



World Cities

Help Documentation

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This report shows the traffic from cities around the world, with the highest activity city being listed first. The cities that visitors are coming from are identified by IP address.

This report is useful for business owners and/or marketers as it can expose previously unknown potential for growth. If there is a marked increase in website visitors from a particular city it may be worth starting a PPC campaign to further increase that traffic or even possibly creating a version of the website specifically for visitors from that city.

Note: This report can be added as a report item to a custom report. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .