

INSIGHTS

Performance indicators

2026-10-21 — 2026-10-21

Actionable indicators calculated from your existing analytics data.

Performance indicators

PAGES PER VISIT

2.30

Average number of pageviews generated by each visit.

↓ 6.1%

EVENTS / 100 VISITS

31.1

Event completions normalized for every 100 visits.

↑ 0.3%

UTM REACH

16.1%

Share of visits containing at least one standard UTM parameter.

↑ 0.3%

TOP 5 CONCENTRATION

91.2%

Share of pageviews generated by your five most viewed pages.

↑ 0.2%

AVERAGE ACTIVE TIME

1 min 38 sec

Average time a visitor remains active on each loaded page.

↑ 6.8%

AVERAGE VISIBLE TIME

2 min 26 sec

Average time each page is visible and its browser window has focus.

↑ 5.4%

ATTENTION RATE

67.1%

The percentage of visible time during which visitors remain active.

↑ 1.4%

AI traffic snapshot

Visits attributable to links opened from AI assistants and search tools.

ATTRIBUTABLE VISITS

13

Previous: 76

TRAFFIC SHARE

6.7%

Previous: 6.5%

TOP PLATFORM

ChatGPT

8 visits

Campaign attribution Each UTM visit is counted once.

UTM-attributed visits

31

UTM reach

16.1%

Top campaign concentration

48.4%

Top campaign

autumn-launch

Top source

newsletter

Top medium

social

Top term

privacy analytics

Top content

hero-cta

UTM visit totals include data collected since 2026-08-06, when this metric was enabled.

Conversion performance

CONVERSIONS	ESTIMATED RATE
19	9.8%
TOP GOAL	FASTEST GROWING
Newsletter signup	No prior data

Conversion value · EUR424.00

Goal contribution

Newsletter signup	9 · 47.4%
Trial started	6 · 31.6%
Purchase	4 · 21.1%

Needs attention

Recommended checks, ordered by priority.

Purchase

Not verified yet. Check its configuration and trigger it once.

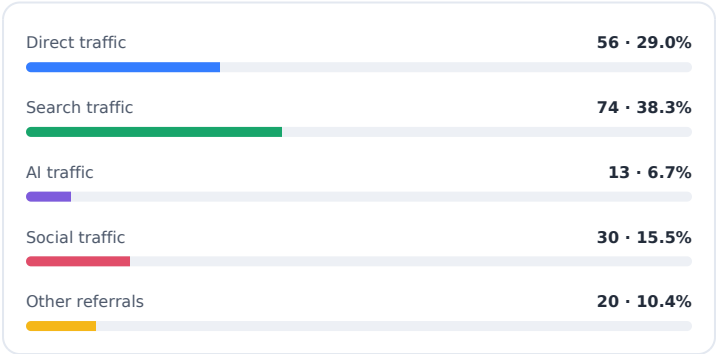
Trial started

Not verified yet. Check its configuration and trigger it once.

Newsletter signup

Not verified yet. Check its configuration and trigger it once.

Where your visits come from



How visits navigate



Top signals What stood out in the selected period.

