

Site Usage

1,188,312 Visits

Previous: 1,281,528 (-7.27%)

74.67% Bounce Rate

Previous: 74.45% (0.29%)

2,221,243 Pageviews

Previous: 2,345,884 (-5.31%)

00:01:18 Avg. Time on Site

Previous: 00:01:20 (-1.84%)

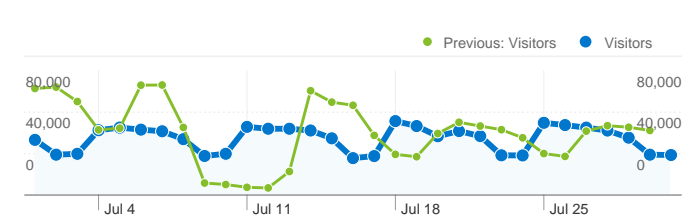
1.87 Pages/Visit

Previous: 1.83 (2.11%)

72.92% % New Visits

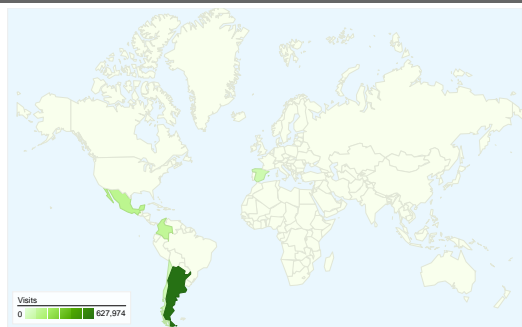
Previous: 71.66% (1.76%)

Visitors Overview

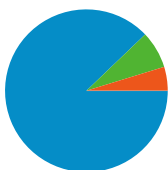


Visitors
1,033,082

Map Overlay

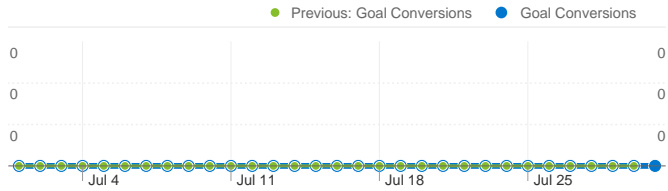


Traffic Sources Overview



- **Search Engines**
1,043,864.00 (87.84%)
- **Referring Sites**
88,128.00 (7.42%)
- **Direct Traffic**
56,319.00 (4.74%)
- **Other**
1 (> 0.00%)

Goals Overview

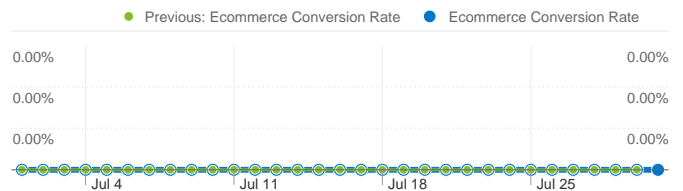


Goal Conversions
0

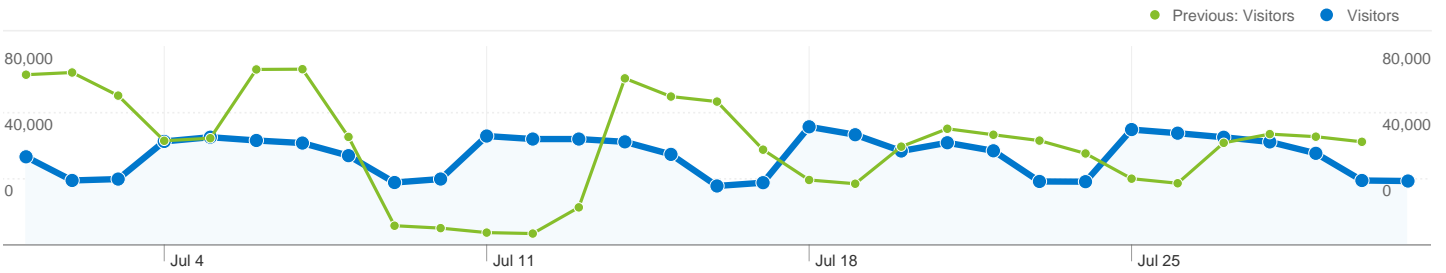
Content Overview

Pages	Pageviews	% Pageviews
/index.html		
Jul 1, 2011 - Jul 31, 2011	64,309	2.90%
Jun 1, 2011 - Jun 30, 2011	58,226	2.48%
% Change	10.45%	16.64%
/post/550505/www.avon.com.mx meter pedido.html		
Jul 1, 2011 - Jul 31, 2011	54,889	2.47%
Jun 1, 2011 - Jun 30, 2011	46,023	1.96%
% Change	19.26%	25.96%
/tubuscador/12060.htm		
Jul 1, 2011 - Jul 31, 2011	39,760	1.79%
Jun 1, 2011 - Jun 30, 2011	41,677	1.78%
% Change	-4.60%	0.75%
/user/login/index.html		
Jul 1, 2011 - Jul 31, 2011	30,282	1.36%
Jun 1, 2011 - Jun 30, 2011	20,766	0.89%
% Change	45.82%	54.01%
/user/new/index.html		
Jul 1, 2011 - Jul 31, 2011	25,743	1.16%
Jun 1, 2011 - Jun 30, 2011	20,865	0.89%
% Change	23.38%	30.30%

Ecommerce Overview



Ecommerce Conversion Rate
0.00%



1,033,082 people visited this site

 **1,188,312 Visits**

Previous: 1,281,528 (-7.27%)

 **1,033,082 Absolute Unique Visitors**


Previous: 1,119,107 (-7.69%)

 **2,221,243 Pageviews**

Previous: 2,345,884 (-5.31%)

 **1.87 Average Pageviews**


Previous: 1.83 (2.11%)

 **00:01:18 Time on Site**

Previous: 00:01:20 (-1.84%)

 **74.67% Bounce Rate**

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 **72.92% New Visits**

Previous: 71.66% (1.76%)

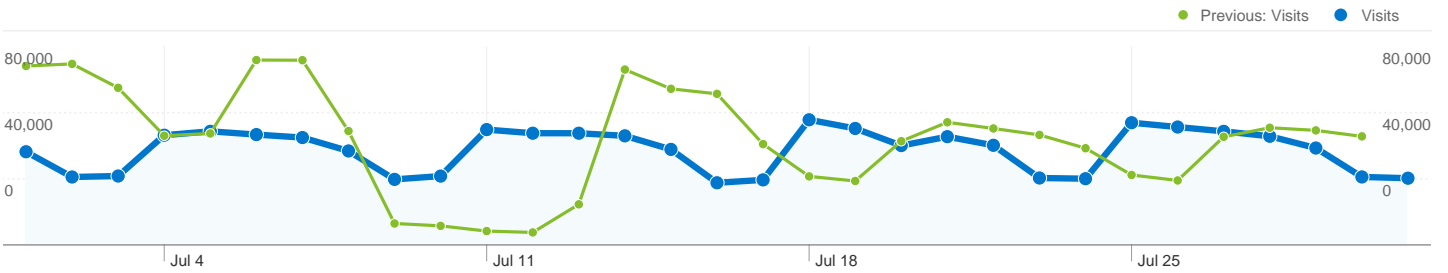
Technical Profile

Browser	Visits	% visits	Connection Speed	Visits	% visits
Internet Explorer			Unknown		
Jul 1, 2011 - Jul 31, 2011	628,581	52.90%	Jul 1, 2011 - Jul 31, 2011	1,188,258	100.00%
Jun 1, 2011 - Jun 30, 2011	708,721	55.30%	Jun 1, 2011 - Jun 30, 2011	1,281,581	100.00%
% Change	-11.31%	-4.35%	% Change	-7.28%	0.00%
Chrome					
Jul 1, 2011 - Jul 31, 2011	281,129	23.66%			
Jun 1, 2011 - Jun 30, 2011	275,987	21.54%			
% Change	1.86%	9.85%			

Firefox		
Jul 1, 2011 - Jul 31, 2011	233,328	19.64%
Jun 1, 2011 - Jun 30, 2011	250,504	19.55%
% Change	-6.86%	0.45%
Safari		
Jul 1, 2011 - Jul 31, 2011	24,215	2.04%
Jun 1, 2011 - Jun 30, 2011	25,308	1.97%
% Change	-4.32%	3.19%
Opera		
Jul 1, 2011 - Jul 31, 2011	5,723	0.48%
Jun 1, 2011 - Jun 30, 2011	6,243	0.49%
% Change	-8.33%	-1.14%

Traffic Sources Overview

Jul 1, 2011 - Jul 31, 2011
Comparing to: Jun 1, 2011 - Jun 30, 2011



All traffic sources sent a total of 1,188,312 visits

4.74% Direct Traffic

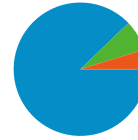
Previous: 4.81% (-1.44%)

7.42% Referring Sites

Previous: 7.76% (-4.42%)

87.84% Search Engines

Previous: 87.43% (0.47%)



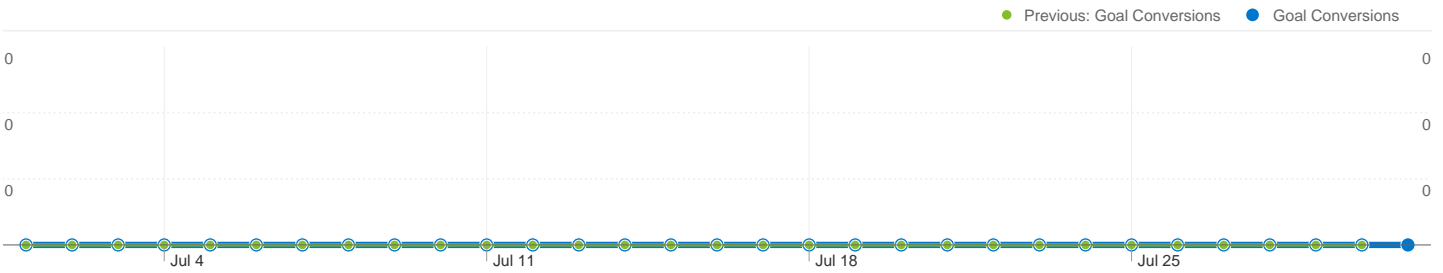
- **Search Engines**
1,043,864.00 (87.84%)
- **Referring Sites**
88,128.00 (7.42%)
- **Direct Traffic**
56,319.00 (4.74%)
- **Other**
1 (> 0.00%)

Top Traffic Sources

Sources	Visits	% visits
google (organic)		
Jul 1, 2011 - Jul 31, 2011	895,824	75.39%
Jun 1, 2011 - Jun 30, 2011	948,306	74.00%
% Change	-5.53%	1.88%
(direct) ((none))		
Jul 1, 2011 - Jul 31, 2011	56,319	4.74%
Jun 1, 2011 - Jun 30, 2011	61,625	4.81%
% Change	-8.61%	-1.44%
bing (organic)		
Jul 1, 2011 - Jul 31, 2011	54,058	4.55%
Jun 1, 2011 - Jun 30, 2011	71,639	5.59%
% Change	-24.54%	-18.62%
search (organic)		
Jul 1, 2011 - Jul 31, 2011	44,312	3.73%
Jun 1, 2011 - Jun 30, 2011	48,360	3.77%
% Change	-8.37%	-1.18%
yahoo (organic)		

Keywords	Visits	% visits
(other)		
Jul 1, 2011 - Jul 31, 2011	49,237	4.72%
Jun 1, 2011 - Jun 30, 2011	124,601	11.39%
% Change	-60.48%	-58.58%
www.avon.com.mx		
Jul 1, 2011 - Jul 31, 2011	15,853	1.52%
Jun 1, 2011 - Jun 30, 2011	15,255	1.39%
% Change	3.92%	8.93%
www.avon.com.mx meter pedido		
Jul 1, 2011 - Jul 31, 2011	6,016	0.58%
Jun 1, 2011 - Jun 30, 2011	3,919	0.36%
% Change	53.51%	60.92%
grippe		
Jul 1, 2011 - Jul 31, 2011	5,251	0.50%
Jun 1, 2011 - Jun 30, 2011	5,518	0.50%
% Change	-4.84%	-0.25%
avon.com.mx		

Jul 1, 2011 - Jul 31, 2011	34,121	2.87%	Jul 1, 2011 - Jul 31, 2011	4,012	0.38%
Jun 1, 2011 - Jun 30, 2011	44,728	3.49%	Jun 1, 2011 - Jun 30, 2011	2,099	0.19%
% Change	-23.71%	-17.73%	% Change	91.14%	100.36%

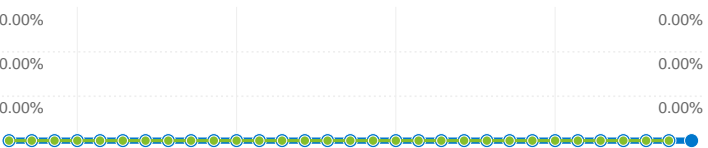


Visitors completed 0 goal conversions

0 conversions, Goal 3: Post
Previous: 0 (0.00%)

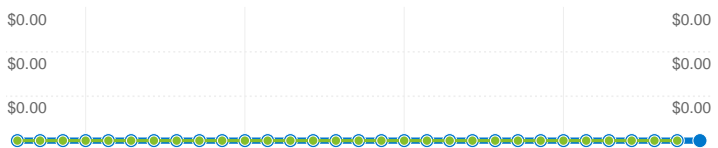
Goal Performance

Goal Conversion Rate

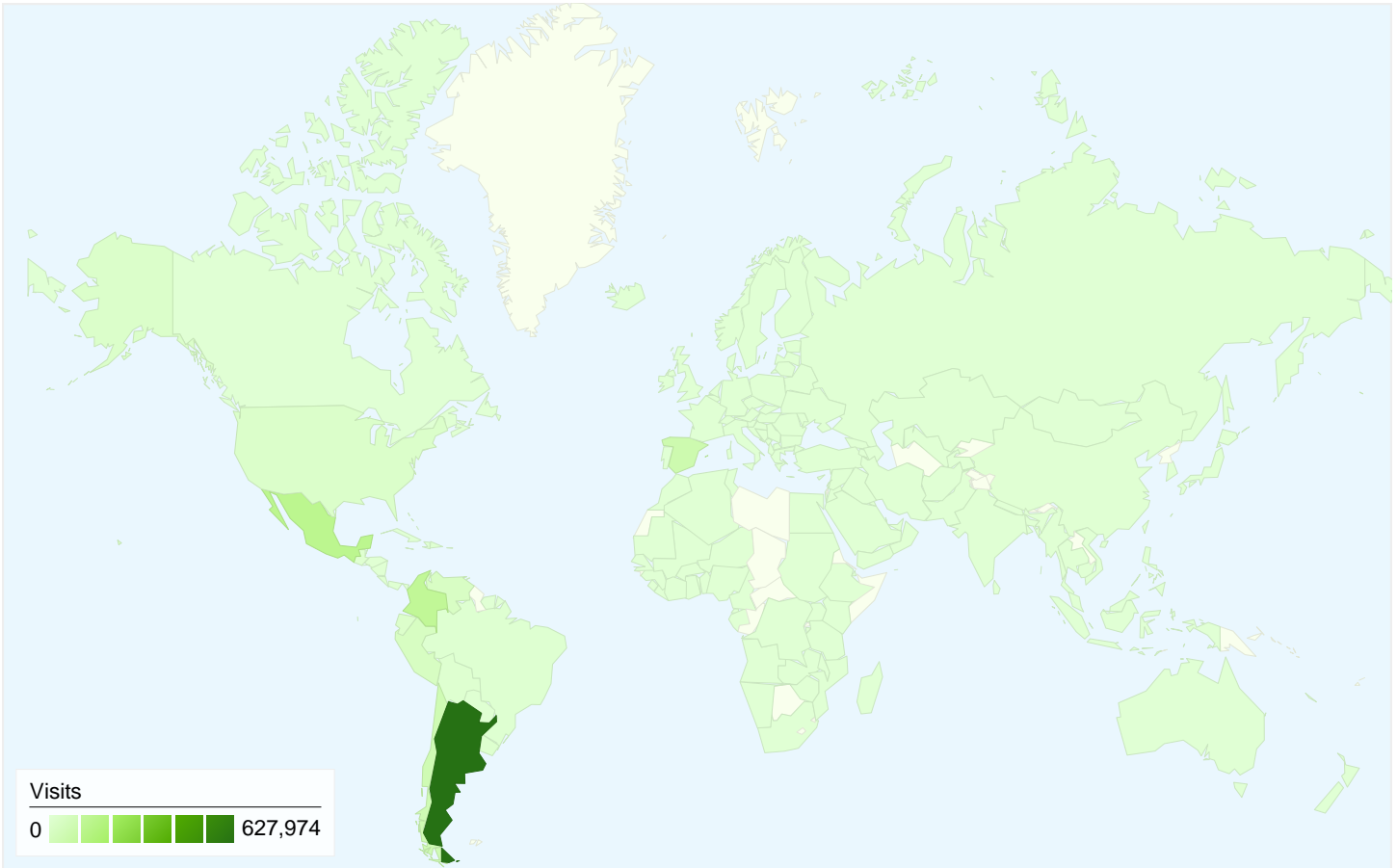


Goal Conversion Rate
0.00%

Total Goal Value



Total Goal Value
\$0.00

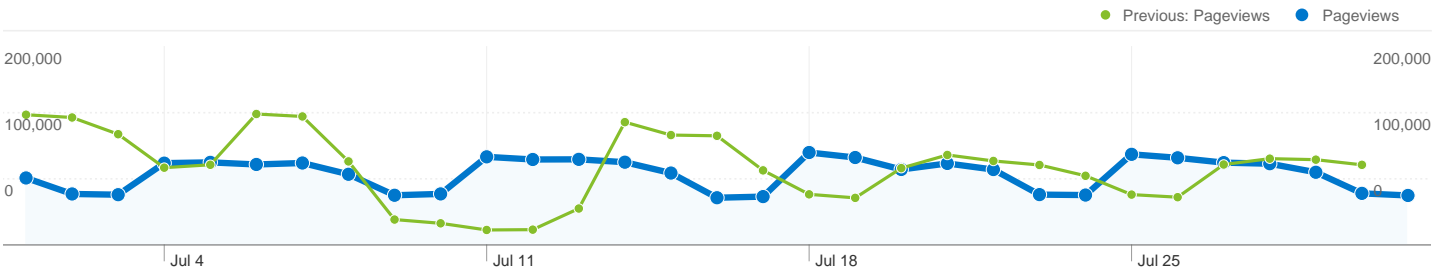


1,188,312 visits came from 179 countries/territories

Site Usage						
Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1,188,312 Previous: 1,281,528 (-7.27%)	1.87 Previous: 1.83 (2.11%)	00:01:18 Previous: 00:01:20 (-1.84%)	72.98% Previous: 71.72% (1.76%)	74.67% Previous: 74.45% (0.29%)		
Country/Territory	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate	
Argentina						
July 1, 2011 - July 31, 2011	627,974	1.95	00:01:23	66.37%	73.37%	
June 1, 2011 - June 30, 2011	659,145	1.91	00:01:26	63.98%	72.93%	
% Change	-4.73%	2.25%	-3.17%	3.73%	0.61%	
Mexico						
July 1, 2011 - July 31, 2011	128,648	1.75	00:01:20	76.92%	73.99%	
June 1, 2011 - June 30, 2011	137,553	1.73	00:01:21	78.24%	74.38%	
% Change	-6.47%	1.52%	-1.18%	-1.68%	-0.52%	
Colombia						
July 1, 2011 - July 31, 2011	113,438	1.66	00:01:08	78.80%	77.28%	


June 1, 2011 - June 30, 2011	109,546	1.68	00:01:10	77.40%	76.14%
% Change	3.55%	-1.01%	-2.64%	1.80%	1.51%
Spain					
July 1, 2011 - July 31, 2011	70,189	1.75	00:00:58	82.52%	77.80%
June 1, 2011 - June 30, 2011	91,308	1.62	00:00:54	82.17%	78.71%
% Change	-23.13%	7.85%	8.42%	0.42%	-1.16%
Chile					
July 1, 2011 - July 31, 2011	61,041	1.58	00:00:54	83.57%	79.08%
June 1, 2011 - June 30, 2011	71,369	1.55	00:00:54	82.44%	79.21%
% Change	-14.47%	1.94%	-1.63%	1.37%	-0.17%
Peru					
July 1, 2011 - July 31, 2011	34,366	1.91	00:01:14	86.75%	76.96%
June 1, 2011 - June 30, 2011	42,144	1.79	00:01:16	85.56%	77.27%
% Change	-18.46%	6.43%	-1.85%	1.39%	-0.41%
Venezuela					
July 1, 2011 - July 31, 2011	30,506	1.84	00:01:18	82.85%	74.99%
June 1, 2011 - June 30, 2011	35,741	1.79	00:01:17	81.02%	75.18%
% Change	-14.65%	2.91%	1.81%	2.26%	-0.26%
United States					
July 1, 2011 - July 31, 2011	19,508	2.43	00:01:36	80.62%	76.17%
June 1, 2011 - June 30, 2011	20,490	2.31	00:01:46	78.57%	72.88%
% Change	-4.79%	5.27%	-9.28%	2.61%	4.51%
Ecuador					
July 1, 2011 - July 31, 2011	16,763	1.79	00:01:22	81.96%	75.09%
June 1, 2011 - June 30, 2011	18,954	1.81	00:01:19	81.62%	74.35%
% Change	-11.56%	-1.59%	4.23%	0.42%	0.99%
Uruguay					
July 1, 2011 - July 31, 2011	12,901	1.79	00:01:05	76.18%	76.03%
June 1, 2011 - June 30, 2011	14,983	1.87	00:01:14	73.36%	76.73%
% Change	-13.90%	-3.90%	-11.88%	3.84%	-0.91%


1 - 10 of 179



Pages on this site were viewed a total of 2,221,243 times

 **2,221,243 Pageviews**
 Previous: 2,345,884 (-5.31%)

 **1,608,800 Unique Views**
 Previous: 1,737,781 (-7.42%)

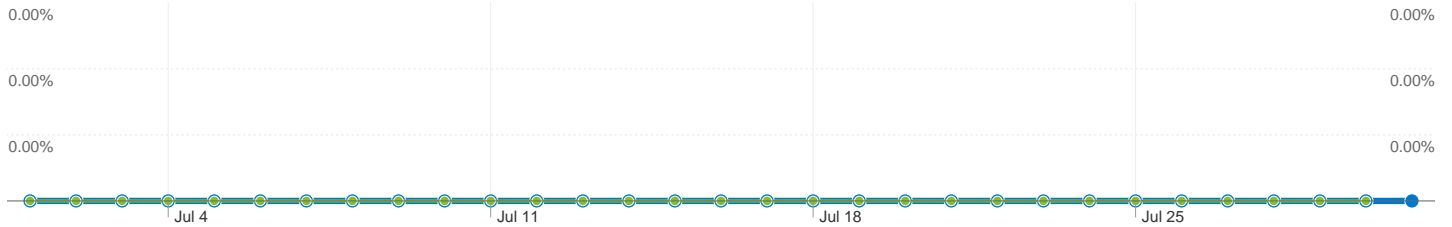
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Top Content

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/user/login/index.html		
Jul 1, 2011 - Jul 31, 2011	30,282	1.36%
Jun 1, 2011 - Jun 30, 2011	20,766	0.89%
% Change	45.82%	54.01%
/user/new/index.html		

Jul 1, 2011 - Jul 31, 2011	25,743	1.16%
Jun 1, 2011 - Jun 30, 2011	20,865	0.89%
% Change	23.38%	30.30%

● Previous: Ecommerce Conversion Rate ● Ecommerce Conversion Rate



Sales of 0 products generated \$0.00

0.00% Conversion Rate

Previous: 0.00% (0.00%)

0 Transactions

Previous: 0 (0.00%)

\$0.00 Average Order Value

Previous: \$0.00 (0.00%)

0 Purchased Products

Previous: 0 (0.00%)

Top Revenue Sources

Products	Items	Revenue
There is no data for this view.		

Sources / Medium	Revenue	% Revenue
There is no data for this view.		