Adobe® Analytics with SiteCatalyst®

CLASSROOM IN A BOOK®
The official training workbook from Adobe Systems

Vidya Subramanian
with foreword by David A. Schweidel, Co-Director of Emory Marketing Analytics Center, Goizueta Business School, Emory University

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To my parents and in-laws,
the best mentors I could wish for.

To my kids, Rhea and Rishi,
the best blessings I could ask for.

And to my husband, Ravi—
marrying you was the best decision
I ever made without analytical data.

About the author

Vidya Subramanian (www.linkedin.com/in/vidyas/) is the Senior Analytics Insights Manager at Intuit, where she is currently evangelizing and standardizing analytics practices for the Small Business Group–Marketing. She previously designed and implemented SiteCatalyst and end-to-end analytics at Genworth Financial, a Fortune 500 company.

She is a coauthor of *McGraw-Hill's PMP Certification Mathematics with CD-ROM,* published by McGraw Hill, and author of *Data Driven Scrum Framework,* published in the Intellectual Property Library (IP.com).

She holds a master's degree in information systems from Virginia Tech and a master's degree in computer software applications from Mumbai, India. She is a Certified Project Management Professional, Certified ScrumMaster, Certified Usability Analyst (CUA), and an Adobe Certified Expert in SiteCatalyst.

When she's not reading or checking fun projects off her to-do list, she enjoys family trips to museums, zoos, and parks with her two kids, Rhea (4) and Rishi (2), and her husband, Ravi.

Acknowledgments

My special appreciation goes to the book's early reviewers and critics: Brent Dykes, Dylan Lewis, and Stewart Alaniz. Tom Wilkins, the CEO of Evolytics, thank you for spending your weekend poring over the book—you clearly have a passion for excellence. And I want to extend a huge thank you to Ken Wach, James Niehaus, Rachael Gerson, Brandon Bunker, Rahul Todkar, and Kayden Kelly for believing in the book's value for readers. Nora Denzel and Adam Greco, thank you for your continued support.

Intuit is definitely one of the best places to work, and I'm grateful for the opportunity to work with some of the best people in the industry. Ken Wach, Steve Lin, and Nancy Lee have always taken time out of their busy schedules to mentor me.

I appreciate of Seth Greenberg, Heather Kirkby, Ivy Wu, Dylan Lewis, Ganesh Kundaicar, Brian Weaver, Scott Annett, Lisa Friedman, Shelby Ferrari, Keith Cheung, Anand Mistry, and Mabel Sio for always adding to my learning. Srikanth Devidi, Anji Koppolu, Chris Dowsett, Harish Mohan—our analytics team at Intuit is definitely one of the best in its search for excellence and its innovation.

Here, I'd like to mention that the thoughts in this book are limited to my personal opinion and interpretation of analytics and not a reflection of how analytics is done at Intuit.

Melissa Ehreshman and Adam Foldenauer from Genworth Financial, thanks for letting me run the analytics implementation at Genworth Financial. It certainly opened a whole new world of excitement and learning.

I wish everyone in the world could be gifted with a wonderful mentor like my sister Subha, who's been instrumental in both of my books. I'm also thankful to my sisters Sumathi and Kavitha, and my sisters-in-law, Bhanu and Vidya, for encouraging me to write this book. I am truly fortunate to have a wonderful family! Special thanks to Navin Argulkar for watching my kids so that I could write.

Thank you to both of my kids, whose lullaby has been me typing away on my keyboard while I cranked out this book. Now that I'm done, we can get back to me singing—not sure how happy they'll be about that!

My husband, Ravi, has been very supportive of all my dreams, even when I broke our cardinal rule of not working during family time. I'm not sure this book would have come through without him—I am truly lucky in love.

Finally, the contents of this book are influenced by a lot of people whose names I may have not explicitly acknowledged above. While I've tried my best to keep the book free of errors, I take full responsibility for any of them. Please send me your thoughts and feedback.

Happy analyzing!

—Vidya Subramanian

ADVANCE PRAISE

In today's world of digital marketing, business success rests on an organization's ability to understand—with real data—their customers' behavior. Vidya Subramanian's book is a fantastic tool for any web leader, new or experienced, to help them implement and leverage accurate and actionable web tracking. This is your one-stop source for all you need to know about Adobe SiteCatalyst so that you can optimize your end-to-end funnels and accelerate growth.

—Ken Wach, Vice President Marketing, Intuit, Inc.

If your business is running Adobe SiteCatalyst, you need this book. Whether you are an analyst, a marketer, or a technical engineer, Vidya Subramanian's *Classroom in a Book* is a wonderful companion to anyone tasked with using SiteCatalyst to drive business decisions. This book brings it all together in a compact and straightforward approach. Vidya provides in-depth insights on a number of key web analytics topics from both a strategic and tactical perspective. She also does a great job of breaking down complex topics by explaining what they are, why they're important, and how to leverage SiteCatalyst to measure and manage performance. This book truly is a crash course in how to manage a real-world business using SiteCatalyst.

—James Niehaus, Director of Optimization and Web Analytics, Symantec

Most organizations struggle with the definition and tracking of their business goals, which dooms their analytics efforts from the beginning. Vidya is clearly an experienced marketer and analyst who shares her pragmatic approach to analytics setup and analysis that is aligned to the customer life cycle. If you aren't sure how to set up KPIs, don't know what questions you should be asking or exactly how to answer them with SiteCatalyst, this book is for you. The well-constructed lessons and valuable tips are sure to help you achieve a positive return on your analytics investment.

—Kayden Kelly, CEO, Blast Analytics & Marketing

Adobe Analytics with SiteCatalyst Classroom in a Book differentiates itself from every other resource because it provides more than insights, tips, and tricks about the tool—in this book, Vidya puts forth an evolutionary analytical framework that aligns analysis recommendations with the marketing funnel. This unique framework enables organizations to think conceptually about conversion in alignment with SiteCatalyst capabilities. It is an actionable, must-read for web analysts and anyone else interested in improving their business online.

—Tom Wilkins, CEO & Founder, Evolytics

In a world where analytics is critical to successful digital marketing, breaking web analytics into simple, easy-to-understand steps is highly beneficial, and Vidya has just done that. I have known her as part of my marketing analytics team and as a point person on web analytics at Intuit. She has a remarkable ability to understand broad vision, and at the same time is willing and eager to get into the details so necessary for successful execution. In this book, Vidya has distilled her SiteCatalyst knowledge into a practical, step-by-step guide to connect your business goals to a web analytics roadmap in order to achieve business growth.

—Rahul Todkar, Head of Channel Marketing Analytics, Intuit Small Business Group

Adobe Analytics with SiteCatalyst Classroom in a Book is a well-written and excellent tutorial on digital analytics with Adobe SiteCatalyst. This book provides a thorough foundation on how you can use SiteCatalyst to answer business questions. This book is the fastest way to get started with SiteCatalyst.

—Brandon Bunker, Sr. Manager of Analytics at Sony Electronics

Adobe Analytics with SiteCatalyst Classroom in a Book reads like a friendly teacher who wants to open up her knowledge to new students, rather than being unnecessarily complicated in an effort to separate the "hardcore" analysts from the beginners. The structured lessons are a perfect fit for busy professionals and those looking to learn the program quickly yet thoroughly, and the consistent presentation format of information helps easily guide readers through the text. Chapter lessons are cumulative, but more experienced SiteCatalyst users will easily be able to skip to relevant sections, or even use earlier chapters as a good review.

Providing readers with opportunities to think critically about the information presented inspires new and current analysts to "hurry up and try" these newfound skills on their own client accounts. It is obvious that the author wants readers to immerse themselves (at their own pace) in the datasets that SiteCatalyst offers, and her easily digestible presentation of otherwise highly technical subject matter is refreshing and will be appreciated by her target audience. Her book will be a valuable reference tool for newcomers and old hats alike.

—Rachael Gerson, Head of Analytics, SEER Interactive

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FOREWORD

Adobe Analytics with SiteCatalyst Classroom in a Book offers a comprehensive yet accessible walk through the essentials of analyzing and interpreting the wealth of data generated by web visitors. Vidya Subramanian guides readers through the key stages of the purchase process, from customer acquisition and engagement through conversion and retention. At each stage, she provides examples of the metrics that organizations can use to assess their performance along different dimensions and inform decisions to help achieve their goals.

Online data is essential for a wide range of sectors, from retail stores and service providers to nonprofits and universities. How are customers acquired? What attracts them to a website? What are the key drivers of conversion? Which customers are most valuable? Subramanian clearly demonstrates how SiteCatalyst users can answer these questions and others by extracting the appropriate data. Her step-by-step instructions for generating reports within SiteCatalyst make it simple to derive actionable insights. By calling out the link between key performance indicators, the associated metrics, and the appropriate SiteCatalyst report, even those not currently using SiteCatalyst are treated to a web analytics primer and can see exactly what can be learned by mining the data readily available to them.

While it's convenient to silo different data sources and interpret them in isolation, taking an integrated view across platforms is the best way to understand customers. Subramanian goes beyond the standard take on web analytics to make critical links between activities that organizations can observe on their websites and other sources of information, such as CRM systems and customer surveys.

—David A. Schweidel
   Associate Professor of Marketing
   Co-Director of Emory Marketing Analytics Center (EmoryMAC)
   Goizueta Business School, Emory University

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ABOUT CLASSROOM IN A BOOK

Adobe Analytics with SiteCatalyst Classroom in a Book is part of the official training series for Adobe digital marketing software developed with the support of Adobe product experts. The lessons are designed so you can learn at your own pace. If you're new to SiteCatalyst, you'll learn the fundamental concepts and features you'll need to use the program. Classroom in a Book also teaches many advanced features, including tips and techniques for using the latest version of this application.

Additional Resources

Adobe Analytics with SiteCatalyst Classroom in a Book is not meant to replace documentation that comes with the program or to be a comprehensive reference for every feature. Only the commands and options used in the lessons are explained in this book. For comprehensive information about program features and tutorials, please refer to these resources:

Adobe Analytics Community

http://helpx.adobe.com/marketing-cloud/analytics.html

The Adobe Analytics Community page offers help and support for Adobe Analytics. Find tips, tricks, and solutions to common issues. Follow community professionals and join vibrant discussions around Analytics.

For in-product help, click the Help link at the right of the top navigation bar.

Adobe Training Services

http://training.adobe.com/training.html?promoid=JOPCS

Courses offered through Adobe Training Services are available in multiple formats to suit your needs—at one of our regional training centers, online as virtual learning, or on-site at your company.

@AdobeMktgCare on Twitter

http://twitter.com/AdobeMktgCare

Ask the Adobe experts on Analytics and other solutions for help, advice and tips.

Certification

http://training.adobe.com/certification/exams.html#p=1

Becoming an Adobe Certified Expert gives you advanced skills recognized and respected by employers. By proving your expertise with Adobe solutions, you demonstrate your commitment to advancing your skills and taking on greater challenges.

Digital Marketing Best Practices Guides

http://www.adobe.com/solutions/digital-marketing/
guides.edu.html?promoid=KAWSF

Find leading analyst reports and Adobe thought leadership essays.

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GETTING STARTED

If you've picked up this book, chances are you're an analyst, a marketer, or someone who's interested in digital analytics. That's great! *Adobe Analytics with SiteCatalyst Classroom in a Book* shows you how to use Adobe SiteCatalyst to establish and measure key performance indicators (KPIs) for your website, walks you through each phase of the marketing funnel, and explains how to run pertinent reports to better understand your site performance. For each report, you can get a quick overview of the insights, the key technical nuances you need to keep in mind to interpret the data, and the SiteCatalyst implementation changes you'll need to instrument.

Here's an overview of the chapters in the book:

Chapter 1, "Preliminary Work," walks you through some basic concepts of the digital world. You might be familiar with most of these ideas, but this will set the stage for the analytics to be discussed and ease your transition into the book. The chapter provides a quick look at how to set the analytics goals for your website and determine your analytical focus. There is also a brief review of marketing channels, most of which you may be using in your current channel portfolio.

Chapter 2, "Establish Business Strategies and KPIs," introduces the concepts of KPIs and appropriate metrics. You'll gain a deep understanding of segments and how to set thresholds, then take a quick trip through SiteCatalyst to set targets, alerts, and calendar events.

Chapter 3, "Awareness Analytics," provides details on reports you can run to review the effectiveness of awareness data. You'll learn the channel types and how these can be set up to inform your channel spend and optimization needs. You'll learn how to determine which marketing channels are driving visitors and which sites are referring them. You'll also gain an understanding of the differences between cross-channel and multichannel attribution and how you can leverage SiteCatalyst to better understand them.

Chapter 4, "Acquisition Analytics," talks about reports you can run to better understand the acquisition phase of the marketing funnel. You'll learn how

to get insight into the success of your acquisition efforts by determining the total number of visits and visitors to your site, and do a dive deep into your visitors' geographical and demographic information.

Chapter 5, "Engagement Analytics," details the engagement phase of the marketing funnel. Here your focus will be on tracking lost revenue and learning which content visitors find engaging. You'll learn how the bounce rate and exit rate can help you identify parts of the site where you're losing visitors. You'll also find out what parts of the site visitors are engaging in and trace their preferred navigation paths.

Chapter 6, "Persuasion Analytics," takes you into the persuasion phase of the marketing funnel. Here you'll understand what pages influence the conversion of a visitor and learn how to tell whether testimonials or product comparisons are influencing visitors to convert. You'll also find out how technology, including mobile technology, can influence visitors to your website.

Chapter 7, "Conversion Analytics," reminds you of the analytics pertaining to conversion and how you can determine whether you're effectively driving both microconversions and macroconversions. The chapter will focus on purchase and cart data to help you understand how to optimize conversion, and give you more tools to determine where you're losing customers. You'll also learn how you can gauge the success of cross-selling and upselling your customers.

Chapter 8, "Retention Analytics," shifts gears to the recency, frequency, and monetary aspects of retention analytics. Here you'll find out how to build customer loyalty.

Chapter 9, "External Data Analytics," provides a holistic view of your analytics by providing an overview of how SiteCatalyst data can be connected to other vendor systems using Genesis Integration or connected to the data stored in disparate databases.

Chapter 10, "Dashboards," gives you an understanding of how to approach a problem and design the analytics solution for it. More importantly, it shows you how to present your findings in a dashboard to different audiences based on their role and level.

Appendix, "Implementation Details," follows up on how you can instrument a successful implementation when you're starting out. Even if you have a solution in place, the exercises presented will help ensure that you've crossed all these off your list. **Joe Christopher** has shared his thoughts on the top ten plug-ins that are used commonly in implementations.

Review of the SiteCatalyst user interface

This quick introduction is intended for those who are just getting started. If you're already familiar with the SiteCatalyst interface, feel free to skip this section.
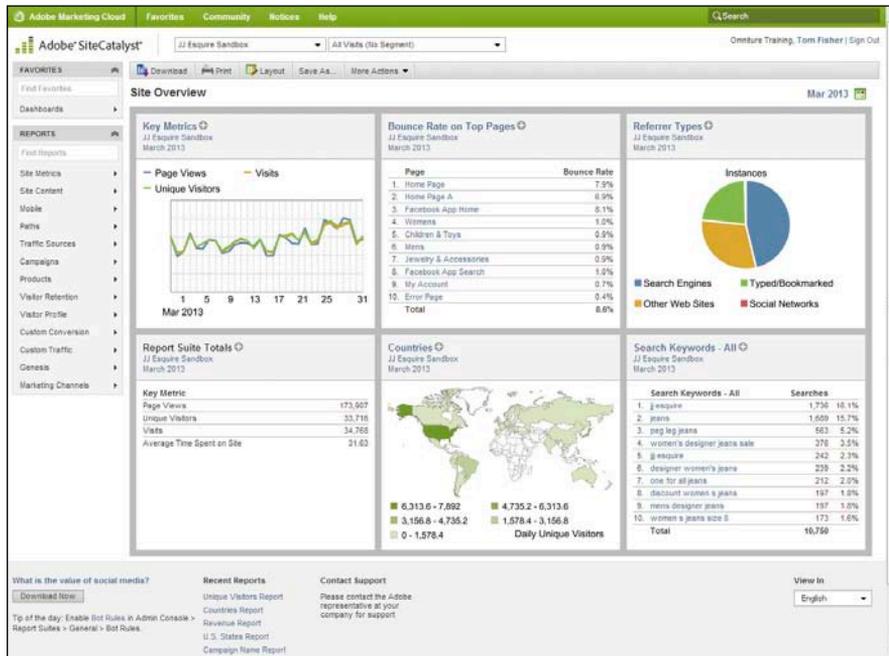
Top navigation—Adobe Marketing Cloud

Adobe Marketing Cloud is a newly branded suite of analytics products designed specifically to help you answer the wide range of analytics questions that you may have. Each product is listed below with a summary of its capabilities.

Adobe Marketing Cloud > SiteCatalyst > SiteCatalyst Reporting

SiteCatalyst Reporting gives you detailed insights into the health of your website. The reports cover a broad spectrum of data points across the marketing funnel and beyond. SiteCatalyst offers the ability to integrate data from third-party tools, and provides click stream data to customers to import into their internal data warehouse. This gives you the option of building your business intelligence based on SiteCatalyst data collection.

Adobe Marketing Cloud > SiteCatalyst > DataWarehouse

DataWarehouse enables users to focus their analysis on a nonstandard report that is unavailable in SiteCatalyst. DataWarehouse lets you run reports on raw click stream data compared to the processed data in SiteCatalyst. This gives power users data with higher granularity. DataWarehouse reports are available for global and normal report suites, but not for rollup suites. Many of the advanced segmentation capabilities of DataWarehouse have been moved into SiteCatalyst 15 to allow for real-time segmentation.

Adobe Marketing Cloud > SiteCatalyst > SiteCatalyst Widget

The SiteCatalyst Widget enables you to embed SiteCatalyst data in any web page. It can be added to iGoogle, the Google toolbar, Windows Live, and the Yahoo desktop. The widget can be manually embedded by adding a short line of HTML to the source code.

The widget allows you to choose from saved bookmarks and dashboards available in your user account. You can add or remove reports from the widget by making changes to the reports in your SiteCatalyst account.

Adobe Marketing Cloud > SiteCatalyst > Report Builder

Report Builder is an add-in for Microsoft Excel that lets you build more robust dashboards to exploit Excel's rich formula and macro capabilities. Data from SiteCatalyst can be configured to display in any Excel worksheet or cell. Report Builder uses a keyboard-centric design to structure data blocks. It is designed for power users and uses SiteCatalyst reporting.

Adobe does not currently offer a version of Report Builder for Mac OS. However, you can use your Intel-based Mac to install Windows (using Boot Camp or a virtual machine), and then install Excel and Report Builder in Windows to use Report Builder on your Mac.

Adobe Marketing Cloud > SearchCenter+

SearchCenter+ is a search engine optimization tool that lets you manage bids, keywords, and text ads across multiple search engines in a single interface. It allows you to report on paid search campaign performance. It integrates with SiteCatalyst to provide data on return on investment, impressions, return on ad spend, and advanced analytics.

Adobe Marketing Cloud > Discover

Discover provides a comprehensive perspective on visitor engagement and participation across visit sessions. It enables you to perform advanced analysis on customer transaction data in real time. You can view multiple reports simultaneously and apply segments across multiple dimensions. You can also build custom data tables using any combination of dimensions, metrics, and segments. New

calendar settings let you apply date ranges, preset dates, rolling date ranges, and custom presets.

Adobe Marketing Cloud > Test&Target

Test&Target enables you to target different test experiences to your audience to determine which will be the most successful. A test is a campaign that compares two or more experiences against the success metrics you specify, so you can choose the experience that is most likely to compel visitors to complete your website goal.

There are three popular types of campaign tests:

- A/B/n testing, or split testing, attempts to do a real-time test on visitors to your site by rendering one of the versions of the page to 50 percent of the visitors and the other version to the other 50 percent during the same time period. Note that this percentage is adjusted if you have 'n' versions of the page. A/B/n tests work best when you have completely different layouts or large interaction between elements.

- Multivariate testing pertains to testing subtle differences in a page. Multivariate testing acknowledges the fact that one size does not fit all. Each visitor to your site has a unique personality and your site needs to cater to that. With segmentation and web metrics, you have the advantage of analyzing visitor behavior and creating personalized rules that optimize for the website goals. A multivariate test helps you optimize the elements or the assets displayed on the page for a predetermined layout.

- A landing page test allows you to optimize the landing page contents based on the channel or other visitor attributes. This lets you personalize the contents of the landing page based on visitor needs. A landing page test compares different versions of the page to help you see which version produces more successful results.

Adobe Marketing Cloud > Genesis

Genesis is a visual tool that allows you to integrate tools from other vendors into SiteCatalyst. Any external vendors who have partnered with Adobe will be featured in this list. The integration requires additional variables as discussed in Chapter 9 of this book.

Adobe Marketing Cloud > Insight

Adobe Insight provides powerful visualization capabilities on large sets of data to draw insights. Adobe Insight can combine SiteCatalyst data with data from other sources to give a more comprehensive understanding of insights that are not myopically restricted to the web. It also gives you the capability of creating unlimited real-time segments and correlating data with n-dimensional analysis.

Adobe Marketing Cloud > Search&Promote

Adobe Search&Promote enables marketers to display relevant content to visitors based on the spectrum of data, including geographical location, referrer site, or the search keyword used in the current visit. This data can also be correlated to the campaigns and channels that visitors responded to in past visits to uncover the intent of their visit. Search&Promote automates merchandising and promotions activity via KPI-based triggers or metrics.

Adobe Marketing Cloud > Survey

Survey essentially provides the qualitative aspect of analytics. It integrates seamlessly with SiteCatalyst to provide behavioral- and sentiment-based insights. It gives you the ability to design and create surveys with an easy-to-use interface.

Adobe Marketing Cloud > Recommendations

Recommendations provide capabilities to provide the right engaging content based on visitors' behavioral data. Marketers gain the opportunity to cross-sell and upsell by algorithmically comparing the visits from visitors displaying similar demographic and behavioral characteristics. Product choices can be based on inventory levels or visitor choices. You can also test and evaluate the accuracy of recommendations based on historical data.

Adobe Marketing Cloud > Scene7

Adobe Scene7 is a cloud-based solution for hosting and publishing digital assets to replicate them optimally across devices. Digital assets need to be optimized for each device. Adobe Scene7 determines the device from which it is receiving traffic and provides optimized digital assets for that device in real time. This provides a rich and consistent visitor experience across devices.

Adobe Marketing Cloud > Social

Adobe Social provides a publishing platform for social content, social ads, interpreting social conversation to derive the sentiments and respond in real time to any social media content. You can draw insights from popular terms word clouds and determine social impact by trending mentions, potential audience, page views, and daily unique visitors. It also provides terms, trends, and authors influencing the social space. Also, the social intelligence report provides a sentiment analysis that determines the overall attitude of your audience words, your brand, and company.

Adobe Marketing Cloud > AudienceResearch

AudienceResearch is an indispensable tool for advertisers and media planners to understand the potential audience across the web, digital edition magazines, and mobile apps. This helps to plan the digital advertising aspect to improve return on investment.

The data is independently validated and accredited by the Media Rating Council and the Interactive Advertising Bureau. The tool provides audience and engagement data encompassing websites, mobile applications, and digital magazines. This data can be further segmented by publisher data, geographical data, and technology preferences of your potential audience.

Top navigation—Favorites

The key aspects of favorites are discussed in the chapters ahead. So in an effort to keep repetition to a minimum, the chapters are referenced here. Dashboards are covered in Chapter 10, while calculated metrics, targets, alerts, calendar events are discussed in Chapter 2, "Establish Business Strategies and KPIs."

Scheduled Reports allows you to see a list of reports that you, as user, have scheduled. At any point, you could edit the scheduling changes and/or delete the scheduled report. Archived reports lists the reports that have been archived.

Top navigation—Admin

The functionality in the Admin section is restricted to users who are designated as an administrator in SiteCatalyst.

Admin > Admin Console > Admin Console Home

The Admin Console Home provides an easy way to navigate to popular aspects of the Admin Console.

Admin > Admin Console > Report Suites

This section lists the report suites. One of the lesser-known and used function-alities is the report suite groups. Based on filter criteria, you can group together report suites. For example, you can group all the production report suites as a group or a set of report suites that are saved for a particular business group.

Admin > Admin Console > Tag Manager

Tag Manager is a solution designed for creating a tag container for SiteCatalyst tags. The tag manager is designed to abstract the tags from the web page and add them all in a single tag container for easier tag management and reduce the risk of errors.

Admin > Admin Console > Code Manager

The Code Manager lets you generate, edit, and save the code that you need to insert in your web pages for data collection. The code is based on a number of parameters—the report suite (assuming static report suite variable assignment), the character encoding, the currency used for transaction, and the number of periods in the domain name.

Admin > Admin Console > Company Home

The Company Home allows you to set up company-wide settings related to security, policy, and reports. The Security Manager allows you to set security policy across passwords, email delivery, and IP restrictions.

Admin > Admin Console > User Management

The User Management console allows you to add, edit, delete, or view users, groups, and report suites allocation to users and groups. You can also manage publishing lists. You can also email all users of SiteCatalyst or admins using the email users functionality.

Admin > Admin Console > Traffic Management

The Traffic Management console allows you to look at the trends of traffic your site has been receiving. Any sudden traffic spikes can be flagged for further investigation. If there is a consistent surge in traffic, you can request a permanent traffic change.

Admin > Admin Console > Billing

The Billing center provides information on the primary and secondary server calls.

Admin > Admin Console > Logs

Logs provide three kinds of information for you to audit the usage of SiteCatalyst and its data. First, you could review the event logs for alerts, API calls, and so on. The usage and access logs provide information on the reports and actions of

different users logging in to your systems. Finally, the report suite change logs describe any changes to report suites.

Top navigation—Community

The Community aspects provide a forum for SiteCatalyst users across the globe to share their insights and issues through a common forum. This enables you to share best practices from the analytics industry. The community forum is normally for questions on current features and issues you are facing.

Adobe also provides an intracompany forum to resolve issues internal to your implementation.

The customer portal gives you a ready look at the health of your Adobe suite of products. You can view any incidents that were opened and resolved or a scheduled maintenance. High-priority open incidents can also be viewed. Clicking on the icon gives you details on the incident report.

The link allows you to link to other web analytics professionals and connect to the blogs from industry leaders and thought leaders in the analytics arena.

The Ideas Exchange is a forum for users to share feature requests that are voted on by the community. The popularity of a feature request in turn drives the priority list of features for Adobe to add to any of its products.

Top navigation—Notices

The Notices section gives your SiteCatalyst Administrator the ability to share company-wide notices.

Top navigation—Help

In the Help section, the "what's new" section gives an overview of the release notes from the latest code release across the Adobe suite of products.

The Help home links you to the thoughtful blogs from Adobe thought leaders on analytics.

The Knowledge Base boasts more than two thousand frequently asked questions (FAQs). Answers to most questions or issues can be answered by searching this portal.

Training videos is a collection of video libraries that provide an audiovisual overview of the different aspects of Adobe's suite of products.

ClientCare is Adobe's premium customer support services. You can submit a question to the support team via LiveChat. You can also see a history of incidents opened by you and its status.

Before you get started

Before you start using SiteCatalyst, ensure that you have a thorough understanding of the following aspects of your SiteCatalyst implementation. Your SiteCatalyst admin should be able to guide you through the following:

1 Credentials, groups, and publishing lists

Get your credentials set up. Your admin should be able to create or validate your username and password. Identify the name of the company as provided by Adobe. Also ensure that you're part of the appropriate groups and distribution lists to receive scheduled reports pertinent to your role in the organization.

2 Report suite names

Especially if you're part of a large organization, familiarize yourself with the report suites where the data for your website is being sent. If your organization is writing data to multiple report suites (multisuite tagging), learn about the ecosystem of pages writing data to each of the report suites.

3 Report suite settings

All report suites allow you to choose the calendar, time zone, and internal URL filters. These settings add context to interpreting the reports and data.

4 VISTA rules applied to the report suite

Visitor identification, segmentation, and transformation architecture (VISTA) rules allow a company to transform its data before it is used for reporting, based on the identification of a visitor or a segment. Your SiteCatalyst administrator should have a list of the variables that were transformed and the rules on which those are based.

5 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.

6 Custom conversion variables and their allocations

Custom conversions and their allocations will help you understand if the variables expire within a visit, after a visit, or are retained at the visitor level. This will help you correlate conversion data.

7 Success events, names, and types, and serialization information

Success events are vital to understanding the success of macro- and microconversions. Knowing the correct event numbers will help you set up the right marketing funnel steps.

8 Calculated metrics and their formulas

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

Now let's get started!

4 ACQUISITION ANALYTICS

Lesson overview

In this lesson, you'll learn to analyze acquisition data. This will be particularly helpful if you're an analyst who's optimizing landing pages or a marketer who's trying to determine which geographical location to focus your marketing efforts on.

The goals of this section are:

- Understanding what to measure to evaluate your success in acquiring customers

- Determining which Adobe SiteCatalyst reports to run based on your analysis needs

- Identifying issues that impact the data and the implementation details that affect the data quality

This lesson will take 30 minutes to complete.

A visitor's first impression of your site is critical. Landing pages that virtually read the visitor's mind and anticipate the intent of his visit are almost expected. The acquisition stage of the marketing funnel is about optimizing landing pages to meet the visitor's needs based on demographic and geographic location.

Task: Define KPIs

First, let us revisit how we set goals and key performance indicators (KPIs). With the focus on acquisition analytics in this session, your business goal may be to increase revenue by 25% for the financial year. Your KPIs will need to correlate to this goal in terms of acquisition metrics. Think backwards—to increase conversion by 25%, how much do you need to increase the traffic to your site by. So when we talk about traffic, you, of course, think in terms of visits, visitors and their traffic sources, and geolocation. Examples of KPIs for acquisition could be:

- **Average visits per visitor**

  Average visits per visitor = Total number of visits ÷ Total number of visitors

  Assume your business is like Amazon's, which means you want to optimize this KPI since a visitor will keep coming back to your site and converting.

- **Unique visitor ratio**

  Unique visitor ratio = Unique visitor ÷ Total number of visitors

  If your website conversion goal is to get visitors to sign up for a newsletter, then your business is very visitor centric. In that case, multiple visits may not be important to you. You would need to optimize for the visitor in this KPI.

- **New to return visitor ratio**

  New visitor ratio = Total number of new visitors ÷ Total number of visitors

  Return visitor ratio = Total number of return visitors ÷
  Total number of visitors

  Find out which visitors are the first-time visitors versus those who have been to your site before. If your site has a lot of return customers, you could personalize the content based on the preferences you noted about them earlier.

- **Average visits from geolocation**

  Average visits from geolocation = Total number of visits from
  <North America> ÷ Total number of visits

  If you are running a campaign in a specific geolocation, you may look at the ratio of visits your site received before the campaign and after the campaign. Trending this over time will help you evaluate the geolocation of your audience.

Table 4.1 presents a suggested approach to understand which report(s) in SiteCatalyst can help you understand that. Deepen your analysis by looking at the data with multiple metrics and sharpen your insights by segmenting the data. Segments can include any custom traffic variable, any custom conversion variable, and any SiteCatalyst Attribute Importing and Naming Tool (SAINT) classification.

Here are a few suggestions that you can use to segment the conversion; the list is not meant to be exhaustive.

- By geosegmentation
- By channel
- By campaign
- By new or repeat cisitor

- By first-time or return customer
- By referrer
- By mobile devices
- By nonmobile devices

Table 4.1 Acquisition reports and metrics

FOCUS	MEASURES	SITECATALYST REPORT	METRICS
Site Visits	Total visits to the site	Site metrics > Visits	Visits
Visitor	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
Visitor Geolocation	Geotargets	Visitor profile > Geosegmentation > Countries	Visits Unique visitors
		Visitor profile > Geosegmentation > Regions	Visits Unique visitors
		Visitor profile > Geosegmentation > Cities	Visits Unique visitors
		Visitor profile > Geosegmentation > US states	Visits Unique visitors
		Visitor profile > Geosegmentation > US designated marketing area (DMA)	Visits Unique visitors
Converted Visitor Geoprofile	Visitor demo-graphics	Visitor profile > Visitor state	Visits Unique visitors
		Visitor profile > Visitor zip/postal code	Visits Unique visitors

Task: Understand visits

Understanding visits helps you determine whether you have continued interest in your business. Visits can be defined as the number of sessions or the number of times a visitor sees one or more pages of your website.

Report: Analyze total visits

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

Key insights

Analyzing the *total visits* to your site can help answer questions such as:

- **Is there continued market interest in your site?** The key to a sustainable business is to maintain a steady flow of visits to your site. You can compare 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 any competitor analytics tools to see how you stack up to your competitors in the market space.

- **Are your marketing campaigns successful?** The total visits also indicate the success of your marketing efforts, both online and offline. Further segmenting this data by other campaign attributes gives you deeper insights into visits by campaign.

- **What is your business's seasonality?** Seasonality varies from business to business. For example, retail businesses see a spike in November and December, and a marked slowdown in January. Websites that have lead-generation forms for work-related products may see high traffic on weekdays rather than weekends.

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

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

- **Where are your visits originating from?** Based on your segments, you can determine which geographical location and referring domain your visits are from.

- **What percentage of visits are you losing?** Determine the bounce rate and single-access metrics to understand the attrition of your visits. If the bounce rate is too high, segment the data further to analyze which landing page, channel traffic, or geographical location has the highest attrition.

Interpretation of report data

In interpreting the data with respect to total site visits, keep the following in mind:

- A new visit is initialized after 30 minutes of inactivity, 12 hours of continuous activity, or 2,500 pages viewed. Inactivity is defined as no pixel calls to SiteCatalyst.

- SiteCatalyst records the visit on the day the visit started. So if a visit goes past midnight, the day the visit started is credited for the visit.

- Visits from multiple browsers on the same machine by the same person are credited as two separate visits.

- Visits from multiple tabs of the same browser on the same machine are credited as a single visit.

- Visits from multiple devices by the same person are counted as separate visits.

- In browsers that don't maintain 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 unless the same IP or browser is used.

- Visits are tracked based on the cookie stored in the visitor's browser or by a combination of user-agent string and IP address.

- If your site has power users or bots that contribute to a lot of visits, this data may look skewed.

Code implementation and console settings

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 site reports. For example, assume you configured this report suite to report data for your production site. If pages on the production server were not tagged due to an oversight, and your staging website erroneously has pages writing to this report suite, then this data could impact the data quality.

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 the website/hostname that sent the hit.

Task: Understand unique visitors trends

Understanding visitor trends helps you to understand patterns in visitor behavior. The seven reports described here have similar basic definitions, but each gives you different insights. The first, the unique visitor report, serves as a general overview. The period that defines uniqueness can then be set to hourly, daily, monthly, quarterly, or yearly.

● **Note:** In Version 14, a visitor who has disabled JavaScript or cookies is not included in the visit count. However, in Version 15, a combination of user-agent string and IP address is used to count them.

Report: Analyze unique visitors

Navigate to Site Metrics > Visitors > Unique Visitor Report. This report identifies unique visitors to the site during the timeframe you specify in the calendar.

Key insights

Analyzing reports of unique visitors to your site—including the more specific reports for unique hourly through unique yearly visitors—can help answer questions such as:

- **What are the unique visitor trends?** Comparing the number of visits and visitors can help you determine whether power users 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 find trends in larger sets of data.

- **What are visitors' preferred times to visit the site?** You can figure out visitors' preferences for visiting the site in terms of the hour of the day, day of the week, month, and so on.

- **How much of the visit data is being underreported?** Filter the data by *persistent cookies* (Version 14 only). This will segment the unique visitors by tracking method. It distinguishes between visitors who had persistent cookies and the ones who were tracked using the combination of user-agent string and IP address. How visitors were tracked may not seem significant (as long as they were tracked!), but this highlights how many visitors are not included in the visit count. If you can gauge the average ratio of visitors to visits, you can better track visits with higher accuracy. In Version 15, all visits are included irrespective of the cookie settings.

- **What's the best window of opportunity to release code or bug fixes in production?** The day of the week and the hour of the day with the least amount of traffic can help you determine the best time to release code, to minimize site unavailability to visitors.

● **Note:** Other reports can define unique visitors more specifically as those that are unique within a specific time period (for example, daily unique visitors). Many of the insights, data interpretation guidance, and technical settings discussed here apply to those reports as well.

● **Note:** A "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.

- **What's the best time to run advertising campaigns?** First, determine the day of the week and the hour of the day with highest traffic. Then, depending on the media, you can time the campaign to coincide with your advertising efforts. Correlating visitor data with the geographical data can help you tailor your advertising campaigns to specific geographical locations.

Interpretation of report data

In interpreting the data with respect to unique visitors to your site, keep the following in mind:

- SiteCatalyst records the visit on the day the visit started. So if a visit goes past midnight, the day the visit started is credited for the unique visitor as well.

- Visits from multiple browsers on the same machine by the same visitor are credited as two separate visitors.

- Visits from multiple tabs of the same browser on the same machine are credited as a single visitor.

- In browsers that don't maintain persistent cookies, if the visitor exits the site or closes the browser and revisits the site after 30 minutes, then the visitor ID is the same.

- Visits are tracked based on the cookie stored in the visitor's browser or a combination of user-agent string and IP address.

- The date and time of the visit correspond to the time zone selected on the report suite setting, not the visitor's time zone.

The considerations above apply to most of the unique visitor reports described below, as well.

Code implementation and console settings

The settings below apply to all of the unique visitor reports described below, regardless of the time period chosen. However, some time periods involve additional complexities, as noted under those reports.

- 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 your site. As of a recent SiteCatalyst H code release, the fallback visitor ID is called `s_fid`.

- The report suite time zone setting determines the visit time that is recorded. The time zone cannot be configured to client-side time zone.

- The day unit ranges from midnight to midnight and is not configurable at the report suite level or at the login level.

Report: Analyze hourly unique visitors

Navigate to Site Metrics > Visitors > Hourly Unique Visitor Report. This report focuses on aggregating unique visitors for every clock hour in the timeframe you select in the SiteCatalyst calendar. You may also see this report available as an option to break down other reports. The hourly unique visitor granularity is not available for a reporting period of more than two weeks.
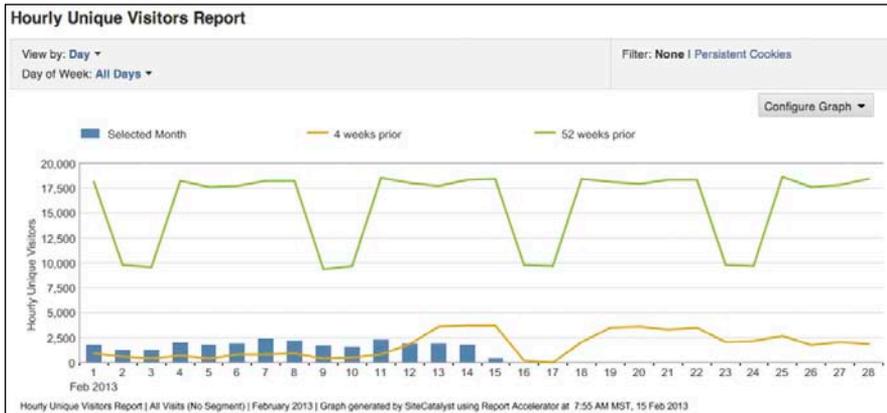
Interpretation of report data

In interpreting the data with respect to *hourly* unique visitors to your site, keep the following in mind:

- An hourly unique visitor resets at the top of the hour, not an hour from the start of the visit.

- If a visitor's session spans hours, the visitor will be counted as unique for each hour that contains data.

- If a visitor returns to the site multiple times in a day, the visitor details are duplicated for every clock hour during which she visits.

- The hourly unique visits total for a day will always be greater than the daily unique visits total for the same period, since the hourly report counts visitors multiple times across hours (once per relevant hour).

The interpretation considerations listed under "Analyze unique visitors" above also apply.

Code implementation and console settings

The code implementation and console settings for hourly unique visitors are the same as those for unique visitors in general.

Report: Analyze daily unique visitors

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

Interpretation of report data

In interpreting the data with respect to *daily* unique visitors to your site, keep the following in mind:

- You may report more daily unique visitors than visits if a large number of visits cross midnight based on the time zone of the report suite.

- The daily unique visitors total for a week will always be greater than the weekly unique visits report for the same period, since the daily report counts visitors multiple times across days.

The interpretation considerations listed under "Analyze unique visitors" above also apply.

Code implementation and console settings

The code implementation and console settings for daily unique visitors are the same as those for unique visitors in general.

Report: Analyze weekly unique visitors

Navigate to Site Metrics > Visitors > Weekly Unique Visitor Report. This report focuses on aggregating weekly unique visitors for the timeframe you select in the SiteCatalyst calendar.

Interpretation of report data

In interpreting the data with respect to *weekly* unique visitors to your site, keep the following in mind:

- You may report more monthly unique visitors than weekly unique visitors (over a one-month period) if a month starts in the middle of the week.

- The weekly unique visitors total for a month will always be greater than the monthly unique visits report for the same period, since the weekly report will count visitors multiple times across weeks.

The interpretation considerations listed under "Analyze unique visitors" above also apply.

Code implementation and console settings

The weekly unique visitor report relies on the calendar settings of the report suite. The default calendar is Gregorian (with weeks starting on Sunday and ending on 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.

All other code implementation details and console settings are the same as those for unique visitors in general.

Report: Analyze monthly unique visitors

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

Interpretation of report data

The interpretation considerations listed under "Analyze unique visitors" above apply to monthly unique visitor reports.

Code implementation and console settings

The monthly unique visitor report relies on the calendar settings of the report suite. The default calendar is Gregorian (with months in a 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.

All other code implementation details and console settings are the same as those for unique visitors in general.

Report: Analyze quarterly unique visitors

Navigate to Site Metrics > Visitors > Quarterly Unique Visitor Report. This report focuses aggregating quarterly unique visitors for the timeframe you select in the SiteCatalyst calendar.
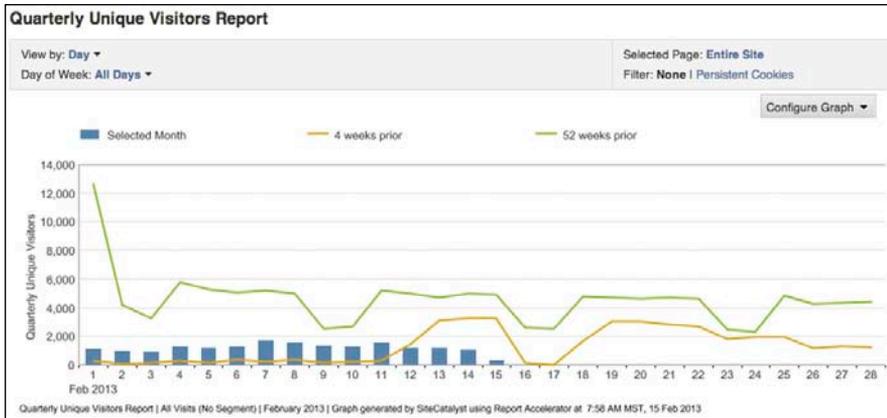
Interpretation of report data

In interpreting the data with respect to *quarterly* unique visitors to your site, remember that a quarter is defined as 13 weeks in SiteCatalyst.

The interpretation considerations listed under "Analyze unique visitors" above also apply.

Code implementation and console settings

The 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.

All other code implementation details and console settings are the same as those for unique visitors in general.

Report: Analyze yearly unique visitors

Navigate to Site Metrics > Visitors > Yearly Unique Visitor Report. This report focuses on aggregating yearly unique visitors for the timeframe you select in the SiteCatalyst calendar. 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

The interpretation considerations listed under "Analyze unique visitors" above apply to yearly unique visitor reports.

Code implementation and console settings

The yearly unique visitor report relies on the calendar settings of the report suite. The default calendar is Gregorian (with 52 weeks for each year). The yearly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar or a custom calendar.

All other code implementation details and console settings are the same as those for unique visitors in general.

Task: Understand where to focus your marketing efforts

Now you have an understanding of how many visitors come to the site and how many visits that adds up to. But, how about where those visitors come from? That would be interesting to know so you can target marketing efforts in specific geographical locations where you want to expand your business.

Internet service providers (ISPs) in each market area supply the American Registry for Internet Numbers (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 the IP address of each visitor with the geographic city, state, zip code, and designated marketing area (DMA). Audited independently by Keynote Systems, Inc., Digital Envoy data offers over 99 percent accuracy at the country level, 97 percent accuracy at the region level, and 90 percent accuracy at the city level.

Report: Analyze country, region, city, state, or DMA of visit origin

We'll discuss this suite of reports on geographical locations together, since they're very similar, but each uses a specific granularity of geographical area.

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

Navigate to Visitor Profile > Geosegmentation > Regions Report. This report focuses on identifying which *region*, or area within a country, the visit originated in. The region drills down on the country you selected in the Visitor Profile > Geosegmentation > Country Report.

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/US States Report.

Navigate to Visitor Profile > Geosegmentation > US States Report. This report focuses on identifying which *US state* the visit originated in.

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

● **Note:** Region is the same level of granularity as the US states. For countries without states, the region is more pertinent.

Countries Report

Report Type: Trended | Ranked | Map
Selected Metrics: Daily Unique Visitors
Data Filter: None

Percent Shown as: **Number** | Graph

Legend:
- ■ 3,132.8 - 3,916
- ■ 2,349.6 - 3,132.8
- ■ 1,566.4 - 2,349.6
- □ 783.2 - 1,566.4
- □ 0 - 783.2

Daily Unique Visitors

Countries Report | All Visits (No Segment) | February 2013 | Graph generated by SiteCatalyst using Report Accelerator at 8:00 AM MST, 15 Feb 2013

Cities Report

Report Type: **Trended** | **Ranked**
Selected Metrics: **Daily Unique Visitors**
Data Filter: **None**

Geographic Filter: **All Countries**
Compare to Site: **None**
Correlation Filter: **None**
Percent Shown as: **Number** | **Graph**

Configure Graph ▾

■ Daily Unique Visitors

Seoul (Seoul Teugbyeolsi, Korea - South)	
Tokyo (Tokyo, Japan)	
Santiago (Region Metro De Santiago, Chile)	
Mexico City (Distrito Federal, Mexico)	
Taipei (Taipei, Taiwan)	

0   100   200   300   400   500   600   700

Cities Report | All Visits (No Segment) | February 2013 | Graph generated by SiteCatalyst using Report Accelerator at 8:02 AM MST, 15 Feb 2013

Key insights

Reviewing reports that analyze the area of origin for visitors to your site—whichever type of area you choose—can help answer questions such as:

- **Which geographical area contributes the most daily unique visitors for pages tracked in this report suite?** Each SiteCatalyst report in this suite shows you the geographical area (country/region/city/state/DMA) from which the visit originated. In addition to the standard "Ranked" and "Trended" views, the "Map" view color-codes the area according to their relative contribution to your total traffic based on the intensity of the color. The intensity of the color increases with the number of daily unique visitors.

- **Which geographical area contributes most to the conversion?** Assuming you've written these variables to a custom conversion variable, you can segment the conversions by geographical locations to determine which area has the highest conversion.

Interpretation of report data

In interpreting the data with respect to geosegmentation of visitors to your site, it's important to remember the following:

- Corporate proxy servers mask the IP address of the visitors accessing the site, so all visits originating from the proxy server are treated as a visitor from the same country, thus underreporting that data.

- Mobile IP targeting varies from provider to provider.

- The IP addresses of visitors who use satellite Internet service providers (ISPs) are masked.

- Military and government IPs record the IP of the home location, not the military base where they are stationed.

- AOL users originally showed up as "McLean, Virginia," no matter where the visitor was located. To overcome that, SiteCatalyst now buckets all AOL users into the AOL US segment.

Code implementation and console settings

No specific implementation detail is required to track geosegmentation data. It's automatically tracked using each visitor's IP address.

Consider using a visitor identification, segmentation, and transformation architecture (VISTA) rule to automatically replicate the geographical data in five custom conversion variables. This will help you segment the conversions by geographical locations.

Report: Analyze preferred time zones

Navigate to Visitor Profile > Time Zones Report. The browser's time zone is based on the visitor's operating system time zone. SiteCatalyst uses that information to determine the visitor's time zone.

To optimize your channel spend based on geotargeting, determine which time zone visits are high at what time of day. You can tailor your content to the specific time zones that generate most of your traffic.
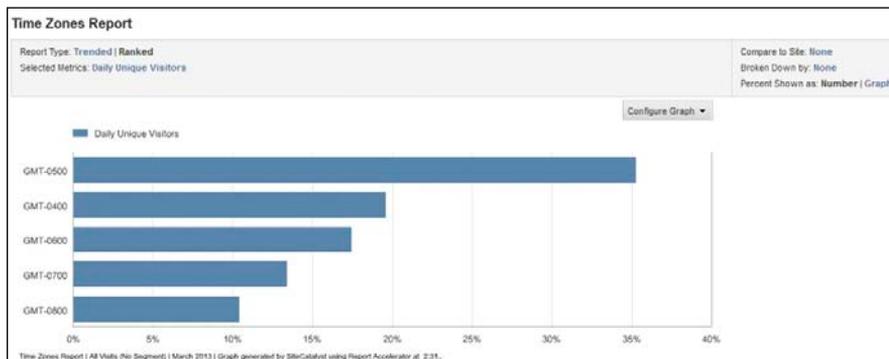
Key insights

Analyzing your visitors' preferred time zones can help answer questions such as:

- **At what time should you run a geotargeted campaign?** For example, you might have visitors in geographical areas that include the Pacific time zone and the Eastern time zone.

- **When are visitors most likely to convert into customers?** This report indicates which time zones your visitors are coming from. All time zones are present in Greenwich Mean Time (GMT), which is the international time standard. If you evaluate the conversions, you can also identify the times when your visitors are more likely to convert.

Code implementation and console settings

No specific implementation detail is required to track time zone data. It's automatically tracked using default information from the browser.

Task: Understand visitor demographics

Visitor demographics let you identify customers at the zip code level. From their zip code you can infer characteristics that are associated demographically with that zip code.

The zip code is the lowest-level granularity of data that is not considered personally identifiable information (PII), as described in the sidebar. Having this clarity about the visitor helps you target your marketing efforts locally.

Personally Identifiable Information (PII)

Personally Identifiable Information is defined as any information or a combination of information that can be used to identify a person. All analytics information is based on anonymous aggregation and Adobe SiteCatalyst does not endorse storage of PII. The following fields are considered PII by the U.S. Office of Management and Budget:

- Full name (if not common)
- Email address (if private from an association/club membership, etc.)
- National identification number like Social Security Number
- IP address (only in some cases)
- Vehicle registration plate number
- Driver's license number
- Face, fingerprints, or handwriting
- Credit card numbers
- Digital identity
- Date of birth
- Birthplace
- Genetic information

More generic information common to multiple people is not considered PII as a standalone piece of information. However, these fields are potentially PII, because they can be used in combination with other personal information to identify an individual. Examples are:

- First or last name, if common
- Country, state, or city of residence
- Age, especially if nonspecific
- Gender or race
- Name of the school they attend or workplace
- Grades, salary, or job position
- Criminal record

(http://en.wikipedia.org/wiki/Personally_identifiable_information)

Report: Analyze visitor demographics

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 is part of the order process. You'll need to decide whether you will accept the visitor's billing or shipping zip code (the shipping zip code is recommended to determine the geographical location of your customers). That value is then assigned to the zip information.

Navigate to Visitor Profile > Visitor State Report. This report is not auto-populated. It requires a code change on the web page that requests that the visitor provide her US State. That value is then assigned to the state information.
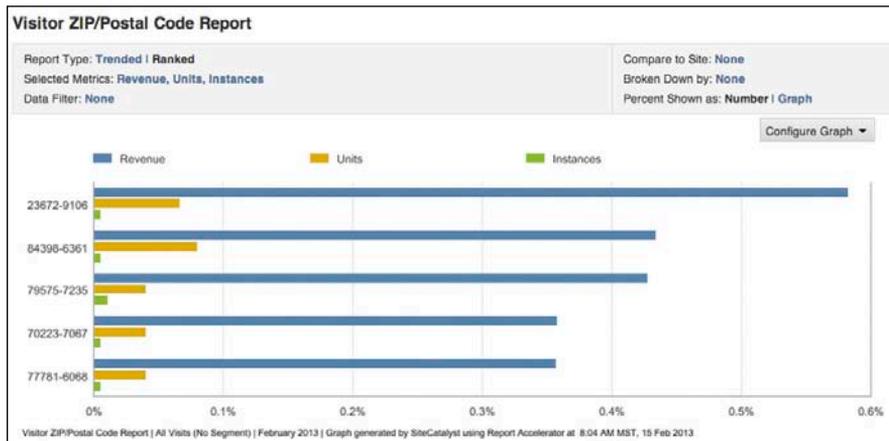
Key insights

Analyzing the demographics of your visitors can help answer questions such as:

- **Which states and zip codes are your customers based in?** You can use this report to determine the success of a localized advertising campaign down to a specific town or city. This data needs to be explicitly solicited from the visitor, most likely in the address section of the order form.

- **Where should you advertise to optimize your advertising spend?** By state and zip code, you can determine the geographical locations with the highest visits, revenue, and interest in a certain product or product family. Using a calculated metric, you can also evaluate the conversion rate. This will give you insights to run personalized advertisement campaigns.

- **Which state and zip code should you expand your business in?** You can also identify where the bulk of your orders are being shipped to in order to evaluate distribution center placement or expansion. Over time you can identify growth patterns.

Interpretation of report data

For reports on the demographics of your visitors, based on zip code, Version 14 does not allow for the `s.zip` variable to be auto-populated from geosegmentation data. Version 15 requires that you request that this variable be enabled.

Code implementation and console settings

Set value in variables `s.state` and `s.zip` explicitly from a user input form (collected from information submitted by visitors).

Task: Understand domains of origin

How your visitors connect to the web determines their domain of origin. If they are connecting from work, this can be more revealing than if they are using a popular consumer-level service. The top-level domain can tell you the source country, within limits. This is only very basic information, but it can be useful.

Report: Analyze domains

Navigate to Visitor Profile > Domains Report. This report provides the list of Internet service providers (ISPs) used by visitors to your site.
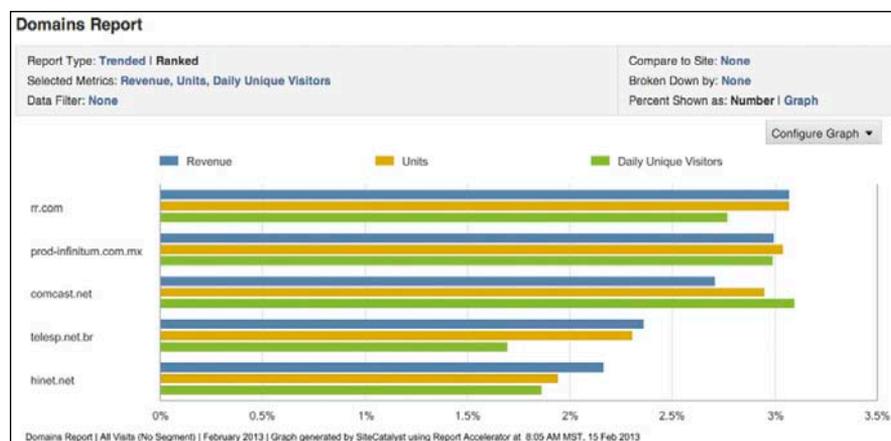
Key insights

Analyzing domains in this way can help answer questions such as:

- **Which ISPs are preferred by your customers, and where should you target promotional campaigns?** You can refine this based on the ISP preferences of your customers.

- **Which businesses/companies are visiting your site?** It's also common for the domain of a business to be listed here, and this data can be used to identify the names of companies that are visiting your site.

Code implementation and console settings

No specific implementation detail is required to track domain data. SiteCatalyst does a lookup to determine the domain associated with each visitor's IP address.

Report: Analyze top-level domains

Navigate to Visitor Profile > Top-Level Domains Report. This report provides an overview of which country visitors come from based on the domain extension of their domain of origin.
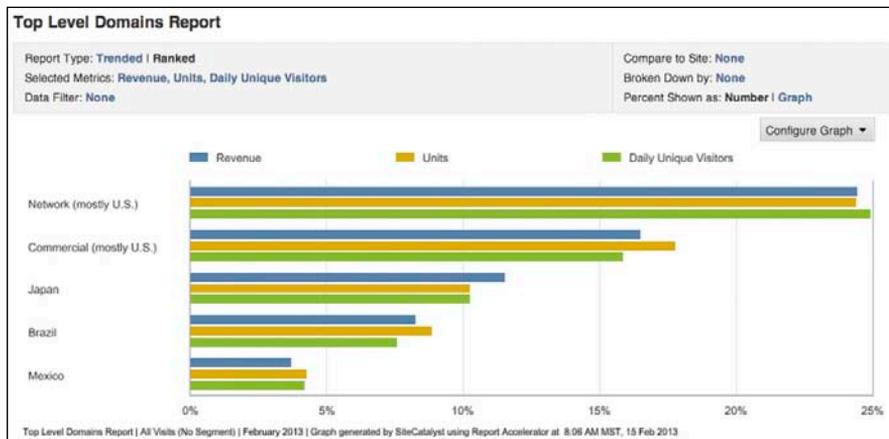
Key insights

Analyzing top-level domains can help answer questions such as:

- **Do you need a separate site for countries with the highest number of visits and conversion rate on your site?** This report identifies key metrics based on the top-level domain contribution. Understanding visitors' engagement and conversion will help you determine whether you need a separate site and experience for traffic from that country.

- **Do you have many visitors from educational or not-for-profit organizations?** This report can identify the .edu and .org domains from which visitors originate.

Code implementation and console settings

No specific implementation detail is required to track top-level domain data. All countries have a unique domain extension, for example, .in for India and .fr for France. The United States has additional extensions that distinguish commercial (.com), network (.net), educational (.edu), government (.gov), and organization (.org) sites.

Conclusion

Acquisition reports help you validate some key information about your visitors:

- **What are the total number of visits and unique visitors to your site?** This helps you understand your brand's value and determine general interest in your products.

- **Which new and repeat unique visitors are coming to your site?** This helps you understand the sustained interest in your brand and your products.

- **What are the geographical locations of the visitors to your site?** This helps you understand whether you need to run geotargeted marketing campaigns specific to the geographical locations where you want to increase traffic or expand operations.

- **What are the demographics of the key visitors coming to your site?** This question may be pertinent if you're collecting specific visitor information.

Next, we'll review the engagement reports to understand how visitors use and navigate your site. Are you ready?

Review questions

1   How can you break down conversion by geosegmentation?

2   Is a first name considered personally identifiable data (PII)?

3   Which unique visitors metric should I use—hourly, daily, weekly, quarterly, or yearly?

Review answers

1   In Version 14, you cannot break down conversion by geodata unless you have a VISTA rule that copies the data into custom conversion variables. However, in Version 15, you can create a visitor container with geosegmentation data. If you apply that segment to any report, you can break the conversion data by any geodata.

2   Yes, if it is unique enough to identify a person. Even if it is a very common name, if there is other data that can be used in conjunction with the first name to identify a person, then it is considered PII.

3   It depends on your conversion rate and, more importantly, your sales cycle.

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