



Acoustic Import User's Guide

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Import overview

You can use Acoustic Digital Analytics Import to merge data that you obtain from other sources with information that is captured by the Acoustic Digital Analytics site tracking technologies.

You can use imported data in the following ways:

- To enhance analysis in Acoustic Digital Analytics
- To create ad hoc analysis in Acoustic Digital Analytics Explore
- In online marketing initiatives that you deploy by using Acoustic Digital Recommendations, Acoustic LIVEmail, and Acoustic Marketing Center

Using Import, you can import data without IT assistance.

Use Import to address many business questions and challenges such as the following situations:

- You want to conduct advanced ad hoc visitor segmentation analysis by using customer profile information that is obtained from systems outside of your online channel.
- You want to collect visitor registration data by using Digital Analytics tags, but it is more efficient to upload existing customer data in one batch import process rather than waiting for customers to visit your newly tagged site.
- You want a more efficient way to track performance to plan for your primary site key performance indicators (KPIs) directly within Acoustic Digital Analytics.
- Validating import data and uploading files can be a burdensome process often requiring coordination from individuals across different teams.
- You want to import page load times to analyze them in Digital Analytics Explore reports.

Solution modules

A solution module is an imported data set type that you can use to enhance your Acoustic Digital Analytics results. There are six import solution modules. The appropriate solution to use depends on the data you import and how you want to use the data.

The following six import solution modules are supported by Import.

Category Definition File

The Category Definition File (CDF) import provides information that delineates the navigation and content organization hierarchy of your site. The information is used in Digital Analytics reports.

Data Extensions

The Data Extensions import provides data attributes to extend your Digital Analytics data model. You can import up to 50 attribute fields that are associated with a specific data field or from a select list of data objects. These 50 attributes are in addition to the 50 attribute fields you can pass in page tags. The imported data is available for use in Digital Analytics Explore, LIVEmail, Marketing Center, and Lifecycle.

Enterprise Product Report

The Enterprise Product Report (EPR) import provides information for a second product hierarchy. In this hierarchy, each item that your company offers can be assigned to only one node of your category structure. EPR import data is used directly in the Enterprise Product Report in Acoustic Digital Analytics and Acoustic Digital Recommendations.

Forecast Metrics

Use the Forecast Metrics import to import daily metric values that correspond to your key performance indicator (KPI) targets of your organization. Using daily metric values, you can track actual performance against your company goals for Top Line metrics of interest. Forecast metric values are used in the forecast compare feature of the Top Line Metrics report and in a Forecast worksheet in Action Ready Reports.

Visitor Registration Fields

Use the Visitor Registration import solution to import legacy customer attribute data into your Digital Analytics deployment to augment visitor profile data. The data can be used for ad hoc analysis that is conducted in Digital Analytics Explore. Visitor Registration Fields import data is not available in Digital Analytics. It is only available in Digital Analytics Explore.

Multichannel

Use the Multichannel import solution to import offline transaction data. You can then merge the imported data with the online transactions and visitor behavior data that is captured by your Digital Analytics tag implementation. Offline purchase, application, or bookings data that is imported through the Multichannel solution deliver the ability to conduct significant cross channel analysis in Digital Analytics Explore. For more information about how you can use Multichannel imported data in Digital Analytics Explore, see the *Acoustic Digital Analytics Explore User Guide*.

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 and administration

With Digital Analytics Admin, you can deny or grant user group access to Import.

Managing user administration

By default, Import is enabled for the administrator user group only. You can enable Import for other groups through Digital Analytics Admin if you have permission to assign roles within Digital Analytics

Procedure

1. Click **Admin** from the menu bar.
2. After the Admin service site loads, click the **Manage Groups - Full List** link.
3. Choose to **Create** or **Edit** a user group.
4. Select the Acoustic Digital Analytics Import **checkbox** to grant users access to the Import application.
5. Select one or more import solutions.

Results

The **Email Campaign Metrics** import solution permission is listed under Import. However, the solution is managed from Acoustic LIVEmail, not Import. For more information, see *Acoustic LIVEmail User's Guide*

Application access

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

When you are working in another Acoustic Digital Analytics application, click **Import** in the application selector in the header to open Import.

You also can open Import from the Import welcome page and authenticate there. Access the welcome page at <http://import.coremetrics.com>.

Data import overview

Import has some strict requirements for SFTP targets, file names, and file configurations. These requirements apply regardless of your import method.

Before you begin importing data, you need to understand the following information for successful data import.

- Every client ID has its own unique import SFTP target. Regardless of the import solution you are using, all import files are sent to the SFTP target for your client ID.
- Each import solution has file naming conventions that you must follow.
- Each import solution has a configuration that defines the structure and contents that Acoustic Digital Analytics Import expects to see in the files that you import.
- Some import solution configurations are static. Other import solution types are more flexible.

For example, Category Definition Files adhere to a specific structure and you are only allowed to change the file delimiter character. Forecast Metrics import files can be configured to include any of the supported Top Line metrics and in any field order.

- Import validates the files against the configurations that you define. Creating files that match the configuration is essential for successful data imports.
- You can import data directly from Import or use another process such as a recurring cron job or SFTP client upload. Regardless of the method that you use, the files are processed against the same validation rules.

Importing data

Use templates to ensure that the correct format is used. Improper formatting results in errors. The general importing workflow is the same for all import solutions.

About this task

Create a template for the import type you want.

Procedure

1. In the side navigation pane, click **Manage > Import Configuration**.
2. Select an import type.
3. Specify the information that Import requires to create the template for this import type.
4. Click **Save**.
5. Download the template file.
 - a) In the side navigation pane, click **Import** and select the import type.
 - b) Click **Download Template File** to download a file that uses the format that is for this import type.

6. Use the template file to create the import file that contains the information that you want to upload. When your file is complete, return to Import and upload the file.
 - a) In the side navigation pane, click **Import** and select the import type.
 - b) Browse to the file you want to upload.
 - c) **Process Import File**
7. If your file contains data extension or visitor registration attributes that are imported for the first time, give the new attributes an alias to use them in reports.
 - a) Click **Admin**.
 - b) In the side navigation pane, click **Explore Attributes**.

Import file validation

Import sends email notifications to alert you to the success or failure of any files that you attempt to send.

If an import fails, Digital Analytics provides file validation error detail so that you can correct your import file and reattempt the import. You provide the email address to contact you when you import a file.

It is important to understand all of the file format and data type requirements for the import solution you are using. Import provides template files that you can download to ensure that your import file structure matches the configuration that you specified for each import solution.

Create import configurations

You must define the configuration for the associated import solution before you import a file. The configuration defines the format and content that you are using in the files that you want to import.

Acoustic Digital Analytics Import uses the configuration in two ways.

- It creates a template that is based on the configuration to guide you in creating files with the correct configuration.
- It validates the files that you import against the configuration.

Some import solutions, such as Category Definition File, Enterprise Product Report, and Multichannel, are prespecified, highly structured file formats. Defining the configuration for those solutions means selecting the delimiter.

Other import solutions, such as Data Extensions, Forecast Metrics, and Visitor Registration Fields, require you to specify the contents of the import files.

To define an import configuration, click **Manage > Import Configuration**.

Data Extensions configuration

Use Data Extensions import solution to import up to 50 attribute fields that are associated with a specific data field or one of a select list of data objects. These 50 attributes are in addition to the 50 attribute fields you can pass in page tags.

The imported data is available for use in Digital Analytics Explore, LIVEmail, Marketing Center, and Lifecycle.

By default, each client ID can have a maximum of 10 Data Extension import templates and 1,000,000 distinct imported records. The 1,000,000 limit on records is the total limit for the client ID, not the limit for each import.

Primary key selection

The primary key is the data field or object that you want to import attributes for.

Selecting the primary key is a two-step process. First, you select a data object from the left list and then you select the primary key from the right list. The values in the second list depend on the selected data objects. If you changed the data object, the values in the primary key list change. You cannot have the same primary key for multiple import templates.

| Primary Data Object Options | Data Field Keys Supported |
|-----------------------------|---|
| Page | Page |
| | Content Category ID (lowest level only) |
| | Content Category |
| | Page Attributes 1-50 (Tag Only) |
| Product | Product ID |
| | Product Name |
| | Product Category ID (lowest level only) |
| | Product Category |
| | Product Attributes 1-50 (Tag Only) |
| Conversion Event | Event Name |
| | Event Category |
| | Event Attributes 1-50 (Tag Only) |
| Element | Element Name |
| | Element Category |
| | Element Attributes 1-50 (Tag Only) |
| Shop | Shop Attributes 1-50 |
| Order | Order ID |
| | Order Attributes 1-50 (Tag Only) |
| Marketing | Vendor |
| | Vendor/Category |
| | Vendor/Category/Placement |
| | Vendor/Category/Placement/Item |
| | Marketing Attributes 1-50 (Tag Only) |
| Registration | Registration ID |
| | Email Address |
| | Visitor ID |
| | Registration Attributes 1-50 (Tag Only) |
| Technical Properties | Browser Type |
| | Screen Resolution |

| <i>Table 1: Available Primary Keys (continued)</i> | |
|--|----------------------------------|
| Primary Data Object Options | Data Field Keys Supported |
| | Mobile Device |
| Search Term | Onsite Search Term |
| | Natural Search Term |
| Referring Site Domain | Referring Site |
| Geography | City |
| | State |
| | Country |

If you use Category ID as the primary key, the data values for all fields are associated with the lowest level of the category hierarchy.

Attribute fields

You select the attribute fields that you want to import into templates. The primary key is displayed automatically in the **Drag and Drop Import File Fields** column. You cannot remove it. (Changing the primary key clears the selected attribute fields.)

To add the fields you want to include in your file, drag those fields from the **Available Attribute Fields** column to the **Drag and Drop Import File Fields** column. Be sure that the order of the metrics in the **Drag and Drop Import File Fields** column matches the metric order that you want to use in your import file.

Forecast Metrics configuration

You configure the Forecast Metrics to import daily metric values that correspond to your key performance indicator (KPI) targets.

You must specify the fields that you want to import and the field order. Date ID must be the first field in the file. The **Available Forecast Metrics** field contains the other supported metrics.

The Forecast Metrics import solution supports most of the metrics that are included in the Digital Analytics Top Line Metrics report. The metrics that are not supported are the server call and time-based metrics (Average Time on Page, Average Session Length, Average New Session Length, and Average Repeat Session Length). You can also include a few metrics that are not provided in the Top Line Metrics report but are available within the Forecast module of Action Ready Reports.

You can select any or all of the supported metrics.

| <i>Table 2: Available Forecast Metrics</i> | | | | |
|--|---------------|----------------|---------------|---------------------------|
| Metrics | Retail | Content | Travel | Financial Services |
| Abandoned Shopping Cart Items | X | | | |
| Abandoned Shopping Carts | X | | | |
| Abandoned Applications | | | | X |
| Application Abandonment Rate | | | | X |
| Average Order Value | X | | | |
| Average Booking Value | | | X | |
| Average Shipping & Handling | X | | | |

Table 2: Available Forecast Metrics (continued)

| Metrics | Retail | Content | Travel | Financial Services |
|------------------------------|---------------|----------------|---------------|---------------------------|
| Bookings | | | X | |
| Booker/ Visitor | | | X | |
| Bookings/ Visitor | | | X | |
| Bookings/ Session | | | X | |
| Booking Abandonment Rate | | | X | |
| Bounce Rate | X | X | X | X |
| Buyer/Visitor | X | | | |
| Applicant/Visitor | | | | X |
| Applications/Visitor | | | | X |
| Applications/Session | | | | X |
| Buying Sessions | X | | | |
| Element Views | X | X | X | X |
| Element Views/Total Sessions | X | X | X | X |
| Event Points | X | X | X | X |
| Event Points/Total Sessions | X | X | X | X |
| Event Points/Total Visitors | X | X | X | X |
| Events | X | X | X | X |
| Events/Total Sessions | X | X | X | X |
| Event/Total Visitors | X | X | X | X |
| Initiated Applications | X | | | X |
| Items Abandonment Rate | X | | | |
| Items in Shopping Cart | X | | | |
| Items Ordered | X | | | |
| Items/Order | X | | | |
| New Buyer/New Visitor | X | | | |
| New Buyers | X | | | |
| New Applicant/New Visitor | | | | X |
| New Applicants | | | | X |
| New Newsletter Subscribers | X | X | X | X |
| New Visitors % | X | X | X | X |
| New Visitors | X | X | X | X |
| New Bookers | | | X | |
| New Booker/New Visitor | | | X | |
| On-site Searches | X | X | X | X |

Table 2: Available Forecast Metrics (continued)

| Metrics | Retail | Content | Travel | Financial Services |
|----------------------------------|---------------|----------------|---------------|---------------------------|
| Order/Visitor | X | | | |
| Ordered Shopping Carts Items | X | | | |
| Ordered Shopping Carts | X | | | |
| Orders | X | | | |
| Orders/Session | X | | | |
| Page Views/Session | X | | | |
| Product Views | X | | | |
| Repeat Buyer / Repeat Visitor | X | | | |
| Repeat Buyers | X | | | |
| Repeat Visitors | X | X | X | X |
| Repeat Applicant/Repeat Visitors | | | | X |
| Repeat Applicants | | | | X |
| Room Nights Booked | | | X | |
| Repeat Booker/Repeat Visitor | | | X | |
| Repeat Bookers | | | X | |
| Revenue | | | X | |
| Sales | X | | | |
| Session Conversion Rate | X | | | |
| Shipping & Handling | X | | | |
| Shopping Cart Abandonment Rate | X | | | |
| Submitted Applications | | | | X |
| Total Page Views | X | X | X | X |
| Total Sessions | X | X | | X |
| Total Shopping Carts | X | | X | |
| Total Applications Completed | | | | X |
| U.S Sessions % | X | X | X | X |
| Unique Buyers | X | | | |
| Unique Visitors | X | X | X | X |
| Unique Applicants | | | | X |
| Unique Bookers | | | X | |

Visitor Registration Fields configuration

Use the Visitor Registration Fields import file to import data about registered users. The import file must include two key columns, Date ID and Registration ID. You select the other columns in the file from a list of supported metrics.

Date ID must be the first column in the file, and Registration ID must be the second column. You are not allowed to remove either field from the import configuration. You can select any or all of the supported metrics.

The import file needs to use the same field order you specify here. Be sure that the order of the metrics in the **Drag and Drop Import File Fields** column matches the metric order that you want to use in your import file.

| <i>Table 3: Available Visitor Registration Fields</i> |
|---|
| Fields |
| Date ID |
| Registration ID |
| Age |
| Email Address |
| Gender |
| Registered_City |
| Registered_State |
| Registered_Country |
| Registered_Zip_Code |
| Education Level |
| Minimum Income Level |
| Maximum Income Level |
| Imported Registration Attribute 1 |
| ... |
| Imported Registration Attribute 50 |

Create import files

Import files are data files that are created outside of Acoustic Digital Analytics Import. These files have requirements for the name, structure, and content. Some of these requirements are the same regardless of import solution type, while others depend on the solution type. Files that do not meet the requirements cannot be successfully imported.

Each import file configuration has a strict list of fields. You must include all fields and adhere to the prescribed column order. If the data field column order does not match the specification, then the file cannot be loaded.

The import solution templates contain the correct field names, the correct file delimiter, and a supported file name. When you add your data to the template file, do not change the file in a way that causes it to deviate from the configuration for the import solution type.

There is a limit on the file size for importing. Files that are imported through the Import user interface must be less than 10 MB. Files that are sent to Digital Analytics through SFTP must be less than 100 MB. The text of the files must be in either ASCII or UTF-8.

Downloading configuration templates

You can download a template to help you follow the required configuration when you create your files.

About this task

The Multichannel and Enterprise Product Report import solutions have two import files each. The downloaded template file for each of these import types is a compressed file that includes separate Excel CSV files for each import file.

Procedure

1. Click **Import** in the side navigation pane.
2. Select the import solution type.
3. If you select **Data Extensions**, select the specific data extension type.
4. Click **Download Template File**.

Correct file name format

Files that you import must meet strict file naming conventions. The file naming convention tells Import what type of data you are sending, and what import solution it applies to.

All import file names consist of four parts:

- An import solution prefix.

A file name prefix that identifies the import solution type for the file that you are sending. See the list of valid file name prefixes later.

- A numeric client ID.

The assigned unique site numeric identifier. It is the same eight-digit number that you supply when you authenticate into Import.

- A user-defined import file name or the primary key.

For data extensions files, this name is the name of the data field that is the primary join key. For other import solution types, it is any name that you want to use to distinguish the import file.

- The file extension CSV.

File names must always have a CSV extension, otherwise the file is rejected as invalid. You are not limited to using the comma as the separator, but you must use CSV as the file extension. You can create or edit files in Microsoft Excel, but make sure that you do not use the default Excel file extension.

Valid file name prefixes

CDF

Category Definition File

DE

Data Extensions

ECDF

Enterprise Category Definition File

EPCMF

Enterprise Product Content Mapping File

CIF

Forecast Metrics

REG

Visitor Registration Fields

MCS

Multichannel Shop

MCO

Multichannel Order

Multichannel import file

Use a multichannel import configuration to import offline transaction data for individual items or for orders.

There are two types of Multichannel import files.

- Multichannel Shop (MCS)

Use this file to import offline transaction data for individual items. The data in this file is merged with data collected by the Digital Analytics shop tags on your website. If you are using the Multichannel solution, you must have a Multichannel Shop import file.

- Multichannel Order (MCO)

Use this file to import offline transaction data for orders. The data in this file is merged with data collected by the Digital Analytics order tags on your website. This file is optional.

Note: The uniqueness of an imported record is determined by the combination of values in the following fields:

- RegistrationID (MCS only)
- OrderID
- TransactionID
- ProductName (MCS only)

If an imported record has an invalid value in any field that defines record uniqueness, you cannot import the corrected record until the invalid record is deleted. You cannot use the **OverwriteFlag** field to overwrite the record. The **OverwriteFlag** field corrects only values in data fields that are not used to define the uniqueness of a record. Contact Digital Analytics support to request the record deletion.

Multichannel Shop fields

Every Multichannel Shop (MCS) file that is imported into Digital Analytics must contain the same set of fields. All the fields are required to be imported, but you can leave some fields empty.

The Multichannel Shop (MCS) file fields are listed in the following table. Data values are required only for the fields with a Y in the Data Required column of the table. You do not have to enter a default value to signify a null field. You can leave those fields empty.

| Name | Description | Length | Format | Data Required |
|---------|---|--------|--------|---------------|
| Date_ID | Date when the offline transaction occurred. Date_ID is always an 8-digit numeric string in YYYYMMDD format. | 8 | String | Y |

Table 4: Multichannel Shop Fields (continued)

| Name | Description | Length | Format | Data Required |
|-----------------|---|--------|--------|---------------|
| OverwriteFlag | A yes/no code (Y or N) used to identify if the file record replaces an existing record field. If this field is empty, a value of N is assumed. | 1 | String | N |
| RegistrationID | Unique customer identifier. This value is used in combination with the values of other fields to determine record uniqueness. | 256 | String | Y |
| OrderID | Unique order identifier. This value is used in combination with the values of other fields to determine record uniqueness. | 256 | String | Y |
| TransactionID | Unique transaction identifier. This value is used in combination with the values of other fields to determine record uniqueness. | 256 | String | Y |
| TransactionType | Number / code to identify the type of imported transaction. This value is for future use. The only valid value is 1 Purchase. | 256 | Number | Y |
| ProductID | Unique product identifier. | 256 | String | Y |
| ProductName | The name of the product. This value is used in combination with the values of other fields to determine record uniqueness. | 256 | String | Y |
| ProductCategory | The Hierarchical Product Category, which is separated by the greater than symbol (>). For example, Womens > Shoes > Nike | | String | Y |
| BasePrice | The price at which this product is sold. The format is a number with a single decimal character. Do not use commas or currency symbols. Values are assumed to be in the currency of the CID of record for the import. For example, use 123456.78 not \$123,456.78 . | 16.2 | Double | Y |
| Quantity | Quantity of items sold. | 8 | Number | Y |

Table 4: Multichannel Shop Fields (continued)

| Name | Description | Length | Format | Data Required |
|----------------------|--|--------|--------|---------------|
| online_attribute_1 | The attribute fields are tied specifically to the ProductID value, which is required for each row in a Multichannel import file. Online Attributes 1-50 map to the attribute fields that are collected by Digital Analytics shop tags. Use these attributes to merge online and offline data reports. | 100 | String | N |
| ... | | 100 | String | N |
| online_attribute_50 | | 100 | String | N |
| Offline_attribute_1 | Offline attributes 1-50 are for attributes that do not apply to online shopping (for example, Store ID). | 4000 | String | N |
| ... | | 4000 | String | N |
| Offline_attribute_50 | | 4000 | String | N |

Multichannel Order fields

Every Multichannel Order (MCO) file that is imported into Digital Analytics must contain the same set of fields. All the fields are required to be imported, but you can leave some fields empty.

The Multichannel Order (MCO) file fields are listed in the following table. Data values are required only for the fields with a Y in the Data Required column of the table. You do not need to enter a default value to signify a null field. You can leave those fields empty.

Table 5: Multichannel Order Fields

| Name | Description | Length | Format | Data Required |
|----------------|--|--------|--------|---------------|
| Date_ID | Date when the offline transaction occurred. Date_ID is always an 8-digit numeric string in YYYYMMDD format. | 8 | String | Y |
| OverwriteFlag | A yes/no code (Y or N) used to identify if the file record replaces an existing record field. If this field is empty, a value of N is assumed. | 1 | String | N |
| RegistrationID | Unique customer identifier. | 256 | String | Y |
| OrderID | Unique order identifier. This value is used in combination with the TransactionID value to determine record uniqueness. | 256 | String | Y |

Table 5: Multichannel Order Fields (continued)

| Name | Description | Length | Format | Data Required |
|---------------------|--|--------|--------|---------------|
| TransactionID | Unique transaction identifier. This value is used in combination with the OrderID value to determine record uniqueness. | 256 | String | Y |
| TransactionType | Number / code to identify the type of imported transaction. This field is for future use. The only valid value is 1 Purchase. | 256 | Number | Y |
| TotalPrice | <p>The total price for this product in this transaction. Do not include shipping and handling charges because they are tracked separately in the Shipping field.</p> <p>The format is a number with a single decimal character. Do not use commas or currency symbols. Values are assumed to be in the currency of the CID of record for the import. For example, use 123456.78 not \$123,456.78.</p> | 16.2 | Double | Y |
| Shipping | <p>The shipping and handling charges that are associated with the order.</p> <p>The format is a number with a single decimal character. Do not use commas or currency symbols. Values are assumed to be in the currency of the CID of record for the import.</p> | 16.2 | Number | N |
| online_attribute_1 | <p>Attribute fields are tied specifically to the OrderID value, which is required for each row in a Multichannel import file.</p> <p>Online attributes 1-50 map to the attribute fields that are collected by Digital Analytics order tags on your site. Use these attributes to merge online and offline data reports.</p> | 100 | String | N |
| ... | | 100 | String | N |
| online_attribute_50 | | 100 | String | N |
| Offline_attribute_1 | Offline attributes 1-50 are for attributes that do not apply to online orders (for example, Store ID). | 4000 | String | N |

Table 5: Multichannel Order Fields (continued)

| Name | Description | Length | Format | Data Required |
|----------------------|-------------|--------|--------|---------------|
| ... | | 4000 | String | N |
| Offline_attribute_50 | | 4000 | String | N |

Visitor Registration Fields import file

Guidelines exist for dates, null values, and registration IDs to ensure that imported data and online data do not conflict. There are also guidelines for field size and passing multiple values.

The Date ID must be formatted in *yyyymmdd* format (for example, 20121025). Use tomorrow's date as the Date ID value.

The time stamp for imported registration data is 12:00 a.m. of the date specified. Imported data is processed after online data. A record is skipped if it has an earlier time stamp than data for that registration ID that was already processed. Using tomorrow's date ensures that your imported registration data will have a later time stamp than the online data.

Use null values for registration fields whose data must come from the online tags. Null values do not replace non-null values.

Registration IDs must match the unique strings that are passed in your Digital Analytics tags to identify individual registered customers.

The maximum field size per imported visitor registration attribute value is 100 characters. Within the 100 character limit, you can load a single attribute with multiple values. For example, you can capture more than one color for a single product view. You can pass Red | Green | Blue as the value of a Color attribute.

Forecast Metrics import file

Your Forecast Metrics import file must contain the fields that are listed in your Forecast import configuration. The field order in the file must match the configuration.

The **Date ID** field must be in *yyyymmdd* format (for example, 20121025).

You can import forecast metrics at a daily level of detail only.

You can include forecast data for both future and past dates. Forecast values for future dates do not display in the Top Line Metrics report until that date arrives.

Enterprise Product Report import file

An Enterprise Product Report import consists of two import files, the EPCMF file and the ECDF file.

About this task

The EPCMF file must contain these fields in this order:

- Date ID
- Client ID
- Product ID
- Product Name
- Category ID
- Extra_Field_1 through Extra_Field_50

The ECDF file must contain these fields in this order:

- Date ID
- Client ID
- Category ID
- Category Name
- Parent Category ID

The following are some common mistakes in Enterprise Product Report import files that cause files to fail validation.

Invalid Delimiter

The ECDF or EPCMF import file uses a delimiter character that is different from the delimiter character that is specified in the EPR import configuration. For example, you selected a comma (,) as the delimiter for the ECDF import solution and you imported a file that uses the pipe (vertical bar |) character as the delimiter.

Root Not found

The ECDF or EPCMF import file does not have at least one root category. For example, there is no parent category or the parent category is empty.

Invalid Client

The ECDF or EPCMF import file uses a client ID value in its file name that is not valid.

Loose or unescaped character

The ECDF or EPCMF import file does not use double quotation marks (") correctly as text qualifiers.

Duplicate Category

The ECDF or EPCMF import file has two lines with the same category and parent category ID.

Circular Reference Found

The parent category for one record becomes the child category of the same category in another record.

Category not Found

A category is defined as a parent category but not defined as a category.

Invalid Date ID

The date ID for a line is not valid (not in *yyyymmdd* format).

Insufficient Number of Columns

The ECDF file has fewer than four columns of data for a line. Each line is required to have Date ID, Client ID, Category ID, and Category Name.

Cross Check Validation

If the ECDF and EPCMF files are both uploaded, the validator checks to see that each category ID in the EPCMF file is also present in the ECDF file. If the Digital Analytics validator finds more than the EPR allowable cross errors, then the files are rejected.

Data Extensions import file

Data Extensions files must contain the fields that are listed in the Data Extensions import configuration for this primary key. The field order in the file must match the configuration.

Your Data Extensions import file must include all the data extension records that you want to use for this primary key. You must include even records that you imported previously. Importing a Data Extensions file deletes all data that you previously imported by using the same template. The data that you previously imported by using the same template is removed and replaced with the most recent data.

The following primary keys involve values in a hierarchy:

- Content Category
- Product Category
- Element Category

- Vendor/Category
- Vendor/Category/Placement
- Vendor/Category/Placement/Item

You must use " > " (space character + greater-than symbol + space character) to separate values at different levels. For example, a Product Category value of Furniture > Desks indicates two levels of the category hierarchy. Yahoo > Email > Marketer is a correctly formatted value for the Vendor/Category/Placement key. Values without " > " are assigned to the top level of the hierarchy.

Note: When Import matches imported data with data in the database, case is ignored. For example, if the primary key of the import file is *Country*, and a row in the import file has *GeRmAnY* as the value of the primary key field and *EMEA* as one of the attribute values, any records in the database with a country value of *germany*, regardless of case, would have *EMEA* as an attribute.

The following are some common mistakes in Data Extensions files that cause files to fail validation.

Duplicate Record

Multiple rows have identical values for the primary key. Email notification indicates the number of records that failed.

Saved Import Configuration Mismatch

The import file does not match the import configuration that you saved.

Invalid Import File Name

You cannot upload a file with an invalid file name through the Import user interface or through a manual SFTP process.

Template Field Number Does Not Match Import File Field Number

The number of fields in the import file must match the number of fields in the actual import file.

Attribute Character Limit Exceeded

The value of a single non-key field exceeds 256 characters. The row that contains that field is skipped. The rest of the file is imported.

Key Field Character Limit Exceeded

The value of a key field exceeds 4096 characters. The row that contains that field is skipped. The rest of the file is imported.

Category Definition File import file

When you create a Category Definition File, it must contain the mandatory fields to validate successfully.

The Category Definition File import file must include the following fields:

- Client ID
- Category ID
- Category Name
- Parent Category ID

The following are some common mistakes in Category Definition File import files that cause files or records to fail validation.

Invalid Delimiter

The file uses a delimiter character that is different from the delimiter character in the CDF import configuration. For example, you selected comma (,) as the delimiter for the CDF import configuration and then you import a file that uses the pipe (vertical bar |) character as the delimiter.

Root Not Found

The CDF import file does not have at least one root category. For example, there is no parent category or the parent category is empty.

Invalid Client

The CDF import file uses a client ID value in its file name that is not valid.

Loose or Unescaped Character

The CDF import file does not recognize double quotation marks (") as text qualifiers.

Duplicate Category

The CDF import file has two lines with the same category and parent category ID.

Circular Reference Found

The parent category for one record becomes the child category of the same category in another record.

Category not Found

A category is used as parent category but not defined as a category.

Insufficient Number of Columns

The CDF file has fewer than three columns of data for a line. Each line must have Client ID, Category ID, and Category Name.

Importing data files

Procedure

1. Click **Import** in the side navigation pane.
2. Select the import configuration that you want to use.
3. Specify the file that you want to import.

Results

A pop-up window notifies you when the file is uploaded. Import sends an email when the data is imported or when the import fails. By default, the email is sent to you and to all users in the Administrator user group. You can specify more email addresses to receive an alert when you import.

Process time and notification

All files first go through a validation process. The length of this process is proportional to the size of the file, but is also affected by the number of files in the process queue.

Validating EDCF and EPCMF files requires both files to be present. The system waits up to 15 minutes before it validates either of those file types to allow time for the second file to arrive.

An email is sent after the validation process completes successfully.

After a successful validation, the data is loaded. Data is typically loaded within a few hours, but loading times vary depending on your configuration and the import type.

Notes for Data Extensions Imports

You select up specific Data Extensions configuration that you want to use with up to 10 Date Extensions templates per client ID. So, you must specify the configuration to use for validation. If you select the wrong template, the validation fails.

Note:

Importing a Data Extensions file deletes all data that you previously imported by using the same template. The data that you previously imported by using the same template is removed and replaced with the most recent data

Notes for Enterprise Product Report and Multichannel Imports

Enterprise Product Report and Multichannel imports each can consist of one or two separate import files. Two fields are provided for specifying the file to import. Select the correct file for the field when you upload files.

Manage Import

With Import, you can manage your SFTP account and templates, and view past imports in the **Manage** menu.

Manage your SFTP account

Digital Analytics automatically creates an import SFTP account for each of your client IDs as part of provisioning Import within your standard services.

The user name cannot be changed. Your user name is *your client id*-import (for example, 10000001-import).

Although you are provided with an initial password, you can change your password. To reset your password, click **Manage** > **SFTP Account**, click **Reset** to enable the editable fields on the page, edit the password, and then click **Save**.

Note: Only user accounts that are members of the Administrator User Group in Digital Analytics are allowed to reset your import account password.

Enter email addresses in the text box that is provided on the **SFTP Account** page to notify those individuals when you edit either the password or file transmission option. For security reasons, the new password that you specified is not included in the email notifications that are sent.

View past imports

On the **Import Archive** page, you can view recent import jobs for each import solution type. The archive list includes up to 10 import jobs per import solution type.

A file stays on the archive list for 30 days, unless it is the last file for its import solution type or data extensions primary key. The last file for each type stays on the list until you import another file of that type.

The archive list is organized by solution type. You can expand and collapse each import solution section to reveal or to hide the individual import jobs. Every import job displays the file name, the date the import was processed, the user who imported the file, and the status of the job (successful or failure). For data extension imports, it also shows how many records were imported.

Note: If you transmit a file to Digital Analytics outside of Import, the **Created By** field for that import displays **SFTP User**.

For any of the past 10 import solution jobs, you can resend the email notification that is associated with a specified job. Select the check boxes next to the import jobs that you want to resend and click **Resend** on the upper right side of the page.

If a data extension import file is the most recent import for its template, there is a **Download File** icon in the far right column of the row. Because the list is limited to 10 data extension import jobs, it is possible that not all data extension templates are represented in the list.

Click **Manage** > **Import Archive** in the side navigation pane to open the **Import Archive** page.

Manage your templates

You can see the list of all the import templates for the client ID on the **Manage Templates** page. Click **Manage > Templates** in the side navigation pane to display the **Manage Templates** page.