



Webtrekk **CAMPUS**

Exercises Segmentation and Filter Options

The following exercises aim to familiarize you with working with the filter engine of Webtrekk Analytics.

- Please read the training chapter [Segmentation and Filter Options](#) before doing the exercises.
- To check your approaches, you find the solutions in the appendix of this document.
- Please choose the last calendar week as analysis period.

General Filters

1. Within the Days analysis, show only visits that happened between 9 and 18 o'clock.
2. Within the Days analysis, show only visits with more than 5 Page Impressions.
3. Within the Days analysis, show only visits with more than 5 Page Impressions that lasted less than 180 seconds.

Extending the Scope

4. Within the Pages analysis, filter on visits where more than 5 different pages were viewed.
5. Within the Days analysis, show only visits where the start page as well as another distinguished page (chosen by you) were viewed.
6. How often was the home page accessed via a tablet?

Negating

7. Within the Days analysis, show only visits where no tablet was used.
8. Within the Days analysis, show only visits of users who did not use a tablet in the whole last week.
9. Within the Pages analysis, filter on visits where the start page was not accessed.

Segmentation

10. Create a segment with the title “Users with more than 3 orders” that only contains users which made more than three orders in the analysis time period.
Display the visits per device class for these users in the last month.

Filtering in the Technology section

11. Within the Browser analysis, limit the analysis to Firefox browsers that were used in the first visit.
12. How many users within the last week used a PC/laptop and reached a distinguished website goal (chosen by you) using this device?
13. How many users within the last week used a PC/laptop and did not reach any website goal using this device?
14. How many users per day used a mobile end device that runs Android?
15. How many users per day used a mobile end device, but not an iPhone nor an iPad?

Filtering in the Pages section

16. In how many visits was the start page accessed, followed by a distinguished page (chosen by you)? Between both pages other pages may have been accessed.
17. How often was the start page accessed, DIRECTLY followed by a distinguished page (chosen by you) within the same visit? Between both pages, no other pages may have been accessed.
18. How often was the start page accessed if a distinguished page (chosen by you) was NOT accessed within the same visit?
19. Which entry pages were accessed how often via direct entries?

Filtering in the Campaigns section

20. Which campaign channels were used by new visitors?
21. Which campaign channels were used by users that already performed at least three visits?
22. Which campaign channels were used by users that accessed the website via tablet during the analysis period?
23. Which campaign channels were used if the website was accessed from within Berlin?
24. Which external search phrases without brand keywords were tracked via the search engine Bing?

Filtering in the E-Commerce section

25. Which products were purchased by new customers?
26. Which products were purchased in orders with an order value above 50?
27. Which purchased products had a value of more than 50?
28. In how many orders there were more than 2 purchased products?

Solutions

Please note that in general there is more than one way to answer the questions correctly.

Here you find exemplified solutions.

1. Within the Days analysis, show only visits that happened between 9 and 18 o'clock.

Filter:



Analysis: Visitors > Traffic

Days ↑	Visits
2018-03-30	4,145
2018-03-31	4,470
2018-04-01	5,485
2018-04-02	5,065
2018-04-03	5,270
2018-04-04	4,885

2. Within the Days analysis, show only visits with more than 5 Page Impressions.

Filter:

Auto

Page Impressions
greater than
5
✕

+ Add new filter

Analysis: Visitors > Traffic

Days ↑	Visits
2018-03-30	2,430
2018-03-31	2,625
2018-04-01	3,315
2018-04-02	2,990
2018-04-03	3,160
2018-04-04	2,825

3. Within the Days analysis, show only visits with more than 5 Page Impressions that lasted less than 180 seconds.

Filter:

Auto

Page Impressions

▼

greater than

▼

5

✕

and ▼

Duration (Seconds)

▼

less than

▼

180

✕

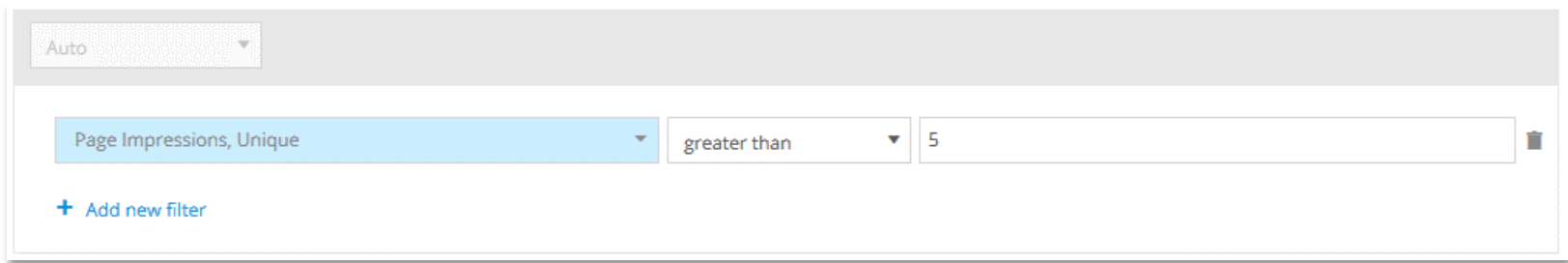
+ Add new filter

Analysis: Visitors > Traffic

Days ↑	Visits
2018-03-30	2,430
2018-03-31	2,625
2018-04-01	3,315
2018-04-02	2,990
2018-04-03	3,160
2018-04-04	2,825

- In the Pages analysis, filter on visits where more than 5 different pages were viewed.

Filter:



Auto

Page Impressions, Unique greater than 5

+ Add new filter

Analysis: Navigation > Pages > Pages

Pages	Page Impressions ↓	Visits
en.checkout.cart	238,155	62,375
en.home	206,140	68,725
en.checkout.onepage	82,265	46,080
en.men	50,990	30,480

5. Within the Days analysis, show only visits where the start page as well as another distinguished page (chosen by you) were viewed.

Filter:

Visits ▼ which contain ▼ ✕

Pages ▼ equal ▼ NAME OF THE START PAGE ✕

[+ Add new filter](#)

AND ▼

Visits ▼ which contain ▼ ✕

Pages ▼ equal ▼ NAME OF ANOTHER PAGE ✕

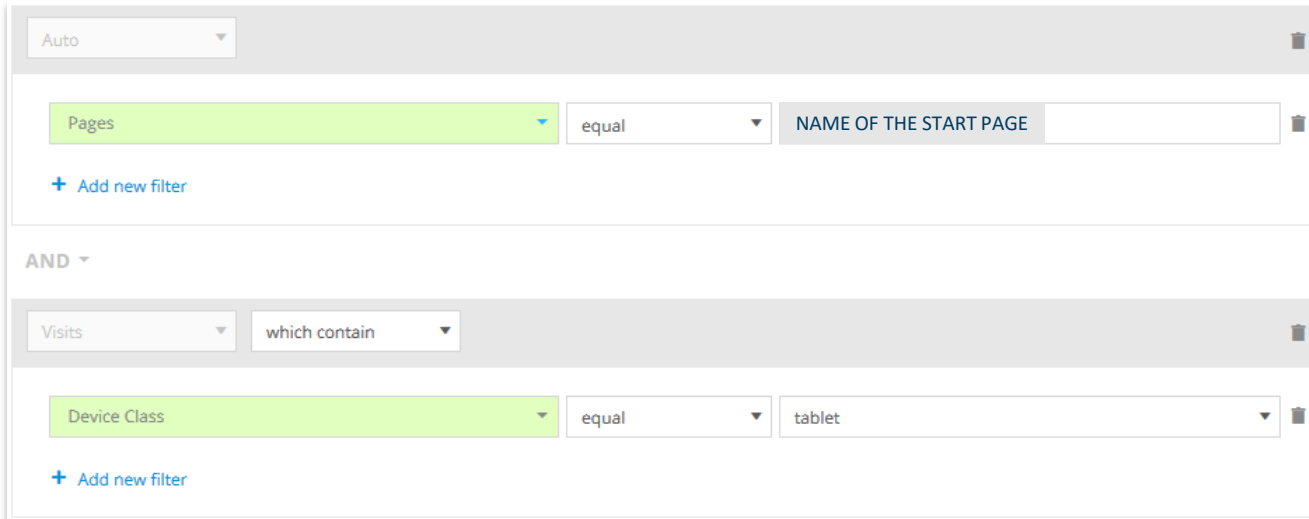
[+ Add new filter](#)

Analysis: Visitors > Traffic

Days ↑	Visitors
2017-12-07	3,770
2017-12-08	3,320

6. How often was the start page accessed via a tablet?

Filter:



Auto

Pages equal NAME OF THE START PAGE

+ Add new filter

AND

Visits which contain

Device Class equal tablet

+ Add new filter

Analysis: Navigation > Pages > Pages

Pages	Page Impressions ↓	Visits
en.home	17,409	6,767

7. Within the Days analysis, show only visits where no tablet was used.

Filter:



Visits ▼ which do not cont... ▼

Device Class ▼ equal ▼ tablet ▼

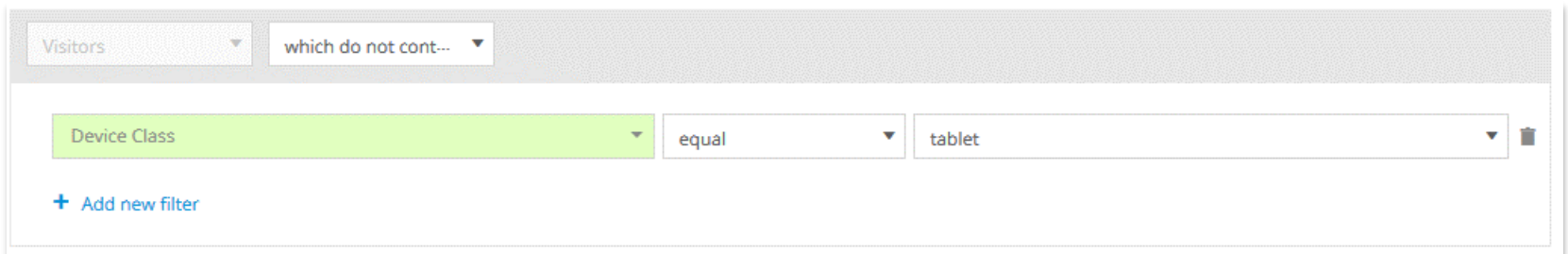
+ Add new filter

Analysis: Visitors > Traffic

Days ↑	Visits
2018-03-30	3,775
2018-03-31	3,776
2018-04-01	4,952
2018-04-02	4,545
2018-04-03	4,942
2018-04-04	4,833

8. Within the Days analysis, show only visits of users who did not use a tablet in the whole last week.

Filter:



Visitors ▼ which do not cont... ▼

Device Class ▼ equal ▼ tablet ▼

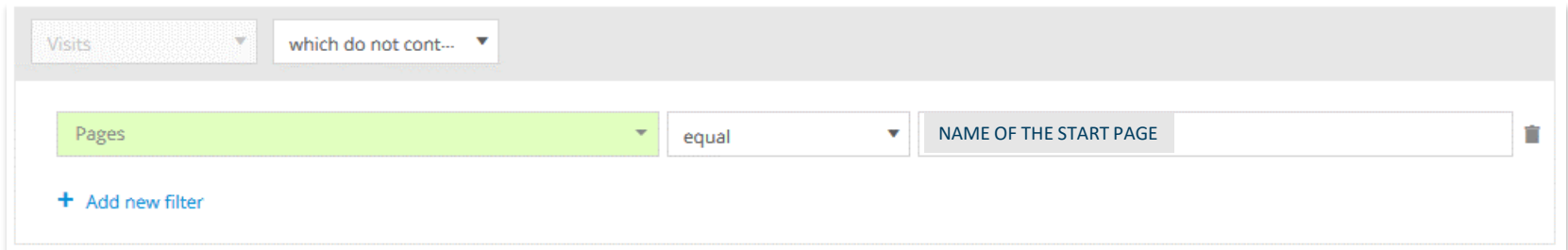
+ Add new filter

Analysis: Visitors > Traffic

Days ↑	Visits
2018-03-30	3,775
2018-03-31	3,776
2018-04-01	4,952
2018-04-02	4,545
2018-04-03	4,942
2018-04-04	4,833

9. Within the Pages analysis, filter on visits where the start page was not accessed.

Filter:



Visits which do not cont...

Pages equal NAME OF THE START PAGE

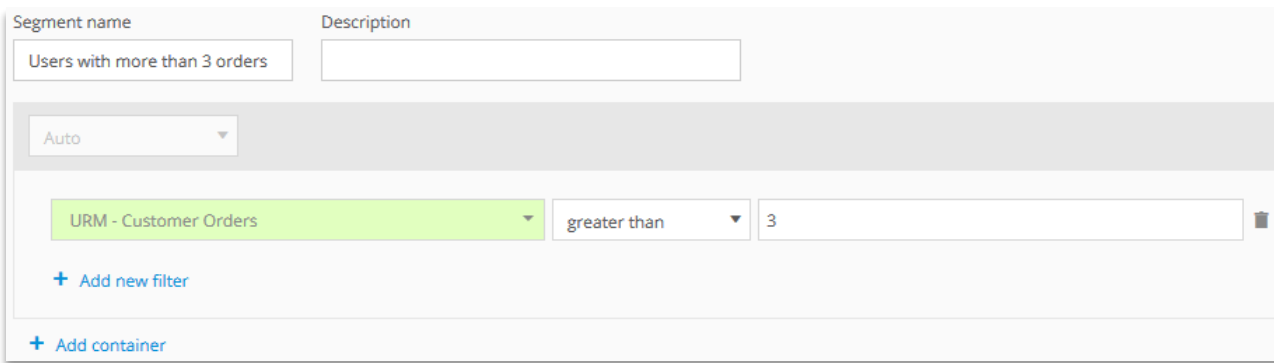
+ Add new filter

Analysis: Navigation > Pages > Pages

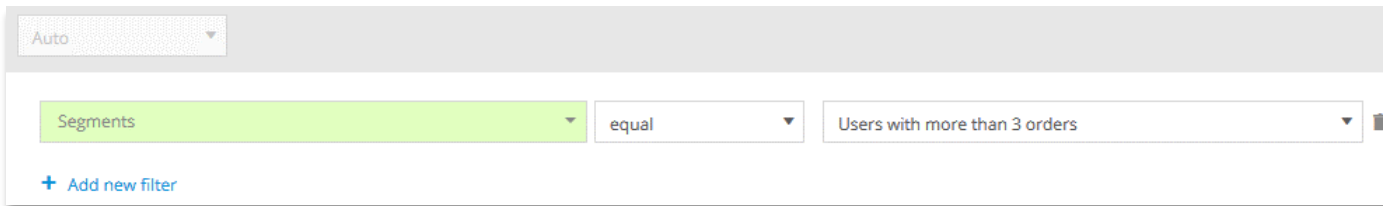
Pages	Page Impressions ↓	Visits
en.catalogsearch.result	11,666	973
en.checkout.cart	3,565	1,797
en.men.shoes.brogue style leather lace ups	2,354	1,393
en.checkout.onepage	2,243	1,791

10. Create a segment with the title “Users with more than 3 orders” that only contains users which made more than three orders in the analysis time period.
 Display the visits per device class for these users in the last month.

Creation of the segment (DMP):



Filter:



Analysis: Visitors > Technology > Device Class

Device Class	Visits ↓
PC / laptop	280
mobile phone	140
tablet	60

11. Within the Browser analysis, limit the analysis to Firefox browsers that were used in the first visit.

Filter:

Auto ▼

Browser ▼

equal ▼

firefox

✕

and ▼

New vs. Returning ▼

equal ▼

New ▼

✕

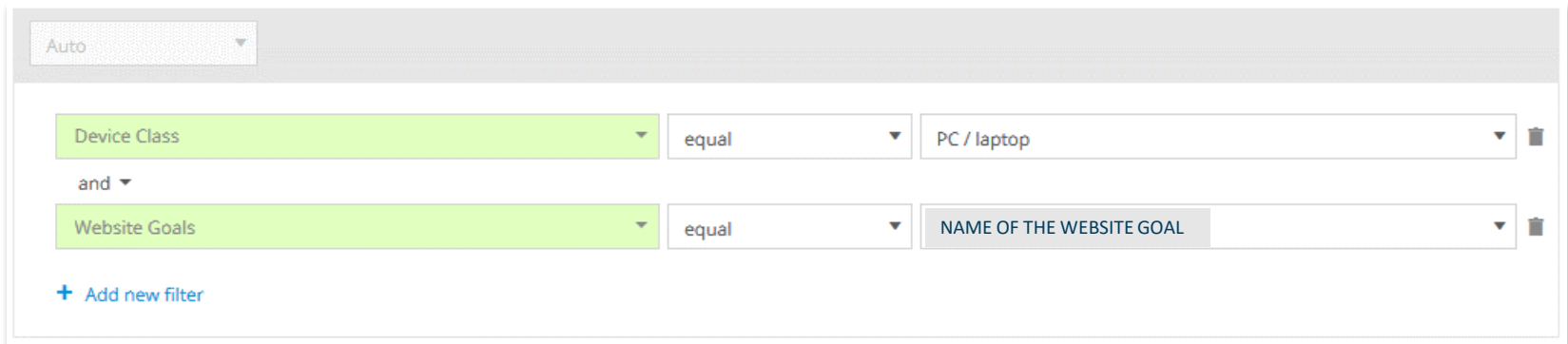
+ Add new filter

Analysis: Visitors > Technology > Browser

Browser	Visits ↓
Firefox 57	25,840
Firefox 52	4,385
Firefox 56	1,630

12. How many users within the last week used a PC/laptop and reached a distinguished website goal (chosen by you) using this device?

Filter:



Auto

Device Class equal PC / laptop

and

Website Goals equal NAME OF THE WEBSITE GOAL

+ Add new filter

Analysis: Visitors > Time > Weeks

Weeks ↑	Visitors
2017/50	44,084

13. How many users within the last week used a PC/laptop and did not reach any website goal using this device?

Filter:

Auto ▼

Device Class ▼

equal ▼

PC / laptop ▼

✕

and ▼

Conversions ▼

equal ▼

0

✕

+ Add new filter

Analysis: Visitors > Time > Weeks

Weeks ↑	Visitors
2017/50	21,975

14. How many users per day used a mobile end device that runs Android?

Filter:

Auto ▼

Device Class ▼

equal ▼

mobile phone ▼

✕

or ▼

Device Class ▼

equal ▼

tablet ▼

✕

and ▼

Operating System ▼

equal ▼

android ▼

✕

[+ Add new filter](#)

Analysis: Visitors > Traffic

Days ↑	Visitors
2017-12-07	3,770
2017-12-08	3,320
2017-12-09	2,700

15. How many users per day used a mobile end device, but not an iPhone nor an iPad?

Filter:

Visits which contain

Device Class equal mobile phone

or

Device Class equal tablet

+ Add new filter

AND

Visits which do not cont...

Devices equal *iphone*

or

Devices equal *ipad*

+ Add new filter

Analysis: Visitors > Traffic

Days ↑	Visitors
2017-12-07	1,275
2017-12-08	1,245

16. How often was the start page accessed, followed by a distinguished page (chosen by you) within the same visit? Between both pages other pages may have been accessed.

Filter:

Visits ▼ which contain ▼

Pages

▼

equal

▼

NAME OF THE START PAGE

🗑️

then ▼

Pages

▼

equal

▼

NAME OF ANOTHER PAGE

🗑️

[+ Add new filter](#)

Analysis: Visitors > Traffic

Days	Visitors
2017-12-11	3,855
2017-12-14	3,805

17. How often was the start page accessed, *directly* followed by a distinguished page (chosen by you) within the same visit? Between both pages, no other pages may have been accessed.

Filter:

Visits which contain

Pages
▼
equal
▼

✕

and
▼

Follower Pages
▼
equal
▼

✕

+ Add new filter

Analysis: Visitors > Traffic

Days	Visitors
2017-12-14	370
2017-12-11	345

18. How often was the start page accessed if a distinguished page (chosen by you) was *not* accessed within the same visit?

Filter:

Visits which contain

Pages equal NAME OF THE START PAGE

[+ Add new filter](#)

AND

Visits which do not cont...

Pages equal NAME OF ANOTHER ARBITRARY PAGE

[+ Add new filter](#)

Analysis: Visitors > Traffic

Days	Visitors
2017-12-14	1,570
2017-12-12	1,490

19. Which entry pages were accessed how often via direct entries?

Filter:

Auto ▼

Origin Type ▼ equal ▼ No Referrer ▼ 🗑️

+ Add new filter

Analysis:

Entry Page	Page Impressions
en.home	17,110
en.women.dresses.paisley print maxi dress	485

20. Which campaigns were used by new visitors?

Filter:



Auto

New vs. Returning equal New

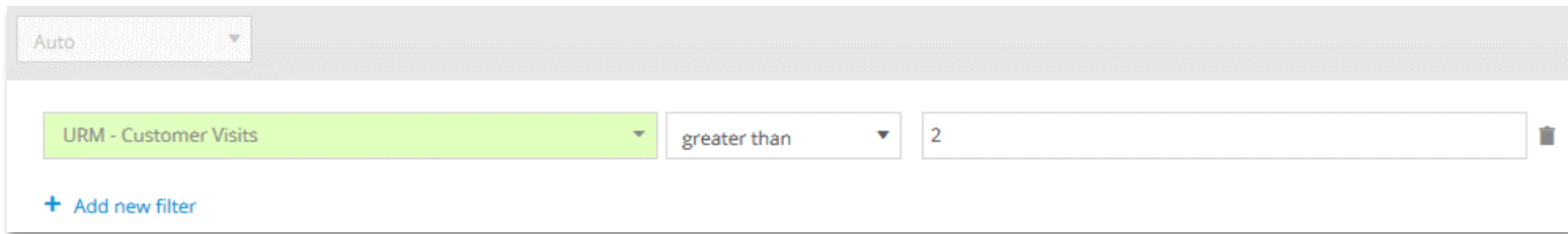
+ Add new filter

Analysis: Marketing > Campaign Categories > [Name of the Campaign Channel]

Channel	Visitors
Direct	26,450
SEO	17,055
Newsletter	500
SEA	495

21. Which campaigns were used by users that already performed at least three visits?

Filter:

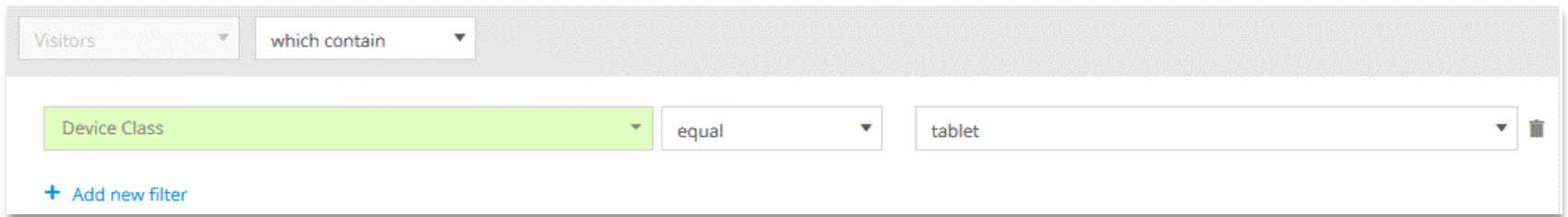


Analysis: Marketing > Campaign Categories > [Name of the Campaign Channel]

Channel	Visitors
Direct	535
SEO	80
Newsletter	10
SEA	10

22. Which campaigns were used by users that accessed the website via tablet during the analysis period?

Filter:



Visitors ▼ which contain ▼

Device Class ▼ equal ▼ tablet ▼

+ Add new filter

Analysis: Marketing > Campaign Categories > [Name of the Campaign Channel]

Channel	Visitors
Direct	108,080
SEO	72,710
SEA	2,115
Newsletter	1,895

23. Which campaigns were used if the website was accessed from within Berlin?

Filter:



Visits which contain

City equal Berlin

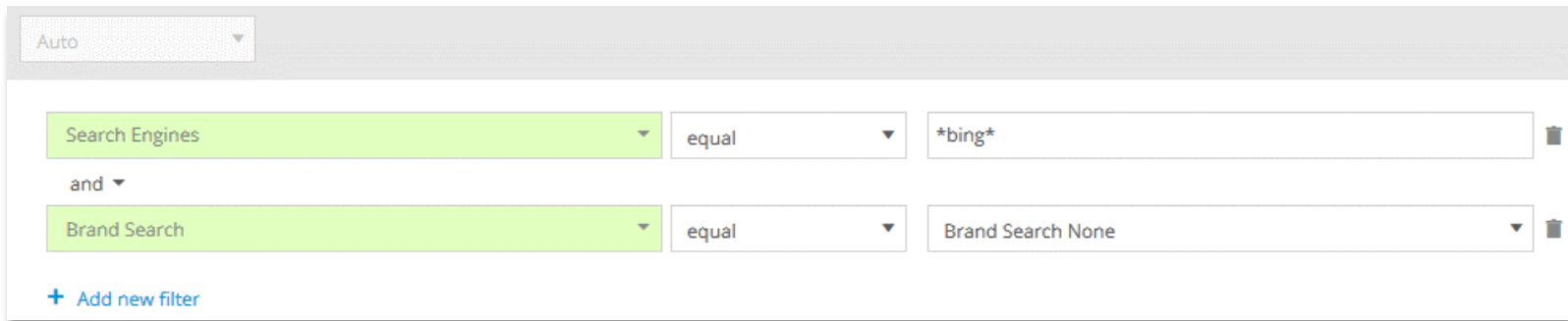
+ Add new filter

Analysis: Marketing > Campaign Categories > [Name of the Campaign Channel]

Channel	Visits
Direct	3,175
SEO	2,260
Newsletter	90
Affiliate	90

24. Which external search phrases without brand keywords were tracked via the search engine Bing?

Filter:



Auto ▼

Search Engines ▼ equal ▼ *bing* 🗑️

and ▼

Brand Search ▼ equal ▼ Brand Search None ▼ 🗑️

+ Add new filter

Analysis: Marketing > Search Phrases > External Search Phrases

External Search Phrases	Qty External Search Phrases ↓
women	46
men	29
demoshop	26

25. Which products were purchased by new customers?

Filter:

Auto ▼

URM - Customer Macro Status ▼

equal ▼

New Customer ▼
✕

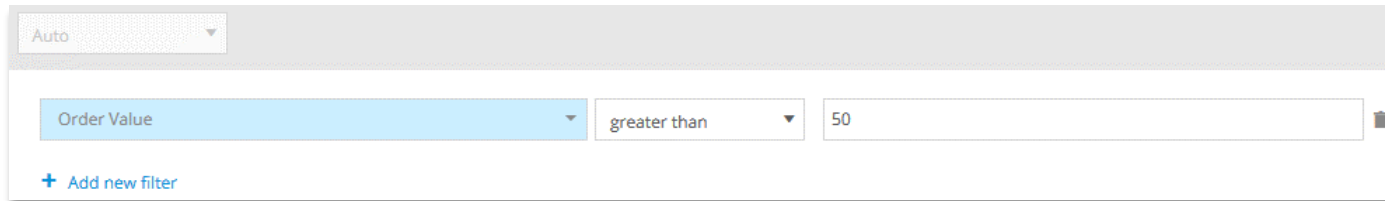
+ Add new filter

Analysis: E-Commerce > Purchased Products

Purchased Products	Qty Purchased Products ↓
Toaster	6,414
Cutting board	6,344
Boiling kettle	6,344

26. Which products were purchased in orders with an order value above 50?

Filter:



The screenshot shows a filter configuration interface. At the top, there is a dropdown menu set to 'Auto'. Below it, a filter rule is defined: 'Order Value' (selected from a dropdown) is 'greater than' (selected from another dropdown) the value '50'. A trash icon is visible to the right of the value field. At the bottom left of the filter bar, there is a '+ Add new filter' button.

Analysis: E-Commerce > Purchased Products

Purchased Products	Qty Purchased Products ↓
Microwave Oven	20,421
Blender	14,016
Toaster	7,028

27. Which purchased products had a value of more than 50?

Filter:

Auto

Value Purchased Products

▼

greater than

▼

50

🗑️

+ Add new filter

Analysis: E-Commerce > Purchased Products

Purchased Products	Qty Purchased Products ↓
Microwave Oven	20,421
Fryer	6,950
Coffee Machine	6,933

28. In how many orders there were more than 2 purchased products?

Filter:

Actions which contain

Qty Purchased Products greater than

[+ Add new filter](#)

Analysis: Visitors > Traffic

Days ↑	Qty Orders
2017-10-01	73
2017-10-02	71
2017-10-03	71

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