

DR Vita- Screen shots




MANUAL
(VIEW)


SUPPORT
REQUEST


FEATURE
REQUEST

Joey Montano

[DrVita](#) | [Reset Cache](#) | [Logout](#)

| | | | | | | | |
|------|--------|----------|--------------|---------|-----------|---------------|------|
| Home | Orders | Products | Organization | Content | Customers | Configuration | Help |
|------|--------|----------|--------------|---------|-----------|---------------|------|

Now In: Orders Report Home

| Date Range: | Date Range: | Report Type: |
|--|---|---|
| Start Date: <input type="text" value="10/01/2012"/> <input type="button" value="..."/> End Date: <input type="text" value="1/28/2013"/> <input type="button" value="..."/> Use: <input checked="" type="radio"/> Order Date <input type="radio"/> Transaction Date <input checked="" type="radio"/> Use Dates Above <input type="radio"/> Today <input type="radio"/> Yesterday <input type="radio"/> This Week <input type="radio"/> Last Week <input type="radio"/> This Month <input type="radio"/> Last Month <input type="radio"/> This Year <input type="radio"/> Last Year | Affiliate: <input type="text" value="-"/> Gender: <input type="text" value="-"/> Coupon Code: <input type="text" value="-"/> Ship to State: <input type="text" value="-"/> Transaction State: <input type="text" value="CAPTURED"/> Transaction Type: <input type="text" value="All"/> | Group Data By: <input type="radio"/> Day <input checked="" type="radio"/> Month <input type="radio"/> Year |
| <input type="button" value="Submit"/> <input type="button" value="Reset"/> | | |

Number of Orders: 36700

Order Report|10/1/2012 - 1/28/2013|Group By: Month

| | 10-2012 | 11-2012 | 12-2012 | 1-2013 | Total |
|----------|-------------|--------------|--------------|--------------|----------------|
| # Orders | 1480 | 5331 | 10457 | 19432 | 36700 |
| SubTotal | \$69,401.61 | \$227,626.52 | \$431,005.38 | \$718,276.90 | \$1,446,310.42 |
| Tax | \$71.54 | \$220.38 | \$389.23 | \$517.33 | \$1,198.48 |
| Shipping | \$1,259.86 | \$3,979.12 | \$5,438.66 | \$5,234.88 | \$15,912.52 |
| Totals | \$69,948.11 | \$229,026.91 | \$429,615.49 | \$718,852.40 | \$1,447,442.91 |

- MY STUFF
- Dashboards
- Shortcuts **BETA**
- Intelligence Events
- STANDARD REPORTS
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 - Ecommerce
 - Overview**
 - Product Performance
 - Sales Performance
 - Transactions
 - Time to Purchase
 - Multi-Channel Funnels

Ecommerce Overview

Oct 1, 2012 - Jan 28, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

% of quantity: 100.00%

Overview

Revenue vs. Select a metric

Hourly Day Week **Month**

Revenue

\$1,000,000.00

\$500,000.00



- Ecommerce Conversion Rate: 5.19%**
- Transactions: 35,322**
- Revenue: \$1,406,892.08**
- Average Value: \$39.83**
- Unique Purchases: 60,050**
- Quantity: 146,865**

Search

MY STUFF

Dashboards

Shortcuts BETA

Intelligence Events

STANDARD REPORTS

Real-Time

Audience

Overview

Demographics

Behavior

Technology

Mobile

Custom

Visitors Flow

Traffic Sources

Content

Conversions

Help

The Visitors Overview Report

Comparing Metrics

Using the Interactive Table

Common Report Controls

Video: Add Advanced Segments

Audience Overview

Sep 1, 2012 - Jan 28, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut BETA

% of visits: 100.00%

Overview

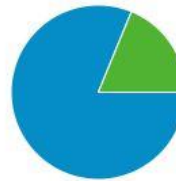
Visits vs. Select a metric

Hourly | Day | Week | Month



602,077 people visited this site

- Visits: 738,816
- Unique Visitors: 602,077
- Pageviews: 2,773,929
- Pages / Visit: 3.75
- Avg. Visit Duration: 00:03:42
- Bounce Rate: 65.68%
- % New Visits: 81.12%



| Demographics | Language | Visits | % Visits |
|--------------|----------|---------|----------|
| Language | 1 en-us | 613,150 | 82.99% |

Landing Pages

Jan 1, 2013 - Jan 28, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut BETA

% of entrances: 100.00%

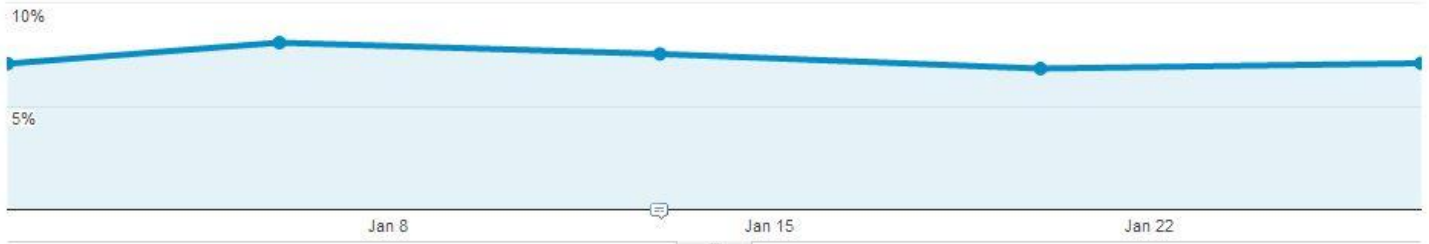
Explorer Entrance Paths

Site Usage | Goal Set 1 | Ecommerce

Ecommerce Conversion Rate vs. Select a metric

Day Week Month

Ecommerce Conversion Rate



| Visits | Revenue | Transactions | Average Value | Ecommerce Conversion Rate | Per Visit Value |
|---------------------------------|--------------------------------------|--------------------------------|-------------------------------|---------------------------|------------------------------|
| 246,124 | \$686,003.30 | 18,445 | \$37.19 | 7.49% | \$2.79 |
| % of Total: 71.20% (345,694) | % of Total: 98.36% (\$697,453.13) | % of Total: 98.53% (18,721) | Site Avg: \$37.26 (-0.17%) | Site Avg: 5.42% (38.38%) | Site Avg: \$2.02 (38.15%) |

Primary Dimension: Landing Page Other

Landing Pages

Oct 1, 2012 - Jan 28, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

% of entrances: 100.00%

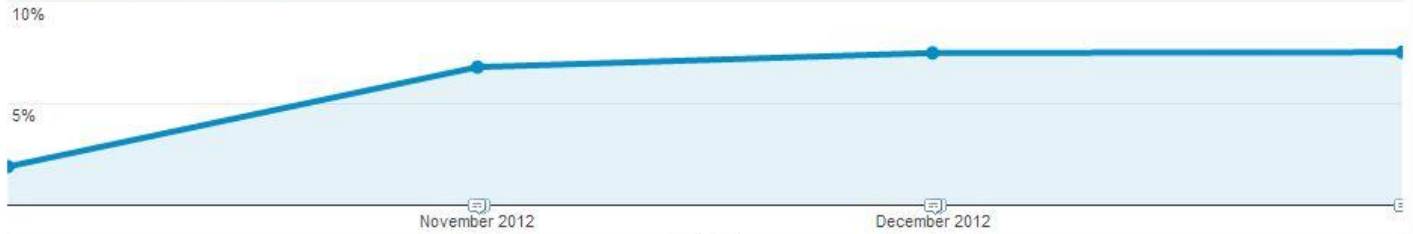
Explorer | **Entrance Paths**

Site Usage | Goal Set 1 | Ecommerce

Ecommerce Conversion Rate vs. Select a metric

Day | Week | Month | [Chart Icon] | [Share Icon]

Ecommerce Conversion Rate



| Visits | Revenue | Transactions | Average Value | Ecommerce Conversion Rate | Per Visit Value |
|---|---|---|---|--|---|
| 521,135 % of Total: 76.54% (680,881) | \$1,375,352.08 % of Total: 97.75% (\$1,406,982.65) | 34,626 % of Total: 98.02% (35,324) | \$39.72 Site Avg: \$39.83 (-0.28%) | 6.64% Site Avg: 5.19% (28.07%) | \$2.64 Site Avg: \$2.07 (27.72%) |

Primary Dimension: **Landing Page** | Other

drvitamarketing@gmail.com | [Settings](#) | [My Account](#) | [Sign out](#)

Reporting

Customization

Admin

Help

Organic Search Traffic

Oct 1, 2012 - Jan 26, 2013

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut **BETA**

% of visits: 8.82%

Explorer

Site Usage | Goal Set 1 | Ecommerce

Visits vs. Select a metric

Day | Week | Month | [Chart Icon] | [Share Icon]

Visits



| Visits | Pages / Visit | Avg. Visit Duration | % New Visits | Bounce Rate |
|--|--|--|---|---|
| 58,795 % of Total: 8.82% (666,371) | 5.98 Site Avg: 3.84 (55.52%) | 00:06:10 Site Avg: 00:03:52 (59.29%) | 65.42% Site Avg: 80.81% (-19.04%) | 49.16% Site Avg: 65.04% (-24.41%) |

Primary Dimension: **Keyword** | Source | Landing Page | Other