

# 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

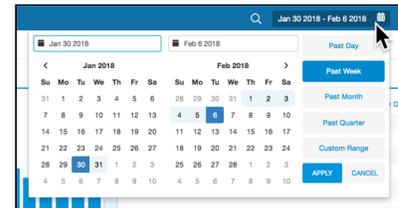
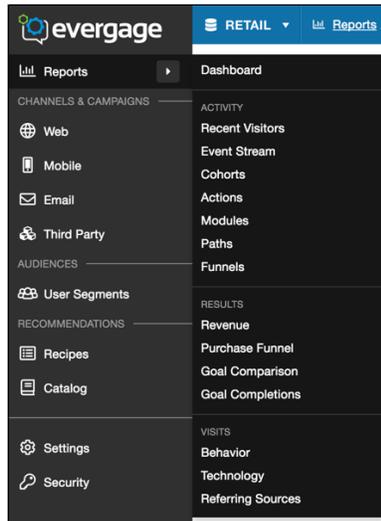
- [Access Reports](#)
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## Articles in this Section

- [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.

User	Last Activity	Account Name	Current Page	Lifetime Value	Visit Length	DETAILS
User from Las Vegas, NV	44 seconds ago		TestRecommendati...	\$0	a month	<a href="#">DELETE USER</a>
05c17baa1202781e	47 seconds ago		View Item Detail	\$0	37 minutes	352e21176c4e493
3c2208d1ec834771	48 seconds ago		View Item	\$0	an hour	Houston, TX
2ab648a188a8e...	50 seconds ago		View Item Detail	\$100	an hour	\$130.00 <span>10% Engaged</span>
0830908f754857b	55 seconds ago		View Category	\$585	a few seconds	<a href="#">Overview</a> <a href="#">In Segments</a>
05c3b833e03a04d	55 seconds ago		View Item Detail	\$545	43 minutes	
e718ac96a0820112	a minute ago		View Item Detail	\$805	an hour	User ID: 352d21176c4e493
0d3350f70bacd8d	a minute ago		View Item	\$475	12 minutes	Visit Length: 27 minutes
e1f0ac9f229c94e	a minute ago		View Item	\$725	an hour	Visit Actions: 9
e1f0ac9f229c94e	a minute ago		View Item Detail	\$650	37 minutes	Active Since: Nov 24, 2016
0480a37129c21d807	a minute ago		View Item Detail	\$650	37 minutes	Last Activity: Nov 10, 2017
237a9484647c391a4	a minute ago		View Category	\$1,227	38 minutes	

## 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.

## 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](#).

Time	Customers	Visitors	Within Days
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

Action	Type	View/Clicks	Avg View Time	% Of Total	Monitors
View Item	View/Clicks	135,599	< 1 second	46.3%	Product
View Item Detail	View/Clicks	75,887	N/A	27.0%	Product
View Category	View/Clicks	43,863	< 1 second	15.2%	Product
Add To Cart	Cart	16,377	N/A	5.9%	Cart

## Modules

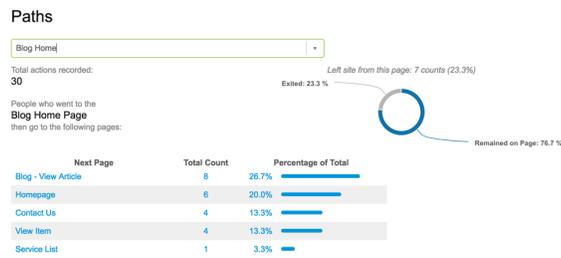
With the *Modules* report, you can group actions to see aggregate stats across the group. Actions can be added to more than one module. Please contact Evergage Support for more information on configuring and using modules.

Module	Action	View/Clicks	Avg View Time
Product		3	232,563
Cart		3	16,328

## 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.

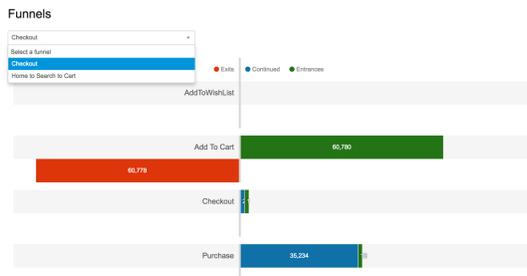
1. **Select or enter an action** to see where a visitor went after completing that action, as well as the bounce percentage and the percentage of visitors who remained on this page.
2. The list of pages shows where those who remained on the page went next
3. Click the page in the list to see the same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



## 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.



## 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

