



# Countries

Help Documentation

## **Countries**

### **World Countries**

This report shows the traffic from the countries of the world, with the highest activity country being listed first. The countries 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 country 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 country.

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](#) .

### **African Countries**

This report shows the traffic from the countries of Africa, with the highest activity country being listed first. The countries 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 country 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 country.

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### **Asian Countries**

This report shows the traffic from the countries of Asia, with the highest activity country being listed first. The countries that visitors are coming from are identified by IP address.

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## European Countries

This report shows the traffic from the countries of Europe, with the highest activity country being listed first. The countries 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 country 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 country.

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## North American Countries

This report shows the traffic from the countries of North America, with the highest activity country being listed first. The countries 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 country 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 country.

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## Oceanic Countries

This report shows the traffic from the countries of Oceania (i.e., Australia, New Zealand, Tazmania, etc.), with the highest activity country being listed first. The countries 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 country 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 country.

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

## South American Countries

This report shows the traffic from the countries of South America, with the highest activity country being listed first. The countries 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 country 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 country.

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