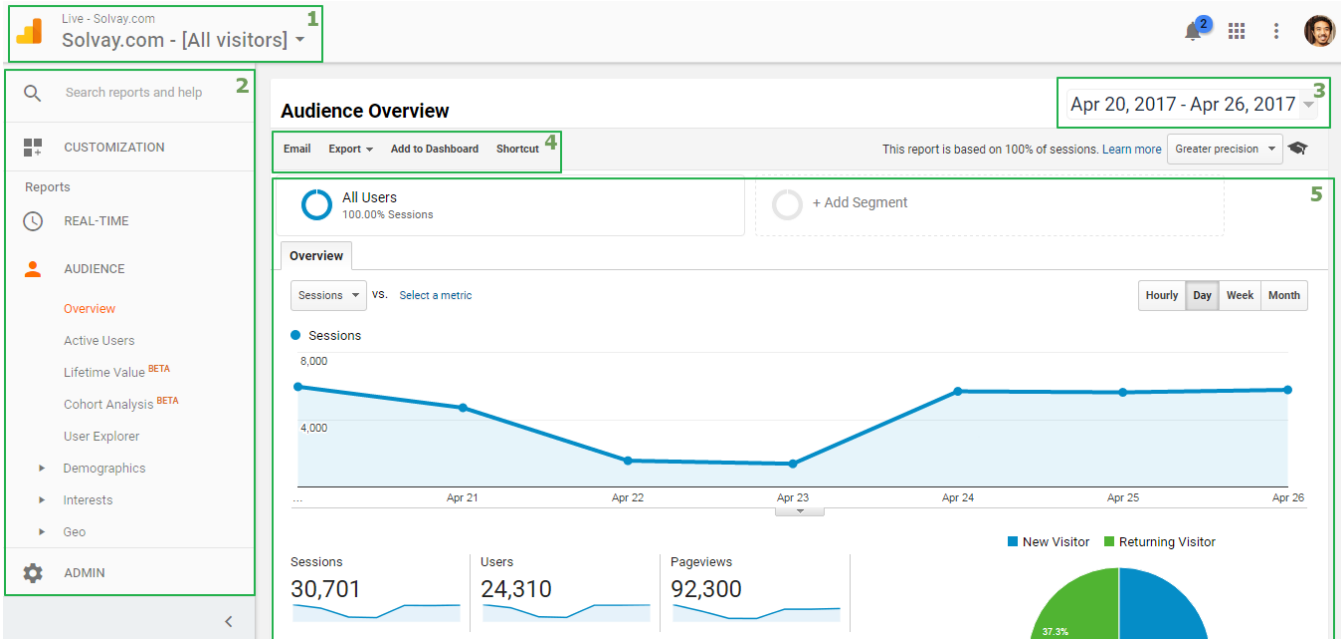
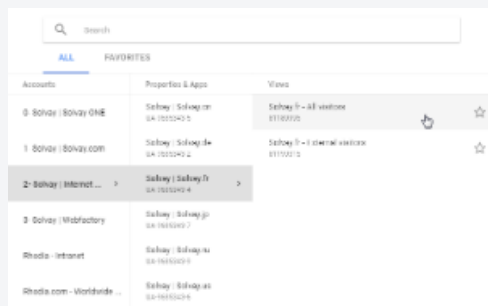


Interface overview



1. Account selection



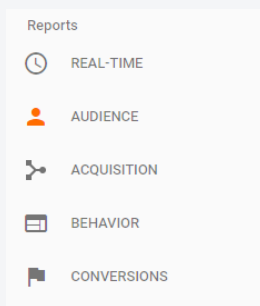
The account links at the top of every page in Analytics give you access to the accounts, properties, and views associated with your current login credentials.

Account: Your access point for Analytics, and the top-most level of organization.

Property: A website, mobile application, or device (can be different countries or languages for a website) An account can contain one or more properties.

View: Your access point for reports; a defined view of data from a property.

2. Reports



Real-Time: provide insight into active users in real time

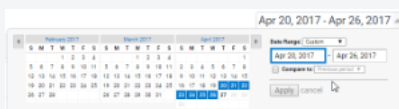
Audience: provide insight into characteristics of the users (location, language, browser used, ...)

Acquisition: provide insight into traffic sources (search engine, website, social network, campaign,...)

Behaviour: provide insight into the flow of your traffic

Conversions: use to measure how often users complete specific actions (feature disabled)

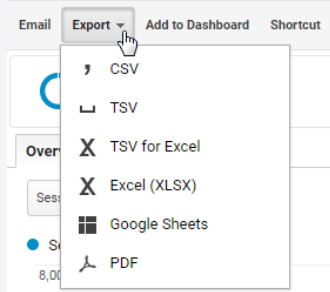
3. Date range



The date range selector is at the top right of every report except the Real-Time reports.

To select a date range, click the arrow next to the existing date range to open the controls. Once you've selected a new date range, click Apply to update your report.

4. Export options



Export your report as a document (pdf, word, excel, powerpoint,...) or schedule an automatic email to get noticed regularly on the statistics.

5. Overview



Display graphics and tables of your report data.