



Acoustic Monitor User's Guide

Contents

- Introduction..... 1**
- Navigation..... 1**
- The Palette..... 1**
- Views..... 2**
 - Saving a View..... 2
- Modules available in Monitor..... 3**
 - Trend..... 4
 - Cumulative Trend..... 7
 - Hourly Bar Chart..... 8
 - Progress Bar..... 10
 - Filtered Reports..... 11
 - Conversion Events and Marketing Programs..... 14
 - Products, Search Engines (Natural Search) and Marketing Vendors..... 18
 - Selecting Gauges..... 21
 - Gauge - Averages and Ratios..... 22
 - Gauge - Current Quantities..... 23
 - Gauge - Per Hour..... 23
 - Recent Items..... 24
 - Label..... 24
 - Image..... 25
 - RSS..... 27
 - Conversion Funnel..... 28
 - Real Time Media Report..... 28
 - Real Time Media Chart..... 32
- Resizing and closing a module..... 35**

Introduction

Acoustic Digital Analytics Monitor delivers Digital Analytics data to your desk top in real time. It provides you with a configurable set of dashboards that stream customer information directly to you in a visually attractive and comprehensive way.

You can drag and drop modules anywhere on the RTM palette, move them around, resize them, add labels and graphics to them, as if you were sketching scenarios on a whiteboard, only with real streaming data coming to your monitor. You can save these layouts for future use or use pre-defined layouts and tailor them to your requirements.


Most Digital Analytics clients use a session timeout rule of 30 minutes (the industry standard). This means that, if a visitor makes a subsequent click after 30 minutes or more of inactivity, that click initiates a new session. Monitor uses a 30 minute timeout rule for all clients. If you configured some Digital Analytics clients to support a timeout rule with a value other than 30 minutes, you may see data inconsistencies when comparing the data between this application and other Digital Analytics reports.

Navigation

In Digital Analytics, the global navigation header remains constant so you can move from one Digital Analytics report, application, tool, or feature to another with just a few of clicks without having to re-authenticate or log in again.

The left side of the Digital Analytics header displays an image similar to the following. This shows the Digital Analytics application you are currently viewing.



Click the down arrow  next to the application name to open the navigation dialog for all Digital Analytics applications.

Applications or reports that your organization does not have under contract are unavailable. Click **Learn more** to display further information regarding this product, including, contact details for purchasing and enabling the product. If your organization has contracted for the application, but your administrator has not granted your User ID access, the application informs you of the access requirements.

Clicking an enabled application or report takes you to that application or report. You do not need to re-authenticate.

The right side of the global header shows the user name and the client name on the last line and provides links to Feedback, Support, Help and Logout on the top line.

The Palette

The palette is the background canvas on which you arrange your modules.

When you move the cursor away from **Modules/Views** the tabs withdraw to the edge again. Drag the required module onto the palette. The module parameters are displayed in edit mode.

Views

An arrangement of modules on the palette is referred to as a view.



Save any view you create by clicking **Save** in the upper left corner of the palette. You are asked which of your five existing Personal views you want to overwrite and to supply a title for the view. Blank views are titled "My View".

To load a view, click **Views** and select the view you want.

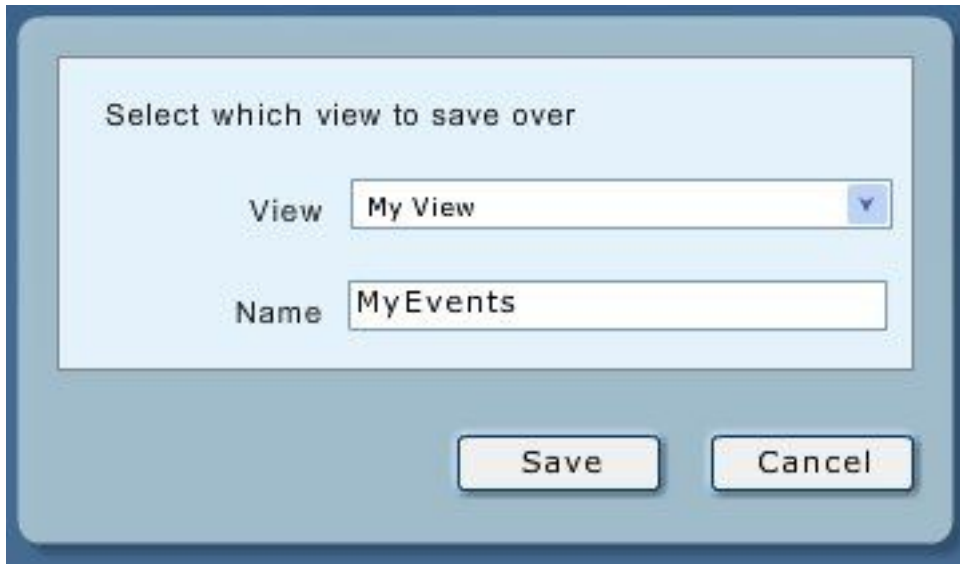
Saving a View

Use this procedure to save a personal view.

Procedure

1. Click **Save** in the top right corner of the screen.

The following dialog is displayed:



2. Select an existing view to be overwritten from the **View** list.
3. Enter a name (up to 26 characters) for the view in **Name** and then click **Save**.

Results

The view is now available for future use from the list of views in **Views**.

Modules available in Monitor

Modules and Views on the left of the screen expands to show the buttons for all modules when you move the mouse over them. (If the list of views is shown, click **Modules**.)

Clicking the appropriate module in the image to the left displays the help for setting up each module type.

To use a module, click the module and drag it onto the palette and release the mouse to position the module on the palette. The **Edit/Help** dialog for the module opens when you release the mouse. Also, after you release a module onto the palette, the latest data for the selected metric is loaded and the graphic representation of the metric's current data is displayed. This usually happens quickly but you may briefly see "Loading..." displayed.

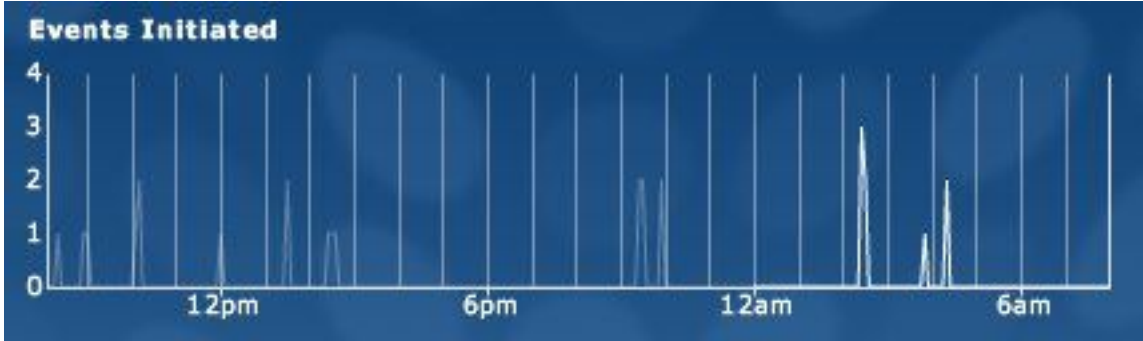
Related tasks

[Resizing and closing a module](#)

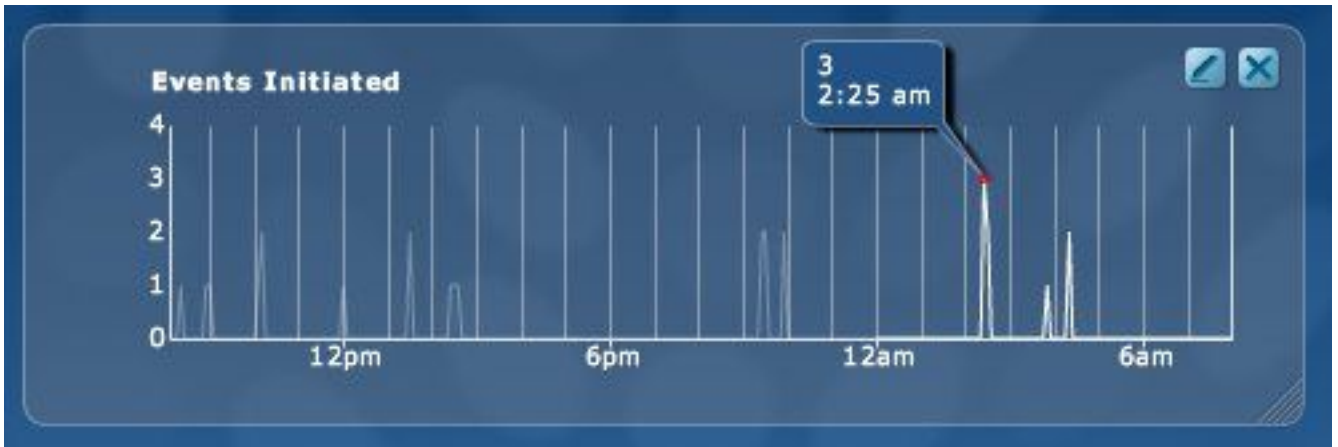
You can resize or close a module in Monitor using the following procedure.

Trend

The Trend graph displays a metric name in the top left corner and is updated every 5 minutes showing the quantity of the metric (page views, for example) for that 5 minutes. It also plots figures for the last 24 hours.



Move the cursor along the time axis to show the exact value of the metric and the time that value occurred.



The following table lists the metrics available to the Trend module. Unless indicated, metrics are updated within 5 minutes of the event occurring and include events that took place during the preceding 5 minutes.

Table 1: Metrics available to the Trend module

Avg Items in Shopping Carts	The average number of items placed into each shopping cart.
Avg Order Value	The average order value.
Avg Session Length	The average length of each session.
Buying Sessions*	The number of sessions in which one, or more, product has been bought.
Direct Load Sessions	The number of sessions that cannot be attributed to a search engine, a referral site, or a Marketing Management Center (MMC) link.
Element Views	The total number of intra-page elements viewed.
Event Points	The total number of event points.
Events Completed	The total number of conversion events (as defined by the conversion event tag) completed.

Table 1: Metrics available to the Trend module (continued)

Events Initiated	The total number of conversion events (as defined by the conversion event tag) initiated.
Items Ordered	The total number of items ordered.
Items per Order	The average number of items per order.
MMC Sessions	The number of sessions initiated by clicking an MMC link.
Natural Search Sessions	The number of sessions that began with a visitor arriving at your site from a search engine.
New Sessions	The number of sessions initiated by visitors who have not visited your site before (or who have visited the site but deleted the Coremetrics cookie).
On-site Searches/ Session	The average number of on-site searches made in each session.
On-Site Searches	The number of on-site searches made.
One Page Sessions	The number of sessions that consisted of a single page.
Orders	The number of orders.
Page Views / Sessions	The average number of page views per session.
Page Views	The number of pages viewed.
Product Views / Sessions	The average number of product views per session.
Product Views	The number of products viewed.
Referral Sessions	The number of sessions that began with a visitor arriving at your site from a referral site other than a search engine or from a link other than an MMC link.
Repeat Sessions	The number of sessions initiated by visitors who have made a previous visit to your site (and retained the Coremetrics cookie).
Sales	The total value of sales.
Sessions	The number of initiated sessions.
Session Conversion Rate	The ratio of buying sessions to visitor sessions.
Shipping and Handling / Order	The average shipping and handling for each order.
Shipping and Handling	The total shipping and handling for all orders.
Shopping Cart Abandonment	The total number of shopping carts abandoned.

Table 2: Metrics available to the Trend module

Avg Items in Shopping Carts	The average number of items placed into each shopping cart.
Avg Session Length	The average length of each session.
Buying Sessions*	The number of sessions in which one, or more, product has been bought.
Direct Load Sessions	The number of sessions that cannot be attributed to a search engine, a referral site, or a Marketing Management Center (MMC) link.
Element Views	The total number of intra-page elements viewed.

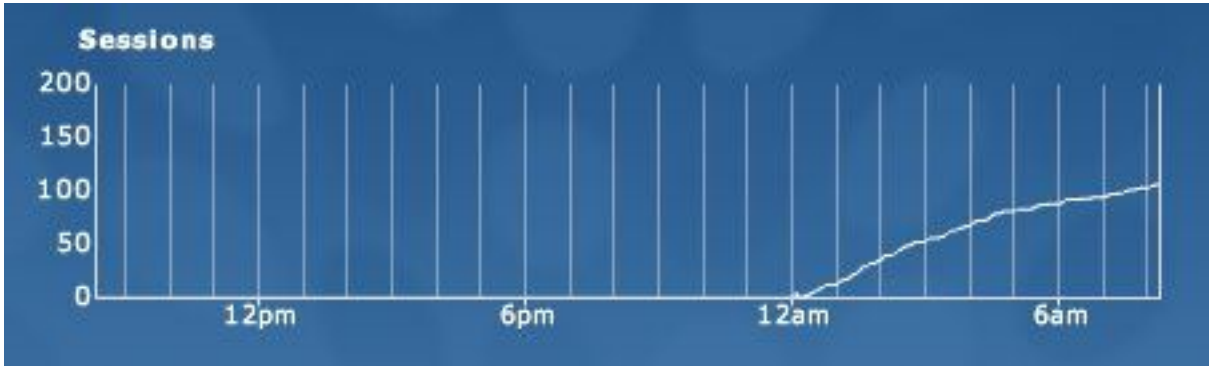
Table 2: Metrics available to the Trend module (continued)

Event Points	The total number of event points.
Events Completed	The total number of conversion events (as defined by the conversion event tag) completed.
Events Initiated	The total number of conversion events (as defined by the conversion event tag) initiated.
Items Ordered	The total number of items ordered.
Items per Order	The average number of items per order.
MMC Sessions	The number of sessions initiated by clicking an MMC link.
Natural Search Sessions	The number of sessions that began with a visitor arriving at your site from a search engine.
New Sessions	The number of sessions initiated by visitors who have not visited your site before (or who have visited the site but deleted the Coremetrics cookie).
On-site Searches/ Session	The average number of on-site searches made in each session.
On-Site Searches	The number of on-site searches made.
One Page Sessions	The number of sessions that consisted of a single page.
Orders	The number of orders.
Page Views / Sessions	The average number of page views per session.
Page Views	The number of pages viewed.
Product Views / Sessions	The average number of product views per session.
Product Views	The number of products viewed.
Referral Sessions	The number of sessions that began with a visitor arriving at your site from a referral site other than a search engine or from a link other than an MMC link.
Repeat Sessions	The number of sessions initiated by visitors who have made a previous visit to your site (and retained the Coremetrics cookie).
Sales	The total value of sales.
Sessions	The number of initiated sessions.
Session Conversion Rate	The ratio of buying sessions to visitor sessions.
Shipping and Handling / Order	The average shipping and handling for each order.
Shipping and Handling	The total shipping and handling for all orders.
Shopping Cart Abandonment	The total number of shopping carts abandoned.

* This metric is updated every 5 minutes with completed session data.

Cumulative Trend

The Cumulative Trend graph shows the accumulated quantities for the day, plotted at five minute intervals, since midnight. The name of the quantity is displayed in the top left corner.



Move the cursor along the time axis to show the exact cumulative value and time of that value.



Table 3 on page 7 lists the metrics you can view using the Cumulative Trend module. Unless indicated, metrics are updated within five minutes of the event occurring.

Table 3: Metrics available to the Cumulative Trend module

Buying Sessions*	The number of sessions in which one or more product has been bought.
Directly Load Sessions	The number of sessions that cannot be attributed to a search engine, a referral site, or a Marketing Management Center (MMC) link.
Element Views	The total number of elements viewed. An element is an intra-page item that is being tracked (e.g., AJAX based pop-ups, portal views, or video player features usage).
Event Points	The total number of event points.
Events Completed	The total number of conversion events (as defined by the conversion event tag) completed.
Events Initiated	The total number of conversion events (as defined by the conversion event tag) initiated.
Items Ordered	The total number of items ordered.
MMC Sessions	The number of sessions initiated by clicking on an MMC link.
Natural Search Sessions	The number of sessions that began with a visitor arriving at your site from a search engine.

Table 3: Metrics available to the Cumulative Trend module (continued)

New Sessions	The number of sessions initiated by visitors who have not visited your site before (or who have visited the site but deleted the Digital Analytics cookie).
On-Site Searches	The number of on-site searches made.
One Page Sessions	The number of sessions that consisted of a single page.
Orders	The total number of orders
Page Views	The number of pages viewed.
Product Views	The number of products viewed
Referral Sessions	The number of sessions that began with a visitor arriving at your site from a referral site other than a search engine or by clicking on link that was not an MMC link.
Repeat Sessions	The number of sessions initiated by visitors who have made a previous visit to your site (and retained the Digital Analytics cookie).
Sales	The total value of sales.
Sessions	The total number of sessions.

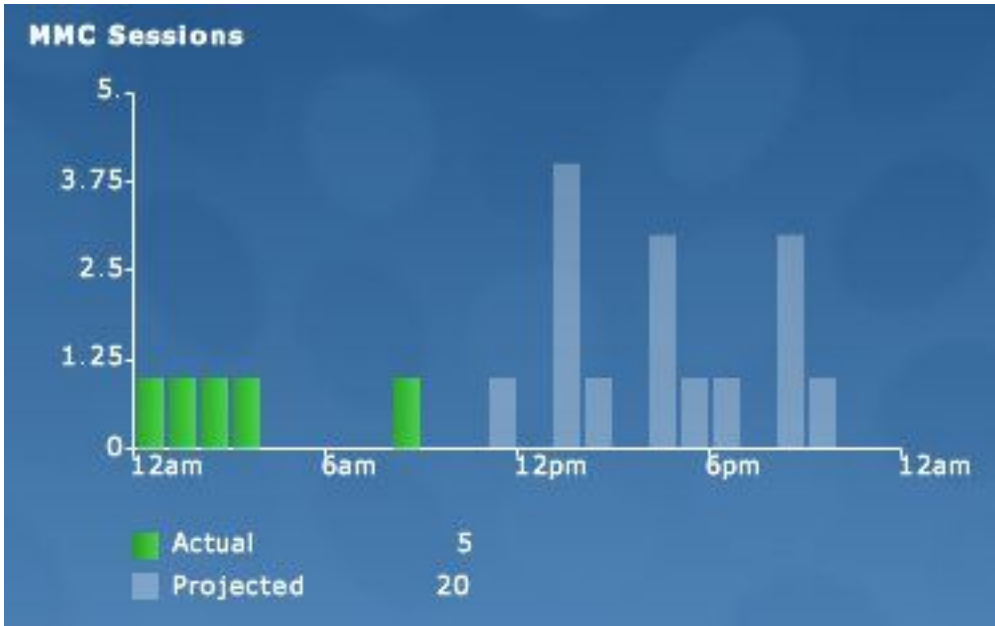
* This metric is updated every five minutes with completed session data.

Hourly Bar Chart

The Hourly Bar Chart shows hourly totals since midnight for the selected metric.



For the current hour, the total up until the latest update is shown in green with the projected total for the hour in pale blue. Projections are based on the previous day's data, scaled according to the activity that has occurred so far today.



Move the cursor along the time axis to show the exact quantity and time for each hour, as shown below

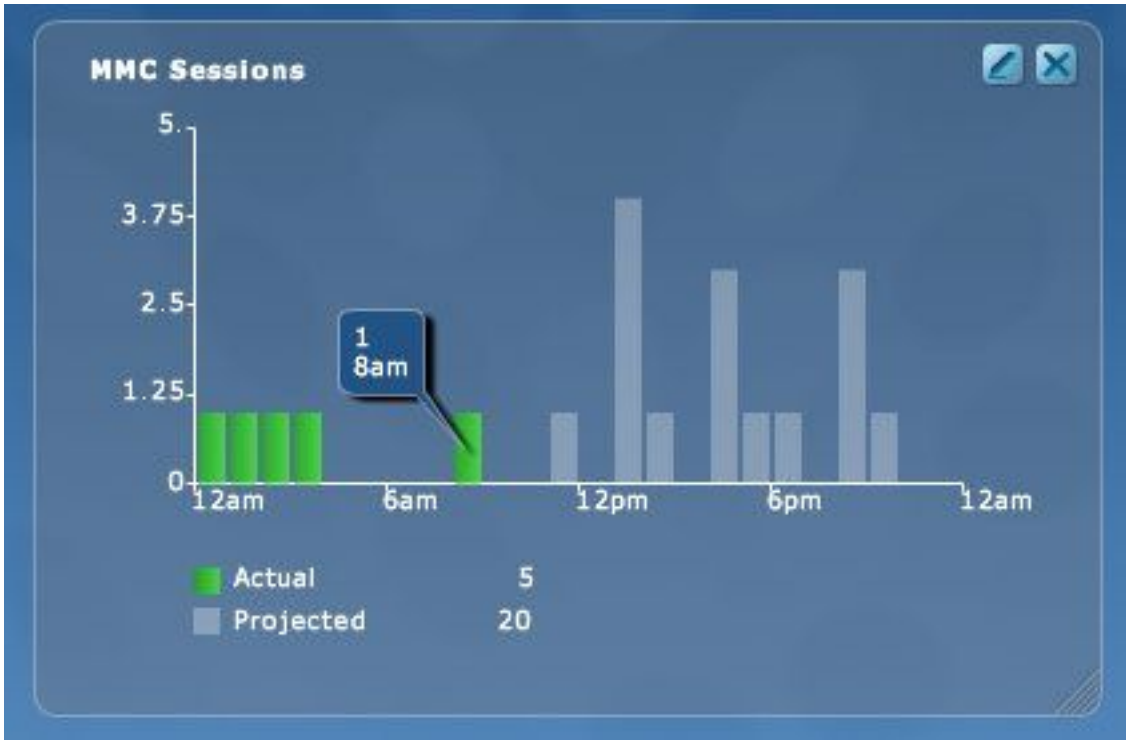


Table 4 on page 9 lists metrics can be viewed using the Hourly Bar Graph module. Unless indicated, metrics for the current hour are updated within five minutes of the event occurring.

Table 4: Hourly Bar Chart metrics

Buying Sessions	The number of sessions in which one, or more, product has been bought.
Direct Load Sessions	The number of sessions that cannot be attributed to a search engine, a referral site or a paid Marketing Management Center (MMC) link.
Element Views	The total number of intra-page elements viewed.
Events Initiated	The total number of conversion events (as defined by the conversion event tag) initiated.

Table 4: Hourly Bar Chart metrics (continued)

Events Completed	The total number of conversion events (as defined by the conversion event tag) completed.
Event Points	The total number of event points.
Items Ordered	The total number of items ordered.
MMC Sessions	The number of sessions that were initiated by clicking on a paid MMC link.
Natural Search Session	The number of sessions that began with a visitor arriving at your site from a search engine.
New Sessions	The number of sessions initiated by visitors who have not visited your site before (or who have visited the site but deleted the Digital Analytics cookie).
On-site Searches	The number of on-site searches that were made.
One Page Sessions	The number of sessions that consisted of a single page.
Orders	The total number of orders placed.
Page Views	The total number of pages viewed.
Product Views	The total number of products viewed.
Referral Sessions	The number of sessions that began with a visitor arriving at your site from an unpaid referral.
Repeat Sessions	The number of sessions initiated by visitors who have made a previous visit to your site (and retained the Digital Analytics cookie).
Sales	The total value of sales.
Sessions	The number of sessions.
Shipping and Handling	The total shipping and handling on these orders.

* This metric is updated every five minutes with completed session data.

Progress Bar

The Progress Bar shows key performance indicators for the day. The green foreground bar shows the quantity for the metric accumulated since midnight. The pale blue background is the projected total for the day, extrapolated from the current data.



Move the cursor over the pale blue part of the bar to show the projected total. The following example shows the cursor on the actual progress for the selected metric.



Table 5 on page 11 lists the KPI Bar metrics available for each vertical.

Table 5: Metrics available to the Progress Bar

Buying Sessions	The number of sessions in which one or more product has been bought.
Direct Load Sessions	The number of sessions that cannot be attributed to a search engine, a referral site, or a paid Marketing Management Center (MMC) link.
Element Views	The total number of intra-page elements viewed.
Events Initiated	The total number of conversion events (as defined by the conversion event tag) initiated.
Events Completed	The total number of conversion events (as defined by the conversion event tag) completed.
Event Points	The total number of event points.
Items Ordered	The total number of items ordered.
MMC Sessions	The number of sessions that were initiated by clicking on a paid MMC link.
Natural Search Sessions	The number of sessions that began with a visitor arriving at your site from a search engine.
New Sessions	The number of sessions initiated by visitors who have not visited your site before (or who have visited the site but deleted the Digital Analytics cookie).
On-site Searches	The number of on-site searches that were made.
One Page Sessions	The number of sessions that consisted of a single page.
Orders	The total number of orders
Page Views	The number of pages viewed.
Product Views	The number of products viewed
Referral Sessions	The number of sessions that began with a visitor arriving at your site from an unpaid referral.
Repeat Sessions	The number of sessions initiated by visitors who have made a previous visit to your site (and retained the Digital Analytics cookie).
Sales	The total value of sales.
Sessions	The number of initiated sessions.
Shipping and Handling	The total shipping and handling on these orders.

Filtered Reports

The Filtered Report module allows you to view detailed information (rather than aggregate / Top Line information) on the chosen report type. The fields displayed and metrics available depends on the **Report Type** selected.



When you drag the Filtered Reports module onto the palette the following dialog is displayed

Filtered Report

Edit Help

Report Type:

Report Title:

Display Top:

Metric 1 (sort by):

Metric 2:

Metric 3:

Filter on:

Filter By: Enter up to 10 search criteria below. Wildcards are assumed.

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

Save

Cancel

The following report types are available:

Conversion Events

A detailed listing of the top conversion events (the completion of non-commerce business objectives as determined by the "conversion event tag").

Note: You can download up to the top 25,000 rows on this report type by clicking the **down arrow** on the module display.

Marketing Programs

A detailed listing of the top marketing programs (unique Vendor-Category-Placement-Item strings as determined by the Marketing Management Center (MMC) parameters).

Note: You can download up to the top 25,000 rows on this report type by clicking the **down arrow** on the module display.

Products

A detailed listing of the top products sold.

Note: You may download up to the top 15,000 rows on this report type by clicking the **down arrow** on the module display.

Search Engines (Natural Search)

A detailed listing of the top referring search engines by which visitors accessed your site via natural or organic search (not paid advertisement - paid search appears in the Marketing Programs report type if the destination page included the MMC parameters).

Note: You can download up to the top 5,000 rows on this report type by clicking the **down arrow** on the module display.

Marketing Vendors

A detailed listing of the top marketing program vendors (unique Vendor strings - the first parameter of the Vendor-Category-Placement-Item string as determined by the MMC parameters).

Note: You can download up to the top 5,000 rows on this report type by clicking the **down arrow** on the module display.

Conversion Events and Marketing Programs

Monitor allows you to create reports for specific events.

Filtered Report

Edit

Help

Report Type:

Report Title:

Display Top:

Metric 1 (sort by):

Metric 2:

Metric 3:

Filter on:

Filter By: Enter up to 10 search criteria below. Wildcards are assumed.

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

Save

Cancel

To create a detailed report, enter the following information in the **Filtered Report** dialog then click **Save**.

Report Title

The title for this report. If left blank, the report type will be used.

Display Top

Whether to display the top 10, 25, 50, or 100 items in the report.

Metric 1 (Sort By), 2, 3

The three metrics displayed in this report. The report results are sorted by the first metric.

Filtering

To filter the results for this report, select the column to use from in the **Filter On** list and enter up to ten search criteria in the **Filter By** rows. For example, filtering on **Event Category** with entries of subscription or actions return results including: Subscription > Free Trial, Actions > Email a Friend, Actions > Print, and other similar events.

Click **Save** to close this panel and generate the report. The metrics displayed depend on the report type. The report types are:

Conversion Events

The top ten conversion events since midnight that match the metrics in [Table 6 on page 16](#) are displayed.

Table 6: Conversion event metrics

Event Category	The category for this event.
Event ID	The event name or ID.
Event Points	The number of event points accumulated.
Events Initiated	The number of events that have been initiated.
Events Completed	The number of events that have been completed.

Marketing Program


The top ten marketing programs since midnight that match the metrics in [Table 7 on page 16](#) are displayed.

Table 7: Marketing Program metrics

Vendor	The vendor name for this program.
Category	The category
Placement	The placement.
Item	The item name or ID.
Sales	The total sales
Orders	The total number of orders.
Sessions	The total number of sessions.
Page Views	The total number of page views.
Event Points	The total number of event points.

Notes:

1. Data in the Filtered Report Module represents "session complete"real time data. This means the user's session must complete before the data appears. Typical session completion actions include 30 minutes of inactivity (no clicks) or closing the browser.

2. For all report types you can download up to 25,000 items as a CSV-formatted file by clicking the **download** () icon in the top right corner of the module.

Products, Search Engines (Natural Search) and Marketing Vendors

Real-Time Monitor allows you to create reports for specific events.

Filtered Report

Edit

Help

Report Type:

Report Title:

- Top 10 Results Unfiltered
- Top 10 Results Matching Filter Criteria Entered Below

Filter By: Enter up to 10 search criteria below. Wildcards are assumed.

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

Save

Cancel

To create a detailed report, enter the following information, select a result type in the **Filtered Report** dialog, and then click **Save**.

Report Title

The title for this report. If left blank, the report type will be used.

Top 10 Results Unfiltered

To display the top ten products, search engines, or marketing vendors.

Top 10 Results Matching Filter Criteria Entered Below

To filter the results by up to ten search criteria, which you enter in the fields under **Filter By**.

The metrics displayed depend on the report type. The report types are:

Products

The ten products with the highest sales since midnight are displayed showing the information listed in [Table 8 on page 20](#).

Table 8: Products metrics

Product Id/Product	The product ID and Product name.
Sales	The total value of sales since midnight.
Sessions	The number of buying sessions since midnight.
Items Sold	The number of items sold since midnight.

Properties

The ten properties with the highest sales since midnight are displayed showing the information listed in [Table 9 on page 20](#).

Table 9: Property metrics

Property Id/Property	The Property ID and Property name.
Revenue	The total revenue since midnight.
Sessions	The number of buying sessions since midnight.
Room Nights	The number of room nights booked since midnight.

Search Engines

The ten search engines that have sent the most traffic to your site since midnight are displayed showing the information in [Table 10 on page 20](#).

Table 10: Search engine metrics

Search Engines	The search engine domain.
Sales	The total values of sales since midnight.
Revenue	The total revenue since midnight.
Room Nights	The number of room nights booked since midnight.
Sessions	The number of sessions since midnight.
Applications	The number of applications since midnight.
Total Shipping & Handling	The total shipping and handling on sales since midnight.
Orders	The number of orders since midnight.


Vendors

The ten vendors responsible for the highest sales on your site since midnight are displayed showing the information in [Table 11 on page 21](#).

Table 11: Vendor metrics

Vendors	The vendor name
Sales	The total value of sales since midnight.
Sessions	The number of sessions since midnight.
Total Shipping & Handling	The total shipping and handling on sales since midnight.
Revenue	The total revenue since midnight.
Booking	The number of bookings since midnight.
Orders	The number of orders since midnight.

Notes:

1. Data in the Filtered Report Module represents "session complete" real time data. This means the user's session must have completed before the data appears. Typical session completion actions include 30 minutes of inactivity (no clicks) or closing the browser.
2. For all report types you can download up to 25,000 items as a CSV formatted file by clicking the download icon () in the top right corner of the module.

Selecting Gauges

Use this procedure to select a gauge to display the rate of activity for certain activities.

About this task

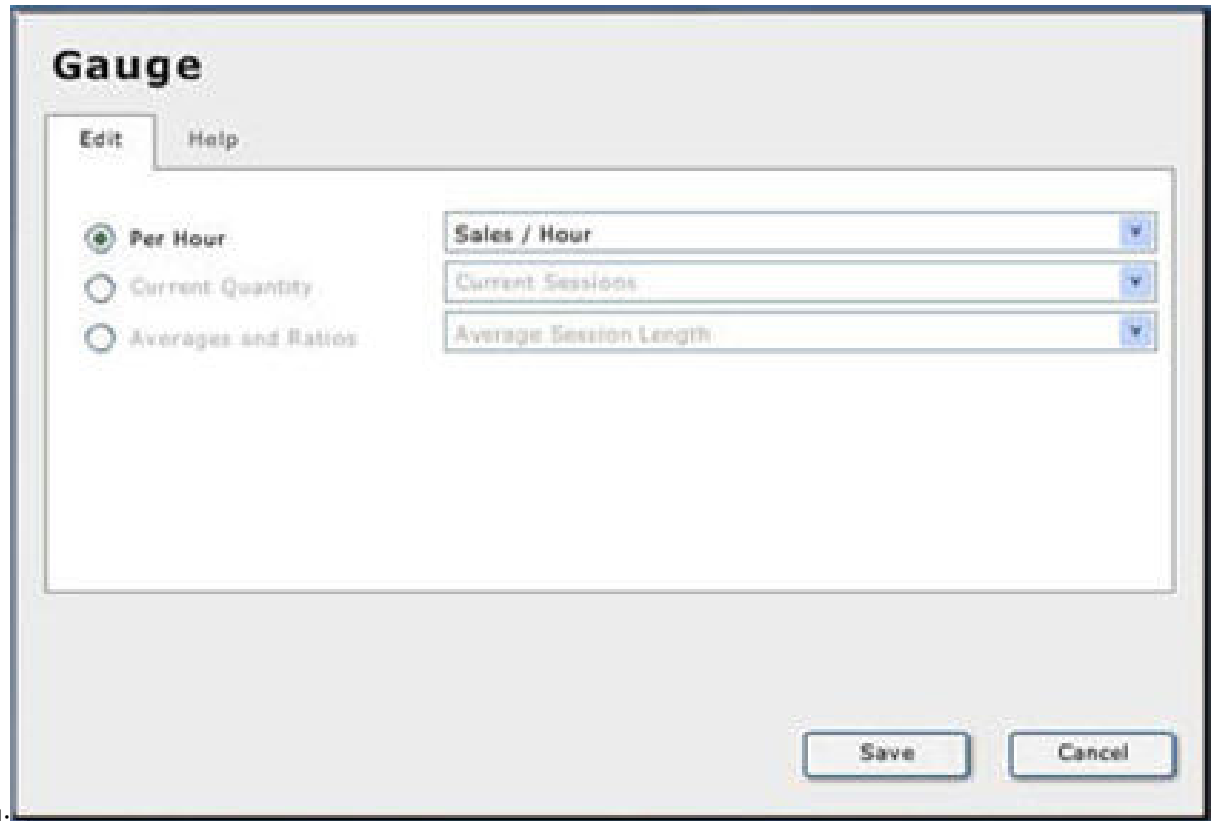
There are three kinds of Gauge available:

- [Per Hour](#)
- [Current Quantities](#)
- [Averages and Ratios](#)

Procedure

1. Drag the **Gauge** module onto the palette.

The following dialog is



displayed:

2. Select the radio button for the required gauge type on the **Edit** tab.
3. Select the required metric from the active list.
4. Click **Save**.

Results

The dialog box closes and the gauge is displayed.

Gauge - Averages and Ratios

Averages and ratios are calculated using a rolling one-hour window.

As an example, if it is 2.25 pm and the Product Views/Session gauge shows 18, it means the average number of product views per session initiated between 1.25pm and 2.25pm was 18. The range of the gauge shows the lowest and highest figures over the last 48 hours so you can compare the last hour to the average hourly figures over the last two days. [Table 12 on page 22](#) lists the metrics you can view using the Averages and Ratios Gauge module.

Table 12: Averages and Ratios metrics

Abandoned Shopping Carts	The total number of abandoned shopping carts.
Avg Items in Shopping Cart	The average number of items placed in a shopping cart completed in the last hour.
Avg Order Value	The average value of orders placed in the last hour.
Avg Session Length	The average length of sessions completed in the last hour.
Items per Order	The average number of items in orders placed in the last hour.
On-site Searches / Session	The number of online searches per session over the last hour.
Page Views / Session	The number of page views per session over the last hour.

Table 12: Averages and Ratios metrics (continued)

Product Views / Session	The number of product views per session over the last hour.
Session Conversion Rate	The percentage of all sessions completed in the last hour that were booking sessions.
Shipping and Handling / Order	The average shipping and handling on each order placed in the last hour.

Gauge - Current Quantities

Current Quantity gauges show the current quantity at the most recent update (for example, within the last five minutes).

The range of the gauge shows the highest figure over the last 48 hours so that you can compare the current quantity to the average over the last two days. [Table 13 on page 23](#) lists the metrics you can view using the Current Quantities Gauge module.

Table 13: Current Quantities metrics

Active Shopping Carts	The total number of shopping carts in active sessions.
Current Sessions	The number of visitor sessions currently active.
Items in Active Shopping Carts	The total number of items currently in shopping carts in active sessions.

Gauge - Per Hour

Per Hour Gauges show the last hour's metrics.

The range of the gauge shows the lowest and highest figures over the last 48 hours so you can compare the last hour to the average hourly figures over the last two days. Metrics are calculated using a rolling one-hour window. For example, if it is 2.25 pm and the New Sessions/Hour gauge shows 41/hr, it means 41 new sessions were initiated between 1.25pm and 2.25pm.

[Table 14 on page 23](#) lists the metrics you can view using the Per Hour Gauge module.

Table 14: Per Hour metrics

Buying Sessions / Hour*	The number of sessions in which one or more product has been bought in the last hour.
Direct Load Sessions / Hour	The number of sessions that cannot be attributed to a search engine, a referral site or a Marketing Management Center (MMC) link in the last hour.
Element Views / Hour	The number of intra-page elements viewed in the last hour.
Event Points / Hour	The total number of event points accumulated in the last hour.
Events Completed / Hour	The number of events (as defined by the conversion event tag) completed in the last hour.
Events Initiated / Hour	The number of events (as defined by the conversion event tag) initiated in the last hour.
Items Ordered / Hour	The total number of items ordered in the last hour.
MMC Sessions / Hour	The number of sessions initiated by clicking on a MMC link in the last hour.
Natural Search Sessions / Hour	The number of sessions that began with a visitor arriving at your site from a search engine in the last hour.
New Sessions / Hour	The number of sessions initiated by visitors who have not visited your site before (or who have visited the site but deleted the Digital Analytics cookie) in the last hour.

Table 14: Per Hour metrics (continued)

On-site Searches / Hour	The number of on-site searches made in the last hour.
One Page Sessions / Hour	The number of one page sessions initiated in the last hour.
Orders / Hour	The total number of orders in the last hour.
Page Views / Hour	The number of pages viewed in the last hour.
Product Views / Hour	The number of products viewed in the last hour.
Referral Sessions / Hour	The number of sessions that began with a visitor arriving at your site from a referral site other than a search engine or by clicking on a non-MMC link in the last hour.
Repeat Sessions / Hour	The number of sessions initiated by visitors who have made a previous visit to your site (and retained the Digital Analytics cookie) in the last hour.
Sales / Hour	The total value of sales in the last hour.
Sessions / Hour	The number of sessions initiated in the last hour.

* This metric is updated every five minutes with completed session data.

Recent Items

The Recent Items reports list the most recent ten results for the selected metric.

Table 15: Recent items metrics

Pages Browsed	The ten pages most recently browsed by visitors to your site.
Products Browsed	The ten products most recently browsed by visitors to your site.
Products Sold	The ten products most recently bought by visitors to your site.
Properties Browsed	The ten properties most recently browsed by visitors to your site.
Properties Booked	The ten properties most recently booked by visitors to your site.
Natural Search Terms	The ten search terms most recently entered into external search engines which brought visitors to your site.
On-Site Search Terms	The ten search terms most recently entered into your on-site search engine.
Referring Sites	The ten sites that most recently referred visitors to your site.

Label

When you drag the Label module onto the palette the following dialog is displayed:



Enter the text you want displayed and the width, in pixels, of the label.

Once you have created a label, it can be moved to any position on the screen.

Resizing changes the size of the text. You must change the **Width** to change the number of characters displayed on a line.

Image

When you drag the Image module onto the palette the following dialog box is displayed. This dialog allows you to place a graphic on the palette by entering the graphic URL.

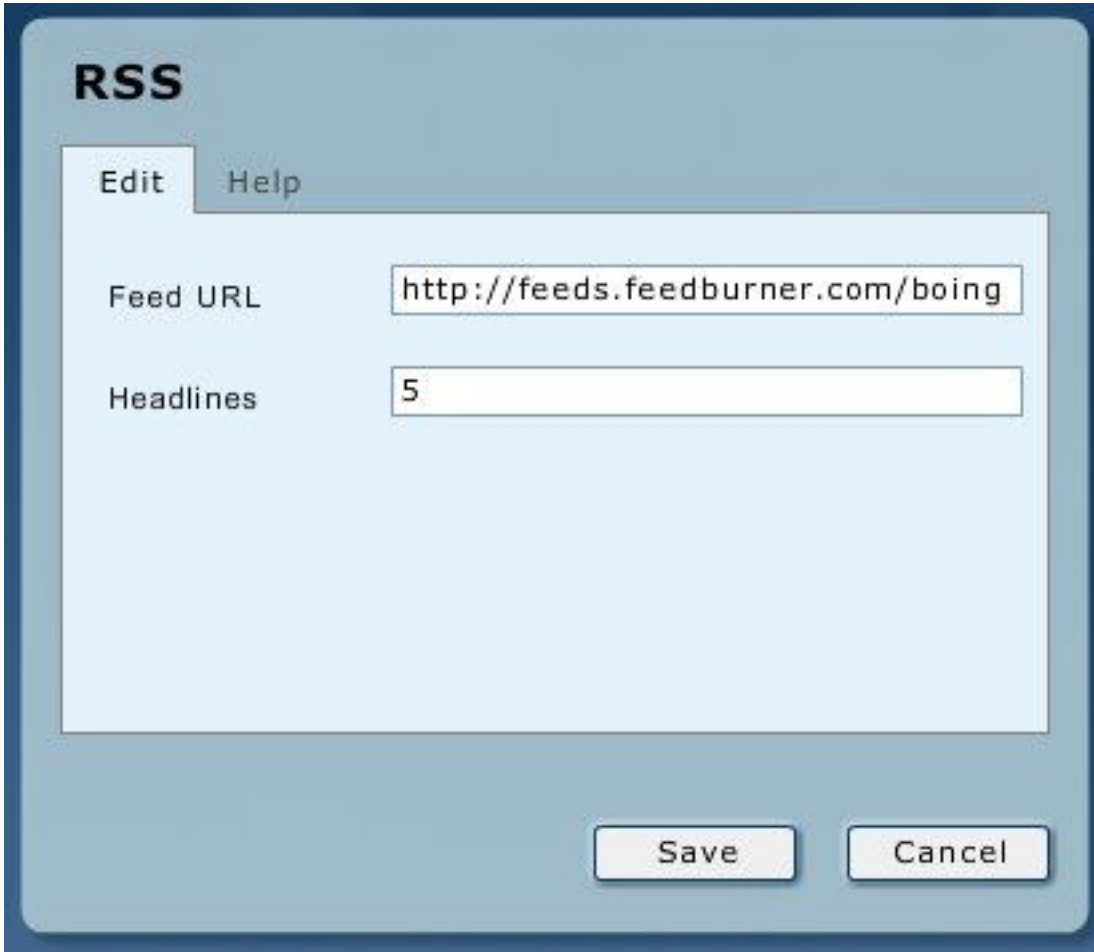


Enter the URL (beginning with "http://") of an online graphic. The *.jpg, *.gif, and *.png formats are supported for images and *.swf for Flash movies.

It is possible to use a very large image as the background for your metrics. However, you must choose a background that is dark enough for white text to be seen.

RSS

The RSS option provides a simple RSS (Really Simple Syndication) feed, enabling you to place non-Digital Analytics content on your palette.



The image shows a dialog box titled "RSS" with two tabs: "Edit" (selected) and "Help". Inside the dialog, there are two input fields: "Feed URL" containing the text "http://feeds.feedburner.com/boing" and "Headlines" containing the number "5". At the bottom of the dialog are two buttons: "Save" and "Cancel".

Enter the URL of the feed (For example, http://newsrss.bbc.co.uk/rss/newsonline_uk_edition/technology/rss.xml) and the number of headlines you want to display.

The latest headlines are displayed in the next image when you click **Save**.



Clicking a headline opens that entry in a new browser window.

Conversion Funnel

The Conversion Funnel shows a 3D representation of your site's session conversions, showing how visitors are currently progressing through your site's primary conversion points in real time.




Conversions are displayed by marketing channel (Direct Load, Marketing Program, Natural Search, and Referring Sites). The slider control allows you to tilt the funnel.



Real Time Media Report

Real Time Media Report is an optional module that works together with Real Time Media Chart to provide the real time performance of articles that are important to you. You can select the performance time window to be as broad as **Today** or as narrow as the **Last ten min**. You can filter by article category, article name, or both and see activity in key areas updated every 10 minutes.



When you drag the Real Time Media Report module onto the palette or click the **Edit** icon () in the top right corner of Real Time Media Report, the Edit dialog displays.

Edit
Help

Report Type: Real Time Media

Report Title:

Display Top:

Metric 1 (sort by):

Metric 2:

Metric 3:

Metric 4:

Filter on:

Filter By: Enter up to 10 search criteria below. Wildcards are assumed.

	Article Category	Article	
1.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
2.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
3.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
4.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
5.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
6.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
7.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
8.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
9.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	or
10.	<input style="width: 95%;" type="text"/>	<input style="width: 95%;" type="text"/>	

In the dialog enter the following information:

Report Type

The Report Type is set to Real Time Media and cannot be changed.

Report Title

The Report Title initially shows "Real Time Media" but you can change this value, if desired.

Display Top

You can optionally have Real Time Media Report display the top 10, 25, 50, or 100 articles that match the set filter criteria you. Top is defined by the number of Page Views an article had during the defined time window.

You can also specify the time window used to filter the results. You can specify that Real Time Media Report includes articles based on their performance ranging from "Today" (12:00am today to the present time) or the last 10, 20, 30, 40, 50, or 60 minutes. Now is defined as the "Last Processed Time" displayed at the top of the palette under the current system time.

Metrics

Select metrics including Page Views, Article Initiated, Article Completed, and Average Page Views in any order you want by using the list to select their location as Metric 1, Metric 2, Metric 3, and Metric 4. The metric selected as Metric 1 is used to sort the results. % of Total is also provided for Page Views, Article Initiated, and Article Completed. [Table 16 on page 30](#) defines the metrics available.

Table 16: Real Time Media metrics

Page Views	How many total pages of this article were viewed within a specific time window? This includes all first pages, last pages and all pages in between.
Article Initiated	How many times was this article initiated or started within a specific time window? This includes only the number of times the article first page was viewed.
Article Completed	How many times was an article completed or finished within a specific time window? This includes only the number of times the article last page was viewed.
Average Page Views	How many average page views did an article have within a specific time window? For example, a one page article will always have Average Page Views equal to 1, but a four page article may have on average 1.8, 2.5 or 3.2 of its pages read.
% of Total	What % of the total does this metric represent? The % of Total is provided with Page Views, Article Initiated and Article Completed metrics.

Filter On

Filter the articles you want by article name, article category, or a combination of both. You can enter up to 10 different article/category combinations. Use the list to select the desired filtering option. When you do, only that filtering option text box will be active. If you select the **Article Category and Article** option, then both text boxes are active.

Wildcards are assumed before and after your filter text strings. For example, entering "bus" as an article text string will return articles including "bus", "Airbus" and "busy" in their article names. If you leave a text box blank, Real Time Media Report will consider it to contain a wildcard and will return all matches available.

When you have Real Time Media Report configured the way that you want, click **Apply** to display the report.

Real Time Media Last 10 min									
Article Category	Article	Page Views		Article Initiated		Article Completed		Average	
Technology	The Next iPhone	361	0.26%	295	0.50%	281	0.64%		
Technology	Solar for Everyone	273	0.20%	258	0.38%	246	0.49%		
World	Second Swiss Bank Fails	273	0.20%	258	0.38%	246	0.49%		
Politics	Agreement on Stimulus	273	0.20%	258	0.38%	246	0.49%		
Entertainment	Grammy Drama	273	0.20%	258	0.38%	246	0.49%		
Finance	Budget Gap Widens	273	0.20%	258	0.38%	246	0.49%		
Politics	Obama's Balancing Act	255	0.17%	231	0.23%	219	0.36%		
Technology	Google Latitude Debate	255	0.17%	231	0.23%	219	0.36%		
Finance	More Ponzi Victims	255	0.17%	231	0.23%	219	0.36%		
World	Iran Starts Talks	255	0.17%	231	0.23%	219	0.36%		

Figure 1: An example Real Time Media Report

Figure 1 on page 31 shows a sample report that contains the following columns:

Report Header

The Report Header consists of the Report Title shown on the Edit dialog plus the selected time window.

Article Category

The category associated with a particular article. You can associate an article with more than one category. For example, an article may be categorized as both Technology and Breaking News.

Article

The article name. Every article must have a unique article name.

Metrics

The metrics Page Views, Article Initiated, Article Completed, Average Page Views as well as % of Total as defined in the Real Time Media dialog. All metrics are updated every ten minutes.

Download

The metrics Page Views, Article Initiated, Article Completed, Average Page Views, and % of Total were configured earlier in Table 16 on page 30. All metrics are updated every ten minutes.


When you place your mouse on the report, the **download** icon (down arrow) is visible in the top right corner. Clicking the **download** icon downloads the performance data including article category, article name, metrics and % of Total for all of the available articles within the viewed time window. The articles contained in the download file include all articles that meet the specified filter criteria. These articles are selected from the top 1,000 available articles by Page Views for that time window.

Another way to obtain more download data is by using the Digital Analytics Real Time Media Application Programming Interface (API). Through the API, you can download the top 1,000 articles by Page Views that had any activity within all 10 minute intervals throughout today (that is, 12:00am to Last Processed Time) or any previous 6 days.

Edit

When you place your mouse on the report, the **edit** icon () is visible in the top right corner. Clicking the **edit** icon takes you to the Edit dialog.

Remove


When you place your mouse on the report, the **remove** icon () is visible in the top right corner. Clicking the **remove** icon closes the Real Time Media Report module.

For more information on how to use the Real Time Media API, see the *Monitor - Real Time Media User Guide* located at <https://support.coremetrics.com>.

Real Time Media Chart

Real Time Media Chart is an optional module that works together with Real Time Media Report to provide real time performance visualization of articles that are important to you. Performance of individual articles, article groups, or entire article categories are displayed and updated every 10 minutes.



When you drag the Real Time Media Report module onto the palette or click the **edit** icon () in the top right corner of Real Time Media Report, the Edit dialog displays

Edit Help

Report Type: Real Time Media

Report Title:

Metric 1 (sort by):

Filter on:

Filter By: Enter up to 10 search criteria below. Wildcards are assumed.

	Article Category	Article	
1.	<input type="text" value="Finance"/>	<input type="text"/>	or
2.	<input type="text"/>	<input type="text"/>	or
3.	<input type="text"/>	<input type="text"/>	or
4.	<input type="text"/>	<input type="text"/>	or
5.	<input type="text"/>	<input type="text"/>	or
6.	<input type="text"/>	<input type="text"/>	or
7.	<input type="text"/>	<input type="text"/>	or
8.	<input type="text"/>	<input type="text"/>	or
9.	<input type="text"/>	<input type="text"/>	or
10.	<input type="text"/>	<input type="text"/>	

Enter the following information in the dialog.

Report Type

The Report Type is set to Real Time Media and cannot be changed.

Report Title

When you launch the Edit dialog by clicking or dragging the Real Time Media Chart module onto the palette, the Report Title initially displays Real Time Media, but you can change this value. When you launch the Edit dialog by clicking the **edit** icon from an existing Real Time Media Chart, the Report Title initially displays the selected category and article name, but you can change this value.

Note: If you change the filter to view different article performance, the Report Title still reflects the original category and article name used when Real Time Media Chart was initially displayed.

Metric

Choose which of the four different metrics including Page Views, Article Initiated, Article Completed, and Average Page Views you want Real Time Media Chart to display.

Filter On

Filter the articles you want to see by article name, article category, or a combination of both. You can enter up to 10 different article or category combinations. If you filter by article or category, each filter row is connected with an OR. If you filter by both article and category, then the filter text strings are connected with an AND.

Use the list to select which filtering option you want. Only the filtering option text box for the chosen option is activated. If you select the Article Category and Article filter option, then both text boxes are active. If you select the Article Category and Article filter option on an existing Real Time Media Chart, you will see the filter text strings used to display that chart.

Wildcards are assumed before and after your filter text strings. For example, entering bus as an article text string will show the bar charts for all articles containing "bus", "Airbus" and "busy" in their article names. If you leave a text box blank, Real Time Media Chart will consider it to contain a wildcard and displays the bar charts for all available matches.

Afer you configure the Real Time Media Chart, click **Apply** at the bottom of the Edit dialog to display the updated chart.

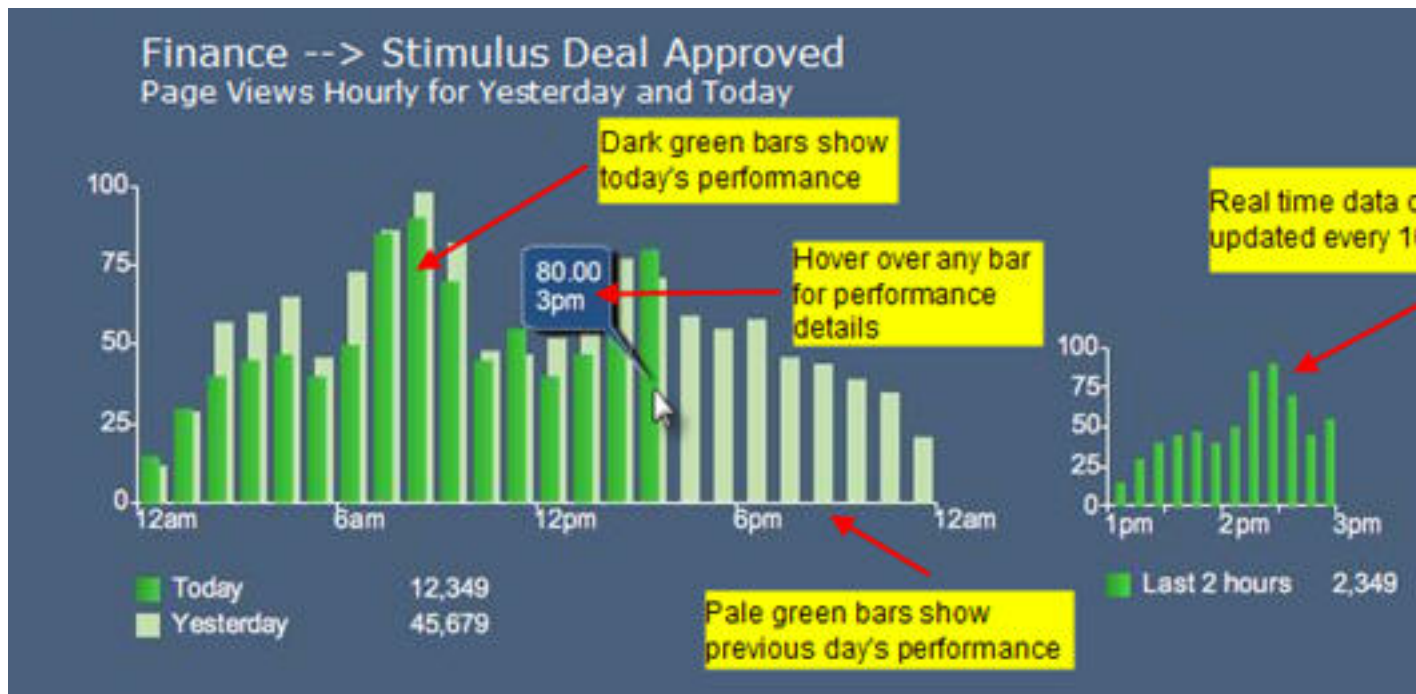


Figure 2: Filtered Real Time Media Chart

Figure 2 on page 34 is an example Real Time Media Chart and contains:

Report Header

The Report Header above the large bar chart includes two lines with the Report Title on the first line. The Report Title consists of the article category plus the article name that you selected. If wanted, you can change this value. The second line of the Report Header includes the metric and the time window. The metric initially displayed is the one defined as Metric 1 on the Real Time Media Report Edit dialog, but you can select a different metric. The time window always says "Yesterday and Today" because the past 48 hours are always displayed.

The Report Header over the small bar chart (to the right of the large bar chart) always says "Last 2 Hours in 10 Minute Intervals".

Bar Charts

Real Time Media Chart displays two bar charts. The larger bar chart, on the left, shows the article performance based on the metric you selected for each hour. The dark green bars show today's hourly performance (from 12:00am to the Last Processed time). The light green bars show yesterday's hourly performance and help provide an understanding of relative performance over time. Placing your mouse over any of the bars displays this information:

- Line 1 - the metric value for that hour like Page Views, Article Initiated, Article Completed or Average Page Views
- Line 2 - the metric value divided by six. This results in a 10 minute average value that is comparable with the smaller 10 minute bar chart
- Line 3 - the time associated with the hourly bar


The smaller bar chart, on the right, shows article performance based on the metric you selected over the most recent two hours in ten minute increments. Placing your mouse over any of the bars displays this information:

- Line 1 - the metric value for that 10 minute increment
- Line 2 - the time associated with that 10 minute increment

Edit

When you place your mouse on the chart, the **edit** icon () is visible in the top right corner. Clicking the **edit** icon takes you to the Edit dialog in the Chart Setup / Edit section.

Remove

When you place your mouse on the report, the **remove** icon () is visible in the top right corner. Clicking the **remove** icon closes the Real Time Media Chart module.



For more detailed information about Real Time Media Chart, see the *Monitor - Real Time Media User Guide* located at <https://support.coremetrics.com>.

Resizing and closing a module

You can resize or close a module in Monitor using the following procedure.

Procedure

- Resize a module.
 - a) Select the module by moving the cursor onto it which, causes the module to become outlined.

The **Edit**  and **Close**  buttons appear in the top right corner as shown in the following example.



The lower right corner of the module displays a handle you can drag to expand or shrink the module.

- b) Click the **Edit** icon and make your changes.
- Close a module.
 - a) Select the module by moving the cursor onto it which, causes the module to become outlined.
 - b) Click **Close**.

Related concepts

Modules available in Monitor

Modules and Views on the left of the screen expands to show the buttons for all modules when you move the mouse over them. (If the list of views is shown, click **Modules**.)