Acoustic Digital Analytics Legacy Suite

Contents

Acoustic Digital Analytics Legacy documentation.....1

Acoustic Digital Analytics.....2

Overview.....2
Acoustic Digital Analytics Legacy overview.....2
System requirements.....3
Access Legacy Digital Analytics products.....3
Specifying a login preference.....3
Personal data in legacy Acoustic Digital Analytics.....3
Preventing unauthorized access to personal data in legacy Acoustic Digital Analytics and associated applications.....4
Deleting personal data.....4
Analyzing.....5
Analyzing visitor traffic.....5
Using Digital Analytics Legacy with other Acoustic products.....132
Administering.....133
Viewing client ID settings.....133
My Account.....134
Manage Users.....134
Manage Groups.....135
Manage IP Restrictions.....137
Password Settings.....137
Partner Connections.....137
Digital Analytics Explore Settings.....137
Reallocating Explore report credits by user group.....138
Reallocating Explore report credits by client ID.....138
Explore Attributes.....139
Managing Explore Live reporting.....140
Export Settings.....140
Converting an FTP target to SFTP.....141
Enabling WebSphere Commerce segmentation.....141
Extra Fields.....141
Manage attribution settings.....142
Session traffic blocking rules in Acoustic Digital Analytics Legacy.....142
Implementing.....143
Tagging implementation guide.....143
Mobile tagging implementation guide.....233
Extending.....247
Accessing reports using the Excel API.....247
Accessing key performance data using mobile devices.....247
Installing web browser tools to monitor site performance and visitor traffic.....248
Acoustic Digital Analytics Server Side Plug-in Tag API for Java.....252
Acoustic Digital Analytics Server Side Plug-in Tag API for PHP.....274
Acoustic Multisite.....285
Acoustic Multisite overview.....285
Creating and configuring sites.....288
Managing user accounts.....293
All Sites report.....294
Custom reports.....296
Sharing data and comparing results across sites.....297

Finding the SDK documentation 299
Acoustic Digital Analytics API 300
API report formats 300
Generating an API URL using the Acoustic Digital Analytics API window 300
Basic syntax for Digital Analytics API URLs 301
Limits on returned data for each period type 301
Returning reports that exceed the API row limit 302
Returning trended results for Top Line Metrics reports 302
Acoustic Digital Analytics Glossary 307
Glossary 307
Acoustic Digital Analytics report metrics 310
Trademarks 327
Terms and conditions for product documentation 328
Privacy Policy Considerations 328
Index 330

Acoustic Digital Analytics Legacy documentation

Welcome to the Acoustic Digital Analytics Legacy documentation, where you can find information about how to administer and use Acoustic Digital Analytics Legacy and its components.

The Next-Generation Acoustic Digital Analytics user interface

What's New

Acoustic Digital Analytics Next-Gen documentation

Product legal notices

The Legacy Acoustic Digital Analytics user interface

Dashboards
Dashboards are a flexible way to assemble performance data from multiple reports. Use dashboards to quickly spot trends and provide visual representations of Key Performance Indicators (KPIs).

Customizing report views
You can customize the standard Digital Analytics report views to modify the amount of data that is returned and how it is displayed.

Creating report segments
Create a report segment to limit report results to visitor sessions that match your specified criteria.

Creating profile segments
You can create profile segments for single-session or cross-session analysis of a visitor segment.

Analyzing trends
The trend view of a report provides data for individual metrics over time. Use trend view to help you identify patterns in your data across time periods.

Scheduling Action Ready Reports
Action Ready Reports are a standard set of executive-level reports that are delivered in a Microsoft Excel workbook. Use them to extend access to online performance data to individuals who do not have direct access to Digital Analytics.

Generating tracking codes
You can format and append tracking codes to your destination URLs for marketing program, real estate, site promotion, and marketing impression parameters. To reduce the possibility of error, use the Tracking Code Generator to generate these codes.

Sharing report data across your organization
Acoustic Digital Analytics provides several options for sharing your report data with others. Sharing key web performance data can help to accelerate the adoption of analytics-driven decision making across your organization.

Grouping vendors into marketing channels
A marketing channel is a group of similar vendors that you want to track collectively. For example, you can create a Social Media channel that includes YouTube, Facebook, and Twitter.

Custom rollup reports (Acoustic Multisite)
Use custom rollup reports to analyze site data based on one or more defined site attributes such as brand, country, region, and site type.

Product legal notices

Translated documentation for Legacy Acoustic Digital Analytics

Acoustic AdTarget

Acoustic LIVEMail

Acoustic Digital Analytics Social

Acoustic Product Recommendations

Acoustic Content Recommendations

Acoustic Digital Analytics (Legacy)

Acoustic Benchmark

Enterprise Dashboard
Acoustic Digital Data Exchange
Acoustic Explore
Export
Import
Monitor
Acoustic Benchmark translations
Acoustic Digital Data Exchange translations
Enterprise Dashboard translations
Acoustic Explore translations
Export translations
Import translations
Monitor translations
Acoustic Product Recommendations translations
Acoustic Content Recommendations translations

Other Acoustic Legacy Digital Analytics Components

Benchmark
Digital Data Exchange
Enterprise Dashboard
Explore
Export
Import
Monitor
Product Recommendations
Content Recommendations
Acoustic Digital Analytics Support site

Application Developers

Use these links to go to the documents that you use to integrate into your web, iOS, and Android applications.

Customer Experience Analytics Platform SuperDevCenter
Acoustic Digital Analytics SDK for Android
Acoustic Digital Analytics SDK for iOS

Acoustic Digital Analytics

Overview

This section provides overview information about Acoustic Digital Analytics.

Acoustic Digital Analytics Legacy overview

Acoustic Digital Analytics provides reports on the activity of visitors to your website. The insights that you gain from these reports can help you to increase your ROI.

Dozens of standard, pre-configured reports provide data on marketing, commerce, content, conversion events, systems, demographics, visitor paths, and more. Industry-specific reporting and templates help to aid your analysis. You can also create dashboards to access key performance data at a glance. Digital Analytics also simplifies deployment and maintenance of page tagging. It provides tools for analyzing page- and link-level performance data and tag implementation.

Digital Analytics filters traffic from internet robots, other non-human user agents, and selected IP address ranges from session traffic data to ensure the accuracy and integrity of session traffic data. Custom blocking rules and a third-party filtering service are also available.

If your organization has a license for Acoustic Digital Analytics Multisite, you can also analyze visitor behavior across sites. For more information, see the Acoustic Digital Analytics Multisite documentation.

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.

Specifying a login preference

By default, Acoustic Digital Analytics opens the workbook you were viewing when you last logged out, with the last viewed tab active. Alternatively, you can choose to begin on the Welcome Page when you log in.

Procedure

1. Click **My Profile > My Preferences** in the application header.
2. Select **Last Report Viewed** or **Welcome Page** under **Login Report**.

Personal data in legacy Acoustic Digital Analytics

Personally identifiable information is information that is used (either on its own or with other information) to identify, contact, or locate an individual, such as a person's name, credit card information, address, phone number, or identification numbers.

Customers can mark personal data by using explore attributes that flag data when it is collected and fed into reports that are run by legacy Acoustic Digital Analytics. Reports, segments, and filters then indicate whether they contain personal data or not. Anytime a user accesses a report, segment, or filter with personal data, the access is logged with a time stamp, user name, the report/segment/filter name, clientId, and the specific personal data that was accessed.

Only users with permission can view this data. Administrators can set permission for a user by opening a support ticket.

When personal data is added or removed from a explore attribute, segment, or filter, all referencing reports, segments, and filters are updated. For example, if personal data is added to a segment that didn't already have personal data, all referencing reports, parent segments, etc. are updated to include the personal data and to restrict access. Similarly, if personal data is removed from a segment, all referencing parent segments are updated. However, all referencing reports continue to behave as if they contain personal data.

Preventing unauthorized access to personal data in legacy Acoustic Digital Analytics and associated applications

You can easily mark attributes that may contain personal data and prevent unauthorized access to this information in the legacy Acoustic Digital Analytics application and associated applications and modules.

By default, changes for personal data in Acoustic Digital Analytics are synced with the legacy Acoustic Digital Analytics, Export, Import, DDX, adTarget, LIVEMail, LIVEMail3, Digital Recommendations, and Explore applications and modules.

Personally identifiable information is any information that can be used (either on its own or with other information) to identify, contact, or locate an individual. Such information may be their name, credit card information, address, phone number, identification numbers, etc.

To ensure unauthorized users cannot access personally identifiable information, simply check each attribute that you want to flag as personal data in the Personal Data column of the **Explore Attributes** page while in edit mode. The **Explore Attributes** page is found under the **Admin** section in the primary navigation menu in the Acoustic Digital Analytics application.

When setting flags on attributes in the **Explore Attributes** page, remember to define an alias for the attribute so it can be used in a report!

Be sure to save your changes so all the attributes you checked as having personal data cannot be accessed in reports.

Only users with specific permissions can view personal data. Admins can open a support ticket to give user groups permission to access personal data by assigning the role: **Access to Personal Data**.

Deleting personal data

You can request deletion of your personal data within the legacy Acoustic Digital Analytics, Explore, LIVEMail, AdTarget applications and associated modules by filling out a form with your Registration ID/ email address and dates.

Personally identifiable information is any information that can be used (either on its own or with other information) to identify, contact, or locate an individual. Such information may be their name, credit card information, address, phone number, identification numbers, etc.

To request data deletion, open a support ticket or submit via the Privacy notice link.

Analyzing

Acoustic Digital Analytics provides Best Practices reports and ad hoc report-building capabilities for analyzing visitor traffic on your websites.

Analyzing visitor traffic

The topics in this section describe how to use the features of Acoustic Digital Analytics to analyze visitor traffic on your website.

Dashboards

Dashboards are a flexible way to assemble performance data from multiple reports. Use dashboards to quickly spot trends and provide visual representations of Key Performance Indicators (KPIs).

Dashboards also provide a starting point to begin a deeper investigation into a particular set of data. Each dashboard consists of modules that focus on selected data from Digital Analytics source reports. You can create a dashboard to put the most important, and sometimes unconnected, data points in a single place. You can share dashboards with other users or send them as email attachments to a list of recipients.

Dashboards are listed by category in the **Dashboards** section of the side navigation pane.

Standard dashboards

Digital Analytics also includes a collection of standard dashboards in the side navigation pane. These dashboards offer performance data in areas such as Commerce, Competitive Benchmarking, Content, Design, Key Performance Indicators, Marketing, and Real Time information. Depending on your business and whether your company has access to Acoustic Digital Analytics Monitor or Acoustic Digital Analytics Benchmark, you may not have access to all of these standard dashboards.

Note: You cannot edit standard dashboards.

Creating dashboards

In addition to the standard dashboards provided in Digital Analytics, you can create your own dashboards.

About this task

Choose from up to 15 module types to include in the dashboard. If your organization has access to Acoustic Digital Analytics Monitor, a Real Time module is available. If your organization has access to Acoustic Digital Analytics Benchmark, two Benchmark modules are available.

You can select any of the available report views, including customized views, as source reports for your dashboard modules.

Procedure

1. In the **Dashboards** section of the side navigation pane, click **Actions** and select **Create New Dashboard**. Alternatively, you can click the **Create New Dashboard** icon ( ) when you are viewing a dashboard.
2. Enter a name for the dashboard and select a category. To create a category, select **New Category** from the list.
3. Optional: Enter a description of the dashboard.
4. Click **Layout** and select a two-column or three-column layout.
5. Drag the dashboard module that you want into the columns in the **Configuration View** window.

   Use the left and right scroll arrows to view more modules.
6. Click the plus icon next to the module title to expand it.
7. Configure the module.

Configuration options differ for each module. In most cases, you can rename the module title, choose metrics, select a source report and view, specify a date range, and more.

8. Add more modules in the columns to complete the layout. You can add multiple modules in each column.
9. Optional: Reorder the modules in the configuration view by clicking in a module title bar and dragging it to a new location. If the module is expanded, you must collapse it before you can move it.
10. After you complete the layout and configuration of the modules, click **Save**.

Downloading dashboards

You can make dashboards available outside of Digital Analytics by downloading them to your computer in Excel or PNG formats. In Excel format, each dashboard module appears on a separate tab.

Procedure

1. Click the Dashboards menu in the side navigation pane and open the dashboard you want to download.
2. Click the **Download** icon ( ) at the top of the dashboard and choose a download format from the list.

Report view types

The **Reports** section in the side navigation pane lists reports that span a range of topical areas. Each report offers multiple views that you can customize to gain greater insight from your data.

When you are viewing a report, you can use the view type list in the report title bar to change to a different view. Depending upon the type of report you are viewing, the following view types are available.

Report view

Report view is the default view for most reports. It consists of a time period, an optional comparison period, a chart, and a data table.

Trend view

Trend view displays data for individual metrics over time. The Cumulative Trend view shows a cumulative aggregation through the trend period.

Heat maps

Heat maps are available only for the Top Line Metrics and Channel Venn reports. The Top Line Metrics heat map shows daily and hourly averages for comparison across your selected weeks. It also provides a scale inclusive of the standard deviation (the wider part of the scale) to help you to identify outliers. Use the heat map to help you to decide when to plan outages, when to run campaigns, and how to predict future trends.

In the Channel Venn heat map, each channel is represented by a circle, and each combination is represented by the overlapping areas of the circles. Each region is designated a color to indicate the value of the selected metric for that channel combination.

Insights view

Insights views are available for Top Line Metrics, marketing programs, products, and pages reports. For the Top Line Metrics report, you can use the Insights view to trend four metrics at a time. This view can help you to discover which dates are outliers for your chosen metrics. For marketing programs, products, and pages reports, the Insights view offers feature modules on Exposure, Stickiness, Attraction, and more. For more information, see the *Acoustic Digital Analytics User Guide*.

Customizing report views

You can customize the standard Digital Analytics report views to modify the amount of data that is returned and how it is displayed.

About this task

You can save your customized views of reports for later viewing, share them with other users, download them, and use them in dashboard modules.

Procedure

- Use the following options to customize views of your report data:
  - “Adjusting chart displays” on page 7
  - “Adjusting table displays” on page 8
  - “Changing report metrics” on page 10
  - “Changing the time period of a report” on page 10
  - “Applying filter conditions to report fields and metrics” on page 11
  - “Report segments” on page 13
  - “Annotating date ranges in trend views” on page 22
  - “Adding comments to a report” on page 12

Adjusting chart displays
You can change the way data is displayed in a report chart to suit your preferences.

Procedure

Use the following options to change a chart display.

Option	Description
Change the displayed chart type	Use the chart icons in the upper left of the chart area to change the displayed chart.
Choose which rows of data to display in the chart	Click the check box next to each row in the table that you want to display in the chart. Alternatively, click the down arrow in the check box column header for options to select the top 5, 10, or 20 rows, or to clear all rows. To remove selected rows, clear the check box in the data table or click the **X** icon in the chart legend.
Change the displayed metric	If you have multiple metrics in your report, you can choose which metric to display in the chart. Select a metric from the **Metric** list in the upper right of the chart area to display results for the metric. For bubble charts, select metrics from the **X-Axis**, **Y-Axis**, and **Bubble Size** lists.
Adjust the axis scale	Use these options to change the axis scale: • Click a number to make it the maximum. • Press and hold the Shift key and click a number to make it the minimum. • Press and hold the Ctrl key and click anywhere on the axis to reset it to its default state.
Increase/decrease the chart area	Use these options to increase or decrease the chart area: • Use the sliders next to the side navigation pane and the legend. • Click the arrows next to the side navigation pane and the legend to hide them. • Click **Table** at the top of the table to toggle the table display on or off.

Option	Description
Show/hide the chart	Click **Chart** at the top of the chart to toggle the chart on or off. To turn off the chart display for all reports that you open, click **My Profile > My Preferences** in the application header, then select **Show Table Only** under **Report View**. This option hides the chart and disables the **Chart** toggle for all report views.

Adjusting table displays
The report tables include several options for changing the table display to suit your preferences.

Procedure

Use the following options to change the table display.

Option	Description
Change table font size	Click **My Profile > My Preferences** in the application header. Under **Report Table Font**, select **Small**, **Medium**, or **Large**. This option changes the font size for all reports that you view.
Show only selected rows	Click the check box for the rows you want to show in the data table. Then, click the down arrow in the check box column header and select **Show only selected rows**. For a hierarchical report, the report returns all subcategories and the parent category that pertains to a selected row. If you download or attach in an email message a report that shows only selected rows, the data includes all rows from any categories that are expanded on the screen, including any hidden rows.
Select or clear rows	Check the box next to a row you want to select. Alternatively, you can click the down arrow on the check box column header and choose one of the top row selections (5, 10, or 20 rows) or **Deselect All**.
Sort by column	Click the column header and choose to sort in ascending or descending order.
Adjust column widths	Hover over the lines between the column headers and drag to adjust the column size.
Change the order of the metrics columns	Click the header of the column you want to move and drag it to the position you want. You can also click **Report Options** in the report title bar to change which metrics are displayed and their order. For more information, see "Changing report metrics" on page 10.
Change the table size	Hover over the horizontal line below the chart and drag to adjust the space available for the table. You can also gain more space for the table display by

Option	Description
	hiding the chart (click **Chart** at the top of the chart display).
Hide or display the table	Click **Table** at the top of the table display to toggle the table display on or off.

Changing the number of preselected table rows
By default, when you open a report, the first five rows are selected in the table and displayed in the chart. You can change this default to preselect 10 rows or no rows.

Procedure

Click **My Profile > My Preferences** in the application header and select one of the options under **Report Rows Pre-Selection**.

Changing the number of fetched rows for hierarchy reports
When you drill down into a category in a hierarchy report, Digital Analytics fetches the top 25 rows by default. You can increase the number of fetched rows to 50, 100, or 500 rows.

Procedure

Use these options to change the number of fetched rows in hierarchy reports.

- To change the number of displayed rows for the report you are viewing, click the **Show More Rows** link.
- To change the default number of displayed rows for all hierarchy reports, click **My Profile > My Preferences** and select the number of rows you want under **Number of Fetched Rows for Hierarchy Reports**.

Accessing related data for cells in a display column
Many reports include related data, called relational zooms, for each cell in the display columns. In the Page report, for example, Natural Search Zoom displays data about which search engines and keywords are driving traffic to the selected page.

Procedure

Click the down arrow in a display column cell and select a zoom.

By default, the zoom data is displayed below the table data. To display the zoom data in a new tab, click **My Profile > My Preferences** and set the **Zoom Reports** option to **Open in New Tab**.

Copying table data
You can copy an entire table, selected rows, or a selected cell to your clipboard for use in other applications.

Procedure

Use the following options to copy data from a report table.

Option	Description
Copy the entire table	Click the down arrow in the first column header and select **Copy Data Table**.
Copy selected rows	Click the down arrow in the first column header and select **Copy Selected Rows**.
Copy a selected cell	Press Ctrl and click in the cell.

Changing report metrics
You can add or remove metrics from a report, or change the order that the metrics are displayed in the report.

Procedure

1. Click **Report Options** in the report title bar, then click the **Metrics** tab.

   Currently displayed metrics are displayed in the **Selected Metrics** list. Any available metrics for the report that are not currently displayed in the report are listed in the **Available Metrics** list.
2. To add or remove metrics, drag them to the appropriate list, or select them and use the arrow buttons to move them.
3. To change the order of the metrics in the report, select the metrics that you want to move and use the up and down arrows next to the **Selected Metrics** list.
4. Click **Apply** to refresh the report with your changes.

Creating calculated metrics
Calculated metrics are user-defined metrics that consist of a formula that is constructed from one or more existing metrics, operators, or constants. Consider creating calculated metrics if your analysis requirements are not met by standard metrics. You can add calculated metrics to most reports.

Procedure

1. Click **Report Options** in the report title bar, then click the **Metrics** tab.
2. Click **Create a Calculated Metric**.
3. Enter a name and select a format for displaying the metric results.
4. Select any of the available metrics and use the arrow button to move them to the metric formula box.
5. Use any of the operators or constants above the metric formula box to construct the formula.
6. Click **Save**.

   The new calculated metric is added to the **Selected Metrics** list for the report.

Changing the time period of a report
You can change the time period of a report to a different date or date range. For most reports, you can also select a second time period for comparison.

Procedure

1. Click the **Calendar** icon ( ) next to Period A or Period B. Alternatively, click **Report Options** in the title bar.

   You can also use the list next to the period name to select a recently used date or a relative date.

   The **Report Options Calendar** tab shows the currently selected dates for Period A and optionally Period B.
2. Select one of the date type options.

Option	Description
Relative date	A commonly used relative date or date range, such as Yesterday, This Week, or Last Week. **Note:** In Top Line Metrics reports, if you select **This Quarter**, the start date is the first day of your fiscal calendar for the current quarter. The end date is yesterday's date. If you select **This Year**, the start date is the first day of your fiscal calendar year. The end date is yesterday's date.

Option	Description
Recently used dates	Your five most recent date range selections are available.
Day, Fiscal Week, Fiscal Month, Fiscal Quarter	If you choose **Day**, **Fiscal Week**, **Fiscal Month**, or **Fiscal Quarter**, the calendar changes to reflect the type of date you selected. The available dates are shown below the calendar display. You can then choose the specific date or date range you want.
Custom dates	Select the **Custom Dates** option to specify a date range of any length from the available dates.

3. To make Period B active, click the check box next to Period B and make your date selections. You have the same date range options as for Period A.
4. Click **Apply**.

Applying comparison settings to two time periods
If Period B is active in a report, you can apply settings that compare the results of Period A and Period B. For example, you can choose a setting that displays the difference between the results for the two time periods for each row of data.

Procedure

1. Click **Report Options** in the report title bar, then click the **Comparison Settings** tab.
2. Click the check box for each comparison setting you want to apply. Hover over each comparison setting for a brief description.

   If you want to apply comparisons to some of the metrics in the report but not others, expand the **Advanced Options** area and make your selections for each metric.
3. Click **Apply**.

   The comparison settings are displayed in the report table next to the metric results.

Applying filter conditions to report fields and metrics
For most reports, you can filter the data to refine the results. A single filter can contain multiple conditions.

About this task

You can filter any of the display columns and metrics in the report. Choose to filter on Period A, Period B, or one of the comparison settings. You can construct a simple filter, such as `Page Views >= 5000`, or use [AND] or [OR] logic to string together a series of conditions. The filter queries the entire report data set and returns only rows that match your defined criteria.

The **Filter Applied** icon appears at the top of reports that have filters applied to them. Hover over the icon to see the filter conditions applied to the report. To edit or delete the filter, click the icon, or click **Report Options** in the report title bar and click the **Filters** tab.

Procedure

1. Click **Report Options** in the report title bar, then click the **Filters** tab.
2. Click **Add filter condition**.
3. Select a column or metric from the list.
4. Select a report period or comparison setting from the list. The filter condition is applied only to the period or setting that you choose.

5. Select an operator from the list.
6. Enter a constant in the field.
7. Optional: Add more conditions using the **OR** or **AND** links.
8. Click **Apply**.
   The report is filtered according to your criteria, and the **Filter Applied** icon is displayed at the top of the report.

Adding comments to a report
Add comments to a report to clarify trends in the data, explain metrics, or offer other insights. You can also use comments to create reminders to yourself to return to the report to analyze something later.

About this task

You can create a comment only for the report you are currently viewing.

Procedure

1. Click **Comments** in the report title bar.
2. Add your comment to the text box.

   To keep a comment to yourself, click the check box next to **This comment is private**. If this option is not selected, all users with access to the report view can read your comment.
3. Click **Add Comment**.

   Your comment is added to the comments lists on the **All Comments** and **My Comments** tabs. Comments are also listed on the Mange Report Comments page (**Manage > Report Options > Comments**).

Saving report views
You can save customized report views for later use, or to share with other users. Saved views are listed in the **Reports** section in the side navigation pane under the default view of the report.

Procedure

1. Click the **Save View** icon ( ) at the top of the report.

   You can give the view a name and save it as a new view, or overwrite an existing view.
2. Optional: Enter a description of the report view.
3. Click **Save**.

Deleting report views
You can delete any of the report views you own for the report you are currently viewing.

Procedure

1. Click **Reports > Actions** in the side navigation pane and select **Delete Report View**.
2. Select the views you want to delete.
3. Click **Delete Checked**.

Downloading report views
You can download the report that you are viewing in Excel, CSV, or PNG formats.

Procedure

Click the **Download** icon ( ) at the top of the report and choose a download format from the list.

Accessing and hiding reports

By default, all of the Digital Analytics reports are available in the Reports menu in the side navigation pane. You can customize this list of reports to show only the reports you want to access.

Procedure

1. Click **My Profile > My Reports** in the application header.

   By default, the client ID of your current session is selected in the **Client ID** field. You can apply the settings to any of your client IDs, or select the check box to apply the settings to all client IDs.
2. Clear the check box next to any report or report category that you want to hide.

   You can select these reports again at any time to regain access to them.
3. Click **Save** to refresh the **Reports** list in the side navigation pane.

Accessing bookmarked Explore reports

Bookmarked Explore reports are reports that were created in Explore but can be viewed in Legacy Digital Analytics Acoustic Marketing Center. Changes to the report in Explore are visible in Legacy Digital Analytics Acoustic Marketing Center.

About this task

Bookmarked reports are grouped under **Reports > Explore Bookmarks** in the side navigation pane.

Bookmarked reports and standard reports differ in the following ways:

- – You cannot create or edit calculated metrics for a bookmarked report.
  - You cannot apply filters to a bookmarked report.
  - Bookmarked reports have fewer calendar options than standard reports. **Quarter**, **Fiscal Year**, and **Custom Dates** options are not available. Other options are unavailable for some report types.
  - You cannot change segments on a bookmarked report.
  - Bookmarked reports have fewer **Comparison Settings** options than standard reports. You can include the following calculations: **B**, **% Difference**, **Difference**, and **% of B**.

Procedure

1. Click **Reports > Explore Bookmarks** in the side navigation pane to access the reports.
2. Use the **Reports Actions** list in the side navigation pane to work with bookmarked Explore reports.

   Depending on the permissions assigned to your user group, you can create an Explore report, share the report view, remove a bookmark, or delete the report view.

Report segments

A report segment limits data to visitor sessions that match selected criteria. Unlike a profile segment, which is generated by processing multiple reports, a report segment is applied to individual reports to limit the report output.

For example, you can apply a report segment to the Page Categories report to learn which content is viewed by visitors who arrive from Google campaigns. Or, configure a report segment to determine which content is popular among visitors from a particular country. You can make a single report segment available for up to four reports.

If Period B is active, you can apply the same segment to both Period A and Period B. To compare one segment to another, select the same date range for Period A and Period B, then apply a different segment to each period.

If your Acoustic Digital Analytics environment is integrated with Acoustic Acoustic Campaign, you can make your report segments available for use in Acoustic Campaign. For more information, see "Sharing report segments with Acoustic Campaign" on page 133.

One-time and persistent report segments

You can define two different types of report segments: one-time report segments and persistent report segments.

One-time report segments

One-time report segments are applied to a date range that you specify. Use a one-time segment when you want to analyze visitor behavior during a specific time period.

The start date must be within the last 93 days, and the range can be up to 35 days. You can run an unlimited number of one-time segments, but you can save only as many as your client ID permits. If you reach this limit, you can delete stored segments to make room for new ones. If you want to increase the number of segments that are allowed for your client ID, contact your Acoustic Digital Analytics sales representative.

Persistent report segments

Persistent report segments track the ongoing activity of a segment of your website visitors. Use a persistent segment to identify trends in visitor behavior.

A persistent report segment is processed the day that you create it, and it is applied to reports for the most recent 93 days.

Mobile segments are system-generated persistent report segments and do not count against your allotted number of report segments.

Reports that support report segments

You can apply report segments to the following types of reports:

- Top Line Metrics (non-real-time data only)
- Marketing Channels
- Marketing Programs
- Referring Sites
- Natural Search
- Search Marketing Performance Report
- Product Categories
- Bookings Report
- Page Categories
- Events
- TruePath Funnels (persistent report segments only)

Creating report segments

Create a report segment to limit report results to visitor sessions that match your specified criteria.

Procedure

1. Open a report and click **Report Options** in the title bar, then click the **Segments** tab. Alternatively, click **Manage > Report Options > Report Segments** in the side navigation pane.
2. Click **Create Segment**.
3. In Step 1, enter a name for the segment and select a category from the list.
4. Optional: Add comments about the segment.
5. Optional: Enter email addresses to notify yourself or others when the report segment is ready for use. Use commas to separate multiple addresses.
6. Select a segment type: persistent or one-time.
7. In Step 2, click **Add criteria** and choose from the available fields and metrics to define the segment criteria. Use the links to add multiple criteria using [AND] or [OR] logic.

8. In Step 3, select the reports for which you want to make the segment available for selection. Choose up to four reports.
9. Click **Create Segment**.

Results

When the segment is processed, it is listed under **Manage > Report Options > Report Segments** in the side navigation pane . It is also available for selection on the Segments tab of the Report Options window when you view a report for which it is available.

Applying report segments to reports
You can apply any available report segment that is compatible with the selected date range to Period A or Period B of a report.

Procedure

Use the **Segment** list under the Period A or Period B date range list to select from the report segments that are available for the report. Alternatively, click **Report Options** in the title bar and click the **Segments** tab to access the report segments.

If you want to apply a segment that is not available for the report, you can edit the segment to make it available, or create another segment.

If the **Segment** list is not displayed for the report you are viewing, then segments are not supported for that report.

Report segments use cases
You can answer primary business questions by creating and applying report segments to specific reports.

Each of the following use cases poses a specific business question and shows how to apply segment criteria to specific reports to find answers.

Use case 1: Analyzing your most valuable site visitors

Your website sells advertising. Your best visitors view many pages, including ad impressions, and spend a great deal of time on the site. To drive more engaged visitor sessions, you want to determine the acquisition sources of these visitors and what types of content they view.

Criteria: `Page Views >= 10 AND Session Length >= 300`

Note: Session length is expressed in seconds.

Apply to this report	To answer this question
Marketing Channels	From which marketing channels do these visitors arrive?
Marketing Programs	To which campaign types do these visitors respond?
Page Categories	What types of pages do these visitors view?
TruePath	What are the key paths that these visitors use to browse your site?

Use case 2: Analyzing the behavior of marketing program respondents

You want to assess the effectiveness to two email campaigns. The Marketing Programs report provides an assessment of each campaign individually and at a category level. The Zoom report for each campaign shows purchased products and completed conversion events. However, you want to know what other actions these respondents performed on your site.

Criteria: `Marketing Program Category Is Shipping Promo OR Marketing Program Category Is Discount Promo`

Apply to this report	To answer this question
Page Categories	What entry pages do these visitors use? What content do they view?
Product Categories	What products do these visitors view, buy, and abandon?
Events	What events do these visitors initiate, complete, and abandon?
TruePath	What are the key paths that these visitors use to browse your site?

Use case 3: Analyzing buyer behavior

You are a brand manager who wants to drive sales to your television product line. For customers who browse television sets on your site, you want to know what other products they view. With this information, you can consider bundled offerings or site promotions on those other product pages. You also want to understand what marketing efforts are effective in bringing visitors to view and buy televisions.

Criteria: `Product Category(s) Browsed Is Televisions`

Apply to this report	To answer this question
Product Categories	What other product categories do these visitors view, buy, and abandon?
Marketing Channels	From which marketing channels do these visitors arrive?
Marketing Programs	Do your paid search and affiliate programs attract visitors who want to buy televisions?
Natural Search	Do your search engine optimization efforts attract television buyers?

Profile segments

Profile segments are demographic reports that you can create to analyze the behavior of a segment of your visitors. The analysis can span sessions because you can apply separate date ranges to the segment and the report. For example, you can determine which pages were viewed in April by visitors who visited the site at least twice in March.

A profile segment includes two date ranges: the segment date range and the analysis date range. Digital Analytics uses the segment date range to find visitors that match your segment criteria. It uses the analysis date range to report on the activity of this visitor segment during the specified date range. Specify separate date ranges for the segment and the analysis to create a cross-session profile segment.

The profile segment criteria that you use to define the segment is similar to filtering logic. You can apply a simple condition, such as `Number of Visits is Between 1 AND 5`, or string together a series of conditions by using [AND] logic.

Unlike report segments, which are applied to reports, Digital Analytics processes one or more reports that you specify to generate a single profile segment report.

Profile segments are listed under **Reports > Demographics > Profile Segments** in the side navigation pane. Profile segment reports that have an Active status are processed and available for viewing or editing.

Creating profile segments

You can create profile segments for single-session or cross-session analysis of a visitor segment.

Procedure

1. Click **Reports > Demographics > Profile Segments** in the side navigation pane.
2. Click **Create New Segment**.
3. Enter a name for the segment and select the date ranges.

   If you want the segment and analysis date ranges to match, select the **Match the segment criteria date range** check box.
4. Define the segment criteria. You can define multiple conditions using [AND] logic.
5. Select the reports that you want to process for this segment of visitors. You can choose up to five reports.

Table 1: Report options for profile segments

Report	Description
Profile Metrics	A metric summary of the visitors in the segment.
Top Profile Activity History	A detailed session-by-session view of the activities of the most active visitors in the segment.
Top First Time Visitor Referral Sources	The top referral sources that led these visitors to your site for the first time.
Top Products	The top products that are purchased by visitors in this segment.
Top Pages	The top pages that are viewed by visitors in this segment.

6. Optional: Choose one of the options (CSV or XML format) for generating a list of email addresses for the visitors in the segment.
7. Click **Create Segment**.

Results

The profile segment is listed in the Profile Segments window (**Reports > Demographics > Profile Segments**) in the side navigation pane. When the profile segment status changes to Active, the report is processed and ready for viewing or editing.

Exporting profile segments to WebSphere Commerce

If your organization has Acoustic Digital Analytics for WebSphere® Commerce solution, you can export customer IDs that are associated with Digital Analytics profile segments to WebSphere Commerce. You can use the exported customer IDs in your WebSphere Commerce site marketing campaigns.

Before you begin

This feature requires version 6.0 or later of WebSphere Commerce with the segmentation feature enabled.

Before you can export customer IDs to WebSphere Commerce, an administrator must configure user group and data transmission settings in the Digital Analytics Admin console. For more information, see the *Acoustic Digital Analytics Administrator's Guide*.

Procedure

1. Click **Reports > Demographics > Profile Segments**.
2. Select the check boxes next to the profile segments that you want to export.

3. Click the **Export to WebSphere Commerce** icon ( ) to export the customer ID lists associated with the selected profile segments to WebSphere Commerce.

Navigation path reports
Acoustic Digital Analytics provides two tools for analyzing visitor navigation through your website: Clickstream reports and TruePath Funnels.

Clickstream reports identify paths visitors take before or after they visit a specified page. TruePath Funnels analyze a visitor path that you define. Consider using Clickstream reports and TruePath Funnels together to investigate visitor behavior and potential problems with a navigation path. For example, you can create a TruePath Funnel to analyze an online registration process. If a page in the process shows high abandonment rates, you can create a Clickstream report to determine the paths that visitors take after they depart the page.

Clickstream reports
Use Clickstream reports to analyze paths that visitors take through your website either before or after they visit a specified page. These reports can reveal trends in visitor behavior and help you to determine which paths are most successful in leading to conversions.

You can compare up to three paths and view the top five paths that visitors take during the selected time period. You can also limit the report results to visitors who belong to a selected profile segment, or to users who purchased a selected product.

Each page in the clickstream path is represented as a node in the report. You can expand a path node to reveal the top eight next clicks and show how many visitors exited the path or went to pages beyond the top eight. You can also limit the report results to visitors who belong to a selected profile segment, or to users who purchased a selected product. You can compare up to three paths and view the top five paths that visitors take during the selected time period.

Clickstream reports are listed on the Clickstream reports page (**Reports > Paths > Clickstreams**) in the side navigation pane.

Creating Clickstream reports
Create a Clickstream report to analyze a visitor navigation path.

About this task

Consider creating Clickstream reports to achieve the following analysis objectives.

Track entry page performance
Analyze how many sessions are departing the website from a specific entry page. You can also analyze the path of sessions before or after the visitor arrives at the page. Use this information to identify underperforming entry pages and reveal opportunities to enhance entry page effectiveness.

Track path abandonment from specific pages
Evaluate and address causes for path abandonment from specific pages in the path.

Improve site search design
Analyze the use of your site search input mechanism and results pages. Use this information to increase search usage and usability.

Procedure

1. Click **Reports > Paths > Clickstreams** in the side navigation pane.
2. Click **Create New Report**.
3. Use the wizard to define the clickstream.

Results
Completed reports are available on the Clickstream Reports page (**Reports > Paths > Clickstreams**). A report can take several minutes to several hours to run depending on its complexity and date range.

About sampling in Clickstream report results
Digital Analytics uses sampling to generate Clickstream reports for web pages that have page views from more than 20,000 sessions. When the number of unique sessions exceeds the sampling threshold of 20,000 sessions, Digital Analytics uses a random sample to generate the report. A message displays on the report to indicate that sampling was used.

For example, for a page that had views from 30,000 unique sessions during the specified time period, a random sample of 66.67% (20,000/30,000) of the total sessions is used. From this sample set, Digital Analytics extrapolates results for the entire data set.

Clickstream report use cases
These use cases show how to use Clickstream reports to improve user experience on a website.

Use case 1: Identifying problems with a checkout process

You can use a Clickstream report together with a TruePath Funnel to identify problems with a navigation path on your website.

Assume that you are responsible for evaluating abandonment causes for steps in your checkout process. A TruePath Funnel reveals that many sessions depart the path after the billing page, but do not abandon the site. You want to determine the path of these sessions.

You create a forward-looking Clickstream report that uses the billing page as the starting point. The Clickstream report shows that visitors to the billing page are directed to the privacy page to ensure a secure transaction. With this information, you change the privacy page to a pop-up window from the billing page instead of a new page. This change decreases the chance for sessions to navigate away from the billing page and increases the number of sessions that continue directly to the confirmation page.

Use case 2: Identifying ways to improve onsite search performance

You are responsible for improving onsite search on your company's website. You create Clickstream reports to and from the search results page.

The following examples show actions that you can take based on the results for paths to a search results page:

Low rates of search from home page
Ensure that callouts and search functionality are clearly visible for visitors on the home page and key landing pages.

Low rates of search from Category and Product pages
Ensure that callouts and search functionality are clearly visible throughout the website.

Disproportionate number of searches from a category
Compare search traffic breakdown by category to overall breakdown of website traffic by category; identify categories in which customers have difficulty finding the product. Investigate category pages and merchandising choices to determine the root cause.

The following examples show actions that you can take based on the results for paths from a search results page:

High rates of second searches
Consider adding filtering/query refinement technology to your site to allow visitors to refine their searches without the need to enter a new query.

High rates of site departure
This result indicates that unsuccessful search results were confusing, causing visitors to depart. Investigate the search results page design. Ensure that the page provides clear instructions for refining queries in the case that a visitor did not receive results. Consider analyzing and improving results relevance to reduce departure.

High rates of abandonment to the home page

This result indicates that visitors did not find the information they were seeking using onsite search and departed the website to search for it on other websites or by using search engines (such as Google). Analyze results relevance to understand and improve onsite search engine effectiveness.

TruePath Funnels

TruePath Funnels show visitor behavior along defined paths on your website. Use TruePath Funnels to measure the effectiveness of your online processes, such as checkout, registration, and applications, and calls-to-action on marketing landing pages.

TruePath Funnels can also be used to examine the throughput and completion rate of defined process steps. With this information, you can pinpoint pages where visitors abandon the path, and then target the pages for improvement.

TruePath reporting uses same-session logic. It does not track site processes for visitors who save their progress and return in a later session to complete the path. Visitor sessions during the tracking time period either complete the path, abandon the path at a particular step, or never enter the path. The output results show the number of sessions that continue to the next step, the percentage of sessions that abandon the path, and the percentage of sessions that continue to the next step. You can compare the funnels for different time periods to see whether changes made to your website led to improvements in path results.

You can also apply a persistent report segment to a TruePath Funnel to analyze the behavior of specific visitor segments. Compare the segment behavior to the overall visitor traffic for the path.

TruePath Funnels are listed in the side navigation pane (**Reports > Paths > TruePath Funnels**). You can stop or restart processing of selected TruePath Funnels, or delete them.

Creating TruePath Funnels

Create a TruePath Funnel to analyze visitor behavior along a path that you specify.

Before you begin

Install the Acoustic Digital Analytics Plug-in.

About this task

You create TruePath Funnels using the TruePath Funnel Builder, which is available in the Acoustic Digital Analytics Plug-in.

Procedure

1. Click the **Acoustic Digital Analytics Tools Plug-in** icon ( ) in your browser.
2. Log in and select the **TruePath Builder**.
3. Click **Create a New TruePath**.
4. Select **Blank TruePath** and click **Next**.
5. Navigate to the page on your site that you want to use as the first step of the path. To search for pages on the site, click **Page List**.

   If the page contains appropriate Digital Analytics tags, then an icon is displayed in the top pane of the Path Builder. If the page does not contain appropriate Digital Analytics tags, then an error message is displayed.
6. Drag the page icon into the **Path Layout** pane.
7. Optional: Edit the **Step Definition**. You can specify the following criteria:
   - **Name This Step**. The **Page ID** is entered by default, but you can enter a more descriptive name for the step.
   - **Page ID**. By default, the current page is the only one selected for the step. However, you can specify groups of pages for the step by using the match criteria options. You can select all page

IDs that start with, end with, contain, or exactly match whatever **Page ID** text you enter, or use a wildcard character.

- Specify whether the step is required or optional. If the step is required, visitors must proceed to this step before they proceed to the subsequent step in the path. If the step is optional, visitors do not need to browse the page or pages that are defined in the step before they proceed to the next step in the path.

Note: You can edit the definition of any step after it is defined by clicking the **Edit** icon.

8. Continue defining steps by adding pages to the **Path Layout** pane until the path is complete. You can use the following options:
   - Add steps to any position in the path by dragging the page icons to the location you want. You can also drop page icons into steps that are already in the layout. Single-page steps display a globe icon. Multiple-page steps display an asterisk.
   - Reorder the steps by dragging and dropping individual steps to the location you want.
   - Drag a step to the trash can icon to remove it from the layout.
   - Click a globe icon to load the specific web page. Click an asterisk to load a list of the first 10 web pages that match the step criteria.
9. Enter a report name and comments, and specify back processing (optional).

Results

TruePath Funnels are listed on the TruePath Reports page (**Reports > Paths > TruePath Funnels**). You can stop or restart processing of selected TruePath Funnels, or delete them.

TruePath Funnel use case

TruePath Funnels can help you to identify problems with the key online processes.

Assume that you are responsible for driving more email sign-ups on your website. You build a TruePath Funnel for the email sign-up process to analyze visitor behavior across this path.

The TruePath Funnel provides the following results:

Steps	Sessions in this step	% of sessions continuing	% of sessions departing the path	% of sessions departing the site	% of sessions completed TruePath
Home page	29,479	33.73%	66.27%	12.22%	2.06%
Email Sign-Up page	9,944	54.02%	45.98%	9.23%	6.10%
Email Sign-Up Form page	5,372	11.30%	84.98%	17.55%	11.30%
Email Sign-Up Completion page	607	-	-	-	100.00%

Based on these results, consider the following next steps:

- Only 2.06% of sessions from the home page complete the email sign-up process. Because completion from the home page is low, consider making the Email Sign-Up link that is featured on the home page more prominent.
- The Email Sign-Up Form page has a high number of sessions that depart the path (84.98%). Check to make sure that the instructions for email sign-up are clear, and that there are not too many form fields that require data entry. Consider adding error messaging to this page to provide clear instructions about how to complete the form. Consider creating a forward-looking Clickstream report from the Email Sign-Up Form page to identify where visitors are navigating to after they leave this page. With this information, you can consider limiting access to these areas or implementing a process to lead visitors back to the Email Sign-Up path.

Analyzing trends

The trend view of a report provides data for individual metrics over time. Use trend view to help you identify patterns in your data across time periods.

About this task

In trend view, the data table lists each of the selected data points as a column and each date as a row. You can also choose a cumulative trend view that sums each successive data point to provide a cumulative aggregation through the trend period.

Procedure

1. Open the report in the side navigation pane.
2. Select up to 20 rows to trend by clicking the check boxes next to the rows.
3. To access the trend view, select **Trend** from the report type list in the report title bar, or click the **Trend** icon ( ) in the chart area.
4. If you want to view cumulative trends, click the **Cumulative Trend** icon ( ) in the chart area.
5. Select from among the following options:

Option	Description
Adjust the date range	Use the lists at the top of the chart to choose from a preselected number of periods and the granularity (days, weeks, months, quarters, or years). If you want to select a number of periods that is not available in the list, or if you prefer to use a calendar end date, click the **Calendar** icon and use the **Report Options Calendar** tab to make your selections.
Show previous year	Click the **Show Previous Year** check box to display a trend comparison of the same range from the previous year. You can align the comparison by date or by day. Aligning by day displays the same day of the week 52 weeks ago.
Trend smoothing	Click the **Calendar** icon and select the **Smoothing** option on the **Report Options Calendar** tab to display a seven-day moving average.
Show forecast (Top Line Metrics only)	For the Top Line Metrics report, you can compare the trend data to your forecast values (if any) when you are analyzing non-real-time data. Click the **Show Forecast** check box at the top of the chart.

Annotating date ranges in trend views

Annotations are notes that you can attach to the date ranges in the trend views of your reports. Use them to provide context about the date ranges. For example, use date annotations to note events that influenced traffic on your site, such as holidays or special promotions.

About this task

A date annotation consists of a name, an optional description, and a date or date range. You can create date annotations for your private use, share them globally across your organization, or share them with selected groups. A single date annotation is applied to the specified date range on the trend views of all reports.

Procedure

1. Open the report and select trend view.
2. Click the **Add Annotation** icon ( ).

   You can also create annotations by clicking **Manage** > **Report Options** > **Date Annotations** in the side navigation pane.
3. Use the annotations list at the top of the chart to display all date annotations, or just the ones you created.

   Annotations are displayed in a numbered list at the top of the report chart. Numbered indicators corresponding to each annotation are displayed on the trend line.
4. To view the annotation, click the numbered indicators, or click the annotation name in the list.

Link analysis reports

Use link analysis reports to track the performance of links that are not tagged with MMC, Real Estate, or Site Promotion tags. The Inbound Link Analysis report analyzes external links. The On-Site Link Analysis report analyzes on-site links.

These reports isolate the link with a combination of referral and destination URL strings. You can analyze the impact of links across specified date ranges. Consider using them, for example, to assess the downstream impact of a campaign after the campaign is completed.

The number of links that can be active (clickable) at one time is limited by client ID. You can create links and activate or deactivate them at any time.

You can access the link analysis reports from the Reports menu (**Reports > Marketing > Inbound Link Analysis** or **Reports > Content > On-Site Link Analysis**) in the side navigation pane. Digital Analytics lists the number of currently active links and the remaining number of links that can be activated. You can stop or restart processing of selected reports, or delete them. You can also edit the reports to activate or deactivate links and to update the reporting dates.

In addition to these reports, Digital Analytics also provides LIVEview Click Overlay, a website overlay tool that displays link data as you browse your site.

About inbound links

Inbound links are links from external marketing sources to your website. Use Inbound Link Analysis reports to track multiple off-site campaign links in one report.

You can use the Inbound Links Analysis report to analyze the impact of links across time, including downstream impact after the completion of a campaign. You can also specify a tracking period during which downstream activity and conversions are credited to link clicks.

The report output data is displayed in the following views.

Session Specific
: This view shows data for activity that occurred during sessions that were initiated by a clickthrough from the campaign element between the campaign start and end dates.

Session Sales
: This view shows the number of items that were sold during sessions that were initiated by a clickthrough from the campaign element between the campaign start and end dates. Drill into a campaign element to see every item that was purchased during these sessions.

All Visitors
: This view shows data about the visitors and buyers who participated in the campaign between the campaign start and end dates. It includes all activity that occurred during the specified tracking period.

New Visitors View

This view shows data about new visitors and buyers who participated in the campaign between the campaign start and end dates. It includes all activity that occurred during the specified tracking period. New visitors are visitors who did not visit the site before they clicked the campaign element.

About on-site links

On-site links are internal links on your website. Use On-site Links Analysis reports to gauge the effectiveness of your internal links.

The report output data is displayed in the following views.

After Click

This view shows activity that results after visitors click each link between the report start and end dates. Use this report view to evaluate on-site promotion effectiveness, which is similar to evaluating off-site campaigns such as affiliates and email campaigns. For example, you can determine the revenue gained as a result of a holiday promotion on the home page.

After Click Sales

This view shows the number of items sold, item sales, and average item price that results after visitors click each link between the report start and end dates. Click a link to see every item that was purchased.

All Visitors

This view shows data about the visitors and buyers who clicked the link between the report start and end dates. It includes all activity that occurred during the specified tracking period.

Entire Session

This view shows all session activity from visitors who clicked each link during a session that was initiated between the report start and end dates. Whereas the After Click view includes only sales that occur after the user clicks the link, this view tracks all sales that occur in the session.

Entire Session Sales

This view shows data for sales that occurred at any point during sessions between the report start and end dates. When you click a link, the report displays every item that was purchased during these sessions. Whereas the After Click Sales view includes only sales that occur after the user clicks the link, this view tracks all sales that occur in the session. The report also shows sales and orders for each link during the specified tracking period.

Creating link analysis reports

Create a link analysis report to track the performance of your inbound or on-site links.

About this task

Use this procedure to create either an Inbound Link Analysis report or an On-Site Link Analysis report.

Procedure

1. Click **Reports > Marketing > Inbound Link Analysis** or **Reports > Content > On-Site Link Analysis**.
2. Click **Create New Report**.
3. Enter a report name.
4. Specify the interaction type (Inbound Link Analysis Only).
5. Click **Add Link** to configure a link to analyze.
6. Complete the required information about the link.
7. For Inbound Link Analysis reports only, enter your cost for the marketing initiative.
8. For Inbound Link Analysis reports only, enter the number of interactions purchased.
9. Click **Add Link**.
10. Repeat steps 5 to 9 to add more links.
11. When you are finished adding links to the report, click **Save**.

Results
After the report is processed, it is listed on the Inbound Link Analysis Reports page (**Reports > Marketing > Inbound Link Analysis**) or On-Site Link Analysis Reports page (**Reports > Content > On-Site Link Analysis**) with a status of Active.

Sharing report data across your organization
Acoustic Digital Analytics provides several options for sharing your report data with others. Sharing key web performance data can help to accelerate the adoption of analytics-driven decision making across your organization.

Sharing report views and dashboards
By default, when you save a report view or a dashboard, only you have access to it. You can choose to keep your customized report view or dashboard private, share it with all users, or share it with selected user groups.

Before you begin
You must save a report view or dashboard before you can share it, and you can share only the report views and dashboards that you own.

About this task

If you are not an administrator, you can share a report view or dashboard only with groups that have access rights to it. Even if you choose to share it with all users, it can be accessed only by groups that have access rights.

If you are an administrator, you can share report views and dashboards with all groups. Administrators can share a customized report view without sharing access to the default view.

Procedure

To share the report view or dashboard that you are viewing, click the **Share** icon ( ) and make your selections.

Sending report views or dashboards as email attachments
You can attach a report view or dashboard to an email message and send it to one or more recipients. You can send the report view or dashboard once or on a recurring basis.

Procedure

1. Open the report view or dashboard that you want to send.
2. Click the **Send Email** icon ( ).
3. Select a frequency from the list.
4. For a report view, select a file type (Excel or CSV).

   Dashboards are sent as Excel files.
5. Optional: For a report view, you can also include a comparison period.

   If you choose to send the report view only once, the comparison period must be a fixed date or date range. For a recurring email, you can include either a relative or fixed period for comparison.
6. Optional: Edit the default file name.
7. Enter the email addresses of the recipients. Use commas to separate multiple addresses.
8. Optional: Edit the default subject line and body of the email.
9. Click **Save**.

Scheduling Action Ready Reports

Action Ready Reports are a standard set of executive-level reports that are delivered in a Microsoft Excel workbook. Use them to extend access to online performance data to individuals who do not have direct access to Digital Analytics.

About this task

Action Ready Reports are useful for analyzing Top Line metrics, top performers, natural and onsite search effectiveness, and visitor geography. The reports use Excel macros to enable query, filtering, navigation, and sort options.

The reports can be run once over a defined range or scheduled for delivery at weekly, monthly, quarterly, and yearly intervals. For one-time delivery, you specify a time period, which must be a date in the past.

Action Ready Reports compare the selected time period and a previous time period. If no data exists for the previous time period, an email message is sent to the distribution list to explain that one of the requested time periods is unavailable. This situation can occur, for example, if you schedule a year-to-year comparison when only one year of data is available.

The Action Ready Reports window (**Manage > Distribution > Action Ready Reports**) lists all scheduled recurring reports.

Procedure

1. Click **Manage > Distribution > Action Ready Reports** in the side navigation pane.
2. Click **Create New Report**.
3. Select a delivery frequency from the list. If you select one-time delivery, specify a date range.

   If you would like the report to be delivered immediately, ensure that your date range is completed (for example, do not choose this week). If the period is not complete, the report is sent after the last day of the period is processed.
4. Optional: Edit the default file name.

   The date range in brackets is inserted dynamically when the report is delivered, but you and edit or delete it.
5. Enter the email addresses of the recipients. Use commas to separate multiple addresses.
6. Optional: Edit the default subject line and body of the email message.

   The frequency and date range in brackets are inserted dynamically when the report is delivered, but you and edit or delete them.
7. Click **Save**.

Results

If the report is scheduled for recurring delivery (weekly, monthly, quarterly, or yearly), it is listed on the Action Ready Reports window.

Reports in the Action Ready Reports workbook

Action Ready Reports are delivered to recipients in an Excel workbook that consists of nine reports.

Top Line Summary Trends

The **Top Line Summary Trends** report highlights changes in the measurements that drive business results. By looking at the trend arrows and figures for the last two periods, you can see which site components and metrics require attention. Use the interactive graph at the top of the page to select a metric and display its trend over a longer time period. By putting your recent results in context, you can see whether changes are an anomaly or show a true shift in visitor behavior.

Forecast

The **Forecast** report highlights performance of your site against forecast and plan numbers you provide to Acoustic. By looking at the red and green change arrows, you can see which key performance indicators (KPIs) are ahead or falling short of your projections. Use the graph at the top of the page to view trends for KPIs graphed against your forecast or plan values.

Marketing Channels

The **Marketing Channels** report highlights the performance of your marketing channels. It includes any custom marketing channels your organization is tracking in the Channel Summary report. The red and green change arrows show which channel KPIs increased or decreased relative to the prior time period and the same time period in the previous year. You can see which channels are over-performing or under-performing. Use new "to date" metric summations to identify which channels are lagging or ahead of pace for the current month, quarter, or year. Use the graph at the top of the page to view trends beyond the most recent two time periods. Viewing this data can help you to determine whether a large percentage change is an anomaly or a true shift in channel performance.

Compare Key Metrics

The **Compare Key Metrics** report shows the trends of your key performance indicators. You can determine whether your key measurements typically trend in the same direction, or if success with one objective comes at the expense of another. The Normalize Metrics option places all metrics on a common scale so that you can determine whether metrics are trending in the same direction.

Top Performers

The **Top Performers** report highlights changes in key analysis areas of your site, such as pages, page categories, search terms, and referrals. Use the trend arrows and figures for the last two periods to see which areas require attention. Use the interactive graph at the top of the page to select a metric and display its trend over a longer time period. By putting your recent results in context, you can see whether changes are an anomaly or show a true shift in visitor behavior.

Natural Search Term Effectiveness

The **Natural Search Term Effectiveness** report shows the top 50 non-paid search terms (by session). Use it to identify which natural search terms provide the greatest returns for your website. The Value Index metric is calculated using multiple key metrics, including factors such as searches, conversion, and value, to derive a weighted score for comparative analysis. Use specific search engines, adjust the weighted index, and use graphing and sorting options to refine your analysis.

On-Site Search Term Effectiveness

The **On-Site Search Term Effectiveness** report provides a view of the top onsite search terms. Use it to identify which onsite search terms provide the greatest returns for your website. The Value Index metric is calculated using multiple key metrics, including factors such as searches, conversion, and value, to derive a weighted score for comparative analysis. Adjust the weighted index and use graphing and sorting options to refine your analysis. The metrics for this report differ by vertical.

Note: This report is available only if you deploy onsite search tags.

Visitor Conversion

The **Visitor Conversion** report maps the flow of visitors through the key conversion process of your website. The funnel represents a graphical view of the narrowing percentage of visitors that advance from site entrance through each key conversion point on your site. By monitoring these percentages over time, you can assess whether your site changes are addressing any high abandonment points.

Visitor Geography - United States

The **Visitor Geography - United States** report helps you to identify which states in the United States initiate the greatest number of visitor sessions. A map that shows sessions per million people factors in the populations of each of the states.

Visitor Geography - Global Countries

The **Visitor Geography - Global Countries** reports help you to identify which countries initiate the greatest number of visitor sessions. The darker shadings indicate a relatively high amount of session traffic. A map that shows sessions per million people factors in the populations of each of the countries.

Note: This report is available only when the Geography report is activated. To access the Geography report, select **Reports > Demographics > Geography > Countries** in the side navigation pane.

Creating alerts to monitor critical metrics

Alerts provide email notification when a critical metric exceeds a particular threshold. Use alerts to monitor activity around important Top Line, Products, and Referring Sites metrics.

Before you begin

To create and receive alerts, your client ID must have Acoustic Digital Analytics Monitor enabled.

About this task

When you create an alert, you choose who receives the notification and how often it is sent. If an alert indicates a problem or opportunity that requires immediate action, it can be sent hourly. If an alert indicates a less urgent issue, it can be sent daily or weekly.

The notification describes the alert condition and why it was triggered. You can send an alert only to yourself or to others, including members of your organization who do not have access to Digital Analytics. You can alert managers and other key personnel who might not always be logged in to Digital Analytics when significant changes occur in metrics they care about. The text-based email notifications can be received on any desktop or mobile device that has an email address.

Alerts use the same real-time data as Monitor. Data is received every five minutes until 24 hours are accumulated. At that point, for every new hour of data that is collected, one old hour of data is rolled off.

You can create 50 alerts, of which 25 can be active at one time. These default limits can be increased to 100 total and 50 active. For more information, contact Acoustic Digital Analytics customer support. The Alert Management window (**Manage > Distribution > Alerts**) lists all alerts and shows the number of active and remaining alerts.

Procedure

1. Click **Manage > Distribution > Alerts** in the side navigation pane.

   You can also create an alert from the Top Line Metrics report by clicking the down arrow next to selected metrics and selecting **Set Alert**.
2. Click **Create Alert**.
3. Enter a name for the alert.
4. Select the reporting category to which the alert applies.

   Select **Topline** if you want to create a site-wide metric alert. If you select **Products** or **Referring Sites**, you can specify one or more values (that is, specific products or referring sites) by selecting a condition and entering the values in the text box.
5. Configure the alert condition. You can monitor for either an absolute value or a percentage change over numerous time periods.
6. Enter the email addresses of the alert recipients. Use commas to separate multiple addresses.
7. Enter a subject line for the email message.
8. Specify hourly, daily, or weekly distribution.
9. Click **Save**.

Results

The alert is listed in the Alert Management window (**Manage > Distribution > Alerts**).

Alert metrics by vertical
Alert metrics vary by alert type. The following tables list alert metrics by vertical.

Table 2: Top Line metrics by vertical

Retail and Content/ Commerce	Financial Services	Travel	Content
Sales	Applications	Revenue	Total Page Views
Average Order Value	Total Page Views	Average Booking Value	Page Views/Session
Orders	Page Views/Session	Bookings	On-Site Searches
Items Ordered	Applications/Session	Room Nights Booked	Total Sessions
Shipping & Handling	On-Site Searches	Total Page Views	Referral Sessions
Total Page Views	Total Sessions	Room Rate Views	
Product Views	Referral Sessions	Page Views/Session	
Page Views/Session		Bookings/Session	
Orders/Session		On-Site Searches	
On-Site Searches		Total Sessions	
Total Sessions		Referral Sessions	
Referral Sessions			

Table 3: Products metrics by vertical

Retail and Content/ Commerce	Financial Services	Travel	Content
Items Sold	Applications Completed	Room Nights Booked	None
Item Sales		Room Night Revenue	

Table 4: Referring Sites metrics by vertical

Retail and Content/ Commerce	Financial Services	Travel	Content
Sessions	Sessions	Sessions	Sessions
Sales	Applications	Revenue	
Orders		Bookings	

Example: Configuring and refining a Product alert
If an alert is not providing meaningful results, consider refining the alert conditions or threshold value to achieve your objectives.

The following example shows ways to make a Product alert more effective.

Objective
Identify a drop in items that are sold for a popular product.

Select criteria

- In the Products report Full List view, set the date to last month.
- Sort by Items Sold.
- Add a calculated metric, such as Items Sold / 28, to see daily averages.

Configure the alert

- Determine a maximum average. Items below that average do not trigger the alert when they drop.
- Start with less than 50% of average.

Refine the alert

- If the results show too many small items, raise the maximum average.
- If the results show too many normal changes (for example, a 50% drop might be common), increase the percentage change.
- Exclude unusual items, such as "gift card" or "free with purchase," that are triggering irrelevant alerts. Use a different alert to watch those items.
- Be sure that you are using Same-day-of-week averages. These kinds of alerts might trigger every Saturday, especially for business-to-business sites.
- If the results show averages that are unstable, increase the time interval.
- If the alert triggers too often for the same item, limit it to once a day or once a week.

Workbooks
You can create a workbook to group commonly used tabs together for easier access.

The following are examples of how to use workbooks:

- Group all components of a campaign together. With this workbook, you can quickly change a campaign configuration.
- Share reports and dashboards with others.
- Download your reports and dashboards in the same format each time you need them.
- Download data to a spreadsheet for presentation or distribution and share your common views with others.
- Create a set of dashboards for executive overviews.
- Create a set of frequently used reports.

Creating a workbook
You create a workbook by opening the components that you want to include in the workbook and then save them as a workbook.

About this task
Anytime you view a component, you see the component title in a tab at the top of the screen. As you open more components, more tabs display.

Procedure

1. With one or more tabs that are displayed, click **Workbooks** from the side navigation pane.
2. click **Save** from the **Actions** menu.

Results
All open tabs are saved to the workbook.

Sharing a workbook
You can use workbooks to share a group of configuration components with other users. You can also group a set of critical dashboards and reports and share it with other users of the system.

Procedure

1. Open the configuration components, dashboards, or reports that you want to include in a shared workbook.
2. Click **Workbooks** in the side navigation pane.

3. Click **Actions**.
4. Select **Save**.
5. Select **Save as a new workbook** and type a descriptive name for the workbook.
6. Select the saved workbook from the side navigation pane.
7. From the **Actions** menu, select **Share**.
8. Select who you want to share the workbook with.

What to do next
You can stop sharing a workbook by selecting **Keep private to workbook owner** from the **Share Workbook** dialog box.

Viewing frequently used dashboards or reports
You can set up workbooks that contain the reports and dashboard that you use frequently.

Procedure

1. Open all reports and dashboards that you frequently view.
2. Click **Workbooks** in the side navigation pane.
3. Click **Actions**.
4. Select **Save**.
5. Select **Save as a new workbook** and type an appropriate name for the workbook.

What to do next
The next time that you use the system, select this workbook.

Grouping a set of dashboards or reports for recurring download
If you regularly download reports and dashboards, it is more efficient to group your reports and dashboards into a workbook and download the workbook. This practice ensures that your information looks the same each time you download.

Procedure

1. Open all Report and Dashboard that you report on.
2. Click **Workbooks** in the side navigation pane.
3. Select **Actions**.
4. Select **Save**.
5. Select **Save as a new workbook** and type an appropriate name for the workbook.
6. Click **Workbooks**.
7. Select **Actions** from the side navigation pane.
8. Select **Download**.

What to do next
The next time that you want to download these dashboards and reports, select this workbook and repeat step 5.

Configuring a workbook for fast loading
If you have a workbook that you use frequently, you can keep the workbook in cache so that it loads faster the next time you open it.

Procedure

1. Click **Workbooks** from the side navigation pane.
2. Select the workbook that you want to cache.
3. Select **Cache** from the **Actions** menu. You can cache up to 10 workbooks.

Configuring marketing options

Marketing options in Digital Analytics include grouping vendors into marketing channels, generating tracking codes, and identifying invalid tracking links. You can access, configure, and manage these options from the Marketing menu in the side navigation pane (**Manage > Marketing**).

Grouping vendors into marketing channels

A marketing channel is a group of similar vendors that you want to track collectively. For example, you can create a Social Media channel that includes YouTube, Facebook, and Twitter.

About this task

The tagging of your site that is required by Acoustic Marketing Center captures vendor information. Customers who also use Acoustic Digital Analytics typically group vendors into channels in Digital Analytics. You can also group vendors in Acoustic Marketing Center. If you have both applications, changes you make to channels in one application affect both.

Create, edit, and delete marketing channels on the Manage Marketing Channels screen. (Display the screen by clicking **Manage** > **Marketing** > **Marketing Channels** in the side navigation pane.)Display the screen by clicking **Manage** > **Marketing Channels** in the side navigation pane.

Creating marketing channels is optional. However, if you do not create marketing channels, your reports list only the four default channels: Direct Load, Natural Search, Referring Sites, and All Other MMC Vendors.

Consider which of these common marketing channels make sense for your organization:

- Affiliates
- Paid Search
- Email
- Shopping Comparison
- Display Advertising
- Portals
- Social Media
- RSS

The vendors available for assignment to a marketing channel are the vendors that are passed by MMC parameters in the tag. A vendor can belong to only one channel at a time. The All Other MMC Vendors channel contains all vendors that are not assigned to another channel.

Procedure

1. Click **Manage** > **Marketing** > **Marketing Channels** in the side navigation pane.Click **Manage** > **Marketing Channels** in the side navigation pane.
2. Click **Create New Channel**.
3. Use the Channel Editor window to add vendors to the channel.

Results

The new marketing channel is listed on the Manage Marketing Channels window.

Generating tracking codes

You can format and append tracking codes to your destination URLs for marketing program, real estate, site promotion, and marketing impression parameters. To reduce the possibility of error, use the Tracking Code Generator to generate these codes.

About this task

You specify the destination URLs and parameters for your tracking codes in a Microsoft Excel template. The Tracking Code Generator processes the template file to generate the codes.

The following steps provide an overview of the workflow for generating tracking codes.

Procedure

1. Download and install the Tracking Code Generator.
2. Review the Tracking Code Generator guidelines.
3. Use the Tracking Code Generator to generate the type of codes you want:
   - Marketing Program Codes
   - Real Estate and Site Promotion codes
   - Marketing Impression Codes

Downloading and installing the Tracking Code Generator
Download the Tracking Code Generator to generate Marketing Program, Real Estate, Site Prommotion, and Marketing Impression codes.

Procedure

1. Click **Manage** > **Marketing** > **Tracking Codes**.

   You can also download the Tracking Code Generator from your data center.

   Note: Use the appropriate Acoustic Digital Analytics service domain name for your organization.

   For example:

   `https://welcome.coremetrics.com/analyticswebapp/tcg/index.html`
2. Launch the downloaded file to install the Tracking Code Generator.

Results
The installation places an icon on your desktop. You can also access the Tracking Code Generator by clicking**Start** > **All Programs** > **Acoustic Digital Analytics** > **Tracking Code Generator**.

Guidelines for using the Tracking Code Generator
The Tracking Code Generator requires proper formatting of Microsoft Excel input files to generate tracking codes correctly.

Follow these guidelines when using the Tracking Code Generator:

- Do not skip rows in between values. The Tracking Code Generator will stop processing when it encounters an empty row.
- Include `http://` as part of the destination URL.
- Do not include multiple worksheets in your Excel files. The Tracking Code Generator will not process an Excel file that contains multiple worksheets.
- Use unique file names for the downloaded Excel templates, and for your input and output files (for example, `MMC_input_9.1.2013.xls` and `MMC_output_9.1.2013.xls`).
- If you use special characters in your parameter values, ensure that the characters you use are supported in Digital Analytics parameter values.

Supported special characters in tracking code parameter values
If you include special characters in your tracking code parameter values, those characters must be supported for use in Digital Analytics parameter values.

Digital Analytics supports the following special characters for use in tracking code parameter values:

Character	Description
~	tilde
`	back quote

Character	Description
@	at
#	pound (number sign)
^	carat
&	ampersand
+	plus
=	equal
{	open brace
}	close brace
[	open bracket
]	close bracket
|	pipe (bar)
\	back slash
:	colon
;	semicolon
<	less than
>	greater than
?	question mark
/	slash (forward slash)

Generating Marketing Program codes
Use the Tracking Code Generator to generate MMC (`cm_mmc=`) tracking codes for off-site campaign links. Data from MMC tracking codes is used in the Marketing Programs report.

Before you begin

Download and install the Tracking Code Generator
Review the guidelines for using the Tracking Code Generator

About this task
You can specify marketing program attribute values to attach to the destination URLS for specific marketing programs (for example, `cm_mmca1=`).

Note:

The Marketing Program Attribute columns in the Tracking Code Generator are optional fields. Data from Marketing Program Attribute tags are used in Acoustic Digital Analytics Explore. For more information about attributes, see the *Acoustic Digital Analytics Explore User Guide*.

Procedure

1. Open the Tracking Code Generator.
2. Open the Excel file that you want to use, or download the template from the Marketing Program Codes tab of the Tracking Code Generator.
3. Give your file a unique name and save it to your desktop.
4. Add the destination URLs and parameter values to your file, then save the file.

The following figure shows examples:

	A	B	C	D	E
1	Destination URL	Vendor	Category	Placement	Marketing Item Name
2	http://www.yoursite.com	Google	Branded	Summerpromo	glasses
3	http://www.yoursite.com	Google	Branded	Summerpromo	swimsuit
4					

Figure 1: Example Marketing Program codes input file

5. On the Marketing Program Codes tab of the Tracking Code Generator, follow the on-screen instructions to select options for the marketing programs format, existing codes (if any) in your file, and advanced settings.
6. Click **Browse** to select your Excel file.
7. Click **Create Codes**, input a new unique file name for the output file, and save it to your desktop.

   If the file is successfully processed, a message displays, indicating the number of rows successfully processed.
8. Open the Excel output file. The MMC parameter is appended to each URL, as in the following example.

	A	B	C	D	E	F
1	Destination URL	Vendor	Category	Placement	Marketing Item Name	Error Message
2	http://yoursite.com/?cm_mmc=Google-_-Branded-_-Summerpromo-_-glasses	Google	Branded	Summerpromo	glasses	
3	http://yoursite.com/?cm_mmc=Google-_-Branded-_-Summerpromo-_-swimsuit	Google	Branded	Summerpromo	swimsuit	
4						

Figure 2: Example Marketing Program codes output file

If any rows in your file contain an error message in column **F**, correct the error and use the Tracking Code Generator to reprocess the file. If column **F** is blank, the URL in the row is a valid MMC destination URL.

Generating Real Estate and Site Promotion codes

Use the **Real Estate Codes** and **Site Promotions Codes** tabs in the Tracking Code Generator to generate `cm_re` and `cm_sp` tracking codes for onsite links.

Before you begin

Download and install the Tracking Code Generator

Review the guidelines for using the Tracking Code Generator

About this task

Use Real Estate tracking codes to track the performance of multiple onsite links from a single page on your website. Data from Real Estate tracking codes is used in the Real Estate report.

Use Site Promotion tracking codes to measure the success of onsite links or promotions from multiple pages or placements on your website. Data from Site Promotion tracking codes is used in the Site Promotions report.

Procedure

1. Open the Tracking Code Generator.
2. Open the Excel file that you want to use, or download the template from the Real Estate Codes tab or the Site Promotion Codes tab of the Tracking Code Generator.
3. Give your file a unique name and save it to your desktop.
4. Add the destination URLs and parameter values to your file, then save the file.

   The following figures show examples:

	A	B	C	D
1	Destination URL	Page Version	Page Area	Link Name
2	http://www.yoursite.com	Springbreakpromo	Middlelink	boardshorts
3				

Figure 3: Example Real Estate codes input file

	A	B	C	D
1	Destination URL	Promotion Group	Promotion	Link
2	http://www.yoursite.com	banner	freeship	100dollarorders
3				

Figure 4: Example Site Promotions codes input file

5. On the Real Estate Codes tab or Site Promotion Codes tab of the Tracking Code Generator, follow the on-screen instructions to select options for format and existing codes (if any) in your file.
6. Click **Browse** to select your Excel file.
7. Click **Create Codes**, input a new unique file name for the output file, and save it to your desktop.

   If the file is successfully processed, a message displays, indicating the number of rows successfully processed.
8. Open the Excel output file.

   The Real Estate or Site Promotion parameters are appended to the URLs. The following figures show example output:

	A	B	C	D
1	Destination URL	Page Version	Page Area	Link Name
2	http://www.yoursite.com/?cm_re=Springbreakpromo-_-Middlelink-_-boardshorts	Springbreakpromo	Middlelink	boardshorts
3				

Figure 5: Example Real Estate codes output file

	A	B	C	D
1	Destination URL	Promotion Group	Promotion	Link
2	http://www.yoursite.com/?cm_sp=banner-_-freeship-_-100dollarorders	banner	freeship	100dollarorders

Figure 6: Example Site Promotions code output file

If any rows in your file contain an error message in column **F**, correct the error and use the Tracking Code Generator to reprocess the file. If column **F** is blank, the URL in the row is a valid tracking URL.

Generating Marketing Impression codes

Use the Tracking Code Generator to generate impression attribution tags for impression tracking of off-site campaigns (for example, display ads, micro-sites, widgets, and Facebook interactions). Data from marketing impression tags is used in Acoustic Digital Analytics Explore.

Before you begin

Download and install the Tracking Code Generator

Review the guidelines for using the Tracking Code Generator

About this task

You can append marketing program attribute values to specific marketing impression tags (for example, `cm_mmca1=`).

Note:

The Attribute columns in the Tracking Code Generator are optional fields. For more information about Attributes, see the *Acoustic Digital Analytics Explore User Guide*.

Procedure

1. Open the Tracking Code Generator.
2. Open the Excel file that you want to use, or download the template from the Marketing Impression Codes tab of the Tracking Code Generator.
3. Give your file a unique name and save it to your desktop.
4. Add parameter values in the Vendor, Category, Placement, and Marketing Item Name columns, and save the file.

   The following figure shows example input:

	A	B	C	D
1	Vendor	Category	Placement	Marketing Item Name
2	Washingtonpost	displayads	boat insurance	boat
3				

   Figure 7: Example Marketing Impression codes input file

5. On the Marketing Impression Codes tab in the Tracking Code Generator, specify the protocol and one or more client IDs.
6. Click **Browse** to select your Excel file.
7. Click **Create Codes**, enter a new unique file name for the output file, and save it to your desktop.

   If the file is successfully processed, a message displays, indicating the number of rows successfully processed.

   In the output file, the **Stamped URL** column is populated with the **Marketing Impression Attribution** tag, as in the following example:

F2 http://data.cmcore.com/imp?tid=17&ci=10000072&vn1=4.1.1&vn2=e4.0&ec=UTF-8&cm_mmc=Washingtonpost-_-displayads-_-boat+insurance-_-boat

	A	B	C	D	E	F
1	Vendor	Category	Placement	Marketing Item Name	Redirect URL	Stamped URL
2	Washingtonpost	displayads	boat insurance	boat		http://data.cmcore.com/imp?tid=17&ci=10000072&vn1=4.1.1&vn2=e4.0&ec=UTF-8&cm_mmc=Washingtonpost-_-displayads-_-boat+insurance-_-boat
3						
4						

   Figure 8: Example Marketing Impression codes output file

Troubleshooting invalid tracking links

Acoustic Digital Analytics provides three reports to help you identify and troubleshoot tracking links: Invalid Marketing Programs, Invalid Real Estate, and Invalid Site Promotions.

About this task

These reports can help you to identify links that are improperly formatted or are missing elements. Consider setting up recurring email notifications of these reports to monitor invalid links that need your attention.

Procedure

Click **Manage** > **Marketing** in the side navigation pane and open one of the invalid tracking links reports.

Each row in the report shows an invalid link, the number of clicks received for the link, and one of the following error codes:

Missing Element

Indicates that an element is missing within the parameter values. Check to ensure that all of the required elements are included, separated by `-_-`. All parameter values must be present in the destination URL on the landing page on your website.

If you do not need all of the required parameters, you can pass `null` or na as the parameter values.

Malformed Parameter

Indicates an incorrect parameter value. This error code means that the destination URL contained the correct code type (either `cm_mmc`, `cm_re`, or `cm_sp`), but that something after the code type was invalid. Check the parameter values for invalid characters that would invalidate the link.

Avoiding invalid tracking links caused by redirects
Redirects occur when a page on your website forwards visitors to another page. Redirects can strip out all or portions of the tagging parameters that Acoustic Digital Analytics uses to acquire information for your reports.

Procedure

Alter your redirects to pass along or persist parameter values in the Digital Analytics tracking links.

This step prevents invalid tracking links and ensures that data is captured for your reports when redirects occur.

Example: Invalid syntax in a marketing program link
Incorrect syntax in a tracking URL can invalidate the link.

The following marketing program link is invalid:

```
http://www.clientsite.com/something.html?this=test?cm_mmc=ven-_-cat-_-pla-_-ite
```

Because of the second ? character in this link, the MMC parameters are not correctly parsed.

When the URL contains a query string (such as MMC parameters that are being sent to the new page), it is separated from the page information (in this example, `www.clientsite.com/somepage.html`) by a question mark. Everything to the right of the question mark is the query string. Within the query string, separate arguments are separated by the ampersand. If the MMC parameters are appended immediately after the first ?, the link tracks correctly:

```
http://www.clientsite.com/something.html?cm_mmc=ven-_-cat-_-pla-_-ite
```

Notice that there is no need for an ampersand after the question mark. The question mark already provides separation, so it does not need an ampersand. However, if a link contains multiple arguments, each argument must be separated by an ampersand:

```
http://www.clientsite.com/something.html?this=test&cm_mmc=ven-_-cat-_-pla-_-ite
```

Best Practices reports
This section describes the Best Practices reports available in Acoustic Digital Analytics.

Top Line Metrics report
The Top Line Metrics report is a configurable report for analyzing high-level metrics about your visitors and the overall performance of your website. Use it to track key performance indicators on a recurring basis.

You can compare not only date ranges and segments, but also actual metrics, to forecast metrics that are imported to Digital Analytics reporting. By creating a custom view and monitoring trends, you can quickly identify improvements, problems, and concerns with changes and behaviors.

The Top Line Metrics report includes both Anonymous and Tracked metrics but all other reports include only Tracked traffic/metrics. Anonymous metrics are populated because the visitors' permanent cookie are blocked or removed, or the visitor has "opted out" of Digital Analytics tracking cookies.

You can monitor changes in the percentage of customers or revenue that is associated with specific session activity or marketing interaction by applying a report segment to the Top Line Metrics report. You can monitor conversion on an ongoing basis to identify trends in website effectiveness and to assess the opportunity for improvement. Use the Top Line Metrics report to create KPI scorecards or dashboards that are based on trend data, set benchmarks, and set goals for your KPIs.

Report views

The Top Line Metrics report includes Summary, Trend, Heat Map, and Insights Views from the Report menu.

You can use the Trend View to see daily, weekly, monthly, or quarterly data for individual metrics over time. The Top Line Metrics report offers both a traditional trend and a cumulative trend view.

The Heat Map shows each metric as an hourly pattern. The darker areas indicate higher levels of activity and the lighter areas indicate lower levels of activity. You can analyze results for a specific event (for example, site change, campaign launch), view the data for each individual week, and compare pre-activity and post-activity. You can look for general trends and indications of the appropriate days or times to send email campaigns or to introduce time-sensitive sales data that you can view as an average over multiple weeks.

Top Line Metrics KPIs

Focus on the following key performance indicators when you are analyzing data in the Top Line Metrics report.

Buyer/Visitor Conversion
: (Unique Buyers / Unique Visitors) The percentage of visitors that made a purchase within the selected time period.

Page Views / Session
: (Tracked Page Views / Total Sessions) The average number of tracked pages that were viewed during a session.

Average Session Length
: (minutes: seconds) The average amount of time that visitors spend on your website during the selected time period.

Bounce Rate
: The percentage of visitors who viewed only the page on which they arrived before leaving your site.

Average Order Value
: (Sales / Orders) The average dollar value of orders that were placed during the selected time period.

Shopping Cart Abandonment Rate
: The percentage of sessions where items are placed into shopping cart, but an order is not completed.

New Visitor %
: The percentage of visitors to your site during the selected time period who were first time visitors (or visitors who deleted the Digital Analytics cookies since their previous visit).

Events
: The number of non-commerce conversion events (for example, registrations, subscriptions, key downloads, call avoidance, lead generation, and so on) that were completed by site visitors. Events are defined by the conversion event tag.

Events / Total Sessions
: (Events / Total Sessions) The average number of completed events per visitor session during the reporting period.

Sales
: The total, tracked, and estimated anonymous revenue for your website during the specified time period.

Commerce Metrics show the impact of visitors and customers on sales, orders, and items.

Within the Summary Views are the following five distinct sections (Metrics):

Event Metrics
: Contains data related to Conversion Events performance across a website.

Visitor Metrics
: Contains a summary of visitors coming to your website.

Acquisition Metrics
: Allow you to quickly review the ability of your site to convert new visitors.

Retention Metrics
: Analyze your visitor and customer loyalty and repeat visitor and buyer conversion.

Activity Metrics

Includes a wide range of metrics used to show high-level visitor, customer, and session data.

Displaying real-time data in Top Line Metrics reports

For any client ID that has Acoustic Digital Analytics Monitor enabled, Top Line Metrics reports offer the option to view real-time data for any metrics supported by Monitor.

About this task

Session-complete metrics (that is, metrics such as Average Session Length, which cannot be calculated until a session is complete), are reported within 30 minutes after a session ends. Non-session-complete metrics are reported within 30 minutes. The report includes hourly granularity for analyzing hourly trends.

When you select **Today** for Period A or Period B in a Top Line Metrics report, you can also choose to display projected values for hours that have no data or incomplete data. Projected values are calculated based on the cumulative performance today compared with the same time of day one week ago.

For example, assume that 3:00 PM is the last hour today for which we have full data. If sales through 3:00 PM today are 375, and sales through 3:00 PM on the same day last week were 300, the difference is an increase of 25%. Thus, if total sales on the same day last week were 600, the projected value for today would be 750 (600 x (1 x 25%)).

Projected data is displayed in the table, trend view, and heat map. In the table, projected values are displayed in shaded cells and the data column is labeled "Projected." For metrics that are not supported in real-time Top Line Metrics reports, the table displays a dash (-) in the data column.

In the trend chart, projected values are displayed using a dashed line. In the heat map, projected values are displayed in the same way as actual data.

Note: If your report results include hours where the calculation of the projected data would require division by zero, the cells for those hours are blank in the table and the heat map. In the trend chart, a gap appears for those hours on the projected trend line.

Procedure

1. Open a Top Line Metrics report from the side navigation pane (**Reports > Site Metrics > Top Line Metrics**).
2. Use the Period A or Period B menu to select **Today** for the period.
3. Select the **Projected** check box to display full-day results from partial-day data.

Supported metrics for real-time reporting

Digital Analytics supports the following metrics for reporting real-time data in Top Line Metrics reports.

- Average Order Value
- Element Views
- Element Views / Sessions
- Event Points
- Event Points / Session
- Events
- Events / Session
- Items / Order
- Items Ordered
- New Sessions
- On-Sites Searches
- Orders
- Orders / Session
- Page Views
- Pages Views / Session
- Product Views
- Repeat Sessions
- Sales
- Total Sessions

Top Line Metrics report use case

You can use the Top Line Metrics report to analyze onsite search performance and conversion.

Your company website is optimizing and redesigning the onsite search function. Your task is to analyze onsite search performance and conversion for your company website to provide a baseline for onsite search pre-redesign and post-redesign.

You perform the following steps to complete your analysis.

1. Obtain the site-wide number of sessions, unique visitors, and unique customers/buyers from the Top Line Metrics report.
2. Obtain the same metric data specifically for the segment of onsite search visitors that use onsite search on the website. Create a segment that uses the criteria: **Onsite Search Term Wildcard (*)**. Then, apply the Segment to the Top Line Metrics report.
3. Present the data side-by-side, creating calculations for customer conversion rates and any other key performance indicators.
4. Set targets for conversion effectiveness that are based on historical performance.
5. Monitor conversion on an ongoing basis to identify trends in onsite search effectiveness and to assess the opportunity for improvement.

Output:

Because this analysis focuses on delivering a baseline understanding of onsite search users, most of the insight is for use in comparison to future time periods post-redesign. After you complete the previous steps, a report is created that tracks the following.

Changes in the percentage of Customers or Revenue that are associated with this search
: These metrics are used to understand the overall impact of changes to onsite search visibility, usability, and effectiveness.

Changes in the percentage of Sessions Using Search and the percent of Unique Visitors Using Search
: These metrics are used to understand the impact of onsite search visibility improvements or design integration.

Changes in the Customer/Visitor Conversion ratio
: These metrics are used to understand the impact of changes to onsite search results relevance and presentation.

Key Performance Index (KPI)
: Analysts can set a performance index that is specific to their business. In this instance, the KPI is Revenue per Visitor for All Searchers divided by the same metric for All Visitors.

Use this report to measure the performance and conversion for onsite search pre-redesign and post-redesign.

Top Line Metrics Insights report

Use the Top Line Metrics Insights report to trend metrics across time, and highlight high and low values when compared to your site averages.

For example, you can view the Tracked Sessions metric to see in which time periods your site had more or fewer sessions compared to your site average. If you choose the Sales metric, you can see in which time periods your site had higher or lower sales compared to your site average.

You can trend four metrics at a time and quickly discover which dates are outliers for your chosen metrics. Use the contextual menus on each date to view more reports to learn which marketing programs, content, products, and so on, were responsible for the large swings on those dates. The blue bar indicates the average (or mean) value for that period. The blue bands indicate the standard deviation from the mean, to easily highlight the outliers.

Key metrics

The following are some key metrics to focus on when you view the Top Line Metrics Insights report.

Tracked Sessions
: When you view the Tracked Sessions metric, you see time periods that have high sessions or lower sessions compared to your site average. As a next step, you can use the Marketing Channels report and trend out the sessions value. Look for the channels that changed between the high value and the low value. Use the compare function to compare the high and low date ranges to see which channels went up and brought more traffic, or which channels went down and brought less traffic.

Page Views

If you see a sudden rise or drop within page views, look at the Top Pages report and trend the top 20 pages. Analyze the percentage of total page views metric to see which pages rose or dropped in page views. From this data, you can see where to investigate to determine the cause of the rise or drop in page views.

Top Line Metrics Insights report use case

You can use the Top Line Metrics Insights report to monitor trends in orders and sales.

Viewing the Orders and Sales metrics in the Top Line Metrics Insights report, you notice a sudden rise in orders and sales on February 7.

To investigate the cause of this sudden increase in orders and sales, you open the Product Categories report by Category view, and view the data for February 7. You look for a sudden rise in sales for a specific product category to determine which category is responsible for the spike. You notice that the CLEARANCE Product category has much higher item sales and items sold on this day.

You drill down into the CLEARANCE category to determine if a specific product is responsible for the sudden increase in orders and sales. You determine that the *White Fabric Roll Arm Chaise* was responsible for the sudden spike in sales and orders on February 7.

Insights reports

The Insights reports highlight marketing programs, products, pages, and time periods that perform above and below your site averages. Use these reports to quickly identify both long-term trends and short-term threats or opportunities.

Marketing Program Insights report

The Marketing Programs Insights report highlights specific marketing programs that performed above and below the average values. Use the Marketing Programs Insights report to understand which marketing programs are driving your objectives.

The report is displayed in modules. The modules differ depending upon your industry. Within the modules, median and average values are displayed. These averages are based on your site data. The report highlights the specific marketing programs that performed above the average values and the ones that performed below the average. The thicker bar of the box chart represents the standard deviation range. The green dot and red dot identify the top and bottom values. The Action box offers some guidance on what you can do next. The label at the bottom of the report indicates what values were considered.

The Engagement module shows you which marketing vendors have the highest and lowest level of visitor engagement based on the Page Views/Session metric.

Consider making the following types of adjustments to your marketing program strategy based on data from the Marketing Program Insights report:

- Look at the programs that are converting at a higher rate than average. Invest in the vendors that are contributing to engagement.
- If you have paid marketing campaigns, such as keywords, that convert at a higher rate than average, increase spending for these programs. Increasing the exposure that these programs receive can drive more visitors to campaigns that have good direct conversion.
- If you see a non-paid marketing program, such as a house email program, with a higher than average conversion rate, try to increase sign-up to drive more direct conversion.

Note: The Marketing Program Insights report only shows data for vendors with 10 more sessions and 2 or more orders for the reported period. If this minimum level of activity is not met for a vendor, no data is displayed in the report.

Product Insights report

The Products Insights report highlights specific products that performed above and below the average values, based on your site data. Use this report to understand which products are driving your objectives.

The Product Insights report is displayed in modules. The modules available depend upon your industry. The Abandonment module highlights products that were abandoned at a higher or lower rate than your

site average. The Attraction module shows products that are attracting new buyers at a higher or lower rate than your site average. The Exposure module shows the products that have a higher or lower number of viewing sessions and buying sessions than your site average. The **Action** box in each module offers suggestions on what to do next.

Consider the following actions based on module data in the Product Insights report:

- In the Abandonment module, look at the products that were abandoned at a higher rate than average. Make sure that these items are priced appropriately, and that they are in stock. Consider adding more product information and images.
- Feature the top products from the Attraction module in marketing and promotions that are aimed at targeting new visitors.
- Give the top-performing products from the Exposure module prime real estate on your site. Make these items easy to find using your onsite search tool. Your top performers can change over time based on trends and seasonality, so make sure to keep pace with these trends.

Page Insights report
The Page Insights report highlights specific pages that performed above and below the average values, based on your site data. Use this report to determine which pages are driving your objectives.

The Page Insights report is displayed in modules. The modules available depend upon your industry. The Attraction module shows the pages that have high entry rates compared to your site average. The Exposure module shows the pages that have a higher or lower number of viewing sessions and buying sessions than your site average. The Popularity module shows the popular, top-performing pages, based on page views. The Stickiness module shows the pages that have a high or low rate of departures. The **Action** box in each module offers suggestions on what to do next.

Consider the following types of actions based on data in the Page Insights report:

Examine traffic on high-entry pages
In the Attraction module, look beyond the expected high-entry pages, such as the home page, and examine the source of traffic to these pages. Make sure that these pages have clear branding and links to additional content.

Make best use of your top-performing pages
Look at the Exposure module to see the top-performing pages on your site. Look for non-obvious pages such as specific product pages and informational pages, and then make sure that these pages are easy to reach on the site and easy to find using search. For example, if a page that is associated with sizing is often associated with sales, then it is likely that visitors who purchase are also looking for more information about sizing. Consider adding more sizing information to your product pages. If a page about shipping and handling is getting high exposure, it is likely that purchasers need more information about shipping. Ensure that the pages that are heavily associated with sales are easy to find on your website and easy to find using search.

Address problems on high-departure pages
Look at the Stickiness module to see the pages that are associated with high and low departures compared to your site average. Look at the pages that have a higher than average exit rates, and examine them for problems. Do these pages have any technical problems? Is there a glitch that is preventing a page from loading properly? Does this page feature a form that is difficult for visitors to understand? Does this page have products that are out of stock? Address any other problems you find with the pages that are associated with high departures.

Marketing reports
Use the marketing reports to analyze the effectiveness of your marketing strategy. Acoustic Digital Analytics provides reports that analyze marketing attribution, marketing channels, marketing programs, natural search, and referring sites.

Marketing attribution reports
The marketing attribution reports provide data based on the attribution and channel settings that have been defined for your client ID.

Channel Attribution report
The Channel Attribution report shows the performance of each referrer type for each type of attribution logic that is defined for your client ID.

Every client ID has four default channels:

- Natural Search
- Referring Sites
- Direct Load
- All Other MMC Vendors

You can define other channels if your site tagging includes MMC tracking parameters. Common channels are Email, Paid Search, and Affiliates. You can manage the channels for your client ID on the Manage Marketing Channels page (**Manage** > **Marketing** > **Marketing Channels**).

There are four possible types of attribution:

- Same Session
- First Click
- Average Click
- Last Click

You can define the attribution for your client ID by clicking **Admin** > **Attribution Settings**.

This report helps you understand which channels have the best conversion rates for each type of attribution. Consider using the data in this report to achieve the following objectives.

Change the message that you are delivering in one or more channels
Channels with a large number in the Sales First/Last Ratio column are good cycle initiators. Ensure that the messages you deliver through these channels focus on introducing new products or initiating new shopping cycles. Channels with a small number in the Sales First/Last Ratio column are good cycle closers. Ensure that the messages you deliver through these channels focus on motivating shoppers to buy. For example, an offer for free shipping is most successful when you deliver it through a channel that is a good closer.

Adjust your channel spending
Add the Unique Visitors metric to the Channel Attribution report and look at the relationship between the number of visitors and total sales. Channels with a low number of visitors and a high sales amount are channels that you might want to invest more money in. Channels with a high number of visitors and low sales amount are channels in which you might be investing too heavily.

Channel Attribution report: Key performance indicators
Focus on the following KPIs when you analyze data in the Channel Attribution report. If all three types of attribution are not enabled for your client ID, your report has only the metrics for the defined types.

If you are in the Financial Services, Travel, or Content verticals, replace *Sales* in the KPI name with the appropriate value for your vertical.

Table 5: KPI terms per vertical

Vertical	KPI term
Financial Services	Applications

Table 5: KPI terms per vertical (continued)	
Vertical	**KPI term**
Travel	Revenue
Content	Events

Sales
The value of total purchases that occur in sessions from this marketing channel in the report date range.

First Click Sales
The value of total purchases in the report date range from visitors whose first session during the attribution window came from this channel. The attribution window is the longest first-click attribution window that is defined for the client ID.

Avg Click Sales
The value of total purchases in the report date range from visitors who came from this channel at least once during the attribution window.

Last Click Sales
The value of total purchases in the report date range from visitors who came from this channel on their last session in the report date range.

Sales First/Last Ratio
First Click Sales divided by Last Click Sales.

Examples: Channel Attribution data analysis
You can use the data in the Channel Attribution report to adjust your channel strategy.

The following examples show ways to use Channel Attribution data:

Change the message that you are delivering in one or more channels
Channels with a large number in the Sales First/Last Ratio column are good cycle initiators. Ensure that the messages you deliver through these channels focus on introducing new products or initiating new shopping cycles. Channels with a small number in the Sales First/Last Ratio column are good cycle closers. Ensure that the messages you deliver through these channels focus on motivating shoppers to buy. For example, an offer for free shipping is most successful when you deliver it through a channel that is a good closer.

Adjust your channel spending
Add the Unique Visitors metric to the Channel Attribution report and look at the relationship between the number of visitors and total sales. Channels with a low number of visitors and a high sales amount are channels that you might want to invest more money in. Channels with a high number of visitors and low sales amount are channels in which you might be investing too heavily.

Channel Venn report
The Channel Venn report shows the affinity and lift associated with each possible combination of up to three base marketing channels.

Each channel is represented by a circle, and each combination is represented by the overlapping areas of the circles. Each region is colored according to the heat map to indicate the value of the selected metric for that channel combination.

You can change the channel for one or more circles. You can also remove one of the circles.

Every client ID has four default channels:

- Natural Search
- Referring Sites
- Direct Load
- All Other MMC Vendors

You can define other channels if your site tagging includes MMC tracking parameters. Common channels are Email, Paid Search, and Affiliates. You can manage the channels for your client ID on the Manage Marketing Channels page (**Manage** > **Marketing** > **Marketing Channels**).

The report considers all visitors who came to your site during the report date range. A visitor is counted for each channel that visitor used to begin a session during the date range or lookback window. When circles overlap, a visitor is counted once for the overlapping region if the visitor belongs to all the overlapping circles. The visitor is counted once for the report totals even if the visitor belongs to multiple circles.

The lookback window is calculated for each visitor. The start of the window is calculated by subtracting the lookback period from the visitor's first qualifying visit in the report date range. For example, given the following conditions:

- The report range is April 1-30
- The lookback period is 14 days
- A visitor's first qualifying visit in April was on April 10 at 10:00 A.M.

The lookback window for that visitor starts on March 27 at 10:00 A.M. and ends on April 10 at 10:00 A.M.

The lookback period is set by your administrator on the **Admin** > **Attribution Settings** screen. Changes to the lookback period affect reports generated after the change. The lookback period used for the report is displayed under the date range.

Channel Venn report: Key performance indicators
The metrics on the Channel Venn report provide data about sales and visitors for each combination of the base marketing channels.

If you are in the Financial Services, Travel, or Content verticals, replace *Sales* in the KPI name with the appropriate value for your vertical.

Table 6: KPI terms per vertical

Vertical	KPI term
Financial Services	Applications
Travel	Revenue
Content	Events

Visitors
The number of unique registered visitors (or unique cookie IDs in the absence of a registration ID) that came to your site through the channel or channel combination.

Sales
The total value of purchases that were made during the report date range by visitors who came to your site through the channel or channel combination.

Sales/Visitor
The average value of purchases that were made during the report date range by visitors who came to your site through the channel or channel combination per unique ID combination that came to your site through the channel or channel combination. The Sales value divided by the Visitors value.

Sales/Visitor Lift Over A
The increase or decrease in sales per visitor that is associated with the channel combination compared to channel A alone. The value is expressed as a percentage change from the sales per visitor from channel A.

Sales/Visitor Lift Over B
The increase or decrease in sales per visitor that is associated with the channel combination compared to channel B alone. The value is expressed as a percentage change from the sales per visitor from channel B.

Sales/Visitor Lift Over C

The increase or decrease in sales per visitor that is associated with the channel combination compared to channel C alone. The value is expressed as a percentage change from the sales per visitor from channel C. If there are only two circles in the Venn diagram, there are no values for this metric.

Examples: Channel Venn data analysis

You can use the data in the Channel Venn report to help you determine which channels to use for your next campaign.

The following examples show ways to use Channel Venn data:

- To maximize the return on your investment, deliver your message through channel combinations with high numbers in the Sales/Visitor column.
- Consider the number in the Visitors column. The channel combination with the highest Sales/Visitor number might not be your best channel if the number of visitors is small.
- The Buyers and Sales/Buyer metrics might provide valuable insights. You can use the Report Options link to add those metrics to the report.
- Create multiple Channel Venn views so you can compare different combinations of channels to make sure that you are focusing on the most lucrative. If two channel combinations have similar metric values, use the channel combination with the fewest channels to minimize contact fatigue.

Channel Stream

The Channel Stream report shows the channels that visitors used on their final or final converting session. You can expand the tree backwards through the lookback window to understand the preceding sessions in sequence.

There are two views of the report. The Visitor Stream view starts with visitors' final sessions. The Converter Stream view starts with visitors' final converting sessions. The Converter Stream view includes only visitors who converted during the report date range.

When you open the report, it shows a node for each channel that visitors used to arrive at your site for their final qualifying session. You can expand a node to see the channels that those visitors used to arrive at your site for their previous session.

You can continue expanding until you reach the maximum depth or until none of the visitors had previous sessions.

The Channel Stream report includes final or final converting sessions that occurred during the date range for the report. The channel streams leading to those sessions include sessions that occurred during the report date range or the lookback window.

Every client ID has four default channels:

- Natural Search
- Referring Sites
- Direct Load
- All Other MMC Vendors

You can define other channels if your site tagging includes MMC tracking parameters. Common channels are Email, Paid Search, and Affiliates. You can manage the channels for your client ID on the Manage Marketing Channels page (**Manage** > **Marketing** > **Marketing Channels**).

The Channel Stream report can display a maximum of 25 user-defined channels. If your client ID has more than 25 channels that are defined, the Other Channels channel contains the data for the remaining channels.

The lookback window is calculated for each visitor. The start of the window is calculated by subtracting the lookback period from the visitor's first qualifying visit in the report date range. For example, given the following conditions:

- The report range is April 1-30

- The lookback period is 14 days
- A visitor's first qualifying visit in April was on April 10 at 10:00 A.M.

The lookback window for that visitor starts on March 27 at 10:00 A.M. and ends on April 10 at 10:00 A.M.

The lookback period is set by your administrator on the **Admin** > **Attribution Settings** screen. Changes to the lookback period affect reports generated after the change. The lookback period used for the report is displayed under the date range.

Channel Stream report: Key performance indicators
The metrics on the Channel Stream report provide data about the traffic and activity on each node. A *node* is a group of sessions that originated in a specific channel and that occur at a specific depth in a specific channel stream.

If you are in the Financial Services, Travel, or Content verticals, replace *Buyers* and *Sales* in the KPI name with the appropriate values for your vertical.

Table 7: KPI terms per vertical

Vertical	KPI term
Financial Services	Applicants, Path Applications
Travel	Bookers, Path Revenue
Content	Event Completers, Path Events

Visitors
The number of unique registered visitors (or unique cookie IDs in the absence of a registration ID) that came to your site through a session that belongs to the specified node.

Buyers
The number of visitors who made purchases during the report date range and came to your site through a session that belongs to the specified node.

% First Source
The percentage of Buyers or Visitors whose session in this node was the start of their channel stream.

Path Sales
The total value of purchases that were made during the report date range by visitors with a session in this node. This value includes purchases that were made by these visitors in sessions in other nodes in this path.

Days Between
The average number of days between a visitor's session in this node and the visitor's session in the next node in the stream.

Examples: Channel Stream data analysis
You can use the data in the Channel Stream report to drive visitors through lucrative streams, adjust campaign cadences, and change campaign messages.

The following examples show ways to use Channel Stream data:

Drive more visitors through short, lucrative streams
If there is a stream that is short and results in high sales, create a marketing campaign that drives visitors toward your site through that stream.

Adjust your campaign cadences
Analyze the amount of time between marketing channel touch points and use this information to adjust your customer contact strategy to match the optimal cadence.

Match campaign messages to channels based on the position of the channels in streams
Evaluate which channels commonly start and finish conversion cycles. Consider delivering clear calls to action through closing channels and relationship-building messages through initiating channels.

Deliver reinforcing messages in linked channels

Identify channels that visitors often use in close sequence. Consider delivering reinforcing messages in those channels.

Visitor Journey report

The Visitor Journey report shows channel details for the top 1000 visitors on your site. There are two views of this report: Top Converters and Top Visitors.

The Top Converters view defines top visitors by sales (or the corresponding metric for your vertical). The Top Visitors view defines top visitors by sessions. From either of those views, you can drill down to analyze journey details for a specific visitor.

The date range of the report determines which visitors are included in the report. The lookback window determines how much history for those visitors is included in the report.

Every client ID has four default channels:

- Natural Search
- Referring Sites
- Direct Load
- All Other MMC Vendors

You can define other channels if your site tagging includes MMC tracking parameters. Common channels are Email, Paid Search, and Affiliates. You can manage the channels for your client ID on the Manage Marketing Channels page (**Manage** > **Marketing** > **Marketing Channels**).

The lookback window is calculated for each visitor. The start of the window is calculated by subtracting the lookback period from the visitor's first qualifying visit in the report date range. For example, given the following conditions:

- The report range is April 1-30
- The lookback period is 14 days
- A visitor's first qualifying visit in April was on April 10 at 10:00 A.M.

The lookback window for that visitor starts on March 27 at 10:00 A.M. and ends on April 10 at 10:00 A.M.

The lookback period is set by your administrator on the **Admin** > **Attribution Settings** screen. Changes to the lookback period affect reports generated after the change. The lookback period used for the report is displayed under the date range.

Visitor Journey report: Key performance indicators

The display columns and metrics on the Visitor Journey report provide data about the channels and channel activity for the top visitors or converters. The display columns and metrics on the report change depending on which view is open.

If you are in the Financial Services, Travel, or Content verticals, replace *Sales* in the key performance indicator (KPI) name with the appropriate value for your vertical.

Table 8: KPI terms per vertical

Vertical	**KPI term**
Financial Services	Applications
Travel	Revenue
Content	Events

First Source

The channel through which the visitor came to your site on the visitor's first visit during the lookback window or report date range.

Middle Sources
The channels through which the visitor came to your site on visits other than the visitor's first or last visit during the lookback window or report date range. This field is empty if the visitor made fewer than three visits during that time.

Last Source
The channel through which the visitor came to your site on the visitor's last visit during the date range. If the visitor made only one visit, the channel for that visit is displayed in this field.

Sales
The total value of purchases that were made by this visitor during the report date range. Purchases that were made during the lookback window are not counted.

Events
The number of conversion events that were completed by this visitor during the report date range. Events occurring during the lookback window do not count.

Sessions
The number of visits to your site made by this visitor during the lookback window or report date range.

Focus on the following information and KPIs when you analyze journey details data:

Date/Time
The date and time when this visitor started a session or converted.

Channel Type:
The channel type of the channel through which the session started or in which the conversion occurred. There are five possible channel types: Paid, Earned, Owned, Convert, and Uncategorized.

Marketing Channel:
The channel through which the session started or the conversion type.

Source Details:
More information about the channel or conversion. For example, for a sale, the value of this field is the value of the sale. For the start of a session through the Natural Search channel, the value is the name of the search engine and the search terms.

Days Between
The days between this visitor's previous session or conversion and this one.

Examples: Visitor Journey data analysis
You can use the data in the Visitor Journey report to develop strategies to encourage more visitors to adopt the behavior of your top converters and most frequent visitors.

The following examples show ways to use Visitor Journey data:

Develop a strategy to encourage more visitors to adopt the behavior of your top converters
Use the Top Visitors and Top Converters views to access journey details for your top visitors and top converters. Look for differences between your top visitors and top converters. Also, look for differences between your top converters and other converters. When you identify behaviors that distinguish your top converters, develop a marketing plan to encourage those behaviors in more visitors and converters.

Develop a strategy to encourage more visitors to adopt the behavior of your most frequent visitors
Use the Top Visitors view to access journey details for your most frequent visitors. Look for differences between your most frequent visitors and less frequent visitors. When you identify behaviors that distinguish your most frequent visitors, develop a marketing plan to encourage those behaviors in more visitors.

Marketing Channels report
The Marketing Channels report provides a high-level overview of the referral sources that direct traffic to your website. These sources can include marketing vendors grouped into distinct channels such as Email, Paid Search, and Affiliates, and the standard channels of Natural Search, Referring Sites and Direct Load.

Access the Marketing Channels report from the Reports menu in the side navigation pane (**Reports > Marketing > Marketing Channels**). This report helps you to understand which channels (paid and unpaid)

drive the most traffic and have the best conversion rates for your website. By using Attribution windows, a user can understand the historical referral sources that led the customer to activities, such as sales, page views, conversions, and so on, on your website even when those referrals did not occur in the same session as those activities. This allows you to analyze which channels are most effective at acquiring new visitors, influencing decisions throughout a consideration period, or driving conversion across sessions to your website.

By default, the Marketing Channels report consists of four main referral channels

Marketing Program
: If there is a valid MMC tracking parameter on the destination URL, the referral is counted into the **All Other MMC Vendors** marketing channel. Use MMC parameters to separate paid traffic from unpaid traffic.

Search Engine
: If there is no MMC tracking parameter and the referring URL matches a recognized search engine, it is counted into the **Natural Search** marketing channel.

Referring URL
: If there is no MMC tracking parameter and the referring URL does not match a recognized search engine, it is counted into the **Referring Sites** marketing channel.

Direct Load
: If there is no MMC tracking parameter and no Referral URL information, the referral is counted into the **Direct Load** marketing channel. This channel also includes URLs that are typed directly into the browser by a visitor and favorite/bookmarked URLs.

With Digital Analytics you can manage MMC vendors to group the vendors into distinct channels such as Email, Paid Search, Advertising, Affiliates, and Price Comparison. Any MMC vendors that are not assigned to a specific marketing channel remain in the **All Other MMC Vendors** marketing channel.

You can manage your marketing channels using the Manage Marketing Channels page (**Manage** > **Marketing** > **Marketing Channels**).

Marketing Channels: Key performance indicators
Focus on the following key performance indicators when you analyze data in the Marketing Channels report.

Buyer / Visitor
: The percentage of visitors who became buyers that navigated through a specific marketing channel during the reporting time period. The metric shows which channels are most effective at converting visitors into buyers.

Buying Session / Sessions
: The percentage of all sessions that became sessions when an order that navigated through a specific marketing channel during the reporting time period was placed. The metrics provide a session-based rather than a visitor-based conversion rate, to measure session conversion effectiveness by channel.

Bounce Rate
: The percentage of sessions that were single-page sessions that can be attributed to this marketing channel during the report period. A high percentage shows that visitors are bouncing off their arrival page without visiting another page on your website. This metric can be used to determine the extent to which marketing campaigns are bringing qualified visitors to your website.

Sales
: The value of the sales that are generated from buyers that navigated through a marketing channel during the reporting time period and completed a purchase on your website.

Orders
: The number of orders that are generated from buyers that navigated through a marketing channel during this reporting time period and completed a purchase on your website.

Average Order Value
: The average order value for sessions that navigated through a specific marketing channel and placed an order. The metric is an indicator of spending behavior and can be used to monitor the ability of a a website to encourage users to purchase items of a higher value.

Unique Visitors
The number of distinct visitors during the reporting time period that can be attributed to this marketing channel.

New Visitor %
The percentage of first time visitors that can be attributed to this marketing channel during the report period. Use this metric to monitor targets for acquisition and retention of visitors.

Average Session Length
The average session length that can be attributed to this marketing channel during the report period. The metric can be used to determine the stickiness of a website and the level of engagement.

Page Views / Session
The average number of pages viewed in a visitor's session that can be attributed to this marketing channel during the reporting time period. The metric can be used to determine the stickiness of a website and the level of engagement.

Metrics in the Marketing Channels report can either be Same Session or have attribution logic applied to them. Same Session metrics attribute all user activity to the referral source that initiates each session or visit. Attribution Windows use visitor profiles to search across multiple sessions or visits and reassign credit according to the selected attribution window rules. If users ultimately convert from Direct Load, attribution windows can help to determine the effectiveness of the points where users access the paid campaign that lead to a conversion.

An Attribution Window is composed of the following:

- Sequence
- Latency
- Credit

Examples: Marketing Channels data analysis
You can use the data in the Marketing Channels report to help you adjust your marketing strategy.

The following examples show ways to use Marketing Channels data:

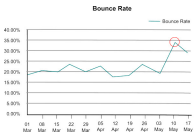
Track key performance indicators
Your marketing team might want to track metrics, such as conversion rate, bounce rate, % share of traffic, or sales, for each channel as key performance indicators. Monitor the performance of these channels to identify significant changes that might require urgent action. For paid marketing campaigns, use the Marketing Programs report to drill deeper and to help explain the reasons behind any change. Set targets to improve conversion, or expand the share of traffic from more cost effective channels such as Email.

Improve Qualified Traffic
Review the bounce and conversion rates of each marketing channel to help identify marketing campaigns that are driving unqualified traffic to your website. Using Paid Search as an example, it would then be possible to improve keyword relevancy using the Natural Search and Marketing Programs reports.

Compare channel performance against averages for verticals using Benchmark
To better understand the performance of your marketing channels for your website, compare your marketing channels performance and conversion against the marketing channel averages for a particular vertical and specific subvertical using Benchmark. Benchmark includes Direct Load, Referring Sites, Natural Search, Marketing Programs (MMC), and Paid Search benchmarks. Benchmark gives both the percent difference and a percentile ranking to identify areas for improvement where your website marketing channels are performing below the benchmark for specific KPIs. The marketing channels benchmark data is in the Vertical Compare module in Benchmark.

Marketing Channels report use case
The following use case explains how to track and improve landing page performance and conversion across marketing channels.

In the Marketing Channels report, you notice that a spike in bounce rate is mirrored by a drop in visitor conversion over the same time period.



Channel	Sessions - Same Session	Bounce Rate - Same Session
Totals	3,713,903	34.32%
Email	289,110	27.31%
Advertising	**573,344**	**65.11%**
Paid Search Retail	440,299	20.45%
Affiliates	45,548	37.03%
Natural Search Activity	792,495	24.32%
Referring Sites Activity	494,993	37.83%
Direct Load Activity	1,074,114	31.08%

For the week in question, the Advertising channel was responsible for driving a large amount of traffic to the website, but bounce rate performance was poor. You trend the bounce rate for the Advertising channel, which confirms a higher than normal volume of traffic for this week, which was the result of a new campaign launch. Through MMC tracking, you use the Marketing Programs report to pinpoint which ads and target audiences were performing the worst. You then use this data to optimize and improve landing pages to improve performance and conversion.

Marketing Programs report
The Marketing Programs report provides a comprehensive view of online paid marketing activity. Use it to analyze marketing elements across marketing categories and placements and to view metrics for each element.

By analyzing the performance of marketing campaigns and links, managers can shift spending to high-performing vendors, campaigns, and creative elements. You can complete the following types of analysis by using data from the Marketing Programs report.

- Compare campaigns using same-session metrics to understand how well campaigns drive immediate visitor response.
- Analyze various paid search terms to improve the performance of existing keyword marketing placements.
- Analyze various marketing programs to improve the performance of existing creative/content placements.
- Identify key real estate and creative elements within emails that generate the most click-throughs and transactions to maximize the value of future emails.

Marketing Programs report views

You can view data in the Marketing Programs report using two views:

By Vendor
The **By Vendor** view displays the vendor, category, placement, and item hierarchy. You can drill into each vendor, to the individual items in a vendor. All vendors that contain a click during the selected period are displayed. The first column that is displayed is Vendor / Category / Placement / Item.

Full List
Unlike the By Vendor view, in the Full List view you do not need to drill to vendor to see category, placement, and item values. The Full List view is a flat file view of your vendor, category placement, and item MMC parameter values.

Use Report Options to change the time period, add a comparison time, specify metrics, add a segment, or add a filter.

You can trend the report data to see changes over time by selecting **Trend** from the **Report** menu.

Marketing Programs: Key performance indicators
Focus on the following key performance indicators when you are analyzing data in the Marketing Programs report.

Unique Visitor
The number of distinct visitors that have sessions attributable to the MMC item. Use this metric to understand how many unique users are visiting your website from a specific marketing program or marketing item.

Clicks
The number of clicks at any point in any session on this MMC item. Using clicks, you can understand the volume of each marketing campaign.

Sales
Dollar value of orders in any session that are attributable to this MMC item. Using sales, you can understand how your marketing campaign is driving conversion on your website.

Orders
The number of orders in sessions that are attributable to this MMC item.

Bounce Rate
The percentage of one-page sessions out of all sessions that are attributable to this MMC item. Using Bounce Rate, you can quickly understand which campaigns are driving visitors to targeted landing pages. Review campaigns that have high bounce rate to ensure that visitors land on relevant landing pages.

Events
The number of events (as defined by the conversion event tag) that are completed in sessions attributable to this MMC item.

Average Order Value
The average order value in sessions that are attributable to this MMC item.

Page Views / Session
The average number of total page views per session that are attributable to this MMC item.

Conversion Rate
The percent of visitors who became buyers in session that are attributable to this MMC item.

Digital Analytics cm_mmc parameter

The Marketing Management Center (MMC) looks at the first page view of each session on your site. If the URL for that page view contains a cm_mmc parameter, that session activity will be tracked in the Marketing Programs report.

The cm_mmc parameter contains the following four elements:

- Vendor
- Category
- Placement
- Item

Each element within the cm_mmc parameter is required. If you do not need to use all four MMC elements, you can pass **null** or **na** but do not leave any MMC parameter values blank. The cm_mmc parameter allows you to specify the vendor, category, placement, and item information that is displayed in the Marketing Programs report. Each one of these values is placed within the parameter, separated by the string -_-.

For example, activity directed to the following URL would show up in the Marketing Programs report with a vendor of Google, a category of Home and Garden, a placement of keywords, and an item of sprinkler.

```
http://www.site.com/product.asp?product_id=1234&cm_mmc=Google-_-Home%20and%20
Garden-_-keywords-_-sprinkler
```

Each element is separated by -_-. The spaces in the "Home and Garden" category have been encoded to be %20 to match standard URL encoding rules.

You should generate MMC URLs by using the Tracking Code Generator to process bulk sheets and automatically append tracking codes to the destination URLS with MMC parameters. To select the Tracking Code Generator click **Manage** > **Marketing** > from the left navigation pane. Then select **Guide Me** to review information about the Tracking Code Generator.

Note: The cm_mmc parameter represents the new format for MMC tracking links. The old format used separate parameters for the vendor, category, placement, and item: `cm_ven, cm_cat, cm_pla`, and `cm_ite` respectively. This format will still be detected and tracked within the MMC, but users are encouraged to use the new cm_mmc parameter.

It is important to follow the web standard regarding the use of the hash character. It is used in a URL to indicate a fragment. Therefore, the number (#) character should not be used in MMC parameters.

Vendor / Category / Placement / Item: These four MMC parameters are used to link information to a manageable four level hierarchy. Although Digital Analytics recommends using each level for specific information it can be completely customized by the client.

Vendor
Automatically group marketing links by external vendor for comparison and audit.

Category
Group links by internal categories such as campaign name or business unit for individual analysis.

Placement
Group links by creative for comparison across versions.

Marketing Item
Name the marketing link so that it is easily recognizable.

Table 9: Example: Email campaign

Column Header	Description	Evaluation
Vendor	Digital Impact	Affiliate
Category	Campaign 1	Specific campaign
Placement	General	Audience
Item	Sale	Title of email
`http://www.client.com/product.asp?cm_mmc=digitalimpact-_-campaign1-_-general-_-sale`		

Table 10: Example: Paid Search campaign

Column Header	Description	Evaluation
Vendor	Yahoo	Search engine
Category	Branded	Branded vs. non-branded
Placement	AdWord	AdWord vs. Sponsored link
Item	Sweatshirts	Word purchased
`http://www.client.com/product.asp?cm_mmc=yahoo-_-branded-_-adword-_-sweatshirts`		

Marketing attribution window metrics
The Channel Summary, Marketing Programs, Natural Search, and Referring Sites reports can use attribution window metrics to extend across paid and unpaid channels. The attribution window logic provides an accurate way to gauge the effectiveness of marketing campaigns.

These reports also give marketers granular control to set specific attribution business logic that conforms to how their business can best associate valuable site activities and transactions with the marketing programs that drove them.

Attribution window logic gives marketers visibility into how marketing programs impact site activities. Attribution windows using First Click, Last Click, Average, and Custom business logic are available. Each attribution window can be defined as a forward looking window to evaluate the impact of a campaign, or in a backward looking window to accurately attribute all activity within a specific time period. Attribution windows can vary in length to match the duration for your business cycle.

Attribution window logic is built on the following key parameters.

Sequence
First, Last, Averaged, Client-Specific

Latency
Same Session, Same Day, 7 day, 14 day, 30 day, Client-Specific

Credit

Forward, Backward

Marketing attribution sequence

Sequence in marketing attribution relates to the order of clicks in the customer experience.

Sequence is important for the following key reasons:

- If a marketing campaign is the starting point in the customer purchase cycle, you need to know how many times this link is the first click.
- If a marketing campaign was an influence in a sale, you need to know how many times that link was clicked, regardless of sequence.
- If a marketing campaign was a trigger for a sale, you need to measure how many times that campaign was the last click in the customer experience before conversion.

Digital Analytics can attribute credit in the following ways:

First Click	For any activity or result (for example, conversion, page view, or session), credit is attributed to the program that first established contact with (or "touched") a visitor. First click attribution helps you to understand where you acquire new customers.
Last Click	Credit is attributed for an activity or result to the program that last touched a visitor before conversion. Last click attribution helps you to understand which marketing programs act as triggers.
Average Across Touches	Credit is attributed for an activity or result equally to all marketing touches, regardless of where in a sales/conversion cycle they occurred. Average attribution is useful to understand the value of any marketing touches between first and last.
Custom	You can define your own business logic for assigning value. For example, you might assign 50% of value to first touch, 25% to last touch, and 25% to all touches in between. Use custom attribution logic to attribute credit according to your business requirements.

The following examples illustrate these attribution types.

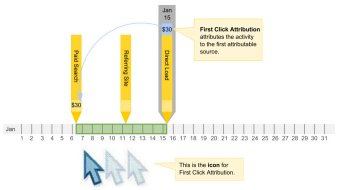


Figure 9: First Click Attribution Window Example

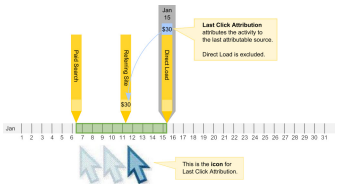


Figure 10: Last Click Attribution Window Example

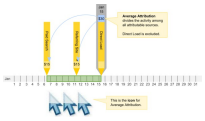


Figure 11: Average Attribution Window Example

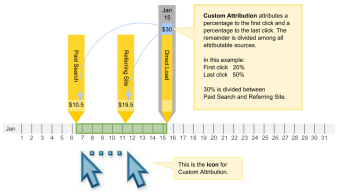


Figure 12: Custom Attribution Window Example

Marketing attribution latency
Marketing attribution latency refers to the lag time between a customer click and the conversion. Latency can be applied in a number of ways to marketing campaigns depending on the context.

If you measure with 30-day latency, you identify purchases that happen within 30 days of the click.

You can use the following latency intervals.

Same Session	Evaluates data only within the same session.
Same Day	Evaluates data only within the same day.
Client Defined	Evaluates data over a time period that you define (for example, 7 days, 14 days, 30 days, or 60 days).

Marketing attribution logic
Credit can be attributed to marketing campaigns using forward- or backward-looking logic.

Forward-looking logic is aimed at understanding the value of the marketing campaign. You start with the campaign and look forward to see the results. This type of logic is valuable in determining the optimal marketing mix in forecasting and budgeting.

Backward-looking logic is aimed at understanding what drove the conversions. You start with the conversion, and look backward to see the source. This type of logic is valuable in understanding which marketing partners to credit for a sale or conversion.

To assign credit to marketing campaigns, you must understand your overall marketing goals. The concept of how you credit your marketing campaigns ultimately relates to your frame of reference. When you are looking at a particular time period, use conversion as your frame of reference. When you are looking at all of the marketing campaigns that occurred during a specific time period, ask what activity followed the click through.

The following examples illustrate forward- and backward-looking attribution.

Figure 13: Backward-Looking Attribution Window Example

Figure 14: Forward-Looking Attribution Window Example

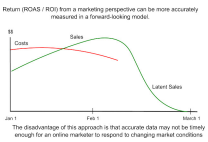


Figure 15: Forward-Looking Window Accuracy and Latency

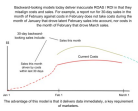


Figure 16: ROI Accuracy Challenges with Backward-Looking Windows

Attribution window examples
The following examples show how attribution windows attribute credit for single-campaign and multi-campaign sales.

Single-campaign sale

A visitor clicked on a paid keyword on Monday, then came back to your site on Thursday through direct load and made a purchase of $120. The following are examples of how the sale would be attributed with different attribution windows.

Same Session, Backward looking, Last Click
: Credit the direct load with $120.00 (because the session began with direct load).

Same Day, Backward looking, Last Click
: Credit the direct load with $120.00 (because the session began with the direct load and no marketing click in previous 24 hours).

7-Day, Backward looking, Last Click
: Credit the paid keyword campaign with $120.00 because it is the most recent interaction since the session began with direct load and the most recent marketing click-attribution window prior to the direct load was a paid keyword.

Multi-campaign sale

Multi-campaign usage:

Visitor clicked on a paid keyword on Monday, entered through an email campaign on Wednesday; came back to your site on Thursday through direct load and made a purchase of $120. The following are examples of how the sale would be attributed with different attribution windows.

Same Session, Backward, First Click
: Credit direct load with $120.00

Same Day, Backward, First Click
: Credit direct load with $120.00

7-Day, Backward, First Click
: Credit paid keyword $120.00 because the session began with direct load and first marketing click in attribution window was paid keyword.

Attribution windows can be added to all marketing reports by clicking **Report Options** when in report view. Then click the **Metrics** tab to choose the attributions windows you want. Next, drag-and-drop one metric to the Selected Metrics window or select multiple metrics from the Available Metrics window and click the right arrow to move them to the Selected Metrics window. Then click **Apply** to add the selected metrics to the current report view.

Marketing zoom reports
Marketing Zoom reports display performance data for a specific marketing program. They provide detailed analysis of the profile of visitors who clicked through on a particular campaign.

You can access Marketing Zoom reports by clicking the down arrow icon in any row of the Marketing Programs report. Analyze the Marketing Zoom reports for specific marketing programs to identify top items sold, top events completed, and top referring domains.

These reports provide insight into potential new keywords to be purchased for a Pay Per Click (PPC) campaign, or for call-to-action terms in other marketing programs. Use it to determine which products sell well when targeting with specific terms used in the marketing program report, or with natural search terms that drive a fair amount of traffic.

Examples: Marketing Zoom data analysis
You can use Marketing Zoom data to refine your marketing program strategy.

The following examples show ways to use Marketing Zoom data:

Identify vendors and categories where the % of transactions is higher than the percentage of visitors
The categories represent opportunities for further investment, because they deliver a larger share of transactions than is indicated by their traffic. Consider shifting the marketing budget to increase spending for these vendors and campaigns and investigate campaign creative to identify best practices that can be transferred to under-performing placements.

Identify vendors and categories with high conversion rates and overall percentage of transactions
These metrics help you to identify campaigns that attract high value visitors in general. Make changes and improvements to these vendors and campaigns a priority over other marketing efforts. Consider A/B testing on campaign creative for these categories to improve performance, and expansion and refinement of keyword lists in these areas.

Identify campaigns that have a high bounce rate
An analyst can examine content and evaluate landing page relevance to ensure that the combination of the two is relevant to the visitor. Marketers can test various content/landing pages to optimize for clicks, conversion, and bounce rate.

Increase promotion of top items
For the items in the campaign that are transacted often, consider promoting these products more in future versions of the campaign. Possibilities include showcasing the product with more compelling creative or placing it in a more visible location within the email or landing page.

Remove promotions for items that do not result in transactions
If a promotion for a specific product is not driving the intended result; consider removing the item to make room for more popular products.

Add cross-sell recommendations
Add recommendations for other popular items. For products that are not converted, but not included in the promotion, consider adding these items to your campaign emails and landing pages as cross-sell recommendations.

Marketing Zoom reports use case
The following use case shows how to complete a paid search analysis using Marketing Zoom reports data.

Your task is to analyze data for your company's paid search campaigns to discover which paid search vendors perform best at driving qualified traffic and conversion to your website. MMC parameters have been appended to the website's paid search links, which you use to track how many visitors are clicking on the paid search links, and of those, how many sales, orders, or events resulted from clicks on a paid search link.

You then complete the following steps to accomplish your paid search analysis:

1. Categorize marketing traffic by vendor and campaign type. Examples of paid search vendors are FindWhat, Google, MSN, Overture, and Yahoo. Campaign type, in this analysis, refers to branded versus non-branded keywords.
2. Obtain performance data for each of the vendor groupings created including number of sessions, conversion rates, and transactions driven by each.
3. Present this data side-by-side, creating calculations for sessions as a percent of total sessions, and transactions as a percent of total transactions. This is illustrated in the following sample tables.
4. Obtain the same data for the marketing campaigns you want to analyze.
5. Aggregate comparable campaigns across vendors to get a full picture of category performance regardless of the network where the campaign was placed. This example uses aggregated branded keywords across all vendors to evaluate the effectiveness of the entire paid search strategy.
6. Present this data side-by-side, creating calculations for sessions as a percent of total sessions, and transactions as a percent of total transacted. This is illustrated in the following sample tables.

Table 11: First sample				
	Google	**Overture**	**MSN**	**FindWhat**
Sessions	281,206	93,199	59,102	15,937
Conversion	2.35%	3.29%	5.29%	6.22%
Sales	$1,176,286	$487,535	$515,875	$169,512
AOV	$178	$159	$165	$171
% of Paid Search Sales	50%	21%	22%	7%
% of Paid Search Visitors	63%	21%	13%	4%

Using the example data from Table 1: Google is responsible for 63% of visits, but only 50% of sales, while MSN brings in only 13% of visits, but 22% of paid search sales. You consider shifting ad spending from Google campaigns to MSN.

Table 12: Second sample				
	Brand	**Women's**	**Men's**	**Shoes**
Sessions	212,874	109,859	18,050	17,226
Conversion	4.85%	2.09%	5.84%	4.20%
Sales	$1,651,906	$401,809	$164,444	$130,952
AOV	$160	$175	$156	$181
% of Paid Search Sales	70%	17%	7%	6%
% of Paid Search Visitors	59%	31%	5%	5%

Using the example data from Table 2: Brand terms are responsible for a majority of the sales from paid search (70%), and conversion for this category is healthy (second highest). As a result, you focus your A/B testing efforts on this area, possibly investigating different ad text for brand terms, before attempting to optimize other campaigns or categories.

Natural Search report
The Natural Search report shows website traffic and conversion that results from natural search, grouped by search string and search engine. Use this report to identify which keywords visitors associate with your brand and to determine your paid search marketing strategy.

The Natural Search report lists the top 10,000 search terms by default. However, you can use Acoustic Digital Analytics Export to obtain all Natural Search term and engine performance for a specific date range.

The Natural Search report can include either same-session or attribution metrics. Same-session metrics attribute all user activity to the referral source, which initiates each session or visit. Attribution windows use Digital Analytics visitor profiles to look across multiple sessions or visits and reassign credit according to the selected attribution window rules. Where you ultimately convert through Direct Load, attribution windows can help to determine the value of natural search touch points that lead to a conversion.

Natural Search report views

You can view data in the Natural Search report using three views:

By Keyword
Displays natural search data for each search string, regardless of the engine that was used for the search. You can drill down on a specific search string to view what engines where used.

By Search Engine
Displays natural search data for each tracked search engine, regardless of the search string that was used. You can drill down on a specific search engine to view natural search term strings that where used with that search engine.

Full List
Displays the entire list of search string/search engine combinations. Unlike the By Keyword and By Search Engine views, you do not have to drill down to view more data. The Full List view is a flat file view of your search string and search engine combinations.

Natural Search report: Key performance indicators
Focus on the following key performance indicators when you are analyzing Natural Search report data.

Sessions
The number of sessions during the selected time period that can be attributed to the search within the attribution window.

Buyer / Visitor
The percentage of visitors who entered the website through a particular search term or search engine and completed a purchase. This metric can be used to measure the effectiveness of search terms at bringing qualified visitors to your website.

Bounce Rate
The percentage of sessions that were single-page sessions during the selected time period that can be attributed to this search. A high percentage shows that visitors are bouncing off their arrival page without visiting another page on your website.

New Visitor %
The percentage of new visitors during the selected time period that can be attributed to the search.

Average Order Value
Average order value during the selected time period that can be attributed to the search within the attribution window.

Average Session Length
The average session length during the selected time period that can be attributed to this search. This metric can be used to determine the stickiness of a website and the level of user engagement.

Events
The number of events that were completed during the selected time period that can be attributed to this search within the attribution window.

Examples: Natural Search data analysis
You can use data from the Natural Search report to refine your paid search marketing strategy.

The following examples show ways to use Natural Search data:

Seek out untapped keyword marketing opportunities
The list of top 100 natural-search and on-site search terms provides insight into how users think about your website offerings and how they search for your products. Consider any terms that are not already purchased from this list as candidates for your paid search campaigns. Use natural search conversion rates to estimate bid levels.

Examine keywords with high traffic, low conversion, and high bounce rate
Investigate ad and landing-page materials to ensure that you are obtaining qualified traffic and that you are presenting visitors with the right products. Create Segments to find out which pages are the primary entry points of Natural Search traffic. Compare conversion and bounce rates to identify pages to focus optimization efforts.

Natural Search report use case

The following use case shows how to use Natural Search report data to improve natural search performance.

The Marketing team is about to start a Search Engine Optimization (SEO) project, intending to increase traffic and revenue through Natural Search. To monitor any potential uplift, you must analyze current natural search performance and create a set of KPIs. Areas to focus on include the relative importance of brand versus long-tail keywords and key entry pages for natural search traffic, with a particular focus on product detail pages.

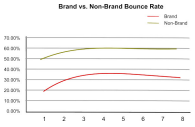
Using data from the Natural Search report, you create a pivot table in Excel that groups search strings by the number of words, and whether they include brand-related terms.

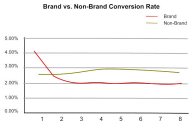
Keywords	Sessions	% of Traffic	% of Sales
Brand: 01	242,131	70.71%	67.71%
Brand: 02	67,805	19.96%	18.96%
Brand: 03	32,579	5.81%	9.11%
Brand: 04	9,559	1.87%	2.67%
Brand: 05	3,441	0.96%	0.96%
Brand: 06	1,301	0.36%	0.36%
Brand: 07	450	0.18%	0.13%
Brand: 08	180	0.05%	0.05%
Brand: 09	83	0.02%	0.02%
Brand: 10	39	0.01%	0.01%

Keywords	Sessions	% of Traffic	% of Sales
Other: 01	5,651	78.05%	8.05%
Other: 02	17,373	22.76%	24.76%
Other: 03	17,658	26.16%	25.16%
Other: 04	13,195	20.80%	18.80%
Other: 05	8,313	11.85%	11.85%
Other: 06	4,174	5.95%	5.95%
Other: 07	1,960	2.79%	2.79%
Other: 08	1,001	1.43%	1.43%
Other: 09	420	0.60%	0.60%
Other: 10	240	0.34%	0.34%

The resulting table indicates that most brand searches use just a single keyword, with a sharp drop off as the number of keywords increases. In contrast, non-brand searches tend to be more descriptive and these sessions enter two and four search keywords.

You are also able to make similar comparisons between the Bounce Rate and Conversion Rate for brand and non-brand keywords. The following are your trend reports. Non-brand terms tend to have a much higher Bounce Rate, because visitors are likely to be more goal oriented and link directly to the pages for particular products or content of interest. Conversion Rates in this instance are also higher for long-tail non-brand search terms.





To understand the landing pages for Natural Search, you create segments for the major page groupings on the site. The website page naming conventions enable you to create segments for Home Page, Product, Category, Store Locator and Other.

Each segment specifies matches against a particular landing page, for example Entry Page starts with Product to group all product pages together into one segment or Entry Page starts with Category to group all category pages into one segment (Entry Page start can also be applied to Home, Store Locator, and Other). Each of these segments can then be applied to the Natural Search report to derive the following metrics.

Segment	Entry Page Views	One Page Sessions	Bounce Rate	Conversion Rate	% Traffic
Home	536,066	53,112	9.91%	3.49%	62.34%
Category	163,550	18,262	11.17%	2.36%	19.02%
Product	128,480	76,282	59.37%	2.12%	14.94%
Store Locator	23,292	2,316	9.94%	0.44%	2.71%
Other	8,472	2,542	29.12%	1.85%	0.99%

The percentage of Entry Page Views can be calculated for each segment to show the volume of traffic landing on each page type. In this instance, the Home Page receives most of the traffic at 62%, with product pages receiving 15%. The conversion rates shows that visitors who land on product pages are not likely to convert, largely because 60% of them bounce immediately, having reviewed the product they were interested in. Removing one-page sessions from the equation shows that visitors who land on product pages and continue to browse the website are actually the most likely to convert, at a rate of 5%.

With these metrics available for trending, you can track a set of SEO performance KPIs, and monitor the impact of ongoing optimization efforts.

Referring Sites report
The Referring Sites report shows the websites that are referring traffic to your website. With this information, you can track the influence of key websites on site traffic to your website and measure the value of this traffic.

Use the Referring Sites report for the following analysis tasks:

- Identify areas of additional value to capitalize on or to re-sort the data by the number of sessions.
- Identify traffic sources that generate a fair amount of traffic but do not generate an appropriate amount of conversion. The referrers at the top of this list are areas for possible improvement.
- Identify potential business partners or affiliates who are driving traffic and are converting well.
- Use the Average Session Length and Bounce Rate metrics to identify the quality of the traffic from the referring sites.
- Review traffic and conversion for the Referring Sites channel in the Marketing Channels report to compare performance to other marketing channels.
- Use Benchmark to benchmark the referring sites channel to understand if traffic and conversion from this channel is above or below the industry benchmark.

The Referring Sites report can include either same-session or attribution metrics. Same-session metrics attribute all user activity to the referral source, which initiates each session or visit. Attribution windows use Digital Analytics visitor profiles to look across multiple sessions/visits and reassign credit according to the selected attribution window rules. Where visitors ultimately convert through Direct Load, attribution windows can help to determine the value of the paid campaign touch points that lead to a conversion.

Referring Sites report: Key performance indicators
Focus on the following key performance indicators when you are analyzing data in the Referring Sites report.

Sessions
The number of sessions during the selected time period that are attributed to the referring site.

Sales
Sales generated during the selected time period that are attributed to the referring site.

Average Session Length
The average length of sessions during the selected time period that are attributed to the referring site.

Bounce Rate
The percentage of sessions that were single page sessions during the selected time period, that are attributed to the referring site. A high percentage shows that visitors are "bouncing" off their arrival page without visiting another page on your site.

Events
The number of events completed (as defined by the conversion event tag) during the selected time period that are attributed to the referring site.

% New Visitors
The percentage of first time visitors during the selected time period that are attributed to the referring site.

Page Views / Session
The average number of pages that are viewed in a visitor session during the selected time period, that are attributed to the referring site.

Conversion Rate
The percentage of visitors who made a purchase during the selected time period that are attributed to the referring site.

Referring Sites use case
The following use case shows how to select and compile data about referrers using the Referring Sites report.

Your task is to identify the traffic and conversion on your company website from Twitter and Facebook. The following is an extract of your results from the Referring Sites report.

Referring site	Sessions	Sales	Buyer / Visitor	Events completed	Bounce rate	Average Session Length
facebook.com	4,517	$3,091.84	0.98%	321	49.44%	0:08:59
twitter.com	2,626	$2,734.85	0.93%	532	29.66%	0:09:48

Based on the data from the report, you find that Facebook drives more traffic and has a higher conversion rate when compared to Twitter. However, Twitter drives more Events Completed and has a lower Bounce Rate and Average Session Length when compared to Facebook.

You create a segment for each of the referring sites. You apply your Twitter segment to the Events report to determine which Events are being completed on your website for sessions coming from Twitter. You also apply your Twitter and Facebook segments to the Page Categories report to analyze landing page performance. You then use this data in conjunction with LIVEview to optimize landing pages for sessions coming to your company website from Facebook and Twitter.

Product reports
The Product reports available differ by vertical.

Note: When reporting on a completed fiscal time period such as a week or month, the Product reports include only items that had sales during the reporting time period. When reporting on a fiscal time period that has not yet completed, such as week to date or month to date, the Product reports display data for all products, including those that had no sales during the time period.

Product Categories report
The Product Categories Report offers Financial Services customers the ability to understand, analyze, and optimize product completions and affinities. Using Product Categories, you can measure the success of visitor interactions with specific products.

By identifying these interactions, you can attempt to offer popular products within varying site locations or on varying applications in an effort to increase revenue and customer satisfaction. Product Categories can be used to pinpoint which products do not have strong affinities and products that are often added to an application but rarely completed. The report shows product submission, abandonment, and viewing metrics aggregated by category.

The Product Categories report contains Product Zoom options, which you can access by clicking the down arrow next to a product name and selecting a zoom option. The zoom options provide data about the specific marketing channels, marketing vendors, natural search terms, natural search engines, or referring sites that drove the conversion for that specific product or product category.

Products versus applications

An application is the step-by-step flow to apply for a product.

Consider the following scenarios:

- One-to-one ratio between applications and products, in which each product has a different application flow.
- One application flow that accommodates different products. For example, the same information may be requested for home loans versus car loans; or the process might have optional steps for different products.
- Additional products, such as cross-sell or up-sell items, in an application. For instance, when you apply for a checking account you are also offered a savings account (there is one application but multiple products).

In each of these scenarios, you can use the Product Categories Report to understand the impact of specific products regardless of the application.

Product Categories report views

You can view data in the Product Categories report using the following views:

By Category view
Displays a categorized view of your products and allows you to drill into each product category until you reach the product name and ID at the lowest level.

By Item view
Displays a list of product names and allows you to drill-down further into the category/categories, to which that product belongs.

Full List view
Displays all relevant columns about the product in one view, including the product name, product ID and category. The Full List view is a flat file view of your Products and Product Categories.

Product Categories report: Key performance indicators

Focus on the following key performance indicators when analyzing data in the Product Categories report.

Products Selected
The total number of products added to the application that were purchased, plus products that were added to an application that were either removed from the application or part of an application not completed during the session.

Products Abandoned
The number of products that were added to an application that were either removed from the application or were part of an application not completed within a given session.

Viewing Sessions
The number of sessions during a selected time period that included a product page view, add to application, or a purchase of the product.

Applying Sessions
The number of sessions that were initiated during a specified time period that included the purchase of the products during a selected time period

Buying Sessions / Viewing Sessions
The percentage of viewing sessions where the product was purchased by a session during selected time period.

New Applicants
The number of unique visitors who made their first purchase on the product during selected time period.

Note: New Applicants might be new or repeat visitors.

Product Categories report: Common options and views
The Product Categories report includes several options to improve the effectiveness of your product analysis.

Consider the following options and views when analyzing data using the Product Categories report.

- If your business is a financial services institution that has an authenticated space (such as online banking), consider setting up two key segments: one for authenticated sessions and one for unauthenticated sessions. Authenticated spaces might dominate traffic on your site, so being able to separate the two groups will allow for more meaningful analysis.
- If you are unsure of the category in which your product resides, try using the full list view, which will allow you to see the product and the category or categories in which the product resides.
- Consider creating a 'Top Browsed Products' report by sorting your report on the products selected, so you can rapidly identify the products. Further analysis and sorting can allow you to see which of the browsed products are high-value (low abandonment percentage). As a result, you can take action to effectively place the items prominently on your site.
- Consider creating a 'Top Abandoned Products' report by sorting your report on abandonment rate. This will show the products that visitors most frequently add to applications but do not end up purchasing. Further analysis can be initiated to investigate the reasons for such high abandonment.

Examples: Product Categories data analysis
Data in the Product Categories report can reveal opportunities to improve your product strategy.

The following examples show ways to use Product Categories data:

A high product views/items transacted ratio indicates a creative problem
This ratio is effectively a look-to-apply ratio. If this metric is high, then visitors are viewing a product frequently but often searching for more information and returning to the product page before converting. To correct the creative problem consider investing by improving content descriptions, images, and comparison tools.

High abandonment likely indicates a process problem
Visitors might have issues with the application process. Investigate application abandonment by using the TruePath report to address issues with key site processes. Also, consider a deeper evaluation of the forms within an application by using the Forms report to find high unloaded fields.

Items with high in-session (application) overlap present cross-sell opportunities
Capitalize on immediate cross-sell opportunities by presenting the items prominently on the relevant product and category pages.

Example Product categories
The following examples are product categories that can be defined in the Category Definition File (CDF) for reporting in the Product Categories report.

- Navigation Categories
- On-Site Search
- Catalog Search
- Promotions
- Home page
  - Such as, Home page - feature 1
  - Such as, Home page - feature 2
- Category/Department pages
  - Such as, Electronics - feature 1
  - Such as, Women's - feature 1
- Cross Sell
- Clearance
- Wish List
- Landing Pages
- Persistent Cart
- Mobile
- Product related site tools
  - Virtual model
  - Product Zoom

Troubleshooting products listed under No Category Assigned
Products that are listed under No Category Assigned in the Product Categories report indicate a problem with either the Category Definition File (CDF) or the Digital Analytics tags.

Before you begin

Install the Digital Analytics Plug-in to access the Digital Analytics TagBar.

For more information about the CDF, see the *Digital Analytics Implementation Guide.*

About this task

Products are listed in the top-level No Category Assigned category when Digital Analytics receives category information from a product tag, but the category ID is not present in CDF. Products are listed in a No Category Assigned subcategory (**No Category Assigned > No Category Assigned**) when the products do not send category ID information in the Digital Analytics tag.

Procedure

1. Open the Digital Analytics TagBar.
2. Check the tags for the products under No Category Assigned.
   a) For products listed under No Category Assigned at the top level, check the category ID in the corresponding Product View tags and ensure that the category ID is mapped correctly in the CDF.

b) For products listed in a No Category Assigned subcategory, ensure that the Product View tags contain the correct Category ID.

3. Make any necessary changes to your Product View tags or CDF.
4. If you make changes to the CDF file, the updated file must be uploaded to Digital Analytics.

   The next time the report is processed, the Product Categories report reflects the updated category structure.

Product Categories use case
The following use case shows how to use the Product Categories report to improve conversion for business-related products on a company website.

Your task is to identify opportunities to increase conversion and online-driven revenue. To drive changes, you must support your recommendations with empirical data.

You begin by analyzing the key ratios for product categories to identify opportunities to improve conversion. You complete the following steps:

- Obtain a list of all of the products for the small business category to analyze, from the Product Categories report.
- Obtain data about exposure and effectiveness for each product.
  - Exposure can be measured by the number of sessions with a product view for a specific product.
  - Effectiveness can be measured by the number of transacting sessions divided by the number of viewing sessions for a specific product.
- Sort the products by exposure and classify each as having either high or low exposure. This will be an arbitrary classification depending on the specific metrics for your site. For this site, anything below 85% is low.
- Sort the products by effectiveness and classifies each as having either high or low effectiveness. This will be an arbitrary classification depending on the specific metrics for your site. For this site, anything below 80% is low.
- Label each of your products according to the quadrant into which they fall for analysis.
- Create a 2x2 matrix with exposure and effectiveness as the axes. Label each quadrant appropriately for your business, and place each product into the appropriate quadrant.

For each category, consider the following.

Products with high exposure and effectiveness
These products drive significant interest and applications. Focus on presenting appropriate up-sell opportunities with these items to increase customer lifetime value.

Products with low exposure and high effectiveness
These products convert customers, but are underexposed. Consider promoting these items prominently on home and category pages, as well as using marketing links to drive interest.

Products with high exposure and low effectiveness
These products draw customer interest, but do not drive applications. To capitalize on customer interest there might be an opportunity to improve the creative for the products,

Products with low exposure and effectiveness
These are niche products, drawing minimal interest and conversion. Ensure that site search tools allow you to reach these products easily but do not invest heavily in promotion or optimization.

Booking Categories report
The Booking Categories report shows the performance of all your travel products, aggregated by site product categories in a hierarchical structure. Categories can either follow your standard product hierarchy or map to the navigational categories and site tools that visitors use to reach and purchase travel products on your website.

The report provides insight into product categories and individual products that drive revenue and have potential. The report also highlights products that are underperforming and require action.

You can manage product content by category, drill into item-level detail, and identify the appropriate online placements for travel products.

Booking categories report views

Use the following report views to analyze travel product data:

By category
: View the performance of your product categories and drill down to view the subcategories and the individual travel products underneath.

By item
: View all your individual travel products with a drill-down against each product where it sold in more than one product category.

by full list
: View all your travel products and their product category in a full-expanded list.

Booking Categories zoom data

The Booking Categories zoom data, which is accessed from the down arrow on individual travel products, includes detailed marketing channel performance, onsite search, and cross-sold metrics that led to sales of the product. Use the zoom data for the following types of analysis:

- Evaluate the effectiveness of various marketing programs and channels for specific travel products to identify opportunities for optimization in future campaigns.
- View the cross-sold items data to identify opportunities for future cross-sell recommendations to increase Average Booking Value (ABV) for a given product (for example, travel insurance booked in the same session as a flight).
- View the onsite search terms to understand how visitors are considering a travel product to optimize target marketing, merchandising, and page design efforts.
- Zoom in on individual categories to view detailed channel performance that led to reservation initiation or booking of travel products in that category.

Booking Categories: Key performance indicators
Focus on the following key performance indicators when you are analyzing data in the Booking Categories report.

Product or Room Night Abandonment Rate
: The percentage of room nights placed in a booking and either removed or not booked during the visitor's session. This indicates how well your products are displayed and positioned in terms of price and how user friendly and streamlined your guest/passenger details form and checkout processes are on your website.

Product or Room Rate Views / Product or Room Nights Booked
: This is the look-to-book ratio and shows the average number of times the room rate / fare selection page was viewed to the product/room nights booked. It indicates how well you have designed the layout of your room rate/fare options pages and the effectiveness of the page content in providing visitors all the information that they need to make a booking.

Product or Room Rate Views / Viewing Sessions
: This is the average number of times the room rate/fare selection page was viewed to the number of sessions that included at least one view of that page. It measures the effectiveness of your room rate/fare selection page content.

Product or Room Nights Conversion Rate
: The percentage of viewing sessions that become booking sessions. This indicates how well each travel product is selling on your website overall. Use alongside the aforementioned metrics to identify which element of the product selection process is affecting conversion.

Examples: Booking Categories data analysis
You can use the data in the Booking Categories report to adjust your travel product strategy.

The following examples show ways to use Booking Categories data:

- For categories:

  High bookings and/or Revenue Percentage
  These represent the most important categories for your site. Driving small improvements in these categories often represents a larger opportunity than focusing on less important online categories.

  Low Product or Room Nights Conversion Rate
  This indicates a merchandising problem for this category of travel products. This ratio measures how effective your overall product offer, creative, and pricing is at driving visitors to convert. If this ratio is much lower for a subcategory than it is for the overall parent, then consider investing in improvements to this subcategory.

- For Products:

  High Product/Room Rate Views and High Conversion
  Maximize Exposure and Optimize. Travel products with the highest number of views and a high conversion are your most popular products. Ensure that you are maximizing exposure opportunities for upgrades and trip extras on these product pages to increase Average Booking Value and customer lifetime value. Also, ensure that the descriptions and images of these products are optimized to improve conversion further.

  Low Product/Room Rate Views and High Conversion: Drive Awareness
  These travel products convert customers but are underexposed. Consider promoting these items prominently on your home and category pages, and using marketing campaigns to drive interest. For a hotel product, consider making improvements to the hotel details page, such as the images, location map, and area description to encourage more visitors to click through to the rate selection page. For a flight product, consider adding or improving comparison tools to give your visitors as many flight and route options as possible.

  High Product/Room Rate Views and Low Conversion: Improve Offering
  These items draw customer interest, but do not drive bookings. There might be an opportunity to improve the way you differentiate your rates or fares to encourage visitors to select one and therefore capitalize on this high customer interest. For hotel products, improve the description around the different room types so that it is clear to the customer what they are buying. For flights, improve the differentiation between your fare options by clearly displaying any benefits that the visitor receives with each fare.

  Low Product/Room Rate Views and Low Conversion: Ensure Placement
  These might be niche or very seasonal products and therefore are drawing minimal interest and conversion at this time. Ensure that site search tools allow visitors to reach these products easily. Consider adding or improving your product search to include budget themed searches such as '10 top underrated cities', to give you a portal by which to increase the exposure of lesser viewed products.

  High Product or Room Rate Views / Products or Room Nights Booked Ratio
  This is effectively a look-to-book ratio. Visitors that repeatedly view room rate, flight options, or fare selections are often searching for more information before they are ready to make their booking. Use Clickstream or TruePath reports to identify any repetitive steps in the product selection process.

  High Product or Room Rate Views and High Abandonment Rate

  For travel products that have both a high number of views and a high abandonment rate there might be a pricing or process problem.

  High abandonment might indicate that there is competitive pricing pressure from a third party. In this case, you could consider reducing the price of the product, offering a promotion, or improving the product differentiation by clearly stating, in an attractive and visual manner, exactly what the visitor gets for the price (for example, room type or flight cabin images, and descriptions) and any rate/fare flexibility that is offered.

Consider improving the product selection experience to differentiate your brand further from your competitor with something other than price. Use the Geography report to identify your top markets and then apply a segment (using criteria of visitor country) to the Booking Categories report to identify if abandonment is higher for any particular language or geographic location. Based on your findings consider offering product descriptions in different language options. Also prominently display any terms and conditions for the rate or fare selected to reduce abandonment.

Consider improvements to the detailed descriptions on your selection pages. For hotels, do you differentiate your room offerings by displaying images or videos that highlight what each room type actually looks like? For flights, do you show seat maps and in-flight entertainment options for each aircraft type so that your visitors can make an informed choice?

Give your visitors more control over factors that influence price with relevant and well-presented information. Clearly display any rate/fare conditions and cancellation charges on the rates/fare selection page. Do you have enough language and currency options to cater to your most popular markets and to avoid translation barriers? Also, when a visitor has made their room or flight selection, be sure to display the final price clearly, including a breakdown of any taxes and fees. This should minimize visitor navigation back to the rates page to recheck the price.

Consider new or improved comparison tools so that visitors can see all the choices before they make their selection.

Booking Categories use case
The following use case shows how to use the Booking Categories report to analyze and improve performance for a travel product.

Your task is to determine why conversion and revenue for the Caribbean product category has declined over the past month.

First, you benchmark the Caribbean category against other categories to see if there is a site-wide issue or an issue that is specific to the Caribbean destination. Using the **By Category** view, you select all the main cruise destination categories for trending, to see if the same conversion decline is apparent across all areas.

Upon trending, you notice that the other two main cruise categories have a steady conversion rate and only the Caribbean category is showing a sharp decline.

You now need to investigate which Caribbean destination products might be affecting the conversion. You expand the category to view individual product performance over the last month.

Three of the five products appear to have a much lower conversion than the other two products and a very high ratio of Product / Room Rate Views to Viewing Sessions, high abandonment, and a high ratio of Product/Room Rate Views to Product/Room Nights Booked. You suspect a possible pricing issue or a lack of clear information on the cruise rates selection page, particularly because there are more Rate Views than Viewing Sessions.

Upon trending these five products, you see clearly that it was near the beginning of the month that three of the products started to see a decline in conversion. Around this time, the company changed the Caribbean cruise products to be all-inclusive and increased the price slightly. On checking the rate selection pages for the cruise products that have low conversion rates, you see that the description does not explain that the new rate includes everything. The other cruise products have visual images as well as text to highlight the benefits of the all-inclusive offering.

Finally, you also create a forward-looking Clickstream report for the products that have low conversion rates to identify where visitors who view these pages then navigate to on the website. You are able to quantify how many sessions are moving backwards (visitors selecting a rate and then returning to the rate selection page to try and find more clarity and information for what the price includes).

You report this data to your website team to optimize product pages and pricing accordingly.

Top Products report
The Top Products report shows the top 1,000 products viewed at least once for the selected reporting time period. Use it to better understand what products your customers are viewing and purchasing on your website.

The Top Products report helps you to identify which products are drawing the most interest, and to understand the value of that interest. This information can help you to determine effective placement for products on your site.

Top Products: Key performance indicators
Focus on the following key performance indicators when analyzing data in the Top Products report.

Product Views
The number of product page views for each product that was received during the selected time period (Based on Product View tags).

Items Abandoned
The number of items that were added to a shopping cart that were either removed from the cart or were part of an order not completed within a session (Based on Shop 5 and 9 tags).

Items Sold
The total sales for the items that were purchased during the selected time period (Based on Shop 9 tags).

Examples: Top Products data analysis
You can use the data in the Top Products report to improve your product strategy.

The following examples show ways to use Top Products data:

- The Top Products report, in conjunction with the Abandoned Products and On-site Search reports, frequently reveals hidden trends in consumer demand. Analyze these reports periodically to help boost look-to-book ratios and product sales.
- Products that are listed in the Top Products report are not necessarily top sellers. Make sure that products in this report also have a high conversion rate by reviewing their performance in the Product Categories report. Products only appear in the Top Products report if they are among the highest viewed products. High product views indicate interest, but if conversion is low, examine why this product is not being purchased. Consider taking the following actions:
  - Compare product prices on competitive sites and adjust pricing accordingly to win over price-sensitive and comparison shoppers.
  - Try A / B testing various product graphics and page tools (Views, zooms, and so on) to determine if certain tools drive higher conversion than others.
  - Examine the performance of product categories because high-ticket items usually have lower conversion.
  - If a Top Product is also a Top Abandoned Product, ensure that rebates or special shipping options are clearly described on your product pages. Poorly defined options can confuse or frustrate customers.

Top Browsed Properties (Travel) report
The Top Browsed Properties report shows the top 1,000 travel products (hotel, flight, car rental) that visitors view most frequently.

For hotel products, visitors typically click to check the availability of a hotel and see the room rate selections. For flight products, visitors typically click on a flight number for route pairing and fare selections for that flight. This report enables you to easily identify which travel products are drawing the most interest, understand the value of that interest, and ensure that these travel products are displayed and differentiated effectively on your website to improve your look-to-book conversion.

To focus on the top browsed travel products with the highest customer intent, sort this report by the number of Product/Room Rate Views in descending order (click on the metric column heading to resort). Ensure that these products are presented on the site effectively and in a compelling manner to entice visitors to convert from lookers to bookers. These products are also great opportunities from which to drive upgrades and other trip extras such as travel insurance.

If you have more than one type of travel product (hotels, flights and travel insurance combined), you might want to filter the report to look at each product type separately by using the **Find in Table** search box or by using Report Options to apply a filter.

Create a recurring email of this report to stay current on the most popular products on your site. This will enable you to spot any new trends or changes in visitor behavior.

Top Browsed Properties: Key performance indicators
Focus on the following key performance indicators when analyzing data in the Top Browsed Properties report:

Product or Room Nights Initiated / Product or Room Rate Views
This KPI indicates how effective your room rate or fare selection page is at getting your visitors to choose an option and thus initiate the reservation process. A higher ratio indicates that you are more effective in getting your visitors to initiate a reservation for that product.

Product or Room Night Abandonment Rate
The percentage of initiated room nights that were abandoned without being booked during the visitor's session. This KPI indicates how well your products are displayed and positioned in terms of price and also how user-friendly and streamlined your guest/passenger details form and checkout processes are on your site.

Product or Room Nights Conversion Rate
The percentage of initiated room nights that were booked. This KPI indicates how well each travel product is selling on your site overall. Use alongside the metrics above to identify which element of the product selection process is affecting conversion.

Examples: Top Browsed Properties data analysis

You can use the data in the Top Browsed Properties report to improve your travel product strategy.

The following examples show ways to use Top Browsed Properties data:

High Product or Room Rate Views and High Abandonment Rate
For travel products that have both a high number of views and a high abandonment rate there might be a pricing or process problem.

Pricing
High abandonment might indicate that there is competitive pricing pressure from a third party. In this case, you could consider reducing the price of the product, offering a promotion, or improving the product differentiation by clearly stating, in an attractive and visual manner, exactly what the traveler gets for the price (room type or flight cabin images and descriptions) and any rate/fare flexibility that is offered.

Process
High abandonment might also indicate a process problem on the site. When a visitor has selected a rate to start a reservation, they then typically need to complete a guest/passenger details form. Create a forward-looking Clickstream report for the product's guest/passenger details page to identify where your visitors are abandoning. If you have high site departure from this page, analyze the guest/passenger form in detail using the Forms report to determine if there are any fields that visitors are struggling to complete.

High Product or Room Rate Views and High Conversion
Travel products with the highest number of views and a high conversion rate are your most popular items. Be sure to maximize exposure opportunities for upgrades and trip extras on these product pages to increase Average Booking Value and customer lifetime value. Also ensure that the descriptions and images of these products are as optimized as possible to try to improve conversion further.

High ratio of Product or Room Rate Views to Product or Room Nights Booked
This is effectively a look-to-book ratio. Visitors viewing room rates, flight options, or fare selections repeatedly are often searching for more information before they are ready to make their booking. Use a forward-looking Clickstream report to identify any repetitive steps in the product selection process.

Consider improvements to the detailed descriptions on your selection pages. For hotels, do you differentiate your room offerings by displaying images/videos to highlight what each room type actually looks like? For flights, do you show seat maps and in-flight entertainment options for each aircraft type so that your visitors can make an informed choice?

Clearly display any rate/fare conditions and cancellation charges on the rates/fare selection page. Do you have enough language and currency options to cater to your most popular markets and to avoid translation barriers? Use Segments to measure your KPIs within your top country inbound markets.

When a visitor has made their room or flight selection, be sure to display the final price clearly, including a breakdown of any taxes and fees. This should minimize visitor navigation back to the rates page to re-check the price.

Consider new or improved comparison tools to show visitors all choices that are available before they make their selection.

Top Browsed Properties use case
The following use case shows how to use the Top Browsed Properties report to improve hotel room night conversion.

You are responsible for hotel integration on your company website. One of your goals is to drive room night conversion by improving the accuracy and content of the hotel details pages, including the rates selection pages for the hotels. With an initially limited budget and time constraints, you need to quickly identify the properties that receive the most traffic to maximize the impact of the initial improvements on conversion.

You use the Top Browsed Properties report to see the properties with the highest number of visitors who viewed the rate selection page.

By sorting the report by the Room Nights Initiated / Room Rate View metric in ascending order, view the top five properties that had the lowest ratio of room nights initiated to room rate views. This ratio ranges from only 20% to 37% for these five hotels. Even though they are popular hotels, visitors are frequently not choosing to select a room rate.

You suspect that the reason for these low ratios might be because those visitors are not sure about the difference between each room type and might need improved descriptions. To investigate, you set up a forward-looking Clickstream report for each hotel room type/rate selection page to see what visitors are looking for or if they are departing the site. You also use the site overlay in the LIVEview Click Overlay tool for these pages to determine how many of the visitors are clicking on the existing room type and rate descriptions links.

You determine that these pages need better hotel descriptions and more room type images.

Abandoned Products report
The Abandoned Products report displays products that visitors most frequently added to their shopping cart but did not purchase. Use it to investigate the reasons, such as poor creative, pricing, or complex forms or processes, why visitors abandoned these products.

Abandoned Products report: Key performance indicators
Focus on the following key performance indicators when analyzing data in the Abandoned Products report:

Items Abandoned
The number of items that were added to shopping carts that were either removed from the cart or were part of an order that was not completed within a session during the selected time period.

Abandoned Sales
The total value of sales lost on items abandoned during the selected time period.

Average Abandoned Item Price (Abandoned Sales / Items Abandoned)
Average Price of all abandoned items during selected time period.

Example: Abandoned Products data analysis
You can use the data in the Abandoned Products report to initiate abandonment recovery campaigns to target visitors that had the intent to purchase but did not.

The following example shows how to use Abandoned Products data:

High abandonment indicates a pricing or process problem
Frequently, visitors use their cart as a placeholder for items that they like. Abandonment might indicate that competitive price pressure is occurring. Consider reducing the price or offering promotions to induce conversion. Alternatively, visitors might have issues with the checkout/application/booking process. Investigate process abandonment to address issues with key site processes by using Product Categories, TruePath, Clickstream, or Forms reports.

Abandoned Products use case
The following example shows how to use the Abandoned Products report to decrease product abandonment.

Your task is to analyze which products are most often abandoned on your company website. Based on this data, you plan to complete a pricing comparison analysis, review customer reviews for these products, and optimize your website.

You view the Abandoned Products report for the previous month. You find that four of the items that are listed in the report are available on three of your competitors' websites. You discover that these websites sell these products at a reduced rate of 5-10% compared to your website. You read customer reviews for each of these products on your website and discover that two of these products have many negative reviews that are related to product quality. Based on your findings, you plan to work with your merchandising team to reprice these products to decrease abandonment. You also plan to remove the two products that generated the most negative reviews.

Abandoned Bookings report
The Abandoned Bookings report shows the top 1,000 travel products (hotel, flight, car rental) that visitors frequently selected for a reservation at a particular rate/fare but did not subsequently book.

To start a reservation for hotel products, visitors typically select a particular room type/rate and then click through to enter their guest details. For flight products, visitors typically select a flight time/fare and then click through the website to enter their passenger details. This report enables you to identify quickly those products that might have either a pricing or process issue. Based upon this data, you can develop strategies to encourage visitors to return.

Set up a recurring daily email for this report to monitor hotels or flight routes or destinations that might be under competitive pricing pressure. Take any promotional or price adjustment action that is required. Optionally, set up Acoustic Digital Analytics Explore attribute data collection for the hotel room type/rate or flight/fare. When Digital Analytics Explore is enabled, use it to drill into your top abandoned travel products to determine if particular room types/rates or flights/fares are being abandoned.

Also, use your recurring emailed report as an efficient way to select travel products for retargeting visitors with email campaigns. You might have the biggest impact by using Abandoned Revenue and Average Abandoned Item Price as a forecast guide.

Abandoned Bookings report: Key performance indicators

Focus on these key performance indicators when analyzing data in the Abandoned Bookings report.

Average Abandoned Room Rate
This metric indicates lost booking opportunities. It provides insight that is useful in forecasting expected return on improvement efforts (for example, placing the hotel/flight route in a site promotional area such as a destination led campaign or initiating a retargeting email campaign).

Abandoned Revenue
This metric indicates lost revenue for the particular travel product and provides context for prioritization of travel products for retargeting efforts.

Examples: Abandoned Bookings report data analysis
You can use data from the Abandoned Bookings report to identify issues with products and form a strategy for encouraging visitors to return to these product pages.

The following examples show how to use Abandoned Bookings report data.

Pricing issues
Travel products might be highly abandoned due to a pricing issue. A visitor might select a particular rate/fare option and then check competitive offerings for the same hotel or flight. Monitor the items on this report often to see whether any products or groups of products (by destination if the product name allows) are under pressure from competition. Then, if needed, take promotional action for those products.

Process issues
Travel products with high abandonment rates might indicate that there is a process issue either on the guest/passenger form details page or in the registration process. Use TruePath reporting to identify which page in the reservation process after rate/fare selection is the cause of the abandonment. If the page includes a form, then use Form Analysis to identify any obstacles with the form fields.

Abandoned Bookings report use case

This use case shows how to use the Abandoned Bookings report to improve performance of travel products.

You are responsible for email marketing for your company. One of your goals is to increase the percentage of channel revenue through email, which is a lower cost marketing channel than paid search. Your company has also just launched a new destination campaign for North America. Increasing conversion for flights to this region is paramount for a successful quarter. You want to feature something that complements the destination campaign in your next UK email campaign, and you also want to target the email further to encourage those visitors back who have shown interest in North America despite the currency pressure.

Using the Abandoned Bookings report, you search for JFK in the search box to bring up any routes to New York that visitors abandoned in the last two weeks. Using the Abandoned Revenue and Average Abandoned Rate metrics, you forecast the possible revenue return from the email.

Using Acoustic LIVEmail, you create a targeted email campaign to all visitors who abandoned a flight to New York. This entices them to return to the site to book with a promotional offer.

You monitor the Abandoned Bookings report following the email campaign and find that the flights booked to JFK have increased significantly and abandonment has decreased. You also measure the performance of your targeted email campaign by using data in the Marketing Programs report.

Cross Sold Products report
The Cross Sold Products report lists the top 100 items that were purchased on your website by unique buyers. It includes the top 20 items that were cross-sold with each of these products during the selected time period.

For each cross-sold item, this report lists the number of common buyers over the time period. It also shows the number of common visitors who purchased the two items during the same visit. You can use this information for future cross-selling campaigns for that item combination.

Cross Sold Products report: Key performance indicators

Focus on these key performance indicators when analyzing data in the Cross Sold Products report.

Common Buyers
The number of buyers who bought both primary and secondary items during the selected time period.

Buyer Overlap %
The percentage of all buyers who purchase the primary item represented by those who purchase the secondary item.

Shopping Cart Overlap %
: The percentage of all buyers who purchase the primary item who also purchased the secondary item within the same buying session.

Examples: Cross Sold Products data analysis

You can use the data in the Cross Sold Products report to identify opportunities for cross-selling campaigns.

The following examples show how to use Cross Sold Products data.

Items with high in-session (cart) overlap
: Present these items prominently on the relevant product and category pages to capitalize on immediate cross-selling opportunities.

Items with high cross-session (buyer) overlap
: Present up-sell offers with these items during the purchase process or through follow-up emails to target customers.

If applicable, cross-selling intelligence gained from your online channel can be applied to your multichannel environment. Consider catalog and in-store placements of commonly cross-sold products to drive multichannel revenue of such products.

Cross Sold Products report use case

This use case shows how to use the Cross Sold Products report to deliver relevant cross-selling recommendations to visitors.

You review the Cross Sold Products report and complete the following steps and analysis for the top-selling apparel item purchase on your company website.

- Identify the items that you want to evaluate for cross-selling potential, beginning with the most popular items on your site.
- Determine what items cross-sell best with these items.
- Add cross-selling recommendations to appropriate category, product pages, or onsite search results pages.
- Monitor changes on an ongoing basis and adjust recommendations accordingly.

The following is the data output from your reporting exercise using the Cross Sold Products report.

Analyzed Item: Men's Dress Shirt	Buyer Overlap	Shopping Cart Overlap
Reversible Belt	38.67%	5.82%
Men's Oxfords	29.11%	23.70%
Gabardine Slacks	3.33%	1.04%
Basic Sport Coat	1.25%	0.42%
Designer Tie	1.04%	0.00%

This data reveals that visitors who buy Men's Dress Shirts rarely purchase a Reversible Belt immediately, but often return to do so. You consider a targeted email promotion to accelerate this cross-selling opportunity. Visitors who buy Men's Dress Shirts often buy Oxfords in the same visit. On the Dress Shirt product pages, you plan to focus recommendations on Oxfords that match the color and style of the shirts a visitor is viewing.

Common Applicants (Financial Services) report

The Common Applicants report provides information about the top 100 products with the most applicants. Also, you will be able to determine the top 20 related products that are most often completed by those applicants.

Data in this report allows you to optimize cross-selling opportunities, which leads to higher conversion rates and increased customer satisfaction.

Common Applicants report: Key performance indicators

Focus on these key performance indicators when analyzing data in the Common Applicants report.

Applicants
: The total unique applicants who purchased the primary product during the selected time period.

Common Buyers
: The number of applicants who bought both the primary and secondary products during the selected time period.

Applicant Overlap %
: The percentage of all applicants that purchased the primary product represented by those purchasing the secondary product.

Shopping Cart Overlap
: The number of applicants who bought both the primary and secondary products within the same buying session during the selected time period.

Understanding products versus applications.

Application
: The step-by-step flow to apply for a product.

Product
: The product itself; such as, a credit card or home loan.

Client considerations.

- Some clients will have a one-to-one ratio between applications and products, where each product has a different application flow.
- Some clients will have one application flow that accommodates different products. Here the same information may be requested for home loans vs. car loans; or, the process might have optional steps for different products.
- Some clients may add additional products such as cross-sell or up-sell items to some applications. Think of applying for a checking account and also being offered a savings account; so there is one application but multiple products.

Lastly, consider sorting your report by Application Overlap %, which allows you to quickly identify where you have the most cross-pollination of products.

Examples: Common Applicants data analysis

You can use data from the Common Applicants report to optimize cross-selling opportunities.

The following examples show how to use Common Applicants report data.

Products with shopping cart overlap
: Present these items prominently on the relevant product and category pages to capitalize on immediate cross-sell opportunities.

Products with high common buyers
: Present up-sell offers with popular items during the application process or through follow-up emails to target customers based on lifetime affinities.

Common Applicants report use case

The following use case shows how to improve conversion for small business-related products on a company website.

You are responsible for the product marketing of a small business. You are looking for ways to identify opportunities to increase conversion and customer lifetime value by delivering cross-selling recommendations to visitors. To drive changes, you must support your recommendations with empirical data.

You complete the following steps:

- Identify the items/products that you want to evaluate for cross-selling potential, beginning with the most popular items/products on the site. You find one item/product that stands out: checking accounts.
- Determine what items/products cross-sell best together with this item/product.
- Add cross-selling recommendations to appropriate category, product pages, or onsite search results pages.
- Monitor changes on an ongoing basis and adjust recommendations accordingly.

Looking at the Common Applicants report, you find that for checking accounts, the best cross-selling opportunities came from savings account products and the ability to sign up for online-banking. You decide to create both onsite and offsite promotions to drive connections between these two items/products. The following is a review for the use case for product offsite promotions and its cross-sell items.

- An ad was featured as a one-day Home Page Takeover on MSN. This ad is also running as part of the broader display banner campaign across:
  - Advertising.com
  - Yahoo!
  - MSN Network
- The first report that you use is a 30-day applications trend within the Marketing Programs report. You use the Marketing Programs report to track progress over a 30-day time period, drilling into specific paid banner programs to display the products that were submitted. Then, you view those products within the Common Applicants report. The data reveals the following insights:
  - The Home Page Takeover had the most significant impact on Applications-Same Session for that day.
  - There was a positive impact on both the MSN campaign as a whole and the Checking campaign in its entirety.
  - A subsequent lift was seen on the next day using Ad.com.
- The second report that you use to understand the most valuable real estate on the landing page is LIVEview Click Overlay. The LIVEview report reveals the following facts:
  - The **Open an Account** link on the left side had the highest Click Through Rate (CTR) at 7.83% and 403 applications submitted.
  - The **Open an Account** button on the right side also generated a 6.95% CTR and 245 applications submitted.
- The third report that you use to conduct a conversion analysis is the Product Categories report. You identify the top products that were submitted by applying a Segment for users who arrive at the site from the specific MMC parameter that is identified for this campaign. By using the Products Categories report and applying a Segment, you are able to isolate the top products that were submitted by a specific set of visitors.

Cross Sold Properties (Travel) report

The Cross Sold Properties report shows the top 100 travel products (for example, hotel or flight) with the most unique bookers (a booker is counted only once for a product regardless of how many of this product the booker purchased) for a selected date range.

For each booked product, the report lists 20 other products that are most often purchased by the same booker, in the same session or across sessions. This information is useful for planning future cross-selling and upgrade campaigns for that combination of products.

Cross Sold Properties: Key performance indicators

Focus on these key performance indicators when you are analyzing data in the Cross Sold Properties report.

Booker Overlap %
: The percentage of all bookers who are booking the primary product, represented by those who are also booking the secondary product in the same session.

Bookings Overlap %
: The percentage of all bookers who are booking the primary product, represented by those who are also booking the secondary product across different sessions (for example, a visitor makes a booking for a hotel in one session and then makes a second booking for travel insurance in another session).

To determine which products are good cross-selling or upgrade opportunities, analyze the differential between the Booker Overlap % and Bookings Overlap %. The larger the difference between these percentages, the better the potential is for successful cross-selling.

Examples: Cross Sold Properties data analysis

You can use the data in the Cross Sold Properties report to identify cross-selling opportunities.

The following examples show how to use Cross Sold Properties report data.

Products with a high booker overlap
: These products are most likely to be purchased together with another product in the same session. Present these items prominently on the relevant product and category pages to capitalize on immediate cross-sell opportunities.

Products with a high bookings overlap
: These products are most commonly booked together with another product but in different sessions. For example, a visitor books a standard room and then, in a separate session, makes another booking to upgrade that room to a deluxe one. Alternatively, a visitor books a hotel in Paris and then makes another booking a week later for a car rental for the same trip.

For upgrade pairings, consider increasing the exposure of these offerings on your room rate/fare options pages to encourage more bookers to upgrade in the same session. Also, increase the exposure further by showing these upgrade options to bookers when they sign in to their Loyalty Club account to review their booking.

Present related travel products (such as flight and travel insurance) prominently on the relevant category and product pages during the purchase process and within the Loyalty Club account section. So, if a visitor books a hotel in San Francisco, display all destination services that you offer for that city in the Loyalty Club account section when they sign in to review their booking.

Target bookers of products with high bookings overlap percentages with follow-up emails that encourage them to book those commonly booked related products.

Cross Sold Properties use case

This use case shows how to use the Cross Sold Properties report to increase bookings and encourage bookers to purchase more travel products.

You work for an online travel agency that sells travel products such as hotels, flights, travel insurance, and destination services. You are responsible for managing the content in the Loyalty Club section of the site and you have a goal of increasing the booking conversion of Loyalty Club members who have a higher Average Booking Value than nonmembers. You know that a large percentage of Loyalty Club members who make a booking then return to the site the following week to review their booking and then they depart the site immediately. You want to capitalize on these visits and encourage bookers to purchase more travel products or upgrades.

You use the Cross Sold Properties report to look for travel products that bookers most commonly buy together and that would be good opportunities to display in the Loyalty Club Account area.

You see that there is a high bookings overlap percentage for visitors who book a hotel in San Francisco and then return in a later session to book an Airport Transfer, City Tour, or Alcatraz Experience. You now

know that bookers who made a booking to stay in the San Francisco hotel are a good target group to display destination services for that city when they sign in to their Loyalty Club account.

You plan to use this pairing as your first test to see how much uplift you get from San Francisco hotel bookers over the next month.

Enterprise Products report
Use the EPR to analyze product categories to see what percentage of sales can be attributed to each category and which categories have the highest and lowest conversion.

The Enterprise Products report (EPR) has four main functions. Depending on your ecommerce needs, you might use all of these functions or just some of them.

- The EPR allows you to have absolute categorization when a product belongs only one category. As a result, in the Product Categories report you can have dynamic categorization based on visitor action. For example, a Men's long sleeve shirt could live under the categories of Men's, Search, and Clearance but in the EPR that product would only live under the Men's category. This means that you could use the EPR to duplicate the same categorization system that a stocking system or back end system uses.
- When you are making Acoustic Digital Recommendations rules the EPR is used for category based rules. This ensures that the category rules are applied across all potential products in that category.
- You can upload up to ten static attributes associated with each product. This can include information such as brand, cost, stock status, or margin; allowing you to analyze products by these attributes or filter the report based on these attributes.
- The ERP supports a predefined integration with WebSphere Commerce Sales Center so that WebSphere Commerce customers can rapidly import and analyze item and category sales data from the web and the call center. For more information, refer to WebSphere Commerce documentation that is posted on http://support.coremetrics.com/ (search on **WebSphere Commerce**). Also, refer to the Enterprise Product Report Solution Brief for more information. Search the Customer Support website for **Enterprise Product Solution Brief**.

To use the Enterprise Products report, the report must be enabled and then the Enterprise Category Definition File (ECDF) and Enterprise Product Category Mapping File (EPCMF) must be sent to Digital Analytics. These files allow you to create a new categorization structure without effecting the standard Product Categories report categorization and without updating product tagging on a website. Also, the files can be uploaded directly on https://import.coremetrics.com. Click the **Import** tab then select the **Enterprise Product Report**.

Enterprise Product Category Definition File (EPCDF)
This file defines the category structure that is to be used in the EPR. Like the Category Definition File (CDF), this file defines the hierarchical structure that users will see in this report. The format of this file is almost the same as the CDF.

Enterprise Product Category Mapping File (EPCMF)
This file defines the relationship of an item to only one node in EPR.

Which customers are required to provide this file?

- Any client who is not using WebSphere Commerce.
- Any client who wants to import static item metrics into the EPR.
- Any WebSphere Commerce clients.

Enterprise Products report views

The Enterprise Products report includes eight standard views:

- By Category: All Channels x
- By Category: Web Channel Only x
- By Category: Call Center Only x
- By Item: All Channels x
- By Item: Web Channel Only x

- By Item: Call Center Channel Only
- By Category Cross Channel
- By Item Cross Channel

If your primary goal is to view online products or if you are not importing call center data, use the Web Channel view. The Web Channel view contains session-level metrics that are not in the All Channels view. If you are importing call center data, use the Call Center view to focus on that data set.

Enterprise Products report: Key performance indicators
Focus on the following key performance indicators when you are analyzing data in the Enterprise Products report.

Conversion rates
Which categories have high or low conversion?

Abandonment rate
Which categories have high or low abandonment?

Items sold
Do certain categories dominate item sales?

Items Abandoned
Are certain categories abandoned more than others?

Sales
Which categories make up the majority of sales?

Examples: Enterprise Products data analysis
You can focus your analysis of Enterprise Products data depending on your goals and the static metrics you uploaded.

If you did not upload any static attributes, then use the Enterprise Products report to view cumulative sales for individual products and categories of products.

If you uploaded static attributes, use the Enterprise Products report to analyze those products based on the attributes. View aspects such as cost, brand, or the combination of the two. For example, you can analyze which brands provide the highest profits and which brands produce the least profits. Use the Enterprise Products report to provide merchandisers with absolute information about different brands, classes, or products.

The following examples show ways to use Enterprise Products data:

Focus on categories that have high percentage of transactions or revenues
These categories are the most important categories for your site or division. Driving small improvements in these categories often represent a larger opportunity than focusing on less important online categories.

A low transacting/viewing sessions ratio indicates a merchandising problem
This ratio measures how effective your overall product offer, creative, and pricing is at driving visitors to convert. If this ratio is much lower for a subcategory than it is for the overall parent, consider investing in improvements to this subcategory.

A high product views/items transacted ratio indicates a creative problem
This ratio is effectively a "look to book" ratio. If it is high, visitors view the product frequently, often searching for more information and returning to the product page before they convert. Consider investing in improving content descriptions, images, and comparison tools. It might also be indicative of a pricing obstacle; check on competitor pricing or discounts to uncover potential issues.

High abandonment indicates a pricing or process problem
Frequently, visitors use their cart as a placeholder for items that they prefer. Abandonment might indicate that competitive price pressure is occurring. Consider reducing the price or offering promotions to induce conversion. Alternatively, visitors might have issues with the checkout/application/booking process. Investigate process abandonment to address issues with key site processes by using Clickstream, TruePath, and Forms reporting.

Events report

The Events report displays data for all conversion events that are implemented on your website. You can use conversion events to analyze non-commerce business objectives, understand the relative value that they deliver to the business, and understand the marketing, promotion, and content activity that influence their completion.

Use the Events report to track the completion of non-commerce events such as signing up for an email or newsletter, downloading a PDF, using the Store Locator tool, and posting a customer review on your website. The Events report shows which conversion events are most often completed by visitors to your website.

The following list shows some of the types of activity that you can track using Conversion Event tags:

How is data in the Events report populated?

Conversion Event tags populate data into the Events report. In order for the Events report to populate, it is necessary to use the Conversion Events tags to track non-commerce business objectives on your site. The Type 1 Conversion Event tag is used when an event is initiated, and a Type 2 Conversion Event tag is used when an event is completed. It is not necessary to use a Type 1 Conversion Event tag if you have a one-step event (such as a PDF download). For this use case, only a Conversion Event Type 2 tag would be used. It is necessary to pass an Event ID, Event Category ID, and Action Type in all of your Conversion Event tags. Also, it is necessary to have unique Event IDs to effectively track Event performance on your website. Event Points are optional.

For more information about Conversion Event tagging, see the *Acoustic Digital Analytics Implementation Guide.*

Digital Analytics reports that contain Conversion Events data

Event data is contained in the following Digital Analytics reports:

- Events and Abandoned Events
- Top Line Metrics Dashboards
- Session Event Funnel
- Action Ready Report
- Marketing Channels
- Marketing Programs and Marketing Zoom
- Referring Sites
- Natural Search
- Page Categories
- Top Pages
- Elements
- LIVEview
- Site Promotions Segments

Events report: Key performance indicators

Focus on these key performance indicators when you analyze data in the Events report.

Events

The total number of times that a visitor successfully completed the selected conversion event during the specified date range. The Event is completed when a Conversion Event Type 2 tag is thrown.

Events Initiated
The total number of conversion events that were initiated (but not necessarily completed) by visitors for each conversion event for the specified date range. An Event is initiated or started when a Conversion Event Type 1 tag is thrown.

Events Abandoned
The number of events (as defined by the conversion event tag) that were initiated but not completed for the selected conversion event during the specified date range. An Event is abandoned when a Conversion Event Type 1 tag is thrown, but the corresponding Conversion Event Type 2 tag is not.

Event Points
The total number of points that are captured for the selected conversion event during the specified date range. Event Points are an optional value that can be passed in Conversion Event tags.

Event Completion Rate
The percentage of visitors who initiate an event and complete it during the same sessio, within a specified date range.

The Events report uses same-session logic. Events tagging and reporting does not track events where visitors can save their progress and return in a later session to complete the event or processes. Each individual visitor session that is tracked for a given time period will complete an event, abandon an event, or never initiate an event on your website.

Examples: Events data analysis
You can use the data in the Events report to increase conversion events on your website.

The following examples show ways to use Events report data:

Tracking Email/Newsletter Sign Ups Performance
Identify which marketing campaigns are generating email or newsletter sign-ups. Optimize your marketing spending by reallocating more resources to those campaigns and discontinue campaigns that are ineffective.

Downloading/Viewing of Help Content
Analyze individuals who interact with your Customer Support/Help content or live chat to see whether it impacts conversion and if fewer people contact your Customer Support team. Also, see which specific Help content and downloads are being used the most.

Tracking Content Performance
Identify what onsite content (whether that is through pages or products) influences a visitor to complete an Event using segmentation.

Tracking Store Locator Usage
Determine how often visitors use your Store Locator tool to find brick and mortar stores. Analyze which locations or areas that visitors are searching for most often. Create segments to see what this visitor segment does on your website after searching for a store.

Events report use case

This use case shows you how to use the Events report to increase sign-ups for a weekly email campaign.

You are responsible for driving visitors to your company website to get them to sign up for weekly emails. You are running three different campaigns to see which one is more successful at driving visitors to sign up for the email campaign. To drive changes, you must support your recommendations with empirical data. You first track the email sign-up with Conversion Events tags. When a visitor clicks the email sign-up link on the home page, a Conversion Event Type 1 tag is thrown. After the visitor fills out the necessary information and successfully submits the email sign-up form, a Conversion Event Type 2 tag is thrown. After data is collected, you create three segments that are based on the email sign-up conversion Event ID and overlay it on the Marketing Programs report to analyze which marketing promotion best drove email sign-ups. The following is the output of your report.

MMC Vendor/Category/Placement/Item	Events	Event Points
Banner > **Header** > **Email Sign Up** > **10% Off**	2,947	14,735

MMC Vendor/Category/Placement/Item	Events	Event Points
Banner > **Header** > **Email Sign Up** > **Free Gift**	994	4,970
Banner > **Header** > **Email Sign Up** > **Free Shipping**	537	2,685

The banner advertisement that promotes 10% off for the next purchase for visitors who signed up for the weekly emails proved to be more effective than the promotions for a free gift or free shipping. The 10% off promotion was about three times more successful than the free gift promotion and about five times more successful than the free shipping promotion. You stop running the promotions for a free gift and free shipping and instead use only the 10% off promotion in the banner advertising to promote the email campaign.

Content reports

Use content reports to analyze the performance of the various types of content on your website. Digital Analytics includes reports for page types, on-site search, real estate, site promotions, elements, and forms.

Page Categories report

The Page Categories report groups pages based on navigational structures on your website. You can monitor the page view and conversion influence, and assign a value to pages based on the amount of revenue or conversion behavior that the page influenced.

The Page Categories report is available from the **Reports** menu in the side navigation pane (**Reports > Content > Page Categories**). The category hierarchy that is used in this report for pages on your website is defined in the Category Definition File (CDF). For more information about the CDF, see the *Digital Analytics Implementation Guide*.

You can view page zoom data to understand how well a page is optimized for natural search. The zoom data shows which search terms and search engines are driving traffic to the page. To view the natural search page zoom data for a specific page on your website, click the arrow icon next to the page name in the table.

Page Categories report: Key performance indicators

Focus on these key performance indicators when you analyze data in the Page Categories report.

Page Views
: The number of views that each page received during the selected time period.

Bounce Rate
: The percentage of sessions for total visitors who viewed only one page during the session and it was a page within the specified content category.

Unique Visitors
: The number of unique visitors who visit the specified page or pages that roll up into a content category during the selected time period as determined by the Digital Analytics permanent cookie.

Average Time on Page
: The average amount of time (displayed in minutes and seconds) that visitors spent on the specified page or pages that roll up into a content category during the selected time period.

Examples: Page Categories data analysis

The Page Categories report is commonly used to identify the underperforming pages of entry in a website and uncover opportunities to enhance landing-page effectiveness. You can identify the top ten pages of entry, noting the average time-on-page and bounce rate for each entry.

The following examples describe actions that can be taken, based on data in the Page Categories report.

For pages with longer than average time-on-page
: This result might indicate that products or services are hard to find or that the page layout is confusing. Compare these pages to pages with lower than average time-on-page to determine problem areas and to identify opportunities for better usability. Analysts can also consider viewing Clickstream reports of visitors from these pages to determine which products and content visitors

were seeking. This information can then be presented prominently on the landing page, instead of requiring visitors to search for it.

For pages with high bounce rates
This result might indicate that users are not seeing the information that they expect, and are immediately departing. Consider all the referral sources that lead users to these pages and the offerings and promotions on the page, and optimize accordingly. For example, ad copy on paid-search marketing might be improved to give users a better idea of what to expect when they click through the link, resulting in more qualified traffic.

For content with high usage and value
These site features are already providing great ROI. The biggest opportunity here is to target customers that use this content with email or content-specific offers to increase the number of visits they make to your site.

For content with high usage and low value
This content draws customer attention, but does not successfully drive them to convert. Consider allocating resources to enhance the creative, content, or features for these pages to increase customer value and conversion.

For content with low usage and high value
This content drives customers to convert, but does not receive much visibility. Consider promoting this content or site feature more prominently on the home or category pages of your site, and in navigational areas.

For content with low usage and value
These site features should be prioritized very low in terms of your site resource and budget allocations, overall.

You can also use this report for A/B Testing purposes. Often to perform A/B testing on a website, you can use two distinct page IDs for both test segments. Sales and orders can be used as a good measurement of how each group is performing, if you are using two pages, two categories, or two groups of pages to measure an A/B test your website. For websites that emphasize content, the number of events, bounce rate, and average time on page can be used.

Example Page categories
The following examples are page categories that can be defined in the Category Definition File (CDF) for reporting in the Page Categories report.

- Customer Service
  - General Customer Service
  - Warranty
  - Privacy Policy
  - Return policy
- Company Information
- Online Chat
- Store Finder
- Product Reviews
  - Mobile
- Product Related Content
  - Such as, gardening tips, how to fly fish

Troubleshooting pages listed under No Category Assigned
Pages that are listed under No Category Assigned in the Page Categories report indicate a problem with either the Category Definition File (CDF) or the Digital Analytics tags.

Before you begin

Install the Digital Analytics Plug-in to access the Digital Analytics TagBar.

For more information about the CDF, see the *Digital Analytics Implementation Guide.*

About this task

Pages are listed in the top-level No Category Assigned category when Digital Analytics receives category information from a page tag, but the category ID is not present in CDF. Pages are listed in a No Category Assigned subcategory (**No Category Assigned > No Category Assigned**) when the pages do not send category ID information in the Digital Analytics tag.

Procedure

1. Open the Digital Analytics TagBar.
2. Check the tags for the pages under No Category Assigned.
   a) For pages listed under No Category Assigned at the top level, check the category ID in the corresponding Page View tags and ensure that the category ID is mapped correctly in the CDF.
   b) For pages listed in a No Category Assigned subcategory, ensure that the Page View tags contain the correct Category ID.
3. Make any necessary changes to your Page View tags or CDF.
4. If you make changes to the CDF file, the updated file must be uploaded to Digital Analytics.

   The next time the report is processed, the Page Categories report reflects the updated category structure.

Page Categories use case
This use case describes how to use the Page Categories report to maximize site stickiness and conversion rates.

To begin your analysis, you complete the following steps.

- Identify the key content sections of the company website that you want to analyze.
- Obtain the number of sessions and conversion rate for each page category or page name.
- Create two more columns within this data set, one for value and one for usage.
- To assign labels to these columns, you obtain the average number of sessions and average conversion rates across categories.
- For value, you sort by conversion rate. For all categories equal to or greater than the average, you assign a value of **high**. For all categories below the average, you assign a value of **low**.
- For usage, you sort by session volume, and for all categories equal to or greater than the average, you assign a value of **high**. For all categories below the average, you assign a value of **low**.
- Create a 2 x 2 matrix with value and usage as the axes, then label each quadrant according to your business need (see the example output).
- Label each of your categories according to the quadrant into which they fall for analysis.

Each content category or page is mapped to a quadrant in a 2 x 2 matrix, as shown in the following example.

Figure 17: Example content matrix

The following is an example of the data chart results.

Content Category	Sessions	Usage	Conversion Rate	Value
Tips and Tricks	4150	High	7.20%	High
Product Features	3726	High	1.20%	Low
Product Comparison	3198	High	0.9%	Low
Enlarge Product Image	2913	High	4.50%	High
Rebate Information	1724	Low	6.60%	High
Recipes	1441	Low	2.30%	Low
How to Accessorize	963	Low	3.10%	Low
Gardening Basics	500	Low	4.70%	High

Based on the Page Categories report results, you reach the following conclusions:

The Gardening Basics content is effective at converting visitors, but it is poorly trafficked. Your team decides to promote this content more heavily on the gardening category and product pages to drive more traffic to this website feature. The product comparison tool drives considerable customer interest, but does a poor job of converting visitors. You decide to analyze this tool in greater detail to determine what changes can be made to encourage conversions and to improve user experience.

Top Pages report
The Top Pages report shows the top 1,000 pages that were viewed at least once for the selected time period. Use it to better understand the most popular pages on your site.

Note: To see data for other pages, including pages that are not among the top 1,000 for the selected time period, access the Page Categories report.

For each top page, the report shows the number of unique visitors and page views, and the average amount of time that visitors spent on the page. By determining the most commonly viewed pages on your website, you can identify which pages should receive the highest priority in development and marketing strategies. The Average Time on Page metric can help you to identify potential problems with a page. For example, if the average time spent on a form page is longer than expected, this data might indicate the need to optimize or simplify the form.

Next steps

You can use the following reports to further analyze data for specific pages that are displayed in the Top Pages report:

- Page Categories
- Clickstream
- Forms
- LIVEview
- Key Segments

Top Pages report: Key performance indicators

Focus on these key performance indicators when you analyze data in the Top Pages report.

- **Top 1,000 Pages**
  The top 1,000 pages that were viewed on your website at least once during the selected time period.
- **Page Views**
  The number of views each page received during the selected time period.
- **Unique Visitors**
  The number of unique visitors who visit the specified page during the selected time period as determined by the Digital Analytics permanent cookie.
- **Average Time on Page**
  The average amount of time (displayed in minutes and seconds) that visitors spent on the specified page during the selected time period.

Top Pages report use case

This use case describes how to use the Top Pages report to help determine which pages should be given priority when scheduling enhancements and to lay out improvements.

You are responsible for customer experience on your company website. To determine which pages to focus your time on, you must determine which pages are the top viewed pages and how much time is being spent on those pages. From the Top Pages report below, you are able to determine that the My Account: Sign In page is taking longer than the expected amount of time for visitors to complete. From this information, you decide to focus on improving the layout and sign-in requirements for customers.

Page name	Page views	Unique visitors	Average time spent on page
Product Search Results	151,525	34,571	00:32
Home Page	127,221	83,434	00:43
View Cart	29,889	8,142	00:43
Category: Women's Dresses	23,543	15,987	00:31
Category: Women's Tops	21,323	12,632	00:33
Category: Women's Pants	20,352	12,023	00:25
My Account: Sign In	15,614	9,346	00:59
Category: Women's Jackets	12,024	7,332	00:38
Category: Children's	10,884	5,985	00:41
Category: Women's Shoes	6,347	5,031	00:37

Exit Pages report

The Exit Pages report shows the top 1,000 exit pages that were viewed at least once for the selected time period. It lists the last page of your visitors' sessions, showing you where they are leaving your website. Use this report to better understand how to optimize your website.

Note: To see data for other pages, including pages that are not among the top 1,000 for the selected time period, access the Page Categories report.

Often, the home page is not only the top entry page, but also the top exit page. Other pages, such as shopping cart or order status, are typical exit pages. Aside from your home page or other recognized exit pages, consider enhancements to the top exit pages to ensure that visitors continue to browse your site and ultimately convert.

Next steps

You can use the following reports to further analyze data for specific pages in the Exit Pages report:

- Page Categories
- Clickstream
- Forms
- LIVEview
- Key Segments

Exit Pages report: Key performance indicators

Focus on these key performance indicators when analyzing data in the Exit Pages report.

- **Top 1,000 Exit Pages**
  The top 1,000 exit pages that were viewed at least once on your website during the selected time period.
- **Exit Page Views**
  The number of sessions that ended with the specified page during the selected time period.
- **Page Views**
  The number of views each page received during the selected time period.
- **% of Total Exits**
  (Exit Page Views / Total Sessions) The percentage of all sessions that ended with the specified page during the elected time period.
- **Exit Rate:**
  (Exit Page Views / Total Page Views) The percentage of all page views for the specified page that are exit page views.

Exit Pages use case

This use case describes how to use the Exit Pages report to identify ares for site improvements that can lead to conversions.

You are responsible for maintaining stickiness on your company's website. Your company noticed that conversions decreased last week. To help battle this trend, one of your goals is to determine which exit pages should be given priority when scheduling optimization and layout improvements. To determine which exit pages to focus your time on, you must determine which pages are the top exit pages. In the following Exit Pages report, you see pages you did not expect to see in the report. You see a survey page that does not include advertizing or links to other parts of the website. You then schedule some enhancements to that page to encourage customers to continue browsing on the site after completing the survey.

Page name	Exit page views	Page views	% of Total Exits	Exit Rate
HOME	67,617	179,564	37.61%	37.66%
THANK YOU	43,987	50,235	28.80%	87.56%
ORDER STATUS	23,431	67,644	16.09%	37.64%
STORE LOCATOR	21,532	28,356	14.55%	75.93%
CATEGORY: HOME & GARDEN	15,345	52,132	10.66%	29.43%
SURVEY	13,762	14,452	9.40%	95.22%
CATEGORY: TOYS	9,324	16,762	4.12%	55.63%
BASKET SUMMARY	7,016	17,278	3.02%	40.60%
NO SEARCH RESULTS	5,368	14,864	2.19%	36.11%

Page name	Exit page views	Page views	% of Total Exits	Exit Rate
SEARCH RESULTS: PAGE 1	2,098	5,185	2.07%	40.46%

Entry Pages report
The Entry Pages report shows the top 1,000 entry pages that were viewed at least once for the selected time period. Use this data to determine whether your visitors' entry page behavior meets expectations, and whether to consider enhancements in this area.

Note: If you want to see data for other pages, including pages that are not among the top 1,000 for the selected time period, see the Page Categories report in the side navigation pane (**Reports > Content > Page Categories**).

Next Steps

You can use the following reports to further analyze data for specific pages in the Entry Pages report:

- Page Categories
- Clickstream
- Forms
- LIVEview
- Key Segments

Entry Pages report: Key performance indicators
By focusing on key performance indicators in the Entry Pages report, you can identify areas for improvement in your website entry pages.

Top 1,000 Entry Pages
The top 1,000 entry pages that were viewed at least once on your website during the selected time period.

Entry Page Views
The number of sessions that begin with the specified page during the selected time period.

Page Views
The number of views each page received during the selected time period.

% Total Entries
(Entry Page Views / Total Sessions) The percentage of all sessions that began with the specified page during the selected time period.

Entry Rate
(Entry Page Views / Total Page Views) The percentage of all page views for the specified page that are entry page views.

Entry Pages report use case
The following use case describes how to use the Entry Pages report data to identify possibilities for entry page enhancements.

You are responsible for customer experience on your website. Your company recently noticed that one-page sessions increased last month. To help battle this trend, one of your goals is to determine which entry pages should be given priority when scheduling optimization and layout improvements. To determine which entry pages to focus your time on, you must determine which pages are the top entry pages. From the following Entry Pages report, you determine that the Spring Fashion Show Video was a much more popular entry page than you expected. You prioritize some immediate enhancements to that page aimed at encouraging customers to dive deeper into the website after they watch the video.

Page name	Entry page views	Page views	% of total entries	Entry rate
HOME PAGE	104,418	139,976	55.31%	74.60%

Page name	Entry page views	Page views	% of total entries	Entry rate
SPRING FASHION SHOW VIDEO	22,876	24,653	11.80%	92.80%
CATEGORY: WOMENS CLOTHING	7,549	35,644	4.00%	21.18%
PRODUCT SEARCH RESULTS	4,620	19,044	2.45%	24.46%
SWEEPSTAKES ENTRY FORM	3,519	17,354	1.86%	20.28%
CATEGORY: WOMENS SHOES	3,208	155,150	1.70%	2.07%
CATEGORY: TALK FORUMS (4645235)	2,650	9,220	1.40%	28.74%
MENS_CLOTHING	2,207	2,948	1.17%	74.86%
NO SEARCH RESULTS	2,097	85,297	1.11%	2.46%
MY ACCOUNT: SIGN IN	2,028	4,831	1.07%	41.98%

Error Pages report
The Error Pages report displays the top 20 error pages most frequently encountered by visitors during the reporting time period. By monitoring error page data, IT teams can correct broken links and site applications before they impact overall customer satisfaction.

Error Pages report: Key performance indicators

Focus on these key performance indicators when you analyze data in the Error Pages report:

Sessions
The total count of sessions that saw that specific error page during selected time period.

% of Total Sessions

The percentage, of the total number of sessions, that viewed a specific error page during a selected time period. (For example, the sessions that viewed Error Page A equals what percentage of the Total Sessions.)

Examples: Error Pages report data analysis
You can use the Error Pages report to pinpoint and troubleshoot problem areas on your site.

The following examples show how to use Error Pages report data.

Review of the Error Page column
Validate that error tag generation is accurate. For example, the site might contain pages that deliberately do not exist. Confirm that contingencies for error pages are in place, such as redirects.

Review of list of Error Page Referrals
Isolate the internal pages that most commonly lead to system error pages for immediate correction. Identify external pages that generate entry system error pages for review with third-party vendors that generate traffic or SEO opportunities.

Next Step Suggestions

- Internal Error Pages:
  - Determine whether a specific browser type is causing the error more than others.
  - Use LIVEview Click Overlay on error page referring pages to identify links/areas that drive page errors.
  - Use backward-looking Clickstream reports to isolate visitor paths that lead to errors.
- External Error Pages: Evaluate traffic sources that lead to errors.

Error Pages report use case
This use case shows how to use the Error Pages report to identify problems with website pages.

You are responsible for a seamless transition of your company website from an old platform to a new one. The new website will be done as a split test before it is rolled out. One of your goals is to make sure that no technology gaps occur.

Your first step is to start tracking existing top Error Pages as a benchmark to compare before and after the split test launch. Next, from the day of the split test launch, you check the Error Pages report each day.

You review the Error Page column for any instances of URLs from the new website. When an assessment of which pages are problematic is taken, you zoom on each individual page to see how traffic is arriving at the page.

If the error page is being reached by way of an internal page, you take a closer look to determine which page ID is associated with the Referring URL (consider using Digital Analytics Explore for this task). Then, you use forward-looking Clickstreams and LIVEView reporting to see how the errors are being generated.

If the error page is being reached by way of an external or third-party page, you dive in deeper to determine the channel source of the traffic that is arriving at the error page. If the source is Paid Marketing (MMC), you work with the Marketing team to address the links that vendors are passing. If the source is Natural Search, you work with the Content team to review their SEO efforts. If the source is Referring Sites or Direct Load, you work with both Business Owners and IT teams to fill in the gaps in content inventory to correct the error pages.

On-Site Search report
The On-Site Search report provides data about on-site searches performed on your site.

By clicking the **down arrow** in a row in the Keyword column, you can access zoom data about the sessions that entered a specific term. The following options are available:

Cross Searched Terms
: The most common search terms from the same visitor session. This data provides insight about how your visitors are talking about your products or content.

On-Site Search Zoom
: A comparison of this term to similar search terms. The terms that are included for comparison have similar spellings (SANDELS is similar to SANDALS), are substrings of the search term (SAND is a substring of SANDALS), or the search string is a substring of the similar term ("NAVY SANDALS" has SANDALS as a substring).

Top Items Sold
: The top items sold in sessions where the selected search term was used. Use this data to analyze the product placement within onsite search results pages.

You can also use Clickstream reports to analyze the ease of use of the search input mechanism and results pages.

To better understand the performance of onsite search on your website, you can compare your onsite search performance and conversion against onsite search averages for a particular vertical and specific subvertical using Acoustic Digital Analytics Benchmark. For more information, see the *Acoustic Digital Analytics Benchmark User's Guide*.

On-Site Search report: Key performance indicators
By focusing on key performance indicators in the On-Site Search report, you can identify potential areas for improvement in your on-site search performance.

Searching Sessions
: Total number of unique sessions where the term was searched for during the selected time period.

Average Number of Results
: The average number of returned search results that a specified search term generates during the selected time period. This metric can be used to identify terms that return zero results.

Orders
The total number of orders that were received in the same session in which buyers searched using the specified term.

Sales
The total sales that were generated in the same session in which buyers searched using the specified term.

Orders / Searching Session
The average number of orders that were completed per searching session during the specified time period.

On-Site Search report use case
This use case shows how to use the On-Site Search report to identify ways to improve onsite search performance.

You are responsible for tracking and improving onsite search performance and conversion for your company website. You want to use the On-Site Search report to identify popular search terms that return no search results to visitors on the website. You plan to drive incremental revenue and customer satisfaction by identifying these terms and tuning the onsite search engine to return results.

You complete the following steps using the On-Site Search report.

1. Identify the site-wide average for applications, bookings, orders, or revenues per search.
2. Sort search-term performance by using the average number of results metric.
3. Identify the top searches with no results returned, based on the number of search sessions.
4. Calculate the potential value from ensuring that these search terms return results. Assume that an increase in conversion would result in the customer converting at an average rate.

Based on your On-Site Search report results, you consider the following actions:

For zero-search-results terms that correspond to available product
Populate the search engine results page with the appropriate products and descriptions to meet visitor needs.

For zero-search-results terms that do not correspond to available product
Depending on the magnitude of customer interest and its alignment with brand goals, consider adding this product to your online offering.

Real Estate report
The Real Estate report provides data about the performance of multiple onsite links on a single page on your website. Use it to determine how different areas and aspects of a page are performing.

With the hierarchical reporting layout, you can use naming conventions to test the performance of alternative versions, measure changes, and determine high-value real estate.

Real Estate reporting uses same session logic and takes into account all activity that occurs during a session, including activity before and after the click. Use this report to analyze your Real Estate from the highest level for an individual page or drill down to view the granularity of performance by link.

LIVEview and the Site Promotions report can be used with the Real Estate report to analyze link and promotion performance across all pages on your website.

Real Estate report: Key performance indicators
By focusing on key performance indicators in the Real Estate report, you can identify potential areas for improvement in your real estate linking strategy.

Clicks
The number of times the specified link is clicked during the selected time period.

Impressions
The number of times this element appeared on a page that was viewed during the selected time period.

Click-Through Rate
: The percentage of times this link was clicked when it appeared on a page during the selected time period. The rate is calculated as the number of clicks divided by the number of impressions.

Conversion Rate
: The number of buying sessions divided by the number of clicking sessions during the selected time period.

Sales
: The total sales generated from sessions that clicked this link during the selected time period. This report looks at all sales from any session that clicked this link, including sales that occurred before the link was clicked.

Enabling Real Estate tracking
Real Estate tracking must be enabled before Digital Analytics can capture Real Estate data.

About this task

The following procedure is an overview of the tasks that must be completed to enable Real Estate tracking.

Procedure

1. Use the Tracking Code Generator to append Real Estate tagging parameters to the end of the destination URLs on links that you want to track.
2. Contact Acoustic support with a list of Page IDs that you want to enable.
3. Add your Real Estate links to your HTML code.

Impressions data in the Real Estate report
Data for the Impressions metric in the Real Estate report is captured using Link Impression tags. Link Impression tags are thrown for each link that is tracked with Real Estate tagging parameters.

Ten Link Impression tags equal one server call. If an increase in server calls concerns you, impression tracking in this report can be disabled. When disabled, impressions or click through rate metrics are no longer populated in the Real Estate report, but all other metrics populate as normal. As a work-around, the page views metric can be used to measure how many times that page or link was viewed. Then, you can use the page view and clicks metrics to manually calculate click through rate metrics, which are comparable to a click through rate metric that uses impressions and clicks.

If you are concerned about the impact of Real Estate parameters on SEO performance on your website, Digital Analytics provides you with the option of implementing manual Real Estate tagging that allows for Real Estate data to be collected without effecting SEO performance. Manual Real Estate tagging passes the Real Estate parameters in the Digital Analytics Link Click tags but you do not see Real Estate parameter values within the URLs in your browser.

For more information about this tagging option, visit the Customer Support website at http://support.coremetrics.com/ and search for **Manual Tagging**. You can also contact Customer Support if you need to disable Impression tracking.

Examples: Real Estate report data analysis

You can use the Real Estate report to identify potential areas for improvement in onsite link performance.

The following examples show how to use Real Estate report data.

Identify areas with high click-through rates
: These areas of the page are the most frequently clicked, which indicates the natural browsing preferences of users. These locations are best for placing key content or information that you want to provide for maximum exposure.

Identify areas with high conversion rates

Areas with high conversion rates represent the best place to capture high value visitors. Given the value of this real estate, merchants can reserve these placements for products or offers that provide the highest margin for the company.

Real Estate report use case

This use case shows how to use the Real Estate report to track the effectiveness of different areas on a home page.

You are responsible for analyzing the home page for your company website. You determine which areas have the most valuable real estate to promote clearance products. One of your goals is to see which area is the best at converting visitors. To evaluate the home page, you must support your findings with empirical data.

You track four different areas on the home page with Real Estate parameters:

- Left navigation
- Center area promotions
- Featured products
- Ads on the right side of the page

The following is the output of your Real Estate report after one month of data collection.

Area	Click-through rate	Conversion rate
Left Navigation	68.25%	2.08%
Center Area Promotions	32.15%	5.14%
Featured Products	15.58%	5.55%
Right-side Ads	24.15%	3.15%

This data shows that the Featured Products area represents the highest value real estate on the page, with a conversion rate of 5.55%. Your team decides to promote clearance products in this area of the home page, especially for clearance products with proven effectiveness at driving conversion. Then, you use the Product Categories report to find your top converting clearance products.

Site Promotions report

The Site Promotions report provides data about the success of onsite links or promotions on multiple pages or placements on your website.

The report provides data on aggregate activity for links or banners across your website. With the hierarchical categorization, you can track impressions and performance for dynamic promotions and A/B tests.

Site Promotions reporting uses same session logic and takes into account all activity that occurs during a session, including activity before and after the click. Use this report to analyze your Site Promotions by Promotion Type, or drill down to view the granularity of link performance by page.

LIVEview and the Real Estate report can be used with the Site Promotions report to analyze link and promotion performance across all pages on your website.

Site Promotions report: Key performance indicators
By focusing on key performance indicators in the Site Promotions report, you can evaluate the effectiveness of your site promotions.

Clicks
The number of times that the specified link is clicked during the selected time period.

Impressions
The number of times that this element appeared on a page that was viewed during the selected time period.

Click Thru Rate
The percentage of times that this link was clicked when it appeared on a page during the selected time period. This is calculated as the number of clicks divided by the number of impressions during the selected time period.

Sales
The total sales that were generated from sessions that clicked on this link during the selected time period. This report looks at all sales from any session that clicked on this link, including sales that might have happened before the link was clicked.

Events
The total number of events that were completed (as defined by the Conversion Event tag) from sessions that clicked on this link during the selected time period.

Enabling Site Promotion tracking
Site Promotion tracking must be enabled before Digital Analytics can capture Site Promotion data.

About this task

The following procedure is an overview of the tasks that must be completed to enable site promotion tracking.

Procedure

1. Use the Tracking Code Generator to append Site Promotions tagging parameters to the end of the destination URLs on links that you want to track.
2. Add your Site Promotions links to your HTML code.

Impressions data in the Site Promotions report
Data for the Impressions metric in the Site Promotions report is captured using Link Impression tags. Link Impression tags are thrown for each link that is tracked with Site Promotions tagging parameters.

Ten Link Impression tags equal one server call. If an increase in server calls concerns you, impression tracking in this report can be disabled. When they are disabled, impressions or click-through rate metrics are no longer populated in the Site Promotions report, but all other metrics populate as normal. As a work-around, the page views metric can be used to measure how many times that the page or link was viewed. Then, you can use the page view and clicks metrics to manually calculate a click-through rate metric, which is comparable to a click-through rate metric that uses impressions and clicks.

If you are concerned about the impact of Site Promotions parameters on SEO performance on your website, Digital Analytics provides you with the option of implementing manual Site Promotion tagging, which allows for Site Promotion data to be collected without affecting SEO performance. Manual Site Promotion tagging passes the Site Promotion tagging parameters in the Digital Analytics Link Click tags but you do not see Site Promotion parameter values in the URLs in your browser.

For more information about this tagging option, visit the Customer Support website at http://support.coremetrics.com/ and search for **Manual Tagging**. You can also contact Customer Support if you need to disable Impression tracking.

Examples: Site Promotions report data analysis

You can use the Site Promotions report to identify potential areas for improvement in your promotions strategy.

The following examples show how to use Site Promotions report data.

For promotions with low click-through rates
This indicates that the offer was not as relevant to visitors as other promotions. Consider replacing this promotion with a more popular one or revising the offer creative.

For promotion pages with low click-through rates
A low click-through rate on a specific page indicates that the offer was not relevant to visitors to that page. Consider removing the promotion from this page and replacing it with another, or evaluating the page content to understand how the offer could be modified to increase relevance.

For promotions with high click-through but low conversion rates
This offer drove interest, but did not result in a purchase. Consider evaluating the landing page for the promotion to understand what customers expected to find and how those products or services could be presented in a more compelling light.

Site Promotions report use case

This use case shows how the Site Promotions report can help to identify ways to improve the performance of site promotions.

You are responsible for analyzing the effectiveness of two onsite promotions that are running on multiple pages on your company website. One of your goals is to see what pages on your website best convert visitors for each promotion. To evaluate these promotions, you must support your findings with empirical data.

You track two promotions, a membership offer and a free shipping offer, with Site Promotions parameters. The membership offer is present on three pages on your website and the free shipping offer is present on two pages.

The following is the output of your Site Promotions report after one month of data collection.

Promotion	Page	Click thru rate	Conversion rate
Membership offer		17.87%	3.56%
	Cart	29.18%	4.91%
	Home page	18.49%	3.82%
	Services	5.93%	1.94%
Free Shipping		27.99%	4.44%
	Home page	28.98%	2.40%
	Cart	27.00%	6.48%

This data shows that the Membership Offer promotion had an overall click-through rate of 17.87% and a conversion rate of 3.56%. This promotion was clicked the most when it was present on the Cart Page, and also had the highest conversion rate of 4.91%. The Membership Offer was also effective at converting visitors on the Home page. You continue to promote this offer on these two pages on your website. However, the Membership Offer was not successful when placed on the Services page, so you consider removing the promotion from the page.

The Free Shipping promotion had an overall click-through rate of 27.99% and a conversion rate of 4.44%. This promotion was clicked the most when it was present on the Home page, but it converted higher on the Cart page with a conversion rate of 6.48%. Although the Free Shipping promotion was more successful when placed on the Cart page than on the Home page, you leave the promotion on both pages because the home page is an entry point to the website. It is beneficial to inform visitors of promotions that are running on the website before they enter the checkout process.

Elements report

The Elements report shows which Web 2.0 applications visitors are using to dive deeper into your website.

Examples of actions that are typically tracked with Element tagging are AJAX hover-overs, dynamic content filters, portal views, and online videos. Usually, interaction with these elements does not open a new page, but changes the content that is displayed on the current page. Therefore, standard Page View tagging and reporting is insufficient to accurately determine the performance of these elements. The Elements report is a dedicated resource for monitoring visitor interaction with these intra-page elements.

The By Category view groups Elements into Element categories. You can drill into each category to display the specific Elements in the category. Use this view to analyze aggregate Element performance at a category level. The By Element view is a simple flat-list report that displays all of the Elements that receive at least one view during the reporting time period.

For more information about Element tagging, see the *Digital Analytics Implementation Guide* and the Elements use case documentation on the Customer Support website at `http://support.coremetrics.com/`. Search for Elements Implementation and Elements Use Case.

Elements report: Key performance indicators

By focusing on key performance indicators in the Elements report, you can monitor visitor use of intra-page elements.

Element Views
: The total number of times an individual element was viewed by visitors to your website for the date range selected. For category rows, the Element Views metric reports the sum of all element views for all individual elements included in the selected category for the date range selected. Although the term View is used, it is not necessarily the number of times that an Element appeared a page. For example, for a play video button, this metric represents the number of clicks the play button received.

Sessions
: The total number of sessions that included a view of the selected element for the date range selected. For category rows in the report, the Sessions metric is de-duped (Reports the total number of sessions in which at least one element in the selected category was viewed for the date range that was selected.).

Orders
: For Retail vertical clients, the Orders metric reports the total orders in sessions where a particular element or element category was viewed by a visitor.

Events
: If your website is using Conversion Events tagging and reporting, the Events metric reports the total number of events that were completed where a particular element or element category was viewed by the visitor during that same session.

Event Points
: The total number of event points for sessions where the particular element or element category was viewed during the specified time period.

Examples: Elements report data analysis

You can use the Elements report to identify potential areas for improvement in visitor interaction with elements on your website.

Because the Element Views metric signifies an interaction with an Element, interpretation of the results that are shown in the report depends on the nature of the Element in question. For example, low Element Views for a dynamic Product Details content area might signify that visitors are not engaging well with the product in question (for example, visitors view the product but do not seem to be interested in learning more about it). In this situation, the result might prompt a repositioning of the product, either in terms of price or presentation.

Low Element Views of a video play button might signify low popularity, which might mean that the video in question has a poor visibility on the website.

Segmentation using Elements

Digital Analytics offers the ability to create report segments that use Element Names or Element Categories in their criteria. These segments can then be used to filter other Digital Analytics reports. For example, an Element segment can be applied to the Product Categories report to show which products were purchased by visitors that viewed that Element on your website. This data can then be used to drive future promotions.

For more information about report segments, see the *Digital Analytics User's Guide*.

Elements report use cases
These use cases show how the Elements report can help to identify potential areas for improvement in visitor interaction with elements on your website.

Use case 1: Measure the value that product videos contribute to the website

Monitoring the overall conversion rate for an initiative might not be revealing; more granular metrics are required to fully evaluate the contribution. Consider that visitor interactions with the video features are not automatically tracked in Digital Analytics unless the Element Tag is deployed.

Business objective
Increase the browser-to-shopper conversion rate by offering Flash-based product videos on product detail pages.

Report analysis
The Elements report analysis identifies the product videos that are being viewed on the website and the direct contribution the video views have on the browser-to-shopper conversion point. The analysis also reveals that not all products and product categories require the video production investment. At a more granular level, various video tactics can be measured against each other to identify the optimal presentation style. Each function (Start, Stop, Forward, Backward, Pause, and so on) can be tagged with an Element tag, in this case, for deeper granular analyses.

Actions

- Clearly state the website business objectives for the product videos.
- Identify the key performance indicators for measurement of the initiative.
- Develop a naming convention and category strategy for the Element tagging implementation on the videos.
- Tag the video functions (Start, Stop, and so on) for the videos you want to track.
- Report the key performance indicators to all stakeholders for the agreed on level of reporting.
- Analyze the data at a more granular level to determine which tactics encourage the preferred visitor behavior.
- Optimize the website based on visitor behavioral findings.

Use case 2: Measure and optimize category page Flex content filters:

Monitoring the overall sales metric for this initiative might not be revealing; more granular metrics are required to fully evaluate the contribution. Consider that visitor interactions with the Flex content filters are not automatically tracked in Digital Analytics unless the Element Tag is deployed.

Business objective

Increase browser to shopper conversion rate, in fewer page views, by offering Flex content filters on product category pages.

Report analysis
The Elements report analysis identifies the filters that visitors are interacting with on the website for specific product categories and the direct contribution the filters have on browser-to-shopper conversion. The analysis also reveals that not all content filters are required for specific product categories. At a more granular level, various content filters can be measured against each other to

identify the optimal presentation style or positioning. Each filter (Size, Color, Style, Brand, Price, and so on) can be tagged with an Element tag in this case for deeper granular analyses.

Actions

- Clearly state the website business objectives for the content filters.
- Identify the key performance indicators for measurement of the initiative.
- Develop a naming convention and category strategy for the Element tagging implementation on content filters.
- Tag the content filters (Size, Color, and so on) as they apply to each category page that you would like to track.
- Report the key performance indicators to all stakeholders for the agreed upon level of reporting.
- Analyze the data at a more granular level to identify the tactics that encourage the preferred visitor behavior.
- Optimize the website based on visitor behavioral findings.

Forms report
The Forms report delivers data to gauge the success of forms on your website and to help diagnose issues within forms. Use it to see how sessions interact with HTML forms, including completion and time on page metrics.

You can access the Forms report from the Reports menu in the side navigation pane (**Reports** > **Content** > **Forms**). You can view the website form alongside the Forms report to see the data side-by-side with the form. To locate the form in the Forms report, you might need to obtain the form name from the HTML source code.

Form Action tags

Form Action tags populate data into the Forms report. Form Action tags are thrown automatically for HTML forms on your site. Digital Analytics looks for HTML forms on your site and populates form action tags for these forms.

Best Practice Suggestion: Form Names and Form fields are decided by a client's website developers and appear in the page code. Digital Analytics advises our clients to use business/user friendly names for form names and fields. Consult with your website developers to edit or update form and field names. The form and field names in the Forms report are read from the html code of the forms themselves. To ensure that forms and fields report correctly, each form should have a distinct name.

Form Action tags will not gather data from non-html forms and fields that are coded with flex or other programming languages. Non-standard HTML form submission processes (for example a Java™ submit) will need additional tagging for data to populate into Forms report. Contact Digital Analytics Customer Support at http://support.coremetrics.com/ for more information about how to tag non-standard HTML forms.

Forms Zoom report

You can analyze form field edits and abandonment by drilling into Form Zoom reports. You can access the Forms Zoom report by clicking the **down arrow** icon next to the specific form name in the Forms report. The Forms Zoom report provides detailed reporting on the user experience of visitors who interacted with a specific form. It provides general overview metrics for the form as a whole and data about how visitors interacted with each text field on the form. This information can help you to understand specifically which fields are causing abandonment and to identify possible design flaws or unclear messaging about required actions.

When you analyze data in the Forms Zoom report, you can reorder the rows so that they correspond to the layout of the form itself, with the data in the first field listed first.

Forms report: Key performance indicators

By focusing on key performance indicators in the Forms report, you can monitor the effectiveness of the forms on your website.

Sessions
The number of visitor sessions that perform an action on a form (Upload, Submit, or Reset).

Page views
The total number of page views by visitors for those pages that contain the named form.

Submits
The total number of times visitors submitted the named form, irrespective of whether the form submission was successful.

Unloads
The total number of times visitors interacted with the named form (for example, edited a text field or drop-down menu) and then failed to submit the form.

Average time
The average amount of time (in minutes:seconds) that visitors spent on the page or pages that contain the named form.

Max time
The longest amount of time (in minutes:seconds) that a visitor spent on the page that contains the named form. The maximum time spent on the form might include sessions that timed out due to inactivity, which can increase the time count.

Min time
The shortest amount of time (in minutes:seconds) that a visitor spent on the page that contains the named form.

Field edited %
The total number of times a visitor edited a named field on the selected form divided by the total edits for all fields in the named form for the user specified time period.

Unload field %
The total number of times a visitor unloaded a particular form from the named field divided by the total number of times the form was unloaded for the specified time period.

Examples: Forms report data analysis
You can use the Forms report to identify ways to improve the user experience with forms and form fields on your website.

The following examples show how to use Forms report data.

High Average Time/High Unloads per Page View
Review the form for design flaws that are adding time or confusion to the visitors' experience. Some potential design flaws to focus on are unclear requests for information, a form of excessive length, or form fields that are not logically grouped. These items can contribute to visitor frustration, thus increasing the number of unloads. Drill in on form fields for deeper analysis.

High Percentage of Unload Fields
Fields that represent the last field before unload are typically problem fields for customers. Evaluate these fields to determine whether the text that leads up to the field is unclear to visitors. Review error messages to ensure that messages are helpful and relevant. Determine whether the field is necessary or if it can be modified or removed to encourage visitors to submit the form.

Also, observe the fields that have the highest unload percentage, and then note which fields come next in the form. The fields that follow are often the trouble spots. An unload field is the final field that was touched before the form was abandoned. That means that the next field in the form was not touched at all. For example, if a form asks for an address followed by a social security number and many visitors abandon at the social security field, then the address field is the final field touched – the unload field.

Form and Form Field Considerations:

- Consider ways to improve form layout, flow, and supporting text.
- Does the form ask visitors to input the same data multiple times? Consider pre-filling data that a user might have already entered (such as billing and shipping addresses that are the same).
- Is all of the requested information required? Can the information be obtained from different sources? Consider removing fields or use more optional fields for non-required information such as age or gender.
- Consider conducting usability tests to further diagnose issues by observing visitors' experience.
- Look for forms that have high abandonment and then use the Forms Zoom report to focus on the fields within those forms.
- In the Forms Zoom report, focus on the field edited percentage and the unload field percentage. Look for the form fields where the most unloads occur.
- Track important forms (such as registration or key checkout forms) on a weekly basis, using a recurring weekly email for the Form Zoom report data. Daily emails might be too granular, and monthly emails might be delivered too late to resolve unexpected problems that might appear.

Forms report use case
This use case shows how to use the Forms report to troubleshoot problems with a website checkout process.

You are responsible for the checkout process on your company website. To track this process, you create a TruePath Funnel report to monitor the steps in the checkout flow. To analyze the performance of forms and form fields in the checkout process, you use data from the Forms and Form Zoom reports. Then, you complete the following steps:

- For each form in the checkout process, you identify the page views, submits, unloads that follow an entry, and average time-on-page that the checkout forms receive.
- You identify a benchmark average time-on-page for similar forms.
- You calculate an abandonment index by dividing the number of unloads by the number of page views for a particular checkout form.
- You identify what the average abandonment index is for forms in the checkout process.
- For forms where visitors spent an unusually high amount of time on the page, or the page has an above-average abandonment index, you drill or zoom in for further detail.
- For these pages, and for each field on the page, you identify what percentage of the time that field was the last one edited before a visitor unloaded the form (unload field %).

The following is the data that you extract from the Forms report:

Table 13: Example Forms report data

Form Name	Page Views	Submits	Unloads	Unloads/Page Views	Average Time
Shipping Page	33,535	6,084	38	0.11%	0:56
Payment Information	29,936	6,449	1,930	6.45%	1:16
Billing Page	28,843	5,355	223	0.77%	3:07

The following is the data that you extract from the Forms Zoom report:

Table 14: Example Forms Zoom report data

Form Field Name	Unload Field %
Card Number	18.39%
CCV	11.90%
Card Holder	26.79%

Table 14: Example Forms Zoom report data (continued)	
Form Field Name	**Unload Field %**
Expiration Date	8.93%
Card Type	35.71%
Gift Certificate Number	1.19%

The following are the conclusions that you make based on the forms data:

The Payment Information form has the highest unloads per page views at 6.45%, compared to the other two forms in the checkout process. You drill in for details on this form to determine whether there are problematic fields that can be modified to decrease the amount of unloads.

The Card Type and Card Holder fields show the highest percentage of unload. You consider adding help text to clarify what information is required of the visitor for these fields.

Paths reports

Use the Paths report to analyze the behavior of visitors as they progress through your website.

Session Event Funnel report

The Session Event Funnel shows you how successfully visitors progress through a website to complete conversion events at a site-wide level. Conversion events are non-commerce, high-value objectives on your website that are defined by the Conversion Event tag.

You can access the Session Event Funnel report from the Reports menu in the side navigation pane (**Reports** > **Paths** > **Sesson Event Funnel**). The event completion funnel illustrates how visitors progress through the website and complete events, and the frequency at which they are converted.

Use the Session Event Funnel report to identify potential bottlenecks that visitors encounter that prevent them from successfully completing their objectives on your website. You might want to monitor the overall effect of major landing page design changes, conversion process changes such as registration, or the addition of significant new events.

You can compare different time periods to find key points in the process that are increasing or declining in success. Alternatively, you can compare time periods to measure the before and after impact of a major site change on the overall event conversion process.

Session Event Funnel report: Key performance indicators

By focusing on key performance indicators in the Session Event Funnel, you can determine whether visitors are successfully completing conversion events on your site.

Visit
: Displays the percent or count of sessions that viewed at least one page on the site.

Browse
: Displays the percent or count of sessions that contain two or more page views. The browse rate is the inverse of the bounce rate.

Initiate Event
: Displays the percent or count of sessions that initiated an event. A Conversion Event tag with an initiate value is optional. Also, if an Event Completion tag does not have a corresponding Initiate tag, the event initiation is assumed.

Complete Event
: Displays the percent or count of sessions that completed an event.

Examples: Session Event Funnel report data analysis
You can use the Session Event Funnel report in combination with other reports to look for ways to drive conversions on your website.

For dramatic drop-off from Visit to Browse
Review the Entry Pages report to look for major entry points that have high bounce rates to identify visitor goals that are not being met.

Use a solid event completion rate to drive key business objectives
With a solid event completion rate, review the Events report to drill down deeper and find top events that can be used to drive key initiatives. The following are examples of events for key actions on a website.

Increase site stickiness	Improve retention marketing	Improve self service	Multi-channel activity
Play online game View account information Use online calculator Use trip planner Use comparison tool	Register for newsletter Sign up for webinar Add items to wish list Set email alerts	Sign up for bridal registry Download help documents Download form Download marketing info	Use store locator Visit contact us page Initiate chat session Register for callback

Tip: See the Events report for details about individual event performance. Locate the Events report from the left navigation pane by selecting **Reports** > **Events**.

Session Event Funnel use case
This use case shows how data from the Session Event Funnel report can be used to support customer experience improvements on a website.

You are responsible for customer experience on your company website. You are testing a system with a real-time supply of data for ski conditions, and you want to verify the impact that this system has on sign-ups, alerts, and other high-value tasks on the website. To determine whether this system is a good permanent investment, you must qualify the impact on conversion events with empirical data.

You configure the Session Event Funnel to display the past eight weeks, four weeks after the test system is implemented. The following is the trend for the Event Session Funnel data.

Date	Visit	Browse	Initiate event	Complete event
Week of 3/1/2010 - 3/7/2010	100.00%	70.25%	5.10%	5.00%
Week of 2/22/2010 - 2/28/2010	100.00%	67.98%	4.40%	4.39%
Week of 2/15/2010 - 2/21/2010	100.00%	68.20%	4.46%	4.44%
Week of 2/8/2010 - 2/14/2010	100.00%	67.36%	3.18%	3.17%
Week of 2/1/2010 - 2/7/2010	100.00%	67.36%	2.60%	2.60%
Week of 1/25/2010 - 1/31/2010	100.00%	67.05%	3.00%	2.90%
Week of 1/18/2010 - 1/24/2010	100.00%	68.35%	2.70%	2.60%
Week of 1/11/2010 - 1/17/2010	100.00%	64.50%	2.80%	2.60%

For the weeks that lead up to the new system test, the event completion rate was in the range of 2.6% - 2.9%. Also, the browse rate was about 67% for most weeks. The implementation of the new system introduced a new style of updates available on the website and was expected to drive more sign-ups. In the four weeks after the implementation went live, the overall event completion rate climbed to nearly 5%. The browse rate also climbed slightly to about 69%, which shows that more visitors are going deeper into the company website.

You review the Events report to confirm which top conversions are driving this trend. You recommend making the new system a permanent part of site functionality, based on the positive lift shown in the Session Event Funnel report.

Session Purchase Funnel report
The Session Purchase Funnel Report provides helps you to understand aggregate conversion effectiveness across all website visits. Use it to identify site conversion effectiveness, based on session behaviors, and to allocate investment to maximize visit conversion.

You can compare visitor groups to see how the conversion of New Visitors, Repeat Visitors, or Previous Buyers differs for those with previous interaction on a website.

Session Purchase Funnel report: Key performance indicators
By focusing on key performance indicators in the Session Purchase Funnel report, you can evaluate conversion effectiveness across your site.

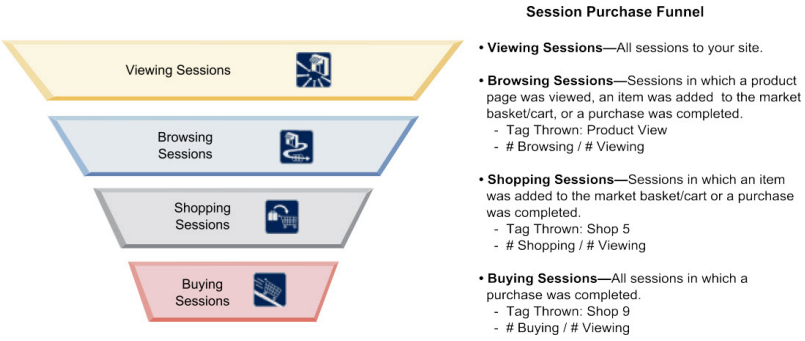
The Session Purchase Funnel Report populates data for four conversion points.

Total Sessions (Visit)
The number of sessions that reached your website.

Browsing Sessions (View Product)
The number of sessions that viewed a product page, added an item to their market basket or cart, or completed a purchase.

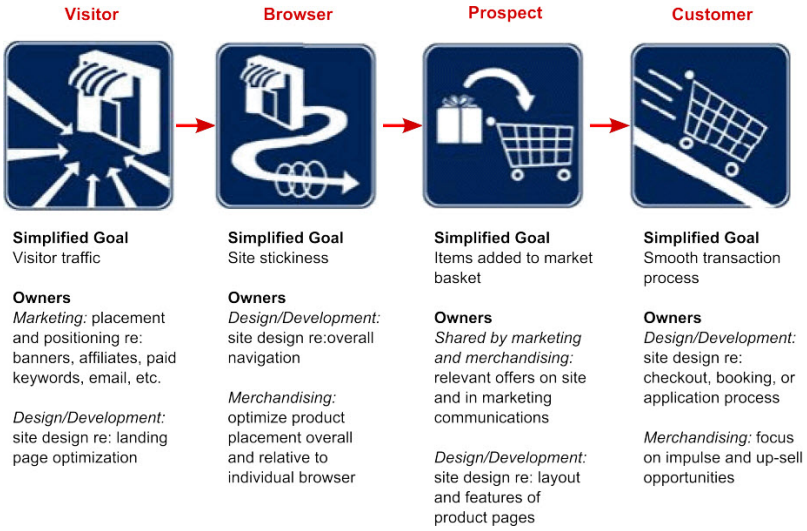
Shopping/Prospect Sessions (Add to Cart)
The number of sessions that added products to their market basket or cart or completed a purchase.

Buying/Customer Sessions (Buy)
The number of sessions that completed a purchase.



Leveraging the four-conversion point framework, ecommerce managers can set specific goals for conversion effectiveness, and align staff resources around achieving measurable goals.

An example of the possible business goals and owners is detailed in the following diagram.



Focus on the following key performance indicators when you analyze data in the Session Purchase Funnel report.

- % of Total Visitor Sessions
- % of Browsing Sessions
- % of Shopping/Prospect Sessions
- % of Buyer/Customer Sessions

There are four segment types for the key performance indicators.

All Visitor Sessions
The total number of sessions for every visitor during the selected time period.

New Visitor Sessions
The number of first sessions for a visitor during the selected time period.

Previous Visitor Sessions
The number of all sessions that are not new visitor sessions during selected time period.

Previous Buyer Sessions
The number of previous visitor sessions where a visitor made a purchase on the website in a previous time period.

Examples: Session Purchase Funnel data analysis

You can use the Session Purchase Funnel report to develop a strategy for improving conversion rates.

If Visitor Sessions conversion is low
Investigate marketing effectiveness to assess opportunities for optimizing channel spending, creative, or audience targeting.

If Browser Sessions conversion is low
This result might indicate a problem of site stickiness or the ability for your visitors to locate products on your site. Investigate site navigation and product placement concerning how your visitors search for products.

If Shopping/Prospect Sessions conversion is low
Investigate product page creative and pricing to understand why customers are not adding products to their shopping cart.

If Buying/Customer Sessions conversion is low
Investigate process abandonment for applications, registrations, checkout, or bookings to identify where customers are experiencing issues and departing the website.

TruePath and Clickstream
Reporting can be set up as a next step to further investigate pathing progression and attrition for each of the conversion points.

Session Purchase Funnel report use case
This use case shows how data from the Session Purchase Funnel report can be used to develop a strategy to maximize conversions.

Your goal is to analyze website conversion effectiveness, based on session behaviors, to allocate investment to maximize visit conversion. You are also investigating ways to improve the customer experience and increase conversion on your company website. To drive changes, you must support your recommendations with empirical data.

You analyze the Session Purchase Funnel report for last month for your website and compare the conversion points to Benchmark reporting. The following is the output data from the Session Purchase Funnel and Benchmark reports.

Conversion Point	**% of Total Visitor Sessions**	**Sub-vertical Benchmark Conversion Points (All Sessions)**	**% of Total New Visitor Sessions**	**% of Total Previous Visitor Sessions**	**% of Total Previous Buyer Sessions**
Total Sessions	100.00%	100.00%	100.00%	100.00%	100.00%
Browsing Sessions	55.96%	48.44%	42.21%	55.44%	51.56%
Shopping/ Prospect Sessions	5.54%	7.02%	4.87%	13.89%	16.79%
Buying/ Customer Sessions	3.14%	3.12%	2.60%	3.37%	4.59%

Shopping/Prospect session conversion is low when compared to the Benchmark. Your web team considers evaluating product descriptions and images to persuade more visitors to add products to their market basket. Also, your web team decides to investigate competitor pricing to determine whether they are being undercut. This information helps the team to determine whether discounting is appropriate. Finally, your team decides to ensure that key links are above the fold on product pages.

Session Purchase Funnel (Travel) report
The Session Purchase Funnel (Travel) report shows a high-level overview of the booking conversion steps on your website. The data is presented as both a table and a funnel. Options show how many sessions you had on your website, and how many of those sessions moved on to the next step in the booking conversion process.

Session Purchase Funnel (Travel) report: Key performance indicators
The Session Purchase Funnel (Travel) report tracks booking conversion within each session as opposed to tracking conversion across multiple sessions. If a visitor came to the site multiple times during the period of your report, each session counts individually.

Focus on the following key performance indicators when you analyze the Session Purchase Funnel (Travel) report.

Sessions
The total number of visitor sessions to your site within the specified date range.

Product/Room Viewing Sessions
The number of sessions to your site, within the specified date range, where the session viewed at least one of your travel product rate selection/fare options pages during that session. The Product View tag is what populates data into this report row.

Booking Initiated Sessions

The number of sessions to your site, within the specified date range, where the visitor initiated at least one booking during that session. A visitor initiates a booking by selecting a particular travel product rate or fare option and proceeding to the guest/passenger details page.

Booking Sessions

The number of sessions to your site, within the specified date range, where the visitor completed a booking during that session.

Examples: Session Purchase Funnel (Travel) report data analysis

You can use the Session Purchase Funnel (Travel) report to identify areas for improvement in your bookings conversion strategy.

Low Total Sessions

Investigate marketing effectiveness to assess opportunities for optimizing channel spend, creative, or audience targeting.

Low Product/Room Viewing Sessions

Investigate home page real estate effectiveness, navigational categories, and on-site search effectiveness to determine what challenges visitors encounter when they try to find a travel product. Look in depth at your hotel/flight search tool to ensure that you have enough search options so visitors can find what they want. Is your search configured to appeal to visitors who do not have a destination in mind and need some guidance? For example, can they search by location, theme, and budget?

Low Booking Initiated Sessions

Investigate room rate/type descriptions and images, flight fare options, booking conditions, clarity of price and the price itself to understand why visitors are not selecting a rate or fare option.

Low Booking Sessions (conversion)

Investigate process abandonment for registrations and Loyalty Club account login and booking form usability to identify where visitors are experiencing issues and departing the site. Do you provide reassurance to your customers and clearly state during the booking process the cancellation options?

Session Purchase Funnel (Travel) report use case

This use case shows how to use the Session Purchase Funnel (Travel) report to improve booking conversions.

You manage a car rental company. The company had a meeting to discuss a drop in the website conversion over the last few weeks. There were a number of changes to the site recently, including a slight change to the booking process. You are responsible for investigating what is affecting the drop in conversion.

You use the Session Purchase Funnel (Travel) report to get a clearer idea of which part of the site is affecting conversion.

You enable the date compare function to see the number of sessions on each step for last week and the prior week. You find that the number of sessions to the site is up from the prior week and the number of sessions where visitors viewed a car rental rates page and initiated a booking is also up from the prior week.

The number of booking sessions, however, is showing a significant drop of 12.85%, and the number of booking sessions for new visitors dropped by 60.71%. You determine that something in the booking process caused the issue and that it affects new visitors disproportionately.

Next, you create TruePath and Clickstream reports to see which steps within that booking process are causing visitors to leave the booking funnel. You pay attention to new visitors in particular and where on the website that departing paths sessions are going if not to the next intended step.

You discover that the recent change to the booking process now requires that visitors sign up for the Loyalty Program before they can complete a booking. You recommend improvements to the guest booking site to make these steps easier for new visitors to complete the booking process. After these changes are

implemented, you measure how these changes improve conversion on your company website by using the Session Purchase Funnel (Travel) and TruePath reports.

Session Application Funnel report (Financial Services)
The Session Application Funnel Report offers Financial Services users the ability to find ways to attract qualified visitors and optimize their website experience.

Looking at site session activity can often uncover room for improvement in various areas of the website. By doing a simple analysis of your website traffic at the session level, you can get a high-level snapshot of the health of your website.

Session Application Funnel report: Key performance indicators

Focus on the following key performance indicators when you analyze the Session Application Funnel report.

All Visitor Sessions
The total number of sessions for every visitor during selected time period.

% of Total Visitor Sessions
The percentage of all sessions that met the Digital Analytics conversion point criteria.

New Visitor Sessions
The number of first sessions for a visitor during the selected time period.

% of Total New Visitor Sessions
The percentage of new visitor sessions that reached that conversion.

Previous Visitor Sessions
The number of sessions that have been to the site before the selected time period

% of Total Previous Visitor Sessions
The percentage of previous visitor sessions that reached that conversion.

Previous Applicant Sessions
The number of previous visitor sessions where a visitor completed an application on the site in a previous time period.

% of Total Previous Applicant Sessions
The percentage of total previous visitor sessions that reached that conversion.

Conversion Point Criteria

Total Sessions (Visits)
The number of sessions.

Browsing Sessions (View Products)
The number of sessions that have a product view, add an item to application, or complete an application.

Initiated Application(s) Sessions
The number of sessions that add at least one item to an application or complete the application.

Applicants Sessions
The numbers of sessions where an application was completed.

Understanding products versus applications:

Application
The step-by-step flow to apply for a product.

Product
The product itself; such as, a credit card or home loan.

Possible scenarios:

- You might have a one-to-one ratio between applications and products, where each product has a different application flow.

- You might have one application flow that accommodates different products. Here the same information might be requested for home loans versus car loans; or the process might have optional steps for different products.
- You might add additional products such as cross-sell or up-sell items to some applications. Think of applying for a checking account and also being offered a savings account; so there is one application but multiple products.

Examples: Session Application Funnel report data analysis

You can use the Session Application Funnel report to monitor branding initiatives and investigate trends.

Analyze marketing exposure online: The ratio of Direct Load Sessions (sessions where users directly type your site's URL into their browsers) to all sessions is evidence of the success of branding initiatives. If you see this ratio increase over time, you are successfully promoting your brands and traffic is now coming directly to your site. If this ratio is decreasing or the number of Direct Load Sessions itself is decreasing, you should use the Marketing reports to further analyze how you can increase your brand recognition.

If you have recently increased your marketing exposure online, you should expect Referral and Search Referral Sessions to increase. However, in the absence of an increasing marketing spend, these numbers should remain constant or should decrease as brand recognition increases. If these session metrics are not trending as predicted, you might want to investigate this behavior using the Marketing reports.

Investigate trends in average session time: Trends in the Average Session Time metrics can be indicative of the ease of use of the site. The goal with these metrics is to increase the Average New Session Time, meaning that new visitors are spending longer on the site and hopefully doing more in that time, and to decrease the Average Repeat Session Time, meaning that repeat visitors are finding their desired content faster. To improve these trends, use the TopLine Metrics and Page Categories reports to discover where time is spent on the website.

The Page Views/Session metric is also useful to trend over time. An increasing trend means that sessions are browsing deeper into your website. If this number is decreasing or you want to improve this ratio's growth rate you should conduct further analysis using the Page Categories and Clickstream reports to determine where and why sessions are departing.

Session Application Funnel report (Financial Services) use case

The following use ase shows how data from the Session Application Funnel report to increase conversions on a website.

You are responsible for the user experience for the Home page of your company website. One of your goals is to analyze and improve customer experience when a visitor arrives at the website. The goal of the Home page is to effectively encourage browsing deeper into the website and to intuitively guide visitors to begin the actual application process. Your goal is to identify opportunities and recommend changes to drive incremental revenue and increase browser conversion for the Home page.

You review data from the Session Application Funnel report to identify high-level statistics for new and repeat visitor sessions. Then, you gather the following Home page performance data using LIVEview Click Overlay.

Home page metrics	January	February
Average Time on Page	1:27	1:24
Bounce Rate	42%	30%
Entry Rate	78%	78%
Conversion Rate	9%	13%

The following two links showed the highest click-through rate for the Home page as reported in LIVEview Click Overlay. These two links also had the the highest conversion rate (Applications/Session).

	January		February	
Home page Link	**CTR**	**Applications/ Session**	**CTR**	**Applications/ Session**
Get Rates Button	8.30%	14%	7.10%	15%
Account Sign In Link	6.90%	3.5%	7.50%	3.20%

You work with the user experience and marketing teams to determine the best way to highlight links on the Home page that have a high conversion rate. Your web team conducts an A/B test on the Home page to test creative, key links, and button location on the Home page, and the top navigation. Your team uses the Session Applications Funnel and LIVEview reports to measure pre-test and post-test performance. Based on the test results, your team then optimizes the Home page to increase conversion.

Visitor Purchase Funnel
The Visitor Purchase Funnel report offers users the ability to identify site conversion effectiveness based on unique visitor behavior. You can gain insight on buying and navigation habits, compare visitor types, and trend key conversion points. You can also compare Visitor Groups to see how the conversion of New Visitors, Repeat Visitors, or Previous Buyers differs from those with previous interaction on a website.

How to create a Visitor Purchase Funnel report: The Visitor Purchase Funnel report is a standard report that is available immediately without any configuration and is located in the Paths reporting group.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

Use the compare feature to quickly find key points in the process that are increasing or declining in success.

You can use the compare feature to measure the before and after impact of a major site change on the overall event conversion process.

Visitor Purchase Funnel report: Key performance indicators
The Visitor Purchase Funnel Report populates data for five conversion points.

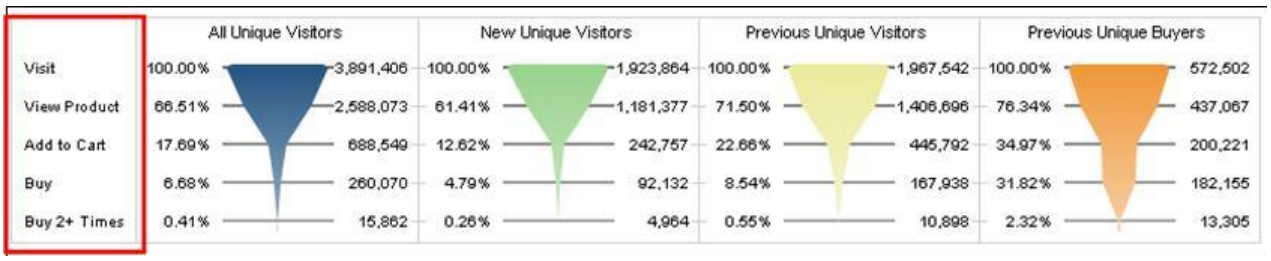
Visitor Conversion (Visit)
The number of unique visitors that reached your site.

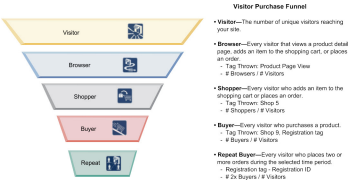
Browser Conversion (View Product)
Every visitor that views a product detail page, adds a product to shopping cart, or places an order.

Shopper/Prospect Conversion (Add to Cart)
Every visitor that adds a product to the shopping cart or places an order.

Buyer/Customer Conversion (Buy)
Every visitor that purchases a product.

X2 Buyer/Loyalty Conversion (Buy 2+ Times)
Every visitor that places two or more orders during the selected time period.





Leveraging the five-conversion point framework, ecommerce managers can set specific goals for conversion effectiveness, and align staff resources around achieving measurable goals.

Focus on the following KPIs when you analyze the Visitor Purchase Funnel report.

- % of Visitors
- % of Browsers
- % of Shoppers/Prospects
- % of Buyers/Customers
- % of 2X Buyers/Customers

These KPIs are displayed for the following four segment types.

All Unique Visitors
The total number of unique visitors to the site during the selected period.

New Unique Visitors
The number of visitors who had not visited the site before the selected time period.

Previous Unique Visitors
The number of visitors who had previously visited the site before the selected time period. Previous Unique Visitors are a subset of All Unique Visitors

Previous Unique Buyers
The number of visitors who purchased on the site before the selected time period. Previous Unique Buyers are a subset of Previous Unique Visitors.

Examples: Visitor Purchase Funnel report data analysis
You can use the Visitor Purchase Funnel report to develop a strategy for improving conversion rates.

If Visitors conversion is low
Investigate marketing effectiveness to assess opportunities for optimizing channel spend, creative, or audience targeting.

If Browsers conversion is low
Investigate home page real estate effectiveness, navigational categories, and on-site search effectiveness to determine what challenges customers are having in finding product.

If Shopper/Prospects conversion is low
Investigate product page creative and pricing to understand why customers are not adding products to their market basket.

If Buyer/Customers conversion is low
Investigate process abandonment for applications, registrations, checkout, or bookings to identify where customers are experiencing issues and departing the site.

If Repeat Visitors conversion is low
Analyze repeat visitor preferences to understand how to promote items to bring visitors back to your site.

If Repeat Customers conversion is low

Identify cross-sell and up-sell opportunities to ensure that customers return to do business with you again.

TruePath and Clickstream

TruePath and Clickstream reporting can be set up as a next step to further investigate pathing progression and attrition for each of the conversion points.

Visitor Purchase Funnel use case

This use case shows you how to use the Visitor Purchase Funnel report to identify ways to improve the customer experience and increase conversions.

One of your goals is to analyze website conversion effectiveness based on unique visitor behaviors in order to allocate investment so that you can maximize visitor conversion and customer loyalty. You are also investigating ways to improve the customer experience and increase conversion. To drive changes, you must support your recommendations with empirical data.

- First, obtain data for the three most recent time periods for analysis from the Visitor Purchase Funnel report. Time periods should be sufficiently long to be representative of visitor behavior (for example, weekly or monthly).
- Identify visitor conversion ratios for each time period.
- Calculate the average conversion ratio over the time period.
- Set targets for conversion effectiveness based on historical performance.
- Monitor conversion points on an ongoing basis to identify problem areas and assess opportunity for improvement.

The following is the output data from this reporting exercise. The figures in red indicate performance that falls below the target low conversion point.

Conversion Point	Target Low	Target High	January	February	March	Average
Visitors	525,000	575,000	564,498	591,371	531,966	562,612
Browsers	51%	55%	63.80%	66.10%	63.80%	64.60%
Shopper/ Prospects	7%	11%	7.60%	6.80%	6.40%	6.90%
Buyers/ Customers	2%	6%	3.60%	3.60%	3.40%	3.50%
Repeat Visitors	15%	35%	12.50%	14.70%	16.00%	14.40%
2X Buyers/ Customers	10%	30%	11.80%	12.30%	11.30%	11.80%

Your analysis for the Visitor Purchase Funnel output data and the next steps for making changes on your company website are as follows.

Repeat Visitor conversion is trending below target. Your web development team should investigate the browsing preferences of Repeat Visitors to determine where content and product that interests this group can be more prominently featured on key pages. The web development team should also consider an email program that targets bringing visitors back to the site through seasonal promotions. Also, Shopper/ Prospect conversion is slightly below the target. Your webs team should investigate product page creative and product pricing, assure that key links are above the fold, and confirm that product details and images are clear and accurate to understand why customers are not adding products to their marketing basket. Your web development team should conduct an A/B test for product pages on the website to figure out which product page tools or features are driving visitors to convert and which ones are not.

Visitor Application Funnel (Financial Services)
The Visitor Application Funnegl (Financial Services) report offers you the ability to find ways to attract qualified visitors and optimize their website experience. By being able to get a quick view of how differing visitor groups are interacting with applications on a website, business owners can identify suggestions for various types of visitor-focused marketing. Use this report to easily compare drop-offs for each conversion point for each type of visitor. The ultimate goal is to identify opportunities and recommend changes to drive incremental revenue and increase conversion by optimizing the appeal of your website for new or repeat visitors and applicants.

How to create Visitor Application Funnel Reports: Locate the Visitor Application Funnel Report by selecting **Reports** > **Paths** > **Visitor Application Funnel Report** from the left navigation pane.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

Use the compare feature to quickly find key points in the process that are increasing or declining in success. You can use the compare feature to measure the before and after impact of major site changes on the overall conversion process.

Visitor Application Funnel (Financial Services): Key performance indicators
By focusing on key performance indicators in the Visitor Application Funnel (Financial Services) report, you can evaluate your visitors' use of your site.

All Unique Visitors
The number of unique visitors during the selected time period as determined by a distinct Digital Analytics permanent cookie.

% of Total Unique Visitors
The percentage of total unique visitors who met the Digital Analytics conversion point criteria.

New Unique Visitors
The number of unique visitors who visit the site for the first time during the selected time period.

% of Total New Unique Visitors
The percentage of new unique visitors who met the Digital Analytics conversion point criteria.

Previous Unique Visitors
The number of unique visitors who have been to the site before the selected time period.

% of Total Previous Unique Visitors
The percentage of previous unique visitors who met the Digital Analytics conversion point criteria.

Previous Unique Applicants
The number of previous unique visitors who have submitted an application on the site prior to the selected time period.

% of Total Previous Unique Applicants
The percentage of previous unique applicants who met the Digital Analytics conversion point.

Conversion Point Criteria

Visitor (Visit)
Any cookie ID that initiates a session during the selected time period.

Browser (View Product)
Every visitor who views a product detail page, adds a product to an application or submits an application.

Initiated Application(s)
Every visitor who adds a product to an application or submits an application.

Applicants
Every visitor who submits an application.

2x Applicants
Every visitor who completes two or more applications during the selected time period.

Understanding products versus applications:

Application
The step-by-step flow to apply for a product.

Product
The product itself, such as a credit card or home loan.

Possible scenarios:

- You might have a one-to-one ratio between applications and products, where each product has a different application flow.
- You might have one application flow that accommodates different products. Here the same information might be requested for home loans and car loans; or the process might have optional steps for different products.
- You might add additional products such as cross-sell or up-sell items to some applications. Think of applying for a checking account and also being offered a savings account; so there is one application but multiple products.

Examples: Visitor Application Funnel (Financial Services)
You can analyze the Visitor Application Funnel (Financial Services) report to optimize each point of your process in order to increase retention rates.

- VISITOR: Maximize site traffic
  - Optimize marketing programs (banners, affiliates (sites/email), search engine placements, landing pages)
  - Increase targeted communication efforts
- BROWSER: Encourage Browsing Beyond the Home page
  - Maximize site tools and site navigation
  - Offer simple and consistent navigation from page to page
  - Optimize on-site search
  - Reduce "No Results"
  - Page avoids need for vertical and horizontal scrolling
- INITIATED APPLICATION: Provide visitors with all necessary information to encourage adding to application
  - Anticipate potential questions from applicants
  - Place less critical information in the application process below the fold
- APPLICANTS: Smooth the Buying Process
  - Examine the current application process for improvements by using Clickstream and TruePath reporting
  - Identify key areas of attrition in the important applications by using the Forms report
  - Create Forward and Backward Looking Clickstreams Reports at each step
  - Focus on cross-sell opportunities
- 2X APPLICANTS: Encourage visitors to return to the website to purchase again
  - Develop a form of retention marketing
  - Focus on the post-purchase experience
  - Send segmented emails
- Investigate the differences between new and repeat visitors in marketing reports. Use a segment for new and repeat visitors to analyze what avenues are bringing those visitors to your site.
- Investigate the differences between new and repeat visitors on specific paths in the site

Consider your top five pages and use Clickstream reports to understand where the differences are between new and repeat visitors. Also, analyze Average Time on Page & Pages/Sessions metrics to understand website stickiness.

Visitor Application Funnel use case
Select and compile the data necessary to complete this reporting use case by using the Visitor Application Funnel Report.

You are responsible for the user experience for your company website. One of your goals is to ensure a quality experience when a visitor arrives on the website. You want to understand the behavior of high-value visitors to improve website design. To drive changes, you must support your recommendations with empirical data.

You decide you need to analyze a number of reports to identify opportunities to improve your site design, including the Visitor Application Funnel Report. You follow these steps to complete your analysis.

- Identify the high-level statistics by new and repeat visitors in the Visitor Application Funnel.
- Investigate traffic from specific marketing sources for each segment. For example, direct load new visitor session and all new visitor sessions.

Unpaid Marketing Channels	% of New Visitor Sessions	% of Repeat Visitor Sessions
Direct Load	22.68%	44.90%
Natural Search	21.50%	8.02%
Referring Sites	7.35%	3.59%

Paid Marketing Channels	% of New Visitor Sessions	% of Repeat Visitor Sessions
Affiliate	0.12%	0.09%
Ask	0.12%	0.06%
Email	10.30%	29.13%
Google	0.04%	0.13%
MSN	0.49%	0.46%
Overture	0.01%	0.05%

- Identify the most popular applications for new and repeat visitors by overlaying a segment onto the Page Categories report. Next, compare TruePath pathing performance and the attrition rate for each step in the application process to uncover areas for improvement.
- Create a summary with observations and next steps.

After completing your reporting exercise, you reach several conclusions.

There were far more new visitors to the website than repeat visitors during your reporting time period, but repeat visitors are more likely to complete an application on the website. New visitors are more likely to enter the website by using Natural Search. Repeat Visitors are more likely to enter the website by using Direct Load and Emails.

You plan to capitalize on Repeat Visitors by sending targeted emails to those visitors with offers and products specific to their interests based on previous actions on the website. You plan to investigate which specific natural search terms are driving new visitors and new applicants to your website to further invest and optimize this marketing channel. Finally, by using TruePath, you discover that the login page has the highest attrition rate in the application process and will work to optimize this page to improve forward progression for the path.

Demographics reports

Use Demographics reports to analyze your customers' geography, languages, and time zones.

Geography report

The Geography report shows you the geographic regions in which your website visitors are based. Digital Analytics has partnered with Quova to map the IP addresses of your visitors back to a particular city, state, and country. This allows you to see the geographical areas your website traffic is coming from by city, state, or country.

The Geography report is a standard report that is available immediately without any configuration. Locate this report by selecting **ReportsDemographicsGeography** from the left navigation pane. You can view the report data by using the following three views.

Countries View

This view displays the number of sessions that are browsing your website from specific countries.

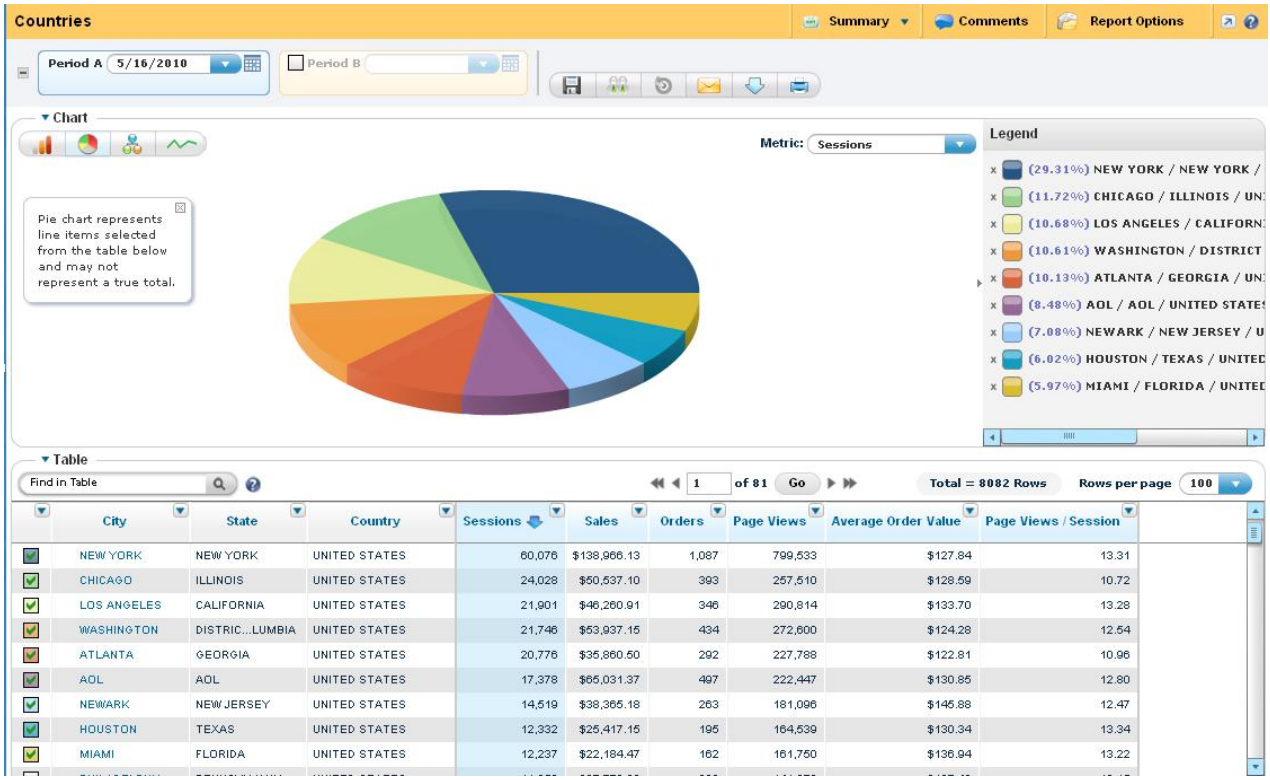
States View

This view displays the number of sessions that are browsing your website from specific states. The first two columns in this view are State and Country.

Cities View

This view displays the number of sessions that are browsing your website from specific cities. The first three columns in this view are City, State and Country.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.



Geography report: Unknown and fraudulent traffic

Geography data is based on third-party IP mapping. The data that is bucketed under Unknown is not able to be mapped to a specific geographic location based on the IP address that was received. The location

data is unknown either because the IP address is not publicly available or it is concealed, such as traffic from the AOL internet service provider.

As a special case, traffic from AOL users is classified under the term "AOL" at the state level. This classification is because of the configuration of the AOL network. It is not possible to determine the location of AOL subscribers.

You can monitor your visitor traffic for fraudulent activities. Site website activity that is coming from geographic areas that your website does not serve can be fraudulent.

Geography report: Key performance indicators
By focusing on the following key performance indicators when you analyze the Geography report, you can evaluate the geographical locations of your site activity.

Sessions
The total sessions that were initiated from the specified geographic location.

Sales
The total sales on the website that were placed during the sessions that were initiated from the specified geographic location.

Orders
The total number of orders that were placed during the sessions that were initiated from the specified geographic location.

Page Views
The number of pages that were viewed during the sessions that were initiated from the specified geographic location.

Page Views/Session
The average number of pages that were viewed during the sessions that were initiated from the specified geographic location.

Examples: Geography report
Use the Geography report to analyze customer activity and behavior by region.

Monitoring Seasonal Behavior: Determine the effectiveness of seasonal keywords and content offerings. Seasonal terms might have direct regional correlations (perhaps weather or holiday specific) that can be used in optimizing online landing pages for specific website content. Use the Geography report with Segments to set these criteria. This will help you to isolate these very specific customer needs and maximize the gain. Apply your Geographic segments to your Marketing, Page, and Product Categories reports to measure marketing, product, and page performance.

Measuring Offline Activity
Offline marketing is expensive and difficult to measure. You can use the Geography report to determine the lift in online traffic and conversions based on the geographic distribution of your promotions. This allows you to close the gap between online and offline marketing efforts.

Regional Targeting
You can measure the results of regional online marketing. Track geography based online marketing efforts to determine the effectiveness of regional targeting and overall ROI. Add another layer of targeted marketing to your online efforts by reducing spend in regions where certain marketing campaigns and promotions are less successful.

Location Optimization
Identify locations with poor conversion and high traffic. Regions with significant traffic but low conversion rates are being underserved by your website and offerings. By adjusting your website design and offerings you can address the market opportunity and increase website performance.

Location Performance
Identify locations with high conversion and poor traffic. Regions with high conversion and low traffic rates are ideally suited to your business. These locations are ripe for additional online or offline marketing to drive additional traffic and increase website performance.

Geography report use case
Use this example step-by-step outline to examine how you could select and compile the data necessary to complete this reporting use case using the Geography report.

You are a web analyst at an Internet retail company and are responsible for analyzing the performance of your company's regional marketing campaigns in Texas and California.

The following are the data results you extract from the Geography report three months after the Texas and California marketing campaigns launched.

State	Sessions	Orders	AOV	Sales
California	1,793,589	27,121	$157.41	$3,455,377.58
Texas	3,202,671	59,283	%141.90	$8,412,238.28

You draw the following conclusions based on the results from the Geography report.

Texas drove more traffic and conversion for your company website when compared to California. However, Average Order Value was higher in California when compared to Texas.

Based on this data, you create two Segments, one for Texas and one for California. You filter your Marketing reports to analyze which specific marketing channels visitors from California and Texas are arriving from. You also filter your Product Categories report to analyze which specific products visitors from California and Texas are browsing, abandoning, and buying. Finally, you filter your Page Categories to analyze the specific pages visitors from California and Texas are browsing on your website. You use this data to suggest which marketing campaigns continue to run and which specific products to promote in marketing campaigns. You also use this data to analyze and optimize landing page performance.

Languages report
The Languages report tracks the various languages that visitors use to browse your website. Use it to evaluate the need to expand the language support for your website to cater to growing visitor populations.

The Languages report is a standard report that is available immediately without any configuration. Locate this report by selecting **Reports** > **Demographics** > **Languages** from the left navigation pane. The Technical Properties tag populates data into the Languages report. Browser Language is determined by the setting on the visitors Internet Browser.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

There is functionality in the Languages report to drill down on a specific language. Use this feature to breakdown a language into variants and dialects.

Languages report: Key performance indicators
You can use the following key performance indicators to analyze the Languages report.

Sessions
The number of sessions that have a particular language selected in the Languages option of their Web browser.

% of Total Sessions
The percentage of website sessions that have a particular language selected in the Languages option of their Web browser.

Languages report use case
This is an example reporting use case and a step-by-step outline that shows how you can select and compile the data necessary to complete this reporting use case by using the Languages report.

You are a web analyst for a Spanish website. One of your goals for this year is to attract more English-speaking visitors to your website by using specific marketing campaigns. You are responsible for measuring the increase in English visitors to your website before and after the marketing campaign launch in order to measure campaign effectiveness.

The following are the data results you extracted from the Languages report before and after the English campaign launch.

	Pre	**Post**
Language	**% of total sessions**	**% of total sessions**
Spanish	95.29%	94.22%
English	2.38%	4.24%

The percentage of English visitors that were browsing your company website two months after the English campaign launch date increased by almost 44%. By using the Languages, Geographic, and Marketing Programs reports, you can measure the performance of the English marketing campaign and optimize the campaign accordingly.

Time zones report
The Time Zones report displays the top 20 time zones for visitors that browse your website. The Time Zones report data is populated by the time zone that was selected as the default on the visitor's computer. You can use the Time Zones report to ensure that all promotions reach potential customers during the appropriate regional times.

The Time Zones report is a standard report that is available immediately without any configuration. Locate this report by selecting **Reports** > **Demographics** > **Time Zones** from the left navigation pane. The Technical Properties tag populates data into the Time Zones report. Time Zones are not captured from the IP address where a computer is located, but rather the time setting on the operating system of the computer. Therefore, a user who changes the time zone of a computer will cause a different time zone to be captured by the Technical Properties tag.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

As a next step, you can review the Top Line Metrics Heat Map report to analyze the day of week and time of day that visitors come to your website and when conversion occurs on your website. This enables you to see any trends over the day or across the week, particularly where activity is highest or lowest. The data can be used to analyze optimal times to drop email campaigns. Also, this report can be used to measure the lift in traffic or conversion when a new campaign is launched.

Time zones report: Key performance indicators
Focus on the following KPIs when you analyze the Time Zones report.

Sessions
: The number of sessions that have a particular time zone selected as the default on the visitor's computer.

% of Total Sessions
: The percentage of sessions that have a particular time zone selected as the default on the visitor's computer.

Time zones report use case
This is an example reporting use case and a step-by-step outline for how you can select and compile the data necessary to complete the reporting use case using the Time Zones report.

You are a web analyst for your company's website. You are trying to figure out which day of the week and what time of day your company promotions emails should be sent out.

You pull the following report from the Time Zones report.

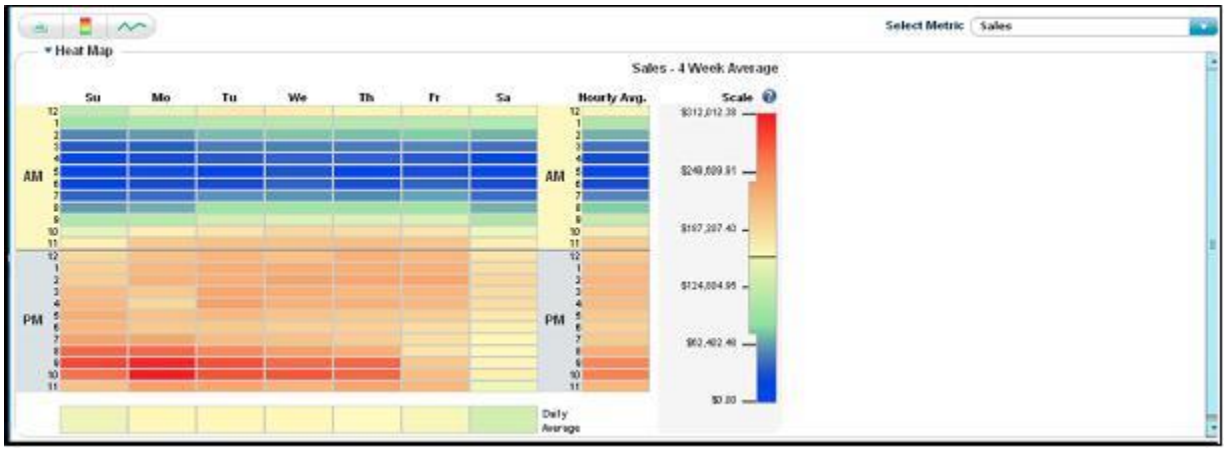
Time zone	Sessions	% of total sessions
GMT -5 (AMERICA/NY, HAVANA, MONTREAL) GMT -8 (AMERICA/LOS ANGELES, TIJUANA, VANCOUVER, PACIFIC/PITCAIRN)	9,540	31.35%
GMT -8 (AMERICA/LOS ANGELES, TIJUANA, VANCOUVER, PACIFIC/PITCAIRN)	6,347	20.86%
GMT -6 (AMERICA/CHICAGO, WINNIPEG, PACIFIC/GALAPAGOS)	4,756	15.63%
GMT (AFRICA/CASABLANCA, ATLANTIC/CANARY, EUROPE/LONDON)	3,479	11.43%
GMT +1 (AFRICA/ALGIERS, EUROPE/PARIS, ROME)	2,670	8.77%

You see that the majority of sessions on your website are coming from Eastern and Pacific Time zones.

Next, you review the Top Line Metrics Heat Map report to analyze day-of-week and time-of-day performance for traffic and conversion on your website.

The following are the Heat Map results for Total Sessions on your website.

The following are the Heat Map results for Sales on your website.



You conclude that weekday afternoons are when visitors and conversion occurs most frequently on your website. Tuesday afternoons are when the majority of users visit your website. Based on the Heat Map

and Time Zones report data, you plan to have your company send out promotional emails on Tuesday at noon Eastern Standard Time to further drive visitors and conversion on your company website.

Mobile reports

Use Mobile reports to track the devices, operating systems, and browsers used by your customers.

Mobile Devices report

The Mobile Devices report shows traffic from mobile phones, tablets, game consoles, and other mobile devices. The Mobile Devices report is available from the side navigation pane under **Mobile**.

The Mobile Device report also shows the related mobile orders and sales associated with each mobile device that visits your website. This report can be viewed by mobile device type or as a full list of all mobile devices that visited your website. This allows you to gain insight into the importance of each mobile device and mobile device type.

You can analyze the report data using the following two views.

By Type
: The By Type view shows the mobile device data by device type (mobile phone, tablet, eReader). You can drill into each type to see the individual mobile device data within each device type.

Full List
: The Full List shows all mobile devices that were used to visit your website. Unlike the By Type view, you do not have to drill down to view each mobile device.

To locate the Mobile Devices report select **Reports > Mobile > Mobile Devices** from the side navigation pane.

Select **Report Options** to change the time period, add a comparison period, specify metrics, or add a filter.

As an option, you can also view the trend for the data in the report. This allows you to view changes over time. Select this view by clicking **Report > Trend** from the Report drop-down menu.

The Mobile Devices report allows you to monitor website traffic from mobile devices. Therefore, with this report, you can look for mobile usage patterns over time. You can also monitor mobile sales patterns over time to see the impact of your mobile marketing efforts. With the Mobile Devices report, you can also compare your mobile device traffic to your overall website traffic to gain insights into your customers and their viewing trends.

Mobile Devices report: Key performance indicators

Focus on the following KPIs when you analyze data in the Mobile Devices report.

Sessions
: The number of sessions that the mobile device or device type visited your website during the selected time period.

% of Parent Group Session
: The percentage of sessions for a specific mobile device or device type as a whole of the parent group.

Orders
: The total number of orders placed.

Sales
: The value of total purchases occurring in mobile device sessions in the report date range.

Mobile Operating Systems report

The Mobile Operating Systems report shows the mobile operating systems that are used to visit your website. It is available from the side navigation pane under **Mobile**.

The Mobile Operating Systems report also shows the related mobile orders and sales associated with each mobile operating system. This allows you to monitor the number of visits to your website from the mobile operating systems and determine which mobile operating systems are most commonly used to visit your website.

The Mobile Operating Systems report includes data from the following operating systems:

- Android
- bada
- iOS
- Rimus
- SymbianOS
- WebOS
- Windows Mobile
- Windows Phone

To locate the Mobile Operating Systems report, select **Reports > Mobile > Operating Systems** from the side navigation pane.

Select **Report Options** to change the time period, add a comparison period, specify metrics, or add a filter.

As an option, you can also view the trend for the data in the report. This allows you to view changes over time. Select this view by clicking **Report > Trend** from the Report drop-down menu.

The Mobile Operating Systems report shows the operating systems that are most commonly used to visit your website. You can compare the operating system data over time to see changes in operating system use. This allows you to prioritize your technical planning to focus on the most popular operating systems. With the data from the Mobile Operating Systems report, you can also focus your time to develop and support mobile apps for the most popular operating systems that are used to visit your website.

Mobile Operating Systems report: Key performance indicators
Focus on the following KPIs when you analyze data in the Mobile Operating Systems report.

Sessions
: The number of sessions that the mobile operating system was used to visit your website during the selected time period.

% of Parent Group Session
: The percentage of sessions for a specific mobile operating system as a whole of the parent group.

Orders
: The total number of orders placed.

Sales
: The value of total purchases occurring in mobile operating system sessions in the report date range.

Mobile Browsers report
The Mobile Browsers report shows the mobile browsers that are used to visit your website. It is available from the side navigation pane under **Mobile**.

The Mobile Browsers report shows traffic from various mobile browsers. This report also shows the related mobile orders and sales associated with each mobile browser. This report allows you gain insights into which mobile browsers are most commonly used to view your website and monitor browser use trends for your website over time. This allows you to prioritize your technical planning when developing and testing your website display in mobile browsers.

The Mobile Browsers report includes data from the following browsers:

- Android
- Chrome
- Dolphin
- Firefox
- Internet Explorer
- Kindle
- NetFront
- Nokia
- Obigo
- Opera
- Polaris
- RIM
- Safari
- Silk
- UP.Browser
- WebOS

To locate the Mobile Browsers report select **Reports > Mobile > Mobile Browsers** from the side navigation pane.

Select **Report Options** to change the time period, add a comparison period, specify metrics, or add a filter.

As an option, you can also view the trend for the data in the report. This allows you to view changes over time. Select this view by clicking **Report > Trend** from the Report drop-down menu.

Mobile Browsers report: Key performance indicators
Focus on the following KPIs when you analyze data in the Mobile Browsers report.

Sessions
: The number of sessions that the mobile browser was used to visit your website during the selected time period.

% of Parent Group Session
: The percentage of sessions for a specific mobile browser as a whole of the parent group.

Orders
: The total number of orders placed.

Sales
: The value of total purchases occurring in mobile browser sessions in the report date range.

Mobile Browsers report use case
The following is a possible use case for the Mobile Browsers report.

You monitored the popularity of mobile browsers used to visit your website over the last six months. During this period, Internet Explorer was the most commonly used mobile browser by visitors to your website. As a result, your development team focused their efforts to configure the company website to display properly in the Internet Explorer mobile browser.

However, recently you noticed a shift in mobile browser use. Chrome is now the most popular mobile browser used to visit your website. Your website does not display as well on mobile devices using Chrome as it does on mobile devices using Internet Explore. You and your development team decide to shift focus to the Chrome mobile browser display of the website for mobile users.

Several months later, the website displays properly in Chrome, and Chrome continues to increase as the most popular mobile browser used to visit your website.

Mobile Stream report
The Mobile Stream report allows you to learn how customers navigate your website across different device types. The Mobile Stream report is available from the side navigation pane under **Mobile**.

Starting from the last session in your defined period, you can work backwards to view the devices used by visitors in previous sessions and the average time between sessions of each device type. This allows you to monitor and understand customer behavior. The Mobile Stream report also allows you to gain insights into the buying journey of each of your customers.

You can also identify whether customers are using mobile or nonmobile devices to access your website. You can better understand how each device type is used. For example, do your customers frequently first view your products on their mobile phone, but then make a purchase on a desktop computer?

The Mobile Stream report also gives you insight into customer behavior that can be used to determine how to best target your customers to increase sales.

To locate the Mobile Stream report select **Reports > Mobile > Mobile Stream** from the side navigation pane.

Select **Report Options** to change the time period or specify metrics. You can also filter this report to focus on the information you most interested in.

Mobile Stream report: Key performance indicators
Focus on the following KPIs when you analyze data in the Mobile Stream report.

Visitors
The number of unique registered visitors that came to your site through the device or device combination.

% First Source
The percentage of visitors for this device for whom this device was the start of their device stream.

Path Sales
The total values of purchases by visitors who passed through the specified device at the specified depth in the specified device stream. This value includes purchases made by these visitors in other devices in this path.

Mobile stream report use case
The following is a possible use case for the Mobile Stream report.

You want to better understand your customers' buying behaviors. After monitoring the mobile analytics of your website, you learn that the number of mobile visitors to your website is high, but sales from those mobile visitors remain low. You decide to use the Mobile Stream report to understand how mobile devices contribute to the sales cycle. After viewing the Mobile Stream report, you learn that many customers first visit your website through mobile devices, but then use desktops to make purchases. Therefore, you now know that it is important to make sure that product information can be easily viewed on the mobile version of your website. You can also work with your development team to make buying easier for customers using the mobile site so that they are more likely to make a purchase while initially viewing product information on their mobile devices.

System reports
Use System reports to learn about the browsers, operating systems, screen resolution, color depth, Java availablilty, Javascript version, and browser plugins your customers use.

Browsers report
The Browsers report identifies browser type and browser versions most commonly used by a session navigating to your website. Locate the Browsers report by selecting **Report** > **Systems** > **Browsers** from the left navigation pane. For each browser, a zoom/drill down option is available so that you can see a detailed report on browser versions.

Browser optimization, when executed successfully, can reduce home page and landing page departure rates and improve average session length. Conduct this analysis regularly to stay aware of the changing browser preferences for your website overall, as well as browser preferences for key customer segments. Review monthly, quarterly and yearly time ranges when analyzing data in the Browsers report.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

Data in the Browsers report is captured via the Technical Properties tag.

Browsers report: Key performance indicators
Focus on the *Sessions* and *% of Total Sessions* KPIs when analyzing data in the Browsers report.

Sessions
The number of sessions where a particular web browser was used during the reporting time period.

% of Total Sessions
Percentage of total sessions that used a particular web browser during the reporting time period

Related concepts
Browsers report use case

The following use case demonstrates a possible use of the Browsers report.

Browsers report use case
The following use case demonstrates a possible use of the Browsers report.

You are conducting a website redesign for your company's website. You review the Browsers report and discovers 90% of your sessions are browsing your company's website using Internet Explorer 9.0, Internet Explorer 10.0 and Safari 3.6. You are aware that your company's website does not load properly in the Safari 3.6 browser. Now that you are redesigning the website, you ensure that the website loads properly on all top browsers and versions provided in the Browsers report. Moving forward, you revisit the Top Browsers report on a quarterly basis to see if browsers or browser versions usage have changed among sessions coming to your company's website.

Related concepts

Browsers report: Key performance indicators
Focus on the *Sessions* and *% of Total Sessions* KPIs when analyzing data in the Browsers report.

Operating Systems
The Operating Systems report allows you to analyze which specific operating systems are used by sessions accessing your website. In addition to optimizing your website for the newest available web browsers, you should also enhance the design and layout of your website to accommodate different operating system versions. Locate the Operating Systems report by selecting **Reports** > **System** > **Operating Systems Report** from the left navigation pane.

For each operating system you can use the drill down option to expose data on operating system versions. Data in the Operating Systems report is captured via the Technical Properties tag.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

Operating System optimization can reduce home page and landing page departure rates, improve average session length and improve customer experience. Use monthly, quarterly and yearly time ranges when analyzing data in the Operating Systems report.

Operating Systems: Key performance indicators
Focus on the *Sessions* and *% of Total Sessions* KPIs when analyzing data in the Operating Systems report.

Sessions
The number of sessions where a particular operating system was used during the reporting time period.

% of Total Sessions
Percentage of total sessions that are using a particular operating system during the reporting time period.

Related concepts

Operating Systems use case
The following use case demonstrates one use of the Operating Systems report.

Operating Systems use case
The following use case demonstrates one use of the Operating Systems report.

You are conducting a website redesign for your company's website. You review the Operating Systems report and discover that twenty-five percent of sessions that access your company's website are using the Macintosh operating system. You test your company's website and find that many of the graphics and images on your website are not displayed correctly when using a Mac. You work with your development team to resolve this issue and ensure that the website graphics and images display properly for Mac users. You revisit the Operating Systems report on a quarterly basis to see if operating systems and version usage has changed among visitor sessions so that you can optimize your company's website accordingly.

Related concepts

Operating Systems: Key performance indicators
Focus on the *Sessions* and *% of Total Sessions* KPIs when analyzing data in the Operating Systems report.

Screen resolution
The Screen Resolution report allows you to analyze which specific monitor resolutions are used by session accessing your website. Knowing the screen resolution of sessions that access your website can help you make sure that important elements appear without having to scroll. Locate the Screen Resolution report by selecting **Reports** > **System** > **Screen Resolution Report** from the left navigation pane.

Site visitors sometimes overlook information that is not directly in their browser window. Identifying where the "fold" is on a page allows analysts to understand how much of a page visitors can see without scrolling. Site designers can use the data in the Screen Resolution report to ensure that important calls to action are located "above the fold" for top performing monitor resolutions, in order to reduce the risk that a visitor leaves your site. For high-value items and important calls to action, ensure that these elements are visible above the fold to a majority of website sessions. For example, a search box, an Add to Cart button, any promotional banners, and links for Customer Support, Account, and Shopping Cart.

Use the LIVEview click overlay tool in conjunction with the Screen Resolution report in order to analyze link clickthrough performance above and below the fold in order to optimize page performance. For more information about the LIVEview Click Overlay, see the Acoustic Digital Analytics User's Guide.

For each operating system, you can use the drill down option to expose data on operating system versions. Data in the Screen Resolution report is captured via the Technical Properties tag. Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

Screen Resolution: Key performance indicators
Focus on the *Sessions* and *% of Total Sessions* KPIs when analyzing data in the Screen Resolution report.

Sessions
The number of sessions where a particular monitor resolution was used during the reporting time period.

% of Total Sessions
Percentage of total sessions that are using a particular monitor resolution during the reporting time period.

Related concepts

Screen resolution use case
This use case demonstrates a way to apply the data from the Screen Resolution report.

Screen resolution use case
This use case demonstrates a way to apply the data from the Screen Resolution report.

Your goal is to optimize page layout on your company's website for major landing pages. You review the data in the Screen Resolution report and find that 15% of sessions to your company's website use 800X600 monitor resolution. You evaluate your home page and product pages for this monitor resolution.

You find that the search box on the home page is located "below the fold" when 800X600 monitor resolution is used to access your company's website. You also find that the "Add to Cart" button is below the fold on your product pages when 800X600 monitor resolution is used. You work with your development team to optimize the home page and product page layouts so that these calls to action are "above the fold" in order to increase conversion and improve customer experience for sessions coming to your website.

Related concepts

Screen Resolution: Key performance indicators

Focus on the *Sessions* and *% of Total Sessions* KPIs when analyzing data in the Screen Resolution report.

Color Depth
Color Depth optimization can reduce home page and landing page departure rates and improve average session length. Locate the Color Depth report by selecting **Reports** > **System** > **Color Depth** from the left navigation pane.

By identifying the most commonly used color palette of your customers, you can make any necessary changes to your website. Conduct this analysis on a regular basis to stay aware of the changing color depth preferences for your website. Review monthly, quarterly and yearly time ranges when analyzing data in the Browsers report.

The Color Depth report shows the top Color Palette for the time frame with the corresponding Sessions count. This allows you to better understand what depths your customers currently have enabled on their computers. Color Depth refers to the number of bits of computer memory that are used to store color information for an image (typically a bitmap) or for a device. The greater the color depth, the more colors can be stored, and this also determines how many different colors the image or device can simultaneously contain and display.

The Color Depth report allows you to create and add new views of this report under this link or to select the default view. The default view loads the top Color Depths. You can search for a particular product by entering that a portion of the product name in the **Find in Table** search box.

Use **Report Options** to change the time period, to add a compare time, to specify metrics, or to add a filter. Also, you can trend the data in this report to see changes over time by selecting **Trend** from the Report drop-down menu.

Color Depth: Key performance indicators
Focus on the following KPIs when you analyze data in the Color Depth report.

Sessions
: The total number of sessions. A session is defined by a sequence of records by a common session cookie with no more than 30 minutes (default) of inactivity between collected records.

% of Total Sessions
: The percent of the total number of Sessions that this Color Depth represents.

Color Depth use case
This use case demonstrates a way to apply the data from the Color Depth report.

Your goal is to optimize the graphics on your company's website. You review the data in the Color Depth report and find that seventy-five percent of your sessions are viewed in 16-bit color or less. You evaluate your home page and product pages for this color depth.

Your website is currently optimized for 32 bit color, so you work with your development team to optimize it for the majority of your customer base in order to increase conversion and improve customer experience for sessions coming to your website.

Java Availability
Locate the Java Availability report by selecting **Reports** > **System** > **Java Availability** from the left navigation pane.

The Java Availability report shows whether Java is enabled or disabled for the time frame with the corresponding Sessions count. This report does not have any relation to Java Script. Java Availability is evident on a website that has an embedded Java application, and if you do not have Java installed (or enabled), you will see only an empty space where the program would be displayed.

The Java Availability report allows you to create and add new views of this report under this link or to select the default view. The default view loads the number of enabled or disabled Java customers.

You can search for a particular product by entering that a portion of the product name in the **Find in Table** search box.

Select **Report Options** to change calendar information, to add calendar information for Period B as a comparison, specify metrics, add a filter, and add comparison settings. You can select **Trend** from the Report drop-down menu to see changes over time.

JavaAvailability: Key performance indicators
Focus on the following KPIs when you analyze data in the Java Availability report.

Sessions
The total number of sessions. A session is defined by a sequence of records with a common session cookie with no more than 30 minutes (default) of inactivity between collected records.

% of Total Sessions
The percent of the total number of Sessions that this report represents.

Java Availability use case
This use case demonstrates a way to apply the data from the Java Availability report.

Your goal is to create an embedded Java application on a landing page. You review the data in the Java Availability report and find that 95% of sessions to your company's website use Java.

You work with your development team to create the Java application in order to increase conversion and improve customer experience for sessions coming to your website.

JavaScript Version
The JavaScript Version report shows the version of JavaScript that is enabled on the customer's browser. This report does not have any relation to Java Availability.

The JavaScript Version report allows you to identify what percentage of sessions are currently using specific JavaScript versions.

To locate the JavaScript Version report, select **Reports** > **System** > **JavaScript Version** from the left navigation pane.

You can create and add new views of this report under this link or you can select the default view. The default view loads the top JavaScript Version being used by customers.

You can search for a particular product by entering that a portion of the product name in the **Find in Table** search box.

Use Report Options to change the time period, to add a compare time, to specify metrics, or to add a filter. Also, you can trend the data in this report to see changes over time by selecting **Trend** from the Report drop-down menu.

JavaScript Version: Key performance indicators
Focus on the following KPIs when you analyze data in the JavaScript Version report.

Sessions
The total number of sessions. A session is defined by a sequence of records with a common session cookie with no more than 30 minutes (default) of inactivity between collected records.

% of Total Sessions
The percent of the total number of Sessions that this JavaScript Version report represents.

JavaScript Version use case
This use case demonstrates a way to apply the data from the JavaScriptVersion report.

You are working with your development team to update your company's website. You view the JavaScript Version report and see that the majority of your customers are using JavaScript Version 1.8.

You work with your developers to set your internal JavaScript Version to 1.8, and the majority of your customers can view your site correctly.

Browser Plugins
The Browser Plugins report shows the browser plug-in versions your customer's browser is currently using. Use the Technical Properties tag to automatically collect the information from the first page of the visitor's session.

To locate the Browser Plugins report, select **Reports** > **System** > **Browser Plugins** from the left navigation pane.

The Browser Plugins report allows you to create and add new views or to select the default view. The default view loads the top browser plug-ins being used by customers.

You can search for a particular product by entering that a portion of the product name in the **Find in Table** search box.

Use Report Options to change the time period, to add a compare time, to specify metrics, or to add a filter. Also, you can trend the data in this report to see changes over time by selecting **Trend** from the Report drop-down menu.

Browser Plugins: Key performance indicators
Focus on the following KPIs when you analyze data in the Browser Plugins report.

Sessions
: The total number of sessions. A session is defined by a sequence of records with a common session cookie with no more than 30 minutes (default) of inactivity between collected records.

% of Total Sessions
: The percent of the total number of sessions that this Browser Plugins report represents.

Browser Plugins use case
This use case demonstrates a way to apply the data from the Browser Plugins report.

You have received reports that some customers cannot view the videos on your company's website. When you view the Browser Plugins report, you see that some customers' browsers are not using the Flash plugin.

You work with your development team to create videos in a different format, so that most customers can view your video content.

Custom reports
The following report compares your company's data with Digital Analytics data. It is optional but recommended.

Data Integrity Process (DIP)
The Data Integrity Process, or DIP, compares a CSV file that contains customer orders for one day to the orders that are tracked by the Digital Analytics system during the same time frame. DIP then determines if the orders tracked by Digital Analytics match the actual customer orders placed. Digital Analytics reports the results to the DIP report in the application.

Although optional, Digital Analytics suggests participation in the DIP process because it provides a continuous monitoring process and provides confidence in the resulting report accuracy. Order data discontinuities are common, such as disabled cookies, slow customer connections, premature click-offs and privacy opt-outs, but the Core Data Platform is considered to be statistically correct if DIP analysis falls within 90-100 percent.

To locate the DIP Summary report, **Reports** > **Custom Reports** > **DIP Summary** from the left navigation pane.

The DIP Summary report allows you to create and add new views of this report under this link or select the default view. The default view loads the most recent date of the DIP Summary.

You can search for a particular date by entering that date in the **Find in Table** search box.

Use Report Options to change the time period, add a compare time, specify metrics, or add a filter. Also, you can trend the data in this report to see the changes over time by selecting **Trend** from the Report drop-down menu.

DIP: Key performance indicators
The following are KPIs to focus on when you analyze data in the DIP report:

DB Orders
The number of Orders that are recorded in Digital Analytics for the specified time period.

DB Items
The number of Items that are recorded in Digital Analytics for the specified time period.

% Orders
The percent of Orders that are recorded in Digital Analytics compared to what is sent in your DIP Files.

% Items
The percent of Orders that are recorded in Digital Analytics compared to what is sent in your DIP Files

Client Orders
The number of Orders that are recorded in your DIP Files.

Client Items
The number of Items that are recorded in your DIP Files.

Client Revenue
Amount of Revenue that is recorded in your DIP Files.

# of Orders Not In DB
The number of Orders in your DIP Files that are not in the Digital Analytics Database

# of Orders Not in CSV
The number of Orders in your DIP Files that are not in the Digital Analytics CSV File

DIP report use case
This use case demonstrates a way to apply the data from the DIP report.

The DIP Summary is the standard report for comparing internal figures with what is reported by Digital Analytics. DIP compares data directly imported from your backend database to the data collected and used by Digital Analytics reporting. Data is imported through the upload of a DIP file, which is sent by SFTP to Digital Analytics every day.

Using Digital Analytics Legacy with other Acoustic products

You can send event-triggered emails and use data from Digital Analytics Legacy in other Acoustic products.

Sending emails when a customer triggers an event

You can use Campaign, an Acoustic company, to send a customer an email when the customer triggers an event. Events are customer actions, such as a page view or a cart abandonment.

About this task

In order to use this feature, you must have an account with Campaign.

Procedure

Contact Acoustic Support for integration assistance.

Combining Acoustic Digital Analytics Legacy report segments with offline profile data in Acoustic Campaign

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

Acoustic Campaign users can select report segments from Digital Analytics Legacy and target them in marketing campaigns.

Using an integrated system provides the following benefits:

- Web analysts can quickly follow up on trends by defining segments to be targeted in Acoustic Campaign.

- Campaign managers can align their campaign tactics with requests from marketing staff.
- Business marketers can track and follow up on campaign tactics by measuring success and ROI of cross-channel campaigns.

Sharing report segments with Acoustic Campaign

When Digital Analytics is integrated Acoustic Acoustic Campaign, you can make your Digital Analytics report segments available for use in Acoustic Campaign.

About this task

Notes:

- This option is available only if you have access to Acoustic Digital Analytics Export. If you do not have access to Export, the **Broadcast** icon is unavailable.
- Segments that are created in Digital Analytics cannot be edited in Export.
- Segments available to export to Acoustic Campaign cannot be deleted, unless first removed from Acoustic Campaign in Export.

Procedure

1. Click **Manage** > **Report Options** > **Report Segments** in the side navigation pane.
2. Click the check boxes next to the report segments you want to share with Acoustic Acoustic Campaign.
3. Click the **Broadcast** icon ( ) to export the selected segments to Acoustic Acoustic Campaign.

   Export opens, and the selected segment is displayed on the Acoustic Campaign Segment form. For more information, see the *Acoustic Digital Analytics Export User Guide*.

Administering

Acoustic Digital Analytics administrators can use the Admin console to administer users, groups, sites, and attributes in Digital Analytics environments.

Viewing client ID settings

Access the **Client Settings Summary** page to see administrative settings for the client ID.

Procedure

1. Log in to Acoustic Digital Analytics using the appropriate client ID.
2. In the title bar, click **Admin**.
3. In the Admin side navigation pane, click **Client Settings Summary**.

   The page lists the following settings:

Setting	Description
Benchmark settings	Vertical and subvertical types that were assigned when the client ID was provisioned.
Currency	Currency type that is used for reporting monetary values.
Time Zone	Time zone that is used for reporting visitor activity.
Session Timeout	Maximum amount of time that a visitor session can be inactive before timing out.
Page Data Rolloff	Number of days that page data persists before rolling off. Report date ranges can span this number of days.

Setting	Description
Report Segment settings	The following settings apply to both persistent and time-bound report segments: • Event Element Criteria Max Days - Maximum number of historical days that Conversion Event and Element criteria can be used in a segment. • Max Reports Per Segment - Maximum number of reports to which a segment can be applied.
Persistent Key Segment settings	• Limit - The total number of persistent report segments that can be created for the client ID. • Used - The number of persistent segments that are currently in use. • Max Days - The maximum number of days for which a persistent segment can be applied.
Time Bound Key Segment settings	• Limit - The total number of time-bound (one-time) report segments that can be created for the client ID. • Used - The number of time-bound segments that are currently in use. • Max Days - The maximum number of days for which a time-bound segment can be applied. • Max Days Back for Time Period Start - The maximum number of days in the past that a time-bound segment date range can begin. For example, if this value is 93, the start date must be within the last 93 days.
Fiscal Calendar	Start of Week - Start day of the week for the fiscal calendar that is used by the client ID.
Real Estate Page IDs	Page IDs used for real estate tracking.
Blocked IPs for Tags	Client IP address ranges excluded from data collection.
Client URLs	Website URLs associated with the client ID.

What to do next
For more information about report segments, see the *Acoustic Digital Analytics User's Guide*. For questions about the settings for a client ID, contact Acoustic Digital Analytics customer support.

My Account

The **My Account** area allows users to update their name, title, department, and contact information.

Furthermore, it provides a means for the user to change his/her password. After making any changes, click **Save**.

Managing Users

The **Manage Users** section allows administrators to manage all of the user accounts for their organization.

For each user, administrators specify which client IDs the user can access and what user group the user belongs to in that client ID. (The user group determines what privileges the user has.)

In Digital Analytics Multisite, a user with access to the global client ID has access to all of the site client IDs and belongs to the same user group as in the global client ID.

The search box at the top of the form allows administrators to quickly narrow the view.

- To sort the columns ascending or descending, click the column headers.
- To remove a user's account, select the check boxes on the left and click **Delete Users**.
- To edit the user account, click the hyperlink in the **User Name** column.
- To download a list of user account information, click the **Download** button at the top right of the form.

You can use the Manage Users-Full List view to quickly search for the set of users with access to a particular Client ID or to find all of your administrators.

Creating a user
See the following steps to create a user, grant a user access, and assign a user to one or more groups.

About this task

Use this procedure to create a user only if you do not have Enterprise Analytics enabled.

Procedure

1. Click the **New User** button at the top of the form.
2. Complete the **New User** form. **Name**, **Email**, **User Name**, and **Password** are mandatory fields.
3. Grant login access to client IDs by selecting them from the list on the bottom of the form. If the list is long, consider using the **Search** box at the top of the table.
   a) To select all client IDs, click the Client ID check box in the header at the top of the form.
4. For each selected client ID, select a user group.
   a) To select a user group for an individual client ID, select the group from the User Group drop-down list next to the client ID.
   b) To apply a single user group for all selected client IDs, select the group from the **Apply to all selected** drop-down list, then click the **Apply** button.

      If the selected user group is not associated with one of the selected client IDs, Acoustic Digital Analytics displays an error and the client ID is cleared. You must then select the client ID and apply a user group manually using the User Group drop-down list.
5. When finished, click **Save**.

Managing Users--Full List View
Use this view to quickly find all users associated with a particular Client ID, find a list of all Administrators, or perform other similar searches.

Some users are associated with multiple Client IDs and therefore might be associated with multiple user groups, the Manage Users - Full List view offers a comprehensive list that can be sorted and searched.

Manage Groups

This section is about managing user groups.

A user group is a defined set of permission and access settings associated with one or more client IDs. You can create, edit, delete, and download user groups on the Manage Groups pages. (You assign users to groups on the Manage Users pages.)

There are two Manage Groups pages.

- Manage Groups(Full List) lists each combination of user group and client ID separately.
- Manage Groups(By Group) uses a two-level list. The first level lists user groups and the second level lists the applicable client IDs for each group.
- To view a subset of user groups, enter text in the **Search** box and select the field to search from the drop-down list.
- To sort the columns ascending or descending, click the column headers.

- To remove a user group, select the appropriate check box on the left and click **Delete Groups** at the top of the page.
- To edit a user group for one client ID, do one of the following:
  - On the Manage Groups - Full List page, click the user group name.
  - On the Manage Groups - By Groups page, expand the list of client IDs for the user group and click the client ID.
- To edit a user group across client IDs, click the group name on the Manage Groups - By Groups page. If the check box for a permission option contains a gray square, the permission is selected for the user group in some but not all of the client IDs for which the user group exists.
- To download a list of user groups, click the **Download** button at the top right of the form.

New User Group

To create a new user group:

1. Click the **New User Group** button at the top of the form.
2. Give the group a name and click the **Select** button to choose one or more Client IDs.
3. Select an access option.
   - Members of a **View-Only** group can access only Acoustic Digital Analytics and only workbooks that have been explicitly shared with the group. The only change they can make to reports in those workbooks is the date range.
   - Members of a **Standard Access** group have their access defined by the permissions options selected for the group.
4. Under **Permission options**, place a check box to the left of every function to which you want the user group to have access. The **Permission options** are not available for view-only groups.

Managing Global User Authentication

Global User Authentication uses a single sign-on authentication to allow access to Acoustic Digital Analytics from within the Marketing Software suite user without being prompted to log in.

About this task

Use this procedure to enable or disable single sign-on access for a user.

1. Enter the **Enterprise Marketing Shared Secret**. The shared secret is a password, used in the SSO process, to allow users to automatically authenticate from the Marketing Software suite into Digital Analytics.
2. Select an automatic account setting:

   Enabled

   Selecting this option allows the automatic creation of new Digital Analytics accounts from a requesting Marketing Software suite user.

   This option requires an associated **User Group** for each newly created user. By default, this user group has the following permissions:

   ```
   Web Analytics
    Dashboards > View Standard Dashboards
    Reports > Site Metrics
    Reports > Insights
   ```

   Note: An administrator can change these group permissions at any time.

   Disabled

   Selecting this option disallows the automatic creation of new Digital Analytics accounts from a requesting Marketing Software suite user. If this option is selected, to successfully navigate from Marketing Software to Digital Analytics without requiring re-authentication, an administrator must ensure that accounts on both platforms match exactly or a Digital Analytics suite user account

name has been previously specified and saved as part of the Marketing Software platform user account configuration:

- A user account of the exact same name as the Marketing Software account must exist in the Digital Analytics system. A Digital Analytics user account name must have been previously specified and saved as part of the Marketing Software user account configuration. For more information, see the Marketing Software product documentation.

3. Click **Save**. A message confirms that the shared secret string has been saved. This shared secret string must be specified in Marketing Software for the global user authentication functionality to work properly. For more information, see the Marketing Software product documentation.

Manage IP Restrictions

For greater security, you can specify which Internet Protocol (IP) addresses can access your Digital Analytics reports.

Use this procedure to manage IP restrictions.

1. Search for your desired **IP Range** in the search box at the top.
2. Click the column headers to sort the columns in ascending and descending order.
3. Click the check boxes on the left and select **Delete IP Range(s)** to remove any ranges.
4. Click the **IP Range** hyperlink to edit the range.

Create New IP Range

To create a new IP range, perform the following:

1. Click **New IP Range**.
2. Select a Client ID for which you would like to set up the IP range.
3. Choose from the following actions:
   - **Allow Access from the IP Range**: Allows only the IP range(s) specified to access your reports.
   - **Restrict Access from the IP Range**: Prevents the IP range(s) specified from accessing your reports.
4. Input the **IP Range**.
5. Click **Save**.

Manage Password Settings

Manage password strength requirements and specify a password expiration date policy in the password settings.

If you decide that current password settings are stricter than what is necessary for your business, you can adjust to a more lenient setting. The **Standard** password must be 8 characters long, but does not require any special characters. Furthermore, you can specify a **Password Expiration** policy.

Partner Connections

You can activate accounts for partners that have integrated with Digital Analytics through the Digital Analytics Report API through the **Partner Connections** area.

Note: Some partner connections require a contract with Digital Analytics. This area will offer an authentication token upon activation.

Explore Settings

With Acoustic Digital Analytics Explore and Master ID configuration, you may now self provision your Digital Analytics Explore report credits across Client IDs and user groups.

Select the **Client** from the drop down menu and click on a cell to update.

Reallocating Explore report credits by user group

You can change how your credits are distributed when one user group requires more credits and another requires fewer.

About this task

The following criteria must be considered when you reallocate credits.

- You must take credits away from one user group to reallocate to another user group.
- The reallocated credits cannot exceed the maximum that is allocated for the client ID.
- You cannot change the credits to a number lower than what is already in use.
- To avoid an error, you must to do the subtracting first.

Procedure

1. Select **Explore Allocation - By User Group** in the side navigation pane.
2. Select the client ID from the menu.

   For each user group, the table lists the number of report credits that are allocated and that are in use for each report type.
3. To subtract credits from a report type for a user group, click in the appropriate cell in the **Allocated** column and change the value.
4. To add credits from a report type for a user group, click in the appropriate cell in the **Allocated** column and change the value.

   Make sure that you are adding the credits to the correct column for the intended report type.
5. Click **Save**.

Reallocating Explore report credits by client ID

You can change how your credits are distributed when one client ID requires more credits and another requires fewer.

About this task

The following criteria must be considered when you reallocate credits.

- You must have access to the master ID and be an administrator for the client IDs that you want to work with.
- To reallocate credits between client IDs, the client ID must be listed under the master ID.
- You must take credits away from one client ID to reallocate to another client ID.
- The reallocated credits cannot exceed the maximum that is allocated for the client ID.
- You cannot change the credits to a number lower than what is already in use.
- To avoid an error, you must to do the subtracting first.

Procedure

1. Select **Explore Allocation - By Client ID** in the side navigation pane.

   For each user group, the table lists the number of report credits that are allocated and that are in use for each report type.
2. To subtract credits from a report type for a client ID, click in the appropriate cell in the **Allocated** column and change the value.
3. To add credits from a report type for a client ID, click in the appropriate cell in the **Allocated** column and change the value.

   Make sure that you are adding the credits to the correct column for the intended report type.

4. Click **Save**.

Explore Attributes

The Explore Attributes page is used to define a display name and data type.

Define the following attributes using the Digital Analytics Explore Attributes page:

- Attributes imported using a data extension or visitor registration import template
- Optional attributes passed by a tag

Imported or optional attributes without an alias are not available in Acoustic Digital Analytics Explore, Acoustic Digital Analytics Export, or Acoustic LIVEmail.

You can edit the alias for an attribute after it has been defined.

Defining an alias and data type for an attribute

You can define an alias and data type for an attribute using Acoustic Digital Analytics Import.

Before you begin

Before you can define aliases for imported attributes, you must define the corresponding import template in Acoustic Digital Analytics Import. If an import template uses a tag attribute as its primary key, the tag attribute must have an alias before you can define aliases for the attributes in the import template.

Procedure

1. Select **Explore Attributes** in the side navigation pane.
2. In the **Client** list, select a client ID.
3. Select the type of attribute from the **Select Attribute Field Type** drop-down list.

   The list items depend on the import configurations and optional tag attributes defined for the client ID. Import solutions always start with "Imported."
4. For each attribute you want to use in reports, do the following:
   a) Enter a display name (up to 50 characters) in the **Alias** field.
   b) Select a data type (Text or Number).

      The data type determines the filter and segment operators available for this attribute.
   c) (Optional) Enter comments (up to 100 characters).
5. Click **Save**

Selecting text case options for Explore attribute values

By default, Explore attribute values are normalized to uppercase. If you require case sensitivity to resolve attribute values, you can choose to store all attribute values for a client ID in the same case that they are passed in the tags.

About this task

The setting applies to all attributes for the client ID except imported attributes. Imported attributes are normalized to uppercase.

This setting also applies to the values output in the Digital Data Feed (DDF) for the client ID.

Procedure

1. Select **Explore Attributes** in the side navigation pane.
2. From the **Client** drop-down list, select a client ID.
3. From the **Client Attribute Case** drop-down list, select **Uppercase** or **As Passed**.
4. Click **Save**.

Managing Explore Live reporting

The Digital Analytics Explore Live reporting page lists all of the client IDs in your organization, their site alias names, and their Live reporting status.

If your organization has a license for the Acoustic Digital Analytics bundle, you can request enablement of Live reporting in Acoustic Digital Analytics Explore for one client site ID. To purchase additional instances of Live reporting for other client IDs, contact your account representative.

After Live reporting is enabled for a client ID, you will must contact your account representative to change this selection.

The following indicators display the status of Digital Analytics Explore Live reporting:

- **Inactive (red):** Live reporting is not enabled.
- **Pending (yellow):** Enablement is pending following an activation request.
- **Active (green):** Enabled.

Requesting activation for Explore Live reporting

You must request activation to enable Explore Live reporting for a client ID.

Procedure

1. Find the client ID in the list.

   If the list is long, you can use the Search box to filter the list.
2. Click **Activate** in the row of the client ID for which you want to request enablement of Live reporting.

   The client ID status changes from Inactive (red) to Pending (yellow).

   The activation request is submitted to Acoustic Digital Analytics support staff. When the activation is completed, you are notified by email. The activation process can take several days.

   Note: If no **Activate** buttons are displayed on the page, you reached your limit for enabling Live reporting for client IDs.

Acoustic Digital Analytics Export Settings

The **Export Settings** area enables the administrator to view, edit, and create the parameters for data exports.

These settings are used for Acoustic Digital Recommendations, Acoustic Digital Analytics Export, the Standard Data Export, Acoustic LIVEmail, and the Acoustic Digital Analytics - Websphere Commerce integration among other exports.

Manage Exports

The search box at the top of the form allows administrators to quickly narrow the view of established exports settings.

1. To sort the columns ascending or descending, click the column headers.
2. To remove export settings, select the check boxes on the left and click **Delete SFTP Targets**.
3. To edit the export setting, click the hyperlink in the **Export Target Name** column.
4. To activate a target, check the box and click **Publish**.

Create an SFTP Target

To create an SFTP target, perform the following:

1. Click **Create an SFTP Target**.
2. Select the desired **Client ID**.
3. Give the target a name.

4. Specify the **SFTP Server**, the **SFTP Port**, the **Directory Path**, the **User name**, and the **Password**.
5. Click **Save**.

Converting an FTP target to SFTP

Use this procedure to change an FTP target to use SFTP. You can use this procedure for any account other than the default Export account. This default account can be changed only by Acoustic Support.

Before you begin

You need the SFTP server name and port. You also need to determine whether your directory path, user name, and password are different for the SFTP connection.

Procedure

1. From your Acoustic Digital Analytics application, select **Admin**.
2. From the Digital Analytics Admin interface, select **Export Settings - FTP**.
3. Click the FTP target that you want to change.
4. Change the **FTP Transmission Option** to **SFTP**.
5. Change the **FTP Server** name to the name of the SFTP server.
6. Change the FTP port value to the port value of the SFTP server.
7. If necessary for the SFTP connection, change the **Directory Path**, **User Name**, and **Password**.

Enabling WebSphere Commerce segmentation

For organizations using version 6.0 or later of WebSphere Commerce, customer IDs associated with Acoustic Digital Analytics profile segments can be exported to WebSphere Commerce. These exported customer IDs can then be used in WebSphere Commerce site marketing campaigns.

To enable the WebSphere Commerce segmentation feature for an Acoustic Digital Analytics user account, your administrator must enable the WebSphere Commerce Segmentation option within profile segments for the user group to which you belong. The user group must also have the Profile Segment option enabled.

In addition, data transmission settings must be configured in Acoustic Digital Analytics.

Extra Fields

If you are using extra fields to pass data from Digital Analytics tags for use in segmentation to other Digital Analytics tools, you can name these fields.

To set up an optional field, perform the following steps:

1. Select the field type from the Select Extra Field Type drop-down. The following field types are possible:

Registration Fields	All 15 fields are supported as available criteria for use in building report segments.
	Fields 11-15 are available for use in building profile segment criteria.
Enterprise Product Static Attributes	Saved aliases for the **Enterprise Product Report Static Attributes** appear in Acoustic Digital Recommendations as available criteria for rule specification and as metrics in the Enterprise Product Report.

2. Enter the required alias for each field in the appropriate **Alias** field.
3. Select the **Data Type** for this field from the drop-down menu. The data type can be **Text** or **Number**.
4. Enter any **Comments** appropriate for the field.

5. Click **Save**.

Manage attribution settings

Use the Attribution Settings page to manage the attribution window configuration. This configuration is used by the marketing attribution reports in Digital Analytics.

You must belong to a user group with the Attribution Settings role to access this feature.

You can edit settings for the backward attribution windows and the marketing attribution reports lookback window. You cannot edit forward attribution windows.

The table lists all backward and forward attribution windows that are enabled for the Client ID selected in the **Client** field. The Same Session and Same Day Last Click attribution windows are not listed. These two standard attribution windows are deployed for all Client IDs and cannot be configured.

Note: You cannot add click attribution windows on the Attribution Settings page. If you want to enable extra attribution windows for your Client ID, contact your account representative.

Any changes you make on the Attribution Settings page are applied only to reports going forward.

Managing attribution settings

You can manage the attribution settings for a Client ID on the attribution settings page.

Procedure

1. Select the Client ID you want to configure from the list at the top of the page.
2. Make any necessary changes to the attribution window settings:
   - **Duration (Days)**. Enter any number of days from 1 - 120.
   - **Logic**. Select first, average, or last.

     A Custom option is also available for Client IDs that have a custom window configured by Acoustic Digital Analytics Operations personnel. Attribution windows that use Custom logic cannot be edited using the Attribution Settings page.

   Note: Each attribution window configuration must be unique to avoid duplicate metrics. If your edits result in a duplicate configuration, Digital Analytics displays an error.
3. Edit the **Marketing Attribution Reports Lookback Window**, if necessary.

   Enter any number of days from 1 - 120. The default is 30 days.

   Note: If the reporting window spans a change in the lookback window, the latest value is used.
4. When you are finished, click **Save**.

Session traffic blocking rules in Acoustic Digital Analytics Legacy

To ensure the integrity and accuracy of session traffic data, Acoustic Digital Analytics Legacy filters traffic from internet robots, other non-human user agents, and selected IP address ranges from session traffic data.

In addition to the standard blocking rules, you can also deploy the following options:

- ABC Spiders & Robots service
- Custom blocking rules for user-agent strings

Blocking rules are implemented at the client ID and global levels. By default, every client ID uses its own rules and the rules of the global client ID. A client ID can also subscribe to the blocking rules of other client IDs.

ABC Spiders & Robots service

The Audit Bureau of Circulations (ABC) Spiders & Robots service uses the International IAB/ABC Spiders & Robots List to filter session traffic. This service can be deployed for a client ID to augment the blocking rules in Acoustic Digital Analytics. The list is updated monthly.

For more information about the service, contact ABC (http://abc.org.uk/). To implement this service for a client ID, contact Acoustic Digital Analytics Customer Support (`http://support.coremetrics.com/`).

Custom blocking rules

You can define custom blocking rules to exclude specified user-agent strings from session traffic. Match criteria can be defined to block user-agent strings that contain, equal, start with, or end with a specified value. Matching can be case-sensitive or case-insensitive.

To deploy custom session blocking rules for a client ID, contact Acoustic Digital Analytics Customer Support (`http://support.coremetrics.com/`).

Implementing

Acoustic Digital Analytics includes tools and features for implementing and testing tagging for your websites.

Tagging implementation guide

Use the information in this section to implement collection of Acoustic Digital Analytics image request tags from devices that support JavaScript and/or standard browser cookies.

Introduction

This document provides detailed instructions and best practices supporting implementation of Acoustic Digital Analytics tagging. It includes both a business level description of implementation requirements useful for Acoustic Digital Analytics stakeholders in your organization, as well as technical documentation for reference by developers.

The Implementation Guide should be used in conjunction with any other documentation provided by Acoustic Digital Analytics. Contact Acoustic Support with any additional questions regarding Acoustic Digital Analytics implementation.

A link to Acoustic documentation supporting Acoustic Digital Analytics tag integration with WebSphere Commerce can be found in Appendix J.

1.1 Tracking Technology

Acoustic Digital Analytics uses JavaScript function calls, or 'tags', to collect user data from client sites.

Acoustic Digital Analytics collects data at the client browser level. Data is captured when a 'tagged' site page is rendered by the visitor's browser. JavaScript function calls, or 'tags', are executed as the requested page renders in the visitor browser, creating standard http GET image requests appended with query string parameter 'name=value' pairs obtained from the 'tag' parameter data strings. The requests are sent to Acoustic Digital Analytics data collection servers where the appended name=value pairs are extracted and loaded into your analytics data warehouse for subsequent reporting as actionable metrics.

The data parameters in the 'tag' function calls communicate information about pages, products and visitor activities, such as carting or selecting specific products, completing purchases, registering or logging on, interacting with specific page elements, etc.

JavaScript tags function call format example:

```
<script type="text/JavaScript"> cmTagName(<parameter_1>,<parameter 2>,
<parameter 3>, etc); </script>
```

The image request received by Acoustic Digital Analytics data acquisition servers is parsed to extract the visitor data from the name=value query string parameter pairs, loaded into the analytics data warehouse, and a 1 x 1 pixel GIF file is returned to the requesting browser. The data collection image request are made in memory, rather than written directly onto the page, preventing response 'images' from visibly rendering on the page. The image request is asynchronous with the page load and cannot interrupt page load or visitor experience. In the unlikely event that the request cannot reach the Acoustic Digital

Analytics data collection servers or the request response pixel is not received by the requesting browser, the page continues to render: site functionality and visitor experience are unaffected.

1.2 Cookies

In order to facilitate tracking of session and visitor activities, Acoustic Digital Analytics makes use of 'Session' cookies and 'Visitor' cookies.

- **Session Cookie:** The 'Session' cookie exists only for the lifetime of the current browser session. The Session cookie exists from the point at which the first tag is received from the website until 1) the visitor closes all browser windows for the browser in question or 2) more than 30 minutes pass without receiving a data collection tag from the browser session. One or more 'sessions' might be associated with a 'visitor'.
- **Visitor Cookie:** The 'Visitor' cookie persists after the visitor closes all browser windows. The 'Visitor' cookie contains a cookie ID referenced by Acoustic Digital Analytics to identify a visitor returning to the site across multiple 'sessions'.

In addition to the 'Visitor' and 'Session' cookies, several additional session-based cookies might be set depending on your specific implementation and Acoustic Digital Analytics version. Certain optional Acoustic Digital Analytics applications might set additional session cookies (Acoustic Content Recommendations, Acoustic AdTarget and others). See "6.3 Client-managed first-party cookie migration" on page 201 for more details.

1.3 Secure protocols

Acoustic Digital Analytics can make image requests in either HTTP or HTTPS protocols. If the page on which the image request is being made is a secure page using the HTTPS protocol, the image request is made through HTTPS.

A subset of tag types defaults to HTTPS to ensure secure transmission of the data: Registration and Order tag. For cases where the browser does not provide a `location.protocol` value and secure transmission of all tag requests is required, use the `cm_SecureLoad` setting. Setting `cm_SecureLoad=true` causes all Digital Analytics tag requests to use https protocol.

The `cm_SecureLoad` variable should be set prior to your `cmSetClientID` call. This variable can be set by calling `cmSetupOther(...)`:

```
cmSetupOther({"cm_SecureLoad":true});
cmSetClientID("99999999",true,"data.coremetrics.com","site.com");
```

1.4 Service Domains

For full Digital Analytics Legacy functionality, you must allow a number of domains to have inbound and outbound access to your corporate network. In addition, browsers used by development, QA and other internal network teams should allow JavaScript execution and cookies set by the domains on this list.

To ensure that Acoustic Digital Analytics tools, reporting, and data collection function correctly within your internal corporate network, allow the following domains inbound and outbound access to your network.

- testdata.coremetrics.com
- test.coremetrics.com
- data.coremetrics.com
- welcome.coremetrics.com
- itt.coremetrics.com
- tmscdn.coremetrics.com
- Any Acoustic Managed data collection domains in use (also see "First Party Data Collection" on page 197).

Europe Data Center service domains:

- data.de.coremetrics.com

- testdata.de.coremetrics.com
- welcome.de.coremetrics.com
- ftp.de.coremetrics.com

Acoustic Digital Analytics might change the IP's associated with these domains without notice, so it is not possible to reliably allow access to these domains by IP.

1.5 Multibyte Characters

To avoid '?' and '#' characters in reporting, collect only single byte characters in your implementation.

Multibyte characters collected in tag data sent to a singlebyte Acoustic Digital Analytics Client ID appear in reporting as '?' and '#' characters. This commonly occurs when multibyte Trademark (tm) or Registration symbols are included in otherwise singlebyte data. Other symbols such as '-' (dash) have multibyte and singlebyte versions. Where possible, collect the single byte version of these characters in your singlebyte Client ID implementation. Contact your Acoustic Digital Analytics Account Team or Sales Representative to discuss changes in data storage settings (singlebyte vs. multibyte). For multibyte enabled Client IDs, all tag parameter 'Length' limits specified in section 2.5.* are for total characters (not total bytes).

1.6 Client URL List

A 'Client URL' is a fully qualified hostname serving pages sending production tag data to Acoustic Digital Analytics or Acoustic Multisite.

Example: "www.acoustic.com". The hostname value of a given web page can be found in the `window.location.hostname` property. Hosts which will not serve pages sending tag data to Acoustic Digital Analytics or Multisite production IDs, such as test site domains or vanity URL hosts, should not be included in the Client URL List. The 'Client URL List' functions only for Acoustic Digital Analytics or Multisite production IDs and is not used for test IDs.

The Client URL List performs two functions.

- **Reverse Blacklist**. This feature prevents loading and reporting of production tag data sent from a given hostname (domain) to the wrong Client ID or Multisite ID. The 'Reverse Blacklist' functions in this way: If a hostname is found in the 'Client URL List' of a Client ID receiving tag data from that hostname, the received tag data will be unconditionally accepted, loaded and reported. If a hostname sending tag data is not found in the 'Client URL List' of the receiving Client ID, but is found in the Client URL List of any other active production Client ID, the tag data will be rejected from loading and not reported in the receiving Client ID. This rejected tag data is considered lost and cannot be recovered.
- **Marketing Channel Attribution**. This feature prevents your own site domains from appearing in the Marketing / Referring Sites reporting due to normal and expected data collection session inactivity timeouts occurring between individual tags (see Appendix G for more information about session inactivity timeouts). If a hostname is found in the 'Client URL List' of a Client ID, that hostname and session will never appear in the Marketing / Referring Sites report or Marketing Channels / 'Referring Sites Activity' metric for that Client ID. That session will instead by attributed to the 'Direct Load' channel and appear in the Marketing Channels / 'Direct Load Activity' metric.

It is important that the 'Client URL List' for a given ID always includes the complete list of fully qualified hostname values sending data to that Client ID. When planning to send data from a new hostname to a Client ID which was not originally provisioned to receive data from that hostname, the new hostname should be added to the 'Client URL List' for that ID prior to the start of data collection. Customers using Digital Analytics (9-series ID) should contact Acoustic Support to request addition of new hostnames to the Client URL list of an existing Client ID. Multisite customers (5-series ID) can add, edit or remove hostnames for each active Site Alias through the Global ID 'Admin' module / Manage Sites / Active Sites UI. Currently active Multisite 'Client URL List' hostnames will be listed under the 'Site Domains' column of the 'Site Alias Configuration Settings' screen for that Site Alias.

2.1 Acoustic Digital Analytics JavaScript Libraries

2.1.1 Library File Placement
Acoustic Digital Analytics provides a single library file to support the tagging of your site: eluminate.js. This Acoustic Digital Analytics-hosted file provides JavaScript code defining a set of functions which can be called with appropriate parameter data to send data collection image requests to Acoustic Digital Analytics. This file must be included in all pages implementing Acoustic Digital Analytics.

Legacy Notes:

1. Acoustic Digital Analytics began offering a single combined Acoustic Digital Analytics-hosted library file in April 2010 (//libs.coremetrics.com/eluminate.js). Implementations completed prior to this date might be using separate and locally hosted 'eluminate.js' and 'cmdatatagutils.js' library files.
2. Clients using non-hosted libraries should continue to include libraries in the page <body> section until upgrade to the Acoustic Digital Analytics-hosted library (version "4.7.5H" or later). Contact Acoustic Support to upgrade.

eluminate.js

The eluminate.js file defines the core functionality of the Acoustic Digital Analytics tagging technology. This file is partially minified and obfuscated. The 'tag' function definitions are not obfuscated or minified. This file should be included in the <head></head> section of all pages requiring Acoustic Digital Analytics tracking.

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
 </script>
<script type="text/javascript">
 cmSetClientID(…);</script>
</head>
```

cmcustom.js

Your specific implementation might include customizations which override the default data collection functions or introduce new functions. This custom file, 'cmcustom.js', is delivered by Acoustic Support and is locally hosted by your organization. See the contents of this file for details on your specific customizations.

This file is included in all pages immediately after the Acoustic Digital Analytics-hosted 'eluminate.js' library include:

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
 </script>
<script type="text/javascript" src="//thesite.com/cmcustom.js"></script>
<script type="text/javascript">
 cmSetClientID(…);</script>
</head>
```

Eluminate File - Europe Data Center
The `eluminate.js` file for Europe Data Center users is found at the following location: `libs.de.coremetrics.com/eluminate.js`.

```
<script type="text/javascript"
src="//libs.de.coremetrics.com/eluminate.js">
```

2.2 Tagging your site

Depending on the method you use to identify data, you may need to declare an object in order to process data correctly.

```
-------------------------- Acoustic Digital Data Exchange ----------------------------
```

When using the 'JavaScriptObject' Method for Digital Analytics tag parameters it is necessary to declare the specified JavaScript Object in target web pages. The default JavaScript parent object for Client IDs

activated prior to July 2014 is 'webanalytics'. Client IDs activated July 2014 or later use the default JavaScript parent object 'digitalData'. Example 'digitalData' object declarations for each tag type can be found in Chapters 2.5.1 through 2.5.10 of this document (Digital Data Exchange Object Example).

When using the 'JavaScriptObject' Method for 'Unique Page Identifier' in Manage / Global Settings, the specified JavaScript object must be declared in each target web page. The 'Unique Page Identifier' is referenced by Page Group Rules when determining which Page Groups will be deployed to a given page. The default JavaScript Object for Client IDs activated prior to July 2014 is WebAnalytics.Page.PageIdentifier. The default object for Client IDs activated July 2014 or later is digitalData.pageInstanceID.

```
------------------------- Acoustic Digital Data Exchange ---------------------------
```

Acoustic Digital Analytics provides a set of data tags that you use to collect data from your site. These tags are defined in the Acoustic Digital Analytics-hosted 'eluminate.js' and/or your locally hosted `cmcustom.js` or `cmdatatagutils.js` library file.

Customization Note: Tag function definitions might vary by implementation. View the contents of your 'cmcustom.js' library file, if any, to determine what standard functions have been modified or new functions introduced to support your specific implementation. For clients hosting separate eluminate and cmdatatagutils' files, view the contents of 'cmdatatagutils' to inspect the tag definitions for your implementation.

2.2.1 Tag Functions

To collect data, the Acoustic Digital Analytics library files must be included in the page and calls made to the appropriate tag functions. Some 'tag' function calls are applicable to implementations for all business verticals. Other 'tag' function calls are used only in specific business verticals.

Tags are most commonly rendered within the HTML <body> section source, but might also be called based on in-page events. Each tag has a defined list of parameters provided at the time of function calls. These functions execute to create data collection requests, including both explicitly provided data parameters and automatically collected data such as timestamp, referring and destination URL's, etc. Tag parameter data is case insensitive: all collected data is converted to upper-case upon receipt and for display in processed report views.

The following 'tag' function calls are applicable to Acoustic Digital Analytics implementations for all business verticals:

- cmCreatePageviewTag()
- cmCreateRegistrationTag()
- cmCreateElementTag()
- cmCreateConversionEventTag()

The following 'tag' function calls are applicable to Acoustic Digital Analytics implementation for sites within the Retail, Travel and Financial Services verticals:

- cmCreateProductviewTag()
- cmCreateShopAction5Tag()
- cmCreateShopAction9Tag()
- cmCreateOrderTag()

2.2.2 Tag Placement

Place calls to Acoustic Digital Analytics cmCreate... tag functions within the <body> section of the page that you are tagging.

```
<body>
...
<script type="text/javascript">
cmCreatePageviewTag("HOME PAGE","HOME");
</script>
</body>
```

If you are deploying Digital Analytics tags using Acoustic Digital Data Exchange or other tag management system that references a JSON such as digitalData = {...}, declare the JSON in the <head> section of the page that you are tagging.

```
<head>
<script type="text/javascript">
digitalData = { page:{pageInfo:{pageID:'myPageID',onsiteSearchTerm:'',
onsiteSearchResults:''}, category:{primaryCategory:''},attributes:
{exploreAttributes:'',extraFields:''}}};
</script>
</head>
```

2.2.3 Asynchronous loading of tag library

The eluminate.js tag library can be loaded asynchronously in web pages. Use the `cmTagQueue` object to ensure that all script sources are loaded and cm* function calls execute in the required order.

Example

```
<body>
<script type='text/javascript'>
var cmTagQueue = cmTagQueue || [];
cmTagQueue.push(['cmSetClientID', '99999999', false, "testdata.coremetrics.com",
"mysite.com"]);
cmTagQueue.push(['cmCreatePageviewTag','AsyncTestPageID','CategoryID']);
</script>
<script type='text/javascript'>
(function() {
 var cm = document.createElement('script');
 cm.type = 'text/javascript';
 cm.async = true;
 cm.src = ('https:' == document.location.protocol ? 'https:' : 'http:') +
 '//libs.coremetrics.com/eluminate.js';
 (document.getElementsByTagName('head')[0] ||
 document.getElementsByTagName('body')[0]).appendChild(cm);
})
();
</script>
</body>
```

Note: Digital Data Exchange head.js script source cannot be loaded when eluminate.js library and cmSetClientID(...) script blocks are loaded asynchronously. Deployment of Digital Data Exchange page groups that are assigned to the Digital Data Exchange head container is not supported when loading the eluminate tag library asynchronously.

2.3 Setting Data Collection Parameters

Acoustic Digital Analytics provides several functions allowing control of various aspects of the Acoustic Digital Analytics implementation.

In addition to the topics in this section, refer to “Ignore impression generation on a page” on page 193.

2.3.1 cmSetClientID

The cmSetClientID(...) function is required and sets values for 'Client ID', 1st Party method ('Client Managed' or 'Acoustic Managed'), 'Data Collection Domain' and 'Cookie Domain'. This function must be called on every page sending data to Acoustic Digital Analytics.

```
<head> <script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script> <script type="text/javascript">
// Client Managed First Party
cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
// Acoustic Managed First Party
cmSetClientID("99999999",false,"<dcd>.thesite.com","thesite.com");
</script> </head>
<body> ... <script type="text/javascript"> cmCreatePageviewTag("FAQ Page 1", "FAQ");
</script> </body>
```

Europe Data Centers - Data Collection Domains

The Europe Data Center uses the following production data collection domain:

```
// Client Managed First Party
cmSetClientID("99999999",true,"data.de.coremetrics.com","thesite.com");
```

Sending Data Tag Requests to Multiple Client IDs

It is possible to copy data tags to two or more Client IDs by specifying a semicolon-delimited list of ID values. The IDs specified must all be production IDs or test IDs: a mix of test and production IDs is not allowed. If sending tags from multiple sites where each site also copies tags to a dedicated 'aggregate' ID, the first ID specified in the list should be the 'aggregate' ID. The 'aggregate' ID reports data tags copied from multiple sites.

- - Example of sending tag requests from site #1 to the 'aggregate' ID and site-specific ID #1, where 99999999 is the 'aggregate' ID and 11111111 is the site-specific ID:

  ```
  cmSetClientID("99999999;11111111",true,"data.coremetrics.com","site1.com");
  ```

- ... and from site #2 to the 'aggregate' ID and site-specific ID #2 (ID 22222222):

  ```
  cmSetClientID("99999999;22222222",true,"data.coremetrics.com",
  "site2.com");
  ```

Note that copying requests to two or more ID's increases total server calls assessed by (1*the number of IDs specified). In the example above, each tag sent from the page is copied to 2 ID's, resulting in 2x total server calls assessed.

Acoustic Digital Analytics Account, Sales and Provisioning teams is able to provide specific information regarding what ID's, if any, have been contracted for 'aggregate' data collection and the Monthly Million Server Call volume contracted for each ID.

Sending Data Tag Requests to Multisite Analytics ID and Site IDs

Data is sent to an Multisite Analytics 'Site ID' by using a pipe delimiter (|) in the Client ID parameter of cmSetClientID(...).

Note: Do not use these characters in <SiteID> values: ampersand (&), pipe (|), single quote ('), or comma (,)

- Example of sending tag requests to Multisite Analytics Client ID '88888888' and a Sub-ID, where <SiteID> is the configured Multisite Analytics Sub-ID:

  ```
  cmSetClientID("88888888|<SiteID>",true,"data.coremetrics.com","site1.com");
  ```

- Example of sending tag requests to 1) a regular Client ID '99999999', 2) an Multisite Analytics Client ID '88888888' and 3) a Site ID, where <SiteID> is the configured Multisite Analytics Sub-ID:

  ```
  cmSetClientID("99999999;88888888|<SiteID>",true,"data.coremetrics.com",
  "site1.com");
  ```

It is possible to copy tag requests to multiple Multisite SiteIDs.

```
cmSetClientID("59990000|SITEID-1;59990000|SITEID-2",true,"data.coremetrics.com",
"site1.com");
```

Tag requests sent from this page generate identical reporting for both SITEID-1 and SITEID-2. At the Global ID level, each tag is reported once for each SiteID it is copied to. For example, if a `PageView` tag is sent, two total 'page views' are reported for that `page ID` in Global ID 59990000 reporting.

Note: Sending tags to more than one SiteID costs one server call per specified SiteID.

Parameter	Required	Description
Client ID	Required	Unique 8-digit Acoustic Digital Analytics-assigned account code associated with a single analytics data warehouse and reporting instance.
Data Collection Method	Required	Boolean true or false: True indicates 'Client Managed' 1st Party. False indicates 'Acoustic Managed' 1st Party or '3rd Party' as applicable.
Data Collection Domain	Required	The target domain for Acoustic Digital Analytics data collection requests. **If Data Collection Method = false:** Data Collection Domain should be set to the Acoustic Managed 1st Party data collection domain. Example: ("<1stpartydcd>.thesite.com"). **If Data Collection Method = true:** Data Collection Domain should be set to "data.coremetrics.com".
Cookie Domain	Required	The domain for Client Managed cookies. Cookie Domain should be set to the 2nd level site domain ("thesite.com") of the domain serving the tagged page(s). In cases of extra domain levels prior to the uniquely identifying site domain value, this might be a 3rd or higher level. Example: "thesite.co.uk". • If Data Collection Method = false: Acoustic Digital Analytics Visitor and Session cookies are set under the Acoustic Managed Data Collection Domain ("<1stpartydcd>.thesite.com"). Other Acoustic Digital Analytics cookies are set in the Cookie Domain. • If Data Collection Method = true: ALL Acoustic Digital Analytics cookies are set in the Cookie Domain.

2.3.2 cmSetupNormalization

Use the optional cmSetupNormalization function to remove undesired session, visitor, or user (registrant) specific query string parameters from collected tag data. You can use this function to normalize

automatically collected link click tag 'Target HREF/URL (hr)' values or to normalize page view tag 'Destination URL (ul)' and 'Referring URL (rf)' values.

```
cmSetupNormalization(blackListLinkClickquery-_-
blackListPageViewURLquery,whiteListLinkClickquery-_-
whiteListPageViewURLquery,myCustomNormalizeURL);
```

Following are the parameters for cmSetupNormalization:

Note: Null values are required for parameters you do not use.

Table 15: cmSetupNormalization parameters

Parameter	Description
blackListLinkClickquery	A comma delimited list of query string parameter values to be removed from collected link click tag 'Target HREF/URL (hr)' data. Use this parameter to implement normalization for link URLs.
whiteListLinkClickquery	A comma delimited list of query string parameter values to retain in collected link click tag 'Target HREF/URL (hr)' data. All other query string parameters are removed from the collected 'Target HREF?URL (hr)' data. Use this parameter to implement normalization for link URLs.
blackListPageViewURLquery	A comma delimited list of query string parameter values to be removed from collected Page View tag 'Destination URL (ul)' and 'Referring URL (rf)' values.
whiteListPageViewURLquery	A comma delimited list of query string parameter values to be retained in collected Page View tag 'Destination URL (ul)' and 'Referring URL (rf)' values. All other query string parameters are removed from collected 'Destination URL (ul)' and 'Referral URL (rf)' data. Example of blackListPageViewURLquery.
myCustomNormalizeURL	This is a custom function that you define and call in parameter 3 of cmSetupNormalization. Use of a custom normalization function disables the standard cmSetupNormalization parameters 1 and 2 (specify null for these parameters). The custom function must contain any code that is needed to perform link click and page view blacklist or whitelist query string parameter normalization. The purpose of this function is to enable removal of undesired session, visitor, or user-based data from collected link click URL or Page View URL values, when such values are in a form other than standard query string parameters (?query= or &query=).

Related concepts

“Normalize link URL values” on page 152
Use cmSetupNormalization to normalize link URL values.

“Normalize page URL values” on page 152
Use cmSetupNormalization to normalize page URL values.

“Normalize page and link URLs with the same function call” on page 153

You can combine link click and page view blacklists or whitelists in the same cmSetupNormalization call. However, you cannot use blacklist and whitelist parameters on the same page.

“Normalize link URL that contains non-standard string values” on page 153
Use cmSetupNormalization to normalize link or page URL values that are in a non-standard form.

Related tasks

“Viewing performance data as you browse your site” on page 248
Acoustic Digital Analytics provides a tool to view page-level and link-level performance data as you browse the pages on your website. The LIVEview Click Overlay tool overlays basic metrics, such as clicks, page views, events, conversions, and transactions, onto every page that you view.

Normalize link URL values
Use cmSetupNormalization to normalize link URL values.

When a system collects click data, the data is stored and reported for each unique URL value. If a single page or link URL value contains data, which varies by session, visitor, or user, that unique URL record can appear many times in reporting. Each affected URL record will usually have only one or a low number of clicks.

To avoid this error in reporting, you need to ensure that collected click metrics are aggregated. You can accomplish this task by using cmSetupNormalization to normalize the collected URL values, removing certain query string parameter values from the collected data.

Example of using blackListLinkClickquery

For the link:

```
<a href="/page1.html?jsessionid=12345678&val=abc&guid=x9876">page1.html?
jsessionid=12345678&val=abc&guid=x9876</a>
```

Use this tag:

```
cmSetupNormalization("jsessionid,guid",null,null);
```

Final collected Link Click 'Target HREF/URL (hr)' value:

```
"/page1.html?val=abc"
```

Example of whiteListLinkClickquery

For the link:

```
<a href="/page1.html?jsessionid=12345678&val=abc&guid=x9876">page1.html?
jsessionid=12345678&val=abc&guid=x9876</a>
```

Use this tag:

```
cmSetupNormalization(null,"val",null);
```

Final collected Link Click 'Target HREF/URL (hr)' value:

```
"/page1.html?val=abc"
```

Normalize page URL values
Use cmSetupNormalization to normalize page URL values.

Page View tags automatically collect Destination URL and Referring URL data. The collected Page View 'Page ID' value is determined by how the tags are implemented on a page.

However, page view destination URL and referring URL values are automatically extracted from window.location.href and document.referrer by the eluminate tag library. While 'Page ID' is the primary entity for reporting of Page activity in Digital Analytics, you can improve the quality of reported URL values

by using the cmSetupNormalization function to normalize the collected URL data, removing variable session, visitor, and user-related values.

Example of blackListPageViewURLquery

Destination URL: `"/destinationurl/doc.html?jsessionid=12345678&val=abc&guid=x9876&product=1234"`

Referring URL: `"/referringurl/doc.html?jsessionid=87654321&val=xyz&guid=y6789"`

Use this tag:

```
cmSetupNormalization("-_-jsessionid,guid",null,null);
```

Final collected Page View 'Destination URL' and 'Referring URL' values are:

```
"/destinationurl/doc.html?val=abc&product=1234"
```

```
"/referringurl/doc.html?val=xyz"
```

Example of whiteListPageViewURLquery

Destination URL: `"/destinationurl/doc.html?jsessionid=12345678&val=abc&guid=x9876&product=1234`

Referring URL: `"/referringurl/doc.html?jsessionid=87654321&val=xyz&guid=y6789"`

Use this tag:

```
cmSetupNormalization(null,"-_-val,product",null,null);
```

Final collected Page View 'Destination URL' and 'Referring URL' values are:

```
"/destinationurl/doc.html?val=abc&product=1234"
```

```
"/referringurl/doc.html?val=xyz"
```

Normalize page and link URLs with the same function call
You can combine link click and page view blacklists or whitelists in the same cmSetupNormalization call. However, you cannot use blacklist and whitelist parameters on the same page.

Example of configuring both blackListLinkClickquery and blackListPageViewURLquery in the same page

```
cmSetupNormalization("jsessionid,guid,krypto-_-jsessionid,guid",null,null);
```

This statement removes jsessionid=, guid=, and krypto= query string parameters from collected link click (hr) data, and remove jsessionid= and guid= query string parameters from collected Page View Destination URL (ul) and Referring URL (rf) data.

Normalize link URL that contains non-standard string values
Use cmSetupNormalization to normalize link or page URL values that are in a non-standard form.

You can also use cmSetupNormalization to remove undesired session, visitor, or user-based data from collected link click URL or Page View URL values when these values are in a form other than standard query string parameters (?query= or &query=).

Example myCustomNormalizeURL function definition

This function identifies link click tag Target/HREF URLs containing the value "userid." and removes an 18-character long value from the URL path.

```
function myCustomNormalizeURL(url, isHref) {
 var newURL = url;
 var pageURL=document.URL;
 if (isHref) {
  if (newURL.indexOf("userid.")>-1) {
   var startParm=(newURL.indexOf("userid")+6);
   var endParm=startParm+19;
   newURL=newURL.substring(0,startParm)+newURL.substring(endParm);
  }
 }
 return newURL;
}
cmSetupNormalization(null, null, myCustomNormalizeURL);
```

Example anchor link HREF/URL:

`"/path/userid.3e9gh3eff0h34da35f/path2/page.html"`

Final collected link click tag 'Target HREF/URL (hr)' value:

`"/path/userid/path2/page.html"`

2.3.3 cmCustomLinkClickHandler

An empty function in the eluminate tag library. You can redefine this function to include custom code that sends additional tags along with the link click tag that is automatically generated when visitors click HTML anchors. Your custom function code sends specific tags for specific anchors or groups of related anchors in a page, such as social media links or document download links.

To enable cmCustomLinkClickHandler, declare the following function anywhere in the page after the eluminate tag library is included.

Note:

The cmCustomLinkClickHandler works only for anchors that support automatic link click data collection. See “4.2.5 Manual Linkclick and Impression Tracking” on page 194 for more information about link click tracking.

Additional tags are that are sent with cmCustomLinkClickHandler can incur server calls. See “2.9 Server calls” on page 187 for more information.

DDX-deployed code does not share the namespace with eluminate.js tag library. Therefore, you cannot deploy cmCustomLinkClickHandler as a DDX code snippet.

```
function cmCustomLinkClickHandler(e) {
// your custom code here
}
```

Example HTML and JavaScript Code sending element tags when a user clicks a social media anchor

```
<BODY>
<script type="text/javascript">
function cmCustomLinkClickHandler(e) {
 if(e.rel == "external"){
  var cm_socialLinkid = e.id;
  cmCreateElementTag(cm_socialLinkid,"SOCIAL MEDIA");
 }
}
</script>
<ul class="social-sharing">
<li class="social-sharing_icon facebook">
<a id="footer-facebook" rel="external" href="https://www.facebook.com/acoustic">
Share:Facebook</a>
</li>
<li class="social-sharing_icon twitter">
<a id="footer-twitter" rel="external" href="//twitter.com/acoustic">Share:
Twitter</a>
```

```
</li>
<li class="social-sharing_icon instagram">
<a id="footer-instagram" rel="external" href="//instagram.com/acoustic">
Share:Instagram</a>
</li>
<li class="social-sharing_icon pinterest">
<a id="footer-pinterest" rel="external" href="//www.pinterest.com/acoustic/">
Share:Pinterest</a>
</li>
</ul>
</BODY>
```

2.3.4 cmSetupOther

Use the optional cmSetupOther function to set optional implementation parameters. If this function is not called, default settings are used for the implementation. Settings available for the cmSetupOther function are referenced in related topics within this documentation. Acoustic Support might request that specific values be set to optimize data collection or identify and correct issues with data collection.

Example of using cmSetupOther

In this example, cmSetupOther makes the following changes:

- Change the default explore attribute parameter value delimiter to "_-_".
- Disable automatic generation of all onsite marketing tracking impression tags.

```
cmSetupOther({"cm_AttributeDelimiter":"_-_","cm_TrackImpressions":""});
```

2.4 Test vs. Production Environments

Acoustic Digital Analytics provides two reporting environments: test and production. The test environment should be used while tags are in development (your development and staging environments). The production environment should be used once the tags are moved to the live production site.

2.4.1 Test System Details

To test your system, use the data collection domain, Client ID, and reporting URL below.

- **Data Collection Domain:** testdata.coremetrics.com
- **Client ID:** your 8-digit 9-series production Client ID, with first digit replaced by "6". Example: "12345678" production ID has a test ID equivalent of "62345678" For Multisite Analytics IDs: your 8-digit 5-series production Client ID, with the first digit replaced by "8" ("**8**2345678").
- **Reporting URL:** http://welcome.coremetrics.com

2.4.2 Sending Data to the Test System

In order to send data collection to the 'test' 6-series Client ID and Data Collection Domain, the cmSetClientID(...) function call on non-production pages should be modified.

These are the only supported combination of cmSetClientID(...) parameters. Use of unsupported combinations might result in no data collection or appearance of test data in production reports or production data in test reports.

- The following page is pointed to Test reporting. The first digit of the Client ID parameter is changed to "6" and Client Managed parameter set to false when sending data to test ("8" for Multisite Analytics customers). Note that specifying a "9" or "5" series production ID here results in test data appearing in production reports, regardless of which domain is specified in the 'Data Collection Domain' parameter.

  Note: The client sending tag data should accept 3rd party cookies under 'testdata.coremetrics.com'. If 3rd party cookies cannot be accepted, change Data Collection Method to true and ensure that the Cookie Domain is set to the actual test domain serving the test pages (this could even be "localhost" or "127.0.0.1").

  ```
  <head>
  <script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
  </script>
  <script type="text/javascript">
  ```

```
//• Standard 6-series Test Client ID
cmSetClientID("69999999",false,"testdata.coremetrics.com","thesite.com");

//• Standard 6-series Test Client ID - Europe Data Center
cmSetClientID("69999999",false,"testdata.de.coremetrics.com","thesite.com");

//• Multisite 8-series Test Client ID
cmSetClientID("89999999|<SiteID>",false,"testdata.coremetrics.com",
"thesite.com");

//• Multisite 8-series Test Client ID - Europe Data Center
cmSetClientID("89999999|<SiteID>",false,"testdata.de.coremetrics.com",
"thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("FAQ Page 1", "FAQ");
</script>
</body>
```

- The following page is pointed to Production reporting (Client Managed 1st Party):

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
//• Standard 9-series Production Client ID
cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");

//• Standard 9-series Production Client ID - Europe Data Center
cmSetClientID("99999999",true,"data.de.coremetrics.com","thesite.com");

//• Multisite 5-series Production Client ID
cmSetClientID("59999999|<SiteID>",true,"data.coremetrics.com","thesite.com");

//• Multisite 5-series Production Client ID - Europe Data Center
cmSetClientID("59999999|<SiteID>",true,"data.de.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("FAQ Page 1", "FAQ");
</script>
</body>
```

2.5 Data Tags

The data collection tag function definitions documented in this section apply to standard Acoustic Digital Analytics implementations using the Acoustic Digital Analytics-hosted '`eluminate.js`' library file.

Tag function definitions might vary by implementation for clients with customizations. View the contents of any locally hosted `cmdatatagutils` or `cmcustom` library file to determine if any standard functions have been modified or new functions introduced to support your specific implementation.

The following values are automatically removed from Acoustic Digital Analytics tag parameter data and cannot be collected or reported:

1. single quote (')
2. double quote (")
3. carriage return (hex 0D; regular expression \r)
4. line feed (hex 0A; regular expression \n)
5. comma (,): replaced with a space character prior to data loading and reporting
6. backslash (\): this is a standard JavaScript escape character. In order to collect and report a "\" character, two "\" must be specified in sequence ("\\"). The 2nd "\"is reported.

2.5.1 Page View Tag

The Page View tag is used to capture clickstream data as the visitor moves from page to page within the site. A Page View tag tells Acoustic Digital Analytics that someone has viewed a page uniquely identified

by the Acoustic Digital Analytics 'Page ID' collected as parameter 1. The Page View tag also captures data related to onsite keyword searches.

On search results pages, the Search Term parameter of the Page View tag should be set to the value of the term on which that search was performed. The Search Results parameter should be set to the number of results returned by the search.

Key Reports Populated:
Dashboards; Site Metrics; Marketing; Content (Page Categories, * Pages, On-Site Search); Paths; Demographics (Geography, Languages, Profile Segments); Report Segments

Digital Data Exchange Object Example:
digitalData = { page:{pageInfo:{pageID:'',onsiteSearchTerm:'', onsiteSearchResults:''},category: {primaryCategory:''},attributes: {exploreAttributes:'',extraFields:''}}};

Tagging Function

To use the Page View tag, a call is made to the `cmCreatePageviewTag(…)` function with the appropriate parameters.

Parameter	Required	Description	Length
Page ID	Required	Uniquely identifies the given 'page' in Acoustic Digital Analytics. This can be any alphanumeric string and should be set according to the agreed upon page naming conventions.	256
Category ID	Optional	Category ID for the leaf node to which this page belongs. This should match with a category ID sent in the CDF file.	256
Search Term	Optional	Onsite search term used to generate the search results page.	256
Search results	Optional	Number of results returned by the keyword search. This value should equal the total results for this search across all results pages. If the search returned no results, this value should be "0".	10
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values accessible in Explore reporting. See “Additional Tag Attributes for Explore” on page 217 for more details.	256 per value

Parameter	Required	Description	Length
Extra fields	Optional	Up to 15 "-_-" delimited 'extrafield' values accessible through optional Standard Data Export. It is possible to automatically copy the first 15 values from the first 15 Attribute String values by calling cmSetupOther ({"cmAutoCopy AttributesToExtra Fields":true}); on the page prior to tag function calls.	100 per value

Examples - Retail and Content

Here is an example of creating a Page View tag with a Page ID of "FAQ Page 1", no on site search term or results, and a Category ID of "FAQ".

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,
"data.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("FAQ Page 1", "FAQ");
</script>
</body>
```

The next example creates a Page View tag for a search results page where the search term "jeans" was used and 100 results were returned, where <N> is the specific results page browsed in a multi-page results set. The search results value should include total results across all pages.

```
<script type="text/javascript">
 cmCreatePageviewTag("Search Successful: Page <N>", "SEARCH", "jeans", "100");
</script>
</body>
```

The next example creates a Page View tag for a search results page where the search term "xyz" was used and "0" results were returned: the search term returned no results.

```
<script type="text/javascript">
 cmCreatePageviewTag("Search Unsuccessful", "SEARCH", "xyz", "0");
</script>
</body>
```

- **Example - Travel**

```
cmCreatePageviewTag("Hotels", "US:TX:Austin");
```

- **Example - Travel Search Results**

```
cmCreatePageviewTag("Search Successful>Hotels: Page 1", "HOTEL-SEARCH",
"location:austin", "14");
```

- **Example - Financial Services**

```
cmCreatePageviewTag("APPLICATION STEP 1(START):Home Equity Loan", "Consumer
Loan");
```

- **Example - Financial Services Search Results**

```
cmCreatePageviewTag("Search Successful: Page 1", "SEARCH", "home equity", "100");
```

2.5.2 Product View Tag

The Product View tag captures information about vdigitalDataiews of product detail pages. The Product View tag should be called on the lowest level detail page for products, which is typically the Product Details page. You can view example Product View tags below.

The default Product View tag populates the 'Product Views' metric for the product specified and does not populate Content reporting. A separate 'Page View' tag should be sent from the Product Detail page (see “2.6 Tagging Conventions” on page 183). If necessary, more than 1 'Product View' tag might be sent from a single page to track views of multiple related product details which can be simultaneously selected and carted in specific quantities. For example a page displays a dining set with 2 related products that can be selected in any quantity together or separately: 'chair 123' and 'table ABC'. Upon render of the page, a single 'Page View' tag and two 'Product View' tags are collected: one for 'chair 123' and the second for 'table ABC'. Note this does not apply to 'category listing' type pages which display multiple results for a 'type' or 'category' of product: these pages should be tracked with a single 'Page View' tag.

Note: Some implementations of Acoustic Digital Analytics might count the 'Product View' as a 'Page View' and additionally populate Content reporting. In this case no additional 'Page View' tag should be sent. If the Product View tag also counts as a 'Page View', the parameter 'Is Page View? (pc):"Y"' appears in the displayed tag when viewed in Acoustic Digital Analytics Tagbar (see “5.1.1 About TagBar” on page 194). Only one 'Product View' should be sent per page for these implementations. Contact Acoustic Customer Support if a change is needed in the definition of your 'Product View' tag.

Key Reports Populated:

Dashboards; Site Metrics; Products; Paths; Demographics (Profile Segments); Report Segments

Digital Data Exchange Object Example:

digitalData= {page:{pageInfo:{pageID:'',onsiteSearchTerm:'',onsiteSearchResults:''}, category: {primaryCategory:''},attributes:{exploreAttributes:'',extraFields:''}},

product:new Array()};

digitalData.product[0]={productInfo:{productID:'productID123', productName:'productName123'},category:{primaryCategory:'' ,virtualCategory:''},attributes: {exploreAttributes:''}};

digitalData.product[1]={productInfo:{productID:'productID456', productName:'productName456'},category:{primaryCategory:'', virtualCategory:''},attributes: {exploreAttributes:''}}

Tagging Function

In order to use the Product View tag, a call is made to cmCreateProductviewTag(...) function with the appropriate parameters.

Parameter	Required	Description	Length
Product ID	Required	Product ID	256
Product Name	Required	Name of the product being viewed.	256
Category ID	Optional	Category ID for the leaf node to which this product belongs. This should match with a category ID sent in the CDF file.	256
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values accessible in Explore reporting. See “Additional Tag Attributes for Explore” on page 217 for more details.	256 per attribute

Parameter	Required	Description	Length
Virtual Category (cm_vc)	Optional	This value causes all activity related to this Product ID collected with 'Product View', 'Shop Action 5' and 'Shop Action 9' tags in this session to be categorized according to the value sent, regardless of other 'Category ID' values that might be associated with this Product ID in this session. This parameter facilitates specification of default session categorization for a Product ID based on viewing of the product detail page from a specific placement link, such as a 'you might also like', 'might we suggest' or other 'Cross-Sell' type placement. In cases where multiple values are collected for the same Product ID in a given session, the last 'Virtual Category' collected in the session is used to categorize activity for that Product ID. cm_vc can also be implemented as a product detail page URL query string parameter. The specified value is automatically collected with any Product View tag(s) implemented on that page. Example: ...//site.com/product123.html? **cm_vc=cross_sell**	256

Examples - Retail and Content

Here is an example of code to create a Product View tag for a product with a Product ID of "12345", a Product Name of "Product X", and a Category ID of "CATXYZ". Note the additional 'Page View' tag collecting 'Content' metric for the page:

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("PRODUCT: Product X (12345)", "CATXYZ");
 cmCreateProductviewTag("12345", "Product X", "CATXYZ");
</script></body>
```

Example - Travel

```
cmCreatePageviewTag("TICKET: ROUTE: Los Angeles(LAX) to Bangkok(BKK)(LAX-BKK)",
"airline reservations");
 cmCreateProductviewTag("LAX-BKK", "ROUTE: Los Angeles(LAX) to Bangkok(BKK)",
"airline reservations");
```

Example - Financial Services

```
cmCreatePageviewTag("PRODUCT: APPLICATION:Home Equity Loan (12345)", "consumer
loans");
cmCreateProductviewTag("12345", "APPLICATION:Home Equity Loan", "consumer loans");
```

2.5.3 Technical properties tag

The Technical Properties tag uses JavaScript queries to collect data from the visitor's browser.

The data that is collected includes:

- JavaScript version
- Monitor resolution, width, and height
- Monitor color depth
- Time zone
- Descriptive names of all currently installed browser plugins for browsers that support this query, such as Firefox.

You can view the complete set of JavaScript-query based data collected using the Tagbar browser plugin test tool with Debug Mode enabled.

Note: The browser type and version and the OS type and version is sourced from the user agent string of the first tag request collected in a given session. This can be any type of Digital Analytics tag. A Technical Properties tag is not specifically required to collect this data.

Key Reports Populated:
Dashboards (Design Overview); Report Segments; Demographics (Languages/Time Zones); Analytics/Content/Mobile; System (Browsers/Operating Systems/Screen Resolution/Color Depth/Java Availability/JavaScript Version/Netscape Plugins)

Digital Data Exchange Object:
Technical Properties tag uses the Page View tag object.

The Technical Properties tag is automatically collected on the first page of the visitor's session. Acoustic Digital Analytics automatically converts the pageview tag found on the first page of the visitor session to a 'Technical Properties' tag, retaining the original Page ID and other tag parameters, but adding additional information about the visitors OS and browser. There is no need to manually implement a call to the Technical Properties tag function as this is handled automatically by Acoustic Digital Analytics.

- The automated technical properties feature is only available with eluminate.js version 4.1.2 or later. Prior library versions require manual execution of the Technical Properties tag and loading of a third library, techprops.js.
- A library update might be required to enable this feature if originally implemented prior to September 2007
- Contact Acoustic Support if unsure of which library version you are using.

2.5.4 Shop Action 5 Tag

The Shop Action 5 tag captures data about selected products and which products are present in a shopping cart, if any, when the cart is viewed.

When a visitor selects a product or views a shopping cart with carted products, a Shop Action 5 tag should be called for the selected product or each displayed carted product including information about the products such as Product ID, quantity, and price. In cases where a visitor can select or cart a product without actually being directed to the cart page, a single Shop Action 5 tag should be called for the product just added. For linear purchase or application processes without a 'cart', the Shop Action 5 tag should be sent when the product is 'selected'. Typically this occurs at the earliest point in time when the selected product ID, unit price, and unit quantity values are known.

Key Reports Populated:
Dashboards (Commerce Overview); Site Metrics; Products (all); Paths; Demographics (Profile Segments); Report Segments

Digital Data Exchange Object Example:

```
digitalData = {page:{pageInfo:{pageID:'CART',onsiteSearchTerm:'',onsiteSearchResults:''}, category:{primaryCategory:'CHECKOUT'}, attributes:{exploreAttributes:'',extraFields:''}},

cart:{item:new Array()}};

digitalData.cart.item[0] = {productInfo:{productID:'productID123',productName:'productName123'}, quantity:'1',price:'9.99',category:{primaryCategory:'',virtualCategory:''}, attributes:{exploreAttributes:'',extraFields:''}};

digitalData.cart.item[1] = {productInfo:{productID:'productID456',productName:'productName456'}, quantity:'1',price:'9.99',category:{primaryCategory:'',virtualCategory:''}, attributes:{exploreAttributes:'',extraFields:''}};
```

Tagging Function

In order to use the Shop Action 5 tag, a call is made to cmCreateShopAction5Tag(...). This call should be made for the product selected or for each product viewed in the cart.

In addition to these function calls, you must also make a single call to the function cmDisplayShops() at the end of the sequence of 1 or more cmCreateShopAction5(...) tags. This function evaluates the Shop Action 5 tag data and performs any needed client side aggregation of identical products. The ShopAction5 data collection image request(s) are sent only when the cmDisplayShops() function is called.

Parameter	Required	Description	Length
Product ID	Required	Product ID	256
Product Name	Required	Name of the product in the cart.	256
Quantity	Required	Quantity of this product currently selected or viewed in a cart. For Travel this is typically the # of tickets selected for a given trip or event, the # of items selected for a given rental-product, or the # or room-nights selected for booking in the hotel. For Financial Services applications this is typically "1", if only 1 quantity is applicable to a given financial product.	8
Unit price	Required	Price of each unit of the product. This value should be a decimal number and should not include a dollar sign ($). For Travel this is typically the price for a given route or event ticket, rental product, hotel room/night price, etc. For Financial Services applications this is usually "0" if no revenue value is associated with the application.	16.2
Category ID	Optional	Category ID for the leaf node to which this product belongs. This should match with a category ID sent in the CDF file.	256

Parameter	Required	Description	Length
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values accessible in Explore reporting. Shop Action 5 and 9 tags both share the same 50 attributes. See Appendix D for more details.	256 per value
Extra fields	Optional	Up to 15 "-_-" delimited 'extrafield' values accessible through optional Standard Data Export. It is possible to copy the first 15 values from the first 15 Attribute String values by calling cmSetupOther ({"cmAutoCopy AttributesToExtra Fields" :true}); on the page prior to tag function calls.	100 per value

Parameter	Required	Description	Length
Virtual Category (cm_vc)	Optional	This parameter causes all same-session and same-category product tag activity to be re-categorized during report processing using the specified Virtual Category. This is useful for scenarios where products can be selected or carted without first viewing a product detail page, such as 'Add to Bag' links in a 'Customers Also Purchased' list of recommended products. Shop Action 5 tags received with a specific Virtual Category value are treated as unique Shop Actions during deduplication processing at Acoustic servers. During report processing, Virtual Categorization for Shop Action 5 tags is applied only to other same-session Product View and Shop Action activity having identical Category ID values. Session Example: 1. Virtual Category value "ALSO PURCHASED" is collected with a Shop Action 5 tag for Product ID "123" and Category ID "ABC". 2. A second Shop Action 5 tag is collected for Product ID "123" and Category ID "XYZ". No Virtual Category value is collected with this tag. Reporting Result: The Virtual Category "ALSO PURCHASED" will be applied only to Shop Action session activity for Product ID "123" and Category ID "ABC". The Shop Action activity assigned to Category "XYZ" in the session will continue to be reported in Category "XYZ".	256

Examples

The following example shows Shop Action 5 tags being sent for a couple of products on the Cart page:

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("Cart", "CART");
 // A separate call to cmCreateShopAction5Tag should be made for each cart entry
 cmCreateShopAction5Tag("12345", "Product X", "2","5000.42","CATXYZ");
 cmCreateShopAction5Tag("67890", "Product Y", "1", "10.95", "CATABC");
 cmDisplayShops();
</script>
</body>
```

Examples - Travel: 2 hotels simultaneously selected for booking (1 and 2 rooms respectively)

```
cmCreatePageviewTag("Booking: Billing Page", "Booking");

 cmCreateShopAction5Tag("12345", "Property ABC", "1", "49.99", "US:TX:Austin");
 cmCreateShopAction5Tag("67890", "Property XYZ", "2", "65.49", "US:TX:Austin");
 cmDisplayShops();
```

Examples - Financial Services: selected application and started application process

```
cmCreatePageviewTag("APPLICATION STEP 1(START):Home Equity Loan", "consumer
loans");

 cmCreateShopAction5Tag("12345", "APPLICATION:Home Equity Loan", "1", "0",
"consumer loans");
 cmDisplayShops();
```

2.5.5 Shop Action 9 Tag

The Shop Action 9 tag captures data about what products were purchased by a customer. Like the Shop Action 5 tag, one tag should be sent for each product line item purchased. These tags should be sent on the receipt or other completion page confirming a successful order.

Shop Action 9 Tag De-duplication for Digital Analytics:

Received Shop Action 9 tags are rejected from reporting if all tag parameters are identical to a previously received Shop Action 9 tag, including Order ID. If any Shop Action 9 tag parameter value changes, the new Shop Action 9 tag will be accepted and reported again as new product purchase activity.

This is true even when the new Shop Action 9 tag Order ID parameter value already exists within the contracted data retention period for this Acoustic Digital Analytics Client ID (13 or 25 months).

Shop Action 9 Tag De-duplication for Explore and the new Digital Analytics user interface:

Rejection of duplicate Shop Action 9 tags in Explore and the new Digital Analytics user interface is identical to that for Digital Analytics, except that new Shop Action 9 tags are compared to historical Shop Action 9 tags received in the current or prior day. A New Shop Action 9 tag with data identical to another Shop Action 9 tag received more than 1 day prior to the current day will be accepted and reported as new product activity.

Key Reports Populated:

Dashboards (Commerce Overview); Site Metrics; Products; Paths; Demographics (Profile Segments); Report Segments

Digital Data Object Example:

digitalData = { page:{pageInfo:{pageID:'ORDERCONFIRMATION',onsiteSearchTerm:'', onsiteSearchResults:''},category:{primaryCategory:'CHECKOUT'}, attributes:

{exploreAttributes:'',extraFields:''}}, user:[{profile:[{profileInfo:{profileID:'REGISTRATION-ID', profileEmail:'EMAIL@EMAIL.COM',exploreAttributes:''}, address:{city:'CITY',state_province:'STATE_PROVINCE', postalcode:'POSTALCODE',country:'COUNTRY'}}]}], transaction:{transactionID:'123',total:{basePrice:'19.98',shipping:''}, profile:{profileInfo:{profileID:'REGISTRATION-ID'}, address:{city:'CITY',state_province:'STATE_PROVINCE', postalcode:'POSTALCODE'}},attributes:{exploreAttributes:'',extraFields:''},

item:new Array()};

digitalData.transaction.item[0]={productInfo:{productID:'productid123', productName:'productName123'},quantity:'1',price:'9.99', category:{primaryCategory:''},attributes:{exploreAttributes:'',extraFields:''}};

digitalData.transaction.item[1]={productInfo:{productID:'productid456', productName:'productName456'},quantity:'1',price:'9.99', category:{primaryCategory:''},attributes:{exploreAttributes:'',extraFields:''}};

Tagging Function

In order to use Shop Action 9 tags, a call is made to cmCreateShopAction9Tag(...) for each product purchased. In addition, a single call to cmDisplayShops() must be made after all calls to cmCreateShop9Tags(...) in order to actually send the data collection image request(s).

Parameter	Required	Description	Length
Product ID	Required	Product ID	256
Product Name	Required	Name of the product	256
Quantity	Required	Quantity of this product purchased. For Travel this is typically the # of tickets purchased for a given trip or event, the # of items rented for a given rental-product, or the # or room-nights booked for this hotel. For Financial Services applications this is typically "1", if only 1 quantity is applicable to a given financial product.	8
Unit price	Required	Price of each unit of the product. This value should be a decimal number and should not include a dollar sign ($). For Travel this is typically the price for a given route or event ticket, rental product, hotel room/night price, etc. For Financial Services applications this is usually "0" if no revenue value is be associated with the application upon completion.	16.2
Registration ID	Required	Registration ID for the customer who purchased the product. This should match the Registration ID field in the accompanying Order Tag.	256
Order ID	Required	Order ID for the order to which this line belongs. This should match the Order ID in the accompanying Order Tag.	64
Order subtotal	Required	Subtotal for the order to which line item belongs. This should not include Shipping and Handling or Tax and should match the Order Subtotal in the accompanying Order Tag. This value should be a decimal number and should not include a dollar sign ($). The Order Subtotal should match the sum of Quantity * Unit Price for all ShopAction9 tags (products) purchased in this order.	16.2

Parameter	Required	Description	Length
Category ID	Optional	Category ID for the leaf node to which this product belongs. This should match with a category ID sent in the CDF file.	256
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values accessible in Explore reporting. Shop Action 5 and 9 tags both share the same 50 attributes. See “Additional Tag Attributes for Explore” on page 217 for more details.	256 per value
Extra Fields	Optional	Up to 15 "-_-" delimited 'extrafield' values accessible through optional Standard Data Export. It is possible to copy the first 15 values from the first 15 Attribute String values by calling cmSetupOther ({"cmAutoCopy AttributesToExtra Fields":true}); on the page prior to tag function calls.	100 per value

Examples

Up to 15 "-_-" delimited 'extrafield' values accessible through optional Standard Data Export. It is possible to copy the first 15 values from the first 15 Attribute String values by calling cmSetupOther ({"cmAutoCopyAttributesToExtraFields":true}); on the page prior to tag function calls.

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("Order Thank You", "CART");
// A separate call to cmCreateShopAction9Tag should be made for each cart entry
 cmCreateShopAction9Tag("12345", "Product X", "2","5000.42", "cust123", "order123",
 "10011.79", "CATXYZ");
 cmCreateShopAction9Tag("67890", "Product Y", "1", "10.95", "cust123", "order123",
 "10011.79", "CATABC");
 cmDisplayShops();
 cmCreateOrderTag("order123", "10011.79", "5.95",
 "cust123", "Austin", "TX", "78727");
 cmCreateRegistrationTag("cust123", "registrant@mail.com", "Austin", "TX",
"78727", "US");
</script>
</body>
```

Examples - Travel: 2 hotels simultaneously booked (1 and 2 rooms respectively)

```
cmCreatePageviewTag("Booking: Thank You", "Booking");

 cmCreateShopAction9Tag("12345", "Property ABC", "1", "49.99", "cust123",
"booking123", "180.97", "US:TX:Austin");
 cmCreateShopAction9Tag("67890", "Property XYZ", "2", "65.49", "cust123",
"booking123", "180.97", "US:TX:Austin");
 cmDisplayShops();
```

Examples - Financial Services: application completed

```
cmCreatePageviewTag("APPLICATION STEP 5(COMPLETION):Home Equity Loan", "consumer
loans");
 cmCreateShopAction9Tag("12345", "APPLICATION:Home Equity Loan", "1", "0",
"cust123", "application123", "0", "consumer loans");
 cmDisplayShops();
```

2.5.6 Order Tag

The Order tag captures order header information such as Registration ID, order ID, order subtotal, and shipping and handling. The Order tag should be sent on the receipt page confirming order completion.

Order Tag De-duplication for Digital Analytics:

Received Order tags are rejected from Digital Analytics reporting if the Order ID parameter value already exists in the contracted data retention period for this Digital Analytics Client ID (13 or 25 months).

Order Tag De-duplication for Explore and the new Digital Analytics user interface:

Rejection of duplicate Order tags in Explore and the new Digital Analytics user interface is identical to that for Digital Analytics, except that new Order tags are compared to historical orders received in the current or prior day. A new Order tag with Order ID value identical to another Order received more than 1 day prior to the current day will be accepted and reported as new order activity.

Key Reports Populated:

All aggregate 'Sales' and 'Order' metrics outside of the Products Reporting; Demographics (Profile Segments)

Digital Data Exchange Object Example:

```
digitalData = { page:{pageInfo:{pageID:'ORDERCONFIRMATION',onsiteSearchTerm:'',
onsiteSearchResults:''},category:{primaryCategory:'CHECKOUT'},attributes:
{exploreAttributes:'',extraFields:''}}, user:[{profile:[{profileInfo:{profileID:'REGISTRATION-
ID',profileEmail:'EMAIL@EMAIL.COM', exploreAttributes:''},address:
{city:'CITY',state_province:'STATE_PROVINCE', postalcode:'POSTALCODE',country:'COUNTRY'}}]}],

transaction:{transactionID:'123',total:{basePrice:'19.98',shipping:''},
profile:{profileInfo:{profileID:'REGISTRATION-ID'},address:{city:'CITY',
state_province:'STATE_PROVINCE',postalcode:'POSTALCODE'}}, attributes:
{exploreAttributes:'',extraFields:''},

item:new Array()}};

digitalData.transaction.item[0] = {productInfo:
{productID:'productid123',productName:'productName123'}, quantity:'1',price:'9.99',category:
{primaryCategory:''}, attributes:{exploreAttributes:'',extraFields:''}};

digitalData.transaction.item[1] = {productInfo:
{productID:'productid456',productName:'productName456'}, quantity:'1',price:'9.99',category:
{primaryCategory:''}, attributes:{exploreAttributes:'',extraFields:''}};
```

Tagging Functions

In order to use the Order tag, a call is made to cmCreateOrderTag(...) function.

Parameter	Required	Description	Length
Order ID	Required	Order ID for this order. This should match the Order ID sent in the Shop 9 tags for the line items in the order.	64
Order subtotal	Required	Subtotal for this order. This should not include shipping and handling or tax and should match the Order Subtotal sent with the related Shop 9 tags for this order. This value should be a decimal number and should not include a dollar sign ($). The Order Subtotal should match the sum of Quantity * Unit Price for all ShopAction9 tags (products) purchased in this order.	16.2
Order shipping	Required	Shipping and Handling for this order. For Travel or Financial Services, this is typically "0", but might be used to track other relevant monetary data such as fees. Digital Analytics reporting references this as 'Shipping'.	16.2

Parameter	Required	Description	Length
Registration ID	Required	Registration ID for the customer who placed the order. This should match the Registration ID sent in the Shop 9 tags for the line items in the order, as well as the Registration ID sent in the Registration Tag.	256
Registrant City	Optional	City of the Billing Address for this registrant.	256
Registrant State	Optional	State of the Billing Address for this registrant.	256
Registrant postal code	Optional	Postal Code of the Billing Address for this registrant.	256
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values accessible in Explore reporting. See Appendix D for more details.	256 per value
Extra fields	Optional	Up to 15 "-_-" delimited 'extrafield' values accessible through optional Standard Data Export. It is possible to copy the first 15 values from the first 15 Attribute String values by calling cmSetupOther ({"cmAutoCopy AttributesToExtra Fields":true}); on the page prior to tag function calls.	100 per value

Examples

Here is an example of the Order tag being called on the Order Thank You Page:

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("Order Thank You", "CART", null, null);
// A separate call to cmCreateShopAction9Tag should be made for each cart entry
 cmCreateShopAction9Tag("12345", "Product X", "2","5000.42", "cust123",
 "order123", "10011.79", "CATXYZ");
 cmCreateShopAction9Tag("67890", "Product Y", "1", "10.95", "cust123",
 "order123", "10011.79", "CATABC");
 cmDisplayShops();
 cmCreateOrderTag("order123", "10011.79", "5.95", "cust123", "Austin", "TX",
78727");
 cmCreateRegistrationTag("cust123", "registrant@mail.com", "Austin", "TX",
"78727", "US");
 </script>
 </body>
```

Examples - Travel: 3 hotel rooms booked (2 hotels)

```
cmCreatePageviewTag("Booking: Thank You", "Booking");

 cmCreateShopAction9Tag("12345", "Property ABC", "1", "49.99", "cust123",
"booking123", "180.97", "Region:US:TX:Austin");
 cmCreateShopAction9Tag("67890", "Property XYZ", "2", "65.49", "cust123",
"booking123", "180.97", "Region:US:TX:Austin");
 cmDisplayShops();

 cmCreateOrderTag("booking123", "180.97", "0", "cust123", "Austin",
"TX", 78727");

cmCreateRegistrationTag("cust123", "registrant@mail.com", "Austin",
"TX", "78727", "US");
```

Examples - Financial Services: application completed

```
cmCreatePageviewTag("APPLICATION STEP 5(COMPLETION):Home Equity Loan",
"consumer loans");

 cmCreateShopAction9Tag("12345", "APPLICATION:Home Equity Loan", "1",
```

```
"0", "cust123", "application123", "0", "consumer loans");
 cmDisplayShops();

 cmCreateOrderTag("application123", "0", "0", "cust123", "Austin", "TX",
78727");

cmCreateRegistrationTag("cust123", "registrant@mail.com", "Austin", "TX",
"78727", "US");
```

2.5.7 Registration Tag

The Registration tag creates a Lifetime Visitor Experience Profile (LIVE Profile) by associating a single common Registration ID with the Acoustic Digital Analytics permanent cookie set in every browser visiting the tagged site.

The Registration tag can also collect additional demographic information, including email address, city, state/province, postal code, country and up to fifty 256-byte custom 'Attribute' parameters. This collected data can be used to generate Analytics Segments and, in Explore, Registration Module reports. Note that unlike other tag types, the Registration tag does not have a separate 'Extra Field' parameter list, although the 50 'Attribute' values will appear in the 'TagBar' plug-in display as "Extra Field 1 (rg1)" through "(rg50)".

Up to 50 distinct demographic values can be collected using the 'attribute' parameter of the registration tag. All 50 attributes are available in the Explore/Registration Module (if contracted). Attributes 1-15 are available for selection as Visitor Criteria in Analytics 'Manage/Report Options/Report Segments', and for Acoustic LIVEmail segmentation (if contracted). Before including the collected 'attributes' in a Report Segment, the attributes must first be aliased to descriptive names within the 'Admin/Extra Fields' panel.

Attributes 11-15 are additionally available for selection as 'profile' criteria within Analytics 'Reports/Demographics/Profile Segments' reporting. Attribute 50 is reserved for visitors' status with email communications. See “Registration Attribute 50” on page 219 for more information. Aliasing of these attributes to make them available for selection in the 'Enter Criteria' step must be requested through Acoustic support. See “Additional Tag Attributes for Explore” on page 217 for examples of 'attribute' parameter data collection.

The Registration tag should be sent upon any of the following events, or any other event where the visitor supplies the identified 'Registration ID' and any additional or updated demographics identified for collection.

- Order completion
- New account setup
- Account profile update
- Account login
- Submission of a newsletter subscription or other identifying form

Key Reports Populated:

Site Metrics; Dashboards (KPI); Paths (Visitor Purchase Funnel / Previous Unique Buyer Funnel); Demographics (Profile Segments); Report Segments (Visitor Criteria); Explore/Registration Module (if contracted); LIVEmail (if contracted)

cm_lm= Registration Parameter:

It is possible to generate a Registration tag automatically on marketing landing pages by specifying a 'cm_lm=<value>' query string parameter value in the marketing URL. The <value> specified in the parameter is typically the visitor email address like email@address.com, obtained in conjunction with an email marketing campaign. When you specify an email address in the cm_lm= parameter, do not URL encode the '@' character.

The typical use case for cm_lm= is in marketing links placed in a marketing email. Use of cm_lm= accelerates collection of Registrant profile information in the Digital Analytics data warehouse. This is beneficial when used with a LIVEmail deployment to accelerate the number of registration profiles available for generation of segmented LIVEmail feeds to ESPs.

cm_lm_o= Obfuscated Registration Parameter:

Use the cm_lm_o= parameter to obfuscate email addresses in the marketing URL according to a simple substitution cipher. Acoustic servers reference this cipher to de-obfuscate the collected cm_lm_o= value for use in Digital Analytics exports and reports.

Table 16: Original and obfuscated values	
Original values:	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz-_1234567890
Obfuscated values:	-P2KHd7ZG3s14WRVhqmaJe8rQUz_ gpwuTtbXLkFEB56ylfAMc0YOCjvnNSDxIo9i

For this example URL:

```
http://www.site.com/page.html?cm_lm_o=fwlf@fwlf.gBF
```

The de-obfuscated value for "fwlf@fwlf.gBF" appears in Digital Analytics exports and reports as "test@test.com".

Tagbar display of cm_lm_o= registration tags

The Registration ID and Email Address parameters in Registration tags generated by the "cm_lm_o=" URL parameter will be hidden until Tagbar 'Debug Mode' is enabled. With Debug Mode enabled, Registration ID will appear as '(cd_o)' and Email Address will appear as '(em_o)' in the Tagbar parameter list.

For example:

```
Unrecogized Parameter (em_o):"fwlf@fwlf.gBF"
```

```
Unrecogized Parameter (cd_o):"fwlf@fwlf.gBF"
```

Digital Data Exchange Object Example:

digitalData = {user:[{profile:[{profileInfo:{profileID:'REGISTRATION-ID', profileEmail:'EMAIL@EMAIL.COM',exploreAttributes:''}, address: {city:'CITY',state_province:'STATE_PROVINCE', postalcode:'POSTALCODE',country:'COUNTRY'}}]}]};

Tagging Function

In order to call a Registration tag, a call is made to the cmCreateRegistrationTag(...) function with the appropriate parameters.

Note: Clients implemented prior to May 2010 might be using a registration tag including custom parameters, or missing some of the parameters in the current //libs.coremetrics.com/eluminate.js function definition documented below. See your local 'cmdatatagutils.js' or 'cmcustom.js' file for the definition of your cmCreateRegistrationTag function.

Parameter	Required	Description	Length
Registration ID	Required	Registration ID for this registrant.	256
Registrant email	Optional	Email address for the registrant.	256
Registrant city	Optional	Registrant's City.	256
Registrant state	Optional	Registrant's State.	256
Registrant postal code	Optional	Registrant's Postal Code.	256
Registrant Country	Optional	Registrant's Country	256

Parameter	Required	Description	Length
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values representing demographic group information in Analytics and Explore Reporting. See “Additional Tag Attributes for Explore” on page 217 for more details.	256 per value

Examples

The following is an example of the Registration tag being called on the "Account Created" page.

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("Account Created", "CART");
 cmCreateRegistrationTag("cust123", "registrant@mail.com", "Austin", "TX",
"78727", "US");
</script>
</body>
```

EXAMPLE - Retail: custom demographics using the 'attribute' parameter string: a 'membership' true/false boolean and 'indoor/outdoor preference' value

```
cmCreatePageviewTag("Account Created", "CART");

 cmCreateRegistrationTag("cust123","registrant@mail.com","Austin","TX","78727",
"US","TRUE-_-OUTDOOR");
```

EXAMPLE - Travel: hotel attributes collected at time of booking: "hotel star rating-_-smoking/non-smoking-_-room type"

```
cmCreatePageviewTag("Booking: Thank You", "Booking");
 cmCreateShopAction9Tag("12345", "Property ABC", "1", "49.99", "cust123",
"booking123", "180.97", "Region:US:TX:Austin");
 cmCreateShopAction9Tag("67890", "Property XYZ", "2", "65.49", "cust123",
"booking123", "180.97", "Region:US:TX:Austin");
 cmDisplayShops();
 cmCreateOrderTag("booking123", "180.97", "0", "cust123", "Austin", "TX", 78727");

 cmCreateRegistrationTag("cust123","registrant@mail.com","Austin","TX","78727",
"US","3-_-SMOKING-_-DOUBLE");
```

EXAMPLE - Financial Services: application completed: "app-version-_-logged-in-_-pre-approval"

```
cmCreatePageviewTag("APPLICATION STEP 5(COMPLETION):Home Equity Loan",
"consumer loans");
 cmCreateShopAction9Tag("12345", "APPLICATION:Home Equity Loan", "1", "0",
"cust123", "application123", "0", "consumer loans");
 cmDisplayShops();
 cmCreateOrderTag("application123", "0", "0", "cust123", "Austin", "TX", 78727");
 cmCreateRegistrationTag("cust123","registrant@mail.com","Austin","TX","78727",
"US","VER_2B-_-AUTHENTICATED-_-YES"
```

2.5.8 Error Tag

The Error tag is no longer in use. If necessary, you can track errors using the Page View tag.

The Error Tag was deprecated in January 2010. Use the Page View tag with descriptive Page ID and Category ID parameters to track server or application error pages. Explore attributes can be used to collect additional details such as internal error codes, error message, etc.

2.5.9 Element tag

The Element tag is used to track intra-page content in Acoustic Digital Analytics. Data collected by the Element tag is used to populate values in the Element Categories and Top Viewed Elements reports.

The Element tag and its associated reports provide organizations with the flexibility to track interaction with various intra-page elements and how these elements drive objective attainment. Below are some examples of elements that could be tracked using the Element tag:

- Portlets
  - Search portlets
  - News portlets
- AJAX Detail Hovers
  - Product detail hover-overs
  - Customer review hover-overs
- Video Plays
  - Play
  - Stop
  - Rewind
  - Explore Video Reporting. Refer to "Video player tracking" on page 219.
- Dynamic Page Content
  - Price slider bars
  - Brand filter checkboxes
  - Feature selectors
  - Page or Form Error messages
- Clicks on File Downloads or 3rd Party Content or Banners
  - PDF downloads
  - 3rd Party Banners or Content

Key Report Populated:

Content (Elements); Report Segments

Digital Data Exchange Object Example:

```
digitalData = {component:[{componentInfo:{componentID:'ELEMENT-ID'}, category:
{primaryCategory:'ELEMENT-CATEGORYID'}, attributes:{exploreAttributes:''}}]};
```

Tagging Function

In order to use the Element tag, a call is made to cmCreateElementTag(...) function with the appropriate parameters.

Note: cmCreatePageElementTag and cmCreateProductElementTag were deprecated January 2010. Calls to these functions now call cmCreateElementTag(...). New implementations should call the 'cmCreateElementTag(...) directly. Contact Acoustic Support if in doubt about which function is applicable to your implementation.

Parameter	Required	Description	Length
Element ID	Required	The unique identifier or name for the Element and the value that is displayed in the Elements report. Length limit is in 'characters', which vary in byte length depending on encoding.	50
Element category	Optional	The category passed in the Element tag is used to populate the Element Categories report. Only one hierarchical level of categorization is currently supported and not related in any way to the client's Category Definition File (CDF) specification.	50
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values representing demographic group information in Analytics and Explore Reporting. See “Additional Tag Attributes for Explore” on page 217 for more details.	256 per value

Examples

Here is an example of an Element tag with an Element ID of "Vacation Planner" and with an Element Category ID of "Vacation Tools".

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreateElementTag("Vacation Planner", "Vacation Tools");
</script>
</body>
```

2.5.10 Conversion Event Tag

The Conversion Event tag is employed for tracking of general non-commerce conversion events. The Conversion Event tag is used to populate values in the Conversion Events Reports and to create Key Segments. This tag and the reports it populates enable analysis of a wide variety of site activities.

Following are some examples of events that could be tracked via the Conversion Event Tag.

Examples of Conversion Events:

- Increase site stickiness
  - Play online game
  - View account info

  - Use online calculator
  - Use trip planner
  - Use comparison tool
- Improve self-service
  - Sign up for bridal registry
  - Download help documents
  - Download form
  - Download marketing info
- Improve retention marketing
  - Register for specific newsletter
  - Sign up for Webinar
  - Add items to wish list
  - Set email alerts
- Multichannel behavior
  - Use store locator
  - Visit contact us page
  - Initiate chat session
  - Register for callback

Key Report Populated:

Events; Report Segments; Optional metric columns in Content (Page Categories and * Pages reporting, Site Promotions, Real Estate, Elements)

Digital Data Exchange Object Example:

```
digitalData = {event:[{eventInfo:{eventName:'CONVERSION-EVENT-ID',
eventAction:'1',eventPoints:'10'}, category:{primaryCategory:'CONVERSION-EVENT-CATEGORYID'},
attributes:{exploreAttributes:'',extraFields:''}}]};
```

Tagging Function

In order to use the Conversion Event tag, a call is made to cmCreateConversionEventTag (...) function with appropriate parameters.

Parameter	Required	Description	Length
Event ID	Required	A unique identifier for the type of conversion, such as "Account Creation" or "Special Registration". The value that is passed in the tag is the value that is displayed in the reports.	256

Parameter	Required	Description	Length
Action type	Required	A value of "1" or "2" depending upon whether a conversion initiation or a successful conversion completion is generated. A value of 1 should be used when an event is initiated. A value of 2 should be used when an event is successfully completed. Single-Step conversions should be represented by a value of "2".	1
Event category ID	Optional	Allows grouping of event IDs into categories. The value that is passed in the tag is the value that is displayed in reports. The Event Category ID is self-contained and not related to the Category Definition File contents (CDF).	256
Points	Optional	A point value used in establishing an arbitrary "value" for a conversion. The point value allows relative weighting of an Event's 'initiation' and 'completion'. For example, a visitor initiating a low value event might be worth 5 points, whereas a visitor completing a high value event might be worth 50 points.	16
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values accessible in Explore reporting. See “Additional Tag Attributes for Explore” on page 217 for more details.	256 per value

Parameter	Required	Description	Length
Extra fields	Optional	Up to 5 "-_-" delimited 'extrafield' values accessible through optional Standard Data Export. It is possible to copy these values from the first 5 Attribute String values by calling cmSetupOther ({"cmAutoCopy Attributes ToExtraFields":true}); on the page prior to tag function calls.	100 per value

Examples

The following example shows the Conversion Event Tag used in a 'Request More Information' lead-generation scenario of three steps displayed in a frame within a single html page.

Support information email registration

1. **(provide contact info - form loaded)** - Conversion Event Tag with Event ID = "Request More Information", Action Type = "1", Event Category ID = "Leadgen Forms", Points = "10"
2. **(provide additional contact info)** - no tag sent
3. **(form submitted and response displayed)** - Conversion Event Tag with Event ID = "Request More Information", Action Type = "2", Event Category ID = "Leadgen Forms", Points = "20"

Code (Pages 1-3):

```
<head><script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
</head>
<body>
...
<script type="text/javascript">
 cmCreatePageviewTag("Contact Us",
"Our Services");
</script>
...
--- Step 1 (provide contact info - form loaded) ----
...
 cmCreateConversionEventTag ("Request More Information","1","Leadgen Forms","10");
...
--- Step 2 (provide additional contact info) ----(No tag sent)
...
--- Step 3 (form submitted and response displayed) ----
...
 cmCreateConversionEventTag ("Request More Information","2","Leadgen Forms","20");
...
</body>
```

The following example demonstrates tracking of a single step conversion completed from the site home page. The conversion tag is collected with Action Type "2" upon successful signup: no Action Type "1" conversion tag is collected. This results in normal reporting, but without 'abandonment' calculation for this Event. No 'Points' are collected in this example.

```
--- PAGE 1 ----  HOME PAGE
...
(standard pageview tag sent when page loads)
...
--- PAGE 1 ----  NEWSLETTER SIGNUP COMPLETED - MESSAGE DISPLAYED
...
 cmCreateConversionEventTag ("Newsletter Signup","2","Newsletter");
```

```
...
```

We recommend against calling the Conversion Event tag unconditionally from high volume pages as this can incur a large number of addtional Server Call charges. See “2.9 Server calls” on page 187 for more information about 'Server Calls'.

2.5.11 Manual Page View Tag

Use the Manual Page View tag when you need manual control of collected destination and referral URL values.

Referring and destination URL are normally collected automatically when the standard Page View tag is called (from `document.referrer` and `window.location.href`, respectively). You should use the Manual Page View tag only upon specific recommendation from Acoustic Support.

Key Reports Populated:

Dashboards; Site Metrics; Marketing; Content (Page Categories, * Pages, On-Site Search); Paths; Demographics (Geography, Languages, Profile Segments); Report Segments

Tagging Function

In order to use the Page View tag, a call is made to `cmCreateManualPageviewTag` (...) function with the appropriate parameters.

Parameter	Required	Description	Length
Page ID	Required	Uniquely identifies the given 'page' in Digital Analytics. This can be any alphanumeric string and should be set according to the agreed upon page naming conventions.	256
Category ID	Optional	Category ID for the leaf node to which this page belongs. This should match with a category ID sent in the CDF file.	256
Destination URL	Required	The destination URL value.	1024
Referring URL	Optional	The referring URL value. If this is not provided and the pageview is the first in the session, the session is attributed to Digital Analytics Marketing "Direct Load" channel.	1024
Attribute string	Optional	Up to 50 "-_-" delimited 'attribute' values accessible in Explore reporting. See Appendix D for more details.	256 per value
Search term	Optional	Onsite search term used to get to the Search Results page. This should only be populated on the first Search Results page.	256
Search results	Optional	Number of results returned by the keyword search. This is typically "1". Only sent if an onsite keyword search redirects the visitor to a standard product detail page.	10
Extra fields	Optional	Up to 15 "-_-" delimited 'extrafield' values accessible through optional Standard Data Export. It is possible to copy the first 15 values from the first 15 Attribute String values by calling cmSetupOther ({"cmAutoCopy Attributes ToExtraFields":true}); on the page prior to tag function calls.	100 per value

2.5.12 Manual Link Click Tag

The Manual Link Click tag is used when the automated collection of link click data does not occur and LIVEview or Site Promotions/Real Estate reporting is desired for the affected links.

Digital Analytics testing tools, including Tag Bar/Tag Monitor and Implementation Test Tool (ITT) can assist in determining if automatic Link Click tags are generated for the links in question. See “Testing Tools” on page 194 for more information.

Automatic Link Click tag collection and the associated LIVEview plugin reporting is supported only for HTML anchor links meeting the following requirements:

- HTML anchor contains a valid non-null href= attribute
- HTML anchor is defined in the HTML prior to completion of page load.
- For example: `<a href="/path/doc.html">link</a>`

Common scenarios requiring Manual Link Click tags

- HTML Anchor tags without HREF= attributes or which otherwise use JavaScript to create navigation at time of click.
- Clicks on Flash, Java, Silverlight or other interactive application elements without HTML anchors.
- HTML Anchor tags in iframes which do not include the Digital Analytics library script blocks and a Page View tag. In these cases a Link Click will either not be collected or will be collected without the required Page ID parameter and rejected from reporting.

Link Name (nm) Parameter

The Link Name (nm) parameter of the `Link Click` tag can be collected in addition to the anchor `href= relative` value. This value determines the unique Link Click data row in combination with the collected Page ID (pi) and Target/HREF URL (hr) values. When the `Link Click` tag is generated automatically by the `eluminate.js` tag library, the 'Link Name' tag parameter value is populated if one of the following attributes is defined in the HTML anchor: `name=`, `title=`, or `id=`. If more than one attribute is defined in an HTML anchor, the following rules determine which attribute value is collected in the Link Name (nm) parameter:

- A defined `name=` attribute is used if defined anywhere in the anchor.
- A defined `title=` attribute is used if `name=` is not defined.
- A defined `id=` attribute is used only if `name=` or `title=` are not defined anywhere in the anchor.

If no `id=`, `title=` or `name=` attribute is defined in the anchor, the Link Name (nm) value is not collected. In this case only Page ID (pi) and Target/HREF URL (hr) parameters are collected.

The Acoustic LIVEview browser plug-in for Link Click graphical overlay data reporting ('annotation') attempts to match collected Link Click data rows to the correct anchor in the current page HTML based on the originally collected Page ID (pi), Target/HREF URL (hr), and Link Name (nm) value (if any). If any of these values have changed, if new `name=`, `title=`, or `id=` attributes were introduced, or if the original anchor no longer exists in the current page HTML, then the LIVEview plug-in might not be able to display the original data in the live page annotation. The originally collected Link Click data for changed or missing anchors is available in the LIVEview data download for that period (CSV and MS Excel file format options).

Key Reports Populated:

LIVEview, Content (Page Categories: Context Menu / Summary Zoom / download icon: 'Download All LIVEview Data)

Tagging Function

In order to use the Manual Link Click tag, a call is made to cmCreateManualLinkClickTag(...) function with the appropriate parameters.

Parameter	Required	Description	Length
Href	Required	Value that uniquely identifies the object clicked. For standard anchors this is the link HREF= attribute value. For other objects, a different value might be used. If the link click is implemented for purposes of Site Promotion or Real Estate reporting, a valid relative or absolute URL must be specified including cm_sp= and/or cm_re= link parameter values.	256
Link name	Optional	Determines uniqueness of the link/object in combination with Href and Page ID. This optional value also appears in column 2 of the LIVEview Content download.	256
Page ID	Optional	Only needed if it is necessary to force association of the 'click' Href with a correct Page ID value in cases where multiple, or no, Page View tags have been sent from the page prior to the click event.	256

2.5.13 Manual Impression Tag

Use the Manual Impression tag to collect marketing impressions for individual tracked Onside Marketing Links (Site Promotions or Real Estate), in cases where automatic impression tracking cannot function, or is intentionally disabled (see section 4.2).

Manual Impression tags are typically implemented in conjunction with a related Manual Link Click tag. One Impression tag is called for each related Site Promotion or Real Estate link object on a given page.

Common Use Case:

- Manual 'Link Click' tags have been implemented to track JavaScript, Ajax, Flash, Silverlight or other non-HTML/HREF link objects with Site Promotions and/or Real Estate parameters: equivalent 'Manual Impression' tags must be implemented if impression tracking is desired for the related link objects.

Key Reports Populated:

Marketing (Site Promotions optional 'Impressions' column); Content (Real Estate or Site Promotions optional 'Impressions' column).

Tagging Function

In order to use the Manual Impression tag, a call is made to cmCreateManualImpressionTag (...) function with the appropriate parameters.

Parameter	Required	Description	Length
Page ID	Required	The unique Page ID value associated with this impression. This value should match the value sent with the Page View for this page/object. This should match the Page ID of the related 'Link Click' tag.	256
Track Site Promotion	Optional	Required to track a Site Promotion Impression. This is a valid cm_sp= value: "group-_-promotion-_-link".	256
Track Real Estate	Optional	Required to track a Real Estate Impression. This is a valid cm_re= value: "version-_-area-_-link".	256

2.5.14 Form Action Tag

Use the Form Action tag to gather information about visitor interaction with elements in HTML forms. Data collected includes form name or ID, field name or ID, submits, unloads and resets. Actual visitor-provided data values are not collected.

The Form Action tag is generated automatically for HTML form objects in pages that include the Digital Analytics libraries and tags. There is no manual equivalent of the Form Action tag.

Key Reports Populated:

Content (Forms)

Metrics for each tracked form and form element appear in reporting according to the NAME= attribute value of each tracked form. If no NAME= attribute is defined, Digital Analytics uses an available ID= attribute if defined. If neither attribute is defined, the form or form element is reported as Form Name "UNDEFINED". It is possible to see 'undefined' forms reported in combination with defined related form elements, and vice-versa.

It is possible to automatically prefix reported form names (sourced from name= or id= attribute) with the 'Page ID' value set on the hosting page by the Digital Analytics 'Page View' tag. This can assist in identifying which pages forms are submitted from in cases where the same form exists across multiple 'pages'.

- Enabling Form Action 'Page ID' prefixing on a page (cmSetupOther):

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
 cmSetClientID("69999999",false,"testdata.coremetrics.com","thesite.com");
 cmSetupOther({"cm_FormPageID":true});
</script>
</head>
```

- • Example: A form previously reported as "paymentinfo" would be reported as two separate forms after enabling Page ID prefixing in two distinct pages: "CHECKOUT:GUEST:BILLING" and "CHECKOUT:REGISTERED:BILLING".

```
1.  "CHECKOUT:GUEST:BILLING_paymentinfo"
2.  "CHECKOUT:REGISTERED:BILLING_paymentinfo"
```

2.5.15 Custom Tag
Use the Custom Tag to collect custom information for reporting in custom reports or data exports. Custom reports or exports are available only through special arrangement with Acoustic Strategic Services. You should not use this function except as directed by Acoustic Support or Strategic Services.

Key Reports Populated:
Customized Analytics Report or Data Export.

Tagging Function

In order to use the Custom tag, a call is made to cmCreateCustomTag (...) function with the appropriate parameters.

Parameter	Required	Description	Length
Line Number	Required	The numeric identifier for this custom data as provided by Acoustic Support or Strategic Services.	38
Extra Fields	Optional	Up to 15 "-_-" delimited 'extrafield' values for custom data.	1024 per value

2.5.16 SessionProperty Tag
The SessionProperty tag is used to map session IDs between Acoustic Digital Analytics and other applications.

For example, SessionProperty tags can map visitor session IDs between Acoustic Tealeaf and Digital Analytics to create a segment that can be analyzed in Acoustic Digital Analytics Explore reports. When Acoustic Tealeaf JavaScript is present on a page, the cmCreateSessionPropertyTag(...) function creates a SessionProperty tag, which captures the Tealeaf® session IDs and the Digital Analytics IDs. When an Acoustic Tealeaf user exports Tealeaf session IDs, the SessionProperty tags map the exported Tealeaf IDs to Digital Analytics IDs.

The cmCreateSessionPropertyTag(...) function definition in eluminate.js includes three parameters: session type (for example, "Tealeaf"), a session ID, and a hash value. The session type and session ID are required; the hash value is optional. There is no need to manually implement a call to the SessionProperty tag function; it is called automatically by Digital Analytics.

2.5.17 cmStartTagSet and cmSendTagSet
By default each Digital Analytics tag function call creates one HTTP or HTTPS GET image request.

The `cmStartTagSet()` and `cmSendTagSet()` functions allow multiple tag function calls in one page to be combined into a single GET Image Request. The `cmStartTagSet()` function is called before the first tag function call in the set. The `cmSendTagSet()` function is called after the last tag function call in the set to combine and send all the tags in a single request.

Example HTML and JavaScript Code for a typical e-commerce cart scenario

```
<script type="text/javascript">
cmStartTagSet();
 cmCreatePageviewTag("cart");
 cmCreateShopAction5Tag("ProductID-1","ProductName-1","1","99",
"Sample Category ID");
 cmCreateShopAction5Tag("ProductID-2","ProductName-2","1","99",
"Sample Category ID");
 cmCreateShopAction5Tag("ProductID-3","ProductName-3","1","99",
"Sample Category ID");
 cmDisplayShops();
cmSendTagSet();
</script>
```

Following is the generated browser GET image request, combining 4 tags:

```
http://testdata.coremetrics.com/cm?ci=99999999&st=1447265738391&vn1=4.18.130&
ec=utf-8&vn2=e4.0&pi=cart&ul=http%3A%2F%2F127.0.0.1%2Feluminate-files%
2FDemo_cmStartTagSet-cmSendTagSet.html&tid=1&rnd=1447269223666&tid=4&pr=
ProductID-1&
pm=ProductName-1&qt=1&bp=99&cg=Sample%20Category%20ID&at=5&pc=N&rnd=
1447270061861&tid=4
&pr=ProductID-2&pm=ProductName-2&qt=1&bp=99&cg=Sample%20Category%20ID&at=5&pc=
N&rnd=1447271506586&tid=4&pr=ProductID-3&pm=ProductName-3&qt=1&bp=99&cg=
Sample%20Category%20ID
&at=5&pc=N&rnd=1447275254349
```

2.6 Tagging Conventions

This section outlines a set of recommended conventions to insure that data collection provides the best possible reporting value.

2.6.1 Page ID Conventions

To ensure consistent, readable, and maintainable page reporting, you should create a global page naming convention before you start to tag your site.

Digital Analytics uniquely identifies pages within a site based on a 'Page ID' value. This Page ID is passed to Digital Analytics as parameter 1 of the Page View tag and possibly also generated automatically by the Product View tag, depending on your implementation. Activity metrics for pages that share the same Page ID value are reported as the same 'Page Name' in Digital Analytics.

A Page ID can be any alphanumeric string built and passed into parameter 1 of the Page View tag function. To avoid static assignment of a Page ID value for every page in the site, design a page naming convention supporting generation of appropriately unique and descriptive Page ID values based on a set of code rules and available information.

If a Page ID value is not provided with the Page View tag function call, a value is generated by Digital Analytics 'eluminate.js' library code based on the Page URL. Rather than using the entire URL, which might be lengthy and include various situation-specific query string parameter values, the path and filename are sourced from window.location.pathname. For example, the following value is generated if no Page ID parameter value is provided in the Page View tag:

Page URL: http://www.client.com**/x/y/z/thepage.html**?param=1

Page ID: **/x/y/z/thepage.html**

This pathname-based naming convention might not work well in all situations. The pathname value typically does not serve as an optimal reporting Page ID for dynamically generated or templated pages. For example, the template "/category.asp" used to display all product category pages results in a single tracked page "/category.asp" in reporting, when in reality the visitor is viewing many different 'pages', such as 'mens shirts', 'womens shoes', etc.

Recommended Page ID Conventions

Page type	**Convention**
Product View Pages	"Product: <product_name> (<product_id>)"
Category Pages	"Category: <category_name>"
Successful Search Results Page	"Search Results: Successful page <page_num>"
Unsuccessful Search Results Page	"Search Results: Unsuccessful"

2.6.2 Product ID Conventions

A unique Product ID is the first required parameter in the three Digital Analytics product activity tags (Product View, Shop Action 5, and Shop Action 9) that are used to collect product-level view, selection, and purchase activity data. As part of the design for your implementation, you must decide what should be considered a unique Product ID for reporting purposes. The Product ID can be any alphanumeric string that uniquely identifies the product.

Digital Analytics uniquely identifies a product based on the value passed in the Product ID parameter of the product activity tags. Therefore, before you can implement any product activity tagging, you must first determine what should be considered a unique "product" in Digital Analytics reporting.

Digital Analytics allows flexibility in defining a unique Product ID for product reporting. Should a product be a particular SKU, or should it be a style or family of SKUs? While using the SKU as the Product ID might seem like the obvious choice, a family or style level value is usually preferable. For example, using the SKU as the Digital Analytics Product ID for every unique combination of size and color of a particular shirt can result in an unmanageable number of total unique products in Digital Analytics reporting. Rather than report at such a granular level, it might be advisable to collect information about interaction with each unique style of shirt. In this case, retailers would use a style-level identifier as the Digital Analytics Product ID value. Additional information about product variations such as brand, color, or size which are not part of the style-level product ID can be collected through available Explore Attribute parameters. See sections 2.6.2, 2.6.4-2.6.6 and 8.4 for more information about Explore Attributes.

The retail site product detail pages are usually the best guide in identifying a prospective Digital Analytics Product ID. In cases where the product detail pages present products at the family or style level, that definition should be used as the Digital Analytics Product ID. In cases where the product details page presents information about an individual SKU, meaning that there is a separate product detail page for each SKU value, then the SKU value would be the preferred Digital Analytics Product ID.

The value that you ultimately select for use as the Digital Analytics Product ID must be available when Product View, Shop Action 5, or Shop Action 9 tags are sent. The same Product ID value must be used in all product activity tags sent for a given product.

2.6.3 Registration Conventions

Digital Analytics identifies a unique 'Registrant' through the 'Registration ID' provided in parameter 1 of the Registration tag. The Registration tag creates an association between collected Registrant demographic information (including email address) and related Visitor and Session activity data. Before implementing the Registration tag, you must decide how the 'Registration ID' for your implementation is defined.

The Registration ID can be any alphanumeric string that is relatively long-lived and consistent for a given Registrant. The Registration ID value can be an internal account ID, GUID, or a provided email address value. The designated Registration ID value must available whenever the Registration tag is called: at account creation; account logon; account profile update; order, booking or application completion; newsletter, contest or other lead generation form requiring provision of email address. The same Registration ID value is sent for a given registrant upon future registration events, regardless of the client used to access the site. The persistent Registration ID value is retrieved based on identifying information provided by the visitor (email, logon ID, etc.).

2.7 Server-side include files and flags

Ideally, all Digital Analytics-related code should be modularized so that it is easy to maintain and to deactivate if necessary. To make your code easier to maintain, Digital Analytics recommends creating a single Digital Analytics server-side "include" file that can be used on all dynamic pages within your site.

This "include" file contains logic to determine what type of page is being rendered, and based on the page type, writes the appropriate Digital Analytics JavaScript code into the page.

The include file should also have flags that allow you to switch off the Digital Analytics JavaScript code, in case you need to prevent the Digital Analytics code from rendering for any reason, as well as an automated way of changing whether the tags point to the Digital Analytics test or production servers.

The Digital Analytics include file should be included in a global header, global footer, or other global include file used in the site. This enables the code to be immediately propagated to all pages that make use of this include file. Having access to these global include files allows you to avoid having to touch a large number of pages in the implementation process.

2.7.1 Main case statement
You can use a case statement in your logic to determine what type of page is being rendered and write the appropriate Digital Analytics JavaScript code.

The case statement should have a number of checks for each type of page that needs tags other than the default Page View tag. Each of these checks would then render the appropriate tagging functions needed on that page type. The default case for pages that do not fall into any special cases would be to throw a Page View tag with the default naming convention.

Here is an example of a case statement in pseudocode:

```
if (pageType is product details page) {
    render cmCreateProductViewTag() with appropriate parameters
} else if (pageType is shopping cart page) {
    render cmCreatePageviewTag(), cmCreateShopAction5Tag(),
and cmDisplayShops() with appropriate parameters
} else if (pageType is order confirmation page) {
    render cmCreatPageviewTag(), cmCreateShopAction9Tag(),
cmCreateOrderTag(), cmDisplayShops(), cmCreateRegistrationTag() with appropriate
 parameters
} else ...
    ...Do other page type checks here...
} else {
    default case, render cmCreatePageviewTag() with default naming convention
}
```

2.7.2 Disabling Digital Analytics Data Collection: On/Off Flag
To provide for disabling of Digital Analytics tags, you can implement an on/off server-side flag that is evaluated on every tagged page.

Digital Analytics data collection is disabled through setting a 'CMDisabled' cookie with the value "Y" as shown in the following code sample. The Digital Analytics libraries and tag function calls do not need to be removed from the page. If the CMDisabled session cookie is found set on a page prior to any tag function calls, no tag requests are sent from the browser, and no tags appear in testing tools (TagBar or Tag Introspector).

Note: The ability to disable Digital Analytics tags using the CMDisabled cookie is available only in eluminate library version 4.7.4H or later.

The following example demonstrates implementation of an on/off flag in JavaScript:

```
if(coremetricsOffFlag) {
  CB("CMDisabled","Y");
}
```

This feature can also be used to selectively disable data collection if specific conditions are met, such as for a specific client IP address range or user-agent string. The following example demonstrates disabling data collection for a specific client user-agent string value:

```
if (navigator.userAgent.toUpperCase().indexOf("MOZILLA/5.0 (X11; LINUX I686;
 RV:2.0.1) GECKO/20110531 FIREFOX/4.0.1") >=0) {
    CB("CMDisabled","Y");
}
```

2.7.3 Test/Production Flag
If you are using the same code base in both your development and production environments, it is considered a best practice to implement a flag that determines on which server (development, staging, or production) the code is rendering, and that calls the `cmSetClientID(…)`; function with appropriate values. Clients not using the Digital Analytics-hosted library must also call `cmSetProduction();`). For example, you can create a server-side flag to indicate whether the code is on the development, staging, or production server.

If you cannot create a server-side flag, a client-side flag can be implemented in JavaScript to call `cmSetClientID(…)`; based on URL domain value, for example. However, using the URL is a much less

dependable method of determining whether the code is rendering on the test or production server. You must maintain the URL-based rules to encompass all possible URLs in the production environment.

Example:

```
if(productionServerFlag)  {
     cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
  } else {
     cmSetClientID("69999999",false,"testdata.coremetrics.com","thesite.com");
  }
…
```

2.8 Tagging frames

Collecting tag data from frames requires special consideration. It is not normally necessary to send a tag from a frame, but in some cases content in the frame requires tags.

Example: Tracking product reviews submitted or viewed within a child frame. If for technical reasons the `Page View` tag for the page cannot be sent from the parent document, the `Page View` tag can be sent from one of the child frames. As each new frame is a new document with a new variable scope, care must be taken to implement tags in child frames correctly.

2.8.1 Referral URL and Query String Parameters

Framed pages that are sending a `Page View` tag might require the inclusion of an additional Acoustic Digital Analytics library file within the parent frameset: `cmframeset.js`.

The `cmframeset.js` file contains code that properly sets the referring URL and passes on important query string parameters from the parent frameset to the first `Page View` of its children. This file only needs to be included in a frame source if the Page View for the page is sent from the frame. If the `Page View` tag for this page is sent from the top-level parent document, `cmframeset.js` is not needed.

Marketing Management Center (MMC) `cm_mmc=` query string parameters are a good example. An external campaign that points to a framed page sending a `Page View` tag needs to contain `cm_mmc=` parameters within its query strings so that clickthroughs and activity are attributed to the campaign. These parameters must be captured by the first `Page View` in the visitor's session. The parent document contains the MMC parameters in its destination URL but does not send the `Page View` tag, therefore the MMC parameters must be passed on to one of the child frames that do send the `Page View` tag for this page. The `cmframeset.js` file contains code to parse out the MMC parameters and attach them to the URL of the first `Page View` tag that is called in any child frameset. This enables correct MMC tracking.

Note: Contact Acoustic Support to request the `cmframeset.js` file if required.

2.8.2 Sending Tags from Frames

Every child frame is a new document with a new variable scope. Therefore, each child frame that sends tags must include the Acoustic Digital Analytics `src= library` and `cmSetClientID` script blocks. This requirement applies to both first-party and third-party frames.

Ensuring that child frames include the Acoustic Digital Analytics `src= library` and `cmSetClientID` script blocks prevents cross-domain and undefined function errors, by ensuring that tag library functions are defined within the new document. The `cmSetClientID(...)` function call in a new third-party frame must reference the third-party domain in parameter 4 (Cookie Domain).

Third-party frames cannot access the parent frame due to cross-domain scripting limitations imposed by browsers. Therefore, it is not possible to use `cmframeset.js` to transfer referring URL query string parameters from the parent frame to a `Page View` tag in the third-party child frame. In this case, the `Page View` tag must be sent from the parent document to ensure that marketing program information can be captured.

An example of including the `eluminate.js` and `cmSetClientID(...)` script blocks required to send tags from a child frame is as follows:

```
<html>
<frameset cols="50%,50%">
<frame src="https://www.reviewservice.com/productReview.html" name="body">
</frameset>
```

```
</html>
```

In this example, the source of `https://www.reviewservice.com/productReview.html` must include the `eluminate.js` library and `cmSetClientID` call script blocks, specifying the correct data collection method, data collection domain, and cookie domain `reviewservice.com`:

```
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
cmSetClientID("99999999",true,"data.coremetrics.com","reviewservice.com");
</script>
<script type="text/javascript">
 // call cmCreate... tags as needed
</script>
```

An example of including the `cmframeset.js` file in a page where the `Page View` tag is sent from one of the frame `src=` html documents:

```
<html>
<script type="text/javascript" src="cmframeset.js"></script>
<frameset cols="50%,50%">
<frame src="body.html" name="body">
<frameset rows="100,*">
<frame src="nav.html" name="nav">
<frame src="footer.html" name="footer">
</frameset>
</frameset>
</html>
```

2.9 Server calls

Digital Analytics tracks data collection usage through server calls, which are assessed according to the type and number of data tags collected in the reporting period. Server calls are tracked in the interface Top Line Summary/Server Calls report.

The following table shows the number of server calls assessed based on tag type.

Tag type	Server calls
Page View, Product View, Shop (5 or 9), Order, Element, Technical Properties, Error	1 **Note:** A Product View tag modified to count as a pageview (pc="Y") is assessed 2 total server calls. (tag populates both the Page and Product Categories reports).
Impression	1/10th to 2/5th (.1 to .4 server call) Per Site Promotion, Real Estate or WebSphere Commerce E-Marketing Spot Impression collected: 10 impressions = 1 to 4 server calls. The exact server calls charged varies based on the total combinations of unique SP or RE parameter values processed. If Site Promotion and Real Estate are tracked for the same link, this counts as 2 impressions.
Registration	0
Link Click, Form Action	0 These are tags generated automatically in response to visitor clicks on anchor tags, or submission of forms, in pages including the Digital Analytics libraries and at least 1 Page View tag (or equivalent).

Tag type	Server calls
Conversion	1 Each unique 'conversion' sequence within a single session. A single conversion 'sequence' is one or two related Conversion tags received in the session: Case 1: a single Conversion tag with Action Type "1" for a given Event ID and Event Category ID combination. Case 2: a single Conversion tag with Action Type "2" for a given Event ID and Event Category ID combination. Case 3: two Conversion tags in the session with the same Event ID and Event Category ID, one having Action Type "1" and the other Action Type "2". In other words, an initiation and completion for the same event is assessed only 1 total server call.
Custom tag	1 These are tags populating custom reports or custom exports exclusively (tid=7). In addition, any standard tag also collecting "ps" custom data parameters incurs an additional server call charge (1). Example: a standard 'Page View' tag collecting 1 or more "ps" custom parameters would incur 2 total server calls.

Categorization

Digital Analytics allows you group your site content and/or products into categories for reporting. These categories are managed through a combination of Category IDs in the tag functions and the Category Definition File, an offline file upload.

There are two types of categorization within Digital Analytics: product categorization and page categorization. Product categorization is captured in the Product View, Shop Action 5, and Shop Action 9 tags and displayed in the Product Categories report. Page Category data is captured in the Page View and Technical Properties tags and displayed in the Page Categories report.

3.1 Category IDs

Category IDs are captured in the Page View, Product View, Shop Action 5, Shop Action 9, Technical Properties, and Error tags. Use the Category ID to assign a particular page or product-related action to a particular category.

The Category ID specifies only the immediate leaf category that the action belongs to, and does not contain within it any sense of a larger hierarchy. The Category ID for a given product should be consistent across the Product View, Shop Action 5, and Shop Action 9 tags.

3.2 Category definition file

The Category Definition File (CDF) is used to map the Category IDs sent in the tags to a category hierarchy to be displayed in the reports. The CDF is a comma separated values file and contains four columns: (1) The Acoustic Digital Analytics Client ID; (2) Category ID; (3) Category Name; and (4) Parent Category ID.

Every Category ID sent through the tags should have a corresponding line within the CDF that defines its Category Display Name and Parent Category ID. Every Parent Category ID should also have a line in the CDF file that maps it to its Display Name and Parent Category ID. For top-level categories, the Parent

Category ID is left empty. Acoustic Digital Analytics can then recreate the appropriate category hierarchy tree by following the Parent Category ID references up to the top-level categories.

The CDF allows update of the existing category hierarchy without modification of the tag implementation site code. Updated or rearranged category organization can be created in the reporting through modification of the CDF. This simplifies management of the reporting hierarchy.

The CDF should be uploaded to Acoustic Digital Analytics through the CDF import tool at https://import.coremetrics.com. This tool allows direct uploads of CDF's through the gui or creation of an SFTP server account with Acoustic Digital Analytics (ftp.coremetrics.com) for scheduled upload of automatically generated CDF's. CDF updates are effective in reporting from the date of upload forward: historical categorization is not affected by upload of an updated CDF. The frequency of CDF generation and upload should be based on the frequency of changes to your Page and Product categorization hierarchies. Acoustic Digital Analytics recommends creating an automated script generating the CDF and uploading at the frequency you want, up to once per day, using your SFTP account managed through https://import.coremetrics.com.

For more details about the creation and formatting of the Category Definition File, see Appendix A.

3.3 Product Categories Categorization Inheritance

To simplify implementation of product tag categorization, Acoustic Digital Analytics features server-side Category ID inheritance processing. This processing causes uncategorized Shop Action 5 and Shop Action 9 tags to be categorized according to other categorized Product View tags or Shop Action tags collected for the same product within the same data collection session. These rules are applied during processing of daily report data.

3.3.1 Category inheritance rules

Category inheritance at time of report processing follows these rules:

- **Product View** tags do not inherit categorization from other tags including other categorized Product View tags in the same session. Product View tags should always be collected with valid values in the Category ID parameter.
- **Shop Action 5** tags that are collected without a Category ID inherit the Category ID from another same-session Shop Action 5 tag having the same Product ID. If no matching Shop Action 5 tag with a categoryID is found in the session, inheritance devolves upon a matching Product View tag with a non-null Category ID.
- **Shop Action 9** tags that are collected without a Category ID inherit the categoryID from another same-session Shop Action 9 tag having the same Product ID. If no Shop Action 9 tag with a Category ID is found in the session for that Product ID, inheritance devolves upon the Shop Action 5 tag or Product View tag, in this order: 1) a matching Shop Action 5 with a non-null categoryID or 2) a matching Product View tag with a non-null Category ID.

Exceptions

In certain special cases, Acoustic Digital Analytics categorization inheritance processing might not be able to achieve 100% complete categorization in Product Categories.

- **Persistent Carts:** visitors viewing a saved cart in a new session, and/or completing a purchase might not view product detail pages, resulting in lack of a categorized Product View tag for the Shop Action tags to inherit categorization from. In this case, a valid Category ID parameter value should be included with the Shop Action 5 tags sent when the persisted cart is retrieved and viewed. Shop Action 9 tags inherit categorization from the Shop Action 5 tags and need not be categorized.
- **Direct add-to-cart Site Functionality:** This site functionality typically allows visitors to bypass the product detail page and associated Product View tag data collection by adding items directly to the cart from product category display pages. If no Category ID value is sent with a Shop Action 5 tag, this tag and any subsequent Shop Action 9 tags for this Product ID is uncategorized in reporting due to lack of a categorized Product View tag in the session. In this case, a valid Category ID parameter value should be included with the individual Shop Action 5 tag sent when the add-to-cart event occurs.

Marketing Link Tracking
Digital Analytics can track the performance of both offsite and onsite Marketing links through the use of URL query string parameters.

Specific query string parameters are used to indicate the type of marketing program and link that is tracked:

- Marketing Management Center Reports (MMC)
- Site Promotions Reports (SP)
- Real Estate Analysis Reports (RE)

It is recommended that marketing link tracking be implemented after initial data collection implementation is complete and verified. This information is provided to facilitate planning for implementation of web and email-based marketing link tracking. Digital Analytics provides additional best practice guidance on this subject during post-implementation report training and applications enablement.

Reference the Digital Analytics (http://welcome.coremetrics.com) Marketing tab / 'Tracking Code Generator' utility for generation of MMC, RE or SP parameters. The 'Tracking Code Generator' allows upload of bulk sheets of marketing URL's, generation and appending of parameter values to the URL's, and download of finished URL's for delivery to partners or internal marketing departments.

Hash values in marketing link URLs

Destination links incorporating '#' characters into the page or link URL prior to the cm_mmc=, cm_sp= or cm_re= parameters prevent the specified Marketing Program, Site Promotion or Real Estate values from appearing in Digital Analytics reporting: Digital Analytics ignores marketing parameters found after any '#' character in page URL or anchor link HREF/URL values. Include Digital Analytics marketing tracking parameters prior to '#' characters in any offsite marketing links, final marketing landing page destination URL's, or anchor link HREF/URL values.

4.1 Offsite marketing links
External marketing campaigns, such as paid search and promotional email campaigns, are tracked through the Marketing Management Center (`cm_mmc=`) parameter, populating the **Marketing > Marketing Programs** report.

By appending a `cm_mmc=` parameter to the query string of the off-site links to be tracked, Acoustic Digital Analytics automatically attributes session activity to the related marketing programs.

The `cm_mmc=` parameter must be found in the destination URL of the first Acoustic Digital Analytics Page View-type tag (`pc="Y"`) collected in the visitor session, in order for the session activity to be attributed to the campaign defined in the parameter. This Page View tag must be the first tag received in the visitor session. No special JavaScript tagging is required on the page; however, the Acoustic Digital Analytics libraries and a Page View-equivalent tag must be present on the marketing landing page.

4.1.1 IMAP partners
Tracked offsite marketing links can be generated automatically if your marketing partner participates in the Acoustic Digital Analytics IMAP program.

IMAP partners can embed marketing programs deployed through their systems with Acoustic Digital Analytics `cm_mmc=` parameters to enable automatic tracking and measurement in the Acoustic Digital Analytics Marketing Management Center.

Contact your marketing partner or Acoustic Digital Analytics Support to determine if your partner is an IMAP vendor.

4.1.2 MMC implementation
Use the `cm_mmc=` parameter to specify Vendor, Category, Placement, and Item level information. This "VCPI" information is reported in hierarchical format by Items within Placement, Placements within Category, and Categories within each Vendor.

Each of the four values is placed within the `cm_mmc=` parameter, delimited by the string `"-_-"` (hyphen underscore hyphen). Spaces between words are represented by `"%20"`.

Example:

`http://www.client.com/product.asp`**`?cm_mmc=google-_-general-_-swimwear-_-men's %20swimwear`**

Marketing Program report hierarchy:

```
1) Vendor:      google
  2) Category:   general
   3) Placement:   swimwear
    4) Item:   men's swimwear
```

4.1.3 Manual MMC

In addition to using the `cm_mmc=` parameter, marketing programs can also be tracked by setting the manual MMC page variable on a marketing landing page prior to calling the Page View tag function for that page.

```
var manual_cm_mmc="vendor-_-category-_-placement-_-item";
```

The value set in `manual_cm_mmc` is automatically applied to the URL collected with the Page View tag from the marketing landing page. This provides a convenient mechanism for implementing code to translate existing marketing link query string parameters into equivalent or similar Acoustic Digital Analytics `cm_mmc=` tracking codes.

4.1.4 Marketing Attributes for Explore

In addition to the requierd `cm_mmc=` query string parameter, up to 50 additional marketing attributes can be appended to the tracked marketing URL.

The query string parameter format is `cm_mmca`*#*, where *#* is a value 1 through 50.

For example:

`...&`**`cm_mmca1`**`=300x250&`**`cm_mmca2`**`=german&`**`cm_mmca3`**`=...`

The marketing attribute parameters can be included in any order, before or after the `cm_mmc=` Marketing Program parameter in the marketing URL. Marketing attributes also work in conjunction with use of the page variable `manual_cm_mmc="..."` method for implementing Marketing Program tracking.

Collected marketing attribute data is available for inclusion in new Explore Marketing reports.

4.2 Onsite marketing links

You can track onsite links through Acoustic Digital Analytics using the site promotions or real estate tracking code and associated reports.

The type of link to be tracked dictates which tracking code and report is implemented. Both site promotions and real estate tracking require addition of attributes to the HTML anchor to be reported. Site promotions and real estate tracking can be applied individually or in combination to the same link.

For example:

```
<a href="/path/doc.html" manual_cm_sp="fall-_-sale-_-free shipping"
 manual_cm_re="page A-_-left navbar-_-mens shirts">
```

The value set in `manual_cm_sp` and `manual_cm_re` is automatically applied to the URL collected with the associated link click tag that is generated automatically upon visitor click of the anchor link. HTML anchor with missing or invalid HREF= `url` values such as `javascript:function` or `mailto:address` prevents collection and reporting of site promotion and real estate click or impression data. Manual impression and link click tags can be implemented to collect site promotions or real estate data for links that are not HTML anchors or are missing valid HREF= `values`. See “2.5.12 Manual Link Click Tag” on page 178 and “2.5.13 Manual Impression Tag” on page 180 for details. In all cases, characters that are not allowed in tag parameters such as single or double quotation marks, are removed from the collected site promotions or real estate data. Those characters do not appear in the reported data. See “2.5 Data Tags” on page 156 for more details.

4.2.1 Site promotions

Use the site promotions report to report the performance of a link across multiple pages, such as when you are comparing the performance of the same promotions that are running on multiple pages across the website.

Links are instrumented for tracking by adding a new `manual_cm_sp=` attribute value to each HTML anchor tag. The `manual_cm_sp=` attribute allows you to specify promotion type, promotion, and link-level information. Each of these three values is placed within the `manual_cm_sp=` attribute value, delimited by the string `-_-` (hyphen underscore hyphen). The collected values are reported in hierarchical format by links within promotion and promotions within promotion type. For example:

```
<a href="/path/doc.html" manual_cm_sp="fall-_-sale-_-free shipping">
```

In this example, the site promotions report hierarchy is:

1. Promotion type: fall
2. Promotion: sale
3. Link: free shipping

4.2.2 Real estate

Use the Real Estate Analysis report to report the performance of the same link included multiple times in different areas of a single page, such as for A/B testing.

Links are instrumented for tracking by adding a new `manual_cm_re=` attribute value to each HTML anchor tag. The `manual_cm_re=` attribute allows you to specify version, page area and link-level information. Each of these three values is placed within the `manual_cm_re=` attribute value, delimited by the string `-_-` (hyphen underscore hyphen). The collected values are reported in hierarchical format by links within pages, areas within pages, and areas within versions. For example:

```
<a href="/path/doc.html" manual_cm_re="page A-_-left navbar-_-mens shirts">
```

In this example, the real estate report hierarchy is:

1. Version: page A
2. Page Area: left navbar
3. Link: mens shirts

Real estate collection and reporting requires prior identification of page ID values that are hosting the instrumented links. Send this request to Acoustic Digital Analytics Support for configuration. Include your client ID(s) and the individual page ID values to be activated for each client ID in your request. It is also possible to request wildcard activation of real estate reporting for all existing and future page IDs. To request wildcard activation of all page IDs for real estate reporting, specify the client ID and value `@@REAL_ESTATE_ALL_PAGES_ENABLED@@` in your request. Please be aware that wildcard activation of all Page IDs for your client ID can result in automatic collection of a large volume of impression tags. See “4.2.4 Automatic Impression Tag Server Call Charges” on page 193. The page ID activation requirement is unique to real estate tracking and is not required for site promotions reporting.

Note: For Multistage Client IDs, all Page IDs are automatically enabled for Real Estate tracking by default. There is no need to contact Support to have Page IDs enabled if you are using a Multistage Client ID. Page IDs only need to be enabled for standard clients (those are normally the 9 series IDs).

A newly created Site ID will start populating once Real Estate tag data is sent to the created Site ID, but this will display data for "All_pages" that will result in automatic collection of a large volume of impression tags that will see an increase in server calls.

4.2.3 URL Query String Implementation
As an alternative to collection of onsite marketing link data through definition of custom anchor attributes, you can implement site promotions and real estate reporting by adding `cm_sp=` or `cm_re=` query string parameter values to the link URL.

This is useful in cases where no HREF attribute exists or no HTML anchor tag exists at time of page load and the manual link click tag must be implemented (see "4.2.5 Manual Linkclick and Impression Tracking" on page 194) .

Site promotion and real estate values that are collected by using URL query string parameters must be URL-encoded. For example, spaces are represented by `%20`. Here are some URL query string parameter implementation examples:

http://www.client.com/product.asp?cm_sp=fall-_-sale-_-free%20shipping

http://www.client.com/product.asp?cm_re=page%20A-_-left%20navbar-_-mens%20shirts

http://www.client.com/product.asp?cm_sp=fall-_-sale-_-free%20shipping&cm_re=page%20A-_-left%20navbar-_-mens%20shirts

4.2.4 Automatic Impression Tag Server Call Charges
Real Estate, Site Promotions and WebSphere Commerce E-Marketing Spots generates impressions as well as clickthroughs. Every 10 impressions captured costs between 1 and 4 server calls. The exact number of server calls charged varies based on the total combinations of unique SP, RE or CM parameter values processed. For example, if 100 links in the homepage contain Site Promotions/Real Estate parameters and this page is viewed 500,000 times, an additional 5 to 20 million server calls are charged for that period.

By default, impression data collection for all On-Site Marketing Tracking types is enabled:

- **cm_TrackImpressions="RSCM"**
- **Code Definitions:** R=Real Estate impressions; S=Site Promotion impressions; CM=WebSphere Commerce E-Marketing Spot impressions.

Automatic Impression data collection can be completely or selectively disabled at the page level through the cmSetupOther function:

- **Disable all impressions:** cmSetupOther({"cm_TrackImpressions":""});
- **Enable only Real Estate impressions:** cmSetupOther({"cm_TrackImpressions":"R"});
- **Enable only Site Promotion impressions:** cmSetupOther({"cm_TrackImpressions":"S"});
- **Enable only WebSphere Commerce E-Spot Impressions:** cmSetupOther({"cm_TrackImpressions":"CM"});
- Other combinations are possible, such as "RS", "RCM", "SCM", etc.

For implementations not using Acoustic Digital Analytics Hosted libraries (//libs.coremetrics.com/eluminate.js), impressions are controlled by directly setting var cm_TrackImpressions ="" in the page:

- var cm_TrackImpressions ="";

Ignore impression generation on a page
In addition to globally disabling generation of automatic impression tags, you can use the cmCheckIgnoreImpression(...) function to disable impression generation for specific onsite marketing program values on a page.

The eluminate.js tag library runs the cmCheckIgnoreImpression function when evaluating links containing onsite marketing tracking parameters. If the function returns `false`, no impression tag is generated. If the function returns `true`, the impression tag is generated normally. A return value of `true` is the default. This feature is available for the following onsite marketing programs: Site Promotions (sp), Real Estate (re), and E-Marketing Spots for WebSphere Commerce (cr).

Following is an example of blocking generation of impressions for specific "sp" programs with value a containing `-_-C` or `globalnav`.

```
function cmCheckIgnoreImpression(sp){
if(typeof sp != 'undefined'){
   if ((sp.indexOf("-_-C") > -1) || (sp.indexOf("globalnav"))> -1) {
      return false;
   }
  }  return true;
 }
```

Following is the related HTML example:

```
<a href="www.nowhere123.com/page1.html?cm_sp=globalnav-_-2-_-3">globalnav-_-2-_-3 link</a>
<a href="www.nowhere123.com/page2.html?cm_sp=2-_-A-_-B">2-_-A-_-B link</a>
<a href="www.nowhere123.com/page3.html?cm_sp=2-_-A-_-C">2-_-A-_-C link</a>

--- cmCheckIgnoreImpressions also supports the manual_cm_sp and manual_cm_re anchor attributes:

<a href="www.nowhere123.com/page1.html" manual_cm_sp="globalnav-_-2-_-3">1-_-2-_-3 link</a>
<a href="www.nowhere123.com/page2.html" manual_cm_sp="2-_-A-_-B">2-_-A-_-B link</a>
<a href="www.nowhere123.com/page3.html" manual_cm_sp="2-_-A-_-C">2-_-A-_-C link</a>
```

4.2.5 Manual Linkclick and Impression Tracking

In certain cases the automatic collection of linkclick and/or impression tags used by Site Promotions and Real Estate reporting cannot function. In these cases it may be necessary to implement calls to the manual equivalents of the impression and linkclick tags.

Common scenarios requiring Manual Link Click tags:

- HTML Anchor tags without HREF= attributes or which otherwise use JavaScript to create navigation at time of click.
- Clicks on Flash, Java, Silverlight or other interactive application elements without HTML anchors.
- HTML Anchor tags in iframes which do not include the Digital Analytics library script blocks and a Page View tag. In these cases a Link Click is either not collected or is collected without the required Page ID parameter and rejected from reporting.

For details about the manual linkclick and impression tags, refer to the following topics:

- “2.5.12 Manual Link Click Tag” on page 178
- “2.5.13 Manual Impression Tag” on page 180

Testing Tools

This section describes the test tools available to help in the coding and debugging of a Digital Analytics implementation.

There are three main tools that can be used during the development process:

- TagBar
- Implementation Test Tool (ITT)
- Digital Analytics Test Reports.

5.1 Acoustic Digital Analytics TagBar

5.1.1 About TagBar

The Acoustic Digital Analytics TagBar is an Internet Explorer plug-in that allows you to view all the tags being sent to Acoustic Digital Analytics from a Acoustic Digital Analytics tagged page.

Use the TagBar tool to ensure that the tags on a page are sending the appropriate values in the appropriate fields. Any tags not showing up in the TagBar could indicate a problem with the code or a JavaScript error that is preventing the tag from being rendered.

5.1.2 Where to find the TagBar tool
The TagBar can be downloaded from `https://support.coremetrics.com` using your assigned production report logon credentials.

TagBar can also be installed as part of the Acoustic Digital Analytics Tools plug-in, which can be downloaded directly from the Content tab/LIVEview section of `http://welcome.coremetrics.com` Analytics reporting. ContactAcoustic Digital Analytics Support or yourAcoustic Digital Analytics report administrator to obtain log in credentials for reports.

5.1.3 How to use TagBar
After you install TagBar, click the Acoustic Digital Analytics icon in the Internet Explorer toolbar to open TagBar in the lower portion of the browser window.

Within the TagBar frame, all Acoustic Digital Analytics tags on the current page are shown, including all the values set within the tag. The TagBar indicates whether those tags are pointed to the test environment (`testdata.coremetrics.com`) or the production environment (`data.coremetrics.com`) in parentheses next to the name of the tag.

The **Action** menu in the upper left corner lists the actions that you can take with the TagBar.

- **Refresh Tag Display** - updates the tags displayed in the TagBar.
- **Copy Selected Text** - copies any text that is selected within the TagBar to the clipboard.
- **Show/Copy Page ID** - displays the Page ID for the current page and copies the value to the clipboard.
- **Open Tag Monitor** - opens a new window to display the Tag Monitor, which records all tags sent to Acoustic Digital Analytics in a list form, separated by lines to indicate tags sent from the same page.

  Tag Monitor logs the collection of all event-generated tags which are otherwise lost from the main TagBar display when a new HTTP load event occurs (such as a browser loading a new page). For example, a linkclick tag is sent when the visitor clicks a page anchor. This tag is only visible and recorded in the Tag Monitor window. Any other event within a page that executes new page navigation also is only visible and recorded in the Tag Monitor window.

You can also enable one of the following modes:

- **Debug Mode** - displays additional Acoustic-generated parameter data which is otherwise hidden, such as Page Start Time (st), Random (rnd), and any applicable (cj*) Client Managed 1st Party cookie parameters. This feature also excludes display of certain Acoustic-generated or Event-generated Tags, such as Link Click tag, Link Impression tag and Form Action tag.
- **Tag Audit Mode** - checks tags and tag properties to ensure they are valid.

5.2 Implementation Test Tool (ITT)

5.2.1 About the Implementation Test Tool
The Implementation Test Tool is a web-based interface that allows you to see what data has reached the testdata.coremetrics.com environment.

During development of Acoustic Digital Analytics tags, you should use ITT periodically to verify that the data sent in the tags is reaching the Acoustic Digital Analytics test environment in the appropriate format.

Data received through tags usually shows up in ITT within 1-2 minutes of being sent. Only data for the current day is available, because the data is rolled off at the end of each day.

Note: ITT is not available for Multisite Analytics Client IDs (Test IDs starting with "8").

5.2.2 Where to find the Implementation Test Tool
You can access the Implementation Test Tool ITT at `http://itt.coremetrics.com`. You must provide a user name and password to access the site.

Contact Acoustic Digital Analytics Support to obtain access.

5.2.3 How to use the Implementation Test Tool
ITT requires you to enter certain information and choose which set of data you would like to access.

The fields that you must enter are:

- **Client ID** - the client specific ID assigned by Acoustic Digital Analytics for the particular site
- **Cookie ID**
  - **My Cookie** only shows activity associated with the computer currently accessing ITT. **All Cookies** shows data for all activity.
  - **Other Cookie** shows data for the specific cookie ID entered in the field.
- **Date range** - the date/time of the data to be accessed. If left blank this retrieves all data available.

  Note: Only data for the current day is available, since the data gets rolled off every day.
- **Data Type** - specifies the type of data the user is interested in seeing from ITT. Most of these types correspond with specific Acoustic Digital Analytics tags.

Direct any questions you have about these input values to Acoustic Digital Analytics Customer Support.

5.3 Acoustic Digital Analytics Test Reports
Acoustic Digital Analytics test reports are available upon request from Acoustic Support. This subset of production reports is used to evaluate test site data collection and reporting prior to production launch. Activation or re-activation of test reporting can be requested from Acoustic Digital Analytics Support.

Activation or re-activation of test reporting can be requested from Support.

Test report data retention period is limited to five weeks. Only data up to five weeks in the past can be accessed in the test reporting.

Test reports are automatically deactivated and all test data deleted if either of the following conditions are met for 30 consecutive days:

- no user has logged on to the associated 6-series test ID;
- no data has been sent to the 6-series test ID

.

5.3.1 Description -Test System reports
Client IDs beginning with '6' include test versions of Digital Analytics (welcome.coremetrics.com) and Digital Analytics Explore if contracted (explore.coremetrics.com).

The following applications are available for Test IDs:

- Digital Analytics (welcome.coremetrics.com)
- Digital Analytics Explore (if contracted for the related production ID, explore.coremetrics.com)
- Import (import.coremetrics.com)
- LIVEview

All reports within these applications are available except as noted below.

The following applications and reporting features are not available for Test IDs:

- AdTarget
- Export
- Digital Analytics: Reports/Custom Reports/DIP
- Digital Recommendations
- Monitor
- WebSphere Commerce Module
- Digital Analytics Explore Modules: Registration (reporting), Registration Import, Impression Attribution, Multichannel Import.

5.3.2 Where to find the test reports
To use the Acoustic Digital Analytics test reports, log in at `https://welcome.coremetrics.com` using your test client ID.

Your test client ID is your regular client ID with the first digit replaced by "6".

Import can be found at `https://import.coremetrics.com`.

Acoustic Digital Analytics Explore (if contracted) can be found at `https://explore.coremetrics.com`.

5.3.3 How to use the test reports
To access the test reports, enter your Acoustic Digital Analytics test client ID (your regular client ID with the first digit replaced by a "6") a username, and password. After logging in, you see the reporting interface.

The Analytics Test ID reports that are most useful during implementation for confirmation of collected data tags are: Top Line Metrics, Product Categories, Page Categories, On-Site Search, Elements and Events.

For the Product and Page Categories reports to map the category IDs to a hierarchy, a Category Definition File (CDF) must be uploaded. You can upload the CDF to test reports by logging in to https://import.coremetrics.com using your 6-series Client ID.

5.4 Digital Data Exchange – Tag Test Tool

5.4.1 Description of the Tag Test Tool
Use the Acoustic Digital Analytics Digital Data Exchange Test Tool to validate tags sent from pages tagged using Digital Data Exchange.

5.4.2 Where to find the Test Tool

Access the Test Tool from the Acoustic Digital Data Exchange user interface. In the side navigation pane, under the **Deployment** section, click **Test Tool**.

5.4.3 How to use the Test Tool
To use the Test Tool, enter the URL to the test site or page in the **Starting Test Page URL** field, and select a **Page Tag Test Option**.

The **Page Tag Test Options** are:

- Only view tag data
- View and send tag data

If you select **Only view tag data**, no data is sent to the test servers. Selecting **View and send tag data** sends test tag data from the viewed test site pages to the Test Client ID for later review in the Implementation Test Tool and Test Reports (see 5.2 and 5.3 above).

After entering the URL and selecting your test option, click **Start the Test**. A new browser window opens, loading the test site or page whose URL you provided. The Tag Results Table is displayed in a frame at the bottom of the new window and is updated with new messaging as you navigate through the site.

For more information about using the Test Tool and the Tag Results Table, click **Help> Help for this Page** from the Test Tool page in the interface to open the context-sensitive Help topic, or click **Help > Product Documentation** to access a PDF version of the *Acoustic Digital Analytics Digital Data Exchange User's Guide*.

First Party Data Collection
Two forms of first-party data collection are available: Client Managed and Acoustic Managed. Your Acoustic Digital Analytics Sales or Account representative, Provisioning Services, or Support contacts will provide information regarding which solution is recommended for your implementation. In most cases, you should use Client Managed first-party data collection.

6.1 Client-managed first-party deployment process

Client-managed first-party collection requires minimal setup effort and has no recurring cost or administrative overhead. In most cases, no additional effort is required when implementing this form of first party data collection.

6.1.1 Initial planning for client-managed first-party deployment

In initial planning, you need to inventory the unique 2nd level domains for the sites where client-managed first-party is to be implemented. For domains with a country code top-level domain (ccTLD) such as `thesite.co.uk`, reference the 3rd level domain value `thesite.co.uk`.

6.1.2 Activate multisite global sessionization for client-managed first-party

If you have a multisite implementation, the Site ID value can change during a visit to a single, client-managed cookie domain. To ensure the visitor is associated with a single session, implement multisite global sessionization. A multisite implementation refers to any HTML web site sending tags directly to a native multisite Global ID+SiteID in the format 5xxx0000|<siteid>. A native multisite Global ID starts with a '5' and ends in four zeroes. Legacy 9-series IDs migrated to multiisite cannot use or benefit from multisite global sessionization.

Procedure

To activate this feature for client-managed first-party multisite implementations, set the variable cm_JSFEAMasterIDSessionCookie to a Boolean value of true immediately after the eluminate.js tag library and before any tag function calls. The cmSetupOther function provides a convenient way to set this and other optional eluminate.js variables. For example, `cmSetupOther({"cm_JSFEAMasterIDSessionCookie":true});`

6.1.3 Setting the cookie domain value

The final configuration step is to update the `cmSetClientID(...)` function call to enable client-managed first-party and set the appropriate cookie domain value.

Procedure

1. Change the data collection method parameter to `true` (the default is `false`). The data collection domain parameter remains `data.coremetrics.com`.
2. Change the cookie domain parameter to match the appropriate 2nd or 3rd level domain value of the website where cmSetClientID is called. This domain value is determined by the information in in “6.1.1 Initial planning for client-managed first-party deployment” on page 198.

   For more information on the cmSetClientID function, see “2.3 Setting Data Collection Parameters” on page 148.

Example

Client-managed first-party cmSetClientID call where the site is served from thesite.com or a subdomain of thesite.com:

```
cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
```

6.2 Acoustic managed first-party deployment process

6.2.1 Initial Planning for Acoustic-Managed First Party Deployment

Initial planning for Acoustic-managed first party data collection should include the following steps.

- Walk-through of proposed DNS changes
- Discussion of domain name selection for the data-collection server
- SSL Certificate procurement and maintenance requirements
- Defining privacy policy content, opt-out functionality and placement.

6.2.2 Determine Sub-Domain Name for Data Collection
A sub-domain name needs to be decided upon for data collection.

You supply Acoustic Digital Analytics with a sub-domain name of your choice (entered in field 1 of the Certificate Signing Request form). The name does not need to comply with a particular schema, but it is recommended that the name is consistent with other web names that you already use. Acoustic Support or Implementation Team can advise you on names that are most inconspicuous.

Examples for a theoretical client's domain:

- www3.CLIENTDOMAIN.com
- server2.CLIENTDOMAIN.com
- newton.CLIENTDOMAIN.com

6.2.3 Provide Certificate Signing Request Information
Acoustic Digital Analytics provides a Certificate Signing Request (CSR) form for you to complete. This form is requested from (and returned after completion to) Acoustic Support or your assigned Implementation Engineer.

Acoustic Digital Analytics submits your CSR data to the Certifying Authority (CA), and the generated key file is forwarded to you so that you can order SSL certificates. To ensure expediency and avoid rejections, it is critical that you gather complete and accurate CSR information before submitting the form.

CSRs contain fundamental client information including:

- SSL data collection domain name
- Corporate technical contact information (name, phone, title, address, email address, fax number)
- Location information (address, country, etc.)
- Organizational information (company name, department, etc.)
- Web administration information (contact names, phone numbers, login, etc.)

Acoustic Support or your assigned Implementation Engineer can answer questions and assist you with this process.

6.2.4 Obtain Secure Sockets Layer (SSL) Certificates
After you have acquired SSL certificates using the key file provided by Acoustic Digital Analytics, you must forward the received SSL certificate file to Acoustic Support or your assigned Implementation Engineer.

Acoustic Support or the Implementation Engineer installs the certificate file on Server Load Balancers at each of the redundant Acoustic Digital Analytics data centers.

Note that whenever possible, you should use additional licenses rather than additional certificates, to simplify management.

6.2.5 Configure Client-side Name Server
You must configure your Domain Name Server(s) (DNS) with NS records to properly refer to the Acoustic Digital Analytics Global Load Balancers. This process is not dependent on the presence of the SSL certificates and can be performed in advance of installing certificates.

While unusual, it is possible that a small, one-time fee is assessed by an ISP to add the required DNS records. It is important that proper record format be used when configuring your DNS.

US Data Center example DNS "Name Server" Records for a Data Collection sub domain (dcd):

```
<your dcd>.sitedomain.com         IN         NS        ns1.coremetrics.com.
<your dcd>.sitedomain.com         IN         NS        ns2.coremetrics.com.
<your dcd>.sitedomain.com         IN         NS        ns3.coremetrics.com.
```

Europe Data Center nameserver example DNS records:

```
<your dcd>.sitedomain.com         IN         NS        de1gslb1.coremetrics.com.
<your dcd>.sitedomain.com         IN         NS        de2gslb1.coremetrics.com.
<your dcd>.sitedomain.com         IN         NS        de3gslb1.coremetrics.com.
```

The NS record TTL values should be set to the DNS provider preference for caching responses to requests from the subdomain (typically this is a high value).

There should be only three entries within your DNS settings that contain the sub domain delegated to Acoustic Digital Analytics. This domain should be delegated for use solely with Digital Analytics data collection - check that there are no other DNS entries for this sub domain.

Unless your DNS settings complete this automatically, note that the period (.) at the end of each entry is required. Depending on the interface used to create the entries, the period might be implicitly included.

6.2.6 Privacy Policy Updates & Implementing Opt-Out
Acoustic Digital Analytics always recommends that you follow industry best practices and obtain all necessary consents from visitors to your web site.

In addition, Digital Analytics strongly suggests that you update privacy policy pages to (1) advise visitors of the your data collection and data use practices, (2) notify visitors that cookies are being placed on their computer with an explanation of the purpose and utilization of these cookies, and (3) provide an integrated "opt-out" functionality to accommodate users who choose not to have their browsing data collected. See section 7 for further information on Privacy Considerations.

6.2.7 Activate multisite global sessionization for Acoustic managed first-party
If you have a multisite implementation, the Site ID value can change during a visit to a single Acoustic managed data collection domain. To ensure that the visitor is associated with a single session, implement multisite global sessionization. A multisite implementation refers to any HTML web site sending tags directly to a native multisite Global ID+SiteID in the format 5xxx0000|<siteid>. A native multisite Global ID starts with a '5' and ends in four zeroes. Legacy 9-series IDs migrated to multiisite cannot use or benefit from multisite global sessionization.

To activate this feature for Acoustic managed first-party multisite implementations, submit a request to Acoustic including your multisite global client ID.

6.2.8 Solution Rollout
The final configuration step is to update the cmSetClientID(...) function call to enable Acoustic managed first-party and set the appropriate Data Collection Domain value.

Set the Data Collection Method parameter to the boolean `false` value. Set the Data Collection Domain parameter to the new `<data collection domain>.clientdomain.com` value, rather than `data.coremetrics.com`. Set the Cookie Domain parameter to the 2nd level site domain, or 3rd level in the case of domains with country code top-levels. For example, `thesite.co.uk`.

For more information about the `cmSetClientID` function, see “2.3 Setting Data Collection Parameters” on page 148.

Example Acoustic Managed First Party cmSetClientID call where the selected data collection subdomain is `123.thesite.com`:

```
cmSetClientID("99999999",false,"123.thesite.com","thesite.com");
```

6.2.9 Accessing the Acoustic Managed Visitor Cookie
Use the `cmRetrieveUserID` function to retrieve the Digital Analytics visitor ID that is stored in Acoustic-managed domains or generated by Intelligent Tracking.

About this task
Acoustic-managed cookies are set in a subdomain delegated to Acoustic control. The client web site domain code cannot access the Digital Analytics cookies set in Acoustic-managed domains. Starting with eluminate tag library version 4.12.16, you can use the `cmRetrieveUserID` function to retrieve the Digital Analytics visitor ID that is stored in the Acoustic-managed CoreID6 cookie.

Procedure

Call the `cmRetrieveUserID` function using a callback function in parameter 1. This will return the CoreID6 visitor ID value. You can also use this function to retrieve visitor ID values that are generated by Intelligent Tracking.

Refer to "7.3 Intelligent Tracking" on page 210.

Example

Example HTML and JavaScript Code

```
HTML>
<HEAD>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
cmSetClientID("99999999",false,"data.coremetrics.com","127.0.0.1");
// false = 'Acoustic Managed' Cookies
</script>
</HEAD>
<BODY>
<script type="text/javascript">
// tag to set new CoreID6 for demonstration purposes
cmCreateManualLinkClickTag("nolink");
// Retrieve the Visitor ID value from CoreID6, or other source
(Intelligent Tracking)
function cmRetrieveVisitorCallback(userID) {
  myCoremetricsVisitorID = userID;
  console.log('CoreID6 value from Acoustic: ' + myCoremetricsVisitorID);
}
function get_cmCookieValue() {
  console.log('setting timeout...');
  cmTimeOut = setTimeout(cmTimeOutFunction, 100);
}
function cmTimeOutFunction() {
  var CoreID6FromAcoustic = cmRetrieveUserID(cmRetrieveVisitorCallback);
}
console.log('window onload - start');
var cmTimeOut;
if (window.addEventListener) // All major browsers, except IE 8 and earlier
  { window.addEventListener('load', get_cmCookieValue, false);
} else if (window.attachEvent) // IE 8 and earlier versions
  { window.attachEvent('onload', get_cmCookieValue);
}
</script>
</BODY>
</HTML>
```

6.3 Client-managed first-party cookie migration

This topic describes how to use the `cmSetupCookieMigration` function to migrate client-managed first-party cookies across multiple distinct site domains.

Client-managed first party implementations set Digital Analytics cookies under the 'Cookie Domain' specified in parameter 4 of the `cmSetClientID(…)` function. In cases where visitors traverse multiple second level domains as part of a normal site visit sending data to a single Digital Analytics Client ID, it might be necessary to migrate the Digital Analytics visitor and session cookies on the prior domain to the new second level domain to maintain visitor and session continuity in reporting. This migrationis necessary to ensure complete data attribution in all reporting.

For this purpose Digital Analytics provides the function `cmSetupCookieMigration(…)`. This function is only recommended in cases where pages that are from the new second level domain are typically visited after pages served by the original domain. Place this function call be placed on all pages that are served from both the originating and destination domains, after the Digital Analytics library src= include and `cmSetClientID(…)` call (if any), and before the `cmSetProduction();` call (if any) and any tag function calls on the page.

Note: This function is not available for eluminate tag library versions before 4.15.*. For technical details and limitations of this feature, see "Technical details for Client-managed first-party cookies" on page 203.

Parameter	Required	Description
JSFPmigration	Required	Always true
forceVisitorOverwrite	Required	true or false. This should be true unless otherwise advised by Acoustic Support.
domainWhitelist	Optional	Comma-delimited list of domains to which cookies should be transferred.
domainBlacklist	Optional	Comma-delimited list of domains to which cookies will not be transferred. Cookies are migrated to all domains not in this list.
pathWhitelist	Optional	Comma-delimited list of URL paths to which cookies will be transferred. This is necessary when a 302 redirect is forwarding the visitor directly from the original domain to the new domain.
otherCookie	Optional	Comma-delimited list of other cookies to be migrated. (...,"cookie1,cookie2",...)
otherCookiesExpireTimes	Optional	Object Literal defining a list of optional expiration times for specified otherCookies. (..., {"cookie1": "1234567890",...},...)

One of the following three parameters must be specified: domainWhitelist, domainBlacklist, or pathWhitelist. In cases where both a domain list and pathWhitelist is passed, pathWhitelist is evaluated and domainWhitelist/domainBlacklist ignored.

Example #1: domainWhitelist migration from domain 1 to domain 2 (no redirect)

Visitor browses the site and products under domain #1, 'thesite.com'. After an item is carted and checkout, the visitor is linked to a page served by new domain #2, 'checkout-store.com'. The Digital Analytics Client Managed cookies should be migrated from 'thesite.com' to the new domain 'checkout-store.com' using the function `cmSetupCookieMigration(…)` on all pages of domain #1 (thesite.com) and domain #2 (checkout-store.com).

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
<script type="text/javascript">
 cmSetupCookieMigration(true,true,".checkout-store.com");
</script>
</head>
<body>
...
<script type="text/javascript">
cmCreatePageviewTag("Checkout: login", "checkout");
</script>
</body>
```

Note: Pages that are served from the new domain, checkout-store.com, should include updated calls to `cmSetClientID(…)` setting Cookie Domain under the new site domain:

```
cmSetClientID("99999999",true,"data.coremetrics.com","checkout-store.com");
```

Example #2: pathWhitelist migration for 'checkout.asp' after 302 redirect.

Visitor browses the site and products under domain #1, 'thesite.com'. After carting an item and beginning checkout, the visitor is redirected (302) to a page served by new domain #2, 'checkout-store.com'. The Digital Analytics Client Managed cookies should be migrated from 'thesite.com' to the new domain 'checkout-store.com' using the function `cmSetupCookieMigration(…)` on all pages of domains #1 (thesite.com) and #2. The pathWhitelist will contain "checkout.asp", uniquely identifying the URL of the first page served by the new domain after the 302 redirect.

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
 cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
<script type="text/javascript">
 cmSetupCookieMigration(true,true,null,null,"checkout.asp");
</script>
</head>
<body>
...
<script type="text/javascript">
cmCreatePageviewTag("Checkout: login", "checkout");
</script>
</body>
```

Example #3: domainBlacklist migration + 2 other session cookies and 3 other persistent cookies with specified expiration periods in standard JavaScript millisecond date value.

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
<script type="text/javascript">
 cmSetupCookieMigration(true, true, null, ".checkout-store.com", null,
"sessioncookie1,sessioncookie2,persistentcookie1,persistentcookie2,
persistentcookie3",{"persistentcookie1":1234567890,"persistentcookie2":
987654321,"persistentcookie3":2940792846});
</script>
</head>
<body>
...
<script type="text/javascript">
cmCreatePageviewTag("Checkout: login",
"checkout");
</script>
</body>
```

Technical details for Client-managed first-party cookies
Calling the cmSetupCookieMigration function configures the eluminate tag library to use tag migration code where possible.

The domainWhitelist, domainBlacklist, and pathWhitelist parameters of cmSetupCookieMigration specify a list of domains or URL paths that are actively migrated. When an anchor tag (<a>) is clicked on one of these pages, the eluminate tag library examines the anchor HREF to check whether the URL contains a domain or path specified in domainWhitelist, domainBlacklist, or pathWhitelist. If the domain or path exists in the list, the tag library appends the 'Core6ID' cookie Visitor ID and '<clientid|siteid>_clogin' cookie Session ID values as new query string parameters to the anchor/HREF destination URL. When the destination page in the new domain2.com site is loaded, the eluminate tag library included in that page recognizes the migration parameters in the destination URL (window.location.href) and uses these values to populate any new, or overwrite any existing, Digital Analytics cookies set in domain2.com. This ensures that cookies values set in the original domain1.com site are also used to set the same new or existing domain2.com cookies, thus maintaining visitor and session continuity across both domains.

Limitations

Client-managed 1st party cookie migration cannot function if any of these conditions exist:

- There is no <a> / anchor tag linking domain1.com to domain2.com or the link navigation is executed entirely through JavaScript, a form submit, selection list + JavaScript, or other means. Standard cookie migration is supported only for HTML Anchor links directing the visitor from domain1.com to domain2.com.
- The href= attribute of the clicked <a> anchor does not contain the required domain or path value (href attribute entirely missing, href="#", href="javascript:void(0)", etc.)
- Multiple redirects between domain1.com and domain2.com change the final URL for the destination site/domain, or otherwise remove the migration query string parameters.
- If the standard Cookie Migration does not work due to lack of anchors with valid href attribute values or other reasons listed above, it might still be possible to perform a manual implemention of cookie migration using the following procedure:
  1. Implement the required `cmSetupCookieMigration` calls on both the domain1.com and domain2.com site pages according to "6.3 Client-managed first-party cookie migration" on page 201.
  2. Add JavaScript to the event of the <a> anchor so that when it is clicked, the Digital Analytics CoreID6 cookie visitor ID and <clientid|siteid>_clogin session ID values are read and appended to the domain2.com destination URL using the required cm_mc_uid= (Visitor) and cm_mc_sid= (Session) migration parameters.

CoreID6 cookie example

CoreID6 cookie value:`57871744086114145023618&ci=5xxx0000|siteid123`

Visitor ID value to be migrated is:`57871744086114145023618`

<clientid|siteid>_clogin cookie example

Cookie value: `v=1&l=1414502361&e=1414504351070`

Session ID value to be migrated:`1414502361`

Example new domain2.com destination URL:

```
www.domain2.com?cm_mc_uid=57871744086114145023618&cm_mc_sid_5xxx0000=1414502361
```

The domain2.com pages must include the required `cmSetupCookieMigration` function call instructing eluminate tag library to examine window.location.href for the presence of cookie migration parameters. For other types of navigation not using HTML anchors, implement custom code to extract and append the visitor ID and session ID values to the new domain2.com destination URL.

6.4. Manual reset of Client-managed first party cookies

You can manually reset Client-managed visitor and session cookies for public kiosk or other shared workstation scenarios.

When multiple users visit tagged pages with the same browser client, all the users are tracked as a single visitor in reporting. If the activity is continuous such that at least one tag is sent every 30 minutes, all the users during this period are also tracked as a single session in reporting. To associate users of a common browser client with unique visitor IDs in reporting, delete the 'CoreID6' Visitor cookie. To associate users of a common browser client with unique Session IDs in reporting, delete the '<clientid|siteid>_clogin' session cookie.

Note:

The following example uses the eluminate tag library 'CC' cookie deletion function, but you can use any standard JavaScript to delete the client-managed cookies.

You cannot delete Acoustic-managed cookies. If you need local access to Digital Analytics cookies consider switching to client-managed 1st party data collection.

Example HTML and JavaScript Code

```
<HTML>
<HEAD>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");  // true =
Client Managed cookies
</script>
</HEAD>
<BODY>
<script>
// set by kiosk at end of a 'visit' (current user logged off or timed out
kiosk session, etc)
var kioskSessionEnded = true;
</script>
<script type="text/javascript">
// check condition and reset Visitor and/or Session cookie prior to sending
the next tag for the new Visitor and/or Session.
if(kioskSessionEnded) {
// delete Acoustic DA visitor ID cookie
 CC("CoreID6",cm_JSFPCookieDomain);
// delete Acoustic DA session ID cookie
 CC(cm_ClientID + "_clogin",cm_JSFPCookieDomain);
}
</script>
<script type="text/javascript">
cmCreatePageviewTag("KOISK Page ID","KOISK PageCategoryID");
</script>
</BODY>
</HTML>
```

Privacy Considerations

Acoustic Digital Analytics highly recommends that you update your privacy policy to notify visitors of tracking, and to offer an opportunity for the visitor to opt out of data capture.

Two forms of visitor data collection opt-out are available, one for Acoustic-managed first party implementations (7.2.3), and a second for client-managed first party implementations (7.2.5).

7.1 Privacy Suggestions

Acoustic Digital Analytics advises you to maintain compliance with the core FTC standards for fair information practices: i) Notice; (ii) Choice; (iii) Access, and (iv) Security. This includes providing notice in privacy statements that indicates what data is being collected and how the data is being analyzed, including situations where data is integrated from multiple sources.

Acoustic Digital Analytics strongly advises you to offer your customers choice; that is, the ability for your site visitors to opt-out of having their behavior collected, either by a partial opt-out (to have the visitor behavior data analyzed anonymously) or with a total opt-out (to not have any visitor experience data collected).

In cases where policies provide statements about choice, if you are using first-party data collection, Acoustic Digital Analytics requires you to provide your visitors these privacy services either through an opt-out function, or by providing instructions to visitors on configuring their browsers appropriately. Acoustic Digital Analytics is the only analytics company to provide you with the ability to deploy a robust, integrated opt-out function free from maintenance overhead. This ensures your compliance with FTC regulations, and avoids troubling your visitors with the inconvenience of deciphering complex instructions. Deploying an opt-out feature on your web site also demonstrates to visitors an expected level of respect and proves that you are committed to online privacy.

It is important to note that other forms of web traffic analysis, such as log file-based solutions, cannot offer a full range of choice for a web site visitor. Since all web traffic is automatically collected in a log file, web behavior data is recorded for all visitors. Without an internally-architected custom mechanism for opting out of web site tracking, or sophisticated filters on data acquisition streams, companies that choose log-file based analytics might not be compliant with the notice and choice guidelines recommended by the FTC. Furthermore, these solutions need to be internally architected so that the

visitor identification cookies are P3P compliant, resulting in higher costs and additional internal expertise to support.

In summary, by choosing the Acoustic Digital Analytics solution for online analytics, you are also choosing to adhere to industry best practices for privacy. Acoustic Digital Analytics and its data collection comply with FTC guidelines for notice and choice, and all data capture is fully P3P compliant.

In addition to product development cycles to meet new standards, Acoustic Digital Analytics has a Chief Privacy Officer on staff, ensuring that the Digital Analytics data collection technology conforms with the most current generally accepted Internet privacy standards and any regulatory framework which might be put in place.

7.2 Implementing Opt-Out with Acoustic Digital Analytics First Party Data Collection Solutions

The Acoustic Digital Analytics first-party data collection solution enables you to add opt-out functionality directly within your privacy policy or other appropriate web page. Adding this capability enables your site visitors to directly control their choice of participation in data collection, while removing the burden of basic user-privacy administration. Additionally, giving visitors the ability to execute choice while reviewing data collection and privacy policies is consistent with industry best practices and FTC privacy guidelines. For a more general discussion of this topic, please refer to the "Acoustic Digital Analytics Privacy Guidelines" brief.

Two forms of opt-out implementation are available to support either Acoustic Managed or Client Managed first party data collection methods. Sample implementations for each data collection method are provided at the end of this section. To determine your current first party data collection method and which opt-out solution you should implement, contact your assigned Acoustic Digital Analytics Implementation Engineer or Acoustic Customer Support.

7.2.1 Opt-Out Description

You can enable three levels of data collection: 1) full participation; 2) "opt-out" of data collection, or 3) anonymous participation.

Your site visitors will be presented with an opt-out form describing their opt-out choices. Their selected option is saved when they click **Submit**. An additional function for visitors to check their current opt-out status is also available.

Recommended text describing each opt-out option is as follows:

- **Anonymous Visitor.** I understand that Acoustic Digital Analytics will continue to collect and have access to certain data about my experience at Acoustic Digital Analytics' web site or on any Acoustic Digital Analytics client web site for which Acoustic Digital Analytics collects data using its own cookie. However, such data will be presented as part of a pool of general, anonymous visitors.
- **Total Opt-Out.** I understand that no data about my experience will be collected by Acoustic Digital Analytics on its web site or on any Acoustic Digital Analytics client web site for which Acoustic Digital Analytics collects data using its own cookie. I understand Acoustic Digital Analytics will record that a "Total Opt-Out" election has been made, so that aggregated totals of "Total Opt-Out" elections can be calculated and recorded.
- **Cancel Opt-Out.** I understand that I will be issued a new Acoustic Digital Analytics cookie to enable data collection.

7.2.2 General Use Case

This section provides an outline description of the process that a site visitor might experience when using the opt-out functionality.

1. The visitor views the Privacy Policy and Opt-Out Options.
2. The visitor clicks a link to the "Opt-Out Options" page.
3. The visitor selects one of the opt-out options, and clicks the "Submit" button.
4. For Acoustic-managed first party implementations, the selected opt-out options are transmitted directly to `<dataSubdomain.ClientDomain.com>` (the client hostname mapped to Acoustic Digital Analytics). This data transfer and cookie update are invisible to your web site visitors.

5. For client-managed first party implementations, the opt-out options cookie update is performed by the Acoustic Digital Analytics data collection library included in the site page. The cookie update is invisible to your web site visitors.
6. A pop-up window is displayed to the visitor confirming the selected opt-out options. This pop-up message can be customized or localized (see Section 7.2.4).
7. The visitor clicks a confirmation button to close the pop-up window, and continues to browse the site, confident that he/she was able to choose the appropriate opt-out/opt-in functionality.

7.2.3 Implementation - Opt-Out for Acoustic-Managed First Party

To provide opt-out options for visitors to an Acoustic-managed first party implementation, provide an Opt-Out form or other HTML that allows visitors to select their opt-out preferences.

To avoid sending visitors to another web site and for consistency with your web site's user interface, you might choose to implement the opt-out functionality on your own pages, or as a stand alone page or "pop-up." The implementation of the opt-out functionality is typically accomplished by providing appropriate descriptive language in the site's Privacy Policy page and by creating an opt-out HTML form.

You can also specify the background color or image of the pop-up windows that are displayed to site visitors. This code should be included in a page on your site with appropriate formatting, images, and so on, to integrate the appearance. The HTML code for an Acoustis-managed first party opt-out form is shown below.

Note:

- Functions required to provide the form functionality are in the <head> section.
- Replace **"DA_Sub-Domain.ClientDomain.com"** with your assigned Acoustic Managed First Party Data Collection Domain (for example: `http://ww12.yoursite.com/privacy/getStatus.php`). If you do not have an Acoustic Managed First Party Data Collection Domain, this indicates either that your implementation is using third party cookies (in which case the `DA_Sub-Domain.ClientDomain.com` value will be `data.coremetrics.com`) or that you are using Client-Managed First Party (see Section 7.2.5).
- Replace HTML formatting and wording in the <body> section with your desired content (see 7.2.1 for examples of wording for opt-out descriptions).

Example HTML Code for Opt-Out Form

```
<html>
<head>
<title>Anonymous and Optout page</title>
<script language="JavaScript">
<!--
var newWindow;
function viewStatusWindow () {
bg_color="FFFFFF"; // optional background color of the popup window
bg_img=""; // optional background image for the popup window
// complete url needed
newWindow=window.open
("http://DA_Sub-Domain.ClientDomain.com/privacy/getStatus.php"+
"?bg=" + bg_color + "&im=" + bg_img, "popup1",
"resizeable,width=500,height=400")
}
function optResultWindow ( f ) {
// destination_opt_out - url of the page that is displayed in
// the pop up window after the opt-out cookie is set
destination_opt_out="http://DA_Sub-Domain.ClientDomain.com/privacy/optout.html";
// destination_anonymous - url of the page that is displayed in
// the pop up window after the anonymous cookie is set
destination_anonymous="http://DA_Sub-Domain.ClientDomain.com/privacy/
anonymous.html";
// destination_cancel - url of the page that is displayed in
// the pop up window after the cancel cookie is set
destination_cancel="http://DA_Sub-Domain.ClientDomain.com/privacy/cancel.html";
if ( f.action[0].checked ) {
ac = "anonymous";
destination = destination_anonymous;
}
if ( f.action[1].checked ) {
ac = "opt_out";
destination = destination_opt_out;
}
if ( f.action[2].checked ) {
ac = "optin";
```

```
destination = destination_cancel;
}
newWindow=window.open (
"http://DA_Sub-Domain.ClientDomain.com/privacy/privacy_handler.php"+
"?dest=" + destination + "&act=" + ac,
"popup1", "resizeable,width=500,height=400")
}
function setStatus(msg) {
status = msg
return true
}
//-->
</script>
</head>
<body>
<p><a href="javascript:void(0)" onClick="viewStatusWindow()"
onMouseOver="return setStatus('Click to view Opt-out status')"
onMouseOut="return setStatus('')"><u>View Current Opt-out
Status</u></a></p>
<hr>
<table width="595" border="0" cellspacing="0" cellpadding="1">
<tr>
<td>
<form name="optout">
<p><font face="Arial, Helvetica, sans-serif" size="2"><br>
<b>Opt-out Selection Form:</b></font><br><br><br>
<font face="Arial, Helvetica, sans-serif" size="2">
<input type="radio" name="action" value=""anonymous" checked>
<b>Anonymous Visitor.</b> </font></p>
<p><font face="Arial, Helvetica, sans-serif" size="2">
<input type="radio" name="action" value="opt_out" >
<b>Total Opt-out.</b> </font></p>
<p><font face="Arial, Helvetica, sans-serif" size="2">
<input type="radio" name="action" value="opt_in">
<b>Cancel Opt-out.</b> </font></p>
<p>
<input type="button" value="Submit"
onClick="optResultWindow(this.form)"></p>
</form>
</td>
</tr>
</table>
</body>
</html>
```

7.2.4 Customizing the Acoustic-Managed First Party Opt-Out HTML Response and Status Windows

To replace the standard Acoustic-managed first party opt-out response or status window with customized or localized content, follow these steps.

Customizing the Response Window

To replace the Acoustic Digital Analytics default window content, set the value for the `destination` parameter in the opt-out code to the URL that hosts the custom content to be displayed in your opt-out response and status windows. This content should be suitable for display in a resizable width=500/height=400 window unless you intend to change the initial window size.

```
if ( f.action[0].checked ) { ac = "anonymous"; destination =
 "http://www.mysite.com/customcontent_anonymous.html"; }
if ( f.action[1].checked )
 { ac = "opt_out"; destination = "http://www.mysite.com/customcontent_opt_out.html";   }
if ( f.action[2].checked )
 { ac = "optin"; destination = "http://www.mysite.com/customcontent_cancel.html"; }
newWindow=window.open
 ( "http://DA_Sub-Domain.ClientDomain.com/privacy/privacy_handler.php"+ "?dest=" + destination +
 "&act=" + ac, "popup1", "resizeable,width=500,height=400")
```

Customizing the Status Window

The language presented in the standard Acoustic-managed first party opt-out `getStatus` window can be presented in a number of languages, controlled by the optional `?lang=xx` parameter.

The default language is English. The following example illustrates changing the default status language to German.

```
newWindow=window.open ("http://DA_Sub-Domain.ClientDomain.com/privacy/getStatus.php"+
 "?lang=de" + "&bg=" + bg_color + "&im=" + bg_img, "popup1", "resizeable,
 width=500,height=400") }
```

Supported language codes are:

`cn, da, de, en, es, fi, fr, ja, ko, it, nl, pt, sv`

7.2.5 Implementation - Opt-Out for Client Managed First Party
To provide opt-out functionality for visitors to a client-managed first party implementation, provide an Opt-Out form or other HTML that allows visitors to select their opt-out preferences.

The opt-out HTML should call the function `SetOptOut(value)` with one of three possible parameter values:

- empty ("") for opting-in to full data collection;
- "`opt_out`" for complete opt-out of data collection;
- "`anonymous`" for opting-in to anonymous data collection.

Opt-Out HTML Example

The HTML code below provides an example opt-out page submitting the `SetOptOut` function in response to visitor choice. Modify this HTML to incorporate seamlessly into your website with appropriate language, navigation, formatting and images.

```
<HTML>
<HEAD>
<TITLE> Opt Out Page Example </TITLE>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
<script type="text/javascript">
// send data to production - Client-Managed 1st Party
cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
</script>
</HEAD>
<BODY>
<script type="text/javascript">
var currentStatus = cI("CMOptout");

if (!currentStatus) {
 currentStatus = "opt-in";
}
function setOptOut(value) {
 var futureDate = new Date();
 futureDate.setFullYear(futureDate.getFullYear() + 20);
 document.cookie = "CMOptout=" + value + "; path=/;" + ";
 expires=" + futureDate.toGMTString();
// example of setting cookie domain to 2nd level so opt-out is effective for
       .thesite.com and all subdomains.
// document.cookie = "CMOptout=" + value "; path=/; domain=.thesite.com" + ";
       expires=" + futureDate.toGMTString();
 currentStatus = cI("CMOptout");
 if (!currentStatus) {
  currentStatus = "opt-in";
 }
}
</script>

<div id="customerServ-header">
<h2>Site Usage Statistics Settings</h2>
</div>

<div id="browse-categories" class="clearfix">

<p>Our Acoustic Digital Analytics site usage statistics system allows you to view
 or change your profile. There are 3 different levels of data collection:</p>

<div id="opt-out-description">
<ul>
<li><h4>Change your current opt-out option:</h4></li>

<li><a href="#opted-out-anonymous" onclick="setOptOut('anonymous');">
Click for Anonymous Opt-Out.</a>
I understand that Acoustic Digital Analytics will continue to collect and have access
to certain data about my experience at Acoustic Digital Analytics' web site
or on any Acoustic Digital Analytics client web site for which
Acoustic Digital Analytics collects data using its own cookie. However, such data
will be presented as part of a pool of general, anonymous visitors.</li>

<li><a href="#opted-out-total" onclick="setOptOut('opt_out');">
Click for Total Opt-Out.</a>
```

```
I understand that no data about my experience will be collected by
Acoustic Digital Analytics on its web site or on any Acoustic Digital Analytics client
web site for which Acoustic Digital Analytics collects data using its own cookie.
I understand Acoustic Digital Analytics will record that a "Total Opt-Out" election
has been made, so that aggregated totals of "Total Opt-Out" elections can be
calculated and recorded.</li>

<li><a href="#opted-in" onclick="setOptOut('');">Click to opt-in.</a>
I understand that I will be issued a new Acoustic Digital Analytics cookie
to enable data collection.</li>
<br><br>  <li><a href="#check-status" onclick="alert('Your current status is: ' +
 currentStatus);
">View Current Opt-out Status</a>.</li></ul> </div> </div>
<script type="text/javascript"> cmCreatePageviewTag( "OPT-OUT PAGE", "PRIVACY"); </script>
</BODY> </HTML>
```

7.3 Intelligent Tracking

Greater flexibility and configuration for tracking, cookies, and data storage is required to comply with privacy legislation in some regions.

The client library allows clients to configure whether the library set cookies, and what kinds of cookies. Intelligent tracking is used to track individual visitors who have not explicitly opted out.

Cookie suppression and session-only cookie tracking

You can specify a setting through the `cmSetCookieSetting(setting)` parameter to disable setting of all cookies, only allow session cookies, or enable cookies.

For `cmSetCookieSetting(setting)`, the setting parameter is one of these:

Parameter Value	Setting	Effect
S	Session cookies only	Cookies created with cmSetCookieSetting expire within the session.
D	Cookies disabled	Currently set cookies in the suppression list will be removed. Future calls to cmSetCookieSetting does not set cookies and returns `true`. **Note:** This parameter requires use of Intelligent Tracking (cmSetIT).

Example:

```
<script type="text/javascript">
cmSetCookieSetting("S"); // session cookies only
</script>
```

Intelligent tracking description

When cookies are disabled, either by a visitor or through the tag library, intelligent tracking is used to track individual visitors, who have not explicitly opted out.

The visitors are tracked by collecting and hashing a set of technical properties from JavaScript variables and HTTP headers. This feature is enabled through the tag library.

To enable intelligent tracking, call the `cmSetIT(true)` function. To disable intelligent tracking, call `cmSetIT(false)`. Intelligent tracking is disabled by default.

Note: `cmSetIT(true)` requires the use of `cmSetCookieSetting("D")` as described in "Cookie suppression and session-only cookie tracking" on page 210.

```
<script type="text/javascript">
cmSetIT(true);
```

```
</script>
```

Automatic technical property tag
Normally, a technical property tag is fired with a page view if the `cmTPSet` cookie is not set to Y, and then the `cmTPSet` cookie is set so the technical properties tag is not sent again for the visitor's session.

If cookies are disabled, the tag library adds technical properties to a percentage of page view tags. The script generates a random number between 0 and 1. If that number is less than the configured threshold, the technical properties are added to the page view tag.

The threshold for sending technical properties on a page view is set using `cm_TPThreshold`. A value greater than or equal to 1 always sends the technical properties on a page view, while a value less than 0 never sends a technical property tag. The default value is .10.

```
<script type="text/javascript">
cmSetupOther({"cm_TPThreshold":"0.5"});
</script>
```

Note: `cm_TPThreshold` is only used in combination with `cmCookieSetting("D")` and `cmSetIT(true)`.

Example
This example shows a correct implementation for `cmSetCookieSetting(setting)`, `cmSetIT`, and `cmTPThreshold`.

```
<head>
<script type="text/javascript" src="//testlibs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
cmSetClientID("99999999",true,"data.coremetrics.com",
"127.0.0.1");
cmSetCookieSetting("D");
cmSetIT(true);
cmSetupOther({"cm_TPThreshold":"0.5"});
</script>
</head>
```

Opt-out for intelligent tracking
When using Intelligent Tracking, no cookies are set on the visitor browser.

The standard Client Managed opt-out code described in "7.2 Implementing Opt-Out with Acoustic Digital Analytics First Party Data Collection Solutions" on page 206 cannot be used to implement visitor opt-out for Intelligent Tracking. To provide visitors the opportunity to opt-out of Intelligent Tracking, the `cmSetOptOut` function is provided. This function must be called on each and every page of the web site with the designated value ("A", "Y" or "N").

The opt-out form or other input mechanism used by visitors to make the opt-out, opt-anonymous or opt-in decision must be provided by the web site author: this input code is not provided by Acoustic. The visitor decision should be persisted by the web site author so that the `cmSetOptOut(...)` function can be called with appropriate parameter value from each new page.

- Available parameter values for the cmSetOptOut function:

Parameter value	Setting
A	Anonymous data collection
Y	Total opt-out of all data collection
N	No opt-out. Normal data collection

- Script block example:

```
<script type="text/javascript">
cmSetOptOut("Y");   // total visitor opt-out of data collection on this page
</script>
```

Category Definition File

To define the category structure and display names for category IDs that you send through tags, you must use a Category Definition File (CDF).

The Category Definition File maps every category ID sent in tags to a display name and a parent category. The file should be uploaded to Digital Analytics through the `https://import.coremetrics.com` Import GUI, or the SFTP account that is configured and managed through the GUI.

Category Definition File Format

The Category Definition File is a comma separated values (CSV) file. Each line describes a category in the hierarchy. Each line has four values:

- Client ID
- Category ID
- Category Name
- Parent Category ID.

Column	Description
Client ID	Digital Analytics assigned ID. This value should be the same for all rows within a given file.
Category ID	Category ID for the category being defined. This value should match the values being sent in the Digital Analytics tags or referenced in the Parent Category ID column of the CDF.
Category Name	The display name that should be used for this category ID in reporting.
Parent Category ID	The Category ID of this category's parent category. For top-level categories, this column should be empty.

Every category ID that is sent through the Digital Analytics tags on your site or referenced in the Parent Category ID column should have a matching line within the CDF that maps the ID to a display name and parent category. Category IDs that do not have a matching line within the CDF will be grouped into the "No Category Assigned" top-level category in reports.

The Digital Analytics TagBar can be used to identify what category ID is being sent in a tag. The Category ID (cg) field displayed in the TagBar output should match a Category ID in the second column of the CDF for that Client ID.

Invalid characters

Single quotation marks (') and double quotation marks (") are automatically removed from collected tag Category ID parameter values. Thus, no tag data can be assigned to Category IDs that contain quotation marks. However, single and double quotation marks can be included in Category Name column values for report display purposes. Following is an example:

```
99999999,204,DRILL BITS 1/4" TITANIUM,202
```

Commas (,) found in Category ID or Parent Category ID column values are replaced with spaces (" ") during loading of the category records. This ensures that tags sent with Category ID (cg) parameter values including commas will match the loaded Category Definition File record (see “2.5 Data Tags” on page 156 for more information on removal of commas from tag parameter data).

Multibyte CDF characters

Only single byte data should be included in the CDF supporting a single byte-enabled Client ID. Single byte-enabled Client IDs cannot include categories with multibyte characters; such categories will not be available in reporting.

CDF column data (Category ID, Name and Parent) for multibyte-enabled Client IDs can include multibyte characters.

Example of Category Definition File

The following example shows the category structure with corresponding records.

Category ID, Category Name, and Parent Category columns (2-4) values can be in uppercase, lowercase, or mixed case for character sets having multiple case values. All CDF column values are converted to uppercase upon import to Digital Analytics (`import.coremetrics.com` or `ftp.coremetrics.com`). All collected tag Category ID values are also converted to uppercase after receipt of the tag by Digital Analytics, so the Category ID values in columns 2 and 4 of the CDF will always match the same Category ID value collected in tag data.

Client ID	Category ID	Category Name	Parent Category ID
99999999	101	MENS	
99999999	201	WOMENS	
99999999	301	SALE	
99999999	102	MENS SHIRTS	101
99999999	103	MENS PANTS	101
99999999	104	MENS SHIRTS: DRESS	102
99999999	105	MENS SHIRTS: TEE	102
99999999	202	WOMENS SHIRTS	201
99999999	203	WOMENS PANTS	201
99999999	204	WOMENS SHIRTS: DRESS	202
99999999	205	WOMENS SHIRTS: TEE	202
99999999	302	SALE: SHIRTS	301
99999999	303	SALE: BRANDS	301

Example file

```
99999999,101,MENS,
99999999,201,WOMENS,
99999999,301,SALE,
99999999,102,MENS SHIRTS,101
99999999,103,MENS PANTS,101
99999999,104,MENS SHIRTS:  DRESS,102
99999999,105,MENS SHIRTS:  TEE,102
99999999,202,WOMENS SHIRTS,201
99999999,203,WOMENS PANTS,201
99999999,204,WOMENS SHIRTS:  DRESS,202
99999999,205,WOMENS SHIRTS:  TEE,202
99999999,302,SALE: SHIRTS,301
99999999,303,SALE: BRANDS,301
```

Uploading the CDF

The CDF should be uploaded through the CDF import tool at `https://import.coremetrics.com` (US Data Center). This tool allows direct uploads of CDFs through the user interface, or creation of an sftp (port 998) server account with Digital Analytics (`ftp.coremetrics.com` - US Data Center) for scheduled upload of automatically generated CDFs.

Europe Data Center domains:

`import.de.coremetrics.com`

`ftp.de.coremetrics.com`

Files imported through the Import GUI or sent to `ftp.coremetrics.com` will be automatically imported and processed, and your categorization hierarchy in reporting is updated from that point forward. Changes from an uploaded file should be reflected in the next processing of the daily reports. The frequency at which the CDF is uploaded can be determined based on your own needs. If your hierarchies might change on a daily or weekly basis, Digital Analytics recommends setting up an automated script that will generate the CDF and upload it daily. This ensures that Digital Analytics picks up any changes in the hierarchy on a daily basis.

File Naming Convention

The CDF should be named according to the following convention:

`CDF_<client_id>.csv`

where *<client_id>* is your Digital Analytics assigned client ID.

Multisite Analytics

Category Definition Files can be created and uploaded for both the Multisite Analytics Global ID (5xxx0000) and Site Alias/Sub-IDs (5xxxxxxx). CDFs for Multisite IDs follow the standard file naming and file formatting requirements, except that the column 1 'Client ID' and file name <client_id> values will be either the Multisite Global ID or one of the provisioned Site Alias/Sub-IDs.

Here is an example of a Multisite Analytics Global ID file name and its contents.

CDF_50010000.csv
50010000,101,MENS,
50010000,201,WOMENS,
50010000,301,SALE,

Here is an example of a Multisite Analytics Site Alias/Sub-ID file name and its contents.

CDF_50010001.csv
50010001,101,MENS,
50010001,201,WOMENS,
50010001,301,SALE,

Multisite Analytics CDFs are uploaded using the standard CDF Import tool at https://import.coremetrics.com.

Log on using the Multisite Global ID to upload the Global ID CDF and the Site Alias/Sub-ID to upload Sub-ID CDFs.

Data Integrity Process File

Digital Analytics uses the Data Integrity Process (DIP) to validate the data being collected by the Acoustic Digital Analytics tagging.

DIP compares data directly imported from your backend database to the data collected and used by Digital Analytics reporting. Data is imported through the upload of a DIP file, which is sent via SFTP to Digital Analytics on a daily basis. This feature is not available in Test reporting.

DIP File Format

The DIP file is a comma separated values (CSV) file that contains line item data for all orders placed for the day. Each line has six values: Order Date, Order ID, Product ID, Order Subtotal, Quantity, and Unit Price.

Column	Description
Order Date	Date of the order in appropriate format (see Section 8.2.3)
Order ID	Order ID should match the Order ID being sent in the Digital Analytics Order Tag.
Product ID	Product ID for the line item. This should match the Product ID being sent in the Shop 9 Tag.
Order Subtotal	Subtotal for the order. This should not include shipping and handling or tax.
Quantity	Quantity of the product purchased for this line item.
Unit Price	Unit price for the line item.

No quotes should exist anywhere within the DIP file. The DIP file should contain data for all orders placed online that would be tracked with Digital Analytics. It should not include any orders placed from other channels, such as store, catalog, or call center/telephone sales. Do not include commas in Order Subtotal or Unit Price values.

Date Formatting

The Order Date should be in the same time zone as your Digital Analytics reports were set up to. They should not be translated to CST. If you have any questions about what time zone is appropriate, please contact your Implementation Engineer. The Order Date field must be in one of the following formats:

```
DD-MON-YYYY HH24:MI:SS
YYYY-MM-DD HH24:MI:SS
MM/DD/YY HH24:MI:SS
MM/DD/YYYY HH24:MI
DD-MON-YYYY HH24:MI:SS
MM/DD/YYYY HH24:MI:SS
DD-MON-YYYY
MM-DD-YYYY HH24:MI:SS
```

Example File

Below is an example set of order data for one day and the corresponding DIP file entries.

Order Date	Order ID	Product ID	Order Total	Qty	Unit Price
27-Oct-2010 13:32:17	5328031	47175	20.97	3	6.99
27-Oct-2010 14:12:05	5328032	156564	243.87	4	3.49

Order Date	Order ID	Product ID	Order Total	Qty	Unit Price
27-Oct-2010 14:30:07	5328032	187167	243.87	1	29.99
27-Oct-2010 14:55:46	5328032	185767	243.87	4	19.99
27-Oct-2010 14:59:43	5328032	186891	243.87	4	29.99
27-Oct-2010 15:10:23	5328034	188353	231.76	1	19.97
27-Oct-2010 15:19:53	5328034	188396	231.76	2	15.97
27-Oct-2010 15:24:31	5328034	188412	231.76	1	24.97
27-Oct-2010 15:43:14	5328034	188487	231.76	1	29.97
27-Oct-2010 16:03:28	5328034	188529	231.76	1	64.97

Example DIP File

```
27-Oct-2010 13:32:17,5328031,47175,20.97,3,6.99
27-Oct-2010 14:12:05,5328032,156564,243.87,4,3.49
27-Oct-2010 14:30:07,5328032,187167,243.87,1,29.99
27-Oct-2010 14:55:46,5328032,185767,243.87,4,19.99
27-Oct-2010 14:59:43,5328032,186891,243.87,4,29.99
27-Oct-2010 15:10:23,5328034,188353,231.76,1,19.97
27-Oct-2010 15:19:53,5328034,188396,231.76,2,15.97
27-Oct-2010 15:24:31,5328034,188412,231.76,1,24.97
27-Oct-2010 15:43:14,5328034,188487,231.76,1,29.97
27-Oct-2010 16:03:28,5328034,188529,231.76,1,64.97
```

Uploading the DIP File

The DIP file should be uploaded to Acoustic Digital Analytics' SFTP server for your data center. Depending on the Data Center and database type used by your Client ID, the SFTP account and SFTP target used to upload the DIP files will vary.

SFTP Target Domain

US Data Center: ftp.coremetrics.com

Europe Data Center: ftp.de.coremetrics.com

SFTP Account Type

For 5- or 9-series Client IDs worldwide, use a "clientid-import" account self-configured in the appropriate Import application UI for your Data Center: import.coremetrics.com (US), import.de.coremetrics.com (Europe).

For 9-series Client IDs using Oracle, use a "clientname-dip" account created by Digital Analytics Support.

Contact Digital Analytics Support to confirm which type of SFTP account should be configured for your Client ID.

File Naming Convention

The DIP file should be named according to the following convention:

```
DIP_<client_id>_<YYYYMMDD>.csv
```

Where <client_id> is your Coremetrics assigned client ID and *<YYYYMMDD>* is the date in 'YYYYMMDD' format.

Multi-Currency Support

Acoustic Digital Analytics supports capturing multiple different currencies for purchases under a single client ID. To enable this functionality, you must specify a currency code that conforms to the ISO4217 specification. See `http://www.xe.com/iso4217.htm` for reference.

A given Client ID can report currency format data using only the single currency code that you specified in the settings for that Client ID. Using "multi-currency conversion" through the `cmSetCurrencyCode` function or the `cm_currencyCode` variable does not change the currency code used to report currency data within a given Client ID; it only converts Order Total, Unit Price and Shipping Charge values collected in different currencies to the single reporting currency that you have specified for that Client ID.

Currency values must be included in the data captured in Shop Action 5, Shop Action 9, and Order tags. To capture the currency code with the relevant tag data, call the `cmSetupOther(...)` function with the variable name `cm_currencyCode` and the 3-byte currency code. For example:

```
cmSetupOther({"cm_currencyCode":"EUR"});
```

The `cmSetupOther(...)` function can be called in the same script block as the `cmSetClientID(...)` call on the page.

If you are not using Acoustic Digital Analytics hosted libraries (`libs.coremetrics.com/eluminate.js`) version 4.7.5 or later, the `cmSetupOther` function will not be available. In this case, call the `cmSetCurrencyCode` function anywhere in the tagged page prior to the related Shop or Order tag function calls. For example:

```
<script>
cmSetCurrencyCode("EUR");
</script>
```

Multi-Currency Support for Acoustic Digital Analytics Multisite

Acoustic Digital Analytics Multisite implementations should always set the 3-byte ANSI currency code in all pages which will send currency data with tags. The 3-byte code set on the page should match the currency type sent in tags from that page. This will ensure that collected currency values are converted properly for display in both the Multisite Analytics Global ID and the Multisite Analytics Site ID ("59990000|SITEID1"), in cases where these IDs are configured to report in different currencies.

Additional Tag Attributes for Explore

Explore allows for reporting based on attributes of a tag (for example, brand, language, author). Collecting and using attributes in reporting requires the Explore product and the Acoustic Digital Analytics-hosted library (`//libs.coremetrics.com/eluminate.js`).

The following tag types each support up to 50 attributes with a length of 256 characters per attribute:

- Pageview
- Product View
- Shop Action
- Order
- Conversion Event
- Element
- Registration (1-15 are available in Digital Analytics, 1-50 are available in Explore reporting)
- Marketing Attributes (query string parameters cm_mmca1-50)

Microsoft Internet Explorer request length is limited to 2083 bytes. Check that your total attribute length for each tag is no more than 1.5k to allow for collection of standard tag parameters such as Page ID, category ID and Product ID, destination and referring URL values, and around 200 additional bytes for data included in all requests.

To obtain Digital Analytics Explore contact your Acoustic Digital Analytics Account or Sales Representative. See the Digital Analytics Explore User Guide for more information on suggested attributes for capture and how to create reports using attributes.

Capturing Digital Analytics Explore Attributes

Explore Attribute values are sent to Digital Analytics Explore as a single "-_-" delimited tag parameter value. The Explore Attribute tag parameter is in the parameter list for each tag that supports Digital Analytics Explore data collection (see Section 2.6).

Specify Alternative Delimiter for Digital Analytics Explore Attributes Parameter

If the default delimiter value of '-_-' cannot be used, you can specify an alternative delimiter by using cm_AttributeDelimiter. This action might be required if an attribute value contains the default delimiter character.

For example, you can change the delimiter from `-_-` (the default) to `_-_` by using the following command:

```
cmSetupOther({"cm_AttributeDelimiter":"_-_"});
```

Note: Changing the delimiter for attributes also changes the delimiter expected in extra fields parameter. It is not possible to set separate delimiters for the attribute and extra field parameters.

Example "Page View" Tag Function Call with Explore Attributes

In this example Pageview tag, the parameters "PageID", "PageCategoryID", "attribute-1", "attribute-3" and "attribute-4" are sent. Search string and search results specify JavaScript null values to maintain correct parameter order. By not specifying any value for attribute position 2 in the "-_-" concatenated Attribute string, retain the correct parameter order for the "attribute-3" and "attribute-4" values is retained.

- Function definition from //libs.coremetrics.com/eluminate.js:

```
function cmCreatePageviewTag(pageID, categoryID, searchString, searchResults,
 attributes, extraFields)
```

- Function call

```
<script type="text/javascript">
cmCreatePageviewTag("PageID","PageCategoryID",null,null,"attribute-1-_-
-_-attribute-3-_-attribute-4", "extrafield1-_-extrafield2-_--_-extrafield4");
</script>
```

- Equivalent digitalData JSON declaration:

```
digitalData = {
page:{pageInfo:{pageID:'PageID',onsiteSearchTerm:
'',onsiteSearchResults:''},category:{primaryCategory:'PageCategoryID'}
,attributes:{exploreAttributes:'attr1-_--_-attr3-_-attr4',extraFields:
'extrafield1-_-extrafield2-_--_-extrafield4'}}};
```

- Tagbar test output:

```
Page View tag (Test)
Tag Type (tid):"1" (Page View tag)
Page ID (pi):"PageID"
Category ID (cg):"PageCategoryID"
Attribute 1 (Explore) (pv_a1):"attribute-1"
Attribute 3 (Explore) (pv_a3):"attribute-3"
Attribute 4 (Explore) (pv_a4):"attribute-4"
Extra Field 1 (pv1):"extrafield1"
Extra Field 2 (pv2):"extrafield2"
```

```
Extra Field 4 (pv4):"extrafield4"
```

Registration Attribute 50

Registration Attribute 50 is reserved to syndicate an opt-in status for a registered visitor.

By using information recorded in the Acoustic Digital Analytics Registration tag attributes, you can determine your visitors' opt-in or out status for email communications. As a best practice, alias attribute 50 as contactConsent to reduce the odds of it being re-purposed. See “Defining an alias and data type for an attribute” on page 139 for more information.

Note: The `-_-` delimiter cannot set apart individual opt-in or opt-out instructions. To send more than one opt-in or opt-out instruction, you must use multiple registration tags.

Table 17: Tagging Values for Attribute 50

Attribute value	Value options (case insensitive)
Channel values	email, mobile, sms
Instruction values	opt-in, opt-out, [null]

Example registration attribute usage

Attribute Slot: 50

Attribute Alias: contactConsent

Attribute Value: email, opt-in

Video player tracking

You can implement advanced Acoustic Digital Analytics Explore video tracking using Element Tag 'attributes' 13, 14 and 15.

- **Element ID:** pass the name of the video (e.g. Six Minute Abs)
- **Element Category:** pass the category of the video (e.g. Fitness Videos)
- **Element Attribute Field 13 (e_a13):** Pass the "Video Status:" "0"=Launch; "1"=Pause; "2"=Play;"3"=Completion. Video abandonment/completion rates and average video play times are calculated using the 'Launch' and 'Completion' events. 'Pause' and 'Play' events are sent only in response to clicks on video player 'pause' or 'play' controls. Alias Element Attribute 13 in reporting 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". Alias Element Attribute 14 in reporting as "Video Time Stamp." Video timestamp must be sent for all Video Status values including 'Completion', in which case the value should be equal to the Element attribute 15 'Video Length' value.
- **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". Alias Element Attribute 15 in reporting as "Video Length."

Example "Element" Tag Function Calls with Video Explore Attributes:

In this example sequence we are tracking the video "Six Minute Abs" in category "Fitness Videos" through a hypothetical typical launch, pause, play and completion sequence.

Function Definition from //libs.coremetrics.com/eluminate.js:

```
cmCreateElementTag(elementID, elementCategory, attributes)
```

1. The video is loaded into the player. In this example, the video starts playing only when the 'play' control is subsequently clicked by the visitor. For videos which load and begin playing immediately without any prompt from the visitor, two element tags should be sent: 1 launch ("0") element and 1 play ("2") element (Steps 1 and 2 together).

   ```
   cmCreateElementTag("SIX MINUTE ABS","FITNESS VIDEOS","-_--_--_--_
   ```

```
--_--_--_--_--_--_--_--_-0-_-0-_-190");
```

2. Visitor clicks the 'play' control, starting play of the video.

```
cmCreateElementTag("SIX MINUTE ABS","FITNESS VIDEOS","-_--_--_--_
--_--_--_--_--_--_--_--_-2-_-0-_-190");
```

3. Visitor 'pauses' the video halfway through (95 seconds).

```
cmCreateElementTag("SIX MINUTE ABS","FITNESS VIDEOS","-_--_--_--_--
_--_--_--_--_--_--_--_-1-_-95-_-190");
```

4. Visitor resumes play at 95 seconds

```
cmCreateElementTag("SIX MINUTE ABS","FITNESS VIDEOS","-_--_--_--_--_
--_--_--_--_--_--_--_-2-_-95-_-190");
```

5. Visitor watches video to completion - note that timestamp (14) and video length attributes (15) are now equal

```
cmCreateElementTag("SIX MINUTE ABS","FITNESS VIDEOS","-_--_--_--_--_
--_--_--_--_--_--_--_-3-_-190-_-190");
```

Additional Product Attributes for Acoustic Digital Recommendations
Acoustic Digital Recommendations supports rules based on 50 static attributes for products.

The product attribute data is uploaded to Digital Analytics through the ECDF and EPCMF .csv files documented in “Enterprise Products Report” on page 225.

Real-Time Media Tagging
Acoustic Digital Analytics Monitor now supports two new modules designed to allow real-time analysis of published content.

This module requires use of the Digital Analytics-hosted library (//libs.coremetrics.com/eluminate.js).

To track designated pages using the Real-Time Media Modules, two additional values must be passed as attributes on the pageview tag. The data format for attributes is described in Section 2.6.1. Note that the Digital Analytics Explore product is not required for Real-Time Media, but Monitor is required. The additional values must be passed either in Pageview attributes 1 and 2 or 14 and 15. The collected attributes must be paired together as 1 and 2 or 14 and 15. Failure to specify the values properly might result in incorrect or missing reporting.

The value of attribute 1 or 14 specifies the page of the article (first page, middle pages, last page, or single-page-article). Only one of these values will be set for a given Pageview tag. These values are used to indicate the following:

- cm_md_f - indicates the first page of a multi-page article
- cm_md_m - indicates a middle page of a multi-page article (i.e. more than 2 pages)
- cm_md_l - indicates the last page of a multi-page article
- cm_md_fl - indicates a single page article

Note: If the article page values are not set correctly (using one of the above 4 values), no data will appear in the Real-Time Media modules.

The value of attribute 2 or 15 specifies the "Article ID", uniqely identifying this article in reporting. The value must be consistent across all pages of a given article. In the case of a single page article, the 'Article ID' value will typically be the same as the Page View tag 'Page ID' parameter value. For multi-page articles, the 'Article ID' will usually be that part of the 'Page ID' which uniquely identifies the article, less any variable data such as page numbers, subtitles, etc.

Example of the Page View tag attribute values sent when viewing page 4 of a 5 page article, capturing the real-time media values using attributes 14/15:

```
cmCreatePageviewTag("ARTICLE 1: PAGE 4","ARTICLES", null, null,
```

```
"-_--_--_--_--_--_--_--_--_--_--_--_--_-cm_md_m-_-ARTICLE 1");
```

Acoustic Digital Analytics Cookies - Technical Appendix
This section describes technical implementation details for Acoustic Digital Analytics cookies.

Acoustic Digital Analytics cookie logic does not interfere with the setting of existing non-Digital Analytics cookies. Prior to setting cookies, Digital Analytics checks to determine whether setting cookies would cause the maximum cookie length or number limit for the browser to be exceeded. In such cases, Digital Analytics libraries do not set additional cookies, preventing loss of other non-Digital Analytics cookies previously set under the domain.

The standard Digital Analytics cookies set for most implementations are as follows:

- **Session cookies**
  - 'Session' ID cookie and session-expiration cookie, where '99999999' is the assigned Digital Analytics Client ID). Expiration: at end of session.
  - **New Sessions:** Current browsers do not begin a new Digital Analytics ‘session’ when a new window or new tab is opened in the same browser. Browsers such as Safari running in iOS are exceptions to this rule and do start a new session with each new instance of the browser that is running in the device.
  - **Session Inactivity Timeout:** The default inactivity timeout for Digital Analytics 'session' cookies is 30 minutes. If no tags are received for a period of greater than 30 minutes, the next tag received associated with this session causes the session cookies to be reset and new session cookie(s) set. This and following tag data is associated with the new session.
    - **99999999_clogin (Client Managed) or 99999999_login (Acoustic Managed)** - stores a numeric ten-digit ‘session ID’. The Client-Managed cookie additionally stores separate "e=" and "l=" subkey values, replacing the 99999999_expires cookie used by 'Acoustic Managed' implementations. The l= subkey value is the 10-digit 'session ID'. Set under the 'Cookie Domain' for 'Client Managed' implementations, or the 'Data Collection Domain' for Acoustic -Hosted implementations.
    - **Acoustic Multisite:** By default, the _clogin or _login session cookie contains the fully qualfied GlobalID|SiteID value: 59990000|SITEID-1_clogin/login and 59990000|SITEID-2_clogin/login. This results in separate sessions for each Site ID.
    - **Acoustic Multisite Global ID Sessionization:** To set a common session cookie across all Site IDs for a given Global ID, the following statement can be called to enable 'Global ID Sessionization' for Client Managed 1st party implementations:

      ```
      cmSetupOther({"cm_JSFEAMasterIDSessionCookie":true});
      ```

      To switch 'Acoustic Managed' implementations from the default Site-ID sessionization to Global ID sessionization, please submit a request to Acoustic Support.
    - **99999999_reset:** Acoustic Managed 'Timeout' cookie timestamp value. Set under the ‘Data Collection Domain’ specified in parameter 3 of the `cmSetClientID(...)` call.
  - **Utility Cookies: Expiration: at end of session.**
    - **cmTPSet**: Used to determine when extra JavaScript-based technical properties data has been collected for the session. Set by `eluminate.js` 4.1.2 and later. Set under the 'Cookie Domain' value specified in parameter 4 of the `cmSetClientID(...)`call.
    - **TestSess3:** Acoustic Managed session cookie used to determine if the browser is accepting cookies. Cookie always contains the same value as the 'CoreID6' cookie described in the following section.
    - **cmRS**: 'Resend' cookie - used to persist automatically collected 'Link Click' data to destination pages. Not set until the visitor clicks on an instrumented link. Set under the 'Cookie Domain' (typically the 2nd level site domain). Discontinued and not set in eluminate.js 4.8.5H and later.
- **Persistent cookie (1)**

  - Set under the specified 'Cookie Domain' for 'Client Managed' implementations, or the 'Data Collection Domain' for 'Acoustic Managed' implementations.
    - **CoreID6:** Persistent cookie that stores a VisitorID value. Expiration: 15 years from date set. When set by Client Managed 1st party implementations, this cookie also includes one or more `&ci=`subkey values that specify the Client IDs to which this Visitor ID applies.
- **Cookie Limit Setting**
  - The `cm_CookieLimit` setting allows override of the default limit of "50" cookies per domain. This value indicates the maximum number of cookies allowed before the eluminate.js tag library will no longer attempt to set Digital Analytics cookies in a given domain. This limit prevents accidental roll-off of existing customer cookies.
  - The `cm_CookieLimit` variable should be set immediately after your `cmSetClientID` statement and prior to any `cmCreate*` tag function calls. This variable can be set by calling `cmSetupOther(...)`:

```
cmSetClientID("99999999",true,"data.coremetrics.com","site.com");
cmSetupOther({"cm_CookieLimit":"80"});
```

Impression Attribution
Acoustic Digital Analytics Impression Attribution is an optional module that allows you to track impressions from offsite marketing placements directing traffic back to a Digital Analytics-tagged web site.

Through sophisticated cookie mapping and attribution logic, it is possible to understand basic information such as impressions, clicks, and click-throughs, in addition to advanced metrics such as "attributed" sales, orders, sessions and events over defined attribution windows and selected credit logic. This module may require a tag library update. To determine if you need an update, please contact your assigned Implementation Engineer or Customer Support.

Using Impression Attribution, it is possible to answer questions such as:

- Am I under-invested in Display Advertising with a particular publisher or network?
- Do those who convert on my site ever view our ads? Where do they see them?
- Does someone who views our *High Interest Checking* ad banner on a particular site sign up for a new account on our site within 90 days?
- How often is a particular ad viewed across all sites? By how many unique viewers?
- Do those who watch our syndicated video or view our micro-sites ultimately convert on our site?
- What components of our widget are people viewing/utilizing? Does interest in a particular widget component signal a high likelihood for a downstream *Home Goods* purchase?

Independent Request
In order to limit the impact on performance/latency on the publishing site, independent requests are preferred. In the case of a micro-site, the request may simply be included directly into the page source. In the case of a display ad, the request would be called simultaneous with the ad request. In other words, the publishing site code would make a request for both the Digital Analytics Impression Attribution tag and the actual advertisement content at the same time.

Sample Independent Request:

```
http://data.cmcore.com/imp?tid=17&ci=11111111&vn1=4.1.1&vn2=imp&ec=UTF-
8&rnd=1234567890123&cm_mmc=Washington%20Post-_-Display%20Ads-_-Boat%20
Insurance-_-Boat_vA_c432&cm_mmca1=300x250&cm_mmca2=german
```

Redirect request
The 'redirect' request leverages a redirect through which the publishing site requests the Digital Analytics Impression AttributionMarketing Impression Attribution tag and it in turn redirects to the advertisement URL. The redirect URL (?ul=) must come before the tag parameters.

Sample Redirect Request:

```
http://data.cmcore.com/imprd?ul=http://ad.doubleclick.com/ad/N733/B32049394.2%3
Bsz%3D300x250%26lang%3Dgerman&tid=17&ci=11111111&vn1=4.1.1&vn2=imp&ec=UTF-8&rnd
=1234567890123&cm_mmc=Washington%20Post-_-Display%20Ads-_-Boat%20Insurance-_-
Boat_vA_c432&cm_mmca1=300x250&cm_mmca2=german
```

Marketing impression tag specification
The Marketing Impression tag is a light weight direct image request to Digital Analytics that sets or collects a 3rd party cookie (CoreID6). Digital Analytics records an "impression" for each tag received. Data.cmcore.com responds to requests with a transparent 1x1 pixel GIF image.

Parameter	**Required**	**Description**
Protocol	Required	http:// or https://
Request Domain	Required	The Digital Analytics domain receiving this request - always use "data.cmcore.com"
Requested File	Required	"/imp?" is used for an independent request. "/imprd?" is used for a redirect request.
Tag ID (tid=)	Required	"17" indicates a 'Marketing Impression' - always use this value.
Client ID (&ci=)	Required	The 8-digit 9-series ID value, or 5-series ID + siteID value (5xxx0000%7CsiteID)
&vn1=4.1.1 &vn2=imp &ec=UTF-8	Required	Always include these parameter values as demonstrated.
Marketing Program (cm_mmc=)	Required	Four-level definition of the Marketing Program using the standard "vendor-_-category-_-program-_-item" convention (see 4.1). This should match the associated marketing URL values.
Random Number (rnd=)	Required	Any random number (integer up to 13-bytes) sent per tag to break the client request cache. Identical http requests sent from the same client in a session can be redirected to the local cache if that client supports caching. This parameter can be used in addition to the required st= or when a new st= timestamp parameter value cannot be regenerated per tag sent.
Marketing Attributes	Optional	Up to 15 "-_-" delimited 100-byte attribute values. This should

Parameter	Required	Description
		match the associated marketing URL values.

Marketing program and impression correlation
The Marketing Program link URL and associated Marketing Impression requests for the same Advertisement should contain the same Marketing Program (cm_mmc=) and Marketing Attribute (cm_mmca1-a15) parameter values.

For the following display Ad example linking to your site's home page:

```
http://data.cmcore.com/imp?tid=17&ci=11111111&vn1=4.1.1&vn2=imp&ec=UTF-8&cm_mmc=
Washington%20Post-_-Display%20Ads-_-Boat%20Insurance-_-Boat_vA_c432&cm_mmca1=
300x250&cm_mmca2=german
```

The target URL should contain:

```
http://www.yoursite.com?cm_mmc=Washington%20Post-_-Display%20Ads-_-Boat%20
Insurance-_-Boat_vA_c432&cm_mmca1=300x250&cm_mmca2=german
```

Matching Marketing Program parameters and Marketing Attributes across the Marketing Impression and Marketing URL insures correct marketing reporting.

Independent request HTML example
In order to limit the impact on performance/latency on the publishing site, independent requests are preferred. In the case of a micro-site, the request may simply be included directly into the page source. In the case of a display ad, the request would be called simultaneous with the ad request. In other words, the publishing site code would make a request for both the Digital Analytics Impression Attribution tag and the actual advertisement content at the same time.

Sample HTML for Independent Request:

```
<a alt="banner ad link" href="http://www.thesite.com/landingpage.html?
cm_mmc=Washington%20Post-_-Display%20Ads-_-Boat%20Insurance-_-Boat_vA_c432&
cm_mmca1=300x250&cm_mmca2=german"><img alt="a banner ad image" height="45"
width="60"
src="http://www.thesite.com/images/Boat_vA_c432-banner.jpg"</a>

<img src="http://data.cmcore.com/imp?tid=17&ci=
11111111&vn1=4.1.1&vn2=imp&ec=UTF-8&
cm_mmc=Washington%20Post-_-Display%20Ads-_-Boat%20Insurance-_-Boat_vA_c432&
cm_mmca1=300x250&cm_mmca2=german">
```

Testing marketing impression tags
The Marketing Impression Attribution reporting module is not available in Digital Analytics test reports.

About this task

To test new impression requests, use the following procedure.

Procedure

1. Create a local html page for your new Impression tag following the HTML example in “Independent request HTML example” on page 224 and modify it as needed if you are testing a Redirect request.
2. Modify the HTML anchor `href=` to point to a tagged production web site page sending data to the same Client ID (`&ci=`) value as the new Impression request.
3. Run the local html in your browser to send the impression tag and display the link.
4. Click the link to navigate to the tagged production landing page and use tagbar to verify a Page View or Technical Properties tag is sent with the expected `cm_mmc=` value in the Destination URL (`ul`) parameter.
5. The next day, generate an Explore / Marketing module report for the prior day, including relevant Impression Attribution metrics. To reduce the number of rows in this production

report, consider Filtering the report by the Marketing Program (`cm_mmc=`) VCPI value associated with the test.

Enterprise Products Report

The Enterprise Products Report (EPR) provides access to a second Product/By Category report of product activity (sales, abandonment, items sold, product views, etc).

Each product in the EPR is associated with a single category through the creation of two required .csv files: 'Enterprise Product Category Mapping File' (EPCMF) and 'Enterprise Category Definition File' (ECDF). No new tagging is required.

The new .csv files must be created and uploaded to Digital Analytics through https://import.coremetrics.com. The EPR reports each product within the single associated product-category for that product, as differentiated from the 'Products / Product Categories' report which may report activity for the same product across multiple categories depending on product placements and visitor navigation to the various placements.

The ECDF and EPCMF can also be used to upload static product attribute data to Digital Analytics for use with Digital Recommendations, even if the Enterprise Product Report is not activated for your account.

Enterprise Category Definition File (ECDF)

The 'Enterprise Category Definition File' must be created and uploaded for each Digital Analytics Client ID to use the EPR. Similar to the standard 'Category Definition File' (CDF) described in Appendix A, the ECDF defines the hierarchical structure of categorized reporting to be displayed in the EPR.

- **ECDF Name**

  "ECDF_99999999_<clientfilename>.csv" where 99999999 is the Digital Analytics Client ID to receive the file. <clientfilename> can be specified for auditing purposes, such as a date or version value.

- **ECDF Format**

  The ECDF definition and format is identical to that of the CDF, except the ECDF hierarchy defines a static Product hierarchy for reporting of each product in a single assigned branch of the hierarchy. The ECDF will not contain 'dynamically' assigned product placement categories such as "SEARCH", "CROSS-SELL", etc. Each Category ID can occur only once in the ECDF. See Appendix A for information on use of quotes/doublequotes in the Category Name column value.

File date	Client ID	Category ID	Category Name	Parent Category ID
YYYYMMDD	99999999	101GR	Mens	
YYYYMMDD	99999999	201GR	Womens	
YYYYMMDD	99999999	102GR	Mens Shirts	101GR
YYYYMMDD	99999999	103GR	Mens Pants	101GR
YYYYMMDD	99999999	202GR	Womens Pants	201GR
YYYYMMDD	99999999	203GR	Womens Pants	201GR

ECDF Example Records

```
YYYYMMDD,99999999,101GR,MENS,
YYYYMMDD,99999999,201GR,WOMENS,
YYYYMMDD,99999999,102GR,MENS SHIRTS,101GR
YYYYMMDD,99999999,103GR,MENS PANTS,101GR
YYYYMMDD,99999999,202GR,WOMENS SHIRTS,201GR
YYYYMMDD,99999999,203GR,WOMENS PANTS,201GR
```

Enterprise Product Category Mapping File (EPCMF)

The EPCMF file associates each unique Product ID with a single Category ID in the ECDF. The EPCMF typically has a number of rows equal to the total unique Product ID values reported in Product View and Shop Action tags sent from the related web sites. Additionally, this file provides for import of up to 50 static Product 'attributes' for each product. These 'attributes' then become available for display as data columns in the EPR. Note that these 50 'static' attributes are separate from and in addition to the standard 50 product-related Explore 'attributes' collected through Product View and Shop Action tags. Maximum length for each 'static' attribute is 2000 characters.

EPCMF Name

"EPCMF_*99999999_<clientfilename>*.csv" where *99999999* is the Digital Analytics Client ID to receive the file. *<clientfilename>* can be specified for auditing purposes, such as a date or version value.

EPCMF Format

In this example, static attribute 1 is specified. Up to 50 additional columns can be included for static attributes.

File Date	Client ID	Product ID	Product Name	Product Category ID	Static Attribute 1
YYYYMMDD	99999999	21344M	Long Sleeve Shirt	102GR	LEVIS
YYYYMMDD	99999999	5032M	Pleated Classic Fit Pants	103GR	DOCKERS
YYYYMMDD	99999999	1021M	Embroidered Logo Tee	202GR	ADIDAS

EPCMF Example Records

```
YYYYMMDD,99999999,21344M,Long Sleeve Shirt,102GR,LEVIS
YYYYMMDD,99999999,5032M,Pleated Classic Fit Pants,103GR,DOCKERS
YYYYMMDD,99999999,1021W,Embroidered Logo Tee,202GR,ADIDAS
```

Note:

- The Product Category ID value in column 5 must match the Category ID of one record in the ECDF.
- The Product ID value in column 3 must match the Product ID value sent with the Product View and Shop Action tags for the same Product.
- Each row in the file must have the same number of columns: the place of each column for which a value is not sent must be identified through additional intervening or trailing commas, as necessary. For example, if a static attribute value #2 is provided in column 7 of record 1, but no static attribute #2 value is provided in record 2, the 2nd record must end with an additional comma. For example:
  - YYYYMMDD,99999999,21344M,Long Sleeve Shirt,102GR,LEVIS,FITTED
  - YYYYMMDD,99999999,5032M,Pleated Classic Fit Pants,103GR,DOCKERS,,

Uploading the ECDF and EPCMF

The ECDF and EPCMF should be uploaded to Digital Analytics through the CDF import tool at https://import.coremetrics.com. This tool allows direct uploads of ECDF/EPCMF through the gui or creation of SFTP server account with Digital Analytics (ftp.coremetrics.com) for scheduled upload of automatically generated files.

WebSphere Commerce Integration
Acoustic Digital Analytics offers a JSTL and databean/services integration with WebSphere Commerce. This integration can be used to implement Digital Analytics tags for any site running WebSphere Commerce version 7/FEP3 or later.

A related optional 'WebSphere Commerce Report Module' is available for clients implementing Digital Analytics using the integration described here. This optional report module provides specialized reporting for E-marketing Spots and Campaigns, Marketing Experimentation, Promotions and B2B Contracts. Contact Sales for pricing and a complete feature list.

Complete documentation supporting the WebSphere Commerce Integration with Digital Analytics can be found on the Support site. That documentation largely supplants Sections 2 and 3 of the present 'Digital Analytics Implementation Guide'.

WebSphere Portal Integration
Acoustic Digital Analytics offers a WebSphere Portal Integration 'aggregator' JavaScript file designed to simplify implementation of Acoustic Digital Analytics for WebSphere Portal. This integration can be used to implement Acoustic Digital Analytics tags for any site running WebSphere Portal version 8 or later.

Sites running versions of WebSphere Portal earlier than version 8 and sites that cannot meet the requirements below, should perform a standard implementation. The WebSphere Portal Integration 'aggregator' JavaScript file includes link normalization code to ensure that usable linkclick data is collected from Portal site anchors. Portal sites implementing Digital Analytics tags without using the aggregator JavaScript integration file can contact Support for help with implementing the `cmSetupNormalization(...)` function.

Requirements for Integration

The following items must be found in your WebSphere Portal site in order for the aggregator to fully function:

- WebSphere Portal version 8 or higher
- Dojo library (called prior to aggregator)
- Optional references to asa.wcm.content_item.path used to create unique page titles
- References to asa.page.url used to set alternate page titles
- References to asa.search.query and asa.search.results used to set search values
- References to the asa.portlet.title and asa.portlet.id used to set portlet names
- References to asa.visitor used to get the Visitor ID

JavaScript Libraries - Integration

The JavaScript WebSphere Portal Integration aggregator file will automatically generate the following tags:

- Page View tags
- On-site search parameter data in generated Page View tags
- Element tags for rendered page portlets
- Registration Tags collecting Visitor ID (asa.visitor) and User Name
- Technical Properties Tags (automatic with standard implementations)
- Link Click Tags (automatic with standard implementations)
- Form Action Tags (automatic with standard implementations)
- Impression Tags (automatic with standard implementations)

To ensure that automatically generated tags do not exceed the contracted amount of monthly server calls, be sure to monitor production server call volume using the following Analytics (welcome.coremetrics.com) report: /Reports/Top Line Metrics/Activity Metrics/ Server Calls. More detail about server calls can be found in Section 2.9, "Server Calls".

Support will provide the `WebSpherePortal_Integration.js` 'aggregator' library file upon request. Use the WebDav service of Portal and an appropriate WebDav client to upload the `WebSpherePortal_Integration.js` file to the `Portal\js` directory. The usual path is `\themes \Portal8.0\js`. Once the file is loaded to the directory, you need only to reference the file name in the Portal User Interface/Manage Pages parameter setup.

The `eluminate.js` library file and `WebSpherePortal_Integration.js` 'aggregator' file must be manually called at the top of the page hierarchy in Page Properties / Parameters screen. All child pages inherit page parameters of the parent, so the eluminate and integration files should be defined in all top level pages. To define these files, follow these steps:

1. To start library assignment, from the Administration tab select **Manage Pages**. Then find the page you wish to tag, and select **Edit**.
2. On the next page, click the '**Advanced Options** menu item and select **I want to set parameters**.
3. To apply the eluminate library, in the generated **New Parameter** field, enter “`asa_dependency`”.
4. In the corresponding **New Value** field, enter `//libs.coremetrics.com/eluminate.js`, and click **Add**.
5. To apply the Integration aggregator file, click **I want to set parameters** again, and in the **New Parameter** field, enter `asa_aggregator`.
6. In the corresponding **New Value** field, enter the name of your aggregator file and click **Add**. The file is typically named `WebSpherePortal_Integration.js`.

By default, the Aggregator file (`WebSpherePortal_Integration.js`) includes a default Test data `cmSetClientID(...)` call. When you are ready to promote data collection to the production Portal site, edit the Aggregator file and change the `cmSetClientID` parameters accordingly (see section 2.3.1 for more information).

After editing the Aggregator file to include the production `cmSetClientID(...)` call, save and re-upload the file with the same name. Pages referencing this version of the aggregator will now send tag data to Production reporting. We advise that logic detecting the environment be implemented so that the correct test or production `cmSetClientID(...)` call will be made automatically (through evaluation of `window.location.domain` for example).

Implementing the Category Definition File

The Acoustic Digital Analytics and Portal Integration does not generate a Category Definition File (CDF) automatically. If no CDF is created and uploaded, tracked pages will appear under the default 'No Category Assigned' category in categorized content/page reporting.

To obtain categorized content/page reporting, you must generate a CDF and upload it to Acoustic Digital Analytics. One way to accomplish this is by downloading Category ID data reported in the default 'No Category Assigned' category of the Analytics 'Page Categories | By Category' report, and use this to build a CDF as described in sections 3.2 and 8.1. If you are using this method to obtain the complete list of Category IDs, check that at least one page is viewed in each category within the reporting period so that all defined Category IDs appear in the report.

Other tags

Any tag not automatically generated by the eluminate or integration aggregator libraries can be included manually as needed. Calls to any desired additional tags can be made after the eluminate library is loaded. Calling tag functions prior to the `eluminate.js src=include` will result in undefined function errors.

Possible additional tags include Conversion tags for multi-step forms rendered within the context of a single 'Page', or additional Element tags for tracking load and interactions with intra-page elements and objects other than portlets. See section 2.5 for more information on how to implement specific tags.

Report and Tag Matrix

The matrix table in this section shows the relationship between reports and tags.

An X in a cell indicates that the report is populated in whole or in part by the tag listed.

	Page View	Order	Tech Props	Link Click	Link Impr	Form Action	Prod View	Shop Action	Reg	Element Tag	Event Tag
Top Line Metrics	X	X					X		X		X
Monitor	X	X					X	X	X	X	X
Visitor Purchase Funnel	X	X					X	X	X		
Session Purchase Funnel	X	X					X	X			
Session Event Funnel	X										X
Geography	X	X									
Demographics & System			X								
Marketing Channels		X									X
Marketing Programs		X									X
Marketing Zoom											X
Natural Search		X									X
Referring Sites		X									X
Multi-Source Marketing		X									X
Product Categories							X	X			
Product Zoom							X	X			
Top Browsed Items							X	X			
Top Abandoned Items							X	X			

	Page View	Order	Tech Props	Link Click	Link Impr	Form Action	Prod View	Shop Action	Reg	Element Tag	Event Tag
Cross Sold Items								X			
Onsite Search	X	X						X			
Page Categories	X	X									
Page Zoom	X	X									
Top Visited Pages	X										
Top Entry Pages	X										
Top Departure Pages	X										
Real Estate	X	X		X	X						X
Site Promotions	X	X		X	X						X
Elements										X	
Click Stream	X	X									
True Path	X	X						X			
Form Analysis						X					
Form Analysis Zoom						X					
LIVEview	X	X		X		X					X
Inbound Link Analysis	X	X									X
On-site Link Analysis	X	X									
Report Segments	X	X	X	X					X		X
Segmentation Overview	X	X	X						X		

	Page View	Order	Tech Props	Link Click	Link Impr	Form Action	Prod View	Shop Action	Reg	Element Tag	Event Tag
Segmentation - Top Pages	X						X				
Segmentation - Top Items		X									
Segmentation - Email Extract									X		
Segmentation - Visitor	X	X					X		X		
Segmentation - Buyer		X					X	X	X		

Canceled and aborted link and form responses

When sending tags from certain web browsers through `onclick=` or `onsubmit=` handlers, or equivalent custom events, you might encounter canceled or aborted responses in the browser request log for the generated GET Image requests. These responses occurs if the anchor or form target loads a new web document.

For links or forms that load a new page, affected browsers fail to send queued image requests that are created though event JavaScript before running navigation. These requests never reach Acoustic servers and so are not collected or reported. Any browser using the WebKit, Blink, or Gecko engine might be affected, including the following browsers (all versions and OS after 2010):

- Chrome
- Safari
- Firefox

This issue does not affect any version of Microsoft Internet Explorer (Trident engine).

For anchor click and form submit events that generate a Link click tag and Form Action tags, a solution is available through the current Digital Analytics JavaScript tag library (//libs.coremetrics.com/eluminate.js). Enabling the alternative event handlers requires adding a script block to web pages, before the eluminate.js script block. Since the new event handlers can cause issues with certain anchors and forms, this instrumentation is not enabled by default in //libs.coremetrics.com/eluminate.js tag library for all Acoustic Digital Analytics clients. The new anchor and form instrumentation must be enabled by individual Acoustic clients and tested for each site, page, anchor, and form.

Enable an alternative link instrumentation
You can enable alternate link instrumentation to support Gecko, Blink, and WebKit engine browsers (Firefox, Chrome, Safari) that use the`cm_NewLinkTracker` function.

Add following statement as a new script block to the HTML above the existing eluminate.js src= script block:

```
<script type="text/javascript">cm_NewLinkTracker = true;</script>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
```

Note: You cannot use the `cmSetupOther` function to enable the alternate link instrumentation.

Force anchors to use the old link tracker mechanism
There is a known issue with JQuery or any framework that attaches dynamic events to prevent page navigation when a user clicks a hyperlink. You cannot address issue in the Acoustic tag library or the cm_NewLinkTracker code. Acoustic added support to force individual anchors to use the old link tracker mechanism by specifying a class name value of `cmUseOldLinkTracker` in the affected jQuery anchors.

Following is an example of forcing old link tracker code for a specific href (adding cmUseOldLinkTracker as a new class attribute):

```
<a href="url/?qsp=123" id="linky" class="cmUseOldLinkTracker">
A Link that JQuery attached a dynamic event to</a>
```

Example of forcing old link tracker code for a specific href (adding `cmUseOldLinkTracker` to an existing class attribute)):

```
<a href="./?tab=1#tabs" id="Tab1" class="Tab1 cmUseOldLinkTracker">Hot Deals</a>
```

Enable an alternative form instrumentation

Enable alternative form instrumentation that supports Gecko, Blink, and WebKit engine browsers (Firefox, Chrome, Safari).

To use the new cm_newFormTracker function, the following requirements must be met:

1. Always precede `cm_NewFormTracker{}` definition with `cm_NewLinkTracker = true` declaration to ensure that the Acoustic tag library can handle forms that are submitted by calling the `form.submit()` method.
2. Before you enable the `cm_newFormTracker` function, verify that ALL forms on the target pages have `id=` attribute values.
3. If any form `onsubmit` functions take `this` or `event` as an argument then they must be listed by `id= value` within the `submitFunctions` object in the `cm_NewFormTracker` JSON object. Forms without an `id= value`, or that take `this` or `event` as an argument in the `onsubmit=` handler function and are not listed in the `cm_NewFormTracker` JSON object, can generate errors and no longer function correctly.

Example 1: Form HTML

```
<form id="frm1" action="http://www.google.com" onsubmit="return validate1(this)">
<form id="frm2" action="http://www.google.com" onsubmit="return validate2(event)">
```

To enable alternative form tracking on a page that includes forms, the structure of the object is:

```
cm_NewFormTracker={submitFunctions:{"frm1":"validate1","frm2":"validate2"}};
```

Example 2: Enabling cm_NewFormTracker with no special handling for `this` or `that` function arguments in `onsubmit=` handlers.

```
<script type="text/javascript">cm_NewLinkTracker = true;cm_NewFormTracker =
 {submitFunctions:{}};</script>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
```

Example 3: Enabling cm_NewFormTracker + special handling for two forms on the page.

```
<script type="text/javascript">cm_NewLinkTracker = true;cm_NewFormTracker =
 {submitFunctions:{"frm1":"validate1","frm2":"validate2"}};</script>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js"></script>
```

Related HTML forms and JavaScript functions supporting Example 3:

```
<script type="text/javascript">
function validate1() {alert('validate1'); return};
function validate2() {alert('validate2'); return};
</script>

<form id="frm1" action="http://www.nowhere123.com" onsubmit="return validate1(this)">
<input type="submit" value="frm1 Submit"></form>
<form id="frm2" action="http://www.nowhere123.com" onsubmit="return validate2(event)">
<input type="submit" value="frm2 Submit"></form>
```

Tags generated using onclick or onsubmit

For tags generated using native onclick= or onsubmit= handlers, or equivalent custom events, in HTML anchor or form elements (example: `onclick="cmCreateElementTag(...)";`), enclose the cmCreate function call in a function that adds a `setTimeout` delay. This delays execution of navigation and allow time for any queued GET Image requests to actually be sent from the affected browsers.

Function example:

```
function doCmCall (that) { cmCreateElementTag("elementID", "elementCategoryID");
setTimeout('document.location = "' + that.href + '"', 200) }
```

HTML example:

```
<a href="http://site.com/path/somefile.html?action=123"
onclick="doCmCall(this);return false">link</a>
```

Note: The `return false;` value is required or no delay will occur and the generated request will continue to received (Aborted) or (Cancelled) response.

Patent Information

Acoustic Digital Analytics products and services are licensed under the following Netratings patents: 5,675,510; 5,796,952; 6,115,680; 6,108,637; 6,138,155; 6,643,696 and 6,763,386.

Mobile tagging implementation guide

Use the information in this section to implement collection of Acoustic Digital Analytics image request tags from devices lacking support for JavaScript and/or standard browser cookies.

Introduction

This document is intended for clients requiring collection of Acoustic Digital Analytics image request tags from devices lacking support for JavaScript and/or standard browser cookies.

This includes, but is not limited to servers, internet appliances, point of sale systems, and any other device with a connection to the internet and API allowing formulation of the requisite Digital Analytics HTTP or HTTPS Get Image request 'tags'. Digital Analytics implementation for devices supporting JavaScript and standard browser cookies should follow the standard tag implementation methodology described in the “Tagging implementation guide” on page 143 and the JavaScript tag library (`//libs.coremetrics.com/eluminate.js`).

Data collection image request tags and cookies

To understand visitor behavior on your website, you can include the standard Digital Analytics JavaScript libraries and function calls in your website pages. The JavaScript function calls create image request tags to Digital Analytics with the collected activity included in the request string. Among the information gathered is persistent and session cookie values for visitor and session identities. The visitor and session ID values enable Digital Analytics to report visitor activity by session associated with each visitor so that website activity is linked to a session and multiple related sessions to a unique visitor across various reporting periods.

JavaScript libraries and mobile devices

Acoustic provides a JavaScript library for generating tag requests: `//libs.coremetrics.com/eluminate.js`. This library is documented in the “Tagging implementation guide” on page 143. Use the JavaScript `eluminate.js` tag library to implement Digital Analytics tags in devices that support JavaScript and standard browser cookies. Most popular mobile devices feature browsers that support the required JavaScript and cookies (iOS, Android). This includes HTML web sites rendered in mobile device native application webviews.

Mobile device applications

Acoustic provides a tag library SDK specifically for iOS and Android native applications. The SDK is documented here: Acoustic Digital Analytics SDK. Use this SDK to tag native iOS and Android applications.

To download the mobile OS tag library SDK, contact Acoustic Support.

Note: Tag HTML applications that are rendered in a native application webview using the `eluminate.js` tag library that is available from `//libs.coremetrics.com/eluminate.js`.

Mobile analytics overview

To fully realize the potential of today's mobile world, businesses are rapidly developing mobile sites and mobile content to serve an ever growing population of mobile users.

Companies must use the latest technology and evolve quicker than their competitors and customers to succeed in an environment characterized by rapid adoption, but decreasing visitor loyalty and attention spans. That may mean changing mobile content, appearance, organization, navigation, or marketing campaigns. While there is valuable data to be gleaned from mobile traffic and visitors, many businesses continue to have little or no knowledge of what customers and potential customers are doing when interacting with their content via a mobile browser. The right quantitative and qualitative information is essential to justify the type and direction of marketing and website changes. Simply put, there is an urgent and growing need to analyze mobile marketing and content effectiveness.

With a deep rooted history in advanced web analytics, Acoustic Digital Analytics has the infrastructure and applications to help businesses succeed in the mobile world. In many ways, the paradigm is the same. Mobile site owners need to understand how visitors behave on the website, how loyal they become, and what drives engagement and conversion.

Mobile analytics data collection

Information on data collection related to reliance on JavaScript and cookies.

Bypassing JavaScript reliance

Devices that do not have native support for JavaScript must collect tag data by formulating standard HTTP or HTTPS get image requests by using available client-side or server-side code.

All key Digital Analytics tags and parameters can be collected from any client capable of sending image requests: Pageview, Productview, Order, Shop, Registration, Technical properties, Conversion event, Element, Impression (offsite and onsite), LinkClick and Custom tags.

Bypassing cookie reliance

Many internet-enabled clients do not support standard web browser cookies. To avoid the need to set browser cookies, you can include additional client-managed request parameters with each tag request. Use these parameters to associate collected data with a visitor ID and session ID value. A visitor ID is a 23-digit numeric value that is typically sourced from a unique and persistent identifier associated with the device or program that sends tags. A session ID is a random 10-digit numeric value that is used to associate multiple tag requests with a single session.

These request parameters enable Digital Analytics to report data by unique visitor and session and determine whether a visitor is new or returning. If the device that sends the tags does not allow cookies, or the client-managed visitor and session parameters are not included in the tag request, Digital Analytics considers the collected data to be anonymous. This anonymous data is reported in the Digital Analytics Top Line Metrics report as anonymous pageview, productview, order, item, revenue and estimated anonymous sessions data. Anonymous data is not available in any other Digital Analytics report, export, or application.

Acoustic Digital Analytics image request formatting

Information about the formatting requirements for Acoustic Digital Analytics data collection image requests.

This information is useful when you are implementing Acoustic Digital Analytics through a mechanism other than the standard Acoustic Digital Analytics JavaScript tag library file (//

`libs.coremetrics.com/eluminate.js`) or mobile application tag library SDK (See Acoustic Digital Analytics SDK). Accomplish this by creating hardcoded or other code-generated image requests adhering to the standards defined in this document.

Typical scenarios that require generation of non-eluminate image requests
Some instances require non-eluminate image requests.

Mini-browser or other client device implementations that require non-eluminate image requests:

- Devices that do not support for JavaScript VM 1.2 or higher
- Devices that do not fully support session and/or persistent cookies
- Devices that do not support both previous items

Server-side that require non-eluminate image requests:

- Batch processing of orders or other activity not trackable through online browser activity
- Tracking marketing or other third-party integration activity not available online
- Tracking of server-side redirects

General requirements for Acoustic Digital Analytics image requests
Information that describes the requirements for image requests.

1. At a minimum, the device has connectivity to the internet and supports sending standard `https/http` image requests.

   This example tag request is sent to an Acoustic-managed data collection domain (dcd) provisioned for your account by Digital Analytics Support. Replace the value `dcd.mysite.com` with your assigned Acoustic-managed data collection domain.

   ```
   <img alt="" src="http://dcd.mysite.com/cm?ci=59990000%7CSITEID123&
   st=1443555185620&vn1=4.1.1&ec=utf-8&vn2=mobile&pi=Page%20ID&ul=
   http%3A%2F%2F127.0.0.1
   %2Fmobileguide%2FTagTester_mobileguide-examples.html&tid=1&cg=
   Category%20ID
   &se=Search%20Term&sr=56&rnd=1443560080929&pv_a1=attr1&pv_a2=attr2&pv_a3=
   attr3
   &pv1=extrafield1&pv2=extrafield2&pv3=extrafield3">
   ```

2. The device accepts `http` cookie requests and stores local cookies.

   As the device supports standard browser cookies, you can implement Acoustic-managed data collection by using `data.coremetrics.com` third-party cookies or an available, delegated first-party data collection domain. If necessary, the visitor cookie can be session-based for cases in which the device does not support cookies with expiration dates, which results in identical visitor and session metrics. All other reporting is fully supported.

   Note: Certain mobile service providers, such as BlackBerry Enterprise Server, do not reliably replicate full browser handling of cookies. To track the widest possible range of mobile devices, consider implementing data collection requests without cookies.

3. If the device does not accept cookies, third-party cookies are not acceptable, or Acoustic-managed delegated data collection domain is not available.

   If so, client-managed first party data collection can be implemented. The device must be able to host logic for generating Acoustic Digital Analytics visitor ID and session ID values, which is dynamically appended to every image request sent from the device. Ideally, the visitor ID source value is persistent and based on a value defined within the device and accessible through API or OS layer to the code-generating the image requests. Session ID can be randomly generated with each device session or generated by using a device session value. Acoustic Digital Analytics requirements for visitor and session ID formatting are specified in this document. These query string values are referred to as cj* parameters.

Cookie query string (cj*) parameter definitions

Information about parameter definitions for the cookie query string (cj*).

For client-managed first party data collection, the following query string values are required if the device does not accept or properly handle standard cookies (third party or Digital Analytics managed first party data collection is not implemented).

Incomplete, missing, or malformed cj* query sting parameter values cause the data collection tag to be rejected and not reported.

If no cj* parameters are sent with the request, Digital Analytics data acquisitions servers attempt to set visitor ID and session ID cookies. If the device does not accept cookies, the image request is accepted as anonymous data. Anonymous image requests increment simple aggregate anonymous metrics in the Digital Analytics Top Line Metrics report for page views, orders, product views, items, and revenue. Other anonymous tag data is not reported. No other report, application, or export in Digital Analytics will display anonymous metrics.

Required cj* query string parameter values

&cjen=1

- Enable client-managed cookies through inline query parameters (always 1).

&cjuid=70161209681625076771130

- The visitor ID is a 23-digit numeric value. This value represents a unique and persistent client device or application installation in reporting. Do not include leading zeros in this value.

&cjsid=1267643383

- The session ID is a 10-digit session value. This value represents a session for a visitor. Typically, a visitor (cjuid) is associated with multiple sessions over time. A session in Digital Analytics reporting is the unique combination of cjuid and cjsid.
- If more than one client ID (ci=value) is specified, a pipe (|) delimited list of cjsid (session ID) values must be sent equal to the number of ci=values. For example, if ci=value is ci=11111111;99999999, then make cjsid=value a pipe-delimited list such as cjsid=1234567890|1234567890. The cjsid values can be the same value for multiple client IDs. This delimiter requirement does not apply to multisite analytics ID|Site ID combinations, which always send only one &cjsid= value with each tag. Do not include leading zeros in this value.

&cjvf=1

- The valid session flag is always set to 7 in the first tag for a new visitor and a new session or to 3 for the first tag of a new session for an existing visitor. Subsequent tags for that visitor/session (cjuid/cjsid) combination all use the value cjvf=1 (same visitor/same session).
- If more than one standard 9-series client ID (ci=value) is specified, a pipe (|) delimited list must be sent. For example, cjvf=1|1. This requirement does not apply to multisite Analytics GlobalID|SiteID client ID values, which always send only one &cjsid= and &cjvf= value with each tag.

Example 1: A complete first party pageview image request, which includes cj* inline visitor ID and session ID parameters:

```
http://data.coremetrics.com/cm?ci=99999999&st=1443558077994&vn1=4.1.1&ec=utf-8
&vn2=mobile&pi=Page%20ID&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide
%2FTagTester_mobileguide-examples.html&cjen=1&cjuid=7395427534611443556026 9
&cjsid=1443558078&cjvf=7&tid=1&cg=Category%20ID&se=Search%20Term&sr=56
&rnd=1443559342348&pv_a1=attr1&pv_a2=attr2&pv_a3=attr3&pv1=extrafield1&pv2=
extrafield2
&pv3=extrafield3
```

Example 2: The pipe (|) delimiter between the multiple &cjsid= and &cjvf= values must not be URL-encoded. The semicolon (;) delimiter between each Client ID (?ci=) value must be URL-encoded as %3B.

```
http://data.coremetrics.com/cm?ci=11111111%3B88888888&st=1443558077994
&vn1=4.1.1&ec=utf-8&vn2=mobile&pi=Page%20ID&ul=http%3A%2F%2F127.0.0.1
%2Fmobileguide%2FTagTester_mobileguide-examples.html&cjen=1
```

```
&cjuid=7395427534611443556026 9&cjsid=1443558078|1443558078&cjvf=7|7
&tid=1&cg=Category%20ID&se=Search%20Term&sr=56&rnd=1443559342348&pv_a1=attr1
&pv_a2=attr2&pv_a3=attr3&pv1=extrafield1&pv2=extrafield2&pv3=extrafield3
```

Example 3: A complete first party pageview image request sent to a single multisite Analytics 5-series client ID value of 59990000|SITEID123. The pipe (|) delimiter between the 5-series ID and SiteID values must be URL-encoded as %7C.

```
http://data.coremetrics.com/cm?ci=59990000%7CSITEID123&st=1443558077994
&vn1=4.1.1&ec=utf-8&vn2=mobile&pi=
Page%20ID&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide
%2FTagTester_mobileguide-examples.html&cjen=1&cjuid=7395427534611443556026 9
&cjsid=1443558078&cjvf=7&tid=1&cg=Category%20ID&se=Search%20Term&sr=56
&rnd=1443559342348&pv_a1=attr1&pv_a2=attr2&pv_a3=attr3&pv1=extrafield1
&pv2=extrafield2&pv3=extrafield3
```

Validation of image request data collection

Methods for confirming that the correct tag requests were sent from the device and received by Acoustic Digital Analytics.

1. When you send tag data to a Standard 6-series test client ID, use the Acoustic Implementation Test Tool.

   To confirm that sent tag requests sent to `testdata.coremetrics.com` were received by the Digital Analytics test systems, use your assigned 6-series test reporting ID (69999999) to access the Implementation Test Tool (available at https://itt.coremetrics.com).

2. When you send tag data to a multisite 8-series test client ID, or any production client ID.

   To validate outbound tag requests sent from your application, inspect the outgoing HTTP/HTTPS GET Image requests. If you are testing iOS/Android apps in the development stage by using the iOS/Android SDK simulators that run on a laptop or desktop OS (MacOS or PC), view the requests by using any desktop HTTP request log tool such as Firebug, Chrome or Safari Developer Tools, Wireshark, Fiddler, or Charles. Inspect the generated request parameters for correct data by comparing to the tag request specifications in this document.

   To examine tag requests that are sent from a native application that is running on a physical mobile device or other device that does not have the ability to log and inspect outgoing HTTP requests, route the device traffic through a desktop-OS device that is running web proxy and request log software, such as Fiddler or Charles. This allows the remote device requests to be inspected in the desktop web proxy request log. For example, instructions for iOS and Telerik Fiddler are: http://docs.telerik.com/fiddler/configure-fiddler/tasks/ConfigureForiOS.

   Tag requests start with http or https://testdata.coremetrics.com/cm (legacy: /eluminate), http or https://data.coremetrics.com/*, or if you are sending to an Acoustic-managed delegated data collection subdomain, http or https://<dcd>.yoursite.com/*.

3. For data sent to all types of test or production client IDs.

   Observe the collected tag data in processed daily reports for Digital Analytics (https://welcome.coremetrics.com) or Acoustic Digital Analytics Explore (https://explore.coremetrics.com) to verify the tag data was received and is correct in final reporting.

Image request query string parameter definitions

Parameter definitions for image request query strings.

All examples reference the standard Acoustic Digital Analytics data collection domain, `data.coremetrics.com`. When you implement client-managed first party data collection, include cj* parameters in all requests. When you implement Acoustic Digital Analytics managed first party data collection, replace `data.coremetrics.com` with the designated data collection domain.

Parameters used in all tags

The listed query string parameters are present in all Acoustic Digital Analytics image requests.

All tags are required unless otherwise noted.

http://data.coremetrics.com/eluminate? or http://<your Acoustic Digital Analytics managed DCD>/eluminate?

- Standard request to the Acoustic Digital Analytics data acquisition server. This request does not change except if implemented by using an available first party data collection domain.

http://testdata.coremetrics.com/eluminate?

- Standard request to the Acoustic Digital Analytics test data acquisition server that stores data in the test report data warehouse.
- If you are sending test data from tagged pages view through a mobile device browser that blocks third-party cookies, you must either change the mobile browser settings to allow `testdata.coremetrics.com` third-party cookies or include the cj* parameter values that support first party client-managed data collection in the test tag requests, ensuring that the test tags are reported in the available testing tools. For example, the iOS (Safari) mobile browser blocks third-party cookies by default.

tid=#

- This is the tag identifier value that indicates the type of data tag in this request.
  - tid=1 Page View Tag
  - tid=2 Registration Tag
  - tid=3 Order Tag
  - tid=4 Shop Tag
  - tid=5 Product View Tag
  - tid=6 Technical Properties Tag
  - tid=7 Custom Tag
  - tid=8 Link Click Tag
  - tid=9 Onsite Marketing Impression tag
  - tid=10 Form Action Tag
  - tid=14 Conversion Event Tag
  - tid=15 Element Tag
  - tid=17 Offsite Marketing Impression Tag

&ci=99999999 or &ci=11111111;99999999 or &ci=59990000%7CSITEID123

- If you send data to `testdata.coremetrics.com`, this value must be the 6-series test ID (69999999) or 8-series multisite global test ID (89990000).
- If you send data to multisite, specify the global ID and site ID delimited by a url-encoded '|' value: %7C: &ci=59990000%7CSITEID123
- If you send to multiple IDs, specify a semi-colon delimited list. Any 9-series aggregate reporting ID must always be the first ID in the series. The aggregate ID is used to roll up report data collected from multiple individual site IDs. For example, separate requests are sent to &ci=11111111;99999999 and &ci=11111111;88888888, where 11111111 is the single aggregate ID, 99999999 and 88888888 are two individual site reporting IDs. Both requests are copied to aggregate ID 11111111. When you send data to both a 9-series ID and to multisite, such as during migration to Multisite Digital Analytics, always specify the 9-series ID first in the list. Example: &ci=99999999;59990000%7CSITEID123

&vn2=mobile

- Set to `mobile`.

&st=1192043888863

- The standard JavaScript date value in milliseconds generated by:

```
var dt = new Date();
var st = dt.getTime();
```

&vn1=4.1.1

- Set to `4.1.1`.

&ec=UTF-8

- The URL encoding standard that is used when you generate the image requests from this device or that is included in the hardcoded image request. For Acoustic Digital Analytics requests, set this to `UTF-8`.

&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide%2FTagTester_mobileguide-examples.html

- The URL of sending page. This can be any value 1024 bytes in length or less, but should be a URL if the sending device or page has an addressable http URL. If including an Offsite Marketing 'cm_mmc=' parameter value, the &ul= value must include a complete url-encoded protocol and domain, even if no web site domain or document exists (such as for non-HTML components or OS native application).

  Example: &ul=http%3A%2F%2Fmobile.app%2Fapp.html%3Fcm_mmc%3Dvendor-_-category-_-placement-_-item.

&rf= (optional)

- The URL of the referring page. This can be any value 1024 bytes in length or less. Use a URL if the referring device or page has an addressable http URL.

rnd= (optional)

- Any random number (integer up to 13-bytes) sent per tag to break the client request cache. Identical http requests sent from the same client in a session can be redirected to the local cache if that client supports caching. This parameter can be used in addition to the required st= or when a new st= time stamp parameter value cannot be regenerated per tag sent.

Pageview tag

Information about the Pageview tag query string parameter values.

Following is a Page View image request example with all query string parameter values:

```
http://data.coremetrics.com/cm?ci=59990000%7CSITEID123&st=1452875549769
&vn1=4.1.1&ec=utf-8&vn2=mobile&pi=Page%20ID&ul=
http%3A%2F%2F127.0.0.1%2Fmobileguide
%2FTagTester_mobileguide-examples.html&cjen=1&cjuid=7198419385361452875507 5
&cjsid=1452875507&cjvf=1&tid=1&cg=Category%20ID&se=Search%20Term&sr=56
&rnd=1452879918807&pv_a1=attr1&pv_a2=attr2&pv_a3=attr3&pv1=extrafield1
&pv2=extrafield2&pv3=extrafield3
```

Following is a Page View image request example with url-encoded offsite marketing tracking parameter appended to the &ul= parameter (bold):

```
http://data.coremetrics.com/cm?ci=59990000%7CSITEID123&st=1453154433850
&vn1=4.1.1&ec=utf-8&vn2=mobile&pi=Page%20ID&ul=
http%3A%2F%2F127.0.0.1%2Fmobileguide
%2FTagTester_mobileguide-examples.html
%3Fcm_mmc%3Dvendor-_-category-_-placement-_-item
&cjen=1&cjuid=8750565295061452893202 3&cjsid=1453153358&cjvf=1&tid=1&cg=
Category
%20ID&se=Search%20Term&sr=56&rnd=1453159825563&pv_a1=attr1&pv_a2=attr2&pv_a3=
attr3
&pv1=extrafield1&pv2=extrafield2&pv3=extrafield3
```

For more information, see “4.1 Offsite marketing links” on page 190.

Parameters

?tid=1: Tag ID for the Pageview tag.

&pi=Page%20ID: The Page ID value that is the unique identifier of a page in your reports.

&cg=Category%20ID: The value of Category ID (optional).

&se=Search%20Term: The search term provided by the visitor as part of a visitor-initiated keyword search (optional).

&sr=56: The number of search results sent only from visitor-initiated on-site keyword search results pages. Pass the value `0` for unsuccessful searches with zero results (optional).

&pv1= through &pv15=: The extra strings 1 through 15 that populate pageview custom data collection fields (optional).

&pv_a1= through &pv_a50=: The Acoustic Digital Analytics Explore attribute strings 1 - 50 (optional).

Productview tag
Information about the Productview tag query string parameter values.

Productview image request example with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=5&ci=59990000%7CSITEID123&vn2=mobile
&st=1452875549769&vn1=4.1.1&ec=utf-8&pi=PRODUCT%3AProductName%28ProductID%29
&pr=Product%20ID&pm=Product%20Name&cg=Category%20ID&pc=N&cm_vc=cross-sell
&rnd=1452881022139&pr_a1=attr1&pr_a2=attr2&pr_a3=attr3&ul=http%3A%2F%2F127.0.0.1
%2Fmobileguide%2FTagTester_mobileguide-examples.html&cjen=1
&cjuid=7198419385361452875507 5&cjsid=1452875507&cjvf=1
```

Parameters

?tid=5: Tag ID for Product View tag

&pi=PRODUCT%3AProductName%28ProductID%29: The page ID value that is the unique identifier of a page in your reports. The recommended format is PRODUCT: + `<productname>` + (`<productid>`).

&pr=Product%20ID: The product ID value.

&pm=Product%20Name: The product name value.

&cg=Category%20ID: The category ID value is used in combination with the CDF to generate categorized Product reporting (optional).

&pc=N: The pagecount flag. The value is usually N for this tag, to allow multiple product views per product detail page while crediting the page with only one view in Page reporting. If you want each productview to also count as a pageview, set this to Y. If you use Y, the pi= parameter value is used in Page reporting 'Page Name' metrics.

&cm_vc=: The value that is used to override categorization in this session for this product ID value across all tags in this session for this `ProductID+Category ID` combination (Productview, Shop Action 5, and Shop Action 9). This value is used when the product detail page was reached from a cross-sell product link placement. The value that is sent is typically &cm_vc=cross-sell or whatever the specified category ID value is for cross-sell placements in this implementation (optional).

&pr1= through &pr15=: The extra strings 1 - 15 that populate productview custom data collection fields (optional).

&pr_a1= through &pr_a50=: The Acoustic Digital Analytics Explore attribute strings 1 - 50 (optional).

Order tag
Information about the Order tag query string parameter values.

Order image request examples with all query string parameter values:

```
https://data.coremetrics.com/cm?tid=3&ci=59990000%7CSITEID123&vn2=mobile
&st=1452877740151&vn1=4.1.1&ec=utf-8&on=Order%20ID&tr=99.50&sg=10.50&cd=
Registration
```

```
%20ID&ct=Registration%20City&sa=Registration%20State&zp=99999&cc=EUR&rnd=
1452881009025
&o_a1=attr1&o_a2=attr2&o_a3=attr3&or1=extrafield1&or2=extrafield2&or3=
extrafield3
&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide%2FTagTester_mobileguide-examples.html
&cjen=1&cjuid=7198419385361452875507 5&cjsid=1452877682&cjvf=1
```

Parameters

?tid=3: Tag ID for Order tag.

&on=Order%20ID: Order number.

&tr=99.50: The total order value.

&sg=10.50: Shipping charges (optional).

&cd=Registration%20ID: Visitor registration customer ID.

&ct=Registration%20City: The city of the customer billing address (optional).

&sa=Registration%20State: The state or province of the customer billing address (optional).

&zp=99999: The postal code of the customer billing address (optional).

&cc=EUR: The currency code in 3-byte ISO4217 format. Used with Acoustic Digital Analytics Multicurrency conversion (optional).

&or1= through &or50=: The extra strings 1 - 15 that populate order custom data collection fields (optional).

&o_a1= through &o_a50=: Acoustic Digital Analytics Explore attribute strings 1 - 50 (optional).

Shop action 5 tag

Information about the Shop Action 5 tag query string parameter values.

Note: The tid= and at= values define the shop action and type 5 (Shop 5).

Shop Action 5 image request examples with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=4&ci=59990000%7CSITEID123&vn2=mobile
&st=1452877740151&vn1=4.1.1&ec=utf-8&pr=Product%20ID&pm=Product%20Name&qt=1
&bp=99.99&cg=Category%20ID&ha1=b68d42fede86163f91ce6b339dec1670bf811c3b&cc=EUR
&at=5&rnd=1452881168008&s_a1=attr1&s_a2=attr2&s_a3=attr3&sx1=extrafield1
&sx2=extrafield2&sx3=extrafield3&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide
%2FTagTester_mobileguide-examples.html&cm_vc=cross-sell&cjen=1
&cjuid=7198419385361452875507 5&cjsid=1452877682&cjvf=1
```

Parameters

?tid=4: Tag ID for shop action tag.

&at=5: Action type "5" indicates a shop action 5 tag (product selection or carting event).

&pr=Product%20ID: The product ID.

&pr=Product%Name: The product name.

&qt=1: The unit quantity.

&bp=99.99: The base price (for each unit of product).

&cg=Category%20ID: The category ID (optional).

&cc=EUR: The currency code in 3-byte ISO4217 format. Used with Acoustic Acoustic Digital Analytics multicurrency conversion (optional).

&cm_vc=cross-sell: The value that is used to override categorization in this session for this product ID value across all tags in this session for this ProductID+Category ID combination (productview, shop action 5, and shop action 9). This value is used in the shop action 5 tag if the product was carted from a cross-sell product 'select' or 'add to cart' placement, which bypasses the need for visitor to view the related

product detail page. The value that is sent is typically &cm_vc=cross-sell or whatever the specified category ID value is for cross-sell placements in this implementation (optional).

&ha1= When tags are generated by the Acoustic tag library (//libs.coremetrics.com/eluminate.js), this parameter is populated with a sha1-generated hexadecimal value by using all &sx# and &s_a# parameter values as inputs. This parameter is evaluated by Acoustic data acquisition servers to determine if this shop action data is new and will be accepted & reported in this session, or is a duplicate of data that is already received in this session and will be rejected (deduplicated) and not reported again. This parameter is optional and used only in tag implementations where &sx# or &s_a# values might vary during a session for an otherwise identical shop action tag (product ID, product name, and category ID all identical, but one or more extra string or attribute string value changed) (optional).

&sx1= through &sx15=: The extra strings 1 - 15 that populate shop action 5 custom data collection fields (optional).

&s_a1= through &s_a50=: The Acoustic Digital Analytics Exploreattribute strings 1 - 50 (optional).

Shop action 9 tag

Information about the shop action 9 tag query string parameter values.

Note: The tid= and at= values define the shop action and type 9 (Shop 9).

Shop Action 9 image request examples with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=4&ci=59990000%7CSITEID123&vn2=mobile
&st=1452877740151&vn1=4.1.1&ec=utf-8&pr=Product%20ID&pm=Product%20Name&qt=1
&bp=99.99&cg=Category%20ID&ha1=b68d42fede86163f91ce6b339dec1670bf811c3b&cc=EUR&at=9
&cd=Registration%20ID&on=Order%20ID&tr=99.99&rnd=1452884635185&s_a1=attr1
&s_a2=attr2&s_a3=attr3&sx1=extrafield1&sx2=extrafield2&sx3=extrafield3&ul=http
%3A%2F%2F127.0.0.1%2Fmobileguide%2FTagTester_mobileguide-examples.html&cjen=1
&cjuid=7198419385361452875507 5&cjsid=1452877682&cjvf=1
```

Parameters

?tid=4: Tag ID for shop action tag.

&at=5: Action type "9" indicates a shop action 9 tag (product purchase or completion).

&pr=Product%20ID: The product ID. &pr=Product%Name: The product name.

&qt=1: The unit quantity.

&bp=99.99: The base price (for each unit of product).

&cg=Category%20ID: The category ID (optional).

&on=Order%20ID: The order number.

&tr=99.99: The total order value.

&cd=Registration%20ID: The visitor registration ID.

&cc=EUR: The currency code in 3-byte ISO4217 format. Used with Acoustic Digital Analytics multicurrency conversion (optional).

&ha1= When tags are generated by the Acoustic tag library (//libs.coremetrics.com/eluminate.js), this is populated with a sha1-generated hexadecimal value by using all &sx# and &s_a# parameter values as inputs. This parameter is evaluated by Acoustic data acquisition servers to determine if this shop action data is new and will be accepted and reported in this session, or is a duplicate of data that is already received in this session and will be rejected (deduplicated) and not reported again. This parameter is optional and used only in tag implementations where &sx# or &s_a# values might vary during a session for an otherwise identical shop action tag (product ID, product name, category ID, and order ID all identical, but one or more extra string or attribute string value changed) (optional).

&sx1= through &sx15=: The extra strings 1 - 15 that populate shop action 9 custom data collection fields (optional).

&s_a1= through &s_a50=: The Acoustic Digital Analytics Explore attribute strings 1 - 50 (optional).

Registration tag
Information about the Registration tag query string parameter values.

Registration image request examples with all query string parameter values:

```
https://data.coremetrics.com/cm?tid=2&ci=59990000%7CSITEID123&vn2=mobile
&st=1452877740151&vn1=4.1.1&ec=utf-8&cd=Registration%20ID&em=Registration%20Email
&ct=Registration%20City&sa=Registration%20State&zp=99999&cy=Registration%20Country
&rnd=1452887889605&rg1=attr1&rg2=attr2&rg3=attr3&ul=http%3A%2F%2F127.0.0.1
%2Fmobileguide%2FTagTester_mobileguide-examples.html&cjen=1
&cjuid=7198419385361452875507 5&cjsid=1452877682&cjvf=1
```

Parameters

?tid=2: Tag ID for Registration tag.

&cd=Registration%20ID: The visitor Registration ID.

&em=Registration%20Email: The registrant email (optional).

&ct=Registration%20City: The city of the registrant (optional).

&sa=Registration%20State: The state or province of the registrant (optional).

&zp=99999: The postal code of the registrant (optional).

&cy=Registration%20Country: The country of the registrant (optional).

&rg1= through &rg50=: The Acoustic® Digital Analytics Explore attribute strings 1 - 50 (optional).

Technical Properties tag
Information about the Technical Properties tag query string parameter values.

Technical Properties image request example with all query string parameter values:

```
http://data.coremetrics.com/cm?ci=59990000%7CSITEID123&st=1452893201916
&vn1=4.1.1&ec=utf-8&vn2=mobile&pi=Page%20ID&ul=http%3A%2F%2F127.0.0.1
%2Fmobileguide%2FTagTester_mobileguide-examples.html&cjen=1
&cjuid=8750565295061452893202 3&cjsid=1452893202&cjvf=7&tid=6&cg=Category
%20ID&se=Search%20Term&sr=56&rnd=1452895158044&pc=Y&jv=1.8.5
&np0=2007%20Microsoft%20Office%20system
&np1=ActiveTouch%20General%20Plugin%20Container
&np2=Adobe%20Acrobat
&np3=Adobe%20Acrobat
&np4=Adobe%20Acrobat
&np5=Citrix%20Online%20Web%20Deployment%20Plugin%201.0.0.104
&np6=Google%20Update
&np7=HttpWatch%20Basic
&np8=Acoustic%20Developer%20Kit%20for%20Windows%2CJava%2C1.7.0
&np9=Acoustic%20Global%20Print
&np10=Acoustic%20SmartCloud%20Sametime%20WebPlayer
&np11=IE%20Tab%20Plug-in
&np12=Java%20Deployment%20Toolkit%207.0.0-20151120_01
&np13=Java%20Deployment%20Toolkit%208.0.660.18
&np14=Java(TM)%20Platform%20SE%208%20U66
&np15=Microsoft%20Office%202013
&np16=Microsoft%20Office%202013
&np17=Microsoft%C2%AE%20Windows%20Media%20Player%20Firefox%20Plugin
&np18=NVIDIA%203D%20VISION
&np19=NVIDIA%203D%20Vision
&np20=Shockwave%20Flash&je=y&sw=1536&sh=864&pd=24&tz=6&pv_a1=attr1&pv_a2=
attr2&pv_a3=attr3&pv1=extrafield1&pv2=extrafield2&pv3=extrafield3
```

Parameters

&pi=Page%20ID: The Page ID value that is the unique identifier of a page in your reports.

&cg=Category%20ID: The value of Category ID (optional).

&se=Search%20Term: The search term provided by the visitor as part of a visitor-initiated keyword search (optional).

&sr=56: The number of search results sent only from visitor-initiated onsite keyword search results pages. Pass the value "0" for unsuccessful searches with zero results (optional).

&pc=Y: The Pagecount flag. The value is always Y for this tag.

&jv=1.6: The JavaScript version (optional).

&np0= through &np20=: The browser plug-in information. There are slots for 20 plug-ins (optional).

&sw=1400 through &sw=1050: The monitor resolution width and height. Most industry resolutions are supported. Unknown.unsupported values appear in the OTHER group in the Analytics / Screen Resolution report (optional).

&pd=32: The monitor color depth. Valid color depth values are 32, 24, 16, 8, and 4. Other values appear in the OTHER group in the Analytics / Color Depth report (optional).

&tz=6: UTC Offset of the device that is sending tags (optional).

Note: the UTC Offset sign must be reversed. Example 1: for US Central Standard Time, send &tz=6 (not &tz=-6). Example 2: for Australian Eastern Daylight Time (Melbourne), send &tz=-11 (not &tz=11).

&pv1= through &pv15=: The extra strings 1 - 15 that populate pageview custom data collection fields (optional).

&pv_a1= through &pv_a50=: The Acoustic Digital Analytics Explore attribute strings 1 - 50 (optional).

Conversion Event tag

Information about the Conversion Event tag query string parameter values.

Conversion Event image request example with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=14&ci=59990000%7CSITEID123&vn2=mobile
&st=1453153364870&vn1=4.1.1&ec=utf-8&cid=Event%20ID&cat=1&ccid=Event%20Category
%20ID&cpt=10&rnd=1453163979800&c_a1=attr1&c_a2=attr2&c_a3=attr3&ul=http%3A%2F
%2F127.0.0.1%2Fmobileguide%2FTagTester_mobileguide-examples.html&cjen=1
&cjuid=8750565295061452893202 3&cjsid=1453153358&cjvf=1
```

Parameters

?tid=14: Tag ID for the Conversion Event tag.

&cid=Event%20ID: The Conversion Event ID.

&cat=1: The action type. 1 signifies the conversion event initiation and 2 signifies the conversion event completion.

&ccid=Event%20category%20ID: The conversion category ID (optional).

&cpt=10: Conversion points (optional).

&c_a1 through &c_a50=: The Acoustic Digital Analytics Explore attribute strings 1 - 50 (optional).

Element tag

Information about the Element tag query string parameter values.

Element image request examples with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=15&ci=59990000%7CSITEID123&vn2=mobile
&st=1453153364870&vn1=4.1.1&ec=utf-8&eid=Element%20ID&ecat=Element%20Category
&rnd=1453163117111&e_a1=attr1&e_a2=attr2&e_a3=attr3&ul=http%3A%2F%2F127.0.0.1
%2Fmobileguide%2FTagTester_mobileguide-examples.html&cjen=1&cjuid=
8750565295061452893202 3
&cjsid=1453153358&cjvf=1
```

Parameters

?tid=15: Tag ID for the Element tag.

&eid=Element%20ID: The Element ID.

&ecat=Element%20Category: The element category ID (optional).

&pflg=0: The value of this parameter is always 0.

&e_a1= through &e_a50=: The Acoustic Digital Analytics Explore 'attribute' strings 1 - 50 (optional).

LinkClick tag
Information about the LinkClick tag query string parameter values.

LinkClick image request example with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=8&ci=59990000%7CSITEID123&st=1453239583219
&vn1=4.1.1&ec=utf-8&pi=Page%20ID&ti=1453239584291&nm=link%20name&hr=http%3A%2F
%2Fwww.site.com%2Fpath%2Fdoc.html&ul=http%3A%2F%2F127.0.0.1&cjen=1
&cjuid=29113719243314532395842&cjsid=1453239584&cjvf=7
```

LinkClick image request example with optional URL-encoded cm_sp= site promotion onsite marketing tracking query string appended to the &hr= parameter value:

```
http://data.coremetrics.com/cm?tid=8&ci=59990000%7CSITEID123&st=1453240194830
&vn1=4.18.130&ec=utf-8&pi=Page%20ID&ti=1453240195602&nm=link%20name
&hr=http%3A%2F%2Fwww.site.com%2Fpath%2Fdoc.html%3Fcm_sp%3DPromotion
%20Group-_-Promotion-_-Link&ul=http%3A%2F%2F127.0.0.1&cjen=1
&cjuid=29113719243314532395842&cjsid=1453239584&cjvf=1
```

LinkClick image request example with optional URL-encoded cm_re= real estate onsite marketing tracking query string appended to the &hr= parameter value:

```
http://data.coremetrics.com/cm?tid=8&ci=59990000%7CSITEID123
&st=1453240263173&vn1=4.18.130&ec=utf-8&pi=Page%20ID&ti=1453240263811
&nm=link%20name&hr=http%3A%2F%2Fwww.site.com%2Fpath%2Fdoc.html%3Fcm_re
%3DVersion-_-Page%20Area-_-Link&ul=http%3A%2F%2F127.0.0.1&cjen=1
&cjuid=29113719243314532395842&cjsid=1453239584&cjvf=1
```

Parameters

Note: vn2= and st= parameters are not used in the tid=8 LinkClick tag.

?tid=8: Tag ID for the LinkClick tag.

&pi=Page%20ID: The page ID of the page that is hosting this click. This information is typically sourced from any pageview image request that trachs the page that is hosting this link.

&ti=1209736340983 1453240263811: The JavaScript time stamp in milliseconds for this event. This is identical to &st= parameter used in all other tags.

&nm=link%20name: The descriptive name value for this link click.

&hr=http%3A%2F%2Fwww.site.com%2Fpath%2Fdoc.html: The URL-encoded target/href values associated with this link click. If you include site promotions or real estate onsite marketing tracking parameters, the &hr= parameter must contain a valid absolute or relative URL value and format. This value does not have to represent a live URL. See “4.2.1 Site promotions” on page 192 and “4.2.2 Real estate” on page 192.

&ul=http%3A%2F%2F127.0.0.1: The URL of the page from which this link click was sent. A non-null value is required, but does not have to be a valid or live website URL.

Onsite marketing impression tag
Information about the onsite marketing impression tag query string parameter values.

Also, see “Impression Attribution” on page 222.

Onsite marketing impression site promotion request example with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=9&ci=59990000%7CSITEID123&vn2=mobile
&st=1453326641076&vn1=4.1.1&ec=utf-8&pi=Page%20ID
&cm_sp=SitePromotions_PromotionGroup-_-Promotion-_-Link&rnd=1453336830216
&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide%2FTagTester_mobileguide-examples.html
&cjen=1&cjuid=22054302366814533266415&cjsid=1453326641&cjvf=7
```

Onsite marketing impression real estate request example with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=9&ci=59990000%7CSITEID123&vn2=mobile
&st=1453327202529&vn1=4.1.1&ec=utf-8&pi=Page%20ID
&cm_re=RealEstate_Version-_-PageArea-_-Link&rnd=1453335221684
&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide%2FTagTester_mobileguide-examples.html
&cjen=1&cjuid=22054302366814533266415&cjsid=1453326641&cjvf=1
```

Parameters

?tid=9: Tag ID for the onsite marketing impression tag.

&pi=Page%20ID: The Page ID value that is the unique identifier of a page in your reports. This value must match an existing tracked Page ID.

&cm_sp=SitePromotions_PromotionGroup-_-Promotion-_-Link: The Site Promotion reporting value. Match this value with the Site promotion value collected with a related Link Click tag.

&cm_re=RealEstate_Version-_-PageArea-_-Link: The Real Estate reporting value. Match this value with the Real Estate value collected with a related Link Click tag.

&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide%2FTagTester_mobileguide-examples.html: The URL of the page from which this impression tag was sent. A non-null value is required, but does not have to be a valid or live website URL.

Offsite marketing impression tag

Information about the offsite marketing impression attribution tag query string parameter values.

Also, see “Impression Attribution” on page 222.

Offsite marketing impression attribution independent request example with all query string parameter values:

```
http://data.cmcore.com/imp?tid=17&ci=59990000%7CSITEID123&vn1=4.1.1&vn2=imp
&ec=UTF-8&rnd=1234567890123&cm_mmc=Washington%20Post-_-Display%20Ads-_-Boat
%20Insurance-_-Boat_vA_c432&cm_mmca1=300x250&cm_mmca2=german
```

Offsite marketing impression attribution redirect request example with all query string parameter values:

```
http://data.cmcore.com/imprd?ul=http://ad.doubleclick.com/ad/N733/B32049394.2
%3Bsz%3D300x250%26lang%3Dgerman&tid=17&ci=59990000%7CSITEID123&vn1=4.1.1&vn2=imp
&ec=UTF-8&rnd=1234567890123&cm_mmc=Washington%20Post-_-Display
%20Ads-_-Boat%20Insurance-_-Boat_vA_c432&cm_mmca1=300x250&cm_mmca2=german
```

Parameters

?tid=17: Tag ID for the Offsite marketing impression attribution tag.

&vn1=4.1.1: Always "4.1.1".

&vn2=imp: Always "imp" for offsite marketing impression tags.

&rnd=1234567890123: Any random integer up to 13 characters in length. Included to break any client request cache.

&cm_mmc=Washington%20Post-_-Display%20Ads-_-Boat%20Insurance-_-Boat_vA_c432: The Marketing Program value associated with this marketing URL.

&cm_mmca1 through &cm_mmca15=: Up to 15 "-_-" delimited 100 byte 'attribute' values for use in Acoustic Digital Analytics Explore. Match this value with the cm_mmca# values used in the associated marketing URL (optional).

Custom tag

Information about the custom tag query string parameter values.

Custom image request examples with all query string parameter values:

```
http://data.coremetrics.com/cm?tid=7&ci=59990000%7CSITEID123&vn2=mobile
```

```
&st=1453327202529&vn1=4.1.1&ec=utf-8&li=123&rnd=1453329683740&ps1=extrafield1
&ps2=extrafield2&ps3=extrafield3&ul=http%3A%2F%2F127.0.0.1%2Fmobileguide
%2FTagTester_mobileguide-examples.html&cjen=1&cjuid=2205430236681453326641 5
&cjsid=1453326641&cjvf=1
```

Parameters

?tid=7: Tag ID for the custom tag.

&li=: The line number value for this unique custom data. This value is provided by Acoustic Digital Analytics Explore Support or Services.

&ps1= through &ps15=: The extra strings 1 - 15 that populate custom data collection fields (optional).

Extending

Optional downloads and plug-ins are available for extending the capabilities of Acoustic Digital Analytics.

Accessing reports using the Excel API

The Excel API provides programmatic access to your report views from Microsoft Excel. Generate a single report in Excel or create and run a template to place multiple reports into a single Excel notebook.

About this task

Note: The Excel API is available only for Windows.

Procedure

1. Click **Manage** > **Installations** > **Excel API**, then click **Download Excel API Tool**.
2. On the login screen, enable the content by following the instructions in the Microsoft Excel Security Warning.
3. Log in to the Excel API and select one of the following options:
   - **Run a Single Report**. Select a report and date range, then run the report. The output is automatically placed into an Excel worksheet.
   - **Create a Multi-Report Template**. Define a multi-report Excel workbook. You can select up to 10 reports to include in the workbook.
   - **Run a Multi-Report Template**. Select any previously defined template, select a date range, and process all reports at the same time. The output is automatically placed into an Excel workbook with each report featured on its own worksheet.

Accessing key performance data using mobile devices

You can access your key performance metrics and reports from a mobile device.

About this task

You have two options for mobile accessibility:

- An iPhone application available through the Apple iTunes store.
- A device-agnostic option available from `http://m.coremetrics.com`.

The mobile options give you access to Top Line metrics, key reports such as top marketing, pages, products, and funnels, and real-time metrics from Acoustic Digital Analytics Monitor and Acoustic Digital Analytics Benchmark. Use all standard device gestures to access your analytics data and zoom in on critical performance areas.

Note: You must have access to Acoustic Digital Analytics Monitor and Acoustic Digital Analytics Benchmark to access data from those applications.

Procedure

Click **Manage** > **Installations** > **Mobile Apps** to access the mobile device options.

Installing web browser tools to monitor site performance and visitor traffic

An optional plug-in provides access to web browser tools that can help you to monitor your website performance and visitor traffic.

About this task

The Acoustic Digital Analytics Plug-in provides access to the following tools:

LIVEview Click Overlay
The LIVEview Click Overlay tool overlays site traffic and conversion data on your web pages. Use it to see which links are most active and which links drive the most conversions.

TruePath Funnel Builder

Use the TruePath Funnel Builder to define a TruePath Funnel that you can use to measure visitor success in navigating your website. It is useful for evaluating the effectiveness of online processes, such as checkout, registration, and online applications, and completing calls to action on specific marketing landing pages.

TagBar
Use the TagBar to see which Digital Analytics tags are firing on each page as you browse your website. Use it as a troubleshooting resource.

Procedure

1. Click **Manage > Installations > Tools Browser Plugin** in the side navigation pane, or click **LIVEview Click Overlay** from **Reports > Paths** or **Reports > Content**.
2. Follow the on-screen instructions to install the Acoustic Digital Analytics Plug-in.
3. After you install the plug-in, open a new window in your web browser and click the **Acoustic Digital Analytics Plug-in** icon ( ).
4. Follow the on-screen instructions to use the LIVEview Click Overlay and TagBar tools. For instructions on using the TruePath Funnel Builder, see "Creating TruePath Funnels" on page 20.

Viewing performance data as you browse your site
Acoustic Digital Analytics provides a tool to view page-level and link-level performance data as you browse the pages on your website. The LIVEview Click Overlay tool overlays basic metrics, such as clicks, page views, events, conversions, and transactions, onto every page that you view.

Before you begin
Download and install the Acoustic Digital Analytics Plug-in

About this task

LIVEview Click Overlay provides page-level information, such as page views and average time on page, and link-level information that is overlaid on each link of the page. It can help you to identify key rising and declining links by traffic, sales, or conversion metrics. Use it to compare the performance of any set of links over time.

After you use LIVEview Click Overlay to analyze links, consider accessing the following reports for further analysis:

- Clickstream
- TruePath Funnels
- Site Promotion
- Real Estate

- On-Site Link Analysis

Use the Acoustic Digital Analytics Plug-in to access LIVEview Click Overlay. For instructions on installing the plug-in, see "Installing web browser tools to monitor site performance and visitor traffic" on page 248.

Procedure

1. Click the **Acoustic Digital Analytics Tools Plug-in** icon ( ) in your browser.
2. Log in and browse to the page on your site that you want to analyze.
3. Select **LIVEview**.

   The LIVEview Click Overlay pane opens and displays data for the selected page. By default, data for the previous day is displayed.
4. Use any of the following LIVEview options.

Option	Description
Find specific pages	Click **Page List** in the LIVEview pane.
Select a reporting date range	Use the **Time Period** list to choose a relative date range, or click the **Calendar** icon to select a custom date range.
View link annotations	Click **On/Off** to enable or disable link annotation viewing. With link annotation enabled, link statistics for the selected metric are overlaid on each page link. To change the metric, click one of the metrics in the **Page Details** section of the LIVEview pane. LIVEview shows annotations for the top 1,000 links by number of clicks for the selected time period. Links with no activity are not annotated. Use the **Graph** list in the LIVEview pane to view link performance by percentage, rank, or percentage change.
View details for a link annotation	Hover over a link to see detailed data for the link.
Display or remove link data from the LIVEview pane	To see the link data in the **Selected Links** section of the LIVEview pane, click the link. Selected link annotations are highlighted in yellow. Click the link again to remove the link from the **Selected Links** section.
Clear all selected links	In the **Selected Links** section of the LIVEview pane, click **Clear**.
View key links	You can view the top five links, bottom five links, top five rising links, and top five declining links for the selected metric. a. Select a metric in the **Page Details** section of the LIVEview pane. b. Click the icon for the metric in the **Key Links** section and select an option from the list.

Option	Description
View page zooms	Click one of the Zoom icons ( ) to view either the Page Zoom (left icon) or Natural Search Zoom (right icon) in Digital Analytics.
Print the annotated page without the LIVEview pane	Select the print preview option on your browser. Set the page to print with a landscape orientation and with 0.5-inch margins on all sides.
Print the annotated page with the LIVEview pane	Select the **Print** icon ( ) in the LIVEview pane. Use your browser's printer controls to print the page with a landscape orientation and with 0.5-inch margins on all sides.
Download LIVEview data for the page you are viewing	Click the Download icon ( ). You can download all of the data for the page, just the page-level data, or just the link-level data.

Downloading LIVEview data for pages that are no longer live on your site

You can download LIVEview data for a page that is no longer live on your website.

Procedure

1. In Digital Analytics, select **Reports > Content > Page Categories** in the side navigation pane.
2. Find the page that you want in the Page Categories report.
3. Click the down arrow next to the page name and select **Summary Zoom**.
4. Click the **Download** icon ( ) and select **Download All LIVEview Data**.

   The LIVEview data for the page is downloaded into an Excel workbook. The first worksheet displays high-level metrics for the page. The second worksheet displays the link-level details for the page.

Sending LIVEview data as an email attachment

You can attach LIVEview data for a page to an email message and send it to one or more recipients. You can send the data once or on a recurring basis.

Procedure

1. In Digital Analytics, select **Reports > Content > Page Categories** in the side navigation pane.
2. Find the page that you want in the Page Categories report.
3. Click the down arrow next to the page name and select **Summary Zoom**.
4. Click the **Send Email** icon ( ) and select **Email LIVEview Data**.
5. Select a frequency from the list.
6. Select a file type (Excel or CSV).
7. Optional: Select a comparison period.

   If you choose to send the data only once, the comparison period must be a fixed date or date range. For a recurring email, you can include either a relative or fixed period for comparison.
8. Optional: Edit the default file name.
9. Enter the email addresses of the recipients. Use commas to separate multiple addresses.
10. Optional: Edit the default subject line and body of the email.
11. Click **Save**.

LIVEview Click Overlay: Frequently asked questions

Consider the following questions when you are using LIVEview Click Overlay and reviewing your link performance results.

Why is a link not tracked in LIVEview?

LIVEview tracks all standard HTML links that have Link Click tags. However, many dynamic menus and other HTML content might not be tracked automatically. For further assistance, submit a request in the Acoustic Digital Analytics Support Center at `http://support.coremetrics.com/`.

Why does my JavaScript form not annotate within LIVEview?

The JavaScript `form submit` method does not execute the same `submit` event that the HTML `submit` button executes. LIVEview annotation occurs when the LIVEview plug-in matches a link tag or a form `submit` button to a data download item that has the same Page ID and HREF, or Form Action and Name. To capture LIVEview data for a JavaScript `form submit`, these buttons must be converted to call the JavaScript that submits the form.

Why do my Real Estate sales not match the LIVEview sales for the `cm_re` links?

LIVEview attributes sales from a session to each link clicked, but the Real Estate report displays the sale based on the Real Estate parameters for the session. For example, if a customer clicks two links in the same session and the links have the same set of Real Estate parameters, LIVEview attributes the sale to each link. The Real Estate report counts it as one sale. It counts the sales to the session for the link clicked; the parameters apply to the same session, so the sale is counted only once.

Why is LIVEview not tracking my page or link?

Consider the following causes:

- The link must have the correct HTML anchor tag and a Page ID identified in the generated Link Click tag. If the target HREF of the link consistently changes, this link does not annotate.
- The libraries are designed so that Digital Analytics appends its own functions to any functions that you call using the `onload` function. Because the `onload` function is called after `eluminate.js`, it overwrites the functions that are sent in the `onload` within `eluminate.js`. To correct this problem, move the inclusion of the `eluminate.js` file so that it is after the `onload` but still within the `<body>` element for the page. `eluminate.js` automatically accounts for any other functions that are called in the `onload` before it is included in the page; in other words, those functions are still called.

Why is the LIVEview and Form Analysis information different?

LIVEview provides information about a page, whereas Form Analysis provides information about the forms on your site. If you have two forms in different locations with the same name, the Form Analysis counts these as multiple pages.

Why is no data found within the Page Zoom report?

Page Zoom data is dependent on LIVEview data. Confirm that LIVEview data reporting is available for the Page ID you are viewing for the specified time period.

Why do several different links show the same annotation on a page?

This result usually means that the `"Target HREF/URL (hr):"path" "` in the Link Click tag for each of those links has the same value. Use the Open Tag Monitor feature in the TagBar tool to determine whether you have identical values for multiple links.

Why do I not see all my links on the page?

When you view a web page with LIVEview, you see data only for links that are active on that page at the time you view it. If there are dynamic links, you see them on the page if they are present when you view the web page with LIVEview. If they are not present, you can download LIVEview report data to see all link data.

When is the report data for LIVEview available for the same day?

Intra-day processing occurs at 10:00 am and 5:00 pm CST. All data that is received by these processing times is processed. Although Digital Analytics attempts to provide the intra-day data at the times you provide, it is not always possible to do so. At times, there is a delay in the intra-day reporting, but the data becomes available later.

Acoustic Digital Analytics Server Side Plug-in Tag API for Java

Overview

The Acoustic Digital Analytics server-side website plug-in for Java is used to track mobile websites for phones that do not support JavaScript or cookies. This plug-in can also be used if you do not want to implement tracking on your mobile web pages.

This document provides a description for each Java tag function and the requisite parameters.

These tags most commonly use `create` and `send` methods. A `create` method builds the page tag request string. A `send` method builds and sends the page tag request string.

Each tag method included in this library has a short list and full list of the parameters used. The short list includes all required parameters as well as the optional parameters you are likely to use. The full list includes all required parameters and all possible optional parameters available.

Note: All parameters are required unless otherwise stated.

Technical notes

There are several page tagging properties to consider when using this server-side plug-in tagging for Java.

1. Tags have a destination of `DataCollectionServer` which is defined in the `PageTagging.properties` file. It is currently set to the test data warehouse at `testdata.coremetrics.com`.

   To send tag data to production, `DataCollectionServer` must be redefined in `PageTagging.properties` to: `DataCollectionServer=http://data.coremetrics.com`.
2. Client ID is set in the `PageTagging.properties` file. Client must redefine the property to the appropriate ClientId value: ClientId=99999999.
3. Geography is the location of the mobile users. This is currently set to Japan and should not be changed. Each region or geography of the world has its own way of calculating what a unique visitor is. There is logic in the code specific to Japan which allows the application to create unique visitor ID's.
4. LogFile saves any errors. The path can be included in the log file name. If you exclude the path in the log file name, the relative web server path is used. If any errors are encountered while creating or sending a page tag request string, they are logged to this file. You are responsible for periodically monitoring the file and maintaining the size of the file.
5. LogLevel turns on debug or trace messages. This should be used to debug any issues with the library. When set to *debug*, every page tag request string created is saved to LogFile. When set to *trace*, HTTP header information is also saved to LogFile. The default setting is *error*.

Sample PageTagging.properties file

```
ClientId=99999999
Geography=Japan
DataCollectionServer=http://testdata.coremetrics.com
LogFile=mobile_page_tagging.log
LogDebug=debug
Version=1.0
```

Installation notes

Before using this plug-in, make sure you extract these files to the correct locations.

- Add the `PageTagging.properties` file, which is included at the root level of the `jar` file, to the `WEB-INF/classes` directory.
- Add the `jar` file to the `WEB-INF/lib` directory.

Constructor

CMPageTagHandler
Use this method to create a page tag image request handler for Acoustic Digital Analytics.

Syntax

```
public CMPageTagHandler(javax.servlet.http.HttpServletRequest request)
```

Parameters

request: HTTP request.

Methods

This section lists the methods available with this plug-in. For each method, the parameters, expected return items, and an example of syntax are included.

addVisitorAndSessionParameters
Use this method to add Visitor ID and Session ID to an HREF value, using the Acoustic Digital Analytics visitor parameter name (`cjuid`) and session parameter name (`cjsid`).

Syntax

```
public java.lang.String addVisitorAndSessionParameters(java.lang.String href)
```

Parameters

href: The existing HREF that does not have visitor and session parameters appended to it. Add & to the end of the string if the HREF contains other query parameters.

Return

HREF with appended visitor and session parameters and values.

Note: This method is used for mobile browsers that do not support cookies.

createConversionEventTag short list
Use this method to create a Conversion tag with a short list of parameters.

Syntax

```
public java.lang.String createConversionEventTag(java.lang.String eventId,
                                                 java.lang.String actionType,
                                                 java.lang.String eventCategoryId,
                                                 java.lang.String points)
```

Parameters

eventId: Conversion event ID.

actionType: Conversion action type (1=conversion initiation, 2=conversion completion).

eventCategoryId: Category for the event (optional).

points: Points value to assign to the conversion (optional).

Return

The Conversion tag URL.

createConversionEventTag full list
Use this method to create a Conversion tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createConversionEventTag(java.lang.String eventId,
                                                 java.lang.String actionType,
                                                 java.lang.String eventCategoryId,
                                                 java.lang.String points,
                                                 java.lang.String attributes,
                                                 java.lang.String extraFields)
```

Parameters

eventId: Conversion event ID.

actionType: Conversion action type (1=conversion initiation, 2=conversion completion).

eventCategoryId: Category for the event (optional).

points: Points value to assign to the conversion (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Conversion tag URL.

createCustomTag short list
Use this method to create a Custom tag with a short list of parameters.

Syntax

```
public java.lang.String createCustomTag(java.lang.String lineNumber)
```

Parameters

lineNumber: Line number.

Return

The Custom tag URL.

createCustomTag full list
Use this method to create a Custom tag with optional extra fields.

Syntax

```
public java.lang.String createCustomTag(java.lang.String lineNumber,
                                        java.lang.String extraFields)
```

Parameters

lineNumber: Line number.

extraFields: Custom data collection fields (optional).

Return

The Custom tag URL.

createElementTag short list
Use this method to create an Element tag with a short list of parameters.

Syntax

```
public java.lang.String createElementTag(java.lang.String elementId,
                                         java.lang.String elementCategoryId)
```

Parameters

elementId: Element ID.

elementCategoryId: Category for the element (optional).

Return

The Element tag URL.

createElementTag full list
Use this method to create an Element tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createElementTag(java.lang.String elementId,
                                         java.lang.String elementCategoryId,
                                         java.lang.String attributes)
```

Parameters

elementId: Element ID.

elementCategoryId: Category for the element (optional).

attributes: Explore attributes (optional).

Return

The Element tag URL.

createLinkClickTag short list
Use this method to create a Link Click tag with the short list of parameters.

Syntax

```
public java.lang.String createLinkClickTag(java.lang.String pageId,
                                           java.lang.String name,
                                           java.lang.String href)
```

Parameters

pageId: Page ID.

name: Name attribute of the link.

href: Target/HREF of the link.

Return

The Link Click tag URL.

createLinkClickTag full list
Use this method to create a Link Click tag with the full list of parameters.

Syntax

```
public java.lang.String createLinkClickTag(java.lang.String pageId,
                                           java.lang.String name,
                                           java.lang.String href,
                                           java.lang.String destination,
                                           java.lang.String referrer)
```

Parameters

pageId: Page ID.

name: Name attribute of the link.

href: Target/HREF of the link.

destination: Current® page URL (optional).

referrer: Current page referrer (optional).

Return

The Link Click tag URL.

createOrderTag short list
Use this method to create an Order tag.

Syntax

```
public java.lang.String createOrderTag(java.lang.String orderId,
                                       java.lang.String orderTotal,
                                       java.lang.String customerId,
                                       java.lang.String orderShipping,
                                       java.lang.String customerCity,
                                       java.lang.String customerState,
                                       java.lang.String customerZIP,
                                       java.lang.String currencyCode)
```

Parameters

orderId: Order ID.

orderTotal: Total of this order, minus tax and shipping.

customerId: Customer ID that placed this order.

orderShipping: Shipping charge for this order (optional).

customerCity: City of the customer that placed this order (optional).

customerState: State of the customer that placed this order (optional).

customerZIP: Zip code of the customer that placed this order (optional).

currencyCode: Currency code (optional).

Return

The Order tag URL.

createOrderTag full list
Use this method to create an Order tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createOrderTag(java.lang.String orderId,
                                       java.lang.String orderTotal,
                                       java.lang.String customerId,
                                       java.lang.String orderShipping,
                                       java.lang.String customerCity,
                                       java.lang.String customerState,
                                       java.lang.String customerZIP,
                                       java.lang.String currencyCode,
                                       java.lang.String shopAction9Tags,
                                       java.lang.String attributes,
                                       java.lang.String extraFields)
```

Parameters

orderId: Order ID.

orderTotal: Total of this order, minus tax and shipping.

customerId: Customer ID that placed this order.

orderShipping: Shipping charge for this order (optional).

customerCity: City of the customer that placed this order (optional).

customerState: State of the customer that placed this order (optional).

customerZIP: Zip code of the customer that placed this order (optional).

currencyCode: Currency code (optional).

shopAction9Tags: List of the shop action 9 productID|price|quanity data (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Order tag URL.

createPageviewTag short list
Use this method to create a Page View tag using Page ID as a parameter.

Syntax

```
public java.lang.String createPageviewTag(java.lang.String pageId,
                                          java.lang.String categoryId)
```

Parameters

pageId: Page ID.

categoryId: Category ID (optional).

Return

The Pageview tag URL.

createPageviewTag full list
Use this method to create a Page View tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createPageviewTag(java.lang.String pageId,
                                          java.lang.String categoryId,
                                          java.lang.String searchString,
                                          java.lang.String searchResults,
                                          java.lang.String attributes,
                                          java.lang.String extraFields)
```

Parameters

pageId: Page ID.

categoryId: Category ID (optional).

searchString: Internal search string entered to reach this page (optional).

searchResults: Total numeric search results count (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Pageview tag URL.

createProductviewTag short list
Use this method to create a Product View tag.

Syntax

```
public java.lang.String createProductviewTag(java.lang.String pageId,
                                             java.lang.String productId,
                                             java.lang.String productName,
                                             java.lang.String pageCountFlag,
                                             java.lang.String categoryId)
```

Parameters

pageId: Page ID in the format "PRODUCT: ()".

productId: Product ID.

productName: Product Name.

pageCountFlag: Each product view also counts as a page view (Y or N value).

categoryId: Category ID (optional).

Return

The Productview tag URL.

createProductviewTag full list
Use this method to create a Product View tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createProductviewTag(java.lang.String pageId,
                                             java.lang.String productId,
                                             java.lang.String productName,
                                             java.lang.String pageCountFlag,
                                             java.lang.String categoryId,
```

```
                                                    java.lang.String virtualCategory,
                                                    java.lang.String attributes,
                                                    java.lang.String extraFields)
```

Parameters

pageId: Page ID in the format "PRODUCT: ()".

productId: Product ID.

productName: Product Name.

pageCountFlag: Each product view also counts as a page view (Y or N value).

categoryId: Category ID (optional).

virtualCategory: Override the Category ID if this Productview comes from a cross-sell link. Recommended value: `cross-sell` (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Productview tag URL.

createRegistrationTag required list
Use this method to create a Registration tag or a Newsletter tag.

Syntax

```
public java.lang.String createRegistrationTag(java.lang.String customerId,
                                              java.lang.String customerEmail)
```

Parameters

customerId: ID of customer to register (required for Registration tag).

customerEmail: Email of customer to register (required for Newsletter tag, optional for Registration tag).

Return

The Registration (Newsletter) tag URL.

createRegistrationTag short list
Use this method to create a Registration tag or a Newsletter tag with additional contact information and address fields.

Syntax

```
public java.lang.String createRegistrationTag(java.lang.String customerId,
                                              java.lang.String customerEmail,
                                              java.lang.String customerCity,
                                              java.lang.String customerState,
                                              java.lang.String customerZIP,
                                              java.lang.String customerCountry)
```

Parameters

customerId: ID of customer to register (required for Registration tag).

customerEmail: Email of customer to register (required for Newsletter tag, optional for Registration tag).

customerCity: City of customer to register (optional).

customerState: State of customer to register (optional).

customerZip: Zip code of customer to register (optional).

customerCountry: Country of customer to register (optional).

Return

The Registration (Newsletter) tag URL.

createRegistrationTag full list
Use this method to create a Registration tag or a Newsletter tag with optional extra fields.

Syntax

```
public java.lang.String createRegistrationTag(java.lang.String customerId,
                                              java.lang.String customerEmail,
                                              java.lang.String customerCity,
                                              java.lang.String customerState,
                                              java.lang.String customerZIP,
                                              java.lang.String customerCountry,
                                              java.lang.String firstName,
                                              java.lang.String educationLevel,
                                              java.lang.String extraFields)
```

Parameters

customerId: ID of customer to register (required for Registration tag).

customerEmail: Email of customer to register (required for Newsletter tag, optional for Registration tag).

customerCity: City of customer to register (optional).

customerState: State of customer to register (optional).

customerZip: Zip code of customer to register (optional).

customerCountry: Country of customer to register (optional).

firstName: First name of customer to register (optional).

educationLevel: Education level of customer to register (optional).

extraFields: Custom data collection fields (optional).

Return

The Registration (Newsletter) tag URL.

createShopAction5Tag short list
Use this method to create a Shop with Action 5 (Shopping Cart) tag.

Syntax

```
public java.lang.String createShopAction5Tag(java.lang.String productId,
                                             java.lang.String productName,
                                             java.lang.String productQuantity,
                                             java.lang.String productPrice,
                                             java.lang.String categoryId,
                                             java.lang.String currencyCode)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

categoryId: Category (optional).

currencyCode: Currency code (optional).

Return

The Shop with Action 5 tag URL.

createShopAction5Tag full list
Use this method to create a Shop with Action 5 (Shopping Cart) tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createShopAction5Tag(java.lang.String productId,
                                             java.lang.String productName,
                                             java.lang.String productQuantity,
                                             java.lang.String productPrice,
                                             java.lang.String categoryId,
                                             java.lang.String currencyCode,
                                             java.lang.String attributes,
                                             java.lang.String extraFields)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

categoryId: Category (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Shop with Action 5 tag URL.

createShopAction9Tag short list
Use this method to create a Shop with Action 9 (Order Receipt/Confirmed) tag.

Syntax

```
public java.lang.String createShopAction9Tag(java.lang.String productId,
                                             java.lang.String productName,
                                             java.lang.String productQuantity,
                                             java.lang.String productPrice,
                                             java.lang.String orderTotal,
                                             java.lang.String orderId,
                                             java.lang.String customerId,
                                             java.lang.String categoryId,
                                             java.lang.String currencyCode)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

orderTotal: Total price of order belonging to this line item.

orderId: ID of order belonging to this line item.

customerID: ID of customer making the purchase.

categoryId: Category (optional).

currencyCode: Currency code (optional).

Return

The Shop with Action 9 tag URL.

createShopAction9Tag full list
Use this method to create a Shop with Action 9 (Order Receipt/Confirmed) tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createShopAction9Tag(java.lang.String productId,
                                             java.lang.String productName,
                                             java.lang.String productQuantity,
                                             java.lang.String productPrice,
                                             java.lang.String orderTotal,
                                             java.lang.String orderId,
                                             java.lang.String customerId,
                                             java.lang.String categoryId,
                                             java.lang.String currencyCode,
                                             java.lang.String attributes,
                                             java.lang.String extraFields)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

orderTotal: Total price of order belonging to this line item.

orderId: ID of order belonging to this line item.

customerID: ID of customer making the purchase.

categoryId: Category (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Shop with Action 9 tag URL.

createTechPropsTag short list
Use this method to create a Technical Properties tag.

Syntax

```
public java.lang.String createTechPropsTag(java.lang.String pageId,
                                           java.lang.String categoryId,
                                           java.lang.String searchString,
                                           java.lang.String searchResults,
                                           java.lang.String javascriptVersion,
                                           java.lang.String browserPlugIns,
                                           java.lang.String javaEnabled,
                                           java.lang.String monitorWidth,
                                           java.lang.String monitorHeight,
                                           java.lang.String monitorColorDepth,
                                           java.lang.String deviceTimeZone)
```

Parameters

pageId: Page ID.

categoryId: CDF category ID (optional).

searchString: Internal search string entered by user to read this page (optional).

searchResults: Total numeric search results count (optional).

javascriptVersion: JavaScript version (optional).

browserPlugIns: Browser plug-in information (optional).

javaEnabled: Java enabled: Y or N value (optional).

monitorWidth: Monitor width: 240 to 3840 (optional).

monitorHeight: Monitor height: 320 to 2160 (optional).

monitorColorDepth: Monitor color depth. Use 32, 24, 16, 8, or 4 (optional).

deviceTimeZone: Device or OS time zone number (optional).

Return

The Technical Properties tag URL.

createTechPropsTag full list
Use this method to create a Technical Properties tag with optional attributes and extra fields.

Syntax

```
public java.lang.String createTechPropsTag(java.lang.String pageId,
                                           java.lang.String categoryId,
                                           java.lang.String searchString,
                                           java.lang.String searchResults,
                                           java.lang.String javascriptVersion,
                                           java.lang.String browserPlugIns,
                                           java.lang.String javaEnabled,
                                           java.lang.String monitorWidth,
                                           java.lang.String monitorHeight,
                                           java.lang.String monitorColorDepth,
                                           java.lang.String deviceTimeZone,
                                           java.lang.String attributes,
                                           java.lang.String extraFields)
```

Parameters

pageId: Page ID.

categoryId: CDF category ID (optional).

searchString: Internal search string entered by user to read this page (optional).

searchResults: Total numeric search results count (optional).

javascriptVersion: JavaScript version (optional).

browserPlugIns: Browser plug-in information (optional).

javaEnabled: Java enabled: Y or N value (optional).

monitorWidth: Monitor width: 240 to 3840 (optional).

monitorHeight: Monitor height: 320 to 2160 (optional).

monitorColorDepth: Monitor color depth. Use 32, 24, 16, 8, or 4 (optional).

deviceTimeZone: Device or OS time zone number (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Technical Properties tag URL.

getSessionId
Use this method to retrieve a session ID number.

Syntax

```
public java.lang.String getSessionId()
```

Retrieve a session ID based on the following priority:

1. Retrieve the value from the session's cjuid attribute.
2. Build a new ID.

Return

10-digit session ID.

Note: This method is used for mobile browsers that do not support cookies.

getVisitorId
Use this method to retrieve a visitor ID.

Syntax

```
public java.lang.String getVisitorId()
```

Retrieve a visitor ID based on the following priority:

1. Retrieve value from the session's cjuid attribute.
2. Build a new ID from the device and user agent data.
3. Create a new random ID.

Return

23-digit visitor ID.

Note: This method is used for mobile browsers that do not support cookies.

sendConversionEventTag short list
Use this method to create and send a Conversion tag.

Syntax

```
public void sendConversionEventTag(java.lang.String eventId,
                                   java.lang.String actionType,
                                   java.lang.String eventCategoryId,
                                   java.lang.String points)
```

Parameters

eventId: Conversion event ID.

actionType: Conversion action type (1=conversion initiation, 2=conversion completion).

eventCategoryId: Category for the event (optional).

points: Point value to assign to the conversion (optional).

sendConversionEventTag full list
Use this method to create and send a Conversion tag with optional attributes and extra fields.

Syntax

```
public void sendConversionEventTag(java.lang.String eventId,
                                   java.lang.String actionType,
                                   java.lang.String eventCategoryId,
                                   java.lang.String points,
                                   java.lang.String attributes,
                                   java.lang.String extraFields)
```

Parameters

eventId: Conversion event ID.

actionType: Conversion action type (1=conversion initiation, 2=conversion completion).

eventCategoryId: Category for the event (optional).

points: Point value to assign to the conversion (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendCustomTag short list
Use this method to create and send a Custom tag.

Syntax

```
public void sendCustomTag(java.lang.String lineNumber)
```

Parameters

lineNumber: Line number.

sendCustomTag full list
Use this method to create and send a Custom tag with optional extra fields.

Syntax

```
public void sendCustomTag(java.lang.String lineNumber,
                          java.lang.String extraFields)
```

Parameters

lineNumber: Line number.

extraFields: Custom data collection fields (optional).

sendElementTag short list
Use this method to create and send an Element tag.

Syntax

```
public void sendElementTag(java.lang.String elementId,
                           java.lang.String elementCategoryId)
```

Parameters

elementId: Element ID.

elementCategoryId: Category for the element (optional).

sendElementTag full list
Use this method to create and send an Element tag with optional attributes.

Syntax

```
public void sendElementTag(java.lang.String elementId,
                           java.lang.String elementCategoryId,
                           java.lang.String attributes)
```

Parameters

elementId: Element ID.

elementCategoryId: Category for the element (optional).

attributes: Explore attributes (optional).

sendLinkClickTag short list
Use this method to create and send a Link Click tag.

Syntax

```
public void sendLinkClickTag(java.lang.String pageId,
                             java.lang.String name,
                             java.lang.String href)
```

Parameters

pageId: Page ID

.

name: Name attribute of the link.

href: Target/HREF of the link.

sendLinkClickTag full list
Use this method to create and send a Link Click tag with a full list of parameters.

Syntax

```
public void sendLinkClickTag(java.lang.String pageId,
                             java.lang.String name,
                             java.lang.String href,
```

```
                                java.lang.String destination,
                                java.lang.String referrer)
```

Parameters

pageId: Page ID.

name: Name attribute of the link.

href: Target/HREF of the link.

destination: Current page URL (optional).

referrer: Current page referrer (optional).

sendOrderTag short list
Use this method to create and send an Order tag.

Syntax

```
public void sendOrderTag(java.lang.String orderId,
                         java.lang.String orderTotal,
                         java.lang.String customerId,
                         java.lang.String orderShipping,
                         java.lang.String customerCity,
                         java.lang.String customerState,
                         java.lang.String customerZIP,
                         java.lang.String currencyCode)
```

Parameters

orderId: Order IDshor.

orderTotal: Total of this order, minus tax and shipping.

customerId: Customer ID that placed this order.

orderShipping: Shipping charge for this order (optional).

customerCity: City of customer that placed this order (optional).

customerState: State of customer that placed this order (optional).

customerZIP: Zip code of customer that placed this order (optional).

currencyCode: Currency code (optional).

sendOrderTag full list
Use this method to create and send an Order tag with optional attributes and extra fields.

Syntax

```
public void sendOrderTag(java.lang.String orderId,
                         java.lang.String orderTotal,
                         java.lang.String customerId,
                         java.lang.String orderShipping,
                         java.lang.String customerCity,
                         java.lang.String customerState,
                         java.lang.String customerZIP,
                         java.lang.String currencyCode,
                         java.lang.String shopAction9Tags,
                         java.lang.String attributes,
                         java.lang.String extraFields)
```

Parameters

orderId: Order ID.

orderTotal: Total of this order, minus tax and shipping.

customerId: Customer ID that placed this order.

orderShipping: Shipping charge for this order (optional).

customerCity: City of customer that placed this order (optional).

customerState: State of customer that placed this order (optional).

customerZIP: Zip code of customer that placed this order (optional).

currencyCode: Currency code (optional).

shopAction9Tags: List of the shop action 9 productID|price|quanity data (optional).t

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendPageviewTag short list
Use this method to create and send a Page View tag using the Page ID.

Syntax

```
public void sendPageviewTag(java.lang.String pageId,
                            java.lang.String categoryId)
```

Parameters

pageId: Page ID.

categoryId: Category ID c an(optional).

sendPageviewTag full list
Use this method to create and send a Page View tag with optional attributes and extra fields.

Syntax

```
public void sendPageviewTag(java.lang.String pageId,
                            java.lang.String categoryId,
                            java.lang.String searchString,
                            java.lang.String searchResults,
                            java.lang.String attributes,
                            java.lang.String extraFields)
```

Parameters

pageId: Page ID.

categoryId: Category ID d (optional).

searchString - Internal search string entered to reach this page (optional)

searchResults: Total numeric search results count (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendProductviewTag short list
Use this method to create and send a Product View tag.

Syntax

```
public void sendProductviewTag(java.lang.String pageId,
                               java.lang.String productId,
                               java.lang.String productName,
                               java.lang.String pageCountFlag,
```

```
                                 java.lang.String categoryId)
```

Parameters

pageId: Page ID in the format "PRODUCT: ()".

productId: Product ID.

productName: Product Name.

pageCountFlag: Each product view also counts as a pageview (Y or N value).

categoryId: Category ID (optional).

sendProductviewTag full list
Use this method to create and send a Product View tag with optional attributes and extra fields.

Syntax

```
public void sendProductviewTag(java.lang.String pageId,
                               java.lang.String productId,
                               java.lang.String productName,
                               java.lang.String pageCountFlag,
                               java.lang.String categoryId,
                               java.lang.String virtualCategory,
                               java.lang.String attributes,
                               java.lang.String extraFields)
```

Parameters

pageId: Page ID in the format "PRODUCT: ()".

productId: Product ID.

productName: Product Name.

pageCountFlag: Each product view also counts as a pageview (Y or N value).

categoryId: Category ID (optional).

virtualCategory: Override the category ID if this Productview came from a cross-sell link, recommended value "cross-sell" (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendRegistrationTag required list
Use this method to create and send a Registration tag or a Newsletter tag with required fields.

Syntax

```
public void sendRegistrationTag(java.lang.String customerId,
                                java.lang.String customerEmail)
```

Parameters

customerId: ID of customer to register (required for Registration).

customerEmail: Email of customer to register (required for Newsletters, optional for Registration).

sendRegistrationTag short list
Use this method to create and send a Registration tag or a Newsletter tag.

Syntax

```
public void sendRegistrationTag(java.lang.String customerId,
                                java.lang.String customerEmail,
                                java.lang.String customerCity,
                                java.lang.String customerState,
                                java.lang.String customerZIP,
                                java.lang.String customerCountry)
```

Parameters

customerId: ID of customer to register (required for Registration).

customerEmail: Email of customer to register (required for Newsletters, optional for Registration).

customerCity: City of customer to register (optional).

customerState: State of customer to register (optional).

customerZIP: Zip code of customer to register (optional).

customerCountry: Country of customer to register (optional).

sendRegistrationTag full list
Use this method to create and send a Registration tag or a Newsletter tag with optional extra fields.

Syntax

```
public void sendRegistrationTag(java.lang.String customerId,
                                java.lang.String customerEmail,
                                java.lang.String customerCity,
                                java.lang.String customerState,
                                java.lang.String customerZIP,
                                java.lang.String customerCountry,
                                java.lang.String firstName,
                                java.lang.String educationLevel,
                                java.lang.String extraFields)
```

Parameters

customerId: ID of customer to register (required for Registration).

customerEmail: Email of customer to register (required for Newsletters, optional for Registration).

customerCity: City of customer to register (optional).

customerState: State of customer to register (optional).

customerZIP: Zip code of customer to register (optional).

customerCountry: Country of customer to register (optional).

firstName: First name of customer to register (optional).

educationLevel: Education level of customer to register (optional).

extraFields - Custom data collection fields (optional).

sendShopAction5Tag short list
Use this method to create and send a Shop with Action 5 (Shopping Cart) tag.

Syntax

```
public void sendShopAction5Tag(java.lang.String productId,
                               java.lang.String productName,
                               java.lang.String productQuantity,
```

```
                                java.lang.String productPrice,
                                java.lang.String categoryId,
                                java.lang.String currencyCode)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

categoryId: Category (optional).

currencyCode: Currency code (optional).

sendShopAction5Tag full list
Use this method to create and send a Shop with Action 5 (Shopping Cart) tag with the full list of parameters.

Syntax

```
public void sendShopAction5Tag(java.lang.String productId,
                               java.lang.String productName,
                               java.lang.String productQuantity,
                               java.lang.String productPrice,
                               java.lang.String categoryId,
                               java.lang.String currencyCode,
                               java.lang.String attributes,
                               java.lang.String extraFields)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

categoryId: Category (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendShopAction9Tag short list
Use this method to create and send a Shop with Action 9 (Order Receipt/Confirmed) tag.

Syntax

```
public void sendShopAction9Tag(java.lang.String productId,
                               java.lang.String productName,
                               java.lang.String productQuantity,
                               java.lang.String productPrice,
                               java.lang.String orderTotal,
                               java.lang.String orderId,
                               java.lang.String customerId,
                               java.lang.String categoryId,
                               java.lang.String currencyCode)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

orderTotal: Total price of order belonging to this line item.

orderId: ID of order belonging to this line item.

customerId: ID of customer making the purchase.

categoryId: Category (optional).

currencyCode: Currency code (optional).

sendShopAction9Tag full list
Use this method to create and send a Shop with Action 9 (Order Receipt/Confirmed) tag with the full list of parameters.

Syntax

```
public void sendShopAction9Tag(java.lang.String productId,
                               java.lang.String productName,
                               java.lang.String productQuantity,
                               java.lang.String productPrice,
                               java.lang.String orderTotal,
                               java.lang.String orderId,
                               java.lang.String customerId,
                               java.lang.String categoryId,
                               java.lang.String currencyCode,
                               java.lang.String attributes,
                               java.lang.String extraFields)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

orderTotal: Total price of order belonging to this line item.

orderId: ID of order belonging to this line item.

customerId: ID of customer making the purchase.

categoryId: Category (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendTechPropsTag short list
Use this method to create and send a Technical Properties tag.

Syntax

```
public void sendTechPropsTag(java.lang.String pageId,
                             java.lang.String categoryId,
                             java.lang.String searchString,
                             java.lang.String searchResults,
                             java.lang.String javascriptVersion,
                             java.lang.String browserPlugIns,
                             java.lang.String javaEnabled,
                             java.lang.String monitorWidth,
                             java.lang.String monitorHeight,
```

```
                                java.lang.String monitorColorDepth,
                                java.lang.String deviceTimeZone)
```

Parameters

pageId: Page ID.

categoryId: CDF category ID (optional).

searchString: Internal search string entered by user to reach this page (optional).

searchResults: Total numeric search results count (optional).

javascriptVersion: JavaScript version (optional).

browserPlugIns: Browser plug-in information (optional).

javaEnabled: Java enabled: Y or N value (optional).

monitorWidth: Monitor width: 240 to 3840 (optional).

monitorHeight: Monitor height: 320 to 2160 (optional).

monitorColorDepth: Monitor color depth. Use 32, 24, 16, 8, or 4 (optional).

deviceTimeZone: Device or OS time zone number (optional).

sendTechPropsTag full list

Use this method to create and send a Technical Properties tag with optional attributes and extra fields.

Syntax

```
public void sendTechPropsTag(java.lang.String pageId,
                             java.lang.String categoryId,
                             java.lang.String searchString,
                             java.lang.String searchResults,
                             java.lang.String javascriptVersion,
                             java.lang.String browserPlugIns,
                             java.lang.String javaEnabled,
                             java.lang.String monitorWidth,
                             java.lang.String monitorHeight,
                             java.lang.String monitorColorDepth,
                             java.lang.String deviceTimeZone,
                             java.lang.String attributes,
                             java.lang.String extraFields)
```

Parameters

pageId: Page ID.

categoryId: CDF category ID (optional).

searchString: Internal search string entered by user to reach this page (optional).

searchResults: Total numeric search results count (optional).

javascriptVersion: JavaScript version (optional).

browserPlugIns: Browser plug-in information (optional).

javaEnabled: Java enabled: Y or N value (optional).

monitorWidth: Monitor width: 240 to 3840 (optional).

monitorHeight: Monitor height: 320 to 2160 (optional).

monitorColorDepth: Monitor color depth. Use 32, 24, 16, 8, or 4 (optional).

deviceTimeZone: Device or OS time zone number (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Acoustic Digital Analytics Server Side Plug-in Tag API for PHP

Overview

The Acoustic Digital Analytics server-side website plug-in for PHP is used to track mobile websites for phones that do not support JavaScript or cookies. This plug-in can also be used if you do not want to implement tracking on your mobile web pages.

This document provides a description for each PHP tag function and the requisite parameters.

These tags most commonly use `create` and `send` methods. Both `create` and `send` methods build the page tag request string as well as send it. However, they are called in different places: `create` methods are called within the web page code body, and `send` methods are called within the PHP code section.

Technical notes

Consider these notes about page tagging properties and parameters when using this server-side plug-in for PHP.

Page tagging properties

1. Tags have a destination of `DataCollectionServer` which is defined in the `PageTagging.properties` file. It is currently set to the test data warehouse at `testdata.coremetrics.com`.

   To send tag data to production, `DataCollectionServer` must be redefined in `PageTagging.properties` to: `DataCollectionServer=http://data.coremetrics.com`.
2. Client ID is set in the `PageTagging.properties` file. Client must redefine the property to the appropriate ClientId value: ClientId=99999999.
3. Geography is the location of the mobile users. This is currently set to Japan and should not be changed. Each region or geography of the world has its own way of calculating what a unique visitor is. There is logic in the code specific to Japan which allows the application to create unique visitor ID's.
4. LogFile saves any errors. The path can be included in the log file name. If you exclude the path in the log file name, the relative web server path is used. If any errors are encountered while creating or sending a page tag request string, they are logged to this file. You are responsible for periodically monitoring the file and maintaining the size of the file.
5. LogLevel turns on debug or trace messages. This should be used to debug any issues with the library. When set to *debug*, every page tag request string created is saved to LogFile. When set to *trace*, HTTP header information is also saved to LogFile. The default setting is *error*.

The following section of code shows a sample `PageTagging.properties` file.

```
ClientId=99999999
Geography=Japan
DataCollectionServer=http://data.coremetrics.com
LogFile=mobile_page_tagging.log
LogLevel=debug
Version=1.0
```

Parameters

Note: All parameters in each tag function are required unless explicitly indicated as optional.

Two types of parameters accept multiple values: `attributes` and `extraFields`. When more than one value is supplied for either of these parameter types, the values should be delimited using a "dash, underscore, dash" (`-_-`) character combination.

For example, to specify 4 values (`attrV1`, `attrV2`, `attrV3`, and `attrV4`, respectively) in any method that supports the `extraFields` parameter, the syntax should be as follows:

```
$extraFields = attrV1-_-attrV2-_-attrV3-_-attrV4
```

Constructor

__construct
Use this function to create an Acoustic Digital Analytics page tag image request handler.

Syntax

```
public function __construct($request,$config = null)
```

Parameters

request: HTTP request.

config: Page tag properties object (optional).

Methods
This section lists the methods available with this plug-in. For each method, the parameters, expected return items, and an example of syntax are included.

addVisitorAndSessionParameters
Add Visitor ID and Session ID to an HREF value using the Acoustic Digital Analytics visitor parameter name (`cjuid`) and session parameter name (`cjsid`).

Syntax

```
public function addVisitorAndSessionParameters($href)
```

Parameters

href: The existing HREF that does not have visitor and session parameters appended to it. Add & to the end of the string if the HREF contains other query parameters.

Return

HREF with appended visitor and session parameters and values.

Note: This method is used for mobile browsers that do not support cookies.

createConversionEventTag
Use this method to create a Conversion tag.

Syntax

```
public function createConversionEventTag($eventId,$actionType,
$eventCategoryId = null,$points = null,$attributes = null,$extraFields = null)
```

Parameters

eventId: Conversion event ID.

actionType: Conversion action type (1=conversion initiation, 2=conversion completion).

eventCategoryId: Category for the event (optional).

points: Points value to assign to the conversion (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Conversion tag URL.

createCustomTag
Use this method to create a Custom tag.

Syntax

```
public function createCustomTag($lineNumber,$extraFields = null)
```

Parameters

lineNumber: Line number.

extraFields: Custom data collection fields (optional).

Return

The Custom tag URL.

createElementTag
Use this method to create an Element tag.

Syntax

```
public function createElementTag($elementId,$elementCategoryId = null,
$attributes = null)
```

Parameters

elementId: Element ID.

elementCategoryId: Category for the element (optional).

attributes: Explore attributes (optional).

Return

The Element tag URL.

createLinkClickTag
Use this method to create a Link Click tag.

Syntax

```
public function createLinkClickTag($pageId,$name,$href,$destination = null,
$referrer = null)
```

Parameters

pageId: Page ID.

name: Name attribute of the link.

href: Target/HREF of the link.

destination: Current page URL (optional).

referrer: Current page referrer (optional).

Return

The Link Click tag URL.

createOrderTag
Use this method to create an Order tag.

Syntax

```
public function createOrderTag($orderId,$orderTotal,$customerId,
$orderShipping = null,$customerCity = null,$customerState = null,
$customerZIP = null,$currencyCode = null,$shopAction9Tags = null,
$attributes = null,$extraFields = null)
```

Parameters

orderId: Order ID.

orderTotal: Total of this order, minus tax and shipping.

customerId: Customer ID that placed this order.

orderShipping: Shipping charge for this order (optional).

customerCity: City of the customer that placed this order (optional).

customerState: State of the customer that placed this order (optional).

customerZIP: Zip code of the customer that placed this order (optional).

currencyCode: Currency code (optional).

shopAction9Tags: List of the shop action 9 productID|price|quanity data (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Order tag URL.

createPageviewTag
Use this method to create a Page View tag.

Syntax

```
public function createPageviewTag($pageId,$categoryId = null,
$searchString = null,$searchResults = null,$attributes = null, $extraFields = null)
```

Parameters

pageId: Page ID.

categoryId: Category ID (optional).

searchString: Internal search string entered to reach this page (optional).

searchResults: Total numeric search results count (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Pageview tag URL.

createProductviewTag
Use this method to create a Product View tag.

Syntax

```
public function createProductviewTag($pageId,$productId,$productName,
$pageCountFlag,$categoryId = null,$virtualCategory = null,$attributes = null,
$extraFields = null)
```

Parameters

pageId: Page ID in the format "PRODUCT: ()".

productId: Product ID.

productName: Product Name.

pageCountFlag: Each product view also counts as a page view (Y or N value).

categoryId: Category ID (optional).

virtualCategory: Override the Category ID if this Productview comes from a cross-sell link. Recommended value: `cross-sell` (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Productview tag URL.

createRegistrationTag
Use this method to create a Registration tag or a Newsletter tag.

Syntax

```
public function createRegistrationTag($customerId,$customerEmail,
$customerCity = null,$customerState = null,$customerZIP = null,
$customerCountry = null,$firstName = null,$educationLevel = null,
$extraFields = null)
```

Parameters

customerId: ID of customer to register (required for Registration tag).

customerEmail: Email of customer to register (required for Newsletter tag, optional for Registration tag).

customerCity: City of customer to register (optional).

customerState: State of customer to register (optional).

customerZip: Zip code of customer to register (optional).

customerCountry: Country of customer to register (optional).

firstName: First name of customer to register (optional).

educationLevel: Education level of customer to register (optional).

extraFields: Custom data collection fields (optional).

Return

The Registration (Newsletter) tag URL.

createShopAction5Tag
Use this method to create a Shop with Action 5 (Shopping Cart) tag.

Syntax

```
public function createShopAction5Tag($productId,$productName,
$productQuantity,$productPrice,$categoryId = null,$currencyCode = null,
$attributes = null,$extraFields = null)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

categoryId: Category (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Shop with Action 5 tag URL.

createShopAction9Tag
Use this method to create a Shop with Action 9 (Order Receipt/Confirmed) tag.

Syntax

```
public function createShopAction9Tag($productId,$productName,
$productQuantity,$productPrice,$orderTotal,$orderId,$customerId,
$categoryId = null,$currencyCode = null,$attributes = null,$extraFields = null)
```

Parameters

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

orderTotal: Total price of order belonging to this line item.

orderId: ID of order belonging to this line item.

customerID: ID of customer making the purchase.

categoryId: Category (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Shop with Action 9 tag URL.

createTechPropsTag
Use this method to create a Technical Properties tag.

Syntax

```
public function createTechPropsTag($pageId,$categoryId = null,
$searchString = null,$searchResults = null,$javascriptVersion = null,
$browserPlugIns = null,$javaEnabled = null,$monitorWidth = null,
$monitorHeight = null,$monitorColorDepth = null,$deviceTimeZone = null,
$attributes = null,$extraFields = null)
```

Parameters

pageId: Page ID.

categoryId: CDF category ID (optional).

searchString: Internal search string entered by user to read this page (optional).

searchResults: Total numeric search results count (optional).

javascriptVersion: JavaScript version (optional).

browserPlugIns: Browser plug-in information (optional).

javaEnabled: Java enabled: Y or N value (optional).

monitorWidth: Monitor width: 240 to 3840 (optional).

monitorHeight: Monitor height: 320 to 2160 (optional).

monitorColorDepth: Monitor color depth. Use 32, 24, 16, 8, or 4 (optional).

deviceTimeZone: Device or OS time zone number (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Return

The Technical Properties tag URL.

getSessionId
Use this method to retrieve a session ID.

Syntax

```
public function getSessionId()
```

Retrieve a session ID based on the following priority:

1. Retrieve the value from the session's cjuid attribute.
2. Build a new ID.

Return

10-digit session ID string.

Note: This method is used for mobile browsers that do not support cookies.

getVisitorId
Use this method to retrieve a visitor ID.

Syntax

```
public function getVisitorId()
```

Retrieve a visitor ID based on the following priority:

1. Retrieve value from the session's cjuid attribute.
2. Build a new ID from the device and user agent data.
3. Create a new random ID.

Return

23-digit visitor ID string.

Note: This method is used for mobile browsers that do not support cookies.

sendConversionEventTag
Use this method to create and send a Conversion tag.

Syntax

```
public function sendConversionEventTag($eventId,$actionType,
$eventCategoryId = null,$points = null,$attributes = null,$extraFields = null)
```

Parameters

eventId: Conversion event ID.

actionType: Conversion action type (1=conversion initiation, 2=conversion completion).

eventCategoryId: Category for the event (optional).

points: Point value to assign to the conversion (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendCustomTag
Use this method to create and send a Custom tag.

Syntax

```
public function sendCustomTag($lineNumber,$extraFields = null)
```

Parameters

lineNumber: Line number.

extraFields: Custom data collection fields (optional).

sendElementTag
Use this method to create and send an Element tag.

Syntax

```
public function sendElementTag($elementId,$elementCategoryId = null,
$attributes = null)
```

Parameters

elementId: Element ID.

elementCategoryId: Category for the element (optional).

attributes: Explore attributes (optional).

sendLinkClickTag
Use this method to create and send a Link Click tag.

Syntax

```
public function sendLinkClickTag($pageId,$name,$href,$destination = null,
$referrer = null)
```

Parameters

pageId: Page ID.

name: Name attribute of the link.

href: Target/HREF of the link.

destination: Current page URL (optional).

referrer: Current page referrer (optional).

sendOrderTag
Use this method to create and send an Order tag.

Syntax

```
public function sendOrderTag($orderId,$orderTotal,$customerId,
$orderShipping = null,$customerCity = null,$customerState = null,
$customerZIP = null,$currencyCode = null,$shopAction9Tags = null,$attributes = null,
$extraFields = null)
```

Parameters

orderId: Order ID.

orderTotal: Total of this order, minus tax and shipping.

customerId: Customer ID that placed this order.

orderShipping: Shipping charge for this order (optional).

customerCity: City of customer that placed this order (optional).

customerState: State of customer that placed this order (optional).

customerZIP: Zip code of customer that placed this order (optional).

currencyCode: Currency code (optional).

shopAction9Tags: List of the shop action 9 productID|price|quanity data (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendPageviewTag
Use this method to create and send a Page View tag.

Syntax

```
public function sendPageviewTag($pageId, $categoryId = null, $searchString = null,
```

```
$searchResults = null, $attributes = null, $extraFields = null)
```

Parameters

pageId: Page ID.

categoryId: Category ID (optional).

searchString - Internal search string entered to reach this page (optional)

searchResults: Total numeric search results count (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendProductviewTag
Use this method to create and send a Product View tag.

Syntax

```
public function sendProductviewTag($pageId,$productId,$productName,
$pageCountFlag,$categoryId = null,$virtualCategory = null,$attributes = null,
$extraFields = null)
```

Parameters

pageId: Page ID in the format "PRODUCT: ()".

productId: Product ID.

productName: Product Name to set on this Productview tag.

pageCountFlag: Each product view also counts as a pageview (Y or N value).

categoryId: Category ID (optional).

virtualCategory: Override the category ID if this Productview came from a cross-sell link, recommended value "cross-sell" (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendRegistrationTag
Use this method to create and send a Registration tag or a Newsletter tag.

Syntax

```
public function sendRegistrationTag($customerId,$customerEmail,
$customerCity = null,$customerState = null,$customerZIP = null,
$customerCountry = null,$firstName = null,
$educationLevel = null,$extraFields = null)
```

Parameters

customerId: ID of customer to register (required for Registration).

customerEmail: Email of customer to register (required for Newsletters, optional for Registration).

customerCity: City of customer to register (optional).

customerState: State of customer to register (optional).

customerZIP: Zip code of customer to register (optional).

customerCountry: Country of customer to register (optional).

firstName: First name of customer to register (optional).

educationLevel: Education level of customer to register (optional).

extraFields - Custom data collection fields (optional).

sendShopAction5Tag
Use this method to create and send a Shop with Action 5 (Shopping Cart) tag.

Syntax

```
public function sendShopAction5Tag($productId,$productName,
$productQuantity,$productPrice,$categoryId = null,$currencyCode = null,
$attributes = null,$extraFields = null)
```

Parameter

productId: Product ID.

productName: Product name.

productQuantity: Quantity of this product.

productPrice: Price of one unit of this product.

categoryId: Category (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendShopAction9Tag
Use this method to create and send a Shop with Action 9 (Order Receipt/Confirmed) tag.

Syntax

```
public function sendShopAction9Tag($productId,$productName,
$productQuantity,$productPrice,$orderTotal,$orderId,$customerId,
$categoryId = null,$currencyCode = null,$attributes = null,$extraFields = null)
```

Parameters

productId: Product ID to set on this Shop tag.

productName: Product Name to set on this Shop tag.

productQuantity: Quantity to set on this Shop tag.

productPrice: Price of one unit of this product.

orderTotal: Total price of order belonging to this line item.

orderId: ID of order belonging to this line item.

customerId: ID of customer making the purchase.

categoryId: Category to set on this Shop tag (optional).

currencyCode: Currency code (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

sendTechPropsTag
Use this method to create and send a Technical Properties tag.

Syntax

```
public function sendTechPropsTag($pageId,$categoryId = null,
$searchString = null,$searchResults = null,$javascriptVersion = null,
$browserPlugIns = null,$javaEnabled = null,$monitorWidth = null,
$monitorHeight = null,$monitorColorDepth = null,$deviceTimeZone = null,
$attributes = null,$extraFields = null)
```

Parameters

pageId: Page ID to set on this Pageview tag.

categoryId: CDF category ID to set on this Pageview tag (optional).

searchString: Internal search string entered by user to reach this page (optional).

searchResults: Total numeric search results count (optional).

javascriptVersion: JavaScript version (optional).

browserPlugIns: Browser plug-in information (optional).

javaEnabled: Java enabled: Yes or No (optional).

monitorWidth: Monitor width: 240 to 3840 (optional).

monitorHeight: Monitor height: 320 to 2160 (optional).

monitorColorDepth: Monitor color depth. Use 32, 24, 16, 8, or 4 (optional).

deviceTimeZone: Device or OS time zone number (optional).

attributes: Explore attributes (optional).

extraFields: Custom data collection fields (optional).

Acoustic Multisite

This section describes how to use the features of Acoustic Multisite.

Acoustic Multisite overview

Acoustic Multisite is an add-on to the Acoustic Digital Analytics Legacy bundle that offers additional capabilities for working with multiple websites.

For example, an organization with separate websites for multiple brands can set up a separate client ID for each site. Combined activity on all the sites can be analyzed using a global client ID.

Acoustic Digital Analytics Multisite provides the following key benefits:

- Access to a full set of bundled applications at both the global and individual site levels.
- Unique (deduplicated) metric values for visitor and session tracking across all of your sites.
- Custom rollup reports based on groupings of child sites. You can create groupings of sites based on attributes such as region, brand, or platform.
- Currency conversion and time zone flexibility for geographically dispersed sites.
- Assessment of cross-site performance.
- Copying of saved report views, dashboards, workbooks, and more across all your sites.
- Self-provisioning feature for launching new sites. You can manage the configuration of each of your sites, including time zones, custom calendar settings, currency, and more.

This guide includes information about the additional features of Acoustic Digital Analytics Multisite. For information about other features, see the *Acoustic Digital AnalyticsUser's Guide* and the *Acoustic Digital Analytics Administrator's Guide*.

Implementing tagging in Acoustic Digital Analytics Multisite

Acoustic Digital Analytics Multisite shares many of the tagging requirements of Acoustic Digital Analytics, and includes some additional requirements. For details about implementing tagging in Digital Analytics Multisite, see the *Acoustic Digital Analytics Implementation Guide*.

Acoustic Digital Analytics Multisite terminology

Acoustic Digital Analytics Multisite uses terminology that is not used in Acoustic Digital Analytics.

The following terms are used in Acoustic Digital Analytics Multisite to describe the structure of a multisite environment:

Global ID
: The global ID is the parent level of the Digital Analytics Multisite reporting instance. You must pass the global ID value in all tags across your sites.

Site

: A site is associated with one or more site IDs. Use Acoustic Digital Analytics Admin to assign site IDs to sites.

: You can associate multiple site IDs with a single site. This structure is useful, for example, if you want to segment on a promotional microsite without dedicating a full site to the microsite.

Site alias
: A site alias is the unique name that you give to a site when you create it in Acoustic Digital Analytics Admin. The site alias is used throughout Digital Analytics Multisite to identify the site.

Site ID
: A site ID is a unique value that you define and send in each tag to identify a website, or part of a website. The site ID can be any meaningful string, such as "Japan-Tablet-Site". You must associate a site ID with a site before reporting can be enabled. A site ID can be further used for segmentation in the reporting interface.

Site attributes
: Site attributes are values that you can use to describe the characteristics of your site, such as brand, country, region, and platform (for example, phone, tablet, or desktop).

Site structure in Acoustic Digital Analytics Multisite

An instance of Acoustic Digital Analytics Multisite consists of one global ID and any number of child sites, identified by site aliases. A site can be anything that you want to track and administer separately.

Use site attributes to group or categorize your sites. For example, you can categorize data by brands, by country, by platform (for example, phone, tablet, or desktop), or by many other site attributes attributes. A site can also be defined on a more granular level (for example, Brand A - US tablet-optimized). See “Custom reports” on page 296 for more information.

You can choose the level of granularity that makes sense for your reporting needs and organizational workflow. Increased granularity offers reporting flexibility, but also increases the effort that is needed to administer and manage the sites. The global ID and all child sites have a full set of Acoustic Digital Analytics reports, and each site has its own instances of each application in the Acoustic Digital Analytics bundle.

Digital Analytics Multisite provides two ways to aggregate site data: rollup reports and segmentation.

Rollup reports
: For reporting top-line metrics, rollup reports provide a flexible way to report on all your sites according to a number of dimensions (for example, by brand, geography, platform, or language). Rollup reports offer true deduplication of visitors and sessions that can span multiple sites. You can create custom rollup reports and define hierarchies for drilling into your data across dimensions.

Segmentation

For dimensional-level reports such as Marketing Programs, Page Categories, and Products, you can use segmentation to group visitors based on which sites they are visiting. You can build segments that are based on site-specific criteria. Segmentation also provides deduplication of sessions. For more information about using report segments, see the *Acoustic Digital Analytics User's Guide*.

Example site structure

In the following example, sites are partitioned by platform for two brands. The site groupings are based on brands, but groupings could also be based on other dimensions.

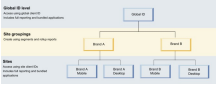


Figure 18: Example site structure in Acoustic Digital Analytics Multisite

Acoustic Digital Analytics Multisite compatibility with other Acoustic Digital Analytics products

Acoustic Digital Analytics Multisite is compatible with several other Acoustic Digital Analytics applications, either at the global level, site level, or both.

Acoustic Digital Analytics Explore

An instance of Digital Analytics Explore is automatically provisioned for each site and the global ID. Digital Analytics Explore report credits are allocated at the global level and shared among all sites in the instance. Adding a new site does not alter the total number of report credits available. You can allocate report credits to new sites using Acoustic Digital Analytics Admin.

Acoustic Digital Analytics Monitor

An instance of Monitor is automatically provisioned for each site and the global ID.

Acoustic Digital Analytics Benchmark

An instance of Benchmark can be provisioned at either the global ID or the site level, but not both. Provisioning at both levels would result in double counting of data in the Benchmark index.

Acoustic Digital Analytics Import and Acoustic Digital Analytics Export

An instance of Import and Export is automatically provisioned for each site and the global ID.

Acoustic Digital Data Exchange

Digital Data Exchange can manage tags across pages in any site or at the global ID level.

Acoustic Digital Analytics Digital Data Feed

Digital Data Feed can be enabled at both the site and global ID levels. You can add site ID and site alias fields to Digital Data Feed to minimize the number of feeds across the organization. For example, rather than having a feed for every site, a single feed can be created to pass the site that is associated with each record in an additional column.

Acoustic Digital Recommendations

Digital Recommendations must be managed at the global ID level, and therefore access restriction cannot be set for a specific site. However, offers can be managed on any site. For site-level targeting, zones and recommendations strategies can be set up at the global ID level to create recommendations specific to a site.

Acoustic Marketing Center

Marketing Center is compatible with Digital Analytics Multisite at the global ID level. When you log in to Marketing Center using your global ID, you can create campaigns that use site communications, email communications, and list export communications. You can create site communications for pages on any site tagged for the global ID and its site IDs. You cannot log in to Marketing Center using a site client ID to create site communications. You also cannot grant a user the privilege to create site communications for one site in the global ID and not another.

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

Creating and configuring sites

Use Acoustic Digital Analytics Admin to manage sites and site attributes for your organization. To manage sites, you must be logged in to the Digital Analytics Multisite global client ID and you must belong to a user group with the Manage Sites privilege.

A site as defined in Digital Analytics Multisite can be an entire website or part of a website that you want to analyze separately. Each site is assigned a client ID and contains the full set of Digital Analytics reports.

Site IDs are assigned to sites. You can add a site ID to an existing site or create a site and assign the site ID to it.

All of the sites for your organization roll up to a global client ID. The configuration of the global ID determines the vertical (for example, travel or retail). Global ID configuration is determined during the initial account setup. You can manage your other sites from Acoustic Digital Analytics Admin when you are logged in to the global client ID.

Site configuration and management includes the following tasks:

- Creating and editing sites
- Assigning site IDs to sites
- Validating site ID values that are passed by page tags
- Stopping the collection of data from sites
- Removing site IDs from stopped sites

The Site Management page in the Admin console lists the number of enabled sites in your organization and the number of remaining sites that can be enabled. The maximum number of site IDs assigned to sites is determined by your organization's license.

Creating sites

Use Acoustic Digital Analytics Admin to create and manage a site. A site is automatically enabled when you create it.

Before you begin

To create sites, you must be logged in to Digital Analytics Multisite using the global client ID.

About this task

Note: After you create a site, you can change the site alias, list of referrers, and site IDs associated with the site. You cannot change the site currency, time zone, or site calendar after you create a site.

Procedure

1. Click **Admin** in the application header.
2. Click **Manage Sites** in the side navigation pane.
3. Click **Create new site**.
4. In the Site Alias field, enter the name that you want to display throughout the Acoustic Digital Analytics interface to identify this site.

5. Select the default currency that you want to use in reports for this site.

   When the site is enabled, you cannot change the currency.
6. Select the time zone that you want to use in reports for this site. Select **Common** to see a shorter list of the most popular time zones. Select **Full List** to see the complete list of time zones.

   When the site is enabled, you cannot change the time zone.
7. Specify whether you want to use the calendar of the global client ID, or define a custom calendar.

   For information about creating a custom calendar, see "Creating a custom site calendar" on page 289.
8. In the Referrers area, specify the domains that belong to the site. Enter a domain in the text box and click **Add**.

   After you add a domain, you can edit or delete it by clicking the appropriate icon next to the domain in the list.

   Note: These domains do not count as referrers for traffic on the site.
9. Specify the site IDs that you want to associate with this site. Select an ID from the list and click **Add**.

   If the list is empty, there are no unassigned IDs. You can add site IDs later as they become available.
10. Click **Save**.

Creating a custom site calendar

A site can use the fiscal calendar of the global client ID, or it can use a custom calendar. You can define a custom calendar for each site in Digital Analytics Multisite.

Before you begin

You create a custom site calendar during the procedure for creating a site. For information, see "Creating sites" on page 288.

Procedure

1. In the Site Calendar section of the Site Alias Creation window, select **Custom** and click **Edit**.
2. Select one of the following monthly options.

Option	Description
Standard	Creates a standard fiscal calendar. Each month begins on the first day of the month (for example, January 1, February 1) and ends on the last day of the month.
4-4-5	Creates a 4-4-5 accounting calendar with 13-week quarters. The first two months in a quarter are composed of four weeks and the last month in the quarter is composed of five weeks. This option ensures that each month has the same number of days each year. With a 4-4-5 calendar, the first week must be a complete seven days; therefore, the year must start on the start day of the week.
4-5-4	Creates a 4-5-4 accounting calendar with 13-week quarters. The first and third months in a quarter are composed of four weeks and the second month in the quarter is composed of five weeks. This option ensures that each month has the same number of days each year.

Option	Description
	With a 4-5-4 calendar, the first week must be a complete seven days; therefore, the year must start on the start day of the week.
Custom	Gives you full control of the reporting calendar. Use this option if you have complex reporting requirements that the other monthly options cannot satisfy.

3. For the weekly option, select the day of the week that begins each week.

   If you choose the 4-4-5 or 4-5-4 monthly option, the start day of the week is also the beginning of each quarter.
4. Set the following options for the current year:

Option	Description
Started	Specify the starting date of the current fiscal year. Select any day in the past 365 days, or 366 days for a leap year. You cannot select a date in the future.
Fiscal year	Specify the fiscal year. Choose from one of the two years that span the beginning of the "Started" date year plus 365 days, or 366 days for a leap year. For example, if July 1, 2011 is selected as the beginning of the current fiscal year, you can choose 2011 or 2012 as the fiscal year.

5. Click **Continue**.

   If you choose the Custom monthly option on the Calendar Options window, you must configure the fiscal periods. For information, see "Configuring custom fiscal periods" on page 290.
6. Review your fiscal calendar settings.

   The Review Fiscal Calendar window shows all four quarters and each week as you configured them. If a week spans two months, it is shown in both months. If a month spans two quarters, it is shown in both quarters.
7. If you need to make changes, click **Edit** to return to the Configure Fiscal Periods window.
8. When you are finished, click **Save** on the Review Fiscal Calendar window.

Configuring custom fiscal periods

If you have complex reporting requirements that the standard, 4-4-5, and 4-5-4 options cannot satisfy, you can customize the fiscal periods for your site calendar.

About this task

You can configure custom fiscal periods for a site when you are creating the custom site calendar. For information about creating a custom site calendar, see "Creating a custom site calendar" on page 289.

By default, each quarter of a fiscal calendar consists of three one-month periods. The first period begins on the start date defined on the Calendar Options window.

You can resize the quarters, change the length of periods by changing their end dates, and add or delete periods.

The following limitations apply to customizing fiscal periods:

- A calendar must contain at least four periods.
- A quarter must contain at least one period.

- You cannot change the period names.

Note: You cannot change the start date of the calendar on the Configure Fiscal Periods window. If you need to change the start date, click **Back** to return to the Calendar Options window and change your settings.

Procedure

1. When you are creating a custom site calendar, select **Custom** in the Calendar Options window.
2. Click **Save & Continue**.
3. Use the Configure Fiscal Periods window to configure the fiscal periods in any of the following ways:

Option	Description
To resize the quarters	Use the slider icons between the quarters to add or remove periods from a quarter.
To change the end date of a period	Click the calendar icon next to the period end date and select a date using the calendar. The start date of the following period changes automatically.
To delete a period	Click the delete icon in the row for the period you want to delete. The dates from the deleted period are added to the preceding period. If you delete a month from a 12-month calendar, the period names change from months to Period 1, Period 2, and so on.
To add a period	Select a period and click **Add Period Below Selected** to add a period below the selected period. A new two-day period is added, consisting of the last two days of the preceding period. If you add a period to a 12-month calendar, the period names change from months to Period 1, Period 2, and so on. You can change the duration of the new period by changing the end date.

4. When you are finished configuring the calendar, click **Continue**.
5. To finish the custom calendar configuration, see "Creating a custom site calendar" on page 289.

Validating site IDs
When a tag passes a new site ID value, the new value appears in the New Site IDs list. This list is a holding area for site IDs that have been passed but are not being tracked yet.

For each site ID listed, you can take one of the following actions:

- Validate the site ID by adding it to a site so that Digital Analytics can track it.
- Delete the ID.

Adding site IDs to sites
You can validate a site ID by adding it to a site during site creation.

Before you begin
To add site IDs to sites, you must be logged in to Acoustic Digital Analytics Multisite using the global client ID.

Procedure

1. Click **Admin** in the application header.
2. Click **Manage Sites** in the side navigation pane.

3. In the **New Site IDs** area, select the check box for the site ID.

   The **Site Alias** list is enabled.
4. Select the site to which you want to add this site ID.
5. When you are finished adding site IDs to sites, click **Save**.

   Note: Clicking **Reset** clears the **Site Alias** column and any selected check boxes.

Deleting malformed site IDs

Use Acoustic Digital Analytics Admin to delete site IDs that have misspellings or other errors. Deleting malformed IDs ensures that they are not used to create unwanted sites.

Before you begin

To work with site IDs, you must log in to Acoustic Digital Analytics Multisite using the global client ID.

Procedure

1. Click **Admin** in the application header.
2. Click **Manage Sites** in the side navigation pane.
3. Find the malformed ID in the **New Site IDs** list and click the corresponding **Delete** icon.
4. Click **Delete** when prompted.

Recovering deleted site IDs

You can recover site IDs that have been deleted. Recovered site IDs display in the **New Site IDs** list.

Before you begin

To work with site IDs, you must log in to Acoustic Digital Analytics Multisite using the global client ID.

Procedure

1. Click **Admin** in the application header.
2. Click **Manage Sites** in the side navigation pane.
3. Click **Recover deleted site IDs**.
4. Select the check box next to the ID you want to restore.
5. When you have selected all the IDs you want to restore, click **Recover**.

Managing site attributes

Site attributes are values that you can use to describe the characteristics of your site, such as brand, country, region, and platform (for example, phone, tablet, or desktop). Site attributes are used with custom rollup reports to analyze site data based on the value of these attributes. Use Acoustic Digital Analytics Admin to manage the site attributes that are used to create rollup reports.

Before you begin

You must be logged into Acoustic Digital Analytics using the global client ID, and you must belong to a user group with the Manage Sites privilege.

About this task

Site attribute management includes the following tasks:

- Renaming site attributes
- Deleting site attributes
- Specifying the site-specific value for each site attribute

Only create site attributes in conjunction with creating custom rollup reports. Refer to "Creating site attributes" on page 296 and "Creating a custom rollup report" on page 297 for more information.

Procedure

1. Click **Admin** in the application header.
2. Click **Site Attributes** in the side navigation pane.
3. Use the following options to manage site attributes:

Option	Description
Enter or edit values for site attributes	Find the site whose attribute values you want to specify and click **Edit**.
Delete a site attribute	Find the attribute you want to delete and click the **Delete Attribute** icon.
Edit the name of an attribute	Find the attribute you want to rename and click the **Edit Attribute** icon.
View the history of changes to site attributes	Click **View Change Log**. In the Change Log window, the **Attribute changes** section lists changes to the list of site attributes for your organization. The **Site changes** section lists changes to the attribute values for each site.

Managing user accounts

Use Acoustic Digital Analytics Admin to configure and manage all of the user accounts for your organization. For each user, administrators specify which client IDs the user can access and which user group the user belongs to in that client ID. The user group determines which privileges the user has.

Before you begin

To manage user accounts, you must log in to Acoustic Digital Analytics using the global client ID.

About this task

Users who have access to the global client ID also have access to all of the site client IDs. These users are members of the same user group as in the global client ID.

The console provides two views of user account information:

Manage Users - By User
: The Manage Users - By User page lists one entry for each user, including users who have access to multiple client IDs.

Manage Users - Full List
: The Manage Users - Full List view displays a separate entry for each client ID for which a user has access. Use this view to quickly find all users that are associated with a particular client ID, find a list of all administrators, or perform other similar searches.

Procedure

1. Click **Admin** in the application header.
2. Click **Manage Users - By User** or **Manage Users - Full List** in the side navigation pane.
3. Use the following procedures to manage user accounts:

Option	Description
Sort the columns in ascending or descending order	Click the column headers.
Delete user accounts	Click the check boxes next to the user accounts you want to delete and click **Delete Users**.

Option	Description
Edit user accounts	Click the hyperlink in the **User Name** column for the user account you want to edit.
Download all user account information in CSV format	Click **Download**.

Creating user accounts
Use Acoustic Digital Analytics Admin to create user accounts.

Before you begin
To create user accounts, you must log in to Digital Analytics Multisite using the global client ID, and you must belong to a user group with the Manage Users privilege.

About this task

Procedure

1. Click **Admin** in the application header.
2. Click **Manage Users - By User**.
3. Click **New User**.
4. Enter the user name, email address, user name, and password.

   You can grant login access to all current and future sites, or limit access to selected sites.
5. To grant login access to all current and future sites:
   a) Select **Global Access**.

      The list of client IDs is disabled.
   b) Select a user group from the list.
6. To grant login access to selected sites:
   a) Select **Selected Sites**.
   b) Select client IDs from the list on the bottom of the form. To select all client IDs, click the check box in the header.

      If the list is long, use the **Search** box at the top of the table to find specific client IDs.
   c) For each selected client ID, select a user group.
   d) To select a user group for an individual client ID, select the group from the **User Group** list next to the client ID.
   e) To apply a single user group for all selected client IDs, select the group from the **Apply to all selected** list, then click **Apply**.

      If the selected user group is not associated with one of the selected client IDs, Acoustic Digital Analytics displays an error and the client ID is cleared. You must then select the client ID and apply a user group manually using the User Group list.
7. Click **Save**.

All Sites report

The All Sites report is a standard report that rolls up data from each of your sites. Use it to view and monitor key top-level metrics for all of your sites in one report.

The All Sites report can help you to monitor and compare performance across your sites. You can also apply report segments to better understand how specific types of visitors are using your websites.

The top row of the All Sites report shows the totals for the global client ID. Subsequent rows show how each site contributes to those totals.

You can choose between two different methods for reporting cross-site visitor and session activity in All Sites reports: Summed and Deduplicated. For more information, see "Toggling between Summed and Deduplicated views of rollup reports" on page 295.

The All Sites report does not count toward your maximum number of rollup reports.

Note: Rollup reports use the time zone and currency specified for the global client ID, even if some of the site client IDs use different time zones or currencies. If the site client ID uses a different time zone than the global client ID, the data shown for the site in a rollup report may not match the data shown in the site client ID reports for the same time period.

Accessing detailed site data from the All Sites report

The All Sites report includes zooms for viewing detailed information about individual sites. All Sites reports have six available zooms for each site: Marketing Channels, Marketing Programs, Top Pages, Top Products, Events, and Countries.

Procedure

1. Click **Reports > Site Rollups > All Sites Report** in the side navigation pane.
2. Click the down arrow next to a site alias and select the report you want to view from the list.
3. Click **OK** to confirm that you want to switch to the selected site to view the report.
4. You can return to the All Sites report by selecting the global client ID from the site selection list in the navigation header.

Toggling between Summed and Deduplicated views of rollup reports

When viewing rollup reports, you can choose between two different methods for reporting cross-site visitor and session activity: Summed and Deduplicated.

About this task

The Summed view displays by default when you access a site rollup report. The Summed view adds visitor and session metrics from each of the sites. It makes no attempt to deduplicate visitors or sessions that span multiple sites. Conversely, the Deduplicated view deduplicates sessions or visitors that span multiple sites so that the totals are not inflated by cross-site sessions or visitors.

For example, if a visitor session spans two websites within your enterprise, the Summed view calculates this visitor activity as two visitors and two sessions. In the Deduplicated view, the same visitor activity is calculated as one visitor and one session.

The benefit of the Summed view is that it can report on historical data at any time, and it reflects any changes in site attribute values retroactively. The Deduplicated view can report on data going forward only. That is, it can capture only new deduplicated data beginning at the time the report is created.

The following table summarizes the differences between the Summed and Deduplicated views of site rollup report data.

Table 18: Comparison of Summed and Deduplicated views of site rollup reports

	Summed	Deduplicated
Cross-site activity	Visitors and sessions are calculated by summing the totals of each site.	Visitors and sessions are deduplicated for any cross-site activity.
Time zones	Conforms to the time zones of the site client IDs. Daily totals are based on the time zones configured for each site.	Conforms to the time zone of the global client ID.

Table 18: Comparison of Summed and Deduplicated views of site rollup reports (continued)		
	Summed	**Deduplicated**
Calendars	Uses the calendars of the site client IDs. If there are differences between the global calendar and the site calendars, data for the weekly, monthly, and yearly periods are calculated based on daily totals.	Uses the calendar of the global client ID.
Segments	Not supported. The **Segment** selector is set to All Visitors and disabled.	Supported. The **Segment** selector is enabled.
Site attribute changes	Changes are applied to all report dates retroactively.	Changes are applied only to report dates moving forward from the date of the change.

Procedure

1. Open a rollup report from the side navigation menu (**Reports > Site Rollups**).
2. To toggle between Summed and Deduplicated views of the report data, select **Summed** or **Deduplicated** in the **Cross-site calculation** box at the upper right of the report table.

Custom reports

Use custom rollup reports to analyze site data based on one or more defined site attributes such as brand, country, region, and site type.

Use the following process to develop custom reports:

1. “Creating site attributes” on page 296
2. “Defining the site attribute values” on page 296
3. “Creating a custom rollup report” on page 297
4. “Considerations for using a custom rollup report” on page 297

Creating site attributes

Create up to five site attributes based on what you want to see in your custom rollup report.

Before you begin

To create site attributes, you must be logged in to Acoustic Digital Analytics using the global client ID, and you must belong to a user group with the Manage Sites privilege.

Procedure

1. Click **Admin** in the application header.
2. Click **Site Attributes** in the side navigation pane.
3. Click **Create New Attribute**.

Results

The attribute that you created appears as a column heading on the right site of the **Site Attributes** page.

Defining the site attribute values

Define the site attribute values for each of your websites so they can be distinguished in a custom report.

Procedure

1. From the **Site Attributes** page, Select a site alias that you want to add an attribute to and click **Edit**.

2. Type a value for each attribute and click **Save** to close the **Edit Site Attribute** page.

Results
The attribute values appear in the columns on the right side of the **Site Attributes** page.

Creating a custom rollup report
Create a site rollup report to group site data by attributes.

Procedure

1. In the side navigation pane, click **Manage** > **Report Options** > **Site Rollups**.
2. Click **New Report**.
3. In the **Report Name** field, enter a name for the report, such as Country or Brand.
4. Define the hierarchy for this report by dragging attributes from the **Available Attributes** list to the levels in the **Selected Attributes** list.

   You can remove an attribute from the hierarchy by clicking the **Delete** icon. Deleting an attribute from the hierarchy returns it to the **Available Attributes** list.
5. Click **Save**.

Considerations for using a custom rollup report
Consider the following information when you are planning your custom rollup reports:

- For site attributes to be valuable, define site attributes for all sites in your multisite implementation.
- You can create up to five site attributes to track in a custom rollup report.
- The maximum number of site rollup reports you can create is determined by the license for your organization. The default maximum is five.
- You can get more value out of custom rollup reports by defining multiple site attributes. For example, you can use both Brand and Country to compare how brands are performing in different countries.

Note:

- Manage rollup reports from the global client ID. You must belong to a user group that has the appropriate permissions.
- Rollup reports are processed only at the global ID level. Therefore, you cannot broadcast them to sites.

Sharing data and comparing results across sites

With Acoustic Digital Analytics Multisite, you can copy report views, dashboards, workbooks, alerts, and annotations to other client IDs in both Digital Analytics and Digital Analytics Explore.

For many report types, you can also compare report data across sites in a single report without having to toggle between sites.

Copying report views, dashboards, and workbooks to other client IDs
You can copy saved report views, dashboards, and workbooks that you own to other client IDs. For each client ID, you can choose to keep the report view, dashboard, or workbook private or share it with some or all of the user groups.

About this task

When you copy a dashboard or workbook, any reports that are not valid in the new client ID are removed from the report view in that client ID. For example, rollup reports are available in the global client ID only. If you copy a dashboard or workbook with rollup reports, those reports are removed from the copy in the site client IDs. If the dashboard or workbook contains bookmarked Digital Analytics Explore reports, those reports are removed from the copies in all other client IDs.

If you change a report view, dashboard, or workbook after you copy it to other client IDs, you must copy it again for the changes to appear in the other client IDs. The copies must have the same name in order to be updated. As a best practice, avoid renaming the original items or the copies.

Procedure

1. Open the report view, dashboard, or workbook that you want to copy to other client IDs.
2. Click the **Broadcast** icon ( ).
3. Click the check box next to one or more client IDs, or click the check box in the header to select all client IDs.
4. Click **Publish**.

What to do next

For more information about report views, dashboards, and workbooks, see the *Acoustic Digital Analytics User's Guide*.

Copying alerts to other client IDs

You can copy an alert from one client ID to other client IDs in your organization.

About this task

Procedure

1. Click **Manage > Distribution > Alerts** in the side navigation pane.
2. Click the check box next to the alerts you want to copy.
3. Click **Broadcast Alert**.
4. Click the check box next to one or more client IDs, or click the check box in the header to select all client IDs.
5. Click **Publish**.

What to do next

For more information about alerts, see the *Acoustic Digital Analytics User's Guide*.

Copying annotations to other client IDs

You can copy an annotation from one client ID to other client IDs in your organization.

About this task

Procedure

1. Click **Manage > Report Options > Date Annotations** in the side navigation pane.
2. Click the check box next to the date annotations you want to copy.
3. Click **Broadcast Annotation**.
4. Click the check box next to one or more client IDs, or click the check box in the header to select all client IDs.
5. Click **Publish**.

What to do next

For more information about annotations, see the *Acoustic Digital Analytics User's Guide*.

Comparing results across sites in a single report

You can compare results for products, pages, marketing campaigns, or other data across sites in a single report without having to toggle between sites. For example, you can view data by site in the Marketing Channels report to see how much traffic is being driven to each site by the channels you are tracking.

You must be logged in to Digital Analytics at the global ID level to access this feature.

You can view data by site at the global ID level for both hierarchical and flat-list versions of the following reports:

- Browsers
- Events
- Marketing Channels
- Marketing Programs
- Mobile Browsers
- Mobile Devices
- Mobile Operating Systems
- Operating Systems
- Page Categories
- Product Categories

To view data by site for any of these reports, select **Summed** in the **Cross-site calculation** box at the upper right of the report table. In hierarchy reports (for example, Marketing Programs By Vendor), the Site Name is the first node in the hierarchy. In flat-list reports (for example, Marketing Programs > Full List), the Site Name is displayed as the first column. The results are the sum of all metric values across all sites. In contrast, the Deduplicated view of these reports returns only unique metric values.

The Summed view is generated from daily reports. Because there can be differences between the fiscal calendars of different sites in an organization, Digital Analytics Multisite uses only daily report data to generate the Summed view.

For sites that use a currency that is different from the currency defined at the global ID level of your organization, Digital Analytics converts the currency of the site using a table that reflects daily historical conversion rates.

For more information about working with reports, see the *Acoustic Digital Analytics User's Guide*.

Finding the SDK documentation

Developers can customize their application by using the SDK. This documentation moved from the Knowledge Center to the developerWorks developer center.

Where did my SDK documentation go?

The SDK and other developer-oriented documentation has moved from the Knowledge Center to the developerWorks developer center. All the original Knowledge Center content is now in a more developer-friendly format that continues to improve with additional resources available in one location. Since the SDK is used in , information for both customer bases is presented together and applies to both products.

The Developer Center

The developerWorks developer center is dedicated to providing resources for developers to customize Acoustic offerings. You can find the latest information from our team of experts in the developer center.

Here are just a few of the available resources:

- Access to SDKs
- Tutorials with example code
- Documentation with conceptual and reference information
- Events to keep you in the loop on the latest innovations
- dW answers to ask questions of our experts

In the developer center, you can also share information, interact with our developers, try out samples, ask questions, and provide feedback. To access the developer center, see the Acoustic Analytics Platform.

Developer Center Relevant Links

- Acoustic Digital Analytics for Android documentation
- Acoustic Digital Analytics for iOS documentation
- Getting started with the Digital Analytics SDK for Android
- Getting started with the Digital Analytics SDK for iOS

Acoustic Digital Analytics API

The Acoustic Digital Analytics API is an extensible data exchange framework that you can use to extract data from your reports. Use it to bring report information in-house, build custom widgets with your data, or provide select data to partners or others.

The API conforms to the Representational State Transfer (REST) architecture, using the HTTP protocol and a URI to access resources. Use the Acoustic Digital Analytics API window in the Manage section of the side navigation pane to configure API URLs.

You can configure API queries in several different formats for all standard reports in Digital Analytics. Choose from standard date ranges, including daily, weekly, monthly, quarterly, and yearly. You can also specify an optional second date range for comparison.

After you generate an API URL, you can manually modify it to change the query. For example, you can change the date range in the URL to a different time period. In this way, you can reuse or update an API call without logging in to Digital Analytics.

Trended Top Line Metrics reports offer more options. However, you can access trended Top Line Metrics data only by manually configuring an API URL, or by modifying a previously generated URL.

API report formats

The API can return reports in four formats: XLS, CSV, XML, and JSON.

XLS
Microsoft Excel format. The report file is named `download.xls`.

CSV
Comma-separated value format. The report file is named `download.csv`.

XML
A web page with XML-formatted data that displays in a browser.

JSON
A web page with JSON-formatted data that displays in a browser.

Generating an API URL using the Acoustic Digital Analytics API window

You can use the Acoustic Digital Analytics API window in the Manage section of the side navigation pane to configure API queries for all standard reports.

About this task

Note: For configuring API URLs for trended Top Line Metrics reports, see "Returning trended results for Top Line Metrics reports" on page 302.

Procedure

1. Click **Manage > Distribution > API** in the side navigation pane.
2. Use the lists to select a report category, format, report, view, and language.

   The available reports vary depending upon the category you choose.
3. Specify one of the standard date range types (daily, weekly, monthly, quarterly, or yearly) for Period A and optionally Period B.

4. Use the calendars to specify the dates.
5. Click **Generate API URL and Copy to Clipboard**.

   Digital Analytics generates the URL and displays it in the text box.

Basic syntax for Digital Analytics API URLs

Use the correct syntax when you configure Digital Analytics API URLs manually.

Note: Trended Top Line Metrics reports can include more parameters. For more information, see "Returning trended results for Top Line Metrics reports" on page 302.

The following example shows the basic API URL structure.

Note: Use the appropriate Acoustic Digital Analytics service domain name for your organization.

`https://welcome.coremetrics.com/analyticswebapp/api/1.0/`

The basic structure is followed by these elements:

- Data type
- Report name
- `clientId` (production client ID)
- `username` (your user ID)
- `format` (file format for the returned data)
- `userAuthKey` (user authentication key)
- `language` (language and locale)
- `viewID` (report view)
- `period_a`, `period_b` (period date range)

The user authorization key is automatically generated by the API when you use the API window to generate the URL.

The period date range is the end day of the range, prefixed by a period type designation (D=daily, W=weekly, M=monthly, Q=quarterly, Y=yearly).

The following example API URL requests data in XLS format from the Top Products report for March 28, 2013.

Note: The URL shown here is broken into multiple lines for readability. The actual URL does not contain line breaks. Use the appropriate Acoustic Digital Analytics service domain name for your organization.

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
report-data/topbrowsedproducts.ftl?clientId=11111111&username=user@client.com
&format=XLS&userAuthKey=7177773b-1e99-40d7-866f-d52556be60a0
&language=en_US&viewID=default.ftl&period_a=D20130328
```

Limits on returned data for each period type

The maximum amount of data that a Digital Analytics API call returns varies by period type. You can circumvent these limits by making multiple calls to the API with different dates.

The following list shows the maximum number of periods that are returned per API call for each period type.

- Daily: 93
- Weekly: 52
- Monthly: 60
- Quarterly: 20
- Yearly: 5

Returning reports that exceed the API row limit

To perform optimally and meet format requirements, Digital Analytics API calls return a maximum of 20,000 rows for a single report. To return more than 20,000 rows, you can create a script that submits the API request multiple times until the full report is returned.

Procedure

- Create a script using the following HTTP request syntax:

```
GET http://[api-url]?[parameters] HTTP/1.1
Accept-Language: en-US
Host: www.hostname.com
```

- For each subsequent request in your script, add the `startRow` parameter to return the next 20,000 rows. For rows 20,001 - 40,000, add `startRow=20001` to the request.
- Construct the script to manage pagination by looping through 20,000 results at a time. Your code must check the row count in the returned rows and add it to a global counter. When any request returns less than 20,000 rows, exit the loop.

Returning trended results for Top Line Metrics reports

You can configure an API URL to return trended results for the Top Line Metrics report. The trended results are summed by day.

About this task

Note: You must configure a trended Top Line Metrics API URL manually, either by creating a URL or modifying a previously generated URL. You cannot use the API window in Digital Analytics to create a trended Top Line Metrics API URL.

The following steps provide an overview of the procedure for returning trended Top Line Metrics results:

Procedure

1. Obtain a user authentication key for your user account.
2. Add the authentication key to your API URL.
3. Choose one of the following options for configuring the URL:
   - Specify a standard or custom date range by adding a start date and an end date to the URL
   - Request a report for one or more specific metrics
   - Specify a period start date to look forward or backward

Obtaining a user authentication key

Before you can configure a Digital Analytics API URL for a trended Top Line Metrics report, you must submit a request for a user authentication key. After the API returns the authentication key, you can add the key value to the `userAuthKey` parameter in your API URL.

About this task

Procedure

1. Modify the following URL to include your user account information: client ID, user name, and password.

   Note: The URL shown here is broken into multiple lines for readability. The actual URL does not contain line breaks. Use the appropriate Acoustic Digital Analytics service domain name for your organization.

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
userAuthorizationKey?clientId=client_id
```

```
&username=username&password=production-password&format=json
```

2. Paste the URL into your web browser and press Enter.

   The Digital Analytics API returns an authentication key for your user ID.

Configuring a trended Top Line Metrics API URL with start and end dates
Specify the date range for a trended Top Line Metrics API call by including a start date and an end date in the URL. If the standard fiscal date ranges do not meet your needs, you can specify a custom date range.

Before you begin
Obtain a user authentication key from the Digital Analytics API.

About this task

Note: The URL shown here is broken into multiple lines for readability. The actual URL does not contain line breaks. Use the appropriate Acoustic Digital Analytics service domain name for your organization.

Procedure

1. Add parameter values to a basic trended Top Line Metrics API URL.

   Use the following syntax:

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
toplinetrend-data/topline.ftl?clientId=client_id
&username=username&userAuthKey=API_Token&language=Language
&viewID=View_Name.ftl
```

   For information about the parameters, see "Basic syntax for Digital Analytics API URLs" on page 301.

2. Add the `start_date_id`, `end_date_id`, and `period` parameters to the URL and specify values. Use the following syntax:

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
toplinetrend-data/topline.ftl?clientId=client_id&username=user_id
&format=file_format&userAuthKey=API_Token&language=Language
&viewID=View_Name.ftl&startdate=start_date_id
&enddate=end_date_id&period=period_type
```

   The `start_date_id` and `end_date_id` parameters accept an eight-digit numeric string in the format `yyyymmdd`. For periods other than daily, the `start_date_id` and `end_date_id` do not need to be the start and end dates of the period; the period within which the date falls is assumed.

   For the `period` parameter, specify a daily, weekly, monthly, quarterly, or yearly period.

Requesting a trended Top Line Metrics report for specific metrics
You can submit an API call to return trended Top Line Metrics results for one or more specific metrics.

Before you begin
Obtain a user authentication key from the Digital Analytics API.

About this task

Note: The URL shown here is broken into multiple lines for readability. The actual URL does not contain line breaks. Use the appropriate Acoustic Digital Analytics service domain name for your organization.

Procedure

1. Add parameter values to a basic trended Top Line Metrics API URL.

   Use the following syntax:

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
toplinetrend-data/topline.ftl?clientId=client_id
```

```
&username=username&userAuthKey=API_Token&language=Language
&viewID=View_Name.ftl
```

For information about the parameters, see "Basic syntax for Digital Analytics API URLs" on page 301.

2. Add the `metrics` parameter to the URL and specify one or more metric IDs from the list of available Top Line metrics. Separate multiple metric IDs with commas.

   Use the following syntax:

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
toplinetrend-data/topline.ftl?clientId=client_id&username=user_id
&format=file_format&userAuthKey=API_Token&language=Language
&viewID=View_Name.ftl&metrics=Metric_ID
```

Specifying a date to look forward or backward in a trended Top Line Metrics API URL

You can configure a trended Top Line Metrics API URL to look forward or backward from a specified date. For example, you can specify a date from last week and return results for the previous 10 weeks. You can also request a date from several weeks ago and return results from that date to the present.

Before you begin

Obtain a user authentication key from the Digital Analytics API.

About this task

You can request a single daily, weekly, or monthly time period.

Note: The URL shown here is broken into multiple lines for readability. The actual URL does not contain line breaks. Use the appropriate Acoustic Digital Analytics service domain name for your organization.

Procedure

1. Add parameter values to a basic trended Top Line Metrics API URL.

   Use the following syntax:

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
toplinetrend-data/topline.ftl?clientId=client_id
&username=username&userAuthKey=API_Token&language=Language
&viewID=View_Name.ftl
```

   For information about the parameters, see "Basic syntax for Digital Analytics API URLs" on page 301.

2. Specify a date, direction, and number of periods to look forward or backward. Use the following syntax:

```
https://welcome.coremetrics.com/analyticswebapp/api/1.0/
toplinetrend-data/topline.ftl?clientId=client_id&username=user_id
&format=file_format&userAuthKey=API_Token&language=Language&viewID=view_name.ftl
&period_a=period_type+DATE_ID&direction=direction&numPeriods=number_of_periods
```

   where:

   `period_a`
   Identifies the date (in `yyyymmdd` format) and period type from which you want to go forward or backward. Preface the date with the period type: d for daily, `w` for weekly, or `m` for monthly. For example, `period_a=w20130301` is the week of March 1, 2013.

   `direction=`
   Identifies the direction to return data from the start date. Specify `forward` or `backward`.

   `numPeriods=`
   Identifies the number of periods to look forward or backward.

List of Top Line metrics

You can use any of the following Top Line metrics in API calls.

`ANONYMOUS_ORDERS`

```
ANONYMOUS_PAGE_VIEWS
AVERAGE_TIME_PER_PAGE
AVG_NEW_SESSION_LENGTH
AVG_REPEAT_SESSION_LENGTH
BOUNCE_RATE
CART_ITEMS_ORDERED
CNT_CONVEVENTS
CNT_CUSTOMEVENTS
CNT_ELEMENTS
CNT_LINKIMPR
CNT_SHOPACT
DLOAD_NEW_SESSIONS
DLOAD_REPEAT_SESSIONS
DLOAD_SESSIONS
ELEMENT_VIEWS_PER_SESSION
ELEMENT_VIEWS
EST_ANONYMOUS_BUYERS
EST_ANONYMOUS_SESSIONS
EST_ANONYMOUS_VISITORS
EVENT_POINTS_PER_SESSION
EVENT_POINTS_PER_VISITOR
EVENT_POINTS
EVENTS_COMPLETED
EVENTS_PER_SESSION
EVENTS_PER_VISITOR
ITEMS_ABANDONED
ITEMS_CARTED
NEW_BUYERS_PCT
NEW_BUYERS_PER_NEW_VISITOR
NEW_BUYERS
NEW_REGISTRANTS
NEW_SESSIONS
NEW_VISITOR_PCT
NEW_VISITORS
ONSITE_SEARCHES
ORDERED_CARTS
ORDERS_PER_SESSION
ORDERS
PAGE_VIEWS_PER_SESSION
PAGE_VIEWS
REFERRAL_NEW_SESSIONS
REFERRAL_REPEAT_SESSIONS
REFERRAL_SESSIONS
REPEAT_BUYERS_PCT
REPEAT_BUYERS_PER_REPEAT_VISITOR
REPEAT_BUYERS
REPEAT_REGISTRANTS
REPEAT_SESSIONS
REPEAT_VISITORS
SEARCH_NEW_SESSIONS
SEARCH_REPEAT_SESSIONS
```

SEARCH_SESSIONS
SERVER_CALLS
SESSIONS_PER_VISITOR
SESSIONS
TL_AVERAGE_SESSION_LENGTH
TL_BUYERS_PER_VISITOR
TL_ITEM_ABANDONMENT_RATE
TL_ORDERS_PER_VISITOR
TL_TOTAL_BUYERS
TL_TOTAL_ORDERS
TL_TOTAL_PAGE_VIEWS
TL_TOTAL_SESSIONS
TL_TOTAL_SHOPPING_CARTS
TL_TOTAL_VISITORS
UNIQUE_BUYERS
UNIQUE_REGISTRANTS
UNIQUE_VISITORS
US_SESSIONS_PCT

Commerce metrics

CART_ABANDONMENT_RATE
ORDERS_PER_SESSION
TL_AVERAGE_ORDER_VALUE
TL_BUYERS_PER_VISITOR
TL_ITEMS_PER_ORDER
TL_TOTAL_ITEMS_ORDERED
TL_TOTAL_ORDERS
TL_TOTAL_PRODUCT_VIEWS
TL_TOTAL_SALES

Event metrics

EVENTS_COMPLETED
EVENTS_PER_SESSION
EVENT_POINTS
EVENT_POINTS_PER_SESSION

Visitor Metrics

TL_TOTAL_BUYERS
TL_TOTAL_VISITORS
UNIQUE_REGISTRANTS

Acquisition Metrics

NEW_BUYERS
NEW_BUYERS_PCT
NEW_SESSIONS
NEW_VISITOR_PCT
NEW_VISITORS

Retention Metrics

REPEAT_BUYERS

```
REPEAT_BUYERS_PCT
REPEAT_SESSIONS
REPEAT_VISITOR_PCT
REPEAT_VISITORS
```

Activity Metrics

```
AVERAGE_TIME_PER_PAGE
BOUNCE_RATE
ELEMENT_VIEWS_PER_SESSION
ELEMENT_VIEWS
ONSITE_SEARCHES
PAGE_VIEWS_PER_SESSION
SERVER_CALLS
SESSIONS_PER_VISITOR
TL_AVERAGE_SESSION_LENGTH
TL_TOTAL_PAGE_VIEWS
TL_TOTAL_SESSIONS
```

Acoustic Digital Analytics Glossary

This section contains the Acoustic Digital Analytics Glossary and definitions of the Acoustic Digital Analytics report metrics.

Glossary

This glossary provides terms and definitions for the Acoustic Digital Analytics software and products.

The following cross-references are used in this glossary:

- *See* refers you from a nonpreferred term to the preferred term or from an abbreviation to the spelled-out form.
- *See also* refers you to a related or contrasting term.

A

Action Ready report
A defined package of reports containing information on key performance indicators (KPIs), top performers, search results, geography, and more delivered by means of an Excel attachment.

alert
A message or other indication that signals an event or an impending event that meets a set of specified criteria.

API
See application programming interface.

application programming interface (API)
An interface that allows an application program that is written in a high-level language to use specific data or functions of the operating system or another program.

attribution
In Digital Analytics, the process of assigning credit to marketing initiatives that contribute to a downstream objective. There are three dimensions: direction, time, and credit logic.

average sessions before first purchase
The average number of sessions that a unique visitor has before making the first purchase. It is calculated by dividing the number of sessions before first purchase by the number of unique buyers.

C

calculated metric
A metric that can be defined using a formula that is constructed from one or more existing metrics, operators, or constants. For example, users can create a metric named Repeat Visitor % using a calculated metric of [(Unique Visitors –New Visitors)/Unique Visitors].

clickstream
In web advertising, the sequence of clicks or pages requested as a visitor explores a website.

color depth
The number of screen colors that are available to visitors that are accessing a website.

conversion event
A non-monetary action that a visitor can accomplish such as downloads, registrations, sign-ups, and store locator views. A conversion event is a non-commerce business objective.

cross sold product
A product that was purchased with one or more other products in a single order.

D

dashboard
A collection of key reports in a visual format that is designed for various user functions. All frequently used reports can be monitored in a single page using a dashboard.

date annotation
An annotation associated with a date range that is used to provide highlights about key events on a trend graph so that users can understand inclines or declines in the trend.

direct load
A session for which there is no referral information and no marketing program. Direct loads are started by a user typing in the URL directly, bookmarking the website, or by means of a local referral (a page internal to the website).

E

element
An interactive component, such as a portlet, online video, or Web 2.0 interaction, of a traditional page view . Element tags are used to collect element data.

F

filter
A means of querying report data and returning only the rows that match specified criteria.

I

inbound link
A link that is defined by a referring website and a destination URL, used in the Inbound Link Analysis reports. See also referring site.

invalid marketing program
A marketing program (cm_mmc= value) that is missing a parameter, contains a string that is not valid, or has a cm_mmc code on a page that lacks a page view tag.

L

LIVEview Click Overlay
A Digital Analytics browser plug-in that automatically overlays site traffic and conversion data over web pages to highlight which links are most active and which drive the most value.

M

marketing channel
The highest level of marketing source categorization. By default, there are four channels: Direct Load, Natural Search, Referring Sites, and Other MMC Sources.

N

natural search engine
A search engine that links organic (non-paid) traffic to a website.

natural search keyword
A keyword that is entered by users who link to a website through an organic (non-paid) link on a search engine.

natural search session
The number of sessions that result from visitors clicking through from a search engine link such as Google. Since this is a raw metric, it can only be viewed as a percentage comparison against another time period.

new users
The total number of new users (Registration ID values that have not been seen previously).

O

onsite link
A link that is defined by a referring URL, which is internal to a website, and a destination URL that is used in the Onsite Link Analysis reports.

P

page category
The hierarchy of categories that groups website pages. The lowest-level category is defined in the page view tag. Parent level categories are defined by administrators using the category definition file (CDF).

profile segment
An analysis of visitors using selected criteria. The analysis can span sessions through the specification of a segment date range and a report date range. For example, users can analyze the pages that were viewed in April by visitors who came at least twice in March.

R

real estate
In Digital Analytics, a region or an amount of space on a web page. Real estate is used to analyze the performance of particular pages, different versions of a page (for example, in an A/B test), sub-sections of a page, and individual links within a page. Real estate values are collected using cm_re= parameters.

referring site
The domain that is gathered in the session's referring URL for sessions that are not sourced through a marketing program (cm_mmc) or a natural search engine. See also inbound link.

repeat users

The total number of users making a second or subsequent visit (Unique Users minus New Users). Registration IDs that have been seen previously.

report segment
A set of criteria that limits report results to a subset of visitor sessions. See “profile segment”.

S

search engine session
See natural search session.

server call
A client-tagged, visitor-initiated event that passes data to the Digital Analytics data warehouse, typically the execution of an Digital Analytics tag.

T

tracking code
A code appended to destination URLs to track marketing program, real estate, site promotion, and marketing impression parameters.

TruePath Funnel
A custom visitor path scenario that can be defined using the TruePath Builder within the Digital Analytics Tools Browser plug-in. Users can measure the success of visitors navigating through online processes such as check-out, registration, and online applications; or of visitors completing calls-to-action on specific marketing landing pages.

U

unique users
The number of unique visitors who have been identified with a Registration Tag.

W

workbook
A collection of reports. As reports are launched, they appear in the open workbook as tabs.

Acoustic Digital Analytics report metrics

The following metrics are used in Acoustic Digital Analytics reports.

Abandoned Sales

The total value of all items that are placed in a shopping cart but not purchased: Value of Carted Items minus Value of Purchased Items.

Abandoned Shopping Cart Items

The total number of items placed in a shopping cart but not purchased: Carted Items minus Purchased Items.

Abandonment Rate

The ratio of items that are abandoned to all items placed in a shopping cart: Abandoned Items divided by Carted Items.

Application Completing Sessions

The number of sessions in which an application is completed.

Applications

The total number of applications submitted.

Applications (IMP|{Window}|{Logic})

The number of applications attributed to the marketing program impression being analyzed. This metric is available only if you have the Impression Attribution module.

Applications / Session

The average number of applications completed per session: Applications divided by Sessions.

Applications / Visitor

The average number of applications completed per visitor.

Applications Abandoned

The total number of applications abandoned: Applications Initiated minus Applications Completed.

Applications Completed

The total number of applications completed.

Applications Completed / Applications Initiated

The ratio of applications completed to applications initiated: Applications Completed divided by Applications Initiated.

Applications Initiated

The total number of applications initiated.

Average Abandoned Item Price

The average price of all items placed in a shopping cart but not purchased.

Average Booking Value

The average value of a submitted booking: Revenue divided by Bookings.

Average Item Price

The average price of all items sold: Items Sales divided by Items Sold.

Average Number of Items in Shopping Cart

The average number of items placed in a shopping cart: Items Cart divided by Carts Initiated.

Average Number of Results

The average number of on-site search results returned by an on-site search: On-Site Search Results divided by On-Site Searches.

Average Order Value

The average value of a submitted order: Sales divided by Orders.

Average Session Length

The average length of a visitor session: (Time Stamp of Last Session Record minus Time Stamp of First Session Record) divided by Sessions.

Note: When you use this value as a session or filter criterion, enter it in seconds. For example, enter 120 if you want to filter or segment on 2-minute sessions.

Average Shipping & Handling

The average shipping and handling fees on an order: Shipping and Handling Fees divided by Orders.

Average Time on Entry Page

The average time spent on a specific entry page: Time Spent on Entry Pages divided by Entry Page Views.

Average Time On Page

The average time spent on a specific page: Time Spent on Pages divided by Page Views.

Average Percent Video Played

The average percentage of a video that was viewed before the visitor stopped the video, closed the window, or navigated to another page. This metric requires the collection of Element attributes.

Average Days Between

The average number of days that elapsed between the time a visitor reached the milestone and the time the visitor reached the preceding milestone. (This metric is only available if the **Show Progression** check box is selected.)

Average Days to Reach

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

Average Sessions Between

The average number of sessions between the time a visitor reached the milestone and the time the visitor reached the preceding milestone. (This metric is only available if the **Show Progression** check box is selected.)

Average Sessions to Reach

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

Average Video Completion Rate

The ratio of videos viewed in entirety to videos launched: Videos Completed divided by Videos Initiated. This metric requires the collection of Element attributes.

Average Video Launches / Visitor

The average ratio of videos launched per visitor: Videos Initiated divided by Unique Visitors. This metric requires the collection of Element attributes.

Average Video Play Time

The average lengths of time videos are played: Video Play Time divided by Videos.

This metric requires the collection of Element attributes.

Booking Sessions

The number of sessions in which a booking was placed.

Bookings

Total number of bookings transacted. A count of the Order tag.

Bookings (IMP|{Window}|{Logic])

The number of bookings attributed to the marketing program impression being analyzed.

This metric is available only if you have the Impression Attribution module.

Bookings / Session

The average number of bookings per session: Bookings divided by Sessions.

Bookings / Visitor

The average number of bookings per visitor: Bookings divided by Unique Visitors.

Bounce Rate

In the context of a session, the ratio of single page sessions to total page sessions. This calculation applies while analyzing Bounce Rate in the context of any session level information (for example, Marketing Sources, Geography fields, Technical Properties). Defined as One Page Sessions divided by Sessions.

In the context of content, the ratio of single page sessions to entry pages views. The divisor in this case is entry page views because this value considers only the sessions that indeed originated on this content. This calculation applies while analyzing Bounce Rate in the context of content-level information (for example, Pages, Page URLs, Page Categories). Defined as One Page Sessions divided by Entry Page Sessions.

Bounces

In the context of a session, the number of single page sessions.

Buyers / Clickers

The average number of buyers per clicker. Buyers divided by clickers.

Buyer / Visitors

The percentage of visitors who made a purchase during the specified time period: Buyers divided by Unique Visitors.

Buying Sessions

The number of sessions in which an order was placed.

Buying Sessions / Clicking Sessions

The ratio of buying sessions to clicking sessions: Buying Sessions divided by Clicking Sessions.

Carts Initiated

The number of shopping carts where at least one item was added.

Clickers

In the context of marketing, the number of visitors with marketing program (cm_mmc) parameters. The parameters indicate a click from a particular Marketing Program.

Clicking Sessions

In the context of Marketing, the number of sessions that start with a page view that contains a Marketing Program (cm_mmc) parameter. The parameters indicate a click from a particular Marketing Program. In the context of site promotions and real estate, the number of sessions that consist of a page view with site promotion (cm_sp) or Real Estate.

(cm_re) parameters. The parameters indicate a click from a particular site promotion or piece of page real estate.

Note: A single session can include more than one click.

Clicks

In the context of marketing, the number of page views with marketing program (cm_mmc) parameters. The parameters indicate a click from a particular Marketing Program.

Note: A single session can include more than one click.

In the context of site promotions and real estate, the number of page views with site promotion (cm_sp) or real estate (cm_re) parameters. The parameters indicate a click from a particular site promotion or piece of page real estate.

Note: A single session can include more than one click.

Clicks / Unique Visitors

The ratio of clicks to unique visitors: Clicks divided by Unique Visitors.

Conversion Rate

The ratio of sessions that contain an order to total sessions: Purchasing Sessions divided by Total Sessions.

Departure Page Views

The number of times that a certain page is the last page viewed before a visitor leaves a site.

Departure Rate

Percentage of all page views for this page that are departure page views.

Element Views

The number of times an element is viewed. A count of the Element tag. Element data is collected by the Element tag.

Element Views / Session

The ratio of elements views to visitor sessions: Element Views divided by Sessions. Element data is collected by the Element tag.

Entry Page Views

The number of times the page (or a page within the category analyzed) was the first page viewed to start a visitor's session.

Entry Rate

The ratio of sessions that initiate on a certain page (or a page within the category analyzed) to all sessions that viewed the same page (Entry Page Views divided by Sessions).

Entry Sessions

The number of sessions that begin with the specified entry page.

Entry Sessions / Visitor

The ratio of all sessions that begin with the specified entry page per unique visitor.

Event Abandonment Rate

The ratio of events that are abandoned to events initiated: Events Initiated minus Events Completed, divided by Events Initiated. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values are optional.

Event Completer / Clickers

The average number of event completers per clicker. Unique event completers divided by clickers.

Events / Clickers

The average number of events per clicker. Events divided by clicker.

Event Completing Sessions

The number of sessions in which an event was completed. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Event Completion Rate

The ratio of events completed to events initiated: Events Completed divided by Events Initiated. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Event Initiating Sessions

The number of sessions in which an event was initiated. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Event Points

The total number of event points. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Event Points (IMP|{Window}|{Logic})

The number of event points attributed to the Marketing Program Impression being analyzed. This metric is available only if you have the Impression Attribution module.

Event Points / Session

The average number of event points per session: Event Points divided by Sessions. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Event Points / Visitor

The average number of event points per visitor: Event Points divided by Unique Visitors. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Event Sessions

The total number of sessions that consist of at least one completed event. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Events (IMP|{Window}|{Logic})

The number of completed events attributed to the Marketing Program Impression being analyzed. This metric is available only if you have the Impression Attribution module.

Events Completed / Session

The average number of events completed per session: Events divided by Sessions. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Events / Visitor

The average number of events completed per visitor: Events divided by Unique Visitors. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Events Abandoned

The number of events abandoned: Events Initiated minus Events Completed. Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Events Completed

The number of conversion events completed. A count of the collected Conversion Event tags where type = 2 . Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Events Initiated

The number of conversion events initiated. A count of the collected Conversion Event tags where type = 1 . Event data is collected by the Conversion Event tag. Action Type = 1 reflects an initiation. Action Type = 2 reflects a completion. Passing Event Point values is optional.

Exit Page Views

The number of times the page (or a page within the category analyzed) was the last page viewed in a visitor's session.

Exit Rate

Percentage of all page views for a page (or a page within the category analyzed) that are exit page views: Exit pages views divided by page views.

Impression Click-Thru Rate (in the context of marketing)

The ratio of clicks to impressions for Marketing Impression and Clicks with matching Marketing Program (cm_mmc) parameters. This metric is available only if you have the Impression Attribution module.

Impressions (in the context of site promotions and real estate)

The number of times a promotion (for example, a site promotion or a real estate value) is viewed–regardless of whether it is clicked.

Impressions (in the context of marketing)

The number of times the marketing impression tag is collected. Use the marketing impression tag to understand how often marketing impressions (for example, display ads, widgets, micro-sites, and syndicated videos) are viewed. This metric is available only if you have the Impression Attribution module.

Impressions (IMP|{Window}|All)

The total number of impressions seen during the attribution window by those visitors who ultimately visit the site. This metric is available only if you have the Impression Attribution module.

Impressions / Unique Impression Viewers (in the context of marketing)

The ratio of impressions displayed to unique viewers of this offline content. This metric is available only if you have the Impression Attribution module.

Impressions / Unique Visitors (in the context of marketing)

The ratio of impressions displayed to unique visitors that both saw the impression and visited the website. This metric is available only if you have the Impression Attribution module

Indirect Ratio

The ratio of your longest window, backward-looking last click attributed sales (or revenue or applications) to same session sales (or revenue or applications). For example, Sales (30 day, backward looking, last click) / Same Session Sales. The metric provides an indicator of the degree of indirect influence a vendor has just before the conversion.

Item Abandonment Rate

The ratio of items abandoned to items placed in the shopping cart.

Item Sales

Total sales of items calculated by using the shop tags.

Items / Order

The average number of items in an order.

Items Abandoned

The total number of items that are placed in a shopping cart but not purchased.

Items Added

The number of items that are placed into a shopping cart during a specified time period. Adding items to a cart does not necessarily mean that the items were purchased.

Items Added / Product Views

The ratio of items placed in a shopping cart to product views.

Items Booked

Total number of items booked.

Items in Shopping Cart

The total number of items placed in shopping carts.

Items Sold

The number of products (units) sold.

Items Sold / Items Added

The ratio of items sold to items placed in a shopping cart.

MMC New Sessions

The total number of new sessions by MMC visitors.

MMC Repeat Sessions

The total number of repeat sessions by MMC visitors.

MMC Sessions

The total number of sessions by MMC visitors.

MMC Session / Visitor

The average number of MMC sessions per visitor. MMC sessions divided by MMC unique visitors.

Mobile Device Sessions

The total number of sessions associated with mobile devices. This includes phones and tablets.

Multi-Channel: Applications Completed

The total number of applications completed across both online and offline channels.

Multi-Channel: Average Item Price

The average price of all items sold across both online and offline channels.

Multi-Channel: Average Order Value

The average value of orders completed across both online and offline channels.

Multi-Channel: Average Shipping & Handling

The average shipping and handling fees for orders completed across both offline and online channels.

Multi-Channel: Buying Sessions

The number of sessions in which an order was placed on online and offline channels.

Multi-Channel: COGS

Cost of Goods Sold across all online and offline channels. This metric is collected as a shop attribute in the Shop tag or the Multi-Channel Shop (MCS) import file.

Multi-Channel: Items Ordered

The number of items in a shopping cart that were ordered across online and offline channels. This metric is calculated when the day is complete, ensuring accurate data. Therefore, it cannot be displayed if the selected time period is today's date.

Multi-Channel: Item Revenue

Total revenue of items sold calculated by using the shop tags for online transactions and imported shop transactions for offline sales.

Multi-Channel: Item Sales

Total sales of items calculated by using the shop tags for online sales and imported shop transactions for offline sales.

Multi-Channel: Items / Order

The average number of items in orders completed across both offline and online channels.

Multi-Channel: Items Booked

Total number of items booked across both online and offline channels.

Multi-Channel: Items Sold

The total number of items sold for orders completed across both offline and online channels.

Multi-Channel: Margin

The margin of items across all online and offline channels. Calculated by subtracting COGS from item sales.

Multi-Channel: Orders

The total number of orders placed across both offline and online channels.

Multi-Channel: Sales

Total sales of purchased items calculated for orders across both offline and online channels.

Multi-Channel: Total Shipping and Handling

The total shipping and handling value for orders completed across both offline and online channels.

Multi-Channel: Unique Buyers

The total number of visitors who purchased one or more products across both offline and online channels.

New Buyer %

The ratio of new buyers to unique buyers: New Buyers divided by Unique Buyers.

New Buyer / New Visitor

The percentage of new visitors who became new buyers during the specified time period: New Buyers divided by New Visitors.

New Buyers

The number of unique visitors who made their first purchase during the specified time period. They can be new or repeat visitors.

New Registrants

The number of visitors who registered on your website for the first time during the specified time period.

New Users

The total number of new users (Registration ID values that have not been seen previously).

New Visitor %

The percentage of all visitors who were making their first visit to the site: New Visitors divided by Unique Visitors.

New Visitor Session %

The percentage of all visitor sessions for visitors who were making their first visit to the site: New Visitor Sessions divided by Total Sessions.

New Visitor Sessions

The total number of sessions that involved new visitors.

New Visitors

The total number of new visitors (persistent cookie values that were not seen previously).

Offline: Applications Completed

The total number of applications completed via offline channels.

Offline: Average Item Price

The average price of all items sold across all offline channels.

Offline: Average Order Value

The average value of order transactions completed via offline channels.

Offline: Average Shipping & Handling

The average shipping and handling fees for transactions completed via offline channels.

Offline: Item Revenue

Total revenue of items sold calculated imported shop transactions for offline sales.

Offline: Item Sales

The total sales of items calculated by using the imported shop transactions for offline sales.

Offline Item Sales / Multi-Channel Item Sales

The ratio of offline sales of items to sales of items across both online and offline channels. Offline: Item Sales divided by Multi-Channel Item Sales.

Offline: Items / Order

The average number of items in orders for transactions completed via offline channels.

Offline Items Ordered / Multi-Channel Items Ordered

The ratio of offline orders across both online and offline channels. Offline: Orders divided by Multi-Channel Orders.

Offline: Items Booked

Total number of items booked across all offline channels.

Offline: Items Sold

The total number of items sold for orders completed via offline channels.

Offline Items Sold / Multi-Channel Items Sold

The ratio of offline items sold to items sold across both online and offline channels. Offline Items Sold divided by Multi-Channel Items Sold.

Offline: Orders

The total number of orders placed via offline channels.

Offline Orders / Multi-Channel Orders

The ratio of offline items ordered to items ordered across both online and offline channels. Offline: Items Ordered divided by Multi-Channel Items Ordered.

Offline Sales / Multi-Channel Sales

The ratio of offline sales to sales across both online and offline channels. Offline: Sales divided by Multi-Channel Sales.

Offline Unique Buyers / Multi-Channel Unique Buyers

The ratio of offline unique buyers to unique buyers across both online and offline channels. Offline: Unique Buyers divided by Multi-Channel Unique Buyers.

Offline: Buying Sessions

The number of sessions in which an order was placed on an offline channel

Offline: COGS

Cost of Goods Sold from offline channels. This metric is collected as a shop attribure from the Multi-Channel Shop (MCS) import file.

Offline: Items Ordered

The number of items in a shopping cart that were ordered in offline channels. This metric is calculated using the imported shop transactions for offline orders.

Offline: Margin

The margin of items in offline channels. Calculated by subtracting COGS from Item Sales.

Offline: Sales

Total sales of purchased items calculated for orders completed via offline channels.

Offline: Total Shipping & Handling

The total shipping and handling value for orders completed via offline channels.

Offline: Unique Buyers

The total number of visitors who purchased one or more products via offline channels.

One Page Sessions

The total number of sessions that consisted of a single page.

Online Item Sales / Multi-Channel Item Sales

The ratio of online sales of items to sales of items across both online and offline channels. Online: Item Sales divided by Multi-Channel Item Sales.

Online Items Ordered / Multi-Channel Items Ordered

The ratio of online items ordered to items ordered across both online and offline channels. Online: Items Ordered divided by Multi-Channel Items Ordered.

Online Items Sold / Multi-Channel Items Sold

The ratio of online items sold to items sold across both online and offline channels. Online: Items Sold divided by Multi-Channel Items Sold.

Online Orders / Multi-Channel Orders

The ratio of online orders to orders across both online and offline channels. Online: Orders divided by Multi-Channel Orders.

Online Sales / Multi-Channel Sales

The ratio of online sales to sales across both online and offline channels. Online: Sales divided by Multi-Channel Sales.

Online Unique Buyers / Multi-Channel Unique Buyers

The ratio of online unique buyers to unique buyers across both online and offline channels. Online: Unique Buyers divided by Multi-Channel Unique Buyers.

Online: Average Item Price

The average price of all items sold online. Online Item Sales divided by Online: Items Sold.

Online: Average Order Value

The average value of a submitted online order. Online Sales divided by Online: Orders.

Online: Average Shipping and Handling

The average shipping and handling and handling fees for transactions completed via online channels.

Online: Buying Sessions

The number of sessions in which an order was placed via online channels.

Online: COGS

Cost of Goods Sold from online channels. This metric is collected as a shop attribute from the Shop Tag or the Multi-Channel Shop (MCS) import file.

Online: Item Sales

The total online sales of items calculated by using the shop tags.

Online: Items / Order

The average number of items in an online order calculated by using the shop tags.

Online: Items Ordered

The number of items in a shopping cart that were ordered online. This metric is calculated when the day is complete, ensuring accurate data. Therefore, it cannot be displayed if the selected time period is today's date.

Online: Items Sold

The number of products (units) sold in online channels.

Online: Margin

The margin of items in online channels. Calculated by subtracting COGS from Item Sales.

Online: Orders

The total number of orders placed in online channels. A count of the Order tag.

Online: Sales

Total sales of purchased items calculated for orders completed via online channels.

Online: Total Shipping and Handling

The total shipping and handling value for orders completed via online channels.

Online: Unique Buyers

The total number of visitors who purchased one or more products via online channels.

On-Site Searches

The number of on-site searches submitted.

Ordered Shopping Cart Items

The number of items in a shopping cart that were ordered. This metric is calculated when the day is complete, ensuring accurate data. Therefore, it cannot be displayed if the selected time period is today's date.

Orders

The total number of orders placed. A count of the Order tag.

Orders (IMP|{Window}|{Logic})

The number of orders attributed to the Marketing Program Impression being analyzed.

This metric is available only if you have the Impression Attribution module.

Orders / Session

The average number of orders per session: Orders divided by Sessions.

Orders / Visitor

The average number of orders per visitor: Orders divided by Unique Visitors.

Page Views

The total number of times the page (or category that contains the page) was viewed. A count of the collected Page View tags.

Page Views (IMP|{Window}|{Logic})

The number of page views attributed to the Marketing Program Impression being analyzed. This metric is available only if you have the Impression Attribution module.

Page Views / Session

The average number of page views per session.

Product Views

The total number of times that a product detail page (or category that contains the page) is viewed. This metric is a count of the collected Product View tags.

Product Views / Items Booked

The average number of product views per items booked: Product Views divided by Items Booked.

Product Views / Items Sold

The average number of product views per items sold: Product Views divided by Items Sold.

Product Views / Viewing Session

The average number of product views per session in which the product was viewed: Product Views / Viewing Sessions.

Referral New Sessions

The total number of new sessions by visitors arriving from referring sites.

Referral Repeat Sessions

The total number of repeat sessions by visitors arriving from referring sites.

Referral Sessions

The total number of sessions by visitors arriving from referring sites.

Registrants

The number of new and repeat registrants (visitors who registered on your site with a known Coremetrics Registration ID) visiting your site.

Repeat Buyer %

The ratio of repeat buyers to unique buyers: Repeat Buyers divided by Unique Buyers.

Repeat Buyer / Repeat Visitor

The percentage of repeat visitors who qualified as repeat buyers during the specified time period: Repeat Buyers divided by Repeat Visitors.

Repeat Buyers

The number of visitors who bought from your site in a previous time period and returned during the specified time period.

Repeat Registrants

The number of visitors who registered at your site in a previous time period and returned during the specified time period.

Repeat Users

The total number of users making a second or subsequent visit (registration IDs that have been seen previously). Unique Users minus New Users.

Repeat Visitor %

The ratio of repeat visitors to unique visitors: Unique Visitors minus New Visitors, divided by Unique Visitors.

Repeat Visitor Sessions

The number of sessions initiated by visitors making their second or subsequent visit to your site.

Repeat Visitors

The number of visitors making their second or subsequent visit to your site: Unique Visitors minus New Visitors.

Revenue

The total revenue of items calculated by using Order tags.

Revenue (IMP|{Window}|{Logic})

The amount of revenue attributed to the Marketing Program Impression being analyzed.

This metric is available only if you have the Impression Attribution module.

Sales

Total sales of purchased items calculated by using the order tags.

Sales (IMP|{Window}|{Logic})

The amount of sales attributed to the Marketing Program Impression being analyzed. This metric is available only if you have the Impression Attribution module.

Sales / Click

The average sales value per click: Sales divided by Clicks.

Sales / Clickers

The average sales value per clicker. Sales divided by Clicker.

Sales / Session

The average sales value per session: Sales divided by Sessions.

Sales / Visitor

The average sales value per visitor. Sales divided by Visitor.

Search Engine Sessions

The total number of sessions by visitors arriving from search engines.

Search New Sessions

The total number of new sessions by visitors arriving from search engines.

Search Repeat Sessions

The total number of repeat sessions by visitors arriving from referring sites.

Server Calls

The metric for tracking data collection usage. The ratio between tags collected and server calls varies, depending on the type of tag collected. Refer to supporting documentation for more information.

Session Conversion

The ratio of sessions that contain at least one order to the total number of sessions: Purchasing Sessions divided by Total Sessions.

Session Conversion Rate

The ratio of sessions that contain at least one order to the total number of sessions that viewed a page in context: Purchasing Sessions divided by Viewing Sessions.

Sessions

The total number of sessions. A *session* is defined by a sequence of records collected by a common session cookie with no more than 30 minutes (default) of inactivity between collected records.

Sessions (IMP|{Window}|{Logic})

The number of sessions attributed to the Marketing Program Impression being analyzed.

This metric is available only if you have the Impression Attribution module.

Sessions / Visitor

The average number of sessions per visitor: Sessions divided by Unique Visitors.

Shipping & Handling

The total shipping and handling value.

Shopping Cart Abandonment Rate

The ratio of shopping carts abandoned (initiated minus completed) to total shopping carts: Carts Abandoned divided by Carts Initiated.

Total Session Entry Page Views

The number of times the page (or page within the category analyzed) was the first page viewed to start a visitor's session.

Total Session Entry Page Views / Session

The ratio of sessions where a specified page was the first page viewed to the total number of sessions.

Total Session Length

Total length of the session(s).

Total Shipping and Handling

The total shipping and handling value.

Unique Abandoners

The number of unique visitors who abandoned one or more shopping carts.

Unique Adders

The number of unique visitors who added one or more products to their shopping carts, regardless of whether they purchased the products or kept them in their carts.

Unique Adders / Unique Viewers

The ratio of unique visitors who added products to their shopping carts (regardless of whether they purchased the products or kept them in their cart) to all unique viewers of that product: Unique Adders divided by Unique Viewers.

Unique Applicants

The total number of visitors who completed one or more applications.

Unique Applicants / Unique Initiators

The ratio of visitors who completed an application to visitors who initiated an application: Unique Applicants divided by Unique Initiators.

Unique Applicants / Visitors

The ratio of visitors who completed an application to all visitors who visited your site: Unique Applicants divided by Unique Visitors.

Unique Bookers

The total number of visitors who booked one or more items.

Unique Bookers / Unique Adders

The ratio of visitors who made a booking to visitors who added items to their carts (regardless of whether they booked the items): Unique Bookers divided by Unique Adders.

Unique Bookers / Unique Viewers

The ratio of visitors who booked an item to all visitors who viewed the item: Unique Bookers divided by Unique Viewers.

Unique Bookers / Visitors

The ratio of visitors who booked an item to all visitors who visited your site: Unique Bookers divided by Unique Visitors.

Unique Buyers

The total number of visitors who purchased one or more products.

Unique Buyers / Unique Adders

The ratio of visitors who made a purchase to visitors who added products to their shopping carts (regardless of whether they purchased the products): Unique Buyers divided by Unique Adders.

Unique Buyers / Unique Viewers

The ratio of visitors who purchased a product to all visitors who viewed that product. Unique Buyers divided by Unique Viewers.

Unique Buyers / Visitors

The ratio of visitors who purchased a product to all visitors who visited your site: Unique Buyers divided by Unique Visitors.

Unique Clickers

The number of unique visitors who started a session with a page view that contains a Marketing Program (cm_mmc) parameter.

Unique Entry Visitors

The number of unique visitors who visited the specified page as the first page in their session.

Unique Event Completers

The number of unique visitors who completed one or more conversion events.

Unique Event Initiators

The number of unique visitors who initiated one or more conversion events.

Unique Impression Viewers

The number of unique viewers of marketing impressions.

Unique Initiators

The number of unique visitors who initiated an application, regardless of whether they completed it.

Unique Users

The number of unique visitors who have been identified with a registration tag.

Unique Viewer

The number of unique visitors who viewed a page or product one or more times.

Unique Visitors

The number of unique visitors who came to your site one or more times as defined by a count of distinct persistent cookies.

Video Completions

The number of times a video was watched in full. This metric requires the collection of Element attributes.

Video Launches

The number of times a video was launched / initiated. This metric requires the collection of Element attributes.

Video Pauses

The number of times a video pause button was pressed. This metric requires the collection of Element attributes.

Video Plays

The number of times a video play button was pressed. This metric requires the collection of Element attributes.

Viewing Sessions

The total number of sessions viewing the page being analyzed. This metric requires the collection of Element attributes.

Viewing Sessions / Unique Viewers

The ratio of sessions where a product was viewed (regardless of whether a purchase was made) to all unique viewers of that product. Unique viewing sessions divided by Unique Viewers.

Visitor Population

The number of unique visitors who visited the website at least once and met the segment criteria. This metric requires the collection of Element attributes.

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Index

G

glossary 307