

The background of the page features a series of concentric, wavy blue lines that create a sense of depth and movement, framing the central text.

Acoustic Explore User's Guide

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Explore overview

With Explore, you can use Digital Analytics Legacy data to design, build, distribute, and analyze your own reports through advanced row, column, filter, and segment selections.

Use Digital Analytics Explore to create custom reports on all of your marketing initiatives. You can customize your reports in several ways:

- Choose from flexible report types to show the right data views for your business.
- Use the segmentation and filtering capabilities to report only on the data elements that you deem important.
- Visualize data in different ways and instantly toggle between graphs to surface undiscovered data relationships without having to export your data to a spreadsheet.
- Personalize your report layout by setting the date range and recurrence and selecting your data fields and metrics.

Report retention

Reports are retained on the Digital Analytics system for 13 months (400 days). Any report that contains data older than 400 days is eligible to be purged, regardless of the creation date.

For example, a one-time report created today for a one-day date range 400 days ago is eligible to be purged tomorrow. The same rules apply for recurring reports. However, for weekly reports, the last day in the fiscal week marks the end of the 400-day period, which results in an extra 6 days of data retention. For monthly reports, the last day in the fiscal month marks the end of the 400-day period, which results in an extra 30 days of data retention.

Data retention

Explore data is retained for 13 months (400 days). You can create reports on data for the prior 13 months if the Digital Analytics Explore system has processed at least 13 months (400 days) of data.

Explore key features

Explore contains features that help you analyze your data and create reports that help your business.

Table 1: Features of Explore

Feature	Description
Best Practice Reports	Where do I start? What type of analysis provides immediate business value? Quickly gain insights into marketing channel shift, visitor engagement, and immediate opportunity by analyzing the new best practice standard reports. These reports take advantage of Relational Zoom, Group By capability, and Cross-Session segmentation. The reports also provide comments to help guide your action on the data.
Dashboards	I want to give my manager a static dashboard about the 17-day campaign we ran last month. I want to create a dashboard with all of the content filtered to my line of business. Flexibly create dashboards of any combination of Digital Analytics Explore reports by adding reports to a dashboard view. You can also download the reports to a single multi-tab Excel notebook that consolidates your reports of value.

Table 1: Features of Explore (continued)

Feature	Description
Acoustic Digital Analytics Lifecycle	I need to understand a customer's lifecycle and what motivates customers to progress to the next milestone. I need to understand what milestones my visitors have already reached and what are the campaigns, products, and content that advance customers through the lifecycle.
Relational Zoom	For each purchased product, which countries brought those visitors to my site? Which marketing programs brought them? To facilitate rapid exploration of your analysis scenarios, you can take advantage of relational zooms. This feature allows users to relate a set of data to one or two other data sets and watch the screen update as you zoom in.
Cross-Session Segmentation	Do visitors who searched on keyword "hotels in San Francisco" return to the site using a more specific keyword (for example, "San Francisco Airport Holiday Inn")? Use the LIVE profile to understand how actions in previous sessions influence activity in other sessions and dates.
Mobile Analytics	Have you designed your site to support mobile usage? Should you? Use a set of mobile analytics data, including information about mobile devices. Correlate that information to understand the type of content viewed, the geographies of those users, the marketing sources touched, and other analytics.
Cross-Category Analysis	Do you need to run reports across data fields? Do you, perhaps, need to see Marketing Promotions and Geographies together or Natural Search and Conversion Events? You can create reports by any combination of data fields.
Compare	To what should I pay attention? What are the significant movers or anomalies? Add context to any recurring report by selecting a comparison date range. Then you can compare this date range with another date range and see the percentage of change.
Date Annotations	Is this spike or dip the result of a particular event or action? Annotate dates or date ranges with comments about a campaign, a site design change, or other information to help users better understand the context of data fluctuations.
New Fields, Metrics & Criteria	How fast is our typical user's connection? How do repeat visitors behave on our site? Use data fields such as connection speed, connection type, mobile devices, and mobile networks, in addition to new segment criteria such as New/Repeat Visitor, top line sessions, and events initiated, to build your report.
User Experience Enhancements	To make the Digital Analytics Explore application easier to use, users can use updated filter and segment management options, the ability to select columns on the manage screen, a consolidated admin/manage screen, a revamped left view menu, report view drop-down options, including % of Total and other facilities.
Attribute Analytics	Collect, report, filter, and segment on the following types of attributes: <ul style="list-style-type: none"> • Pages (for example, author, language, and faceted search) • Products (for example, brand and user review rating) • Shopping carts (for example, color or size) • Transactions (for example, booking latency or promotion code) • Elements (for example, video length or screen location) • Conversion events (for example, registration type or download format)

Table 1: Features of Explore (continued)

Feature	Description
Isolated Reporting	Isolate reporting to just your view of the world. For example, you can design reports to focus on the following areas: <ul style="list-style-type: none"> • Your business unit (for example, Software Group) • Your product line (for example, Reebok shoes manufactured in China), • Your content area (for example, Editorials written by Smith, Jones, or Williams) • Other areas through advanced filters
Multi-dimensional Relational Analysis	Apply a unique multi-dimensional segment (for example, visitors who come from Google using an I.E. 7 browser and who looked at the Sports content area) to every report or compare multiple segments side by side.
Ad Hoc Groupings	Create specific groupings (for example the Midwest states include Michigan, Illinois, Minnesota, Wisconsin, and Ohio). Use these groupings to ensure appropriate categorization of your data instead of a stale Category Definition File (CDF), or because you want to group data differently than the rest of your organization.
Dynamic Visualizations	Explore the resulting reports as data tables and graphs. Toggle between views of your data as bar, bubble, pie, and trend (line) graphs. You can also choose the rows to graph and further narrow the results by searching on strings so you can watch the visualization dynamically update.
Restricted Access	Selectively share your reports with key business units, third-party organizations, or others. You can keep the report to yourself, share with everyone, or share with specific user groups.
Speed and Scale	Explore report processing is performed across a distributed server architecture to ensure that the systems can scale to deliver complex reports over large data sets rapidly. The user interface is built on the Adobe Flex platform to ensure rapid response with each user selection.
Unlimited User Access	Organizations can provide access to Digital Analytics Digital Analytics Explore to as many users as you want without incurring additional charges.
Exploration	Take advantage of the freedom to create hundreds of reports to uncover key findings, test hypotheses, and enable an analytics-driven organization.
Multi-Channel Analytics	I want a more comprehensive view of my customers and to gauge online marketing spend effectiveness on conversions that occur from my website. Import offline transaction and registration data to create reports that combine online activities and conversions with purchases completed by customers in your store, call center, or other offline channels.

Explore integration with Acoustic Tealeaf

Explore and Acoustic Tealeaf users can perform cross-over analysis of visitor behavioral data captured separately by the two solutions.

The following capabilities are available in Digital Analytics Explore environments that are integrated with Acoustic Tealeaf:

Analyze Tealeaf® segments in Digital Analytics Explore

Use Digital Analytics Explore reports to analyze visitor session data that is imported from Acoustic Tealeaf. A Tealeaf segment consists of the imported session ID values and metadata, including the Tealeaf segment name and date range.

Tealeaf segments can be saved in Explore through a direct link in the Acoustic Tealeaf CX user interface. The Tealeaf segments can then be used in Flat List, Hierarchy, Segment Compare, and Lifecycle reports in Explore.

Export session data to Acoustic Tealeaf

You can export visitor session data as a segment from an Explore report for session replay in Acoustic Tealeaf.

Related concepts

Acoustic Tealeaf segments in Digital Analytics Explore reports

You can use the reporting capabilities of Digital Analytics Explore to analyze visitor session data that is imported from Acoustic Tealeaf. A Tealeaf segment consists of the imported session ID values and metadata, including the Tealeaf segment name and date range.

Related tasks

Exporting visitor session data to Acoustic Tealeaf

You can export visitor session data as a segment from Flat List, Hierarchy, Filtered Groups, Segment Compare, or Lifecycle reports to Acoustic Tealeaf. The exported visitor sessions can then be replayed in Acoustic Tealeaf.

Targeting Lifecycle visitor segments in other applications

You can target selected segments of visitors from a Lifecycle report to Acoustic LIVEmail, Acoustic Acoustic Campaign, or Acoustic Tealeaf.

System requirements

To run Acoustic Digital Analytics products, you must run specific versions of software and browsers and have a minimum required amount of memory.

Maintain the following system requirements:

- Software: Adobe Flash Player, V10 or V11
- Browsers: Microsoft Internet Explorer, V9 or later. Mozilla Firefox, V29 or later. Chrome, V34 or later.
- Memory: 1 GB RAM or more
- Screen resolution: 1024 x 768 or higher

Access Legacy Digital Analytics products

You can access Legacy Digital Analytics products directly or from another Digital Analytics application.

If your account is enabled for Acoustic Digital Data Exchange Acoustic AdTarget Acoustic Digital Analytics Acoustic Digital Analytics Benchmark Acoustic Search Marketing Acoustic Digital Analytics Explore Acoustic Digital Analytics Export Acoustic Digital Analytics Import Acoustic Digital Recommendations Acoustic LIVEmail Acoustic Digital Analytics Monitor Acoustic Marketing Center Acoustic Digital Analytics for Social Media Acoustic Digital Analytics Enterprise Dashboard, you can access it in two ways:

- If you are already logged in to an Acoustic Digital Analytics application, click **Digital Data ExchangeAdTargetDigital AnalyticsBenchmarkSearch MarketingExploreExportImportRecommendationsLIVEmailMonitorMarketing CenterSocial AnalyticsEnterprise Dashboard** in the header navigation menu. The application opens and you are automatically authenticated.
- Go to the URL your organization was given when your account was set up. On the **Log In** page, enter your client ID, user name, and password, and then click **Log In**.

If you do not know the URL, contact Acoustic Software Support.

Viewing reports



View is the first window displayed when you access Digital Analytics Explore.



The screen is initially blank. Select the [dashboard](#) or [report](#) to view. When you [view a report](#), this window consists of three panes.

Pane	Topics that describes
Left	Dashboards, Reports and Comments
Top right	Report Chart
Lower right	Data Grid

When you [view a dashboard](#), this window consists of two panes.




Pane	Topics that describes
Left	Dashboards, Reports and Comments
Right	Dashboard Reports

Resize cursors   appear between panes to allow you to resize the panes.

Hide  or **show**  hide or show the panes to which they point.

Dashboards, Reports and Comments

The left navigation menu contains expandable Dashboards and Reports options, as well as, a Comments pane that populates with information about the selected dashboard or report.

Resize the Dashboards and Reports pane using the resize cursors   , or hide the pane using the hide  button.


Comments


The comment section displays any comments for a selected report.

Displaying dashboards

Use this procedure to display dashboards in Digital Analytics Explore.

Procedure

1. To display dashboards, click **Dashboards**, which opens the list of dashboard categories.
2. To display the dashboards within a dashboard category, click  next to the category name.


The dashboards in the selected category are displayed. To hide the dashboards in a category, click  next to the category name.


3. Click the dashboard name to display the dashboard and the reports it contains.

Displaying reports

Use this procedure to display reports in Digital Analytics Explore.

Procedure

1. Click **Reports**, which opens the list of report categories.
2. To show the reports within a report category, click  next to the category name.

The reports in the selected category are displayed. To hide the reports in a category, click  next to the category name.

3. Click the report name to display the [report](#).

Making Explore reports available in another application

You can make an Explore report available in another Digital Analytics Explore application by creating a bookmark for the report. Changes you make to the report in Explore show up in the report when users view it in the other application.

Before you begin


You must belong to a user group with the Add Bookmarks permission to create or remove bookmarks. You cannot bookmark dashboards or lifecycle reports.

About this task

Creating a bookmark for a report allows you to share the report with users who do not have access to Explore. You can restrict access to Explore to power users while making Explore reports available to less-advanced users. Bookmarked reports show up in the reports list in the side navigation pane of the application.

You can create bookmarks for multiple reports at once on the page that opens when you click **Manage > Reports**.

Procedure

1. View the report you want to bookmark.
2. Click the Add Bookmark () icon.
A menu of applications is displayed.
3. Select the application in which you want to place the bookmark.

Exporting visitor session data to Acoustic Tealeaf


You can export visitor session data as a segment from Flat List, Hierarchy, Filtered Groups, Segment Compare, or Lifecycle reports to Acoustic Tealeaf. The exported visitor sessions can then be replayed in Acoustic Tealeaf.

About this task

Use this procedure to export data from Flat List, Hierarchy, Filtered Groups, or Segment Compare reports. To export Lifecycle data to Acoustic Tealeaf, see [“Targeting Lifecycle visitor segments in other applications”](#) on page 58.

Procedure

1. Open the report containing the sessions you want to export.

2. Click the **Target** () icon.
3. Select **Acoustic Tealeaf: Replay Segment Sessions in Acoustic Tealeaf**.
4. In the pop-up dialog, specify the following information to complete the export:
 - a) Enter a segment name or accept the default name.
 - b) If your report includes multiple display columns, choose the column that you want to use to build the segment.
 - c) Enter a single email address where you want a notification to be sent when the export is completed.
5. Click **Export**.

Related concepts

Explore integration with Acoustic Tealeaf

Explore and Acoustic Tealeaf users can perform cross-over analysis of visitor behavioral data captured separately by the two solutions.



Working with dashboards

You can create or delete dashboards and add and rearrange reports on a dashboard using specific steps.

Creating a dashboard

Use this procedure to create a dashboard in Digital Analytics Explore.

Procedure

1. Select **Dashboards** in left navigation menu.
2.  Click  , or select **Actions > Create a Dashboard**.

The **Create a Dashboard** window opens.

3. Enter a dashboard name and select an existing category.

To create a new category, select **New Category** from the menu and enter the category name.
4. Click **Add Dashboard**.

Results

The new dashboard is displayed.

What to do next

Add reports to the new dashboard.




Adding reports when viewing a dashboard

Use this procedure to add reports to an existing dashboard.

Before you begin

Vacant slots must exist in the dashboard before adding reports to it.

Procedure

1.  While viewing the dashboard, click  in the upper right or the  in the Dashboards column on the left of the screen.

The vacant slots display Drag and Drop Report Here.
2. Click **Reports** on the left navigation menu and locate the desired report.

3. Click and drag the report to the desired slot.

The report displays in this position in its default format (bar chart, pie chart, or bubble graph).

4. Click **Save** in the upper right.

Adding reports when viewing a report

Use this procedure to add reports to a dashboard while viewing a report.

Before you begin

You should already have a report open.

Procedure


1. Click  in the upper right of the report.

The **Add to Dashboard** window appears.

2. Select one of the following options.

- **Add to New Dashboard** to create a new dashboard and add the current report. Enter meaningful names for the Dashboard Category and Dashboard Name and then click **Add Dashboard**.

The dashboard category and blank dashboard are created and added to the Dashboards list. The report displays when you open this dashboard.

- **Add to an Existing Dashboard** to add the report to an existing dashboard category.
 - a. Click  button before a dashboard category to display the dashboards it contains.
 - b. Click the dashboard name to which you are adding the report.

Rearranging reports on a dashboard

Use this procedure to rearrange reports on a dashboard.

Before you begin

You should have a dashboard open before proceeding.

Procedure

1. Click  in the upper right or  in the Dashboards column on the left of the screen.

The controls for each report on the dashboard are displayed.

2. Click **Click here to drag** and drag the report to the center of the desired slot of the dashboard. If there is already a report in this position, the reports switch positions.


Deleting a dashboard

Use this procedure to delete a dashboard.

Before you begin

You must view the dashboard you want to delete.

Procedure

- Click  in the Dashboards column on the left of the screen.

Changing the chart type




You can select from multiple chart types when viewing a Digital Analytics Explore report.

Procedure

Click the appropriate icon to select the Bar () , Pie () , or Bubble () format. Click **CTRL** and the appropriate icon to select two or more chart formats.

Each chart shows only information for the selected rows from the data grid. The values for the display columns for the selected rows are shown to the right of each chart.

Table 2: Chart types and use notes

Chart icon	Use notes
	<p>For a Bar chart, the X (horizontal) axis is the first column selected when the report was created. If your report has more than one metric, you can select an alternative metric to be displayed on the Y-axis metric from the list above the chart.</p> <p>Moving the cursor over each bar displays the precise values of the displayed column and selected metric.</p> <p>If you selected Compare, the second period values are displayed to the right of the chart and in a paler color.</p>
	<p>For a Pie chart, select the metric to use from the available list. If the report has more than one metric, you can toggle to an different metric using the metric menu.</p> <p>Moving the cursor over each slice of pie shows its value and the percent of the total the metric comprises.</p> <p>If you selected Compare, two separate pie charts are displayed.</p> <p>Note: The pie always reflects all selected rows as 100% even if the selected rows do not equal 100% of your data set.</p>
	<p>For a Bubble chart, lists are displayed that allow you to select the X-axis and Y-axis metrics and the metric to use for the bubble size. Bubble charts are only available if you have selected two or more metrics.</p> <p>Moving the cursor over each bubble shows the precise value of each metric.</p> <p>If you have selected Compare, the second period bubbles are linked with dotted lines and in a paler color.</p>

By default, the top 10 rows are graphed in a bar chart, or in the case of a filtered groups report, each group is graphed. To change the rows, or the number of rows, see the settings described in [Data Grid](#).

Report header controls

Digital Analytics Explore reports display controls that you can use to alter the report.

Table 3: Report controls in Digital Analytics Explore

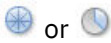















Control graphic in image	Description
 or 	Displays whether the report was created to use all data or a sample of the data.
	Displays the chart as a report or trend view .
	Opens the Report Settings window. (Clicking the calendar has the same effect.) For recurring reports, you set the period or the number of periods over which you want to display trending, if appropriate. For a one-time report, this control shows the report data.
	Click to refresh the reports list.
	The period used for the data. For a recurring report, the report defaults to the last processed period, and you can select the displayed period from a list. Note: The compare box and second date button are not displayed for one-time reports.
	Selecting this check box performs a comparison between two time periods. One-time reports do not display a second date.
	Click to run a full report from a sampled report. This action reruns the current report against All Data and consumes an additional (Full Data Set) report credit. The new report is saved to the same report folder as the current report, and the suffix " - All Data" is added to the report name.
	(Report view) Displays a menu of methods for targeting the selected visitors. If you are enabled with Acoustic Campaign and have access to Export, you can target users or segments via Acoustic Campaign.
	Choosing a method opens a window with the options you must configure for that method. Click to create a bookmark for this report in an application or remove an existing bookmark. Select the application under Add bookmark in or Remove bookmark from in the menu that opens when you click the icon.
	Indicates that the settings for the current report include a filter. Clicking this icon opens the report settings.

Table 3: Report controls in Digital Analytics Explore (continued)

Control graphic in image	Description
	<p>E-mails a previously configured report to a distribution list and can include more advanced distribution settings. The frequency of the report determines the frequency of the sent email. A one-time report is delivered "instantly and only once". You can configure a daily report to be delivered "instantly and only once", "daily", "weekly", or "monthly". You can configure a weekly report to be delivered "instantly and only once" or "weekly". You can configure a monthly report to be delivered "instantly and only once" or "monthly". You can configure a Live report to be delivered "instantly and only once".</p> <p>Optionally, for all report types except Live reports, you can select how many periods to include. For example, you might want a report to be sent weekly that contains a granularity of the last seven days. You can also choose to distribute just the selected rows or all rows and declare an attachment type of Excel or CSV. If you set up a report to run on a recurring basis (not instantly and only once), you can edit, delete, or stop the email from Manage Emails.</p>
	<p>(Trend View only) Opens the Add Date Annotation window, so you can annotate the trend view. This control is displayed only in Trend View.</p>
	<p>Opens the Add to Dashboard window so you can add the current report to a dashboard.</p>
	<p>Downloads the data grid for a report. Select either Excel, CSV, or PNG to specify the download format. Graphs are not included in Excel or CSV downloads. The Excel download includes report metadata (for example, applied filters and segment criteria).</p>
	<p>Opens the standard browser dialog for printing web pages.</p>

Note: Live reports also include a Refresh



icon to the right of the Print icon, which refreshes the real-time data displayed in the report.

Report List Controls

The Reports list on the left of the screen contains icons to control the reports.

Table 4: Report list controls




Icon	Description
	Build a new report this control launches the Build a New Report dialog.

Table 4: Report list controls (continued)

Icon	Description
	<p>If you are the report creator or an administrator, this control opens the Edit Report dialog for the report. Report settings you cannot edit are disabled.</p> <p>Edits to One-Time Reports or Stopped Recurring Reports are not reprocessed. You can edit only Report Name, Report Category & Comments. To make more substantial edits, use Save As.</p> <p>Edits to an Active Recurring Report are reflected in new report runs, but do not change historically processed reports.</p> <p>Edits to Live reports are applied when the report results are refreshed. You can edit any of the settings of a Live report.</p>
	Deletes the selected report.

Report Settings

This window displays when you click **Report Settings**.

The content of the window depends on the type of report you were viewing.

One-Time Reports

For a One-Time report, the window shows report details and user comments.

Recurring Reports

In addition to the report details and comments, the window includes a calendar. You can select a different report period from the calendar.

Trend

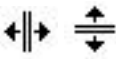


In addition to the report details and comments, the window includes a calendar. You can select the number of report periods over which you want to trend this period and the last included period.

Click **Update Report** to accept any changes made and return to the viewer window or **Cancel** to close without making changes.

Data Grid

The data grid displays the data for the report in a table.

The data grid for the selected report is initially displayed in the lower right pane, although it can be resized

using the resize cursors , hidden using the hide button , or expanded to fill the entire pane using the expand button .

You can control the information in the data grid through the various controls and options on the grid.


- Check boxes enable you to select the rows to display in the [report chart](#). When selected, a check box displays the color of the corresponding bar, pie slice, or bubble in the chart. You can also use the drop-down menu in the first column header to display the top 5, 10, or 20 rows, instead of clicking each check box.
- **Search Filter** restricts the rows shown to those containing a specified string. All display columns are searched for the entered text.
- When selected, **Compare** displays two extra columns for each metric. One shows the value for the second period, the other shows the percentage change between the two.

- Click the arrow in the header for each column and metric in the data grid (including the compare metrics and percentage change columns) to sort using the selected column. You can sort in ascending or descending order.
- Use the drop-down menu in the first column header to display either all results or just the top 5, 10, or 20 results from the first column menu.



Different reports have differing display capabilities.

Flat List Reports



For Flat List reports a row displays for each display column combination selected when the report was created plus a totals row at the top of the grid. Columns are displayed for each selected metric.

If you have created [Relational Zooms](#) for a Flat List Report, each row with relational data will have a magnifying glass  button by each display column combination. Click this to open the corresponding relational zoom.

Hierarchy Reports

For Hierarchy reports, a row displays for each value for the first display column. You can expand any row to see the associated values for the second display column. If there are more than two display columns, you can expand any secondary row to see the associated values for the additional display columns. You can expand or collapse the rows by clicking  or , respectively.

Filtered Groups Reports

For Filtered Groups reports, a row is displays for each group with columns for a selected metric. You can expand or collapse the rows by clicking  or , respectively.

Segment Compare Reports

For Segment Compare reports, a row is displays for each reporting period containing columns for each segment selected when the report was created.

Lifecycle Reports


For Lifecycle reports, a data grid appears when you zoom on a milestone or a migrators segment.

Live reports

For Live reports, a row displays for each display column combination selected when the report was created. Columns are displayed for each selected metric.

Live reports default to the current day. You can select only single days within the last eight days for viewing real-time data.

Trend View

For daily, weekly or monthly frequency reports, the Trend button  is enabled and provided as an option in the Report menu. The trend view displays one row per date which enables you to plot a selected metric over time showing either period totals or cumulative totals.

If your report has more than one metric, you can toggle to an different metric using the metric menu. Optionally, you can view the trend graph as a cumulative trend by selecting the cumulative option at the top of the trend page.

In the trend view, you can:

- Select the number of periods and the end period from the [Report Settings](#) window.
- Select the metric to be plotted from the leftmost list.
- Select the trend type, whether standard or cumulative, from the rightmost list.

The trend view also supports [Annotations](#) for all reports except Live reports.

For Live reports, trend view displays real-time data for each hour of the current day. Live reports default to the current day; you can also select other single days within the last eight days.

Trend view comparison for Live reports

With Live reports, you can compare the hourly trends of the selected day with another single day. Select the check box for the second period in the report header and select a day using the Report Settings window. You can choose standard or cumulative trend type to view the comparison.

Comparing time periods

In a recurring report or a Live report, you can select a second time period for comparison.

About this task

With Live reports, you can compare periods in Trend view. For other recurring reports, select Report view to compare time periods.

Procedure

In a recurring report or a Live report, click the **Compare** check box in the Period B box above the report chart.

The chart displays results for both periods. Each period is labeled A and B, and the chart segments for the second period are shown in a lighter color. The data grid shows columns for both periods.

Adding annotations to a report

The Annotation feature lets you flag important events (for example, holiday, campaign, season, or unusual occurrence) on trend graphs displayed in Digital Analytics Explore.





About this task

These can be for a single date or a time period. You can publish annotations so all users see them or so they are only visible from your account.


You can also choose to display annotations you have set up by checking **My Annotations** or display annotations set up by other users by checking **Shared Annotations**.

Moving the cursor over an annotation button displays details about the event, or you can edit or delete the annotation.

Table 5 on page 14 lists the annotation colors and their meanings.

Table 5: Annotation colors		
Icon	Color	Meaning
	Purple	The annotation start date is prior to the first date included in the trend view
	Red	A single day annotation.
	Blue	A multi-day annotation. The annotation period is shown in pale blue. If two multi-day period overlap, the overlap is shown in a darker blue.
	Double	Two or more annotations have been added with the same start date. Click this annotation to show details of all annotations with the same start date.

Procedure



Click the annotation () button in the top right of a trend view to display the Add Date Annotation window.

You can also set up annotations on the Annotation Management screen.

Building Explore reports

Choose from any of the available report types to build a new Explore report: Flat List, Hierarchy, Filtered Groups, Segment Compare, Lifecycle (for licensed users), and Live.

To access the Build a New Report page, click **Build New Report** in the side navigation pane. Then, click **Build** to access the report configuration page for the selected report type. Use the tabs on the page to configure the report. Tabs marked with an asterisk (*) are required for report completion.

For all tabs, sample tables showing selected columns and metrics are displayed at the top of the screen. They can be hidden by clicking the  icon, displayed by clicking the  icon or resized with the resize

 icon.

After configuring your report settings, click **Submit**. If the configuration is valid, a message stating the report has been saved and submitted is displayed. When generated, Flat List, Hierarchy, Filtered Groups, and Segment Compare reports are available from the Reports tab in the side navigation pane. Live reports and Lifecycle reports are available from the Live Reports and Lifecycles tabs. All reports are available from the Manage tab.

Segments or filters?

Much of the power of Digital Analytics Explore lies in its flexible segmentation and filtering capabilities.

What is the difference between a segment and a filter?

A filter narrows the report to just those rows that exactly match your criteria. A segment limits your report to just the sessions that match your criteria. For example, let us assume that 3 sessions occurred on your site today:

- Session 1 visited HOME, then SPORTS, then HOME and exited.
- Session 2 visited HOME, then BUSINESS, then SPORTS, then BUSINESS and exited.
- Session 3 visited HOME, then BUSINESS and exited.

A result of the activity would look like [Table 6 on page 15](#).

Table 6: An example of total activity for site

Page	Sessions	Page Views
TOTAL	3	9
HOME	3	4
SPORTS	2	2
BUSINESS	2	3

If you apply a filter of Page Contains Sports you only consider rows matching your criterion and the report looks like [Table 7 on page 16](#).

Table 7: Example activity filtered for sports

Page	Sessions	Page Views
TOTAL	2	2
SPORTS	2	2

If you apply a segment of Page Contains Sports you consider all sessions matching your criteria and get results from session 1 and session 2 (but not session 3) as shown in [Table 8 on page 16](#).

Table 8: Example activity segmented for sports

Page	Sessions	Page Views
TOTAL	2	7
HOME	2	3
SPORTS	2	2
BUSINESS	1	2

Use a Filter to isolate your report set to your view of the world (for example, only articles written by Smith or only products of the Reebok brand). Every data row in the result set will match your filter criteria.

Use a Segment to:

- Perform relational analysis (for example, of those who arrive through our email campaigns and view 3 or more pages in their session, who complete which conversion events?)
- Understand affinities (for example, those who look at products within our Fishing category also look at what other product categories during their session?)
- Understand visitor personas (for example, Engaged Visitors vs. Googlers vs. Sports enthusiasts)

Report Type Considerations

- For Flat List reports, you may optionally apply both a filter and a segment.
- For Filtered Groups reports, use filters to create up to ten groups per report and optionally apply a segment.
- For Segment Compare reports, filters are not applicable and you can report on up to ten segments.
- Segments are not available for Live reports.
- Tealeaf segments can be used only in one-time (reports that run instantly and only once) Flat List, Segment Compare, Hierarchy, or Lifecycle reports.

Related concepts

Custom metrics

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

Acoustic Tealeaf segments in Digital Analytics Explore reports

You can use the reporting capabilities of Digital Analytics Explore to analyze visitor session data that is imported from Acoustic Tealeaf. A Tealeaf segment consists of the imported session ID values and metadata, including the Tealeaf segment name and date range.

You can use Tealeaf segments in Flat List, Hierarchy, Segment Compare, or Lifecycle reports that are run one time only, without relational zoom data. To use a Tealeaf segment in a report, at least one date in the Tealeaf segment date range must be within the report date range. If none of the Tealeaf segment dates are within the report date range, then the segment cannot be selected for the report. The report returns data only for the date range of the segment.

Tealeaf segments are listed in the Tealeaf category on the Segments page (**Manage > Segments**). You cannot edit the imported Tealeaf segment within Explore.

For more information about exporting Acoustic Tealeaf session IDs to Digital Analytics, see Exporting Session Data in the *Tealeaf cxImpact User Manual*.

Related concepts

[Explore integration with Acoustic Tealeaf](#)

Explore and Acoustic Tealeaf users can perform cross-over analysis of visitor behavioral data captured separately by the two solutions.

Calculated metrics

A calculated metric in Digital Analytics Explore is a user-defined metric that consists of a formula constructed from one or more existing metrics, operators, or constants. You can include calculated metrics in Flat List, Hierarchy, Filtered Groups, Segment Compare, and Lifecycle reports. Calculated metrics are not available for Live reports.

You can create calculated metrics and add them to a report only when you are building or editing a report. For details, see the topics for the type of report you are building.

You can edit, copy, or delete calculated metrics when building or editing a report, or by using the **Manage > Calculated Metrics** page. For details about the Calculated Metrics page, see [“Calculated Metrics” on page 65](#).

You can work with calculated metrics using any of the report-building tabs that allow you to add metrics to a report. See the topics on the type of report you are building for details on accessing and using these tabs.

Note: A calculated metric based on a click attribution metric may require additional processing time.

Guidelines for working with calculated metrics

The following guidelines apply to working with calculated metrics.

- Some report-building tabs, including Columns & Metrics, Relational Zoom, and Zoom, require you to select one or more columns to display before you can work with calculated metrics. After selecting columns, the Calculated tab displays the existing calculated metrics that use only the available standard metrics that can be applied to the selected display columns. In addition, the metrics available for building a calculated metrics formula include only metrics that can be applied to the selected columns.
- Constants in a calculated metrics formula can be either integers or decimals.
- If errors in your formula result in an invalid expression, an error displays. You must fix any errors before you can save the calculated metric.
- A calculated metric can be edited or deleted only by the user who created it or an administrator.
- If you edit a calculated metric that is being used by a report, your edits are applied only to reports that have not been processed. The new metric formula is applied to reports going forward; recurring Explore reports are not back-processed to use the new metric. Existing reports for past dates continue to display values based on the original calculated metric formula.
- If you attempt to delete a calculated metric that is being used by a report, a message displays, listing all reports that use the calculated metric. Reports that use the calculated metric must be deleted before you can delete the calculated metric.

Custom metrics

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

You can use any standard metric or attribute field as the base for a custom metric. You cannot use a calculated metric or another custom metric as the base for a custom metric.

Use the **Manage > Custom Metrics** page to create, edit, copy, and delete custom metrics.

Segment metrics

A segment metric returns metric data only for sessions that match a segment definition. For example, you can apply a segment to the Sales/Session standard metric that limits results to sessions from mobile device users. The segmentation logic is applied only to the selected base metric, not to the entire report.

You can create a segment or select an existing segment. Segments that you create when you define a custom metric can also be applied to reports without using the custom metric.

Note: The following restrictions apply to custom metrics:

- You cannot add a segment that contains cross-session or registration criteria to a custom metric.
- If a report contains a segmented custom metric, it cannot also contain a segment that uses cross-session or registration criteria.
- You cannot add a multi-channel segment to a custom metric.

Filter metrics

A filter metric returns only metric data that matches a filter definition. For example, you can use the Page Views standard metric to create a custom metric that limits results to a category of pages, such as electronics. The filtering logic is applied only to the base metric, not to the entire report.

You can create a filter or select an existing filter. Filters that you create when you define a custom metric can also be applied to reports without using the custom metric.

Attribute metrics

An attribute metric is based on the values of an attribute field. For example, if your site is configured to collect author name as an attribute of a page view tag, you can select this attribute to produce a metric such as "Page Views - Smith". Attribute metrics offer different calculation options, depending upon whether the selected attribute is text-based or numeric. You cannot apply a segment or a filter to an attribute metric.

An attribute field must be assigned an alias in the Admin console before it is available for use in custom metric definitions. The attribute fields can be based on tags or imported data.

Adding custom metrics to reports

Use custom metrics in Flat List, Hierarchy, and Lifecycle reports. Custom metrics are not supported for Filtered Groups, Segment Compare, or Live reports.

You can add custom metrics to a report from any report-building tab that is used for adding metrics to a report. For details, see the topics for the type of report you are building.

Note: A custom metric based on a click attribution metric may require additional processing time.

Related concepts

[Segments or filters?](#)

Much of the power of Digital Analytics Explore lies in its flexible segmentation and filtering capabilities.

[Custom Metrics](#)

Select **Manage > Custom Metrics** in the side navigation pane to access the Custom Metrics page, where you can create, edit, copy, and delete custom metrics.

Attributes

Attributes in Digital Analytics Explore help describe the served content in a way that helps answer questions about how a website visitor arrived at a particular page.

Click attribution metrics

Click attribution metrics use marketing attribution logic to assign conversion credit to your marketing initiatives. Use these metrics in Digital Analytics Explore reports to evaluate how your marketing programs contribute to downstream conversions during a specified time period.

Digital Analytics Explore supports backward-looking attribution, which looks backward from a conversion event and attributes credit to your marketing initiatives according to the logic defined in the attribution window configuration.

Attribution windows must be defined on the Attribution Settings page of the Admin console before the click attribution metrics are available for use in reports. For details about the Admin console, see the *Acoustic Digital Analytics Administrator's Guide*.

You can combine click attribution metrics with other standard metrics, calculated metrics, and custom metrics in a single report. Licensed users of the Impression Attribution module can combine impression attribution and click attribution metrics in a single report. You can also use a click attribution metric as the base metric of a calculated or custom metric.

Related concepts

[“Impression Attribution Module” on page 71](#)

The Impression Attribution module allows you to understand key metrics related to marketing attribution and correlate visitors' on-site behavior with the campaigns they saw. The result is an understanding of which marketing impressions influence downstream conversion and consequently in which branding activities you should invest.

Attribution windows

Digital Analytics Explore uses a specified time period, called the attribution window, for attributing credit to marketing initiatives. These windows can vary in length to match the duration for your business cycle. Digital Analytics Explore supports backward-looking attribution windows of 1 - 120 days in duration.

Digital Analytics Explore and Acoustic Digital Analytics use the same backward-looking attribution window configurations that are defined in the Admin console. Digital Analytics Explore does not support forward-looking attribution windows. Forward-looking attribution windows are deployed only to Acoustic Digital Analytics.

Attribution logic

The attribution window configuration also determines the logic that is used by a click attribution metric. Three types of click attribution logic can be defined:

- **First click** attributes credit to the first marketing source within the attribution window.
- **Last click** attributes credit to the last marketing source within the attribution window.
- **Average across clicks** attributes credit equally to all sources within the attribution window.

For more information about click attribution models, see the marketing attribution windows section of the *Acoustic Digital Analytics Best Practices Guide*.

Changes to attribution windows

If an attribution window is changed in the Admin console, any click attribution metrics that use this window are updated to use the new window. The older window becomes inactive.

Recurring reports that use these click attribution metrics are automatically updated to use the new window. Reports that use calculated metrics that are based on attribution metrics that have updated attribution windows are also automatically updated to use the new window.

Adding click attribution metrics to Digital Analytics Explore reports

You can add click attribution metrics to Flat List, Hierarchy, and Filtered Groups reports. You cannot use click attribution metrics in Segment Compare, Lifecycle, or Live reports.

About this task

Click attribution metrics are available only when one or more of the following columns from the Marketing category are selected for display:

- Marketing Category
- Marketing Channel
- Marketing Item
- Marketing Placement
- Marketing Program
- Marketing Vendor
- Natural Search Engine
- Natural Search Term
- Referring Site
- Referring URL

When a compatible column is displayed on the **Columns & Metrics** tab, the click attribution metrics are available on the **Standard** tab under Select Available Metrics. To identify click attribution metrics, Digital Analytics Explore displays the duration, direction, and attribution logic of the metric to the right of the metric name, as in the following examples:



Two-day backward attribution window with first-click attribution logic.



14-day backward attribution window with last-click attribution logic.



20-day backward attribution window with average attribution logic.

Note: Reports that contain click attribution metrics may require additional processing time.

Specifying a click attribution metric as the base metric of a calculated or custom metric

You can use a click attribution metric as the base metric of a calculated or custom metric.

About this task

Before you can use a click attribution metric in a calculated metric, you must select one or more compatible display columns on the **Columns & Metrics** tab in the report-building interface. A compatible column must also be selected before you can add the calculated or custom metric to the report. For more information, see [“Adding click attribution metrics to Digital Analytics Explore reports”](#) on page 20.

Note: Calculated metrics and custom metrics based on click attribution metrics may require additional processing time.

Related concepts

[“Calculated metrics”](#) on page 17

A calculated metric in Digital Analytics Explore is a user-defined metric that consists of a formula constructed from one or more existing metrics, operators, or constants. You can include calculated metrics in Flat List, Hierarchy, Filtered Groups, Segment Compare, and Lifecycle reports. Calculated metrics are not available for Live reports.

[“Custom metrics” on page 18](#)

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

Reporting across sites

If your organization has Acoustic Digital Analytics Multisite, you can also use Site ID or Site Alias as a dimension in a report.

About this task

However, be aware of the following considerations when using the Site ID or Site Alias dimensions in a report.

Procedure

- If a visitor session extends across two sub-sites, each site would be accredited a session and a visitor. Thus, the sum of each row might exceed the actual total.
- Metrics reflect only the actions that occurred on that site. For example, if a visitor session extends across two sub-sites (site A and site B) and the visitor places an order on site B, both Site A and Site B would be attributed pages views, sessions and visitors. However, only site B would receive credit for the order.
- The Clicks metric refers to clicks on an off-site campaign (MMC link clicks). You can use a hierarchical report to drill down other click metrics (for example, a site promotion or real estate field).

Results

Flat List reports

Flat List reports show data in a flat structure (that is, no hierarchy). This report type is ideal for analyzing a large data set.

Flat List reports offer options for a **Total** row, plus an **Other** row that provides a summation of values not included in your Top N selection if you want to restrict the number of individual rows displayed.


Selecting columns and metrics

Use the **Report Builder** to select the breakout and metric columns for the report. You can choose up to three display columns and 10 metrics.

About this task

When you select more than one display column, the resulting metrics available for report configuration correspond to a unique combination of the chosen display columns. For example, if you choose to display **Pages** and **Page Language** together, the page view for the Home page is split into Home-English, Home-German, Home-Spanish, and so on. It makes sense to see some data side by side (for example, Page and Category or Page and Page Attribute: Author) but other combinations do not make sense (for example, Product Name and Country). As a result, depending on the first field you select, remaining display column choices are limited.

The display is split into four panes: **Available Display Columns**, **Drag and Drop Display Columns**, **Available Metrics**, and **Drag and Drop Metrics**.

Available Display Columns is initially populated with Data Field Types. Each of the field types can be expanded by clicking the  button to show the available display columns.

Note: If you intend to export session data to Acoustic Tealeaf, include the Sessions metric when you build the report so that you can see the number of sessions in each row.

Procedure

1. Drag the first display column you want to use to Drag and Drop Display Columns.

You can select up to three columns.

After you select a column, it is displayed in the upper left of the screen. The available metrics are listed in the **Standard**, **Calculated**, and **Custom** tabs in the Select Available Metrics column. Some of the remaining display columns are removed from the **Available Display Columns** pane. These columns are removed because they are not available for combining with the selected column.

2. Drag the desired metrics from the **Standard**, **Calculated**, or **Custom** tab of the Select Available Metrics column to the Drag and Drop Metrics column.

The metrics available for a report are based on the selected display columns. Only metrics that are compatible with the selected display columns are available for selection.

Your report can include up to ten metrics, which can be any combination of standard, calculated, or custom metrics.

You can create or edit calculated metrics using the **Calculated** tab, or use the **Manage > Calculated Metrics** page.

To create or edit custom metrics, use the **Manage > Custom Metrics** page.

After you select a metric, it is displayed in the upper right of the screen.

Related concepts

[“Calculated metrics” on page 17](#)

A calculated metric in Digital Analytics Explore is a user-defined metric that consists of a formula constructed from one or more existing metrics, operators, or constants. You can include calculated metrics in Flat List, Hierarchy, Filtered Groups, Segment Compare, and Lifecycle reports. Calculated metrics are not available for Live reports.

[“Custom metrics” on page 18](#)

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

Setting the report frequency and date range

Use the **Dates & Data Set** tab to set the report frequency and date range.

About this task

Report frequency is the number of times to run a report. The system supports recurring reports and one-time reports.

Recurring Report

A recurring report (defined by a report frequency of Daily, Weekly, or Monthly) runs over the specified time period starting with the first period on or after your chosen start date.

- You can run the recurring report on data for the preceding 13 months (400 days) if the Digital Analytics Explore system has processed at least 13 months of data. The default date range is 400 days.
- To run the report in perpetuity (until stopped or deleted), select a start date within 400 days of the current date and select **No End Date** for the **End Date**. Choosing a historical start date pre-populates reporting and trends up to the current time period.

- The processed reports are accessible for the most recent 13 months.

One-Time Report

A One-Time Report runs once over the selected date range with a reporting duration of up to 93 days.

- Processed reports are accessible for the most recent 93 days.
- You cannot switch to an alternate date because, by definition, a One-Time report runs only once over the specified date range.
- The **No End date** option is not available for a One-Time Report.
- If you select future dates, the report does not run until the End Date has passed.

Setting the row limit

The **Number of Rows** selection on the **Dates & Data Set** tab determines the amount of information contained in the report based on the report type.

About this task

For Flat List reports, the **Number of Rows** selection defines the maximum number of rows to return in the report. For example, a selection of 10,000 rows returns the top 10,000 rows for the report sorted by the first selected metric. Additionally, all Flat List reports display a Total row. If the defined report contains more than the selected number of rows, the remainder of the data is summarized in an Other row. The possible values are 50, 100, 1,000, and 10,000. You can also select 50,000 rows if this option is enabled for your Client ID. The default is 50 rows.

For Hierarchy reports, the **Number of Rows** selection defines the maximum number of rows to return for each level when the hierarchy level is expanded in the report. For example, if you set the limit to 100 rows, your Hierarchy reports return 100 top-level rows, 100 second-level rows, and 100 third-level rows. The possible values are 50 and 100. The default is 50.

For Custom Groups reports, the **Number of Rows** selection defines the maximum number of rows to return after expanding each group in the report. For example, a selection of 100 rows returns the top 100 rows within each group sorted by the first selected metric. You can select up to 1,000 rows per group for reports consisting of 10 or fewer groups. If the defined report contains more than the selected number of rows in each group, the remainder of the data is summarized in an Other row.

The **Number of Rows** selection is not available in Segment Compare reports.

Selecting the data set

Use the **Dates & Data Set** tab to specify the data set to use for the report.

About this task

The choice of **Full Data Set Reports** or **Sampled Reports** determines how much information is processed and the amount of time a report takes.

Full Data Set Reports

Returns all applicable Client data in the given reporting time range.

Sampled Reports

Reports a sampling of the client visitor population for the given report time range and exhaustively considers all sessions and records from those visitors. Digital Analytics determines the appropriate sampling rate depending on client data volumes. The sampling rate is found in the open settings area on each sampled report.

A report run against the sample data set runs faster because it only uses a subset of visitors and their activities and extrapolates the results. This report can be useful for creating and viewing a test report before running it against all the data to get a representative view of the numbers and to see how the report looks before creating a Full Data Set report.

Generating an extended CSV report file

You can generate a downloadable version of your Flat List report that contains up to 1,000,000 rows of data. This feature must be enabled for your Client ID before you can access it.

About this task

The extended CSV report file is available in addition to the Excel and standard CSV files that contain up to the same number of rows specified the report configuration. You can choose the extended CSV report file option for any Flat List report, regardless of how many rows you have specified in the report configuration. For example, if you specify 50 rows in your report, 50 rows display in the Digital Analytics Explore interface, while the extended CSV file contains up to 1,000,000 rows.

The extended CSV report file is available for download for seven days after it has been generated. After seven days, if you want to obtain the extended CSV file, you must run the report again, which incurs an additional report credit.

If your report has already been configured and run without this option, you can edit the report configuration to include the extended CSV option. You must then run the report again, which incurs an additional report credit.

Note: A Flat List report displayed in the Digital Analytics Explore interface is limited to 10,000 rows (or 50,000 rows, if this option is enabled for your Client ID). If your report results contain fewer rows than the limit for your Client ID, the extended CSV report file is the same size as the CSV report file.

Procedure

1. Click the Download () icon in the Report view.
2. Select **Run Extended CSV Report File**.

Filters

A filter consists of one or more criteria added to a Digital Analytics Explore report to narrow the report results. These criteria compare a selected metric with a specified value and include or exclude records depending on the criteria.

For example, you might need to restrict the report to visitors from the USA. A criterion consists of one metric and one or more comparisons.

Use the **Filter** tab to create, copy, or edit a filter for a report, or use an existing filter. You can also rename existing filters and edit them to fit your specific requirements. Filters are grouped into filter categories for convenience.

Using an existing filter

Use this procedure to add an existing filter to a report.

Procedure

1. Select the filter category from the **Filter Category** list. The filters in the selected category are shown in the **Available Filters** pane.
2. Drag the filter, or filters, to apply to the **Drag and Drop** pane.

Creating a filter

Use this procedure to create a filter.


Before you begin

Note: You must define the display columns and metrics to use before you create a filter for a report.

Procedure

1. Click **New** at the bottom of the **Available Filters** pane. The New Filter dialog is displayed.
2. Select a category for this filter from the **Filter Category** or select **New Category** from the list and enter a category name in the field.
3. Enter a name for the filter in the field to the right.
4. Select the comparison metric to use from the **Criteria** list.
5. Enter one or more values for this criterion using one of the following methods:

- To manually enter a value, click **Add** and enter the text in the text box that appears.

- If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.




Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.

Note: To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.

6. Select the operator from the list that appears.
 - If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
 - If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).

7. Choose one of the following options for applying criteria to your filter:
 - If you do not need to define any other criteria for this filter, click **Apply**.
The criterion is displayed in the right side of the window.
 - To add more criteria with an AND join, click **Apply** and return to step 4.
 - To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 5, and use the instructions for manually entering a value.
 - To apply existing filters to your new filter, expand a filter category and select the needed filters from the panel on the lower left of the screen. After selecting, click **Apply**. The criteria is joined to any other criteria using an AND join. If the filter does not contain metric filters (for example, page views >=3), you can optionally select **NOT**.
 - When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing filters that have been applied by clicking the remove () icon, which does not delete the filter, but removes it from the filter you are building.

8. Click **Save Filter** when complete to close this window and return to the **Filter** tab.



Copying a filter

Use this procedure to copy a filter.

About this task

You can copy an existing filter, give it a new name, and then use it as is, or edit, add, or delete criteria.

Procedure

1. Select the filter category from **Filter Category**. The filters in the category are shown in the Available Filters pane.
2. Select the filter to copy and click **Copy**. The **Edit Filter** dialog shows the criteria for the existing filter.
3. Select or create a Filter Category in which to save this filter.
4. Enter a new name for the filter.
5. Either select and edit the existing criteria by clicking the edit () icon, delete the criteria by clicking the delete () icon, or add new criteria.

Editing a filter

Use this procedure to edit an existing filter.

Before you begin

If you created a filter or have administration rights to it, you can edit the filter and save it with the same name. If you do not have edit privileges for a filter, clicking the **Edit** icon only allows you to copy the filter.




Note: Changes to a filter are global and affect all reports that use them, including reports created by other users.

Procedure

1. Select the filter category from the **Filter Category** list. The filters in this category are shown in the Available Filters pane.
2. Select the filter to edit and click the **Edit** icon. A warning message displays showing you the reports that are affected by this filter.
3. The Edit Filter dialog displays showing the criteria for the existing filter.

Note: The name or filter category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete the criteria by clicking the delete () icon or add new criteria. If you applied an existing filter, you can remove it by clicking the remove () icon.

Segments

Use the Segment tab to create, copy, or edit a segment for a Digital Analytics Explore report or use an existing segment. You can also rename existing segments and edit it to fit your requirements. Segments are grouped into segment categories for convenience.

Note: Do not click **Submit** until you have completed all non-optional tabs.

Adding a segment to a report

You can add an existing segment to a report configuration when you are building the report.

Procedure

1. Click the **Segments** tab.
2. Select the segment category from **Segment Category**. The segments in this category are shown in the Available Segments pane.
3. Drag the segment or segments to apply to the **Drag and Drop** pane.

Creating a segment

Use this procedure to create a segment.

Procedure

1. Click **New** at the bottom of the Available Segments pane. The New Segment window is displayed.

2. Select the type of segment.

- **Same Session** - All sessions that match the specified criteria during the reporting time range.
- **Cross Session** - All sessions from visitors during the reporting time range that match the specified criteria between the selected dates. If you select **Cross Session**, you must specify a start and end date, or select **Prior** to use the previous completed period for the report to which you apply the segment.

Note: The Cross Session segment type is not available for reports that use data imported in a registration-based data extension file.

- **Multi-Channel Customer** - Includes both online and offline activity of registered customers only.

Note: You cannot create Acoustic Tealeaf segments using the New Segment window. Acoustic Digital Analytics creates a Tealeaf segment when a Tealeaf user exports Tealeaf session IDs to Digital Analytics.

3. Select a category for this segment from **Segment Set Category** or select **New Category** from the list and enter a category name in the box.


4. Enter a name for the segment in the field to the right.

5. Select the comparison metric to use from the **Criteria** list.

6. Enter one or more values for this criterion using one of the following methods:

- To manually enter a value, click **Add** and enter the text in the text box that appears.

-

If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.

Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.

Note: To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.

7. Select the operator from the list that appears.

- If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
- If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).

8. Choose one of the following options for applying criteria to your segment:




- If you do not need to define any other criteria for this segment, click **Apply**.

The criterion is displayed in the right side of the window.

- To add more criteria with an AND join, click **Apply** and return to step 5.
- To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 6, and use the instructions for manually entering a value.
- To apply existing segments to your new segment, expand a segment category and select the needed segments from the panel on the lower left of the screen. After selecting, click **Apply**. The

criteria is joined to any other criteria using an AND join. If the segment does not contain metric segments (for example, page views >=3), you can optionally select **NOT**.

- When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing segments that have been applied by clicking the remove () icon, which does not delete the segment, but removes it from the segment you are building.

9. Click **Save Segment** when complete to close this window and return to the **Segment** tab.

Results



Copying a segment

Use this procedure to copy a segment.

About this task

You can copy an existing segment and assign it a new name. You can then use the segment, as is, or edit, add, or delete criteria.

Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to copy and click the Copy button. The Edit Segment dialog box displays showing the criteria configured for the existing segment.
3. Select or create a **Segment Category** in which to save this segment.
4. Enter a new name for the segment.
5. Select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria.

Editing a segment

Use this procedure to edit a segment.

Before you begin

If you have created a segment or have administration rights to the segment, you can edit it and save it with the same name. If you try to edit a segment you have not created and do not have administration rights the **Edit Segment** button acts as a Copy Segment button.

Note: Changes to segments are global and effect reports created by other users using this segment.




Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to edit and click the **Edit** button. A warning message displays showing you the reports that are affected by this segment.

The Edit Segment dialog displays showing the criteria configured for the existing segment.

Note: The name and segment category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria. If an existing segment was applied, you can remove it by clicking the remove () icon.


Relational Zoom

Relational Zooms allow you to immediately relate one set of data to one or two other sets of data. The screen updates dynamically as each target is selected.

Use the Relational Zoom tab to select the data fields and metrics you want to zoom in on. When selecting more than one display column, the resulting metrics correspond to the unique combination of the chosen display columns. For example, if you choose to display Pages and Page Language side by side, the page view for the Home page is split into Home-English, Home-German, Home-Spanish, and so on. While it makes sense to see some data side by side (for example, Page and Category or Page and Page Attribute: Author) other combinations do not make sense (for example, Product Name and Country). Depending on the first field selected, the remaining display column choices are limited.

Once the report has run, there are magnifying glass icons next to each of the first 10 rows of your report. Selecting the magnifying glass displays 1 or 2 report panes at the bottom of the screen zooming the data in your selection. Relational Zooms are like applying a same session segment with the target row as the criteria. As you click magnifying glass icons on other rows, the zoom data updates dynamically.

When building a report, the Relational Zooms tab is similar to the Columns and Metrics screen. The tab is split into four panes: **Available Display Columns**, **Drag and Drop Display Columns**, **Available Metrics**, and **Drag and Drop Metrics**.

Initially, Available Display Columns is populated with Data Field Types. Each column can be expanded by clicking the plus () icon to show the available display columns.

Displaying a zoom

Use this procedure to display a zoom.

Before you begin

You must be displaying the report that you want to zoom.

Procedure

1. Drag the first display column to use to **Drag and Drop Display Columns**. Some of the remaining display columns are removed from the Available Display Columns pane because they are not available for combining with selected column.

You can select up to three columns. As you select columns they are displayed in the upper left of the screen and the available metrics for your report are displayed in **Available Metrics**.

2. Drag the required metrics from **Available Metrics** column to the **Drag and Drop Metrics** column. You can select up to 10 metrics, which can be any combination of standard metrics or calculated metrics. You can filter the calculated metrics list by selecting a category from the drop-down list above the column.

For information about working with calculated metrics, see [“Calculated metrics” on page 17](#).

3. Click **Add Zoom**.

The relational zoom is saved and the display columns are displayed in the Relational Zoom section in the far right of the screen.

Defining the report name and distribution methods

Use the **Name & Distribution** tab to set up the name, category, and distribution methods for your report.

Procedure

1. Enter a report name (up to 50 characters, for example, Top Page or Booking Latency for First Class Passengers) for the new report in **Report Name**.
2. Select a **Report Category** or enter a new category name.

Each report must have a unique Report Name - Report Category combination.

3. Optional: Enter up to 250 characters in the **Comments** box to describe the report.
4. Optional: Choose a distribution method.
 - Check **Receive Via Email** to have the report sent directly to you as an attachment in an email. Enter your email address and select either **Excel** or **CSV** as the attachment format. The attachment contains metadata about the report (for example, name, filter, and segments) and the data table, but not the graphs.
 - Check **Notify Via Email** to be notified when the report is generated. Enter the email address to which you want the notification sent.

Hierarchy reports

Hierarchy reports show values for one display column based on the value of another display column. For example, you can view the most popular brands in each product category.


Selecting columns and metrics

Use the **Report Builder** to select the breakout and metric columns for the report. You can choose up to five display columns and 10 metrics.

About this task

When you select more than one display column, the resulting metrics available for report configuration correspond to a unique combination of the chosen display columns. For example, if you choose to display **Pages** and **Page Language** together, the page view for the Home page is split into Home-English, Home-German, Home-Spanish, and so on. It makes sense to see some data side by side (for example, Page and Category or Page and Page Attribute: Author) but other combinations do not make sense (for example, Product Name and Country). As a result, depending on the first field you select, remaining display column choices are limited.

The display is split into four panes: **Available Display Columns**, **Drag and Drop Display Columns**, **Available Metrics**, and **Drag and Drop Metrics**.

Available Display Columns is initially populated with Data Field Types. Each of the field types can be expanded by clicking the  button to show the available display columns.

Note: If you intend to export session data to Acoustic Tealeaf, include the Sessions metric when you build the report so that you can see the number of sessions in each row.

Procedure

1. Drag the first display column you want to use to Drag and Drop Display Columns.

You can select up to five columns.

After you select a column, it is displayed in the upper left of the screen. The available metrics are listed in the **Standard**, **Calculated**, and **Custom** tabs in the Select Available Metrics column. Some of the remaining display columns are removed from the **Available Display Columns** pane. These columns are removed because they are not available for combining with the selected column.

2. Drag the desired metrics from the **Standard**, **Calculated**, or **Custom** tab of the Select Available Metrics column to the Drag and Drop Metrics column.

The metrics available for a report are based on the selected display columns. Only metrics that are compatible with the selected display columns are available for selection.

Your report can include up to ten metrics, which can be any combination of standard, calculated, or custom metrics.

You can create or edit calculated metrics using the **Calculated** tab, or use the **Manage > Calculated Metrics** page.

To create or edit custom metrics, use the **Manage > Custom Metrics** page.

After you select a metric, it is displayed in the upper right of the screen.

Related concepts

[“Calculated metrics” on page 17](#)

A calculated metric in Digital Analytics Explore is a user-defined metric that consists of a formula constructed from one or more existing metrics, operators, or constants. You can include calculated metrics in Flat List, Hierarchy, Filtered Groups, Segment Compare, and Lifecycle reports. Calculated metrics are not available for Live reports.

[“Custom metrics” on page 18](#)

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

Setting the report frequency and date range

Use the **Dates & Data Set** tab to set the report frequency and date range.

About this task

Report frequency is the number of times to run a report. The system supports recurring reports and one-time reports.

Recurring Report

A recurring report (defined by a report frequency of Daily, Weekly, or Monthly) runs over the specified time period starting with the first period on or after your chosen start date.

- You can run the recurring report on data for the preceding 13 months (400 days) if the Digital Analytics Explore system has processed at least 13 months of data. The default date range is 400 days.
- To run the report in perpetuity (until stopped or deleted), select a start date within 400 days of the current date and select **No End Date** for the **End Date**. Choosing a historical start date pre-populates reporting and trends up to the current time period.
- The processed reports are accessible for the most recent 13 months.

One-Time Report

A One-Time Report runs once over the selected date range with a reporting duration of up to 93 days.

- Processed reports are accessible for the most recent 93 days.
- You cannot switch to an alternate date because, by definition, a One-Time report runs only once over the specified date range.
- The **No End date** option is not available for a One-Time Report.
- If you select future dates, the report does not run until the End Date has passed.

Setting the row limit

The **Number of Rows** selection on the **Dates & Data Set** tab determines the amount of information contained in the report based on the report type.

About this task

For Flat List reports, the **Number of Rows** selection defines the maximum number of rows to return in the report. For example, a selection of 10,000 rows returns the top 10,000 rows for the report sorted by the first selected metric. Additionally, all Flat List reports display a Total row. If the defined report contains more than the selected number of rows, the remainder of the data is summarized in an Other row. The possible values are 50, 100, 1,000, and 10,000. You can also select 50,000 rows if this option is enabled for your Client ID. The default is 50 rows.

For Hierarchy reports, the **Number of Rows** selection defines the maximum number of rows to return for each level when the hierarchy level is expanded in the report. For example, if you set the limit to 100 rows, your Hierarchy reports return 100 top-level rows, 100 second-level rows, and 100 third-level rows. The possible values are 50 and 100. The default is 50.

For Custom Groups reports, the **Number of Rows** selection defines the maximum number of rows to return after expanding each group in the report. For example, a selection of 100 rows returns the top 100 rows within each group sorted by the first selected metric. You can select up to 1,000 rows per group for reports consisting of 10 or fewer groups. If the defined report contains more than the selected number of rows in each group, the remainder of the data is summarized in an Other row.

The **Number of Rows** selection is not available in Segment Compare reports.

Selecting the data set

Use the **Dates & Data Set** tab to specify the data set to use for the report.

About this task

The choice of **Full Data Set Reports** or **Sampled Reports** determines how much information is processed and the amount of time a report takes.

Full Data Set Reports

Returns all applicable Client data in the given reporting time range.

Sampled Reports

Reports a sampling of the client visitor population for the given report time range and exhaustively considers all sessions and records from those visitors. Digital Analytics determines the appropriate sampling rate depending on client data volumes. The sampling rate is found in the open settings area on each sampled report.

A report run against the sample data set runs faster because it only uses a subset of visitors and their activities and extrapolates the results. This report can be useful for creating and viewing a test report before running it against all the data to get a representative view of the numbers and to see how the report looks before creating a Full Data Set report.

Filters

A filter consists of one or more criteria added to a Digital Analytics Explore report to narrow the report results. These criteria compare a selected metric with a specified value and include or exclude records depending on the criteria.

For example, you might need to restrict the report to visitors from the USA. A criterion consists of one metric and one or more comparisons.

Use the **Filter** tab to create, copy, or edit a filter for a report, or use an existing filter. You can also rename existing filters and edit them to fit your specific requirements. Filters are grouped into filter categories for convenience.

Using an existing filter

Use this procedure to add an existing filter to a report.

Procedure

1. Select the filter category from the **Filter Category** list. The filters in the selected category are shown in the **Available Filters** pane.
2. Drag the filter, or filters, to apply to the **Drag and Drop** pane.

Creating a filter

Use this procedure to create a filter.

Before you begin


Note: You must define the display columns and metrics to use before you create a filter for a report.

Procedure

1. Click **New** at the bottom of the **Available Filters** pane. The New Filter dialog is displayed.
2. Select a category for this filter from the **Filter Category** or select **New Category** from the list and enter a category name in the field.
3. Enter a name for the filter in the field to the right.
4. Select the comparison metric to use from the **Criteria** list.
5. Enter one or more values for this criterion using one of the following methods:

- To manually enter a value, click **Add** and enter the text in the text box that appears.

-

If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.

Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.




Note: To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.

6. Select the operator from the list that appears.
 - If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
 - If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).

7. Choose one of the following options for applying criteria to your filter:
 - If you do not need to define any other criteria for this filter, click **Apply**.
The criterion is displayed in the right side of the window.
 - To add more criteria with an AND join, click **Apply** and return to step 4.
 - To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 5, and use the instructions for manually entering a value.
 - To apply existing filters to your new filter, expand a filter category and select the needed filters from the panel on the lower left of the screen. After selecting, click **Apply**. The criteria is joined to any other criteria using an AND join. If the filter does not contain metric filters (for example, page views >=3), you can optionally select **NOT**.

- When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing filters that have been applied by clicking the remove () icon, which does not delete the filter, but removes it from the filter you are building.

8. Click **Save Filter** when complete to close this window and return to the **Filter** tab.



Copying a filter

Use this procedure to copy a filter.

About this task

You can copy an existing filter, give it a new name, and then use it as is, or edit, add, or delete criteria.

Procedure

1. Select the filter category from **Filter Category**. The filters in the category are shown in the Available Filters pane.
2. Select the filter to copy and click **Copy**. The **Edit Filter** dialog shows the criteria for the existing filter.
3. Select or create a Filter Category in which to save this filter.
4. Enter a new name for the filter.
5. Either select and edit the existing criteria by clicking the edit () icon, delete the criteria by clicking the delete () icon, or add new criteria.

Editing a filter

Use this procedure to edit an existing filter.

Before you begin

If you created a filter or have administration rights to it, you can edit the filter and save it with the same name. If you do not have edit privileges for a filter, clicking the **Edit** icon only allows you to copy the filter.




Note: Changes to a filter are global and affect all reports that use them, including reports created by other users.

Procedure

1. Select the filter category from the **Filter Category** list. The filters in this category are shown in the Available Filters pane.
2. Select the filter to edit and click the **Edit** icon. A warning message displays showing you the reports that are affected by this filter.
3. The Edit Filter dialog displays showing the criteria for the existing filter.

Note: The name or filter category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete the criteria by clicking the delete () icon or add new criteria. If you applied an existing filter, you can remove it by clicking the remove () icon.

Segments

Use the Segment tab to create, copy, or edit a segment for a Digital Analytics Explore report or use an existing segment. You can also rename existing segments and edit it to fit your requirements. Segments are grouped into segment categories for convenience.

Note: Do not click **Submit** until you have completed all non-optional tabs.

Adding a segment to a report

You can add an existing segment to a report configuration when you are building the report.

Procedure

1. Click the **Segments** tab.
2. Select the segment category from **Segment Category**. The segments in this category are shown in the Available Segments pane.
3. Drag the segment or segments to apply to the **Drag and Drop** pane.

Creating a segment

Use this procedure to create a segment.


Procedure

1. Click **New** at the bottom of the Available Segments pane. The New Segment window is displayed.
2. Select the type of segment.
 - **Same Session** - All sessions that match the specified criteria during the reporting time range.
 - **Cross Session** - All sessions from visitors during the reporting time range that match the specified criteria between the selected dates. If you select **Cross Session**, you must specify a start and end date, or select **Prior** to use the previous completed period for the report to which you apply the segment.

Note: The Cross Session segment type is not available for reports that use data imported in a registration-based data extension file.

- **Multi-Channel Customer** - Includes both online and offline activity of registered customers only.

Note: You cannot create Acoustic Tealeaf segments using the New Segment window. Acoustic Digital Analytics creates a Tealeaf segment when a Tealeaf user exports Tealeaf session IDs to Digital Analytics.

3. Select a category for this segment from **Segment Set Category** or select **New Category** from the list and enter a category name in the box.
4. Enter a name for the segment in the field to the right.
5. Select the comparison metric to use from the **Criteria** list.
6. Enter one or more values for this criterion using one of the following methods:
 - To manually enter a value, click **Add** and enter the text in the text box that appears.
 - If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.

Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.

Note: To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.




7. Select the operator from the list that appears.

- If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
- If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).

8. Choose one of the following options for applying criteria to your segment:

- If you do not need to define any other criteria for this segment, click **Apply**.
The criterion is displayed in the right side of the window.
- To add more criteria with an AND join, click **Apply** and return to step 5.
- To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 6, and use the instructions for manually entering a value.
- To apply existing segments to your new segment, expand a segment category and select the needed segments from the panel on the lower left of the screen. After selecting, click **Apply**. The criteria is joined to any other criteria using an AND join. If the segment does not contain metric segments (for example, page views ≥ 3), you can optionally select **NOT**.
- When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing segments that have been applied by clicking the remove () icon, which does not delete the segment, but removes it from the segment you are building.

9. Click **Save Segment** when complete to close this window and return to the **Segment** tab.

Results



Copying a segment

Use this procedure to copy a segment.

About this task

You can copy an existing segment and assign it a new name. You can then use the segment, as is, or edit, add, or delete criteria.

Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to copy and click the Copy button. The Edit Segment dialog box displays showing the criteria configured for the existing segment.
3. Select or create a **Segment Category** in which to save this segment.
4. Enter a new name for the segment.
5. Select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria.

Editing a segment

Use this procedure to edit a segment.

Before you begin

If you have created a segment or have administration rights to the segment, you can edit it and save it with the same name. If you try to edit a segment you have not created and do not have administration rights the **Edit Segment** button acts as a Copy Segment button.

Note: Changes to segments are global and effect reports created by other users using this segment.




Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to edit and click the **Edit** button. A warning message displays showing you the reports that are affected by this segment.

The Edit Segment dialog displays showing the criteria configured for the existing segment.

Note: The name and segment category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria. If an existing segment was applied, you can remove it by clicking the remove () icon.

Defining the report name and distribution methods

Use the **Name & Distribution** tab to set up the name, category, and distribution methods for your report.

Procedure

1. Enter a report name (up to 50 characters, for example, Top Page or Booking Latency for First Class Passengers) for the new report in **Report Name**.
2. Select a **Report Category** or enter a new category name.

Each report must have a unique Report Name - Report Category combination.

3. Optional: Enter up to 250 characters in the **Comments** box to describe the report.
4. Optional: Choose a distribution method.

- Check **Receive Via Email** to have the report sent directly to you as an attachment in an email. Enter your email address and select either **Excel** or **CSV** as the attachment format. The attachment contains metadata about the report (for example, name, filter, and segments) and the data table, but not the graphs.
- Check **Notify Via Email** to be notified when the report is generated. Enter the email address to which you want the notification sent.

Custom Groups reports

Use Custom Groups reports to create specific groups (or expandable categories) using advanced filter logic. This report type is ideal for creating up to 10 categories on the fly or grouping data elements to meet your needs.

Metrics are totaled and deduplicated at group levels. There is also an option for an **Other** row that provides a summation of non-displayed values within each group.

Selecting columns and metrics

Use the **Report Builder** to select the breakout and metric columns to be reported upon. You can choose up to three display columns and 10 metrics. When the report is created, a data grid is created from the selected display column combinations and metrics.

About this task

When you select more than one display column, the resulting metrics correspond to a unique combination of the chosen display columns. For example, if you choose to display **Pages** and **Page Language** together, the page view for the Home page is split into Home-English, Home-German, Home-Spanish, and so on. It makes sense to see some data side by side (for example, Page and Category or Page and Page Attribute: Author) but other combinations do not make sense (for example, Product Name and Country). As a result, depending on the first field you select, remaining display column choices are limited.

The display is split into four panes: **Available Display Columns**, **Drag and Drop Display Columns**, **Available Metrics**, and **Drag and Drop Metrics**.

Available Display Columns is initially populated with Data Field Types. Each of the field types can be expanded by clicking the open button to show the available display columns.

Note: If you intend to export session data to Acoustic Tealeaf, include the Sessions metric when you build the report so that you can see the number of sessions in each row.

Procedure

1. Drag the first display column you want to use to Drag and Drop Display Columns.

You can select up to three columns.

After you select a column, it is displayed in the upper left of the screen. The available metrics are listed in the Standard and Calculated tabs in the Select Available Metrics column. Some of the remaining display columns are removed from the **Available Display Columns** pane. These columns are removed because they are not available for combining with the selected column.

2. Drag the required metrics from the **Standard** or **Calculated** tab of the Select Available Metrics column to the Drag and Drop Metrics column.

The metrics available for a report are based on the selected display columns. Only metrics that are compatible with the selected display columns are available for selection.

Your report can include up to ten metrics, which can be any combination of standard or calculated metrics.

You can create or edit calculated metrics using the **Calculated** tab, or use the **Manage > Calculated Metrics** page.

Custom metrics are not available for Custom Groups reports.

After you select a metric, it is displayed in the upper right of the screen.

Groups

Use the Groups tab when you build a Custom Groups report to create, copy, or edit a group for a report or use an existing group. Existing groups can also be renamed and edited to fit your requirements. Groups are grouped into group categories for convenience.

About this task

A group is made up of one or more criteria. These criteria compare a selected metric with a specified value and include or exclude a record that depends on the metric. For example, you might want to restrict the report to visitors from the US. A criterion consists of one metric and one or more comparisons.

Using groups

Use this procedure to manipulate existing custom groups.


Procedure

1. Select the group category from **Group Category**.
The groups in this category are shown in the Available Groups pane.
2. Drag the group or groups to be applied to **Drag and Drop**.
3. Submit the request.

Creating groups




Use this procedure to create custom groups.

Procedure

1. Click **New** at the bottom of the Available Groups pane. The New Group window displays.
 2. Select a category for this group from **Group Set Category** or select **New Category** from the list and enter a category name in the box.
 3. Enter a name for the group in **Group Name**.
 4. Select the comparison metric to use from the **Criteria** list.
 5. Enter one or more values for this criterion using one of the following methods:
 - To manually enter a value, click **Add** and enter the text in the text box that appears.
 - If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.

Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.
- Note:** To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.
6. Select the operator from the list that appears.
 - If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
 - If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).
 7. Choose one of the following options for applying criteria to your group:
 - If you do not need to define any other criteria for this group, click **Apply**.
The criterion is displayed in the right side of the window.
 - To add more criteria with an AND join, click **Apply** and return to step 4.
 - To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 5, and use the instructions for manually entering a value.
 - To apply existing groups to your new group, expand a group category and select the needed groups from the panel on the lower left. After selecting, click **Apply**. The criteria is joined to any other criteria using an AND join. If the group does not contain metric filters (for example, page views >=3), you can optionally select **NOT**.
 - When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing groups that have been applied by clicking the remove () icon which does not delete the group, but removes it from the group you are building.

8. Click **Save Group** when complete to close this window and return to the **Groups** tab.

Copying groups

Use this procedure to copy custom groups.



About this task

If a group has already been defined by another user you can copy its criteria and assign it a new name. You can then use it as is or edit, add, or delete criteria.

Procedure

1. Select the group category from **Group Category**. The groups in this category are shown in the Available Groups pane.
2. Select the group to copy and click the **Copy** button. The Edit Group dialog box displays showing the criteria set up for the existing group.
3. Select or create a **Group Category** in which to save this group.
4. Enter a new name for the group.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon, or add new criteria as described in [“Creating groups” on page 39](#).

Editing groups

Use this procedure to edit custom groups.

About this task

If you have created a group or have administration rights to the group, you can edit it and save it with the same name. If you try to edit a group you have not created and do not have administration rights the **Edit Group** button acts as a **Copy Group** button.




Note: Changes to groups are global and effect reports created by other users of this group.

Procedure

1. Select the group category from **Group Category** drop-down list. The groups in this category are shown in the Available Groups pane.
2. Select the group to edit and click the **Edit** button. A warning message displays showing you the reports affected by this group.
3. The **Edit Group** dialog is displayed showing the criteria for the existing group.

Note: The name and group category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria as described in [“Creating groups” on page 39](#). If an existing group was applied, you can remove it by clicking the remove () icon.

Segments

Use the Segment tab to create, copy, or edit a segment for a Digital Analytics Explore report or use an existing segment. You can also rename existing segments and edit it to fit your requirements. Segments are grouped into segment categories for convenience.

Note: Do not click **Submit** until you have completed all non-optional tabs.

Adding a segment to a report

You can add an existing segment to a report configuration when you are building the report.

Procedure

1. Click the **Segments** tab.
2. Select the segment category from **Segment Category**. The segments in this category are shown in the Available Segments pane.
3. Drag the segment or segments to apply to the **Drag and Drop** pane.

Creating a segment

Use this procedure to create a segment.


Procedure

1. Click **New** at the bottom of the Available Segments pane. The New Segment window is displayed.
2. Select the type of segment.
 - **Same Session** - All sessions that match the specified criteria during the reporting time range.
 - **Cross Session** - All sessions from visitors during the reporting time range that match the specified criteria between the selected dates. If you select **Cross Session**, you must specify a start and end date, or select **Prior** to use the previous completed period for the report to which you apply the segment.

Note: The Cross Session segment type is not available for reports that use data imported in a registration-based data extension file.

- **Multi-Channel Customer** - Includes both online and offline activity of registered customers only.

Note: You cannot create Acoustic Tealeaf segments using the New Segment window. Acoustic Digital Analytics creates a Tealeaf segment when a Tealeaf user exports Tealeaf session IDs to Digital Analytics.

3. Select a category for this segment from **Segment Set Category** or select **New Category** from the list and enter a category name in the box.
4. Enter a name for the segment in the field to the right.
5. Select the comparison metric to use from the **Criteria** list.
6. Enter one or more values for this criterion using one of the following methods:
 - To manually enter a value, click **Add** and enter the text in the text box that appears.
 - If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.

Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.

Note: To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.




7. Select the operator from the list that appears.

- If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
- If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).

8. Choose one of the following options for applying criteria to your segment:

- If you do not need to define any other criteria for this segment, click **Apply**.
The criterion is displayed in the right side of the window.
- To add more criteria with an AND join, click **Apply** and return to step 5.
- To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 6, and use the instructions for manually entering a value.
- To apply existing segments to your new segment, expand a segment category and select the needed segments from the panel on the lower left of the screen. After selecting, click **Apply**. The criteria is joined to any other criteria using an AND join. If the segment does not contain metric segments (for example, page views ≥ 3), you can optionally select **NOT**.
- When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing segments that have been applied by clicking the remove () icon, which does not delete the segment, but removes it from the segment you are building.

9. Click **Save Segment** when complete to close this window and return to the **Segment** tab.

Results



Copying a segment

Use this procedure to copy a segment.

About this task

You can copy an existing segment and assign it a new name. You can then use the segment, as is, or edit, add, or delete criteria.

Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to copy and click the Copy button. The Edit Segment dialog box displays showing the criteria configured for the existing segment.
3. Select or create a **Segment Category** in which to save this segment.
4. Enter a new name for the segment.
5. Select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria.

Editing a segment

Use this procedure to edit a segment.

Before you begin

If you have created a segment or have administration rights to the segment, you can edit it and save it with the same name. If you try to edit a segment you have not created and do not have administration rights the **Edit Segment** button acts as a Copy Segment button.

Note: Changes to segments are global and effect reports created by other users using this segment.




Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to edit and click the **Edit** button. A warning message displays showing you the reports that are affected by this segment.

The Edit Segment dialog displays showing the criteria configured for the existing segment.

Note: The name and segment category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria. If an existing segment was applied, you can remove it by clicking the remove () icon.

Setting the report frequency and date range

Use the **Dates & Data Set** tab to set the report frequency and date range.

About this task

Report frequency is the number of times to run a report. The system supports recurring reports and one-time reports.

Recurring Report

A recurring report (defined by a report frequency of Daily, Weekly, or Monthly) runs over the specified time period starting with the first period on or after your chosen start date.

- You can run the recurring report on data for the preceding 13 months (400 days) if the Digital Analytics Explore system has processed at least 13 months of data. The default date range is 400 days.
- To run the report in perpetuity (until stopped or deleted), select a start date within 400 days of the current date and select **No End Date** for the **End Date**. Choosing a historical start date pre-populates reporting and trends up to the current time period.
- The processed reports are accessible for the most recent 13 months.

One-Time Report

A One-Time Report runs once over the selected date range with a reporting duration of up to 93 days.

- Processed reports are accessible for the most recent 93 days.
- You cannot switch to an alternate date because, by definition, a One-Time report runs only once over the specified date range.
- The **No End date** option is not available for a One-Time Report.
- If you select future dates, the report does not run until the End Date has passed.

Setting the row limit

The **Number of Rows** selection on the **Dates & Data Set** tab determines the amount of information contained in the report based on the report type.

About this task

For Flat List reports, the **Number of Rows** selection defines the maximum number of rows to return in the report. For example, a selection of 10,000 rows returns the top 10,000 rows for the report sorted by the first selected metric. Additionally, all Flat List reports display a Total row. If the defined report contains more than the selected number of rows, the remainder of the data is summarized in an Other row. The possible values are 50, 100, 1,000, and 10,000. You can also select 50,000 rows if this option is enabled for your Client ID. The default is 50 rows.

For Hierarchy reports, the **Number of Rows** selection defines the maximum number of rows to return for each level when the hierarchy level is expanded in the report. For example, if you set the limit to 100 rows, your Hierarchy reports return 100 top-level rows, 100 second-level rows, and 100 third-level rows. The possible values are 50 and 100. The default is 50.

For Custom Groups reports, the **Number of Rows** selection defines the maximum number of rows to return after expanding each group in the report. For example, a selection of 100 rows returns the top 100 rows within each group sorted by the first selected metric. You can select up to 1,000 rows per group for reports consisting of 10 or fewer groups. If the defined report contains more than the selected number of rows in each group, the remainder of the data is summarized in an Other row.

The **Number of Rows** selection is not available in Segment Compare reports.

Selecting the data set

Use the **Dates & Data Set** tab to specify the data set to use for the report.

About this task

The choice of **Full Data Set Reports** or **Sampled Reports** determines how much information is processed and the amount of time a report takes.

Full Data Set Reports

Returns all applicable Client data in the given reporting time range.

Sampled Reports

Reports a sampling of the client visitor population for the given report time range and exhaustively considers all sessions and records from those visitors. Digital Analytics determines the appropriate sampling rate depending on client data volumes. The sampling rate is found in the open settings area on each sampled report.

A report run against the sample data set runs faster because it only uses a subset of visitors and their activities and extrapolates the results. This report can be useful for creating and viewing a test report before running it against all the data to get a representative view of the numbers and to see how the report looks before creating a Full Data Set report.

Defining the report name and distribution methods

Use the **Name & Distribution** tab to set up the name, category, and distribution methods for your report.

Procedure

1. Enter a report name (up to 50 characters, for example, Top Page or Booking Latency for First Class Passengers) for the new report in **Report Name**.
2. Select a **Report Category** or enter a new category name.
Each report must have a unique Report Name - Report Category combination.
3. Optional: Enter up to 250 characters in the **Comments** box to describe the report.
4. Optional: Choose a distribution method.

- Check **Receive Via Email** to have the report sent directly to you as an attachment in an email. Enter your email address and select either **Excel** or **CSV** as the attachment format. The attachment contains metadata about the report (for example, name, filter, and segments) and the data table, but not the graphs.
- Check **Notify Via Email** to be notified when the report is generated. Enter the email address to which you want the notification sent.

Segment Compare reports

Use Segment compare reports to analyze visitor segments against your key performance indicators. This report type is ideal for fast behavioral segment comparisons (up to 10 per report) between user segments or defined personas.

Segments and metrics

Use the **Report Builder** to select the breakout and metric columns in your Segment Compare report.

You can choose up to 10 segments and 10 metrics. The metrics can be any combination of standard metrics or calculated metrics. You can filter the calculated metrics list by selecting a category from the drop-down list above the column.

For more information about calculated metrics, see [“Calculated metrics” on page 17](#).

Note: If you intend to export session data to Acoustic Tealeaf, include the Sessions metric when you build the report so that you can see the number of sessions in each row.

When the report is created, a data grid is created from the selected segments and metrics.

Adding a segment to a report

You can add an existing segment to a report configuration when you are building the report.

Procedure

1. Click the **Segments** tab.
2. Select the segment category from **Segment Category**. The segments in this category are shown in the Available Segments pane.
3. Drag the segment or segments to apply to the **Drag and Drop** pane.

Creating a segment

Use this procedure to create a segment.


Procedure

1. Click **New** at the bottom of the Available Segments pane. The New Segment window is displayed.
2. Select the type of segment.
 - **Same Session** - All sessions that match the specified criteria during the reporting time range.
 - **Cross Session** - All sessions from visitors during the reporting time range that match the specified criteria between the selected dates. If you select **Cross Session**, you must specify a start and end date, or select **Prior** to use the previous completed period for the report to which you apply the segment.

Note: The Cross Session segment type is not available for reports that use data imported in a registration-based data extension file.

- **Multi-Channel Customer** - Includes both online and offline activity of registered customers only.




Note: You cannot create Acoustic Tealeaf segments using the New Segment window. Acoustic Digital Analytics creates a Tealeaf segment when a Tealeaf user exports Tealeaf session IDs to Digital Analytics.

3. Select a category for this segment from **Segment Set Category** or select **New Category** from the list and enter a category name in the box.
4. Enter a name for the segment in the field to the right.
5. Select the comparison metric to use from the **Criteria** list.
6. Enter one or more values for this criterion using one of the following methods:
 - To manually enter a value, click **Add** and enter the text in the text box that appears.
 - If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.

Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.

Note: To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.
7. Select the operator from the list that appears.
 - If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
 - If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).
8. Choose one of the following options for applying criteria to your segment:
 - If you do not need to define any other criteria for this segment, click **Apply**.
The criterion is displayed in the right side of the window.
 - To add more criteria with an AND join, click **Apply** and return to step 5.
 - To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 6, and use the instructions for manually entering a value.
 - To apply existing segments to your new segment, expand a segment category and select the needed segments from the panel on the lower left of the screen. After selecting, click **Apply**. The criteria is joined to any other criteria using an AND join. If the segment does not contain metric segments (for example, page views >=3), you can optionally select **NOT**.
 - When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing segments that have been applied by clicking the remove () icon, which does not delete the segment, but removes it from the segment you are building.
9. Click **Save Segment** when complete to close this window and return to the **Segment** tab.

Results



Copying a segment

Use this procedure to copy a segment.

About this task

You can copy an existing segment and assign it a new name. You can then use the segment, as is, or edit, add, or delete criteria.

Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to copy and click the Copy button. The Edit Segment dialog box displays showing the criteria configured for the existing segment.
3. Select or create a **Segment Category** in which to save this segment.
4. Enter a new name for the segment.
5. Select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria.

Editing a segment

Use this procedure to edit a segment.

Before you begin

If you have created a segment or have administration rights to the segment, you can edit it and save it with the same name. If you try to edit a segment you have not created and do not have administration rights the **Edit Segment** button acts as a Copy Segment button.

Note: Changes to segments are global and effect reports created by other users using this segment.




Procedure

1. Select the segment category from **Segment Category**. The segments in this category are shown in the **Available Segments** pane.
2. Select the segment to edit and click the **Edit** button. A warning message displays showing you the reports that are affected by this segment.

The Edit Segment dialog displays showing the criteria configured for the existing segment.

Note: The name and segment category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete them by clicking the delete () icon or add new criteria. If an existing segment was applied, you can remove it by clicking the remove () icon.

Setting the report frequency and date range

Use the **Dates & Data Set** tab to set the report frequency and date range.

About this task

Report frequency is the number of times to run a report. The system supports recurring reports and one-time reports.

Recurring Report

A recurring report (defined by a report frequency of Daily, Weekly, or Monthly) runs over the specified time period starting with the first period on or after your chosen start date.

- You can run the recurring report on data for the preceding 13 months (400 days) if the Digital Analytics Explore system has processed at least 13 months of data. The default date range is 400 days.
- To run the report in perpetuity (until stopped or deleted), select a start date within 400 days of the current date and select **No End Date** for the **End Date**. Choosing a historical start date pre-populates reporting and trends up to the current time period.
- The processed reports are accessible for the most recent 13 months.

One-Time Report

A One-Time Report runs once over the selected date range with a reporting duration of up to 93 days.

- Processed reports are accessible for the most recent 93 days.
- You cannot switch to an alternate date because, by definition, a One-Time report runs only once over the specified date range.
- The **No End date** option is not available for a One-Time Report.
- If you select future dates, the report does not run until the End Date has passed.

Selecting the data set

Use the **Dates & Data Set** tab to specify the data set to use for the report.

About this task

The choice of **Full Data Set Reports** or **Sampled Reports** determines how much information is processed and the amount of time a report takes.

Full Data Set Reports

Returns all applicable Client data in the given reporting time range.

Sampled Reports

Reports a sampling of the client visitor population for the given report time range and exhaustively considers all sessions and records from those visitors. Digital Analytics determines the appropriate sampling rate depending on client data volumes. The sampling rate is found in the open settings area on each sampled report.

A report run against the sample data set runs faster because it only uses a subset of visitors and their activities and extrapolates the results. This report can be useful for creating and viewing a test report before running it against all the data to get a representative view of the numbers and to see how the report looks before creating a Full Data Set report.

Defining the report name and distribution methods

Use the **Name & Distribution** tab to set up the name, category, and distribution methods for your report.

Procedure

1. Enter a report name (up to 50 characters, for example, Top Page or Booking Latency for First Class Passengers) for the new report in **Report Name**.
2. Select a **Report Category** or enter a new category name.

Each report must have a unique Report Name - Report Category combination.

3. Optional: Enter up to 250 characters in the **Comments** box to describe the report.
4. Optional: Choose a distribution method.

- Check **Receive Via Email** to have the report sent directly to you as an attachment in an email. Enter your email address and select either **Excel** or **CSV** as the attachment format. The attachment contains metadata about the report (for example, name, filter, and segments) and the data table, but not the graphs.
- Check **Notify Via Email** to be notified when the report is generated. Enter the email address to which you want the notification sent.

Live reports

Live reports are flat-list reports that update data in real time with hourly granularity. Use Live reports to see the most current data on your site and to analyze hourly trends.

Live reports are always run on a full data set at report viewing time. Therefore, sampling, data set, and distribution options available for other reports are not available for Live reports. In addition, calculated metrics, segmentation, targeting, annotation, relational zoom, and distribution options are not available for Live reports.

Live report data is retained for a minimum of eight days, which allows you to compare data from the current day with the same day of week from the previous week.


Adding columns and metrics to Live reports

You can include up to three display columns and 10 metrics in a Live report. When the report is generated, a data grid is created from the selected columns and metrics.

About this task

When you select a display column, the remaining available columns and metrics are limited based on the chosen column. For example, if you choose to display **Pages** and **Page Language** together, the page view for the Home page is split into Home-English, Home-German, Home-Spanish, and so on. It makes sense to see some data side by side (for example, Page and Category or Page and Page Attribute: Author) but other combinations do not make sense (for example, Product Name and Country). As a result, remaining display column and metric choices are limited depending on the currently selected columns.

Use the **Columns & Metrics** tab to select columns and metrics. The display is split into four panes: **Available Display Columns**, **Drag and Drop Display Columns**, **Select Available Metrics**, and **Drag and Drop Metrics**.

Available Display Columns is initially populated with a list of Data Field Types. Each of the field types can be expanded by clicking  to show the available display columns within each field type.

Procedure

1. Drag the first display column that you want to use to **Drag and Drop Display Columns**.

You can select up to three columns.

After you select a column, it is displayed in the upper left of the screen. Some of the remaining display columns are removed from the **Available Display Columns** pane. These columns are removed because they are not available for combining with the selected column.

The available metrics are listed in the **Standard** tab in the Select Available Metrics column.

2. Drag the required metrics from the Select Available Metrics column to the Drag and Drop Metrics column.

Your report can include up to five metrics.

Note: Calculated metrics and custom metrics are not available for Live reports.

After you select a metric, it is displayed in the upper right of the screen.

Filters in Live reports

A filter consists of one or more criteria added to a report to narrow the report results. These criteria compare a selected metric with a specified value and include or exclude records depending on the criteria.

For example, you might need to restrict the report to visitors from the USA. A criterion consists of one metric and one or more comparisons.

Use the **Filter** tab to create, copy, or edit a filter for a report, or use an existing filter. You can also rename existing filters and edit them to fit your specific requirements. Filters are grouped into filter categories for convenience.

The **Filter** tab for Live reports also contains a Select Rows column where you can select the maximum number of rows to include in the report results.

Using an existing filter

Use this procedure to add an existing filter to a report.

Procedure

1. Select the filter category from the **Filter Category** list. The filters in the selected category are shown in the **Available Filters** pane.
2. Drag the filter, or filters, to apply to the **Drag and Drop** pane.

Creating a filter

Use this procedure to create a filter.

Before you begin


Note: You must define the display columns and metrics to use before you create a filter for a report.

Procedure

1. Click **New** at the bottom of the **Available Filters** pane. The New Filter dialog is displayed.
2. Select a category for this filter from the **Filter Category** or select **New Category** from the list and enter a category name in the field.
3. Enter a name for the filter in the field to the right.
4. Select the comparison metric to use from the **Criteria** list.
5. Enter one or more values for this criterion using one of the following methods:

- To manually enter a value, click **Add** and enter the text in the text box that appears.

-

If the Quick Picks feature is enabled for your Client ID, click the **Quick Picks** icon () to display an alphabetized list of the most frequently used, unique values for the selected criterion based upon recent site activity. Select the value you want to use for this criterion from the Quick Pick Records list; use the Shift or Ctrl keys if you want to select multiple values. To find specific values, use the search box at the top of the dialog. After selecting one or more values, click **OK**. If you select multiple values, they are added using OR joins.

Only the top unique values for the selected criterion are displayed in the Quick Picks list. Other values that were not identified as top values might also be valid for the criterion.




Note: To help you make a selection, click **Sample Records** to display sample values for the criterion you have selected.

6. Select the operator from the list that appears.
 - If the metric has a numerical value the criteria can be: Equal, Greater Than Or Equal, Less Than Or Equal, or Between.
 - If the metric is a string value, the operator can be: Is, Starts With, Ends With, Contains, or Wildcard.

If appropriate, check **NOT** to make the criterion exclusive (that is, records are included if they do not meet this criterion).

7. Choose one of the following options for applying criteria to your filter:
 - If you do not need to define any other criteria for this filter, click **Apply**.
The criterion is displayed in the right side of the window.
 - To add more criteria with an AND join, click **Apply** and return to step 4.

- To add more values to this criterion using an OR join, click **+ Add Criteria using "OR"**, return to step 5, and use the instructions for manually entering a value.
- To apply existing filters to your new filter, expand a filter category and select the needed filters from the panel on the lower left of the screen. After selecting, click **Apply**. The criteria is joined to any other criteria using an AND join. If the filter does not contain metric filters (for example, page views >=3), you can optionally select **NOT**.
- When layering together criteria of more than one type, they are always joined with an AND.

When criteria have been created and applied, they are shown on the rightmost panel. You can then edit them by clicking the edit () icon to open the criterion in the left panel again or delete them by clicking the delete () icon. You can remove existing filters that have been applied by clicking the remove () icon, which does not delete the filter, but removes it from the filter you are building.

8. Click **Save Filter** when complete to close this window and return to the **Filter** tab.



Copying a filter

Use this procedure to copy a filter.

About this task

You can copy an existing filter, give it a new name, and then use it as is, or edit, add, or delete criteria.

Procedure

1. Select the filter category from **Filter Category**. The filters in the category are shown in the Available Filters pane.
2. Select the filter to copy and click **Copy**. The **Edit Filter** dialog shows the criteria for the existing filter.
3. Select or create a Filter Category in which to save this filter.
4. Enter a new name for the filter.
5. Either select and edit the existing criteria by clicking the edit () icon, delete the criteria by clicking the delete () icon, or add new criteria.

Editing a filter

Use this procedure to edit an existing filter.

Before you begin

If you created a filter or have administration rights to it, you can edit the filter and save it with the same name. If you do not have edit privileges for a filter, clicking the **Edit** icon only allows you to copy the filter.




Note: Changes to a filter are global and affect all reports that use them, including reports created by other users.

Procedure

1. Select the filter category from the **Filter Category** list. The filters in this category are shown in the Available Filters pane.
2. Select the filter to edit and click the **Edit** icon. A warning message displays showing you the reports that are affected by this filter.
3. The Edit Filter dialog displays showing the criteria for the existing filter.

Note: The name or filter category cannot be changed.

Results

You can now select and edit the existing criteria by clicking the edit () icon, delete the criteria by clicking the delete () icon or add new criteria. If you applied an existing filter, you can remove it by clicking the remove () icon.

Setting the row limit in Live reports

By default, Live reports display a maximum of 50 rows of data. The possible values are 50, 100, 1,000, and 10,000. The 50,000-row option is not available for Live reports.

Procedure

- In the Select Rows column of the **Filter** tab, select the maximum number of rows to return in the report.

Results

The report returns results up to the selected row limit, with rows sorted by the first selected metric. If the report results contain more than the selected maximum number of rows, the remainder of the data is summarized in an Other row.

Defining the Live report name

Use the **Name** tab to enter a report name and select a category for the report.

Procedure

1. Enter a name (up to 50 characters) for the new report in the **Report Name** field.
2. Select a **Report Category** or enter a new category name.
3. Optional: Enter up to 250 characters in the **Comments** box to describe the report.

Lifecycle

Lifecycle is a licensed module that delivers an understanding of a customer lifecycle and what motivates the customer to progress to the next milestone.

Lifecycle helps you understand which milestones your visitors reached and what are the campaigns, products, and content that advance customers through the lifecycle. You can then target these visitors to trigger advancement. Moving customers along their path faster leads to improved business results.

The Lifecycle view segments customers into key milestones and communicates information about that segment of customers and the customers that migrated from one milestone or segment to another during the report time frame. This information lets you:

- Tailor marketing and site content to the preferences of your lifecycle segments
- Target lifecycle segments automatically using Acoustic LIVEmail integration
- Discover insights that encourages customers to advance to the next milestone

Building Lifecycle reports

Licensed Lifecycle module users have different report-building options when they select **Lifecycle** on the **Build a New Report** screen.

The following configuration tabs are available for Lifecycle reports.

Milestones

Use the **Milestones** tab to define milestones to a report.

- **Add Milestone** defines up to six milestones for the report. After you add each milestone, **Add Milestone** moves to the right. You can drag milestones to reposition them.
- **Show Milestone Progression** is selected by default. If you clear it, the report does not have arrows between the boxes and the Days Between and Sessions Between metrics are not calculated.

Milestone processing logic

You can choose one of two options for processing milestone data:

Funnel

Visitors are reported in each milestone they attain, and they must reach the preceding milestones in an ordered sequence.

Independent

Visitors are reported only in the milestones that match the criteria as of the last session in the time period.

Cross-session visitor tracking logic

Every session has an associated visitor ID. The visitor ID is a value set by Digital Analytics that is stored in a persistent cookie on the site visitor's browser. Each visitor ID is reported as a unique visitor in the milestone results.

Digital Analytics maintains a many-to-many mapping of visitor ID values to registration ID values. For example, if a visitor accesses a website from a notebook, smartphone, and tablet device, Digital Analytics creates three different visitor ID values—one for each device. After the visitor registers on each device (for example, by completing a purchase), then the unique registration ID (for example, email address) can be used to correlate all of the visitor's activity across the three devices.

Additionally, if the visitor deletes the cookies from one of these devices, the next time they visit the website from that device, a fourth visitor ID will be created. If the visitor then completes a registration event on that device, Digital Analytics can correlate previous session activity that was tracked under the fourth visitor ID as belonging to the single registration ID.

If the appropriate role is enabled for your client ID, you can choose one of two options for tracking visitors across sessions:

Visitor ID Exclusive

Use only the visitor ID to identify visitors across sessions.

Visitor & Registration ID

Use both the visitor ID and registration ID values to identify visitors across sessions. When this option is selected, Digital Analytics Explore can detect whether multiple visitor IDs are mapped to a registration ID. This information can enhance visitor lifecycle analysis. That is, it can expand the data set upon which the lifecycle analytics are run. For example, you can use this logic type to improve tracking of visitor behavior across multiple devices (that is, where one individual has registered on your site from multiple devices).

Adding milestones to a Lifecycle report

Use the Milestones tab to add up to six milestones to your report.

About this task

Add milestones to define the lifecycle path. After you create a milestone, you can click and drag it to change its position in the milestone progression. You can also edit or delete a milestone using the icons next to the milestone name.

Procedure

1. Click **Add Milestone** to launch the **New Milestone** dialog.
2. Enter a milestone name and input criteria.
3. Click **Apply** to add criteria to the milestone.
4. When you have added all your criteria, click **Save Milestone**.
5. Continue adding milestones to define the lifecycle path.
6. Select the processing logic to apply to the report: **Funnel** or **Independent**.
7. Select the cross-session visitor processing logic to apply to the report: **Visitor ID Exclusive** or **Visitor & Registration ID**.

Results

The milestones are shown on the page.

What to do next

When you have completed adding milestones to the report, click the **Metrics** tab to continue.

Metrics in Lifecycle reports

The Metrics tab initially contains three preselected metrics: Unique Visitors, Days to Reach, and Sessions to Reach. You can drag and drop 5 additional metrics to add to the report, which can include standard, calculated, or custom metrics.

You can filter the calculated metrics list by selecting a category from the drop-down list above the column. When viewing migrating visitors, "Days to Reach" becomes "Days Between" and "Sessions to Reach" becomes "Sessions Between." For both of these metrics, a negative change is a good result.

Related concepts

[“Calculated metrics” on page 17](#)

A calculated metric in Digital Analytics Explore is a user-defined metric that consists of a formula constructed from one or more existing metrics, operators, or constants. You can include calculated metrics in Flat List, Hierarchy, Filtered Groups, Segment Compare, and Lifecycle reports. Calculated metrics are not available for Live reports.

[“Custom metrics” on page 18](#)

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

Dates

Use the Dates tab to select whether to run the report weekly, monthly, or one-time (overall). Monthly is the default.

- For one-time reports, enter or select a start date and an end date. One-time report date ranges cannot exceed 93 days.
- For monthly reports, the start date is the first day of the previous month.
- For weekly reports, the start date is the first day of the first full week of the previous month.
- For a Lifecycle period, enter a relative value up to the last 400 days.

Segments in Lifecycle reports

Use the Segments tab to apply a segment to your report. Segments limit your report to a segment of the visitor population that meets your criteria. If you do not apply a segment, the report analyzes all visitors. Segments are optional for Lifecycle reports.

Applying cross-session Tealeaf segments to Lifecycle reports

You can apply a cross-session segment of visitor IDs from Acoustic Tealeaf to a Lifecycle report to analyze conversions, struggle events, and progression through milestones. For example, you can use a Tealeaf segment to identify how many visitors failed to migrate to a milestone because of struggle events identified in Acoustic Tealeaf. You can then retarget the non-migrator segment to Acoustic Tealeaf to examine their on-site experience.

Using the Zooms tab

Use the **Zooms** tab to define a total of three zooms available for each milestone segment and the set of new entrants into the milestone. The **Marketing Channels** zoom is selected by default. You can select up to two additional zooms.

About this task



The tab allows you to select the zooms you need in the report.

Procedure

- To select an additional zoom, drag and drop display columns (up to three) and metrics (up to five) and click **Save Relational Zoom**.

You can use standard metrics or calculated metrics in the zoom. You can filter the calculated metrics list by selecting a category from the drop-down list above the column. For more information about calculated metrics, see [“Calculated metrics” on page 17](#).

The zoom appears in the list in the upper right of the window.

- To edit a saved zoom, click the **Edit** () icon.
- To delete a saved zoom, click the **Delete** () icon.

Defining the report name and distribution methods

Use the **Name & Distribution** tab to set up the name, category, and distribution methods for your report.

Procedure

1. Enter a report name (up to 50 characters, for example, Top Page or Booking Latency for First Class Passengers) for the new report in **Report Name**.
2. Select a **Report Category** or enter a new category name.

Each report must have a unique Report Name - Report Category combination.

3. Optional: Enter up to 250 characters in the **Comments** box to describe the report.
4. Optional: Choose a distribution method.

- Check **Receive Via Email** to have the report sent directly to you as an attachment in an email. Enter your email address and select either **Excel** or **CSV** as the attachment format. The attachment contains metadata about the report (for example, name, filter, and segments) and the data table, but not the graphs.
- Check **Notify Via Email** to be notified when the report is generated. Enter the email address to which you want the notification sent.

Viewing Lifecycle Reports: Buyer Lifecycle

This example describes a Buyer Lifecycle Overview report. It specifically analyzes visitors who came to the site in July 2010 and displays what milestones they have reached over the last 400 days.

The example report answers these questions about the visitors:

- Are they shoppers?
- Are they multi-time buyers?
- How many visitors progressed to the next milestone?
- How long did it take to move them?
- How many of our marketing programs did they click?
- Which marketing channels did they click? What products did they buy? What content did they view?
- Did efforts in this time period have a positive impact on progression? How does this period compare to the previous period? How does the period compare across time (trend)?

Dates and Compare

Dates

Select any date range that has been processed. The longer the report has been active, the more comparison periods are available to select.

Compare

When selected, **Compare** shows the % change next to each metric. Period (B) inherits the same segment as Period (A).

Visitor Population

This collapsible section (expanded by default) showcases metrics about visitors who came this period and meet the displayed segment criteria.

Milestones

Use the **Milestones** tab to define milestones to a report.

- **Add Milestone** defines up to 6 milestones for the report. After adding each milestone, **Add Milestone** moves to the right. You can drag milestones to reposition them.
- **Show Milestone Progression** is selected by default. If you deselect it, the report does not have arrows between the boxes and the Days Between and Sessions Between metrics are not calculated.

Migrators

Each **Migrators** box represents the segment of visitors new to that milestone during the calendar period.

The information displayed is:

- Unique Visitors - The total number of visitors new to that milestone in Period A, and the % change compared to the **Compare** period.
- Days Between
- Sessions Between
- Metrics selected during report setup.

Additional metrics

Lifecycle reports provide the following additional metrics:

Visitor Population

The number of unique visitors who visited at least once in Period A and meet the segment criteria.

Avg Days to Reach

The average number of days elapsed between the time a visitor reached a milestone and the time of the visitor's first session in the lifecycle period.

Avg Days Between

The average number of days elapsed between the time a visitor reached a milestone and the time the visitor reached the preceding milestone (only applies if **Show Progression** is checked).

Avg Sessions to Reach


The average number of sessions between the time a visitor reached a milestone and the time of the visitor's first session in the lifecycle period.

Avg Sessions Between

The average number of sessions between the time a visitor reached the milestone and the time the visitor reached the preceding milestone (only applicable if **Show Progression** is checked).

Note: The metrics under + More Metrics in the milestone boxes represent the behavior of visitors in Period A, not over the Lifecycle period.

Zoom

Click the Zoom icon  on a segment to get more detail on that segment. A menu presents the available zooms for the segment.

You can hover your cursor over the metrics for additional context.

Note: The metrics under + More Metrics in the milestone boxes represent the behavior of those visitors in Period A, not over the Lifecycle period.

Selecting the Top Products option displays the zoom detail in the lower section of the window.

Trend

Select **Trend** to chart metric changes by milestone. The number of periods available for trending depends on how long the report has been running. By default, the application displays the last 5 periods

The checkboxes in the legend control the values you see in the chart and in the data table below the chart.

Insights

Select Insights to see a summary of key insights gleaned from the reports including: top marketing vendor influencers, top movers, and top metrics.

Top Marketing Vendor Influencers include:

Milestone

Lists each milestone and each Migrated to Milestone.

Marketing Vendor

Lists the top Marketing Vendor in terms of Unique Visitors.

Visitors Influenced

Displays the corresponding number of Unique Visitors.

% Influenced

Displays the % of Visitors Influenced or Milestone Visitors

Brand (Direct Load) Influence

Displays the % of Direct Load Unique Visitors or Milestone Unique Visitors

Top Movers include:

Metric

Lists Unique Visitors, Days to Reach, Sessions to Reach, Days Between, Sessions Between.

Note: These are hardcoded with the exception of Days Between and Sessions Between. Days Between and Sessions Between are shown only if the Lifecycle is set to show **Milestone Progression** arrows in the Milestone tab of the build wizard.

Milestone

Lists the name of the milestone with the biggest positive or negative change between period A and B.

Change

Lists the change value.

Note: Low values for Days to Reach Milestone and Days Between Milestones are desirable. Negative numbers display green and positive numbers display red.

Note: Top Movers is not displayed if Period B is not turned on.

Top Metrics include:

Metric

Lists the metrics you selected on the Metrics tab of the Build Report wizard.

Milestone

Lists the name of the milestone that has the highest value for that metric.

Value

Lists the corresponding metric value.

Targeting Lifecycle visitor segments in other applications

You can target selected segments of visitors from a Lifecycle report to Acoustic LIVEmail, Acoustic Acoustic Campaign, or Acoustic Tealeaf.

Before you begin

To target visitor segments to Acoustic Acoustic Campaign, you must have Acoustic Acoustic Campaign enabled and you must have access to Acoustic Export.

About this task

You can choose from among the following retargeting options:

Visitor population

Retarget the visitor IDs of all unique visitors during the report date range.

Milestones

Retarget the visitor IDs of visitors who reached a specified milestone within the data retention period (up to 400 days).

Migrators

Retarget the visitor IDs of visitors who reached a specified milestone during the report date range.


Non-migrator data

Retarget the visitor IDs of visitors who did not reach a specified milestone during the report date range.

Note: You cannot retarget non-migrators to Acoustic Acoustic Campaign.

You can select one or more milestones, migrator segments, or non-migrator segments for retargeting. If you choose the non-migrators option, you cannot select migrator segments.

Procedure

1. Click the **Target Visitors** () icon to target users or segments.
2. Select a targeting option.
 - a) Select **LIVEmail: Target Visitors via Email** to send email to all visitors who belong to the segments you select.

- b) Select **Acoustic Acoustic Campaign: Target Visitors via Cross-Channel Marketing** to retarget to Acoustic Acoustic Campaign.
- You are transferred to Export, and the selected segment can be found on the Acoustic Acoustic Campaign Segment form. For more information, see the *Acoustic Digital Analytics Export User Guide*.
- c) Select **Acoustic Tealeaf: Replay segment sessions in Acoustic Tealeaf** to retarget to Acoustic Tealeaf for session replay.
3. Choose from the available retargeting options for the selected application.
4. Click **Continue**.

Related concepts

Explore integration with Acoustic Tealeaf

Explore and Acoustic Tealeaf users can perform cross-over analysis of visitor behavioral data captured separately by the two solutions.

Multiple Lifecycles

You can use provided lifecycles or define custom lifecycles.

Besides the Buyer Lifecycle, other default lifecycles in the application include:

Frequency Lifecycle

1 Session Visitor > 2 Session Visitor > 3-5 Session Visitor > 6-10 Session Visitor > 10+ Session Visitor

Event Lifecycle

Non-Event Initiator > Event Initiator > 1x Event Completer > 2x Event Completer > 3-5x Event Completer > 6x+ Event Completer

Value Lifecycle

\$0 Value Visitors > \$1-100 Value Visitors > \$101-500 Value Visitors > \$501-1,000 Value Visitors > \$1,001-10,000 Value Visitors > \$10,000+ Value Visitors

You can build custom lifecycles, for example:

Downloader Lifecycle

Whitepaper 1 Downloader > Whitepaper 2 Downloader > Whitepaper 3 Downloader, and so on

Lead Gen Lifecycle

Stage 1 Prospects > Stage 2 Prospects > Stage 3 Prospects > Stage 4 Prospects, and so on

Student Lifecycle

Browser > Inquirer > Applicant > Enrollee

Integrating Acoustic Digital Analytics Legacy and Acoustic Acoustic Campaign

When Digital Analytics Legacy and Acoustic Acoustic Campaign are integrated, online segments and associated data from Digital Analytics Legacy can be combined with offline profile data in Acoustic Acoustic Campaign.

The Acoustic Acoustic Campaign user can select segments defined in Digital Analytics and target them in marketing campaigns, based on web activity and behavior.

Using an integrated system provides the following benefits:

- Web analysts can quickly follow up on trends noticed online, by defining segments to be targeted by Acoustic Acoustic Campaign.
- Campaign managers can align their campaign tactics with marketers' demands.

- Business marketers can track and follow up on campaign tactics, by measuring success and ROI of cross-channel campaigns.

How to integrate Acoustic Digital Analytics Legacy and Campaign

This topic explains how to integrate Digital Analytics Web Analytics and Acoustic Acoustic Campaign, so you can use online segments defined in Digital Analytics products within a campaign.

About this task

To integrate Digital Analytics and Campaign, you must complete these steps:

1. (Optional): Configure SSO so users can easily navigate between products.
Single sign-on (SSO) lets users access Digital Analytics from within the Acoustic Marketing Platform user interface without being prompted to log in. For more information, see *Global User Authentication* in the Digital AnalyticsAdministrator's Guide.
2. Make your segments available for use in Acoustic Acoustic Campaign. For more information, for Lifecycle reports, see [“Targeting Lifecycle visitor segments in other applications”](#) on page 58. For Explore segments, see [“Managing segments”](#) on page 64.
3. Manage your new segments in Digital Analytics Export. For more information, see the Acoustic Digital Analytics ExportUser Guide.
4. In Campaign, complete these steps:
 - a. Configure a translation table to translate Digital Analytics keys toAcoustic Marketing Platform Audience IDs.
 - b. Configure the segment integration.
 - c. Assign credentials to a Acoustic Marketing Platform account.
 - d. Map the translation table.
Mapping a table is how you make Acoustic Digital Analytics data accessible to Acoustic Campaign.
 - e. Specify which Acoustic Campaign users can use Digital Analytics segments in flowcharts.
 - f. Turn on the integration for individual Acoustic Campaign partitions.
 - g. Configure permissions in your Digital Analyticsproduct(s).
 - h. Now Acoustic Campaign users can start using Digital Analytics segments in flowcharts.

Note: For detailed instructions on how to complete integration tasks in Acoustic Acoustic Campaign, see the Acoustic Acoustic Campaign User's Guide.

Manage

There are eight administration options in Manage.

Reports

The **Manage > Reports** page displays an overview of the reports in your client ID. Use this page to search for reports, stop recurring reports, and perform actions on multiple reports.

Report table




The report table groups the reports by category. Click  before the category name to expand the list of reports. Click  to hide the list.

By default the table shows all reports, but you can filter the list by using the Show Report Type option above the table. You can also search for reports.

You can change the columns in the table by clicking the arrow in any column heading and selecting **Configure Columns**.

Bulk actions

Perform an action on multiple reports at once by selecting the check boxes next to the report or category names and clicking a bulk action icon. The bulk action icons are located above the report table. If you lack the user permissions for an action, that icon is not available.

Table 9: Bulk action icons	
Icon	Description
	Create a bookmark in another application for each selected report or remove an existing bookmark.
	Stop the future processing of selected recurring reports.
	Completely remove the selected reports from the system.

Individual actions

Use the icons in the report rows to perform actions on individual reports. If you lack the user permissions for an action, that icon is not available.

Table 10: Individual actions





	<p>Edit a report. If you are the report creator or have administration rights, you can edit some components of existing reports:</p> <ul style="list-style-type: none"> Edits to One-Time Reports or Stopped Recurring Reports are not reprocessed. You can edit only Report Name, Report Category & Comments. To make more substantial edits, use the Save As option. Edits to an Active Recurring Report are reflected in new report runs, but do not change historically processed reports. Edits to Live reports are applied when the report results are refreshed. You can edit any of the settings of a Live report.
	<p>Save/Modify: Use an existing report as a template for a new report by clicking this icon. The action places you into the report configuration screen. The report configuration is pre-filled from the existing report, but you must enter a unique combination of report name and report category. You can then edit and or expand on any of the pre-filled settings.</p>
	<p>If you are the report creator or have administration rights, you can Stop a recurring report. The stop action does not delete processed reports, but discontinues future processing. This action is not available to one-time reports.</p>
	<p>If this icon is shown, comments exist for this report. Click the icon to display them.</p>

Table 10: Individual actions (continued)

	<p>If you are the report creator or have administration rights, you can selectively share reports. Click the icon to change the sharing for this report. You can choose to share with no other users (the default), all users, or one or more users that you select from a list.</p> <p>The icon shows who has access to the report:</p> <ul style="list-style-type: none"> No other users All users One or more other users
	<p>If you are the report creator or have administration rights, you can delete the report. The action completely removes the report from the system and, if a recurring report, discontinue all future processing.</p>
	<p>Create a bookmark for this report in another application or remove an existing bookmark. Select the application under Add bookmark in or Remove bookmark from in the menu that opens when you click the icon.</p>

Dashboards

Select Dashboards from the Manage tab to display the list of dashboards created using Digital Analytics Explore.

Click **Create a Dashboard** to build a new dashboard.

Type a text string into **Search Dashboard Name** to search the dashboard list for matching results. The search box assumes a wildcard on both sides of your text string.

Clicking the drop down arrow next to each column header, present you with options such as:







- Sort Descending.
- Sort Ascending.
- Expand All - Expands all categories to see dashboard names.
- Collapse All - Collapses all categories to show just dashboard categories.
- Select Columns - Allows you to display the Creator, Date Created, and Last Update Date columns.

Dashboards are grouped by user category. Click the button before the name to show all reports, click the button to hide them.

You can access and perform the tasks shown in [Table 11 on page 62](#) if you have permission.

Table 11: Available tasks	
Dashboard Name	The dashboard name. Click on this name to navigate to the dashboard.
For each report the following columns can be configured.	
Creator	The Digital Analytics user ID for the creator of the dashboard.
Date Created	The date on which the dashboard was created.
Last Update Date	The date on which the dashboard was last edited and saved.
The buttons on the right of the dashboards show Dashboard Specific Actions & Rights	

Table 11: Available tasks (continued)



	Edit the dashboard. If you are the dashboard creator or have administration rights, you can edit the dashboard.
	<p>If you are the dashboard creator or have administration rights, you can share dashboards. Click this button to share this dashboard. A popup displays that lets you specify whether to share with no other users (the default), all users, or to select one or more user groups to share with from a list.</p> <p>The icon displayed shows who has access to the report:</p> <ul style="list-style-type: none">  No other users  All users  One or more other users <p>Note: The user of a shared dashboard must have shared access to each report within the dashboard to view them all.</p>
	If you are the dashboard creator or have administration rights, you can delete the dashboard. This action completely removes the dashboard from the system and, if a recurring report is in the dashboard, discontinue all future processing.

Annotations

Annotations provide a convenient list of all annotations used throughout Digital Analytics Explore that lets you edit and delete them in one place.

The annotation list shows the annotation name, date range, creator, and the actions that can be performed on each annotation as shown in [Table 12 on page 63](#).

Table 12: Available actions

	Edit Annotation	Clicking this button displays the Edit Filter window.
	Delete Annotation	Clicking this button displays a message warning that you are about to delete this filter. Click Yes to confirm that you want to delete the annotation.

Filters

The Filters tab provides a convenient list of all filters created throughout Digital Analytics Explore, enabling you to edit, copy, and delete filters in one place.

Select a category and the filters contained in the category are listed showing Filter Name, Created By, Date Created, Last Update Date, and the buttons for the actions that can be performed on each.

Table 13: Available actions




	Edit Filter	Clicking this button displays a message warning that editing this filter affects all reports that use the filter and a list of affected reports. Click Yes to confirm that you want to edit the filter and the Edit window displays.
	Copy Filter	Clicking this button opens the Copy window for this filter which lets you create a copy of this filter with a new name. You can then adjust any of the filter parameters for the new filter.

Table 13: Available actions (continued)





	Delete Filter	Clicking this button displays a message warning that deleting this filter affects all reports that use this filter and a list of the affected reports. Click Yes to confirm that you want to delete the filter.
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Managing segments

Use the Segments page in Digital Analytics Explore to create, edit, copy, and delete segments.

Select a category from the list above the segment list and the segments within the list are displayed showing the segment name, creator, date created, and last update. The final column contains buttons for the actions (in Table 14 on page 64) that can be performed on the sections.

Table 14: Available actions

	Edit Segment	Clicking this button displays a message warning that editing this segment affects all reports that use this segment. A list of these reports is displayed. Click Yes to confirm that you want to edit the segment and the Edit window is displayed.
	Copy Segment	Clicking this button opens the Copy window for this segment, enabling you to create a copy of this segment with a new name. You can then adjust any of the segment parameters for the new segment.
	Copy Segment to Marketing Center	If you have access to Acoustic Marketing Center, you can configure the segment for use in Marketing Center.
	Delete Segment	Clicking this button displays a message warning that deleting this segment affects all reports that use this segment. A list of these reports is displayed. Click Yes to confirm that you want to delete the segment.

You can also create a segment on this page by clicking **Create New Segment**, which opens the New Segment window.

Note: You cannot create, edit, or copy Acoustic Tealeaf segments on this page.

Sharing Digital Analytics Explore segments with Acoustic Acoustic Campaign

You can make your Digital Analytics Explore segments available for use in Acoustic Acoustic Campaign.

Before you begin

You must be enabled with Acoustic Acoustic Campaign and have access to Acoustic Digital Analytics Export to complete this procedure.

About this task

Procedure

1. Click **Manage > Segments** in the left navigation pane.
2. Find the segments you want to export in the table.
3. Click the broadcast icon to export the selected segments to Acoustic Acoustic Campaign.

You are transferred to Acoustic Digital Analytics Export, and the selected segment can be found on the Campaign Segment form. See the *Acoustic Digital Analytics Export User Guide* for more information.

Calculated Metrics




Select **Manage > Calculated Metrics** in the side navigation pane to access the Calculated Metrics page, where you can edit, copy, and delete calculated metrics created in Digital Analytics Explore.

You cannot create a calculated metric from this page. Calculated metrics can be created only when building or editing a report. See [“Calculated metrics” on page 17](#).

Select a category from the drop-down list at the top of the page. All the calculated metrics in the selected category are listed. The page lists the metric name, creator, date created, and last update date for each metric. Click in the header of any of these columns to sort the rows in ascending or descending order.

The Action column shows icons for editing, copying, and deleting calculated metrics.

Table 15: Available actions on the Calculated Metrics page

	Edit Calculated Metric	<p>A calculated metric can be edited only by the user who created it or an administrator.</p> <p>You can remove standard metrics from the formula, but you cannot add additional metrics.</p> <p>If you edit a calculated metric that is being used by a report, your edits are applied only to reports that have not been processed. The new metric formula is applied to reports going forward; recurring Explore reports are not back-processed to use the new metric. Existing reports for past dates continue to display values based on the original calculated metric formula.</p>
	Copy Calculated Metric	<p>Create a copy of the calculated metric with a new name. You can edit any of the parameters for the new calculated metric.</p> <p>You can remove standard metrics from the formula, but you cannot add additional metrics.</p>
	Delete Calculated Metric	<p>A calculated metric can be deleted only by the user who created it or an administrator.</p> <p>If you attempt to delete a calculated metric that is being used by a report, a message displays, listing all reports that use the calculated metric. Reports that use the calculated metric must be deleted before you can delete the calculated metric.</p>

Custom Metrics

Select **Manage > Custom Metrics** in the side navigation pane to access the Custom Metrics page, where you can create, edit, copy, and delete custom metrics.

Creating a custom metric

To create a custom metric, click **Create New Custom Metric** in the upper right corner.

Use the following settings to define the custom metric.

Setting	Description
Name, Category, Comments	Enter a name, select a category (or create a new one), and optionally enter comments about the metric.
Metric or attribute	Select one standard metric or attribute as the base for the custom metric. You cannot select multiple base metrics or attributes.
Format (attributes only)	Select a format for displaying attribute data. If you select a metric as the base for the custom metric, the format is automatically set to the format associated with the base metric. You cannot change this setting.
Calculation logic (attributes only)	Calculation logic options depend upon the attribute you select. For text-based attribute fields, the available options are Count and Count Distinct. For numeric attribute fields, the available options are Sum and Average. If you select a metric as the base for the custom metric, the calculation logic is automatically set to the logic associated with the base metric. You cannot change this setting.
Apply Segment or Apply Filter (base metrics only)	You can narrow the user data to be analyzed by applying a segment or a filter to a base metric. You cannot apply a segment or filter to an attribute. You can create a new segment or filter, or use an existing one. Only segments or filters that are compatible with the selected base metric are available for selection. To create an alias of a base metric with a customized name, leave this area blank.

Managing custom metrics

To work with existing custom metrics, select a category from the menu at the top of the Custom Metrics page. All the custom metrics in the selected category are listed. The page lists the metric name, category, creator, creation date, and last update date for each metric. Click in the header of any of these columns to sort the rows in ascending or descending order.

The Action column shows icons for editing, copying, and deleting custom metrics.

Table 16: Available actions on the Custom Metrics page




	Edit Custom Metric	A custom metric can be edited only by the user who created it or an administrator. If you edit a custom metric that is being used by a report, your edits are applied only to recurring reports that have not been processed. Recurring Explore reports are not back-processed to use the new metric. Existing reports for past dates continue to display values based on the original custom metric definition.
	Copy Custom Metric	Create a copy of the custom metric with a new name. You can edit any of the parameters for the new custom metric.

Table 16: Available actions on the Custom Metrics page (continued)

	Delete Custom Metric	<p>A custom metric can be deleted only by the user who created it or an administrator.</p> <p>If you attempt to delete a custom metric that is being used by a report, a message displays, listing all reports that use the custom metric. Reports that use the custom metric must be stopped and deleted before you can delete the custom metric.</p>
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Related concepts

Custom metrics

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

[“Custom metrics” on page 18](#)

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

[“Managing segments” on page 64](#)

Use the Segments page in Digital Analytics Explore to create, edit, copy, and delete segments.

[“Filters” on page 63](#)

The Filters tab provides a convenient list of all filters created throughout Digital Analytics Explore, enabling you to edit, copy, and delete filters in one place.

Broadcasting custom and calculated metrics


If your organization has Acoustic Digital Analytics Multisite, you can copy a custom or calculated metric that was created on one site to other sites within your enterprise. You can also copy metrics from a site to the global ID, or from the global ID to other sites.

About this task

You can choose the sites where the metric is to be copied. However, if a metric is based on an attribute, the attribute must be available on the site that you are copying to, and it must be assigned to the same field on both sites.

If a site contains a metric with the same name as the metric you are broadcasting, you are prompted to either rename the metric you are broadcasting or overwrite the metric on the site.

Procedure

1. Select **Manage > Custom Metrics** or **Manage > Calculated Metrics**.
2. Click the **Broadcast** icon () next to the metric that you want to copy to other sites.
3. To copy the metric to one or more sites, select the check box next to each site's client ID. To copy the metric to all sites, select the check box in the header row.
4. Click **Publish**.

Report allocation

This page enables an administrator to allocate the remaining unused reports for a month across the user groups within a client ID according to an organization's needs. You do not need to allocate 100% of the available reports.

Depending on the purchased Digital Analytics Explore package, your company is allocated x Full Data Set Reports and y Sampled Reports. (Licensed Lifecycle users are allocated z Lifecycle reports.)

Administrators allocate the contracted reports to client IDs using the Digital Analytics Admin application.

Using Report Credits

From an allotment or consumption perspective, a defined report is a submitted report request for a uniquely named report. That is, you use a report allocation when you click **Submit** in the builder. Editing an existing report does not count as a new report. See “Reports” on page 60 for more information. Also, a recurring report (that is, a daily, weekly, or monthly report) counts as one report for the month but counts in the subsequent month if not stopped.

Here are some common questions:

When a new month starts, do we get back all of our report credits?

Any report credits used in the previous month on one-time reports or stopped recurring reports are returned to your allotment for use in the next month. Recurring reports still running will count in each month they run until stopped.

How do I know how many report credits my user group has remaining?

You can find this information at the top of the **Build** and **Manage** screens.

How do I get more credits?

Contact your administrator to see whether more credits can be provided to your user group. If not, contact your Digital Analytics sales representative to purchase a larger package.

Attributes

Imported attributes and optional attributes passed by tags must have an alias defined before you can use them in reports. The **Manage > Attributes** page contains a link to the page in the Admin console where you can specify the alias and data type for attributes.

For information on attributes, collection options, and sample use cases, see [Attributes](#).



Emails

Select **Emails** from the Manage tab to display the list of recurring emails created using Digital Analytics Explore.






Type a text string into **Search** to search the table for matching results. You can search on the Report Name, Creator, or Recipient Email Address fields. The search box assumes a wildcard on both sides of your text string.

Clicking the drop down arrow next to each column header displays options such as:

- Sort Descending
- Sort Ascending
- Expand All - Expands all categories to see report names
- Collapse All - Collapses all categories to show just report categories
- Select Columns - Allows you to display the Creator, Send Email, Date Created, Last Update Date, Include, Rows, and Attachment columns.

Emails are listed by report name and grouped by user category. Click the  button before the name to show all reports, click the  button to hide them.

If you have the correct permission, can access and perform the tasks shown in [Table 17 on page 69](#).

Table 17: Tasks available	
Report Name	The name of the report scheduled for recurring email distribution.
Creator	The User ID of the creator of the recurring email.
Send Email	The frequency the email is scheduled to be delivered.
Include	The number of periods included in each email distribution.
Rows	Whether to distribute all rows of the report or just selected rows.
Attachment	The type of attachment to deliver.
Date Created	The date the email was originally scheduled.
Last Update Date	The date the email was last edited and saved.
The icons under the Email Action column show Email Specific Actions & Rights	
	Edit the recurring email. If you are the email creator or have administrator rights, you can edit the email.
	If you are the email creator or have administrator rights, you can stop  a recurring email or restart  one.
	If you are the email creator or have administrator rights, you can stop the recurring email. This action does not delete the report. If you choose to reschedule the email after deletion, you must revisit the report, click the email icon, and save the email again.

Monitoring report credits

Use the Report Credit Usage page to monitor credit usage of the reports in Digital Analytics Explore for a selected month. The page lists the full, sampled, and lifecycle credits for each report. The top and bottom rows show the credit usage totals for the currently displayed reports.

About this task

The current month is displayed by default. Use the Month drop-down list to display a different month.

You can filter the list on the Report Name, Report Category, User Group, Creator, Status, or Frequency column. Choose a column to filter on from the Search drop-down list and enter the filter text in the text box. The page lists the reports that match your filter criteria. To display all reports again, clear the text box.

Modules

Modules are available in Acoustic Digital Analytics Explore that provide access to additional data for use in your reports.

Registration Module

The Registration module allows you to analyze information about registered visitors that is collected via the Registration tag.

The following fields are available for reporting, filtering, and segmenting when the Registration module is enabled:

- Visitor ID
- Registration ID
- Email Address (only available for Client IDs with Acoustic LIVEmail)
- Age
- Gender
- Registered City
- Registered State
- Registered Country
- Registered Zip Code
- Income Level
- Education Level
- Registrant
- New/Repeat Buyer (New/Repeat Booker for the Travel vertical)
- 50 Additional Registration Fields

If you are using the Registration module, you can also use a Visitor Registration Fields import file to import up to 50 registration attributes in addition to the 50 you can pass in the Registration tag. You can also use the Data Extensions module to import data related to any of the tagged or imported registration fields.

Note: Your organization may not populate all of the possible registration fields. Registration fields are not available for cross-session segmentation.

Registration logic

When a visitor doesn't enter a registration ID for a session, Digital Analytics uses logic to map the cookie to the most likely registration ID. When a cookie is associated with multiple registration IDs (for example, when spouses share a computer but have separate registration IDs), the code gives greater weight to the registration ID entered closest in time to the session in question.

Logic for time

If the value for a registration field changes over time, Digital Analytics uses the value that was current during the time period shown in the report. For example, suppose a visitor says in January that he has one child and the same visitor says in February that he has two children. If you run a report in April on January data, that visitor would be grouped with the one-child visitors. If you run a report in April on February data (or on any month after February), the visitor would be grouped with the two-children visitors.

Different logic than Acoustic Digital Analytics

The registration logic in Digital Analytics Explore differs from the logic in Digital Analytics. In Digital Analytics, a cookie is mapped to all associated registration IDs (rather than guessing which one is most appropriate). As a result, in Digital Analytics it is possible for a visitor to be considered both male and female if two people share a computer but have separate registration IDs. Further, when a value changes over time, Digital Analytics replaces the old value with the new. If a visitor has one child in January and two children in February and you run a report in Digital Analytics in April on January data, the visitor will be grouped with the two-children visitors.

Impression Attribution Module

The Impression Attribution module allows you to understand key metrics related to marketing attribution and correlate visitors' on-site behavior with the campaigns they saw. The result is an understanding of which marketing impressions influence downstream conversion and consequently in which branding activities you should invest.

Marketing impressions include the following:

- Display advertising
- Widget views
- Syndicated videos
- Micro-sites
- On-site promotions

Impression attribution metrics

The following metrics are available with the Impression Attribution module.

Table 18: Metrics	
Metric Name	Description
Impressions	The number of times the marketing impression was viewed
Impression Click-Thru Rate	Marketing Impressions divided by Marketing Program Clicks.
Unique Impression Viewers	The number of unique visitors (determined by cookie value) who viewed the marketing impressions.
Impressions/Unique Impression Viewers	Impressions divided by Unique Impression Viewers.
Impressions/Unique Visitors	Impressions divided by Unique Visitors.
Events (IMP {Window} {Logic})	The number of completed conversion events attributed to visitors who viewed the marketing impression within the specified attribution window.
Event Points (IMP {Window} Logic)	The number of event points attributed to visitors who viewed the marketing impression within the specified attribution window.
Sales (IMP {Window} Logic) * Revenue (IMP {Window} Logic) in the Travel vertical	The amount of sales attributed to visitors who viewed the marketing impression within the specified attribution window.

Table 18: Metrics (continued)	
Metric Name	Description
Orders (IMP {Window} Logic) * Bookings (IMP {Window} Logic) in the Travel vertical * Applications (IMP {Window} Logic) in the Financial Services vertical	The number of orders attributed to visitors who viewed the marketing impression within the specified attribution window.
Page Views (IMP {Window} Logic)	The number of page views attributed to visitors who viewed the marketing impression within the specified attribution window.
Sessions (IMP {Window} Logic)	The number of sessions attributed to visitors who viewed the marketing impression within the specified attribution window.
Impressions (IMP {Window} All)	The total number of marketing impressions seen during the attribution window by those who visit the site during the report date range.

The attribution window (between 1 and 93 days in length) and logic (Average, First, or Last) are defined by your administrator when the module is implemented.

The metric Sales (IMP|30|Avg) means the sales for the report period are credited equally to each impression the visitor saw in the 30 days prior.

Enabling impression attribution

Use impression attribution to analyze which impressions lead to conversions.

About this task

The following steps provide an overview of the workflow for enabling impression attribution.

Procedure

1. Tag your content with the marketing impression tag. You may need a tag library update first.

See the *Acoustic Digital Analytics Implementation Guide* for details on using the marketing impression tag.

When the tagged content is displayed to visitors, Digital Analytics stores a history of the impressions for every visitor.

When a visitor arrives on your site using any means, Digital Analytics associates any impression history for the visitor with the cookie value used to track the visitor's activity on your site.

2. Create reports that use impression attribution metrics. These metrics are available on reports based on the Marketing Program field, its derivatives (Vendor, Category, Item, or Placement), or its attributes.

Results

Note: Because impressions are not part of a session, you cannot apply segmentation to a report with an impression metric. You can apply segmentation to the impression metrics (for example, Sales (IMP|90|Avg)).

Note: Impression metrics are not available on reports that use a data extension attribute as a display column.

Multichannel Module

The Multichannel module allows you to analyze imported information about registered visitors and offline transactions in conjunction with data captured via your site tagging implementation.

You import the information using the Visitor Registration and Multichannel import configurations in Acoustic Digital Analytics Import. See the *Acoustic Digital Analytics Import User Guide* for details on the fields you can import and how to configure the imports.

To use the Multichannel module

The Multichannel module is associated with three import files: Visitor Registration, Multichannel Shop, and Multichannel Order. Repeat this process once for each import file you want to use.

Procedure

1. Configure the import configuration in Acoustic Digital Analytics Import.
2. Download the template for the import configuration
3. Based on the template, create a file that contains the data you want to import.
4. Import the data in Import.
5. In Acoustic Digital Analytics Admin, define an alias for every attribute for which you are importing data.
6. Use the data extensions attributes when you build your reports.

The data extension attributes that are available depend on the data you import.

Reports with data extension attributes cannot contain metric filters or impression attribution metrics. Reports with display columns from a registration-based data extensions import cannot use cross-session segmentation.

Multichannel Metrics

The Multichannel module provides new metrics that you can use when creating reports. These new metrics are the offline or multichannel (offline plus online) equivalents of the online metrics already available.

If you have the Multichannel module deployed, the metrics that report on data sent via tags will include the prefix Online: so it is clear which metrics apply to online activity, which apply to offline activity, and which apply to multichannel (online and offline) activity.

Note:

- The relational zoom option is not available for reports with one or more offline or multichannel metrics. Relational zooms are effectively same-session segments, and same-session segments are not applicable to offline data.
- In a segment comparison report, offline and multichannel metrics are only available if the report includes only multichannel customer segments.

Retail and Content-Commerce Verticals

- Multichannel: Average Order Value
- Multichannel: Average Shipping & Handling
- Multichannel: COGS
- Multichannel: Items/Order
- Multichannel: Items Ordered
- Multichannel: Margin
- Multichannel: Orders

- Multichannel: Item Sales
- Multichannel: Total Shipping & Handling
- Offline: Average Order Value
- Offline: Average Shipping & Handling
- Offline: COGS
- Offline: Items/Order
- Offline: Items Ordered
- Offline: Margin
- Offline: Orders
- Offline: Item Sales
- Offline: Total Shipping & Handling
- Offline Sales/Multichannel Sales
- Online Sales/Multichannel Sales
- Offline Orders/Multichannel Orders
- Online Orders/Multichannel Orders
- Offline Items Sold/Multichannel Items Sold
- Online Items Sold/Multichannel Items Sold
- Multichannel Buyers
- Offline Buyers/Multichannel Buyers
- Online Buyers/Multichannel Buyers

Financial Services Vertical

- Multichannel: Applications Completed
- Offline: Applications Completed
- Online Applications Completed/Multichannel Applications Completed
- Offline Applications Completed/Multichannel Applications Completed

Travel Services Vertical

- Multichannel: Average Booking Value
- Multichannel: Bookings
- Multichannel: COGS
- Multichannel: Items/Booking
- Multichannel: Items Booked
- Multichannel: Margin
- Multichannel: Revenue
- Offline: Average Booking Value
- Offline: Bookings
- Offline: COGS
- Offline: Items/Booking
- Offline: Items Booked
- Offline: Margin
- Offline: Revenue
- Offline Bookings/Multichannel Bookings
- Online Bookings/Multichannel Bookings

- Offline Items Booked/Multichannel Items Booked
- Online Items Booked/Multichannel Items Booked
- Offline Revenue/Multichannel Revenue
- Online Revenue/Multichannel Revenue

Data Extensions module

The Data Extensions module enables you to add data from other sources to the reports that analyze visitors' online behavior.

You can import up to 50 attribute fields associated with a specific data tag type or one of a select list of data objects. The 50 attributes are in addition to the 50 attributes you can pass via page tags.

Data imported through the Data Extensions module is reported in capital letters, regardless of the case of the uploaded value. If you upload *Smith*, it appears in reports as *SMITH*.

To use the data extensions module

To incorporate data extensions into your reports

Procedure

1. Configure the data extensions import configuration in Acoustic Digital Analytics Import.
2. Download the template for the import configuration
3. Based on the template, create a file that contains the data you want to import.
4. Import the data in Import.
5. In Acoustic Digital Analytics Admin, define an alias for every attribute for which you are importing data.
6. Use the data extensions attributes when you build your reports.

The data extension attributes that are available depend on the data you import.

Reports with data extension attributes cannot contain metric filters or impression attribution metrics. Reports with display columns from a registration-based data extensions import cannot use cross-session segmentation.

Troubleshooting

Use these topics to troubleshoot problems in Digital Analytics Explore.

FAQs

Some common questions and answers that can help you troubleshoot problems.

[“Tagging” on page 75](#) [“Tagging” on page 75](#) [“Filters and segments” on page 76](#) [“Mobile” on page 77](#) [“Miscellaneous” on page 77](#)

Tagging

Q: Will data from Custom Tags appear in Digital Analytics Explore?

A: No, data from custom tags does not appear in Digital Analytics Explore.

Q: As we begin to collect Attributes, does that increase my server calls (the metric by which I am billed for monthly services)?

A: No, because attributes are collected on existing tags, it does not affect server call calculations.

Q: Are Extra Fields and Attribute Fields the same thing?

A: No, they are passed to Digital Analytics the same way, but the tag library determines if the value falls into an extra field, an attribute field, or another field.

Q: If I am currently passing data to an Extra Field and want to now use the Digital Analytics Explore function available for Attribute fields, what do I do?

A: You need to pass the same value to an Attribute field as well. In most cases, Digital Analytics can update your tag library to automatically accommodate this request.

Q: Can I collect more than 15 attributes on a single tag type?

A: The current limit is 50 fields per tag type. You can also overload any field with more than one value. For example, if you need to collect both Author and Language into page view attribute field 1, you could pass Author=Smith | Language=German. Then, you could alias the field as Author+Language. You can do the same if you need to collect more than one value. For example, you might have 3 colors on a product page and pass "Blue|Green|Yellow" and alias the field as Color.

Note: Whatever you pass is what will display on the report. However, you can use filters to report specifically on what you want (for example, Language=German).

Q: Can attribute data be exported using Acoustic Digital Analytics Export Builder or Acoustic LIVEmail?

A: Currently, attribute data is only available for selection in Digital Analytics Explore. If this is a requirement, click **Feedback** and let us know.

Metrics

Q: Can I select marketing attribution metrics in Digital Analytics Explore?

A: Not currently, but the vision is to support Marketing Attribution metrics in Digital Analytics Explore. If this is a requirement, click **Feedback** and let us know.

Filters and segments

Q: Am I limited to a finite number of segments?

A: No, you can apply a segment to every report and, for Segment Compare reports, you can analyze up to 10 segments in a single report.

Q: Am I limited to the number of filter or segment criteria that I can use in creating a filter or segment?

A: No, there are no limits.

Q: How are filter and segment criteria joined?

A: Users have the option to apply [and] or [or] logic between criteria of the same field type (for example, Content Category is Sports [or] Content Category is Business or Product Name contains laptop [and] Product Name contains T61). Between field types, the join operator is an [and] (for example, Browser contains IE [and] Operating Systems contains Win).

Q: Do my current key segments transfer to Digital Analytics Explore?

A: No, but in most cases (criteria from Registration tags are not available for selection) you can recreate the same segments and analyze more of them. Also, you can further augment your segments using attributes.

Q: I'm creating a report and filling in filter criteria, but I'm not sure of the appropriate syntax (for example, do I enter IE_7 or Internet Explorer)?

A: When on the filter and segment definition screens, there is a link called **Sample Records**. This dialog helps you understand sample syntax by data field type.

Q: I want to enter criteria with a single character wildcard. How do I do that?

A: Use the WILDCARD operator and enter a ? for the single space. For example, to filter all variations of your site's home page referral URLs. (xyz.com/us, xyz.com/ca, xyz.com/zn, and so on, but only report the home pages (meaning you wanted to exclude xyz.com/us/abc.html), you would enter a filter on WILDCARD *xyz.com/? which reports all xyz.com referrals followed by a / and 2 characters. If you are truly looking for a ? in your WILDCARD filter, you can use an escape \? (for example, WILDCARD *support*/?abc=*).

Q. How do I filter or segment based on a null value?

A: If you want to remove null values from your report, you would enter `?*` into your WILDCARD filter. The syntax for a report of only null fields would be: `NOT WILDCARD ?*`.

Mobile

Q: Will all mobile device accesses be recorded?

A: No. Many mobile devices do not support JavaScript. If the device does not support JavaScript, the standard Digital Analytics tag cannot run. Additionally, not all mobile devices support cookies. If the device does not support cookies, the traffic is considered anonymous and will not be reported. If you are building a mobile site or application, see *Mobile Implementation* on <http://support.coremetrics.com> for details about using a direct image request - "no-script tag" and working with cookies.

Q: How do you know the mobile device information?

A: The user agent string (the set of data that contains browser and operating system information) provides information regarding the mobile device (for example, APPLE IPHONE) used. As a result, Digital Analytics maintains a large mapping file of thousands of mobile devices. Any user agent string that does not match existing mobile device mappings (including those visitors using a computer) is listed as "Non-Mobile Device".

Q: How do you know the mobile network information?

A: The Digital Analytics geo-location information provider, Quova, provides Digital Analytics with an IP address to mobile network mapping. As a result, Digital Analytics looks up the IP addresses accessing your site and determines the mobile network (for example, T-Mobile USA). Any IP address not found in a Mobile network is listed as "Non-Mobile Network".

Miscellaneous

Q: How long does a report take to process?

A: Digital Analytics tries to deliver all scheduled reports by 8 a.m. of the reporting time zone daily. Daily reports receive the highest priority, followed by one-time reports, weekly reports and then monthly reports. One-time reports can finish in as little as 5 minutes, but report characteristics such as, wide time ranges, large data sets, many filters, and the selection of unique metrics (for example, unique visitors, buyers, and others) can make the report run longer.

Q: From where does the Geography data come? Why is some of the data labeled "AOL"?

A: Digital Analytics has a relationship with a third party geo-targeting company. This company provides us with a mapping of IP address ranges to key data fields including country, state, city, DMA, and 2nd Level Domain. All AOL traffic goes through proxy servers in particular locations. If US traffic, the AOL traffic goes through Virginia. As a result, instead of skewing numbers so it looks like you have a lot of traffic from Virginia, it is just labeled as "AOL".

Q: Can I have more than one report open at the same time?

A: Yes, you can launch additional instances of Digital Analytics Explore in new tabs within the same browser.

Q: Is there a way to digitally distribute the report including the graph?

A: The best way to capture the graph along with the data for electronic distribution is to take a screen shot, crop the area that you need and paste it into an email, PowerPoint or other file. We are considering adding PDF as a future option for Digital Analytics Explore. If you require PDF support, please click "Feedback" and let us know.

Q: I can restrict user access to created reports, but can I restrict access to components of the builder?

A: Not at this time. If this is a requirement, click **Feedback** and define how you would need it to work.

Q: How can I tell how many sampled and full reports have been used so far?

A: You can see how many reports have been used at the top of the Build and Manage screens. To see the allocation by group, use [Report Allocation](#).

Q: What defines a report from an allotment or consumption perspective?

A: The definition of a report from an allotment or consumption perspective is a submitted report request for a uniquely named report. Clicking **Submit** in the builder comprises a request. However,

editing a report does not count as a new report. Also, a recurring report (for example, a daily, weekly, or monthly report) counts as one report for the month, but also counts in the subsequent month if not stopped.

Q: When a new month starts, do we get back all of our report credits?

Any report credits used in the previous month on one-time reports or stopped recurring reports are returned to your allotment for use in the next month. Recurring reports still running count in each month that they run until stopped.

Q: What happens if we reach our limit of reports?

A: The user interface prevents you from processing another report that month.

Q: Can I create nested reports in Digital Analytics Explore? For example, can I create a report that aggregates all instances of single Referring Domains that then nests individual referring URLs underneath, similar to the Natural Search Reports?

A. Yes. The Custom Groups and Hierarchy report types each create a nested report. A Custom Groups report nests the display column values beneath the groups you define. A Hierarchy report nests values for the secondary display column beneath the values of the primary display column.

Q: Is it possible to create a new report based on an existing report?

A. Yes, by using the Save As option. If you click **Manage** and then click the disk button, you can create the same report with the same configuration, but with a different name. You can then edit any of the pre-filled settings.

Q: Why can't I edit any field in an existing One-Time or Stopped Recurring Reports other than their names, categories, and comments?

A. Edits to One-Time Reports or Stopped Recurring Reports are not re-processed. If they were, users would never use a report credit because they could keep editing a one-time report. If you want to use a report as a template (or starting point) for building other reports, use the Save As option.

Q: Is trending available in one-time reports?

A. No. One-time reports do not support trends because they are single reports for periods between dates x and y. If you run a recurring report, you can create a trend or select a historical start date to pre-populate the trend.

Q: Is it possible to change sampled data report to a full data report or to change date ranges?

A. To change from a sampled report to a full data report, use the Save As feature, select **full data set** and give the report a new name. If you run a recurring report, you have the option to toggle between date ranges and see a trend view.

Q: I submitted my report a while ago, why hasn't the report returned yet (still grayed out)?

A. First, try clicking **refresh** in the top toolbar or on your browser. If the report is still "gray," check the date range of the report. A one-time report with an end date later than yesterday, will not process until that date. A recurring report with a start date later than yesterday will not process until that date.

Data Accuracy

Some common causes of inaccurate reports caused by data accuracy.

Assuming you are accurately collecting the data and understand the data consistency terms, the numbers in your report may not be as expected because:

- You chose to run against sample data rather than the full data set
- The application of a filter (check your filter selections to ensure they are as expected)
- The segment applied (check your segment selections to ensure they are what you expect)
- The unique combination of display columns (if reporting on more than one)

Data Collection

The quality of the data in Digital Analytics Explore relies on the client effectively applying the Digital Analytics tags.

Table 19 on page 79 lists the tagging source that corresponds to common data fields for which all clients may not be collecting data:

Table 19: Tags by source

Marketing	
Data Field	Data Collection Source
Marketing Program, Marketing Vendor, Marketing Category, Marketing Placement, Marketing Item	MMC parameters (cm_mmc=)
Merchandising/Products	
Data Field	Data Collection Source
Product Category	The category variable in the product view tag or the Category Definition File (CDF)
Technical Properties	
Data Field	Data Collection Source
Browser Type, Operating System, Language, Time Zone, Screen Resolution, Color Depth, JavaScript Version	Technical Properties tag
Content	
Data Field	Data Collection Source
Content Category	The category variable in the page view tag or the Category Definition File (CDF)
On Site Search Term	The On-Site Search variable in the page view tag
Event Category, Event Name	Conversion Event tag
Element Category, Element Name	Element tag
Real Estate - Full, Page, Version, Page Area, Link	Real Estate Parameters (cm_re=)
Site Promotion - Full, Type, Promo, Link , Page Name	Site Promotion Parameters (cm_sp=)

Additionally, all attribute data fields rely on the client passing relevant values to the Attribute fields within the tags (See [“Collecting attributes via tags”](#) on page 81).

Data Consistency

Some common reasons why the data may appear to be inconsistent.

The numbers presented in Digital Analytics Explore may not match the numbers in Acoustic Digital Analytics for what appears to be a similar report because:

- You chose to run against sample data rather than the full data set

- You repeated some order or transaction IDs. In Digital Analytics, a duplicate ID is discarded (considered an bad record). In Digital Analytics Explore, a duplicate Order ID is discarded if the system encountered the same order ID in the last 48 hours.
- You are comparing to anonymous Topline metrics. Digital Analytics Explore does not report anonymous data (data missing a cookie).
- You find unknown values. Unknown values are most often found in Geography and Technical Properties reporting. For Geography, in some cases there is no known mapping for an IP address. In other cases, a mapping exists, but with a very low confidence level. In both cases, the value is reported as unknown. For technical properties, if a user session never throws a technical property tag, session is reported as unknown.
- You are collecting multi-byte data in an encoding other than UTF-8. Currently, encodings other than UTF-8 (for example, SHIFT-JIS or GB-2312) are not decoded.
- You are comparing Direct Load information. Digital Analytics discards any direct load sessions greater than 100 page views in length because the activity is considered excessive. Digital Analytics Explore counts a Direct Load session regardless of its length.
- You are comparing New and Repeat Visitors. In Digital Analytics, if a visitor has a 0 page view session, their cookie value is not stored and therefore, the next time they return, they are considered New. In Digital Analytics Explore, the user is considered Repeat.
- You are summing segment data when a visitor may belong to multiple segments in the same session or different sessions.

No Page Referring URL

When viewing a report on Page Referring URLs, you may find a value of "NO PAGE REFERRING URL".

If the visitor accessed a page directly (for example, through a bookmark or by typing in the URL), there is no referring URL. These visits are not labeled as Direct Load because a visitor can have a page absent of a referring URL midway through a session and not just at the start.

Troubleshooting Refresh

In most cases, the Digital Analytics Explore user interface refreshes with the next click.

To be certain that you have the most updated view (for example, to see if a grayed out report is now active), click **Refresh** on your browser or in the top navigation bar.

Term Not Provided

You can also encounter values such as "TERM NOT PROVIDED" in Natural Search reporting.

In some cases, the referring URL will be from a known search engine (for example, Google or Yahoo!), but not contain a search term.

Attributes

Attributes in Digital Analytics Explore help describe the served content in a way that helps answer questions about how a website visitor arrived at a particular page.

Do your customers view a product because of its site placement, its price, or its brand? Is an article frequently read because of its author or its concept? Do particular visitor segments tend to book premium items more than a month in advance of travel? Are your English-language service pages that feature the healthcare industry more widely read than your German-language pages on the automotive industry?

Which promotion codes drive Google Checkout purchases? Which search refinement options drive conversion?

Increasingly, website owners are looking for ways to describe the served content. Whether capturing the attributes of a page, a product, a transaction, an on-site search, an event, or an element, this level of description allows site owners to understand fully the impact of their site. Ultimately, they need to uncover the data correlations that suggest vital changes to content, media, product mix, offers, site placement, and search results.

Attribute data can come from tags or from data import files. See the *Acoustic Digital Analytics Import User Guide* for details on importing attribute data.

Related concepts

Custom metrics

A custom metric is a user-defined metric based on a standard metric or an attribute field. You can define three types of custom metrics: segment metrics, filter metrics, and attribute metrics. In addition, you can use the custom metrics feature to create an alias of a standard metric with a customized name.

Collecting attributes via tags

Use this procedure to collect attributes via tags. Attribute collection does not require a new tag. Further, collecting attributes has no impact on server call volumes (the metric by which you are charged for monthly services).

Procedure

1. Deploy a supported tag library (cmdatatagutils.js) capable of recognizing the new attribute fields.
 - If this is a new Client ID implementation, contact your Implementation Team representative to request the appropriate library.
 - If this is an existing Client ID, contact Digital Analytics Support to request an updated library.
2. Identify the types of attributes that are meaningful to your business and your analysis.

See [Best Practice Attributes](#).
3. Pass data to the attribute fields containing one or more of the available tag types
4. Have the administrator provide a meaningful name for each new field on the Explore Attributes page in Admin.

See [Alias Attribute Fields](#).

Attribute fields

You can collect, report, filter, and segment on attributes of Page Views, Product Views, Carts, Transactions/Orders, Conversion Events, Elements, Marketing Programs, and Registrations.

To collect these attributes, pass the data to the attribute fields of the corresponding tags. For each tag type, you can pass up to 50 attributes. [Table 20 on page 81](#) offers the collection method and sample attributes by attribute type. You can pass attributes of an on-site search refinement as a page attribute, product attribute, or shop attribute, depending on your needs. Attribute field values collected using tags can be stored as uppercase or in the same case that they are passed in the tags. An administrator can use the Explore Attributes page in the Admin console to choose the case option for all attributes in a client ID.

Table 20: Attribute Type Sample Collection Method

Attribute Type	Sample	Collection Method
Page View	Language, Author	Page View tag attribute fields: (pv_a1, pv_a2, ..., pv_a50)
Product View	Brand, Review Rating	Product View tag attribute fields: (pr_a1, pr_a2, ..., pr_a50)
Shop	Size, Color	Shop tag attribute fields: (s_a1, s_a2, ..., s_a50)

Table 20: Attribute Type Sample Collection Method (continued)

Attribute Type	Sample	Collection Method
Order/ Transaction	Payment Method, Booking Latency	Order tag attribute fields: (o_a1, o_a2, ..., o_a50)
Conversion Event	Download Extension, Member Type	Conversion event tag attribute fields: (c_a1, c_a2, ..., c_a50)
Element	Genre, Location	Element attribute tag fields: (e_a1, e_a2,..., e_a50)
Marketing Program	Size, Designer	Name value pairs attached to the Marketing Impression tag or used on destination URLs for marketing programs (cm_mmca1=, cm_mmca2=, ...cm_mmca50=)
Registration	Profession, Company, Member Type	Registration tag "extra" fields (rg1, rg2, ..., rg50)

Maximum attribute field size

The maximum field size per attribute value is 256 characters.

As you add numerous values to a tag, Remember that Internet Explorer has a maximum URL length of 2083 characters.

Note: Within the 256-character limit, you can overload a single attribute with multiple values. For example, you might want to capture more than one color for a single product view and, as a result, could pass "Red|Green|Blue" as the value of a Color attribute.

Sample attribute syntax

To understand how these values are passed to Digital Analytics in the tags look at this scenario.

Assume a page view tag to which you need to pass 5 attributes that further describe the page view (Type, Author, Split Test Version, Page Value, and Language). The standard syntax for a Page View tag is

```
cmCreatePageviewTag("PageID", "CategoryID" , "SearchTerm",
"SearchResults");
```

One possible tag to run could look like

```
cmCreatePageviewTag("Spurs Win Northwest Division", "Basketball" , "Tim
Duncan", "32");
```

To further describe this page, you can pass Type, Author, Split Test Version, Page Value and Language. Now, the standard syntax is now looks like

```
cmCreatePageviewTag("PageID", "CategoryID" , "SearchTerm", "SearchResults", "Type-_-Author-_-Split Test Version-_-Page
Value-_-Language");
```

And, a you can now run a tag that looks like

```
cmCreatePageviewTag("Spurs Win Northwest Division", "Basketball" , "Tim Duncan", "32", "Article-_-Smith-_-C-_-150-_-
Spanish");
```

To Digital Analytics, because the values were passed in order: pv_a1=Type, pv_a2=Author, pv_a3=Split_Test_Version, pv_a4=Page_Value and pv_a5=Language, you do not need to refer to the field name in the tag syntax. Instead, the field name is specified in the Digital Analytics library file. This field order must remain consistent across all of your pages even when you might not pass a variable on certain pages.

Alias attribute fields

Before you can use an attribute in a report, it must have an alias defined.

An administrator can define attribute aliases on the Explore Attributes page in Admin.

Video_Measurement

To measure and analyze video consumption on your site, use the Element tag. Element tags are designed for intra-page views. Because videos are commonly watched as a component of a traditional page view, using the element tag is the best practice.

When using the Element tag use the following:

Element Category

Pass the category of the video (for example, Fitness Videos)

Element Name

Pass the name of the video (for example, Six Minute Abs)

Element Attribute Field 13 (e_a13)

Pass the "Video Status:" "0"=Start; "1"=Pause; "2"=Play; "3"=Completion then alias Element Attribute 13 as "Video Status".

Element Attribute Field 14 (e_a14)

Pass the "Video Time Stamp"(in seconds) of the status action. For example, if the user Stops the video 1:23 to the video, pass "83" then alias the Element Attribute 14 as "Video Time Stamp".

Element Attribute Field 15 (e_a15)

Pass the "Video Length" (in seconds) of the total length of the video. For example, if the video is 3:10 in length, pass "190". Then, alias the Element Attribute 14 as "Video Length".

Using the described tags, the following metrics are calculated:

Name	Definition	Format
Video Launches	Count of 0's in the status field	1.350
Video Pauses	Count of 1's in the status field	45
Video Plays	Count of 2's in the status field	65
Video Completions	Count of 3's in the status field	135
Avg. Video Launches/ Visitor	Average Count of (Status Field -0) divided by unique visitors	1.23
Avg. Video Play Time	Average of Video TimeStamp when Video Status = 3	0:02:13
Avg. % Video Played	Average of Video TimeStamp when Status = 3 divided by Video Length	78.43%
Avg. Video Completion Rate	Count of Video Status = 3 when TimeStamp >= (0.98*Video Length) divided by count of Video Status=0	63.54%

As a best practice, consider the collecting additional video attributes such as:

- Video Type: (for example, Video or Video Advertisement)
- Video Player: (for example, Windows Media Player, Real Player, or Quick Time)
- Video Ad Name: (for example, Holiday Inn Serenity Package)

Web 2.0 Measurement

Web 2.0 can mean many things to many organizations. To simplify the various technologies they are grouped into three buckets: Acquisition, Delivery, and Community.

Purpose	Example Technologies	What and How to Measure
Acquisition: Expand potential audience reach; provide alternative means for arriving and consuming.	RSS, Widgets, Blogs, Social Networks.	What? Sources, interest, depth, branding, impact on objectives. How? MMC parameters.
Delivery: Provide a faster, richer, personalized, more interactive, and convenient online experience.	Web 2.0 Storefront, AJAX, Flash/Flex, Mobile, Mashups, Video, Podcasts, Portals, Facet Search.	What? Interactions, popularity, impact on objectives. How? Elements and Events.
Community: Enable users to contribute content, add values, or develop community.	User Reviews, Forums, Published Blogs, Wikis.	What? Interactions, contributors, consumers, impact on objectives. How? Page and Attributes.

Acquisition measurement

For acquisition related measurement, deploy MMC parameters on the inbound links.

For example, if you have an RSS feed and a Widget with a link back to your site, apply MMC parameters to the inbound link. For example, rather than having the **Learn More** link on your widget point to www.yoursite.com, have it point to the widget as shown.

```
www.yoursite.com?cm_mmc=Widgets_-_News_-_TopStories_-_SpursWinDecisiveGame
```

Delivery measurement

For delivery related measurement, deploy either Element or Conversion Event tags depending on the use case.

Use Conversion Event tags are to help you analyze non-commerce conversion events (for example, registrations, key downloads, subscribing to a feed, forwarding to a friend, clicking to download a podcast, sign-ups, or store locator views) and give them a weighting (for example, a Gold Registration is worth 50 points as opposed to a Brochure Download which is worth 10 point). Use Element tags to help you analyze intra-page views. As sites launch more and more Web 2.0 content, where content is delivered asynchronously (or without a traditional page view load), think about the page as a container for sub-views and actions. As a result, element tags are a way to measure things like Ajax pop-ups, Ajax tab interactions, Flash clicks, Video actions and so on.

When deploying the element or conversion event tags, consider what other attributes about the interaction might be worth to capturing. For example, with an Ajax product pop-up, you might want to go beyond simply recording the fact that the product pop-up was viewed and collect attributes about the pop-up such as the location on the screen (for example, Column 1, Row 2) or the container in which it was served (for example, Center Page module).

Community measurement

Community related content can be found in many forms.

For example, collecting information about user reviews can be collected as an attribute of the product view and shop activity (for example, its review rating, the # of ratings, and so on). Forum clicks and blogs your site publishes typically result in a page view (potentially with some meaningful attributes). Choosing the tag method that works best depends on how the content is presented and how you want to think about it.

Margin Measurement

If you need to measure and analyze product margin information within Digital Analytics Explore, import cost of goods sold (COGS) information as a shop attribute using the Shop tag or Multi-Channel Shop (MCS) import file.

Using Shop Attribute Field 15 in tags and the Multi-Channel Shop import file, the following metrics are calculated:

Name	Definition	Format
COGS	Cost of goods sold	\$25.00
Margin	Item Sales - COGS	\$25.00

Best Practice Attributes

Attribute collection in Digital Analytics Explore is extremely flexible. You can pass whatever you need to the attribute fields and report on them accordingly.

Depending on the type of site you operate, consider the following attributes.

Suggested Content Attributes

Here are some content attributes that can help you build more meaningful reports.

Page View Attributes

- Split Test Version (for example, Version A)
- Author (for example, Smith)
- Page Type (for example, Article)
- Page Value (for example, 25)
- Publish Date (for example, 03-25-2008)

On-Site Search Refinement Attributes (passed as Page Attributes)

- By Author (for example, Smith)
- By Date (for example, 03-25-2008)
- By Category (for example, Electronics)

Element Attributes

- Container (for example, Page Name)
- Location (for example, C1R1)
- Video Advertisement (for example, Holiday Inn Serenity Package)
- Video Player (for example, Windows Media Player)
- Video Status (for example, 2)
- Video Time Stamp (for example, 38)
- Video Length (for example, 145)

Conversion Event Attributes

- Lead Type (for example, High Odds)
- Container (for example, Page Name)
- Subscription Type (for example, Newsletter Gold)

- Podcast Genre (for example, Education)

Suggested Financial Services Attributes

Here are some financial services attributes that can help you build more meaningful reports.

Page View Attributes

- Split Test Version (for example, Version A)
- Line of Business (for example, Credit, Mortgage, Small Business)
- Page Type (for example, Article, Application, Marketing)
- Page Value (for example, 25)
- Publish Date (for example, 03-25-2008)
- Subject (for example, Buying a Home, Student Loan)
- Language (for example, Spanish)

On-Site Search Refinement Attributes (passed as Page Attributes)

- By Product (for example, Credit Card, Loan, Checking Account)
- By Category (for example, Individuals, Small Business, Commercial)
- Results Usefulness (for example, Very Useful, Not Useful)

Application (Shop) Attributes

- Language (for example, Spanish)
- Split Test Version (for example, Version B)
- Product (for example, Home Equity Account, Credit Card)
- State (for example, Texas)
- Account Type (for example, Joint)
- Age (for example, 25)
- Citizenship (for example, US Citizen, Permanent Resident)
- Marital Status (for example, Single)
- Credit Score [numeric or category] (for example, 720 or A)
- Income (for example, lower, middle, upper)
- Employment Status (for example, unemployed)
- Existing Products Selected (for example, Checking, Mortgage)
- Review Rating (for example, 3.4 Stars)

Conversion Event Attributes

- Lead Type (for example, High Odds, Small Business Loan)
- Chat (for example, Mortgage, Credit Card)
- Container (for example, Page Name)
- Subscription Type (for example, Newsletter Gold)
- Podcast Genre (for example, Education)

Element Attributes

- Container (for example, Page Name)
- Location (for example, C1R1)
- Video Advertisement (for example, Holiday Inn Serenity Package)
- Video Player (for example, Windows Media Player)
- Video Status (for example, 2)
- Video Time Stamp (for example, 38)

- Video Length (for example, 145)

Imported Application (Shop) Attributes:

- Transaction Channel (for example, mobile, branch)
- Transaction Recipient Type (for example, Personal, Small Business, Institutional)

Suggested Retail Attributes

Here are some retail attributes that can help you build more meaningful reports.

Product View Attributes

- User Review Rating (for example, 3.4 Stars)
- Number of Reviews (for example, 14)
- Number of Displayed Cross Sells (for example, 3)
- Brand (for example, Reebok)

Order Attributes

- Promotion Code (for example, FRSHIP)
- Payment Method (for example, AMEX)

On-Site Search Refinement Attributes (passed as Page or Product and Shop attributes)

- By Brand (for example, Panasonic)
- By Price (for example, \$0-\$49)
- By Category (for example, Electronics)

Shop Attributes

- Inventory Status (for example, Out of Stock)
- Color (for example, Red)
- Size (for example, XL)

Element Attributes

- Pop-Up Container (for example, Electronics Main Page)
- Pop-Up Location (for example, C2,R3)
- Video Player (for example, Windows Media Player)
- Video Status (for example, 2)
- Video Time Stamp (for example, 38)
- Video Length (for example, 145)

Conversion Event Attributes

- Store Locator Store ID (for example, 314)
- Save for Later Items (for example, 5)

Imported Shop Attributes:

- Inventory Status (for example, Out of Stock)
- Cost of Goods Sold (for example, 12.99)

Imported Order Attributes:

- Payment Type (for example, Credit Card, Cash, Check)
- Credit Card Type (for example, Amex, Visa, MC)
- Store ID (for example, 1234)

Suggested Travel Attributes - Airline

Here are some airline travel attributes that can help you build more meaningful reports.

Booking (Transaction) Attributes

- Booking Latency (Days between book and travel date) - (for example, 15)
- Travel Day of Week (for example, Wednesday|Saturday)
- Travel Time of Day (for example, Morning|Afternoon)
- Fare Class (for example, Z|Y)
- Seat Class (for example, First|First)
- Number of Stops (for example, 0)
- Number of Adults (for example, 2)
- Number of Traveling Kids (for example, 2)
- Trip Type (for example, Round Trip)
- Payment Method (for example, AMEX)
- Trip Length (Days) - (for example, 5)
- Loyalty Program Redemption (miles) - (for example, 25,000)
- Promotion Code (for example, ENT29303)

Product View Attributes

- Trip Length (Miles) - (for example, 2130)
- Flight Number - (for example, 895|1203)
- Aircraft Model - (for example, MD80|Boeing 770)
- Flight Type - (for example, International)

Conversion Event Attributes

- Container (for example, Page Name)
- Subscription Type (for example, Newsletter Gold)
- Podcast Genre (for example, Education)

Element Attributes

- Container (for example, Page Name)
- Location (for example, C1R1)
- Video Advertisement (for example, Holiday Inn Serenity Package)
- Video Player (for example, Windows Media Player)
- Video Status (for example, 2)
- Video Time Stamp (for example, 38)
- Video Length (for example, 145)

Imported Booking Attributes:

- Kiosk ID (for example, 123)
- Travel Agency ID (for example, 123)
- Call Center Rep (for example, Rep Name, 123)

Suggested Travel Attributes - Hotel

Here are some hotel travel attributes that can help you build more meaningful reports.

Booking (Transaction) Attributes

- Brand (for example, Crown Plaza)

- Booking Latency (Days between book and stay date) - (for example, 3)
- Arrival Day of Week (for example, Wednesday)
- Departure Day of Week (for example, Friday)
- Price Class (for example, Z)
- Number of Adults (for example, 2)
- Number of Kids (for example, 1)
- Payment Method (for example, AMEX)
- Stay Duration (Nights) - (for example, 2)
- Loyalty Program Redemption (Points) - (for example, 25,000)
- Promotion Code (for example, ENT29303)
- Room Type (for example, Standard)
- Smoking Preference (for example, Non-Smoking)

Product Attributes

- Brand (for example, Hampton Inn)
- City (for example, Austin)
- Region (for example, Southwest U.S.)

Conversion Event Attributes

- Container (for example, Page Name)
- Subscription Type (for example, Newsletter Gold)
- Podcast Genre (for example, Education)

Element Attributes

- Container (for example, Page Name)
- Location (for example, C1R1)
- Video Advertisement (for example, Holiday Inn Serenity Package)
- Video Player (for example, Windows Media Player)
- Video Status (for example, 2)
- Video Time Stamp (for example, 38)
- Video Length (for example, 145)

Imported Booking (Transaction) Attributes:

- Travel Agency ID (for example, 123)
- Call Center Rep (Rep Name, 123)

Suggested Travel Attributes - Rental Car

Here are some rental car travel attributes that can help you build more meaningful reports.

Booking (Transaction) Attributes

- Booking Latency (Days between book and rental date) - (for example, 3)
- Pickup Day of Week (for example, Wednesday)
- Return Day of Week (for example, Friday)
- Rental Location (for example, SFO)
- Drop-Off Location (for example, LAX)
- Car Class (for example, Standard)
- Payment Method (for example, AMEX)
- Rental Duration (Days) - (for example, 2)

- Loyalty Program Redemption (Points) - (for example, 25,000)
- Loyalty Program Partner (for example, American Airlines)
- Promotion Code (for example, ENT29303)

Product Attributes

- Make (for example, Toyota)
- Model (for example, Camry)

Conversion Event Attributes

- Container (for example, Page Name)
- Subscription Type (for example, Newsletter Gold)
- Podcast Genre (for example, Education)

Element Attributes

- Container (for example, Page Name)
- Location (for example, C1R1)
- Video Advertisement (for example, Holiday Inn Serenity Package)
- Video Player (for example, Windows Media Player)
- Video Status (for example, 2)
- Video Time Stamp (for example, 38)
- Video Length (for example, 145)

Imported Booking (Transaction) Attributes:

- Travel Agency ID (for example, 123)
- Call Center Rep (Rep Name, 123)