



**CPHIonline**

LEADS & STATISTICS

# Leads & Statistics

Within “Leads & Statistics”, you can review the number of views your products have received. There are two overviews to navigate between - “*Overview*” & “*Breakdown*”.

You can view statistics for your profile for all years you have been featured on CPhI-Online and you can even view per month - up to 12 months prior.

## Overview

“*Overview*” will provide you with a brief description of views such as: the amount of times your company, product, news item has appeared in a search result.

Select company: CPhI-Online Test Company

### Leads & Statistics

**CPhI-Online Test Company**  
Oct 2019 to Sep 2020

2015 | 2016 | 2017 | 2018 | 2019 | **Last 12 months** | 2020 YTD

2019: Oct | Nov | Dec — 2020: Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep

**Notes:**  
**Impressions:** your company, product, news item has appeared in a search result  
**Detail views:** your company, product, news item has been clicked on from a search result or visited directly  
*Your traffic statistics do not include robot traffic, so represents only real human visitors.*

TYPE	RESULTS
Search Impressions, all pages	90679
Page Views, all pages	1557
Unique Visitors, all pages	425
Click throughs	11
Contact Views	28
Search Impressions - Company	85586
Page Views - Company	675
Search Impressions - Products	2851
Page Views - Products	579
Search Impressions - News	271
Page Views - News	217
Search Impressions - Resources	196
Downloads - Resources	55

## Breakdown

“Breakdown” will provide you with a full overview such as the amount of views your company, product, news item has been clicked on from a search result or visited directly. Within the breakdown you will also receive RFI’s (Request for information) please see below for how this is presented:

Overview **Breakdown**

### All Product Impressions / Page Views

PRODUCT	SEARCH IMPRESSIONS	PAGE VIEWS
Product 1 Test	1689	30
Product 2	1162	549

### All News Impressions / Page Views

NEWS ITEM	SEARCH IMPRESSIONS	PAGE VIEWS
test	162	6
Test Article BenTest 2	109	211

### All Asset Impressions / Page Views

RESOURCE	DOWNLOADS/VIEWS
Brochure: Test Gated Brochure	33
Video: CPHI Worldwide 2018 Day 1 Highlights	15
Video: VIDEO - Roquette Pharmaceuticals and Nutraceuticals	4
Video: CPHI Worldwide 2018 Day 2 Highlights	3

### RFIs

DATE	REQUEST	CONTACT
12 May 2020	I would like some general information about your company CPHI-Online Test Company I d like to be contacted	

## Want to learn more?

For any questions or queries please don't hesitate to contact our friendly Customer Success Team.

[cphicustomerservice@informa.com](mailto:cphicustomerservice@informa.com)  
**+31 (0)20 708 1637**



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