

4 Find reports & more All Traffic 6 Feb 4, 2013 - Mar 6, 2013 7

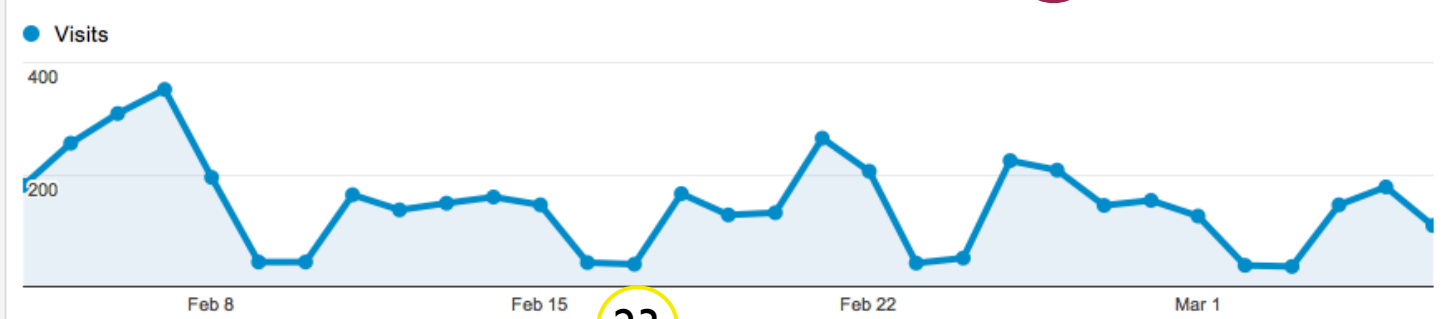
- MY STUFF
- 18 Dashboards
 - Shortcuts
 - Intelligence Events
- STANDARD REPORTS
- 5 Real-Time
 - Audience
 - Traffic Sources
 - Content
 - Conversions
- Help
- 24 About Traffic Sources
 - All Traffic
 - Help center
 - 25 Search help center

8 Advanced Segments Customize Email Export Add to Dashboard Shortcut

20 % of visits: 100.00% 21 22

9 Explorer Site Usage Goal Set 1 Ecommerce

14 Visits vs. Select a metric 15 Day Week Month



Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
4,575	3.15	00:02:07	56.04%	56.46%
% of Total: 100.00% (4,575)	Site Avg: 3.15 (0.00%)	Site Avg: 00:02:07 (0.00%)	Site Avg: 56.04% (0.00%)	Site Avg: 56.46% (0.00%)

10 Primary Dimension: Source / Medium Source Medium Other 12

16 Plot Rows Secondary dimension Sort Type: Default 17 advanced

Source / Medium	Visits	Pages / Visit	Avg. Visit Duration	% New Visits	Bounce Rate
1. jiscmail / email	1,292	2.20	00:01:27	53.64%	63.54%
2. (direct) / (none)	1,123	3.33	00:02:11	76.31%	56.19%

Account Controls

1. Property list
2. Account/Profile Selector
3. Administrative Settings

Report Navigation

4. Report Finder
5. Directory of Reports
6. Report Title

Data Inclusion Controls

7. Date Selector
8. Advanced Segments
9. Metric Group Selector
10. Primary Dimension Selector
11. Secondary Dimension Selector
12. Table Filter
13. Table Controls

Graph & Visualisation Controls

14. Metric View Selector
15. Graph Increment Selector
16. Plot Rows
17. Data View Selector

Report Sharing, Dashboards, and Downloading

18. Dashboards, Realtime, Intelligence
19. Custom Reporting
20. Customize, Email, Export
21. Add to Dashboard
22. Shortcuts
23. Annotations

Help Resources

24. Contextual Help
25. Help Search Box