



# Unbound Insights

July 5, 2023

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## Bridgeline Unbound Insights General Overview

Unbound Insights provides actionable insights of your Unbound website performance data, allowing you to review reports on traffic, visitors, and page performance while optimizing your site's content and strategy to reach your digital campaign goals.

## Unbound Insights Terms

These terms are common in the world of web analytics and web marketing, but it is helpful to define them here to help understand how Unbound Insights works.

**Please note** – The below table also contains term definitions from Google Analytics .

Term	Definition
<b>ATOS</b>	Average Time on Site is the average length of a user's entire web visit or user's session.
<b>Bounce Rate</b>	A bounce rate is the number of visitors who come to a site and then leave without viewing another page. This is also called the rate of single-page visits. The bounce rate is the ratio of the total number of visitors viewing only one page to the total number of visitors for a given period. A website with a decreasing bounce rate is keeping more of its visitors on the site.
<b>Channels</b>	<p>Traffic channels through which users were acquired. It is extracted from users' first session.</p> <p><b>Common Acquisition Channel Groupings</b></p> <ol style="list-style-type: none"><li>1. <b>Organic Search</b> – This traffic came to your site through a search engine such as Google, Bing, etc. This is an important channel to watch for SEO optimization purposes.</li><li>2. <b>Display</b> – This traffic came to your site by clicking on an ad that you ran on another website. Ex: Banner ads, promo materials posted in Blogs, and image ads on news sites are common generators of this traffic.</li></ol>

	<p>3. <b>Direct</b> – This traffic had your site URL and used that to browse your site.</p> <p>4. <b>Referral</b> – This is traffic that is generated from a backlink from another website to your site.</p> <p>5. <b>Paid Search</b> – Traffic shown in this channel comes from your paid search ads that appear in the search results.</p> <p>6. <b>Social</b> – These are users who find your website’s page through an associated social media account.</p> <p>7. <b>Email</b> – Users who clicked on links in an email campaign.</p> <p>8. <b>Other</b> – Traffic that comes from miscellaneous sources not classified above.</p> <p><b>How does this help?</b></p> <p>This data helps to:</p> <ul style="list-style-type: none"> <li>• Identify key investment areas to support your brand; for instance, maintaining a social media presence helps avoid credibility loss and promotes growth.</li> <li>• Determining where to invest for acquisition, focusing on the areas that have bigger impact to help identify channels with the best ROI (Return on Investment), and using them to run campaigns.</li> </ul>
<p><b>Conversion rate</b></p>	<p>A conversion occurs when a visitor to a webpage completes the goal of that web page, which might be downloading a certain PDF, completing a registration form, or purchasing a product. The conversion rate is the ratio of the number of goals achieved to the total number of visitors in a selected period.</p>

<b>Engaged Sessions</b>	The number of sessions that lasted longer than 10 seconds or had a conversion event or had 2 or more screen views.
<b>Entry Page</b>	<p>An entry page (also known as a landing page) is the first page in a site that a visitor reaches. It will typically be a home page but can also be directed by a search engine, a user bookmark, or campaign to specific parts of your website.</p> <p>Understanding which pages on a website are the most popular entry pages can reveal how search engines are assisting users to find your site or how your campaigns are driving visitor traffic. See Referring Site.</p>
<b>Exit</b>	Exit is expressed as a percentage of number of exists to the number of page views. This number indicates how often users exit from a page or set of pages when visiting a website.
<b>First Visit Source</b>	First sources through which users are finding your website.
<b>Landing Page</b>	A landing page is a web page of a site that a user "lands" on after clicking through from an email, ad, or other digital location. Landing pages are used to convert more traffic and increase conversions.
<b>New Visitors</b>	Number of new unique visitors to the website.
<b>Pages/Visit Page Views per Session</b>	Pages Views per Visit or Session is the average number of pages viewed during a session. Repeated views of a single page are counted.
<b>Page Views</b>	Page Views are the total number of pages viewed. Repeated views of a single page are counted.
<b>Referring Site</b>	The referring site is the web address, or uniform resource locator (URL), of the previous webpage from which a link to your website was followed. These are sometimes known as referring pages/Sites.

<b>Search Referrer</b>	The search engine that originates a request for a page.
<b>Sessions</b>	Total number of sessions within that date range.
<b>Sessions per User</b>	The average number of sessions per user. Sessions are divided by Active users only.
<b>Visit</b>	A visit is a pageview or series of pageviews from a unique visitor within a single session. In Unbound Insights, a session consists of any number of pageviews until 30 minutes of time between pageviews is reached. Theoretically, a visit could last for many days as long as a new page is viewed every 30 minutes. See Pageview.
<b>Visitor Types</b>	<b>New</b> - Unique visitor sessions. <b>Returning</b> - <b>Returning</b> visitors had a session in a previous reporting period.

## Logging In

Unbound can be accessed only with a valid username and password. Each Unbound user is assigned a unique username and password.

### To log into Unbound:

1. Access Unbound by appending */admin* to your site URL, i.e., <https://unbound-core.rnd-master.dev.iapps.com/admin>. For some customers, such as Unbound ds customers, your login URL is a subdomain, such as [www.store4356.company.com/admin](http://www.store4356.company.com/admin).

**BRIDGELINE**  
**unbound**  
attract • engage • nurture • convert

Username

Password

[Forgot Password?](#)

Product

Login

2. Type in your username and password. You should have received these in your registration email.
3. Highlight the product you want to log into. Depending on your licensing agreement you may not see all the products of Unbound.
4. Click the **Login** button.
5. The Control Centre/Dashboard for the module you chose (or for Commerce CSRs the Customers screen) will appear.

If you have forgotten your password, click “**Forgot Password?**” in the login screen. Type in your username and click **Submit**. An email with instructions for resetting your password will be sent to the email address associated with your username.



Username

Cancel

Retrieve Password

**\*Note:** Once you have logged in, your Unbound session has a default log-out time of 20 minutes. You should save often to avoid having any content lost if your session times out. After 20 minutes, a warning message appears with the number of seconds left in the session. Click **Reset Session** if you want to continue your session. Otherwise, you will be logged out, and unsaved content will be lost.

## Session Timeout

Your session will timeout in 56 seconds due to inactivity.

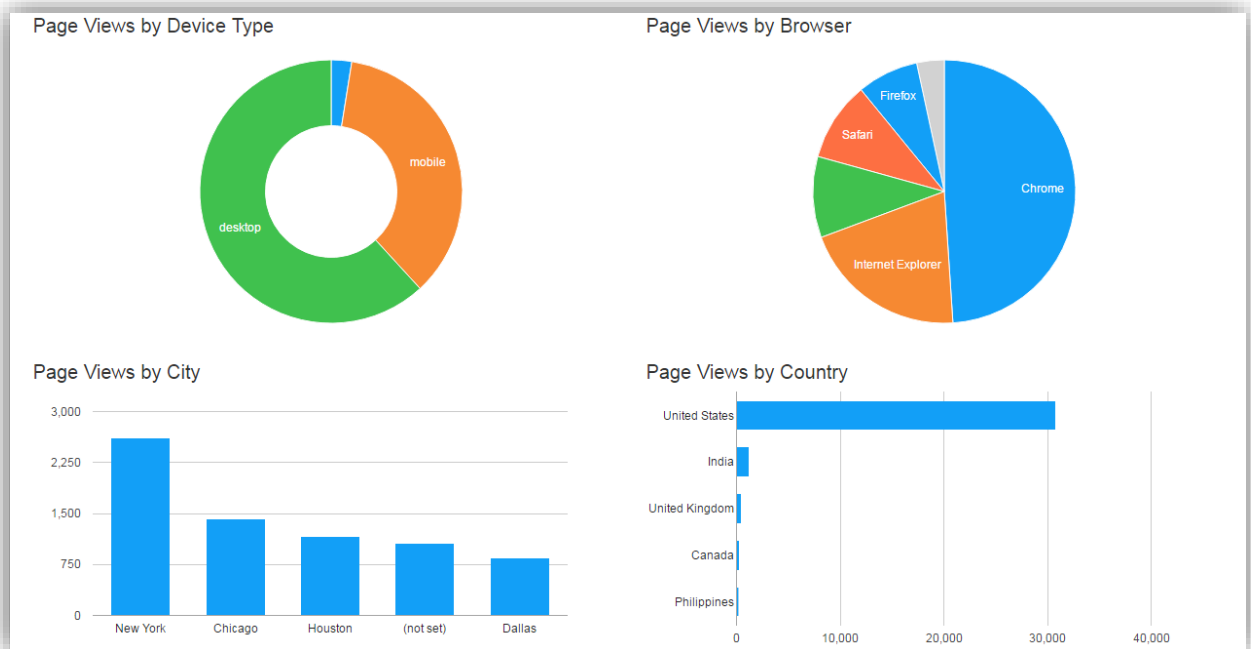
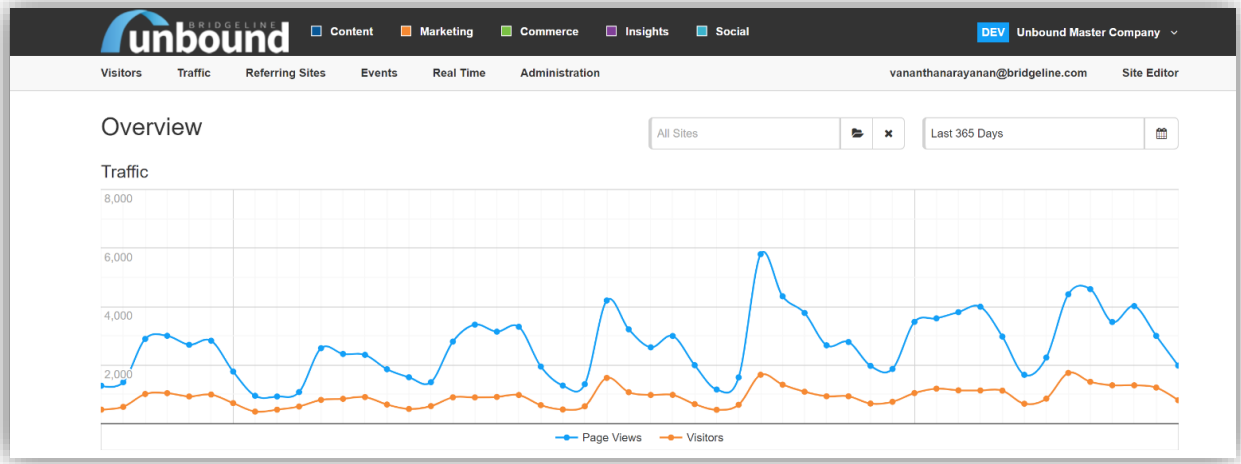
Do you want to reset your session or sign out?

Sign Out

Reset Session

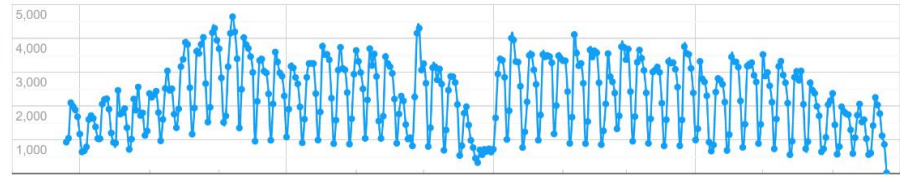
## The Control Centre/Dashboard

After you have logged into the Unbound Insights software, the Control Centre, a dashboard of menus and graphs is displayed:



### Page Views by Aquired Source

Source	Views
google	829,495
(direct)	321,312
mailerlite	121,061
bing	43,594
classroom.google.com	15,375



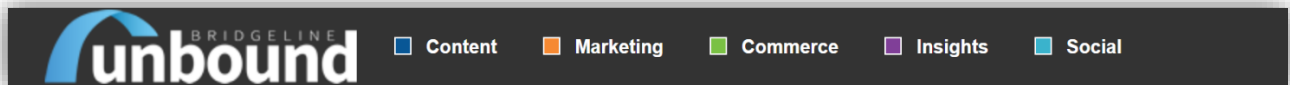
### Top Viewed Pages

Page	Pageviews	% Bounce
/search	58,907	0.97%
/	57,718	0.43%
/blog/post/2019/05/5-types-of-informational-text-structures	50,960	0.52%
/login	44,160	0.85%
/more-resources/quizlet/vocabulary-from-latin-and-greek-roots	35,736	0.38%
/checkout	27,054	0.96%
/shopping-cart	18,857	0.92%
/contests	17,103	0.53%
/my-account/my-resource-library	16,204	0.95%
/blog	11,236	0.97%

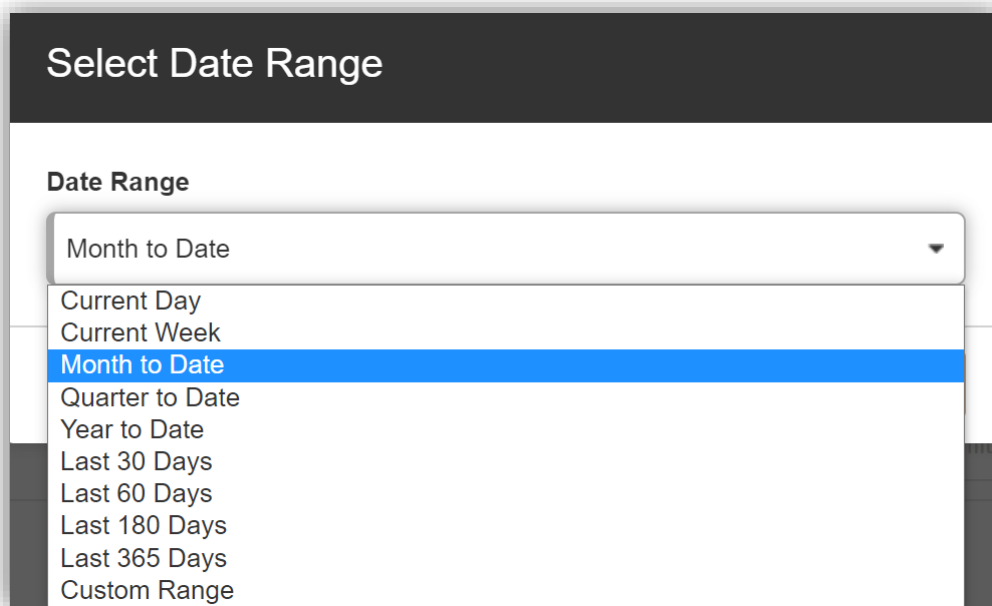
### Engagement Duration

Page	Engagement Duration	Page Views
/blog/post/2019/05/5-types-of-informational-text-structures	2,413,205	50,960
/checkout	1,675,474	27,054
/search	1,278,539	58,907
/login	903,051	44,160
/shopping-cart	661,503	18,857
/more-resources/quizlet/vocabulary-from-latin-and-greek-roots	586,859	35,736
/	552,596	57,718
/more-resources/free-library/posters	513,045	8,970
/blog/post/2019/12/christmas-carol-ghost-quiz	453,038	6,383
/blog/post/2020/07/understanding-the-new-florida-best-standards	438,899	10,009

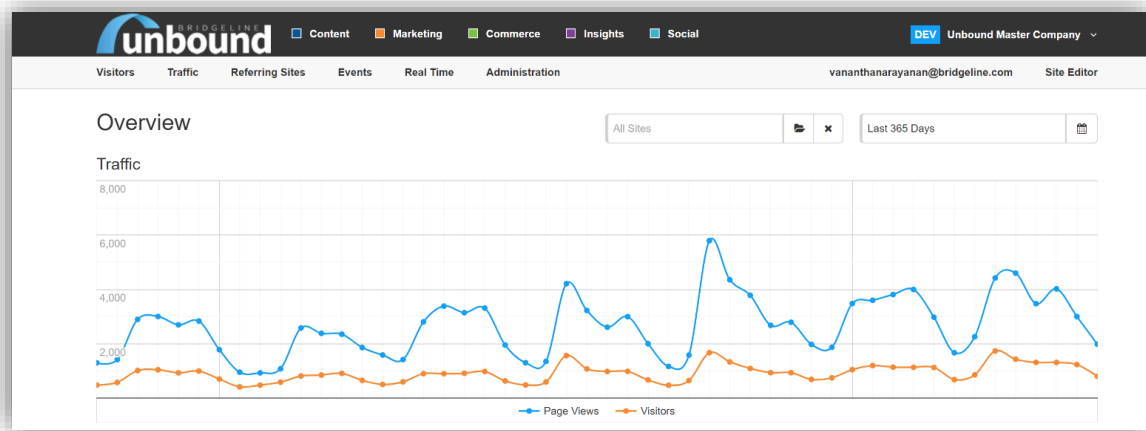
You can access Unbound Insights dashboard at any time by clicking the **Insights** link in the menu at the top of your screen:



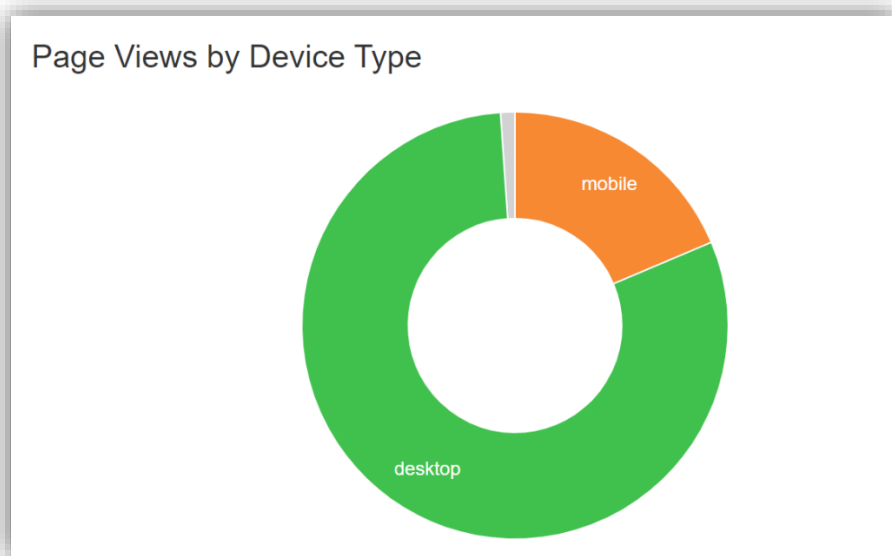
The Default timing for what displays in the **Overview** containers is **Month to Date**, but users can choose other times ranging from today to the last 365 days or All. Choose a date by clicking the drop-down calendar icon on the left side of your Dashboard.



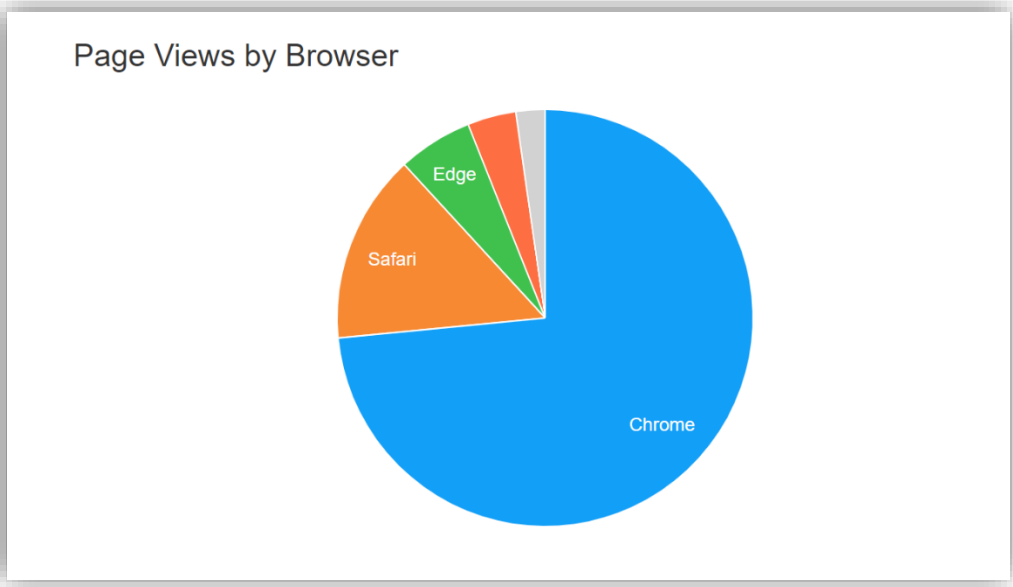
**Traffic** gives statistics about the number of Pageviews and Visitors to that reporting section.



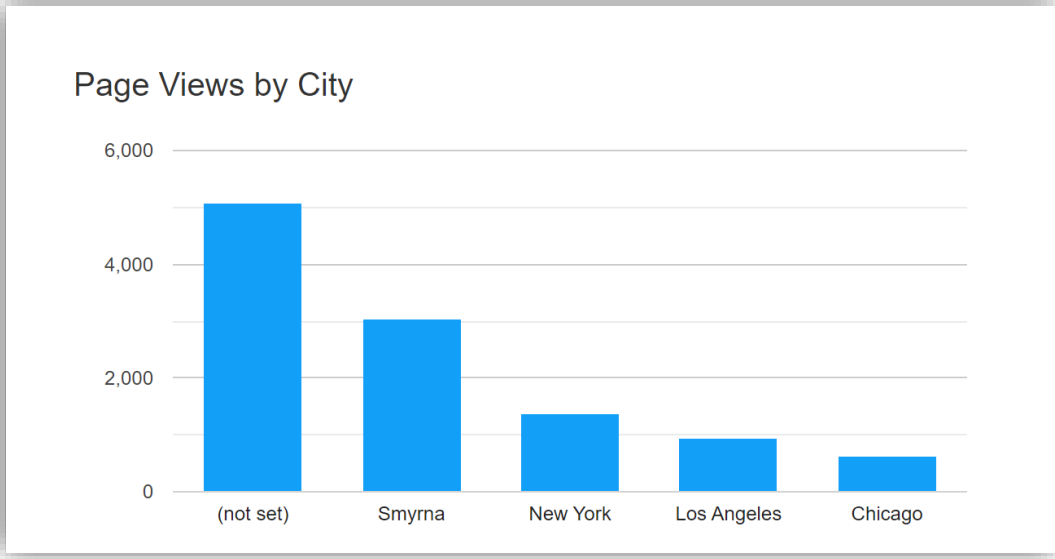
The **Page Views by Device Type** section provides a quick overview of the different device types being used to access your site. Analysis of what browsers and devices your website is accessed from can help you to focus on testing efforts on the devices and browsers that your customers are using. This graph depicts the percentage of your users on various devices (Mobile, desktop and others such Tablets.)



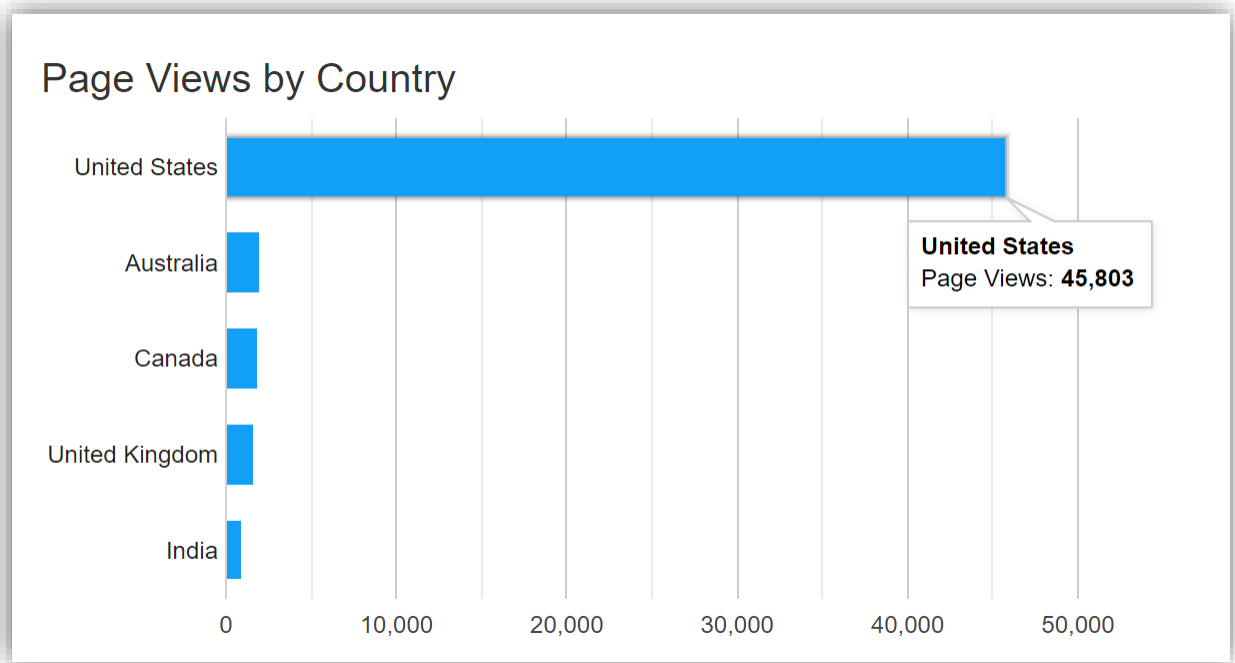
The **Page Views by Browser** visual displays the percentage of web browsers that are most used when accessing the site. It is useful to see which overarching browsers visitors use when accessing your website. It also helps to make informed decisions in design aspects of your site to support in the browsers that users of your site normally prefer or use.



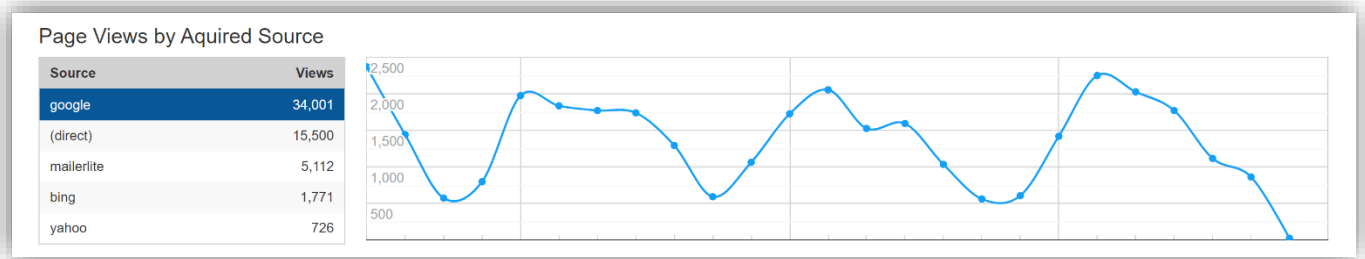
The **Page Views by City** section provides statistics on Page visits to see what cities visitors were coming from.



The **Page Views by Country** section illustrates the number of Page Views determined by each country.



The **Page Views by Acquired Source** shows the top five cross-channel page views (from new and returning users) from various traffic sources. T



The **Top Viewed Pages** provides a quick overview of top ten most visited pages or popular pages of your website.

### Top Viewed Pages

Page	Pageviews	% Bounce
/search	58,907	0.97%
/	57,718	0.43%
/blog/post/2019/05/5-types-of-informational-text-structures	50,960	0.52%
/login	44,160	0.85%
/more-resources/quizlet/vocabulary-from-latin-and-greek-roots	35,736	0.38%
/checkout	27,054	0.96%
/shopping-cart	18,857	0.92%
/contests	17,103	0.53%
/my-account/my-resource-library	16,204	0.95%
/blog	11,236	0.97%

**Note – Repeated views of a Single Page are counted towards the report.**

The **Engagement Duration Report** provides a list of the top ten pages that a user spends engaged on your website or app.

### Engagement Duration

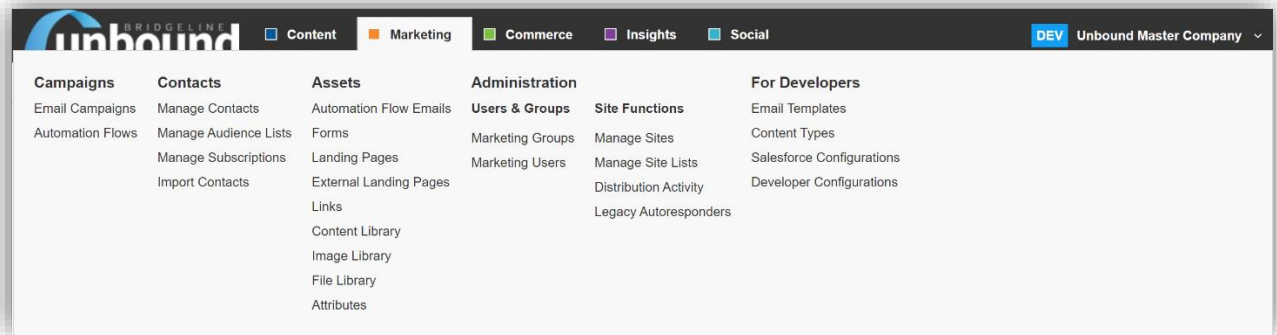
Page	Engagement Duration	Page Views
/blog/post/2019/05/5-types-of-informational-text-structures	2,413,205	50,960
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/	552,596	57,718
/more-resources/free-library/posters	513,045	8,970
/blog/post/2019/12/christmas-carol-ghost-quiz	453,038	6,383
/blog/post/2020/07/understanding-the-new-florida-best-standards	438,899	10,009

## Unbound Menu

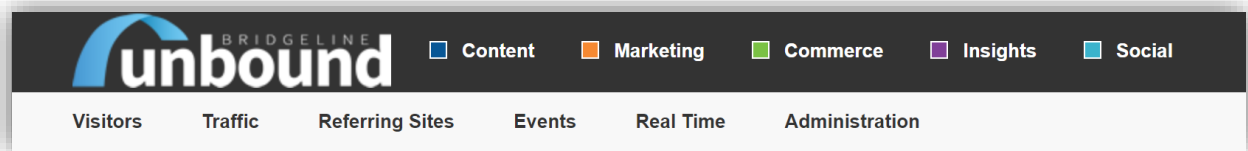
The Menu at the top of every Unbound administrative screen is divided onto two lines. The top line has product-wide information, such as links to other modules and user profiles. The second line has menu information for the specific product you are using. Your organization may not have all Unbound modules licensed so you may not see all the options below.

### Top Line

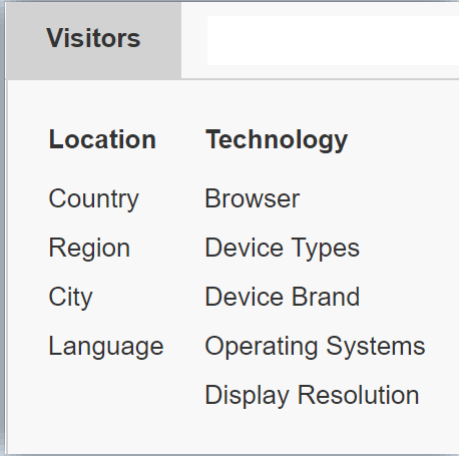
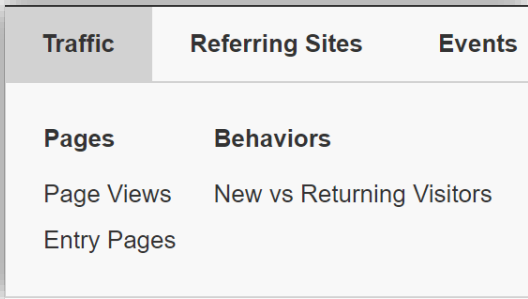
**Modules** The Unbound menu provides quick access to other products in Unbound Product Suite to which you have a license. To switch to another product, you can click the top link to go to the **Control Centre/Dashboard** for each product or choose an administrative function to go there directly.

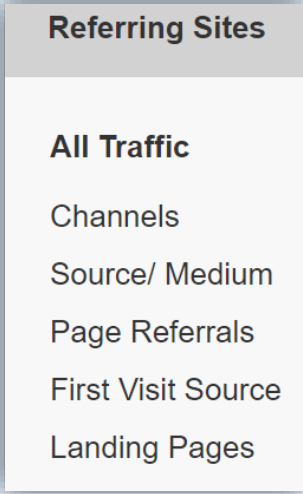
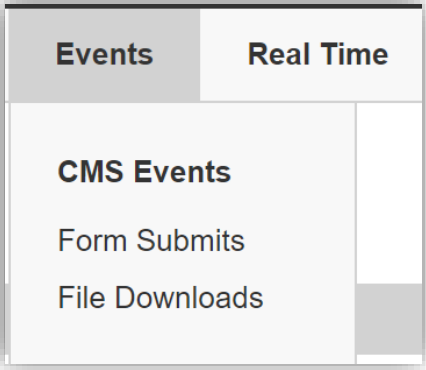


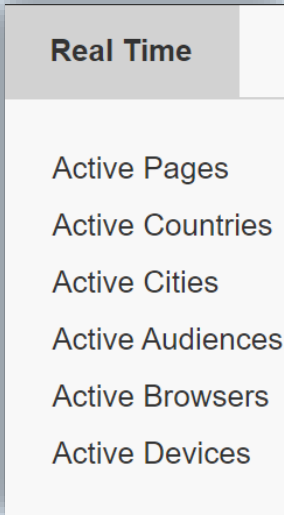
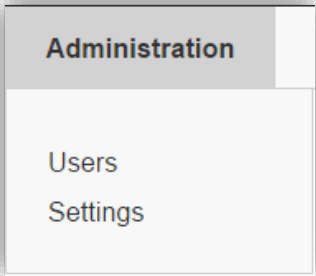
### Bottom Line



The menu bar at the top of the Unbound Insights contains other options. Not all users see all options. It depends on your role and permission level.

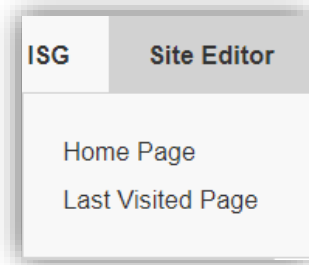
Menu	Purpose														
<p><b>Visitors</b></p>	<p>The <b>Visitors</b> menu lets you view visitors by several components that pertain to location – country, region, city, and language. You can also see Visitors as it relates to technology, obtaining analytics from browser, device type/brand, operating systems and display resolution information collected.</p> <p>In some cases, a high number of returning visitors is a positive statistic. For example, a high number of returning visitors could be a positive statistic for an internal website that provides regular company updates, since repeat visits may indicate that employees are reading the updates provided.</p> <div data-bbox="516 814 971 1266" data-label="Table">  <table border="1"> <thead> <tr> <th colspan="2">Visitors</th> </tr> <tr> <th>Location</th> <th>Technology</th> </tr> </thead> <tbody> <tr> <td>Country</td> <td>Browser</td> </tr> <tr> <td>Region</td> <td>Device Types</td> </tr> <tr> <td>City</td> <td>Device Brand</td> </tr> <tr> <td>Language</td> <td>Operating Systems</td> </tr> <tr> <td></td> <td>Display Resolution</td> </tr> </tbody> </table> </div>	Visitors		Location	Technology	Country	Browser	Region	Device Types	City	Device Brand	Language	Operating Systems		Display Resolution
Visitors															
Location	Technology														
Country	Browser														
Region	Device Types														
City	Device Brand														
Language	Operating Systems														
	Display Resolution														
<p><b>Traffic</b></p>	<p>The <b>Traffic</b> menu provide statistics regarding the page’s most frequently visited. The menu also allows you to obtain patterned behaviours from New vs. Returning Visitors.</p> <div data-bbox="516 1539 1040 1835" data-label="Table">  <table border="1"> <thead> <tr> <th>Traffic</th> <th>Referring Sites</th> <th>Events</th> </tr> <tr> <th>Pages</th> <th colspan="2">Behaviors</th> </tr> </thead> <tbody> <tr> <td>Page Views</td> <td colspan="2">New vs Returning Visitors</td> </tr> <tr> <td>Entry Pages</td> <td colspan="2"></td> </tr> </tbody> </table> </div>	Traffic	Referring Sites	Events	Pages	Behaviors		Page Views	New vs Returning Visitors		Entry Pages				
Traffic	Referring Sites	Events													
Pages	Behaviors														
Page Views	New vs Returning Visitors														
Entry Pages															

<p><b>Referring Sites</b></p>	<p>The <b>Referring Sites</b> menu allows you to monitor all current traffic via channels, source/medium and referrals. This menu also provides analytical data collected from network referrals and landing pages.</p>  <p>The screenshot shows a dropdown menu titled "Referring Sites". The menu items are: "All Traffic", "Channels", "Source/ Medium", "Page Referrals", "First Visit Source", and "Landing Pages".</p>
<p><b>Events</b></p>	<p>The events menu provides statistics regarding the content that is being used on the web page. Ex: Reports on downloaded files, form submits.</p>  <p>The screenshot shows a menu with two tabs: "Events" and "Real Time". Under the "Events" tab, the menu items are: "CMS Events", "Form Submits", and "File Downloads".</p>

<b>Real Time</b>	<p>The <b>Real Time</b> menu is used to analyse users visiting the site in Real Time based on page, country, city, source, browser and/or device.</p>  <p>The screenshot shows a dropdown menu titled "Real Time" with the following options: Active Pages, Active Countries, Active Cities, Active Audiences, Active Browsers, and Active Devices.</p>
<b>Administration</b>	<p>The <b>Administration</b> menu is used to create users. This menu can also be used to edit module settings. This menu has functionality available only to Administrator-level users. An Administrator can give Administrator privileges to new users, so you may have access to some Administrator functionality if you are an Analyst.</p>  <p>The screenshot shows a dropdown menu titled "Administration" with the following options: Users and Settings.</p>

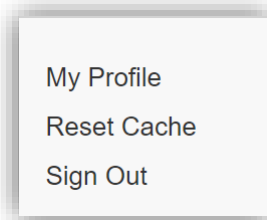
## Site Editor

To see your pages in [Site Editor](#), use the **Site Editor** link at the top of the screen. The **Site Editor** menu provides two options: **Home Page** and **Last Visited Page**. These options open either your home page or the last page you visited in the **Site Editor**.



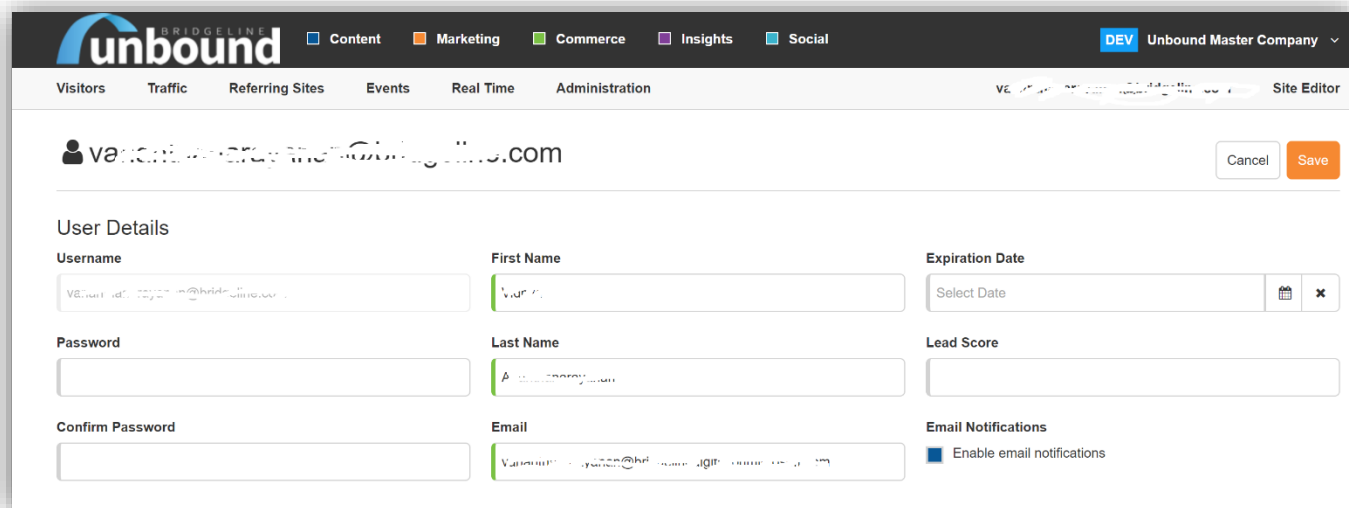
## User Profiles and Passwords

Unbound Users can edit their user and password information, reset system cache through the User drop-down menu in the admin interface. Simply click on your username and a menu will appear with options that include **My Profile**, **Reset Cache** and **Sign Out**.



### User Profile

Unbound users can update basic profile information, as well as update passwords.



## Resetting a Forgotten Password

If you have [forgotten your password](#), there is a Forgot Password link on the main Unbound login screen.

Alternatively, a Content, Installation or Site Administrator can reset a user's password.

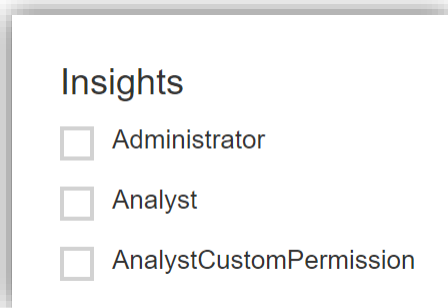
## Unbound Insights Initial Setup

Once Unbound Insights is installed, an initial Administrator account is created. The Administrator needs to determine:

- ✓ What additional administrator accounts are needed. Create an account for all users who need administrator-level privileges.
- ✓ Which users will need Analyst or User-level privileges. An administrator can create these accounts on an as-needed basis.

Note: Administrators can only edit accounts for users with lower levels of privileges than the administrator.

### User Roles and Permissions:



The screenshot shows a window titled "Insights" with three unchecked checkboxes:

- Administrator
- Analyst
- AnalystCustomPermission

There are two types of users for Unbound Insights:

- ✓ The top-level **Administrator** has complete control of the entire system and can create other Insights users.
- ✓ The **Analyst** can run reports but cannot affect the system setup.

The Administrator can give limited administrator-level privileges to Analysts and Users on an as-needed basis or assign **AnalystCustomPermissions** to Analysts.

## Unbound Insights Configuration with Google Analytics

### STEP 1 – Finding the Tracking ID and Tracking code from GA account .

This step is required only for first time setup of Unbound insights . If you already have insights , please skip this step.

#### Prerequisite:

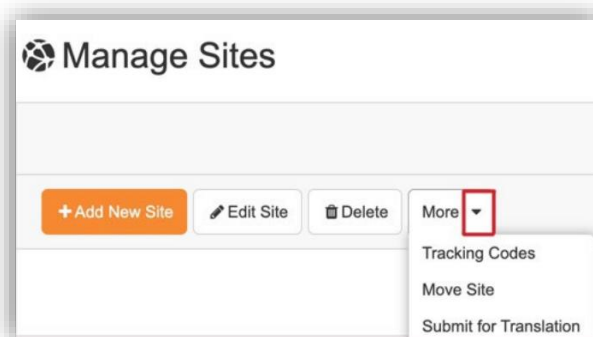
You should have an account with Google Analytics to embed the tracking code in Unbound sites.

#### To find the tracking ID and code snippet:

- Sign into your Google Analytics account
- Click Admin
- Select an account from the menu in the ACCOUNT column.
- Select a property from the menu in the PROPERTY column.
- Under PROPERTY, click Tracking Info>Tracking Code

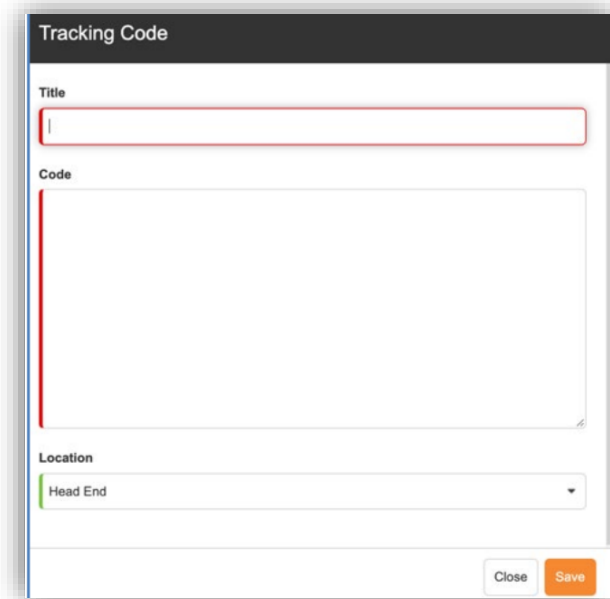
#### To Add a Tracking Code via Unbound Content Management System

*\*If the tracking code is not already embedded through the template, it can be done from Unbound Content Management System> Admin>Site Functions>Manage Sites →Select a site → More → Tracking Codes.*



- On the Tracking Codes page, click Add New Code.
- In the Tracking Code dialog, enter a Title and Code.
- In the Location field, use the arrow to select.

- ✓ Head End
- ✓ Body Start
- ✓ Body End
- Click Save.



The screenshot shows a web form titled "Tracking Code". It contains three main sections: "Title" with a text input field, "Code" with a large text area, and "Location" with a dropdown menu. The "Location" dropdown is currently set to "Head End". At the bottom right of the form, there are two buttons: "Close" and "Save".

### To View or Update a Tracking Code via Unbound Content Management System

- To view or update tracking codes, in the More dropdown menu, select **Tracking Codes**.
- On the Tracking Codes page, select a code.
- Click **Add New Code** or **Edit Code**.

### Tracking Codes

+ Add New Code   Edit Code   Delete   Update Sequence

Women's summer wear	<b>Location:</b> Head End <b>Last Modified:</b> 11/14/19, 8:43 PM
<b>Black photo frames</b>	<b>Location:</b> Head End <b>Last Modified:</b> 11/14/19, 8:44 PM
Winter boots	<b>Location:</b> Head End <b>Last Modified:</b> 11/14/19, 8:44 PM

Close   Save

- In the Tracking Code dialog, enter a Title, Code, and Location
- Click Save.

**Tracking Code**

Title

Code

Location

Head End

Close Save

- Alternately, to change the sequence of codes, select a code from the list.
  - ✓ In the Tracking Code Sequence dialog, select a code.
  - ✓ Use the arrows at the right to move it up or down in the list.

**Tracking Code Sequence**

Reorder items to change the order of codes.

Title	Location	#
Women's summer wear	Head End	1
Winter boots	Head End	2
Black photo frames	Head End	3

Close Update Sequence

### Tracking Code

**Title**

**Code**

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=
"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config',
  ');
</script>
|
```

**Location**

Close Save

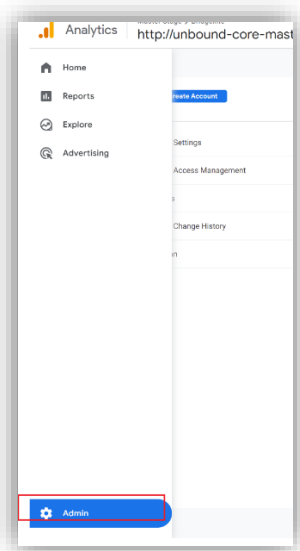
- Click **Update Sequence**, or **Close**.
- On the Tracking Codes page, click **Save**. o Optionally, to remove a code, click **Delete**.

## STEP 2 – Updating GA4 Property in Unbound Insights

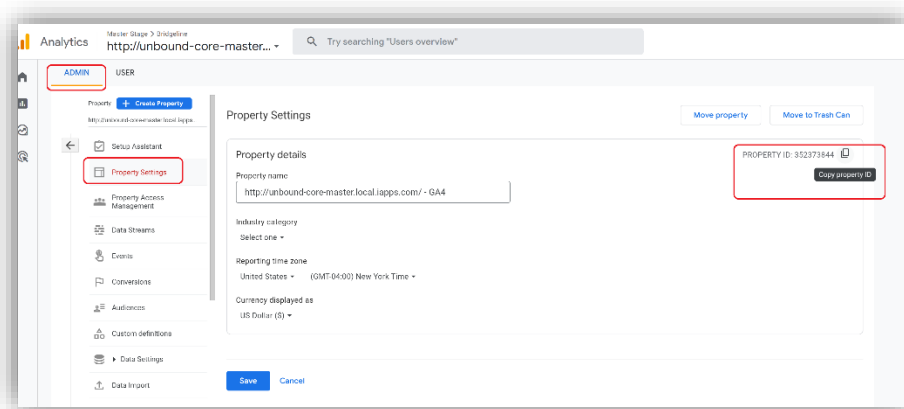
Update the GA4 Property Id in the Insights Admin > Administration > Settings > Insights ViewId.

### How to get the GA4 Property Id to update?

- Navigate to <https://analytics.google.com/analytics/web>, select the Account you want Unbound to connect to >Go to Admin screen (Lower left)

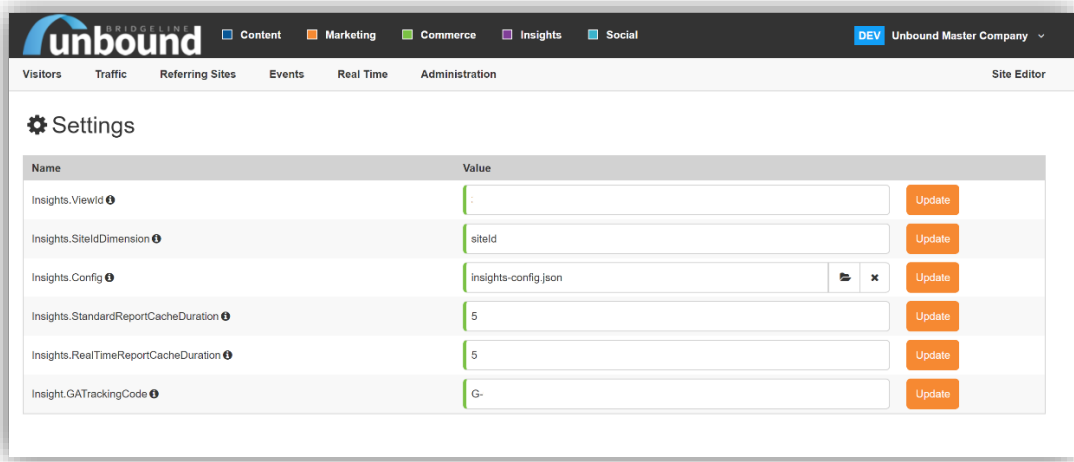


- In GA Admin >Account Settings> Property Settings Copy property ID as shown in the below screenshot.



- c. Log in to the Insights Admin and navigate to the Settings Screen (Administration > Settings) and update the **Insights.ViewId**.

<http://yoursite.com/InsightsAdmin/insights-settings>



Also update the Google Tracking Code G-XXX in **Insight.GATrackingCode**

## Site Analytics

Unbound Insights includes important analytic reports to help you track your website usage.

Reports are divided into categories: Visitors, Traffic, Referring Sites, Events, and Real Time. These reports further break down again into more detailed options. See related sections for details on each type of report.

## Seeing Statistics for Variant Sites

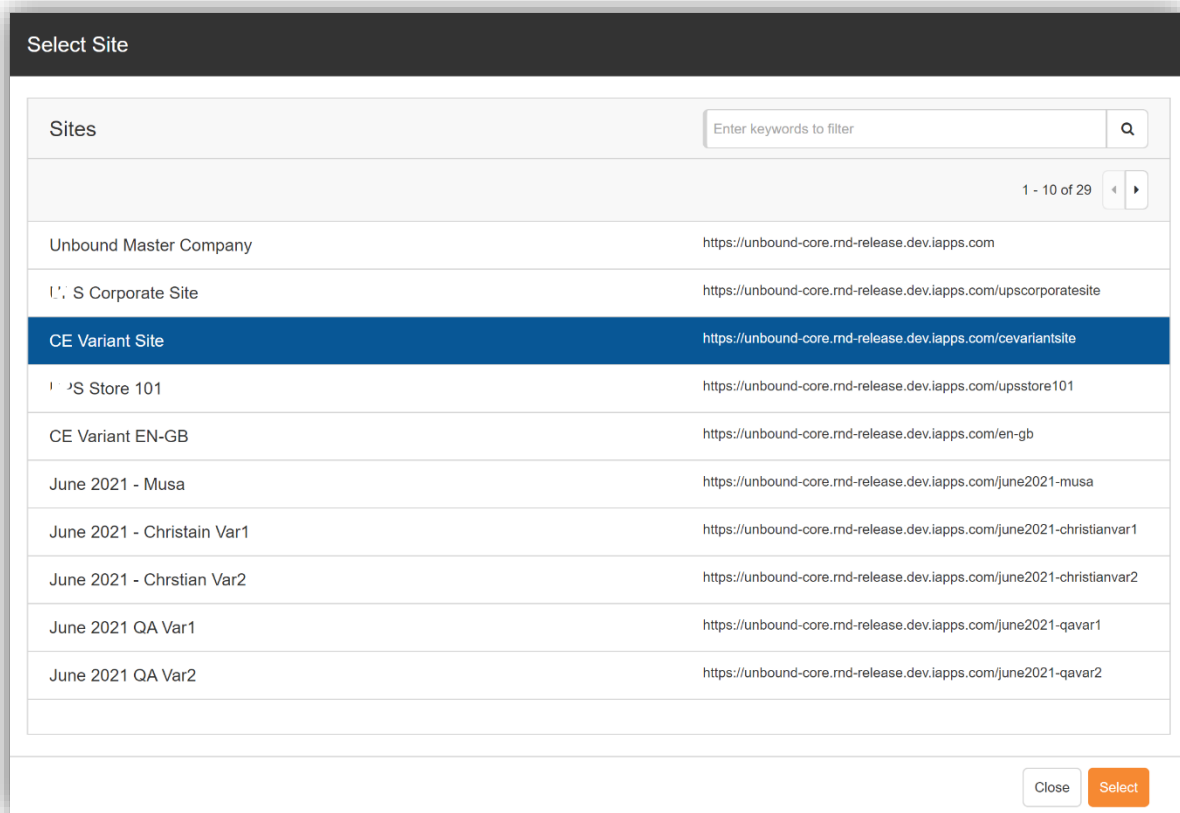
While viewing report statistics you can also see stats for "child" or variant sites. See Creating and Managing Variant Sites in the [Unbound Content User Guide](#) for more detail, but you can arrange Variant sites in a hierarchy, such as Master Site > Variant Site (Parent) > Variant Site (Child). Thus, there are variants of variants. If you are viewing the statistics for the Master or a parent site, then you can also include statistics for child sites that are under it.

With Unbound, users who own or manage more than one location or website can sometime group these sites together so that they can access all their websites, often known as variant sites, with a single username and sign-on. In this case, they can view the usage statistics for their websites "rolled up" together.



If this is the case for you, you will know if you can do this when you see the option "All Sites." in your Insights screens.

Click on the folder icon to view all the child sites, you also have an option to select and view the insights of a child sites vs all child sites.



If you are not managing more than one site, you do not need to worry about this. And you can always see the data for any site by switching to that site using the top site switch box in the Unbound dashboard.

## Basic Report Management

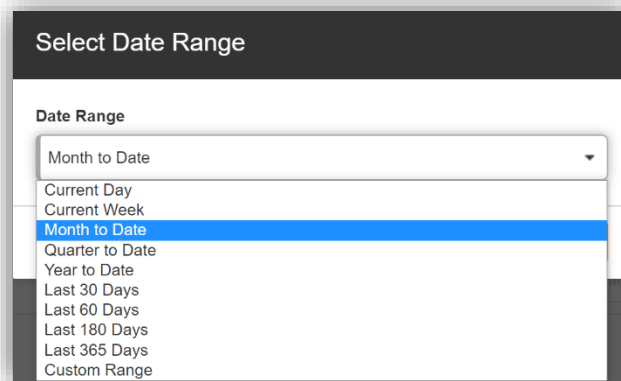
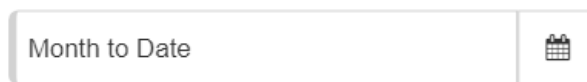
Unbound Insights aggregates your website traffic statistics and stores reported data. These reports offer graphical and numerical tools to help you understand how your website traffic is

performing. You can view snapshots of site statistics or observe trends at different time intervals.

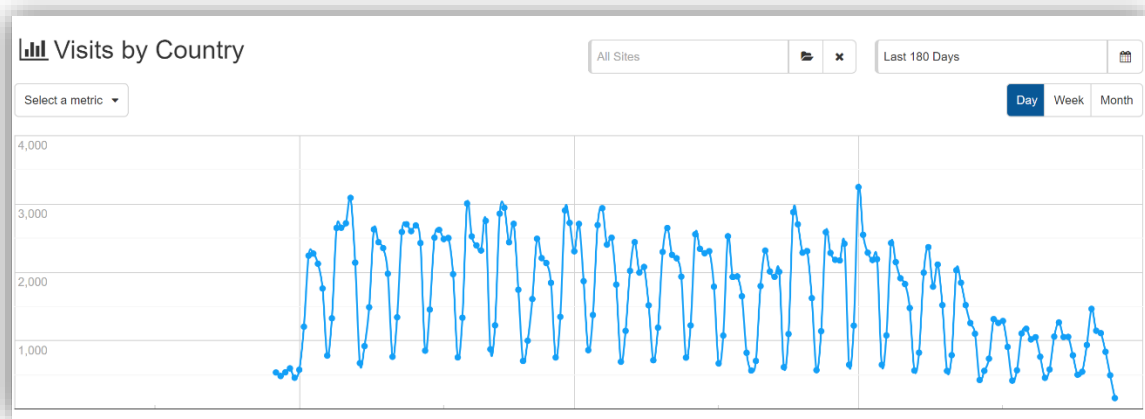
Selecting a report tab automatically runs that report. The plot in the container shows the reporting period on the horizontal axis and the selected statistic or statistic on the vertical axis.

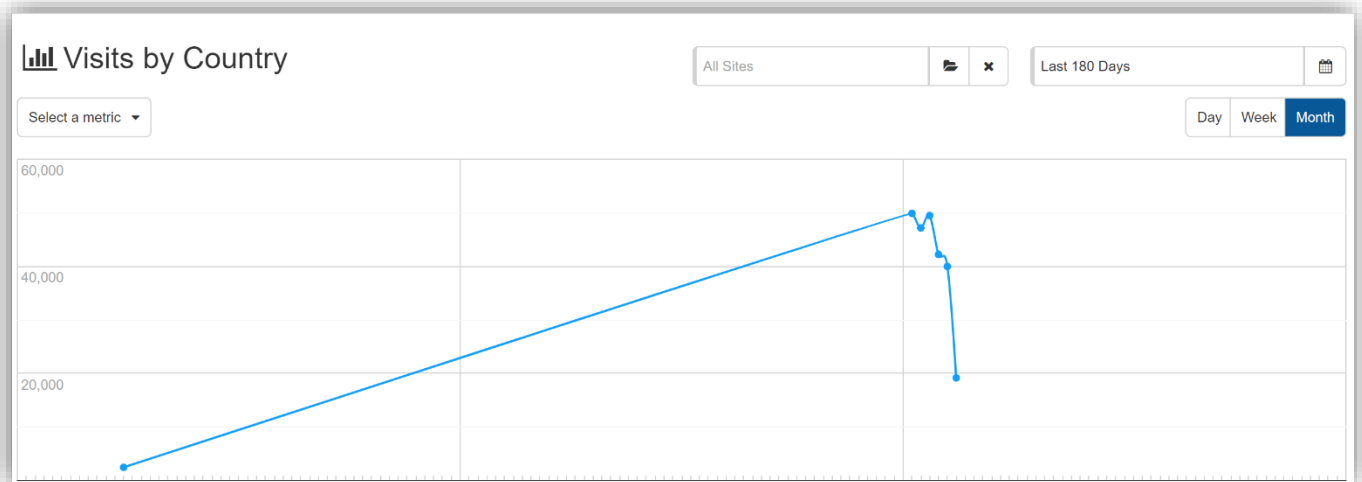
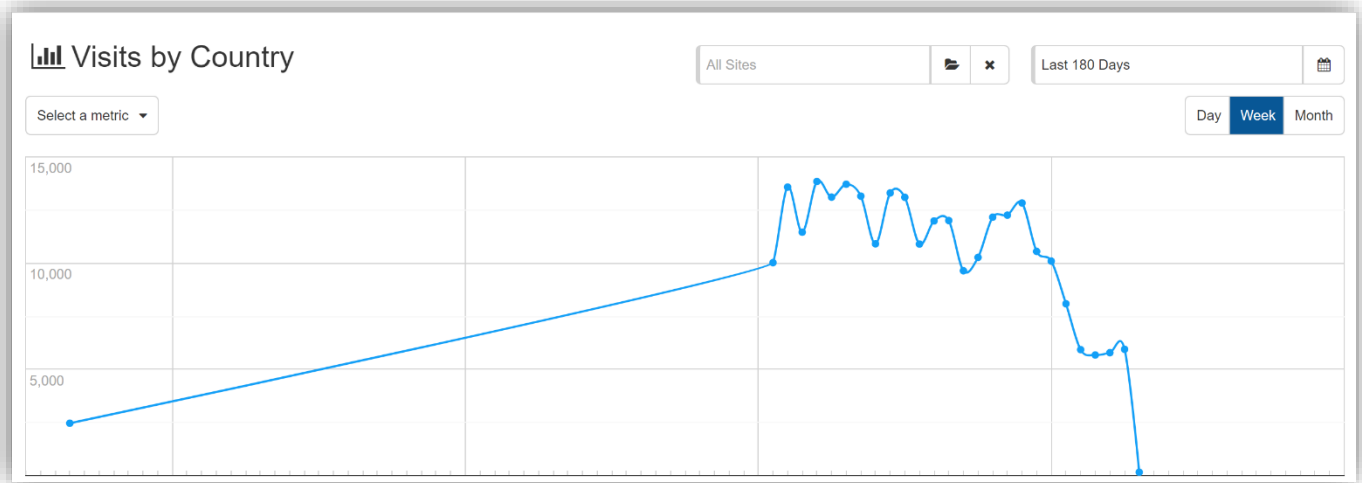
### Changing the Reporting Period

To change the reporting period, click the calendar icon in the right-hand column of the container title bar and choose a new date range from the modal pop up:



Additionally, you can view these insights by selecting a metric and view them by **Day, Week** or **Month**.





## Dimensions and metrics

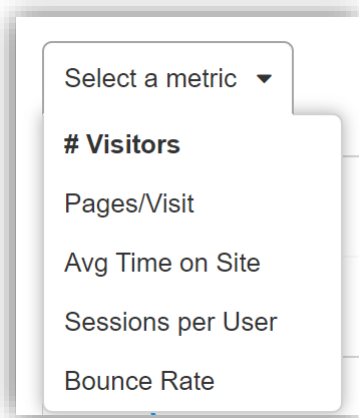
Every report in Insights is made up of dimensions and metrics.

Dimensions are data attributes. For example, the dimension *City* indicates the city, for example, "San Francisco" or "New York", from which a session originates.

Metrics are quantitative measurements. The metric *Sessions per User* is the total number of sessions for that user. The metric *Pages/Visit* is the average number of pages viewed by a User in a Visit.

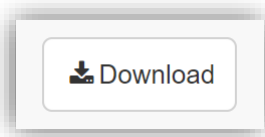
The table below shows the correlation between dimension and metrics in this case where one dimension (City) and two metrics (Sessions per User and Pages/Visit).

DIMENSION	METRIC	METRIC
City	Sessions per User	Pages/Visit
San Francisco	1.27	3.74
New York	1.08	4.55



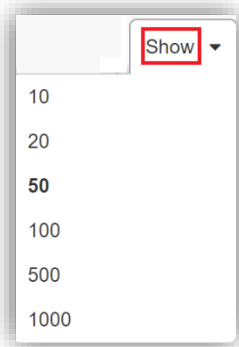
### Downloading the Reports

You can click on the 'Download' button wherever the reports are available to download. The downloaded file format is always a .csv.

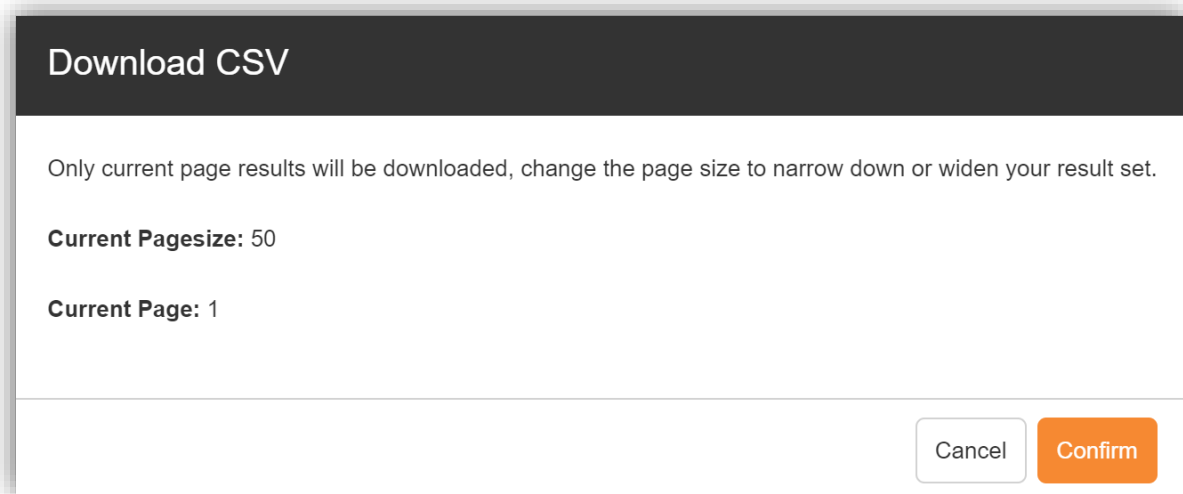


The data available to download is based on the pager controls selection on the report page.

This can be selected from the following options.

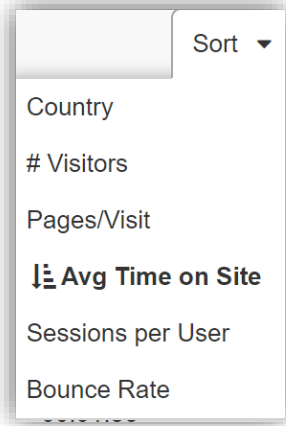


**Note:** Only current page results will be available to download, change the page size to narrow down or widen your results set. This is also indicated in the modal when download is clicked.



## Search and Sorting

You can sort and search within the stats presented on the insights reports screens.

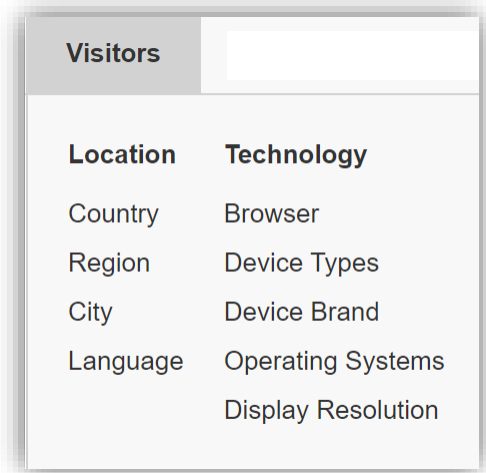


A screenshot of a 'Visits by Country' report. At the top, there is a search bar containing the text 'united' and a search icon. Below the search bar is a 'Download' button and a 'Sort' dropdown menu. The table below has columns for Country, # Visitors, Pages/Visit, Avg Time on Site, New Visit %, and Bounce Rate. The data is filtered to show only countries starting with 'United'. The 'United Arab Emirates' row is circled in red.

Country	# Visitors	Pages/Visit	Avg Time on Site	New Visit %	Bounce Rate
United States	367,165	2.92	00:01:36	71.08%	29.94%
United Kingdom	12,655	2.65	00:01:07	85.70%	15.43%
United Arab Emirates	955	2.82	00:01:20	77.00%	11.66%
<b>380,775</b>	<b>2.92</b>	<b>00:01:36</b>	<b>71.50%</b>	<b>29.50%</b>	

## Visitor Reports

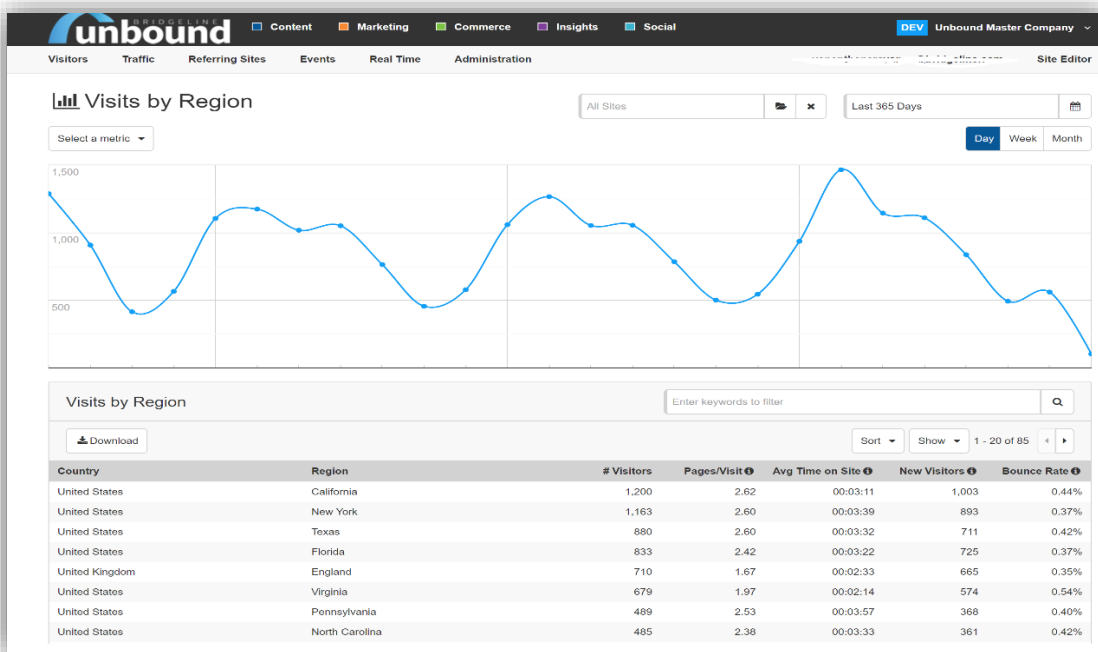
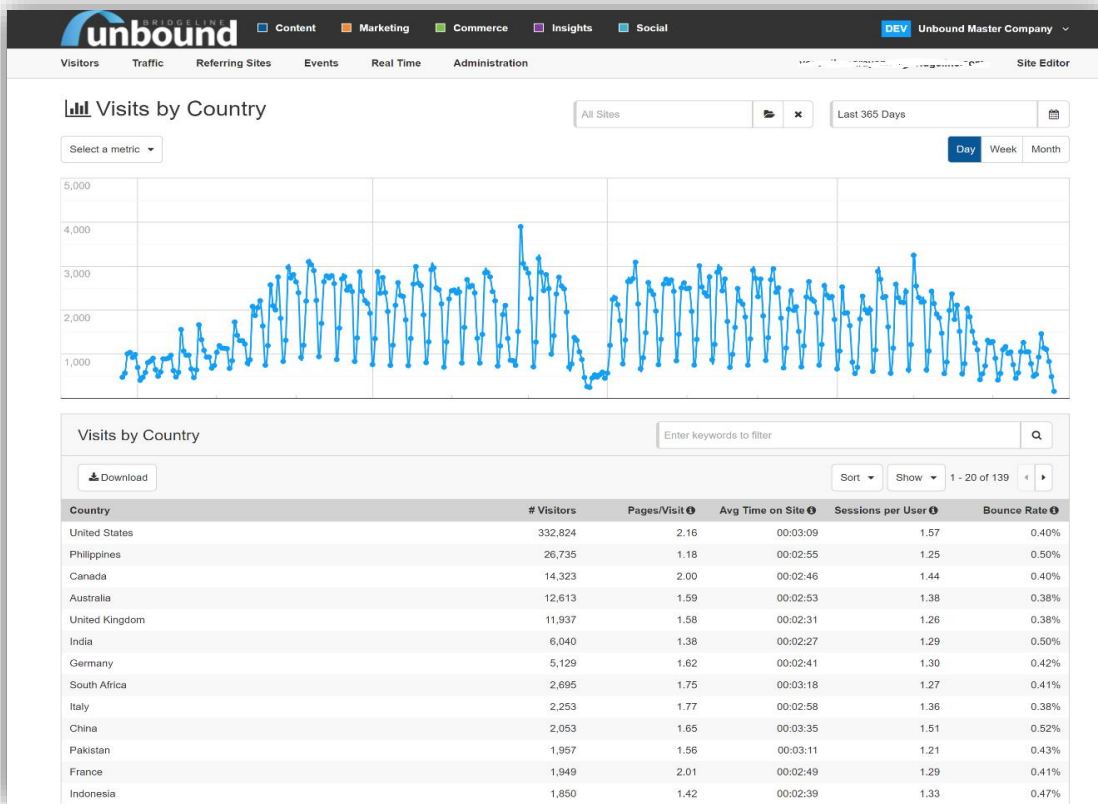
Visitor reports provide statistics about who is visiting your website.

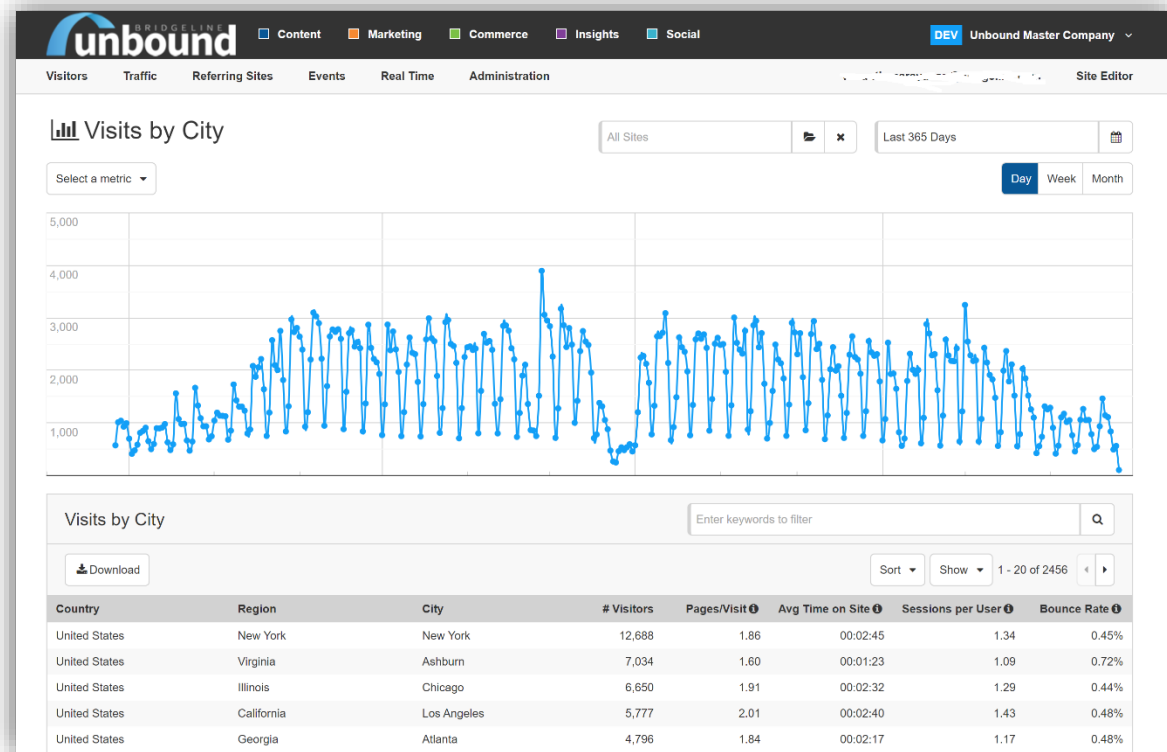


Visitors	
Location	Technology
Country	Browser
Region	Device Types
City	Device Brand
Language	Operating Systems
	Display Resolution

### Location

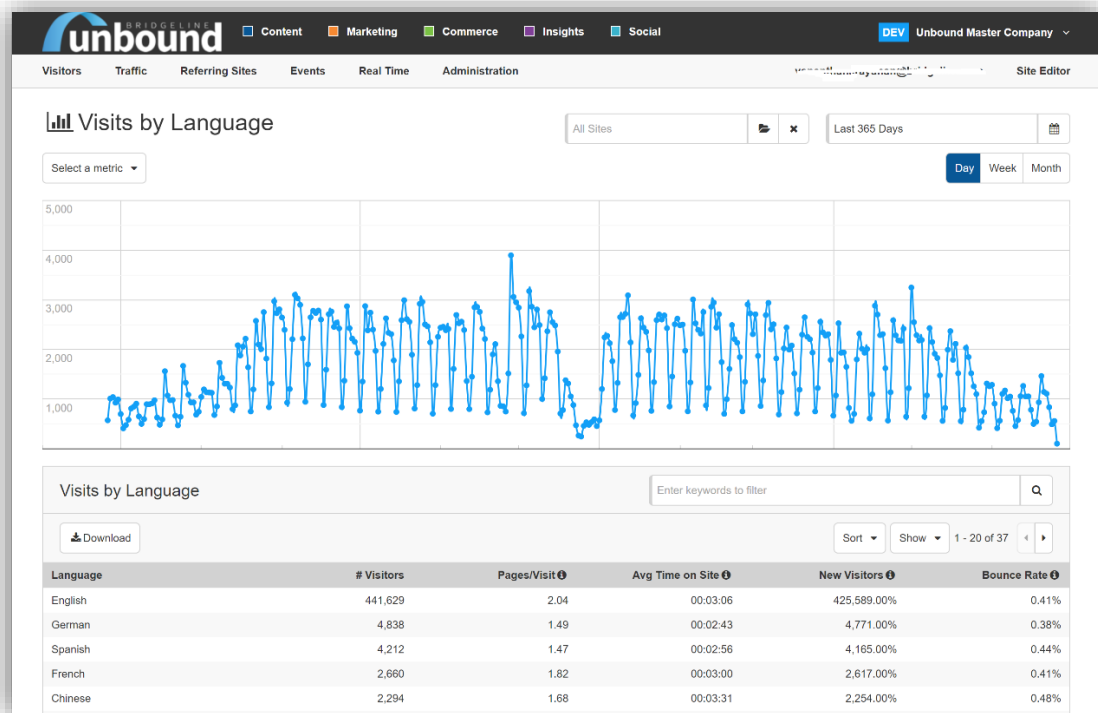
This report indicates where the visitor session initiated. You might use this if there was a sudden increase in visitors from a single country, region, city. Further research could help you understand what pages were driving the increased access. For example, if you are seeing a significant increase in traffic from a specific country or a region, you may want to translate content into the language of that country.





## Language

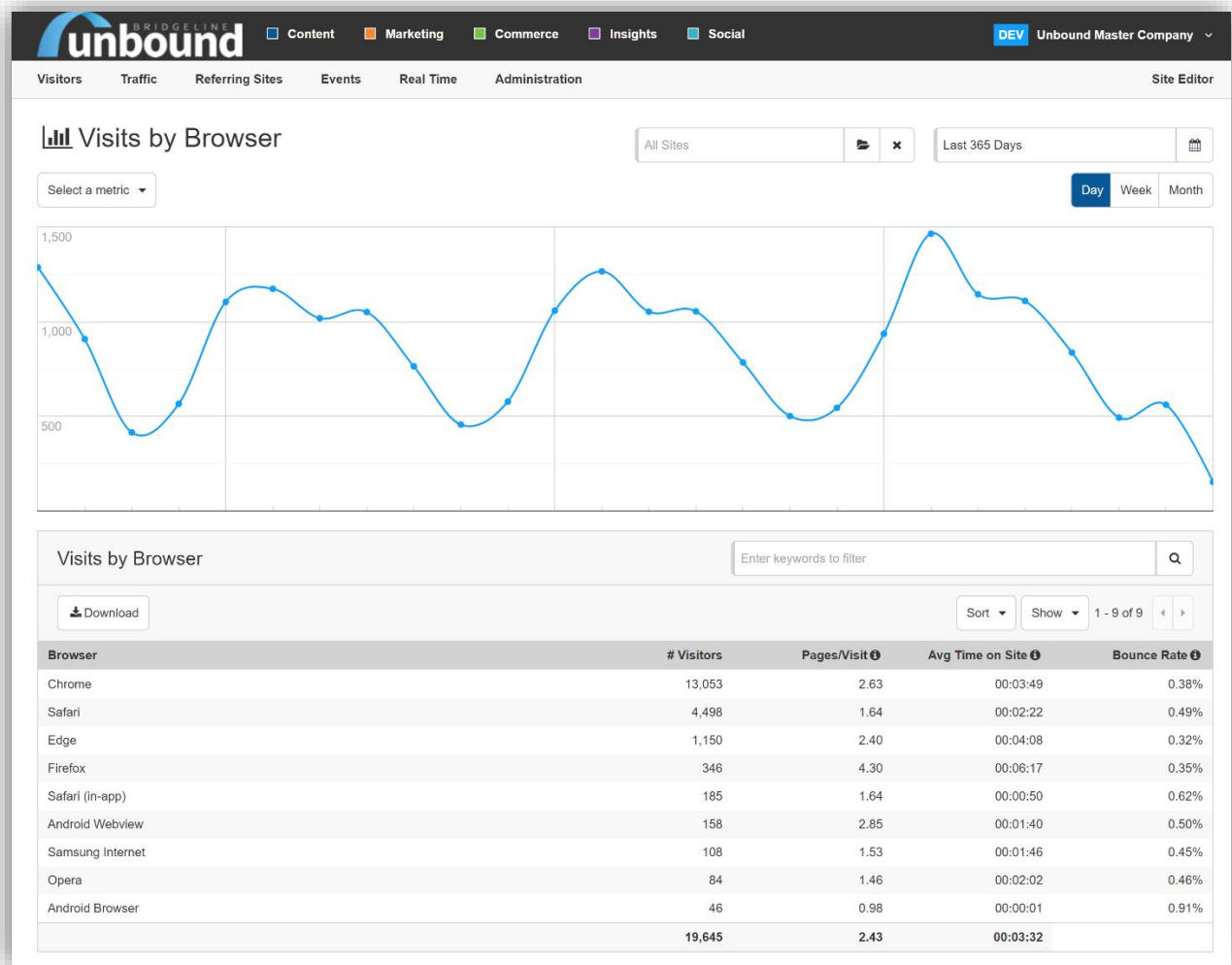
It is important to know whether you are getting a response from users to whom you direct different language versions of your advertising, but you also want to know what kind of traffic you are getting from users outside those targets. You are advertising in English and Spanish, but also getting high-conversion users who speak French and Italian. Language indicates an opportunity to localize your content to those languages and speak more directly to a lucrative market.



## Technology

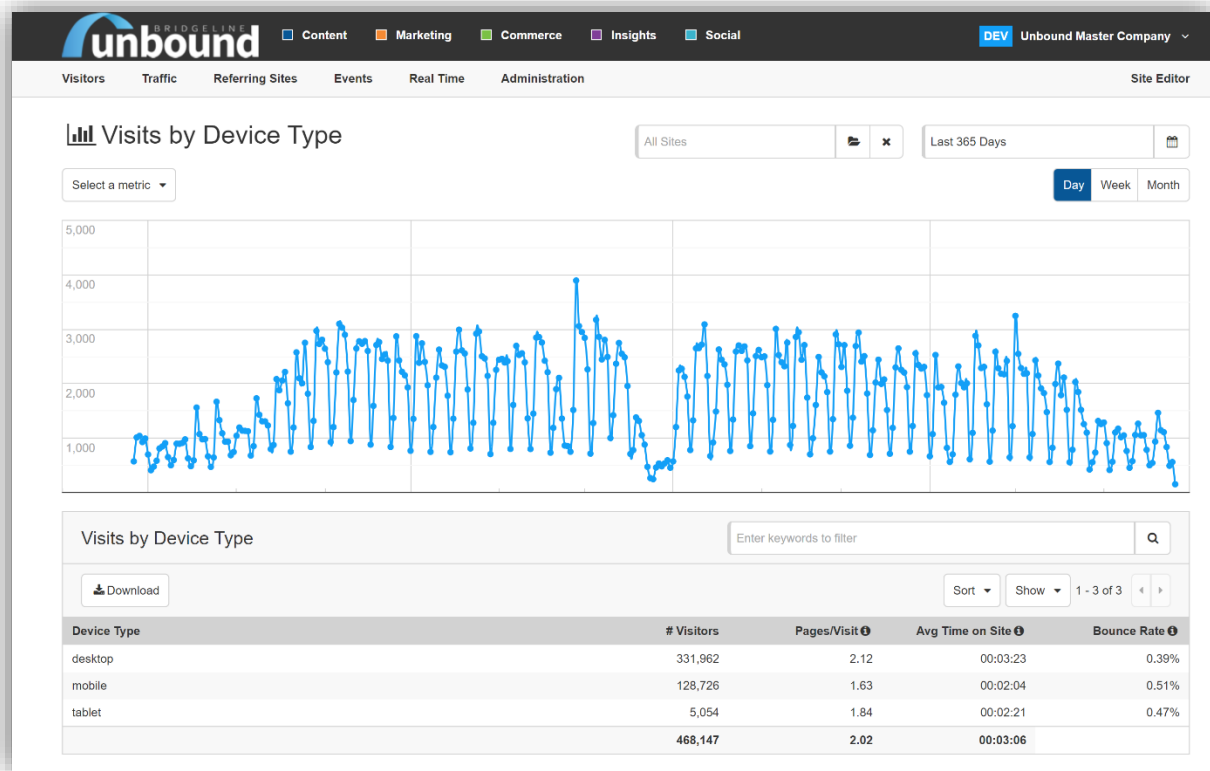
### Browser

This indicates the browser that is running on the visitor's desktop. Often, the browser type can dictate what features can be supported for a particular website. An administrator who is interested in incorporating new Microsoft Edge features would want to ensure that most of the visitors to that site were not using Firefox.



## Device Types

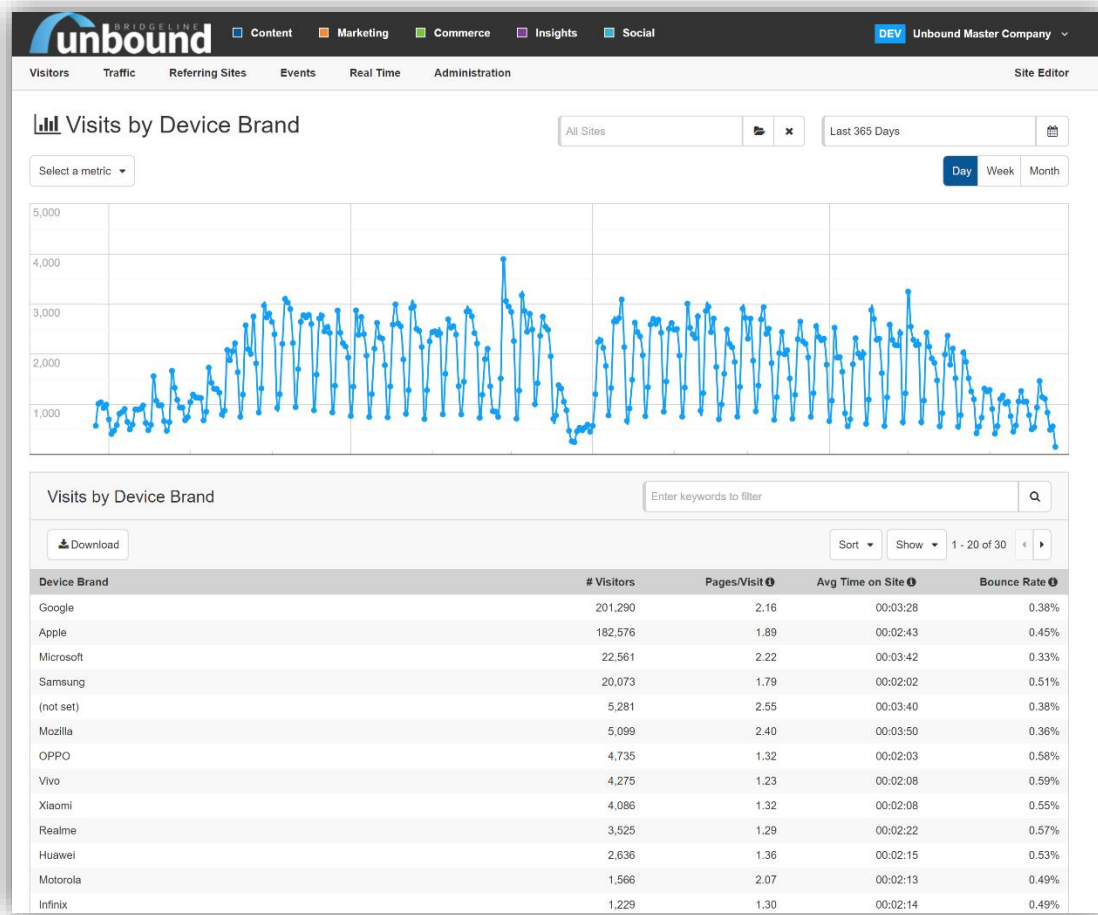
The report gives you information on the number of visitors using the site via various device types, whether it be a desktop, tablet, or mobile device. This report includes additional common statistics such as ATOS (Average Time on Site) and Bounce Rate.



## Device Brands

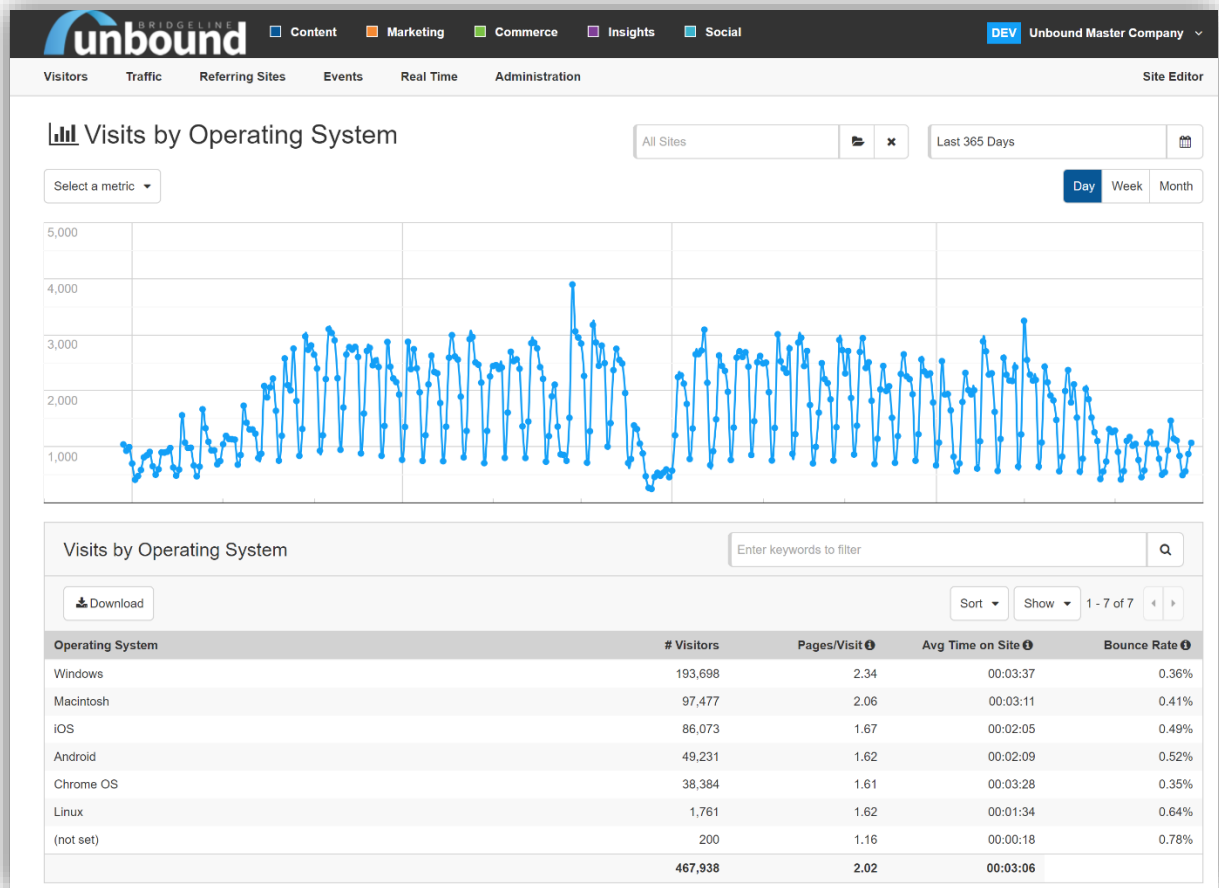
This report gives you information on the number of visitors using the site via various device brands, whether it be an Apple device, or Samsung device. This report includes additional common statistics such as ATOS (Average Time on Site) and Bounce Rate.

The Device Type and Brands can dictate what features can be supported for a particular website on these devices that users visiting a site are using.



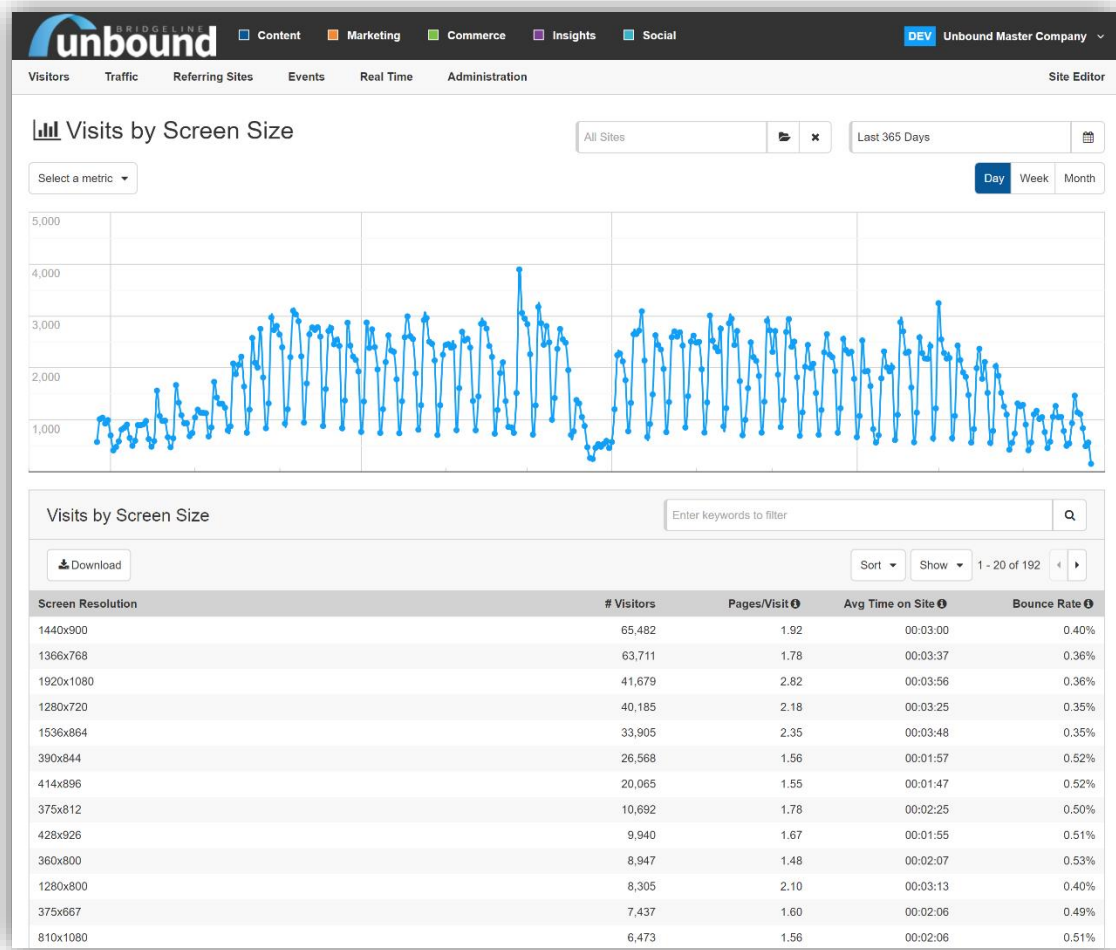
## Operating Systems

This indicates the operating system running on the visitor's desktop. The visitor's operating system could be useful to the administrator of a website advertising new software. For example, if there are a lot of visitors running Linux, and the software runs only on Windows, this might indicate that additional sales could be made by developing a Linux version.



## Display Resolution

This indicates the resolution (the number of pixels per inch) of the monitor that the visitor is using while displaying web page information. If your site relies on a wide screen, it is helpful to know what percentages of visitors are accessing the site with smaller or older monitors so you can adjust your content accordingly. The higher the resolution, the sharper (but smaller) a picture will appear. Resolution and screen size are different, however. A few of the new smart phones often have screens with higher resolutions than many laptop or desktop monitors. Pictures that are large or with a high resolution can be slow to load, but those with too low a resolution will not look their best when expanded to be seen on a very high-resolution monitor. Most of your pictures will resize when put on the site, but you should keep this in mind when preparing images for the site.



## Traffic Reports

Traffic reports provide statistics regarding the page's most frequently visited.

Traffic	Referring Sites	Events
Pages	Behaviors	
Page Views	New vs Returning Visitors	
Entry Pages		

*Traffic reports include:*

- Page Views
- Entry Pages
- New vs Returning Visitors

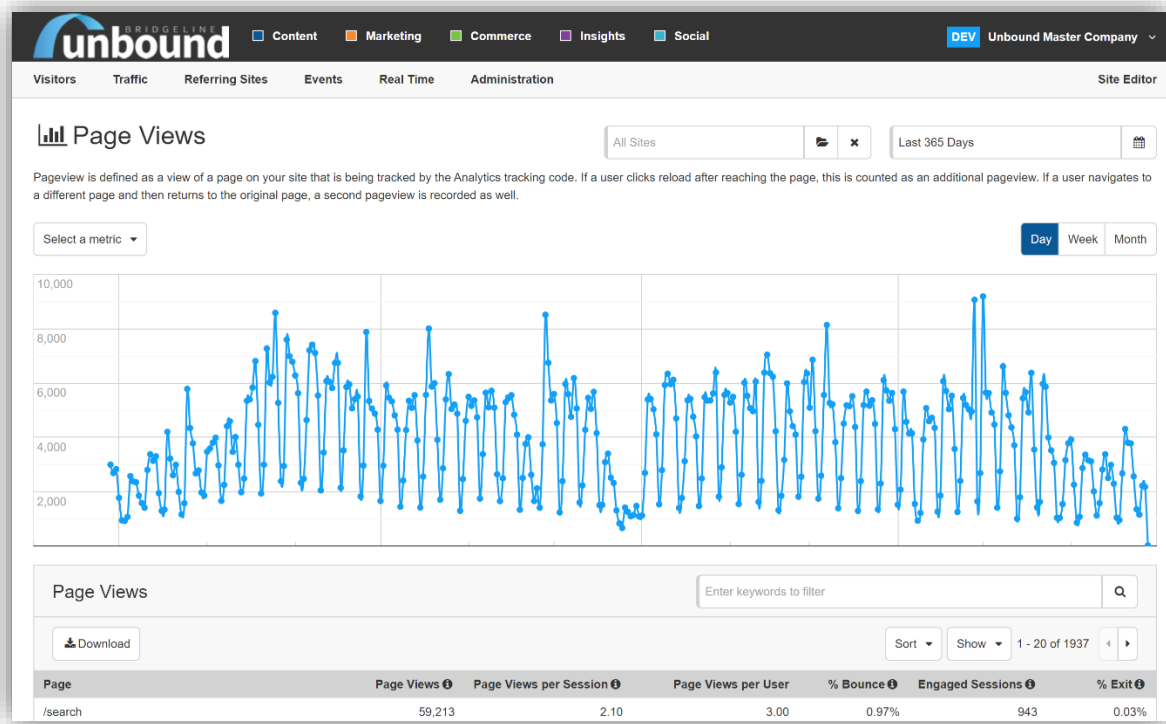
## Pages

### Pageviews

The **Pageviews** traffic statistics report shows the average number of pages that were viewed in a visitor session. Presented as a time-series graph, this metric is an important trend to watch as the amount of content on your site grows. Pageview is defined as a view of a page on your site that is being tracked by the Analytics tracking code. If user clicks reload after reaching the page, this is counted as an additional pageview. If a user navigates to a different page and then returns to the original page, a second pageview is recorded as well.

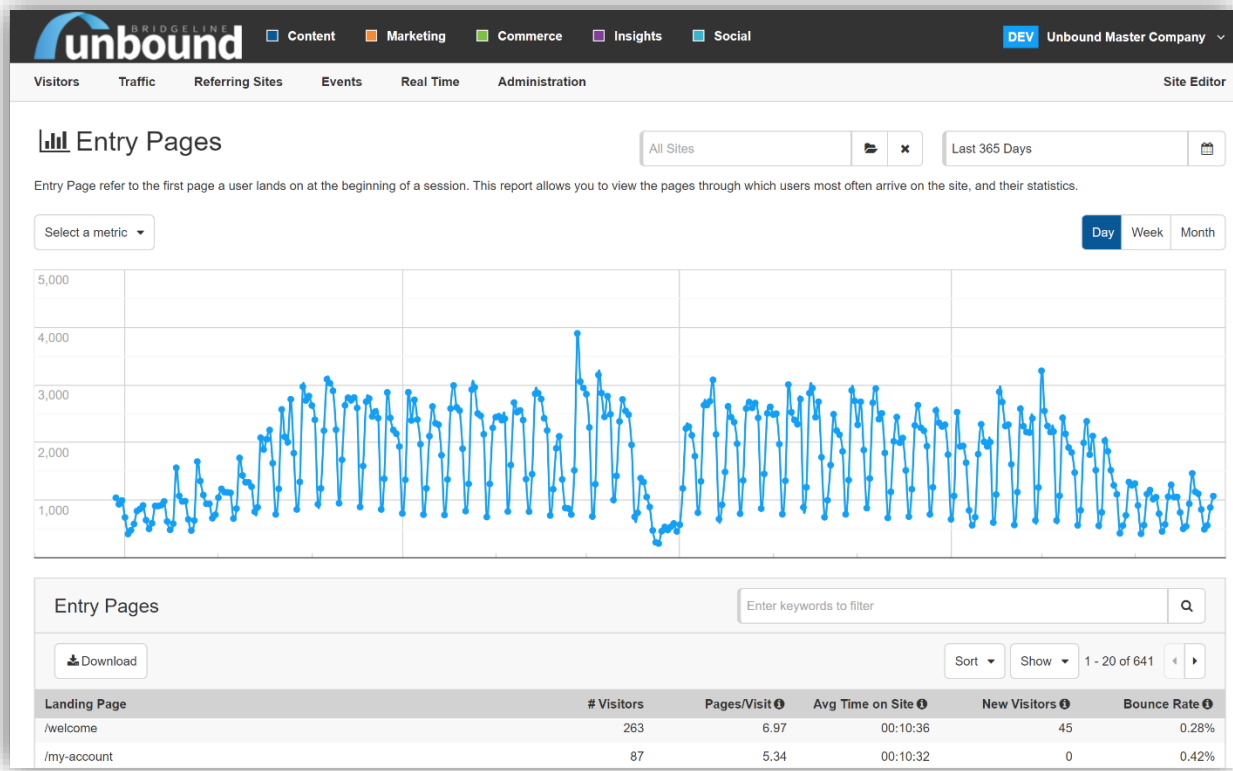
Pageviews per Visit is sometimes referred to as the “stickiness” of a website, since it measures how likely it is that a visitor who finds one page of your website stays on your site to view more pages.

Many pageviews per visit is not always desirable and may sometimes be an indication of ineffective site navigation. It is possible that pageviews are high because a visitor is having trouble finding what they need. If the navigation of your site has changed and the average Pageviews per Visit stays the same, it is possible the change did not have the desired effect.



## Entry Pages

The **Entry Pages** report shows the pages that visitors see as the first page when entering the website. Monitoring entry pages is important when there is a marketing campaign underway that is intended to point users to a specific page (or pages) within your website. For example, a Google Pay-Per-Click (PPC) campaign might point users to a certain page in your site. In this case, you would want to know how many users are beginning their site navigation at that page.

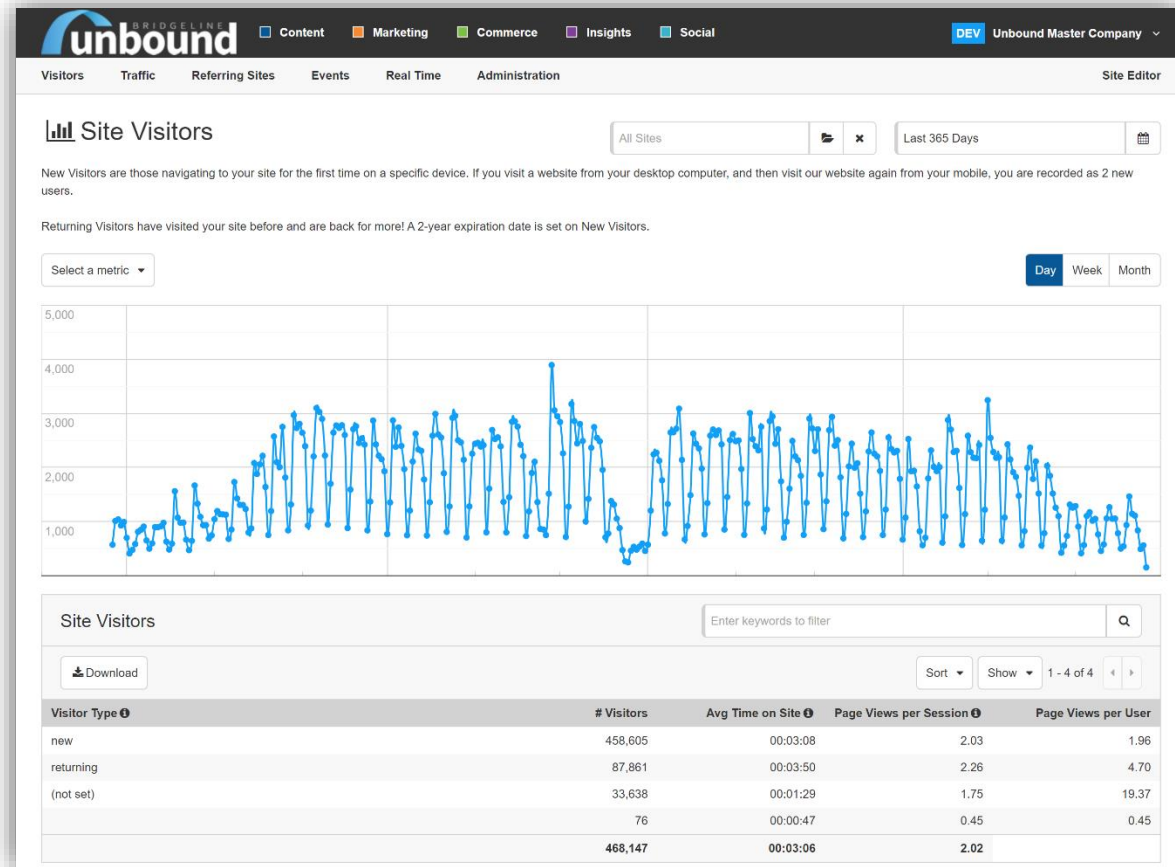


## Behaviours

### New vs Returning Visitors

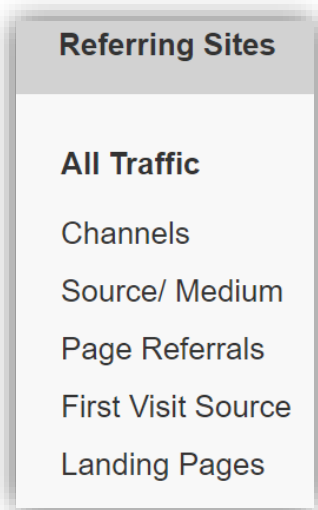
**New Visitors** are those navigating to your site for the first time on a specific device. If you visit a website from your desktop computer, and then visit our website again from your mobile, you are recorded as two new users.

"Returning Visitors have visited your site before and are back for more!"



## Referring Sites Reports

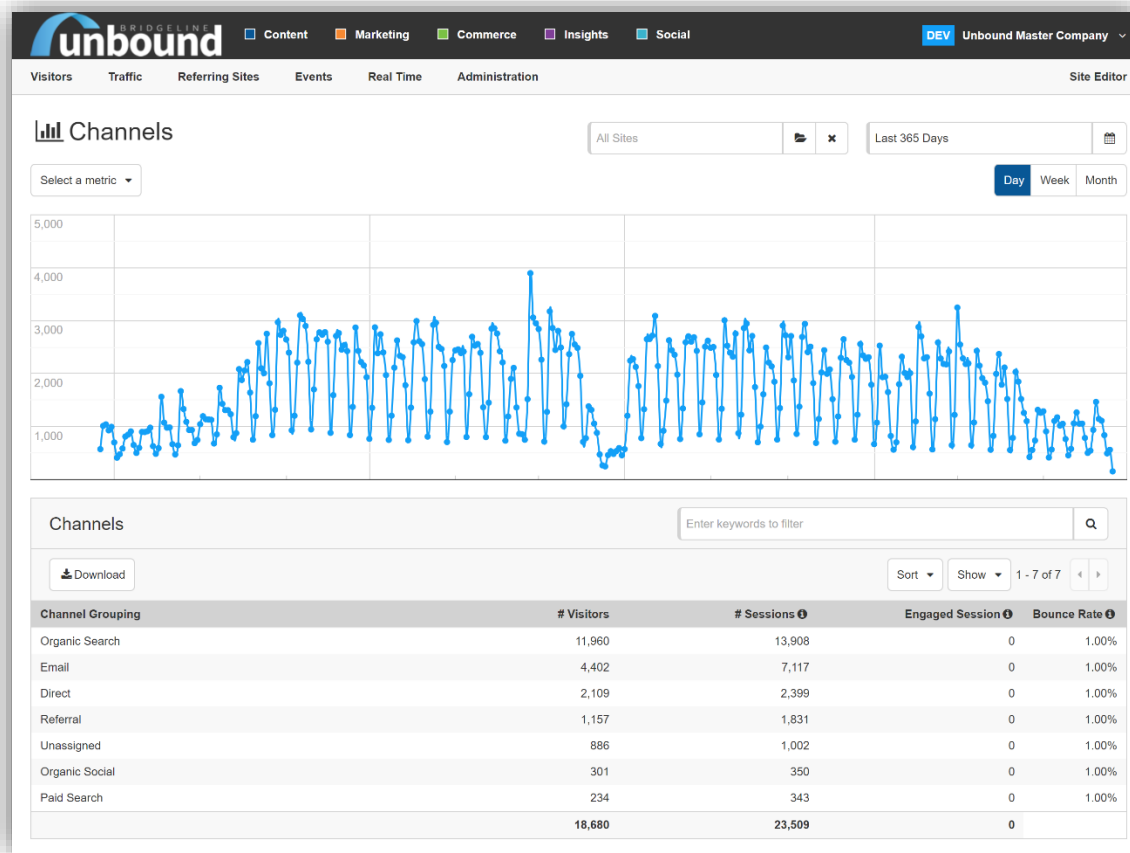
Referring sites reports provide statistics regarding what other web pages visitors came from. Access to your site can be from an external site or from a search engine.



### All Traffic

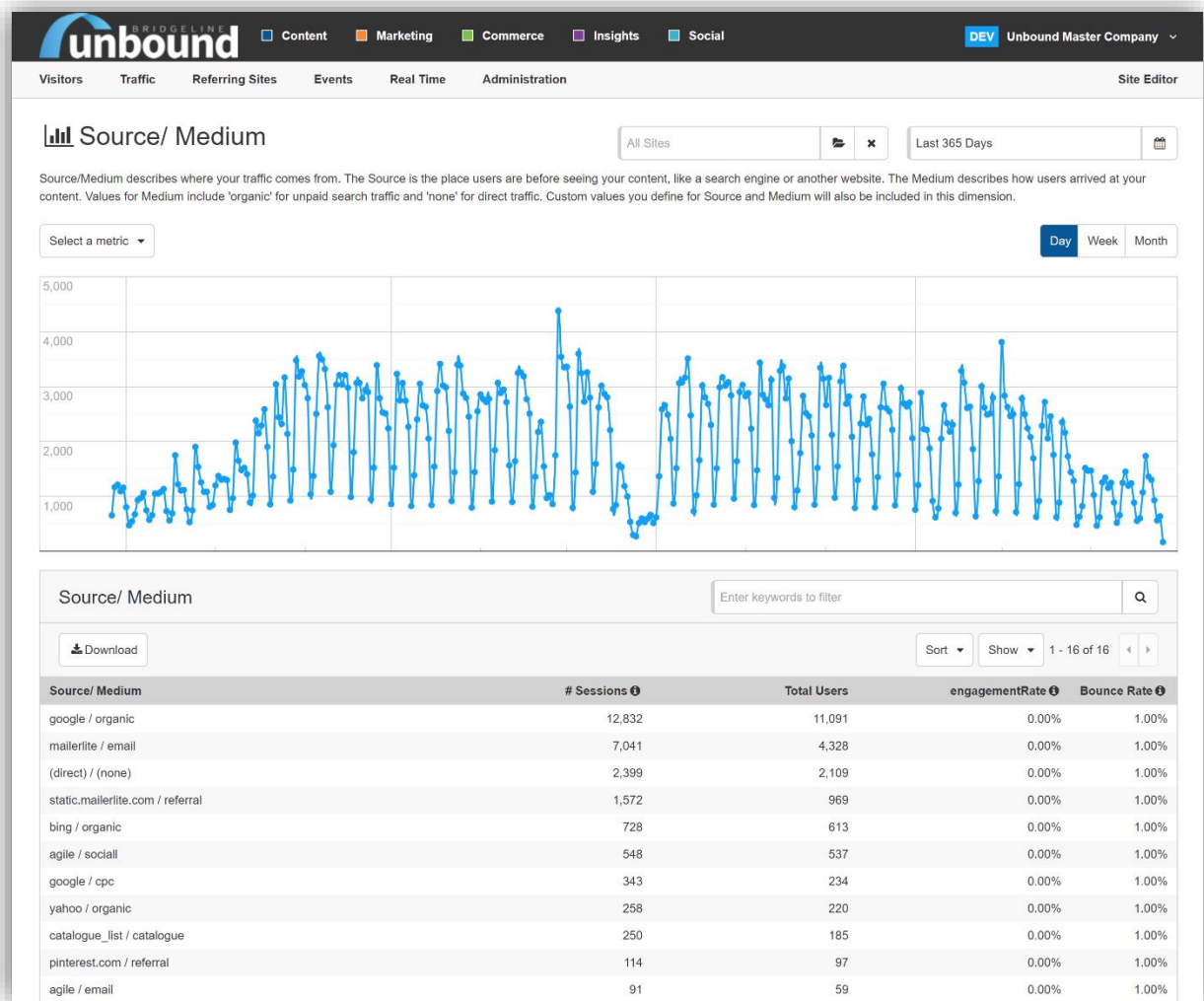
#### Channels

**Channels** are rule-based groupings of your traffic sources. Throughout the report, you can see your data organized in a grouping of the most common sources of traffic, like Paid Search and Direct. This allows you to quickly check the performance of each of your traffic channels.



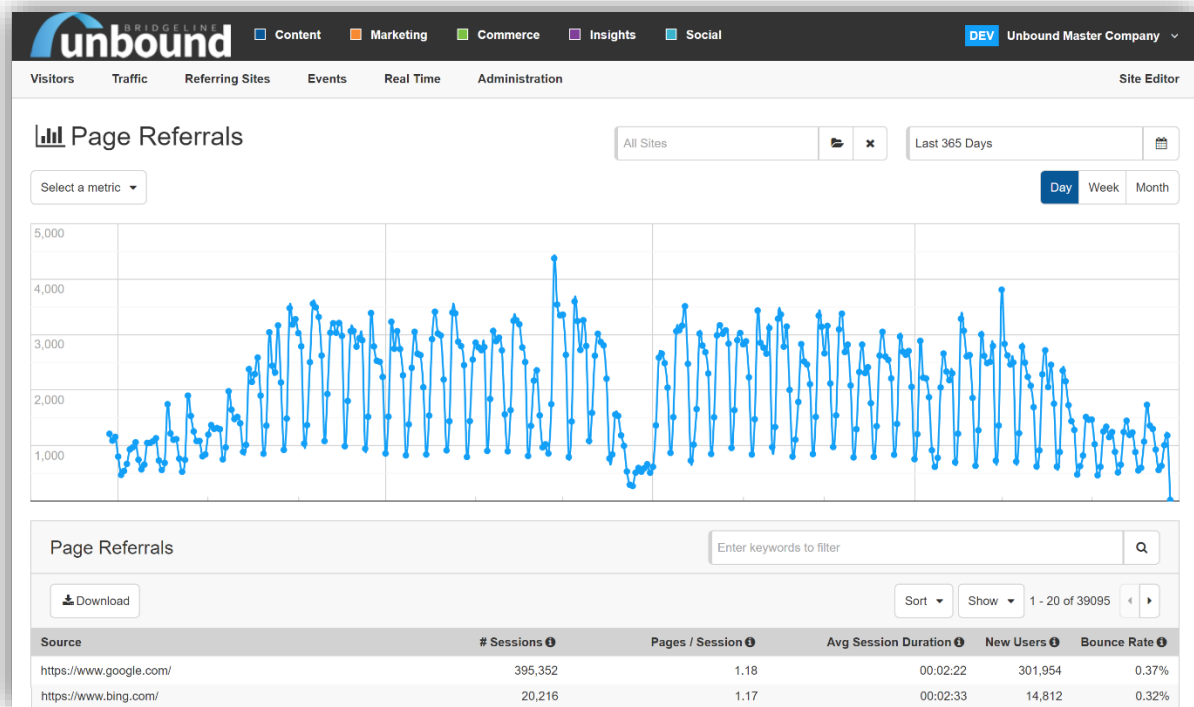
## Source/Medium

**Source/Medium** describes where your traffic comes from. Source refers to the place your website's users are before they land on your website like a search engine, another external website. The Medium describes how website users arrived at your content. Values for Medium include 'organic' for unpaid search traffic and 'none' for direct traffic. Custom values you define for Source and Medium will also be included in this dimension.



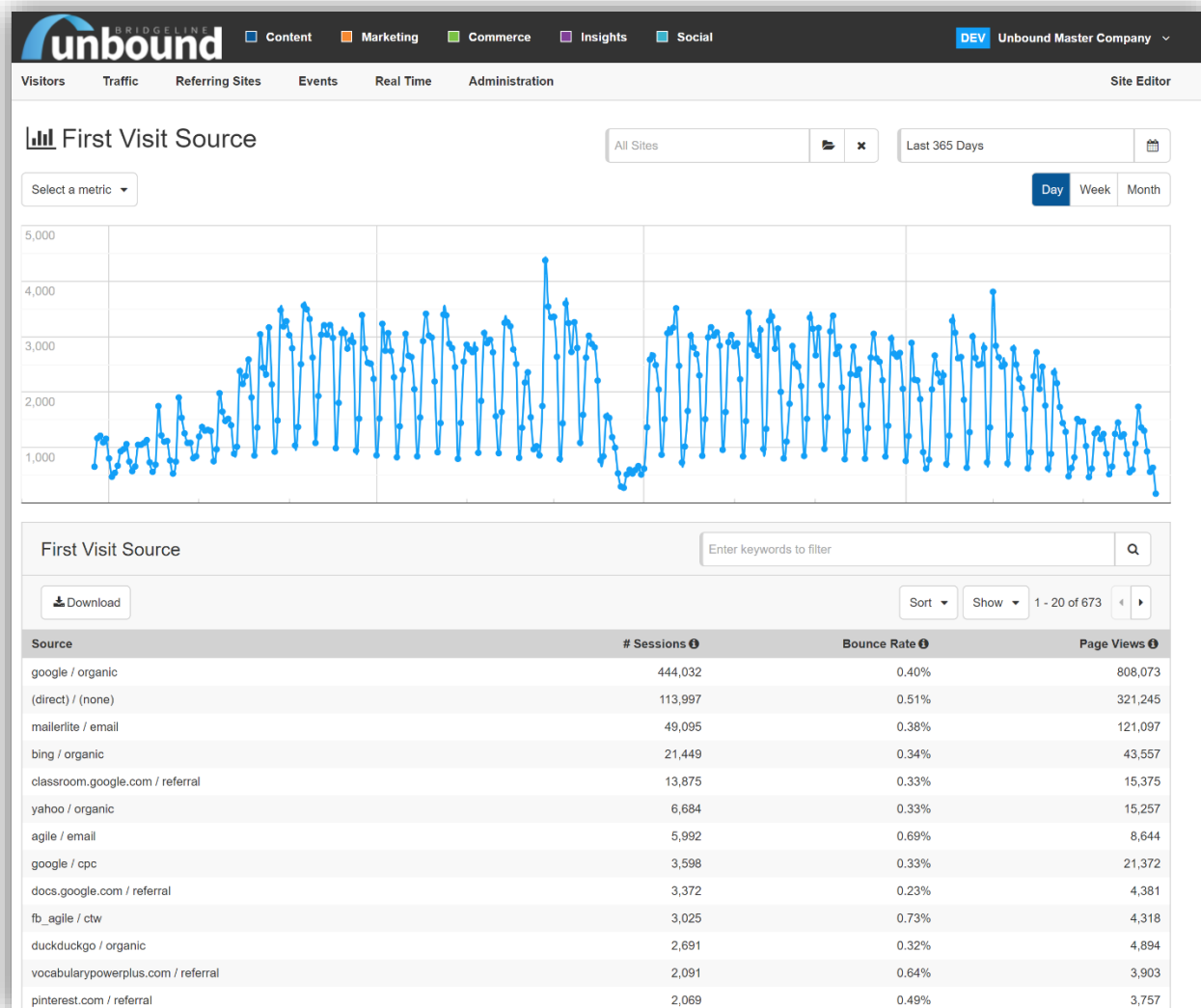
## Referrals

**Referrals** are the segment of traffic that arrives on your website through another source, like through a link on another domain. Analytics automatically recognizes where traffic was immediately before arriving on your site and displays the domain names of these sites as the referral traffic sources in your reports.



## First Visit Source

The First Visit Source reports lists the sources through which users are finding your website.



## Landing Pages

The Landing Pages report lists the URLs (Uniform Resource Locator) from your site displayed in search results. You can see how each URL performed in terms of search (Impressions, CTR, etc.), and in terms of how users engaged with the content (Bounce Rate, Avg. Session Duration, Transactions).

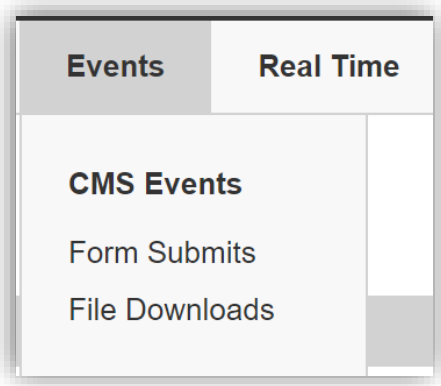


If URLs are performing well in search, but not in engagement, then your content might not be fully relevant to what users had in mind, or your site design is making it difficult for them to accomplish their goals.

A single URL is typically associated with many unique queries, and generic queries can have a beneficial effect on the Average Position value. For example, on a streaming website, a generic query for movies might return only the URL for the home page, while a more specific query like searching for a genre or an actor might return the URL for the home page along with other site pages that have the list of movies for that genre or for the actor.

## Event Reports

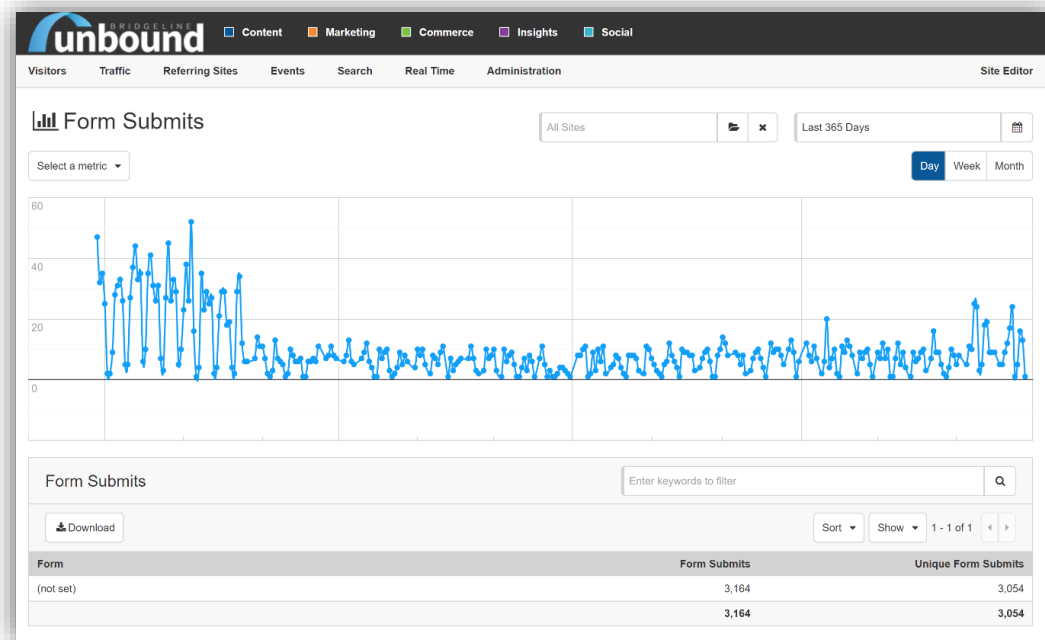
Event reports provides statistics regarding the content that is being used on the web page. File downloads and form submits are both examples of actions you might want to track as Events.



## CMS (Content Management System) Events

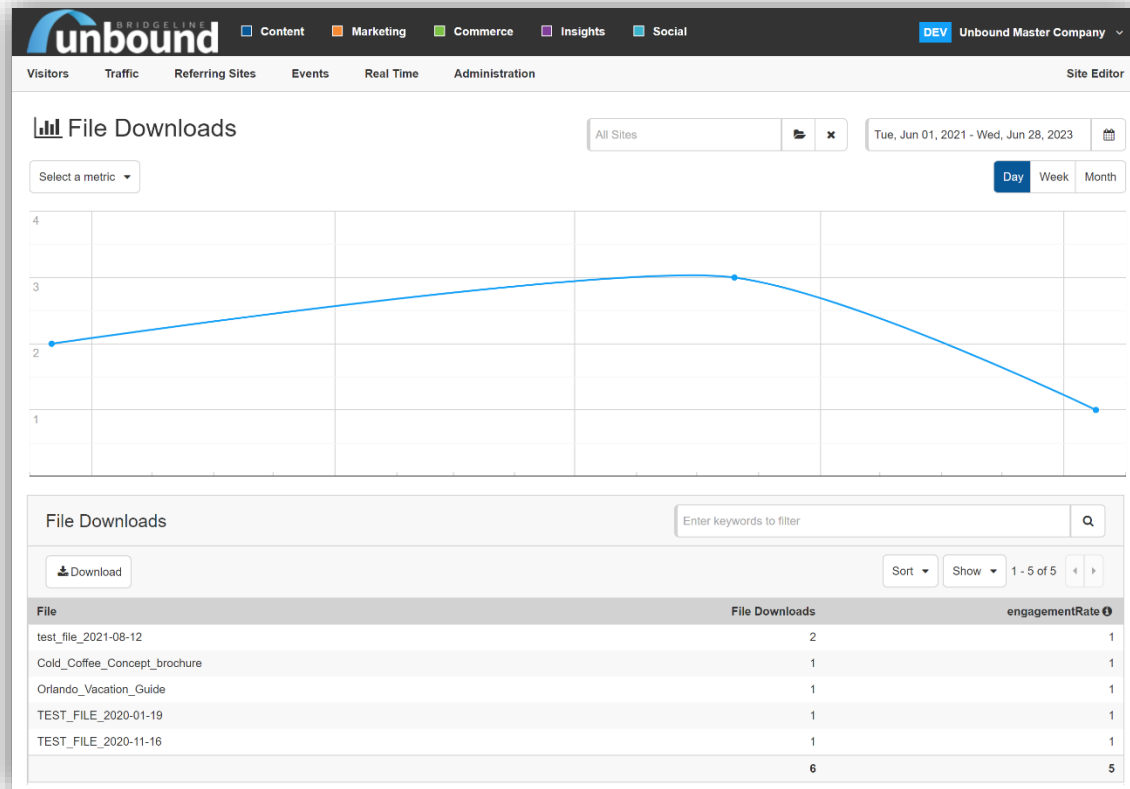
### Form Submits

The **Form Submits report** allows you to download.



## Files Downloads

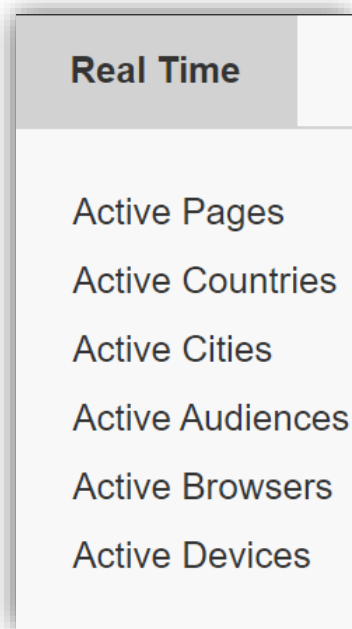
The **Files Downloads** report shows you downloaded files that have been designated as Watched Events. The files in the report are grouped by file type.



## Real Time Reports

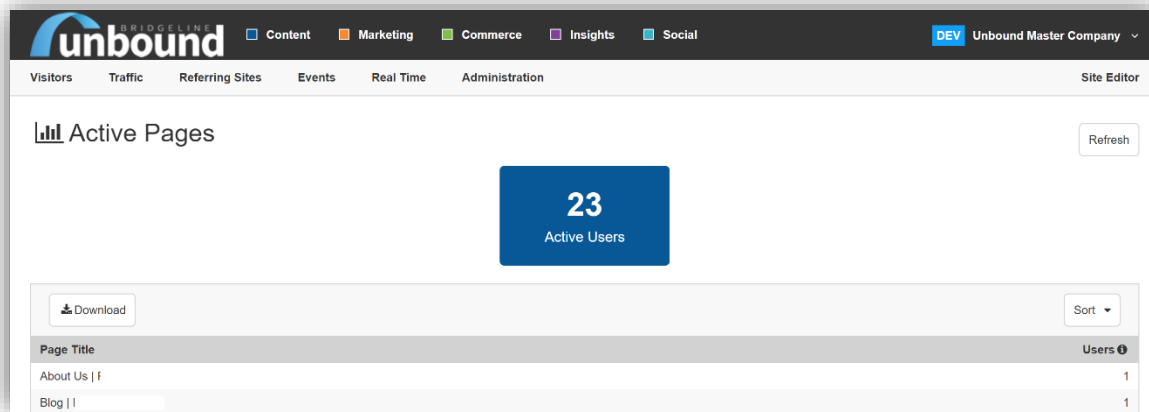
Real Time allows you to monitor activity as it happens on your site. The reports are updated in real time, and each hit is reported seconds after it occurs. For example, you can see how many people are on your site right now and which pages they are interacting with.

You can hit  to update the real time data.



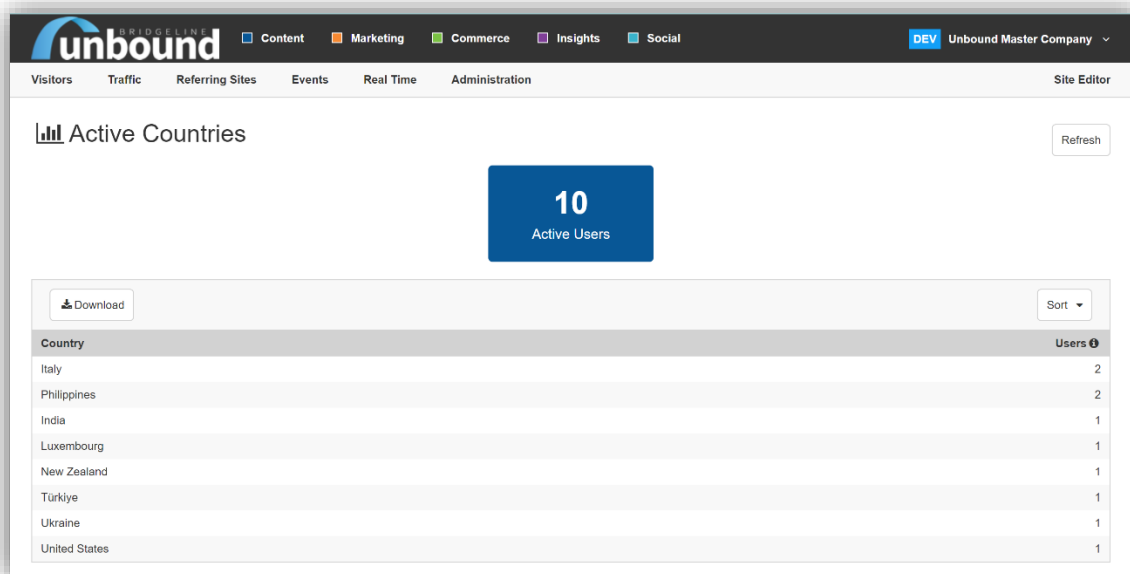
### Active Pages

The Pages report shows which pages your current visitors are spending time on, including the page URL, the page title and the percent of active visitors that are on each page.



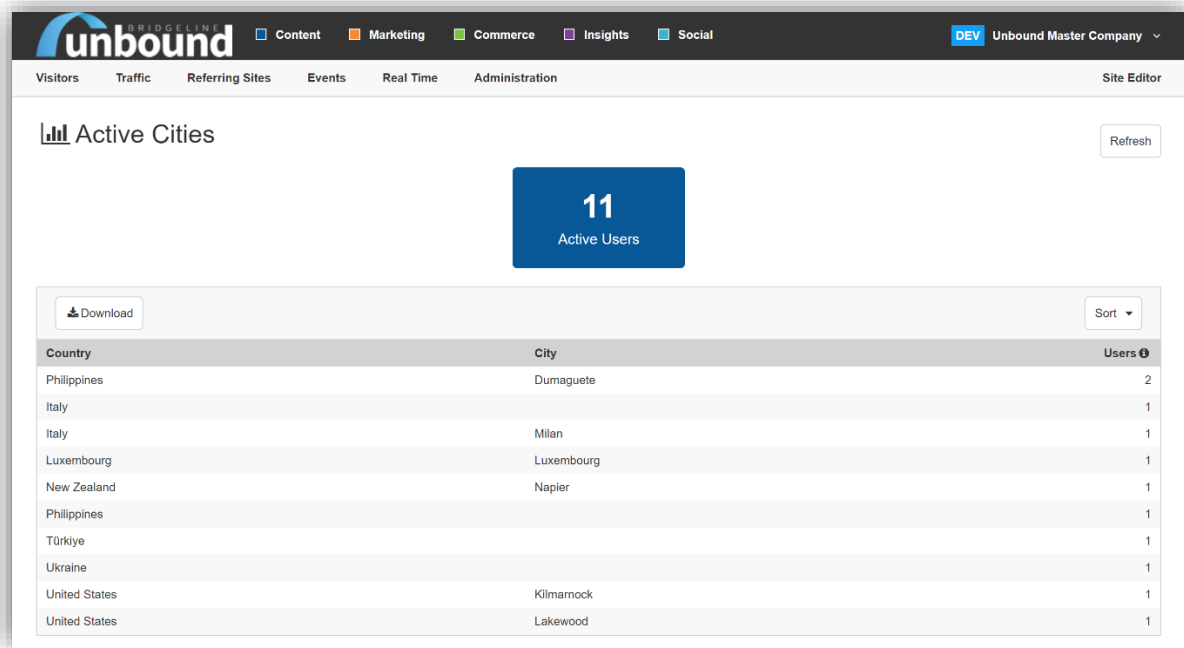
## Active Countries

Use the Real Time Countries report to see which counties your active users are visiting from.



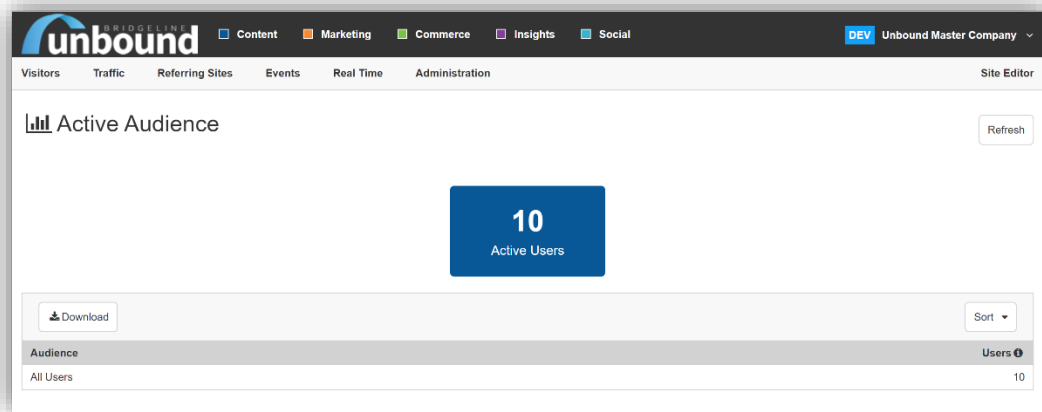
## Active Cities

The Cities report allows you to see the cities in which your active users are accessing the site.



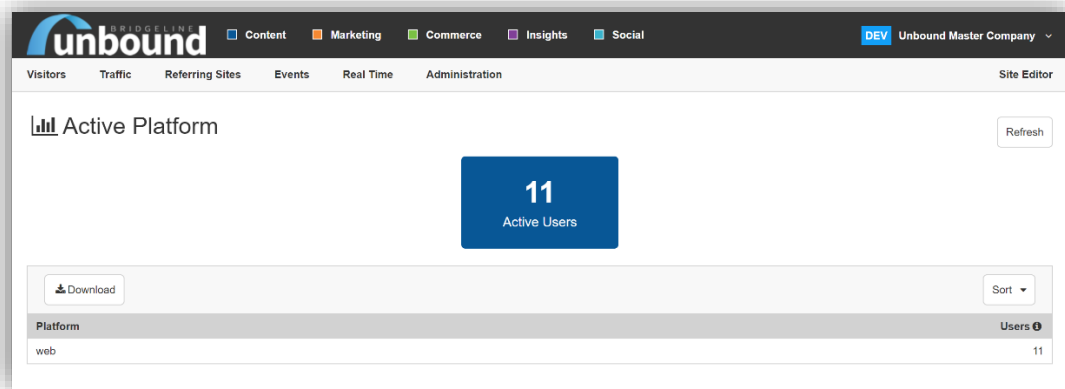
## Active Audiences

Use the Real Time Sources report to see all the active audiences of your site.



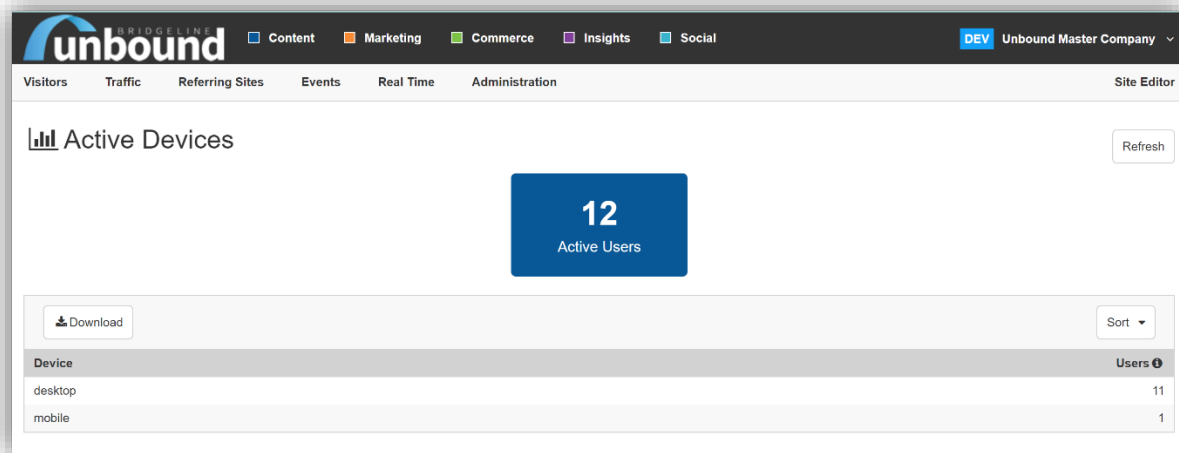
## Active Browsers

The report shows the browsers used by the current active users.



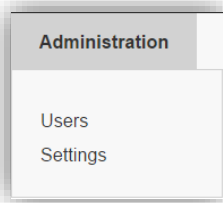
## Active Devices

The report shows the devices used by the current active users.



## Insights Administrative Tasks

This section describes tasks that can be performed by an Administrator. For more information on Administrator privileges, see User Roles.

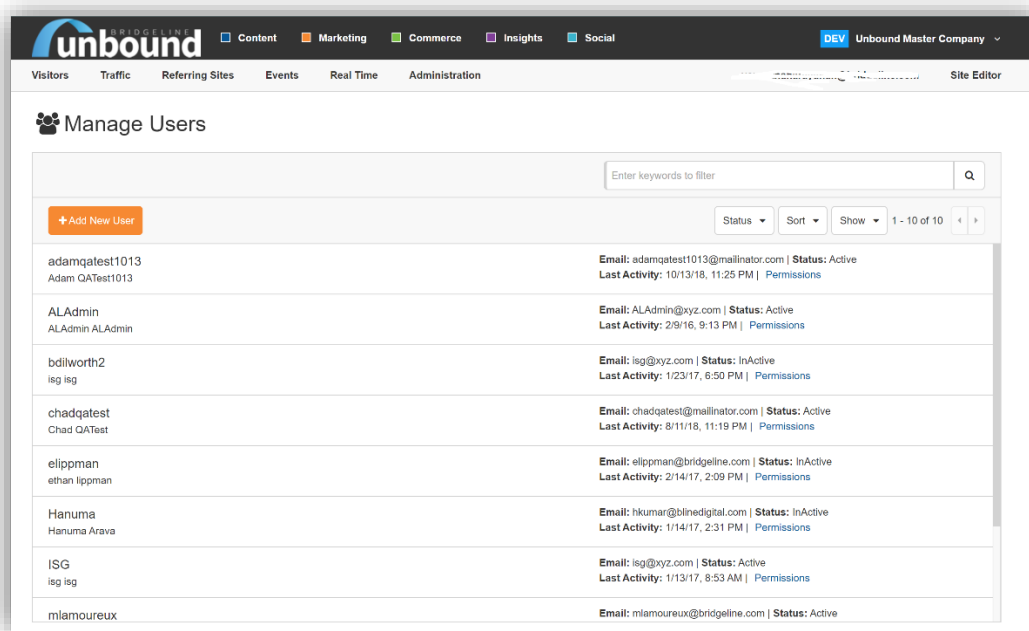


You access most administrative task from the Administrator menu, which has the following items:

- Users - See "[Managing Insights Users](#)"
- Settings - See "[Settings](#)"

## Managing Insights Users

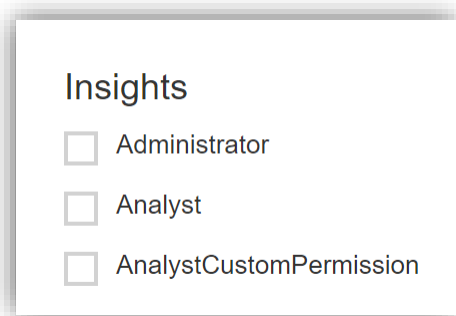
To work with Insights user accounts, select the Administration > Users menu item to access the **Manage Users** screen.



An Unbound Insights user can be one of the following:


- The **Administrator** role has complete access to the Insights system. An Administrator can add or create user accounts and set and change passwords. They can also give privileges to see reports.
- A user with **Analyst**-level privileges can run and view reports.

### User Roles and Permissions:



The Administrator can give limited administrator-level privileges to Analysts and Users on an as-needed basis or assign **AnalystCustomPermissions** to Analysts.

### To create a new user:

1. Click  in the upper left corner of the Manage Users screen. Add all the details, give the user Insights permissions, and click **Save**.

unbound
DEV Unbound Master Company

Content Marketing Commerce Insights Social

Visitors Traffic Referring Sites Events Real Time Administration

Site Editor

---

## New User

Cancel
Save

---

### User Details

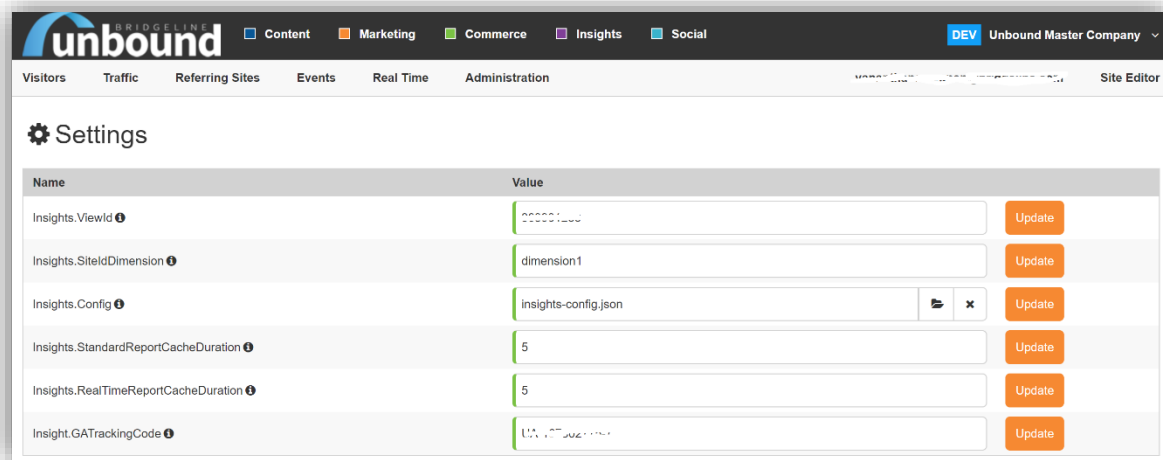
<b>Username</b> <input style="width: 95%;" type="text"/>	<b>First Name</b> <input style="width: 95%;" type="text"/>	<b>Expiration Date</b> <input style="width: 95%;" type="text" value="Select Date"/> <span style="font-size: 12px;">📅 ✕</span>
<b>Password</b> <input style="width: 95%;" type="password"/>	<b>Last Name</b> <input style="width: 95%;" type="text"/>	<b>Lead Score</b> <input style="width: 95%;" type="text"/>
<b>Confirm Password</b> <input style="width: 95%;" type="password"/>	<b>Email</b> <input style="width: 95%;" type="text"/>	<b>Email Notifications</b> <input type="checkbox"/> Enable email notifications

### Permissions

📄 ✕

<b>Content</b> <input type="checkbox"/> Blog Administrator <input type="checkbox"/> Content Administrator <input type="checkbox"/> Custom Permission <input type="checkbox"/> Form Administrator <input type="checkbox"/> Global Approver <input type="checkbox"/> Global Author <input type="checkbox"/> Global Navigational Editor <input type="checkbox"/> Global Publisher <input type="checkbox"/> Installation Administrator <input type="checkbox"/> NavEditor <input type="checkbox"/> Previewer <input type="checkbox"/> RobertTest <input type="checkbox"/> Site Administrator <input type="checkbox"/> Template Admin <input type="checkbox"/> WebApi Administrator	<b>Marketing</b> <input type="checkbox"/> Custom Permission <input type="checkbox"/> Global Campaign Approver <input type="checkbox"/> Global Campaign Author <input type="checkbox"/> Global Campaign Publisher <input type="checkbox"/> Installation Administrator <input type="checkbox"/> Library Admin <input type="checkbox"/> Marketer <input type="checkbox"/> Marketer Admin <input type="checkbox"/> Sales People <input type="checkbox"/> Site Administrator	<b>Commerce</b> <input type="checkbox"/> Analyst <input type="checkbox"/> CSR <input type="checkbox"/> CSR Manager <input type="checkbox"/> Fulfillment <input type="checkbox"/> Installation Administrator <input type="checkbox"/> Marketing <input type="checkbox"/> Merchandising <input type="checkbox"/> Site Administrator <input type="checkbox"/> WH Manager	<b>Insights</b> <input type="checkbox"/> Administrator <input type="checkbox"/> Analyst <input type="checkbox"/> AnalystCustomPermission  <b>Social</b> <input type="checkbox"/> Social Admin <input type="checkbox"/> Social User  <b>Translate</b> <input type="checkbox"/> Translation Administrator	<div style="background-color: #f1c40f; padding: 5px; margin-bottom: 5px; border: 1px solid #ccc;">Add All Admin Permissions</div> <div style="border: 1px solid #ccc; padding: 5px; margin-bottom: 5px; width: 100%;">Remove Site Permissions</div> <div style="border: 1px solid #ccc; padding: 5px; width: 100%;">Remove All Permissions</div>
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## Settings



Settings	Description
<b>Insights.ViewId</b>	This is the GA4 Property Id to retrieve the data for the reports.
<b>Insights.SiteIdDimension</b>	Name of the custom SiteId dimension.
<b>Insights.Config</b>	Config JSON for the Service Account
<b>Insights.StandardReportCacheDuration</b>	Cache duration in minutes for non-real time reports. Default is set as 5 minutes.
<b>Insights.RealTimeReportCacheDuration</b>	Cache duration in minutes for real time reports. Default is set as 5 minutes.
<b>Insights.GATrackingCode</b>	This setting was used in Universal Analytics and no longer valid once GA4 changes are rolled out.

## Unbound Insights Frequently Asked Questions

Unbound Insights is optimized to integrate your web-analytic statistics with your marketing goals. To solve more complex and sophisticated problems with Unbound Insights, it is important to familiarize yourself with all the reports. Often, the data from multiple reports are used together to gain insight into how your site is functioning. Familiarity with what each report does, and combining the concepts of different reports together, will help in quickly understanding how your site is operating.

### What is GA4, how do I get started with GA4?

We have included a step-by-step setup guide as well as answers to your most frequently asked GA4 questions, available to download [here](#)

### Why is there no data in Insights for Search?

If the Internal Search function was not set up when your original site was built out, you will not be able to see any Search statistics. This report is only available in sites that use elastic search provider.

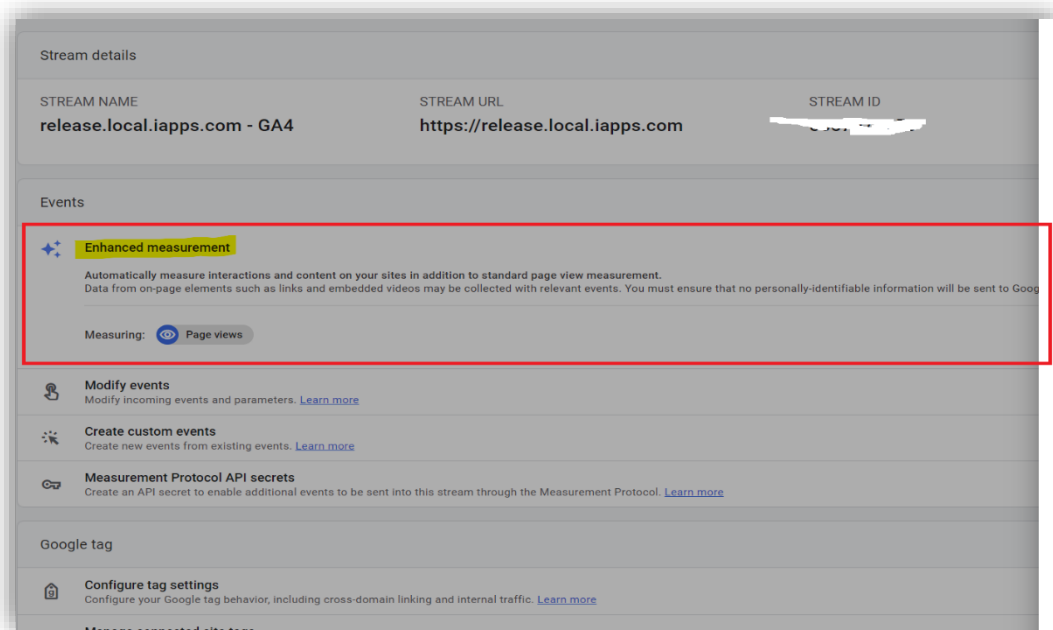
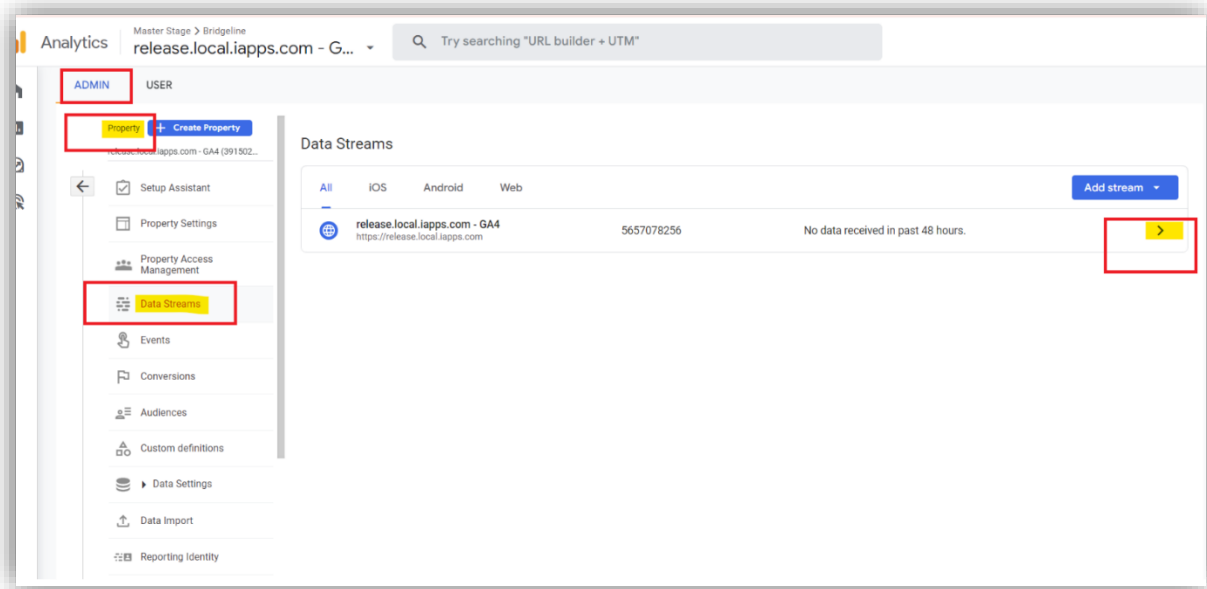
### Why is there no data in reports such as Page depth and Exit Pages?

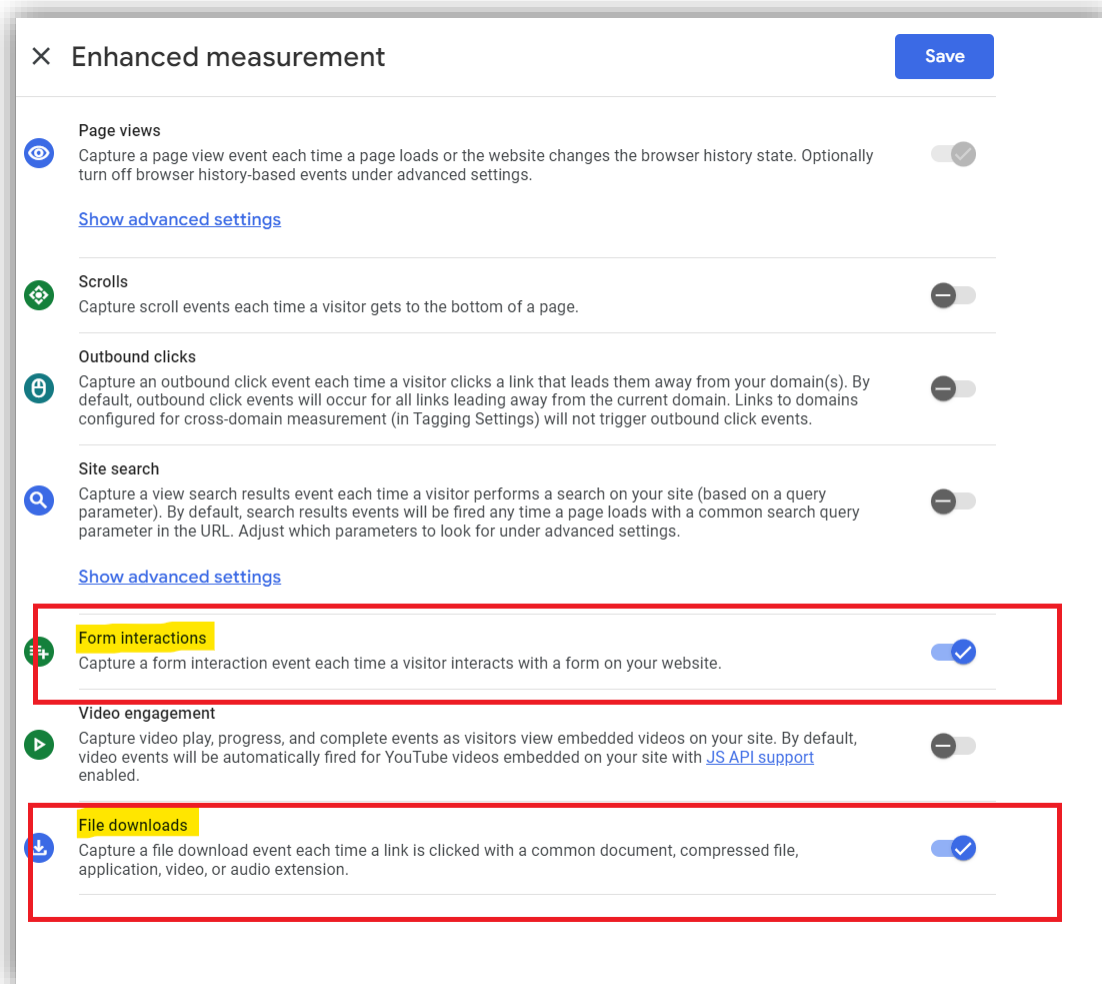
These reports are no longer available in Unbound Insights with GA4 update because of how google now captures user's interactions with your website (i.e., Hits vs Events). If you still see these reports as part of your Mega Menu, please contact your site's project manager/CSD from Bridgeline to help update the navigation because your site uses custom navigation.

### How do Form Submits and File Downloads work with GA4 update?

When you create the GA4 Property, these settings should be automatically enabled to capture Form Submits and File downloads. If they are not enabled by default, you can enable them from your Google Analytics account.

Login into your GA account → Go to Admin → Select Data streams → Select > as shown in the below screenshot → Select Enhanced measurement → Enable 'Form interactions' and 'File downloads.'





### Will the Universal Analytics data captured till date be ported to GA4 and available in Unbound Insights?

GA4 captures user interactions differently from Universal Analytics . The data measurement models in GA4 are based on events and parameters instead of sessions and pageviews. Hence it is not possible to simply migrate/port data or upgrade a property from UA to GA4.

## Additional Resources & Support Information

### How to Contact Bridgeline Support

Email: [support@bridgeline.com](mailto:support@bridgeline.com)

Phone: 800.430.3539

Open a support ticket: <http://support.bridgeline.com>