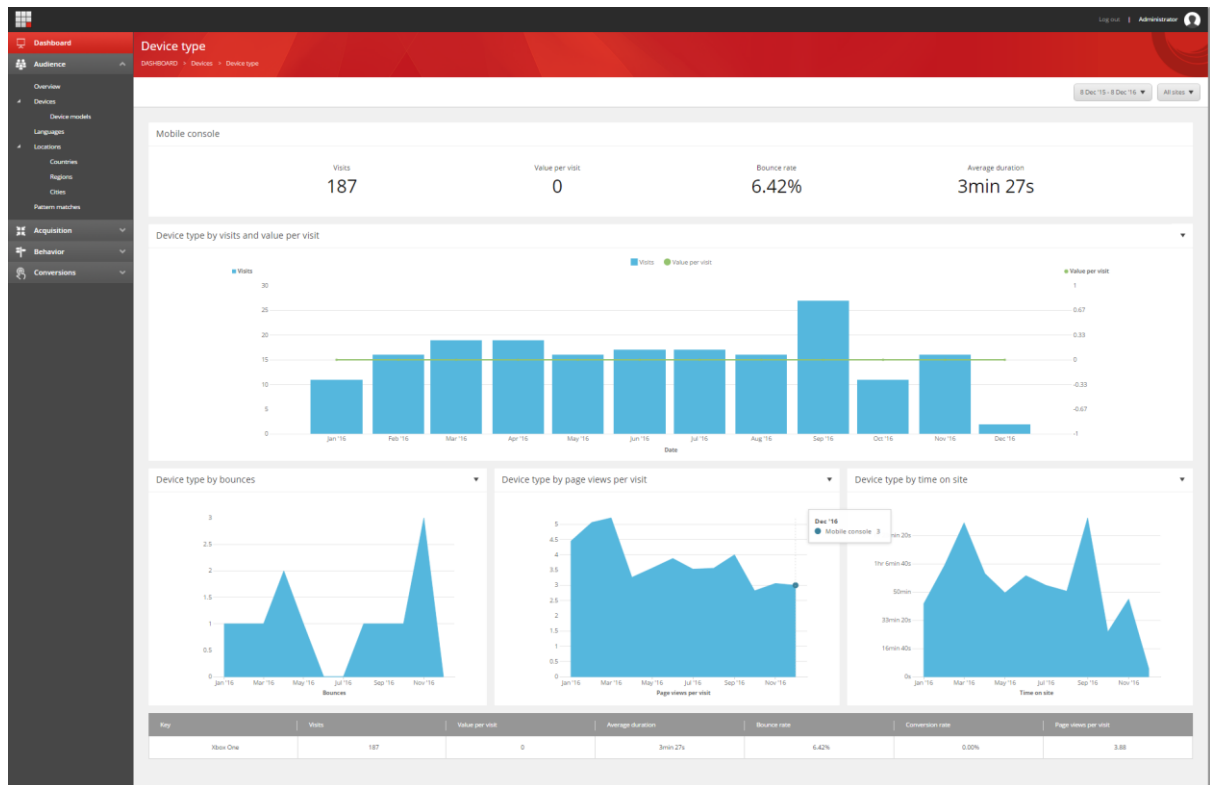
Table list: device types

Item Name: Device Types

Item Id: {A54DE11F-48A0-4613-9CC2-A893A2A62873}

- Type: List
- Title/Tooltip: Device Types
- Segments: All visits by device type
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Descending
- Drilldown Option: Blank

2.2.1 DEVICE TYPE



Mobile console (KPI chart types available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {4CBAFD21-C33B-4CD0-B56A-93B2971B8289}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by device type
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Device type by visits and value per visit

Item Name: Device type by visits and value per visit

Item Id: {870D7407-E702-4A3C-8CD9-0BEB8F4F0904}

- **Chart Type:** Line chart
- **Title/Tooltip:** Device type by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by device type
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

Device type by bounces

Item Name: Device type by bounces

Item Id: {FA5D4D60-DFF7-4E55-BF1F-6CCCD08D52C4}

- **Chart Type:** Area chart
- **Title/Tooltip:** Device type by bounces
- **Metrics:** Bounces
- **Segments:** All visits by device type
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Bounces
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

Device type by page views per visit

Item Name: Device type by page views per visit

Item Id: {02F1F89B-3834-416E-911D-D1EFF2D5DED8}

- **Chart Type:** Area chart
- **Title/Tooltip:** Device type by page views per visit
- **Metrics:** Page views per visit
- **Segments:** All visits by device type
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 0
- **Key Sort By Metric:** Page views per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

Device type by time on site

Item Name: Device type by time on site

Item Id: {7E9BF124-70F3-41A7-9CD7-7C69E441C388}

- **Chart Type:** Area chart
- **Title/Tooltip:** Device type by time on site
- **Metrics:** Time on site
- **Segments:** All visits by device type
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Time on site
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

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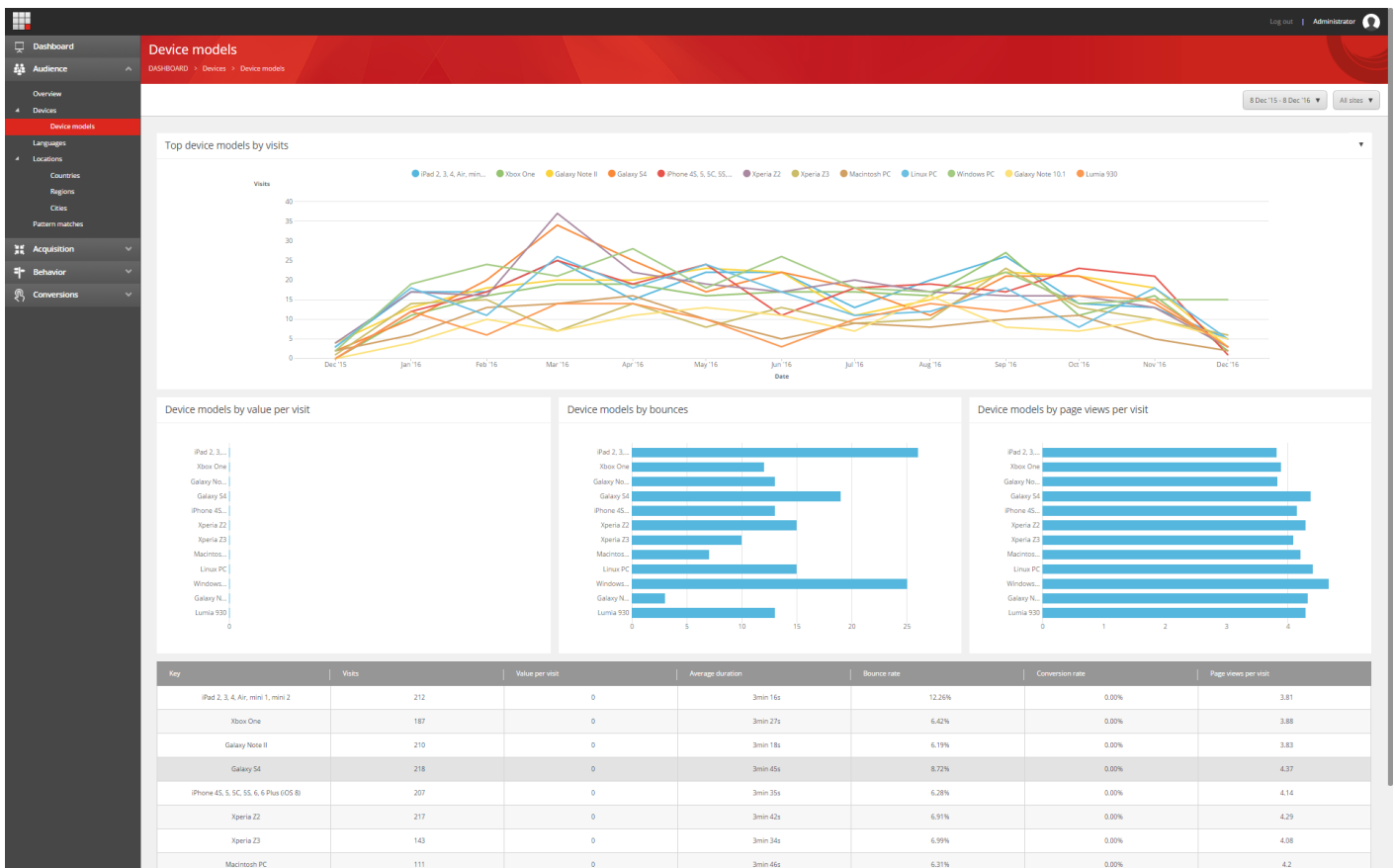
Table list: Device models

Item Name: Device models

Item Id: {15A06ACE-A43E-4F2E-BDB0-FB2D619A4106}

- **Type:** List
- **Title/Tooltip:** Device Models
- **Segments:** All visits by device model
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Children

2.2.2 DEVICE MODELS



Top device models by visits

Item Name: Top device models by visits

Item Id: {B3790E45-5B90-41D1-810E-7B1DD7D8C02F}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top device models by visits
- **Metrics:** Visits
- **Segments:** All visits by device model
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Device models by value per visit

Item Name: Device models by value per visit

Item Id: {C2590D6F-A459-4994-B08D-7BE78C9B2C8C}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Device models by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by device model
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Device models by bounces

Item Name: Device models by bounces

Item Id: {2D22483A-30DC-4DD5-AEC7-B35892BC5664}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Device models by bounces
- **Metrics:** Bounces
- **Segments:** All visits by device model
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Device Models by page views per visit

Item Name: Device models by page views per visit

Item Id: {63CBEE8F-2C5B-4D68-A54B-CB54A751EB12}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Device models by page views per visit
- **Metrics:** Page views per visit
- **Segments:** All visits by device model
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

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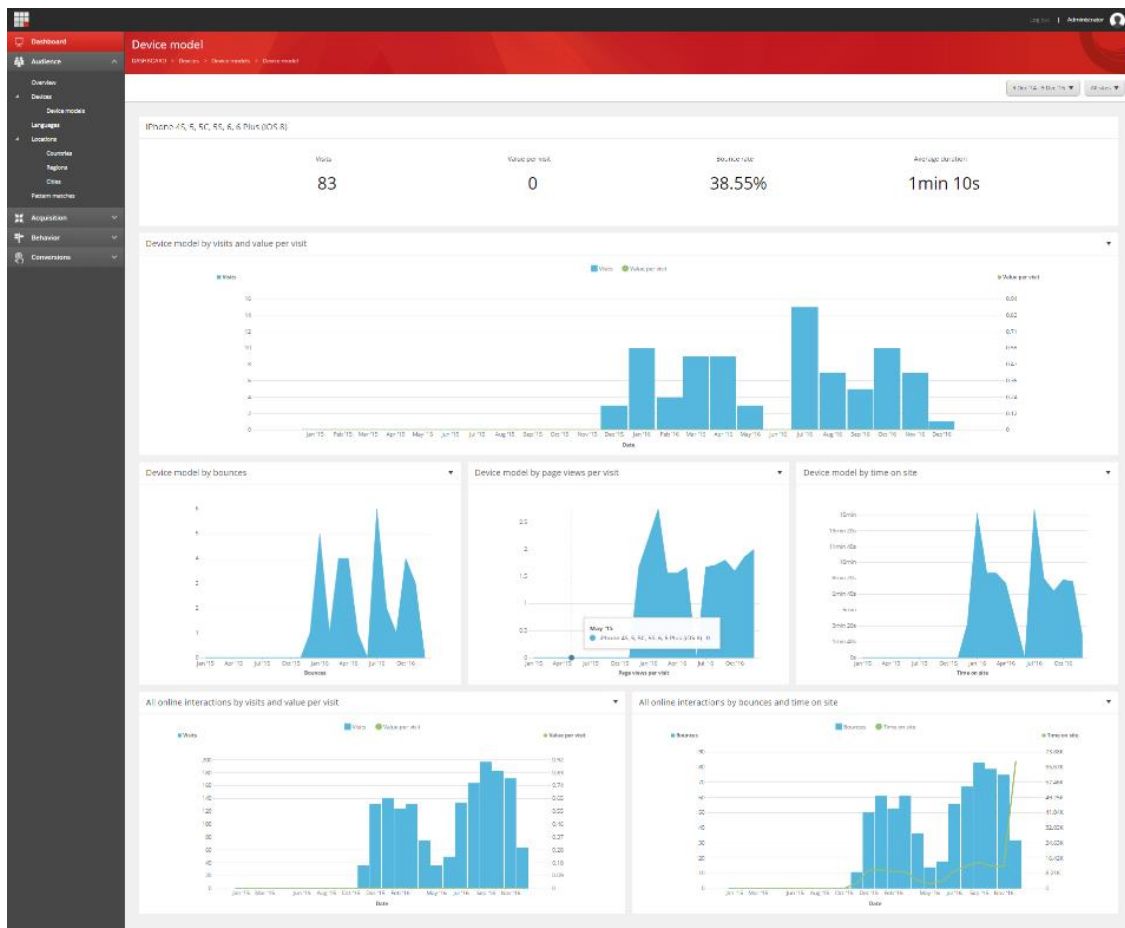
Table list: Device Models

Item Name: Device models

Item Id: {35E9C4AC-81E1-4F11-BF6B-81C2D13B8678}

- **Type:** List
- **Title/Tooltip:** Device Models
- **Segments:** All visits by device model
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

2.2.2.1 DEVICE MODEL (activated by drill down)



Dynamic Title, based on Device Model (KPI chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {9EC67EF1-91FD-4FD8-825D-22A414DCA353}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by device model
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Device model by visits and value per visit

Item Name: Device model by visits and value per visit

Item Id: {153035CE-C631-4404-AFF5-42935CB2C930}

- Chart Type: Line chart
- Title/Tooltip: Device model by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by device model
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Blank
- Key Sort Direction: Descending
- Drilldown Option: Details

Device model by bounces

Item Name: Device model by bounces

Item Id: {B7644BF4-AF56-4FFB-BDA3-0DA7818A2FA0}

- Chart Type: Area chart
- Title/Tooltip: Device model by bounces
- Metrics: Bounces
- Segments: All visits by device model
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Device model by page views per visit

Item Name: Device model by page views per visit

Item Id: {26F61E52-CE06-4BE0-A740-BC441F359ADD}

- Chart Type: Area chart
- Title/Tooltip: Device model by page views per visit
- Metrics: Page views per visit
- Segments: All visits by device model
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Descending
- Drilldown Option: Details

Device model by time on site

Item Name: Device model by time on site

Item Id: {AB517BFC-FDB5-4553-92E2-5311AD95AE26}

- **Chart Type:** Area chart
- **Title/Tooltip:** Device model by time on site
- **Metrics:** Time on site
- **Segments:** All visits by device model
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

All online interactions by visits and value per visit

Item Name: All online interactions by visits and value per visit

Item Id: {C9611E9B-8439-4CF8-A7F0-0959D0B00606}

- **Chart Type:** Line chart
- **Title/Tooltip:** All online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

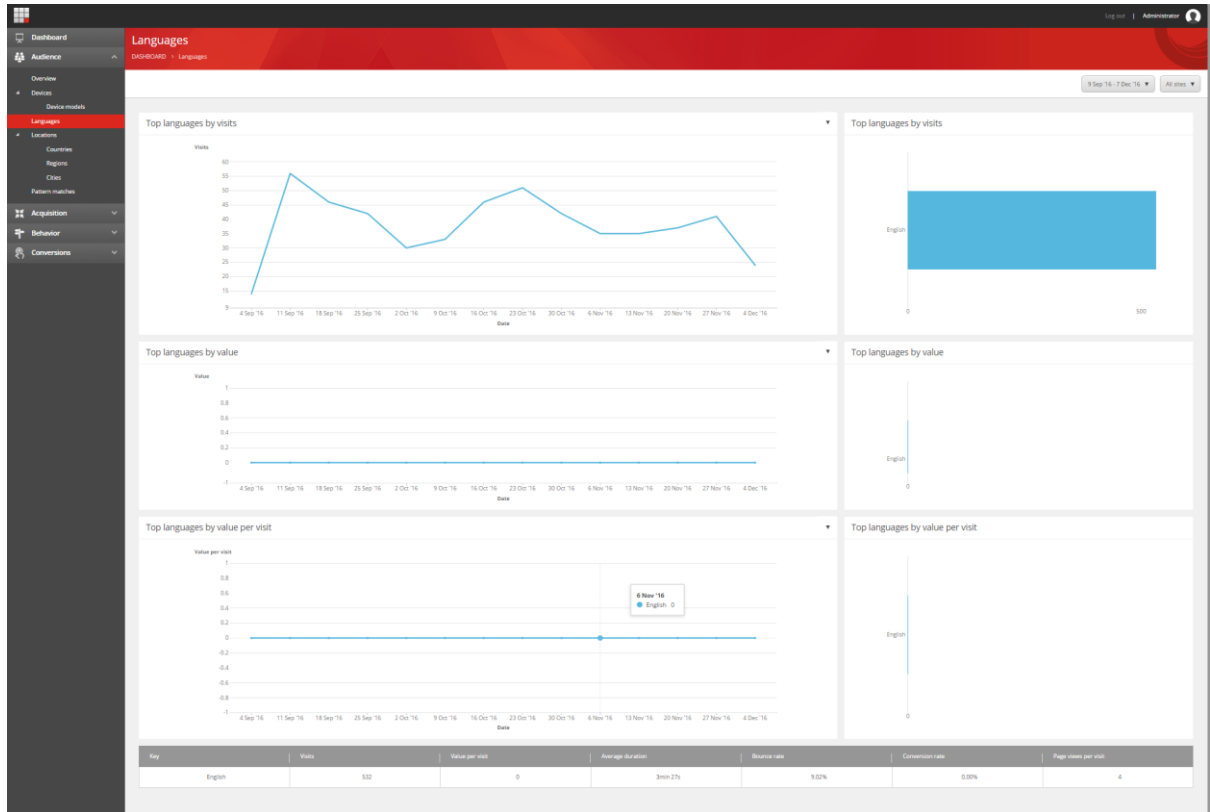
All online interactions by bounces and time on site

Item Name: All online interactions by bounces page views per visit and time on site

Item Id: {B62327E2-7B3F-46C6-9D68-FA689B6EAA7D}

- **Chart Type:** Line chart
- **Title/Tooltip:** All online interactions by bounces and time on site
- **Metrics:** Bounces, Time on site
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

2.3 LANGUAGES



Top languages by visits

Item Name: Top languages by visits

Item Id: {6AE9C3F8-F77B-43E1-96F5-C824C8A1CC42}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top languages by visits
- **Metrics:** Visits
- **Segments:** All visits by language
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 5
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top languages by visits

Item Name: Top languages by visits-1

Item Id: {7DD79A7D-1D3F-4A48-A181-5466B0DF30A0}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top languages by visits
- **Metrics:** Visits
- **Segments:** All visits by language
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 5
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

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Top languages by value

Item Name: Top languages by value

Item Id: {9F57C48D-13DD-476C-A5A7-8727AD9A23E3}

- Chart Type: Line chart
- Title/Tooltip: Top languages by value
- Metrics: Value
- Segments: All visits by language
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top languages by value

Item Name: Top languages by value-1

Item Id: {DDFB8AB3-516C-464A-B047-21735C9A52C6}

- Chart Type: Bar chart
- Title/Tooltip: Top languages by value
- Metrics: Value
- Segments: All visits by language
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top languages by value per visit

Item Name: Top languages by value per visit

Item Id: {92179A85-422A-4AC3-B926-BCD7007A0E97}

- Chart Type: Line chart
- Title/Tooltip: Top languages by value per visit
- Metrics: Value per visit
- Segments: All visits by language
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top languages by value per visit

Item Name: Top languages by value per visit-1

Item Id: {29EC108C-AF4D-46AD-A0F4-30232B36EC82}

- Chart Type: Bar chart
- Title/Tooltip: Top languages by value per visit-1
- Metrics: Value per visit
- Segments: All visits by language
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

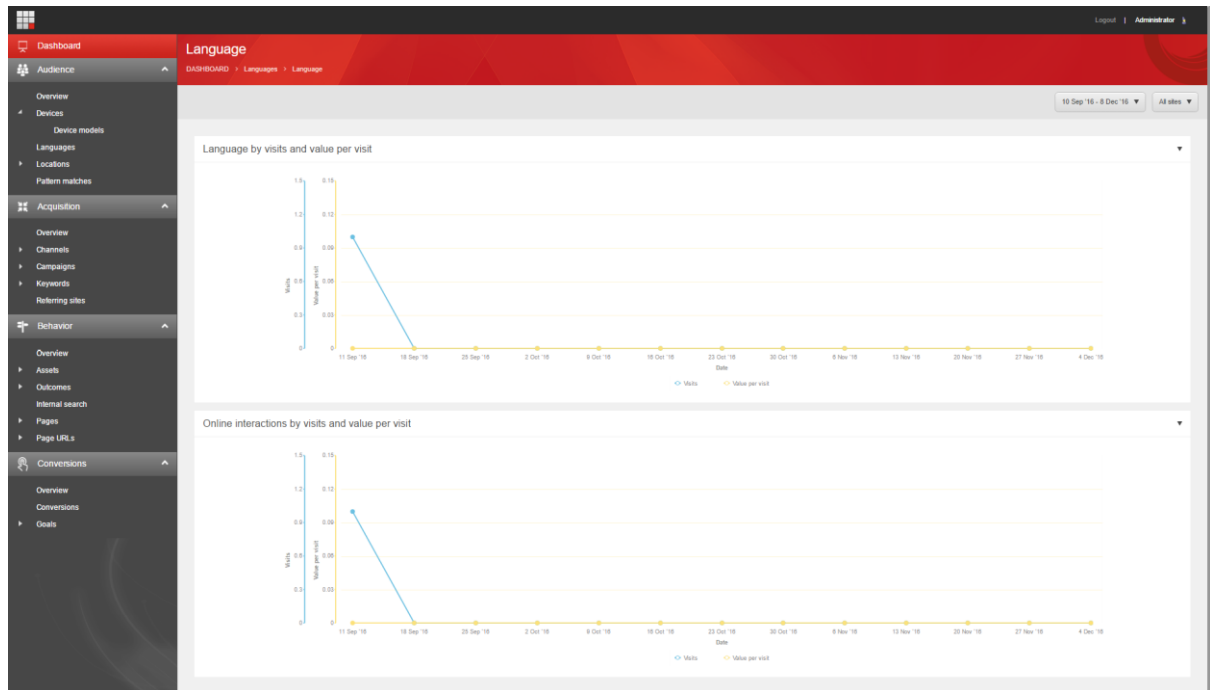
Table list: All languages

Item Name: All languages

Item Id: {B82898A1-7DD3-4D31-A50D-6DF51AB5F035}

- Type: List
- Title/Tooltip: All languages
- Segments: All visits by language
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

2.3.1 LANGUAGE (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {FA747E10-43BE-4056-B73D-121671870372}

- Chart Type: KPI chart
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by language
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Languages by visits and value per visit

Item Name: Language by visits and value per visit

Item Id: {D79DF3AA-2C97-49C8-9F0E-ECB33E6786CC}

- **Chart Type:** Line chart
- **Title/Tooltip:** Language by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by language
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

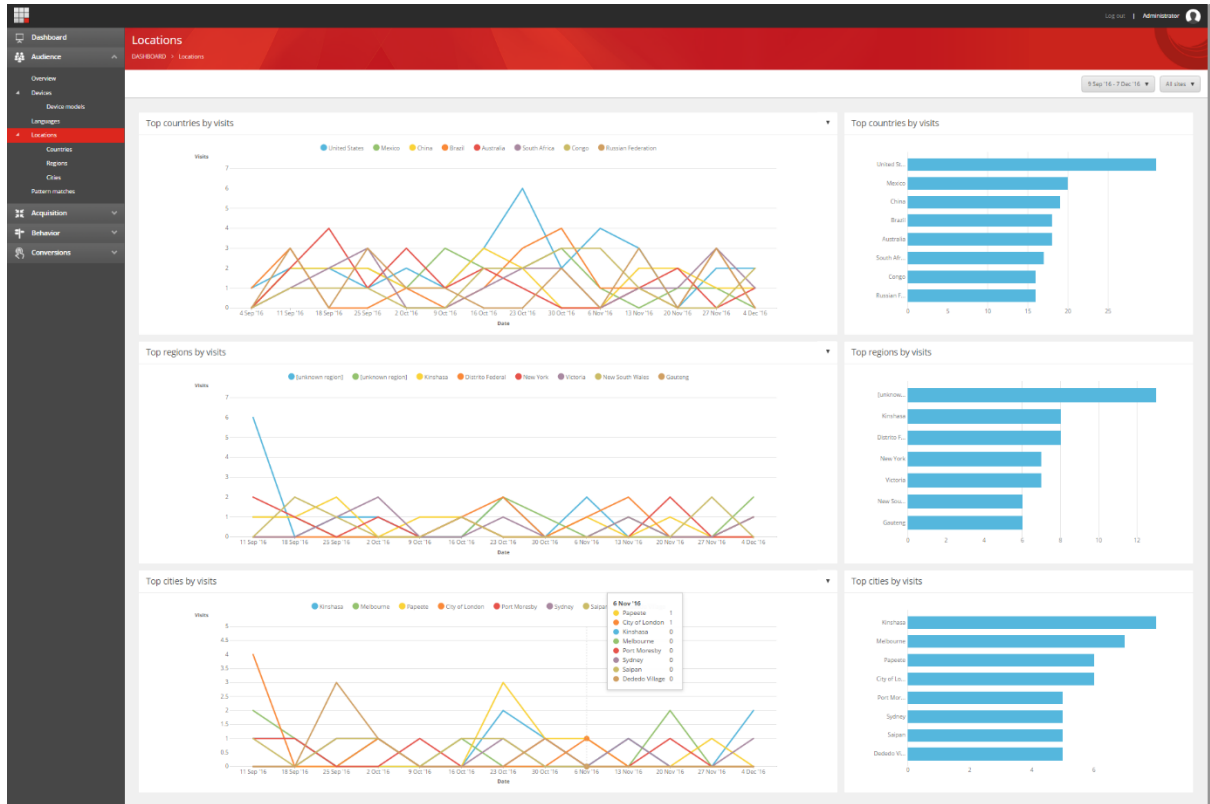
Online interactions by visits and value per visit

Item Name: All visits

Item Id: {21150B54-9CE1-4AFE-9331-2C0FFD52464D}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

2.4 LOCATIONS



Top countries by visits

Item Name: Top countries by visits

Item Id: {9C552B9D-1CA1-4046-92A3-169915A3D3F6}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top countries by visits
- **Metrics:** Visits
- **Segments:** All visits by country
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top countries by visits

Item Name: Top countries by visits-1

Item Id: {354FBE3F-CA90-4B34-8C17-D50CE7FCAA3C}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top countries by visits
- **Metrics:** Visits
- **Segments:** All visits by country
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top regions by visits

Item Name: Top regions by visits

Item Id: {EC087B1F-F383-4DD1-943A-9013A6803011}

- Chart Type: Line chart
- Title/Tooltip: Top regions by visits
- Metrics: Visits
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top regions by visits

Item Name: Top regions by visits-1

Item Id: {D2C4BBAE-9313-44C9-B176-2CDD5B5E8C69}

- Chart Type: Bar chart
- Title/Tooltip: Top regions by visits
- Metrics: Visits
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top cities by visits

Item Name: Top cities by visits

Item Id: {753C199F-1DDD-4840-8AAF-B9FCDC5668A8}

- Chart Type: Line chart
- Title/Tooltip: Top cities by visits
- Metrics: Visits
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

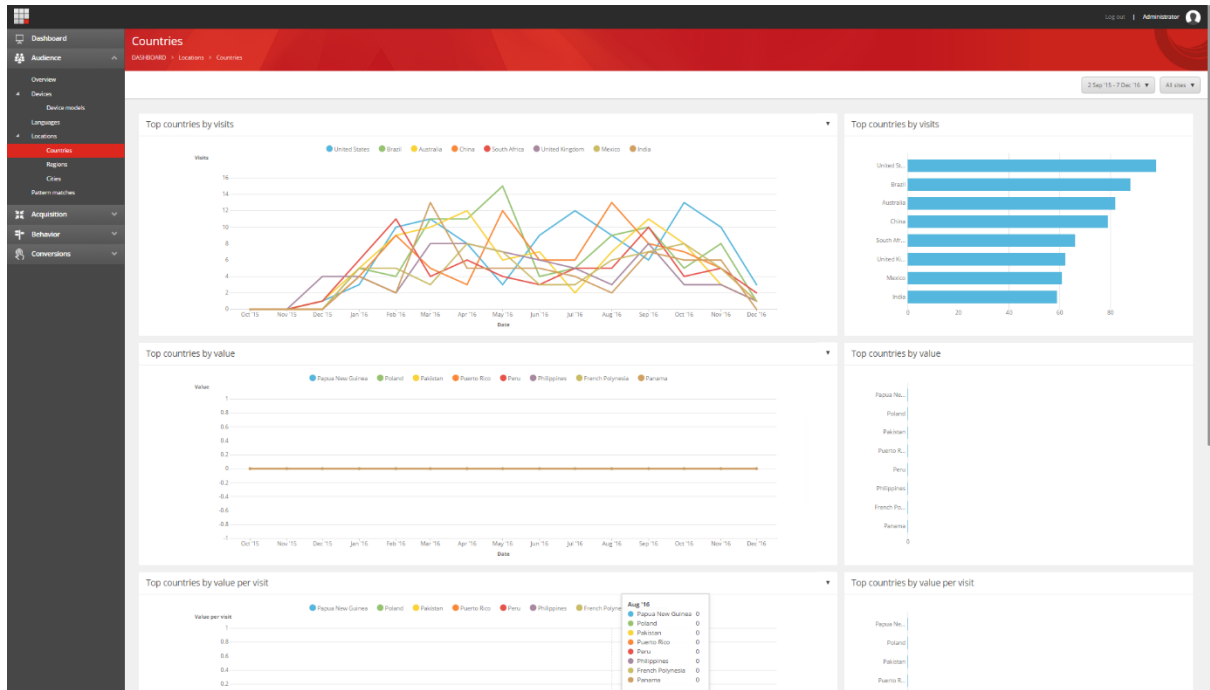
Top cities by visits

Item Name: Top cities by visits-1

Item Id: {B1BE493D-40D0-45DE-AC27-62EE6D75AA61}

- Chart Type: Bar chart
- Title/Tooltip: Top cities by visits
- Metrics: Visits
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

2.4.1 COUNTRIES



Top countries by visits

Top countries by visits

Item Name: Top countries by visits

Item Id: {04937A9A-3F7A-4169-8582-E782DE733A90}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top countries by visits
- **Metrics:** Visits
- **Segments:** All visits by country
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Item Name: Top countries by visits-1

Item Id: {A2200201-023B-48A7-9DA7-1174E043CBBB}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top countries by visits
- **Metrics:** Visits
- **Segments:** All visits by country
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top countries by value

Item Name: Top countries by value

Item Id: {484208B5-610E-484C-89A9-3A494832A08D}

- Chart Type: Line chart
- Title/Tooltip: Top countries by value
- Metrics: Value
- Segments: All visits by country
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top countries by value

Item Name: Top countries by value-1

Item Id: {241B9CD0-9770-4D40-8C65-D7913210FC4C}

- Chart Type: Bar chart
- Title/Tooltip: Top countries by value
- Metrics: Value
- Segments: All visits by country
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top countries by value per visit

Item Name: Top countries by value per visit

Item Id: {699B7FB2-98DC-4245-A0DF-618DB095ADBE}

- Chart Type: Line chart
- Title/Tooltip: Top countries by value per visit
- Metrics: Value per visit
- Segments: All visits by country
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top countries by value per visit

Item Name: Top countries by value per visit-1

Item Id: {285AE66B-FC65-4591-93F4-F6F5BDEFA17B}

- Chart Type: Bar chart
- Title/Tooltip: Top countries by value per visit
- Metrics: Value per visit
- Segments: All visits by country
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

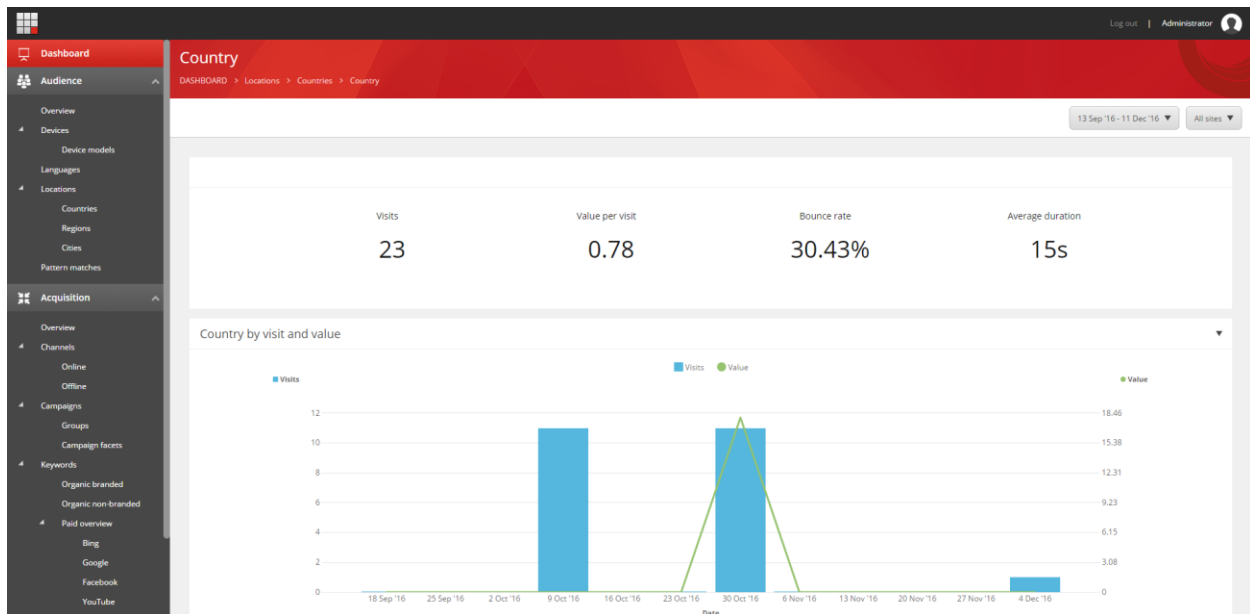
Table list: All countries

Item Name: All countries

Item Id: {7D5E6F33-6B2C-4B41-B081-567BA9788651}

- Type: List
- Title/Tooltip: All countries
- Segments: All visits by country
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

2.4.1.1 COUNTRY (activated by drill down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {472AEAB4-8CE0-4FC1-9C0B-C849BCEFD40A}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by country
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Sitecore XP 8.x Standard Experience Analytics Reports

Country by visit and value

Item Name: Country - ExperienceAnalyticsLineChart Parameters

Item Id: {97350D8A-17F5-4EAE-B85A-1800142AD04B}

- **Chart Type:** Line chart
- **Title/Tooltip:** Country by visit and value
- **Metrics:** Visits, Value
- **Segments:** All visits by country
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Online interactions by visits and value per visit

Item Name: All visits

Item Id: {B709BBD0-F04C-489B-9EC5-D087C9F2C3A2}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

Top regions by visits

Item Name: Top five regions by visits - ExperienceAnalyticsBarChart Parameters

Item Id: {8B9A9EAC-610D-420C-93E2-0E0F539107D8}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top regions by visits
- **Metrics:** Visits
- **Segments:** All visits by region
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Top regions by value

Item Name: Top five regions by value - ExperienceAnalyticsBarChart Parameters

Item Id: {23D97FFA-443D-4648-9309-E8580D6D7A46}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top regions by value
- **Metrics:** Value
- **Segments:** All visits by region
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Top regions by value per visit

Item Name: Top five regions by value by visit - ExperienceAnalyticsBarChart Parameters

Item Id: {AF9C2222-783F-4AC3-AE95-7248B8CC6F37}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top regions by value by visit
- **Metrics:** Value per visit
- **Segments:** All visits by region
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

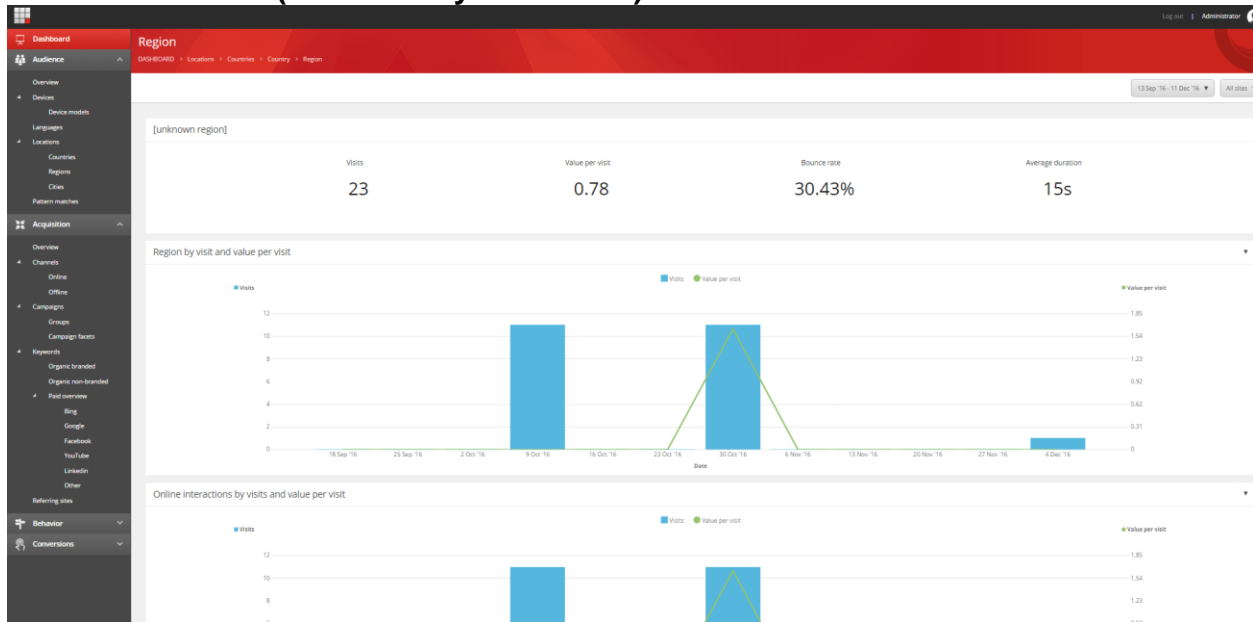
All regions in specified country

Item Name: Regions - ExperienceAnalyticsListControl Parameters

Item Id: {A2D29D3D-1772-4142-AD1B-78EEE7A190B9}

- **Chart Type:** List
- **Title/Tooltip:** All regions in country
- **Segments:** All visits by region
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Children

2.4.1.1.1 REGION (activated by drill-down)



Top regions by visit

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {62F4F309-8136-4D86-8BE2-08626281F5E6}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Region by visit and value per visit

Item Name: Region - ExperienceAnalyticsLineChart Parameters

Item Id: {0968CC29-34B5-4FB0-8617-6445E146B804}

- Chart Type: Line chart
- Title/Tooltip: Region by visit and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Sitecore XP 8.x Standard Experience Analytics Reports

Online interactions by visits and value per visit

Item Name: All visits

Item Id: {B711B3F1-39FE-479B-8A46-8C0967DAFF45}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

Top cities by visits

Item Name: Top five cities by visits - ExperienceAnalyticsBarChart Parameters

Item Id: {B1A89646-8593-47A8-BDE7-D725483E4241}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities by visits
- **Metrics:** Visits
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Top cities by value

Item Name: Top five cities by value - ExperienceAnalyticsBarChart Parameters

Item Id: {3B97317B-B77E-4BC9-AF38-F6F8D1C4AE5F}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities by value
- **Metrics:** Value
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Top cities by value per visit

Item Name: Top five cities by value by visit - ExperienceAnalyticsBarChart Parameters

Item Id: {260DD95E-5456-4313-812A-4264CE3AD5DB}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities by value by visit
- **Metrics:** Value per visit
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

All cities in region

Item Name: Cities - ExperienceAnalyticsListControl Parameters

Item Id: {DBA65F18-D9D4-44E5-9CED-F9D903513439}

- Chart Type: List
- Title/Tooltip: All cities in region
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Children

2.4.1.1.1 CITY (activated by drill-down)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {621DB2FD-033A-4020-8802-B62769A597DB}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

City by visits and value per visit

Item Name: City - ExperienceAnalyticsLineChart Parameters

Item Id: {CFC70B8C-EE35-4B8C-B1BA-386AE2B0788C}

- Chart Type: Line chart
- Title/Tooltip: City by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Online interactions by visits and value per visit

Item Name: All visits

Item Id: {01D8C8B1-13B7-4B9E-B11F-725FCFB48E29}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Ignore

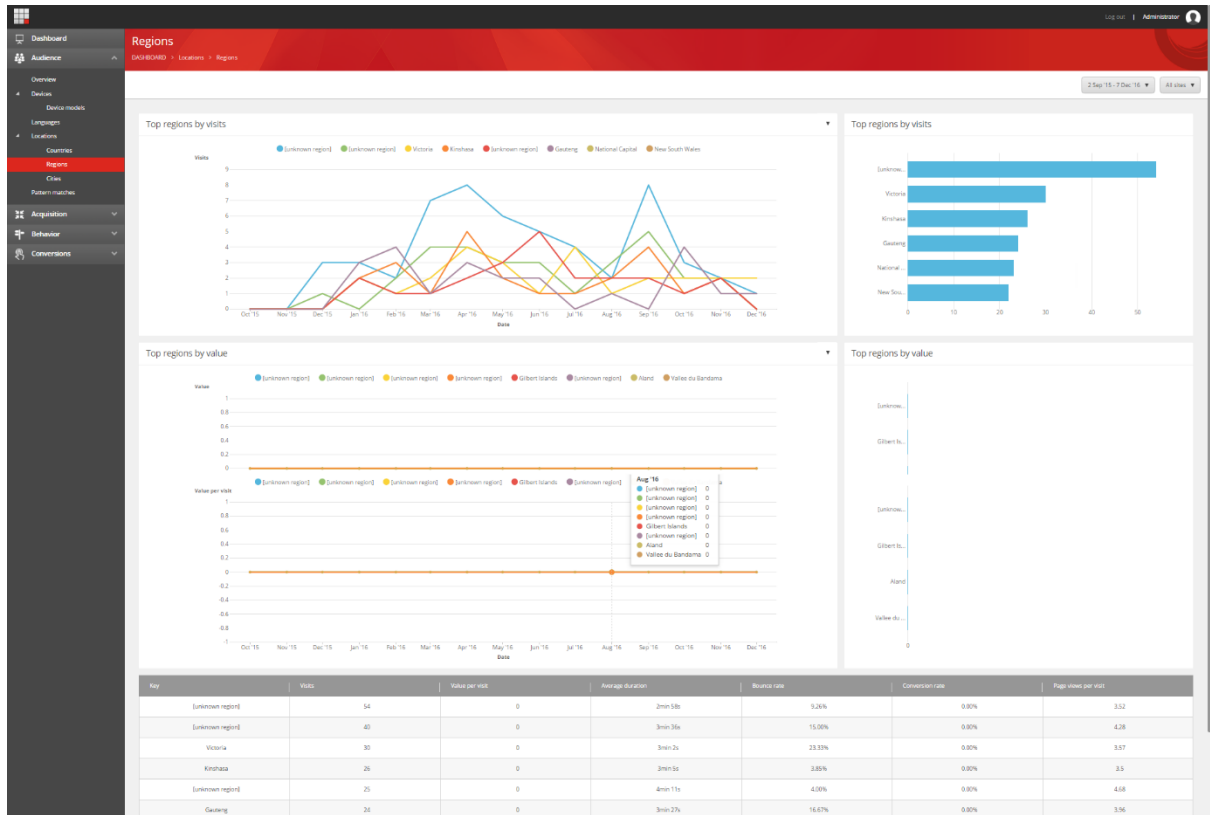
All cities in region

Item Name: Cities - ExperienceAnalyticsListControl Parameters

Item Id: {B252F31A-19FA-4D87-87DF-ACE134ABA7E8}

- **Chart Type:** List
- **Title/Tooltip:** All cities in region
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

2.4.2 REGIONS



Top regions by visits

Top regions by visits

Item Name: Top regions by visits

Item Id: {7EE49B61-A78B-4B28-9E9B-DC4212149C6C}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top regions by visits
- **Metrics:** Visits
- **Segments:** All visits by region
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Item Name: Top regions by visits-1

Item Id: {DA584493-743D-43EC-86C5-4E589EC66824}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top regions by visits
- **Metrics:** Visits
- **Segments:** All visits by region
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top regions by value

Item Name: Top regions by visits

Item Id: {023330DE-364A-4184-AD42-92DA4C23F769}

- Chart Type: Line chart
- Title/Tooltip: Top regions by value
- Metrics: Value
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top regions by value

Item Name: Top regions by visits-1

Item Id: {2331B7A4-6CF5-4894-8FB8-DF86D9D9463}

- Chart Type: Bar chart
- Title/Tooltip: Top regions by value
- Metrics: Value
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top regions by value per visit

Item Name: Top regions by visits

Item Id: {9519E362-DEEA-4A70-B96F-463B80E81BC2}

- Chart Type: Line chart
- Title/Tooltip: Top regions by value per visit
- Metrics: Value per visit
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top regions by value per visit

Item Name: Top regions by visits-1

Item Id: {882AFF84-9CC5-43EE-9BF6-22318F2648AA}

- Chart Type: Bar chart
- Title/Tooltip: Top regions by value per visit
- Metrics: Value per visit
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: 5
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

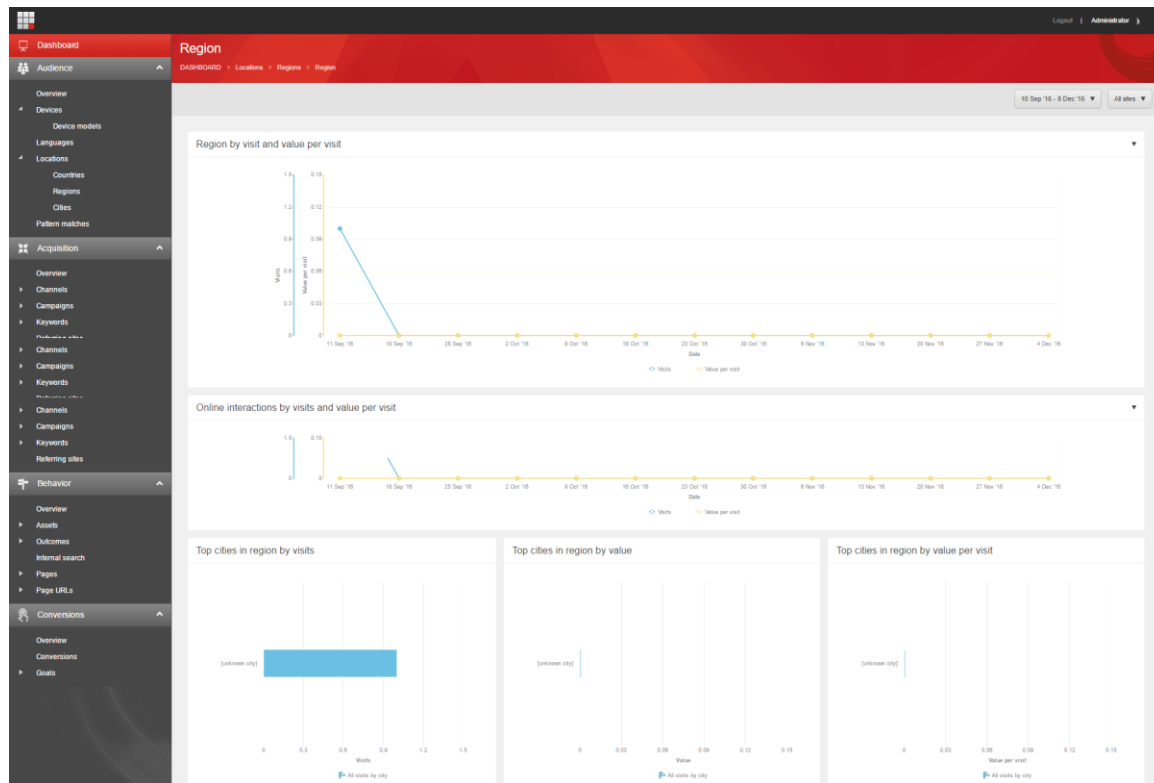
Table list: top cities in region

Item Name: Top cities in region

Item Id: {094AE795-2573-48EF-A3B5-0888070832C7}

- Type: List
- Title/Tooltip: All cities in region
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

2.4.2.1 REGION (activated by drill-down)



Dynamic title by drill-down (KPI chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {27BBD32E-AC8B-464B-8681-929CDE354197}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Sitecore XP 8.x Standard Experience Analytics Reports

Region by visit and value per visit

Item Name: Region by visit and value per visit

Item Id: {C73BA816-4721-4071-B7BB-71E28AFC65D3}

- Chart Type: Line chart
- Title/Tooltip: Region by visit and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by region
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Online interactions by visits and value per visit

Item Name: All visits

Item Id: {7AB36971-7DC4-42B1-9EAB-E127C3B99F51}

- Chart Type: Line chart
- Title/Tooltip: Online interactions by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by channel type
- Keys: D07286FA-67CE-4D66-8783-0140B8B91EF1
- Key Grouping: By key
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Ignore

Top cities in region by visits

Item Name: Top cities in region by visits

Item Id: {7E4E8FB1-41A5-40E1-8F6F-06A6728D645F}

- Chart Type: Bar chart
- Title/Tooltip: Top cities in region by visits
- Metrics: Visits
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Children

Top cities in region by value

Item Name: Top cities in region by value

Item Id: {91F53221-4A04-4B42-9C0A-A5E4D1ECAEA8}

- Chart Type: Bar chart
- Title/Tooltip: Top cities in region by value
- Metrics: Value
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Children

Top cities in region by value per visit

Item Name: Top cities in region by value per visit

Item Id: {DC9E23E2-DE5E-4CD9-8D33-A7006317A54A}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities in region by value by visit
- **Metrics:** Value per visit
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Table list: All cities in region

Item Name: All cities in region

Item Id: {D40FCE8C-FD77-4963-83B4-B0C01C3626AA}

- **Chart Type:** List
- **Title/Tooltip:** Cities in region
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

2.4.2.1.1 CITY (activated by drill-down)

Dynamic title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {5B843D39-C26C-4100-8205-BE73037FA66D}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

City by visits and value per visit

Item Name: City by visits and value per visit - ExperienceAnalyticsLineChart Parameters

Item Id: {C2682A5A-AF0D-481D-8576-9FBE0A48D40A}

- Chart Type: Line chart
- Title/Tooltip: City by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Online interactions by visits and value per visit

Item Name: All visits

Item Id: {E1127A7F-32A6-45F1-8849-1644DAB53FFA}

- Chart Type: Line chart
- Title/Tooltip: Online interactions by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by channel type
- Keys: D07286FA-67CE-4D66-8783-0140B8B91EF1
- Key Grouping: By key
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Ignore

Sitecore XP 8.x Standard Experience Analytics Reports

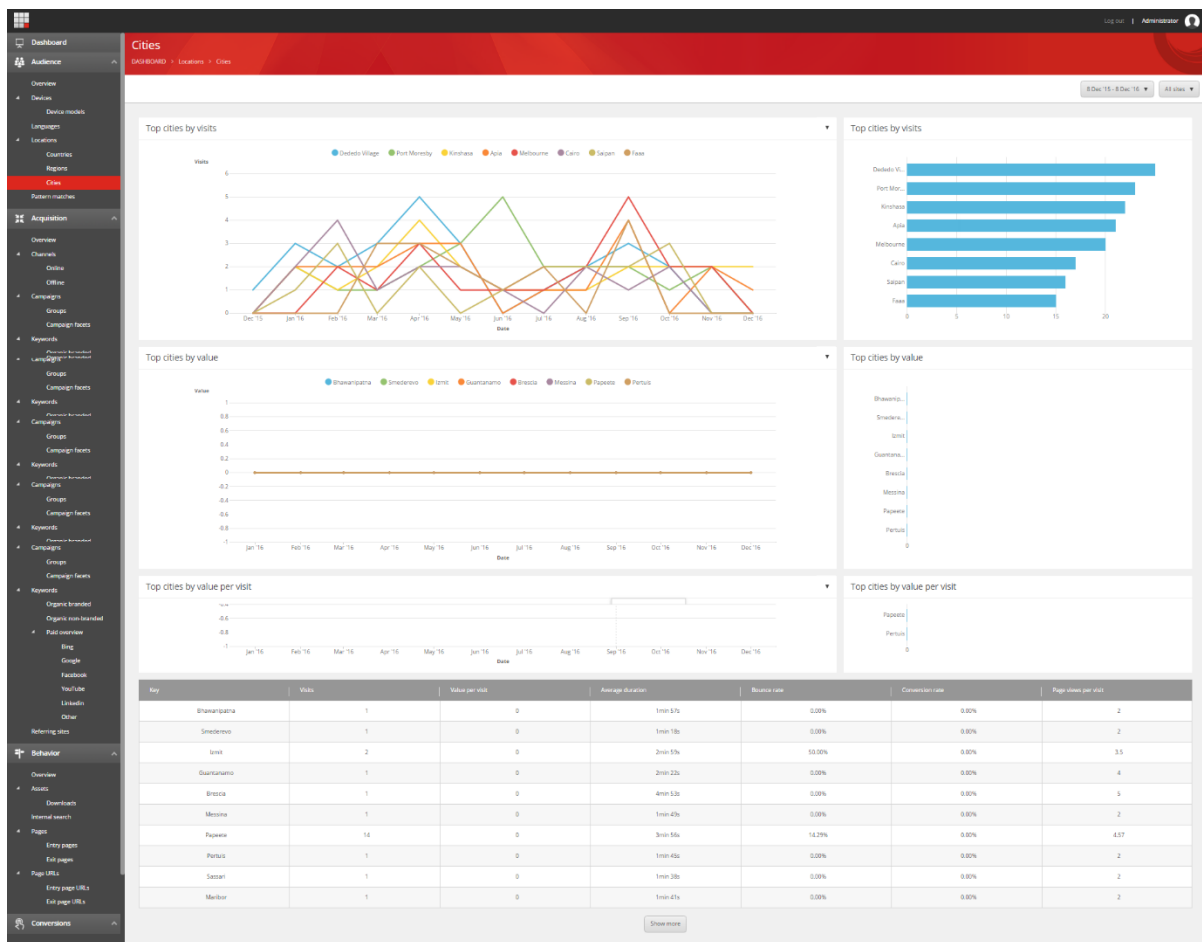
Table List: Cities in region

Item Name: Cities in region - ExperienceAnalyticsListControl Parameters

Item Id: {9BE19086-0C22-4E15-8C91-E51ECDE91937}

- Chart Type: List
- Title/Tooltip: Blank
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Ascending
- Drilldown Option: Ignore

2.4.3 CITIES



Top cities by visits

Item Name: Top cities by visits

Item Id: {3922BDE9-89A6-440B-A5A4-67A68BDC92A3}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top cities by visits
- **Metrics:** Visits
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top cities by visits

Item Name: Top cities by visits-1

Item Id: {DB11D247-84AA-4FD7-8283-0E4BC9BE4130}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities by visits
- **Metrics:** Visits
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top cities by value

Item Name: Top cities by visits

Item Id: {D10AEE2B-6512-454F-996F-288D6DE22EF5}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top cities by value
- **Metrics:** Value
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top cities by visits

Item Name: Top cities by visits-1

Item Id: {4A6D5D78-C961-4BF7-A15C-83DD0390FD39}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities by value
- **Metrics:** Value
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top cities by value per visit

Item Name: Top cities by visits

Item Id: {758EFB60-636A-4828-9EC4-3AD78B937746}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top cities by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top cities by value per visit

Item Name: Top cities by visits-1

Item Id: {0F0CE3FA-4EFB-4AF3-91C5-92D18104EBCF}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top cities by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

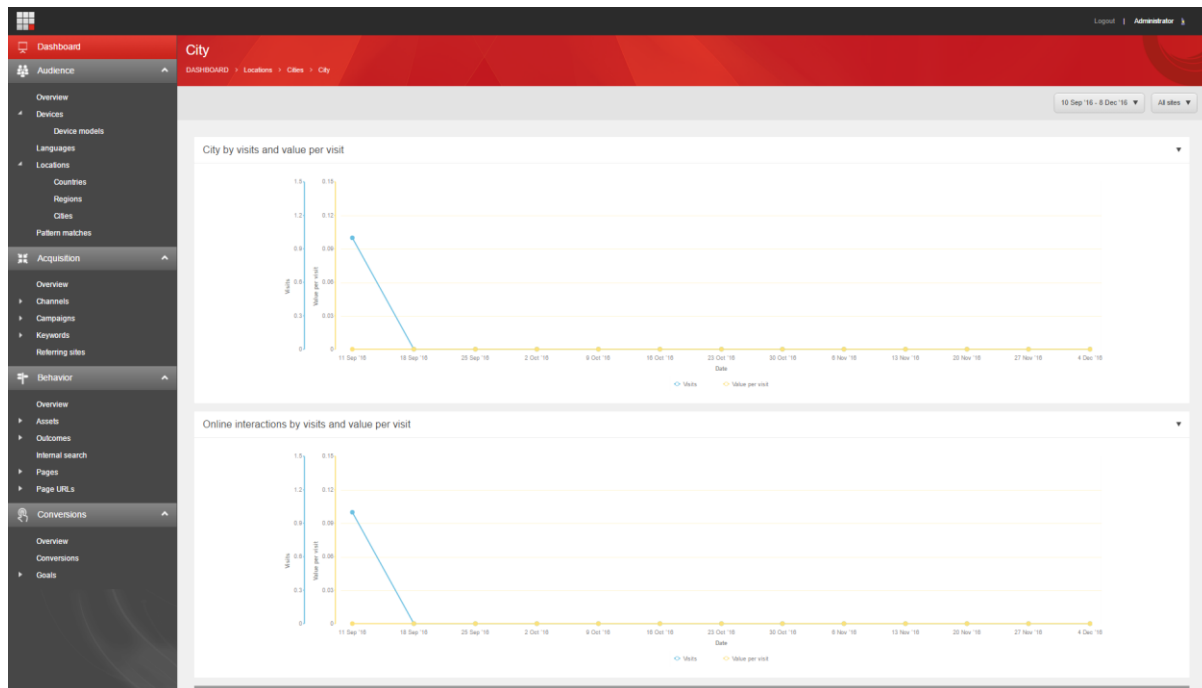
Table List: All cities

Item Name: All cities

Item Id: {D20A5638-1F90-42A5-9CD2-54CEE28A8955}

- **Type:** List
- **Title/Tooltip:** All cities
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

2.4.3.1 CITY (activated by drill-down)



Dynamic title by drill-down (KPI chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {1F4C70CD-1E7C-49EC-888F-6951E57D4BC7}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by city
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

City by visits and value per visit

Item Name: City by visits and value per visit

Item Id: {DDDC98CD-E2EB-47F8-8261-02B9FC6D2599}

- **Chart Type:** Line chart
- **Title/Tooltip:** City by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Online interactions by visits and value per visit

Item Name: All visits

Item Id: {518A2C58-B008-4B5E-9140-AA1CC64059D8}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

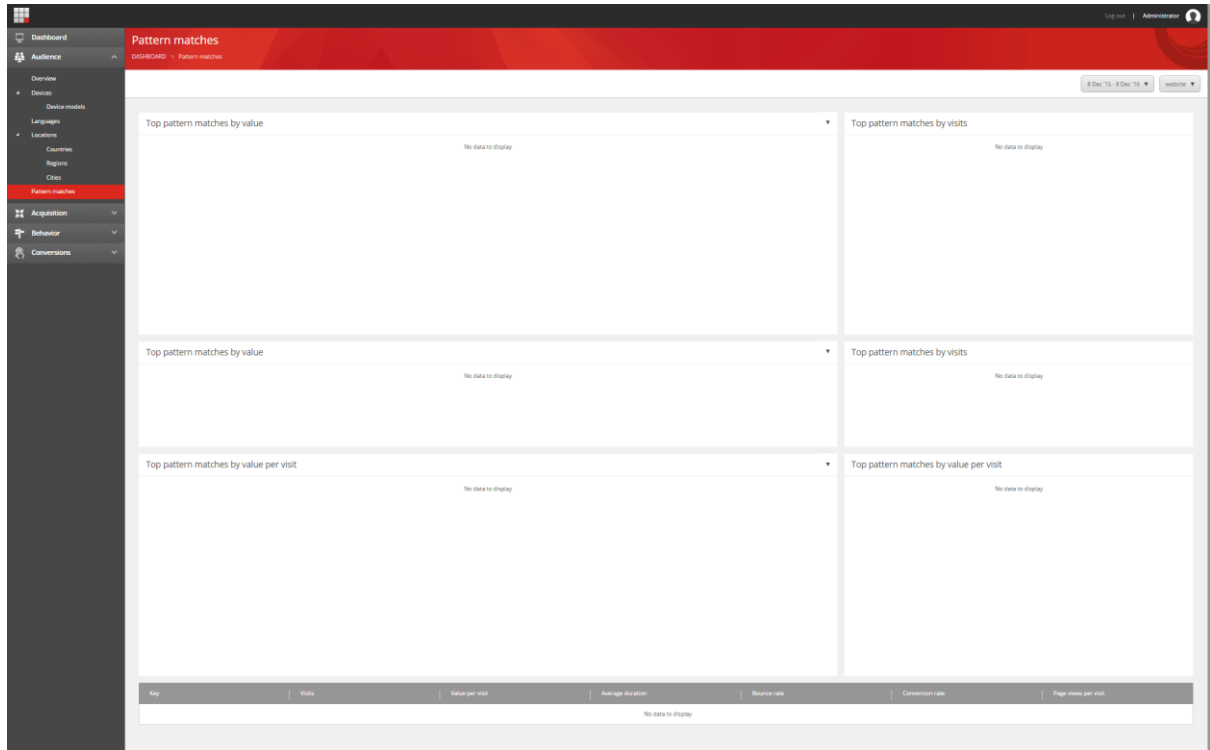
Table list: All cities

Item Name: All cities

Item Id: {DDC5E8DE-7088-425D-994F-10186E03C11C}

- **Chart Type:** List
- **Title/Tooltip:** Blank
- **Segments:** All visits by city
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Ignore

2.5 PATTERN MATCHES



Top pattern matches by value

Top pattern matches by visits

Item Name: Pattern matches by value-3

Item Id: {D2AEC8E8-9A3B-48E4-87BB-BD375256D2C1}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top pattern matches by value
- **Metrics:** Value
- **Segments:** All visits by pattern
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Item Name: Pattern matches by visit-1

Item Id: {6C19C69D-6F89-487C-84D8-B5A0B3297772}

- **Chart Type:** Pie chart
- **Title/Tooltip:** Top pattern matches by visits
- **Metrics:** Visits
- **Segments:** All visits by pattern
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top pattern matches by value

Item Name: Pattern matches by value

Item Id: {C7CACAC6-072D-4C26-880A-344EACDFEBEF}

- Chart Type: Line chart
- Title/Tooltip: Top pattern matches by value
- Metrics: Value
- Segments: All visits by pattern
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top pattern matches by visits

Item Name: Pattern matches by value-2

Item Id: {00FFD4EA-4252-4197-A55C-41CCD88C1F68}

- Chart Type: Bar chart
- Title/Tooltip: Top pattern matches by vis
- Metrics: Visits
- Segments: All visits by pattern
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

Top pattern matches by value per visit

Item Name: Pattern matches by value per visit

Item Id: {7BD875C1-575C-434A-9DAD-639C0C5DE6C3}

- Chart Type: Line chart
- Title/Tooltip: Top pattern matches by value per visit
- Metrics: Value per visit
- Segments: All visits by pattern
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top pattern matches by value per visit

Item Name: Pattern matches by value per visit-1

Item Id: {FCEB4A0A-6256-4F8B-9395-477A46DF6318}

- Chart Type: Bar chart
- Title/Tooltip: Top pattern matches by val per visit
- Metrics: Value per visit
- Segments: All visits by pattern
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

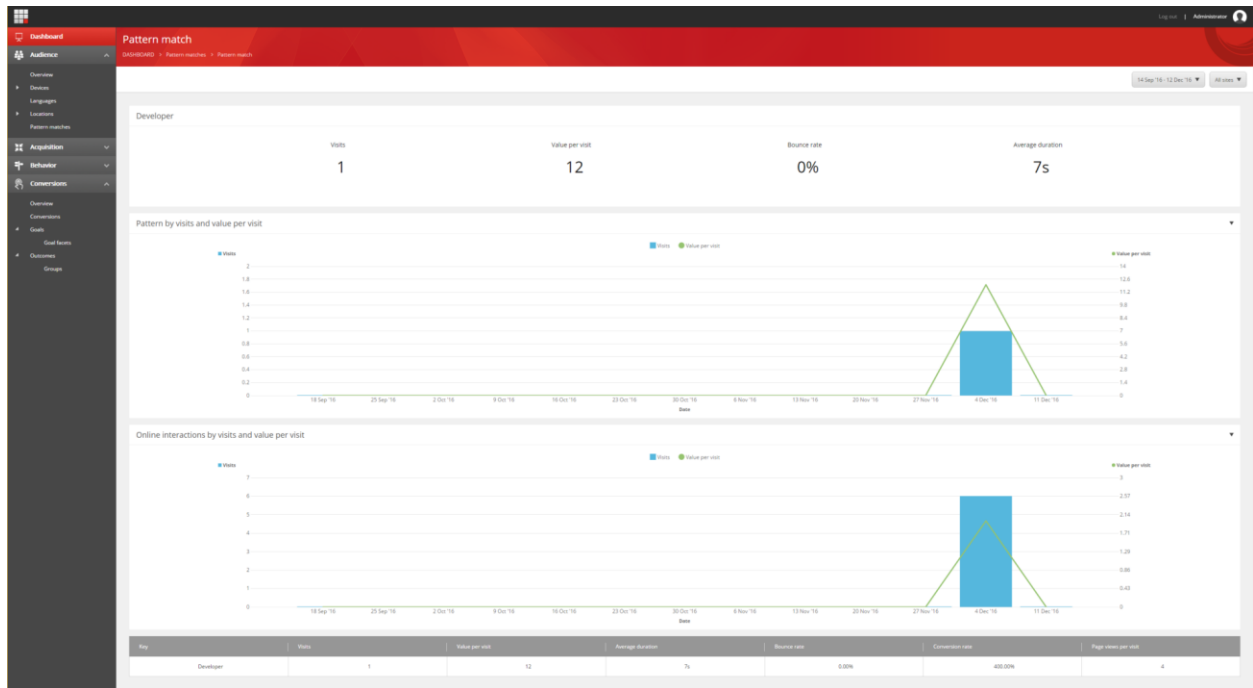
Table list: All pattern matches

Item Name: All pattern matches

Item Id: {FE9A047F-0509-427E-9801-FC3E09381337}

- Type: List
- Title/Tooltip: All patterns
- Segments: All visits by country
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

2.5.1 PATTERN MATCH (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {4BB531DF-ED4A-45AA-A627-8E1742C8289F}

- Chart Type: KPI
- Title/Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by pattern
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Pattern by visits and value per visit

Item Name: Pattern match by visits and value per visit

Item Id: {3F5BF459-7EE7-4C32-9204-C8C552D425F0}

- **Chart Type:** Line chart
- **Title/Tooltip:** Pattern by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by pattern
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Online interactions by visits and value per visit

Item Name: All visits

Item Id: {E120DCE9-6DD6-4453-BBE9-D8EC35F74B6A}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Ignore

Table list: All pattern matches

Item Name: All pattern matches

Item Id: {F4DCDAE3-8419-4D35-8E0B-89300830B5D3}

- **Chart Type:** List Control
- **Title:** Blank
- **Tooltip:** Pattern by visits and value per visit
- **Target Page:** Pattern match
- **Segments:** All visits by pattern
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

3.ACQUISITION

3.1 OVERVIEW



Top channels by visits

Item Name: Top channels by visits

Item Id: {F38110B6-8D4E-42C2-B267-63E547E5CC06}

- **Chart Type:** Bar chart
- **Title/ Tooltip:** Top channels by visits
- **Metrics:** Visits
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Top campaigns by visits

Item Name: Top campaigns by visits

Item Id: {9EFA6B16-B27E-4A77-9ECE-E6769F8871F9}

- Chart Type: Bar chart
- Title/Tooltip: Top campaigns by visits
- Metrics: Visits
- Segments: All visits by campaign
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top campaign groups by visits

Item Name: Top campaign groups by visits

Item Id: {62AA877D-2A76-48E7-9808-D3B228BE4971}

- Chart Type: Bar chart
- Title/Tooltip: Top campaign groups by visits
- Metrics: Visits
- Segments: All visits by campaign group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top channels by visits

Item Name: Top channels by visits

Item Id: {798AEDFA-6198-487D-87F9-F819C41F9DE2}

- Chart Type: Bar chart
- Title/Tooltip: Top channels by visits
- Metrics: Visits
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

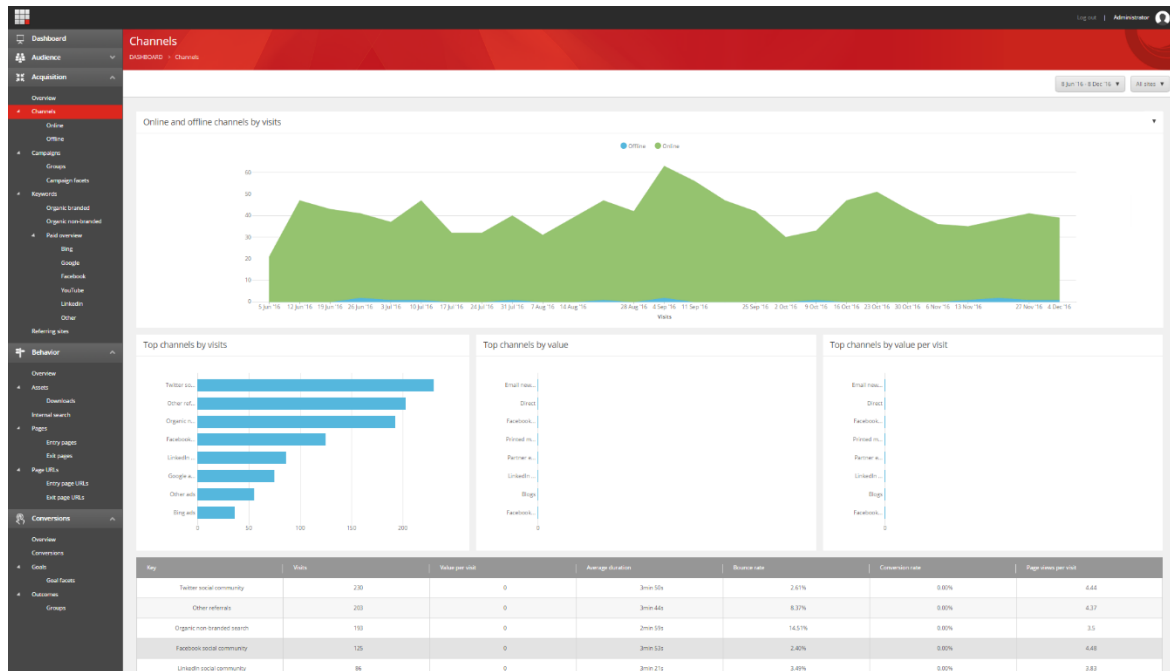
Top referring sites by visits

Item Name: Top referring sites by visits

Item Id: {9E56A434-B120-4FEC-9861-788097CB82DF}

- Chart Type: Bar chart
- Title/Tooltip: Top referring sites by visits
- Metrics: Visits
- Segments: All visits by referring site
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

3.2 CHANNELS



Online and offline channels by visits

Item Name: Online and offline by visits

Item Id: {2F68859D-CDB4-4853-8A88-3896FDCB5A27}

- **Chart Type:** Area chart
- **Title/ Tooltip:** Online and offline channels by visits
- **Metrics:** Visits
- **Segments:** All visits by channel type
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending

Sitecore XP 8.x Standard Experience Analytics Reports

Top channels by visits

Item Name: Channels by visits

Item Id: {2702F340-0080-49FF-821D-813BFBCF83F1}

- Chart Type: Bar chart
- Title/Tooltip: Top channels by visits
- Metrics: Visits
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top channels by value

Item Name: Channels by value

Item Id: {CCB893CC-F237-4F73-B86F-ACF27B79DE2D}

- Chart Type: Bar chart
- Title/Tooltip: Top channels by value
- Metrics: Value
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top channels by value per visit

Item Name: Channels by value per visit

Item Id: {43FAA5D2-8BAE-4914-9485-838C6E6F51D5}

- Chart Type: Bar chart
- Title/Tooltip: Top channels by value per visit
- Metrics: Value per visit
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

(List control without a title)

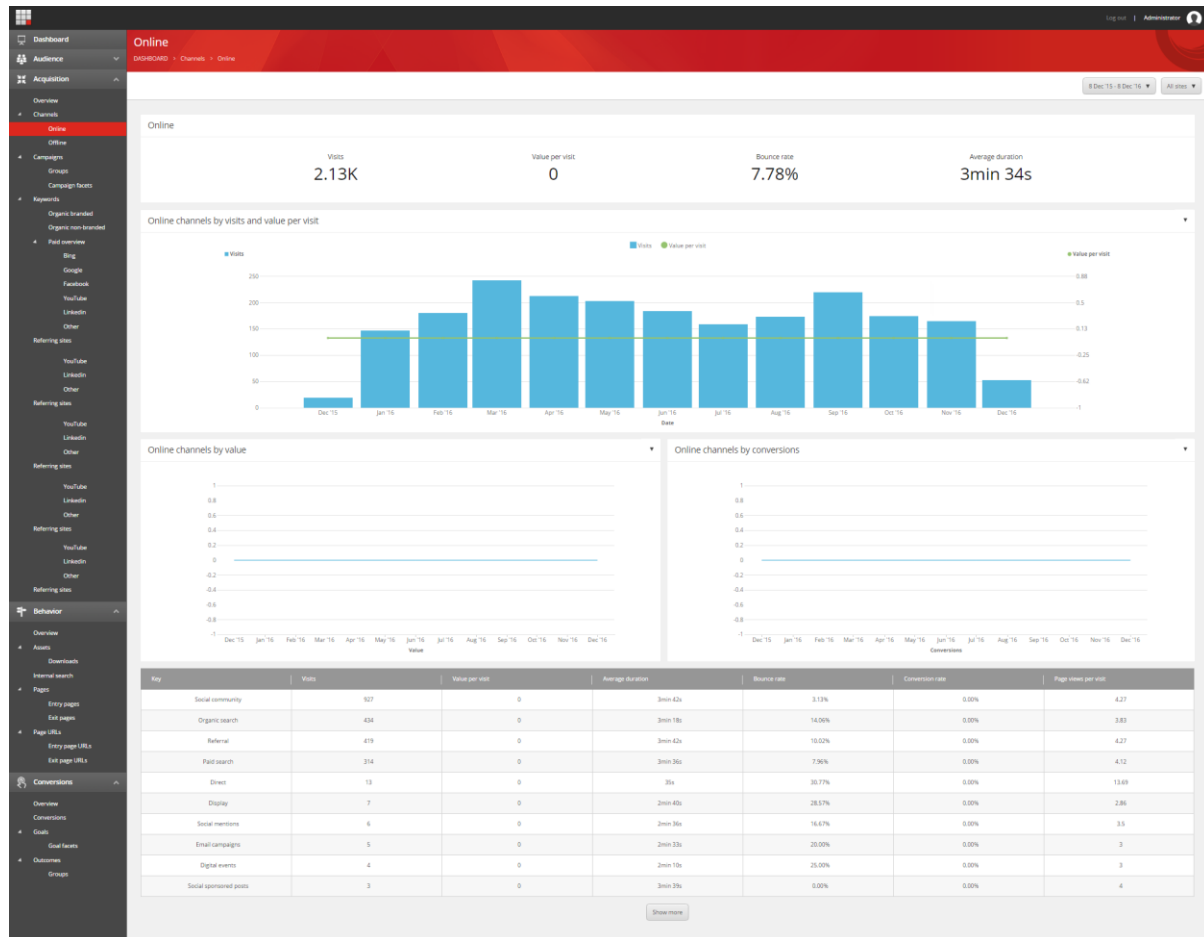
Item Name: All channels

Item Id: {C0A63D7C-5ACF-4BA5-A2C4-FF1BEBB7ADB9}

- Type: List
- Title/ Tooltip: Blank
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Sitecore XP 8.x Standard Experience Analytics Reports

3.2.1 ONLINE



Online channels by visits and value per visit

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {77F8F9FF-F211-4900-8204-39F197C82039}

- **Chart Type:** KPI chart
- **Title/ Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by channel type
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Online channels by visits and value per visit

Item Name: Online by visits and value per visit

Item Id: {ADA3A5BA-D05B-466A-9B01-201F5E120E09}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Online channels by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Online channels by value

Item Name: Online by value

Item Id: {6F4CFEC5-0A5E-464E-9319-5816038CA26D}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online channels by value
- **Metrics:** Value
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Online channels by conversions

Item Name: Online by conversions

Item Id: {2B22A7F9-94E1-4569-AB78-7CBDF880AA9E}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online channels by conversions
- **Metrics:** Conversions
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

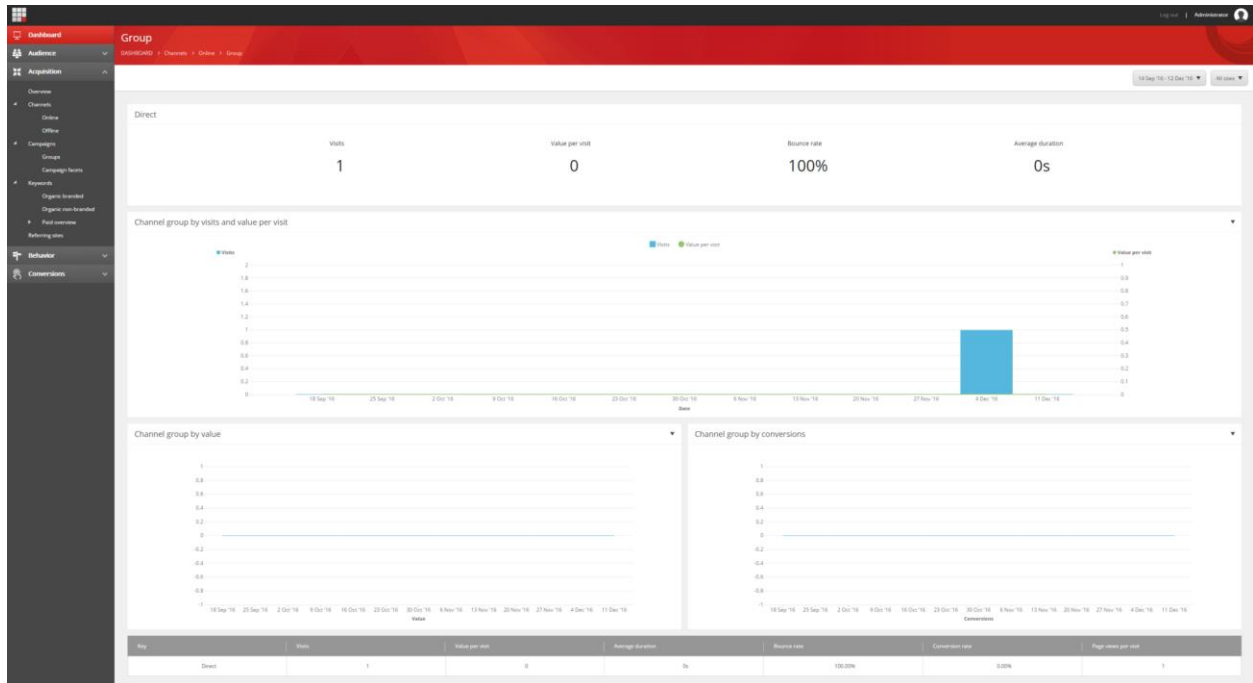
Table list: All channel groups

Item Name: All channel groups

Item Id: {77DA2160-7CEE-4503-B340-819ABC3417A8}

- **Type:** List
- **Title/ Tooltip:** All channels groups
- **Segments:** All visits by channel group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

3.2.1.1 GROUP (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {3F883144-EB95-4CC3-BCE2-63BBE4CD1C8D}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Channel group by visits and value per visit

Item Name: Channel group by visits and value per visit

Item Id: {92C8800E-7828-498C-8524-CEB9F9B691B6}

- Chart Type: Line chart
- Title/ Tooltip: Channel group by visits and value per visit
- Metrics: Value, Value per visit
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Channel group by value

Item Name: Channel group by value

Item Id: {D008E2B4-C0F5-4421-8FCD-F94FA4DC553B}

- Chart Type: Area chart
- Title/Tooltip: Channel group by value
- Metrics: Value
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Channel group by conversions

Item Name: Channel group by conversions

Item Id: {3FCE7235-7DBA-409F-9BAB-6E2B64E1A3F6}

- Chart Type: Area chart
- Title/Tooltip: Channel group by conversions
- Metrics: Conversions
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

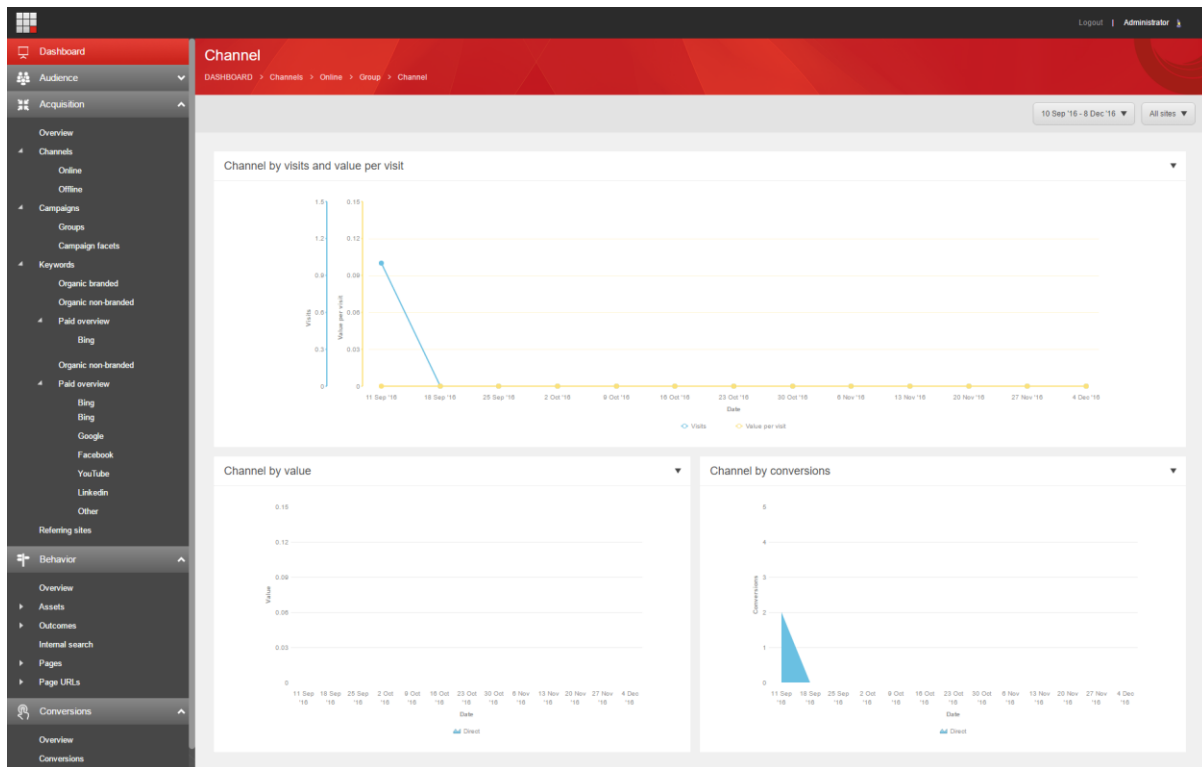
Table list: All channels

Item Name: All channel

Item Id: {841568FE-34C1-40B5-BF10-76AD6A160DFF}

- Type: List
- Title/ Tooltip: All channels
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Children

3.2.1.1.1 CHANNEL (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {BEC9455A-AC95-4BF6-A1CD-DC36470E0193}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected group)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Channel by visits and value per visit

Item Name: Channel by visits and value per visit

Item Id: {EC46A0C7-B011-4665-B944-D6E51315187D}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Channel by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Channel by value

Item Name: Channel by value

Item Id: {3803DE4F-CF1F-4A10-A9C5-5FF4E62804DA}

- **Chart Type:** Area chart
- **Title/Tooltip:** Channel by value
- **Metrics:** Value
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

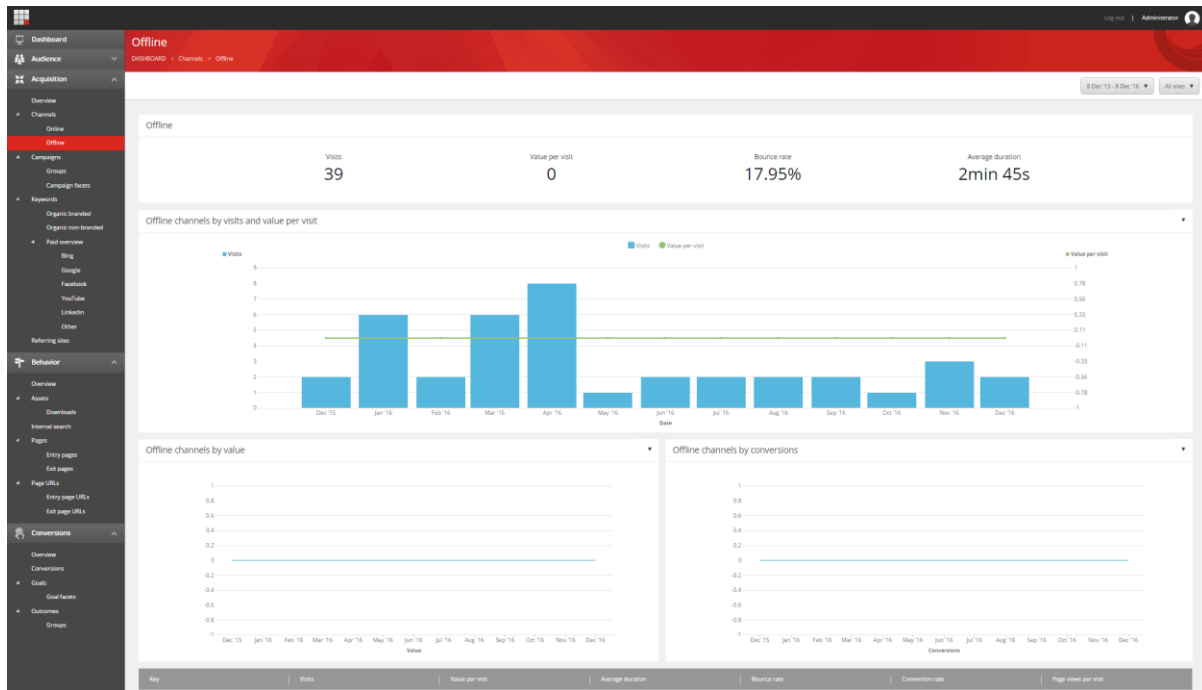
Channel by conversions

Item Name: Channel by conversions

Item Id: {72735730-8D4D-489A-8C94-1FB1C98D59A4}

- **Chart Type:** Area chart
- **Title/Tooltip:** Channel group by conversions
- **Metrics:** Conversions
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details
- **Drilldown Option:** Blank

3.2.2 OFFLINE



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {6A1432E7-388D-42D0-84F0-B2F3DC6B288E}

- Chart Type: KPI chart
- Title/ Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by channel type
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Offline channels by visits and value per visit

Item Name: Offline by visits and value per visit

Item Id: {F18A6B43-8F37-474A-B620-856FBAD6A411}

- Chart Type: Line chart
- Title/ Tooltip: Offline channels by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by channel type
- Keys: 3648772F-0CB9-4B90-9E65-A97B2C729008
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

Offline channels by value

Item Name: Offline by value

Item Id: {BA8E530C-597C-40F6-81E9-A932AB069F96}

- Chart Type: Area chart
- Title/Tooltip: Offline channels by value
- Metrics: Value
- Segments: All visits by channel type
- Keys: 3648772F-0CB9-4B90-9E65-A97B2C729008
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

Offline channels by conversions

Item Name: Offline by conversions

Item Id: {94240FA9-AA31-4B17-BEE0-094EB0BCBC80}

- Chart Type: Area chart
- Title/Tooltip: Offline channels by conversions
- Metrics: Conversions
- Segments: All visits by channel type
- Keys: 3648772F-0CB9-4B90-9E65-A97B2C729008
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Value
- Key Sort Direction: Ascending
- Drilldown Option: Blank

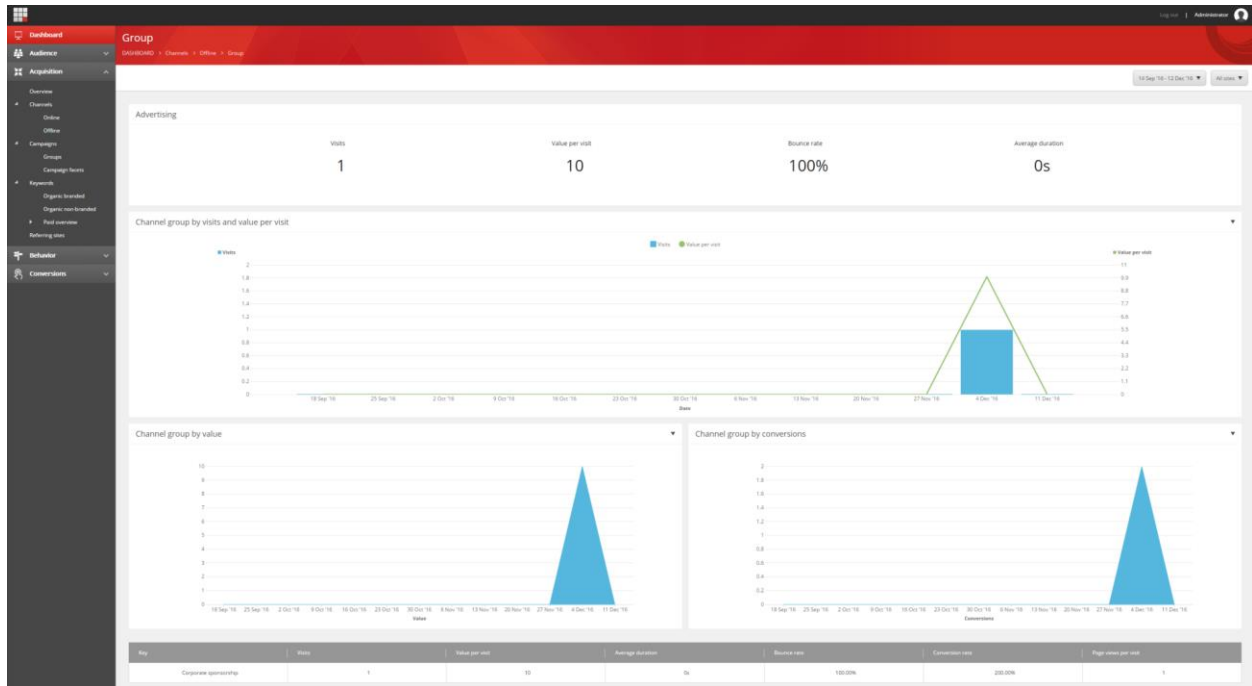
Table list: All channel groups

Item Name: All channel groups

Item Id: {44A5CB95-0B65-493F-AA08-1D724CB697B0}

- Type: List
- Title/ Tooltip: All channels groups
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Children

3.2.2.1 GROUP (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {1E6896CD-2494-4409-8700-BA63552A7ABA}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Channel group by visits and value per visit

Item Name: Channel group by visits and value per visit

Item Id: {A0806D54-2F9B-4095-BCEB-A01FA8390DD0}

- Chart Type: Line chart
- Title/ Tooltip: Channel group by visits and value per visit
- Metrics: Value, Value per visit
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Channel group by value

Item Name: Channel group by value

Item Id: {D0CE77DA-0322-49B8-9D80-1019FCA80BA2}

- Chart Type: Area chart
- Title/Tooltip: Channel group by value
- Metrics: Value
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Channel group by conversions

Item Name: Channel group by conversions

Item Id: {D8AE41D8-6E12-4318-A1B8-9496A25CFFFB}

- Chart Type: Area chart
- Title/Tooltip: Channel group by conversions
- Metrics: Conversions
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

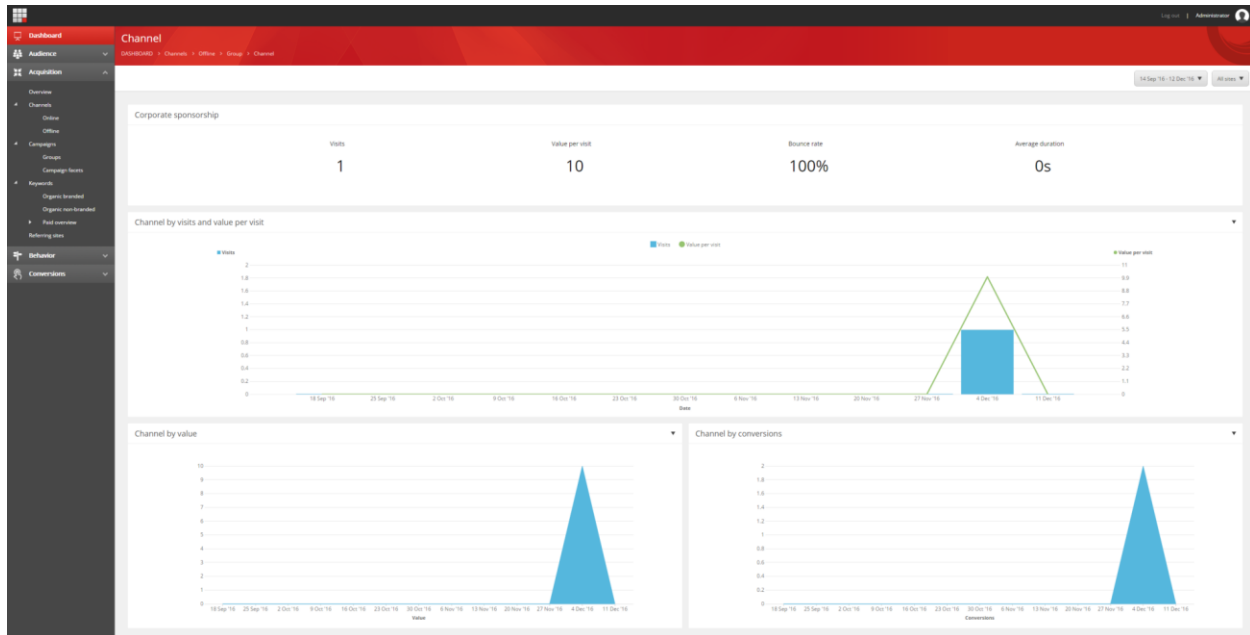
Table list: All channels

Item Name: All channel

Item Id: {4739BE2D-388D-4074-B611-49095943888D}

- Type: List
- Title/ Tooltip: All channels
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Children

3.2.2.1.1 CHANNEL (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {0DDECE5C-D350-4799-A088-E76EAAEB855F}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by channel
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Channel by visits and value per visit

Item Name: Channel by visits and value per visit

Item Id: {7C740EC8-EBE4-49D4-BBF3-847059B8B144}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Channel by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Channel by value

Item Name: Channel by value

Item Id: {D76AF9BB-4AE9-4B21-8660-F17315D4DA72}

- **Chart Type:** Area chart
- **Title/Tooltip:** Channel by value
- **Metrics:** Value
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

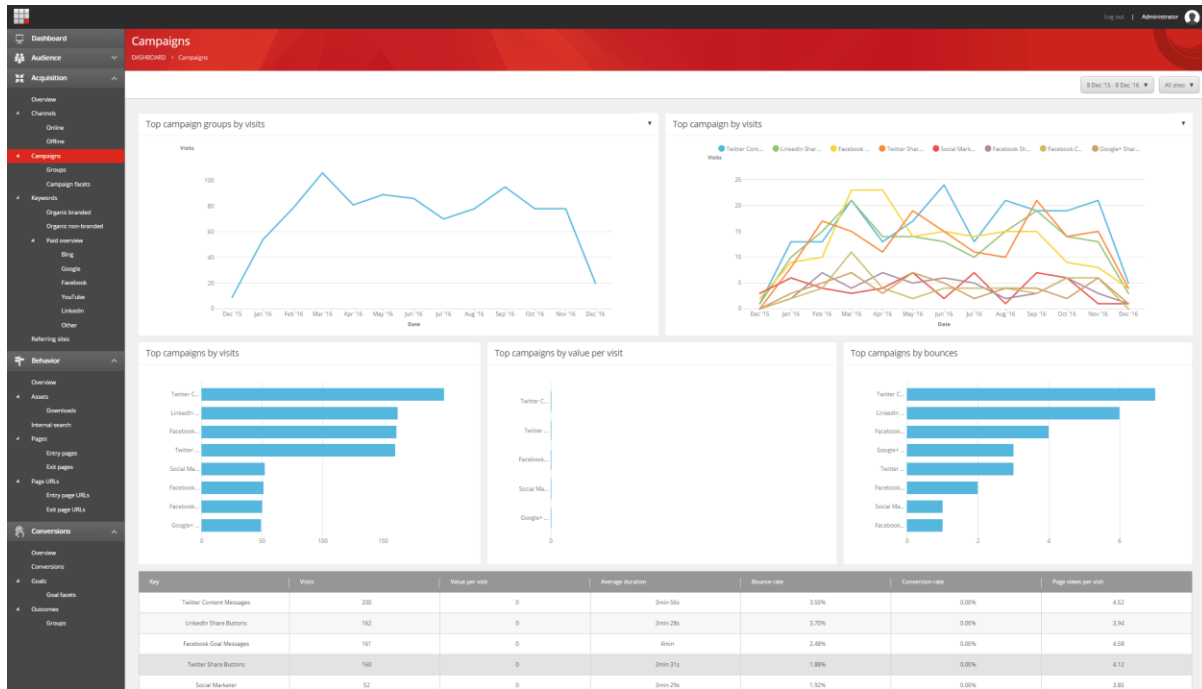
Channel by conversions

Item Name: Channel by conversions

Item Id: {D785E3E1-1A9E-49E9-BF56-5A672E757E44}

- **Chart Type:** Area chart
- **Title/Tooltip:** Channel by conversions
- **Metrics:** Conversions
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details
- **Drilldown Option:** Blank

3.3 CAMPAIGNS



Top campaign groups by visits

Top campaign by visits

Item Name: Top campaign groups by visits

Item Id: {0FFFAEC6-5208-41E5-A778-6400C96434F1}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top campaign groups by visits
- **Metrics:** Visits
- **Segments:** All visits by campaign group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Item Name: Top campaign by visits

Item Id: {C059CF42-3B2C-43C6-B5C8-BE6F5852D88D}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top campaign by visits
- **Metrics:** Visits
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank
- **Drilldown Option:** Blank

Top campaigns by visits

Item Name: Top campaigns by visits

Item Id: {37B78698-787D-4900-A4EB-1E1E5F07B6D2}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top campaigns by visits
- **Metrics:** Visits
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top campaigns by value per visit

Item Name: Top campaigns by value per visit

Item Id: {ED6AEDB7-2542-4A0D-BFB4-360B256FC677}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top campaigns by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 5
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top campaigns by bounces

Item Name: Top campaigns by bounce rate

Item Id: {C63B9242-87DA-4855-AE48-F9B2E49B955A}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top campaigns by bounces
- **Metrics:** Bounces
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Bounces
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

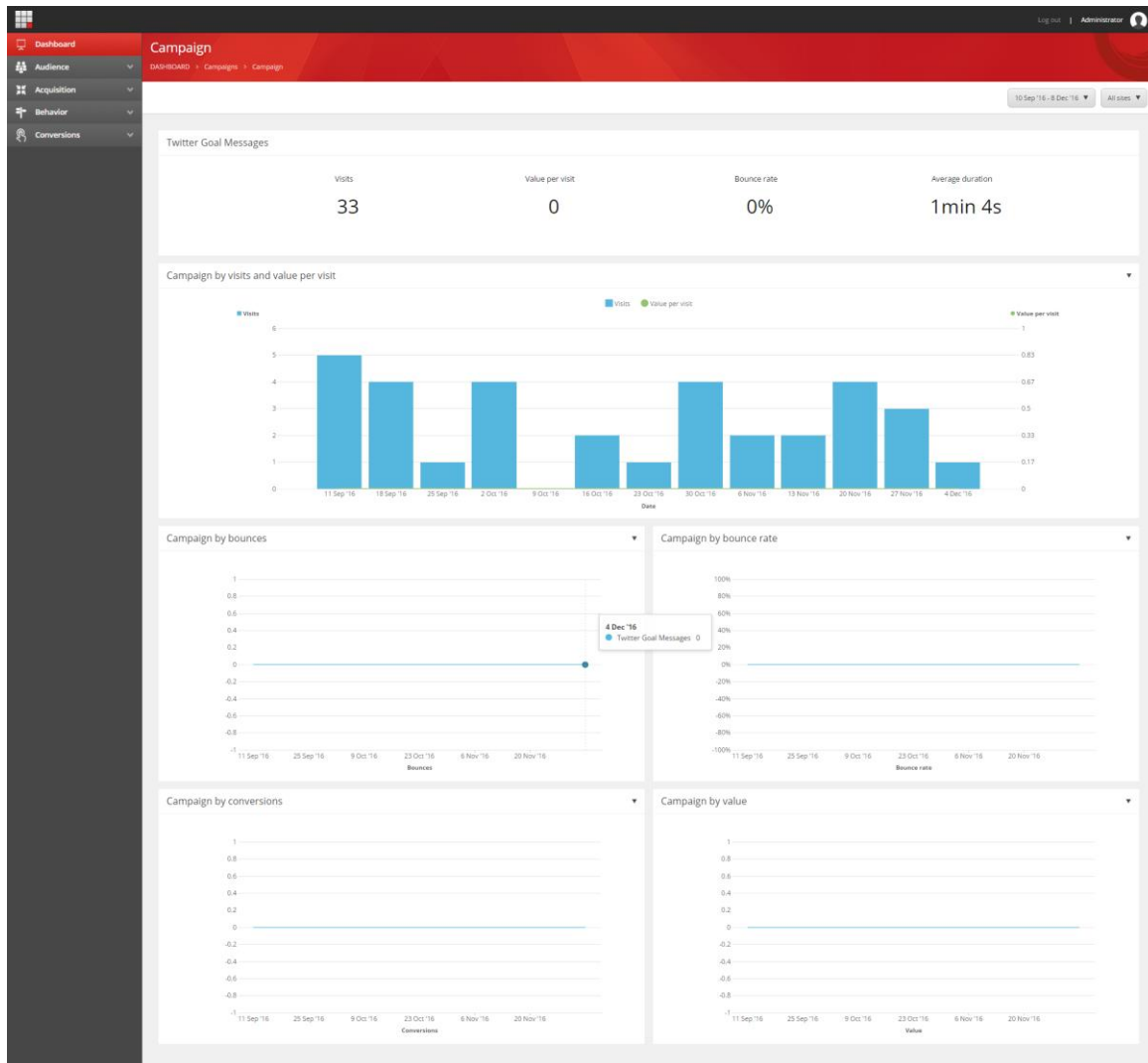
Table list: All campaigns

Item Name: All campaigns

Item Id: {BD553EF4-B959-4030-89A7-14E9B8EEBE7D}

- **Type:** List
- **Title/ Tooltip:** All campaigns
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

3.3.1 CAMPAIGN (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {C16506CA-3BE6-4F20-AFB3-40679A6D787A}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected campaign)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Campaign by visits and value per visit

Item Name: Campaign by visits and value per visit

Item Id: {3C46D9F6-5130-4DF5-BD75-D73646CDE164}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Campaign by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by campaign
- **Keys:** By Key
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Campaign by bounces

Item Name: Campaign by bounces

Item Id: {9BB256B3-9E2E-41CA-A5C2-8CD085A48407}

- **Chart Type:** Area chart
- **Title/Tooltip:** Campaign by value
- **Metrics:** Value
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Campaign by bounce rate

Item Name: Campaign by bounce rate

Item Id: {CE2A9DB4-8F12-4B5F-BDF8-7551C79B4F8B}

- **Chart Type:** Area chart
- **Title/Tooltip:** Campaign by bounce rate
- **Metrics:** Bounce rate
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Campaign by conversions

Item Name: Campaign by conversions

Item Id: {F447AF8F-EA64-4AA1-9372-817D1A9D551F}

- **Chart Type:** Area chart
- **Title/Tooltip:** Campaign by conversions
- **Metrics:** Conversions
- **Segments:** All visits by Campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

- **Drilldown Option:** Blank

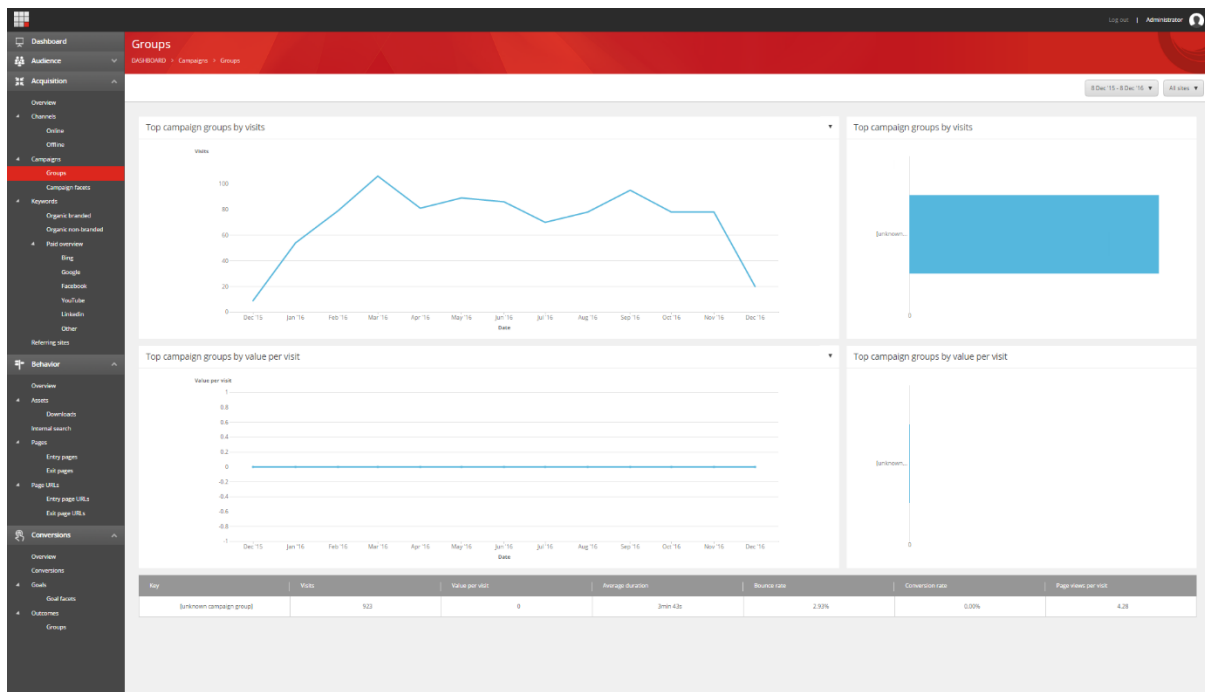
Campaign by value

Item Name: Campaign by value

Item Id: {9D5BD5BB-F945-4061-BA3C-BFF95EC1D09F}

- **Chart Type:** Area chart
- **Title/Tooltip:** Campaign by value
- **Metrics:** Value
- **Segments:** All visits by Campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

3.3.2 GROUPS



Top campaign groups by visits

Item Name: Campaign groups by visits

Item Id: {0B29D8E8-4DAD-41C5-8937-31C2E6EC1FB5}

- Chart Type: Line chart
- Title/Tooltip: Top campaign groups by visits
- Metrics: Visits
- Segments: All visits by campaign group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top campaign groups by visits

Item Name: Campaign groups by visits_1

Item Id: {98676C03-40A4-4F49-835F-9FBD8DFF6A95}

- Chart Type: Bar chart
- Title/Tooltip: Top campaign groups by visits
- Metrics: Visits
- Segments: All visits by campaign group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top campaign groups by value per visit

Item Name: Campaign groups by value per visit

Item Id: {BB6380F3-4616-4327-B4B1-423685F1BFE6}

- Chart Type: Line chart
- Title/Tooltip: Top campaign groups by value per visit
- Metrics: Value per visit
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top campaign groups by value per visit

Item Name: Campaign groups by value per visit-1

Item Id: {625BC355-CFF8-425C-B7D6-D5DACF71024A}

- Chart Type: Bar chart
- Title/Tooltip: Top campaign groups by value per visit
- Metrics: Value per visit
- Segments: All visits by channel group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Table List: All campaign groups

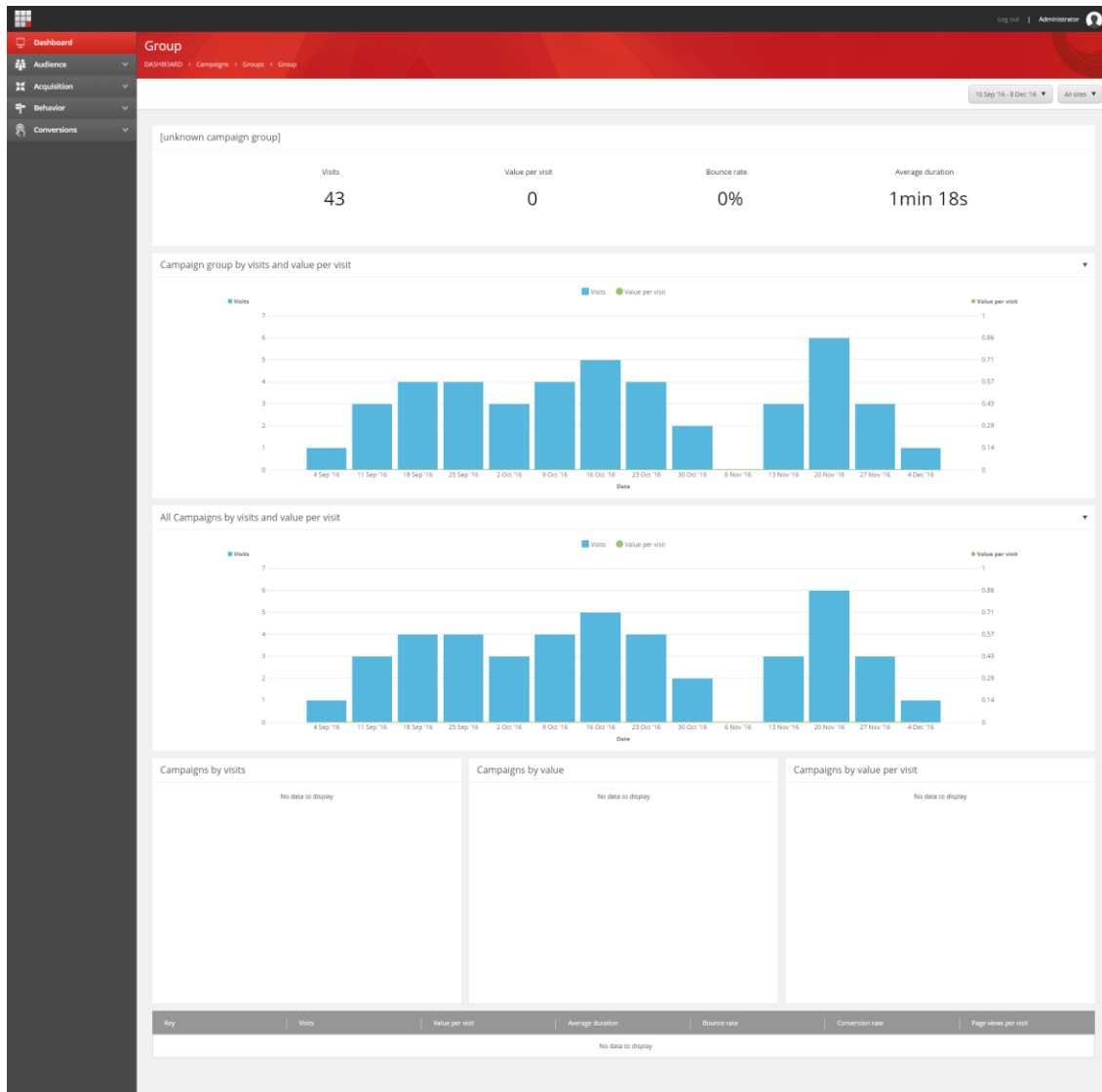
Item Name: All campaign groups

Item Id: {BD507AB0-C2FB-4822-B620-F03A8B06978B}

- Type: List
- Title/Tooltip: All channel types
- Segments: All visits by campaign group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Sitecore XP 8.x Standard Experience Analytics Reports

3.3.2.1 GROUP (activated by drill down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {CFE10489-1100-491C-8AF2-291D9A9CAADA}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by campaign group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Campaign group by visits and value per visit

Item Name: Campaign group by visits and value per visit

Item Id: {F02AEBD1-279F-40C2-8E45-CD17DEEFA94}

- Chart Type: Line chart
- Title/ Tooltip: Campaign group by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by campaign group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

All Campaigns by visits and value per visit

Item Name: All campaigns by visits and value per visit

Item Id: {6176855C-8A3D-4EA3-BA0D-33CBA6E857B5}

- Chart Type: Line chart
- Title/ Tooltip: All Campaigns by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by campaign
- Keys: Blank
- Key Grouping: Collapsed
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Ignore

Sitecore XP 8.x Standard Experience Analytics Reports

Campaigns by visits

Item Name: Campaigns by visits

Item Id: {5926106C-24DA-433B-A7AF-422FFDE837A6}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Campaigns by visits
- **Metrics:** Visits
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Campaigns by value

Item Name: Campaigns by value

Item Id: {CD042956-E285-4E6E-9A6B-34F6163A4C3D}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Campaigns by value
- **Metrics:** Value
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Campaigns by value per visit

Item Name: Campaigns by value per visit

Item Id: {5257DE75-3BF1-4F10-B202-17B0D9A41C74}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Campaigns by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

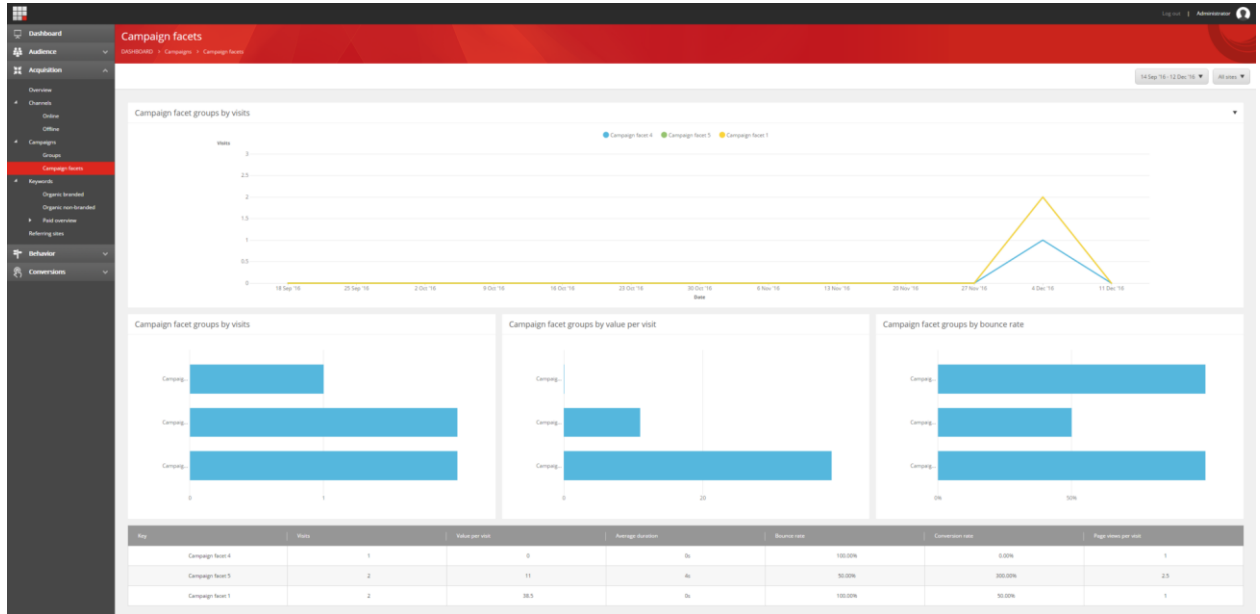
Table list: All campaigns from group

Item Name: All campaigns from group

Item Id: {AB25AA6E-8CC2-4DB4-AC66-2F81774A423C}

- **Type:** List
- **Title/ Tooltip:** Blank
- **Segments:** All visits by campaign
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

3.3.3 CAMPAIGN FACETS



Campaign facet groups by visits

Item Name: Campaign facet groups by visits line chart

Item Id: {91283232-4B8D-4161-9A35-F974EF512FC6}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Campaign facet groups by visits
- **Metrics:** Visits
- **Segments:** All visits by campaign facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 7
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Children

Sitecore XP 8.x Standard Experience Analytics Reports

Campaign facet groups by visits

Item Name: Campaign facet groups by visits bar chart

Item Id: {A564A260-109C-4FD0-B4B6-CE84FF3A1472}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Campaign facet groups by visits
- **Metrics:** Visits
- **Segments:** All visits by campaign facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 7
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Campaign facet groups by value per visit

Item Name: Campaign facet groups by value per visit

Item Id: {AEFBBC98-2342-4405-9632-5951150F2627}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Campaign facet groups by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by campaign facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 7
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Campaign facet groups by bounces

Item Name: Campaign facet groups by bounces

Item Id: {7E911F3A-FC82-4DAA-93C8-7808D28C131C}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Campaign facet groups by bounces
- **Metrics:** Bounce rate
- **Segments:** All visits by campaign facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 7
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Children

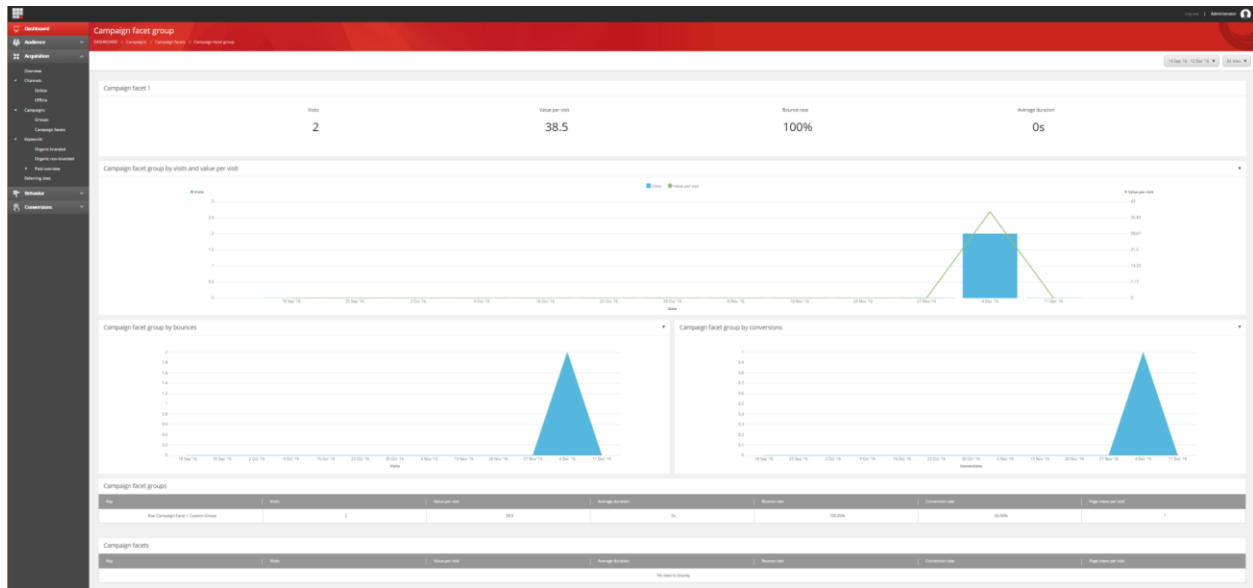
Table list: Campaign facet groups

Item Name: Campaign facet groups

Item Id: {CC4FDDAF-497A-4CCA-A54C-AB698970FB61}

- **Type:** List
- **Title/ Tooltip:** Campaign facet groups within this group
- **Segments:** All visits by campaign facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Children

3.3.3.1 CAMPAIGN FACET GROUP (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {C57A2751-0F3D-49AA-BFE6-2DAB0BB37464}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by campaign facet group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Campaign facet group by visits and value per visit

Item Name: Campaign facet group by visits and value per visit

Item Id: {41121CC2-99A2-47DF-8D2D-B3189C74C412}

- Chart Type: Line chart
- Title/ Tooltip: Campaign facet group by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by campaign facet group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Details

Campaign facet group by bounces

Item Name: Campaign facet group by bounces

Item Id: {22A08AAB-F432-45E3-90CD-9BC8309BA6BF}

- Chart Type: Area chart
- Title/Tooltip: Campaign facet group by bounces
- Metrics: Visits
- Segments: All visits by campaign facet group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Details

Campaign facet group by conversions

Item Name: Campaign facet group by conversions

Item Id: {6C453648-4236-454E-8681-D17F4297A865}

- Chart Type: Area chart
- Title/Tooltip: Campaign facet group by conversions
- Metrics: Conversions
- Segments: All visits by campaign facet group
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Details

Table list: Campaign facet groups in this group

Item Name: Campaign facet groups in this group

Item Id: {1B12CDBA-E337-4E03-BF79-5A996CB5583C}

- Type: List
- Title/ Tooltip: Campaign facet groups
- Segments: All visits by campaign facet group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Children

Sitecore XP 8.x Standard Experience Analytics Reports

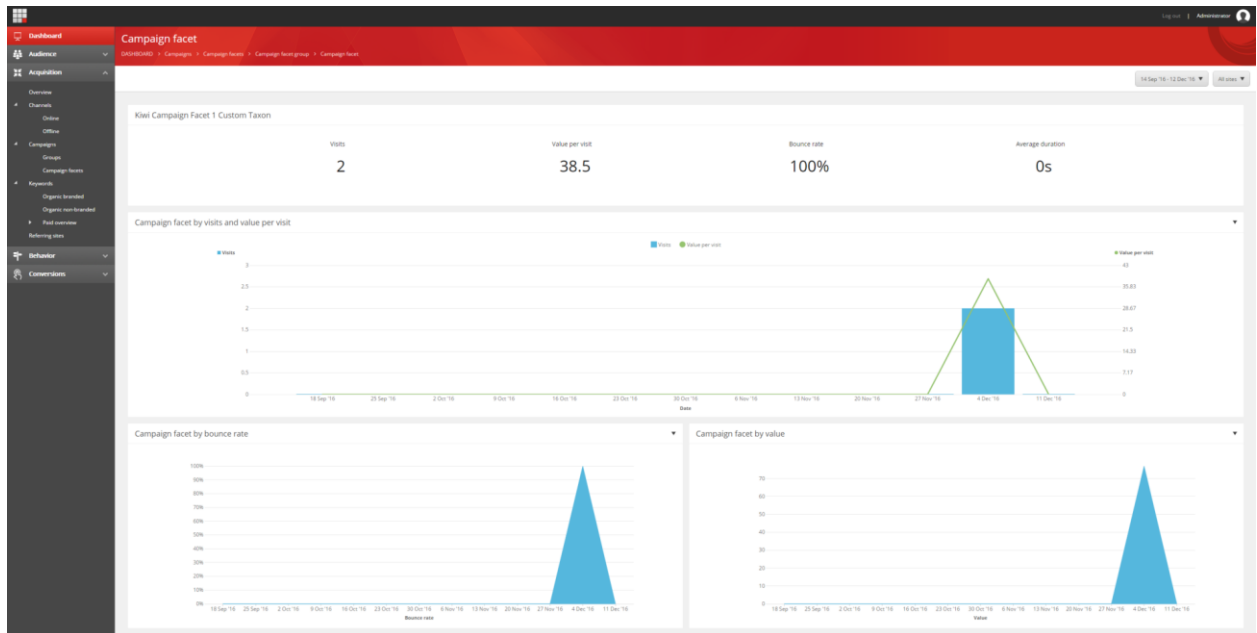
Table list: Campaign facets in this group

Item Name: Campaign facets in this group

Item Id: {FA986546-2C77-4F98-9D55-4EB481A86AE8}

- Type: List
- Title/ Tooltip: Campaign facets
- Segments: All visits by campaign facet
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Children

3.3.3.1.1 CAMPAIGN FACET (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {ECAEFF97-C80B-457F-B610-0047ED34EC7E}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by campaign facet
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Campaign facet by visits and value per visit

Item Name: Campaign facet group by visits and value per visit

Item Id: {AB8C59A0-7319-4E47-9BD9-002B49D3F4E5}

- Chart Type: Line chart
- Title/ Tooltip: Campaign facet by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by campaign facet
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Details

Campaign facet by bounces rate

Item Name: Campaign facet by bounces

Item Id: {5ED52E88-D3B1-4358-8090-0E1C6D31ABD5}

- Chart Type: Area chart
- Title/Tooltip: Campaign facet by bounce rate
- Metrics: Bounce rate
- Segments: All visits by campaign facet
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Details

Campaign facet by value

Item Name: Campaign facet by value

Item Id: {8D670285-665F-431B-898E-CF75AF0CE251}

- Chart Type: Area chart
- Title/Tooltip: Campaign facet by value
- Metrics: Value
- Segments: All visits by campaign facet
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Details

3.4 KEYWORDS



Paid and organic search keywords by visits

Item Name: Paid and organic search keywords by visits

Item Id: {F5A716C3-6DEE-48EA-9FDE-E67FD22DC51E}

- **Chart Type:** Area chart
- **Title/ Tooltip:** Paid and organic search keywords by visits
- **Metrics:** Visits
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4|D07286FA-67CE-4D66-8783-0140B8B91EF1_3CFE6680-2C0F-4838-9563-C15AC3F0EA98
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top non-branded keywords

Item Name: Non branded keywords by visits and value per visit

Item Id: {0FC2A54A-FB84-432A-9613-CBB2BBF3FB01}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top non-branded keywords
- **Metrics:** Visits, value per visit
- **Segments:** Visits by non-branded organic search
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top branded keywords

Item Name: Branded keywords by visits and value per visit

Item Id: {52AF97B3-CD31-4D7C-BBEE-828A6838B423}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Top branded keywords
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by branded organic search
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

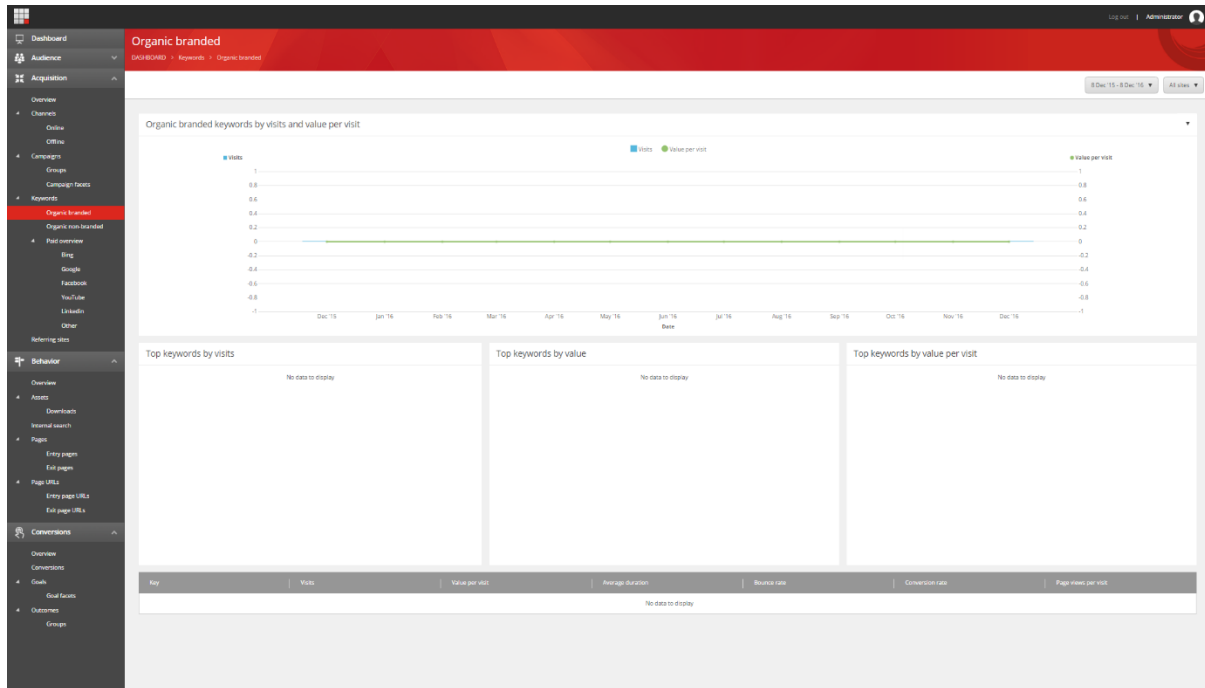
Top paid keywords

Item Name: Paid keywords by visits and value per visit

Item Id: {1E727947-034A-4FC7-8CD2-756B4C835E92}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top paid keywords
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.1 ORGANIC BRANDED



Organic branded keywords by visits and value per visit

Item Name: Organic branded keywords by visits and value per visit

Item Id: {70DD579E-1205-4DBF-BC1E-2F446C925BE2}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Organic branded keywords by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by branded organic search
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {29AAD3B4-6654-45A5-A5D5-E1150C1F395D}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {3E8075E2-70C8-4B9F-8E91-7C95D6267E9B}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {1D575526-59D2-4172-B35D-71D572C1812B}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

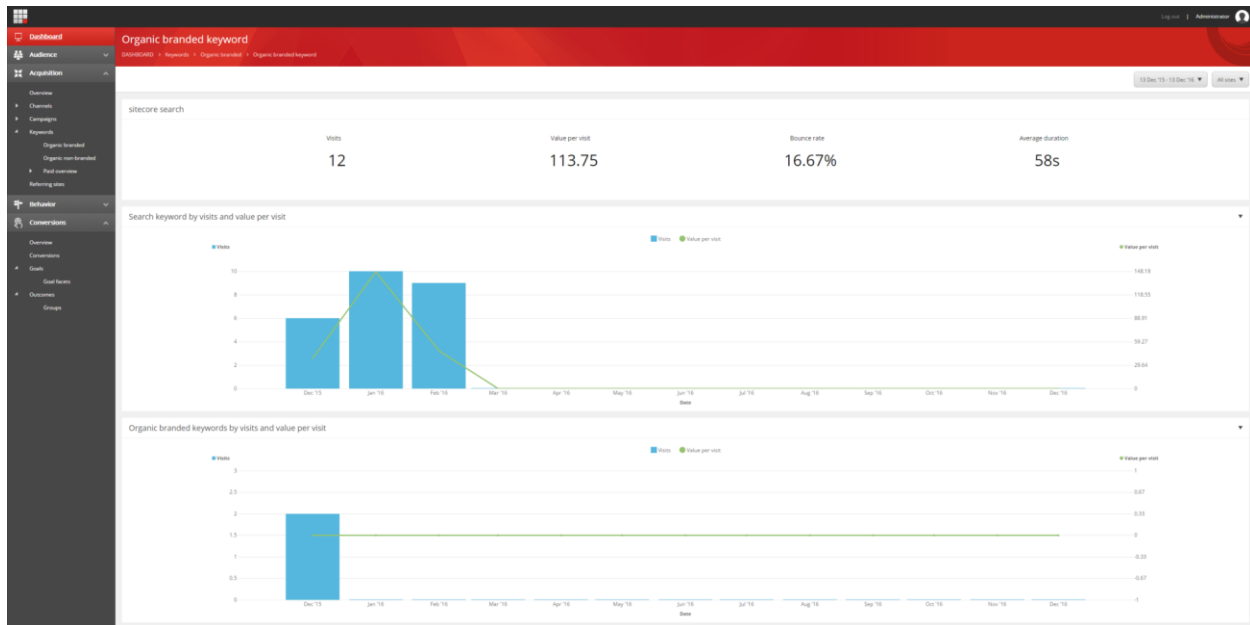
Table list: All organic branded keywords

Item Name: All organic branded keywords

Item Id: {35911C70-871D-45FE-9F71-D6E90858685F}

- **Type:** List
- **Title/ Tooltip:** All organic branded keywords
- **Segments:** Visits by branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

3.4.1.1 ORGANIC BRANDED KEYWORD (activated by drill-down)



Dynamic title by drill-down (KPI chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {D86F62F0-0E1F-46EA-8C5A-04333D54531E}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: Visits by branded organic search
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Search keyword by visits and value per visit

Item Name: Search keyword by visits and value per visit

Item Id: {8FFC2C60-4C83-4926-9A75-2B0892AAFC97}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Search keyword by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

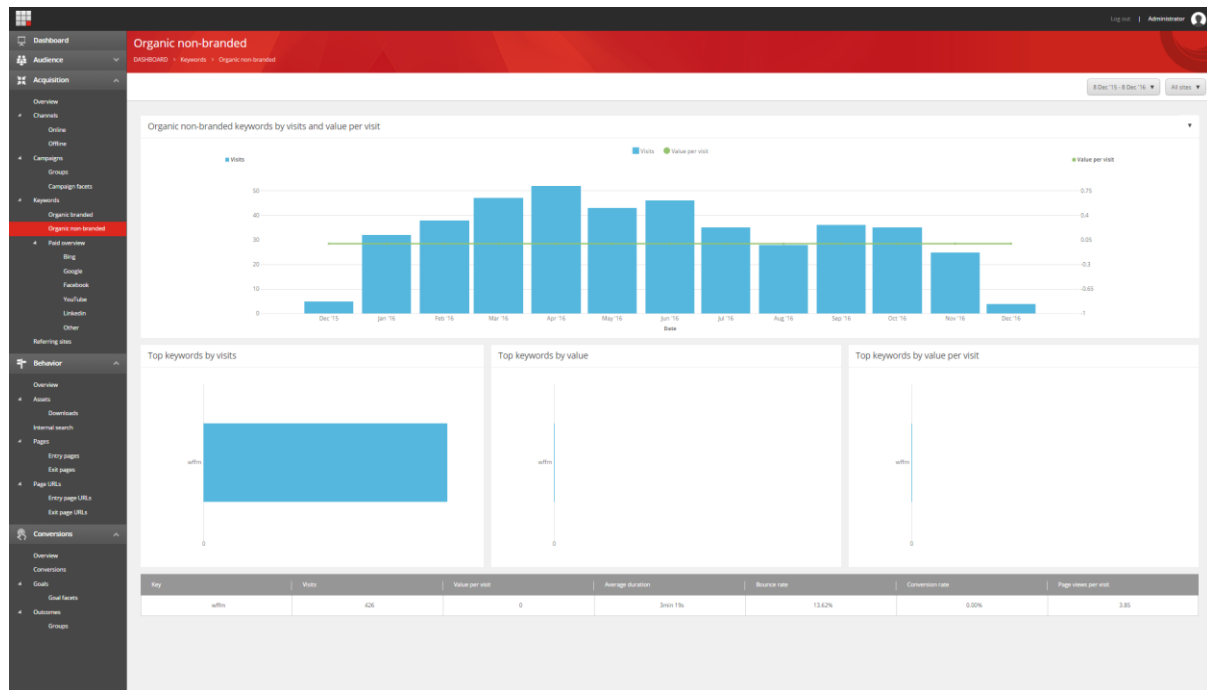
Organic branded keywords by visits and value per visit

Item Name: Organic branded keywords by visits and value per visit

Item Id: {AE2FC55B-F7DD-4CA6-837A-F7FF2DE79796}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Organic branded keywords by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.2 ORGANIC NON BRANDED



Organic non-branded keywords by visits and value per visit

Item Name: Organic non-branded keywords by visits and value per visit

Item Id: {44F6F106-FE1B-40B9-86E0-A4331FDAAE4F}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Organic non-branded keywords by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by non-branded organic search
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {EE0222F8-D8E6-4B34-8D96-4EB6899802C4}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by non-branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {A06B1029-616D-4F50-B5E9-6DE54EE13D3F}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by non-branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {EC2D8D04-F014-48C7-9BE3-7CB0B8DC684B}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by non-branded organic search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

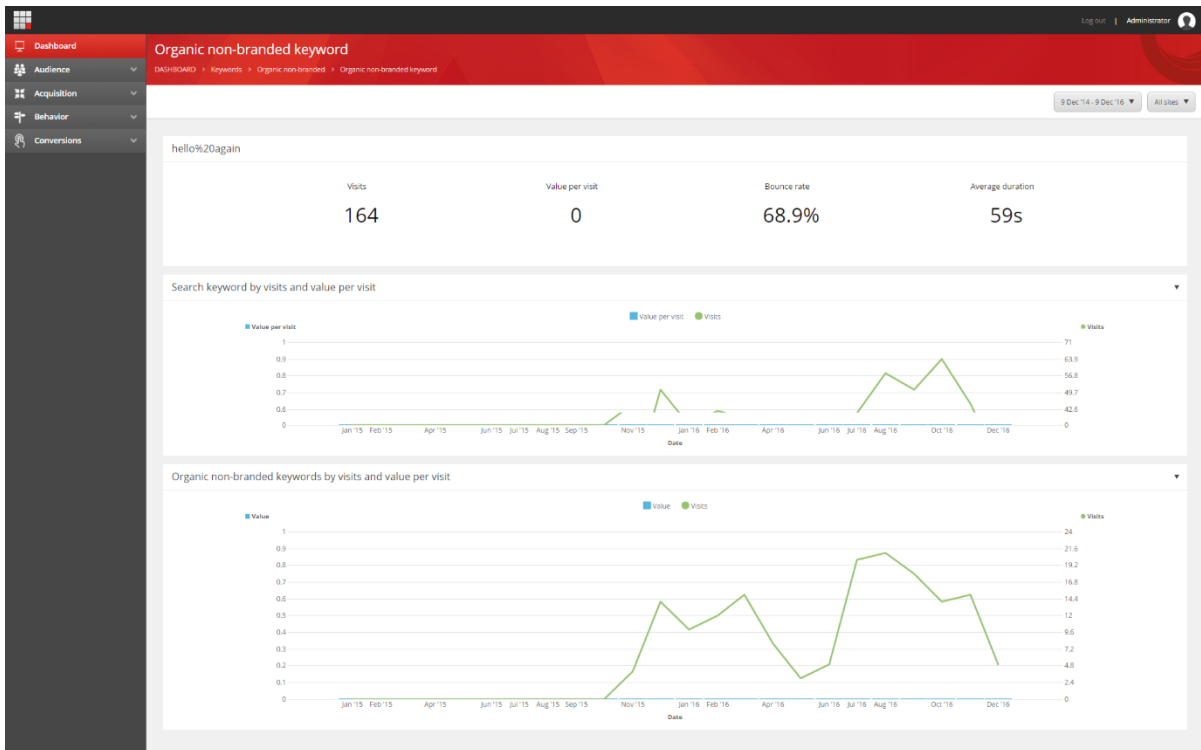
(List control without a title)

Item Name: All organic non-branded keywords

Item Id: {AFB424CF-0008-4497-879C-FC87035CD754}

- Type: List
- Title/ Tooltip: All keywords
- Segments: Visits by non-branded organic search
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

3.4.2.1 ORGANIC NON BRANDED KEYWORD



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic title by drill-down (KPI chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {16D77873-6203-410D-BFF4-AB4C89D75A6B}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: Visits by non-branded organic search
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Search keyword by visits and value per visit

Item Name: Search keyword by visits and value per visit

Item Id: {28FBEAAB-AD1D-4B64-80A7-FAE4095FD448}

- Chart Type: Line chart
- Title/ Tooltip: Search keyword by visits and value per visit
- Metrics: Value per visit, Visits
- Segments: All visits by search keyword
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

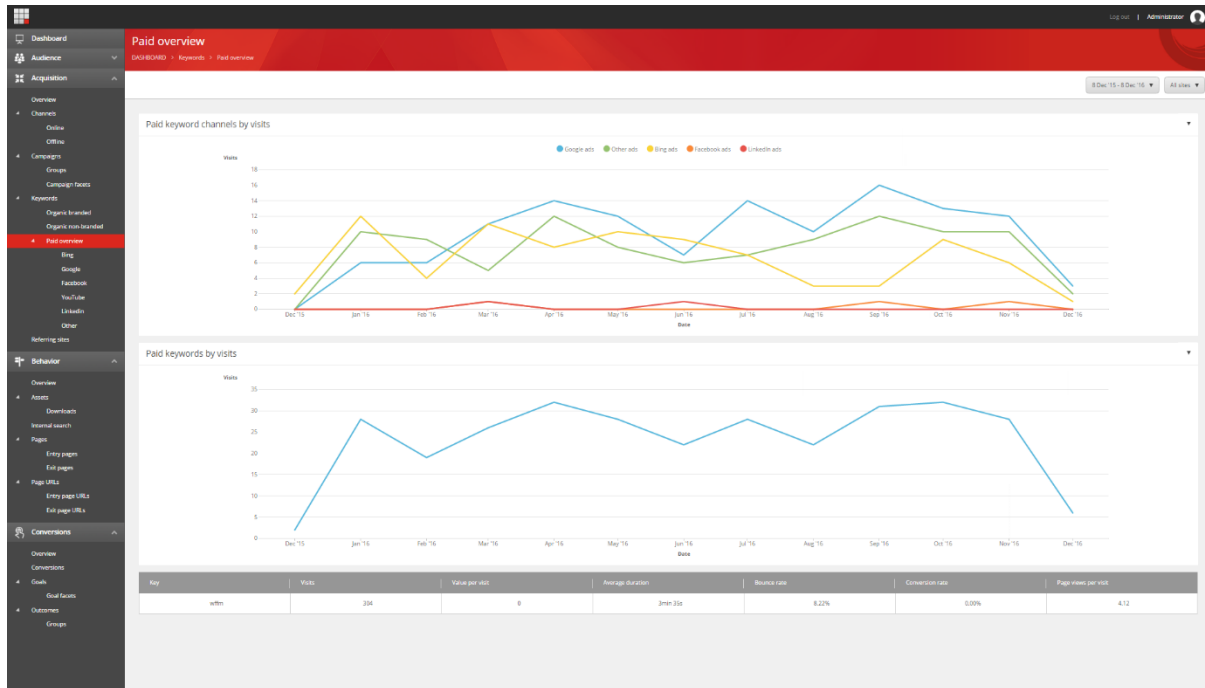
Organic non-branded keywords by visits and value per visit

Item Name: Organic non-branded keywords by visits and value per visit

Item Id: {32772B77-7B72-4FF5-A0B4-CDC7E0DE1052}

- Chart Type: Line chart
- Title/ Tooltip: Organic non-branded keywords by visits and value per visit
- Metrics: Value, Visits
- Segments: Visits by non-branded organic search
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

3.4.3 PAID OVERVIEW



Paid keyword channels by visits

Item Name: Paid keyword channels by visits

Item Id: {A92CE606-67D2-4EA1-92B7-748D96F61D69}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid keyword channels by visits
- **Metrics:** Visits
- **Segments:** All visits by channel
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Paid keywords by visits

Item Name: Paid keywords by visits

Item Id: {E6A4608C-8506-44A9-AC3F-19B10BC8E20D}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by paid search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: All paid keywords

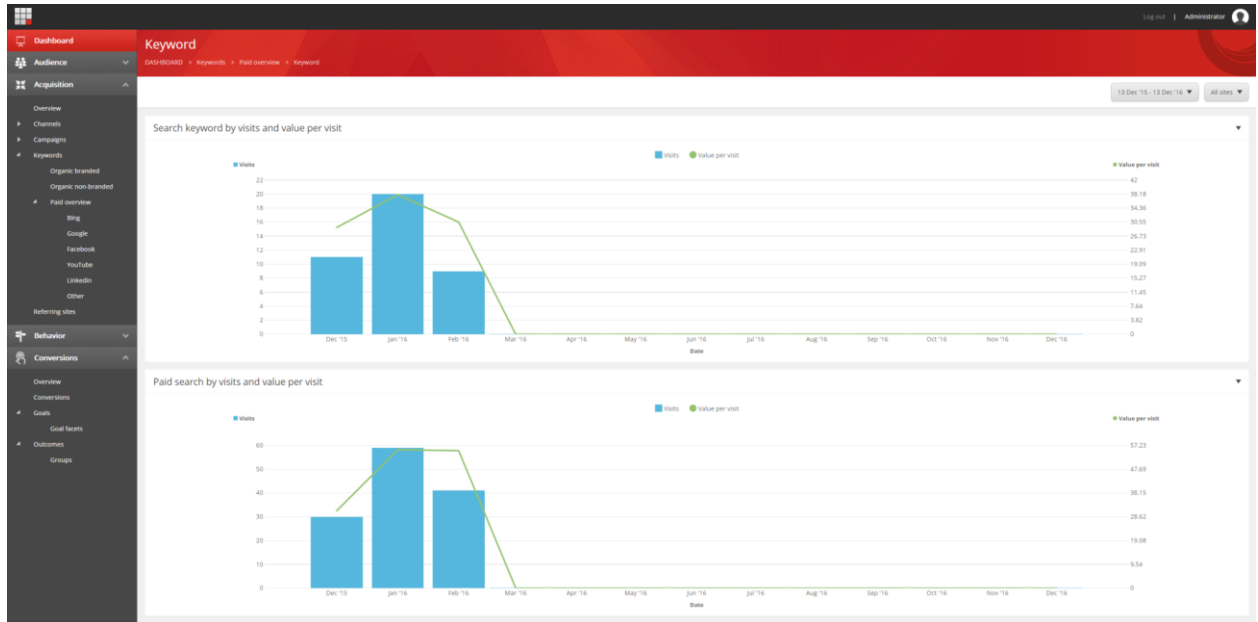
Item Name: All paid keywords

Item Id: {B84F0E84-FACC-4932-A909-E1C9AC78C908}

- **Type:** List
- **Title/ Tooltip:** All paid keywords
- **Segments:** Visits by paid search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

3.4.3.1 KEYWORD (per 3rd party Search – activated by drill-down)



Search keyword by visits and value per visit

Item Name: Search keyword by visits and value per visit

Item Id: {9C91D580-BEC1-4A84-A71E-414A58305B9F}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Search keyword by visits and value per visit
- **Metrics:** Value, Visits
- **Segments:** All visits by search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Paid search by visits and value per visit

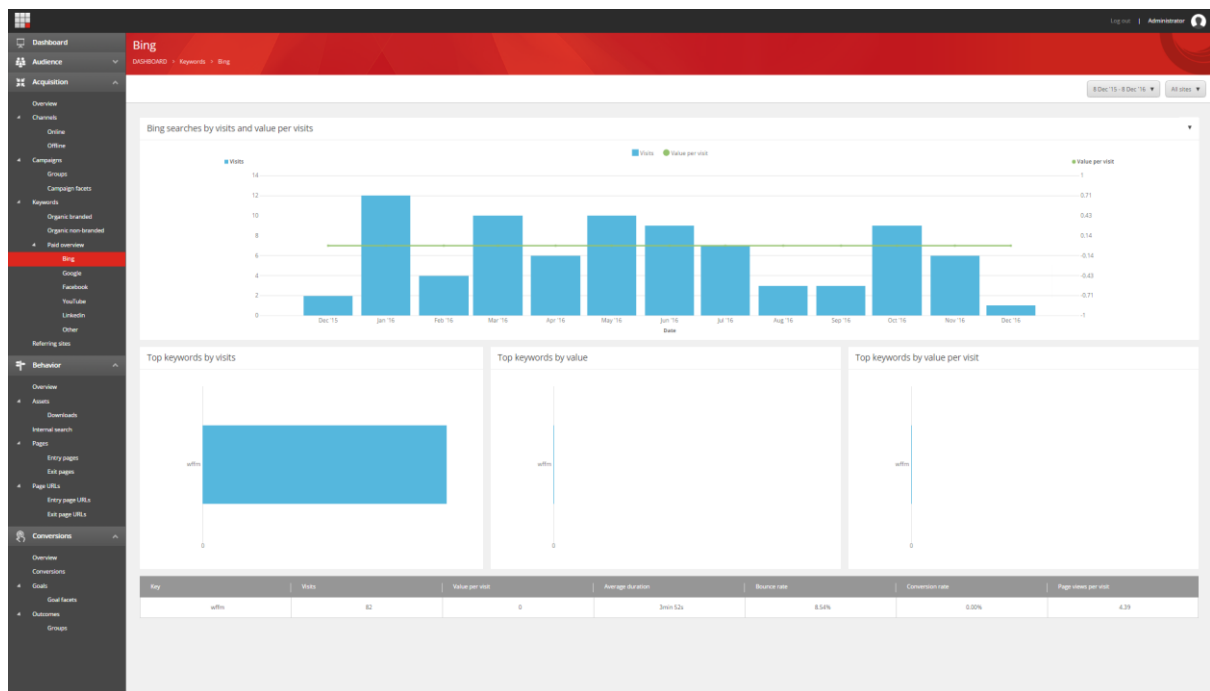
Item Name: Paid search by visits and value per visit

Item Id: {B4D90B78-D93B-4B87-9F9F-09A433E5C752}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid search by visits and value per visit
- **Metrics:** Value, Visits
- **Segments:** Visits by paid search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

3.4.3.2 PAID OVERVIEW LINK

3.4.3.2.1 BING



Bing searches by visits and value per visits

Item Name: Bing searches by visits and value per visits

Item Id: {07BA6A40-0C3B-412E-A744-9473A2659DE9}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Bing searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {90A822CE-A39F-422C-B0DC-B0318450E7C9}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {9B14FAC3-6B8E-4E5A-A81A-6CB5B70B334A}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {C691947F-E69D-42CA-9246-A7D8A0B81A62}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

LIST: All paid keywords from Bing

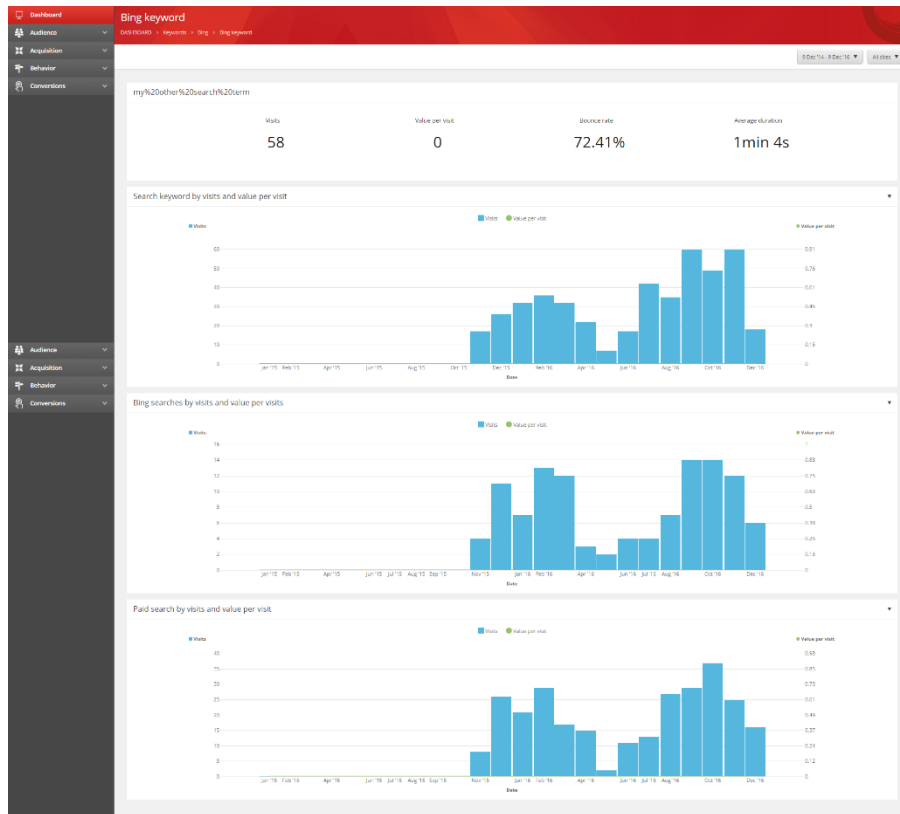
Item Name: Bing keywords

Item Id: {7950BD81-0385-44D4-A2B0-DA79B87225C0}

- **Type:** List
- **Title/Tooltip:** All paid keywords from Bing
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

3.4.3.2.1.1 BING KEYWORD (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {05637982-E8DE-4E54-B79D-89E15051F75F}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected group)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Search keyword by visits and value per visit

Item Name: Keyword by visits and value per visit

Item Id: {0F90AB0C-3D39-43C2-9238-13BC561ADCF7}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Search keyword by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Bing searches by visits and value per visits

Item Name: Bing searches by visits and value per visits

Item Id: {6325CA69-96DB-4190-9313-57205F63AFEE}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Bing searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

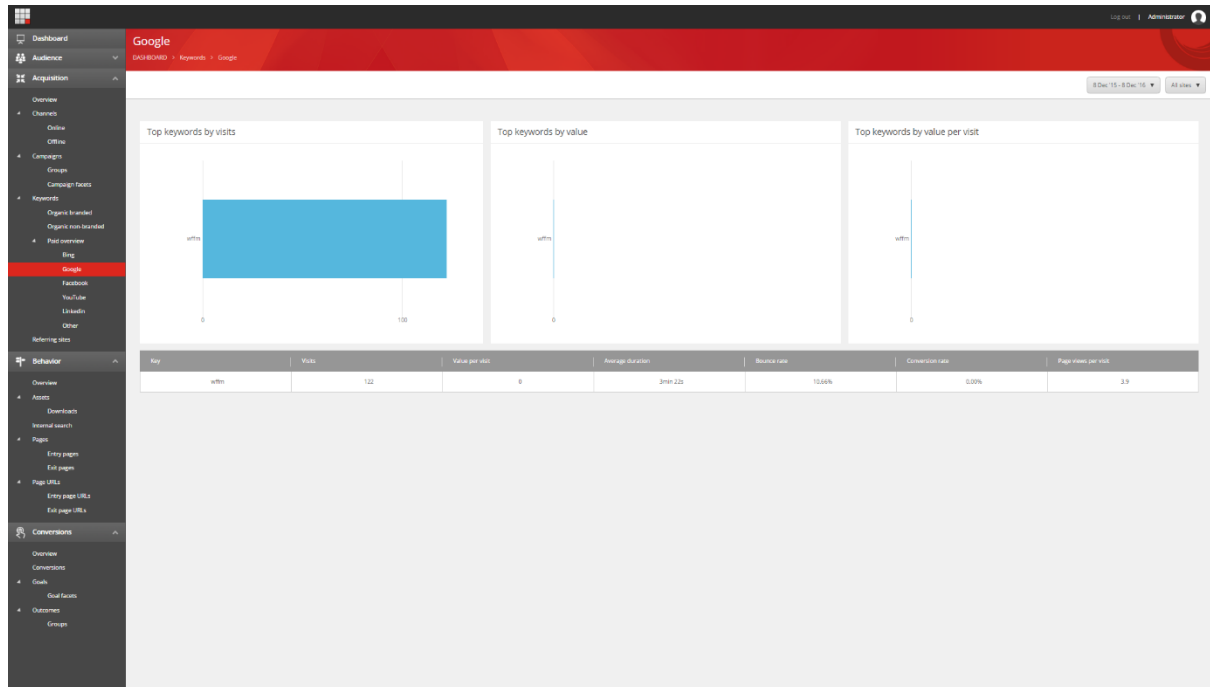
Paid search by visits and value per visit

Item Name: Paid search by visits and value per visits

Item Id: {DDA38D90-568C-48C9-B176-9ACC2EEE24DB}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid search by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.3.2.2 GOOGLE



Google searches by visits and value per visits

Item Name: Google searches by visits and value per visits

Item Id: {642603FC-0602-4864-BCCE-7A0D8162FDC3}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Google searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - Google
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {C1678487-FBC2-499B-8A34-B5FA80A4C1CB}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by paid search – Google
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {B7484C7B-D2BF-4B42-833A-ABDF2633DFAF}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by paid search – Google
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {33CC6636-AE9D-46FB-9D03-FB596EAD239D}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by paid search - Google
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

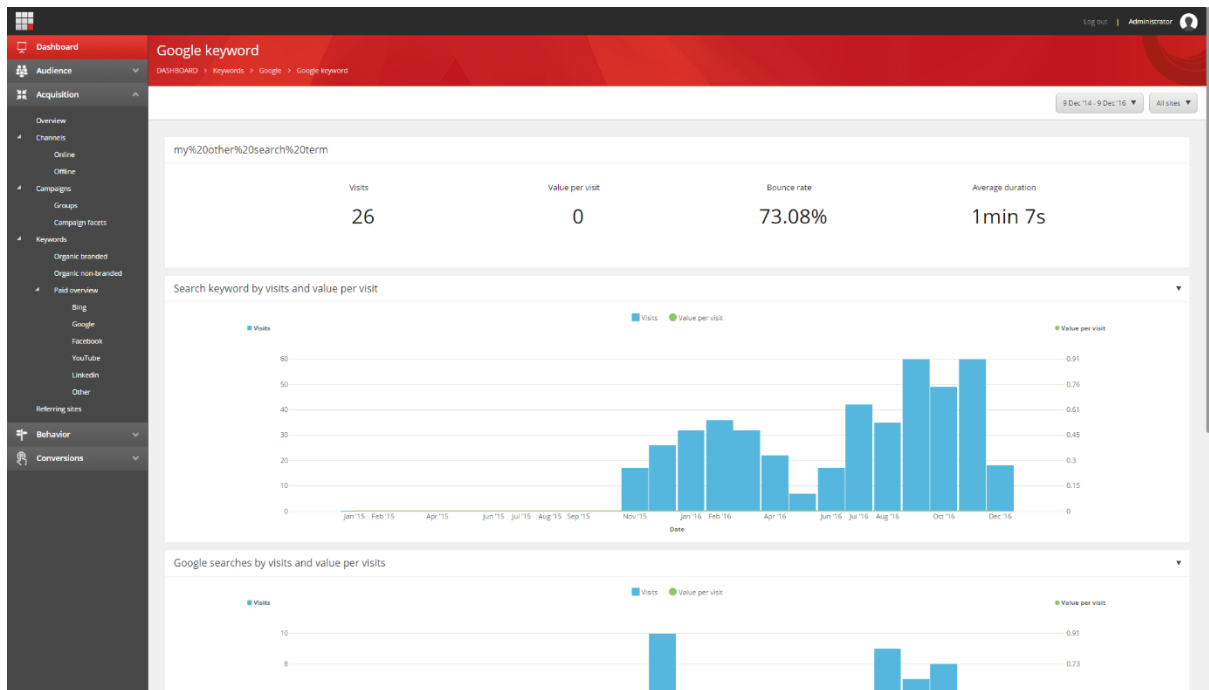
Table list: All paid keywords from Google

Item Name: Google keywords

Item Id: {23DA6769-3448-436F-B4ED-E9883FD78003}

- **Type:** List
- **Title/ Tooltip:** All paid keywords from Google
- **Segments:** Visits by paid search - Google
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

3.4.3.2.1 GOOGLE KEYWORD (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {5780B268-DC51-48C7-8E37-5277D309E613}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: Visits by paid search - Google
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Search keyword by visits and value per visit

Item Name: Keyword by visits and value per visit

Item Id: {C3927A0B-FACF-4081-861E-138AB9C6C1F2}

- Chart Type: Line chart
- Title/ Tooltip: Search keyword by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by search keyword
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Google searches by visits and value per visits

Item Name: Google searches by visits and value per visits

Item Id: {BAA045C1-2CAF-4279-9912-3C2C2490EF77}

- Chart Type: Line chart
- Title/ Tooltip: Google searches by visits and value per visits
- Metrics: Visits, Value per visit
- Segments: Visits by paid search - Google
- Keys: Blank
- Key Grouping: Collapsed
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

Sitecore XP 8.x Standard Experience Analytics Reports

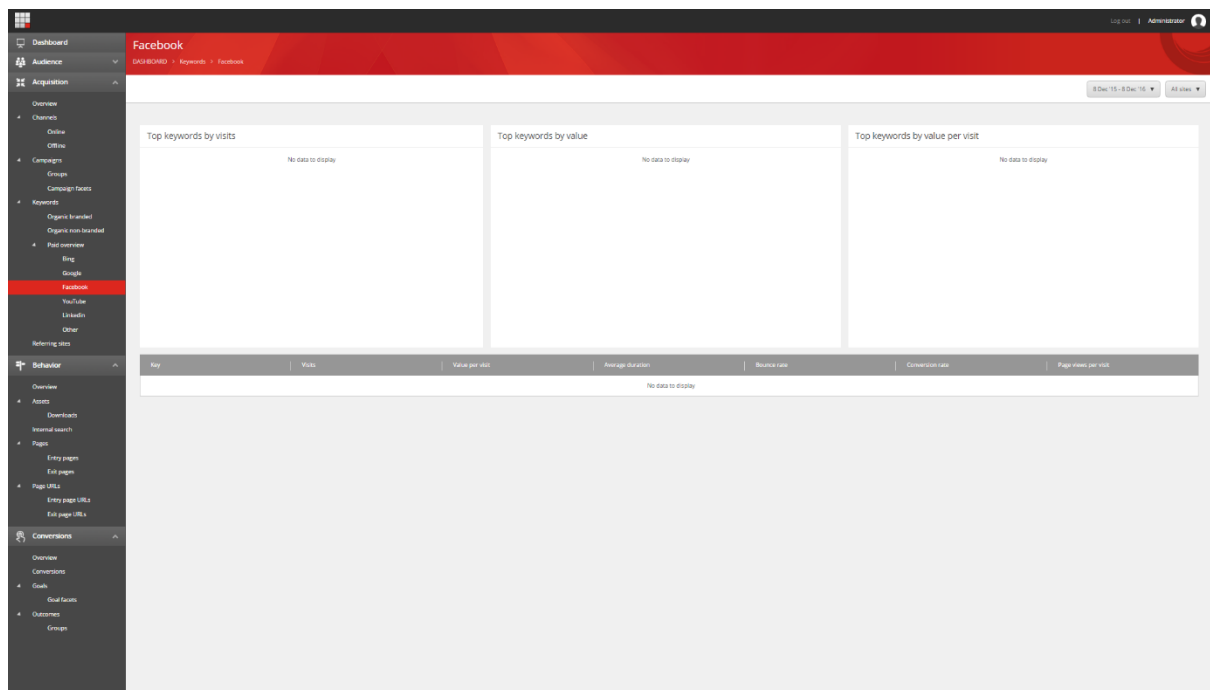
Paid search by visits and value per visit

Item Name: Paid search by visits and value per visits

Item Id: {53709D6E-8CAD-4B87-9152-7D1809315C55}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid search by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.3.2.3 FACEBOOK



Facebook searches by visits and value per visits

Item Name: Facebook searches by visits and value per visits

Item Id: {31419486-00A4-48E7-8557-EB2317FCF199}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Facebook searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - Facebook
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {03164FD9-B8FA-4507-B1AD-87345B9091EC}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by paid search – Facebook
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {6F7A8FCD-EDA1-4867-A1BA-0B9542B4F82D}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by paid search – Facebook
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {CCCD4A01-77C5-48EB-8D3A-8A7D293C2950}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by paid search - Facebook
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

LIST: All paid keywords from Facebook

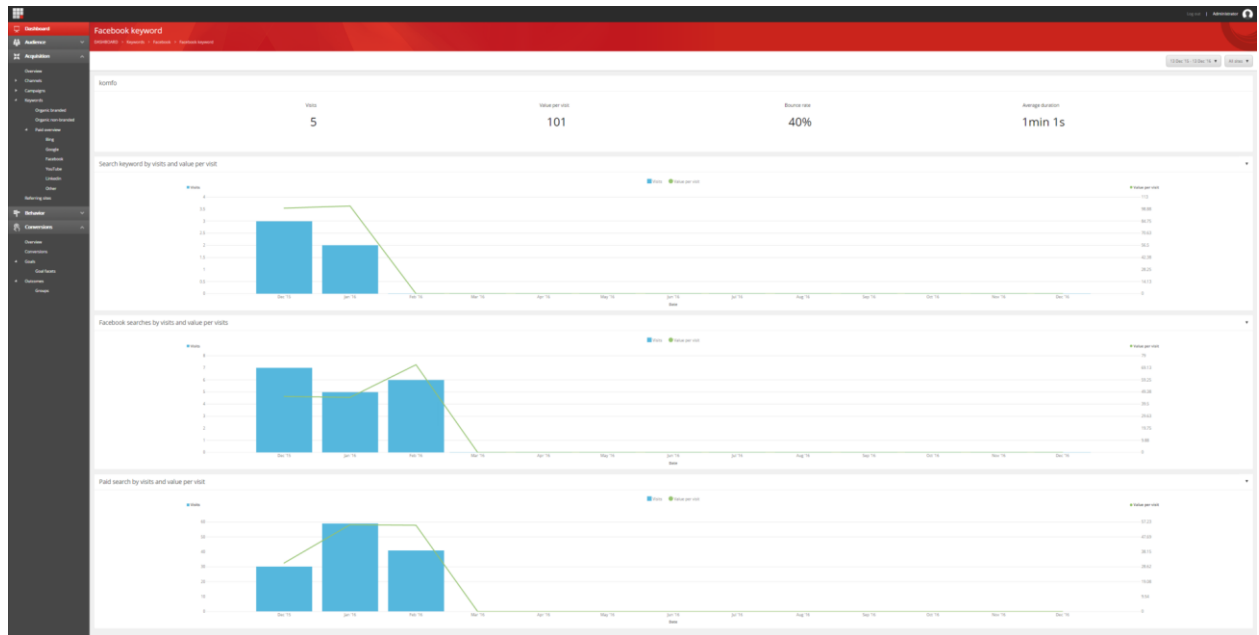
Item Name: All paid keywords from Facebook

Item Id: {B0FC1A82-797F-4C3B-AABB-5DF3A3FC200C}

- **Type:** List
- **Title/Tooltip:** All paid keywords from Facebook
- **Segments:** Visits by paid search - Facebook
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

3.4.3.2.3.1 FACEBOOK KEYWORD (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {D920DFB3-ED53-4619-A817-E6A917E66480}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: Visits by paid search - Facebook
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Search keyword by visits and value per visit

Item Name: Search keyword by visits and value per visit

Item Id: {8F1C1D91-1451-4046-81A3-38F5009B6532}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Search keyword by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Facebook searches by visits and value per visits

Item Name: Facebook searches by visits and value per visits

Item Id: {FA31540B-E3BD-4B2D-B4C8-C18428C00AF4}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Facebook searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - Facebook
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

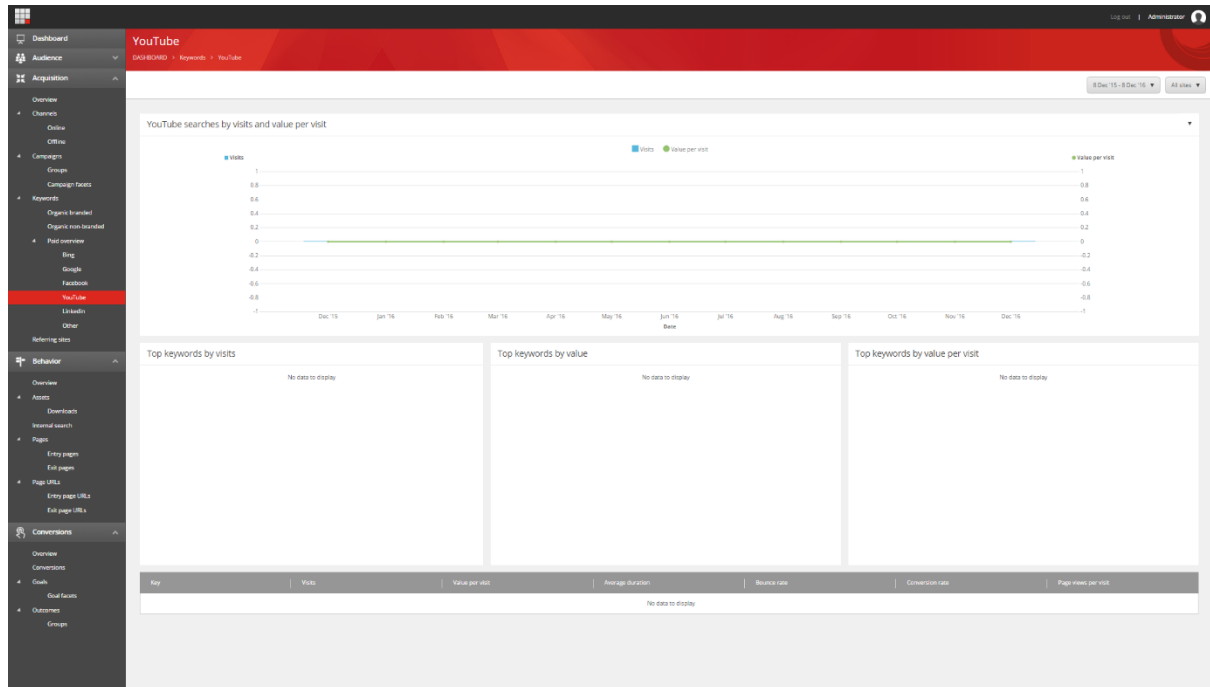
Paid search by visits and value per visit

Item Name: Paid search by visits and value per visit

Item Id: {D73B9F3F-1A7F-46B6-83D7-25DAF96CD570}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid search by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.3.2.4 YOUTUBE



YouTube searches by visits and value per visits

Item Name: Youtube searches by visits and value per visits

Item Id: {613B356A-366A-45D4-8DE7-A9E1C70A43A2}

- **Chart Type:** Line chart
- **Title/ Tooltip:** YouTube searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - Youtube
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {BF58CE55-A670-4B37-BAD6-9E5A1C0E0A12}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by paid search - Youtube
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {500373A1-21E4-4989-A8FD-0898BDA11B9B}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by paid search - Youtube
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {2BB14463-E171-45F9-A7E6-81F5408F054B}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by paid search - Youtube
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

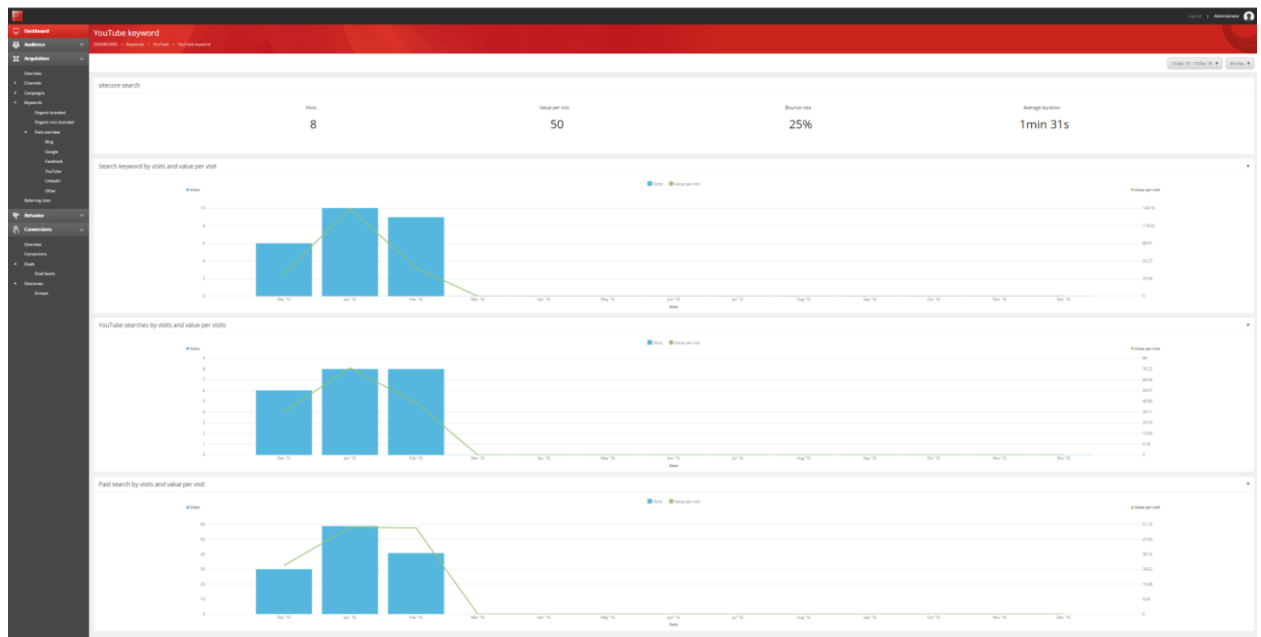
LIST: All paid keywords from YouTube

Item Name: All paid keywords from YouTube

Item Id: {CB3FCACB-440D-4301-B3B7-99DC35FAAE6F}

- **Type:** List
- **Title/ Tooltip:** All paid keywords from YouTube
- **Segments:** Visits by paid search - Youtube
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

3.4.3.2.4.1 YOUTUBE KEYWORD (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {36673099-3249-4022-B044-5E2557CD475D}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: Visits by paid search - Youtube
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Search keyword by visits and value per visit

Item Name: Search keyword by visits and value per visit

Item Id: {700A4D77-8230-4F38-8013-900104DAB333}

- Chart Type: Line chart
- Title/ Tooltip: Search keyword by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by search keyword
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

YouTube searches by visits and value per visits

Item Name: YouTube searches by visits and value per visits

Item Id: {B08A78E1-A50C-4FD8-85F6-BB9EB7B50277}

- Chart Type: Line chart
- Title/ Tooltip: YouTube searches by visits and value per visits
- Metrics: Visits, Value per visit
- Segments: Visits by paid search - Youtube
- Keys: Blank
- Key Grouping: Collapsed
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

Sitecore XP 8.x Standard Experience Analytics Reports

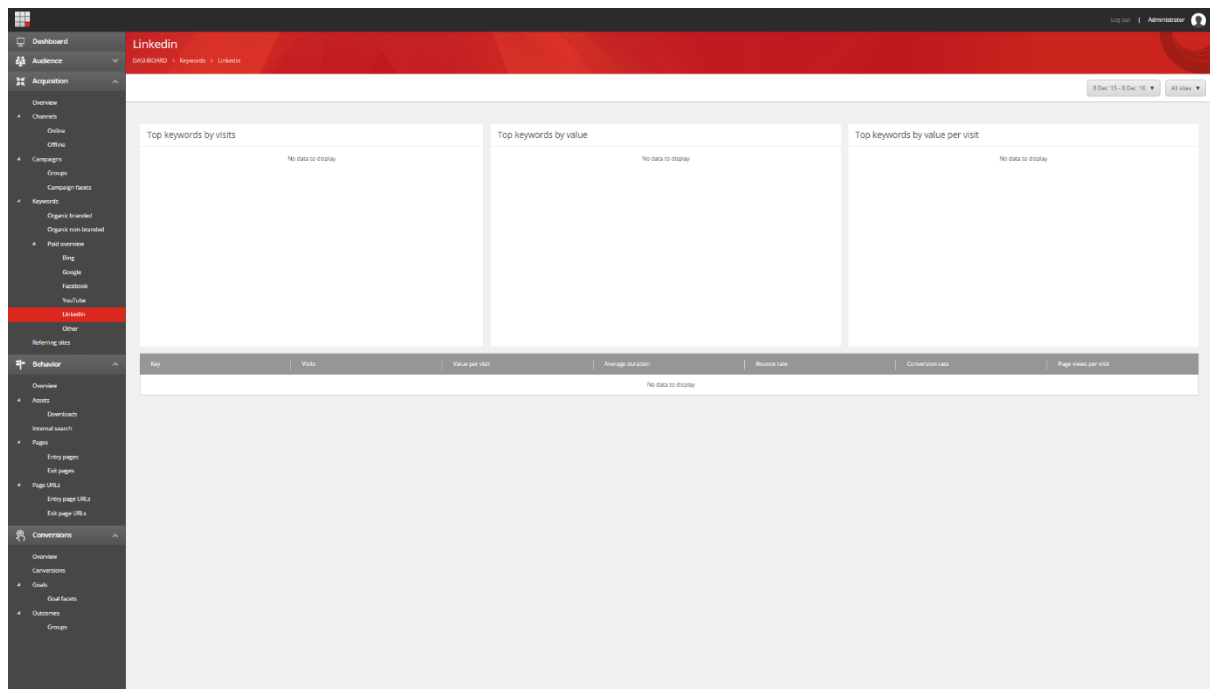
Paid search by visits and value per visit

Item Name: Paid search by visits and value per visits

Item Id: {76A534E6-5C32-4921-AFA7-92E59506FDF8}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid search by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.3.2.5 LINKEDIN



Linkedin searches by visits and value per visits

Item Name: Linkedin searches by visits and value per visits

Item Id: {4D77B9AF-F1C4-4AC7-AF24-8C17B4D65542}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Linkedin searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - LinkedIn
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {A3F57573-014D-4A06-91AA-49C97ED7B795}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by paid search - LinkedIn
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {51748660-6712-4E3D-8144-BC88ACF7EDE9}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by paid search - LinkedIn
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {E4CA19A3-70A9-4325-88C2-F4CA23BBAF26}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by paid search - LinkedIn
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: All paid keywords from LinkedIn

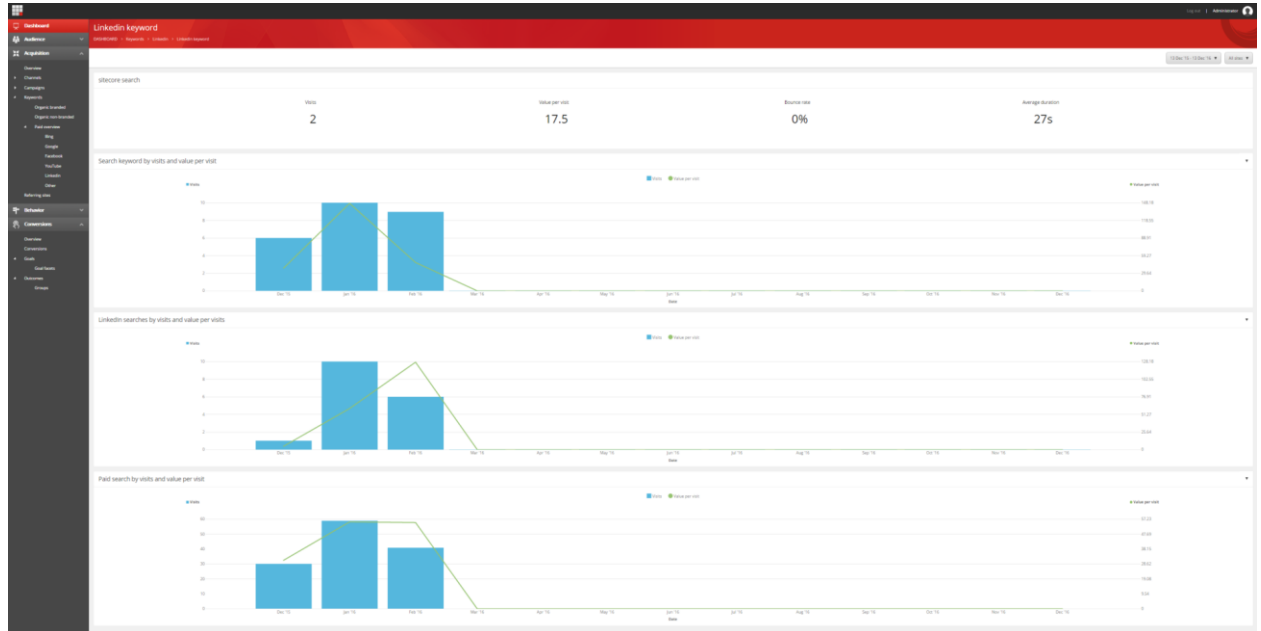
Item Name: All paid keywords from LinkedIn

Item Id: {941B2C99-2426-4EBA-AB9F-A3F22CF086CB}

- **Type:** List
- **Title/Tooltip:** All paid keywords from LinkedIn
- **Segments:** Visits by paid search - Bing
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

3.4.3.2.5.1 LINKEDIN KEYWORD (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {3D38E0E2-E63D-406F-BBE6-01306FF157D9}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: Visits by paid search - LinkedIn
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Search keyword by visits and value per visit

Item Name: Keyword by visits and value per visit

Item Id: {85053792-BF80-45E1-A6B2-0D3A1B3DED7C}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Search keyword by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

LinkedIn searches by visits and value per visits

Item Name: LinkedIn searches by visits and value per visits

Item Id: {F71D7DF3-8D85-4E8F-8D0E-80BDBD8E8D32}

- **Chart Type:** Line chart
- **Title/ Tooltip:** LinkedIn searches by visits and value per visits
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search - LinkedIn
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

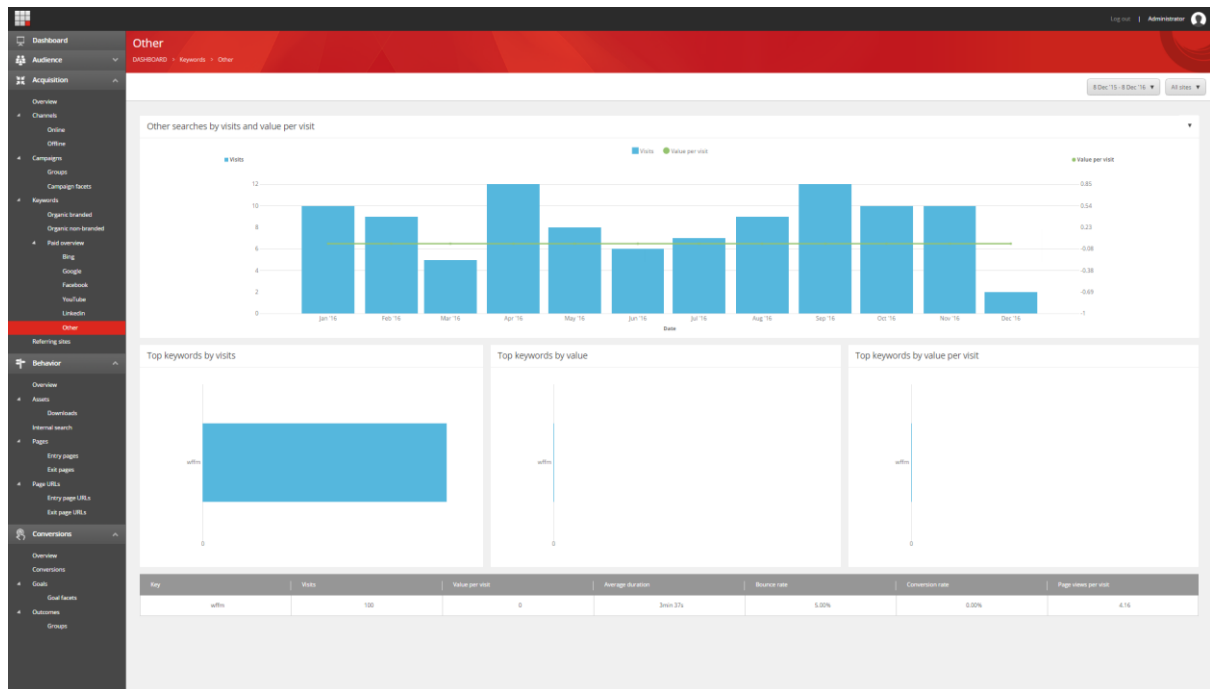
Paid search by visits and value per visit

Item Name: Paid search by visits and value per visits

Item Id: {EB28D52B-183B-4DCB-B0F3-5FC95A8AB60D}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid search by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.3.2.6 OTHER



Other searches by visits and value per visit

Item Name: Other searches by visits and value per visits

Item Id: {352C7567-5D55-44A5-8650-3697A9DADF7C}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Other searches by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** Visits by paid search – other search
- **Keys:** Blank
- **Key Grouping:** Collapsed
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top keywords by visits

Item Name: Top keywords by visits

Item Id: {E304CA5B-ADC5-4E02-A0E5-E35F0D87140B}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by visits
- **Metrics:** Visits
- **Segments:** Visits by paid search - other search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value

Item Name: Top keywords by value

Item Id: {AD24617C-4E94-4036-B7C1-C605C924BA18}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value
- **Metrics:** Value
- **Segments:** Visits by paid search - other search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top keywords by value per visit

Item Name: Top keywords by value per visit

Item Id: {2405046F-DEBA-40DF-8A9B-001975A48F94}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top keywords by value per visit
- **Metrics:** Value per visit
- **Segments:** Visits by paid search - other search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: paid keywords from other search

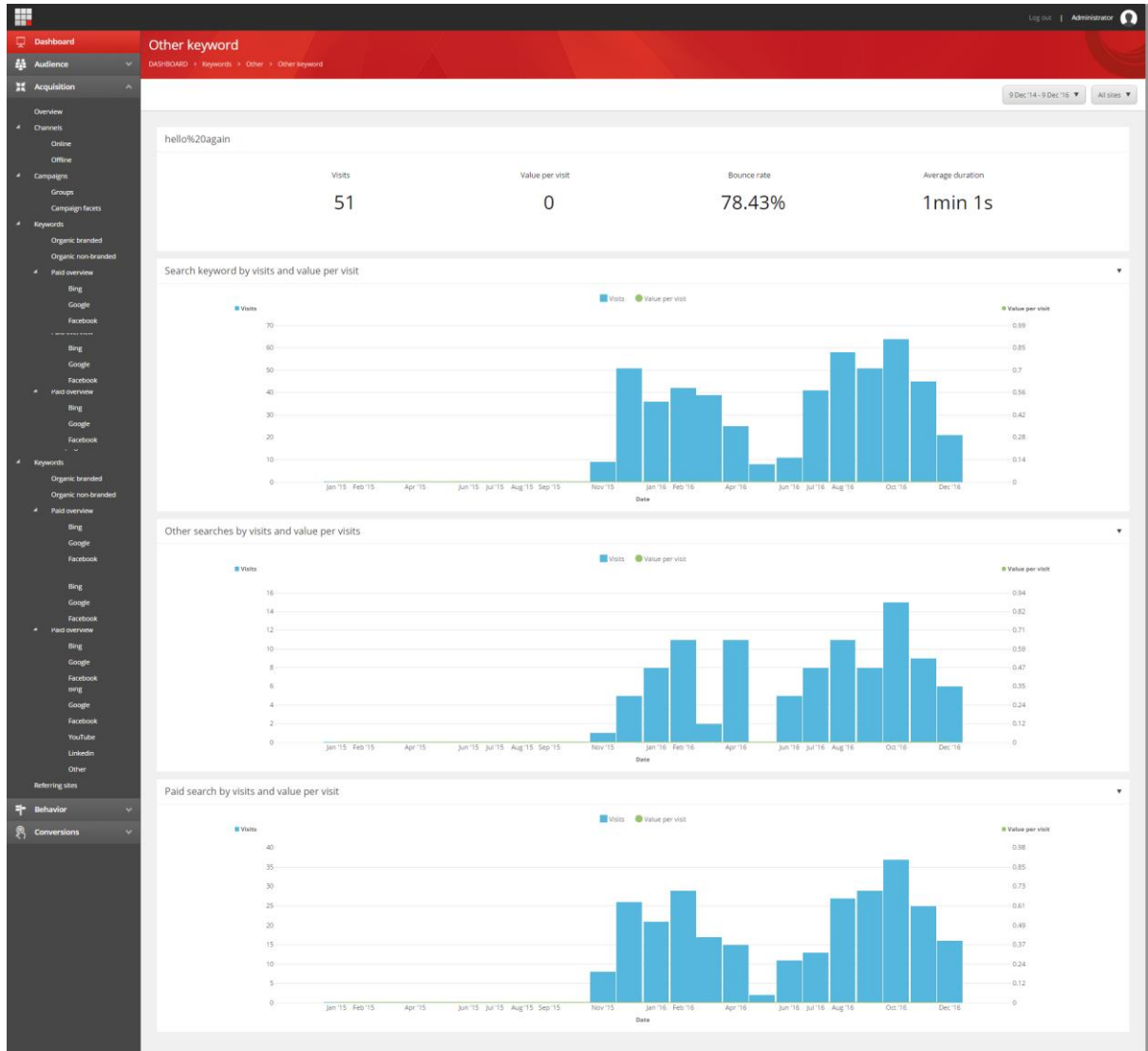
Item Name: All paid keywords from other search

Item Id: {0750607B-1309-4967-A14F-A0B9196619C3}

- **Type:** List
- **Title/ Tooltip:** All paid keywords from other search
- **Segments:** Visits by paid search - other search
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

3.4.3.2.6.1 OTHER KEYWORD (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {14296D78-85AF-4D61-9F39-ECBAD4D02C0E}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: Visits by paid search - other search
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Search keyword by visits and value per visit

Item Name: Keyword by visits and value per visit

Item Id: {FD983023-35BC-4EE5-8583-4E29361A2305}

- Chart Type: Line chart
- Title/ Tooltip: Search keyword by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by search keyword
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Other searches by visits and value per visits

Item Name: Bing searches by visits and value per visits

Item Id: {74F35595-F67A-4434-8211-349C1FB3F8BB}

- Chart Type: Line chart
- Title/ Tooltip: Other searches by visits and value per visits
- Metrics: Visits, Value per visit
- Segments: Visits by paid search - other search
- Keys: Blank
- Key Grouping: Collapsed
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

Sitecore XP 8.x Standard Experience Analytics Reports

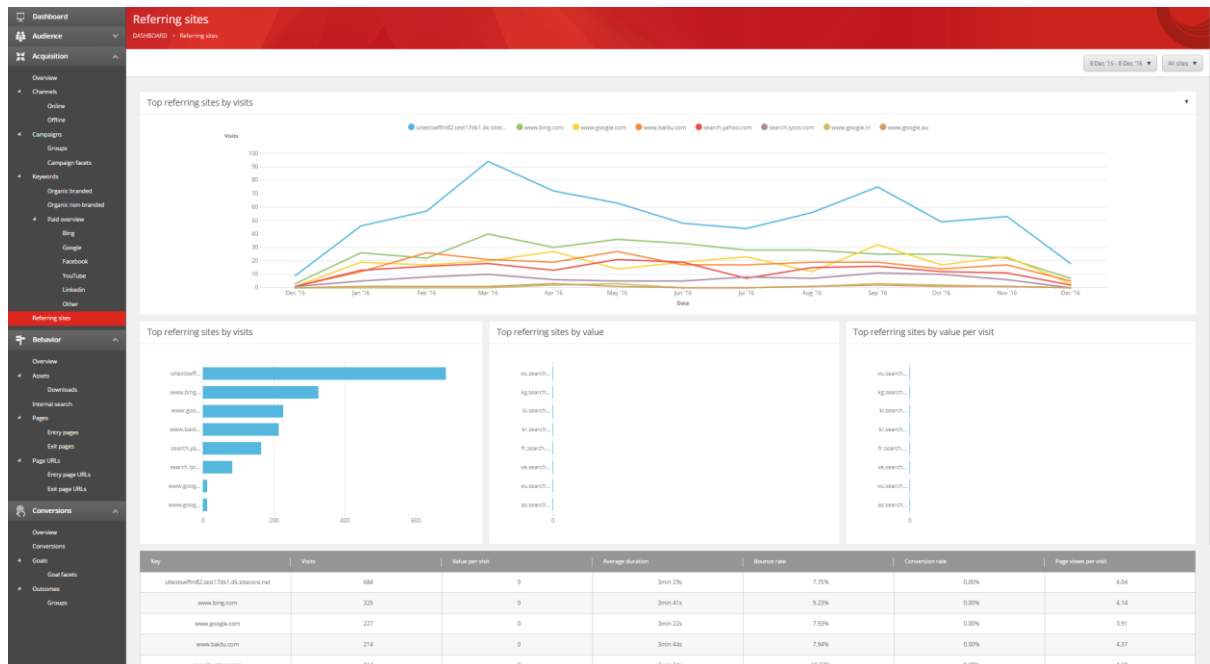
Paid search by visits and value per visit

Item Name: Paid search by visits and value per visit

Item Id: {6245771F-0715-4E42-A01A-6149874ABC7B}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Paid search by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by channel group
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1_7C8AE9C5-8912-40CF-88C5-907570FB57E4
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

3.4.3.3 REFERRING SITES



Top referring sites by visits

Item Name: Top referring sites by visits linechart

Item Id: {E28CA614-EE52-499F-B8C8-61342189C5BD}

- Chart Type: Line chart
- Title/ Tooltip: Top referring sites by visits
- Metrics: Visits
- Segments: All visits by referring site
- Keys: Blank
- Key Grouping: By key
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top referring sites by visits

Item Name: Top referring sites by visits

Item Id: {2D8BE927-7EBC-47D6-8336-2FEE64FE734A}

- Chart Type: Bar chart
- Title/Tooltip: Top referring sites by visits
- Metrics: Visits
- Segments: All visits by referring site
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top referring sites by value

Item Name: Top referring sites by value

Item Id: {CAC1EB24-2F02-4D32-B02C-F3A5E7D6A91E}

- Chart Type: Bar chart
- Title/Tooltip: Top referring sites by value
- Metrics: Value
- Segments: All visits by referring site
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Value
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top referring sites by value per visit

Item Name: Top referring sites by value per visit

Item Id: {E9015C9B-CC85-4CDB-A7E7-9D1B16025A84}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top referring sites by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by referring site
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: All referring sites

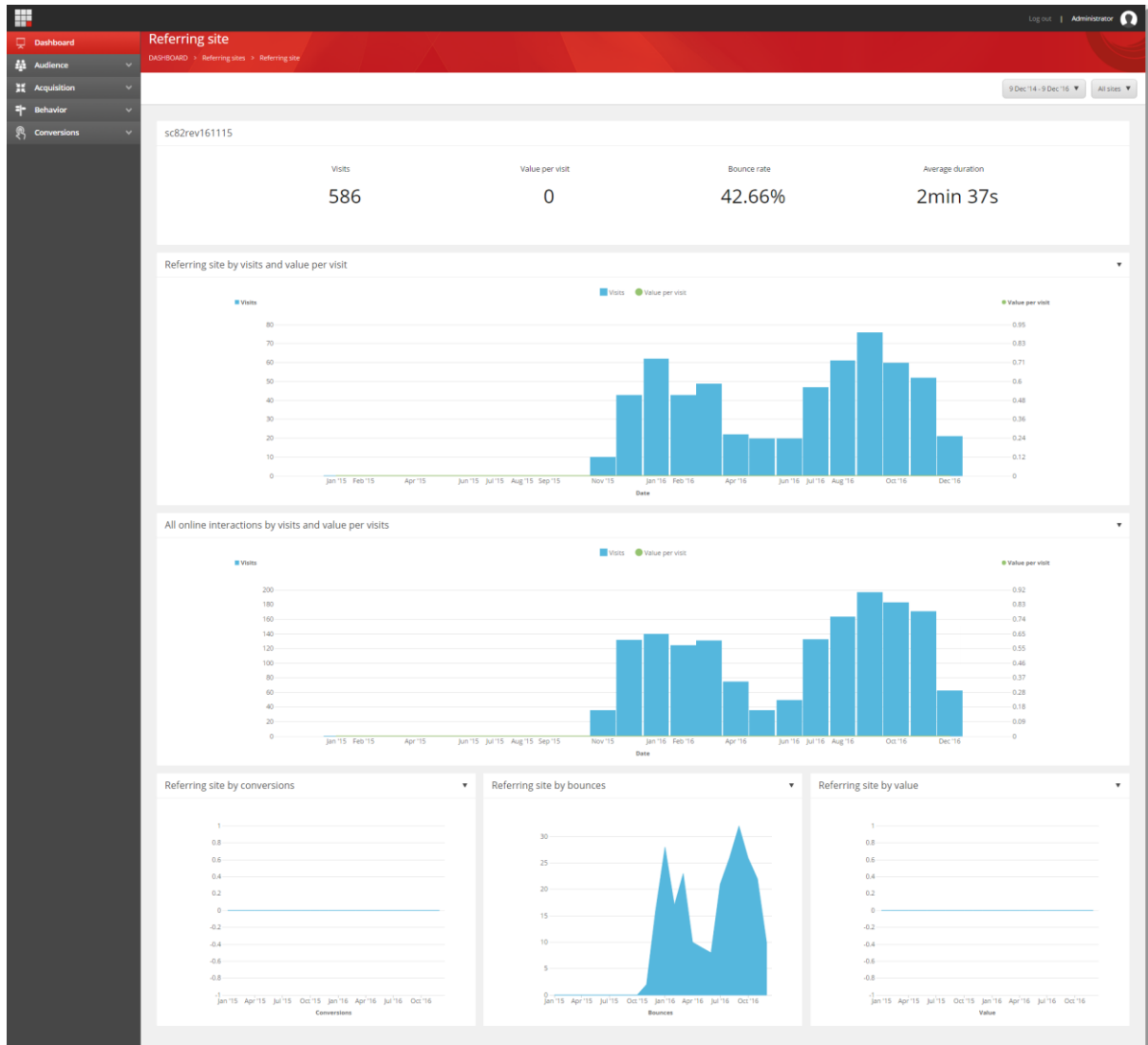
Item Name: All referring sites

Item Id: {2DB95A91-AB16-4EF0-8713-0BD3DA24175E}

- **Type:** List
- **Title/ Tooltip:** Referring sites
- **Segments:** All visits by referring site
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Sitecore XP 8.x Standard Experience Analytics Reports

3.4.3.3.1 REFERRING SITE (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {7F913B51-A0B6-4FDC-8167-D1FFCFF999B1}

- Chart Type: Kpi chart
- Title: Blank (Automatically display selected group)
- Tooltip: Blank
- Metrics: Visits, Value per visit, Bounce rate, Average duration
- Segments: All visits by referring site
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Referring site by visits and value per visit

Item Name: Referring site by visits and value per visit

Item Id: {89000D69-C96E-4D4B-A748-EA44401A6DF2}

- Chart Type: Line chart
- Title/ Tooltip: Referring site by visits and value per visit
- Metrics: Visits, Value per visit
- Segments: All visits by referring site
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Details

All online interactions by visits and value per visits

Item Name: All visits

Item Id: {2DAC7E4A-36BC-4D2D-BAED-95C9F6EA56D7}

- Chart Type: Line chart
- Title/ Tooltip: All online interactions by visits and value per visits
- Metrics: Visits, Value per visit
- Segments: All visits by channel type
- Keys: D07286FA-67CE-4D66-8783-0140B8B91EF1
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Ignore

Referring site by conversions

Item Name: Referring site by conversions

Item Id: {A9C59C54-039C-4359-9DF7-DD2F1CD2E255}

- **Chart Type:** Area chart
- **Title/Tooltip:** Referring site by conversions
- **Metrics:** Conversions
- **Segments:** All visits by referring site
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Referring site by bounces

Item Name: Referring site by bounces

Item Id: {ADE7D91C-D6D3-4B2B-9DC5-BA0402D197BC}

- **Chart Type:** Area chart
- **Title/Tooltip:** Referring site by bounces
- **Metrics:** Bounces
- **Segments:** All visits by referring site
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Referring site by value

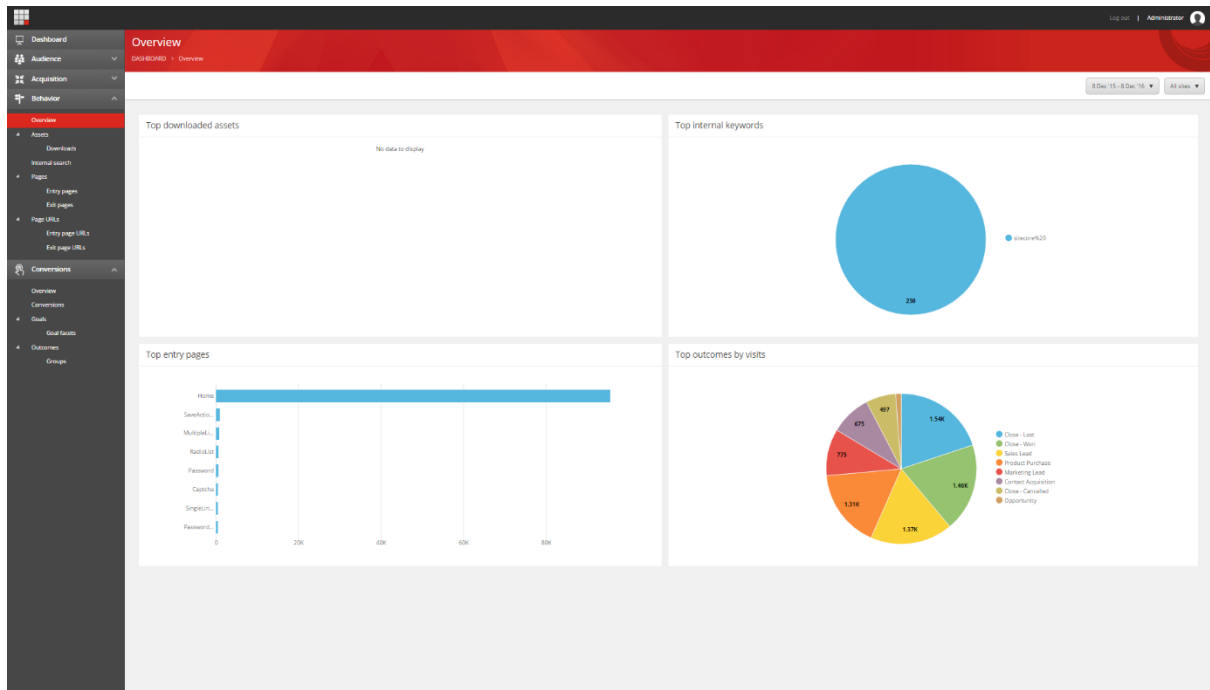
Item Name: Referring site by value

Item Id: {B1B3AB9E-EEE2-42C5-993A-BE839CAC33B7}

- **Chart Type:** Area chart
- **Title/Tooltip:** Referring site by value
- **Metrics:** Value
- **Segments:** All visits by referring site
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

4. BEHAVIOR

4.1 OVERVIEW



Top downloaded assets

Top internal keywords

Item Name: Top downloaded assets by downloads

Item Id: {C50B7639-1390-4ED7-99F4-DF3CB8F9133F}

- **Chart Type:** Pie chart
- **Title/Tooltip:** Top downloaded assets
- **Metrics:** Count
- **Target Page:** Download
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Item Name: Top internal keywords

Item Id: {56E68FFC-D674-4913-B6A8-198A5EB59BA4}

- **Chart Type:** Pie chart
- **Title/Tooltip:** Top internal keywords
- **Metrics:** Count
- **Target Page:** Keyword
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top entry pages

Item Name: Top entry pages by count

Item Id: {5A76FF84-0FDE-48E4-8300-EC214DA0A0A0}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry pages
- **Metrics:** Count
- **Target Page:** Entry page
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

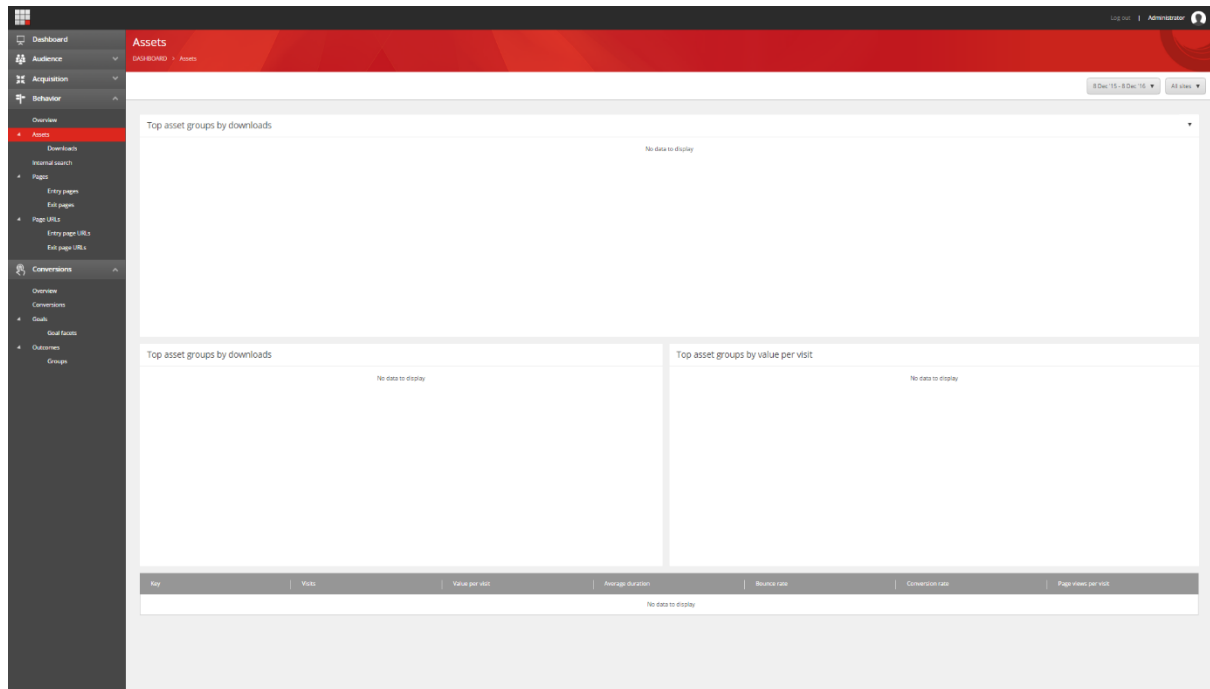
Top outcomes by visits

Item Name: Top outcomes by visits

Item Id: {262BDF20-4B3F-4B57-8B82-520BD00F7B8E}

- **Chart Type:** Pie chart
- **Title/Tooltip:** Top outcomes by visits
- **Metrics:** Visits
- **Target Page:** Outcome
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

4.2 ASSETS



Top asset groups by downloads

Item Name: Top asset groups by downloads line

Item Id: {5F2A47E5-3B33-424A-A683-0FA34CDEAA5B}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top asset groups by downloads
- **Metrics:** Count
- **Segments:** All visits by asset group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top asset groups by downloads

Item Name: Top asset groups by downloads

Item Id: {88F24AB5-5E57-4635-8DF4-14F4A6921DCD}

- Chart Type: Bar chart
- Title/Tooltip: Top asset groups by downloads
- Metrics: Count
- Target Page: Asset group
- Segments: All visits by asset group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Count
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top asset groups by value per visit

Item Name: Top asset groups by value per visit

Item Id: {9515A42D-004E-4D6E-BD36-75592C6F6974}

- Chart Type: Bar chart
- Title/Tooltip: Top asset groups by value per visit
- Metrics: Count
- Target Page: Asset group
- Segments: All visits by asset group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Value per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

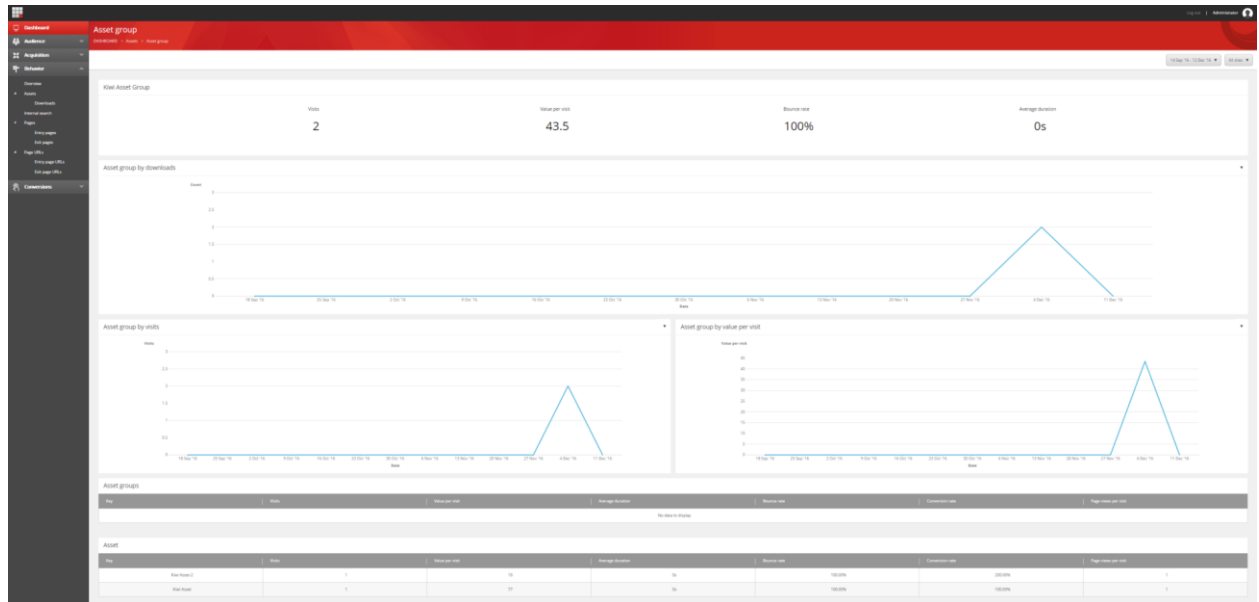
Table list: Top asset groups

Item Name: Top asset groups

Item Id: {77678D84-6B8B-4D7A-9401-CDF028DEC00E}

- Chart Type: List
- Title/Tooltip: Blank
- Target Page: Asset group
- Segments: All visits by asset group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

4.2.1 ASSET GROUP (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {A2780CA7-BC30-430A-B487-F0A69782576C}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected asset group)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by asset group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Asset group by downloads

Item Name: Asset group by downloads

Item Id: {988C1405-57D6-4D9B-8595-0664797955E2}

- **Chart Type:** Line chart
- **Title/Tooltip:** Asset group by downloads
- **Metrics:** Count
- **Segments:** All visits by asset group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Asset group by visits

Item Name: Asset group by visits

Item Id: {97C4E2C6-DDF0-4EB0-8139-9E8A655AD4EA}

- **Chart Type:** Line chart
- **Title/Tooltip:** Asset group by visits
- **Metrics:** Visits
- **Segments:** All visits by asset group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

Asset group by value per visit

Item Name: Asset group by value per visit

Item Id: {5268610B-C7BE-47F9-B79D-C18D132A427A}

- **Chart Type:** Line chart
- **Title/Tooltip:** Asset group by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by asset group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Asset groups

Item Name: Asset groups

Item Id: {3984CA2C-BB08-4489-ABD3-3F57BCDD5C8D}

- Chart Type: List
- Title/Tooltip: Asset groups
- Target Page: Asset group
- Segments: All visits by asset group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Children

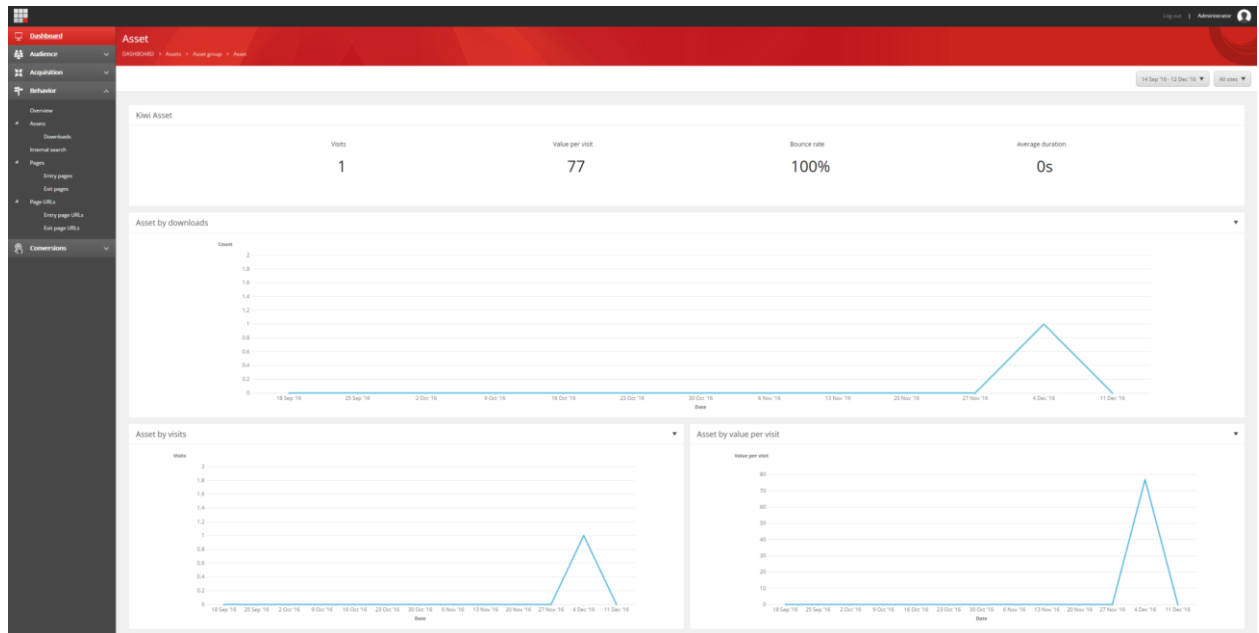
Asset

Item Name: Asset

Item Id: {59697E2F-3BC9-4B33-A397-444F37D07CD6}

- Chart Type: List
- Title/Tooltip: Asset
- Target Page: Asset
- Segments: All visits by asset
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Children

4.2.1.1 ASSET (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {57FF4B8A-412D-49FC-A768-4029C0DC7E1D}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected asset)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by asset
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Asset by downloads

Item Name: Asset by downloads

Item Id: {4D17F065-3CAC-41DE-BF71-1D9648EF46B1}

- **Chart Type:** Line chart
- **Title/Tooltip:** Asset by downloads
- **Metrics:** Count
- **Segments:** All visits by asset
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Asset by visits

Item Name: Asset by visits

Item Id: {D3170023-BA08-447B-8222-2F7FA8AB84BC}

- **Chart Type:** Line chart
- **Title/Tooltip:** Asset by visits
- **Metrics:** Visits
- **Segments:** All visits by asset
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

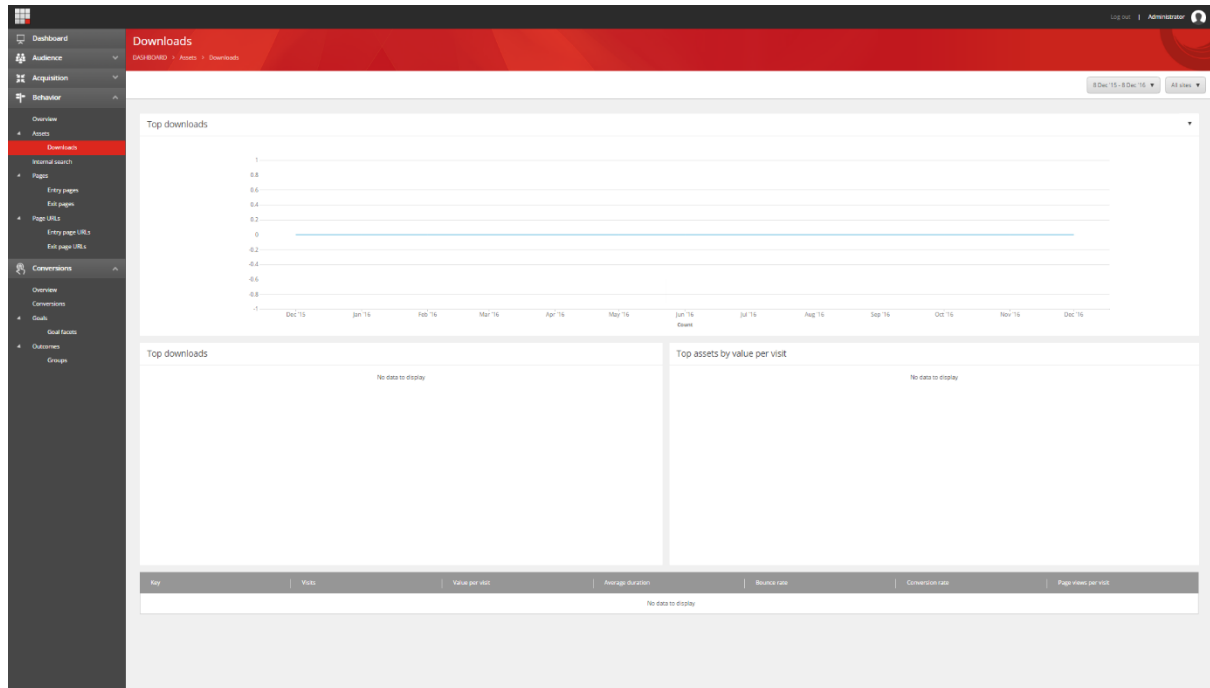
Asset by value per visit

Item Name: Asset by value per visit

Item Id: {CCA9087B-B5DC-40C5-ADB8-3CFB61491F78}

- **Chart Type:** Line chart
- **Title/Tooltip:** Asset by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by asset
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

4.2.2 DOWNLOADS



Top downloads

Item Name: Top downloads

Item Id: {AC9ADE69-C775-4598-8C79-443A58397B7E}

- Chart Type: Area chart
- Title/Tooltip: Top downloads
- Metrics: Count
- Segments: All visits by download
- Keys: Blank
- Key Grouping: Collapsed
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Blank

Top downloads

Item Name: Top downloaded assets

Item Id: {CF93CE42-5528-43CF-87B5-49A8CCE72731}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top downloads
- **Metrics:** Count
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top assets by value per visit

Item Name: Top assets by value per visit

Item Id: {A2A92E73-ED19-4104-97DA-7DA7120438C1}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top assets by value per visit
- **Metrics:** Value per visit
- **Target Page:** Download
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

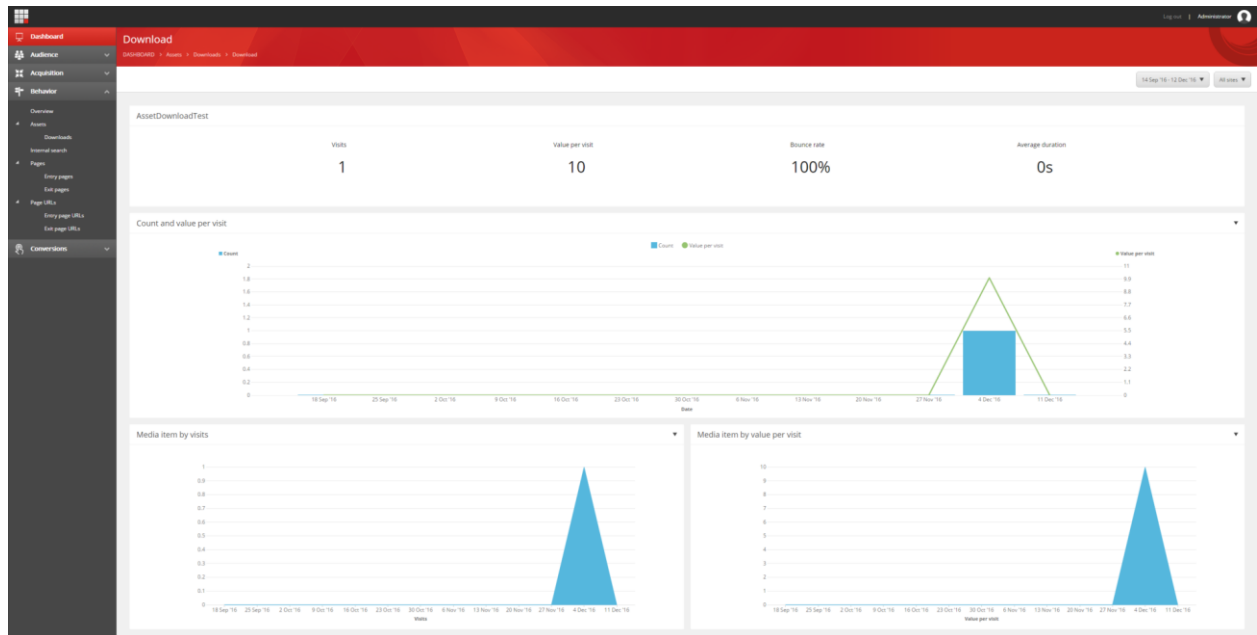
Table list: All assets

Item Name: All assets

Item Id: {F70E5762-E182-4D69-837C-DA6AC8253F64}

- **Chart Type:** List
- **Title:** Blank
- **Tooltip:** All downloads
- **Target Page:** Download
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

4.2.2.1 DOWNLOAD (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {8848737D-D181-41D3-A7D1-AD996511D2E8}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected download)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Count and value per visit

Item Name: Downloads by count and value per visit

Item Id: {5E09AC5E-5249-4A50-AEBE-AE932A6DB325}

- **Chart Type:** Line chart
- **Title:** Count and value per visit
- **Tooltip:** Download count and value per visit
- **Metrics:** Count, Value per visit
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Media item by visits

Item Name: Media item by visits

Item Id: {26C2F266-133B-471D-93E2-AF37A601150C}

- **Chart Type:** Area chart
- **Title/Tooltip:** Media item by visits
- **Metrics:** Visits
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Media item by value per visit

Item Name: Media item by value per visit

Item Id: {1AA4497E-2835-4189-9452-DFFA7D6450F3}

- **Chart Type:** Area chart
- **Title/Tooltip:** Media item by value per visit
- **Metrics:** Value per visit
- **Target Page:** Download
- **Segments:** All visits by download
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Online interactions by conversion rate

(NOT VISIBLE in report)

Item Name: Online interactions by conversion rate

Item Id: {F8296FE6-FD7D-4DDF-A8AE-3AB87C578196}

Note: Chart exists but excluded from report page.

Online interactions by value per visit

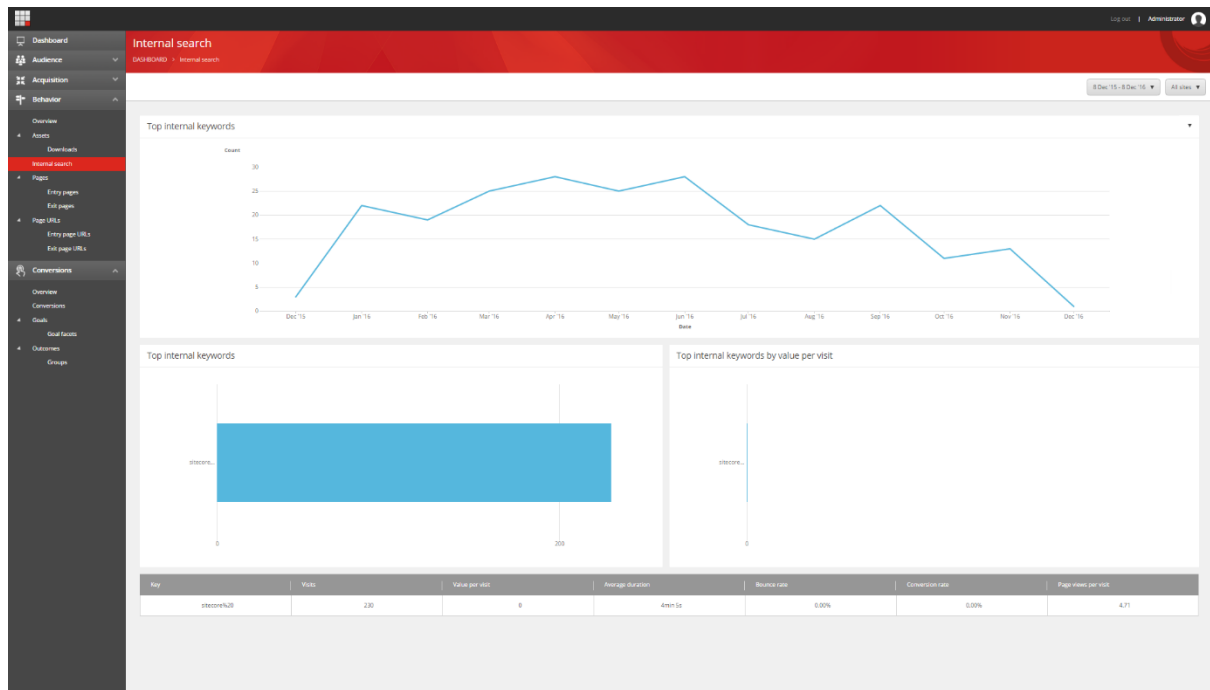
(NOT VISIBLE in report)

Item Name: Online interactions by value per visit

Item Id: {D5A1C5D5-8760-4EA6-BBAE-AFD3D698D2D2}

Note: Chart exists but excluded from report page.

4.2.3 Internal search



Top internal keywords

Item Name: Top internal keywords

Item Id: {83659692-47F4-478A-A3B5-BD5004AEDAEF}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Top internal keywords
- **Metrics:** Count
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top internal keywords

Item Name: Top internal keywords by count

Item Id: {BC6A4986-E179-4130-B264-6C5938991DA6}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top internal keywords
- **Metrics:** Count
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top internal keywords by value per visit

Item Name: Top internal keywords by value per visit

Item Id: {65FEA723-0E2F-4E99-B4C1-4992FE41DC8C}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top internal keywords by value per visit
- **Metrics:** Value per visit
- **Target Page:** Keyword
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: All internal keywords

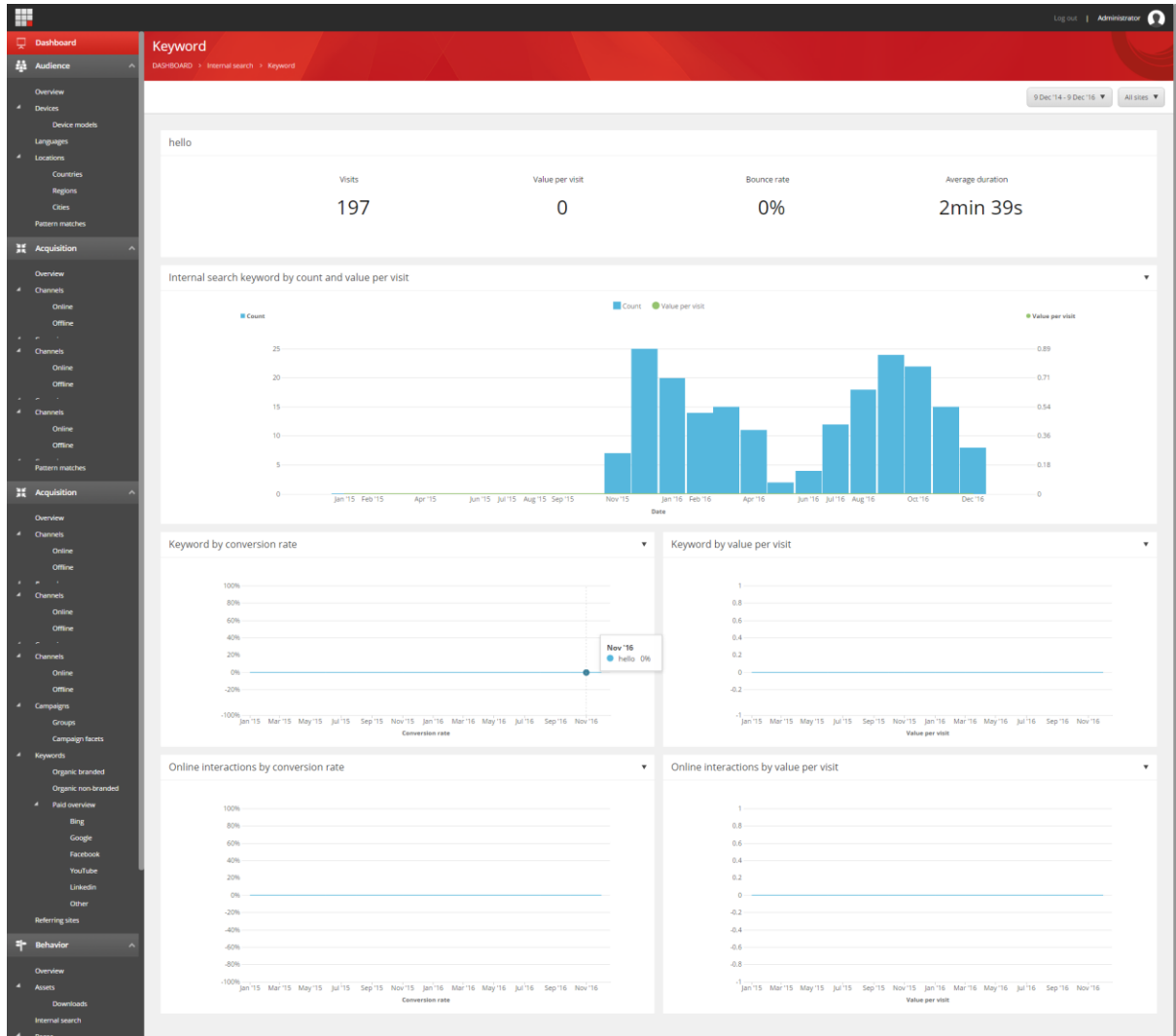
Item Name: All internal keywords

Item Id: {58F47D7C-839F-4773-899B-C8A4B3B36F98}

- **Chart Type:** List
- **Title:** Blank
- **Tooltip:** All internal keywords
- **Target Page:** Keyword
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

4.2.3.1 Keyword (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {E04C1033-EFCD-4D05-A1CF-0C1650E178FE}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected keyword)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Internal search keyword by count and value per visit

Item Name: Internal search keyword by count and value per visit

Item Id: Internal search keyword by count and value per visit

- **Chart Type:** Line chart
- **Title/Tooltip:** Internal search keyword by count and value per visit
- **Metrics:** Count, Value per visit
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Keyword by conversion rate

Item Name: Keyword by conversion rate

Item Id: {3628B1E4-50E5-4FFC-971E-1BDEB1CEE6EF}

- **Chart Type:** Area chart
- **Title/Tooltip:** Keyword by conversion rate
- **Metrics:** Conversion rate
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Keyword by value per visit

Item Name: Keyword by value per visit

Item Id: {932C3124-E9D4-43BC-A79A-A8B82A352FFF}

- **Chart Type:** Area chart
- **Title/Tooltip:** Keyword by value per visit
- **Metrics:** Value per visit
- **Target Page:** Download
- **Segments:** All visits by local search keyword
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Online interactions by conversion rate

Item Name: Online interactions by conversion rate

Item Id: {FC7B9A9F-DE8F-452A-9F11-366BBC81D959}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interactions by conversion rate
- **Metrics:** Conversion rate
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

Online interactions by value per visit

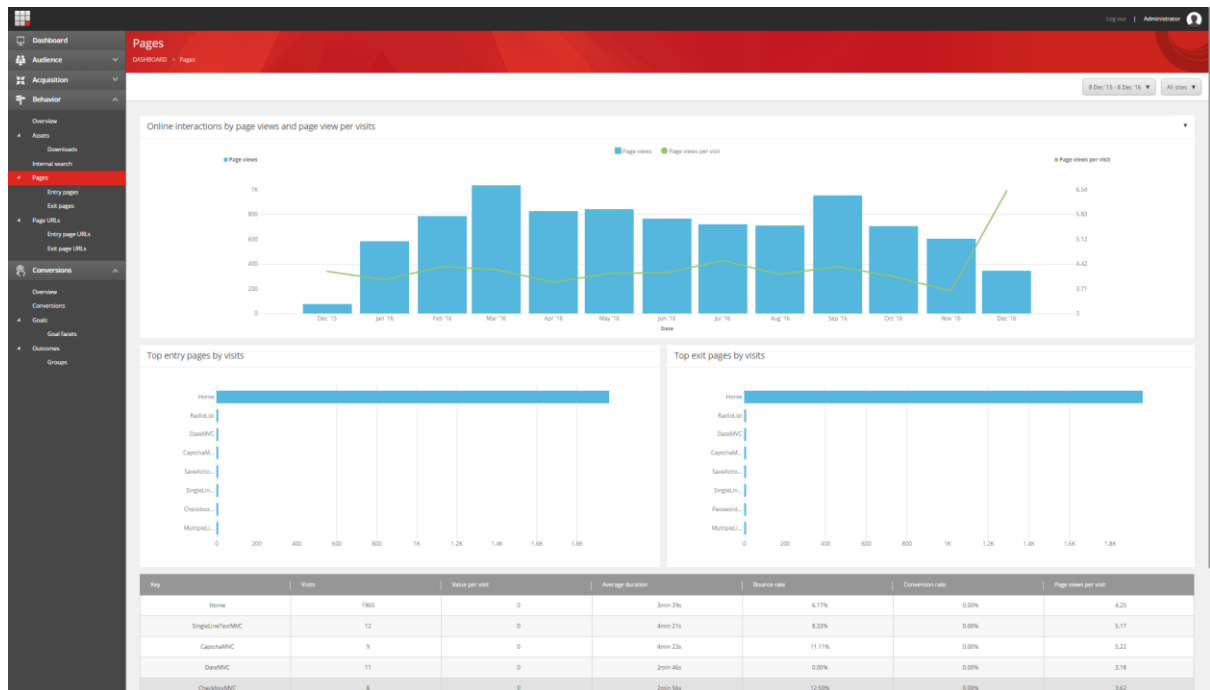
Item Name: Online interactions by value per visit

Item Id: {797A1FE8-F59A-4B61-B950-CAA3A9CF075D}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interactions by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

Sitecore XP 8.x Standard Experience Analytics Reports

4.2.4 Pages



Online interactions by page views and page view per visits

Item Name: Online interactions by page views and page view per visits

Item Id: {ADFEC435-55B0-4642-B776-79E3924BEB97}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by page views and page view per visits
- **Metrics:** Page views, Page views per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Blank

Top entry pages by visits

Item Name: Top entry pages by visits

Item Id: {39758239-1257-439D-B230-59501BF3B9A6}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry pages by visits
- **Metrics:** Visits
- **Target Page:** Page
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top exit pages by visits

Item Name: Top exit pages by visits

Item Id: {3BEF5E7B-2A7C-4231-BBFE-4096732D8572}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit pages by visits
- **Metrics:** Visits
- **Target Page:** Page
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

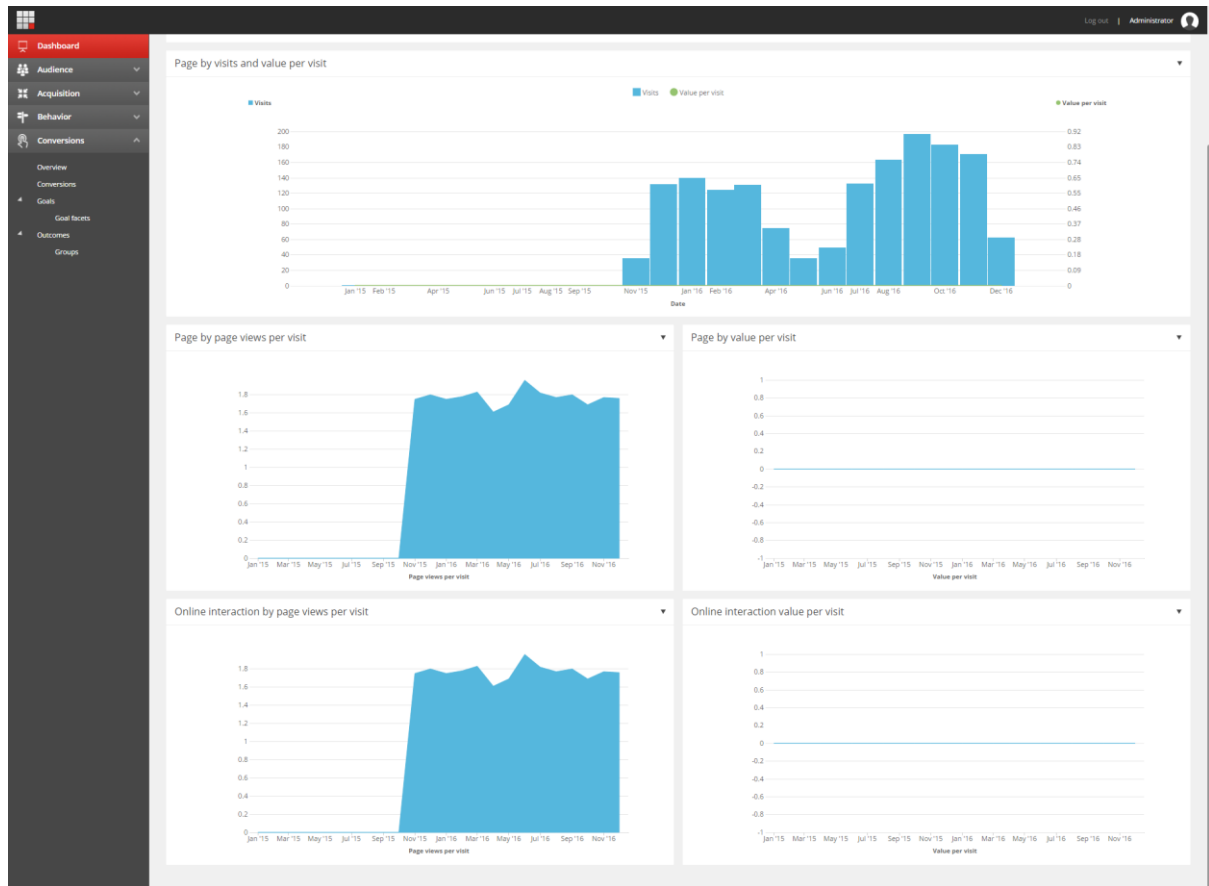
Table List: Pages

Item Name: Pages

Item Id: {3B403049-97C7-4CBD-A3B5-B4EEE0EE6887}

- **Chart Type:** List
- **Title:** Blank
- **Tooltip:** All pages
- **Target Page:** Page
- **Segments:** All visits by page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Page views
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

4.2.4.1 Page (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {263F9D9B-2597-4B97-91CC-7F44DACAFBD5}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected page)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Page by visits and value per visit

Item Name: Page by visits and value per visit

Item Id: {B7CA370D-644C-4294-81DD-D29F46138461}

- **Chart Type:** Line chart
- **Title/Tooltip:** Page by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Page by page views per visit

Item Name: Page by page views per visit

Item Id: {0DA12FFB-F72B-4FB2-9F1B-8ECF2F310151}

- **Chart Type:** Area chart
- **Title/Tooltip:** Page by page views per visit
- **Metrics:** Page views per visit
- **Segments:** All visits by page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Page by value per visit

Item Name: Page by value per visit

Item Id: {CE0990DA-CB93-415A-A835-3538F05D41DB}

- **Chart Type:** Area chart
- **Title/Tooltip:** Page by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Online interaction by page views per visit

Item Name: All visit page views per visit

Item Id: {445BD4FF-FA80-4213-B666-DE11955805E5}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction by page views per visit
- **Metrics:** Page views per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

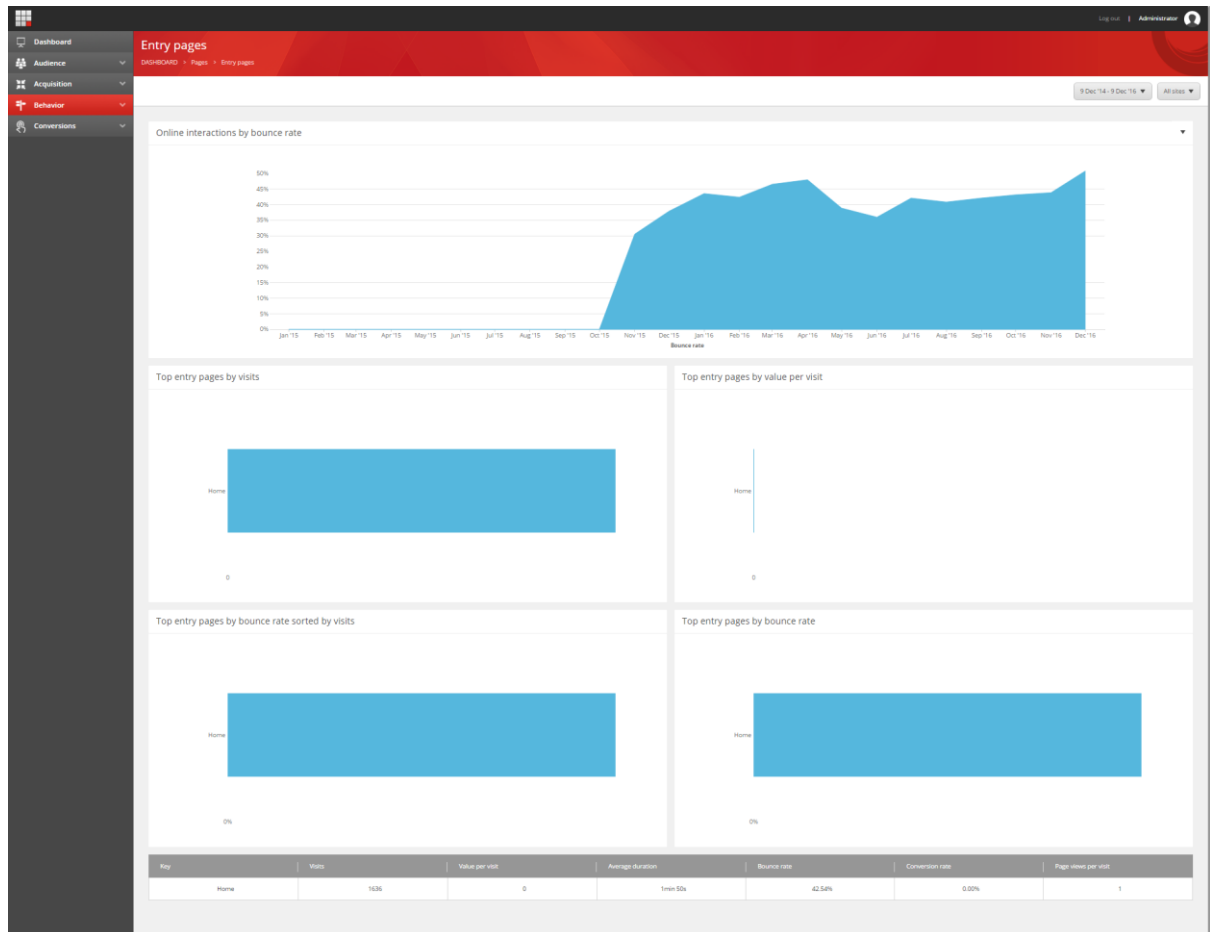
Online interaction value per visit

Item Name: All visits value per visit

Item Id: {290B5E32-5790-4588-A4F2-E202FE1B0610}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

4.2.4.2 Entry pages



Online interactions by bounce rate

Item Name: All visits

Item Id: {C96F4C31-2D34-4478-9459-6F8C56916ECA}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interactions by bounce rate
- **Metrics:** Bounce rate
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Top entry pages by visits

Item Name: Top entry pages by visits

Item Id: {BD58C107-AD2E-4002-ABD0-7582A5B38E4D}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry pages by visits
- **Metrics:** Visits
- **Target Page:** Entry page
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top entry pages by value per visit

Item Name: Top entry pages by value per visit

Item Id: {8937EA9F-4742-4400-8B5D-F47B3CC1E270}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry pages by value per visit
- **Metrics:** Value per visit
- **Target Page:** Entry page
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top entry pages by bounce rate sorted by visits

Item Name: Top entry pages by bounce rate sorted by visits

Item Id: {6DF70EBE-FA2B-4822-A085-C4E0A209ECFE}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry pages by bounce rate sorted by visits
- **Metrics:** Bounce rate
- **Target Page:** Entry page
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top entry pages by bounce rate

Item Name: Top entry pages by bounce rate

Item Id: {822268A4-3D22-4E53-877C-528AB2198E99}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry pages by bounce rate
- **Metrics:** Bounce rate
- **Target Page:** Entry page
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Bounce rate
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

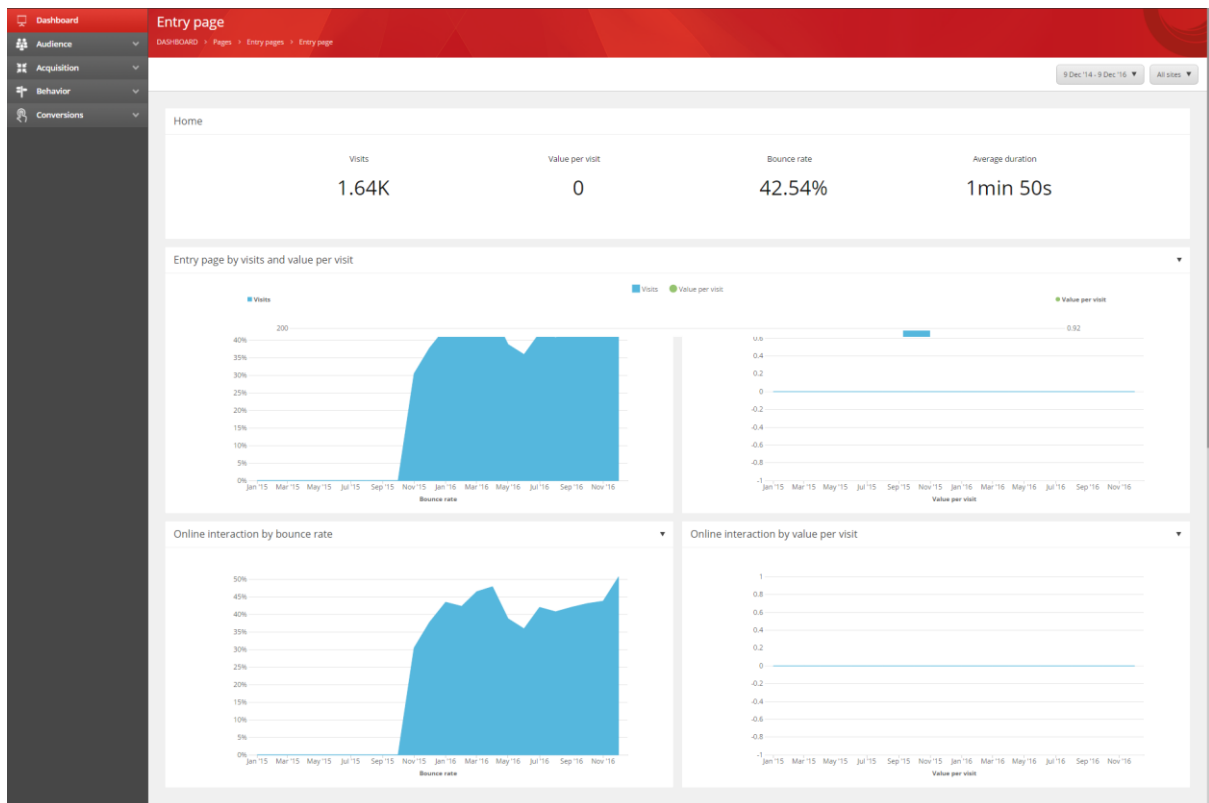
Table list: Entry pages

Item Name: Entry pages

Item Id: {E26070B9-4853-4D98-A9A2-95E416C5F892}

- **Chart Type:** List
- **Title:** Blank
- **Tooltip:** All entriypages
- **Target Page:** Entry page
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Page views
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

4.2.4.2.1 Entry page (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {F0A27FBE-F944-41D4-B085-58999E0B9B4A}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected page)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Entry page by visits and value per visit

Item Name: Visits and value per visit – ExperienceAnalyticsLineChart Parameters

Item Id: {0ADE6DDA-2532-4E1B-881B-BC3223D89B0D}

- **Chart Type:** Line chart
- **Title/Tooltip:** Entry page by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Entry page by bounce rate

Item Name: Entry page bounce rate – ExperienceAnalyticsAreaChart Parameters

Item Id: {DE60D411-D89D-432E-B186-AB60C80BDB35}

- Chart Type: Area chart
- Title/Tooltip: Entry page by bounce rate
- Metrics: Bounce rate
- Segments: All visits by entry page
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Entry page by value per visit

Item Name: Entry page value per visit – ExperienceAnalyticsAreaChart Parameters

Item Id: {EAD58C76-4F74-4E68-B0B3-6A8950661A9B}

- Chart Type: Area chart
- Title/Tooltip: Entry page by value per visit
- Metrics: Value per visit
- Segments: All visits by entry page
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Ascending
- Drilldown Option: Details

Online interaction by bounce rate

Item Name: All visits bounce rate

Item Id: {F1269FC0-765B-43BD-8F9B-351AB08CD30E}

- Chart Type: Area chart
- Title/Tooltip: Online interaction by bounce rate
- Metrics: Bounce rate
- Segments: All visits by channel type
- Keys: D07286FA-67CE-4D66-8783-0140B8B91EF1
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Ignore

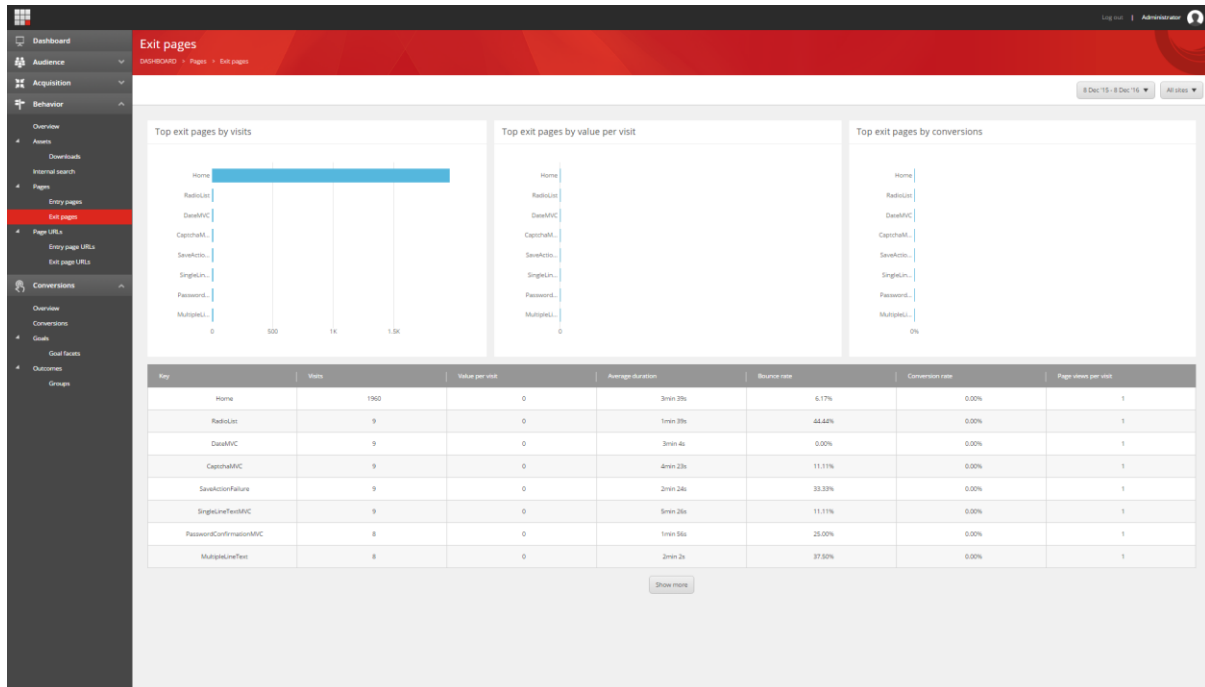
Online interaction by value per visit

Item Name: All visits value per visit

Item Id: {AE0F0593-654F-4600-A2E8-FAD397349B9B}

- Chart Type: Area chart
- Title/Tooltip: Online interaction by value per visit
- Metrics: Value per visit
- Segments: All visits by channel type
- Keys: D07286FA-67CE-4D66-8783-0140B8B91EF1
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Ignore

4.2.4.3 Exit pages



Sitecore XP 8.x Standard Experience Analytics Reports

Top exit pages by visits

Item Name: Top exit pages by visits

Item Id: {37E873CF-718A-4354-90BC-F3921DC089C6}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit pages by visits
- **Metrics:** Visits
- **Target Page:** Exit page
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top exit pages by value per visit

Item Name: Top exit pages by value per visit

Item Id: {6295C8F4-E0F8-467D-AE54-620BB8F283C4}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit pages by value per visit
- **Metrics:** Value per visit
- **Target Page:** Exit page
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top exit pages by conversions

Item Name: Top exit pages by conversions

Item Id: {E97591D4-8475-4554-A694-DF29BBCF1D0E}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit pages by conversions
- **Metrics:** Conversion rate
- **Target Page:** Exit page
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: Exit pages

Item Name: Exit pages

Item Id: {D4F61B8E-3409-478F-90CF-40A289E5C029}

- **Chart Type:** List
- **Title:** Blank
- **Tooltip:** All exit pages
- **Target Page:** Exit page
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Page views
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

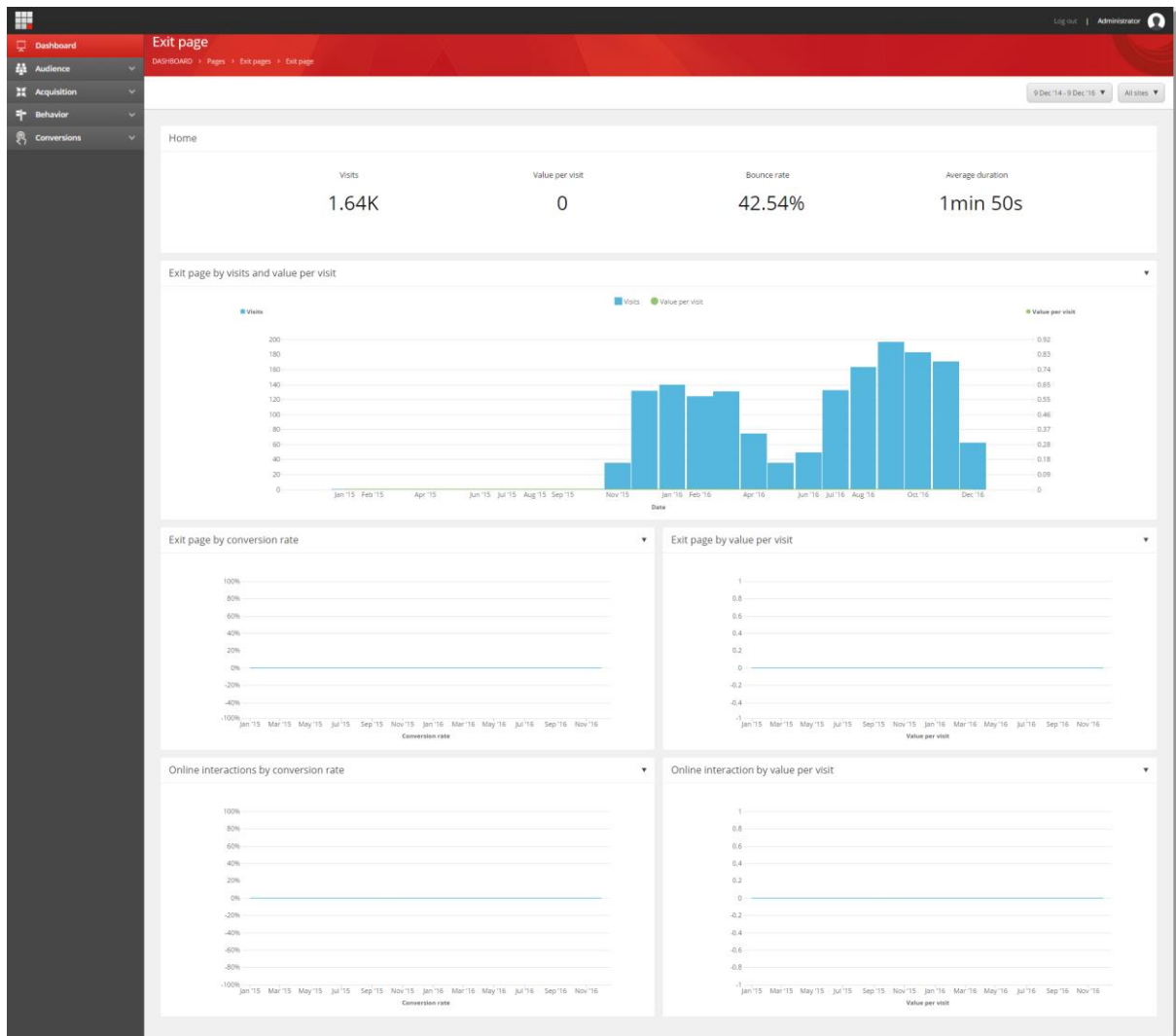
(List control – NOT VISIBLE in the report)

Item Name: Exit pages by visits

Item Id: {174F6D99-6C00-48AD-AFE8-65214CACB31D}

- > Chart Type: List
- > Title: Blank

4.2.4.3.1 Exit page (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {F17A665C-1E1F-4CC2-A805-C32FD9BB62F3}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected page)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Exit page by visits and value per visit

Item Name: Exit page by visits and value per visit

Item Id: {BC2EC2ED-A0E6-47D7-A27A-2DBF5083CBDE}

- **Chart Type:** Line chart
- **Title/Tooltip:** Exit page by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by entry page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Exit page by conversion rate

Item Name: Exit page conversion rate

Item Id: {C0895BC9-9B29-46D4-A6B8-BD60643A3474}

- **Chart Type:** Area chart
- **Title/Tooltip:** Exit page by conversion rate
- **Metrics:** Conversion rate
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Exit page by value per visit

Item Name: Exit page value per visit

Item Id: {848BA469-9414-47DF-95BA-0FD835376957}

- **Chart Type:** Area chart
- **Title/Tooltip:** Exit page by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by exit page
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Online interactions by conversion rate

Item Name: All visits conversion rate

Item Id: {86F08EFD-BE1B-4B2D-A7D7-F5D76F8B2EF8}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interactions by conversion rate
- **Metrics:** Conversion rate
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

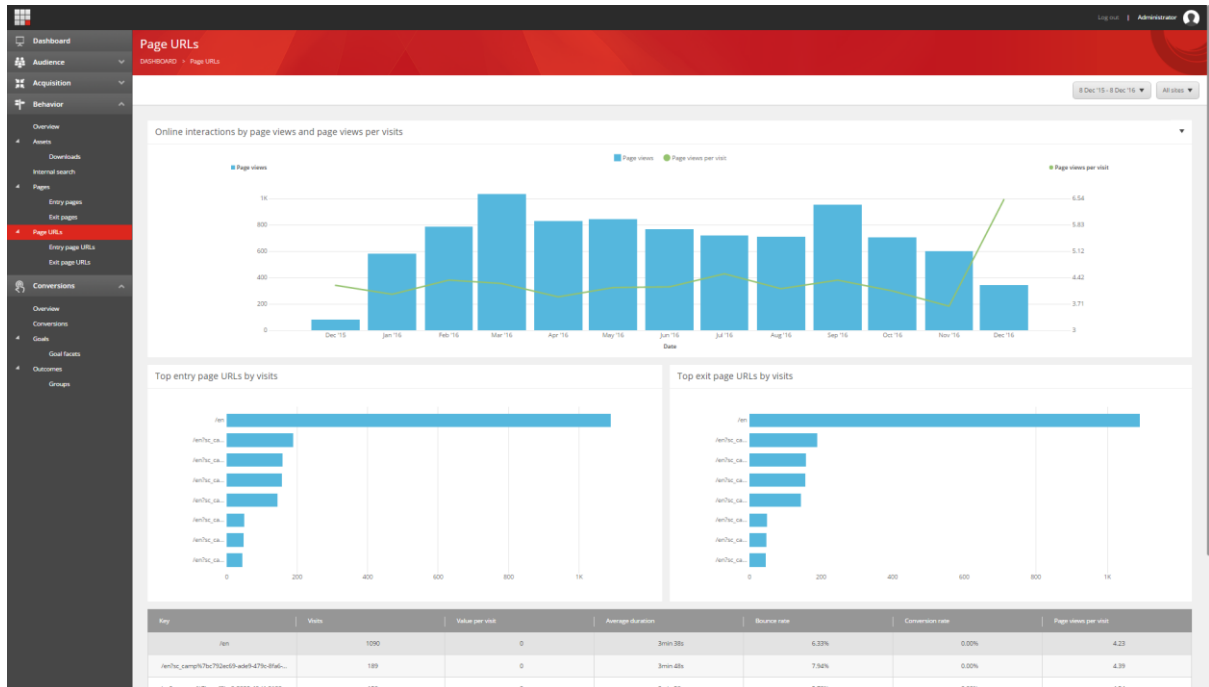
Online interaction by value per visit

Item Name: All visits value per visit

Item Id: {DF2D9A99-D434-423A-87FA-6DA30B2DA9BE}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

4.2.5 Page URLs



Sitecore XP 8.x Standard Experience Analytics Reports

Online interactions by page views and page views per visits

Item Name: Online interactions by page views and page views per visits

Item Id: {BCA95886-ED02-44B5-88D7-E38BEC0382C7}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by page views and page views per visits
- **Metrics:** Page views, Page views per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Blank

Top entry page URLs by visits

Item Name: Top entry page URLs by visits

Item Id: {AE71DEDF-A497-4A42-A45F-116137327042}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry page URLs by visits
- **Metrics:** Visits
- **Target Page:** Page URL
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top exit page URLs by visits

Item Name: Top exit page URLs by visits

Item Id: {4D2407A2-F40F-449B-A2F4-A28C6BF7742C}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit page URLs by visits
- **Metrics:** Visits
- **Target Page:** Page URL
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: Page URLs

Item Name: Page URLs

Item Id: {9B99DB78-C692-4513-9DE7-8FD4833B439D}

- **Chart Type:** List
- **Title:** Blank
- **Tooltip:** All page URLs
- **Target Page:** Page URL
- **Segments:** All visits by page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Page views
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

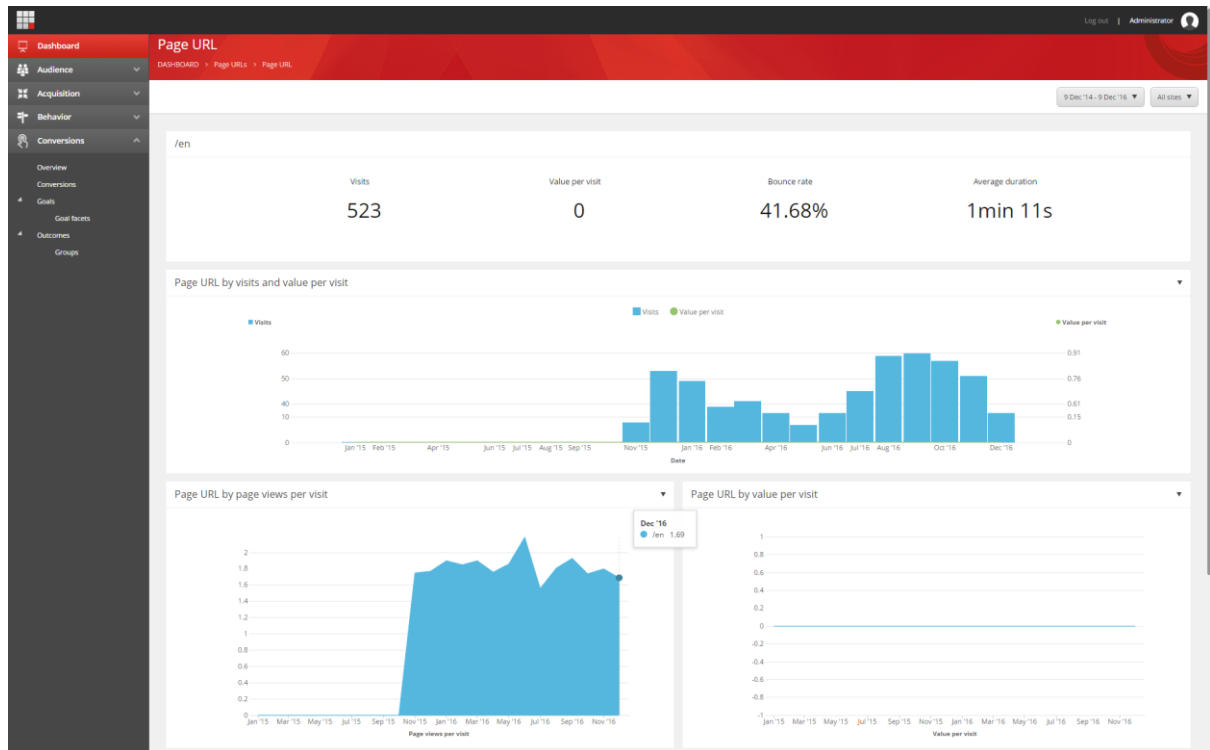
Page views (NOT VISIBLE in the report)

Item Name: PageViewsPerVisit

Item Id: {8CC80B6F-B409-4EA8-B7AB-F26EF31A4FA3}

- **Chart Type:** Area chart
- **Title:** Page views per visit
- **Tooltip:** Page views per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1

4.2.5.1 Page URL (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {2C1A0C4A-129F-499E-95A2-27B5688EA7CE}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected page)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Page URL by visits and value per visit

Item Name: Page URL by visits and value per visit

Item Id: {F2A2B964-43F6-4F62-84DB-C44B5C1256C7}

- **Chart Type:** Line chart
- **Title/Tooltip:** Page URL by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Page URL by page views per visit

Item Name: Page URL by page views per visit

Item Id: {E009DD60-9B58-40E1-A3D9-3261F96D63BA}

- **Chart Type:** Area chart
- **Title/Tooltip:** Page URL by page views per visit
- **Metrics:** Page views per visit
- **Segments:** All visits by page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Page URL by value per visit

Item Name: Page URL by value per visit

Item Id: {571018FB-C0FA-413F-BD8B-BB37802E12B1}

- **Chart Type:** Area chart
- **Title/Tooltip:** Page URL by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Online interaction by page views per visit

Item Name: All visits page views per visit

Item Id: {87051CF7-7E04-4C33-B622-A609E9CE085C}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction by page views per visit
- **Metrics:** Page views per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

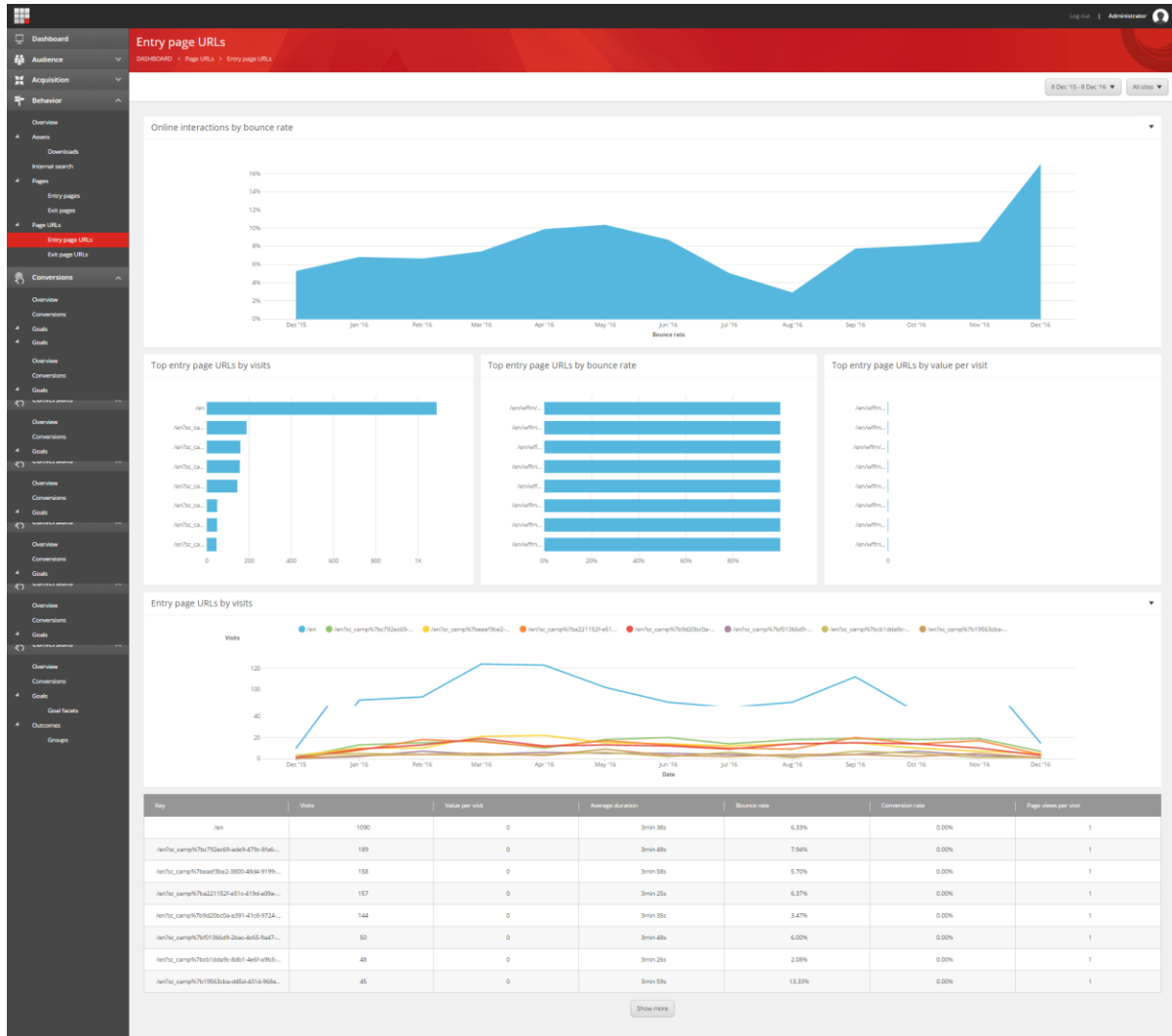
Online interaction value per visit

Item Name: All visits value per visit

Item Id: {BD7B012C-8006-4984-82E2-127E05E990AC}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

4.2.5.2 Entry page URLs



Online interactions by bounce rate

Item Name: Online interactions by bounce rate

Item Id: {26C15053-088D-4D89-83B0-1CA8BAA9D1CA}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interactions by bounce rate
- **Metrics:** Bounce rate
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top entry page URLs by visits

Item Name: Top entry page URLs by visits

Item Id: {8EA0DBB3-5CFB-4313-91C2-D6590B3BE822}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry page URLs by visits
- **Metrics:** Visits
- **Target Page:** Entry page URL
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top entry page URLs by bounce rate

Item Name: Top entry page URLs by conversions

Item Id: {1353D966-43F6-40A5-A22F-F2011D4DB57C}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry page URLs by bounce rate
- **Metrics:** Bounce rate
- **Target Page:** Entry page URL
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Bounce rate
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top entry page URLs by value per visit

Item Name: Top entry page URLs by value per visit

Item Id: {984DC9F1-391D-4227-899B-35FD6C3812EE}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top entry page URLs by value per visit
- **Metrics:** Value per visit
- **Target Page:** Entry page URL
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Entry page URLs by visits

Item Name: Entry page URLs-1

Item Id: {FF340484-9D66-40FC-AC07-CFE58179BE5A}

- **Chart Type:** Line chart
- **Title/Tooltip:** Entry page URLs by visits
- **Metrics:** Visits
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: Entry Page URLs

Item Name: Entry Page URLs

Item Id: {8A56F292-B74F-4EBA-B243-47A3568149F0}

- Chart Type: List
- Title: Blank
- Tooltip: All entry page URLs
- Target Page: Entry page URL
- Segments: All visits by entry page URL
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top entry page URLs by bounce rate sorted by visits (NOT VISIBLE in the report)

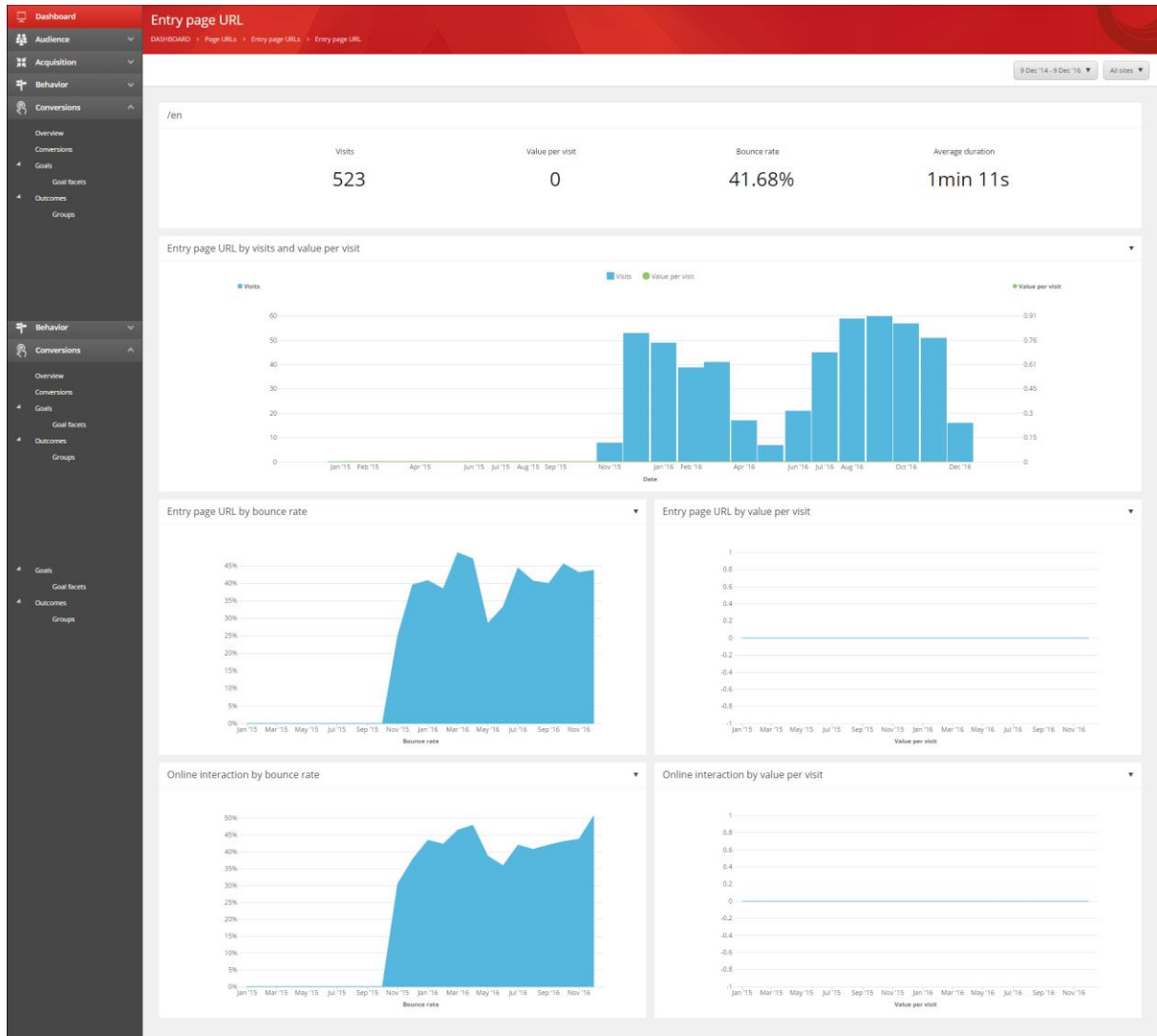
Item Name: Top entry page URLs by bounce rate sorted by visits

Item Id: {801A4C4D-95D7-43EA-B0B6-D010D1A551B7}

- Chart Type: Bar chart
- Title/tooltip: Top entry page URLs by bounce rate sorted by visits
- Tooltip: All entry page URLs
- Target Page: Entry page URL
- Segments: All visits by entry page URL

Sitecore XP 8.x Standard Experience Analytics Reports

4.2.5.2.1 Entry page URL (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {5FC4E423-C75B-4410-BD0F-F52FE8BDCA15}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected page)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Entry page URL by visits and value per visit

Item Name: Entry page URL by visits and value per visit

Item Id: {6124D561-0C2A-4626-9722-D0FE5A48A730}

- **Chart Type:** Line chart
- **Title/Tooltip:** Entry page URL by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Entry page URL by bounce rate

Item Name: Entry page URL by bounce rate

Item Id: {6D6334AC-8154-426B-839F-C436D92220DB}

- **Chart Type:** Area chart
- **Title/Tooltip:** Entry page URL by bounce rate
- **Metrics:** Bounce rate
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Entry page URL by value per visit

Item Name: Entry page URL by value per visit

Item Id: {0D225BCA-5196-4368-9C6C-2B08B6FB3B1B}

- **Chart Type:** Area chart
- **Title/Tooltip:** Entry page URL by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by entry page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Online interaction by bounce rate

Item Name: All visits bounce rate

Item Id: {E15C8231-65AE-4593-98E2-FF64EC05C435}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction by bounce rate
- **Metrics:** Bounce rate
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

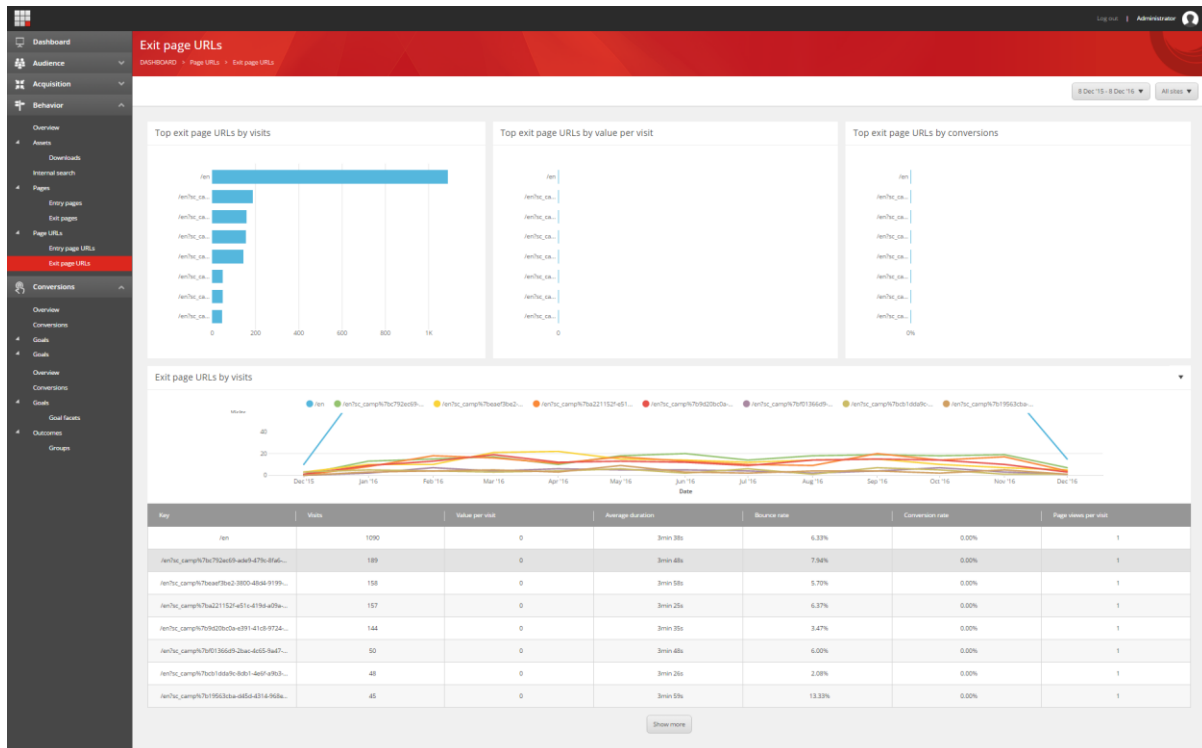
Online interaction by value per visit

Item Name: All visits value per visit

Item Id: {01085A95-8CCB-4817-9072-DC5BD8EB30FF}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

4.2.5.2 Exit page URLs



Sitecore XP 8.x Standard Experience Analytics Reports

Top exit page URLs by visits

Item Name: Top exit page URLs by visits

Item Id: {DBA1CFE5-24E3-4426-9897-F48F1C6B63A9}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit page URLs by visits
- **Metrics:** Visits
- **Target Page:** Exit page URL
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top exit page URLs by value per visit

Item Name: Top exit page URLs by value per visit

Item Id: {D80C3908-ECF2-407C-9B3C-F70F38B961E9}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit page URLs by value per visit
- **Metrics:** Value per visit
- **Target Page:** Exit page URL
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top exit page URLs by conversions

Item Name: Top exit page URLs by conversions

Item Id: {FC27C26D-0750-4A44-B478-171AF8D60CD7}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top exit page URLs by conversions
- **Metrics:** Conversion rate
- **Target Page:** Exit page URL
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Exit page URLs by visits

Item Name: Exit page URLs by visits

Item Id: {BD3905A3-3FDC-4F7D-9E37-8C0DA16BF88F}

- **Chart Type:** Line chart
- **Title/Tooltip:** Exit page URLs by visits
- **Metrics:** Visits
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Table list: Exit Page URLs

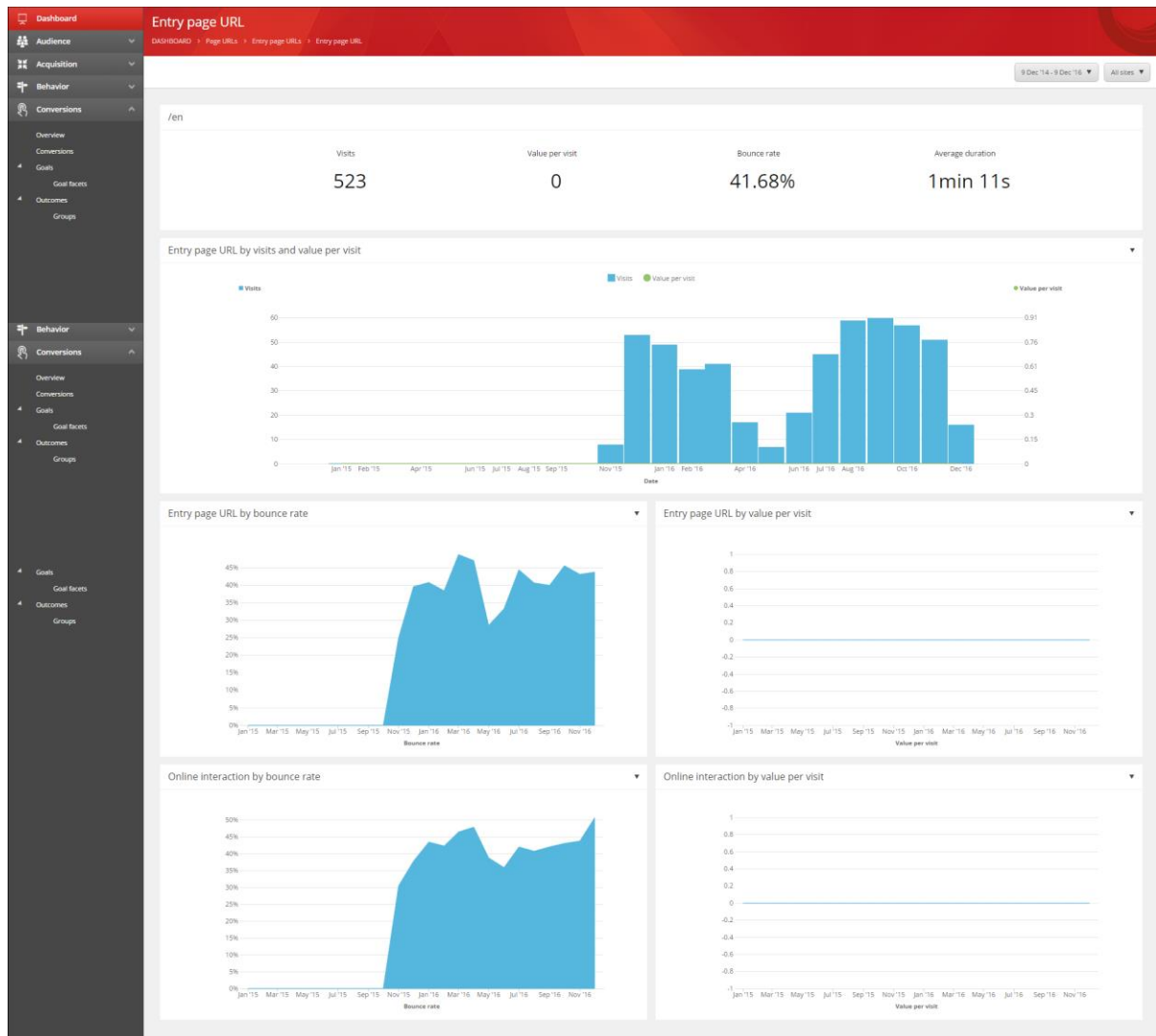
Item Name: Exit page URLs

Item Id: {91B80C98-A6F8-4554-9134-64623FBAB1EE}

- Chart Type: List
- Title: Blank
- Tooltip: All exit page URLs
- Target Page: Exit page URL
- Segments: All visits by exit page URL
- Keys: Blank
- Key Grouping: Blank
- Key Count: 8
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Sitecore XP 8.x Standard Experience Analytics Reports

4.2.5.3.1 Exit page URL (activated by drill-down)



Sitecore XP 8.x Standard Experience Analytics Reports

Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {C1BAB77B-65F1-4C12-AA43-E2BB41FD00C7}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected page)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Exit page URL by visits and value per visit

Item Name: Visits and value per visit

Item Id: {EB4312F4-AD22-4765-9822-B16BFF421A4E}

- **Chart Type:** Line chart
- **Title/Tooltip:** Exit page URL by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Exit page URL by conversion rate

Item Name: Exit page URL conversion rate

Item Id: {A161EF72-FD1B-49B7-96C0-4F1A37587D13}

- **Chart Type:** Area chart
- **Title/Tooltip:** Exit page URL by conversion rate
- **Metrics:** Conversion rate
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Exit page URL by value per visit

Item Name: Exit page URL value per visit

Item Id: {A87DF84B-AC6D-4805-A6E7-FE041FF73FC5}

- **Chart Type:** Area chart
- **Title/Tooltip:** Exit page URL by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by exit page URL
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Online interaction by conversion rate

Item Name: All visits conversion rate

Item Id: {E939540D-FE9A-4263-B018-5DB0B7330F4B}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction by conversion rate
- **Metrics:** Conversion rate
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

Online interaction by value per visit

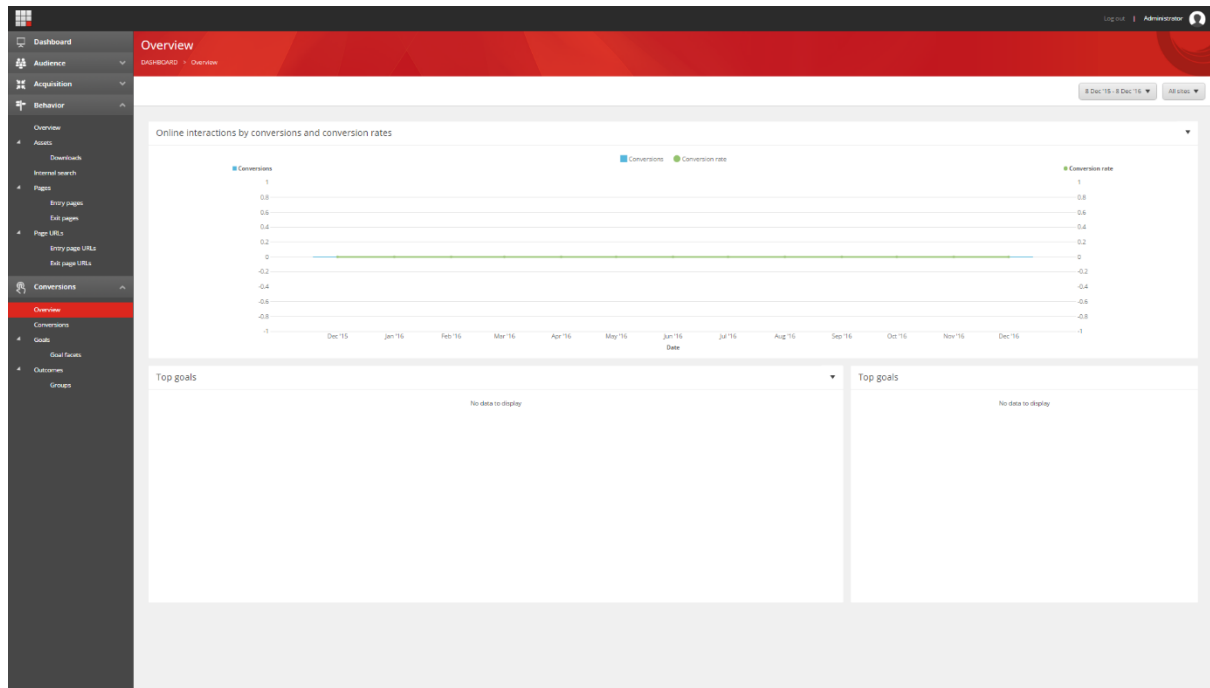
Item Name: All visits value per visit

Item Id: {C16B477F-EE4E-4344-ADA1-B956E7D259D4}

- **Chart Type:** Area chart
- **Title/Tooltip:** Online interaction by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

5. CONVERSIONS

5.1 OVERVIEW



Online interactions by conversions and conversion rates

Item Name: All visits

Item Id: {1AE6C4B1-C6E0-43B4-B6CC-C44A71924A2A}

- **Chart Type:** Line chart
- **Title/Tooltip:** Online interactions by conversions and conversion rates
- **Metrics:** Conversions, Conversion rate
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top goals

Item Name: Top converting goals - ExperienceAnalyticsLineChart Parameters

Item Id: {CE262F7C-14BC-41BF-A656-23B373F4FC55}

- Chart Type: Line chart
- Title/Tooltip: Top goals
- Metrics: Count
- Segments: All visits by goal
- Keys: Blank
- Key Grouping: Collapsed
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Blank

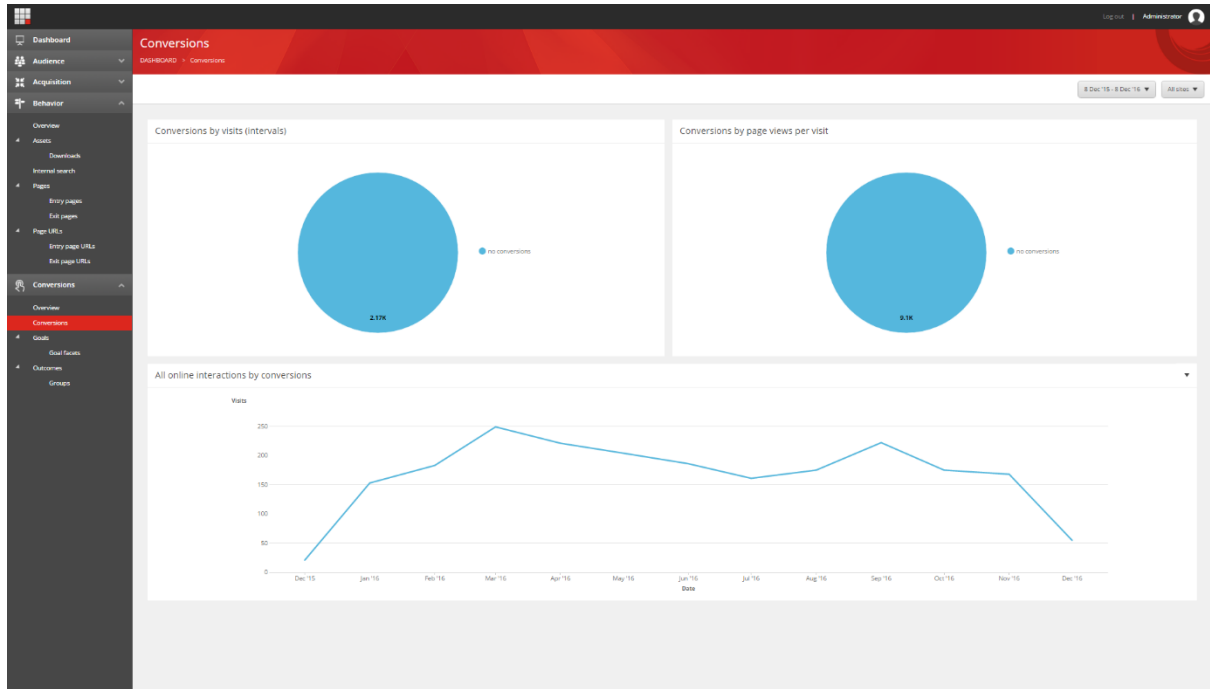
Top goals

Item Name: Top converting goals - ExperienceAnalyticsPieChart Parameters

Item Id: {CCA93821-D45C-4992-9E03-DE4F333CE20C}

- Chart Type: Pie chart
- Title/Tooltip: Top goals
- Metrics: Count
- Target Page: Goal
- Segments: All visits by goal
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Count
- Key Sort Direction: Descending
- Drilldown Option: Blank

5.2 CONVERSIONS



Conversions by visits (intervals)

Item Name: Conversions per interaction - ExperienceAnalyticsPieChart Parameters

Item Id: {440D11CD-930C-4094-8D77-CE8056D05AD2}

- Chart Type: Pie chart
- Title/Tooltip: Conversions by visits (intervals)
- Metrics: Visits
- Target Page: Blank
- Segments: All visits by conversion
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

Conversions by page views per visit

Item Name: Conversions per interaction - ExperienceAnalyticsPieChart Parameters-1

Item Id: {5AA03226-E3E5-47E5-94A2-E4EF93411B7E}

- Chart Type: Pie chart
- Title/Tooltip: Conversions by page views per visit
- Metrics: Page views
- Target Page: Blank
- Segments: All visits by conversion
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

All online interactions by conversions

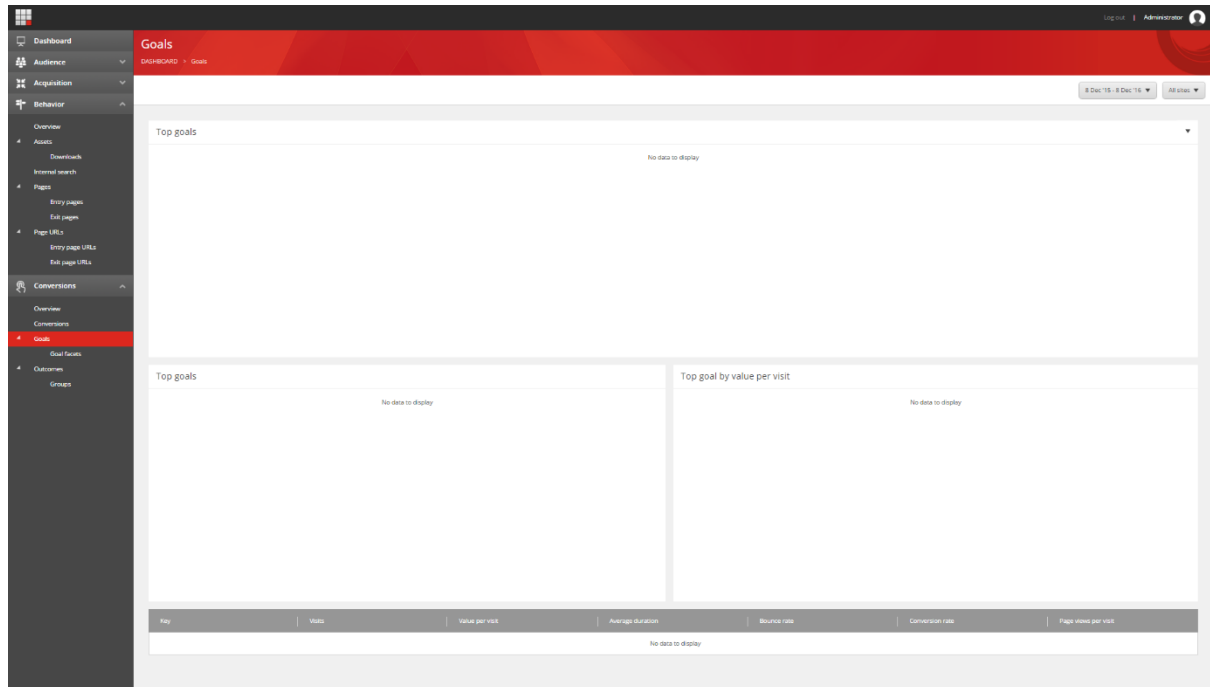
Item Name: Conversions over time - ExperienceAnalyticsLineChart Parameters

Item Id: {72282BB3-FB8A-4AB9-A415-87EA66E20A97}

- **Chart Type:** Line chart
- **Title/Tooltip:** All online interactions by conversions
- **Metrics:** Conversions
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Blank

5.3 GOALS

5.3.1 GOALS



Top goals

Item Name: Top goals - ExperienceAnalyticsLineChart Parameters

Item Id: {3AD8DCF4-617C-4DD2-BF68-CFCE80408946}

- Chart Type: Line chart
- Title/Tooltip: Top goals
- Metrics: Count per visit
- Segments: All visits by goal
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Count per visit
- Key Sort Direction: Descending
- Drilldown Option: Blank

Sitecore XP 8.x Standard Experience Analytics Reports

Top goal

Item Name: Top goals - ExperienceAnalyticsPieChart Parameters

Item Id: {B14F8FCE-6032-4D2F-A4C3-96CBBDF1FDDC}

- Chart Type: Pie chart
- Title/Tooltip: Top goals
- Metrics: Count
- Target Page: Goal
- Segments: All visits by goal
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Conversions
- Key Sort Direction: Descending
- Drilldown Option: Blank

Top goals by value per visit

Item Name: Top goal by value per visit

Item Id: {EBBDBB3F-F3C3-413F-A805-06D093E746CD}

- Chart Type: Bar chart
- Title/Tooltip: Top goal by value per visit
- Metrics: Value per visit
- Target Page: Goal
- Segments: All visits by goal
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Conversion rate
- Key Sort Direction: Descending
- Drilldown Option: Blank

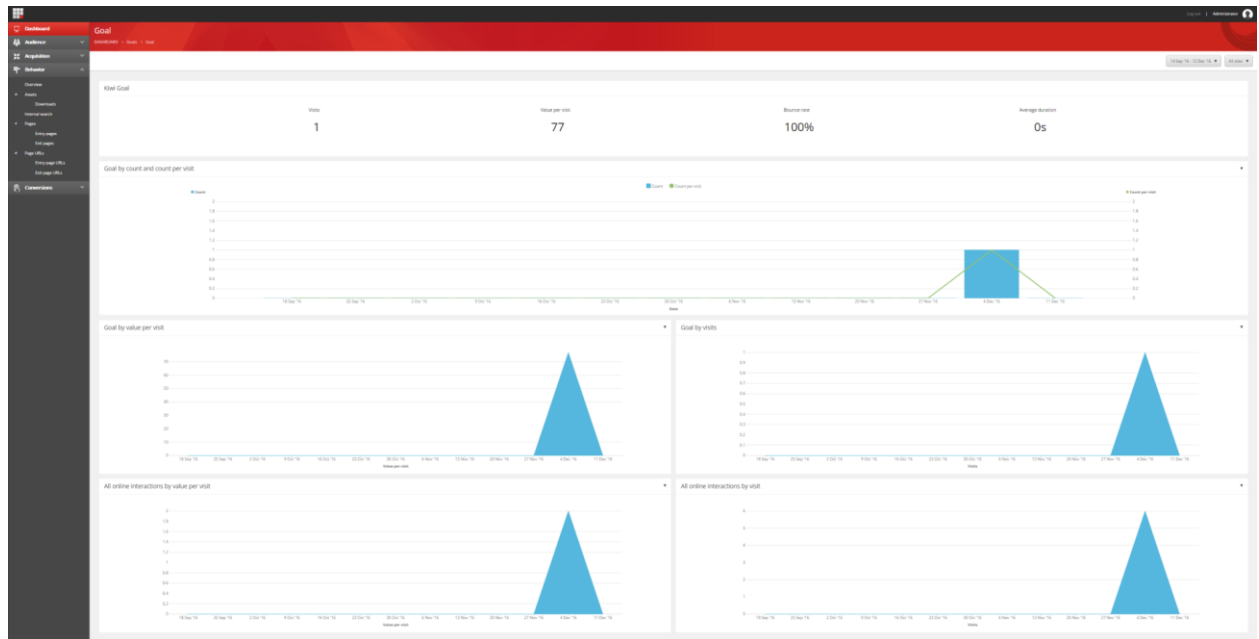
Table list: All goals

Item Name: All goals - ExperienceAnalyticsListControl Parameters

Item Id: {FE51196B-7426-4E62-A68E-AA21AE66166A}

- Chart Type: List Control
- Title: Blank
- Tooltip: All goals
- Target Page: Goal
- Segments: All visits by goal
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

5.3.1.1 GOAL (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {DF0CAAE9-6D57-46B0-B588-40929FA9917B}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected goal)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by goal
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Goal by count and count per visit

Item Name: Goal by conversions and conversion rate - ExperienceAnalyticsLineChart
Parameters

Item Id: {988C1405-57D6-4D9B-8595-0664797955E2}

- **Chart Type:** Line chart
- **Title:** Goal by count and count per visit
- **Tooltip:** Goal by count and count per visit
- **Metrics:** Count, Count per visit
- **Segments:** All visits by goal
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Goal by value per visit

Item Name: Goal by value per visit - ExperienceAnalyticsAreaChart
Parameters

Item Id: {5AAF18BC-9A6F-4B19-B3A2-9122C7B0277C}

- **Chart Type:** Area chart
- **Title/Tooltip:** Goal by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by goal
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Goal by visits

Item Name: Goal by visits - ExperienceAnalyticsAreaChart
Parameters

Item Id: {6A6C4856-70A5-46DD-8140-131DAD9A28B7}

- **Chart Type:** Area chart
- **Title/Tooltip:** Goal by visits
- **Metrics:** Visits
- **Segments:** All visits by goal
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

All online interactions by value per visit

Item Name: Goal by visits - ExperienceAnalyticsAreaChart Parameters

Item Id: {A384DF10-F987-4CD2-AE02-9252DD7D65D3}

- **Chart Type:** Area chart
- **Title/Tooltip:** All online interactions by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By Key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

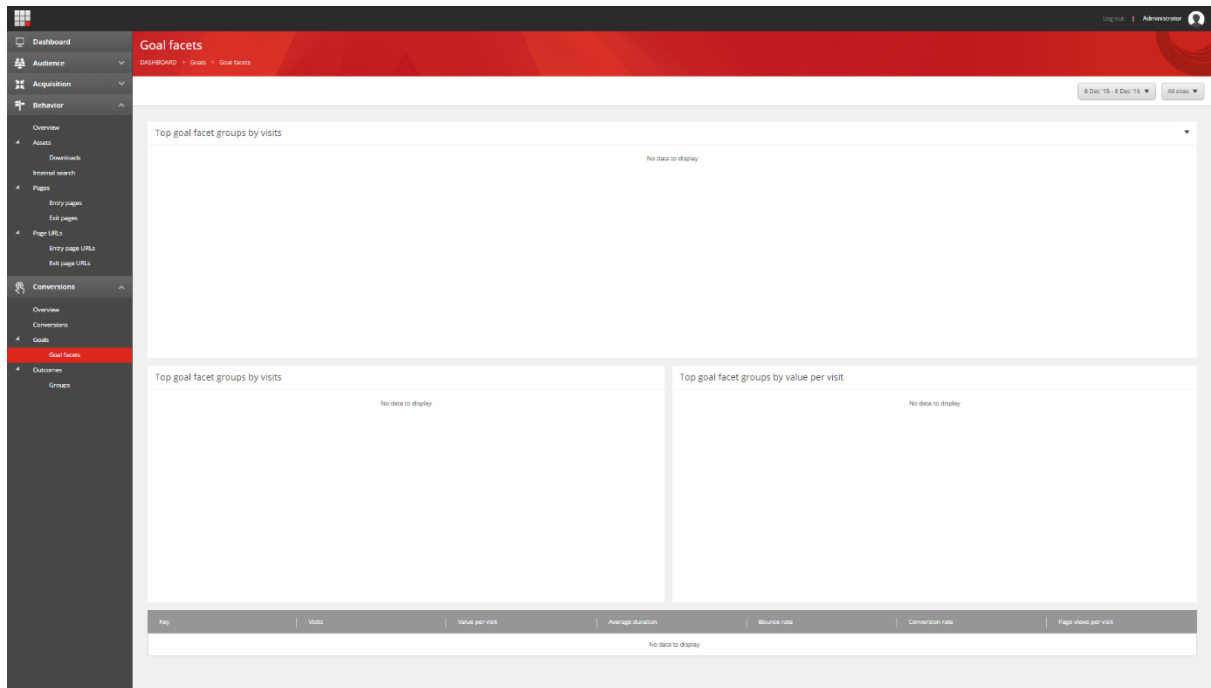
All online interactions by visit

Item Name: All visits

Item Id: {5B5B4FA9-9660-4597-885C-4C3E765F3D87}

- **Chart Type:** Area chart
- **Title/Tooltip:** All online interactions by visit
- **Metrics:** Visits
- **Segments:** All visits by channel type
- **Keys:** D07286FA-67CE-4D66-8783-0140B8B91EF1
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Ignore

5.3.2 GOAL FACETS



Top goal facet groups by visits

Item Name: Top by visits

Item Id: {3020EAA6-AAE9-49FA-888A-75EC032B68AF}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top goal facet groups by visits
- **Metrics:** Visits
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Top goal facet groups by visits

Item Name: Top by visits summary

Item Id: {E08C562C-8C57-4E38-91DC-7FE4B79E9C41}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top goal facet groups by visits
- **Metrics:** Visits
- **Target Page:** Goal facet group
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

Top goal facet groups by value per visit

Item Name: Top by value per visit summary

Item Id: {2E5E3AC9-1601-4D62-8C23-05F895E84D7D}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top goal facet groups by value per visit
- **Metrics:** Value per visit
- **Target Page:** Goal facet group
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** 8
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

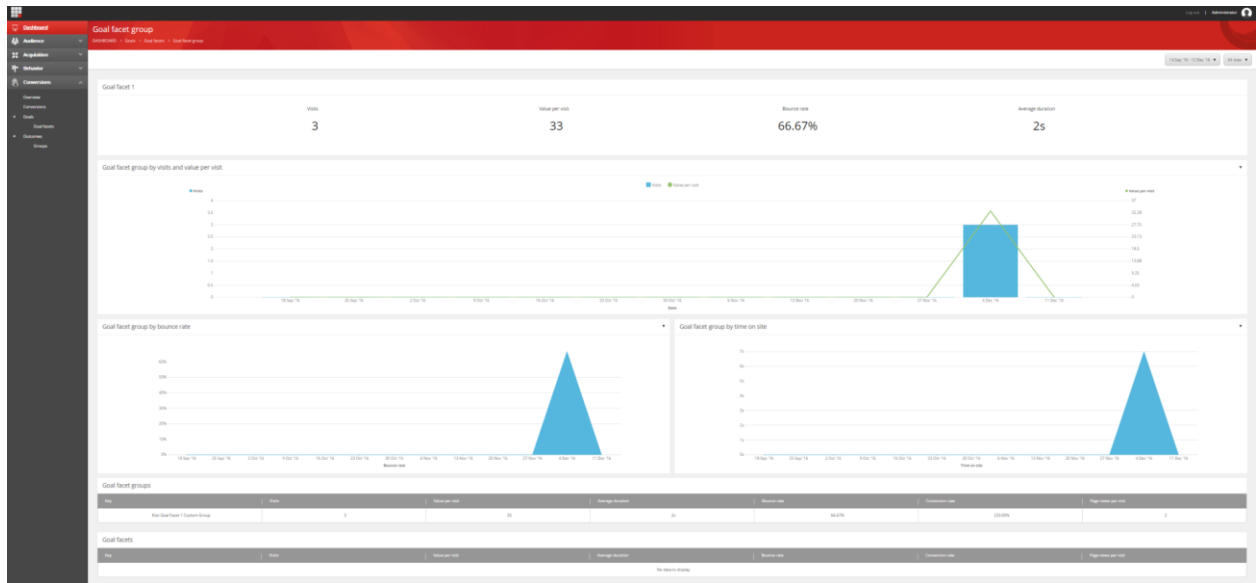
Table list: All goal facet groups within this group

Item Name: All

Item Id: {DD14624F-C74D-4B4B-AB87-ACBD6C9BF25D}

- **Chart Type:** List Control
- **Title:** Blank
- **Tooltip:** Goal facet groups within this group
- **Target Page:** Goal facet group
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

5.3.2.1 GOAL FACET GROUP (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {0A4F3731-594C-4A00-B9F6-DE080FF2C025}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected goal facet group)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Goal facet group by visits and value per visit

Item Name: Detail visits and value

Item Id: {56B8FF21-14A5-4FED-9CE5-3AC09AF9A707}

- **Chart Type:** Line chart
- **Title:** Goal facet group by visits and value per visit
- **Tooltip:** Goal facet group by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** By key
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Goal facet group by bounce rate

Item Name: Detail bounce rate

Item Id: {1ABA07F4-5555-4E9E-A233-FE6D37712139}

- **Chart Type:** Area chart
- **Title/Tooltip:** Goal facet group by bounce rate
- **Metrics:** Bounce rate
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Goal facet group by time on site

Item Name: Goal facet group by time on site

Item Id: {E253B926-FB8B-4A80-800A-4F296B73DD83}

- **Chart Type:** Area chart
- **Title/Tooltip:** Goal facet group by time on site
- **Metrics:** Time on site
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

Goal facet groups

Item Name: All group children

Item Id: {B07FF379-912F-4174-BAAC-B13DB9A93333}

- **Chart Type:** List Control
- **Title:** Goal facet groups
- **Tooltip:** Goal facet groups
- **Target Page:** Goal facet group
- **Segments:** All visits by goal facet group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Children

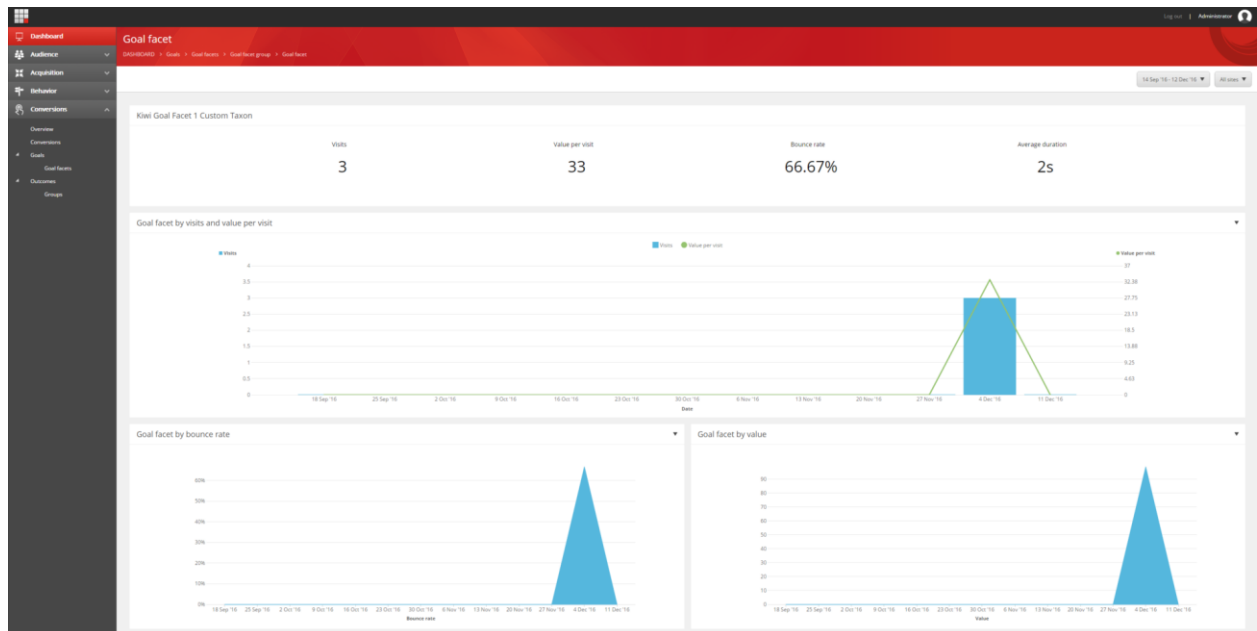
Goal facets

Item Name: All facet children

Item Id: {56BA39C6-5C04-4704-B1BA-6BD22D2FC0A2}

- **Chart Type:** List Control
- **Title:** Goal facets
- **Tooltip:** Goal facets
- **Target Page:** Goal facet
- **Segments:** All visits by goal facet
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Children

5.3.2.1.1 GOAL FACET (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {F02D068A-B53B-4DB3-B853-D0AC7C714E1C}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected goal facet)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by goal facet
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Goal facet by visits and value per visit

Item Name: Details - visits and value per visit

Item Id: {67713CE9-C4C9-4DCB-AA6F-2BE6E425B237}

- **Chart Type:** Line chart
- **Title:** Goal facet by visits and value per visit
- **Tooltip:** Goal facet by visits and value per visit
- **Metrics:** Visits, Value per visit
- **Segments:** All visits by goal facet
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Sitecore XP 8.x Standard Experience Analytics Reports

Goal facet by bounce rate

Item Name: Details - bounces

Item Id: {84A567DD-4089-4B70-B4A3-391A1CA831E6}

- **Chart Type:** Area chart
- **Title/Tooltip:** Goal facet by bounce rate
- **Metrics:** Bounce rate
- **Segments:** All visits by goal facet
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Goal facet by value

Item Name: Details - value

Item Id: {57BDDCDE-FD29-4310-88E7-B2AE61C675DF}

- **Chart Type:** Area chart
- **Title/Tooltip:** Goal facet by value
- **Metrics:** Value
- **Segments:** All visits by goal facet
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

5.4 OUTCOMES



Sitecore XP 8.x Standard Experience Analytics Reports

Top outcome groups by visits

Item Name: Top outcome groups by visits

Item Id: {AB006557-8BD7-4DCA-BF94-67BB475A5239}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top outcome groups by visits
- **Metrics:** Visits
- **Segments:** All visits by outcome group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top outcomes by visits

Item Name: Top outcomes by visits

Item Id: {51A9A599-B50D-4A39-BFF0-61D23006E4C7}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top outcomes by visits
- **Metrics:** Visits
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Outcomes by visits

Item Name: Outcomes by visits

Item Id: {0EFA816C-3F3F-46C0-AE8E-7C5A7697B142}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Outcomes by visits
- **Metrics:** Visits
- **Target Page:** Outcome
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Outcomes by value

Item Name: Outcomes by value

Item Id: {50D11AF3-0681-4994-AADE-D47D7748FE3A}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Outcomes by value
- **Metrics:** Value
- **Target Page:** Outcome
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Top outcomes by value per visit

Item Name: Top outcomes by value per visit

Item Id: {D730DE1C-A590-4124-931C-CA3D2EED468B}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top outcomes by value per visit
- **Metrics:** Value per visit
- **Target Page:** Outcome
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Value per visit
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

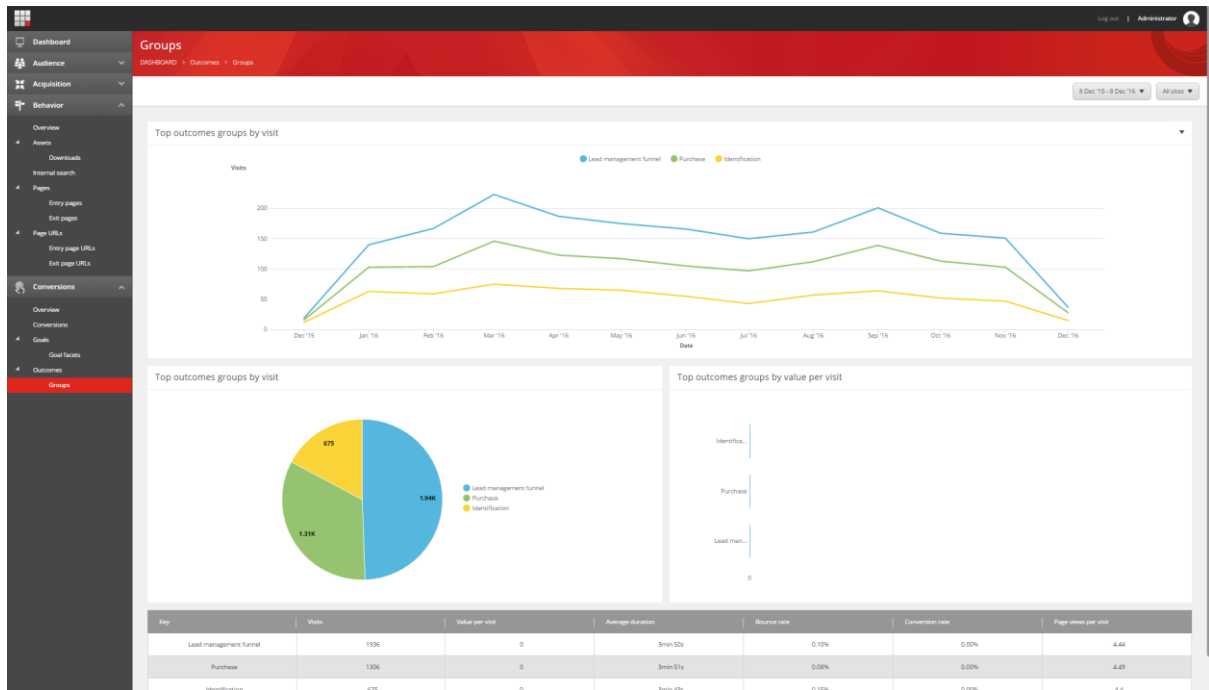
(List control table without a title)

Item Name: All visits by Outcome

Item Id: {F0D34292-E3E3-4E9D-9DAD-D0ECBDF9604F}

- **Chart Type:** List Control
- **Title:** Blank
- **Tooltip:** All visits by outcome
- **Target Page:** Outcome
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

5.4.1 GROUPS



Top outcomes groups by visit

Item Name: Top outcomes groups by visit

Item Id: {CA873073-1C71-4CBF-ABE1-75FE8B318EFA}

- **Chart Type:** Line chart
- **Title/Tooltip:** Top outcomes groups by visit
- **Metrics:** Visits
- **Segments:** All visits by outcome group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top outcomes groups by visit

Item Name: Top outcomes groups by visit - PieChart

Item Id: {04D413B2-83C5-4D7F-927D-F1464403C7CD}

- **Chart Type:** Pie chart
- **Title/Tooltip:** Top outcomes groups by visit
- **Metrics:** Visits
- **Target Page:** Outcome group
- **Segments:** All visits by outcome group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

Top outcomes groups by value per visit

Item Name: Top outcomes groups by value per visit

Item Id: {3212F6F1-4CF1-4684-939F-1C85D7A0F4E3}

- **Chart Type:** Bar chart
- **Title/Tooltip:** Top outcomes groups by value per visit
- **Metrics:** Value per visit
- **Target Page:** Outcome group
- **Segments:** All visits by outcome group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Conversion rate
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

- **Drilldown Option:** Blank

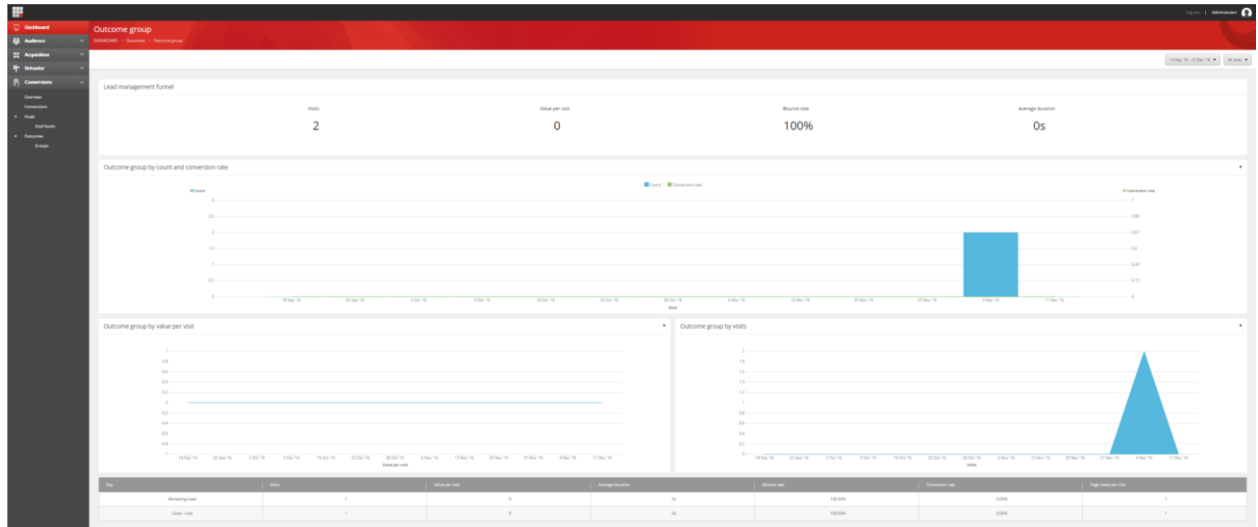
(List control without a title)

Item Name: All visits by Outcome Group

Item Id: {91DB1113-6929-4B46-BCD4-5B3C62753758}

- **Chart Type:** List Control
- **Title/Tooltip:** Blank
- **Target Page:** Outcome group
- **Segments:** All visits by outcome group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Visits
- **Key Sort Direction:** Descending
- **Drilldown Option:** Blank

5.4.1.1 OUTCOME GROUP (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {A6E0CCF1-25CF-421D-839C-207126C21CAB}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected outcome group)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by outcome group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Outcome group by count and conversion rate

Item Name: Outcome group by count and conversion rate

Item Id: {FAD2DD1E-D8B5-41B9-A14B-758F725892AD}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Outcome group by count and conversion rate
- **Metrics:** Count, Conversion rate
- **Segments:** All visits by outcome group
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Count
- **Key Sort Direction:** Descending
- **Drilldown Option:** Details

Outcome group by value per visit

Item Name: Outcome group by value per visit

Item Id: {6A9F2F5A-A292-4C7B-AABF-0FBC1E652E10}

- Chart Type: Area chart
- Title/Tooltip: Outcome group by value per visit
- Metrics: Value per visit
- Segments: All visits by outcome group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Count
- Key Sort Direction: Blank
- Drilldown Option: Details

Outcome group by visits

Item Name: Outcome group by visits

Item Id: {24634A21-07AC-4FA0-B8D7-58CF19276D1E}

- Chart Type: Area chart
- Title/Tooltip: Outcome group by visits
- Metrics: Visits
- Segments: All visits by outcome group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Blank
- Key Sort Direction: Blank
- Drilldown Option: Details

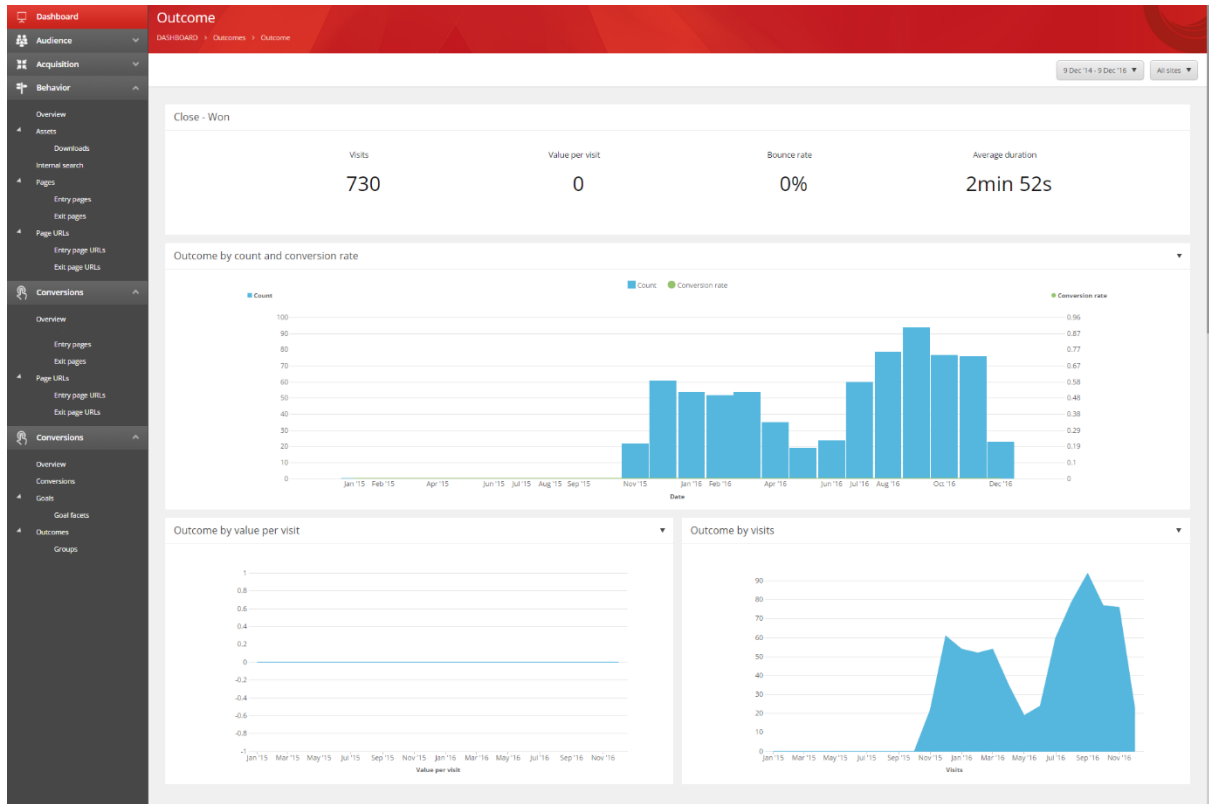
Table list: All visits by outcome

Item Name: All visits by outcome

Item Id: {01E51B08-D0A2-4425-89B1-1D2095DB5041}

- Chart Type: List Control
- Title/Tooltip: Blank
- Target Page: Outcome group
- Segments: All visits by outcome group
- Keys: Blank
- Key Grouping: Blank
- Key Count: Blank
- Key Sort By Metric: Visits
- Key Sort Direction: Descending
- Drilldown Option: Blank

5.4.1.1.1 OUTCOME (activated by drill-down)



Dynamic Title by drill-down (KPI Chart type available in 8.2)

Item Name: ExperienceAnalyticsKpiChart Parameters

Item Id: {C6989722-A31D-4B68-B418-FCF07770F9C7}

- **Chart Type:** Kpi chart
- **Title:** Blank (Automatically display selected outcome)
- **Tooltip:** Blank
- **Metrics:** Visits, Value per visit, Bounce rate, Average duration
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Ascending
- **Drilldown Option:** Details

Outcome by count and conversion rate

Item Name: Outcome by count and conversion rate

Item Id: {0212332B-90F8-4C08-97E2-763EB26FE6BF}

- **Chart Type:** Line chart
- **Title/ Tooltip:** Outcome by count and conversion rate
- **Metrics:** Count, Conversion rate
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Outcome by value per visit

Item Name: Outcome by value per visit

Item Id: {6635F96E-A9C1-4C7A-B125-4FAE3EDDC711}

- **Chart Type:** Area chart
- **Title/Tooltip:** Outcome by value per visit
- **Metrics:** Value per visit
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details

Outcome by visits

Item Name: Outcome by visits

Item Id: {B4EE5D50-95E9-4CBD-AA6E-ACF499F1BCAE}

- **Chart Type:** Area chart
- **Title/Tooltip:** Outcome by visits
- **Metrics:** Visits
- **Segments:** All visits by outcome
- **Keys:** Blank
- **Key Grouping:** Blank
- **Key Count:** Blank
- **Key Sort By Metric:** Blank
- **Key Sort Direction:** Blank
- **Drilldown Option:** Details