Your Fathom reporting guide

Fathom · Built with Datapipe

Start with the overview. Follow the source, page or event behind a change.

Explore the report

01 Overview
Traffic, engagement and outcomes at a glance.

02 Acquisition
Channels, sources and campaigns.

03 Entry pages
Which entry pages bring engaged visits.

04 Content
Pageviews, conversions and time on page.

05 Engagement & events
Device engagement and event conversions.

Use your own data

1 Add Fathom in Datapipe.
Paste a read-only API key, then choose your site.

2 Choose this template in Reports.
Datapipe reads your site and fills the pages.

3 Open your Data Studio copy.
Datapipe keeps the numbers up to date.

Read the numbers correctly

Conversions count the events set up in Fathom. Engaged visits are visits that did not bounce.

Rates use totals, not averages of daily rates. Entry pages start visits; other pages can be viewed later.

Channel is grouped by Datapipe from each visit’s source and UTM medium. Use the date control to compare complete periods.

Sample data · A time-tracking app’s website, 16 August–13 November 2026

Website performance

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Channel

Aug 16, 2026 - Nov 13, 2026

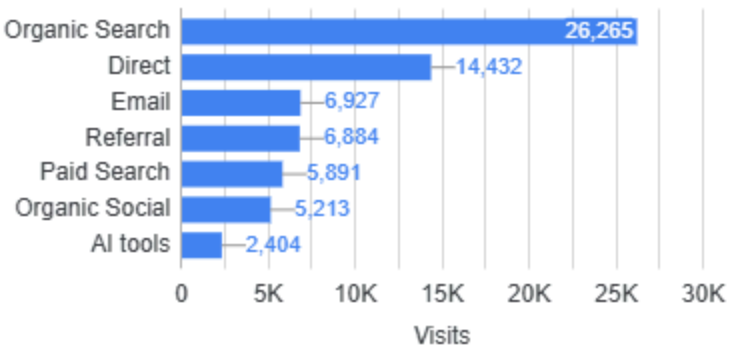
Visits	Engagement rate	Pageviews	Conversions
68,016	58.2%	144,903	2,584
↑ 16.2% from previous 90 days	↑ 2.6% from previous 90 days	↑ 17.5% from previous 90 days	↑ 29.8% from previous 90 days

Engaged visits	Unique conversions	Conversion rate	Bounce rate
39,599	2,417	3.55%	41.8%
↑ 19.2% from previous 90 days	↑ 31.1% from previous 90 days	↑ 12.8% from previous 90 days	↓ -3.4% from previous 90 days

Daily visits



Visits by Channel



	Channel	Visits ▾	Engaged visits	Engagement rate	Pageviews	Conversions
1.	Organic Search	26,265	13,987	53.3%	49,978	652
2.	Direct	14,432	9,253	64.1%	33,935	662
3.	Email	6,927	4,894	70.7%	19,152	370
4.	Referral	6,884	4,126	59.9%	15,576	374
5.	Paid Search	5,891	3,505	59.5%	12,641	336
6.	Organic Social	5,213	2,200	42.2%	7,940	49
7.	AI tools	2,404	1,634	68.0%	5,681	141

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Rates use totals. Conversions count the events set up in Fathom. Channel is grouped by Datapipe from the source and UTM medium. Comparisons use equal periods.

Traffic acquisition

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Channel | Source | Aug 16, 2026 - Nov 13, 2026

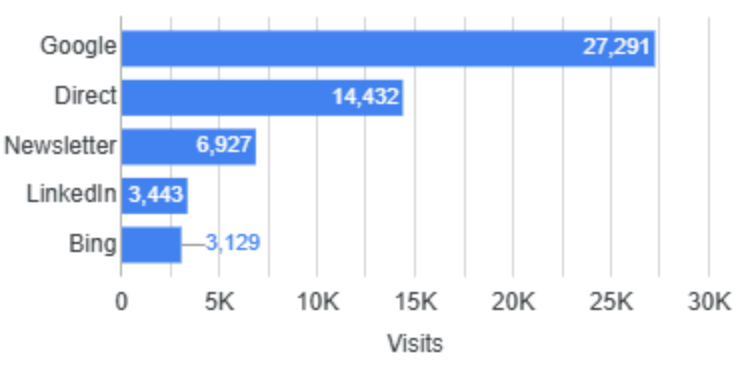
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Daily visits



Top 5 sources by visits



	Source	Campaign	Visits ▾	Engaged visits	Engagement rate	Pageviews	Conversions
1.	Google	(not set)	21,400	11,405	53.3%	40,803	519
2.	Direct	(not set)	14,432	9,253	64.1%	33,935	662
3.	Newsletter	monthly-update	6,927	4,894	70.7%	19,152	370
4.	LinkedIn	(not set)	3,443	1,538	44.7%	5,442	39
5.	Bing	(not set)	3,129	1,587	50.7%	5,659	84
6.	Google	brand	3,092	2,110	68.2%	7,749	258
7.	Google	timesheet-software	2,799	1,395	49.8%	4,892	78
8.	g2.com	(not set)	2,794	1,983	71.0%	7,537	225
9.	AI	(not set)	2,404	1,634	68.0%	5,681	141
10.	capterra.com	(not set)	2,090	1,378	65.9%	5,105	139

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Sources and campaigns are counted per visit; channel is grouped by Datapipe from the source and UTM medium. Rates use totals. Filter a source to compare its traffic and conversions.

Entry page performance

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Entry page

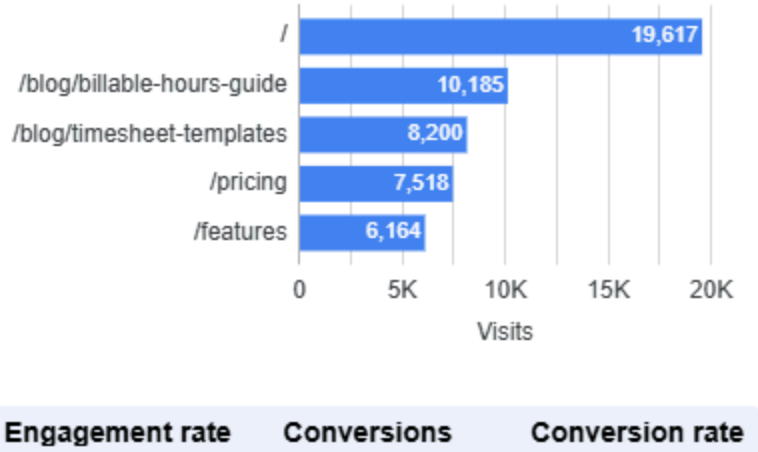
Aug 16, 2026 - Nov 13, 2026

Visits	Engaged visits	Unique conversions	Conversions
68,016	39,599	2,417	2,584
↑ 16.2% from previous 90 days	↑ 19.2% from previous 90 days	↑ 31.1% from previous 90 days	↑ 29.8% from previous 90 days

Daily visits



Top 5 entry pages by visits



	Entry page	Visits ▾	Engaged visits	Unique conversions	Engagement rate	Conversions	Conversion rate
1.	/	19,617	11,406	664	58.1%	703	3.38%
2.	/blog/billable-hours-guide	10,185	5,967	257	58.6%	276	2.52%
3.	/blog/timesheet-templates	8,200	4,751	227	57.9%	244	2.77%
4.	/pricing	7,518	4,381	433	58.3%	460	5.76%
5.	/features	6,164	3,621	263	58.7%	282	4.27%
6.	/blog/agency-utilization	6,141	3,588	176	58.4%	194	2.87%
7.	/integrations	5,462	3,129	193	57.3%	206	3.53%
8.	/customers	4,729	2,756	204	58.3%	219	4.31%

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Rates use visit totals. An entry page is the first page of a visit; other pages can be viewed later. Conversions count the events set up in Fathom; conversion rate is unique conversions divided by visits.

Content performance

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Page

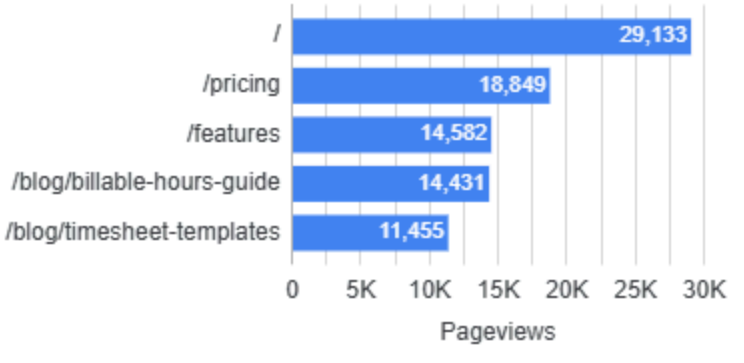
Aug 16, 2026 - Nov 13, 2026

Pageviews	Pageviews + conversions	Time on page (hours)	Conversions
144,903	147,487	3,198.40	2,584
↑ 17.5% from previous 90 days	↑ 17.7% from previous 90 days	↑ 16.7% from previous 90 days	↑ 29.8% from previous 90 days

Daily pageviews



Top 5 pages by pageviews



	Page	Pageviews ▾	Pageviews + conversions	Time on page (hours)	Time on page (sec)	Conversions	Share of pageviews
1.	/	29,133	29,133	329.37	40.70	0	20.11%
2.	/pricing	18,849	19,575	328.88	62.81	726	13.01%
3.	/features	14,582	14,582	208.37	51.44	0	10.06%
4.	/blog/billable-hours-guide	14,431	14,431	693.64	173.04	0	9.96%
5.	/blog/timesheet-templates	11,455	11,455	480.01	150.86	0	7.91%
6.	/docs/getting-started	10,223	10,223	307.99	108.46	0	7.06%
7.	/integrations	10,142	10,142	124.11	44.05	0	7.00%
8.	/blog/agency-utilization	8,577	8,980	330.77	138.83	403	5.92%
9.	/signup	8,575	9,602	113.98	47.85	1,027	5.92%
10.	/customers	7,275	7,275	132.38	65.51	0	5.02%
11.	/demo	5,847	6,275	92.31	56.83	428	4.04%
12.	/about	5,814	5,814	56.59	35.04	0	4.01%

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Time on page uses Fathom’s average duration for each page, weighted by its pageviews. Hours = seconds ÷ 3,600.

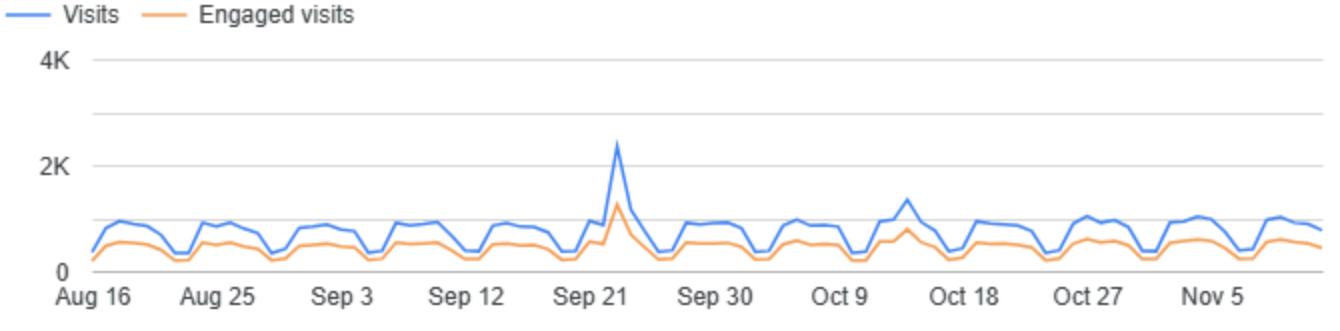
Engagement & events

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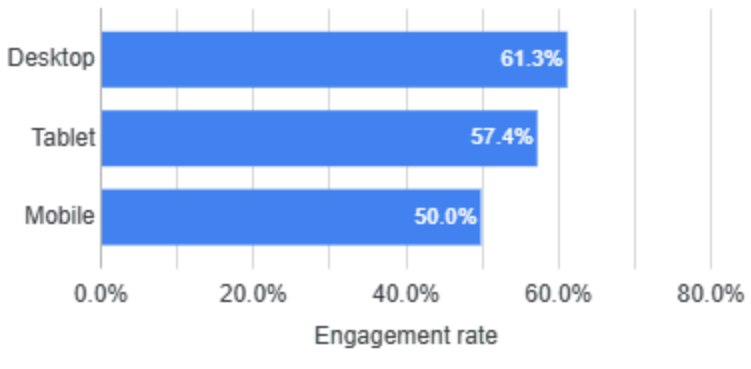
Aug 16, 2026 - Nov 13, 2026

Visits	Engagement rate	Visit duration (sec)	Conversions
68,016	58.2%	100.59	2,584
↑ 16.2% from previous 90 days	↑ 2.6% from previous 90 days	↑ 1.8% from previous 90 days	↑ 29.8% from previous 90 days

Daily visits & engaged visits



Engagement rate by device



	Event	Conversions ▾	Share of conversions
1.	Trial started	1,027	39.74%
2.	Pricing calculator used	726	28.1%
3.	Demo booked	428	16.56%
4.	Newsletter signup	403	15.6%

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Visit duration uses Fathom's average duration, weighted by visits. Engaged visits are visits that did not bounce. The date control applies to the whole page.