



Exit pages report

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The **Exit pages** report provides details about the last page a visitor viewed on their visit.

It's a top-level report available in the **Choose your report** dropdown.

How to view the report

To open the Exit pages report:

1. Go to **Reporting > Owl Analytics**.
2. Select **Exit pages** from the **Choose your report > Type** dropdown.
3. Select the time **Period** you want the report to display.

Anatomy of the report

The Exit pages report opens in the main report window:

A dark blue rectangular button with white text that reads "Sample Exit pages report".

Here's a quick breakdown of the sections of this report:

1: Exits

This section displays the number of visits to this page that resulted in a visitor leaving your knowledge base.

2: Unique pageviews

3: Exit rate

4: Average page load time

Access drilldown reports

The Exit pages report includes two drilldown reports for individual pages. Access these reports by hovering over

the page you're interested in and selecting one of the in-line icons that appears:

Select one of the in-line icons to open a drilldown
report

Transitions report

Access the [Transitions report](#) by selecting the two diagonally-crossed arrows icon.

Use the Transitions report to figure out:

- **How your visitors got to this page:** Where someone comes from may have a huge impact on their [exit rate](#). Review how visitors are getting here to determine if this page should have resulted in an exit or if it's a problem.

Segmented visit log

Access the [Segmented visits log](#) by selecting the person in the box icon.



I don't see this report

The Logs report is only available if don't **Turn off visits log & visitor profiles** in **KB settings > Owl Analytics**.

Use the Segmented visits log to figure out:

- **Overall trends in visitors who visited this page:** Review what else they did before viewing this page. This can help you figure out in more detail why someone might have exited here and whether that exit was a "good" or "bad" thing. For example, if someone started out on our knowledge base homepage, searched for SSO, ultimately found our Google SSO setup instructions, spent 8:49 on that page, and then exited, there's a really good chance they found what they were looking for and either set up Google SSO or figured out what they needed to do it at a later date. That would be a "good" exit for us. But if someone ended up on Google SSO setup instructions after viewing our analytics pages and then exited, this might be a "bad" exit because they were probably looking for Google Analytics documentation instead.