INSIGHTS

Performance indicators

Actionable indicators calculated from your existing analytics data.

2025-02-10 — 2025-02-10

Performance indicators

PAGES PER VISIT	EVENTS / 100 VISITS	UTM REACH	TOP 5 CONCENTRATION	AVERAGE ACTIVE TIME	AVERAGE VISIBLE TIME	ATTENTION RATE
1.00	**0.0**	**0.0%**	**100.0%**	**Less than 1 sec**	**Less than 1 sec**	**0.0%**
Average number of pageviews generated by each visit.	Event completions normalized for every 100 visits.	Share of visits containing at least one standard UTM parameter.	Share of pageviews generated by your five most viewed pages.	Average time a visitor remains active on each loaded page.	Average time each page is visible and its browser window has focus.	The percentage of visible time during which visitors remain active.
↑ 0.0%	— No prior data	— No prior data	↑ 0.0%	— No prior data	— No prior data	— No prior data

AI traffic snapshot

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

ATTRIBUTABLE VISITS	TRAFFIC SHARE	TOP PLATFORM
0	**0.0%**	**No data**
Previous: 0	Previous: 0.0%	No AI traffic in this period

Campaign attribution

Each UTM visit is counted once.

UTM-attributed visits	**0**
UTM reach	**0.0%**
Top campaign concentration	**0.0%**

Top campaign	**No data**
Top source	**No data**
Top medium	**No data**
Top term	**No data**
Top content	**No data**

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

Conversion insights

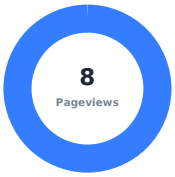
Aggregated goals, without visitor identifiers.

No goals configured. Create a goal to measure business outcomes from your traffic.

Where your visits come from

Direct traffic	7 · 87.5%
Search traffic	1 · 12.5%
AI traffic	0 · 0.0%
Social traffic	0 · 0.0%
Other referrals	0 · 0.0%

How visits navigate



Total pageviews generated by all visits.

Entry pageviews	8 · 100.0%
Additional pageviews	0 · 0.0%

Visits	8
Pageviews	8
Completed events	0
UTM-attributed visits	0

Top signals

What stood out in the selected period.

TOP PAGE

/

Most viewed page in this period.

8 Pageviews 100.0%

TOP LANDING PAGE

/

First page of most visits.

8 Visits 100.0%

TOP COUNTRY

Spain

Country generating the most visits.

7 Visits 87.5%

TOP DEVICE

Desktop

Device used in most visits.

6 Visits 75.0%

PEAK HOUR

08:00

Time with the most visits.

2 Visits 25.0%