

Traffic by Sources or Channels	Bounce Rate	Cost Per Lead (CPL)	Site Speed	New/Unique Visitor Conversions versus Return Visitor Conversions
Cost Per Acquisition	Traffic Source	Return On Investment (ROI)	Clickthrough Rate (CTR)	Total Site Visits
Value Per Visit	Conversion Funnel Rates	Interactions Per Visit	Lead to Close Ratio	Total Conversions
Mobile Traffic	Return on Investment	Device Usage	Number of New Visitors versus Number of Return Visitors	Conversion Rate (CVR)
Time on Site	Cost Per Click (CPC)	"Micro" Conversion Rates	Cost Per Conversion	Exit Rate

Value Per Visit	Conversion Funnel Rates	Total Site Visits	Clickthrough Rate (CTR)	Conversion Rate (CVR)
Cost Per Conversion	Total Conversions	Interactions Per Visit	New/Unique Visitor Conversions versus Return Visitor Conversions	Return on Investment
Cost Per Acquisition	Cost Per Lead (CPL)	Return On Investment (ROI)	Number of New Visitors versus Number of Return Visitors	Traffic by Sources or Channels
Mobile Traffic	Cost Per Click (CPC)	Traffic Source	Device Usage	Site Speed
Time on Site	"Micro" Conversion Rates	Exit Rate	Bounce Rate	Lead to Close Ratio

Total Conversions	Number of New Visitors versus Number of Return Visitors	Cost Per Click (CPC)	Cost Per Conversion	Device Usage
Conversion Rate (CVR)	Exit Rate	Cost Per Acquisition	Interactions Per Visit	Traffic by Sources or Channels
Mobile Traffic	Time on Site	Return On Investment (ROI)	Conversion Funnel Rates	Traffic Source
Value Per Visit	Return on Investment	"Micro" Conversion Rates	Clickthrough Rate (CTR)	Bounce Rate
Lead to Close Ratio	Total Site Visits	Site Speed	Cost Per Lead (CPL)	New/Unique Visitor Conversions versus Return Visitor Conversions