

Variable	Definition
Visitor	The number of unique users to your site for a selected time period. A visitor consists of one of multiple visits. <i>Also known as Users (Google Analytics)</i>
Visit	A sequence of page views in a sitting. A visit consists of one or multiple page views. <i>Also known as Sessions (Google Analytics)</i>
Page View	A page view is counted for each server call that is sent.
Page vs Page URL	<p>Page is the dimension for the page name utilised internally. Each colon (:) represents another level on the site.</p> <p>Page URL is the dimension that identifies the complete page URL. It separates any varying URL's including those with query strings.</p> <p>Page is a simplified view for the average user but may need to refer to the data layer information to identify the page name.</p>
Average Time Spent on Page	Represents the average time spent on a page within a visit.
Average Time on Site	Is the total time spent on the site regardless of pages visited
Bounce Rate	Shows the percentage of visits that contain a single hit. Bounce rate uses the Bounces metric and is calculated as: Bounces divided by Entries.
First-touch channel	The first marketing channel to engage a visitor. Technically, the first-touch channel is an eVar with original allocation.
First-touch visitor	In channel reporting, a first-touch visitor is a Daily Unique Visitor that originated from a channel. The visitor's engagement is stored for the duration of the engagement period with the site, which can last many visits.
Last-touch channel	The conversion channel, meaning, the last marketing channel to engage the visitor and result in a conversion. Only one channel is set as the first touch channel. The last touch channel can change with every return visit to the site. Every visit has a first-touch and last-touch channel, but the value of the first-touch channel never changes with subsequent visits.

Marketing Channel	Definition
Paid Search	A paid search is a word or phrase that you pay a search engine for placement in search results. It is traffic that has clicked on a sponsored listing.
Natural Search	A natural search occurs when visitors find your website through a Web search, where the search engine ranks your site without you paying for the listing.
Affiliate	An affiliate rule identifies visitors that originate from a specified set of affiliate domains such as VTAC, UAC or Didasko.
Email	Visitors that have come to our site by clicking on a link within an EDM.
Referring Domain	Last catch bucket of visitors that have not been categorised into another channel and that is the first page land in their visit.
Direct	Visitors that have no referring domain - they have typed/bookmarked the page URL to access.
Internal	A visitor that has originated from a URL we have identified as being LTU owned e.g. go.latrobe, now.latrobe, nest.latrobe, latrobe.edu.au, custhelp.com.
Social Networks	Visitors that follow a link posted to one of our owned social media pages. Not including sponsored/advertised (paid) posts.
Paid Social	Visitors that have originated from clicking on a sponsored social media post on social networks such as Twitter.
Display	Visitors that have clicked on a banner advertisement to enter the website.
Video	Visitors originating from Video links such as YouTube and Pre-Roll.
Print	Visitors that have clicked or typed a URL (or vanity URL) that contains the print channel in the tracking code. Primarily used for course guides, brochures and booklets.

Time Periods/Views	Definition
WoW	Week on week comparative view
WTD	Week to Date
MoM	Month on month comparative view

MTD	Month to Date
YTD	Year to date
YoY	Year on year comparative view