

# Activity



Once you have determined what and how to personalize your site, Evergage reports will help you determine what's working and where improvements can be made. Activity Reports show a variety of metrics tracked on your site - from a real-time list of recent visitors to the paths these visitors take while on your site to the actions they perform while visiting.

## This Article Explains

This article details the reports available in the *Activity* section of the Reports menu.

## Sections in this Article

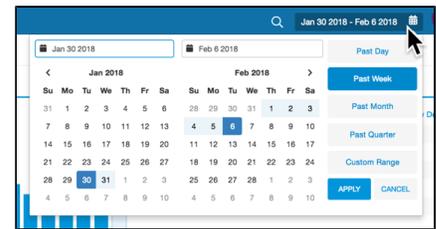
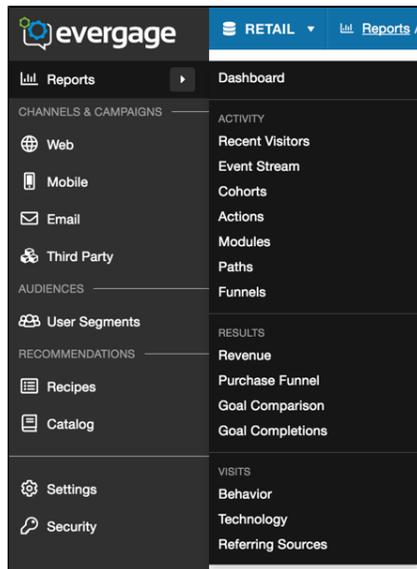
- [Access Reports](#)
- [Activity Reports](#)

## Articles in this Section

- [Track Actions in Evergage Messages](#)
- [Track Clicks to Actions in the Visual Editor](#)
- [Understand the Event Stream](#)
- [Cohort Reporting in Evergage](#)

## Access Reports

1. Log into Evergage with any permission level
2. Hover over **Reports** on the left navigation menu
3. Select the desired *Activity* report to view data
4. Change the time period by clicking the date range in the upper right corner of the screen. **Past Week** is the default time period



## Activity Reports

### Recent Visitors

The *Recent Visitors* report will show all of the visitors who have been to your site since the beacon was activated, updated in real-time.

- The green dot indicates a visitor who is actively using your site right now
- Add and remove columns by clicking the arrow to the right of any column name
- Click any bolded column header to sort by that column - all report with headers work this way
- Select a visitor to drill down to more information in the visitor's *Unified Customer Profile*. It provides a deeper dive into visitor behavior and preferences. All of the information on the screen is

available real-time for segments or to create personalized experiences.

### Recent Visitors

filter by keyword Refresh Interval: 1m EXPORT

User	Last Activity	Account Name	Current Page	Lifetime Value	Visit Length
User from Las Vegas, NV	44 seconds ago		TestRecommendati...	\$0	a month
66e1b8abf2678b1f	47 seconds ago		View Item Detail	\$0	37 minutes
3c22db81ec634771	49 seconds ago		View Item	\$0	an hour
2ebe64bb188de8...	50 seconds ago		View Item Detail	\$350	an hour
d085f00875485a79	55 seconds ago		View Category	\$585	a few seconds
6be3b839ed3a9646	55 seconds ago		View Item Detail	\$545	43 minutes
e7fdec56a0652012	a minute ago		View Item Detail	\$895	an hour
fb93350070bec9d5	a minute ago		View Item	\$475	12 minutes
e4fcec0f22fc9afe	a minute ago		View Item	\$725	an hour
648b637c9e21dd67	a minute ago		View Item Detail	\$650	37 minutes
297a964b47c301e8	a minute ago		View Category	\$1,227	38 minutes

**DETAILS**

DELETE USER

352e2f1176c4ed93

Houston, TX

\$130.00 10% Engaged

Overview In Segments

---

User ID 352e2f1176c4ed93

Visit Length 27 minutes

Visit Actions 9

Active Since Nov 24, 2016

Last Activity Nov 10, 2017

## Event Stream

The *Event Stream* report provides a queue of all the events occurring within your Evergage dataset in real-time, automatically refreshed every 15 seconds. You can add filters for UserID, Company, and Event Type as well as a specific keyword.

For more information, please refer to the [Understand the Event Stream](#) article.

### Event Stream

Last Refreshed: Nov 10 16:45:48  
Most Recent Event: Nov 10 16:45:48  
Refreshing In: 9s

Search for:

Event Type:

Timestamp	User Name or Email	Company	Action or URL	Event Detail
2 seconds ago	user-emailsignature		Personalization Summit - ...	Timestamp Nov 10 16:45:46 User ID user-emailsignature Campaign Stats Impression on message in experience Experience 8 in campaign Personalization Summit - Email Signature Final Impression on experience Experience 2 in campaign Personalization Summit - Email Signature Final Item {"type": "P", "_id": "7k3Ky"} ItemAction View Item .email true
5 seconds ago	9d6b741e2f5288f9		Resources Recs Data She...	
5 seconds ago	9d6b741e2f5288f9		Resources Recs Case Stu...	
5 seconds ago	9d6b741e2f5288f9		Secure Form Data Capture	
5 seconds ago	9d6b741e2f5288f9		Resources Recs Videos - ...	
5 seconds ago	9d6b741e2f5288f9		Clone of Resources Nav ...	
5 seconds ago	9d6b741e2f5288f9		Resources Recs Webinar...	
5 seconds ago	9d6b741e2f5288f9		RF Progressive Profiling - ...	
5 seconds ago	9d6b741e2f5288f9		Hide LiveChat on non-ess...	
5 seconds ago	9d6b741e2f5288f9		Resources Recs Ebooks - ...	
5 seconds ago	9d6b741e2f5288f9		Clone of Platform Nav Bar...	
5 seconds ago	9d6b741e2f5288f9		Smart History	
5 seconds ago	9d6b741e2f5288f9		Replace Search Blog on ...	
5 seconds ago	9d6b741e2f5288f9		Clone of Solutions Nav B...	
6 seconds ago	9d6b741e2f5288f9		Forrester Wave Report: Print	

## Cohorts

The *Cohorts* report gives insight into the way visitors flow from one action or status to another over an extended period of time. For more information, please reference the article on [Cohort Reporting in Evergage](#).

### Cohorts

Group  by  of  and that subsequently

Report in

Time	Customers	Within Days	
		7	14
Oct 30 2017	1	-	-
Nov 6 2017	18	5.6%	

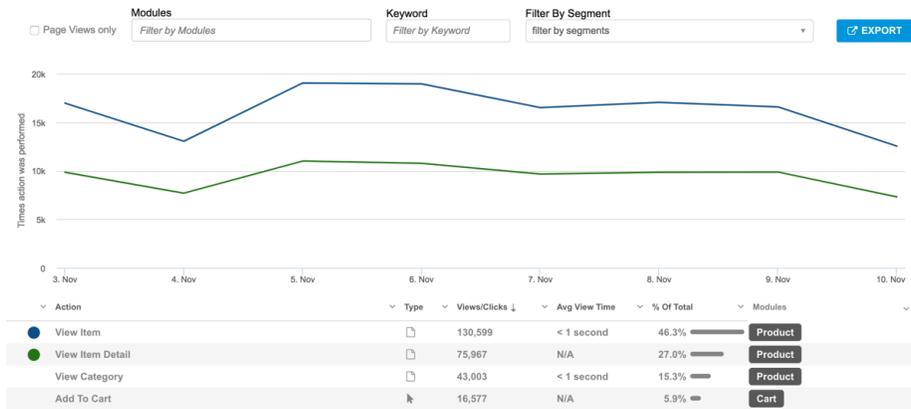
## Actions

Actions are specific events on your site or in your app (clicks, form completions, page/screen loads, message views) that have been assigned a name in Evergage with a process called action mapping.

The *Actions* report shows the activity on your site or in your app organized by these actions.

- Select **Page Views only** to see only “view” actions
- Filter by modules or by keyword
- Apply segment filters to narrow the results to visitors from a particular segment
- Select an action from the list view to plot that data point on the graph so you can see a visual comparison of different actions - the colored dot corresponds to the colored line on the graph

## Actions



## Modules

With the *Modules* report, you can group actions to see aggregate stats across the group. Actions can be added to more than one module. Please contact Evergage Support for more information on configuring and using modules.

## Modules

Module	Actions	Views/Clicks	Avg View Time
Product	3	226,569	< 1 second
Cart	3	16,328	N/A

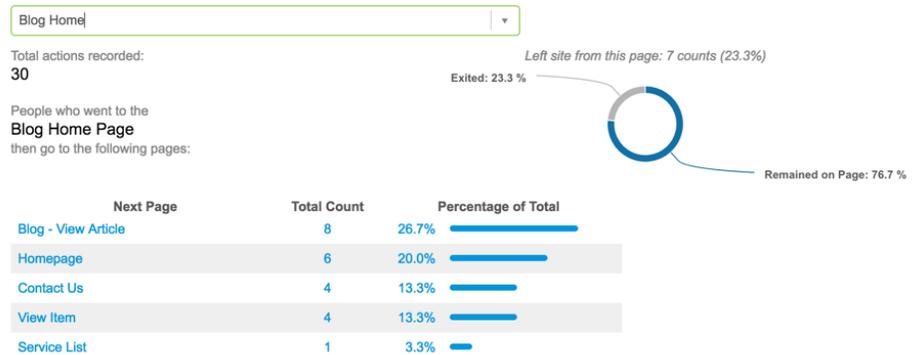
1 - 2 of 2 Items

## Paths

The *Paths* report gives you insight into the flow of visitors as they navigate through your site so you can better target your communications and content strategy. For example, if people are abandoning a demo request form, and you can see that they are going to any one of four other pages, messaging them about the demo on those four pages will help increase demo sign ups. Also, if no one enters your site on the homepage, posting a “Getting Started” video on that page might not be the best approach.

1. **Select or enter an action** to see where a visitor went after completing that action, as well as the bounce percentage and the percentage of visitors who remained on this page.
2. The list of pages shows where those who remained on the page went next
3. Click the page in the list to see the same details about the selected page
4. Continue to select pages to see the path visitors take as they move through your site

## Paths

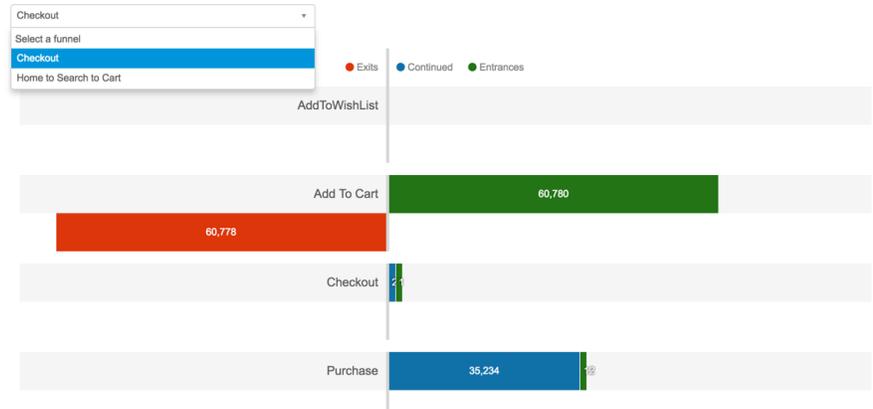


## Funnels

Using the *Funnels* report, you can select a defined “funnel” and monitor the completion of a set of desired sequential visitor actions.

For more information on building /customizing funnels, please contact your customer success representative.

## Funnels



## Day and Time

Each "dot" on the screen represents an hour in a day so you can visually understand trends or traffic spikes. Mouse-over a specific "dot" to reveal additional details about that particular time period. You can define the date range and apply filters to narrow the results by campaign and other criteria. The *Day and Time* report includes the following views:

- **Visit Count:** number of total visitors
- **Revenue:** total revenue
- **Revenue/Visit:** average revenue across each visit
- **Visit Length:** average visit length
- **Bounce:** bounce rate

