

Services filtering

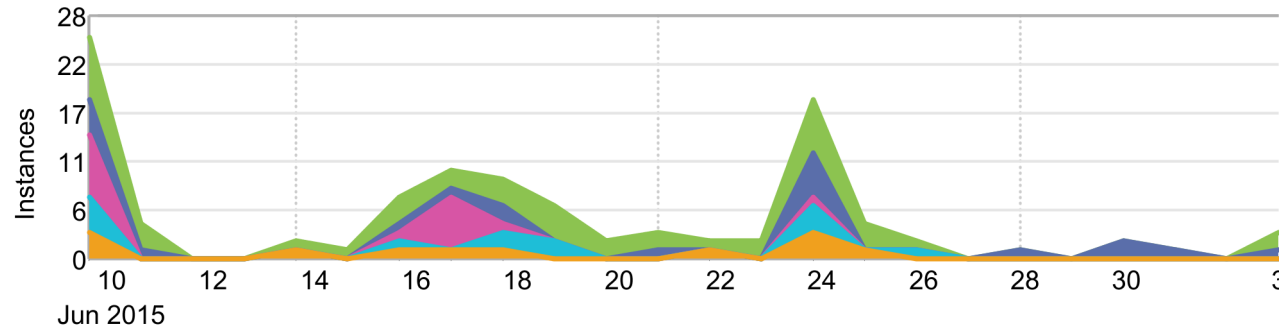
Created: Jul 03, 2015 11:18 AM WEDT



Service filter clicks

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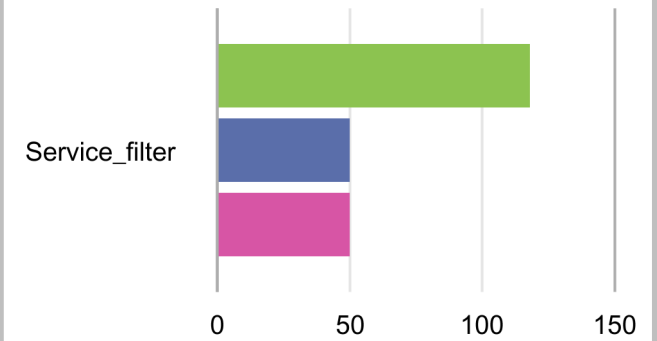
- Service_filter Funding
- Service_filter Partnerships
- Service_filter Advice
- Service_filter Sector-specific
- Service_filter Show all



Custom Link - Campaign Report

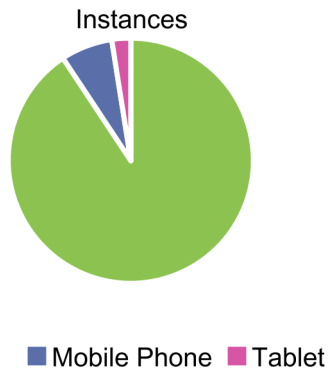
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- Instances
- Unique Visitors
- Visits



Device type

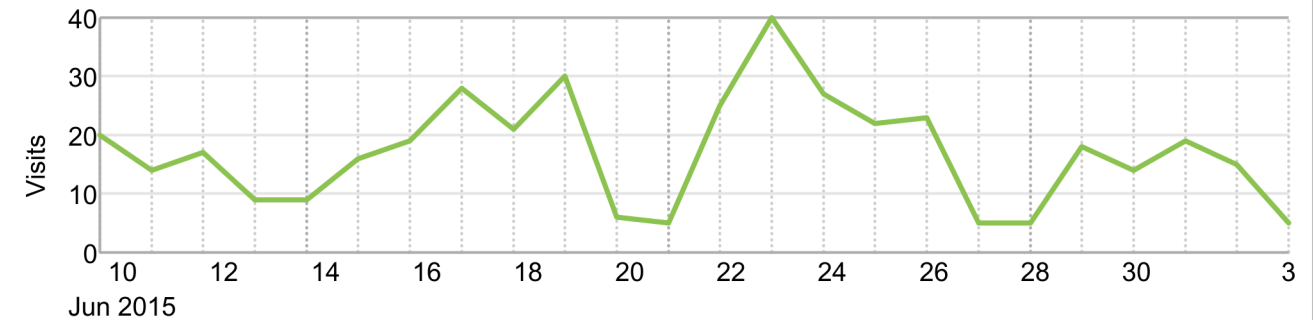
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Wed. 10 Jun. 2015 - Fri. 3 Jul. 2015



Visits to innovation landing page

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Develop new products and services



Services filtering

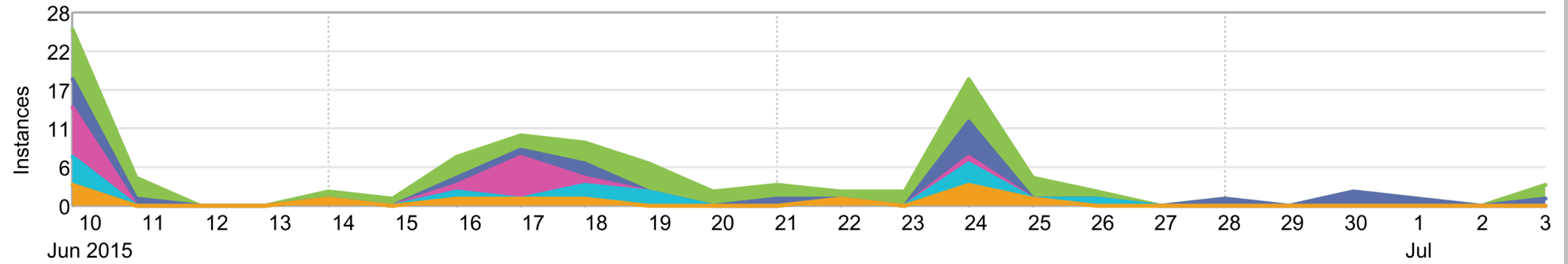
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Service filter clicks

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Service_filter Funding Service_filter Advice Service_filter Show all Service_filter Partnerships Service_filter Sector-specific



Services filtering

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Service filter clicks

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| Date | Service_filter Funding | Service_filter Advice | Service_filter Show all | Service_filter Partners... | Service_filter Sector-sp... |
|--------------------------|------------------------|-----------------------|-------------------------|----------------------------|-----------------------------|
| Jun 10, 2015 | 7 | 4 | 7 | 4 | 3 |
| Jun 11, 2015 | 3 | 1 | 0 | 0 | 0 |
| Jun 12, 2015 | 0 | 0 | 0 | 0 | 0 |
| Jun 13, 2015 | 0 | 0 | 0 | 0 | 0 |
| Jun 14, 2015 | 1 | 0 | 0 | 0 | 1 |
| Jun 15, 2015 | 1 | 0 | 0 | 0 | 0 |
| Jun 16, 2015 | 3 | 1 | 1 | 1 | 1 |
| Jun 17, 2015 | 2 | 1 | 6 | 0 | 1 |
| Jun 18, 2015 | 3 | 2 | 1 | 2 | 1 |
| Jun 19, 2015 | 4 | 0 | 0 | 2 | 0 |
| Jun 20, 2015 | 2 | 0 | 0 | 0 | 0 |
| Jun 21, 2015 | 2 | 1 | 0 | 0 | 0 |
| Jun 22, 2015 | 1 | 0 | 0 | 0 | 1 |
| Jun 23, 2015 | 2 | 0 | 0 | 0 | 0 |
| Jun 24, 2015 | 6 | 5 | 1 | 3 | 3 |
| Jun 25, 2015 | 3 | 0 | 0 | 0 | 1 |
| Jun 26, 2015 | 1 | 0 | 0 | 1 | 0 |
| Jun 27, 2015 | 0 | 0 | 0 | 0 | 0 |
| Jun 28, 2015 | 0 | 1 | 0 | 0 | 0 |
| Jun 29, 2015 | 0 | 0 | 0 | 0 | 0 |
| Jun 30, 2015 | 0 | 2 | 0 | 0 | 0 |
| Jul 1, 2015 | 0 | 1 | 0 | 0 | 0 |
| Jul 2, 2015 | 0 | 0 | 0 | 0 | 0 |
| Jul 3, 2015 | 2 | 1 | 0 | 0 | 0 |
| Overall Instances | 43 | 20 | 16 | 13 | 12 |

Services filtering

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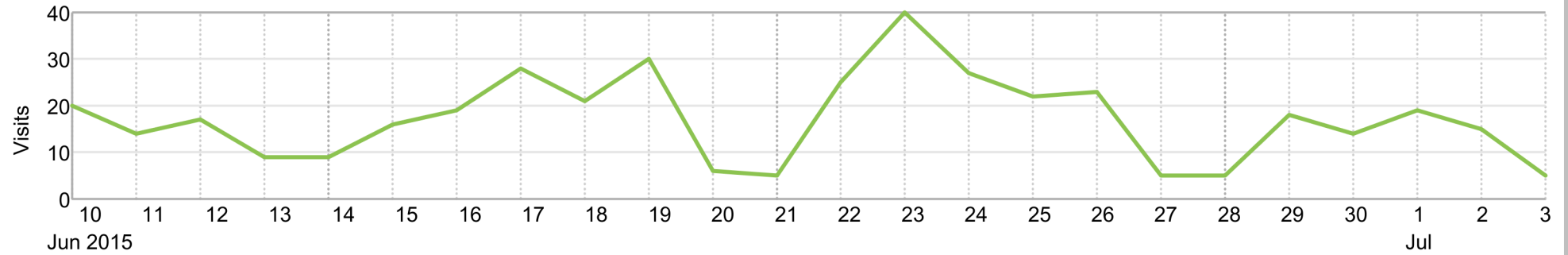


Visits to innovation landing page

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— Develop new products and services



Services filtering

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Visits to innovation landing page

Scottish Enterprise -

Wed. 10 Jun. 2015 - Fri. 3 Jul. 2015

| Date | Develop new products and services |
|-----------------------|-----------------------------------|
| Jun 10, 2015 | 20 |
| Jun 11, 2015 | 14 |
| Jun 12, 2015 | 17 |
| Jun 13, 2015 | 9 |
| Jun 14, 2015 | 9 |
| Jun 15, 2015 | 16 |
| Jun 16, 2015 | 19 |
| Jun 17, 2015 | 28 |
| Jun 18, 2015 | 21 |
| Jun 19, 2015 | 30 |
| Jun 20, 2015 | 6 |
| Jun 21, 2015 | 5 |
| Jun 22, 2015 | 25 |
| Jun 23, 2015 | 40 |
| Jun 24, 2015 | 27 |
| Jun 25, 2015 | 22 |
| Jun 26, 2015 | 23 |
| Jun 27, 2015 | 5 |
| Jun 28, 2015 | 5 |
| Jun 29, 2015 | 18 |
| Jun 30, 2015 | 14 |
| Jul 1, 2015 | 19 |
| Jul 2, 2015 | 15 |
| Jul 3, 2015 | 5 |
| Overall Visits | 412 |

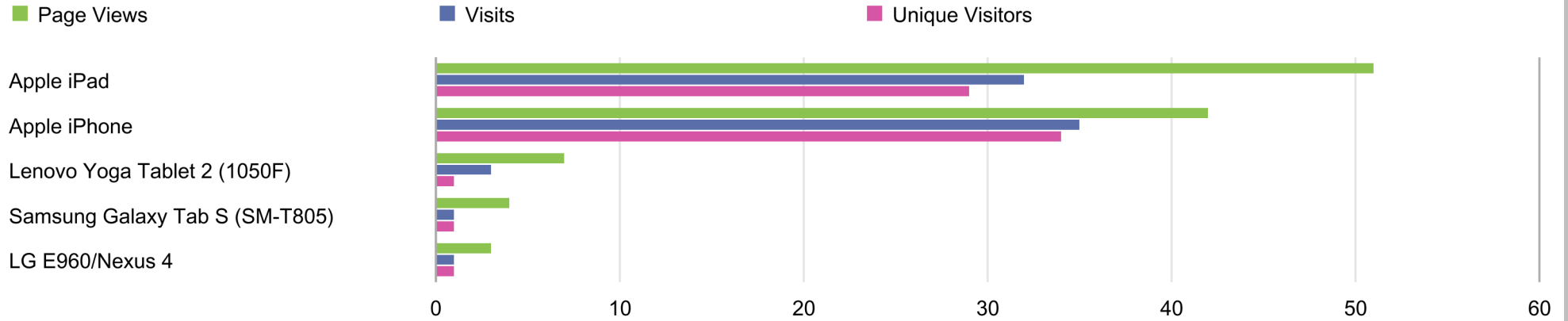
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Devices

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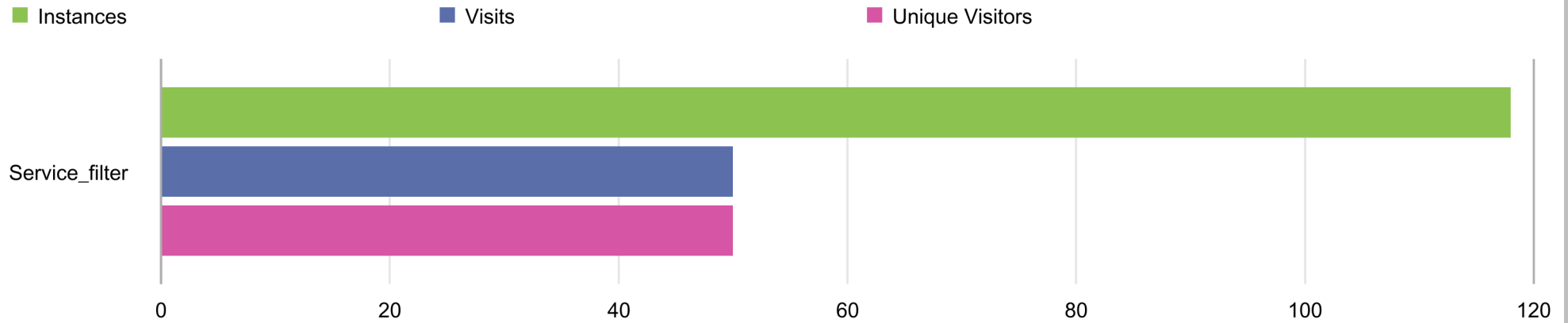


Pages by Devices

| | Page Views | Visits | Unique Visitors |
|--|------------|--------|-----------------|
| 1. Develop new products and services | 652 | 412 | 364 |
| 1. None | 516 | 79.1% | 316 |
| 2. Apple iPad | 51 | 7.8% | 32 |
| 3. Apple iPhone | 42 | 6.4% | 35 |
| 4. Lenovo Yoga Tablet 2 (1050F) | 7 | 1.1% | 3 |
| 5. Samsung Galaxy Tab S (SM-T805) | 4 | 0.6% | 1 |
| 6. LG E960/Nexus 4 | 3 | 0.5% | 1 |
| 7. Samsung Galaxy S5 (SM-G900F) | 2 | 0.3% | 2 |
| 8. Sony Xperia Z3 Compact (D5803) | 2 | 0.3% | 2 |
| 9. Samsung Galaxy Note 3 4G LTE (SM-N9005) | 2 | 0.3% | 1 |
| 10. Motorola Moto G 4G (XT1039) | 2 | 0.3% | 1 |
| 11. RIM BlackBerry Q10 | 2 | 0.3% | 1 |
| 12. Samsung Galaxy S5 (SM-G901F) | 2 | 0.3% | 1 |
| 13. Samsung Galaxy Ace Style (SM-G357FZ) | 2 | 0.3% | 1 |
| 14. HTC One (6500LVW) | 1 | 0.2% | 1 |
| 15. Nokia Lumia 635 (RM-974) | 1 | 0.2% | 1 |
| 16. Tesco Hudl 2 | 1 | 0.2% | 1 |

Custom Link - Campaign Report

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Wed. 10 Jun. 2015 - Fri. 3 Jul. 2015



| Custom Link - Campaign | | Instances | Visits | Unique Visitors |
|------------------------|--|------------|---------------|-----------------|
| 1. Service_filter | | 118 100.0% | 50 0.1% | 50 0.1% |
| Total | | 118 | 53,408 | 46,493 |

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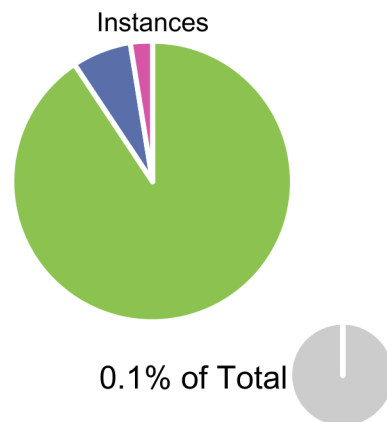


Device type

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Legend

- Other
- Mobile Phone
- Tablet
- Showing
- Remaining



Correlation Summary

| | Instances |
|---|-----------|
| Total | 160,688 |
| Custom Link - Campaign = Service_filter | 118 0.07% |

| Device Types | Instances |
|-----------------|------------|
| 1. Other | 107 90.7% |
| 2. Mobile Phone | 8 6.8% |
| 3. Tablet | 3 2.5% |
| Total | 118 |