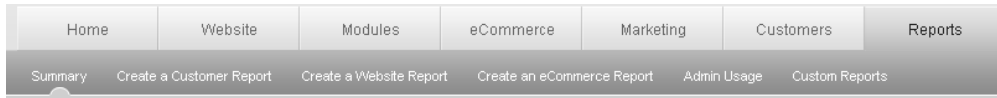


Reporting

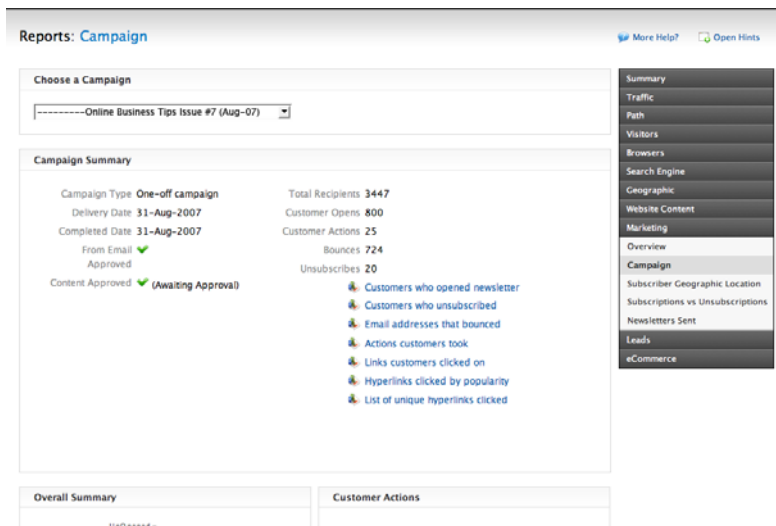


First step - the summary screen.

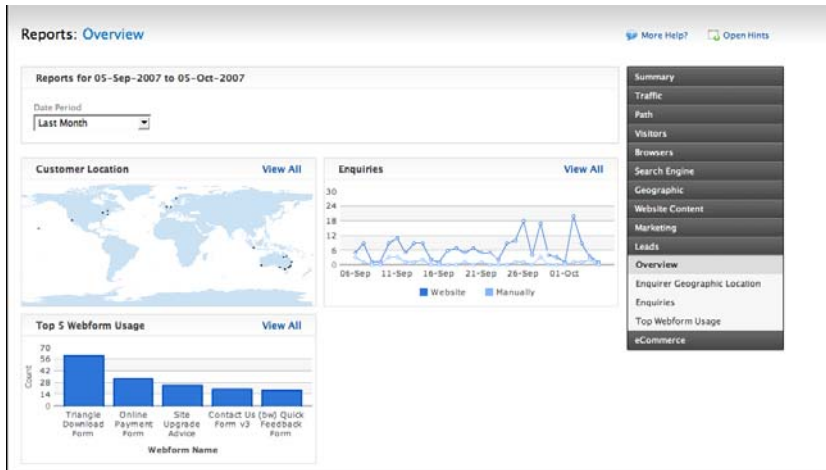


From the summary screen you can see all your reports, and then drill down into more detailed reports on traffic, customer paths, visitors, browsers and so on.

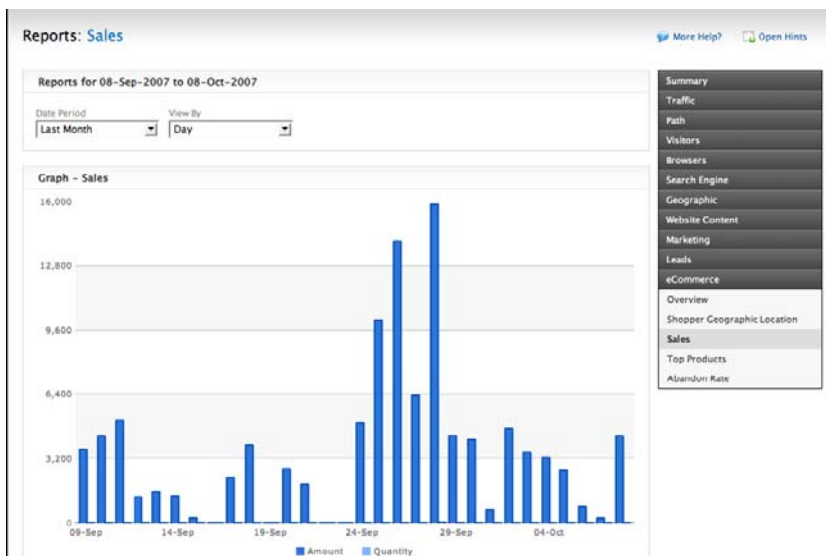
But this isn't just about the usual analytics - you can view email marketing statistics and drill down to specific



You can measure how your contact forms are performing under Leads



And check out how well your Online Shop is going, and where you can improve. And this is all from your central reporting console



You can slice, dice and filter your data with our custom report generators - to find out exactly what you want to know. Create your own customer reports (as detailed in email marketing section of this guide), websites reports and ecommerce reports.