



**Help Information**

**Referring Source**

How do visitors referred by different sources (such as search engine, newsletter, or referral site) compare with respect to number of visits, conversion rate, and the average value of each visit?

Click the button at the far left of any entry to view the data over time, to view to-date lifetime value, or to cross-segment this data.

To compare two date ranges, click the icon on the Date Range title bar.

Each source is qualified by medium, in brackets, such as [referral]. Each medium is either one of the mediums with which you tagged referral or one of the following special cases:

- [organic] indicates visitors referred by an unpaid search engine listing.

- [referral] indicates visitors referred by links which were not tagged with any campaign variables.
- [(not set)] indicates visitors referred by links which were tagged with campaign variables but for which the medium variable was not set.
- (direct)[(none)] indicates visitors who visited the site by typing the URL directly into their browser.

Visits is the number of visits referred by the source. P/Visit is pageviews divided by number of visits. G/Visit is number of goal conversions divided by number of visits. T/Visits is number of e-commerce transactions divided by number of visits. \$/Visit is revenue (from e-commerce) or goal value divided by number of visits.