Acoustic Benchmark User's Guide

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Overview

You can use Acoustic Digital Analytics Benchmark to measure your website's performance against the competition. The metrics available to you in Benchmark can help you discover opportunities to optimize your site for highest returns.

Benchmark is an online benchmarking service for clients in the Content, Travel, Financial Services, Content/Commerce, and Retail verticals. It includes metrics for specific subverticals within a single interface.

Using Benchmark, you can compare your site's performance to your peers and competitors. Benchmark uses aggregate performance data across hundreds of participating brands to deliver more than 60 benchmarking metrics. These metrics address performance indicators such as campaign and channel effectiveness, site stickiness, and conversion rates.

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.

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

Modules available in Benchmark

Modules allow you to quickly view specific sets of data.

Modules are dragged onto the view from **Views and Modules**. The modules are automatically generated and updated and you can move and resize them as required. You can have as many instances of each module on a view as needed.

Moving the cursor over the module reveals the option buttons and the metric drop-down lists. In all cases, the **Delete** button is available. Click the delete button to close the current instance of the module.

If you move the mouse over a module, it displays in blue with a distinct border. If you click the module, you can now move it around the view as required.

The lower right corner also displays as a handle. Drag this handle to resize the module as required.
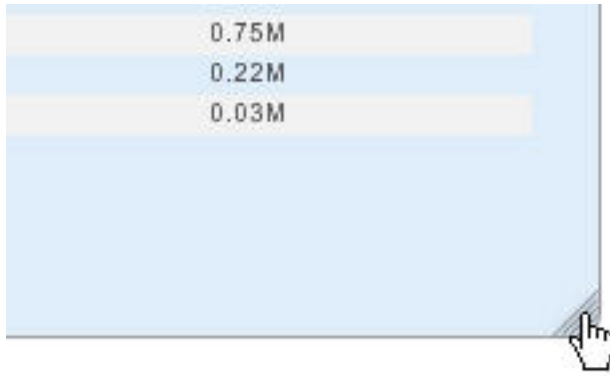
The boundary of a module is depicted by a vertical green line.

Conversion funnel module

The Conversion Funnel module compares session conversion data for your site against the average session conversion data for your vertical and subvertical.

The Conversion Funnel compares the percentage of your site's sessions that went on to become Browsing sessions, Shopping sessions, or Buying Sessions for Retail clients.

The Browsing Sessions metric does not apply for Financial Services clients.

Date compare module

Date Compare compares selected metric data for your site against your vertical and subvertical for two selected time periods.

It also shows the percentage change between the periods together with a graphical display of the change.

If you select **Today**, the selected metric for your site, vertical, and subvertical is shown for today and yesterday. You cannot change the comparison date for this selection.

The metrics list is displayed when the cursor is moved over the graphic module. Click the down arrow to list the metrics available for the module. The graphic is refreshed immediately when you click a new metric.
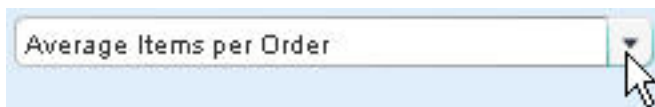
Vertical compare module

The **Vertical Compare** module compares data for your site against your vertical and subvertical for a group of associated metrics in terms of averages and percentages.

- Click **Values** to see in what percentile your site ranks as compared with your peers. The number in the box is a percentile. It is an indicator of your site's performance as compared to your vertical and subvertical. A higher percentile is better than a lower percentile.

  The percentiles are grouped into one of four boxes representing quartiles. These boxes are identified from left to right with the colors Red, Orange, Yellow, and Green. A higher quartile is better than a lower quartile.

- Click **Compare** to see your site's performance over any Global Date (Date Range A) and Comparison Date (Date Range B). You will see the date range below the metric list. Use the calendar control to choose the date ranges you prefer. Click the icon again to remove the date comparison.

The metrics list is displayed when the cursor is moved over the graphic module.

Click the down arrow to list the metrics available for the module. The graphic is refreshed immediately when you click a new metric.

Label module
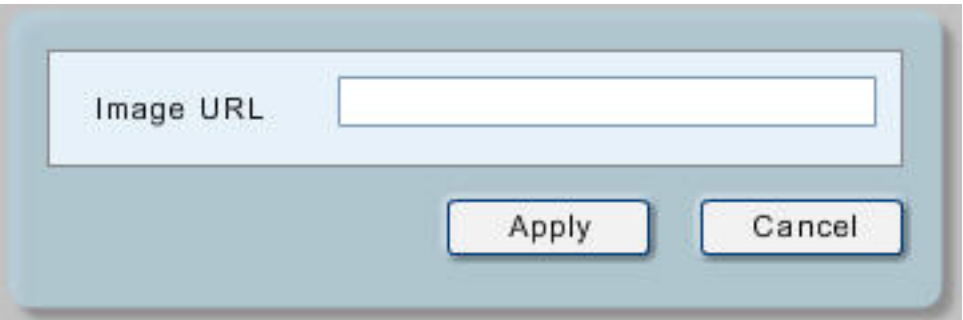
You can customize your dashboard by adding descriptive or explanatory labels with the Label module.

Enter the text and select a width for the display. **Width** allows you to enter the initial width of the text label in pixels. You can resize the label afterward to make the text larger or smaller. Click **Apply**.

Image module

The Image module allows you to enter the web address of a suitable graphic and display it on your view.

Image URL [   ]

Apply   Cancel

The `http://` prefix is required. You can use JPG, GIF, or PNG formatted images. You can also add Flash movies (SWF). If you use an animated GIF, only the first frame is displayed.

Images with long URLs (over 150 characters) might not be displayed.

RSS feed module

The RSS Feed module allows you to add RSS headlines to your dashboard.

Feed URL [   ]

Headlines [5   ]

Apply   Cancel

Enter the URL of an RSS feed including the `http://` prefix and the number of headlines you want to display. Clicking an RSS headline displays the associated web page.

Digital Analytics cannot guarantee that all RSS feeds work with Acoustic Digital Analytics Enterprise Dashboard.

Trend module

The Trend Module shows the top line trend chart for the specific metric, sites, and time period selected.

Sessions

Site	12/04/11
QA Retail Master	-
Total - Selected Sites	103,494
QA Content Commerce	-
QA Retail	51,749

188.24K
141.97K
95.70K
49.43K
3.17K

10/01 10/14 10/27 11/09 11/22 12/04 12/18 12/31

Show Comparison Period

If **Today** is selected on the Calendar Control, the accumulated data of the day for the selected metrics is listed. The chart shows data at five-minute intervals.

If **Daily** is selected, the figures for the selected day are displayed along with a chart showing the daily trend over the previous month.

If a fiscal period (weeks, months, and quarters) is selected, figures for the latest completed day are initially shown and the chart shows the daily trend during the selected period.

The ⬚ slider at the right of the chart can be dragged along the chart to show data for a date in the current period selected compared to the previous fiscal period. This comparison period can also be viewed in the chart by clicking **Show Comparison Period**. The chart then displays a trend line for the comparison period for the previous fiscal period.

You can select the metric displayed by mousing over the module and choosing the desired metric from the **Metric** drop-down list.

Download the complete data table for this report by clicking **Download** (⬇) in the top right corner of the module. You are asked if you want to open or save the CSV file.

Conversion and marketing module

The Conversion and Marketing Module shows Conversion Funnels for each of the selected sites in graphical and summary form.
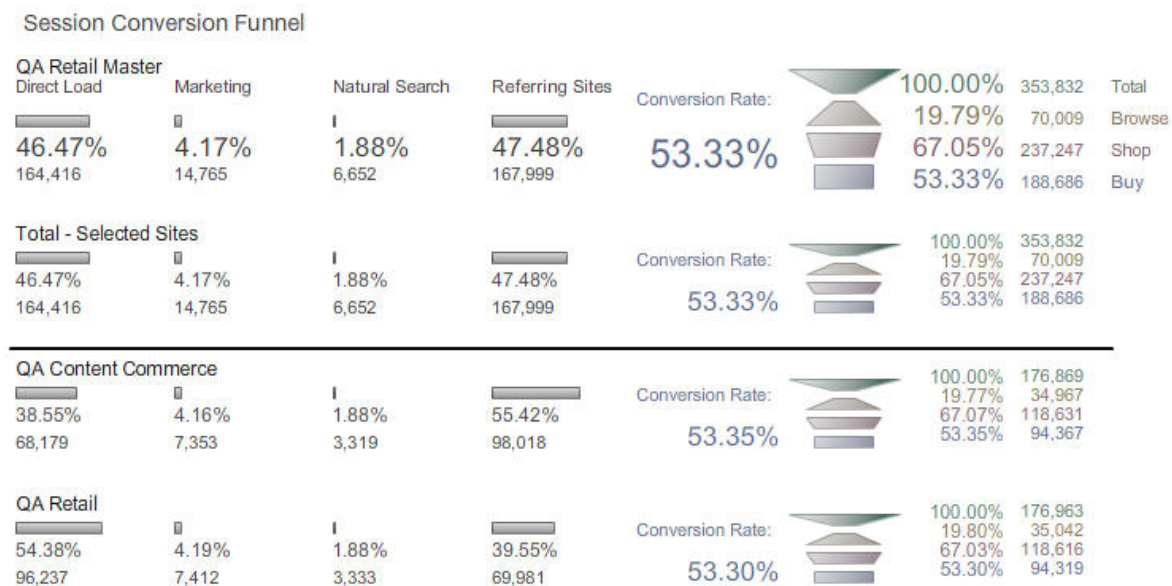
The count of visitor sessions and the overall percentage of sessions that are attributable to each of the four primary marketing channels (Direct Load, Marketing, Natural Search, and Referring Sites) are provided in numeric and graphical form.

Session conversion funnels for each displayed site are provided on the right part of the module. Additionally, aggregate conversion funnel metrics are provided for all sites (Master ID) and for just the sites currently configured for display on the dashboard.

Download the complete data table for this report by clicking **Download** (⬇) in the top right corner of the module. You are asked if you want to open or save the CSV file.

Top line module

The Top Line module lets you select as many metrics as needed to be displayed in the data table for the selected sites.

Top Line Summary
Jan 2012

Site	Sales	Avg Order Value	Sessions	Buying Sessions	Bounce Rate	On-site Searches
QA Retail Master	$68,004,094.94	$360.18	353,832	188,686	75.55%	39,458
Total - Selected Sites	$68,004,094.94	$360.18	353,832	188,686	75.55%	39,458
QA Content Commerce	$34,003,275.02	$360.33	176,869	94,367	75.57%	19,726
QA Retail	$34,000,819.92	$360.02	176,963	94,319	75.53%	19,732

Display the Top Line Module Options window by clicking **Edit** (✎) in the top right corner when you move your mouse over the module. Select the metrics you want to include in the Top Line module (or check **All metrics** to include all supported metrics). Next, drag the metric you want displayed into the order you want them displayed in the module and click **Apply**.
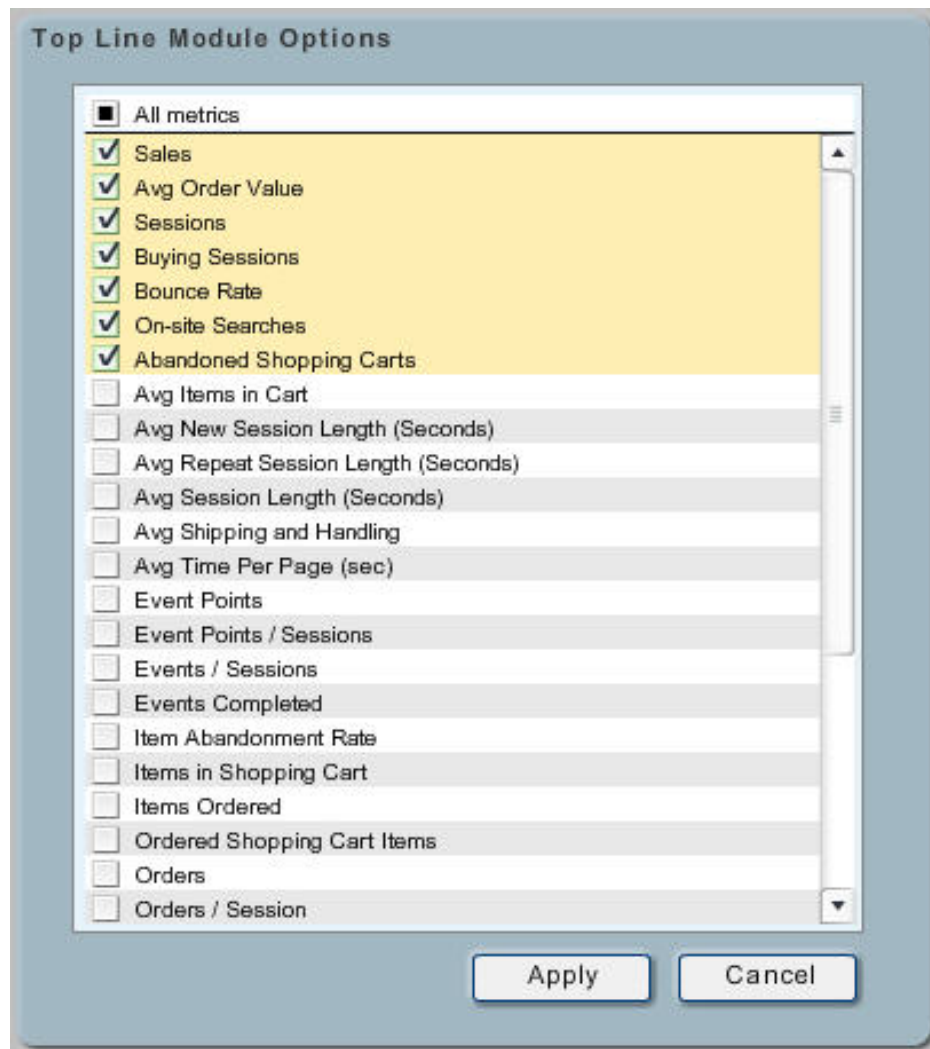
Download the complete data table for this report by clicking **Download** (⬇) in the top right corner of the module. You are asked if you want to open or save the CSV file.

Marketing vendors module

The Marketing Vendors Module shows the top ten vendors for the selected sites sorted by sales within the selected period.

Marketing Vendors
Jan 2012

Site	Vendor	Sales	Sessions	Orders	Page Views
QA Content Commerce	facebook	0	2	0	50
QA Content Commerce	microsoft ppc	0	13	0	35
QA Content Commerce	google ppc	0	7	0	11
QA Retail	microsoft ppc	0	13	0	35
QA Retail	google ppc	0	7	0	11
QA Retail	vendor	0	15	0	49
QA Retail	facebook	0	2	0	50

Filter this module by clicking **Edit** ( ) in the top right corner when you move your mouse over the module which displays the **Marketing Module Options** dialog as shown in the example.

Marketing Module Options

Enter a set of filters

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Apply   Cancel

Enter up to ten filters (that is, text strings that must occur in the vendor's name for the name to be displayed) and click **Apply** to close the dialog and apply the filters.

Download the complete data table for this report by clicking **Download** (![download icon]) in the top right corner of the module. You are asked if you want to open or save the CSV file.

Channel summary module

The Channel Summary module allows you to see how visitors arrive at your site (Natural Search, Paid Search, Referring Sites, Direct Load, or any other custom channels you define in your master client instance of Digital Analytics).

The custom marketing channels you define within the Channel Summary report of Digital Analytics for your master client are displayed in the Channel Summary module of Enterprise Dashboard. Channels created within individual client instances of Digital Analytics do not automatically appear in Enterprise Dashboard. You must create aggregate marketing channel definitions across all sub-sites from your master client instance in Digital Analytics. Once you aggregate the marketing channel definitions, all created channels within the master client instance of Digital Analytics are reflected in this module so you can see how all of your brands are performing side-by-side.

Expand or collapse any channel included in the module by clicking the arrow next to the channel name. To expand or collapse all rows, click **Expand All** or **Collapse All** at the bottom of the module.

The Channel Summary module lets you select as many metrics as you want to display in the data table. Horizontal scrolling is enabled by the module if you include a large number of metrics. To add or remove metrics from the Channel Summary module, click **Edit**(![edit icon]) in the top right corner when you move your mouse over the module. Drag and drop the metric to display as the first column in the module to the top of the list, the second column metric to the second position in the list, and so on, and then click **Apply**.

The **Percents / Values** toggle displayed at the bottom of the Channel Summary module allows you to switch the module's view between displaying the actual metric values to the relative percentage contribution of the channel to each site's overall total for any given channel.

Download the complete data table for this report by clicking **Download** (![download icon]) in the top right corner of the module. You are asked if you want to open or save the CSV file.

Compare module

The Compare module enables you to compare data from any Date Range A (Global Date) with any comparison period (Date Range B), showing the percentage change over this period as well as an absolute difference metric (that is, A - B).

Compare also shows how each sub-site contributes to the whole enterprise's data. If the current period is incomplete (for example, you select the current week and it is only Wednesday), the compare module evaluates the data available for the current period against the complete data for the previous time period.

Show or hide The optional pie chart by selecting or deselecting **Show Pie**. Select the metric used in this comparison from the **Metric** list.

Site performance analysis with your vertical and subvertical markets

Benchmark has a number of preset views you can use to compare your site performance with your vertical and subvertical markets. Access the preset views from the **Views and Modules** pane. You can use these views to compare traffic from popular mobile devices and social sites, to compare the sources of visitors to your site, and to compare conversion and conversion trends.

Related concepts

Views and modules pane

The **Views and Modules** pane on the left side of the view expands when you hover your cursor over its tab. Use the **Views and Modules** pane to modify your current view, choose a different view, or create a new view.

Traffic and conversion rates by visitor source

Use the Visitor Sources Date Compare view to analyze your site's traffic and conversion rates by visitor source and compare them with aggregate data.

The Visitor Sources Date Compare view consists of eight Date Compare modules that are arranged by source. Each module is set to display a different metric.

- Natural Search % of Site Traffic
- Natural Search Conversion Rate
- Marketing % of Site Traffic
- Marketing Conversion Rate
- Direct Load % of Site Traffic
- Direct Load Conversion Rate
- Referrals % of Site Traffic
- Referrals Conversion Rate

Visitor conversion and acquisition by source

Use the Visitor Conversion by Source view to analyze your site's conversion rates from different sources and to compare your rates to aggregate data.

The Visitor Conversion by Source view consists of one Conversion Funnel module and four Date Compare modules.

- Visitor Acquisition by Marketing Programs
- Visitor Acquisition by Natural Search
- Visitor Acquisition by Referring Sites
- Visitor Acquisition by Direct Load

Conversion trending by source

Use the Conversion Trending by Source view to analyze the trends in your site's conversion rates for each source of visitors.

Traffic and sales from social site referrals

All social metrics reflect referrals from an index of 10 popular social sites, as determined from a sample of Digital Analytics clients. Because the index is limited to a sample of 10, it is not a complete or exhaustive list of all social site referrals for your specific business.

The following social sites comprise the social sites index.

- Blogger
- Digg
- Facebook
- LinkedIn
- MySpace
- Orkut
- StumbleUpon
- Twitter
- WordPress
- YouTube

Traffic from mobile devices

All mobile metrics reflect traffic from an index of 10 popular mobile devices, as determined from a sample of Digital Analytics clients. Because the index is limited to a sample of 10, it is not a complete or exhaustive list of all mobile device traffic for your specific business.

The following mobile devices comprise the index.

- Android
- BlackBerry
- HTC (non-Android)
- iPad
- iPhone
- iPod Touch
- LG
- Motorola
- Palm
- Samsung

Comparing date ranges

You can control the time periods for the data that Benchmark displays, allowing you to compare data from two different days, weeks, months, or quarters.

Procedure

1. To select the period of data you want to display, use the options on the right. To show the data that has accumulated since midnight, select **Today**.
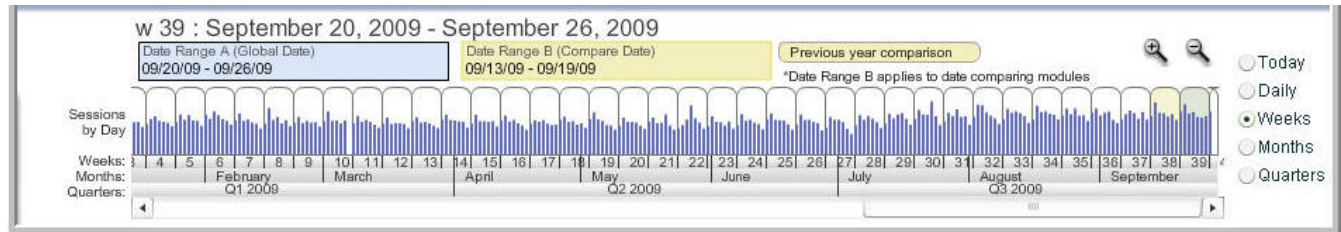
   By default, the last period of time for which data is fully available displays.

2. Use the two date range boxes to select which date range you are applying. Date Range A is the default selection used by all modules.

   a) Click **Date Range A (Global Date)**. Then, click the date period that you want to display.

      You can also zoom in or out to select a specific date range; click the plus or minus magnifying glass icons. You can scroll to the start and end of the period that is covered using the scroll bar at the bottom of the calendar.

   b) To compare two date periods, use **Date Range B (Compare Date)**. Click **Date Range B (Compare Date)** to select it. Then, click above the date period you want to display.

   c) To automatically set **Date Range B (Compare Date)** to the same time period for the year prior to **Date Range A (Global Date)**, click **Previous year comparison**.

Views and modules pane

The **Views and Modules** pane on the left side of the view expands when you hover your cursor over its tab. Use the **Views and Modules** pane to modify your current view, choose a different view, or create a new view.

The top of the pane shows a list of preset standard views and personal views. The five **personal views** are initially blank. Click the title of a view to replace the current contents of the dashboard with that view.

The rest of the pane contains module icons. Modules are independent, customizable data units you can use to display data sets. Drag a module icon onto the view to generate the module with default metrics.

Related concepts

Site performance analysis with your vertical and subvertical markets
Benchmark has a number of preset views you can use to compare your site performance with your vertical and subvertical markets. Access the preset views from the **Views and Modules** pane. You can use these views to compare traffic from popular mobile devices and social sites, to compare the sources of visitors to your site, and to compare conversion and conversion trends.

Saving custom views

You can save a custom view after you customized it. From the **Views and Modules** tab, you can define and access **custom views**.

Procedure

1. In the upper right of the screen, click **Save**.

2. In the **Current names** list, select the name of the existing personal view on which to base this view.

3. Enter the new name in the **Save as (rename)** field. If you do not enter a different name, the current view is replaced.

4. Click **Save**.

Results

The new view is listed under **Personal Views**, or the existing view is replaced.

Conversion funnel module

The Conversion Funnel module compares session conversion data for your site against the average session conversion data for your vertical and subvertical.

The Conversion Funnel compares the percentage of your site's sessions that went on to become Browsing sessions, Shopping sessions, or Buying Sessions for Retail clients.

The Browsing Sessions metric does not apply for Financial Services clients.
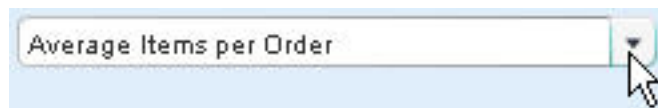
Date compare module

Date Compare compares selected metric data for your site against your vertical and subvertical for two selected time periods.

It also shows the percentage change between the periods together with a graphical display of the change.

If you select **Today**, the selected metric for your site, vertical, and subvertical is shown for today and yesterday. You cannot change the comparison date for this selection.

The metrics list is displayed when the cursor is moved over the graphic module. Click the down arrow to list the metrics available for the module. The graphic is refreshed immediately when you click a new metric.

Average Items per Order ▾

Vertical compare module

The **Vertical Compare** module compares data for your site against your vertical and subvertical for a group of associated metrics in terms of averages and percentages.

- Click **Values** to see in what percentile your site ranks as compared with your peers. The number in the box is a percentile. It is an indicator of your site's performance as compared to your vertical and subvertical. A higher percentile is better than a lower percentile.

  The percentiles are grouped into one of four boxes representing quartiles. These boxes are identified from left to right with the colors Red, Orange, Yellow, and Green. A higher quartile is better than a lower quartile.

- Click **Compare** to see your site's performance over any Global Date (Date Range A) and Comparison Date (Date Range B). You will see the date range below the metric list. Use the calendar control to choose the date ranges you prefer. Click the icon again to remove the date comparison.

The metrics list is displayed when the cursor is moved over the graphic module.

Click the down arrow to list the metrics available for the module. The graphic is refreshed immediately when you click a new metric.

Adding a label to your view

Use the Label module to add a title or other label to your **personal view**.

Procedure

1. Hover your mouse over the tab on the left of the screen to open the **Views and Modules** pane.
2. Click and drag the Label module on to the view.
3. In the **Width** box, enter the width of the label in pixels.
4. In the **Enter Text** box, enter the text of the label.
5. Click **Apply**.

Adding an RSS feed to your view

Use the RSS Feed module to add an RSS feed to your personal view.

Procedure

1. Hover your mouse over the tab on the left of the screen to open the **Views and Modules** pane.
2. Click and drag the RSS module on to the view.
3. In the **Feed URL** field, enter the URL of the RSS feed you want to add.
4. In the **Headlines** field, enter the number of headlines you want to display in the module.
5. Click **Apply**.

Adding an image or video to your view

Use the Image module to add an image or flash movie to your personal view.

Procedure

1. Hover your mouse over the tab on the left of the screen to open the **Views and Modules** pane.
2. Click and drag the Image module on to the view.
3. In the **Image URL** field, enter the URL of the image or video you want to display.

   Supported image file types are JPG, GIF, and PNG. The supported video file type is SWF. If you specify an animated GIF, only the first frame is displayed.
4. Click **Apply**.

Benchmark data usage outside Benchmark

Acoustic Digital Analytics Benchmark provides several options for accessing and distributing data outside of the application's user interface. You can share data with other team members, analyze data offline, or use the Benchmark data in other applications.

Downloading Benchmark data

You can download and share data with people in your organization who cannot access Benchmark by downloading the data as a CSV or XLS file. The data is available by module and by view, or you can download all available data.

Downloading by module	Click the download icon in the upper right corner of the module.
	The data in that module is saved to a CSV file to share or work with offline.
Downloading by dashboard	In the upper right corner of the dashboard, select **Download Dashboard**.
	The data is saved as a single tab CSV file. Data for each individual module is grouped vertically within the spreadsheet for easy reference.
Downloading all modules	In the upper right corner of the dashboard, click **Download All**.
	The data in that module is saved to an XLS file to share or work with offline.

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