Mock Report Example

blog.oribi.io
Trends
Zero in on changes in your key metrics and understand what's behind them.

**Website Traffic**
Traffic is up by 58%

**Marketing Channels**
62% more visitors from Google (organic) and 1 more changes

**Pinned Events**
No major changes

**Key Pages**
No major changes

**Desktop vs. Mobile**
No major changes

**Countries and States**
No major changes

**Latest Trends - Channels**

↑ 62% Google (organic)
92 → 150 unique daily visitors

↑ 34% Direct
19 → 25 unique daily visitors
Desktop vs Mobile

Dec 29th - Jan 4th
- 80% of visitors browsed from desktop
- 19% of visitors browsed from mobile
- 0.5% of visitors browsed from tablet

Jan 5th - Jan 11th
- 83% of visitors browsed from desktop
- 15% of visitors browsed from mobile
- 0.6% of visitors browsed from tablet

Top Countries

Dec 29th - Jan 4th
- 29% of visitors browsed from US
- 15% of visitors browsed from India
- 6.1% of visitors browsed from China

Jan 5th - Jan 11th
- 30% of visitors browsed from US
- 12% of visitors browsed from India
- 5.9% of visitors browsed from China
15 unique visitors performed this event

1.1% Conversion rate
15 of 1,356
## Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Unique Clicks</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>5</td>
<td>1.2%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>3</td>
<td>4.1%</td>
</tr>
<tr>
<td>Spain</td>
<td>2</td>
<td>13%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>1</td>
<td>4.3%</td>
</tr>
<tr>
<td>Israel</td>
<td>1</td>
<td>5%</td>
</tr>
<tr>
<td>Pakistan</td>
<td>1</td>
<td>7.1%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>1</td>
<td>7.7%</td>
</tr>
<tr>
<td>Thailand</td>
<td>1</td>
<td>9.1%</td>
</tr>
<tr>
<td>Italy</td>
<td>1</td>
<td>14%</td>
</tr>
</tbody>
</table>

## Platforms

<table>
<thead>
<tr>
<th>Platform</th>
<th>Unique Clicks</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desktop</td>
<td>13</td>
<td>1.2%</td>
</tr>
<tr>
<td>Mobile</td>
<td>2</td>
<td>1%</td>
</tr>
</tbody>
</table>
By Session

- **Session 1**: 75% — Performed this action on their first visit
- **Session 2**: 13% — Performed this action on their second visit
- **Session 4-9**: 6.3% — Performed this action on their fourth to ninth visit
- **Session 10+**: 6.3% — Performed this action on their tenth or more visit