

Input paper for the following Committee(s):	check as appropriate	Purpose of paper:
<input type="checkbox"/> ARM	<input type="checkbox"/> ENG	<input checked="" type="checkbox"/> Input
<input checked="" type="checkbox"/> ENAV	<input type="checkbox"/> PAP	<input type="checkbox"/> Information
	<input type="checkbox"/> VTS	
Agenda item ² (from agenda)	10	
Workplan Task Number / Technical Domain ²	
Working Group	WG2	
Author(s) / Submitter(s)	IALA Secretariat	

IALA Testbed website usage statistics analysis

1 SUMMARY

ENAV20 action 21 requested the IALA Secretariat to seek information from Redwire on key words searches and the geographical regions (i.e. IP addresses) from where unique page views are generated for the IALA testbeds website. This report summarises progress on this task.

2 DISCUSSION

Redwire have created a filter system for the testbeds webpage that enables the generation of a variety of reports. Samples are shown in Annex 1. The reports cover the period 1 March 2017 to 31 August 2017.

There are some outstanding problems with the execution of the filters which are being investigated by Redwire. Consequently the reports are not entirely accurate for the period but give a good idea of the reports available.

This report is supplementary to ENAV21-10.5 which is Excel form.

3 ACTION REQUESTED OF THE COMMITTEE

The Committee is requested to note the types of reports and advise the information required in testbeds webpage usage statistics routine reports to the Committee.

¹ Input document number, to be assigned by the Committee Secretary

² Input papers should be assigned to a work task as listed in the Committee work plan which is available in input papers. Leave open if uncertain but consider how the paper is to be processed if not relevant to a work task

ANNEX 1 Sample reports on testbed webpage usage

1.1 Acquisition overview

Acquisition Overview

Mar 1, 2017 - Aug 31, 2017

All Users
100.00% Sessions

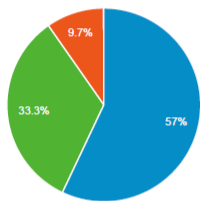
Primary Dimension:

Top Channels

Conversion:

All Goals

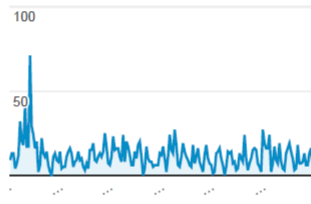
Top Channels



Organic Search
Direct
Referral
Social

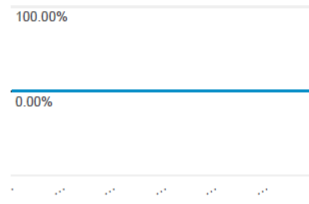
Sessions

Sessions



Conversions

Goal Conversion Rate

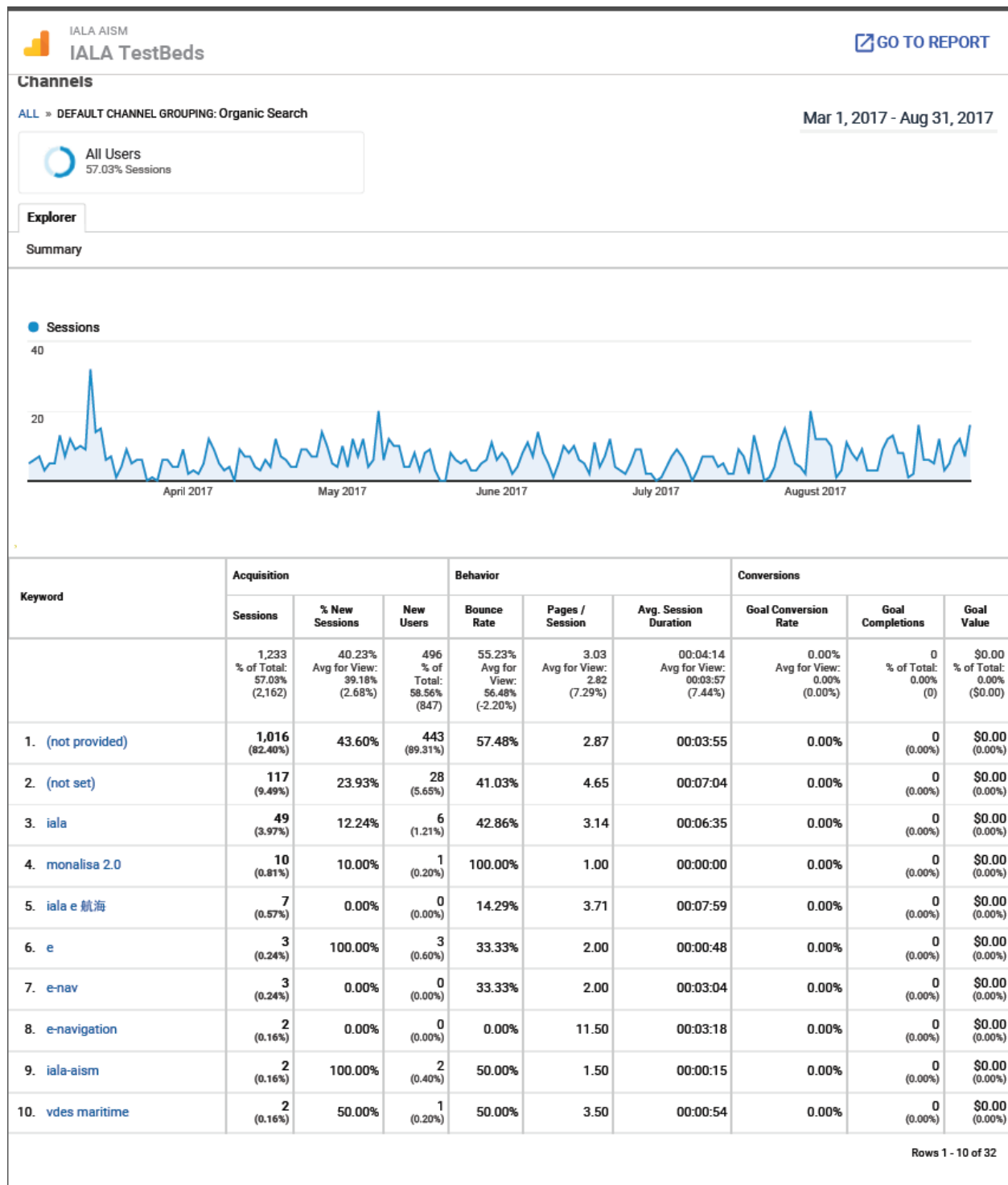


Acquisition				Behavior			Conversions
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓	
	2,162	39.18%	847	56.48%	2.82	00:03:57	
1 Organic Search	1,233			55.23%			 Set up a goal. To see outcome metrics, define one or more goals. GET STARTED
2 Direct	719			60.92%			
3 Referral	209			48.33%			
4 Social	1			100.00%			

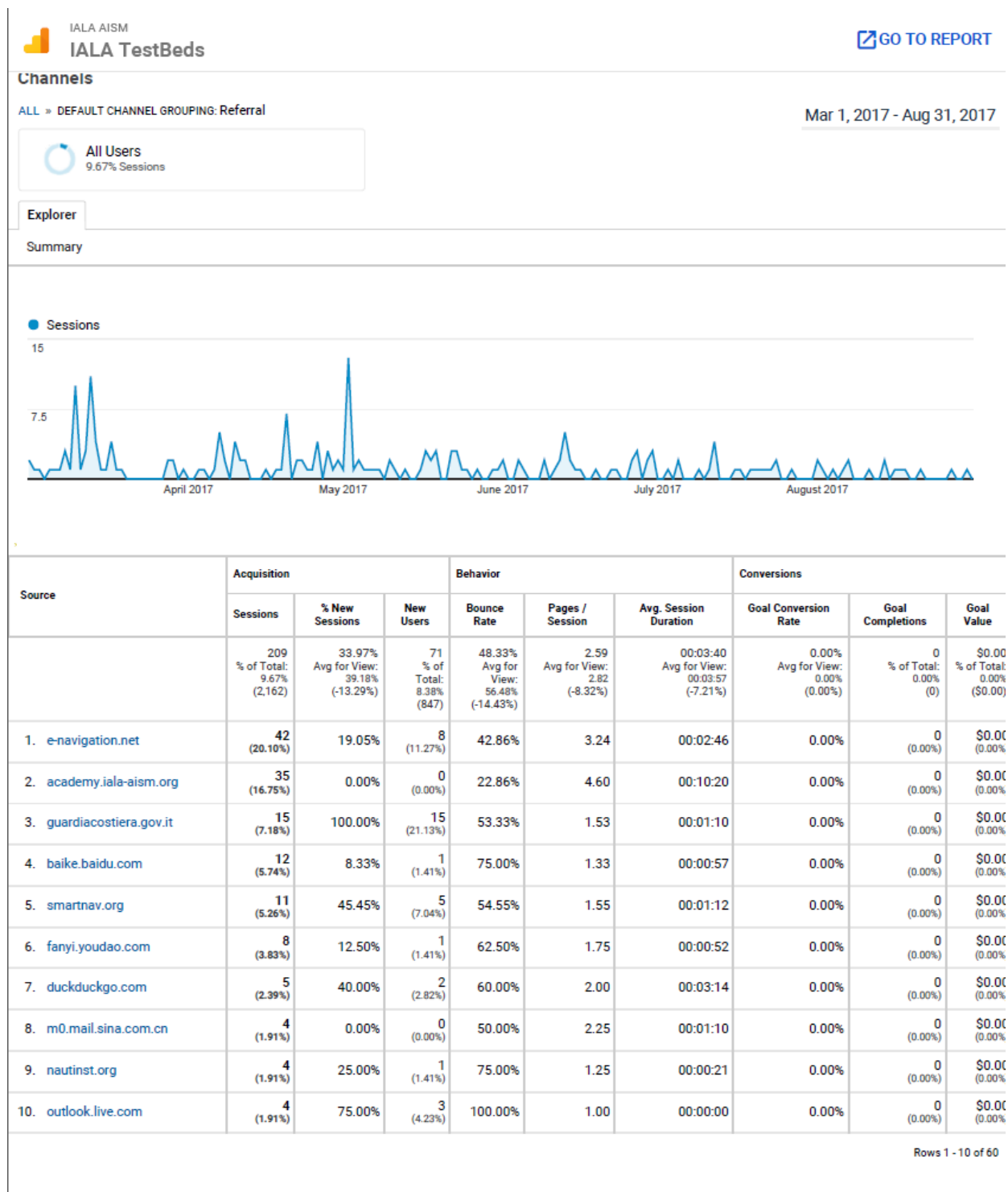
To see all 4 Channels click [here](#).

The following pages show the detail of the first three acquisition channels. The fourth, social, is a single blogger.

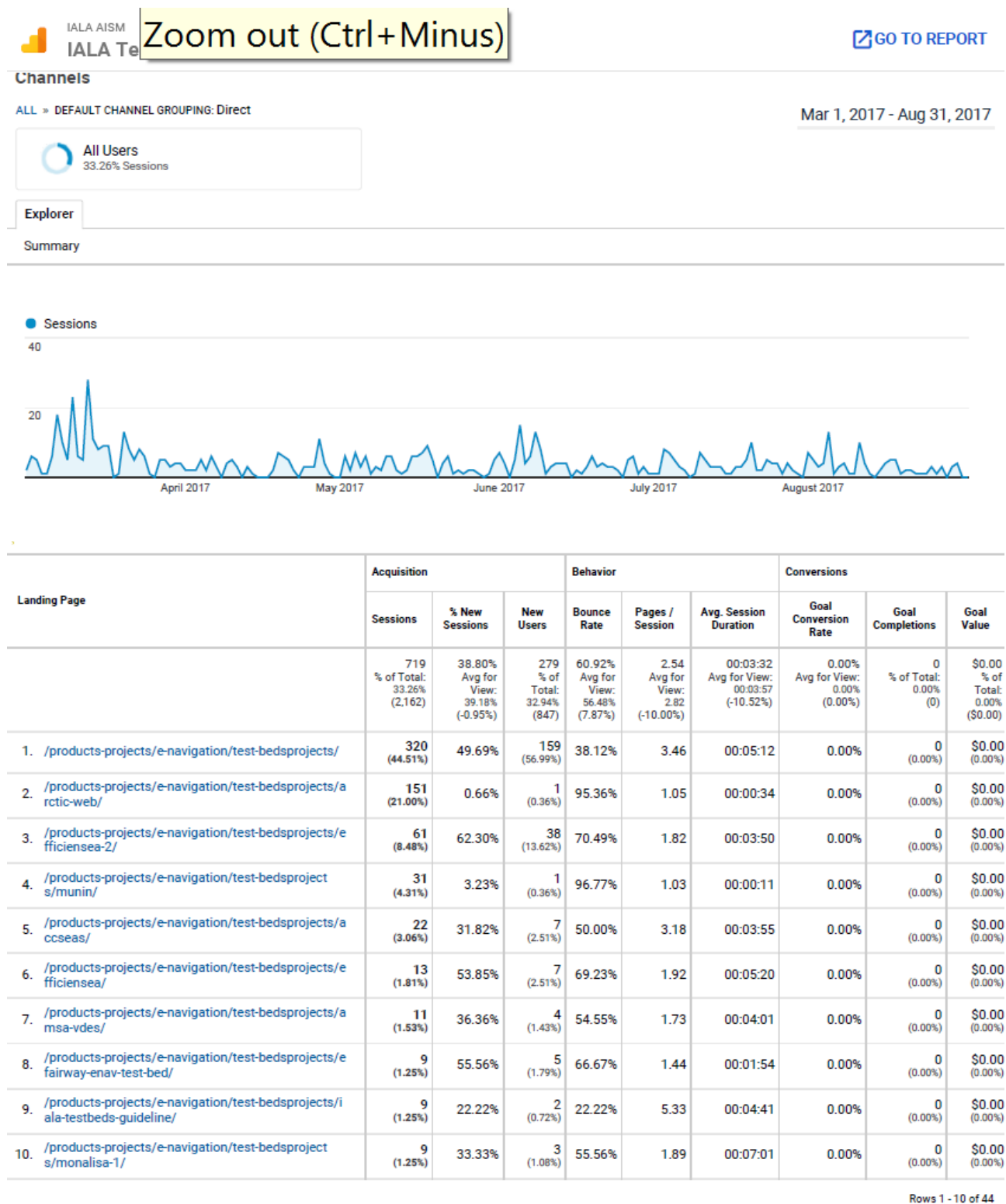
1.2 Acquisition by Organic search



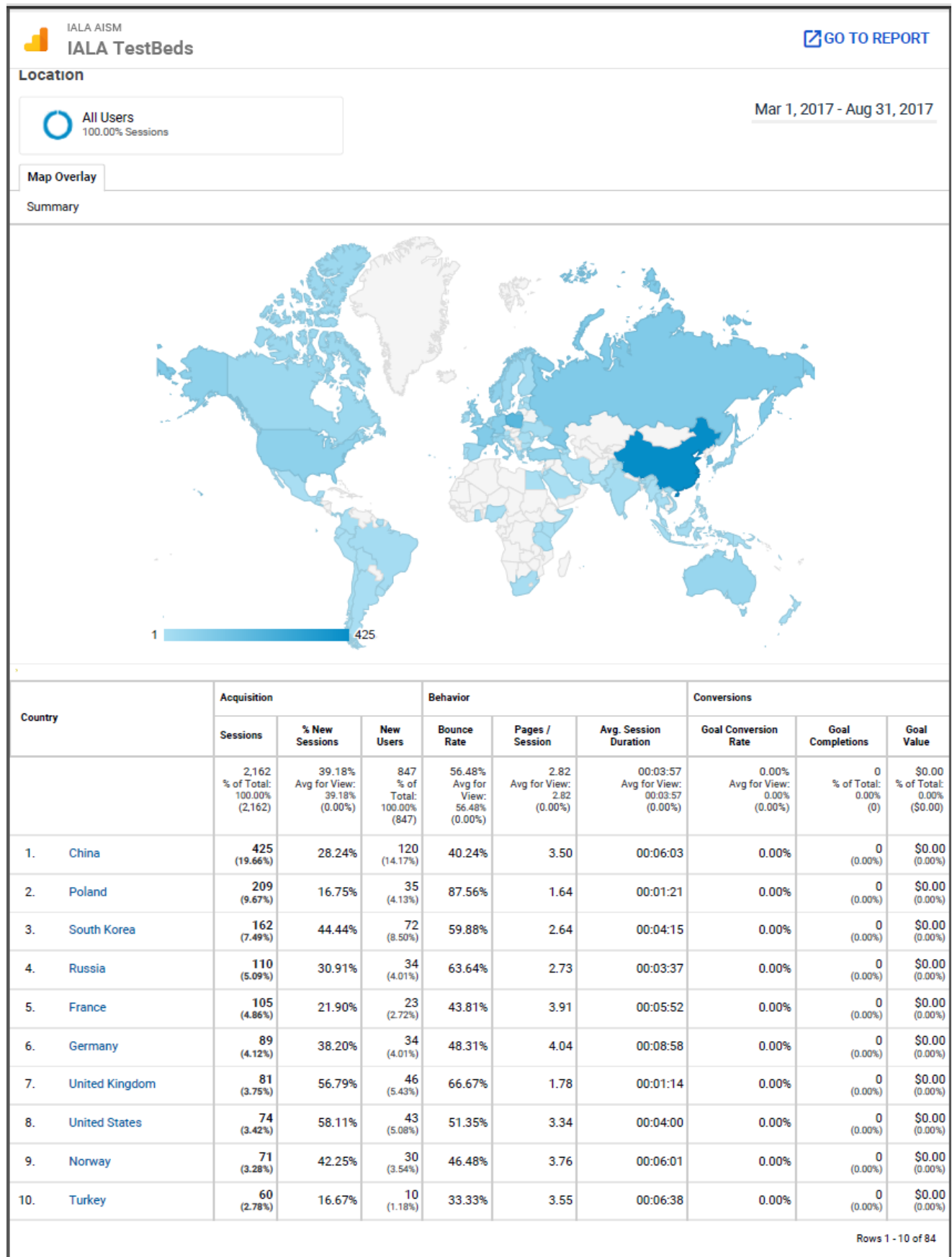
1.3 Acquisition by Referral from other websites



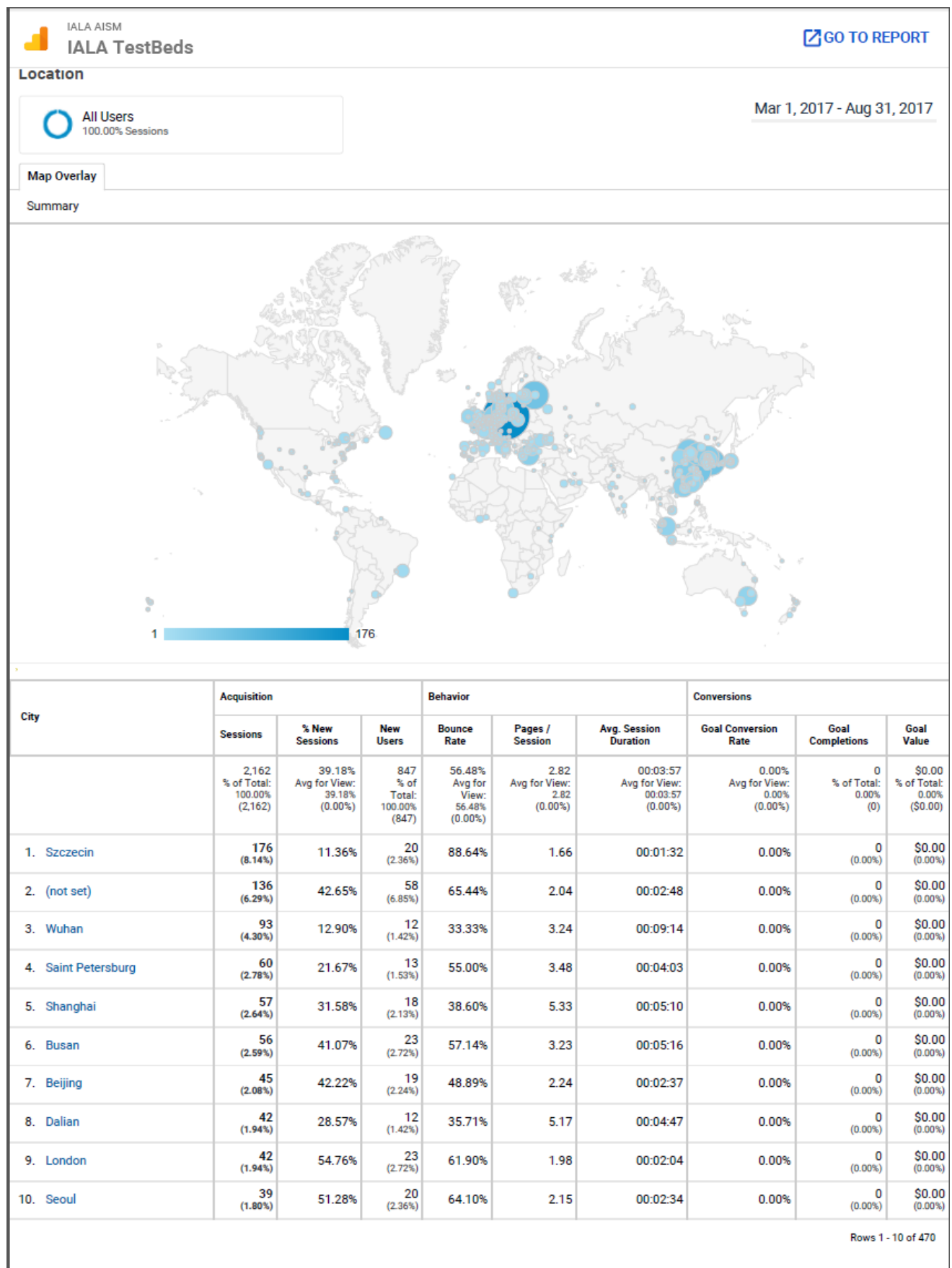
1.4 Acquisition by direct search



1.5 Location by county



1.6 Locations by city



1.7 Testbed pages accessed

This is a snapshot of the Excel report in ENAV21-10.5

