

All Metrics for Databox (See tabs for more data sources.)

Google Analytics

Basic metrics 73 metrics available

List of basic metrics that are available on all plans from the right panel in Databox Designer.

	Supported data ranges	Description
% New Sessions	9 intervals	
Avg. Order Value	9 intervals	Average value of transactions during specified date range.
AOV by Channels	2 intervals	Average value of transactions during specified date range split up by Channels.
Avg. Quantity	9 intervals	Average number of products sold per transaction during specified date range.
Avg. Quantity by Channels	2 intervals	Average number of products sold per transaction during specified date range split up by Channels.
Avg. Quantity by Sources	9 intervals	Average number of products sold per transaction split up by original Source during the specified date range
Avg. revenue per user	9 intervals	
Avg. Session Duration	9 intervals	Average length of a Session during specified date range.
Avg. Time on Page	9 intervals	Average amount of time users spent viewing a specified page or screen, or set of pages or screens during specified date range
Avg. Time on Screen	9 intervals	Average amount of time users spent viewing a specified screen, or set of screens during specified date range.
Bounce rate	9 intervals	Percentage of single-page sessions in which there was no interaction with the page during specified date range. A bounced session has a duration of 0 seconds.
Ecommerce Conversion rate	9 intervals	Percentage of sessions that resulted in an e-commerce transaction during specified date range.
Ecommerce Conv % by Channels	2 intervals	Percentage of sessions that resulted in an e-commerce transaction during specified date range split up by Channels.
Ecommerce Conv % by Sources	9 intervals	Percentage of session that resulted in an e-commerce transaction split up by original Source during the specified date range
Goal Completions	9 intervals	Total number of conversions during specified date range.
Goal Completions by Channels	9 intervals	Total number of conversions during specified date range split up by Channels.
Goal Completions by Goals	9 intervals	Total number of conversions during specified date range split up by Goals.
Goal Completions by New vs Retn.	9 intervals	Total number of conversions during specified date range split up by New vs Returning.
Goal Completions by Sources	9 intervals	Total number of conversions split up by original Source during the specified date range
Goal Conversion Rate	9 intervals	Sum of all individual goal conversion rates during specified date range.
Goal Conversion Rate by Channel	2 intervals	Sum of all individual goal conversion rates during specified date range split up by Channels.
Goal Conversion Rate by Goals	2 intervals	Sum of all individual goal conversion rates during specified date range split up by Goals.
Goal Value	9 intervals	Total value produced by goal conversions on your site during specified date range. This value is calculated by multiplying the number of goal conversions by the value that you assigned to each goal.
Goal Value by Channels	9 intervals	Total value produced by goal conversions on your site during specified date range split up by Channels.
Goal Value by goals	9 intervals	Total value produced by goal conversions on your site during specified date range split up by Goals.
Goal Value by New vs Returning	9 intervals	Total value produced by goal conversions on your site during specified date range split up by New vs Returning.
Goal Value by Sources	9 intervals	Total value produced by goal conversions on your site split up by original Source during the specified date range
New Users	9 intervals	Total number of first-time users during specified date range.
Pages / Session	9 intervals	Average number of pages viewed during a session during specified date range. Repeated views of a single page are counted.
Pageviews	9 intervals	Total number of pages viewed during specified date range. Repeated views of a single page are counted.
Pageviews by Page	9 intervals	Total number of views to each Page during the specified date range. This metric is collecting data for the top 500 Pages in the connected Google Analytics Account. To gather data for more than 500 Pages, please use the Query Builder tool.
Quantity by Channels	9 intervals	Total number of units sold in ecommerce transactions during specified date range.
Quantity by Sources	9 intervals	Total number of units sold in ecommerce transactions during specified date range split up by Channels.
Revenue	9 intervals	Total number of units sold in ecommerce transactions split up by original Source during the specified date range
Revenue by Channels	9 intervals	Total revenue from web ecommerce or in-app transactions during specified date range. Depending on your implementation, this can include tax and shipping.
Revenue by Landing page	9 intervals	Total revenue from web ecommerce or in-app transactions during specified date range split by Channels.
Revenue by Organic Keywords	9 intervals	Total revenue from web ecommerce or in-app transactions to each Landing Page during the specified date range. This metric is collecting data for the top 500 Landing Pages in the connected Google Analytics Account. To gather data for more than 500 Landing Pages, please use the Query Builder tool.
Revenue by Sources	9 intervals	Total revenue from web ecommerce or in-app transactions during specified date range split by Organic Keywords.
Revenue per visit	9 intervals	Total revenue of web ecommerce or in-app transactions split up by original Source during the specified date range
Screen Views	9 intervals	Total number of screens viewed. Repeated views of a single screen are counted during specified date range.
Screen Views by Screen name	9 intervals	Total number of screens viewed. Repeated views of a single screen are counted during specified date range split up by Screen name
Screens / Session	9 intervals	Average number of screens viewed per session during specified date range. Every view of a single screen is counted individually, including repeated views of the same screen.
Sessions	9 intervals	Total number of Sessions during specified date range. A session is the period time a user is actively engaged with your website, app, etc.
Sessions by Channels	9 intervals	Total number of Sessions during specified date range split up by Channels.
Sessions by Geo Location	9 intervals	Total number of Sessions during specified date range split up by top Events by Label.
Sessions by Landing page	9 intervals	Total number of Sessions to each Landing Page during the specified date range. This metric is collecting data for the top 500 Landing Pages in the connected Google Analytics Account. To gather data for more than 500 Landing Pages, please use the Query Builder tool.
Sessions by New vs Returning	9 intervals	Total number of Sessions during specified date range split up by New vs Returning.
Sessions by Organic Keywords	9 intervals	Total number of Sessions during specified date range split up by Organic Keywords.
Sessions by Page	9 intervals	Total number of Sessions to each Page during the specified date range. This metric is collecting data for the top 500 Pages in the connected Google Analytics Account. To gather data for more than 500 Pages, please use the Query Builder tool.
Sessions by Social Networks	9 intervals	Total number of Sessions during specified date range split up by Social Networks.
Sessions by Sources	9 intervals	Total number of Sessions split up by original Source during the specified date range
Top Events by Sessions by Label	9 intervals	Total number of Sessions during specified date range split up by Top Paid Keywords.
Top Paid Keywords by Sessions	9 intervals	Total number of Sessions during specified date range split up by Top Sources/Mediums.
Top Sources/Mediums by Session	9 intervals	Total number of Sessions during specified date range split up by Geo Location.
Sessions via Social Referrals	9 intervals	Total number of Sessions during specified date range split up by Social Network Referrals.
Total events	9 intervals	Total number of events occurred during specified date range.
Transactions	9 intervals	Total number of completed purchases on your site during specified date range.
Transactions by Channels	9 intervals	Total number of completed purchases on your site during specified date range split up by Channels.
Transactions by Sources	9 intervals	Total number of completed purchases on your site split up by original Source during the specified date range
Transactions per user	9 intervals	
Transactions per user by Channel	9 intervals	
Transactions per user by Sources	9 intervals	Total number of transactions split up by original Source during the specified date range
Unique Pageviews	9 intervals	Number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each page URL + page Title combination.
Unique Purchases	9 intervals	Total number of times a specified product (or set of products) was a part of a transaction during specified date range.
Unique Screen Views	9 intervals	Unique Screen views is the number of sessions during which the specified screen was viewed at least once during specified date range.
Unique screen views by Screen name	2 intervals	Unique Screen views is the number of sessions during which the specified screen was viewed at least once during specified date range split by Screen name.
Users	9 intervals	Users who have initiated at least one session during specified date range.
Users by Channels	2 intervals	Users who have initiated at least one session during specified date range split up by Channels.
Users by Landing page	9 intervals	Total number of Users who have initiated at least one session to each Landing Page during the specified date range. This metric is collecting data for the top 500 Landing Pages in the connected Google Analytics Account. To gather data for more than 500 Landing Pages, please use the Query Builder tool.
Users by Organic Keywords	9 intervals	Users who have initiated at least one session during specified date range split up by Organic Keywords.
Users by Page	9 intervals	Total number of Users who initiated at least one session to each Page during the specified date range. This metric is collecting data for the top 500 Pages in the connected Google Analytics Account. To gather data for more than 500 Pages, please use the Query Builder tool.
Users by Sources	9 intervals	Total number of Users who have initiated at least one session split up by original Source during the specified date range

Facebook

Basic metrics 44 metrics available

List of basic metrics that are available on all plans from the right panel in Databox Designer.

Supported data ranges	Description
Action Button Clicks 20 intervals	Unique number of clicks on the Page CTA button by people who are logged in to Facebook during specified date range.
Attrition Rate 20 intervals	Number of Daily Unlikes / Daily Fan Count during specified date range. This metric will tell you how many of your fans are leaving your site. It is normal to have small constant attrition over time.
Get Direction Action Clicks 20 intervals	Number of unique people who logged in to Facebook and clicked the Get Directions button during specified date range.
Net Likes 20 intervals	Number of new likes minus the number of unlikes during specified date range.
Overall Page Rating 20 intervals	Overall page rating based on rating survey from users on a scale of 1-5. This value is normalized and is not guaranteed to be a strict average of user ratings.
Page Clicks 20 intervals	Number of people who clicked on any of your content during specified date range.
Page Comments 20 intervals	Number of Comments on a story during specified date range.
Page Engagements 20 intervals	Total number of unique people who engaged with your Page, as well as different engagement type during specified date range.
Page Impressions 20 intervals	Number of times any content from your Page or about your Page entered a person's screen during specified date range. This includes posts, check-ins, ads, social information from people who interact with your Page and more.
Page Impressions - Organic 20 intervals	Number of times any content from your Page or about your Page entered a person's screen through unpaid distribution during specified date range. This includes posts, check-ins, social information from people who interact with your Page and more.
Page Impressions - Paid 20 intervals	Number of times any content from your Page or about your Page entered a person's screen through paid distribution such as an ad during specified date range.
Page Impressions - Viral 20 intervals	Number of times any content from your Page or about your Page entered a person's screen with social information attached during specified date range. Social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.
Page Likes 20 intervals	Number of page likes during specified date range.
Page Reach 20 intervals	Number of people who saw any posts by your Page during specified date range.
Page Reach - Organic 20 intervals	Number of people who saw any unpaid content from your Page or about your Page in News Feed or on visits to your Page during specified date range.
Page Reach - Paid 20 intervals	Number of impressions of a Sponsored Story or Ad pointing to your Page.
Page Reach - Viral 20 intervals	Number of people who saw your Page or one of its posts from a story published by a friend during specified date range. These stories include liking your Page, posting to your Page's Timeline, liking, commenting on or sharing one of your Page posts, answering a Question you posted, RSVPing to one of your events, mentioning your Page, phototagging your Page or checking in at your Place.
Page Reactions 20 intervals	Number of Likes of a story during specified date range.
Page Shares 20 intervals	Number of Shares of a story during specified date range.
Page Stories 20 intervals	Number of stories created about your Page (Stories) during specified date range.
Page Unlikes 20 intervals	Number of page unlikes during specified date range.
Page Visits 20 intervals	Number of times a Page's profile has been viewed by logged in and logged out people during specified date range.
Phone Number Action Clicks 20 intervals	Number of unique people who logged in to Facebook and clicked the Call Now button during specified date range.
Post Impressions 20 intervals	Number of times your Page's posts entered a person's screen during specified date range. Posts include statuses, photos, links, videos and more.
Post Impressions - Organic 20 intervals	Number of times your Page's posts entered a person's screen through unpaid distribution during specified date range.
Post Impressions - Paid 20 intervals	Number of times your Page's posts entered a person's screen through paid distribution such as an ad during specified date range.
Post Impressions - Viral 20 intervals	Number of times your Page's posts entered a person's screen with social information attached during specified date range. Social information displays when a person's friend interacted with you Page or post. This includes when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.
Post Reach 20 intervals	Number of people who saw any of your Page posts during specified date range.
Post Reach - Organic 20 intervals	Number of people who saw unpaid posts from your Page in News Feed or on visits to your Page during specified date range.
Post Reach - Paid 20 intervals	Number of people who saw your Page posts in an Ad or Sponsored Story during specified date range.
Post Reach - Viral 20 intervals	Number of people who saw your Page posts via a story from a friend during specified date range.
Posts Published 18 intervals	Number of posts published during specified date range.
Post Clicks by Post Publics 17 intervals	Number of times people clicked on anywhere in your posts without generating a story during specified date range.
Post Comments by Post F 17 intervals	Number of people who commented posts by your Page during specified date range.
Post Engaged Fans by Post F 17 intervals	People who have liked your page and engaged with your post during specified date range.
Post Engaged Users by Post F 17 intervals	Number of people who clicked anywhere in your posts during specified date range.
Post Fan Reach by Post F 17 intervals	Number of people who have like your Page who saw your Page post during specified date range.
Post Likes by Post Publics 17 intervals	Number of people who liked posts by your Page during specified date range.
Post Reach by Post Publics 17 intervals	Number of people who had your Page's post enter their screen during specified date range. Posts include statuses, photos, links, videos and more.
Post Video Views by Post 17 intervals	Number of times your video was organically viewed for 3 seconds or more during specified date range.
Total Page Check-ins 20 intervals	Number of Page check-ins during specified date range.
Total Page Likes 21 intervals	Current number of page likes.
Video Views 20 intervals	Number of times your Page's videos were viewed for 3 seconds or more during specified date range.
Website Action Clicks 20 intervals	Number of unique people who logged in to Facebook and clicked the goto website CTA button during specified date range.

LINKEDIN ADS

Basic metrics - 33 metrics available

List of basic metrics that are available on all plans from the right panel in Databox Designer.

	Supported data ranges	Description
Avg. CPC	20 intervals	Total amount you spent on your ad divided by total clicks to your website during specified date range.
Avg. CPC by Ads	20 intervals	Total amount you spent on your ad divided by total clicks to your website during specified date range split up by Ads.
Avg. CPC by Campaign	20 intervals	Total amount you spent on your ad divided by total clicks to your website during specified date range split up by Campaigns.
Avg. CPM	20 intervals	Total amount you spent on your ad per 1,000 impressions during specified date range.
Avg. CPM by Ads	20 intervals	Total amount you spent on your ad per 1,000 impressions during specified date range split up by Ads.
Avg. CPM by Campaign	20 intervals	Total amount you spent on your ad per 1,000 impressions during specified date range split up by Campaigns.
Avg. CTR	20 intervals	Percentage how often people go to your website because they saw your ad during specified date range.
Avg. CTR by Ads	20 intervals	Percentage how often people go to your website because they saw your ad during specified date range split up by Ads.
Avg. CTR by Campaign	20 intervals	Percentage how often people go to your website because they saw your ad during specified date range split up by Campaigns.
Avg. eng.	20 intervals	Average number of leads collected from LinkedIn members submitting their information in response to your ad during specified date range.
Avg. eng. by Ads	20 intervals	Average number of leads collected from LinkedIn members submitting their information in response to your ad during specified date range split up by Ads.
Avg. eng. by Campaign	20 intervals	Average number of leads collected from LinkedIn members submitting their information in response to your ad during specified date range split up by Campaigns.
Clicks	20 intervals	Number of clicks on your ad during specified date range. This includes clicks on the ad content and your company name and logo, but excludes some social actions such as likes, comments, and shares.
Clicks by Ads	20 intervals	Number of clicks on your ad during specified date range split up by Ads. This includes clicks on the ad content and your company name and logo, but excludes some social actions such as likes, comments, and shares.
Clicks by Campaign	20 intervals	Number of clicks on your ad during specified date range split up by Campaigns. This includes clicks on the ad content and your company name and logo, but excludes some social actions such as likes, comments, and shares.
Conversions	20 intervals	Number of times people took a desired action after clicking on or seeing your ad during specified date range.
Conversions by Ads	20 intervals	Number of times people took a desired action after clicking on or seeing your ad during specified date range split up by Ads.
Conversions by Campaign	20 intervals	Number of times people took a desired action after clicking on or seeing your ad during specified date range split up by Campaign.
Impressions	20 intervals	Number of times people saw your ad during specified date range.
Impressions by Ads	20 intervals	Number of times people saw your ad splitted by Ads during specified date range.
Impressions by Campaign	20 intervals	Number of times people saw your ad splitted by Campaigns during specified date range.
Leads	20 intervals	Number of leads collected through this campaign during specified date range.
Leads by Ads	20 intervals	Number of leads collected through this campaign during specified date range split up by Ads.
Leads by Campaign	20 intervals	Number of leads collected through this campaign during specified date range split up by Campaigns.
Social actions	20 intervals	Number of social engagement volume your ad received during specified date range. This includes likes, comments, shares, and follow clicks.
Social actions by Ads	20 intervals	Number of social engagement volume your ad received during specified date range split up by Ads. This includes likes, comments, shares, and follow clicks.
Social actions by Campaign	20 intervals	Number of social engagement volume your ad received during specified date range split up by Campaigns. This includes likes, comments, shares, and follow clicks.
Total engagements	20 intervals	Total Engagement is the paid clicks plus social clicks on your ad during specified date range.
Total engagements by Ads	20 intervals	Total Engagement is the paid clicks plus social clicks on your ad during specified date range split up by Ads.
Total engagements by Campaign	20 intervals	Total Engagement is the paid clicks plus social clicks on your ad during specified date range. split up by Campaigns.
Total spent	20 intervals	Amount spent on clicks and impressions for your ad during specified date range.
Total spent by Ads	20 intervals	Amount spent on clicks and impressions for your ad during specified date range split up by Ads.
Total spent by Campaign	20 intervals	Amount spent on clicks and impressions for your ad during specified date range split up by Campaign.

HubSpot Marketing

Basic metrics - 126 metrics available

List of basic metrics that are available on all plans from the right panel in Databox Designer.

Metric	Supported data range	Description
Blog post subscribers total	16 intervals	Total number of blog post subscribers
Subscribers by Blog	16 intervals	Total number of blog subscribers split up by Blog Name
Blog post views	17 intervals	Total number of blog posts views accumulated during specified date range
Blog post views by Blog	16 intervals	Total number of blog posts views accumulated during specified date range split up by Blog Name
Blogs published	16 intervals	Number of blogs published during specified date range
Blog posts by Title by Published date	17 intervals	Blog posts published during specified date range
Top blog posts by Click-through rate	12 intervals	List of blog posts with highest click-through rate during specified date range
Top blog posts by CTA clicks	12 intervals	List of blog posts with most call-to-action clicks during specified date range
Top blog posts by Pageviews	12 intervals	List of blog posts with most views during specified date range
Contacts Lost	18 intervals	Total number of email contacts lost within specified date range
Emails Clicked	18 intervals	Total number of emails clicked within specified date range
Emails Clicked by Email Campaign	18 intervals	Total number of emails clicked for a particular campaign within specified date range
Emails Clicked by Email Title (by Created)	16 intervals	
Emails Clicked by Email Title (by Last Viewed)	18 intervals	
Emails Created	18 intervals	Total number of email created within specified date range
Emails Delivered	18 intervals	Total number of emails successfully delivered within specified date range
Emails Delivered by Email Campaign	18 intervals	Total number of emails successfully delivered for a particular campaign within specified date range
Emails Delivered by Email Title (by Created)	16 intervals	
Emails Delivered by Email Title (by Last Viewed)	18 intervals	
Emails Opened	18 intervals	Total number of emails opened within specified date range
Emails Opened by Email Campaign	18 intervals	Total number of emails opened for a particular campaign within specified date range
Emails Opened by Email Title (by Created)	16 intervals	
Emails Opened by Email Title (by Last Viewed)	18 intervals	
Emails Sent	18 intervals	Total number of emails sent within specified date range
Emails Sent by Email Campaign	18 intervals	Total number of sent delivered for a particular campaign within specified date range
Emails Sent by Email Title (by Created)	16 intervals	
Emails Sent by Email Title (by Last Viewed)	18 intervals	
Landing page Conversion	15 intervals	Total number of landing page conversions during the specified date range.
Landing page Customers	18 intervals	Total number of new customers from landing pages
Customers by Landing Page	10 intervals	
Landing page New Contacts	18 intervals	Total number of new contacts from landing pages
New Contacts by Landing Page	10 intervals	
Landing page Submissions	18 intervals	Total number of landing page submissions
Submissions by Landing Page	10 intervals	
Landing page Views	18 intervals	Total number of landing page views
Views by Landing Page	10 intervals	
New blog post subscribers	16 intervals	New blog post subscribers obtained within specified date range
New Subscribers by Blog	16 intervals	New subscribers obtained within specified date range split up by Blog Name
New Contacts	18 intervals	New contacts created in specified date range (includes offline source)
New Contacts (All time)	4 intervals	New contacts created in specified date range for all time (including Offline Source). This metric is synced once per day.
New Contacts (w/o Offline Source)	18 intervals	New contacts created in specified date range (does not include offline source)
Contacts Lost by Email Campaign	16 intervals	Total number of contacts lost for a particular campaign within specified date range
Contacts Lost by Email Title (by Last Viewed)	16 intervals	
New Contacts by Email Marketing Source	6 intervals	New contacts created in specified date range from email marketing
New Contacts by Organic Search Source	6 intervals	New contacts created in specified date range from organic searches
New Contacts by Other Source	6 intervals	New contacts created in specified date range from other sources

New Contacts by Paid Search Source	6 intervals	New contacts created in specified date range from paid searches
New Contacts by Paid Social Source	6 intervals	New contacts created in specified date range from paid social sources
New Contacts by Referrals	6 intervals	New contacts created in specified date range from referrals
New Contacts by Social Source	9 intervals	New contacts created in specified date range from social sources
New Contacts by Source	18 intervals	New contacts created in specified date range split up by source
New Contacts by Source (All Time)	4 intervals	New contacts created monthly split up by source. This metric is synced once per day.
New Contacts (w/o Offline Source)	4 intervals	New contacts created in specified date range for all time (does not include offline source). This metric is synced once per day.
New Customers	18 intervals	New customers created in specified date range (includes offline source)
New Customers (All time)	4 intervals	New customers created in specified date range for all time (including Offline Source). This metric is synced once per day.
New Customers (w/o Offline Source)	18 intervals	New customers created in specified date range (does not include offline source)
New Customers by Email Marketing	6 intervals	New customers created in specified date range from email marketing
New Customers by Organic Search	6 intervals	New customers created in specified date range from organic searches
New Customers by Other Source	6 intervals	New customers created in specified date range from other sources
New Customers by Paid Search Source	6 intervals	New customers created in specified date range from paid searches
New Customers by Paid Social Source	6 intervals	New customers created in specified date range from paid social sources
New Customers by Referrals	6 intervals	New customers created in specified date range from referrals
New Customers by Social Source	9 intervals	New customers created in specified date range from social sources
New Customers by Source	18 intervals	New customers created in specified date range split up by source
New Customers by Source (All Time)	4 intervals	New Customers created monthly split up by source. This metric is synced once per day.
New Customers (w/o Offline Source)	4 intervals	New customers created in specified date range for all time (does not include offline source). This metric is synced once per day.
New Email (Blog) subscribers	18 intervals	Total number of email subscribers
New Email (Blog) subscribers by Blog	18 intervals	Total number of email subscribers split up by Blog Name
New Leads	18 intervals	New leads created in specified date range (includes offline source)
New Leads by Email Marketing Source	6 intervals	New leads created in specified date range from email marketing
New Leads by Organic Search Source	6 intervals	New leads created in specified date range from organic searches
New Leads by Other Source	6 intervals	New leads created in specified date range from other sources
New Leads by Paid Search Source	6 intervals	New leads created in specified date range from paid searches
New Leads by Paid Social Source	6 intervals	New leads created in specified date range from paid social sources
New Leads by Referrals	6 intervals	New leads created in specified date range from referrals
New Leads by Social Source	9 intervals	New leads created in specified date range from social sources
New Leads by Source	18 intervals	New leads created in specified date range split up by source
New Leads by Source (All Time)	4 intervals	New Leads created monthly split up by source
New Leads (All time)	4 intervals	New leads created in specified date range for all time (including Offline Source). This metric is synced once per day.
New Leads (w/o Offline Source)	18 intervals	New leads created in specified date range (does not include offline source)
New Leads (w/o Offline Source) (All Time)	4 intervals	New leads created in specified date range for all time (does not include offline source). This metric is synced once per day.
New MQLs	18 intervals	New MQLs created in specified date range (includes offline source)
New MQLs by Source	18 intervals	New MQLs created in specified date range split up by source
New MQLs (w/o Offline Source)	18 intervals	New MQLs created in specified date range (does not include offline source)
New Opportunities	18 intervals	New opportunities created in specified date range (includes offline source)
New Opportunities by Email Marketing	6 intervals	New opportunities created in specified date range from email marketing
New Opportunities by Organic Search	6 intervals	New opportunities created in specified date range from organic searches
New Opportunities by Other Source	6 intervals	New opportunities created in specified date range from other sources
New Opportunities by Paid Search Source	6 intervals	New opportunities created in specified date range from paid searches
New Opportunities by Paid Social Source	6 intervals	New opportunities created in specified date range from paid social sources
New Opportunities by Referrals	6 intervals	New opportunities created in specified date range from referrals
New Opportunities by Social Source	9 intervals	New opportunities created in specified date range from social sources
New Opportunities by Source	18 intervals	New opportunities created in specified date range split up by source
New Opportunities by Source (All Time)	4 intervals	New Opportunities created monthly split up by source
New Opportunities (All time)	4 intervals	New opportunities created in specified date range for all time (including Offline Source). This metric is synced once per day.
New Opportunities (w/o Offline Source)	18 intervals	New opportunities created in specified date range (does not include offline source)

New Opportunities (w/o Offline Source)	4 intervals	New opportunities created in specified date range for all time (does not include offline source). This metric is synced once per day.
New SQLs	18 intervals	New SQLs created in specified date range (includes offline source)
New SQLs by Source	18 intervals	New SQLs created in specified date range split up by source
New SQLs (w/o Offline Source)	18 intervals	New SQLs created in specified date range (does not include offline source)
New Subscribers	18 intervals	New subscribers created in specified date range (includes offline source)
New Subscribers (w/o Offline Source)	18 intervals	New subscribers created in specified date range (does not include offline source)
Page CTA clicks	18 intervals	Total number of call-to-action clicks
Page CTA views	18 intervals	Total number of call-to-action views
Page views	18 intervals	Total number of page views
Sessions	18 intervals	Total number of times the site was visited in specified date range
Sessions by Email Marketing Source	6 intervals	Total number of times the site was visited in specified date range from email marketing
Sessions by Organic Search Source	6 intervals	Total number of times the site was visited in specified date range from organic searches
Sessions by Other Source	6 intervals	Total number of times the site was visited in specified date range from other sources
Sessions by Paid Search Source	6 intervals	Total number of times the site was visited in specified date range from paid searches
Sessions by Paid Social Source	6 intervals	Total number of times the site was visited in specified date range from paid social sources
Sessions by Referrals	6 intervals	Total number of times the site was visited in specified date range from referrals
Sessions by Social Source	9 intervals	Total number of times the site was visited in specified date range from social sources
Sessions by Source	18 intervals	Total number of times the site was visited in specified date range split up by source
Sessions by Source (All Time)	4 intervals	Sessions created monthly split up by source
Sessions (All time)	4 intervals	Total number of times the site was visited in specified date range for All time period. This metric is synced once per day.
Sessions (w/o Offline Source) (All time)	4 intervals	Total number of times the site was visited in specified date range for All time period (does not include offline source). This metric is synced once per day.
Total # of Referrers	16 intervals	Total number of links pointing to the site (inbound links)
Total blogs published	17 intervals	Total number of blog posts published within specified date range
Total contacts	16 intervals	All contacts in your contact list (including Offline Source)
Total contacts (w/o Offline Source)	16 intervals	All contacts in your contact list (w/o Offline Source)
Contacts by Smart List	16 intervals	Total contacts in each smart list
Contacts by Static List	16 intervals	Total contacts in each static list
Total landing pages	16 intervals	Total number of landing pages
Total sites	16 intervals	Total number of sites
Visitors	18 intervals	Total number of unique visitors who have visited the site in specified date range from referrals

SEMrush

Basic metrics 32 metrics available

List of basic metrics that are available on all plans from the right panel in Databox Designer.

	Supported	Description
Absolute visibility trend (Position Tracking)	9 intervals	How absolutely visible the domain, subdomain or URL you are tracking is based on the keywords added to your position tracking project during specified date range.
Absolute visibility trend by Competitor (Position Tracking)	9 intervals	How absolutely visible the domain, subdomain or URL you are tracking is based on the keywords added to your position tracking project during specified date range split up by competitor.
Blocked pages (Site Audit)	5 intervals	Number of pages blocked from crawling
Broken pages (Site Audit)	5 intervals	Number of broken pages
Healthy pages (Site Audit)	5 intervals	Number of healthy pages
Keywords in TOP 10 (Position Tracking)	9 intervals	Number of keywords that bring a domain to the first page of search results during the specified date range.
Keywords in TOP 100 (Position Tracking)	9 intervals	Number of keywords that bring a domain to the top 100 search results during the specified date range.
Keywords in TOP 20 (Position Tracking)	9 intervals	Number of keywords that bring a domain to the first two pages of search results during the specified date range.
Keywords in TOP 3 (Position Tracking)	9 intervals	Number of keywords that bring a domain to the top 3 search results during the specified date range.
Notices (Site Audit)	5 intervals	Number of notices found during the last audit
Overall average position (Position Tracking)	9 intervals	Overall Average of all your rankings for the keywords in your campaign during the specified date range.
Average position by Competitor (Position Tracking)	9 intervals	Overall Average of all your rankings for the keywords in your campaign during the specified date range split up by competitor.
Pages crawled (Site Audit)	5 intervals	Number of crawled pages
Pages in sitemap (Site Audit)	5 intervals	Total number of pages found in sitemap during the specified date range.
Pages w/ Crawl Depth > 0 (Site Audit)	5 intervals	Pages Crawl Depth chart refers to how many clicks the crawler had to make on your site to reach each page during the crawl. Pages with Crawl Depth larger than zero.
Pages by Crawl Depth (Site Audit)	5 intervals	Pages Crawl Depth chart refers to how many clicks the crawler had to make on your site to reach each page during the crawl.
Pages with issues (Site Audit)	5 intervals	Number of pages with issues
Redirects (Site Audit)	5 intervals	Number of broken pages
Relative estimated traffic (Position Tracking)	9 intervals	Share of traffic driven to the website with a particular keyword for a specified date range.
Estimated traffic by Competitor (Position Tracking)	9 intervals	Share of traffic driven to the website with a particular keyword for a specified date range split up by competitor.
Relative visibility trend (Position Tracking)	9 intervals	How relatively visible the domain, subdomain or URL you are tracking is based on the keywords added to your position tracking project during the specified date range.
Relative visibility trend by Competitor (Position Tracking)	9 intervals	How relatively visible the domain, subdomain or URL you are tracking is based on the keywords added to your position tracking project split up by competitor.
Site Audit Score	5 intervals	Total page score
Total Errors (Site Audit)	5 intervals	Number of errors found during the last audit
Errors by Category (Site Audit)	5 intervals	Number of errors found during the last audit during the specified date range split up by category.
Total Incoming Internal Links (Site Audit)	5 intervals	Total number of Incoming Internal Links on your website during the specified date range.
Pages by Incoming Internal Links (Site Audit)	5 intervals	Total number of Incoming Internal Links on your website, defined by range (1, 2-5, 6-10, 11-50, > 50).
Total keywords tracked (Position Tracking)	5 intervals	Total keywords tracked (Position Tracking) during the specified date range.
Top Keywords by Position (Position Tracking)	9 intervals	Top Keywords by Position (Position Tracking) during the specified date range.
Total pages markup (Site Audit)	5 intervals	Number of markups detected on crawled pages during the specified date range.
Pages Markup by Category (Site Audit)	5 intervals	Number of markups detected on crawled pages during the specified date range split up by category.
Warnings (Site Audit)	5 intervals	Number of warnings found during the last audit

Twitter

Basic metrics 13 metrics available

List of basic metrics that are available on all plans from the right panel in Databox Designer.

	Supported data ranges	Description
Followers total	21 intervals	Total number of followers during the specified date range. No historical data is available from before initial connection.
Friends (People I follow)	21 intervals	Number of accounts you are following during the specified date range. No historical data is available from before initial connection.
Friends to Followers ratio	21 intervals	Followers Count divided by Friends Count.
Likes Given	21 intervals	Total number of tweet likes given during the specified date range. No historical data is available from before initial connection.
Mentions	20 intervals	Number of mentions during the specified date range. No historical data is available from before initial connection.
Net Followers	21 intervals	Number of followers that have been gained or lost during the specified date range. No historical data is available from before initial connection.
Recent Followers by Follow Count	1 interval	Twitter handles that have been gained during the specified date range. No historical data is available from before initial connection.
Replies/Tweets to me	20 intervals	Number of replies (tweets to you) that were sent during the specified date range. No historical data is available from before initial connection.
Retweets of me	20 intervals	Number of retweets on tweets released during the specified date range. No historical data is available from before initial connection.
Tweets	20 intervals	Number of tweets released during the specified date range. No historical data is available from before initial connection.
Recent Tweets by Likes Count	20 intervals	Number of most recent tweets released during the specified date range. Ordered by number of likes during the same date range. No historical data is available from before initial connection.
Recent Tweets by Retweets Count	20 intervals	Number of most recent tweets released during the specified date range. Ordered by number of retweets during the same date range. No historical data is available from before initial connection.
Tweets total	21 intervals	Total number of tweets that have been released by the account up until the specified date range. No historical data is available from before initial connection.