

Optify Next Generation Reporting

Why Reporting?

Data drives decisions and helps you measure your ROI. Successful companies need to know what's working and what's not and they need to know in real time. As a marketing or sales manager, you need to justify your time and money in a format you can share with your boss, your team or even your board of directors. That's what Optify Reporting delivers.

Optify Next Generation Reporting

Optify has always provided reporting that highlights where you stand, how you're tracking over time, and what to do next — now we've taken it to a new level. Our next generation reporting provides robust out-of-the-box traffic reports plus the ability to customize by creating new reports that allow you to slice and dice data with built-in and custom filters. You'll have visibility into your entire marketing and sales funnel and are able to demonstrate results in real time from all web marketing efforts.

About Optify

Optify provides hosted, easy to use Real Time Marketing software for businesses to generate leads through organic search and social media.

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Dashboard
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Leads
Twitter for Business
Reporting
Alerts

Dashboard > Reports > My Traffic Report
[EMAIL](#) [PRINT](#) [EXPORT](#)

Select report

My Traffic Report

Total visits

41,497

New leads

189

Conversion rate

0.4%

Pageviews

253,484

Date range

Jan. 1, 2010 - Feb. 1, 2010

Group by

Source

Source

All

[+ ADD NEW FILTERS](#)

[Hide Summary](#)

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Share with all users

Add to Dashboard

Visits
 New leads

Graph by: Day Week Month

Source	Visits	New leads	Conversion	Pageviews
Direct	35,501	92	0.3%	234,577
Facebook	40	0	0.0%	123
LinkedIn	28	0	0.0%	79
Organic search	1,855	63	1.0%	10,671
Referral	3,619	31	0.2%	8,021
Twitter	10	3	30%	30