



Getting Started with Adobe® Analytics using SiteCatalyst®



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Getting Started with Adobe® Analytics with SiteCatalyst®

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from the forthcoming Adobe Press title
by Vidya Subramanian

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Chapter 1

Preliminary work

Lesson overview

This book will delve into how to get the most out of Adobe Analytics using SiteCatalyst. Before you can analyze your website, there are some fundamental definitions you'll need to know. If you're part of a large organization, you'll need to align these definitions with the goals of senior management, who must drive primary business and analytics strategies.

The goals of this section are to:

- Understand the type of site you're analyzing and its macro and micro goals.
- Determine the kind of analytical focus your website needs.
- Determine the channels your business is invested in.
- Understand the SiteCatalyst implementation in your organization.



This lesson will take 15 minutes to complete.

If you're new to SiteCatalyst, start by familiarizing yourself with its basic user interface and functions in [section 13.1 of the Appendix](#). The rest of this chapter

assumes that you're familiar enough with the interface to navigate to reports with limited direction and screen shots.

SiteCatalyst is a robust analytics tool that can help you determine if your website is adding value to the strategic vision of your business. Implementing SiteCatalyst is fairly easy. This book helps you navigate through the wealth of information you can derive from SiteCatalyst, and distill that information to better inform and aid your decision-making process.

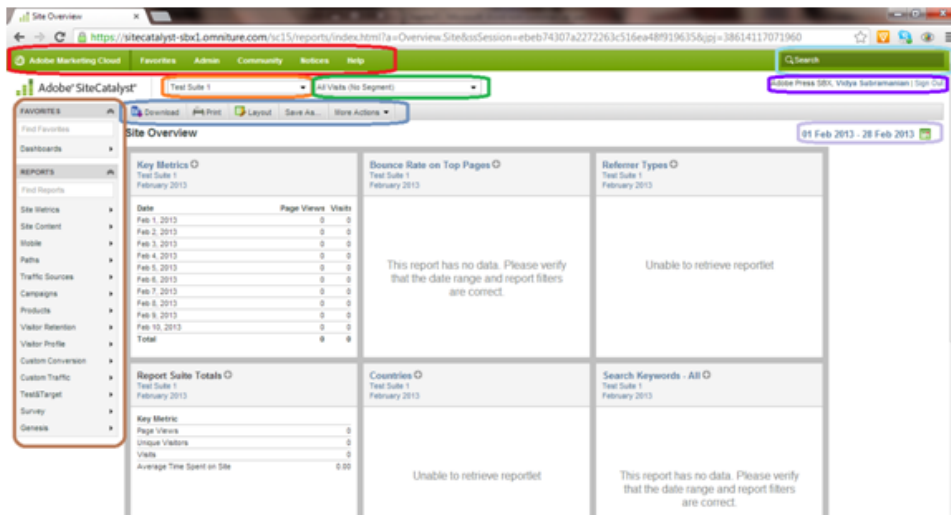


Figure 1.1 SiteCatalyst Home Page

Before you begin, to ensure that you get the most out of SiteCatalyst, it's a good idea to set standards for your website and data collection, determine processes to ensure the accuracy of tracking, and institute governance measures that guarantee the tracking data quality.

Understand your website goals

The approach to analytics varies by the type of site you're trying to evaluate and analyze. The goal of the site, the channels through which you market it and

the metrics you use determine the focus area for analytics. Before you get started, do the following:

1. Review your website to understand its structure and goals.
2. Align on your business sales cycle for the products sold on your website.
3. Ensure you and all teams across the organization are aligned with senior management's goals for the website.
4. Determine the macro and micro goals of your site. It's not uncommon for websites to have multiple goals. The primary goal will be the main action that you want to measure on your site (macro-conversion) and the secondary, tertiary, and other goals can be ancillary actions (micro-conversions). Examples of a macro conversion could be buying products on the site, while examples of a micro conversions could include recommending products to others, contacting the sales team, or subscribing to an RSS feed.

The appendix has a helpful table to get you started on determining the macro and micro conversions for your website type.

Determine your analytics focus

The goal of this exercise is to determine the aspects of analytics you should focus on based on the kind of site you have. But before we dive in, let's take a few moments to go over some fundamental concepts and terms, in case you're new to the world of web analytics.

Essentially you'll use analytics to determine the effectiveness of marketing strategies. Not all of them will be relevant to your business, but it is good practice to know about each of them. At a broad level, we think of analytics in terms of outbound and inbound marketing strategies.

Marketing strategies

Outbound marketing refers to the mass distribution of marketing content with little personalization. Examples include TV segments, print, and radio. Here, the messaging and content is not tailored and targeted to individuals, but rather to the masses. Outbound marketing helps to reach a wider target audience. However, it comes at a higher cost and has limited flexibility to personalize marketing efforts. Perhaps the harder aspect for marketers is the inability to gauge the success of the campaign early and the difficulty in measuring immediate feedback.

Over the past decade, marketing efforts have focused heavily on ***inbound marketing***, a set of strategies that allow personalization of messages and content at the individual level. Inbound marketing overcomes the disadvantages of outbound marketing with a lower cost, personalization of marketing efforts, and near-real time feedback.

The marketing funnel section that follows presents the sales cycle pattern that most visitors experience in a website.

The marketing funnel

To understand what influences a buyer's decisions, it's important to know the sales cycle. The marketing funnel depicted below visualizes the stages of this journey. This model has evolved (and is still evolving) over time. The advent of social media has made it easier to advocate products and services to a broader audience making customer experience on the website a focal point of marketing.



Figure 1.2 The Marketing Funnel

Awareness

The focus of channel analytics and reports is to gauge the success of marketing channels in reaching out to your target audience—the user segment you care most about. Key aspects to be analyzed are:

- The brand value of the company
- The preferred online channel for prospect
- The influence of offline marketing channel(s)
- Behavior patterns driven on the site by the channel
- The quality of the traffic from a specific channel

Acquisition

Acquisition metrics help to determine the type of visitors coming to the site. You can use acquisition metrics to interpret those visitors' attributes and intent. Key aspects to be analyzed are:

- The most common landing pages (where visitors enter the site)
- The geo locations of visitors
- The traffic sources referring most traffic to the website
- The landing pages with the highest bounce rate

Engagement

Engagement focuses on the “learning and orienting” process where visitors become more interested in the site content. Key aspects to be analyzed are:

- The content that visitors are most interested in
- Visitors' preference to learn about the product offerings through text, interactive apps, or videos
- Visitors' preference to compare and contrast products or features offered on the site
- How user experience is affected by technology choice; for example, some sites don't render well in certain browsers or devices, which impacts the user experience.

Persuasion

Given the sheer number of product choices, most visitors compare and review products and features before making the journey down the conversion funnel. To persuade them, we need to understand what motivates and influences them.

To understand the difference between engagement and persuasion aspects of the funnel, consider, for example, that you want to buy a camera. You first learn about cameras, research products and features on Nikon or Cannon's site. Once you have a comprehensive list of the

features that you are interested in, the next phase is persuasion when you are trying to compare and contrast the products from both Nikon and Cannon to decide which camera to buy.

Key aspects to be analyzed are:

- The influence of testimonials
- The influence of social media advocacy
- The influence of content persuading the visitor to start the conversion funnel

Conversion

Conversion metrics are restricted to the steps that visitors take to achieve the goal of the site. The conversion *requirements* for each site are different. Key questions to be asked are:

- What are visitors buying?
- Are visitors signing up for the newsletter?
- How many leads are being generated?
- How many ecommerce transactions are being generated?
- How many customers are calling customer representatives?
- How many customers are providing comments and feedback?
- How many visitors are subscribing to RSS feeds?

Advocacy

Advocacy metrics are driven by feedback and recommendations (positive/negative) of a product or service received from users. Key questions to be asked are:

- How many customers have a negative experience? How many have a positive experience?
- Who are the influencers and followers?

- In the industry space, what are the thought leaders recommending?
- Is there a need for reputation management?
- Are there any incorrect statements or inaccuracies that need to be addressed?

Retention

Retention helps to measure visitor loyalty. The rate of retention depends on your sales cycle. For example, people normally shop for clothes every season of the year while they may shop for a car once in seven or eight years on an average. Key questions to be asked are:

- When was the visitor's last purchase?
- How often are visitors coming back to the site?
- How much they are buying?

Determine marketing channels

The focus of channel analytics and reports is to evaluate the success of marketing channels in reaching out to your target audience. Finding the best marketing channel for a given situation is a challenge. Answering some of the following questions will help you find your answer:

- Which online channel did your prospects come from?
- What marketing channel(s) did they prefer and in which sequence?
- Were they influenced by any offline marketing channels?
- What behavior patterns did the channel drive on the site?
- What's the quality of the traffic from that channel?

You're probably familiar with most of these channels & their goals, but they're listed here to align readers who may not be.

Tip

If you're new to tracking channel traffic, review section 13.1.7 in the Appendix.

External online campaigns

These are online marketing campaigns that are run outside the ecosystem of your website and domain. Types of external online marketing campaigns are:

Subscription marketing

Subscription marketing requires you to seek the explicit permission and intent of subscribers before they can become the target of any such campaign. Following are descriptions of the types of subscription marketing.

Email marketing

Email marketing refers to commercial email messages sent to subscribers to promote a product or service. Be aware that the CAN-SPAM Act applies to all bulk emails, commercial emails, service email advertisements, and email promotions of a product, service, or website content. Email marketing campaigns are designed with the primary goal of driving quality traffic to your site. With this in mind, here are a few goals to consider:

- Increase email subscriptions and decrease unsubscribes
- Decrease bounces
- Increase visits, Click-Through Rate (CTR)
- Increase conversions, return-on-investment (ROI)
- Decrease Cost Per Acquisition (CPA)

Mobile marketing (SMS, MMS)

Short message service (SMS), as the name suggests, includes sending short text advertisements to prospects. These messages can include special offers and discounts. In some cases a call back number or URL provides additional information.

Multimedia message service (MMS) is similar to SMS except that the advertisement has multimedia content (videos, images, and so on) in it. Key goals that drive a mobile ad campaign are to:

- Increase SMS/MMS subscriptions
- Decrease unsubscribes

Search engine marketing

Any traffic to a website originating from a search engine falls under the purview of search engine marketing. The source of the traffic could be organic or paid search.

Organic search

Organic search refers to the nonpaid search results displayed to users when they search for keywords or phrases. Most search engines distinguish between paid and organic search results by displaying paid ads in a separate section and with different background colors. The search result snippet below highlights the organic search result in the red box.

About 1,350,000 results (0.17 seconds)

Ads related to **sitecatalyst** ⓘ

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Figure 1.3 Organic Search

Key aspects to be analyzed are:

- Increase impressions
- Ranking on the search engine results page (SERP) for branded and non-branded keywords
- Keywords that drive engagement versus conversion
- Landing Page optimization based on keywords used

Paid search

Paid search refers to the sponsored ads listed by the search engines that are contextually related to a user's search. The

search result snippet below highlights the paid search result in the red box.

About 1,350,000 results (0.17 seconds)

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Figure 1.4 Paid Search

Key aspects to be analyzed are:

- Impressions
- Increase visits, Click-Through Rate (CTR)
- Increase conversions, return-on-investment (ROI)
- Decrease Cost Per Acquisition (CPA)
- Analysis for branded and non-branded keywords, type of match.

Social media

Social media has been instrumental in making the world a global village. Social platforms differ in their marketing strategy and the type of the information they provide. Social media helps you interact and connect with your customers, and is an important aspect of the modern analytics strategy. Some of the more popular platforms are blogs, twitter, personal networking platforms like Facebook, and business networking platforms like LinkedIn.

Data from your social media campaigns should help you determine:

- How social media is influencing your traffic and conversions
- Which social platform is influencing visitors most?

Display advertising

Display advertising is Internet-based advertising that includes text or banners ads that contain images. Some of the different types of display ads are local listings, contextual networks and display ads. This should help you evaluate:

- Number of Impressions, view-through rate
- Number of clicks and click-through rate (CTR)
- Visits, conversion, revenue, units, orders
- ROI, Cost Per Click or Cost Per Customer

Affiliate marketing

Affiliates act as catalyst to channel traffic to partner sites. Due to many affiliate frauds, the key aspects to be analyzed are:

- Number of impressions
- Number of clicks and click-through rate (CTR)
- Visits, conversion, revenue, units, orders
- ROI, Cost Per Click or Cost Per Customer
- Returns / cancellation from affiliate customers.

Mobile ads

Mobile ads are the emerging industry space to create more brand awareness. The key aspects to be analyzed are:

- Engagement and conversion from mobile ads

Internal online campaigns

Internal online campaigns include online banners, ads, and links promoting products from within the website.

- **Internal banners and links**
Internal banners and links drive the visitor's attention to the site's micro and macro goals by adding a creative banner or links for users to click on.
- **Internal search**
Along with organic and paid search, it's good practice to include internal search within your website. Internal search helps users find things quickly. The insight from that data allows you to fix navigation. Also, it helps you understand what jargon customers use, you could then use the same in your keywords and advertising.
- **Cross-selling**
Cross-selling presents additional products that the visitor may be interested in buying. Increasingly this is driven algorithmically by matching users with similar personas. For example: if you browse a product on Amazon, you

get suggestions on other items that users bought along with that item.

Offline campaigns

These are campaigns that are run in offline media:

- Public relations
- Brand
- Phone
- Interactive voice response (IVR)
- TV and radio ads
- Print ads (newspapers and magazines)
- Print marketing (direct mail)
- Partners
- Retail

You may also use certain codes or coupons and ask users to use those on your website in order to track the effectiveness of your offline campaigns. Alternatively, you could use vanity URLs or URLs that are easy to remember for a user to type and redirect them to your website.

Understand SiteCatalyst setup

Before you are ready to use SiteCatalyst, ensure you have a thorough understanding of the following aspects on your SiteCatalyst implementation.

1. Get information on Report Suite name(s)

Especially if you are part of a large organization, get an understanding of the report suites where the data for your micro-site in being written. If your organization is writing data to multiple report suites (multi-suite tagging), get an understanding of the

ecosystem of pages writing data to each of the report suites. Having that knowledge will help you comprehend bounce rates & exit rates better.

2. **Report Suite settings**

All the Report Suites have settings like the calendar settings, time zones, internal URL filters add context to interpreting the reports and data.

3. **Any VISTA Rules applied to the report suite.**

Visitor Identification, Segmentation and Transformation

Architecture (VISTA) rule allows a company to transform their data before it is used for reporting. This data can be transformed based on the identification of a visitor or a segment. Your admin will have a list of the variables that were transformed and the rules on which those are based.

4. **List of custom traffic variables**

Having a handy list of all traffic variables and the pages on which they are set helps you understand what custom traffic reports you can run. It also helps you interpret that data.

5. **List of custom conversion variables and their allocations**

Custom conversions and their allocations will help you understand if the variables expire at the within a session, after a visit or at a visitor level. This will help you correlate these variable values with conversion data.

6. **List of Success Events, their names and types, serialization information**

Success events are vital in understanding the success of macro and micro conversions. Knowing the right event numbers help you set up the right funnel steps. The serializations of events help you

understand which events you can be sure are not skewed with duplicate data.

7. **List of Calculated Metrics and their formula**

Having a list of calculated metrics and the formula used will help you determine the right metrics for the business question you are evaluating.

Now that you are done with the preliminary work, let us get started!

Chapter 2

Establish Business Strategy and KPIs

Lesson overview

In this lesson, you'll learn how to think about key performance indicators (KPIs) and how to create a list of KPIs that apply to your business. You'll also learn how to include all this information in SiteCatalyst.

The goals of this section are to:

- Understand your business objectives for the reporting period
- Determine the KPIs, measures, and metrics
- Understand the different types of metrics available in SiteCatalyst
- Include KPIs and alerts information in SiteCatalyst



This lesson will take 30 minutes to complete.

The primary goal of this exercise is to align the entire organization to a shared vision and establish measuring practices that indicate whether the team will achieve its goals.

2.1 Business objectives

Business objectives are efforts that support the corporate strategy. They have all the characteristics of a SMART (specific, measurable, attainable, relevant, and time-bound) goal. Ensuring that each of these

attributes is part of your business objectives will increase your odds of making your business successful.

Business objectives can include directives like these:

- Increase revenue generated through web sales of Product A by 15 percent in the current year.
- Decrease the cost per acquisition of Product A by 5 percent in the current year.
- Increase sales leads by 8 percent in the current year.
- Increase account sign-ups by 5 percent in the current year.
- Increase customer satisfaction by 5 percent in the current year.

2.2 Key performance indicators

We'll review a simplified example of how you could structure your thinking to create appropriate KPIs for your website. Use this example to build on and develop KPIs applicable to your business.

Key performance indicators are aggregative measures that have a target. So if your business objective is to increase revenue by 15 percent, the indicators of whether you'll make that goal could be to:

- Increase quality traffic to your website so that there's a corresponding increase in conversion.
- Optimize the visit to conversion ratio.

Well, that's not completely a KPI yet since it can't be measured. This is exactly what our first task will be: to understand how to determine the numeric value we need to add to the KPI. Then it will indicate whether we're marching in the right direction to meet the business goal. To do this, we'll set what SiteCatalyst calls *success events*.

Task A Our first goal is to find the numeric value that should be assigned to the goal. Running just one report will help you make an informed decision.

Tip

If you have a website with multiple conversion funnels that are order-based, then run the Option A report. If not, then run the Option B report (Custom Event Funnel).

Option A This option assumes that you have a conversion that tracks orders and revenue.

Step 1 Navigate to Site Metrics > Purchases > Purchase Conversion Funnel.

Step 2 Click Selected Events and choose the success events.

Select Comparison Method

Specify Included Success Events:

1. Move item(s) from **Available Events** to **Selected Events** by selecting the item, then clicking Add Item(s).
2. Reorder the **Selected Events** using the up and down arrows.

Available Metrics

- Cart Opens
- Cart Views
- Instances
- Cart Additions
- Cart Removals
- Lead Form Initiation
- Product Views (Custom)
- Cart Revenue
- Cost of Goods Sold
- Page Views (Custom)
- Newsletter Signups
- Registrations
- Shipping Information

Selected Events: (up to 8)

- Visits
- Checkouts
- Orders

Order Event Attributes:

- Display Revenue associated with Orders.
- Display Units associated with Orders.

OK Cancel

Figure 2.1 Select Events in the Purchase Conversion Funnel

Step 3 Choose the calendar date range as a comparison of the previous two years or any time period you're framing your KPI for.

Select **Compare Dates** 01 Jan 2011 - 31 Dec 2011 / 01 Jan 2012 - 31 Dec 2011

Compare these dates (left column): Month | Year

2011

October

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

2011

November

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

2011

December

Su	Mo	Tu	We	Th	Fr	Sa
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

01/01/2011 to 12/31/2011 365 days Select Preset

With these dates (right column):

2012

October

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

2012

November

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

2012

December

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

01/01/2012 to 12/31/2012 366 days Select Preset

Run Report Cancel Tip: Click and drag or use shift+click to select a range.

Figure 2.2 Select Dates for Comparison

Step 4 Now the purchases funnel looks like the image 3

Purchase Conversion Funnel

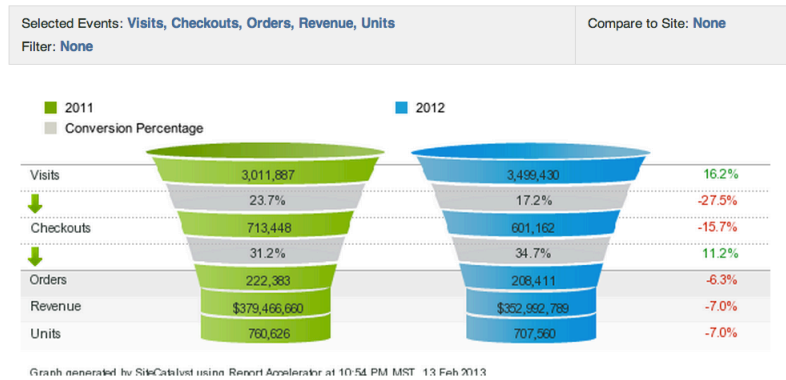


Figure 2.3 Purchase Conversion Funnel

Step 5 Compare the two funnels that indicate growth and decline in traffic and conversion. This should help you project the expected growth for the next reporting period, which means you have a numeric measure for your KPI!

Option B If your website that has a nonmonetary conversion, then you may need to run the Custom Event > Custom Events Funnel. Confirm the event names with your SiteCatalyst admin.

Step 1 Navigate to Custom Events > Custom Events Funnel.

Step 2 Click Selected Events and choose the success events.

Select Comparison Method

Specify Included Success Events:

1. Move item(s) from **Available Events** to **Selected Events** by selecting the item, then clicking Add Item(s).
2. Reorder the **Selected Events** using the up and down arrows.

Available Metrics

- Cart Revenue
- Cost of Goods Sold
- Page Views (Custom)
- Registrations
- Shipping Information
- Order Review
- Lead Form Completion
- Returned Units
- Returned Revenue
- Offline Orders
- Offline Revenue
- PPC - Impressions
- PPC - Average Position

Add Item(s) >

< Remove Item(s)

Selected Events: (up to 8)

- Visits
- Newsletter Signups

▲

▼

Order Event Attributes:

- Display Revenue associated with Orders.
- Display Units associated with Orders.

OK

Cancel

Figure 2.4 Select Events

Step 3 Choose the calendar date range as a comparison of the previous two years or any time period you're framing your KPI for.

Select **Compare Dates** 01 Jan 2011 - 31 Dec 2011 / 01 Jan 2012 - 31 Dec 2011

Compare these dates (left column): Month | Year

2011

October

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
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9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

2011

November

Su	Mo	Tu	We	Th	Fr	Sa
30	31	1	2	3	4	5
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13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

2011

December

Su	Mo	Tu	We	Th	Fr	Sa
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18	19	20	21	22	23	24
25	26	27	28	29	30	31

01/01/2011 to 12/31/2011 365 days Select Preset

With these dates (right column):

2012

October

Su	Mo	Tu	We	Th	Fr	Sa
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

2012

November

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

2012

December

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

01/01/2012 to 12/31/2012 366 days Select Preset

Run Report Cancel Tip: Click and drag or use shift+click to select a range.

Figure 2.5 Calendar

Step 4 Navigate to Custom Events > Custom Events Funnel.

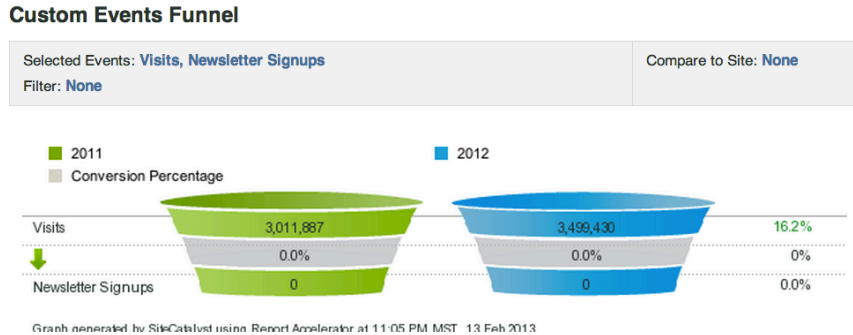


Figure 2.6 Custom Events Funnel

Step 5 Compare the two funnels that indicate growth and decline in traffic and Conversion. This should help you project the expected growth for the next reporting period, which means you have a numeric measure for your KPI!

Repeat Steps 1–5 in the Custom Event Funnel report for your micro-goals as well.

You now have a fair idea of the visit-to-conversion ratio. This will help you quantify the KPI.

Business goal	Quantitative KPIs (data driven)	Qualitative KPIs (sentiment driven)
Increase revenue generated through web sales by 15 percent in the current year.	1. Assume, to increase revenue by 15 percent, there must be a 10 percent increase in orders	

	<p>for product A and an 8% increase in orders for product B. Base this on the value of your orders and the amount of revenue generated by each order. Remember to factor in the cancellation / returns of orders as well.</p> <p>2. Assume for a 10 percent increase in orders, there must be a 54 percent increase in acquisition. Bake in your company's visit to conversion rate here.</p>	
<p>Promote the best customer experience</p>	<p>Customer satisfaction scores should be greater than 90 percent</p>	<ul style="list-style-type: none"> • Comments in customer surveys should reflect 75 percent positive sentiment • The net promoter score should be

		greater than 70 percent
--	--	-------------------------

KPIs cannot be evaluated based on a single dimension, metric, or report. Insights are derived after slicing and dicing data and statistically analyzing the data. Measures refer to those dimensions of the data. For example, a KPI might include increased traffic to the site, but a spike or dip would need additional measures such as segmenting traffic by referring domains, referrers, traffic from search engine, traffic from campaigns, bots, and geo segmentation, to name a few.

2.3 Metrics

Metrics are measures that help you aggregate data to determine how you are doing. Determine which metric is right for you depending on what you are selling. For example, if you're selling a high-priced item like a television set, chances are that a customer might buy only one, so you may want to keep the metric visitor-based. But, if you're selling an item that a customer buys periodically, then you may want to track visits. Align the

Let's look at the different types of metrics in SiteCatalyst.

Standard metrics

Standard metrics are unit of measurement that aggregates the custom traffic variables (s.props in SiteCatalyst) and the custom conversion variables (eVars in SiteCatalyst). Standard metrics also support decimals in measurement.

Awareness metrics

Awareness metrics determine the success of channel performance.

- **Click-throughs** indicate the number of times a campaign link was clicked after the ad impression was served. Impressions can be tracked only if the data is imported into SiteCatalyst.

- **Entries** refer to the number of times the specified landing page was viewed from a particular marketing campaign.

Acquisition metrics

Acquisition metrics are determined based on the initial page of the visit. The numbers for daily, weekly, monthly, quarterly, and yearly unique visitors may vary based on the calendar configuration in the admin section. The default is the Gregorian calendar.

- **Daily/ Weekly / Monthly / Quarterly / Yearly unique visitors** are determined by recording only the first visit by each visitor during each day throughout the reporting period. For example, if a visitor comes to the site on five days during a week and multiple times in a day, he will be counted as five daily unique visitors in that reporting week.
- **Visits** are counted as new if 30 minutes have elapsed without activity from that visitor.
- **Bounces** refers to the number of visits in which the visitor came to the site but exited without interacting with any aspects of the page.
- **Bounce rate** compares the ratio of the number of bounces to the total number of visits.
- **Single access** refers to the number of visits in which the visitor came to the site and interacted with links or video on the site, but did not navigate to another page. Single access is determined by the number of visits in which the session has only one unique page name value.

Engagement metrics

Engagement metrics help you to understand the user experience on your site.

- **Page views** refer to the total number of times each page was viewed.
- **Exits** refer to the number of times a page was the last page viewed in a visit.
- **Average time spent** refers to the average time spent on a page or a sequence of pages or the duration of the total visit.
- **Average page depth**, with respect to pages where a specific value has been assigned, refers to the average number of pages visited before reaching that page. This metric is available on all variables where pathing is enabled.
- **Instances** refer to the number of times a value is assigned to a variable in the reporting period. For example, if a visitor uses internal search, the instances metric will reflect the number of times a search was done. This of course assumes that this data is being stored on a custom conversion variable. If a visitor uses the search multiple times in a visit, the instances will keep incrementing.
- **Visits** refer to the number of new sessions on the website. A new visit is initialized after 30 minutes of inactivity or after 12 hours of continuous activity or after 2,500 pages were viewed.
- **Path views** refer to the number of times a visitor navigated a site in a specific sequence of paths.
- **Product views** refer to the number of times the product view event is set (the visitor looks at a product).
- **Reloads** refers to the number of times a page is refreshed as indicated by two sequential page views that have the same page name.

- **Total time spent** cumulates the total time spent on the page, site, or visit.

Conversion metrics

Conversion metrics are used to track standard success events as well as custom success events.

- **Cart open** refers to the total number of times the first item was added to the cart.
- **Cart additions** refers to the total number of times any item was added to the cart.
- **Cart removals** refers to the total number of times any item was removed to the cart.
- **Cart views** refers to the total number of times the cart was viewed.
- **Checkouts** refers to the total number of times the user clicked the Checkout button. The checkout success event can be incremented in any step of the funnel, such as the addition of personal information or billing information.
- **Orders** refers to the number of orders placed. An order can contain multiple units.
- **Units** refers to the quantity purchased in the order.
- **Revenue** refers to the total currency of all orders placed. The currency can be configured at the Report Suite level for sites that do not track revenue in US dollars.

Success event metrics

When a success event is recorded using standard metrics, it can be:

- Correlated to the value in an eVar determined by the allocation of the eVar. If the eVar is Most Recent (Last) or Original Value (First) allocation, the success is fully attributed to that value. If it is a linear allocation, then the success metric is divided equally by the number of values in that eVar
- Credited to the s.prop(s) in the same image request as the success event
- Allocated equally to pages, channels, and server variables
- Allocated to none of the custom traffic variables

A success event can be numeric (such as visits), percent (such as click-through rate), currency (such as revenue), or time (such as average time spent on page). Any success event can be used to aggregate custom data, for example:

- Number of forms submitted
- Number of leads generated
- Number of posts and comments

Participation metrics

Participation metrics for success events (including defaults) can be enabled by the customer representatives at Adobe. This assigns participation metrics for the pages, campaigns, or other custom variables assigned in any visit in which that success event occurred.

For example, assume the following scenario:

1. On Monday, a visitor comes to the site through a display ad, but does not convert or complete the goal of the site.
2. On Wednesday, the same visitor returns using paid search, but does not convert.
3. On Saturday, the visitor returns and places a \$500 order.

Revenue *participation* would report \$500 for all three campaigns, as each of them *participated* in the conversion. If participation is not enabled, the allocation is based on the attribution, such as.

When the success event is recorded for the participation metrics, the metrics

- Attribute the success events in full to all values stored in that **eVar** based on its expiry period.
- Equally and fully credit all the props in that visit.
- Fully allocate success to pages, channels, and server variables.
- Fully allocate success to all custom traffic variables.

Video metrics

- **Video views** indicate the *number of times* a video was viewed, either partially or fully.
- **Video time views** indicates the *amount of time* for which the video was viewed.
- **Video segment views** indicates the *number of times the video segments* were viewed.
- **Video completes** refers to the number of times the video was *played for the full duration of its length*.

Calculated metrics

Calculated metrics allow SiteCatalyst administrators to customize how the metrics that measure the health of their website are defined and shared. This involves using the standard metrics expressed in algebraic expressions, and measuring the outcome as a percent, number, currency, or time.

Examples of calculated metrics include:

- Page-based metrics
 - Page views per visit
 - Visit-to-bounce ratio
- Cost-based metrics

- Cost per acquisition (CPA)
- Cost per lead/order (CPL)
- Cost per click (CPC)
- Revenue-based metrics
 - Revenue per search
 - Return on ad spend
 - Return on investment

This can extend to all standard success events plus all the values imported to SiteCatalyst Attribute Importing and Naming Tool (SAINT) classification. (To learn more about SAINT classification, see section 14.4 of the Appendix.)

Lifetime metrics (under review in SiteCatalyst version 15)

Lifetime metrics kept a cumulative total of values stored in the variable from the start of the implementation. However, the *lifetime* name was confusing as you might think that the values were aggregated from the first day of the company or product initiation instead of the first day of the implementation. These metrics are under evaluation in SiteCatalyst version 15.

2.4 Segments

Segments let you further break down the data to better understand the reason for spikes and dips. In SiteCatalyst version 14, segments were available in the data warehouse reports. As of SiteCatalyst version 15, real-time segmentation is available from within SiteCatalyst.

2.5 Establish thresholds

When we decide on a KPI target, we can't be very precise. So we build in an allowable margin of fluctuation. You can make a ballpark estimate of the fluctuations after leafing through the reports and getting an

understanding of your business. If you want to be thorough, you can define upper and lower limits for the threshold of acceptable criteria.

When any metric fluctuates more than the threshold we set, that needs to bubble up for action.

2.6 Enter all relevant data in SiteCatalyst

Task 1 Set targets for key performance indicators

Setting targets for key performance indicators gives you the ability to track how the website is performing against a goal. Now we're specifically looking into what KPIs need to be set based on the goals, channels, and metrics applicable to your business.

Add / Edit Target

Define Target

Report Suite: JJ Esquire Sandbox

Target Name:

Scope

Apply To: Entire Site
 Age - Registration Select Item

Metric:

Period

Date Range: Start Date:
End Date:

Granularity:

Values

Period

← Once you have selected your target scope and period information above, you can enter your target values here.

Define Accountability Matrix (Optional)

Chapter 2 Section 2.2 Image 7 - Add / Edit Target

Here are the steps to add a KPI:

- Step 1 Navigate to Favorites > Targets > Manage Targets.
- Step 2 Name the target (see suggestions below).
- Step 3 For the scope, choose either the entire site or a specific variable—you have an exhaustive list of all default variables of SiteCatalyst, eVars, and s.props.
- Step 4 Choose from any metric or events or calculated metric.
- Step 5 Choose the start and end dates.

Step 6 Choose granularity. Options are based on the date range you choose:

- For a date range of a day or less than a week, granularity is restricted to daily.
- For a date range of more than a week, granularity is restricted to daily and weekly.
- For a date range of more than a month, granularity is restricted to daily, weekly, and monthly.
- For a date range of more than three months, granularity is restricted to daily, weekly, monthly, and quarterly.
- For a date range of more than a year, granularity is restricted to daily, weekly, monthly, quarterly, and yearly.

Following are some suggested KPIs for overall channels and specific channels.

All channels

Target name	Scope	Metric
Favorites > Target > Channel_All_Visits	Campaign ID	Visits
Favorites > Target > Channel_All_Visitors	Campaign ID	Visitors
Favorites > Target > Channel_All_Units	Campaign ID	Units
Favorites > Target > Channel_All_Orders	Campaign ID	Orders
Favorites > Target > Channel_All_Downloads	Campaign ID	Downloads
Favorites > Target > Channel_All_Revenue	Campaign ID	Revenue

Email channel

Target Name	Scope	Metric
Favorites > Target > Email_All_Visits	Campaign Channel Name = Email	Visits
Favorites > Target > Email_All_Visitors	Campaign Channel Name = Email	Visitors
Favorites > Target > Email_All_Units	Campaign Channel Name = Email	Units
Favorites > Target > Email_All_Orders	Campaign Channel Name = Email	Orders
Favorites > Target > Email_All_Downloads	Campaign Channel Name = Email	Downloads
Favorites > Target > Email_All_Revenue	Campaign Channel Name = Email	Revenue

Paid search channel

Target name	Scope	Metric
Favorites > Target > CPC_All_Visits	Campaign Channel Name = CPC	Visits
Favorites > Target > CPC_All_Visitors	Campaign Channel Name = CPC	Visitors

Favorites > Target > CPC_All_Units	Campaign Channel Name = CPC	Units
Favorites > Target > CPC_All_Orders	Campaign Channel Name = CPC	Orders
Favorites > Target > CPC_All_Downloads	Campaign Channel Name = CPC	Downloads
Favorites > Target > CPC_All_Revenue	Campaign Channel Name = CPC	Revenue

Social media channel

Target name	Scope	Metric
Favorites > Target > Social_All_Visits	Campaign Channel Name = Social	Visits
Favorites > Target > Social_All_Visitors	Campaign Channel Name = Social	Visitors
Favorites > Target > Social_All_Units	Campaign Channel Name = Social	Units
Favorites > Target > Social_All_Orders	Campaign Channel Name = Social	Orders
Favorites > Target > Social_All_Downloads	Campaign Channel Name =	Downloads

	Social	
Favorites >Target > Social_All_Revenue	Campaign Channel Name = Social	Revenue

Display channel

Target name	Scope	Metric
Favorites > Target > Display_All_Visits	Campaign Channel Name = Display	Visits
Favorites > Target > Display_All_Visitors	Campaign Channel Name = Display	Visitors
Favorites > Target > Display_All_Units	Campaign Channel Name = Display	Units
Favorites > Target > Display_All_Orders	Campaign Channel Name = Display	Orders
Favorites > Target > Display_All_Downloads	Campaign Channel Name = Display	Downloads
Favorites >Target > Display_All_Revenue	Campaign Channel Name = Display	Revenue

Affiliate channel

Target Name	Scope	Metric
Favorites > Target > Affiliate_All_Visits	Campaign Channel Name = Affiliate	Visits
Favorites > Target > Affiliate_All_Visitors	Campaign Channel Name = Affiliate	Visitors
Favorites > Target > Affiliate_All_Units	Campaign Channel Name = Affiliate	Units
Favorites > Target > Affiliate_All_Orders	Campaign Channel Name = Affiliate	Orders
Favorites > Target > Affiliate_All_Downloads	Campaign Channel Name = Affiliate	Downloads
Favorites > Target > Affiliate_All_Revenue	Campaign Channel Name = Affiliate	Revenue



Task 2 Set Calendar Events

Setting Calendar Events may seem like a trivial task, but it's one of the most overlooked items in the Adobe feature set. It helps marketers and analysts explain the fluctuations in data. This is particularly helpful for large businesses where different teams are not co-located.

Add / Edit Calendar Event

Event Information






Title: (max 50 characters)

Event Date:  to 

Report Suite: **All**

Note Text:
Character count: 46 (max 200 characters)

Display Settings

Display Icon:     

Chapter 2 Section 2.2 Image 7 - Add Calendar Events

Here are the steps to create a Calendar Event:

- Step 1 Navigate to Favorites > Calendar Events.
- Step 2 Set the title of the Calendar Event per your company's naming convention.
- Step 3 Set the duration of the event.
- Step 4 Choose the Report Suite where the event is applicable. You can choose either a specific Report Suite or all Report Suites.
- Step 5 In the Note Text section, enter an explanation of how the Calendar Event impacts different metrics.
- Step 6 Select Display Settings Icon and Color.

Although there are four icons and 12 colors— 48 potential unique combinations—available to denote events, it can very

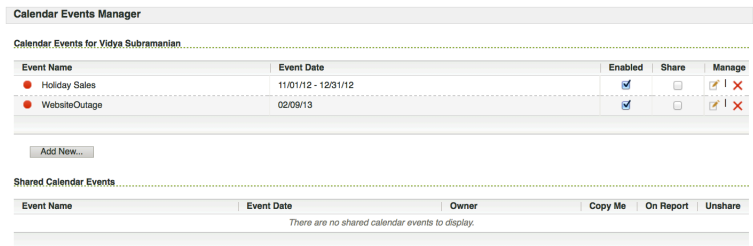
quickly get confusing to click on multiple icons in a single day to grasp all the events.

Tip

SiteCatalyst offers four display icons (circle, diamond, triangle, and square) in 12 colors. It is recommended to adopt a standard for your organization like the one proposed below:

- Red circle—Indicates issues that cause high fluctuation in data
- Green triangle—Indicates campaign durations
- Black square—Indicates competitor effects
- Yellow diamond—Indicates spikes or dips with no obvious cause

Step 7 Click Save to see the Calendar Events Manager listing with the new event added.



Chapter 2 Section 2.6 Image 2 - Manage Calendar Events

Step 8 Click the Share checkbox to see the event duplicated in the Shared Calendar Events manager.

Calendar Events Manager					
Calendar Events for Vidya Subramanian					
Event Name	Event Date	Enabled	Share	Manage	
● Holiday Sales	11/01/12 - 12/31/12	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
● WebsiteOutage	02/09/13	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Add New...					
Shared Calendar Events					
Event Name	Event Date	Owner	Copy Me	On Report	Unshare
● Holiday Sales	11/01/12 - 12/31/12	Vidya Subramanian			

Chapter 2 Section 2.2 Image 3 - Shared Calendar Events

Be aware that notes are not report-specific or metric-specific, so they appear in any report that has the date on the report. Also, if you're doing multi-suite tagging, you may need to replicate the Calendar Event, if you decide to keep the Calendar Event report suite-specific.

Next, we will review each stage of the marketing funnel and see which reports in SiteCatalyst can help you in optimizing your marketing efforts. These will in turn help you measure your Key Performance Indicators. That finally informs you whether you are on track to meet your business goal.

Chapter 3

Analyze

Acquisition Reports

Lesson Overview

In this lesson, you will learn to analyze acquisition data. This chapter will be particularly helpful if you are

- An analyst optimizing the site
- A marketer trying to understand where to focus your marketing efforts

Goals of this section are:

- Understanding what you need to measure to evaluate your success in acquiring customers.
- Determine the SiteCatalyst reports to run based on your analysis needs
- Determine the issues that impact the data and the implementation details that affect the data quality



This lesson will take 30 minutes to complete.

An example of a Key Performance Indicator for acquisition would be to increase visits by 15% and visits by 10%. When you are analyzing acquisition data, the key aspects to understand about your site could be:

- What are the total visits and visitors you are getting to your site? This helps you understand the brand value, and general interest in the products and services your site offers.
- What are the geo locations of the visitors of your site? This helps you to understand if you need to run any geo targeted marketing campaigns specific to the geo locations you want to increase traffic in or you want to expand operations in.
- If you are collecting specific visitor information, then what are the demographics of the key visitors coming to your site.
- What were the primary landing pages preferred by your visitors and what are the bounce rate on those pages? This will give you some insight into which pages need to be optimized to meet the customer expectations.

Acquisition Performance Indicators & Metrics				
Performance Indicator	Measure	SiteCatalyst Report	Metrics to Compare	Segments
Increase Site Visits by 25%	Total Visits to the site	Site Metrics > Visits	Visits	
Increase Site Visitors by 15%	Visitor Trends	Site Metrics > Visitors > Unique Visitors	Unique Visitors	
		Site Metrics > Visitors > Hourly Unique Visitors	Hourly Unique Visitors	
		Site Metrics > Visitors > Daily Unique Visitors	Daily Unique Visitors	

		Site Metrics > Visitors > Weekly Unique Visitors	Weekly Unique Visitors	
		Site Metrics > Visitors > Quarterly Unique Visitors	Quarterly Unique Visitors	
		Site Metrics > Visitors > Yearly Unique Visitors	Yearly Unique Visitors	
	Geo Targets	Visitor Profile > GeoSegmentation > Countries		
		Visitor Profile > GeoSegmentation > Regions		
		Visitor Profile > GeoSegmentation > Cities		
		Visitor Profile > GeoSegmentation > U.S. States		
		Visitor Profile > GeoSegmentation > U.S. DMA		
	Visitor Demographics	Visitor Profile > Visitor State		
		Visitor Profile > Visitor Zip / Postal Code		

Task 3.1) Understand visits

Report 1) Analyze Total Visits to the site

Navigate to Site Metrics > Visits. This report primarily focuses on analyzing the trend of visits the site has over time.

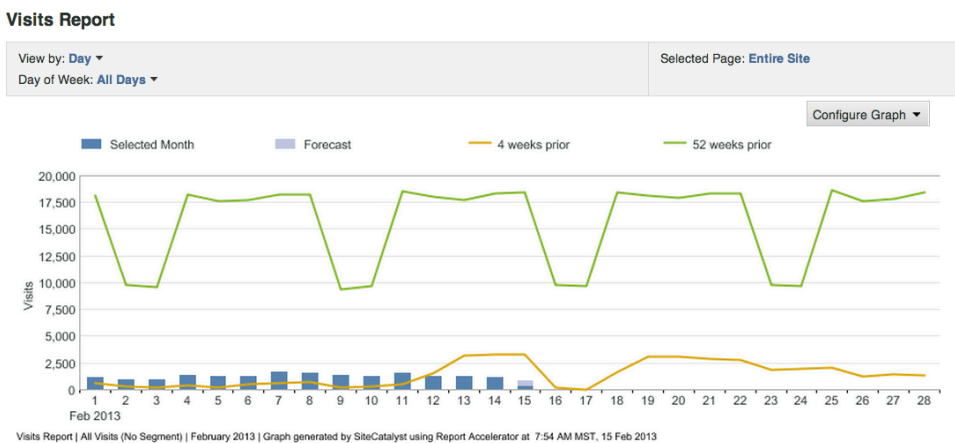


Figure 3.1 Total Visits

Key Insights

1. Market interest in your site/ products

You can compare the recent visits to previous periods to gauge fluctuations.

Change the view of data from day to week, month, quarter or year to see trends in larger sets of data.

Compare this data with the data available in “competitor analytics” tools to see how you compare to your competitors in the market space.

2. Seasonality of your site visits

Seasonality varies from business to business. For example, retail businesses see a spike during the holiday season in November – December but see a marked

slowdown in January. Websites that have lead generation forms for work related products may see high traffic in week days rather than weekends.

These insights will help you optimize your campaigns on the days, weeks, months, or even quarters when the traffic is at peak or lull on your site

Tip : If you see too much fluctuation in your data, apply moving average or linear algorithm that smoothes the short-term fluctuations and shows the longer term trends with more clarity.

Interpretation of Report Data

1. SiteCatalyst records the visit on the day the visit started. So if a visit goes past midnight, the day the visit started gets credited for the visit.
2. Visits from multiple browsers on the same machine by the same visitor are credited as 2 separate visits
3. Visits from multiple tabs of the same browser on the same machine are credited as a single visit.
4. Visits from multiple devices by the same visitor are counted as separate visits.
5. A new visit gets initialized after 30 minutes of inactivity or after 12 hours of continuous activity or after 2500 pages were viewed. Inactivity is defined as no pixel calls to SiteCatalyst.
6. For browsers not maintaining persistent cookies, if the visitor exits the site or closes the browser and revisits the site after 30 minutes, then a new visit is counted.
7. Visits are tracked based on the cookie stored in the visitor's browser. So if the user has disabled JavaScript or cookies, they are not included in the visit count.
8. If you have some power users of your website or bots which contribute to a lot of visits, this data may look skewed.

SiteCatalyst Code Implementation and Console Settings

1. Variable “s_account” identifies the Report Suite to write the Sitecatalyst data to. A main point to remember is that any page that sends data to this report suite will be automatically included in your reports. For example, assume you configured this report suite to report data for your production site. If 5 pages on the production server were not tagged due to oversight, and your staging website erroneously has 5 pages writing to this report suite, then this data could be misleading. One way to check for this data quality is to monitor the Site Content > Pages Report to see which pages from your ecosystem are missing. Another way would be to use a traffic variable or the s.server variable to track which website/hostname sent the hit.

Task 3.2) Understand Unique Visitors trends

Report 1) Analyze Unique Visitors to the site

Navigate to Site Metrics > Visitors. > Unique Visitor Report. This report primarily focuses on trying to identify the unique visitors for the timeframe selected by the SiteCatalyst user in the calendar.

Unique Visitors Report



Figure 3.2 Unique Visitors

Key Insights

1. Visitor Trends

Unique visitor refers to a single person (as identified by a cookie or a combination of User Agent String and IP address) visiting your site.

Comparing visits and visitors numbers is a good idea to help you understand if some power user visitors are artificially inflating the visit count. You can compare the visits to the visitor count.

Change the view of data from day to week, month, quarter or year to comprehend trends in larger sets of data.

2. Visitor's Preferences

You can figure out visitor's preferences in terms of the hours of the day, day of the week, month etc to visit your site.

3. How much is the visit data are we under-reporting? (version 14 only)

Filter the data by “persistent cookies”. This will segment the unique visitors by tracking method. It distinguishes between visitors who had persistent cookies and the ones that were tracked using the combination of User Agent String and IP address. While it may not mean much which way the visitor was tracked (as long as they were tracked!), it highlight how many visitors are *not* included in the visit count. If you can gauge the average ratio of visitor to visits, you can better track visits with higher accuracy. In version 15, this has however been addressed to include all visits irrespective of the cookie settings.

Interpretation of Report Data

1. If a visitor visits your site and then exits and visits again immediately, they are treated as a new visitor.
2. SiteCatalyst records the visitor on the day of their first visit to the site.
3. Visitors visiting from multiple browsers on the same machine are credited as 2 separate visitors
4. Visitors visiting from multiple tabs of the same browser on the same machine are credited as a single visitor.
5. A new visitor gets initialized if the cookies are cleaned
6. Visitors are tracked based on the cookie stored in the visitor’s browser. So if the user has disabled JavaScript or cookies, they are defaulted to a combination of User-Agent string and IP Address.

SiteCatalyst Code Implementation and Console Settings

1. Adobe SiteCatalyst uses a persistent cookie (s_vi) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly on the site.

2. Report Suite Setting of Time Zone determines the visit time that is recorded.

Tip : The next set of reports may seem pretty identical at the outset, but they have subtle nuances that you should be aware of.

Report 2) Analyze Hourly Unique Visitors to the site

Navigate to Site Metrics > Visitors. > Hourly Unique Visitor Report.
This report primarily focuses on trying to aggregate the unique visitors for every clock hour in the timeframe selected by the SiteCatalyst user. You may also see this report available as an option to break down other reports. For a reporting period more than two weeks, the hourly unique visitor granularity is not available.



Figure 3.3 Hourly Unique Visitors

Key Insights

1. Hourly Visitor Trends

This report breaks it up in the granularity of an hour. It is more pertinent when you are looking for data for a day. So if you are looking for what is the best “window of opportunity” to release code / bug fixes in production, you can get an understanding of which hour has the least impact on visitors.

Interpretation of Report Data

1. Hourly Unique Visitors reset at the top of the hour, not an hour from their visit.
2. If a visitor’s visit spans across hours will be counted as a unique visitor for each hour that contains data.
3. If a visitor visits multiple times in a day, their visitor details is duplicated for every clock hour during which they visit
4. Visitors are tracked based on the cookie stored in the visitor’s browser. So if the user has disabled JavaScript or cookies, they are then tracked by default by a combination of User-Agent string and IP Address, which could potentially be unique in every visit inflating the visitor count.
5. Hourly unique visits total for a day will always be greater than the daily unique visits report for the same period since the hourly report will count visitors multiple times across hours (once per relevant hour).

SiteCatalyst Code Implementation and Console Settings

1. Adobe SiteCatalyst uses a persistent cookie (s_vi) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly by the users on their site.
2. Report Suite Setting of Time Zone determines the visit time that is recorded.

Report 3) Analyze Daily Unique Visitors to the site

Navigate to Site Metrics > Visitors. > Daily Unique Visitor Report. This report primarily focuses on trying to aggregate the daily unique visitors for the timeframe selected by the SiteCatalyst user in the calendar. You may also see this report available as an option to break down other reports.

Daily Unique Visitors Report

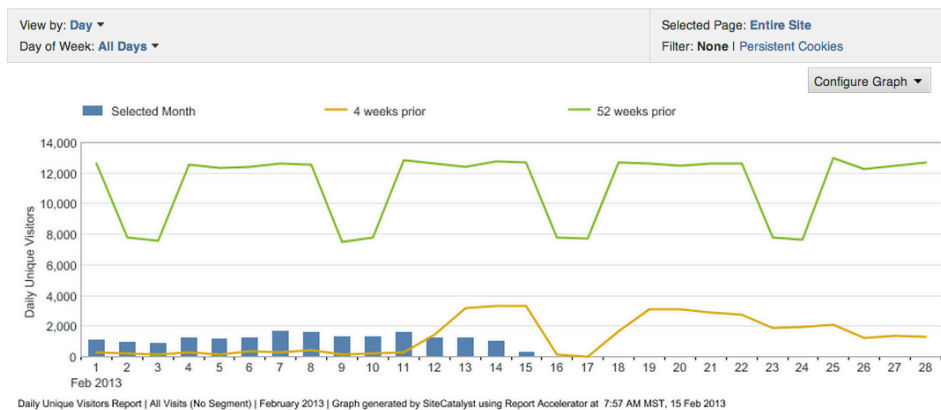


Figure 3.4 Daily Unique Visitors

Key Insights

1. Daily Visitor Trends

Daily Unique Visitor counts a visitor coming your site only once on a given day. So if you are looking for what is the best “window of opportunity” to release code / bug fixes in production, you can get an understanding of which day of the week has the least impact on visitors.

Interpretation of Report Data

1. You may report more daily unique visitors than visits if a large number of user visits cross midnight based on the time zone of the report suite.
2. Visitors are tracked based on the cookie stored in the visitor's browser. So if the user has disabled JavaScript or cookies, they are then tracked by default by a combination of User-Agent string and IP Address.
3. Daily unique visitors total for a week will always be greater than the weekly unique visits report for the same period since it will count visitors multiple times across days.

Implementation Settings

1. Adobe SiteCatalyst uses a persistent cookie (s_vi) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly by the users on their site.
2. Report Suite Setting of Time Zone determines the visit time that is recorded.

Report 4) Analyze Weekly Unique Visitors to the site

Navigate to Site Metrics > Visitors. > Weekly Unique Visitor Report. This report primarily focuses on trying to aggregate the weekly unique visitors for the timeframe selected by the SiteCatalyst user in the calendar. You may also see this report available as an option to break down other reports.

Weekly Unique Visitors Report

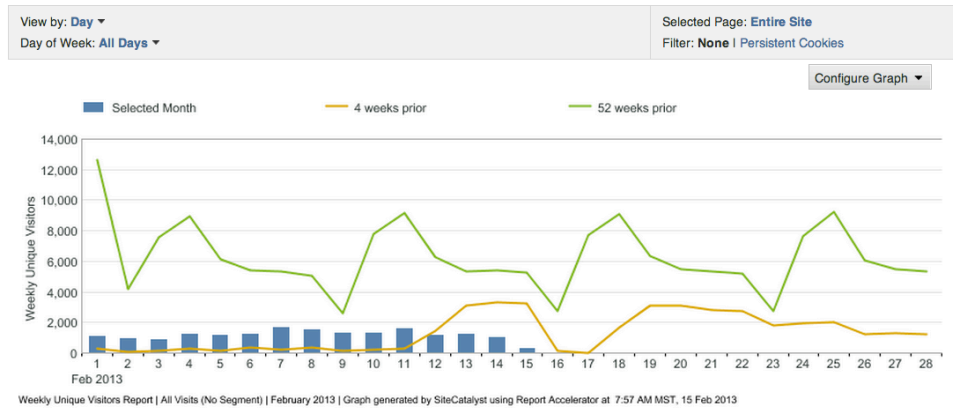


Figure 3.5 Weekly Unique Visitors

Key Insights

2. Weekly Visitor Trends

Weekly Unique Visitor counts a visitor coming your site only once on a given week. For weekly updates to your production environment code base, if you are looking for what is the best “window of opportunity” to release code / bug fixes, you can get an understanding of which week has the least impact on visitors.

Interpretation of Report Data

1. You may report more monthly unique visitors than weekly unique visitors (over a month period) if a month starts in the middle of the week.
2. Visitors are tracked based on the cookie stored in the visitor’s browser. So if the user has disabled JavaScript or cookies, they are then tracked by default by a combination of User-Agent string and IP Address.

3. Daily unique visitors total for a week will always be greater than the weekly unique visits report for the same period since it will count visitors multiple times across days.

SiteCatalyst Code Implementation and Console Settings

1. Weekly Unique Visitor Report relies on the Calendar Settings of the Report Suite. The default calendar is Gregorian (with weeks starting from Sunday and extending till Saturday). The weekly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar with a different first day of the week or a custom calendar.
2. Adobe SiteCatalyst uses a persistent cookie (s_vi) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly by the users on their site.
3. Report Suite Setting of Time Zone determines the visit time that is recorded.

Report 5) Analyze Monthly Unique Visitors to the site

Navigate to Site Metrics > Visitors. > Monthly Unique Visitor Report. This report primarily focuses on trying to aggregate the monthly unique visitors for the timeframe selected by the SiteCatalyst user in the calendar. You may also see this report available as an option to break down other reports.

Monthly Unique Visitors Report

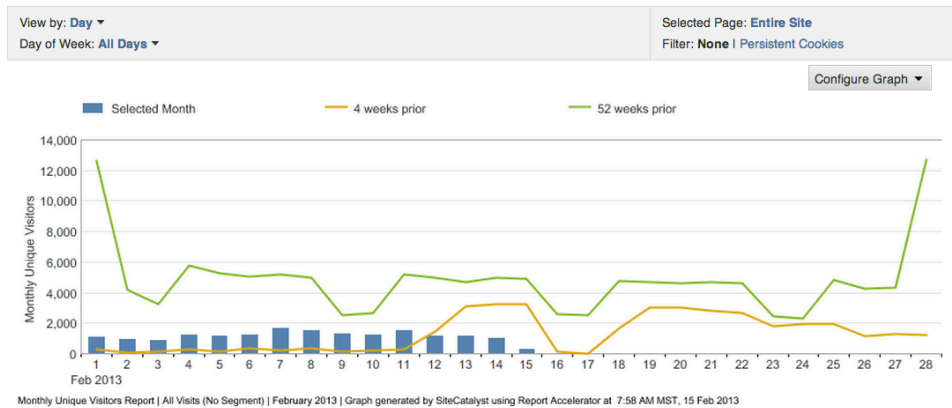


Figure 3.6 Monthly Unique Visitors

Key Insights

1. Monthly Visitor Trends
Monthly Unique Visitor counts a visitor coming your site only once on a given month. So if you are looking for the peak and low seasonal months of your business, you can use this report to determine that.

Interpretation of Report Data

1. Visitors are tracked based on the cookie stored in the visitor's browser. So if the user has disabled JavaScript or cookies, they are then tracked by default by a combination of User-Agent string and IP Address.

SiteCatalyst Code Implementation and Console Settings

1. Monthly Unique Visitor Report relies on the Calendar Settings of the Report Suite. The default calendar is Gregorian (with months in 4-5-4 or 4-4-5 week pattern). The monthly unique report will

be impacted if the default calendar is changed to a modified Gregorian calendar with a different first day of the week or a custom calendar.

2. Adobe SiteCatalyst uses a persistent cookie (s_vi) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly by the users on their site.
3. Report Suite Setting of Time Zone determines the visit time that is recorded.

Report 6) Analyze Quarterly Unique Visitors to the site

Navigate to Site Metrics > Visitors. > Quarterly Unique Visitor Report. This report primarily focuses on trying to aggregate the quarterly unique visitors for the timeframe selected by the SiteCatalyst user in the calendar. You may also see this report available as an option to break down other reports.

Quarterly Unique Visitors Report

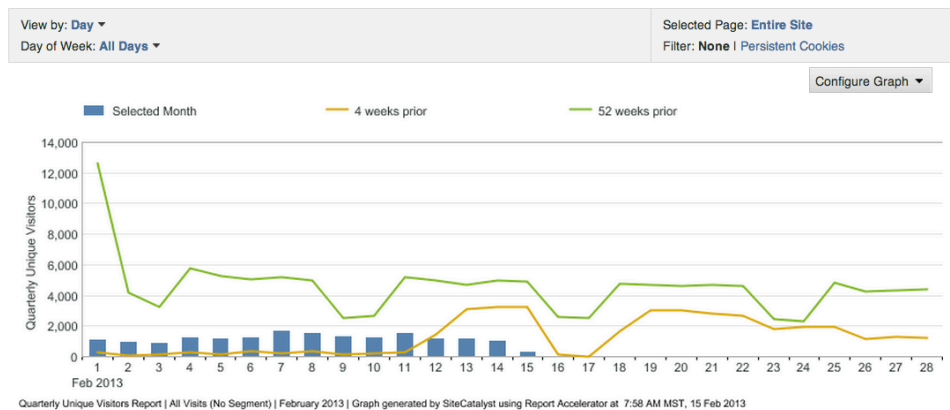


Figure 3.7 Quarterly Unique Visitors

Key Insights

1. Quarterly Visitor Trends
Quarterly Unique Visitor counts a visitor coming your site only once on a given quarter. A quarter is defined as 13 weeks in SiteCatalyst.

Interpretation of Report Data

1. Visitors are tracked based on the cookie stored in the visitor's browser. So if the user has disabled JavaScript or cookies, they are then tracked by default by a combination of User-Agent string and IP Address.

SiteCatalyst Code Implementation and Console Settings

1. Quarterly Unique Visitor Report relies on the Calendar Settings of the Report Suite. The default calendar is Gregorian (with 13 weeks for each quarter). The quarterly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar with a different first day of the week or a custom calendar.
2. Adobe SiteCatalyst uses a persistent cookie (s_vi) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly by the users on their site.
3. Report Suite Setting of Time Zone determines the visit time that will be recorded.

Report 7) Analyze Yearly Unique Visitors to the site

Navigate to Site Metrics > Visitors. > Yearly Unique Visitor Report. This report primarily focuses on trying to aggregate the yearly unique visitors for the timeframe selected by the SiteCatalyst user in the calendar. You may also see this report available as an option to break down other reports.

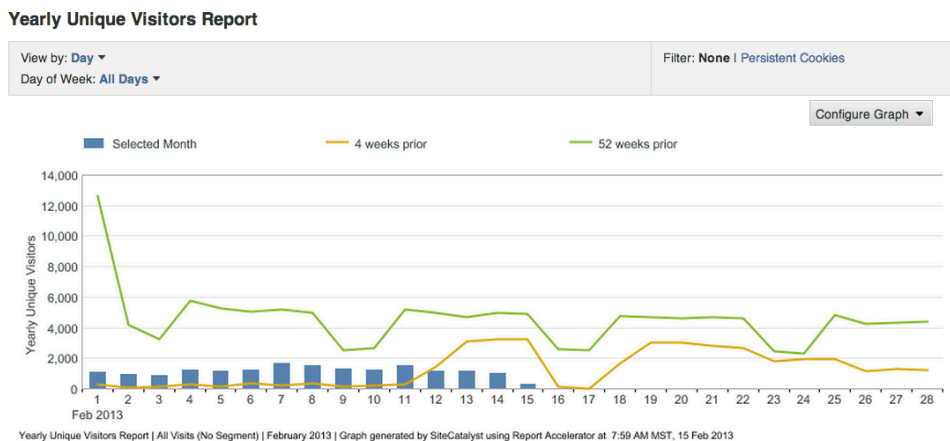


Figure 3.8 Yearly Unique Visitors

Key Insights

1. Yearly Visitor Trends
Yearly Unique Visitor counts a visitor coming your site only once on a given quarter. A year is defined as 52 weeks in SiteCatalyst. If the reporting period is a calendar year you can see how many visitors have come to your site that year (with none counted twice).

Interpretation of Report Data

1. Unique visitor refers to a single person (as identified by a cookie or a combination of User Agent String and IP address) visiting your site
2. Visitors are tracked based on the cookie stored in the visitor's browser. So if the user has disabled JavaScript or cookies, they are then tracked by default by a combination of User-Agent string and IP Address.

SiteCatalyst Code Implementation and Console Settings

1. Yearly Unique Visitor Report relies on the Calendar Settings of the Report Suite. The default calendar is Gregorian (with 52 weeks for each quarter). The Yearly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar or a custom calendar.
2. Adobe SiteCatalyst uses a persistent cookie (s_vi) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly by the users on their site.
3. Report Suite Setting of Time Zone determines the visit time that will be recorded.

Task 3.3) Understand where to focus your marketing efforts

Aha! Now you have an understanding of how many visitors come to the site and how many visits that sums up to. But, how about where they come from? That would be interesting to know so that you can target the marketing efforts in specific geo locations or in geo locations where you want to expand your business in. Internet Service Providers (ISPs) in each market area supply the American Registry of Internet Names (ARIN) with the IP addresses they use. Adobe partners with Digital

Envoy to provide a geographical tracking tool based on IP addresses. Digital Envoy uses that data to map IP address of the visitor with the geographic city, state, zip code, and DMA. Audited independently by Keynote Systems Inc, Digital Envoy data offers over 99% accuracy at the country 90% accuracy at the city level.

Report 1) Analyze Country of visit origin

Navigate to Visitor Profile > GeoSegmentation > Countries Report. This report focuses on identifying which country the visit originated in.

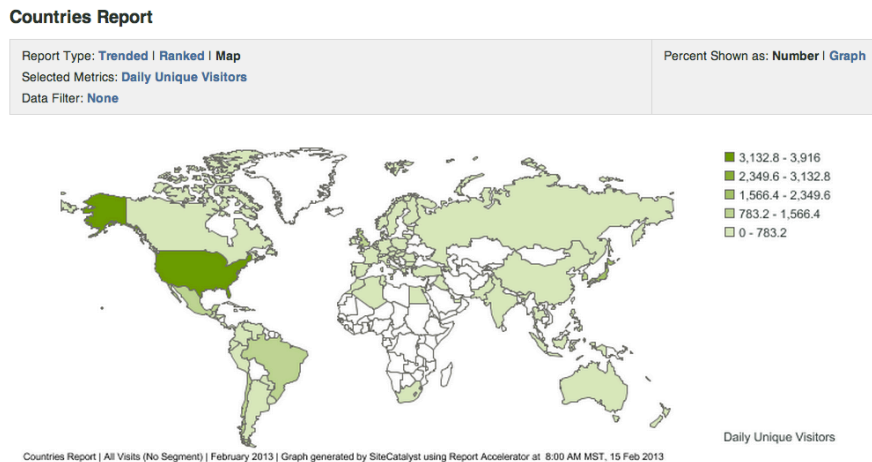


Figure 3.9 Analyze Country of Origin

Key Insights

1. Which country contributes most daily unique visitors for page tracked in this Report Suite?

The SiteCatalyst Countries report shows you the countries from which the visit originated. In addition to the standard "Ranked" and "Trended" views the "Map" view color-codes the countries according to their relative contribution to your total traffic based on the intensity of the color. The intensity of the color increases with higher number of daily unique visitors visiting your site.

Interpretation of Report Data

1. Corporate proxy servers mask the IP address of the users accessing the site. So all the visits originating from the proxy server are treated as a single visitor thus under reporting that data
2. Mobile IP targeting varies from provider to provider
3. User using satellite Internet Service Providers (ISPs) have their IP addresses masked.
4. Military and government IPs record the IP of the home location and not the military base where they are stationed.
5. AOL users were originally showing up as “McLean, Virginia” no matter where the user was based. To overcome that, now SiteCatalyst buckets all AOL users into the AOL US segment

Region	Daily Unique Visitors
All Countries	533,695
All Regions	533,535
AOL (United States)	159
AOL (Germany)	1

SiteCatalyst Code Implementation and Console Settings

1. There is no specific implementation detail required to track the geoSegmentation data. It is automatically tracked using IP address.

Report 2) Analyze Regions of visit origin

Navigate to Visitor Profile > GeoSegmentation > Regions Report. This report focuses on identifying which *region*, or group of countries, the visit originated in. The region drills down on the country you selected in the Visitor Profile > GeoSegmentation > Country Report. Region is the same as the US States. For countries that do not have states, the region is more pertinent. The region report is provided by Digital Envoy. Audited independently by Keynote Systems Inc, Digital Envoy data offers over 97% accuracy at the region level.

Regions Report

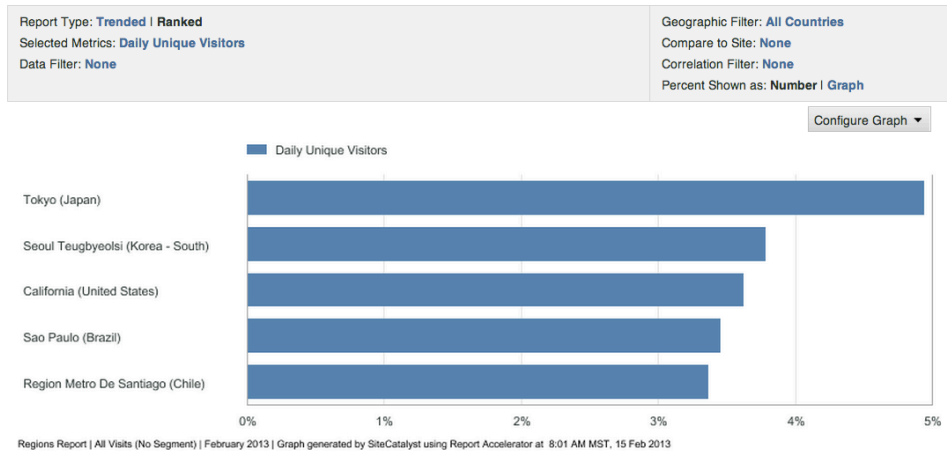


Figure 3.10 Analyze Region of Origin

Key Insights

2. Which region contributes most daily unique visitors to the site?
The SiteCatalyst Regions report shows you the regions from which the visit originated in a "Ranked" or "Trended" view.

Interpretation of Report Data

1. Corporate proxy servers mask the IP address of the users accessing the site. So all the visits originating from the proxy server are treated as a single visitor thus under reporting that data
2. Mobile IP targeting varies from provider to provider
3. User using satellite Internet Service Providers (ISPs) have their IP addresses masked.
4. Military and government IPs record the IP of the home location and not the military base where they are stationed.

5. AOL users were originally showing up as “McLean, Virginia” no matter where the user was based. To overcome that, now SiteCatalyst buckets all AOL users into the AOL US segment

Region	Daily Unique Visitors
All Countries	533,695
All Regions	533,535
AOL (United States)	159
AOL (Germany)	1

SiteCatalyst Code Implementation and Console Settings

2. There is no specific implementation detail required to track the geoSegmentation data. It is automatically tracked using IP address.

Report 3) Analyze Cities of visit origin

Navigate to Visitor Profile > GeoSegmentation > Cities Report. This report focuses on identifying which *city* the visit originated in. The city drills down on the region / states you selected in the Visitor Profile > GeoSegmentation > Regions / U.S States Report. The cities report is provided by Digital Envoy. Audited independently by Keynote Systems Inc, Digital Envoy data offers over 90% accuracy at the city level.

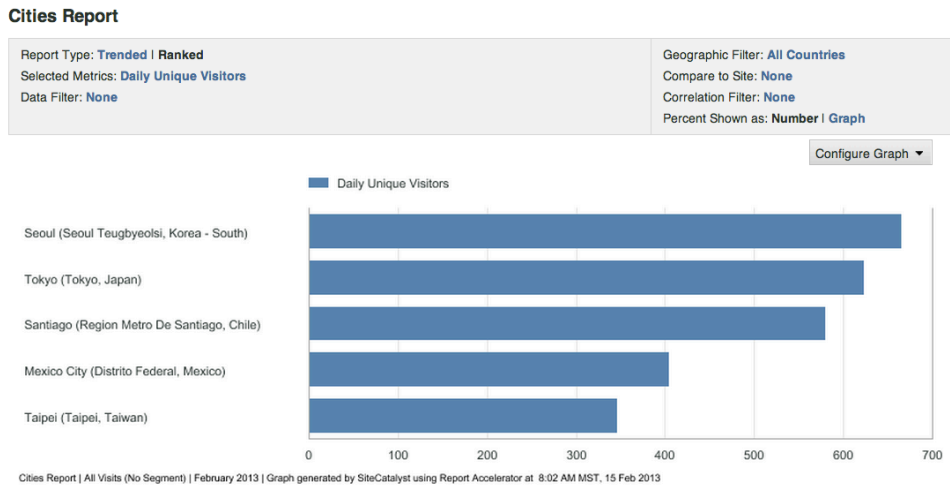


Figure 3.11 Analyze Cities of Origin

Key Insights

1. Which city contributes most daily unique visitors to the site?
The SiteCatalyst Cities report shows you the cities from which the visit originated in a "Ranked" or "Trended" view.

Interpretation of Report Data

1. Corporate proxy servers mask the IP address of the users accessing the site. So all the visits originating from the proxy server are treated as a single visitor thus under reporting that data
2. Mobile IP targeting varies from provider to provider
3. User using satellite Internet Service Providers (ISPs) have their IP addresses masked.
4. Military and government IPs record the IP of the home location and not the military base where they are stationed.
5. AOL users were originally showing up as “McLean, Virginia” no matter where the user was based. To overcome that, now SiteCatalyst buckets all AOL users into the AOL US segment

Region	Daily Unique Visitors
All Countries	533,695
All Regions	533,535
AOL (United States)	159
AOL (Germany)	1

SiteCatalyst Code Implementation and Console Settings

1. There is no specific implementation detail required to track the geoSegmentation data. It is automatically tracked using IP address.

Report 4) Analyze U.S. States of visit origin

Navigate to Visitor Profile > GeoSegmentation > U.S States Report. This report focuses on identifying which U.S. State the visit originated in. Adobe partners with Digital Envoy to provide a geographical tracking tool based on IP addresses. Audited independently by Keynote Systems Inc, Digital Envoy data offers over 97% accuracy at the region level.

U.S. States Report

Report Type: [Trended](#) | [Ranked](#) | [Map](#)
Selected Metrics: [Daily Unique Visitors](#)
Data Filter: [None](#)

Correlation Filter: [None](#)
Percent Shown as: [Number](#) | [Graph](#)

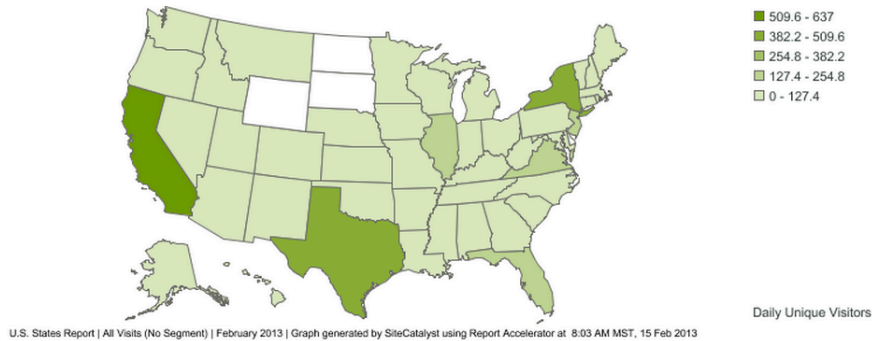


Figure 3.12 Analyze U.S. States of Origin

Key Insights

1. Which U.S. State contributes most daily unique visitors to the site?
The SiteCatalyst U.S. States report shows you the U.S States from which the visit originated in a "Ranked" or "Trended" view.

Interpretation of Report Data

1. Corporate proxy servers mask the IP address of the users accessing the site. So all the visits originating from the proxy server are treated as a single visitor thus under reporting that data
2. Mobile IP targeting varies from provider to provider
3. User using satellite Internet Service Providers (ISPs) have their IP addresses masked.
4. Military and government IPs record the IP of the home location and not the military base where they are stationed.

5. AOL users were originally showing up as “McLean, Virginia” no matter where the user was based. To overcome that, now SiteCatalyst buckets all AOL users into the AOL US segment

Region	Daily Unique Visitors
All Countries	533,695
All Regions	533,535
AOL (United States)	159
AOL (Germany)	1

SiteCatalyst Code Implementation and Console Settings

2. There is no specific implementation detail required to track the geoSegmentation data. It is automatically tracked using IP address.

Report 5) Analyze U.S. DMA of visit origin

Navigate to Visitor Profile > GeoSegmentation > U.S. DMA Report. This report focuses on identifying which U.S. Designated Marketing Area (DMA) the visit originated in.

U.S. DMA Report

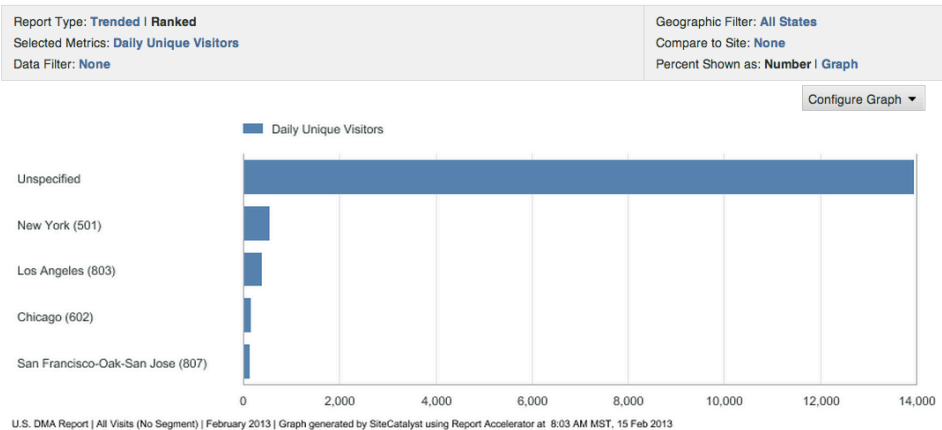


Figure 3.13 Analyze DMA

Key Insights

1. Which U.S. DMA contributes most daily unique visitors to the site?

The Designated Market Area (DMA) report segregates the United States into marketing areas. The SiteCatalyst U.S DMA report shows you the U.S DMA from which the visit originated in a "Ranked" or "Trended" view.

Interpretation of Report Data

1. If the visitors are not setting persistent cookies, SiteCatalyst looks for a combination of the IP address and the user-Agent string. Corporate proxy servers mask the IP address of the users accessing the site. So all the visits originating from the proxy server are treated as a single visitor thus under reporting that data
2. Mobile IP targeting varies from provider to provider
3. User using satellite Internet Service Providers (ISPs) have their IP addresses masked.
4. Military and government IPs record the IP of the home location and not the military base where they are stationed.
5. AOL users were originally showing up as “McLean, Virginia” no matter where the user was based. To overcome that, now SiteCatalyst buckets all AOL users into the AOL US segment

Region	Daily Unique Visitors
All Countries	533,695
All Regions	533,535
AOL (United States)	159
AOL (Germany)	1

SiteCatalyst Code Implementation and Console Settings

1. There is no specific implementation detail required to track the geoSegmentation data. It is automatically tracked using IP address.

Report 6) Analyze Preferred Time zones – under review for version 15

Navigate to Visitor Profile > Time Zones Report. The browser’s time zone is based on the user’s operating system time zone. That information on the browser is available to SiteCatalyst to determine which time zone the user falls in

If you want to optimize your channel spend based on geo targeting, knowing which time zones visits are high at what point of the day is

useful. Also, based on the time zone that generates most of your traffic, you can tailor your content to specific time zones too.

Key Insights

1. At what time should you run a geo-targeted campaign in geo areas that have PST Time zone vs. EST time zone?

This report displays which time zones your visitors are coming from. All time zones are present in Greenwich Mean Time (GMT), which is the international time standard. In addition to the standard "Ranked" and "Trended" views the "Map" view color-codes the countries according to their relative contribution to your total traffic based on the intensity of the color. The intensity of the color increases with higher number of daily unique visitors visiting your site.

SiteCatalyst Code Implementation and Console Settings

1. There is no specific implementation detail required to track the time zones data. It is automatically tracked using default information from the browser.

Task 3.4) Understand Visitor Demographics

Visitor demographics allows you to identify the customers at the zip code level. This is the lowest level granularity of data that is not considered a “Personally Identifiable Information” or “PII”. Having this clarity about the visitor helps you target your marketing efforts locally.

Report 1) Analyze Visitor Zip / Postal Code

Navigate to Visitor Profile > Visitor Zip / Postal Code Report. This report is not auto populated. It requires a code change on the web page

that requests that visitor provide their zip code. Whatever value is entered gets assigned the zip information.

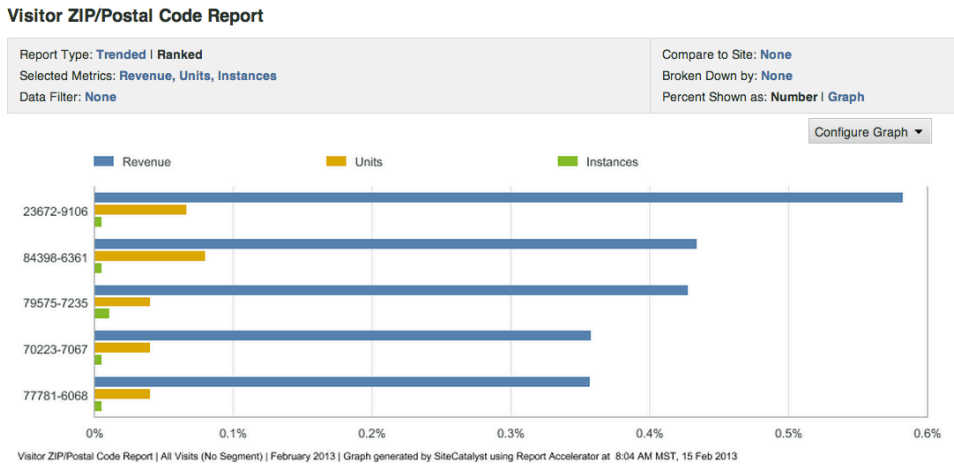


Figure 3.15 Analyze Visitor Zip / Postal Code

Key Insights

1. You can use this report to determine the success of a localized advertising campaign down to a specific town or city.
2. You can compare the visits to a geo visits from a particular zip and match it with the zip codes of the customer show provide that information in the conversion form.

Interpretation of Report Data

1. Version 14 does not allow for s.zip variable to be automatically populated from geoSegmentation data

SiteCatalyst Code Implementation and Console Settings

- Set value in variable s.zip explicitly.
- Alternate implementation is to enable the geoSegmentation data so that s.zip variable is automatically populated after a hit is received by Omniture's servers.
- There is an additional option of using geoSegmentation data when no specified zip is available (s.zip has no value).

Task 3.5) Understand Visitor Preferences

Report 1) Analyze Domains

Navigate to Visitor Profile > Domains Report. This report provides the list of Internet Service Providers (ISPs) used by visitors to your site

Domains Report

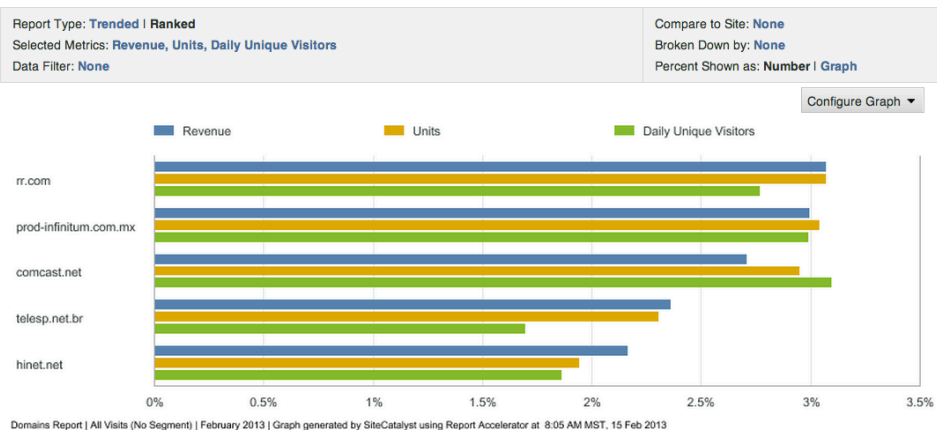


Figure 3.16 Understand Visitor Preferences

Key Insights

1. You can use this report to determine the success of a localized advertising promotional campaign

SiteCatalyst Code Implementation and Console Settings

1. There is no specific implementation detail required to track the domain data. It is automatically tracked using IP address.

Report 2) Analyze Top Level Domains

Navigate to Visitor Profile > Top Level Domains Report. This report provides an overview of which country the users came from based on their domain extension.

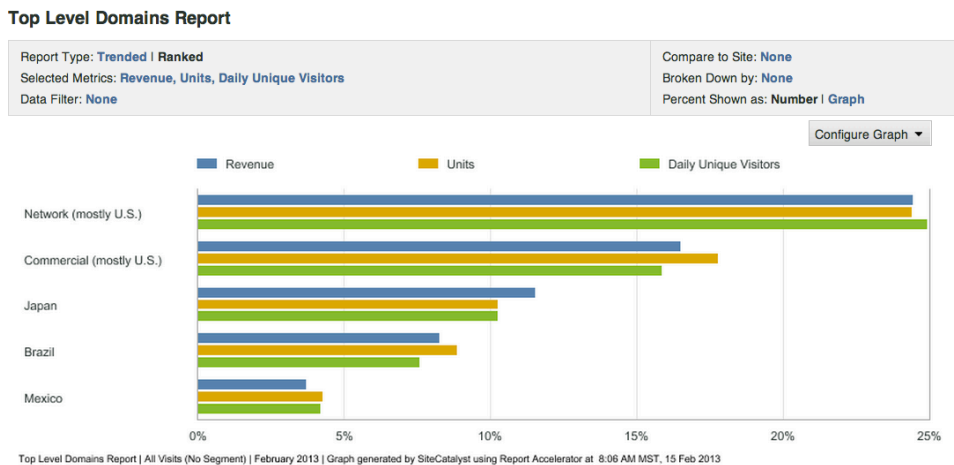


Figure 3.17 Analyze Top Level Domains

Key Insights

1. You can use this report to determine global advertising promotional campaign
2. You can also determine which country you would focus your marketing campaign on.

SiteCatalyst Code Implementation and Console Settings

2. There is no specific implementation detail required to track the top level domain data. It is automatically tracked using the URL of the site.

Conclusion

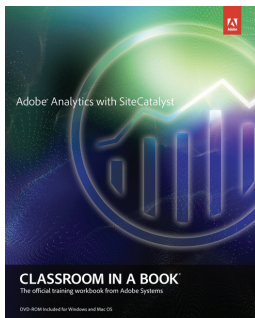
In conclusion all these reports will help you understand your next steps on where you can focus your analytics effort.



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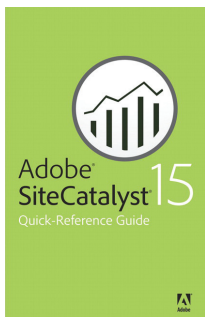


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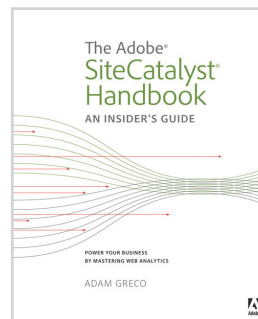


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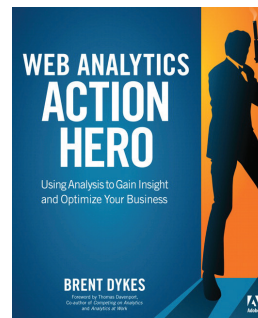


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Adam Greco
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