

Make trustworthy decisions!

Are you able to study and decode data from your tracking system and transform them into concrete optimizing of your website?

Avoid subjective attitudes in your organization towards the choices that has to be made - let the facts determine actions and priorities. Inflow can give you and your colleagues the overview in the extent and in the frequency you wish.

Your reporting is overall divided into the following areas:

- Key Performance Indicators (KPI)
- User actions on the website

[Contact Inflow](#) to hear more about your possibilities to get effective and useful reporting.

The following must be considered as examples.

Reporting of Key Performance Indicators

- Calculation of the profitability on the investment in online marketing (SEM traffic and keywords / banners)?
- Number of new customers?
- Price per new customer (acquisition cost)?
- Average turnover per visitor
- Average revenue per visitor
- Conversion?
- Number of value creating actions and the income from these?
- Unused market potential?
- What value is created from new initiatives and optimization of the site?
- With much more ...

Reporting on the user actions on the website

- Visitors vs. revisitors? (tracked from various traffic channels)
- What key words have created the most value?
- From which markets are the visitors coming from?
- Most visited pages (products etc.)?
- Exit web pages (the bouncerate of the site - where and how much)?
- Time spent on the website?
- Number of page views?
- Overview of how many and what customer leads have visited the website (conversion of IP addresses)
- With much more ...