



*Acoustic Export User Guide*

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# Export Overview

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As a component of Acoustic Digital Analytics Continuous Optimization Platform, you can use Export to define custom data exports for various client defined SFTP target locations.

## Solution description

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Export is used to extract granular visitor behavioral data. You can send this data to third parties, use it in analyses, or marketing activities outside of the Digital Analytics application suite.

## Key features

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With Export, you can create custom advanced segments and exports that are based on your needs.

### Advanced segmentation

Segmentation capabilities in Export provide several options to define custom visitor-Export segments. For more precise data extracts, you can apply activity attribute filters to segments that are created within Export.

### Flexible Export formats

Create visitor profile-based data exports or visitor activity record exports that are based on the needs of your organization or of third-party providers that you work with.

## Additional solution documentation

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In addition to this User Guide, Release Notes<sup>®</sup> specific to the latest release are also available from the Support Site <http://support.coremetrics.com/> (search on **Release Notes**).

## System requirements

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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

## Application usage requirements

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Export is available to all Digital Analytics clients that want to license the application. Targeted visitor activity exports can be delivered to any valid target.

**Note:** Communicate with any third-party recipient about the nature of the Export data feed you want to send. This communication ensures that the data feed operates correctly in their system.

## Application provisioning

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When your organization runs an Export licensing agreement with Digital Analytics, Export is enabled by Digital Analytics Provisioning Services for the Client IDs that are included in your license agreement.

By default, the Export application is enabled for only those user accounts that are members of your Administrator user group. If user accounts in other groups require Export access, you must enable the application for subsequent user groups.

## Managing users

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Administrative actions are reserved for designated Administrators from your organization. These actions are performed through the **Admin** console accessible through the **Admin** link in the application header.

### About this task

To enable Export for more user groups, an Administrator from your organization needs to log in to Acoustic Digital Analytics and perform the following steps for the applicable ClientIDs.

### Procedure

1. Navigate to **Admin** on the menu bar.
2. Click **Manage Groups** in the left navigation panel.
3. Select the user group that you want to edit, or create a new user group.
4. Click the **Export check box** to enable Export for the user group. Additionally, **Digital Data Feed** must be selected to enable the Acoustic Digital Analytics Digital Data Feed feature.

## Application access

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You can access Export from another Acoustic Digital Analytics application or from the Export welcome page.

To access Export, log in to Digital Analytics and select the Export option from the global navigation menu.

## Using Export

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Export is part of the Digital Analytics Continuous Optimization Platform. Export facilitates the broader use of data that is captured by Digital Analytics by client internal systems or third-party data and marketing solutions.

## Application overview

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Export delivers client defined data extracts composed of specific customer segments and those individuals' corresponding site activities. These data extracts can be delivered to any external SFTP target for further analyses and marketing activities that are conducted outside of the Digital Analytics solution set.

The Export user interface is divided into two menus.

1. Integrate menu
  - You can configure data export files that are extracted from the Digital Analytics data warehouse to be delivered on a regularly scheduled basis to your third-party partners.

- You maintain complete control over your organization's site activity data and which third parties with whom data you share data.

In the **Integrate** menu, you control which organizations you want to share site visitor data with and the specific types of data you want to share, for analytic or marketing purposes. The intuitive drag-and-drop interface makes data feed execution to your internal systems or with select third-party partners easy. Select the export feed format type and the data to include in the export file. Then, schedule either a one-time export or a recurring export to be sent to the SFTP target of your choice. You can use Export to send a large set of granular visitor activity records in your export file or as little information as a list of customer ID values.

## 2. Manage menu

- View created segments that are used to define various export jobs.
- View the status of various Export jobs.
- You can manage the export and import destinations of various data syndications.

In the **Manage** menu, you can review the current state of your data exports and review all the segments that are defined in Export to use in marketing efforts. You can also set up new target destinations for exporting.

## Integrate menu

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The Export **Integrate** menu provides four different file formats to choose from when you define the data feeds you want to schedule and send to internal or third-party providers.

1. Activity Record Feed
2. Customer Record Feed
3. Digital Data Feed
4. Search Data Feed

### Activity Record Feed

The Export Activity Record Feed delivers an export that is processed daily and is configurable to include one or more of the supported visitor site activities.

The following are the supported visitor site activities.

- Product Browsed
- Product Purchased
- Product Abandoned
- Product Carted
- Onsite Searches
- Page View
- Conversion Event Initiated
- Conversion Event Completed

Export Activity Record Feeds are arranged so that every row in the export corresponds to a unique visitor-activity combination. For example, if a visitor browsed five pages and the Export Activity Record Feed is configured to include Page View activity, five rows are included in the export file. Each row corresponds to a page viewed by the visitor. Other related information is also included in the file.

#### Export key

You can select one of three supported key columns for your Activity Record Feed. Your export can use Cookie ID, Cookie ID | Session ID, or Registration ID as the key column to be included in your export file.

### Activity type

The numeric identifiers for the type of activity that is included in every row of the export is as follows.

- 0** Product Browsed
- 1** Product Purchased
- 2** Product Abandoned
- 3** Product Carted
- 4** Onsite Searches
- 5** Page Views
- 6** Conversion Event Initiated
- 7** Conversion Event Completed

### Category ID

The ID of the category to which the specific activity pertains. For example, a Page View record provides the category ID to which the individual page that was viewed belongs.

### Product ID

The ID of the individual item that is related to the activity that was tracked. For example, the Product ID might be the onsite search term that was entered, or the conversion event that was initiated.

### Activity time

The start time of the visitor session in which the activity took place.

### Activity amount

If the activity is related to the product or conversion-event, the activity amount includes the price of a product carted, purchased, event points, and so on.

To create an Activity Record Feed, drag-and-drop the **Activity Record Feed** icon to the Integrate frame of Export. Your user interface updates to display a configuration screen that consists of three steps to define your Export data feed.

In the **Activities** tab, select the key that you want to use for the export and the specific activity types that you want to include. Click the check boxes next to as many of the activities that you want to include in your feed.

Then, you can configure an Activity Record Feed for only a subset of the site visitors for a targeted campaign that you plan to run. Applying a visitor segment definition to your feed is optional. To create a new segment to use with Export, go to the **Segment** tab and click **New**.

**Note:** Export segments are single-session in nature. Visitors must meet all of the segment criteria in a single site-session for the Export segments to be included.

1. Select an existing category or create a new category, to which you would like your new segment to be assigned.
2. Provide a name for the segment.
3. Select the criteria and layer the criteria together to define the segment. In the following example, a segment was created of highly engaged Google paid searchers. The segment criteria consists of visitor sessions and the marketing program is 'Google'. The sessions have at least five page views and have a duration of at least 500 seconds.

When you create your Export segment, you can choose one criterion (for example, Page contains sports) or you can layer together multiple criteria. (For example, Marketing Vendor contains "Google" [or] "Yahoo" [and] Product Name contains "Nike" [or] "Reebok.")

## Editing or Deleting an Existing Segment

To edit an existing segment, select the segment that you want to edit from the **Available Segments** list and click **Edit**.

To delete an existing segment, click **Delete**.

**Note:** If you attempt to edit or delete an existing segment that is applied to an export, you receive a warning because changing the definition affects the output of those feeds.

Click the **Name and Other Details** tab to specify other required information to describe your Export best practice program export. Provide the following Export information:

### Feed Name (required)

An appropriate name for your export.

### Description (optional)

A brief description of your export.

### Email Notification List (required)

Email addresses of individuals who are to receive notifications about the status of the export's daily processing.

### SFTP Target (required)

The file server to which Digital Analytics delivers the Export feed. The **SFTP Target** drop-down menu displays any targets that were previously created by users in your organization. If your export is to be sent to a location that is not yet specified, click **Create**. Enter the SFTP information that is required by Digital Analytics to successfully transmit your Export file.

### Frequency (required)

Activity Record Feeds are daily recurring exports. However, you can run a one-time export-based test on a single day's site activity. You can review your Export feed before you schedule it for daily processing.

### Inter-field Delimiter (required)

A comma is the suggested inter-field delimiter, but you can configure your export file to use tab or pipe (vertical bar |) characters instead.

### Intra-field Delimiter (required)

A pipe (vertical bar |) character is the suggested intra-field delimiter when a comma is used as the inter-field delimiter. You can configure your export file to use another character instead. You cannot use the same character for both the inter-field and intra-field delimiters.

### File Extension (required)

The csv extension is the default extension that is used for Export exports irrespective of the inter-field delimiter that you specified. However, you can change the extension of your Export file to .txt instead of .csv if you want.

**Note:** The file extension that is applied to your Export export is not dictated by the inter-field delimiter selection you specify. For example, you can elect to use comma characters as your delimiter but have your export use a file extension of .txt. If you are reviewing Export export files in Microsoft Excel, Excel formatting assumptions are tied to the file type. The file type is identified by the extension (for example, .csv are assumed to use commas as the field delimiter).

### Include Header (optional)

If you want your Export file to include a record that contains names for each field in the export, select the **Include Header** check box.

When you provide all of the required configuration information, click **Submit** to activate the daily processing of your Export feed. The first instance of the export will be sent the day after it was activated. When you submit the feed, it is docked in the Integrate with Digital Analytics footer. You can edit your feed at any time by double-clicking it.

## Customer Record Feed

The Export Customer Record Feed delivers an export that can be processed daily or weekly. You configure the export to include any number of visitor site activities, customer attributes, and session attributes.

Export Customer Record Feeds are arranged so that every row in the export provides all of the configured data for a unique visitor for the export time frame. Multiple activities of the same type are concatenated into a single field for the row that pertains to that unique visitor. Multiple activity values are separated within the single field by an intra-field delimiter character.

To create a Customer Record Feed, drag-and-drop the **Customer Record Feed** icon to the Integrate frame of Export. Your user interface updates and displays a configuration screen that consists of three steps to define your Export job.

1. In the **Fields** tab, select both the key that you want to use for the export and the specific data fields you want to include. You have three options: Cookie ID, Cookie ID | Session ID and Registration ID.

Select the data fields for each site visitor that you want to include in your export file. All of the available data fields are grouped into the following categories. Not all categories are available for all Digital Analytics industry vertical deployments:

- Content (for example, Page, Event, Real Estate, Site Promotion related fields)
- Merchandising / Products (for example, Product View, Shop, Order related fields)
- Registration (for example, gender, income fields that are related to registration information)
- Top Line (for example, summary metrics such as total event points, items ordered)
- Technical Properties (for example, visitor's system information such as browser type, language, connection speed)
- Geography (for example, location information from not-registration events)
- Marketing (for example, marketing program, destination URL, referral URL)

To include a field in your export, drag it from the **Available Fields** list to the **Selected Fields** list.

To remove a previously selected field, drag the field from the **Selected Fields** list back to the **Available Fields** list. You can also select and remove fields by double-clicking the field in either list. You can include up to 15 different data fields in any single Customer Record Feed.

In addition to the base Export Customer Record Feed file, you chose to append two extra ancillary files. You append by selecting the corresponding check boxes at the bottom of the **Fields** page. The Product Name Mapping and Category Definition files make sure that you supply appropriate category information if you are exporting product or page ID level fields in your export.

2. You can apply segmentation logic to your export file. Applying segment criteria is optional. To create a new segment for use with Export, go to the **Segment** tab and click **New**. If you created segments in Export, you can navigate among your existing segments by selecting various segment categories from the Category drop-down menu. All segments that are included in the category you select appear in the **Available Segments** frame and can be drag-and-dropped to the **Selected Segments** frame for selection.

You can edit or delete any existing segment from this tab by selecting the segment in question from the **Available Segments** frame and clicking the corresponding button. You are warned if you attempt to delete or modify an existing segment that is applied to one of your organizations current Export exports.

3. Click the **Name and Other Details** tab to specify other required information to describe your Export best practice program export. Provide the following Export information.

### **Feed Name (required)**

An appropriate name for your export.

### **Description (optional)**

A brief description of your export.



**Email Notification List (required)**

Email addresses of individuals that receive notifications about the status of the Export export's daily processing.

**SFTP Target (required)**

The file server to which Digital Analytics delivers the Export feed. The **SFTP Target** drop-down menu displays any targets that were previously created by users in your organization. If your Export file is to be sent to a location that is not yet specified, click **Create**. Enter the SFTP information that is required by Digital Analytics to successfully transmit your Export file.

**Frequency (required)**

Customer Record Feeds can be scheduled to run on a daily or weekly basis. Also, you can run a one-time test export-based on a single day's site activity if you want to review an Export feed before you schedule it.

**Inter-field Delimiter (required)**

A comma is the suggested inter-field delimiter but you can configure your export file to use a tab or a pipe (vertical bar |) character instead.

**Intra-field Delimiter (required)**

A pipe (vertical bar |) character is the suggested intra-field file delimiter to use with a comma as the inter-field delimiter. You can configure your export file to another character. You cannot use the same character for both your inter-field and intra-field delimiters.

**File Extension (required)**

The .csv extension is the default extension for Export exports irrespective of the inter-field delimiter that you specified. You can change the extension of your Export file to .txt instead of .csv.

**Note:** The file extension that is applied to your Export export is not dictated by the inter-field delimiter selection that you specified. For example, you can use a comma as your delimiter but have your export use a file extension of .txt. If you are reviewing Export export files in Microsoft Excel, the Excel formatting assumptions are tied to file type. File types are identified by the extension (for example, .csv are assumed to use commas as the field delimiter).

**Include Header (optional)**

If you want your Export file to include a record that contains names for each field in the export, select the **Include Header** check box.

When you provide all the required configuration information, click **Submit** to activate the daily processing of your Export feed. The first instance of the export will be sent the day after it was activated. After you activate the daily processing, the newly created Export feed is docked in the Integrate with Digital Analytics footer. Double-click your feed at any time to edit it.

**Digital Data Feed**

You can select what data files to include in your export file with the Digital Data Feed.

1. In the **Files** tab, select the data files that you want to include in your export file. Here are the available files by vertical:

<b>Retail, content, commerce</b>	<b>Finance</b>	<b>Travel</b>
Cart Item Abandonment	Application Abandonment	Item Abandonment
Cart Item Addition	Application Addition	Item Initiated
Cart Item Purchase	Application Completion	Item Booked
Conversion Event	Conversion Event	Conversion Event
Element	Element	Element
Geography	Geography	Geography

Marketing Channels	Marketing Channels	Marketing Channels
MMC Click	MMC Click	MMC Click
MMC Impression	MMC Impression	MMC Impression
Order	Application	Booking
Page View	Page View	Page View
Product View	Application View	Item View
Real Estate Click	Real Estate Click	Real Estate Click
Registration	Applicant	Booker
Session First Page View	Session First Page View	Session First Page View
Site Promotion Click	Site Promotion Click	Site Promotion Click
Technical Properties	Technical Properties	Technical Properties

To include a file in your export, drag it from the **Available Files** list to the **Selected Files** list.

To remove a previously selected file, drag it from the **Selected Files** list back to the **Available Files** list. You can also select and remove files by double-clicking the file in either list.

2. Click the **Name and Other Details** tab to specify other required information to describe and configure your Digital Data Feed export. Provide the following information.

**Feed Name**

A unique identifier for your Digital Data Feed, created with your client ID and the date corresponding to the data included in the export.

**Email Notification List (required)**

Email addresses of individuals that receive notifications about the status of the Digital Data Feed export's daily processing.

**SFTP Target (required)**

The file server to which Acoustic Digital Analytics Export delivers the Export feed. The **SFTP Target** drop-down menu displays any targets that were previously created by users in your organization. If your Export file is to be sent to a location that is not yet specified, click **Create**. Type the SFTP information that is required by Acoustic Digital Analytics Export to successfully transmit your Export file.

**Frequency**

Digital Data Feeds are run daily.

**Include Header (optional)**

If you want your Export file to include a record that contains names for each field in the export, select the **Include Header** check box.

**Compress individual file**

Select to compress files to create a .zip file.

**Marketing Channels**

A grouping of similar vendors to track together.

Field Position	Data	Description	Format
1	VENDOR_CODE	The vendors that are passed by MMC parameters in the tag.	String(256)

2	<i>CHANNEL_NAME</i>	The name that is assigned to the group of vendor codes in Acoustic Digital Analytics.	String(256)
3	<i>CHANNEL_TYPE</i>	The Channel Type assigned to the Channel Name. Can be Paid, Owned, Earned, or Uncategorized.	String(256)

**Note:** The Digital Data Feed export is compressed using the ZIP64 bit compression format. You need to use a ZIP tool that supports the ZIP64 format.

When you provide all the required configuration information, click **Submit** to activate the daily processing of your Digital Data Feed. After you activate the daily processing, the newly created Digital Data Feed is docked in the Integrate with Digital Analytics footer. Double-click your feed at any time to edit it.

## Creating a Search Data Feed

The Search Data Feed delivers Marketing Program sales, attribution sales, and order data to your Search Marketing partners.

### About this task

The available metrics include Sales and Orders metrics within the same session attribution as well as any attribution window that is defined in Digital Analytics.

### Procedure

1. Drag the **Search Data Feed** icon to the **Integrate** frame of Export.
2. Enter the following information:
  - a) *Feed Name:*  
An appropriate name for your search data feed.
  - b) *E-mail Notification List:*  
Email addresses of individuals that receive notifications about the status of the Export export's daily processing.
  - c) *Frequency:*  
The Search Data Feed can be scheduled to run on a daily basis. Also, you can run a one-time test export-based on a single day's site activity if you want to review an Export feed before you schedule it.
  - d) *SFTP Target:*  
The file server to which Digital Analytics delivers the Export feed. The **SFTP Target** drop-down menu displays any targets that were previously created by users in your organization. If your Export file is to be sent to a location that is not yet specified, click **Create**
3. Select the data fields for the **Available Display Columns** and **Available Metrics** by dragging the data fields from the **Available Fields** list to the **Selected Fields** list.
4. Click **Create**.

### Search Data Feed file details

Your Search Data Feed files contain the following raw data.

Field positions that are listed are show in the order they appear in the Export Search Data Feed configuration UI.

*Table 1: Search Data Feed files raw data content*

Field position	Field name	Description	Format
1	Search Partner ID* <b>Note:</b> If you have extra attribution window licenses, then Sales and Order metrics for them are available for selection as indicated by Attribution Window Logic "N". "N" refers to any number of extra attribution windows you have.	URL parameter that is specified by the client for cm_mmcp.	String(256)
2	Marketing Item	The forth of 4 MMC parameters that are specified by the client for a marketing link.	String(256)
3	Marketing Placement	The third of 4 MMC parameters that are specified by the client for a marketing link.	String(256)
4	Marketing Vendor	The first of 4 MMC parameters that are specified by the client for a marketing link.	String(256)
5	Marketing Category	The second of 4 MMC parameters that are specified by the client for a marketing link.	String(256)
6	Sales	Same Session attribution metric for the specified marketing program.	Float
7	Orders	Same Session attribution metric for the specified marketing program.	Float
8	Sales Attribution Window #1	Sales Attribution Window Logic 1 metric for the specified marketing program.	Float
9	Orders Attribution Window #1	Orders Attribution Window Logic 1 metric for the specified marketing program.	Float
10	Sales Attribution Window #2	Sales Attribution Window Logic 2 metric for the specified marketing program.	Float
11	Orders Attribution Window #2	Orders - Attribution Window Logic 2 metric for the specified marketing program.	Float
12	Sales Attribution Window #3	Sales Attribution Window Logic 3 metric for the specified marketing program.	Float
13	Orders Attribution Window #3	Orders - Attribution Window Logic 3 metric for the specified marketing program.	Float
14	Sales Attribution Window #N	Sales Attribution Window Logic "N" metric for specified marketing program.	Float
15	Orders Attribution Window #N	Sales Attribution Window Logic "N" metric for specified marketing program.	Float

**Note:** If you have extra attribution window licenses, then Sales and Order metrics are available for selection as shown by Attribution Window Logic "N". "N" refers to the number of extra attribution windows you have.

### **Search Data Feed metric column header values**

Output files from Search Data Feed use metric column headers to represent data values.

The column headers follow this format: MetricName#attributionwindow\_direction\_click

Example: ORDERS#30\_B\_2 represents Orders metric, with an attribution window of 30 days, backward-looking, first click.

Refer to the following listed options for each value after the #:

#### **Attribution window**

The number of days (1-120) you specify for the attribution window.

#### **Direction**

Indicates whether attributed data is forward (**F**) looking or backward (**B**) looking.

#### **Clicks**

1 = Last click

2 = First click

3 = Average

## **Manage menu**

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The Export Manage menu allows you to monitor your data exports and manage the Export segments that you created in Export. There are four sections to the Manage menu.

### **Segment management**

In addition to managing segments during the process of creating custom Export exports, you can also manage (create, edit, delete, or publish to Unica Campaign) segments from the Export **Manage > Segments** screen.

Select the segment category to find the segment you want. Then, select an action. You can create a new segment by clicking **Create New Segment**. This segment cannot apply to an existing Export export unless you select it when you are configuring a new feed or editing an existing feed. Click the column headers to sort the Segment table.

### **Feed management**

From the **Feed Management** page, you can identify the state of any export, check the last run status, or edit any export.

The **Feed Management** page provides a table that displays various information that is related to all current Export data jobs. The Feed Management table provides the following information for every Export job that you created.

#### **Feed Name**

An appropriate name for your export.

#### **Feed Type**

The type of Export feed (for example, Best Practice, Partner, or Custom).

#### **SFTP Target Name**

The name of the SFTP target to which the Export file is scheduled to be delivered.

#### **EmailId**

The email addresses that were specified by the creator of the Export job to receive notifications about the Export job you selected.

#### **Last Run Date**

The date of the last time the Export job was processed. If an Export job is not activated, the Last Run Date displays **Not Yet Started**.





### Last Run Status

Shows if the last execution of the Export job was successful or not. If an Export job is not activated, the Last Run Status displays **Not Yet Started**.

### Status

Displays whether the Export job is active (processing regularly) or if it stopped.

### Action

Various operations are supported for each Export job that is based on its current state. All Export jobs can be edited by clicking the pencil icon (  ) or deleted by clicking the delete icon (  ). You can stop an active Export job from regular processing by clicking the stop icon (  ) and you can start a stopped Export job by clicking the start icon (  ).

**Note:** Click the column headers to sort the table.

## SFTP management

Use the **SFTP Management** page to specify the SFTP targets to which you want Digital Analytics to deliver Export exports.

You can create both Export SFTP Targets and Import SFTP Targets from the **SFTP Management** page. The Export SFTP Targets specify the locations to which Export exports to send.

The SFTP Management table provides the following information for every SFTP target that you create.

### Import/Export (Target Type)

The type of SFTP target that was created.



### Directory

The SFTP directory that was specified for the target. If a directory was not specified when the SFTP target was created, **default** is displayed.

### EmailId

The email addresses that are to receive notifications that are related to the exports that are sent to the selected SFTP Target.

### Action

Various operations are supported for each SFTP Target. Click the pencil icon (  ) to edit an SFTP Target or click the delete icon (  ) to delete an SFTP Target. To sort the table, you click the column headers.

When you create and save an SFTP Target, it appears as one of the targets that are available for selection when you are creating your Export feed. When you create an SFTP Target, provide the following information for the SFTP Target.

### SFTP Target Name (required)

An appropriate name for the target. This name is displayed as available for selection when you create an Export job.

### SFTP Server address (required)

The IP or URL address for the SFTP server.

### Directory Name (optional)

The directory on the SFTP target that you want Digital Analytics to connect and write export files to. If this field is left blank, the SFTP target default directory is used.

### SFTP Port (required)

The port number for the SFTP target.

### User (required)

The user account that is used to authenticate into the SFTP server.

### Password (required)

The password for the user account that is used to authenticate into the SFTP server.

### Email (optional)

A list of email addresses of the users to be notified about any Export exports that are sent to the SFTP target.

When you enter all of the required configuration data for the SFTP server, click **Test SFTP** to ensure that all the information that you supplied is accurate. Doing so allows Digital Analytics to write your Export exports successfully to the target. When you are satisfied, click **Submit** to save the SFTP target and publish it for use by any of your Export exports.

## Creating an SFTP Target

Create a new SFTP target.

### Procedure

1. Click **Manage** from the side navigation.
2. Click **SFTP Management**.
3. Click **Create Export SFTP Target**.
4. Add the SFTP target parameters.
5. Click **Test SFTP**.
6. If Test SFTP results in errors, refer to [“Home directory requirements for SFTP target”](#) on page 13.
7. If Test SFTP does not result in errors, click **Submit**.

## Converting an FTP target to SFTP

Acoustic is phasing out support for unsecured data transmission and no longer supports the creation of new FTP targets. All existing FTP targets must be converted to SFTP targets.

### Procedure

1. Click **Manage** from the side navigation.
2. Click **SFTP Management**.
3. Click the edit icon for the FTP target.
4. Change the FTP target parameters, as needed, to your SFTP target parameters.
5. Click **Test SFTP**.
6. If Test SFTP results in errors, refer to [“Home directory requirements for SFTP target”](#) on page 13.
7. If Test SFTP does not result in errors, click **Submit**.

### Home directory requirements for SFTP target

If you get errors when you click Test SFTP or Submit, verify that your SFTP target directory is configured correctly.

Your SFTP target must be configured to meet the following conditions:

- The SFTP host must be available on a public network. If it is available on a public network, verify that it is not blocking the Digital Analytics Export Server.
- The user that you define in your SFTP target must have write and delete permissions in the home directory.

## Acoustic Digital Data Feed

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You can use Digital Data Feed to extract daily customized analytics data for data warehousing.

Digital Data Feed produces a compressed file, which is sent by SFTP. The following data files can be included.

<b>Retail, content, commerce</b>	<b>Finance</b>	<b>Travel</b>
----------------------------------	----------------	---------------

Cart Item Abandonment	Application Abandonment	Item Abandonment
Cart Item Addition	Application Addition	Item Initiated
Cart Item Purchase	Application Completion	Item Booked
Conversion Event	Conversion Event	Conversion Event
Element	Element	Element
Geography	Geography	Geography
Marketing Channels	Marketing Channels	Marketing Channels
MMC Click	MMC Click	MMC Click
MMC Impression	MMC Impression	MMC Impression
Order	Application	Booking
Page View	Page View	Page View
Product View	Application View	Item View
Real Estate Click	Real Estate Click	Real Estate Click
Registration	Applicant	Booker
Session First Page View	Session First Page View	Session First Page View
Site Promotion Click	Site Promotion Click	Site Promotion Click
Technical Properties	Technical Properties	Technical Properties
Validation	Validation	Validation

To configure a digital data feed, complete these steps:

1. Add a user role with Digital Data Feed access.
2. Configure your Digital Data Feed.
3. Manage your feed.

## Digital Data Feed file details

Your Digital Data Feed files contain the following raw data:

*Table 2: Cart Item Abandonment.* The items added for a shopping cart but not purchased during the visitor's session.

Field position	Data	Description	Format
1	SESSION_ID	A unique identifier for the session with an abandoned item	Number(38)
2	COOKIE_ID	A unique identifier for the cookie with an abandoned item	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	PRODUCT_ID	An ID value used to describe the product	String(256)
5	PRODUCT_NAME	The name of the product in the cart	String(256)
6	PRODUCT_CATEGORY	The selected category from the hierarchy of categories that group your products.	String
7	PRODUCT_CATEGORY_ID	The unique identifier for the selected category	String(256)
8	PRODUCT_CATEGORY_TOP	The highest-level category of your hierarchy	String(256)



*Table 2: Cart Item Abandonment.* The items added for a shopping cart but not purchased during the visitor's session. (continued)

Field position	Data	Description	Format
9	PRODUCT_CATEGORY_BOTTOM	The lowest-level category of your hierarchy	String(256)
10	BASE_PRICE	The price of the product	Float
11	QUANTITY	The quantity of the product in the cart	Number(8)
12	ORDER_ID	A unique identifier for the order with an abandoned item	String(64)
13	SITE_ID	A unique identifier for the site with an abandoned item. Applicable only to Acoustic Digital Analytics Multisite	String(100)
14-63	<ABANDONMENT_ATTRIBUTE_1-50>	Extra Explore abandonment attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

*Table 3: Cart Item Addition.* Items added to a shopping cart by a visitor, regardless of purchase.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session with an added item	Number(38)
2	COOKIE_ID	A unique identifier for the cookie with an added item	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	PRODUCT_ID	An ID value used to describe the product	String(256)
5	PRODUCT_NAME	The name of the product in the cart	String(256)
6	PRODUCT_CATEGORY	From the hierarchy of categories that group your products	String
7	PRODUCT_CATEGORY_ID	The unique identifier for the product category	String(256)
8	PRODUCT_CATEGORY_TOP	The highest-level category of your hierarchy	String(256)
9	PRODUCT_CATEGORY_BOTTOM	The lowest-level category of your hierarchy	String(256)
10	BASE_PRICE	The price of the product	Float
11	QUANTITY	The quantity of product added to the cart	Number(8)
12	ORDER_ID	A unique identifier for the order	String(64)
13	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
14-63	<CART_ATTRIBUTE_1-50>	Extra Explore cart attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

*Table 4: Cart Item Purchase.* Details about items placed in the cart and purchased during the visitor's session.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session with a purchased item	Number(38)
2	COOKIE_ID	A unique identifier for the cookie with a purchased item	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	PRODUCT_ID	An ID value used to describe the product	String(256)
5	PRODUCT_NAME	The name of the product in the cart	String(256)
6	PRODUCT_CATEGORY	From the hierarchy of categories that group your products	String
7	PRODUCT_CATEGORY_ID	The corrected category from your hierarchy	String(256)
8	PRODUCT_CATEGORY_TOP	The highest-level category of your hierarchy	String(256)
9	PRODUCT_CATEGORY_BOTTOM	The lowest-level category of your hierarchy	String(256)
10	BASE_PRICE	The price of the product	Float
11	QUANTITY	The quantity of items purchased	Number(8)
12	ORDER_ID	A unique identifier for the order	String(64)

Table 4: Cart Item Purchase. Details about items placed in the cart and purchased during the visitor's session. (continued)

Field position	Data	Description	Field format
13	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
14-63	<PURCHASE_ATTRIBUTE_1-50>	Extra Explore purchase attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

Table 5: Conversion Event. A conversion event is a non-commerce business objective. A conversion event is a non-monetary action that you hope your visitors accomplish such as downloads, registrations, sign-ups, and store locator views.

Field position	Data	Description	Field Format
1	SESSION_ID	A unique identifier for the session with a conversion event	Number(38)
2	COOKIE_ID	A unique identifier for the cookie with a conversion event	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	EVENT_NAME	The assigned name for the event completed by the visitor.	String(256)
5	EVENT_CATEGORY	The category of event.	String(256)
6	EVENT_ACTION_TYPE	Indicates the type of event action taken: initiation or completion.	Number(2)
7	EVENT_POINTS	The total number of event points. Initiation = 1. Completion = 2.	Number(22)
8	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
9-58	<CONVERSION_EVENT_ATTRIBUTE_1-50>	Extra Explore conversion event attributes as configured. Alias names are used if they exist. These fields are included whether there is data being collected or not.	String(256) per attribute

Table 6: Element File. A component of a traditional page view. Elements are commonly used to track portlets, online videos, web 2.0 interactions, and more.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session	Number(38)
2	COOKIE_ID	A unique identifier for the cookie	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	ELEMENT_NAME	The assigned name for the element completed by the visitor.	String(50)
5	ELEMENT_CATEGORY	The category of the element.	String(50)
6	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
7-56	<ELEMENT_ATTRIBUTE_1-50>	Extra Explore element attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

Table 7: Geography. The geographic specifics of your visitor. Geo-location mapping is used to determine details from the user's IP address.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session	Number(38)
2	COOKIE_ID	A unique identifier for the cookie	Number(30)
3	IP_ADDRESS	The IP address of the device	String(256)
4	CITY	The city of the visitor	String(150)
5	STATE	The state of the visitor	String(150)
6	COUNTRY	The country of the visitor	String(150)
7	DMA	Defined market area of the visitor	String(150)
8	SECOND_LEVEL_DOMAIN	The second level domain such as .us or .uk.	String(512)

Table 8: Marketing Channels. A grouping of similar vendors to track together.

Field position	Data	Description	Field format
1	VENDOR_CODE	The vendors that are passed by MMC parameters in the tag.	String(256)
2	CHANNEL_NAME	The name assigned to the group of vendor codes in Acoustic Digital Analyticse	String(256)
3	CHANNEL_TYPE	The Channel Type assigned to the Channel Name. May be Paid, Owned, Earned or Uncategorized.	String(256)

Table 9: MMC Click. The number of page views with marketing program (cm\_mmc) parameters. The parameters indicate a click from a particular Marketing Program.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session	Number(38)
2	COOKIE_ID	A unique identifier for the cookie	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	MARKETING_VENDOR	The marketing vendor captured in the marketing program.	String(256)
5	MARKETING_CATEGORY	The marketing category captured in the marketing program.	String(256)
6	MARKETING_PLACEMENT	The marketing placement captured in the marketing program.	String(256)
7	MARKETING_ITEM	The marketing item captured in the marketing program.	String(256)
8	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
9-58	<MMC_CLICK_ATTRIBUTE_1-50>	Extra Explore MMC click attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

Table 10: MMC Impression. A view of a promotion, regardless of whether it is clicked.

**Note:** VISITOR\_AD\_IMPRESSION\_ID in the MMC Impression file corresponds to the value of the offsite cookie ID used by the Impression Attribution solution module.

Field position	Data	Description	Field format
1	VISITOR_AD_IMPRESSION_ID	A unique identifier for a visitor viewing a promotion.	Number(30)
2	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
3	MARKETING_VENDOR	The marketing vendor captured in the marketing program for an impression.	String(256)
4	MARKETING_CATEGORY	The marketing category captured in the marketing program for an impression.	String(256)
5	MARKETING_PLACEMENT	The marketing placement captured in the marketing program for an impression.	String(256)
6	MARKETING_ITEM	The marketing item captured in the marketing program for an impression.	String(256)
7	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
8-57	<IMPRESSION_ATTRIBUTE_1-50>	Extra Explore impression attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

Table 11: Order. An order placed.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session resulting in an order	Number(38)
2	COOKIE_ID	A unique identifier for the cookie resulting in an order	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	ORDER_ID	A unique identifier for the order	String(64)

Table 11: Order. An order placed. (continued)			
Field position	Data	Description	Field format
5	REGISTRATION_ID	A unique identifier for the registration	String(256)
6	ORDER_TOTAL	Total cost of the order	Float
7	SHIPPING	Shipping expense for the order	Float
8	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
9-58	<ORDER_ATTRIBUTE_1-50>	Extra Explore order attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

Table 12: Page View. The number of times the page is viewed and details of the view.			
Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session with a page view	Number(38)
2	COOKIE_ID	A unique identifier for the cookie with a page view	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	PAGE	The page with a view	String(256)
5	PAGE_ID	A unique identifier for the page with a view	String(256)
6	CONTENT_CATEGORY	From the hierarchy of categories that group your content	String
7	CONTENT_CATEGORY_ID	A unique identifier for your content category	String(256)
8	CONTENT_CATEGORY_TOP	The highest-level category of your hierarchy	String(256)
9	CONTENT_CATEGORY_BOTTOM	The lowest-level category of your hierarchy	String(256)
10	ON_SITE_SEARCH_TERM	The term submitted for online search	String(256)
11	PAGE_URL	The URL of the page	String(1024)
12	PAGE_REFERRAL_URL	The referral URL for the page	String(1024)
13	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)
14-63	<PAGE_VIEW_ATTRIBUTE_1-50>	Extra Explore page view attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute
64	SEARCH_RESULTS_COUNT	Populates a numeric value associated with the number of onsite search results returned for a page if an onsite search term was entered.	Number(8)

Table 13: Product View. View of a product details page (or category containing the page).			
Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session with a product view	Number(38)
2	COOKIE_ID	A unique identifier for the cookie with a product view	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	PRODUCT_NAME	The name of the product in the cart	String(256)
5	PRODUCT_ID	An ID value used to describe the product	String(256)
6	PAGE_ID	A unique identifier for the page with a product view	String(256)
7	PRODUCT_CATEGORY_ID	The unique identifier for the category from your hierarchy	String(256)
8	PRODUCT_CATEGORY	From the hierarchy of categories that group your products	String
9	PRODUCT_CATEGORY_TOP	The highest-level category of your hierarchy	String(256)
10	PRODUCT_CATEGORY_BOTTOM	The lowest-level category of your hierarchy	String(256)
11	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)

Table 13: Product View. View of a product details page (or category containing the page). (continued)

Field position	Data	Description	Field format
12-61	<PRODUCT_VIEW_ATTRIBUTE_1-50>	Extra Explore product view attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(256) per attribute

Table 14: Real Estate Click. Indicates sessions with a page view with real estate parameters.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session	Number(38)
2	COOKIE_ID	A unique identifier for the cookie	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	REAL_ESTATE_PAGE	A page with real estate parameters (cm_re).	String(256)
5	REAL_ESTATE_VERSION	Versions of defined real estate parameter used.	String(256)
6	REAL_ESTATE_PAGE_AREA	Indicates the defined real estate area viewed	String(256)
7	REAL_ESTATE_LINK	Link used for the click event	String(256)
8	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)

Table 15: Registration. Details on a visit that results in visitor registration.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session with registration	Number(38)
2	COOKIE_ID	A unique identifier for the cookie with registration	Number(30)
3	REGISTRATION_ID	A unique identifier for the registration	String(256)
4	NEW_REPEAT_BUYER	Indicates whether the visitor is a repeat buyer	String(1)
5	NEW_REPEAT_VISITOR	Indicates whether the visitor is a repeat visitor	String(1)
6	VISITOR_CUSTOMER_FLAG	Value of "C" (customer) or "V" (visitor).	String(1)
7	REGISTERED_CITY	City of the visitor registered	String(256)
8	REGISTERED_STATE	State of the visitor registered	String(256)
9	REGISTERED_COUNTRY	Country of the visitor registered	String(256)
10	REGISTERED_ZIP_CODE	Zip code of the visitor registered	String(256)
11	GENDER	Gender of the visitor registered	String(1)
12	EMAIL_ADDRESS	Email address of the visitor registered	String(256)
13	AGE	Age of visitor registered	Number
14-63	<REGISTRATION_ATTRIBUTE_1-50>	Extra Explore registration attributes as configured. Alias names are used if configured. These fields are included whether there is data being collected or not.	String(100) per attribute
64	LAST_UPDATE_DATE	Populates a timestamp corresponding to the last registration update captured for the visitor during their session.	Date(YYYY-MM-DD HR24:MI:SS)

Table 16: Session First Page View (Click Stream). The first in the page sequence navigated by users from the report author's starting or ending page.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session	Number(38)
2	COOKIE_ID	A unique identifier for the cookie	Number(30)

*Table 16: Session First Page View (Click Stream).* The first in the page sequence navigated by users from the report author's starting or ending page.  
(continued)

Field position	Data	Description	Field format
3	FIRST_TIMESTAMP	If the session pertains to a first time visitor, this field includes the timestamp associated with that session.	Date YYYY-MM-DD HR24:MI:SS
4	FIRST_REFERRING_URL	If the session pertains to a first time visitor, this field includes the URL that referred the visitor to the site.	String(1024)
5	FIRST_DESTINATION_URL	If the session pertains to a first time visitor, this field includes the URL that started the session.	String(1024)
6	FIRST_REFERRAL_TYPE	If the session pertains to a first time visitor, this field includes the type of referral in the click stream.	String(1)
7	IP_ADDRESS	The IP address of the device	String(256)
8	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
9	REFERRAL_NAME	The name of the referral in the click stream	String(100)
10	REFERRAL_URL	The referral URL in the click stream	String(1024)
11	REFERRAL_TYPE	The type of referral in the click stream	String(1)
12	NATURAL_SEARCH_TERM	Specifies search term used, if applicable.	String(256)
13	DESTINATION_URL	The destination in the click stream	String(1024)
14	USER_AGENT	Various self identifying information provided by the visitor's browser to the system from which content is being requested.	String(256)
15	SEARCH_ENGINE	Search engine used in the click stream, if applicable.	String(100)
16	MARKETING_VENDOR	The marketing vendor captured in the marketing program, if applicable.	String(256)
17	MARKETING_CATEGORY	The marketing category captured in the marketing program, if applicable.	String(256)
18	MARKETING_PLACEMENT	The marketing placement captured in the marketing program, if applicable.	String(256)
19	MARKETING_ITEM	The item captured in the marketing program, if applicable.	String(256)
20	VISITOR_AD_IMPRESSION_ID	The value of the offsite cookie ID.	Number(30)

*Table 17: Site Promotion Click.* Indicates sessions with a page view with site promotion parameters.

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session	Number(38)
2	COOKIE_ID	A unique identifier for the cookie	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	SITE_PROMOTION_TYPE	Type of site promotion	String(256)
5	SITE_PROMOTION_PROMO	Promotion resulting in a session event	String(256)
6	SITE_PROMOTION_LINK	Link used for site promotion resulting in a click	String(256)
7	SITE_PROMOTION_PAGE	Page used for site promotion resulting in a click	String(256)
8	SITE_ID	A unique identifier for the site. Applicable only to Acoustic Digital Analytics Multisite	String(100)

Table 18: Technical Properties. Session level information from the visitor's device

Field position	Data	Description	Field format
1	SESSION_ID	A unique identifier for the session	Number(38)
2	COOKIE_ID	A unique identifier for the cookie	Number(30)
3	TIMESTAMP	Time of the data capture.	Date YYYY-MM-DD HR24:MI:SS
4	BROWSER_TYPE	Indicates the browser used on the device	
5	JAVASCRIPT_VERSION	Indicates the JavaScript version supported by the device	String(30)
6	LANGUAGE	Indicates the localized language of the device	String(100)
7	SCREEN_RESOLUTION	Indicates the screen resolution of the device display	String(30)
8	COLOR_DEPTH	Indicates the color depth of the device display	String(30)
9	OPERATING_SYSTEM	Indicates the operating system running on the device	
10	TIME_ZONE	Indicates the time zone of the device	String(30)
11	MOBILE_NETWORK	Indicates the mobile network for the device is applicable	
12	CONNECTION_TYPE	Indicates the type of connection for the type	
13	CONNECTION_SPEED	Indicates the connection speed of the device	
14	IS_MOBILE_DEVICE	Indicates whether it is a mobile device	String(1)
15	MOBILE_DEVICE	Indicates whether it is a mobile device	String(100)
16	DEVICE_MARKETING_NAME	Indicates the marketing name of the device, if it is a mobile device.	String(100)
17	DEVICE_MODEL	Indicates the device model, if it is a mobile device.	String(30)
18	DEVICE_TYPE	Indicates the device type, if it is a mobile device.	String(30)
19	DEVICE_VENDOR	Indicates the device vendor, if it is a mobile device.	String(100)
20	COOKIE_SUPPORT	Indicates whether the device supports cookies, if it is a mobile device.	String(1)
21	FLASH_SUPPORT	Indicates whether the device supports Adobe Flash, if it is a mobile device.	String(1)
22	TOUCH_SCREEN	Indicates whether the device has a touchscreen, if it is a mobile device.	String(1)
23	VIDEO_3GP_SUPPORT	Indicates whether the device supports for 3GP Video, if it is a mobile device.	String(1)
24	VIDEO_MP4_SUPPORT	Indicates whether the device supports for MPEG-4 Video, if it is a mobile device.	String(1)
25	VIDEO_WMV_SUPPORT	Indicates whether the device supports for Windows Media Video, if it is a mobile device.	String(1)
26	JAVA_ENABLED	Indicates whether the browser used in the session has Javascript enabled.	String(1)

## Export FAQs

The following are answers to frequently asked questions.

**Q: How many Export exports can I set up?**

A: By default, a user can have up to 10 recurring Export exports active at one time. If you need access to more feeds, contact your Digital Analytics account team.

A: Only one Digital Data Feed can be active at one time.

**Q: I use a home-grown or internally managed email/database tool. Does Digital Analytics have any technical documentation to help my IT/DB marketing team scope out a process for internalizing Export data feeds?**

A: Absolutely. You can find detailed technical specs for the Export application <http://support.coremetrics.com/> (search on **Export Data Specification**).

**Q: Can I use my Product, Page, and other Attributes in Export for segmentation purposes?**

A: Yes. All attribute data that your organization is sending with tags or data import files can be used for creating target visitor segments in Export. You must create an alias for your attribute data before it displays in the Export user interface.

**Q: When does Digital Analytics cutoff when a day ends and the next begins for the data analysis time period?**

A: We break sessions at midnight, so if a user carted a product at 23:50 on September 28 and then purchased it at 00:03 on September 29, it would be listed as abandoned in the September 28 feed.

**Q: What time zone does Digital Analytics reference for "time of action/activity"?**

A: All data acquisition and activity time stamps are based on the CLIENT'S TIMEZONE defined by their account settings. The site visitor's time zone is never taken into account.

**Q: Why do some rows in the MMCImpression.txt show a value of "1000000000000001" for VISITOR\_AD\_IMPRESSION\_ID?**

A: A value of "1000000000000001" indicates an anonymous impression. Anonymous impressions occur when an impression is generated, but a cookie was not set. This value typically occurs when visitors block third-party cookies.

**Q: Why do I see more orders, and older orders with recent time stamps in DDF as compared to the Standard Data Export (SDE)?**

A: DDF deduplicates orders within a 48-hour window while SDE deduplicates orders based on the complete order history.

**Q: Why do I see difference in onsite search strings between in Standard Data Export (SDE) and DDF?**

A: DDF receives the exact page view tag. SDE keeps one copy of the onsite search word for each session.

**Q: Why don't the PRODUCT\_CATEGORY and CONTENT\_CATEGORY fields display a field length?**

A: Both the PRODUCT\_CATEGORY and CONTENT\_CATEGORY fields display a hierarchy of the defined categories. The DDF concatenates the category hierarchy into a single field. Depending on the number of Content or Product categories that are defined, this field length can be a range of sizes.

**How is Registration Data passed in the Customer Record Feed?**

When Registration data is sent in the Customer Record Feed, the record contains the Registration ID only when the Registration ID was in the session tag.