WEBTRENDS
Marketing Lab 2

WebTrends Administration User's Guide

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About This Book and the Library

This guide provides complete information for using WebTrends Administration to set up and customize core Marketing Lab operations such as data collection, analysis, report content and style, and visitor session tracking. It includes conceptual and procedural information about features such as custom reports, data filtering, scenario analysis, and Express Analysis; assistance with common administrative concerns such as job scheduling and table limiting; and reference information such as the WebTrends Query Parameter Reference.

Intended Audience

This book provides information for administrators who are responsible for installing and configuring WebTrends Analytics software or setting up WebTrends Analytics On Demand.

Other Information in the Library

The library provides the following information resources:

Help
  Provides context-sensitive information and step-by-step guidance for common tasks, as well as definitions for each field on each window.

WebTrends Administration User's Guide
  This guide provides complete information for using WebTrends Administration to set up and customize core Marketing Lab operations such as data collection, analysis, report content and style, and visitor session tracking. It includes conceptual and procedural information about features such as custom reports, data filtering, scenario analysis, and Express Analysis; assistance with common administrative concerns such as job scheduling and table limiting; and reference information such as the WebTrends Query Parameter Reference.

WebTrends Analytics Reports User's Guide
  This guide provides users who primarily use WebTrends Analytics Reports with the information they need to navigate, customize, save, and export reports and report data. .

> **Note**
>
> Users who only have View Reports permissions automatically use WebTrends Analytics Reports instead of WebTrends Administration. While they can view the reports, they may not have access to any of the other controls. We recommend distributing the *WebTrends Analytics Reports User's Guide* to these users as a introduction to navigating WebTrends reports and report data.

WebTrends Marketing Warehouse Software User's Guide
  This guide includes information about using WebTrends Visitor Intelligence for ad hoc data analysis, using WebTrends Explore to analyze web business events by segment, and using WebTrends Score to identify qualified users based on their web site actions. It also provides a detailed reference to Visitor Intelligence report data. WebTrends administrators can also find information about installing, implementing and using WebTrends Marketing Warehouse.

WebTrends Marketing Warehouse On Demand User's Guide
  This guide includes information about using WebTrends Visitor Intelligence for ad hoc data analysis, using WebTrends Explore to analyze web business events by segment, and using WebTrends Score to identify qualified users based on their web site actions. It also provides a detailed reference to Visitor Intelligence report data. WebTrends administrators can also find information about implementing and using WebTrends Marketing Warehouse.

WebTrends Analytics Software Implementation and Maintenance Guide

A step-by-step guide for administrators who are responsible for installing, setting up and maintaining WebTrends Analytics Software. It includes information about licensing, JavaScript tagging, profile setup, security, cookie implementation, performance tuning, and system backups. It also includes the WebTrends Query Parameter Reference.

WebTrends Analytics On Demand Implementation Guide

A step-by-step guide for administrators who are responsible for implementing WebTrends Analytics On Demand. It includes information about licensing, JavaScript tagging, and profile setup. It also includes the WebTrends Query Parameter Reference.

WebTrends SmartSource Data Collector User's Guide

This guide provides instructions for installing, configuring, and maintaining WebTrends SmartSource Data Collector, including information about client- and server-side JavaScript tags and cookie tracking.

WebTrends SmartView User's Guide

A guide to installing and using SmartView and configuring WebTrends to work effectively with SmartView reporting.

WebTrends SmartReports User's Guide

A guide to using WebTrends SmartReports with WebTrends Analytics reporting for powerful data integration and analysis in the Microsoft Excel environment.

WebTrends Marketing Warehouse Schema Reference

Provides an overview of the Marketing Warehouse databases for experienced database administrators. This guide helps you understand the data in the Marketing Warehouse, giving you the foundation you need to use the data productively. It provides instructions for populating the Marketing Warehouse databases using WebTrends Administration and for viewing the data once it is available. It also describes how the databases are constructed and how that affects the function of the different types of data.

WebTrends Marketing Lab Programmer's Reference

This guide provides conceptual, procedural, and referential information that allows experienced programmers to customize WebTrends Marketing Lab data collection and reporting. It provides instructions for using the WebTrends ODBC Driver to query both the Marketing Warehouse and the WebTrends Analytics Report databases. It also includes documentation for the Active X, C, and Post Plug-Ins that can communicate with WebTrends Analytics.

WebTrends Visitor 360 Web Services Developer's Guide

This guide for WebTrends On Demand customers provides development information for using Visitor 360 web services to populate a Marketing Warehouse with off-site data, query and retrieve Analytics Reports data, and execute named queries against Marketing Warehouse data.

WebTrends Guide to Web Analytics

This guide provides an introductory conceptual overview of web analytics, supplemented with examples, graphics, and practical worksheets to help you understand WebTrends architecture and create a strategy for customizing WebTrends Analytics for your key business metrics. Topics covered in this guide include collecting web activity data, understanding visitor behavior, filtering and analyzing your data, measuring acquisition, conversion, and retention, and integrating web analytics data with other business data.

Providing Feedback

Your comments are very important to us. Please take the time to let us know about your WebTrends experience by doing one of the following:

- Click **Customer Center** in the upper right corner of the WebTrends Marketing Lab banner. Then click **Contact Us** and click **Submit Product Feedback** in the right pane.

- From WebTrends Analytics Reports, click **Help > Feedback** from the upper right corner of the report.

The Feedback page of the WebTrends web site opens in a new browser window. You can use it to report a bug, request a feature, or give general feedback about your user experience.

The Customer Center

The WebTrends Customer Center brings together a wide variety of materials to help you learn to use WebTrends Analytics more effectively, including white papers, interactive training modules, *How Do I?* Guides, and business case studies. To access the Customer Center, click **Customer Center** in the upper right corner of the WebTrends Marketing Lab banner.

Conventions

The library uses consistent conventions to help you identify items throughout the documentation. The following table summarizes these conventions.

Convention	Use
Bold	- Window and menu items - Technical terms, when introduced
Italics	- Book and CD-ROM titles - Variable names and values - Emphasized words
`Lucida Console`	- File and folder names - Commands and code examples - Text you must type - Text (output) displayed in the command-line interface

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Chapter 1
Understanding Data Sources

This chapter describes the types of data sources you can create and provides instructions for creating a data source using the Data Source wizard. Before you can create a profile and generate reports, you need to have a configured data source. Configuring a data source tells WebTrends where to find the data it analyzes for reports. Data sources store information about where WebTrends should access your site data. When you specify where your data resides, WebTrends defines the location as a data source, so you can select that location quickly when you create profiles. You must have a configured data source in order to create a profile. For more information about using each dialog in the data source wizard, see Administration Help.

If you use WebTrends On Demand, you do not need to configure a data source because WebTrends On Demand uses a SmartSource Data Collector data source that is preconfigured by WebTrends. However, you do need to create a new or use an existing WebTrends SmartSource tag. For more information on creating a data source in WebTrends On Demand, see "Creating a Data Source for WebTrends On Demand" on page 4.

You can use any of the following types of data as a data source:

- One or more Web server log files.

- One or more SmartSource Data Collector log files. SmartSource Data Collector creates highly customized logs based on data collected through client-side tagging. For a detailed discussion of client-side tagging, see the WebTrends Guide to Web Analytics.

- A WebTrends Warehouse. The WebTrends Warehouse is a database designed for long-term storage of Web analytics data.

- One or more logs generated by a streaming media server such as RealPlayer.

Note

In Custom Reports, the term "data source" refers to a "lookup table", which converts measure and dimension analysis information into more useful report data. For more information, see Lookup Tables.

Types of Data Sources

WebTrends can access your data from four different types of data sources. If you are using WebTrends On Demand, your only option is to create an SDC data source. For more information, see "Creating a Data Source for WebTrends On Demand" on page 4.

Web: Log File
Uses Web server log file data as the source for your analysis.

Web: WebTrends Intelligence Suite Web Data Warehouse
Uses Web data stored in the WebTrends Web Data Warehouse as the source for your analysis. For more information, see WebTrends Web Data Warehouse.

Web: SmartSource Data Files
Uses SmartSource data as the source for your analysis. If you use SmartSource Data Collector to collect your Web data, select this option.

Note

If you are creating a Marketing Warehouse profile, you should only specify log files generated by SmartSource Data Collector v8 or higher or WebTrends Analytics On Demand v8 or higher. The updated version of the JavaScript tag generates visitor tracking parameters that the Event Database uses to identify visitors. The Marketing Warehouse cannot accurately process visitor data from log files generated by an earlier version of the JavaScript tag.

For more information about how SmartSource data is collected, see the *WebTrends Guide to Web Analytics*. For information about SmartSource Data Collector, see *SmartSource Data Collector User's Guide*.

Streaming Media Server: Log File
Uses log file that contains streaming media activity.

Configuring an SDC Data Source

Creating a SmartSource Data Collector (SDC) data source in WebTrends Administration generates a JavaScript tag containing the unique ID for your site, also known as the DCSID. The WebTrends JavaScript tag contains the JavaScript tag that you need to place on the Web pages you want WebTrends to track. If you use WebTrends Analytics software when you create a data source, you also specify the location of your SDC web data files. If you have defined an SDC data source and you need to know your DCSID, you can edit the data source in WebTrends Administration to find the DCSID.

Creating a Data Source for WebTrends Software

To create an SDC data source for software:

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Click **New**.

3. In the Data Source Type dialog, select **Web: SmartSource Data Files**.

4. Identify the location of the log files, which are your SmartSource Data Collector data files. Use the location you would identify for standard WebTrends analysis.

5. Provide information about the time zone for the data file.

6. In the SmartSource Site ID dialog, click **Generate a new SmartSource Site ID** and specify the domain name or IP address of the SmartSource Data Collector.

7. In the SmartSource Data Collector dialog, copy the WebTrends JavaScript tag, or click **Download this tag** to save it as a text file.

8. Save the data source.

Log File Path Macros

If you use WebTrends Analytics software, you can use the following macros to specify log file paths that retrieve files for specific dates:

%date-n%
> Subtracts n days from current date. For example, if today is 2/4/2007, the macro `%date-5%%mm%%dd%%yyyy%` produces `01302007`. This macro must precede any other macros.

%date+n%
> Adds n days to current date. For example, if today is 2/4/2007, the macro `%date+5%%mm%%dd%%yyyy%` produces `02092007`. This macro must precede any other macros.

%dd%
> Replaces macro with current day of the month. Value is expressed as a number, for example `22`.

%dd-n%
> Subtracts n days from the current day of the month and replaces the macro with a value expressed as a number. For example, if the current day is the 20th of the month, the macro `%dd-8%` produces a value of `12`.

%dd+n%
> Adds n days to the current day of the month and replaces the macro with a value expressed as a number. For example, if the current day is 10th of the month, the macro `%dd+7%` produces a value of 17.

%dw%
> Replaces macro with current day of week. Value is expressed as a number within the range of 0 - 6, with Sunday being 0 and Saturday being 6.

%dy%
> Replaces macro with current day of year. Value is expressed as a number with range of 1 - 366.

%hour%
> Replaces macro with current hour.

%minute%
> Replaces macro with current minute.

%mm%
> Replaces macro with current month. Value is expressed as a number, for example 01.

%mm-n%
> Subtracts n months from the current month and replaces the macro with a value expressed as a number. For example, if the current month is May (05), the macro `%mm-3%` produces 02 (February).

%mm+n%
> Adds n months to the current month and replaces the macro with a value expressed as a number. For example, if the current month is May (05), the macro `%mm+3%` produces 08 (August).

%Mon%
> Replaces macro with current month. The first letter of the month is capitalized and the value is expressed as string, for example `Jan`.

%mon%
> Replaces macro with current month. The month is in all lower case and the value is expressed as a string, for example `jan`.

%MON%
> Replaces macro with current month. The month is in all upper case and the value is expressed as string, for example, `JAN`.

%month%
> Same as `%mm%` (see above).

%second%
> Replaces macro with current second.

%wm%
> Replaces macro with current week of the month. Value is expressed as a number with range of 0 - 5, for example, 4. This value is not affected by date- or date+ macros.

%wy%
> Replaces macro with current week of year. Value is expressed as a number with range of 0 - 53.

%yday%
> Replaces macro with date of yesterday. Value is expressed as a number, for example 25. This value is not affected by date- or date+ macros.

%ymonth%
> Replaces macro with yesterday's month. Value is expressed as a number with range of 1 - 12, for example 6. Is not affected by date- or date+ macros.

%yy%
> Replaces macro with current year. Value is expressed as a two-digit number, for example, 02.

%yy-n%
> Subtracts n days from the current year and replaces the macro with a value expressed as a two-digit number. For example, if the current year is 2007, the macro %yy-1% produces a value of 06.

%yy+n%
> Adds n days to the current year and replaces the macro with a value expressed as a two-digit number. For example, if the current year is 2007, the macro %yy+4% produces a value of 11.

%yyear%
> Replaces macro with yesterday's year. Value is expressed as two digit number, for example 01. Is not affected by date- or date+ macros.

%yyyy%
> Replaces macro with current year. Value is expressed as a four digit number, for example 2007.

%yyyy-n%
> Subtracts n days from the current year and replaces the macro with a value expressed as a four-digit number. For example, if the current year is 2007, the macro %yyyy-1% produces a value of 2006.

%yyyy+n%
> Adds n days to the current year and replaces the macro with a value that's expressed as a four-digit number. For example, if the current year is 2007, the macro %yyyy+4% produces a value of 2011.

Creating a Data Source for WebTrends On Demand

When you set up an account, you need to create a data source in WebTrends Administration that collects information about your web site activity. When you create a data source, WebTrends generates a WebTrends JavaScript tag containing the unique DCSID for your site. If you have multiple domains and you want to report traffic for those sites separately, create a data source for each domain.

To set up your WebTrends On Demand account, you need to specify a data source that will be associated with your profile.

To create an SDC data source for On Demand:

1. Log in to your WebTrends Analytics On Demand account at http://ondemand.webtrends.com using your WebTrends user name and password. If you don't know your login information, see the email you received when you registered for your account or contact your WebTrends administrator.

2. If you are in WebTrends Accounts, click **Administration** to open the WebTrends Administration menu.

3. In the left pane, click **Application Settings> Data Sources**.

4. Click **New Data Source**

5. Select the time zone that you want to associate with this data source. WebTrends uses the time zone to translate date and time fields in your web activity data to local time. Click **Next**.

6. If your organization has signed up for Log File Delivery service, the Log File Delivery dialog box opens. You can use this dialog box to activate the service for the data source you are working with. Click **Next**.

7. In the SmartSource Data Collector dialog, type a name for the data source in the **Data Source Name** text box. Specify a meaningful name for this data source.

8. Click **Tracking** to generate any additional tracking tags you might need or want.

9. Click **Download this tag** to download the WebTrends JavaScript tag as a file for use in tagging your web site. Remember where you save this file because you will need this to copy into your web pages when you begin tagging your site. For more information, see "Getting Started With On Demand Accounts" in the *On Demand Accounts User's Guide*.

Note
The tag is created from the information you provided in your settings. The tag directs information about the activity on your web site to WebTrends Analytics On Demand.

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10. Click **Save** to add this new data source to the list of data sources.

11. To continue to set up your account, you need to create a profile. For more information about creating a profile, see "Getting Started With On Demand Accounts" in the *On Demand Accounts User's Guide*.

Tracking Multiple Sites Using SDC Data Sources

You can use WebTrends to track multiple sites (each identified by a different DCSID tag). WebTrends automatically creates a combined data source called the Managed SDC Account Rollup data source when you define one or more SmartSource data sources. If you report on multiple data sources, you can select this data source to report on all your data sources in a single report.

Configuring a Web Server-Based Data Source

You can use the web server log file data as the source for your analysis of web server-based data source.

To create a web server-based data source:

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Click **New**.

3. In the Data Source Type dialog, select **Web: Log File** and click **Next**.

4. Read the warning message about how creating a non-SDC data source will cause any existing roll up profiles to quit working and click **Next**. For more information about roll-up profiles, see "Tracking Multiple Sites Using SDC Data Sources" on page 5.

5. Identify the location of the log files, which are your web server-based data. If your log files are located on a computer other than the analysis computer, you may need to use FTP to move them to the analysis computer or to a shared drive. However, accessing log files through an FTP server slows down WebTrends analysis, especially if several profiles use the same data source and WebTrends must download the same file multiple times.

6. Save the data source.

Chapter 2

Creating WebTrends Analytics Profiles

This chapter describes the kind of information stored in report profiles and provides instructions for creating a profile using the Basic and Advanced profile wizards. For more information about using each dialog in the profile wizards, see the Administration Help.

How Profiles Work

Profiles specify all of the information needed to generate reports from a web data file. They define the location of your web server data and how it should be analyzed. For example, profiles can specify information such as:

- The type of web data WebTrends analyzes and where to find it
- Whether your web site resides on a single server or on multiple servers
- The location of your home page
- Whether to apply data filters
- Which users can access the profile
- Which reports to create
- When to update reports

Each profile is associated with a set of log files from which it draws data and one or more templates, which determine the set of reports that can be rendered from the analyzed data. When you analyze a profile, WebTrends creates a set of Report databases. You can use WebTrends Analytics Reports to view reports for a specified profile and template based on the data in the Report databases.

Profile Creation

To begin creating a profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.
2. Click **New**.

Using the Profile Wizard

WebTrends allows you to create profiles in two modes. In the Basic mode of profile creation, WebTrends uses the most common settings to produce reports quickly with minimum configuration. The Basic mode creates a Standard Full-Featured Analysis profile. You can also use the Advanced profile settings to customize your profile by providing more information about your web data, your site configuration, and your reporting preferences.

To create a profile using the Basic wizard:

1. In the Profile Name dialog, provide a name for your profile and specify the web site domain name.

2. If you are a WebTrends On Demand user, specify the time zone you want to use when displaying your reports.

3. In the Data Sources dialog, specify a data source (if you have already configured one) or create a new data source. A data source identifies the location of the web data that you want to track with this profile.

4. In the Report Packs dialog, specify the licensed report packs you want to use with the current profile. Report Packs determine what kinds of reports WebTrends creates, and thus the type of data included in reports for this profile.

5. In the Session Tracking dialog, specify how to identify user sessions for the profile.

6. In the Summary dialog, review your settings.

Advanced Profile Settings

Use the Advanced Profile settings if you want to configure special WebTrends features such as:

- Advanced SmartView reports

- Profile analysis scheduling (WebTrends software users only)

- Advanced reporting features including:

  - Campaign and Scenario Analysis
  - Content Group Analysis
  - Hit and Visit Filters
  - URL Parameter Analysis
  - URL Search and Replace

  Click **Additional Settings** in the last wizard dialog to access these advanced settings.

You should also use Advanced Profile settings if you want to create special types of profiles such as Parent-Child profiles. For more information about configuring these specialized profile types, see the Help and the *WebTrends Administration User's Guide*.

To create a profile using the Advanced Profile settings:

1. In the Profile Name dialog, provide a name for your profile and specify the web site domain name.

2. If you are a WebTrends On Demand user, specify the time zone you want to use when displaying your reports.

3. Select the **Advanced profile options** check box. You see the Advanced Profile Options dialogs in the wizard listed in the left column.

4. Click **Next** to complete the dialogs. For detailed information about each setting, click the **Help** icon. To configure more profile options than the wizard provides, click **Additional Settings** in the Summary dialog.

Advanced Profile Dialogs

The following dialogs are included in the Advanced Profile wizard. For detailed information about how to complete each dialog, see the Help. Dialogs marked with an asterisk (*) may not be displayed depending on the wizard settings you choose. However, choosing Advanced Settings will typically display all the dialogs for the Advanced Profile wizard.

Data Sources
Specifies the location of the web data file.

General
Specifies the portion of the log to analyze, whether to retrieve HTML page titles, whether to enable Express Analysis, and time zone behavior. (If you are a WebTrends On Demand user, specifies the time zone to be displayed when displaying reports).

Home*
Specifies the location of the site home page.

Host Binding*
Specifies whether analysis should run only on certain computers or groups of computers.

Page File Types*
Specifies which file types WebTrends counts as page views.

Parent Child*
Specifies the settings used to create a Parent-Child profile.

Post-Analysis*
Specifies whether any programs should run immediately after analysis.

Pre-Analysis*
Specifies whether any programs should run immediately before analysis.

Profile Class
Specifies the type of web data to use and whether to create a standard, Advanced SmartView, Event Database, or Parent-Child report.

Profile Name
Specifies the name of the profile, the site domain name (used to identify the SmartView domain and the web site URL) and (for WebTrends On Demand users) the time zone.

Schedule
Specifies when analysis should occur.

Session Tracking*
Specifies whether to apply profile-specific settings for tracking user sessions.

Site Configuration*
Specifies whether your web data is stored in logs or a WebTrends Warehouse, and whether the web server resides on one server or multiple servers.

SmartView*
Specifies whether to enable SmartView reporting. For advanced SmartView profiles, specifies whether to analyze the home page domain or another domain.

Summary
Specifies the settings established for the profile.

URL Rebuilding*
Specifies whether to apply settings that modify URLs before analysis to provide more accurate reporting.

Chapter 3
Setting Up WebTrends Users and Roles

WebTrends Marketing Lab provides a highly configurable array of user rights and roles to help you set up user access that reflects your organizational security model. Depending on your organizational structure, you may find that you want to provide varying levels of access to different features and objects within WebTrends Marketing Lab.

This chapter describes how to create users and assign user rights to various features of WebTrends Marketing Lab. At the most basic level, creating a user grants access to a WebTrends login. However, by selecting specific rights for each user, you can define very specific and detailed user rights according to each user's job function and data access requirements. If you have more than a handful of WebTrends users, you can reduce configuration time using groups of rights called *roles*. Instead of repeatedly defining many individual rights for each user, you can streamline rights assignment by assigning each new or existing user a role.

Understanding WebTrends User Rights

When you configure rights for a user or role, WebTrends provides three different types of rights: action rights, profile rights, and template rights. Selecting these rights defines the permissions granted to a user or role. Action rights are designed to control access to functionality. Profile and template rights provide access to the data and reports contained in specific profiles and templates.

WebTrends user rights are cumulative, and greater rights grant implied access to lesser ones. For example, granting Create rights also grants View, Edit, and Delete rights. Similarly, if you have only View rights to all profiles through the Action Rights dialog, you can still be granted Edit rights to any specific profile in the Profile Rights dialog.

Understanding Action Rights

Action rights are Create, View, Edit, and Delete rights to specific Marketing Lab features and functionality. (These rights were known as User Rights in previous versions.)

Action rights can provide different levels of functionality to users or groups of users. For example, users in your organization who primarily use WebTrends Marketing Lab to view reports or schedule report exports probably do not need rights to manage users, set system options, and perform administrative functions. By providing users only with the rights they need, you can ensure that your configuration is secure and your report users do not become confused by too many configuration options.

Understanding Profile and Template Rights

Profile and Template rights are Create, View, Edit, and Delete rights to individual profiles and templates within WebTrends Marketing Lab.

Profile and Template rights can provide better security and more targeted report content. In cases where different users and roles should not see the same data, you can use these rights to determine which profile data users can access and the number and arrangements of the reports they see. For example, Marketing Lab users who provide third-party reporting services often use profile rights to make sure each company only has access to its own data.

Similarly, you can limit template rights to make only certain groups of reports visible to each user or role. For example, if you only want to provide Search reports to your Search Marketing group, you can create a template that contains only those reports and grant template rights to each user in the group. Alternately, you can create a Search Marketing role that has those rights and assign it to all users in the group.

Note

Granting access to all profiles or all templates listed in the Profiles Rights and Template Rights dialogs does not also grant access to newly created profiles and templates. To grant rights to all current and future templates and profiles, use the Profiles and Templates rights in the Action Rights dialog.

Understanding WebTrends User Roles

User roles are predefined sets of user rights that you can apply to more than one user. If you have multiple users who need the same permissions, you can avoid recreating the same rights for each user by creating a role. Then assign the same role to each user by selecting the role in the General dialog of the User settings.

Configuring Roles

If you are creating or adding roles

To create a role:

1. In the left pane, click **Administration > Application Settings > User Management > Roles.** A list of the current users roles opens.

2. Click **New**.

3. Specify a name for the role. For example, you could name a role based on a job function such as Accounting, a third-party company name, or a role within WebTrends such as "Report Scheduler." Click **Next**.

4. In the Action Rights dialog, set rights to WebTrends Marketing Lab functionality for this user. For more information about Action rights, see "Understanding Action Rights" on page 71. For more information about individual Action rights, see Help. Click **Next**.

5. In the Profile Rights dialog, set rights to specific report profiles for this user. For more information, see "Understanding Profile and Template Rights" on page 71.

6. In the Template Rights dialog, set rights to specific report templates for this user. For more information, see "Understanding Profile and Template Rights" on page 71.

Applying Preconfigured Roles to Existing Users

User roles overwrite any existing rights for each user. If you have existing users and want to migrate them to use roles, you can edit each user and select a role in the General dialog.

Warning

After you assign a role to an existing user and click Save, you cannot recover any previous user rights settings associated with that user. Because WebTrends On Demand used a different method to assign user rights in previous releases, WebTrends On Demand administrators should plan carefully before mapping and applying roles.

Adding Users

The following procedure shows how to add users in WebTrends Administration. For more information about managing users in WebTrends On Demand, see the *WebTrends On Demand Accounts User Guide* or the WebTrends On Demand Accounts Help.

Tip

If you plan to create customized user roles and assign them to the users you create, configuring roles first will save you configuration time. For more information about roles, see "Understanding WebTrends User Roles" on page 72.

To add a user:

1. In the left pane, click **Administration > Application Settings > User Management > Users.** A list of the current user accounts opens.

2. Click **New**.

3. If you want to assign a user role to this user rather than specifying individual user rights, select a role from the list.

4. In the **Login Name** text box, type the name for the user to use to log in to WebTrends.

5. In the **First Name** and **Last Name** text boxes, type the user's names.

6. in the **Email** text box, specify the user's email address.

7. If you want to be able to sort users by an internal group name that is meaningful to your organization, type the name in the **Group Name** text box. For example, type `Campaign Managers` if you want to be able to identify a set of people in that group and adjust their rights or roles more efficiently. Clicking on the Group column in the Users dialog box lets you

8. In the **User Authentication** section, choose one of the following options:

    –   If you want the user to log in using a network user name and password, select **Use OS Authentication for this user's password**.

- If you want the user to log in using a password you specify, select **Use WebTrends authentication for this user's password**.

Note

If your web server is configured for operating system authentication, make sure you provide users permissions on the local machine, or have a domain account. (If you choose not to set up a local user account, use WebTrends authentication.) For full details on setting up a local user, please refer to your operating system's documentation.

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9. If you selected **Use WebTrends Authentication...**, specify the user's password in the **New Password** and **Verify Password** text boxes.

10. If at any time you need to disable this user's WebTrends access, select the **Disable User** check box here. Disabling access prevents the user from logging in to WebTrends Marketing Lab. It does not delete or remove the user.

11. Click **Next**.

12. In the Action Rights dialog, set rights to WebTrends functionality for this user. For more information about individual rights, see Help. Click **Next**.

13. In the Profile Rights dialog, set rights to specific report profiles for this user. For more information, see "Understanding Profile and Template Rights" on page 71.

14. In the Template Rights dialog, set rights to specific report templates for this user. For more information, see "Understanding Profile and Template Rights" on page 71.

15. In the Preferences dialog, specify this user's time zone, so that all WebTrends events are displayed in the user's local time.

16. Specify the session timeout for this user. This setting determines how long this user can remain inactive before WebTrends automatically ends the session.

17. The **Summary** dialog lists the current settings for the user you are adding. To save these settings, click **OK**. The user is added to the **Users** list.

About View Only Permissions

For all users who have no other permissions than View Reports, make sure the user has view rights assigned in the template. Otherwise, the user with View Reports only rights will not be ale to view any reports if they are not listed in the template. Users with View Reports rights have access to WebTrends Analytics Reports only.

Note

Users who have View Only permissions are also automatically granted access to view profiles. However, because of the extreme limitation of View Only permissions, viewing profiles is not enabled for these users.

The *WebTrends Analytics Reports User's Guide* is available for those using WebTrends Analytics Reports. You can download this guide from the WebTrends Customer Center.

Predefined Role Settings

The following graphic shows the settings for each of the predefined user roles included in WebTrends. You can use this comparison to determine whether the predefined roles are appropriate for your users. Settings marked N/A are not available rights for a specific feature or functionality.

Permission	Create				Delete				Edit				View		
	Administrator	Report Manager	Report User		Administrator	Report Manager	Report User		Administrator	Report Manager	Report User		Administrator	Report Manager	Report User
Accounts (WTOD only)	1	0	0		1	0	0		1	0	0		1	1	0
Analysis Options	1	1	0		1	1	0		1	1	0		1	1	0
Application Settings (Software Only)	1	0	0		1	0	0		1	0	0		1	0	0
Custom Reports	1	1	0		1	1	0		1	1	0		1	1	1
Custom Reports in Advanced Mode	N/A	N/A	N/A		N/A	N/A	N/A		1	1	0		N/A	N/A	N/A
Data Sources	1	0	0		1	0	0		1	1	0		1	1	0
Event Database Free Form Query Access (Software Only)	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	0	0
Event Database Full Named Query Access	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	0	0
Export to Database	1	1	1		N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
Export Word , CSV, PDF Reports	1	1	1		N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
Goals	1	1	1		N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
Log File Import (WTOD only)	1	0	0		N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
Log File Download (WTOD only)	1	0	0		N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
Marketing Warehouse Configuration	N/A	N/A	N/A		N/A	N/A	N/A		1	0	0		N/A	N/A	N/A
Marketing Warehouse Profiles	1	0	0		1	0	0		1	1	0		1	1	0
ODBC Driver	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	1	1
Profiles	1	0	0		1	0	0		1	1	0		1	1	0
Report Configuration	1	1	0		1	1	0		1	1	0		1	1	0
Report Designer	1	1	0		1	1	0		1	1	0		1	1	0
Reports	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	1	1
Scheduled Export To Database	1	1	1		1	1	1		1	1	1		1	1	1
Scheduled Word, CSV, PDF, Reports	1	1	1		1	1	1		1	1	1		1	1	1
Scheduler (WT Software only)	1	0	0		1	0	0		1	0	0		1	0	0
Score	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	1	1
Score Rule Set Configuration	N/A	N/A	N/A		N/A	N/A	N/A		1	1	0		N/A	N/A	N/A
Score Rule Set Enablement	N/A	N/A	N/A		N/A	N/A	N/A		1	1	0		N/A	N/A	N/A
Segment	1	1	1		N/A	N/A	N/A		N/A	N/A	N/A		1	1	1
Shared Bookmarks	1	1	1		N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
SmartView	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	1	1
Templates	1	1	0		1	1	0		1	1	0		1	1	0
Translation File Import (WTOD only)	1	1	0		N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A
Users	1	0	0		1	0	0		1	0	0		1	1	0
Visitor History Export	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	1	0
Visitor Intelligence (Warehouse Reports)	1	1	0		N/A	N/A	N/A		N/A	N/A	N/A		1	1	1
Web Services	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	1	0
WebTrends Explore	N/A	N/A	N/A		N/A	N/A	N/A		N/A	N/A	N/A		1	1	1

Chapter 4

Configuring Marketing Warehouse User Rights, Profiles, and Events

This chapter shows you how to set up WebTrends Marketing Warehouse for your user community. The covered tasks include: granting user rights, creating Marketing Warehouse profiles, and configuring custom events to get the most out of your SmartSource data collection and analysis.

Configuring User Rights for WebTrends Marketing Warehouse

If you are a WebTrends administrator, you must grant users the necessary user rights for using the WebTrends Marketing Warehouse components: WebTrends Explore, WebTrends ODBC Driver, Visitor Intelligence, and Marketing Warehouse reports.

To configure user rights for WebTrends Marketing Warehouse:

1. In the left pane, click **Administration > Application Settings > Users**.

2. Edit a user.

3. In the User Authentication area, select **Use OS authentication for this user's password** for all users who need to access Visitor Intelligence.

4. Assign the user the appropriate level of access to WebTrends Marketing Warehouse components and features. Refer to the following table for a description of each user right:

User Right	Description
Event Database Freeform Queries	Applies to WebTrends software only. Specifies whether the user can run freeform SQL queries against Event Database data in your Marketing Warehouse.
Event Database Full Named Query Access	Specifies whether the user has access to confidential external data such as financial and user information when using Named Queries to query Event Databases in your Marketing Warehouse.
Marketing Warehouse Configuration	Specifies whether the user can configure global event settings, including event retention settings, Events, and custom Lookup Tables. A user must have this right to view the Marketing Warehouse profile data in Explore and Visitor Intelligence.
Marketing Warehouse Profiles	Specifies the user's rights to create, view, edit, and delete Marketing Warehouse profiles. Marketing Warehouse profiles specify the information needed to generate reports from your Marketing Warehouse.

User Right	Description
ODBC Driver	Specifies whether the user can install and use the WebTrends ODBC Driver. The WebTrends ODBC Driver allows you to query WebTrends data, including Marketing Warehouse and Report database data. If you have this right, but not the Event Database Full Named Query Access right, use the **Restricted Access Query (optional)** text box for Named Queries.
Segment	Specifies the user's rights to create or apply segments to data in the WebTrends Explore.
Visitor Intelligence	Specifies the user's rights to create, view, edit, and delete Visitor Intelligence reports. Visitor Intelligence reports provide a browser-based way to discover and present volumes of complex Marketing Warehouse data with an easy-to-use and intuitive interface.
WebTrends Explore	Specifies whether the user can access the WebTrends Explore installation program from the Install Components page of WebTrends Administration.
Web Services	Specifies whether the WebTrends On Demand user can access WebTrends Web Services to upload extended attribute data to Lookup Tables in the Marketing Warehouse.

Defining a Data Source for a Marketing Warehouse Profile

Creating a SmartSource Data Collector (SDC) data source in WebTrends Administration generates a JavaScript tag containing the unique DCSID for your site. If you have already defined an SDC data source, and you know your DCSID, you can skip this procedure. If you do not know the DCSID for an SDC data source that has been defined, edit the data source in WebTrends Administration to find the assigned DCSID value.

Creating a Data Source for WebTrends Software

To create an SDC data source for software:

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Click **New**.

3. In the Data Source Type dialog, select **Web: SmartSource Data Files**.

4. Identify the location of the log files, which are your SmartSource Data Collector data files. Use the location you would identify for standard WebTrends analysis.

5. Provide information about the time zone for the data file.

6. In the SmartSource Site ID dialog, click **Generate a new SmartSource Site ID** and specify the domain name or IP address of the SmartSource Data Collector.

7. In the SmartSource Data Collector dialog, copy the WebTrends JavaScript tag, or click **Download this tag** to save it as a text file.

8. Save the data source.

Creating a Marketing Warehouse Profile

When you create a Marketing Warehouse profile, WebTrends creates a Microsoft SQL Server-based Marketing Warehouse that allows custom querying of web activity data. After WebTrends analyzes your data and loads it into the Marketing Warehouse, you can work with your data using WebTrends Explore.

As a best practice, after you deploy your new WebTrends JavaScript tag you should create and then enable your profile as soon as possible. You should also consider creating and enabling your profile so that the time when it is enabled coincides with a time frame boundary such as the first day of the week or the first day of the month. This strategy helps reduce differences between visitor counts for larger time frames that can occur when you deploy the WebTrends JavaScript tag days, weeks, or months before creating the profile.

WebTrends checks for new activity at frequent intervals. As new SmartSource data becomes available, WebTrends analyzes your data and loads it into the Marketing Warehouse. If you use WebTrends software, your SmartSource file delivery mechanism determines how frequently new data is available. For more information, see "Managing SmartSource Files for the Marketing Warehouse" in the *Marketing Warehouse User's Guide*. If you use WebTrends On Demand, new SmartSource data is updated regularly and made available for you in WebTrends Explore and WebTrends Visitor Intelligence. If you are working with Marketing Warehouse data in WebTrends Explore, you are notified when new data is available.

To create a Marketing Warehouse profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. In the Profiles dialog, click **New**.

3. In the **Profile Name** text box, type a name to identify your profile in the user interface.

4. In the **Web Site Domain Name** text box, type the domain name of your web site.

5. *If you use WebTrends On Demand*, specify the time zone you want to use for displaying reports. Typically, this is the local time zone. WebTrends uses time zone information when counting traffic to your site to determine when days begin and end.

6. Select the **Advanced Profile Options** check box. Click **Next**.

7. In the Profile Class dialog, select **Marketing Warehouse**. Click **Next.**

8. *If you use WebTrends software*, in the General dialog, choose whether to use the Windows time zone and Daylight Savings Time offset used for report time, or click **Specify Time Zone/DST Overrides** to specify a different time zone or DST offset settings. Click **Next**.

Warning
You cannot change this time zone setting after initial profile creation because changing the time zone setting invalidates your data. Keep in mind that if you selected Windows, changing the Windows time zone can have the same effect. If you select the Windows time zone, make sure you do not change the Windows time zone on the WebTrends server after you analyze data.

9. In the Data Sources dialog, select the data source you have defined for your Marketing Warehouse data. If you have not yet defined a data source, click the **Data Source** link and define one. *If you use WebTrends software*, you can only select from SmartSource data sources. Click **Next**.

Note

The Log File Path setting is not used for Marketing Warehouse profiles.

---

10. In the Marketing Warehouse dialog, select the Database Location to use for this profile. Database Locations specify the location of the SQL Server where your Marketing Warehouse resides. This dialog also shows the names for the Event Database, Module Database, and Extended Attributes Database. If you have installed additional SQL Server databases for storing Marketing Warehouse data and those locations are not available in the Database Location list, you need to define the additional locations by clicking the **Database Locations** link. Click **Next**.

11. In the Events dialog, select the check boxes for the event data that you want to collect. The events you select here determine the kinds of data that are available in Visitor Intelligence and WebTrends Explore. They also determine the types of rules you can create in WebTrends Score. Your web site must be tagged to collect the events you want to track. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in the *Marketing Warehouse User's Guide*.

    You cannot select more than one preconfigured event that has the same value in the **Based On** column of the Events dialog. If you do not see an event that you want to include in the profile, select **Click here to configure Events**. Certain events, such as the Visit and Visitor events, are analyzed even though they do not appear in the list.

12. In the URL Rebuilding dialog, select the URL Rebuilding definition to be applied to this profile. URL Rebuilding determines which query parameters to include when constructing a page (for example, when constructing entry pages). In most cases, you should use the same URL Rebuilding definition that you use for your WebTrends profiles. For WebTrends On Demand, the default setting is the only option.

Note

The default URL Rebuilding definition is **Exclude all parameters except those specified in the exception list**.

---

13. Click **Next**.

14. In the summary dialog, review the profile details, and click **Save.** By default, the profile is configured to start analyzing data immediately. If you choose not to start analysis when you save the profile, you can start it at any time by editing the profile and selecting **Analysis Enabled** in the **Event Analysis** dialog.

15. After the profile is initialized, edit the profile and select **Events > Event Attribution**. Event attribution determines how Visitor Intelligence reports credit conversions to events such as searches and ad views.

Note

You can find the correct attribution settings for the preconfigured Visitor Intelligence reports in the WebTrends Administration Help. These settings are required for out-of-the-box Visitor Intelligence reporting. If you do not use the preconfigured settings provided with Visitor Intelligence, the WebTrends cube needs to be modified to match the attribution settings you specify here. For more information, contact WebTrends Support.

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a. Select events such as the **Ad Click** and **Organic Search** that represent marketing efforts, and identify them as touch points.

b. Select events such as scenario steps that represent the success of a marketing effort, and identify them as conversions.

c. Select an attribution window for each touch point event. The attribution window determines how long conversions can be attributed to a given touch point.

16. Save the profile.

Working with Custom Events

An *event* represents any action on the part of the visitor, such as clicking through an ad, submitting an on-site search, or placing an order. Events take place at a precise moment in time. WebTrends Marketing Warehouse provides two kinds of events:

Preconfigured events
Marketing Warehouse recognizes preconfigured events. You can modify the attributes of a preconfigured event, but not add or delete them.

Custom events
You can create a custom event to focus on a visitor action not captured by preconfigured events.

About Attributes

An *attribute* is a characteristic of an event, visit or visitor. Attributes are typically named using words or phrases that modify the noun in the event description. For example, *press relations* is an attribute that is a characteristic of a content group event, *Sony DVR* is an attribute of a product view event, *Free Shipping* is a characteristic of an ad event. Events can include a single attribute but typically they are comprised of multiple attributes that you want to track.

By employing multiple attributes to focus an event, you improve the precision and relevance of your marketing campaigns and gain the power and flexibility provided by an enterprise-class data warehouse. You can further enhance analysis by translating or augmenting attributes using lookup tables.

About Lookup Tables

Lookup tables facilitate the *translation* of event data into information that may be more widely used or understood. A product SKU, by definition, has a unique value, but probably has multiple attributes associated with it: name, color, size, supplier, and so on. You can use a lookup table to associate the additional values with the product SKU. Lookup tables also allow you to augment an event attribute. For example, to supplement an Ad ID attribute with additional offline data, you can upload the ad text, creative, channel, and publisher to a lookup table and link this data to the Ad ID attribute.

Creating a Custom Event

Before you create a custom event, you should know what incidents the event targets, what attributes define the desired incidents, and what query parameters identify the attributes. You should also decide if you want to translate or augment any collected data with a lookup table.

To create a Marketing Warehouse custom event:

1. In the left pane, click **Administration > Web Analysis > Marketing Warehouse > Events**.

2. Click **New**.

3. In the **Event Name** text box, specify a meaningful name for the new event.

4. In the **Description** text box, enter a description of the event.

5. Create attributes associated with the new event. To start, you can create an event with only one attribute and add the others later, but most events include multiple attributes. Follow these steps to create an attribute:

   a. In the Attributes dialog of the New Event Wizard dialog, click **New**.

   b. In the **Attribute Name** text box, specify a meaningful name for the new attribute.

   c. In the **Query Parameter** text box, specify the query parameter that you want to associate with this attribute. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in the *Marketing Warehouse User's Guide*.

   d. From the **Type** list, select an attribute type.

   e. *If you do not want to translate values for this attribute*, click **Done**.

   f. *If you want to translate values for this attribute*, select **Translate values for this attribute**.

      1. Select a **Lookup Table** from the list.

      2. Select a **Key Column** from the list.

      3. In the **Value Columns** box, select the columns from which values will be returned.

4. *If you do want to translate values for this attribute and there are no lookup tables to select from,* follow the procedure defined in . After you complete those steps, configure your translation values and click **Done**.

Note

You can only use a particular lookup table once in an event.

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5. Repeat **Step 5** as necessary.

6. When you are finished creating attributes, click **Next** on the New Event Wizard dialog.

7. If your event has more than one attribute, select an attribute from the list as the event Trigger.

Note

Specify one attribute per event as the trigger attribute. This is the attribute that must be present before data will be loaded into the database for the event.

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8. *If you want to collect data for all hits for this event*, select **Collect data for all hits** in the **Trigger** dialog and click **Next**.

9. *If you want to collect data only for this event only when it includes specific criteria*, complete the following steps:

   a. Select **Collect data for hits that match the following criteria**.

   b. From the list, specify **Equal T**o or **Not Equal To**.

   c. In the **URL** text box, specify a URL to match.

d. *If you select the Regular Expression check box and specify a regular expression*, type in the expression and click **Test** to see if it is a valid expression. If it is, click **Apply**. If not, continue until your expression passes the test.

10. *If you want to create a new URL parameter*, click **New**. Otherwise, click **Next**.

Note

For more information about URL parameters, see Help.

---

11. *If you are creating a new URL Parameter*, complete the following steps:

a. In the **Parameter Name** text box, specify a parameter name.

b. To configure a Boolean NOT for the parameter name, select the **Match records that do not contain this parameter name** check box. Otherwise, proceed to **Step c**.

c. For the parameter value, select either, **Text**, **Numeric**, or **Regular Expression**.

d. From the list, select **Equal To** or **Not Equal To** for the parameter value.

e. In the **Parameter Value** text box, specify the parameter value, based on the choice you made in **Step c**.

f. *If you select Regular Expression and specify a regular expression*, click **Test** to see if it is a valid expression. If it is, click **Apply**. If not, continue until your expression passes the test.

g. When you are done with the URL Parameter dialog, click **Done**.

12. Click **Next**.

13. *If you want to return to a preceding wizard page*, click **Previous**. In the Summary dialog of the New Event Wizard, click **Save** to complete the event.

Configuring a Lookup Table

When you create a lookup table, you need to know which event you want to translate or augment with offline data. You also need to decide which lookup table column is the target of the associated attribute.

If you use WebTrends software, WebTrends provides preconfigured Product and Campaign lookup tables. The campaign table contains typical attributes, such as Product ID, Creative Name, and Ad Server Name. The Product table contains placeholder attributes that are generically named in Visitor Intelligence, such as Product 01, Product 02, and Product 03. You can rename the product dimensions in Visitor Intelligence to names that make more sense for your products. When you upload product data into lookup tables, note which generic name describes each product.

To create a lookup table:

1. In the left pane of WebTrends Administration, click **Web Analysis > Marketing Warehouse > Lookup Tables**.

2. Click **New**. The New Lookup Table wizard opens.

3. In the **Lookup Table Name** text box, specify a lookup table name.

4. Click **New**.

5. In the **Column Name** text box, specify a column name.

6. Select an attribute type from the **Attribute Type** list. If you select Date, select a format from the list.

The Alphanumeric - Small field accepts up to 64 characters. The Alphanumeric - Large field accepts up to 900 characters. As you create attributes, the number created and the number of each type allowed are displayed to the right of the **Attribute Type** text box.

7. Repeat **Steps 2** through **6** as necessary.

8. If you create a lookup table with multiple columns, indicate which column contains the unique identifier for the lookup table. As a best practice, the column you specify should be Alphanumeric.

9. Click **Next**.

10. If you are satisfied with the new lookup table, click **Save**.

Note

After a lookup table is saved, you can edit it and modify columns, but you cannot delete existing columns or change the column that was selected as the unique identifier for the lookup table.

Chapter 5
Configuring WebTrends Analytics Reports

This chapter provides an overview of the basic steps you should complete to generate WebTrends Analytics reports. For more detailed configuration steps, see the context-sensitive Help for each dialog. For information about configuring Marketing Warehouse reports, see "Configuring Marketing Warehouse User Rights, Profiles, and Events" in the *Marketing Warehouse User's Guide*.

Basic Report Configuration

To set up and generate a WebTrends Analytics report:

1. In the left pane, click **Administration > Application Settings > Data Sources** and create a new data source. Data sources identify the web activity data, streaming media activity data, Marketing Warehouse data, or SmartSource data files that WebTrends analyzes to create your report. For more information about data sources, see About Data Sources.

2. In the left pane, click **Web Analysis > Reports & Profiles** and create a new WebTrends Analytics profile. A profile captures the analysis settings for your report, for example the type of analysis, the data source, the home page of your site, DNS resolution settings, and when and how often WebTrends analyzes your site data.

   Note

   If you want other users to be able to access the reports you generate, make sure they have View rights to both the profile and the template associated with the reports. To set profile access, use the Profile Access dialog in the profile settings. To set template access, click **Report Designer > Templates** and use the Template Access dialog in the template settings.

3. Save your profile. WebTrends automatically begins analyzing your data, and you can refresh the Profiles panel to see the current status of the analysis. (For detailed status information, click **Scheduler > Scheduled Jobs** mouse over a job and click **View Job Detail** on the Action menu.) When your report is complete, the Profiles list shows a green check mark next to your profile.

4. Click the name of the profile to view report data.

Using Templates and Dashboards

Templates determine the report pages, tables, graphs, and funnels that your report contains. Dashboards are collections of tables and graphs that link to reports or external web data, providing an overview of an area of interest. By default, WebTrends Analytics uses the Complete View report template, which includes all the standard reports and dashboards and many frequently-used custom reports. However, you can use templates and the dashboards they contain to tailor your reports for different audiences and business objectives. Because creating all the reports in the Complete Template can be resource-intensive, and because users can have trouble finding the data they need in such a large collection of reports, you should consider creating one or more smaller, focused templates. Granting template-specific access to report users who do not need the complete report set can save time and resources while ensuring report users can quickly access required data.

Building Templates

To build a template, you select some or all of the following components and determine how they are displayed:

- WebTrends Analytics reports
- WebTrends Analytics dashboards
- WebTrends Analytics performance dashboards

WebTrends Analytics performance dashboards are interactive reports that allow you to set and monitor performance goals for campaigns, products, or a range of key performance indicators.

To create a customized report template:

1. In the left pane, click **Administration > Web Analysis > Report Designer > Templates**.

2. Click **New**.

3. Specify a name for your template. The name identifies the template in Administration as well as in the template selection menu for Analytics Reports.

4. Select a template type:

   - If the profile you will use with this template uses standard analysis for web or SDC data, click **Web**.
   - If the profile you will use with this template uses streaming media data such as music or video files, click **Streaming Media**.
   - If the profile you will use with this template uses basic analysis for web or SDC data, click **Basic Analysis**.

   Your selection determines which reports and dashboards you can include in the template.

5. In the Content dialog, add elements such as reports, dashboards, and external links to the report. You can move elements around after you add them by selecting them and clicking **Move Up** or **Move Down**.

   - To add reports or dashboards to the template, click **Add Report**, select a report library from the list, and select one or more reports or dashboards in the list. For information about creating your own dashboards, see "Building Dashboards" on page 26.
   - To add an external link to an image or web page, click **Add External Link**. You can customize external links to show a web page as an inset in your WebTrends report. You can also use macros to ensure the external link always shows current data. For more information, see the Help.

6. In the Style dialog, specify graph and table standards such as word wrapping and whether to include graphs, tables, and Help cards.

7. In the Template Access dialog, specify users who can access this template. You should grant View access to users if you want them to be able to select the template when using WebTrends Analytics Reports. Some users, such as administrators, have access to all templates based on their general user rights.

Building Dashboards

To build a dashboard, you select multiple graphs, tables, and/or external links to web pages or images. Dashboards should present an overview of available information for quick reference.

To use a dashboard, add it to a template as described in "Building Templates" on page 26.

To create a customized report dashboard:

1. In the left pane, click **Administration > Web Analysis > Report Designer > Dashboards**.

2. Click **New**.

3. Specify a name for your dashboard. The name identifies the template in Administration.

4. In the Content dialog, add elements such as reports, dashboards, and external links to the report. You can move elements around after you add them by selecting them and clicking **Move Up** or **Move Down**.

5. To add a table or graph to the dashboard, click **Add Report**, select a dashboard library from the list, and select one or more items in the list. The icon by each item shows whether it is a table or a graph and indicates the style for graphs.

6. To add an external link to an image or web page, click **Add External Link**. You can customize external links to show a web page as an inset in your dashboard. You can also use macros to ensure the external link always shows current data. For more information, see the Help.

Creating a Custom Report

When the standard WebTrends Analytics reports don't meet your requirements, or when you want to provide focused reports for specific business needs or users without creating a new profile each time, you can use Custom Reports to design reports with only the content you specify. WebTrends allows you to use a large number of preconfigured components to construct a custom report, or you can design your own components and provide information about how WebTrends can track them. You can also add a calculated measure column to a custom report that calculates its values using the formula that you specify.

For more information on Custom Reports, see "Using Custom Reports" on page 121.

Adding Custom Building Blocks

WebTrends allows you to define many customized report objects and components that tailor WebTrends analysis to your business needs. For example, you can specify how WebTrends should track visitor navigation through your site, or define the user scenarios that WebTrends should analyze. You can also create custom reports by specifying your own dimensions and measures. You can associate one or many building blocks with a profile to refine and enrich your analysis. Custom building blocks include:

On-Site Advertising
Defines how WebTrends should track hits to a specific ad.

Campaigns
Defines how WebTrends should track responses to a specific advertising campaign.

Content Groups
Defines how WebTrends should track site activity on groups of related pages.

Intranet Domains
Defines how WebTrends should track activity for different divisions or domains.

Path Analysis
Defines how WebTrends should find patterns of user navigation through specified areas of your site.

Scenario Analysis
Defines how WebTrends should track user participation in site tasks such as completing a purchase or registering with the site.

URL Parameters

Specifies how WebTrends should track URLs that are created dynamically by user interaction.

Visit and Hit filters

Specifies groups of data WebTrends should include or exclude from analysis and reports.

To add custom building blocks to your reports:

1. In the left pane, click **Administration > Web Analysis > Report Configuration**.

2. Click any building block you wish to define. For example, click **Content Groups** to create a list of related pages. You can create as many new building blocks as you need.

3. In the left pane, click **Web Analysis > Reports & Profiles** and click the name of your profile.

4. Click **Advanced** and select that building block you want to associate with the profile. For example, click **Path Analysis** to specify which Path Analysis definitions WebTrends should use in the analysis. Click **Reports** to specify which Custom Reports to include.

5. Save the profile.

6. If you already analyzed the profile, mouse over the profile and click **Clear Analysis Data** from the Action menu to ensure old data does not conflict with data generated by your new settings.

7. Click **Analyze Now** from the Action menu.

8. When analysis is complete and the Profiles dialog shows a green icon next to your profile, click the profile name to launch Analytics Reports.

Using Calculated Measures in Analytics Reports

In Analytics Reports, you can use calculated measures to create a formula that is shown as a column in an analytics report table. After you define a formula in the New Calculated Measure dialog, WebTrends uses this formula to compute values in the Calculated Measures column of any report table.

You can access the Calculated Measures dialog from existing reports and bookmarked reports in Analytics Reports. For more information about creating a calculated measure from an existing or bookmarked report, see "Adding a Calculated Measure to an Existing or Bookmarked Report" on page 1.

You can also add a calculated measure in new custom reports in Administration. For more information about creating a calculated measure from a new custom report, see "Adding a Calculated Measure to a New Custom Report" in the *WebTrends Administration User's Guide*.

Adding a Calculated Measure to an Existing or Bookmarked Report

To create a calculated measure from existing or bookmarked reports:

1. In Analytics Reports, open an existing or bookmarked report that uses a report table.

2. In the report table, click **New Custom Measure**. The New Calculated Measures dialog opens.

3. Type a name for the calculated measure.

4. Select a format of currency, numeric, or percentage.

5. Select the number of decimal places for the calculated value.

6. Drag and drop a combination of measures and values to make up a formula in the right pane of the New Calculated Measures dialog.

7. Click **Apply**.

Chapter 6

Tracking Visitor Sessions

In order to provide the most insightful data, WebTrends requires that you use a strong method of identifying visitors. For WebTrends Analytics, strong identification methods are cookies and authenticated user IDs. For WebTrends Marketing Warehouse, cookies are required to track visitor-related data. Because cookies are the recommended best practice, this chapter focuses on cookies. It explains the differences between first-party cookies and third-party cookies and describes how you can use cookies to track visitor sessions. For information about alternative methods of identifying visitors for session tracking, see "Visitor Identification" in the *WebTrends Guide to Web Analytics*.

This chapter assumes that you use WebTrends Analytics On Demand or have installed WebTrends SmartSource Data Collector (SDC) and have configured an SDC site map. For more information about installing SDC and configuring an SDC site map, see the "SmartSource Data Collector Installation" in the *WebTrends SmartSource Data Collector User's Guide*. If you do not intend to use first-party cookies with SDC, see "Using First-Party Cookies Without SDC" on page 41.

Note

This chapter does not apply to WebTrends Analytics On Demand Small Business.

What is a Cookie?

A cookie is a piece of identifying data, typically created by a web server. A web site sends a cookie to a visitor's browser and stores it on a visitor's computer either temporarily (for that visit session only) or permanently on the hard disk (or until the visitor deletes them). Temporarily stored cookies are called session cookies. Cookies stored on the hard disk are called persistent cookies.

Persistent cookies can identify a visitor as a new or returning visitor by storing a value that uniquely identifies each visitor. If a visitor has been to the site before, a cookie is sent to the web server with the request for a particular page. The web server checks for the presence of a cookie in the request and if no cookie is detected, the web server generates the cookie and sends it with the response to the visitor's browser. When the visitor returns, the cookie is included in the request, the web server detects the cookie and recognizes the visitor as a returning visitor. The web server then writes the cookie to the log file in the `cs(Cookie)` field.

Why Web Browsers Reject Cookies

Whether web browsers are likely to accept a cookie strongly depends on whether the cookie is a first-party cookie or a third-party cookie.

A cookie served from a domain other than the domain that your visitor requests from your web site is considered a *third-party cookie*. WebTrends On Demand and SmartSource Data Collector (SDC) have historically used cookies as the primary method to obtain visitor information.

Tracking visitors accurately is paramount for confidence in your web analytics results. Studies by leading analyst research firms such as Jupiter Research and Forrester have indicated that increasingly high-rates of cookie rejection and deletion by Internet users makes third-party cookies an unreliable method for collecting and reporting on web marketing results. In fact, Jupiter currently believes third-party cookie rejection rates are as high as 28%.

In response, WebTrends conducted its own research, analyzing third-party cookie rejection rates for 5 billion visitor sessions between January 2004 and April 2005. WebTrends research found cookie rejection rates to be somewhat lower but still significant, revealing that on average 12% of Internet user traffic is blocking or preventing third-party cookies from being set on computers, and that this trend can be as high as 17% for some vertical industries, such as retail. In addition, when analyzing the third-party cookie rejection trend since the beginning of 2004, WebTrends findings show that third-party cookie rejection has increased 4x to its current rate.

Internet users commonly reject third-party cookies as part of their security measures. Some of the most common reasons for the increase in the rejection of third-party cookies are:

- Anti-spyware programs are designed to remove cookies that surreptitiously monitors visitors' web activities. These programs often consider hosted web analytics services to be spyware and thus target their cookies for removal from your visitors' computers.

- Current browser technologies such as Microsoft's Internet Explorer and Mozilla's Firefox make it easier for visitors to reject third-party cookies.

Negative Impact of Third-Party Cookie Rejection

Cookie-dependent analytics solutions rely on the cookie as the method to identify one unique browsing session from another. There are a number of business issues that arise from third-party cookies being rejected or deleted on a regular basis:

- **Inaccurate Visitor Metrics**: At its most fundamental level, if an Internet user has configured the browser security settings to automatically reject third-party cookies, that visitor will not be properly counted in your web analytics results. As mentioned earlier, market estimates project this to be anywhere from 12% to 28% of Internet users on average.

- **Deceiving Retention Based Metrics**: Taking this one step further, if "John Doe" visits your web site on May 15 and accepts the third-party cookie, he will be recognized as a new visitor. If John then deletes all of his third-party cookies with his anti-spyware application on May 16th and returns to the site on May 17th, the analytics solution will identify John as a new visitor, since he no longer has the cookie on his computer. This would have an impact of under representing your retention based metrics such as your repeat visitor rate.

- **Inaccurate Conversion Metrics**: Cookie deletion also has an impact on your conversion rate for new visitors versus repeat visitors.

  Conversion rate = (conversion actions taken/number of visitors) X 100

  where a conversion action is an action indicating visitor conversion, such as an order, and the visitors may be new or repeat visitors.

  As pointed out in example #2 (directly above), if the cookie is being systematically deleted, repeat visitor rates are going to be under-counted and new visitor rates are going to be over-counted, skewing your conversion rate metric by which you analyze your site's overall effectiveness.

- **Unreliable Campaign, Search and Merchandising Reports**: In addition to tracking the behavior of a visitor to the site in general, many analytics providers correlate visitor response and site interaction to a specific campaign, search engine or product in an attempt to understand precisely which campaign or merchandising offer inspired the Internet user to take an action; much of this information can rely on information stored in the cookie. If the cookie is rejected or deleted from the Internet user's browser, reports designed to identify latent or deferred conversion to a campaign or merchandising offer will be misrepresented. It is also important to note that the longer that you track conversion to an individual marketing activity, the more likely it is that your metrics are inaccurate, as the likelihood the user deletes the third-party cookie increases.

Solving Rejection with First-Party Cookies

For most business models, *first-party cookies* are regarded as the most reliable method to measure visitor activity. A cookie served directly to your visitors by your own web server is registered by the browser is a first-party cookie. Whereas a third-party cookie is set by the analytics vendor, an entity with which the web site visitor does not have a relationship, the first-party cookie is set by the business or organization with which the Internet user has specifically chosen to do business. Because of this relationship, the first-party cookie is deemed a more secure cookie by the user.

First-party cookies are considered less of a security risk than third-party cookies and are more likely to be accepted by the browser. By issuing first-party cookies, your benefits include:

- Most accurate visitor metrics
- Compatibility with data collected from existing WebTrends data sources that used WebTrends third-party cookies

If you use WebTrends Analytics software, you may already have a method of setting first-party cookies. If you use WebTrends Analytics On Demand or WebTrends Analytics software with SDC, your WebTrends JavaScript tag is configured to use first-party cookies by default. For more information, see "Using the JavaScript Tag to Track Cookies" on page 35.

How WebTrends Marketing Lab Uses Cookies

As long as the visitor's browser accepts cookies and the visitor does not delete the cookie from the computer, WebTrends can use the cookie to determine whether the visitor is a returning visitor or a first-time visitor. WebTrends can also use cookies to strongly identify visitors and use this information to develop a rich repository of visitor history which you can use for reporting.

Methods for Generating First-Party Cookies

You can generate first-party cookies that WebTrends can use to track visitor sessions using one of the following methods:

- Allow the WebTrends JavaScript tag to serve cookies
- Configure your web server to serve cookies
- Use the WebTrends Cookie Plug-in to serve cookies

This section discusses each of these methods.

Using the WebTrends JavaScript Tag

If you use WebTrends On Demand or WebTrends software with SDC, your best choice for generating first-party cookies is by allowing your JavaScript tag to generate them. By default, the JavaScript tag generates the first-party cookie and passes it in the query string as the `WT.co_f` query parameter. With this method, you do not need to configure your web server to generate cookies.

Using Your Web Server to Generate Cookies

Most modern web servers contain functionality for serving cookies. If your web server is already configured to serve cookies, you should use this cookie to identify your visitors. This method is suitable whether you use WebTrends software or WebTrends On Demand.

This section describes how some commonly used web servers deliver cookies.

Apache Web Server

Apache provides the `mod_usertrack` module for click stream logging of visitor activity on a site. `Mod_usertrack` sets a cookie with a unique identifier. Enable `mod_usertrack.so` by adding this dynamically shared object to the LoadModule list, and setting the "CookieTracking on" directive in the `httpd.conf` file. The following directives provide additional control: CookieDomain, CookieExpires, CookieName, CookieStyle.

For more information, see `www.apache.org`.

Microsoft Internet Information Server (IIS)

Active Server Pages

Microsoft ASP supports the notion of a session management through the Session object. Session keys are stored in the ASPSESSIONID cookie.

As an alternative, you can manage your own tracking cookie using the Response.Cookies Collection of the Response and Request objects.

For more information, see `www.microsoft.com`.

Site Server

Microsoft Site Server includes a User identification Filter (ISAPI filter) called `mss_log.dll`. This filter generates a 32-byte GUID that is stored in the `SITESERVER` cookie.

For more information, see `www.microsoft.com`.

iPlanet/SunOne

iPlanet/SunOne's servlet engine supports Java Server Pages. You can manage your own tracking cookie by using the Cookie class and the `HttpServletResponse.addCookie` method, and the `HttpServletRequest.getCookies` method.

For more information, see `www.java.sun.com`.

- Modifying the WebTrends JavaScript tag to serve cookies
- Modifying the WebTrends JavaScript tag to serve cookies

Using the WebTrends Cookie Plug-in

The WebTrends Cookie Plug-in is software that you can install on your web server to generate first-party cookies. If your web server cannot be configured to serve cookies, and you use WebTrends software without SDC, this is your best choice for generating first-party cookies.

The Cookie Plug-in supports Apache, Microsoft IIS, and iPlanet/SunOne web servers. For more information about installing and using the Cookie Plug-in, see the *Cookie Plug-in User's Guide*.

Configuring WebTrends for First-Party Cookie Tracking

If you use WebTrends On Demand or WebTrends software with SmartSource Data Collector, you can configure your JavaScript tag to recognize the first-party cookie method that you use. By default, the JavaScript tag generates the first-party cookie for you. For more information, see "Using the JavaScript Tag to Track Cookies" on page 35.

If you use WebTrends software without SmartSource Data Collector, you simply need to create a Session Tracking definition configured to use your cookie.

Using the JavaScript Tag to Track Cookies

If you use WebTrends On Demand or WebTrends software with SmartSource Data Collector, the JavaScript tag is configured to track first-party cookies by default. You can decide which method you will use to generate cookies. The method that you choose determines how you configure the Advanced Tracking settings described in the following options.

Use the new first-party cookie generated with this tag
If you do not have a way to generate first-party cookies, the JavaScript tag can both serve and track them using the **Use the new first-party cookie generated with this tag** option. If you use this option, make sure that you have a valid compact P3P policy in place to make sure that Internet Explorer users who have the browser privacy configured as "High" can accept your first-party cookie. For more information about P3P, see `http://www.w3.org/p3p/`. If you use SmartSource Data Collector, you should configure it to issue a P3P response header that contains your compact policy. For more information, see "Configuring SmartSource Data Collector" in the *WebTrends SmartSource Data Collector User's Guide*.

Use an existing first-party cookie
If your web server is configured to serve cookies, you can use the JavaScript tag to recognize your cookie and use it to track visitor sessions.

Use the WebTrends Cookie Plug-in cookie
If you installed the WebTrends Cookie Plug-in on your web server, you can configure the JavaScript tag to recognize the WebTrends cookie and use it to track visitor sessions.

The following procedure has four main steps. You must complete all of the steps in sequence to configure first-party cookie tracking.

1. Configure your data source to track first-party cookies. See "Configuring the JavaScript Tag to Track Visitor Sessions" on page 36.

2. Implement the JavaScript tag. See "Implementing the JavaScript Tag" on page 37.

3. Edit a profile and specify the first-party cookie data source. See "Specifying the First-Party Cookie Data Source" on page 37.

4. For the same profile, specify session tracking for first-party cookies. See "Specifying Session Tracking for First-Party Cookies" on page 37

Configuring the JavaScript Tag to Track Visitor Sessions

If you chose to track visitor sessions using the WebTrends JavaScript Tag, and you want to use an existing first-party cookie or the WebTrends Cookie Plug-in, you enable cookie tracking in your data source. By default, the JavaScript tag is configured to generate first-party cookies for you.

To configure the tag for WebTrends software:

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Add or edit a data source.

3. *If you are creating a new data source*, select **Web: SmartSource Data Files**.

4. In the Web Logs dialog, type the data source name and specify the location for the data source.

5. In the Time Zone dialog, specify the time zone.

6. In the SmartSource Site ID dialog, specify whether this is a new or existing SmartSource Site ID and specify the domain name of the SmartSource Data Collector.

7. In the SmartSource Data Collector dialog, click **Tracking** to access the Advanced tagging features. The Advanced Tracking dialog allows you to select one of three first-party cookie tracking methods.

8. Select the **Enable First-Party Cookie Tracking** check box.

9. Select the first-party cookie tracking method that you want to use.

10. Click **Generate Tag**. The next dialog contains the JavaScript code that tracks visitors using the first-party cookie method of your choice. You can use the slider bar to scroll down the box to view the tag.

11. Copy or download this code to your computer.

12. Click **Next** to view the summary of your configuration choices.

13. Click **Save** to create the data source and save the configuration. You must click **Save** to create the data source; otherwise, the JavaScript tag you just copied will not function.

To configure the tag for WebTrends On Demand

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Add or edit a data source.

3. *If you are creating a new data source*, click **New**.

4. In the Time Zone dialog, specify the time zone. WebTrends uses the time zone to determine when a day starts and ends.

5. *If your organization has signed up for Log File Delivery service*, the Log File Delivery dialog appears, and you can activate this service.

6. In the SmartSource Data Collector dialog, type the name you want associated for this data source.

7. Click **Tracking** to access the Advanced tagging features. he Advanced Tracking dialog allows you to select one of three first-party cookie tracking methods.

8. Select the **Enable First-Party Cookie Tracking** check box.

9. Select the first-party cookie tracking method that you want to use.

10. Click **Generate Tag**. The next dialog contains the JavaScript code that tracks visitors using the first-party cookie method of your choice. You can use the slider bar to scroll down the box to view the tag.

11. Copy or download this code to your computer.

12. Click **Next** to view the summary of your configuration choices.

13. Click **Save** to create the data source and save the configuration. You must click **Save** to create the data source; otherwise, the JavaScript tag you just copied will not function.

Implementing the JavaScript Tag

Implement the WebTrends JavaScript tag on all the pages that you want to track. You can place the JavaScript tag anywhere between the <body> and </body> tags on a web page. Placing the tag at the top of the page directly after the <body> tag allows the tag to execute even if the page does not fully load. However, we recommend you place it at the bottom of the page just before the </body> tag to ensure the JavaScript tag is only activated after the page fully loads and all the information that the tag needs is available.

In addition to placing the tag directly in your web pages, there are other methods for tagging your pages which can make it easier to tag many pages quickly. Alternatively, you can place the tag in a client-side include file or place the tag in a footer template. For more information on these options and tagging best practices, see "Client-Side JavaScript Integration" in the *WebTrends Analytics Implementation and Maintenance Guide*.

Specifying the First-Party Cookie Data Source

In this step, you edit a profile and specify the first-party cookie data source for that profile.

Note

If your web site has multiple domains and you want to tracking visitors across them, you must create a separate data source for each domain. For more information, see "Configuring Domains" on page 38 and "Tracking Visitors Across Domains" on page 38.

To specify the first-party cookie data source:

1. In the left pane, click **Administration > Web Analysis** > **Reports & Profiles**.

2. Mouse over a profile and click **Edit** on the Action menu.

3. Click **Analysis > Data Sources**.

4. Click **New**. If you use WebTrends On Demand, you cannot specify a new data source. You simply need to specify the first-party cookie data source for this profile. Click **Save**, and go to "Specifying Session Tracking for First-Party Cookies" on page 37.

5. In the Data Sources dialog specify the name of the server and select the data source.

6. Click **Save**, and your new data source for first-party cookies appears in the list of data sources for that profile.

Specifying Session Tracking for First-Party Cookies

Session Tracking definitions determine how WebTrends identifies visits and counts unique visitors.

To specify session tracking:

1. In the left pane, click **Administration > Web Analysis** > **Reports & Profiles**.

2. Mouse over a profile and click **Edit** on the Action menu.

1. Click **Analysis** > **Session Tracking**.

2. Clear the **Always Use Default Definition** check box.

3. Click **Track User Sessions Using First Party Cookie**.

4. Click **Save**.

Configuring Domains

By default, the domain for the first-party cookie is populated with the actual domain that served the page. If you need to track visitors across different domains, make sure that you configure your JavaScript tag to set the domain that should be associated with your first-party cookie.

Consider the following domains:

- www.newstuff.webtrends.com

- www.standardstuff.webtrends.com

- www.ultra.cool.things.webtrends.com

All of these domains are subdomains of www.webtrends.com, which is a root domain. Therefore, in the WebTrends On Demand user interface, you would specify `.webtrends.com` (note the leading period) to track cookies across these domains.

Also, note that another domain such as `www.webtrends.store.com` can be a separate root domain that belongs to the same WebTrends account. Using WebTrends cross-domain tracking, the same visitor ID can be moved from one domain to another. This is because WebTrends On Demand can recognize that all four domains are members of the same account (WebTrends).

You can specify the domain for your cookie when you add or edit a data source.

To specify your domain:

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Mouse over a data source and click Edit on the Action menu.

3. Click **SmartSource Data Collector**.

4. Click **Tracking**.

5. Select the **Set the First-Party Cookie domain** check box.

6. Type the name of the domain you want to use. Be sure to precede the domain name with a period. Doing so insures that all sub-domains are rolled up into the domain. If you do not add the period, the cookie is set to the actual domain which serves the page. For example, type `.webtrends.com`

Tracking Visitors Across Domains

If you use WebTrends Analytics On Demand or WebTrends Analytics software with SmartSource Data Collector and you have multiple domains, your visitors will have a different first-party cookie set on each domain as well as a third-party cookie for your account. They will be reported as unique visitors to each domain when you use first-party cookie session tracking methods. However, WebTrends can track your first-party cookies across domains by using the third-party cookie that identifies your domain.

You can create a separate profile to track your visitors across your domains using the Account Rollup data source, keeping in mind that this data source uses the WebTrends third-party cookie for tracking visitors. The visit and visitor counts will be different when using this Account Rollup data source, compared to your more reliable first-party cookie profiles. However, it can provide you with meaningful insight into your account traffic if needed.

Note

Cross-domain tracking applies only to SDC data files. You cannot analyze both web server data and SDC data file and then perform cross-domain cookie tracking using the SDC account rollup data source.

As a best practice, WebTrends recommends that you use first-party cookies to identify enterprise-wide, cross-domain behavior and trends. This method leverages a WebTrends third-party cookie to establish the first-party cookie, which tracks visitors across the specified domains in your data sources. If the visitor rejects third-party cookies, the first-party cookies continue to identify the visitor; however, that particular visitor appears as a different visitor for each domain.

To track visitors across domains in WebTrends Analytics software:

1. Create a separate data source for each domain. For more information, see "Configuring Domains" on page 38.

2. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

3. Edit a profile.

4. Select **Analysis > Session Tracking**.

5. Select **Track User Sessions Using First-Party Cookie (Account Rollup)**. You might need to clear the **Always Use Default Definition** check box.

6. Click **Save**.

Note

You can make further modifications to your profile setting if necessary by editing the profile after you have saved it.

To track visitors across domains in WebTrends Analytics On Demand:

1. Create a separate data source for each domain. For more information, see "Configuring Domains" on page 38.

2. In the left pane, click **Administration > Application Settings > Data Sources** to specify the data source.

3. Click **New**. When you arrive at the Advanced Tracking step, be sure to specify the root domain with a leading period (.).

4. Select **Web Analysis > Data Sources** and then select all of the data sources you want to analyze for this profile. Be sure that for each data source checked here, you update the tag on every page of the domains affected. Missed pages will not be counted.

5. Select **Web Analysis > Reports & Profiles**.

6. Edit the specified profile.

7. Select **Analysis > Session Tracking**.

8. Select **Track User Sessions Using First-Party Cookie (Account Rollup)**.

9. Click **Next**.

10. Click **Save**.

11. The reports for this profile show aggregated data for the domains that belong to that account.

Note

WebTrends On Demand Business Edition does not support cross-domain tracking.

Converting Third-Party Cookies to First-Party Cookies

If you have an existing WebTrends On Demand account that uses third-party cookies, you can add the first-party cookie tracking to your JavaScript tag. After the tag is implemented on your site, visitors immediately begin to receive the first-party cookies. WebTrends On Demand and SmartSource Data Collector (SDC) have built-in logic to stitch visitor records together to ensure a smooth transition from the third-party cookie methodology to the new first-party cookie methodology.

To convert third-party cookies to first-party cookies:

1. Modify the JavaScript tag as described in "Configuring WebTrends for First-Party Cookie Tracking" on page 35.

2. Update all your web pages to use the new JavaScript tag.

3. Wait 24 hours until analysis of the visitors who were tracked using the third-party cookie session tracking has completed.

4. Change the profile so it uses the first-party cookie session tracking definition.

Customizing Tag-Generated First-Party Cookies

If you use WebTrends On Demand or WebTrends software with SDC, you can customize the persistence and expiration date of your first-party cookie.

Creating Session Cookies

If you want to generate session cookies rather than persistent cookies, you remove the expiration date parameter from the cookie. However, this is not recommended because WebTrends cannot use session cookies to accurately track unique visitors to your site. Also, visit counts are inaccurate if the visitor closes the browser, reopens it and immediately returns to your site. In this case, the visitor is identified as a new unique visitor, and the visit is considered a new visit to your site.

To create session-based first-party cookies:

1. In the left pane, click **Administration > Application Settings** > **Data Sources**.

2. Edit the data source.

3. Click **SmartSource Data Collector**.

4. Modify the following line from the JavaScript tag text box:

```
var expiry="; expires="+dExp.toGMTString();
```

so that it looks like this:

```
var expiry="";
```

5. Click **Download this tag** to save your new tag.

6. Click **Save**.

7. Implement the tag on you web site, replacing any existing tags, and redeploy the updated pages to your web site.

Since session cookies are only valid for the current visit, they cannot be used to accurately report on many aspects of visitor data, including unique visitors, campaign tracking, commerce tracking, search engine history, and other visitor history based analysis reports. Because the use of session cookies may alter the statistics in reports from what you are used to viewing, you should try session cookies on one profile as a test model and look at the numbers in the resulting report to see if that is what you were expecting. After you accept the results, you can apply session cookies to other profiles.

Configuring Cookie Expiration

With WebTrends v7.5 and higher, the first-party cookie set by the JavaScript tag is configured to expire in 10 years. You can change the expiration by modifying the time value parameter in the statement.

To configure the first-party cookie expiration:

1. In the left pane, click **Administration > Application Settings** > **Data Sources**.

2. Edit the data source.

3. Click **SmartSource Data Collector**.

4. Edit the following line from the JavaScript tag text box:

```
var dExp=new Date(dCur.getTime()+315360000000);
```

5. 315360000000 represents the total number of milliseconds in 10 years. Change this value to the number of milliseconds from the current time until the time that you want the cookie to expire. For example, if you want the cookie to expire in 60 days, then change this value to 5183940000 = 60 (days) * 24 (hrs per day) * 60 (minutes per hour) * 60 (seconds per minute) * 1000 (milliseconds per second.).

6. Implement the modified tag, replacing the existing tags on your pages, and redeploy the updated pages to your web site.

Using First–Party Cookies Without SDC

If you use WebTrends Analytics software without SDC, you can use first-party cookies to identify visitors simply by creating a Session Tracking definition that specifies your cookie and applying it to your profiles.

To create a Session Tracking definition:

1. In the left pane, click **Administration > Web Analysis > Options > Session Tracking**.

2. Click **New**.

3. Type a name for the definition in the **Description** field.

4. Select **Use the following alternate method(s)**.

5. Select the **Cookie** check box.

6. In the Track Sessions by Cookie dialog, select **Use this cookie.**

7. Specify the name of the cookie that your web server uses to identify visitors. For example, `WEBTRENDS_ID` is the name of the cookie that the WebTrends Cookie Plug-in uses by default.

To use cookie session tracking in profiles:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Add or edit a profile.

3. Click **Analysis > Session Tracking**.

4. Clear the **Always use default definition** check box.

5. Select the cookie tracking definition that you created.

6. Click **Save**.

Implementing the Opt-Out Cookie

Because of misconceptions about the nature of cookies, some of your visitors might have concerns about how cookies that your web site generates might be used to track their Internet behavior. Using the WebTrends JavaScript, you can implement a method that allows visitors to your site to opt out of being tracked by your first-party cookie. The JavaScript supports *full opt-out,* in which the JavaScript does not collect data about the visit and does not set a cookie.

Implementing the full opt-out cookie involves the following high-level steps:

1. Write a policy about how your organization uses first-party cookies and post that policy on your site. For more information, see "Writing an Opt-Out Policy" on page 43.

2. Create a web page that allows your visitors to specify their tracking preference, and implement a method on your web site to set the full opt-out cookie, `WTLOPTOUT=1`. For more information, see "Creating an Opt-Out Mechanism" on page 43.

3. Deploy a WebTrends v8 or higher JavaScript tag on your site. For more information, see "Implementing the JavaScript Tag" on page 44.

How the Opt-Out Cookie Works

After you implement the opt-out cookie on your web site, the WebTrends JavaScript tag makes sure that no data is collected about visitors who have requested full opt-out. The following graphic shows the logic involved:
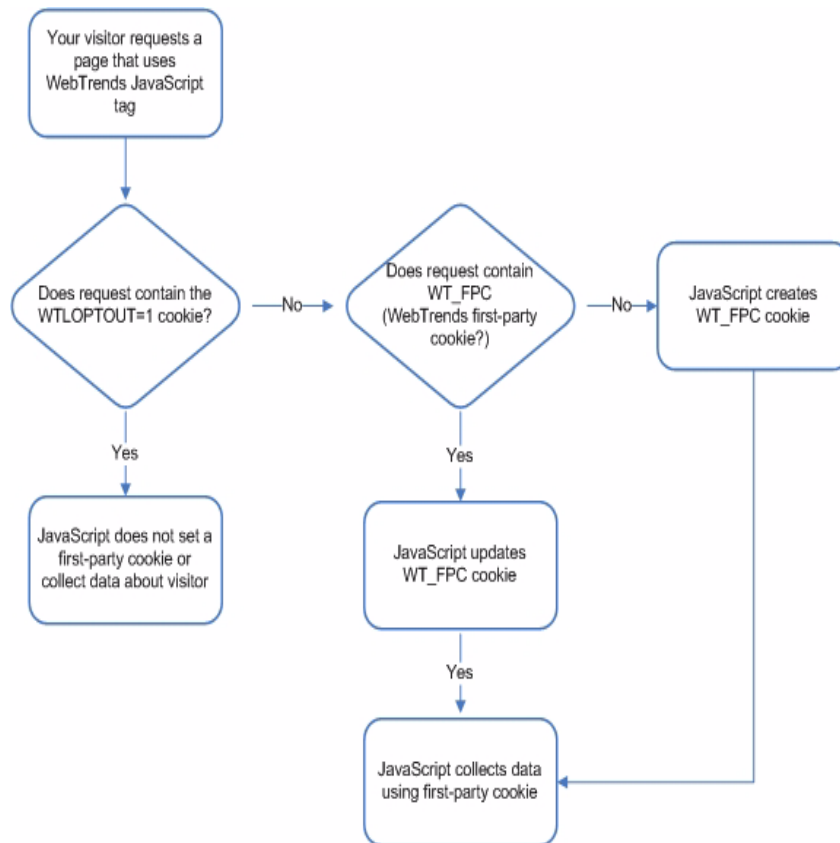
Writing an Opt-Out Policy

As a best practice, you should create a policy that describes how your organization uses first-party cookies and the differences between anonymous opt-out and full opt-out. Make it clear to visitors that accepting the opt-out cookie from your web server is the mechanism from preventing your first-party tracking cookie from being set and prevents data about their activity your on your site from being collected. Cookie-wary visitors should be aware that if they delete the opt-out cookie, your web server identifies them as a new visitor and sets a first-party cookie that can be used to collect data.

You can view the opt-out language that WebTrends Inc. uses at the following URL:

`http://ondemand.webtrends.com/support/optout.asp`

Creating an Opt-Out Mechanism

Your web site developer will need to implement a way to set the opt-out cookie for visitors who specify that they do not want tracked on your site. The JavaScript tag looks for a cookie named `WTLOPTOUT` set to a value of `1`.

Because cookies are domain-specific, if you have multiple domains, you need to set the opt-out cookie for each domain. If you have multiple sub-domains, use the domain attribute in the cookie to specify the main domain. For example, `ondemand.webtrends.com` is a sub-domain of `webtrends.com`. In order to set a cookie that is identified for both the domain and all sub-domains, the web site developer passes `domain=.webtrends.com` for the domain attribute as shown in the following example:

`WTLOPTOUT=yes expires= Thu, 14 Jan 2016 18:40:50 UTC; path=/: domain=.webtrends.com`

The following example shows JavaScript that sets a full opt-out cookie:

```
<html>
<body>

<script type="text/javascript"><!--

// test for existence of WTLOPTOUT cookie
if (document.cookie.indexOf("WTLOPTOUT=")==-1){

// compute cookie expiration
var dCur=new Date();
var dExp=new Date(dCur.getTime()+315360000000);

// initialize cookie attributes
var expiry="; expires="+dExp.toGMTString();
var path="; path=/";
var domain="; domain=.webtrends.corp";

// WTLOPTOUT cookie does not exist so set it
document.cookie="WTLOPTOUT=1"+expiry+path+domain;
}

//-->
</script>

</body>
</html>
```

Implementing the JavaScript Tag

If you used earlier versions of WebTrends Analytics software or WebTrends Analytics On Demand, you need to generate a new JavaScript tag for each data source and update the tag on your site. For more information, see "Implementing the JavaScript Tag On Your Web Pages" in Administration Help.

Disabling Cookies

You can configure WebTrends Analytics On Demand and SmartSource Data Collector to not set cookies if your organization's policy does not allow visitor data to be tracked using cookies.

Disabling First-Party Cookies

If your organization decides not to set a first-party cookie, you can edit your SmartSource data sources and re-generate your JavaScript tag so that first-party cookie tracking is disabled.

To disable first-party cookie tracking:

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Mouse over a SmartSource data source and click **Edit** on the Action menu.

3. Click **SmartSource Data Collector**.

4. Click **Tracking**.

5. Clear the **Enable First-Party Cookie Tracking** check box.

6. Click **Generate Tag**.

7. Implement the new JavaScript tag on your web site.

Disabling Third-Party Cookies

If you use first-party cookies, you may want to disable the third-party cookies that are set by WebTrends Analytics On Demand or SmartSource Data Collector. Although setting both first-party and third-party cookies may seem unnecessary, there are several reasons that you should consider using both. WebTrends uses third-party cookies for the following purposes:

• To set a new first-party cookie for returning visitors who previously were only identifiable by the third-party cookie. If you disable third-party cookie tracking, all visitors are considered new visitors until the first-party cookie is set. This only a consideration if you are upgrading from an earlier version.

• To track visitors across multiple domains.

• To identify visitors for session tracking when third-party cookie is available, but a first-party is not available.

Disabling Third-Party Cookies for WebTrends On Demand

You can prevent WebTrends On Demand from setting third-party cookies for all hits by editing your data source and adding the following line to the JavaScript tag:

`DCS.dcscfg=1;`

Disabling Third-Party Cookies for SmartSource Data Collector

You can prevent SmartSource Data Collector (SDC) from setting third-party cookies.

• To prevent SDC from setting a third-party under any circumstance, edit the `dcs.cfg` file and set the `enabled` setting in the `[cookieserver]` section to `false`.

• To disable third-party cookies for all hits using the JavaScript tag, edit the `dcs.cfg` file and add or edit the following line: cfgbyhit=true. Also, edit your data source and add the following line to the JavaScript tag: `DCS.dcscfg=1;`

Chapter 7
Internationalization and WebTrends

What Internationalization Support Does WebTrends Provide?

WebTrends provides internationalization support for your WebTrends Analytics report data and several product components. The primary audience of this information is WebTrends administrators and profile creators. Administrators can configure the default language, character encoding, and locale settings that reflect the needs of most users. Profile creators can override these settings if the web site they are reporting on uses a different encoding than the default language. In addition, all WebTrends users can specify the language they prefer to use when viewing reports and the locale settings to use for dates and currency.

Support for Localized Analytics Reports

Because report data supports users throughout an organization, WebTrends provides localized data for WebTrends Analytics reports in many languages. You can work with localized WebTrends Analytics report data using the following reporting solutions:

WebTrends Analytics Reports
Provides HTML reports ideal for reporting on a known set of metrics important to your business.

WebTrends SmartReports
Exports Analytics Reports to a Microsoft Excel environment where you can integrate this report with external data.

WebTrends SmartView
Provides a visual representation of your web site activity overlaid on your web site. This report is ideal for understanding day to day activity.

You can create reports in the following languages:

- English
- French
- German
- Italian
- Japanese
- Korean
- Simplified Chinese
- Spanish
- Traditional Chinese

For more information about creating localized reports, see .

Terms Used in This Chapter

This section describes some terms that may be new to you:

Character encoding
System of representing a set of natural language characters as bytes. Each language can be represented using more than one encoding. Encodings for the same natural language are not compatible.

String encoding plug-in
WebTrends add-on application that converts search phrases and WebTrends query parameters encoded in one character encoding to an encoding that WebTrends supports.

Global encoding
Character encoding that determines the encoding used to store all configuration information specified in WebTrends Administration, such as campaign and content group names.

Home country
Visitors from the home country are considered local in reports. Visitors from all other countries are shown as international in reports.

Locale
Settings that determine how WebTrends formats dates and numbers in reports and how to sort data alphanumerically. Each supported language may have multiple locales.

Profile encoding
Character encoding that reflects the encoding of the web site data you are reporting on. If you specify an Asian encoding, you can enable the string encoding plug-in to convert encodings of search phrases and query parameters.

Planning Your Localization Strategy

WebTrends internationalization support is designed for organizations reporting on web sites that are encoded using a common character encoding for all sites. This design includes organizations whose web sites are all encoded using UTF-8.

Localization Considerations

To create a localization strategy for your implementation, you need to know what language and encoding your web sites typically use and which language most users will use for viewing WebTrends Analytics reports. As a WebTrends administrator, configure the default encoding and language that matches your web site encoding.

Localization Scenarios

The following table describes some typical localization scenarios for providing reports to users in their preferred language. It also shows how the global and profile encoding must be compatible with the encoding of your web site data, and shows the circumstances in which you can use the string encoding plug-in.

Preferred Language for Reports	Web Site Encoding	Global Encoding/ Language Settings	Profile Encoding Settings	String Encoding Plug-in
English	Western European	Western European English	Western European	Not needed
English	UTF-8	UTF-8 English	UTF-8	Not needed
Japanese	Shift_JIS	Shift_JIS Japanese	Shift_JIS	Enable to convert other Japanese encodings to Shift_JIS
Simplified Chinese	GB2312	GB2312 Simplified Chinese	GB2312	Enable to convert other Chinese encodings to GB2312
Simplified Chinese	UTF-8	UTF-8 Simplified Chinese	UTF-8	Enable to convert Chinese encodings to UTF-8

For more information about configuring global or profile localization settings, see "Configuring Localization Settings" on page 51. For more information about the string encoding plug-in, see "Using the String Encoding Plug-In" on page 53.

Note

WebTrends On Demand users do not configure a global encoding for their implementation. However, profile creators can configure encoding and language settings for profiles and set preferences for individual users.

Understanding How Profile Language Settings Affect Reports

Because web site data is encoded to display correctly for a particular language, you need to configure your profiles to use the language and encoding of your web site. This is especially important for double-byte languages or web sites encoded using UTF-8. The profile language and encoding setting determines the default language for report users and which languages are available to report users. The following table shows the languages available to report users given the profile language setting.

Profile Language and Encoding Setting	Languages Available to Analytics Report Users
English (Windows 1252)	• English • French • German • Italian • Spanish
French (Windows 1252)	• English • French • German • Italian • Spanish
German (Windows 1252)	• English • French • German • Italian • Spanish
Italian (Windows 1252)	• English • French • German • Italian • Spanish
Japanese (Shift-JIS)	Japanese
Korean (EUC-KR)	Korean
Simplified Chinese (GB2312)	Simplified Chinese
Spanish (Windows 1252)	• English • French • German • Italian • Spanish
Traditional Chinese (Big 5)	Traditional Chinese

Profile Language and Encoding Setting	Languages Available to Analytics Report Users
UTF-8	• English • French • German • Italian • Japanese • Korean • Simplified Chinese • Spanish • Traditional Chinese

Configuring Localization Settings

This section provides information about configuring default localization settings for your implementation, profile localization settings, and individual localization preferences.

For more information about the relationship between global encodings, profile settings, and your web site encoding, see .

Configuring Global Localization Settings for Your Implementation

As a WebTrends Analytics software administrator, you can configure the global localization settings for your implementation. The global setting determines the encoding and language that will be used to configure settings in WebTrends Administration.

Because some configuration data, such as scenarios and content groups, is included in reports, WebTrends stores all configuration data using the global encoding. Therefore, the global encoding you specify should be compatible with the language that your users will use for viewing reports. For more information about the relationship between global encodings, profile settings, and your web site encoding, see .

To configure global localization settings:

1. In the left pane, click **Administration > Application Settings > Options**.

2. Click **Language**.

3. Select the encoding to use to configure and store settings in WebTrends Administration.

4. Select the default language to use to view and configure data in WebTrends Administration. You can only select languages that are compatible with the specified encoding.

5. Select the default locale to use for configuring dates and numbers in WebTrends Analytics Reports.

Configuring Profile Localization Settings

You can configure your profiles to reflect localization settings for the web site that you are reporting on. At the profile level, you can specify the following:

• The encoding and language for this profile's web site data. If you specify an Asian language for a Standard Full-Featured Analysis profile, you can also enable encoding conversion.

- The country that is considered home for Standard Full-Featured Analysis profiles.

- The default locale settings that formats dates and numbers in reports.

For information about the relationship between global encodings, profile settings, and your web site encoding, see "Planning Your Localization Strategy" on page 48. For information about the relationship between profile language settings and the languages available to report users, see "Understanding How Profile Language Settings Affect Reports" on page 50.

To configure default localization profile settings:

1. In the left pane, **Administration > Web Analysis > Options > Analysis**.

2. Click **Language**.

3. Specify the default home country for new profiles. Reports show traffic that does not originate in the home country as international.

4. Specify the default encoding and language to use for new profiles. Select a language that is compatible with your web site encoding.

5. Specify the default locale for new profiles. Locale settings determine the formatting of dates and numbers in reports.

6. *If you specified an Asian language*, you can enable encoding conversion. Encoding conversion converts page titles, search phrases and query parameters to the encoding that your web site uses. For more information, see "Using the String Encoding Plug-In" on page 53.

To configure localization for Standard Full-Featured Analysis profiles:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Mouse over the profile you want to configure, and click **Edit** on the Action menu.

3. Click **Analysis > Language**.

4. Specify the home country for this profile. Reports show traffic that does not originate in the home country as international.

5. Specify the default encoding and language to use for viewing reports for this profile. Select a language that is compatible with the web site encoding that you are reporting on with this profile.

6. Specify the default locale to use for formatting dates and numbers in reports.

7. *If you specified an Asian language for this profile*, you can enable encoding conversion. Encoding conversion converts page titles, search phrases and query parameters to the encoding that your web site uses. For more information, see "Using the String Encoding Plug-In" on page 53.

To configure localization for Parent-Child profiles:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Mouse over the Child profile you want to configure, and click **Edit** on the Action menu.

3. Click **Analysis > Language**.

4. Specify the default language to use for viewing reports for this profile. Select a language that is compatible with the web site encoding that you are reporting on with this profile.

5. Specify the default locale to use for formatting dates and numbers in reports.

Setting Individual Localization Preferences

Each WebTrends user can specify language and locale preferences in My WebTrends. WebTrends displays Analytics Reports in your preferred language when the encoding of the profile you are viewing is compatible with the language you specify. If your preferred language is not compatible with the encoding of the profile whose report you want to view, the report is displayed in the default language for the profile. WebTrends uses user-preferred locale settings for formatting dates and numbers for your location.

To set your localization preferences:

1. In the upper right corner, click **My WebTrends**.

2. In the left pane, click **Change Language Settings**.

3. Select your preferred language for viewing Analytics Reports.

4. Select the locale to use for formatting dates and numbers in reports.

Configuring Server Localization Preferences

If the operating system of your WebTrends server is not set to a language that uses double byte characters and you are trying to view a report in one of these languages, some characters in graph labels may not render properly.

To set your server to render all characters properly:

1. Open the Regional and Language Options dialog in the Windows Control Panel.

2. Click the **Languages** tab.

3. Select **Install files for complex script and right-to-left languages**.

4. Select **Install files for East Asian languages**.

5. Click **OK**.

6. Reboot the server.

Using the String Encoding Plug-In

WebTrends provides a plug-in that you can use to convert search phrases and WebTrends query parameters from the character encoding that they were submitted in to the character encoding specified in the profile.

Note

The string encoding plug-in is only compatible with Standard Full-Featured Analysis profiles.

Understanding Search Phrase Conversion

If your web site is encoded in a double-byte language, you likely have visitors who are referred to your site by search engines encoded differently than your web site. A profile specifies the language and encoding of the web site activity it tracks. When search phrase data encoding does not match the language and encoding specified in the profile, WebTrends cannot display it properly in reports. In such cases, you may notice squares in search engine reports rather than text.

For example, if you specify Japanese as the language for a profile, which WebTrends analyzes using the Shift-JIS character set, and visitors come to your site from search engines that encode search phrases using a different Japanese character set, WebTrends cannot recognize the characters that make up their search phrases. You can use the string encoding plug-in to convert search phrases to the encoding specified in the profile.

Understanding Query Parameter Conversion

If you use WebTrends On Demand or SmartSource Data Collector and your web site is encoded in a double-byte language that differs from the encoding of your profile, you can enable the string encoding plug-in in your profiles. You may also want to enable this plug-in if you typically see traffic from visitors or search sites that use different encoding than the encoding specified in your profile. A profile specifies the language and encoding of the web site activity it tracks. You can use the string encoding plug-in to convert WebTrends query parameters to the encoding specified in the profile so that the data captured by the WebTrends JavaScript tag is viewable in reports. The string encoding plug-in can convert the following types of query parameters:

- All WebTrends query parameters captured in web data that are named `WT.`*x*.

- All SDC custom query parameters captured in web data that are named `dcsext.`*x* on the page.

Supported Character Sets

The following table shows the character encodings that the string encoding plug-in can convert and the character encoding that your data will be converted to when the profile is analyzed. Note that some characters that exist in the web site encoding, typically incoming referrer search strings, may not exist in the profile encoding and cannot be converted. For example, if the web site is encoded in a Traditional Chinese encoding, and the profile uses a Simplified Chinese encoding, the string encoding plug-in cannot convert the characters that are not common to both. Characters that cannot be converted are not included in reports.

Language	Web Site Encoding	Profile Encoding
Chinese	EUC-CN, HZ, GBK, GB18030, EUC-TW, CP950, BIG5-HKSCS, ISO-2022-CN, ISO-2022-CN-EXT, and the Unicode encodings listed in this table.	BIG5, GB2312, UTF-8
Japanese	EUC-JP, CP932, ISO-2022-JP, ISO-2022-JP-2, ISO-2022-JP-1, and the Unicode encodings listed in this table.	SHIFT_JIS, UTF-8
Korean	CP949, ISO-2022-KR, JOHAB, and the Unicode encodings listed in this table.	EUC-KR, UTF-8
Unicode	UCS-2, UCS-2BE, UCS-2LE, UCS-4, UCS-4BE, UCS-4LE, UTF-16, UTF-16BE, UTF-16LE, UTF-32, UTF-32BE, UTF-32LE, UTF-7, C99, JAVA.	UTF-8

Converting Non-Standard EUC-JP and Shift_JIS Characters

A set of Shift_JIS characters and a set of EUC-JP characters are not converted by the string encoding plug-in. These characters are in the following ranges:

- Shift_JIS %87%40 to %87%9E

- EUC-JP %AD%A1 to %AD%FE

For more information about customizing the string encoding plug-in to convert these characters, see "[japanese_shiftjis_replacements] Settings" on page 57 or "[japanese_eucjp_replacements] Settings" on page 57

Installing the String Encoding Plug-In

You can launch the string encoding plug-in installation program from WebTrends Administration.

To install the string encoding plug-in:

1. In the left pane, click **Administration > Install Components**.

2. Click **Accessories**.

3. Click String Encoding Plug-in.

4. In the WebTrends String Encoding script page, click **String Encoding Plug-in**.

5. Save the file to the computer running WebTrends Analytics.

6. Run the installation program. The plug-in is installed to the following location:

   WebTrends installation directory\storage\config\component\plugins

Enabling the String Encoding Plug-In

After installing the string encoding plug-in, you can enable it in your profiles. For more information, see "Configuring Profile Localization Settings" on page 51.

Customizing the String Encoding Plug-In

If you have additional information about search engine sites in your location, you can configure the string encoding plug-in to correctly identify and convert search phrase data and query parameters to the correct character set.

To customize the string encoding plug-in, edit the convert_str.ini file which is located in the *WebTrends installation directory*\storage\config\component\plugins directory.

[Main] Settings

The following table describes the settings in the [Main] section.

[Main] Parameters	Description	Default Value
use_ie_param	Some popular search engine sites use parameters named ie or ei to specify which character set was used to encode the search string. This parameter specifies whether the string encoding plug-in uses these parameters to determine the character set of the search string. The values of this field, located in the [encoding_override] section of the ini file, are case insensitive.You may want to disable this feature if the search Web sites in your locale do not use either of these parameters. Set this value to true to enable it. Set this value to false to disable it.	true
verbose_log	Controls the amount of logging for the string encoding plug-in. For debugging purposes, you can set this value to true to create a log entry for each conversion. Only use this mode of logging for testing small data sets. Typically, you should set this value to false to create a log entry only for conversion errors. Log entries are stored in the profile analysis log that you can view in the profile event details.	false

[source_charset_by_substring] Settings

If you want the string encoding plug-in to determine the character set of the source by searching the substring for a particular server name, use the settings in the [source_charset_by_substring] section. The plug-in compares the substring to the server name portion of the referrer string.

The format for this section is substring# = substring = character set

substring#
 Indicates the order the script should process your definitions. Replace # with a number beginning at 1 and proceeding sequentially.

substring
 Specifies the actual substring to be searched for in the server name.

character set
 Specifies the source character set if the substring is found in the server name. Make sure that the character set that you specify matches the encoding that the specified Web site uses. Otherwise, the plug-in will either mistranslate or not translate the search phrases. You can determine how a specific search phrase is encoded by using the search engine to perform a search and looking for the charset setting specified as part the HTTP-EQUIV META tag in the header of the results page.

The following example shows how to format this section:

```
substring1 = yahoo.co.jp = EUC-JP
substring2 = goo.ne.jp = EUC-JP
substring3 = infoseek.co.jp = EUC-JP
```

[ie_param_alias] Settings

Several search engine sites, such Google, use the `ie` parameter to specify how a given referrer is encoded. If a search engine site refers to a character set in a standardized way, you can use the settings in the `[ie_param_alias]` section to specify aliases for `ie` and `ei` parameters. Using the `ie` parameter is a reliable method for determining the source encoding. It also enable using the `ei` parameter that is used by Yahoo.

The format for this section is `alias# = value = character set`

`alias#`
Indicates the order that the script should process your definitions. Replace # with a number beginning at 1 and proceed sequentially.

`value`
Specifies the `ie` parameter value to look for, such as `shift-jis`.

`character set`
Specifies the parameter to use in place of the specified `ie` parameter value.

The following example shows how to format this section:

```
[ie_param_alias]
alias1 = shift-jis = Shift_JIS
alias2 = EUC_JP = EUC-JP
```

[japanese_shiftjis_replacements] Settings

If you want to enable the string conversion plug-in to convert the set of Shift_JIS characters that are not converted by default, you can specify "from" and "to" encoding strings in the `[japanese_shiftjis_replacements]` section of the `convert_searchstr.ini` file.

The following example shows you how to convert all Shift_JIS encoding occurrences of %87%8A to the equivalent acceptable %28%8A%94%29:

```
[japanese_shiftjis_replacements]
fromstr1=%87%8A
tostr1=%28%8A%94%29
```

Note

Additional entries can be made through a series of paired entries of fromstrN and tostrN

[japanese_eucjp_replacements] Settings

If you want to enable the string conversion plug-in to convert the set of EUC-JP characters that are not converted by default, you can specify "from" and "to" encoding strings in the `[japanese_eucjp_replacements]` section of the `convert_searchstr.ini` file.

The following example shows you how to convert all EUC-JP encoding occurrences of %AD%EA to the equivalent acceptable %28%B3%F4%29:

```
[japanese_eucjp_replacements]
fromstr1=%AD%EA
tostr1=%28%B3%F4%29
```

Note

Additional entries can be made through a series of paired entries of fromstrN and tostrN

[encoding_override] Settings

In some cases, search engines override their own standard encoding. When this occurs, search phrases are passed in a different encoding from the standard expected encoding for the search engine. The standard encoding is specified in the [source_charset_by_substring] section of the convert_searchstr.ini file. To specify a different encoding, specify the override encoding parameter in the [encoding_override] section of the convert_searchstr.ini file.

To specify more than one encoding override parameter setting, use a semicolon-delimited list of parameters. When more than one encoding override parameter is specified, the conversion plug-in searches the query string for the first parameter in the list. If the first parameter is not found, the search continues to the next parameter in the list until a specified parameter is found, or the end of the list is reached. If no parameter is specified or found, the conversion plug-in uses the default search engine encoding listed in the [source_charset_by_substring] section.

The following examples show the default search engine encoding for several search engines, and the code required to specify preferred encoding:

Default Search Engine Encoding

```
[source_charset_by_substring]
substring1  = google = UTF-8
substring2  = hk.yahoo.com = big5
substring3  = search.msn. = UTF-8
substring4  = msn.com.tw = UTF-8
substring5  = yahoo.co.jp = EUC-JP
substring19 = search.nifty.com = EUC-JP
```

Specifying Preferred Search Engine Encoding

```
[encoding_override]
encparam1  = google = ie
encparam2  = hk.yahoo.com = ei
encparam3  = search.msn. =
encparam4  = msn.com.tw =
encparam5  = yahoo.co.jp = ei
encparam19 = search.nifty.com = cflg;ie
```

Using Replacement Strings

In cases where a search engine does not automatically replace escaped characters with conventional characters, specify the escaped characters requiring conversion in the [replace_string] section of the convert_searchstr.ini file, and indicate the search engines that use the replacement strings in [engine_replace_string]. The conversion applies to any search engine listed in the [engine_replace_string] section of the ini file that references the replacement string. The result of the replacement occurs only in the query field of the referrer.

[replace_string] Settings

To stipulate one or more replacement strings, add the replacement marker, followed by the desired replacement string to the `[replace_string]` section of the `convert_searchstr.ini` file. You can list multiple replacement strings as needed.

The following example shows how to convert the escaped characters `%26` to an `&`. Note that the replacement marker (shown as `repl1`) precedes the replacement string:

```
[replace_string]
repl1 = %26 = &
```

The following examples show the conversion that results from the replacement string. The conversion occurs for each instance of the replacement string after the `?` in the referrer URL:

Referrer URL Before Replacement

```
http://images.google.co.jp/
imgres?imgurl=http%3A%2F%2Fmembers.interq.or.jp%2Fimages%2Fset5.gif&h=245&w=432&sz=17%
26svnum%3D10%26hl%3Dja%26lr%3D%26sa%3DN
```

Referrer URL After Replacement

```
http://images.google.co.jp/
imgres?imgurl=http%3A%2F%2Fmembers.interq.or.jp%2Fimages%2Fset5.gif&h=245&w=432&sz=17&
svnum%3D10&hl%3Dja&lr%3D&sa%3DN
```

[engine_replace_string] Settings

When using replacement strings in the `[replace_strings]` section of the `convert_searchstr.ini` file, make sure each search engine that uses the conversion is listed in the `[engine_replace_string]` section. Additionally, each entry must have a replacement marker that is associated with the replacement string.

The following example shows replacement conversion markers (`repl1`, `repl2`, `repl3`) and their corresponding replacement strings to use for search engines listed in `[engine_replace_string]`. Note that not all replacement strings must be used by all search engines:

```
[replace_string]
repl1 = %26 = &
repl2 = %5C = \
repl3 = %22 = "

[engine_replace_string]
enginerepl1  = google = repl1
enginerepl2  = hk.yahoo.com = repl1, repl2, repl3
enginerepl3  = search.msn. = repl
enginerepl4  = msn.com.tw = repl1
enginerepl5  = yahoo.co.jp = repl1
enginerepl6  = search.hk.yahoo = repl1, repl3
```

Chapter 8
Tracking Content Group Activity

You can use Content Groups to identify and report on groups of pages on your site that have related subject matter. This allows you to measure visitor interest in different site areas and track visitor movement between content areas. For example, you can create content groups for each major content section of a web site such as Corporate, Support, Products, and Search. Grouping pages by content means you can easily compare the traffic to each of these areas to determine which areas are most popular.

If you use WebTrends On Demand or SmartSource Data Collector, you can configure content groups automatically using WebTrends query parameters. For more information, see

Otherwise, you configure content groups in WebTrends Administration.

Identifying Content Groups Using WebTrends Query Parameters

To configure content groups using WebTrends query parameters:

1. Configure your web site to pass the `WT.cg_n` query parameter in the query string when a visitor visits a content group. The query parameter value identifies which content group(s) the page belongs to. For example, `WT.cg_n=corporate`. For more information about these query parameters, see "WebTrends Query Parameter Reference" on page 123.

2. *If you want to track sub-content groups*, configure your web site to pass the `WT.cg_s` query parameter in the query string when a visitor visits a sub-content group, such as `WT.cg_s=pressreleases`.

3. Enable content group unique visitor tracking in individual profiles:

   a. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

   b. Mouse over the profile and click **Edit** on the Action menu.

   c. Click **Analysis > Visitor History** and select the **Content Group Unique Visitor Tracking** check box.

4. If you are not using the Complete View template, make sure the Content Groups and Content Sub-Groups report is enabled in your template:

   a. In the left pane, click **Web Analysis > Report Designer > Templates** and edit the template for each profile.

   b. Click **Content** to make sure that the Content Groups, Content Groups and Sub-Groups, and Content Group Duration reports are included in the template. If they are not, click **Add Report** and select these folders under **Site Design > Pages & Files**.

Identifying Content Groups Using WebTrends Administration

To configure content groups using WebTrends Administration:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Content Groups**.

2. Click **New**.

3. In the **Name** text box, specify how this content group should be identified in reports and click **Next**.

4. In the **Pages** text box, indicate how WebTrends Analytics can identify pages in this content group.

5. If your content is dynamically generated, specify the URL parameters associated with this content group. Click **New URL Parameter** to identify the parameters for this content group.

6. Click **Save**.

7. Make sure the Standard Report set is enabled in your profile.

   a. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

   b. Mouse over the profile and click **Edit** on the Action menu.

   c. Click **Advanced > Reports** and select the **Include Standard Reports** check box.

Chapter 9
Tracking Campaign Success

This document is designed to help users of WebTrends Analytics understand how Campaign analysis can measure and improve visitor conversion on a Web site. Using this chapter, you should be able to:

- Interpret Campaign reports

- Understand the steps used to set up the Campaign Drilldown reports for your Web site

- Provide your WebTrends administrator with implementation instructions

- Understand how you can customize Campaign analysis for your business needs

- Learn about the Campaign analysis features available in WebTrends v7.x and higher

Terms Used in This Chapter

This document uses some WebTrends-specific terminology that may be new to you.

Campaign Drilldown
A WebTrends Analytics report feature that allows users to navigate from a highly summarized level of data to successively more detailed levels of data, organized along a concept hierarchy. Campaign Drilldown allows users to view visits, page views, revenue, average order size, and other information categorized by Campaign Partner, Demand Channel, Marketing Program, Marketing Activity, campaign Name, Campaign Creative, Campaign Offer, and other campaign attributes.

Campaign ID
A unique campaign identifier used to track campaign performance. Campaign ID is a level within the drilldown categorization scheme set up by the WebTrends administrator, which allows for reporting on campaigns in a way that is meaningful to report users.

Conversion, Conversion rate
The percentage of a group (of visits or visitors) that completed a specified action indicating customer interest. Conversion can assess any type of action a Web site wants its visitors to perform, and any type of goal or mission a visitor wants to complete on the site. For example, conversion could describe the percentage of all visits that involved a completed purchase of a product or service. Conversion can also refer to visitors who performed a very small and precise action, such as clicking on an email campaign link.

Demand Channel
One of several venues that could be used to drive traffic to a Web site, for example catalogs, email, radio, banner ads, pop-over or pop-under ads, or direct mail. Also known as Marketing Channel. Demand Channel is a level within the drilldown categorization scheme set up by the WebTrends administrator, which allows for reporting on campaigns in a way that is meaningful to report users.

Lifetime Value
The total monetary value of a visitor's past orders since tracking with persistent cookies and Visitor History began. Average Lifetime Value is the average of all the Lifetime Values of the visitors who visit the site during a reporting period.

Segmentation
Using a visitor's buying history, demographic and/or psychographic information to compare marketing and Web analytics results. Creating a report that compares visit duration of buyers and non-buyers is one example of using segmentation to analyze visitor behavior on a Web site.

WebTrends Administrator
A WebTrends user who has rights to all features and sets up various features such as campaign drilldowns.

Who Can Use WebTrends Analytics to Assess Campaign Performance?

WebTrends Analytics is a powerful tool for managing marketing campaigns if you:

- Use online advertising to attract customers to your Web site

- Use email marketing to attract and retain customers

- Work with affiliates as part of your online marketing strategy

WebTrends Analytics Campaign reports provide deep insight into campaign effectiveness by allowing you to interactively assess ROI not only for individual campaigns but for demand channels, advertisements, creative elements, and other highly granular attributes of your online marketing efforts. Using drilldown reports and report queries, you can easily navigate to areas of concern, creating and exporting highly focused reports on the fly. WebTrends Visitor History segmentation provides even more powerful campaign tracking by linking your campaign results across visits, allowing you to correlate visitor behavior over time with demographic data. Finally, you can supplement the information in WebTrends Analytics campaign reports by using WebTrends Scenario Analysis and Path Analysis to look more closely at specific visitor behaviors, page by page, for a complete picture of how users respond to campaigns.

WebTrends Analytics campaign reports can answer questions like these:

- Did email campaigns or off-site banner ads drive more traffic to my Web site?

- Which marketing initiatives brought in the greatest ROI?

- Is paid search engine advertising attracting more users, or is organic search actually more effective?

- Are my campaigns resulting in actual customer conversions after the initial site visit?

Campaign Reports

The most effective way to track campaigns with WebTrends Analytics is to generate the full set of Campaign reports. Campaign reports compile data about each element of your marketing campaigns in a highly navigable interactive report format. The examples in this section rely on the Zedesco sample reports you can download to your WebTrends Analytics installation.

The Campaigns Dashboard

Most enterprise-level businesses run simultaneous campaigns in several locations or media. To begin with, you probably want to know which of these campaigns has been the most successful. A good place to start for an overview of campaign success is the Campaigns dashboard. You can open the Campaigns Dashboard report by opening the Sample: Zedesco report and clicking **Marketing > Campaigns > Campaigns Dashboard** in the left pane.

The Campaigns dashboard shows you an expandable snapshot of several kinds of report data. For example, the following graphic shows a breakdown of campaign clickthroughs by demand channel. You can see from the graphic that the Email Campaign demand channel comprised a larger share of clickthroughs than any other demand channel during the reporting period.
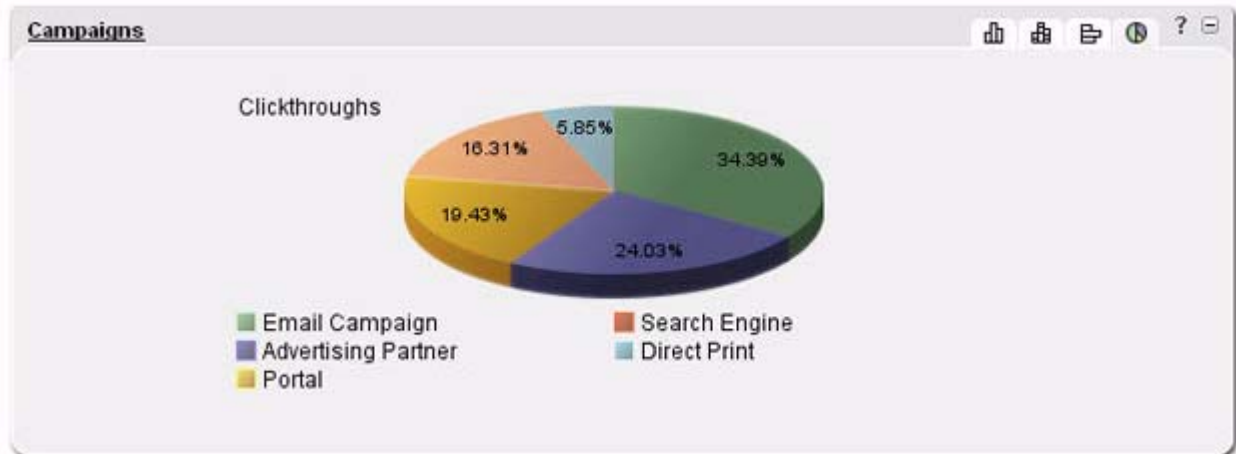
However, you probably have other questions about how to interpret this data. For example, you probably want to know whether all email campaigns were equally successful, or whether one particular campaign accounted for most of the clickthroughs. If your site is a commerce site, you are almost certainly interested in which of those clickthroughs led to sales, and how much revenue you realized from each demand channel. You might want to know whether visitors who responded to a campaign by placing an order were new buyers, or repeat buyers. You might even wonder which banner graphics drew the most affiliate clickthroughs to your site.

The Campaigns Drilldown Report

To get more answers about campaign success, click the Campaigns link at the top of the graph (or click **Marketing > Campaigns > Campaigns** in the left report pane) to open the Campaigns Drilldown report. At the top level, the Campaigns Drilldown shows statistics about each campaign demand channel, but the drilldown functionality provides a collapsible, hierarchical view of the Partners, Marketing Programs, Marketing Activities, Campaign Descriptions, and Campaign IDs associated with each demand channel. This means you can dig deeper into each level to effortlessly compare data for different marketing efforts.

The following graphic shows the Campaigns drilldown report with some of the Demand Channel levels expanded.

Campaigns

Campaign Drilldown	Clickthroughs ▼		Dynamic Campaign Visitors (Monthly)	Visits	Product Page Views	Revenue	Orders
■1. ⊟ Email Campaign	13,610	33.94%	13,351	23,324	6,857	$134,199.09	421
⊟ Zedesco	13,610	33.94%	13,351	23,324	6,857	$134,199.09	421
⊞ Free Shipping and Special Offers	6,427	16.03%	6,244	11,118	3,570	$61,541.80	202
⊞ Red Tag Sale	2,992	7.46%	2,954	5,272	1,419	$26,625.29	90
⊞ Zedesco Anniversary Sale	2,013	5.02%	1,994	3,472	946	$21,543.89	60
⊞ Free 2 Day Shipping	1,631	4.07%	1,615	2,692	713	$19,365.16	55
⊞ Zedesco Take a Picture Week	287	0.72%	287	450	136	$3,091.36	7
⊞ Free Shipping Week	260	0.65%	257	320	73	$2,031.59	7
■2. ⊟ Advertising Partner	9,512	23.72%	9,383	16,245	4,069	$31,330.19	118
⊞ BizRate	5,421	13.52%	5,339	9,483	2,426	$18,632.45	76
⊞ My Simon	4,091	10.20%	4,044	6,762	1,643	$12,697.74	42
■3. ⊞ Portal	7,689	19.18%	7,603	13,206	3,305	$22,440.62	82
■4. ⊞ Search Engine	6,456	16.10%	6,388	11,259	2,922	$21,843.29	91
■5. ⊞ Direct Print	2,314	5.77%	2,266	4,085	1,215	$8,913.67	43
■6. ⊞ Affiliate Network	508	1.27%	497	905	224	$2,289.14	12
■7. ⊞ Other	9	0.02%	9	14	0	$0.00	0
Total for campaigns	40,098	100.00%	-	-	18,592	$221,016.00	767

Showing: 1 - 7 of 7

The gross clickthrough count for different demand channels shows that Email Campaigns brought in by far the highest number of clickthroughs. However, digging deeper into both Email Campaigns and Advertising Partners shows that a single Email Campaign Marketing Program, Free Shipping and Special Offers, brought in more than twice as many clickthroughs as the second most popular email offer. When you compare the results for each individual Advertising Partner to the other email Marketing Programs, both for clickthroughs, revenue, and orders, it's clear that while the Free Shipping program got great results, non-email demand channels are in general achieving results comparable to email.

Campaign drilldown reports also provide a graphical representation of your data. Note that the first measure column in this report is Clickthroughs, and that the graphical view of the data (shown in the following graphic) breaks down the data by number of clickthroughs.
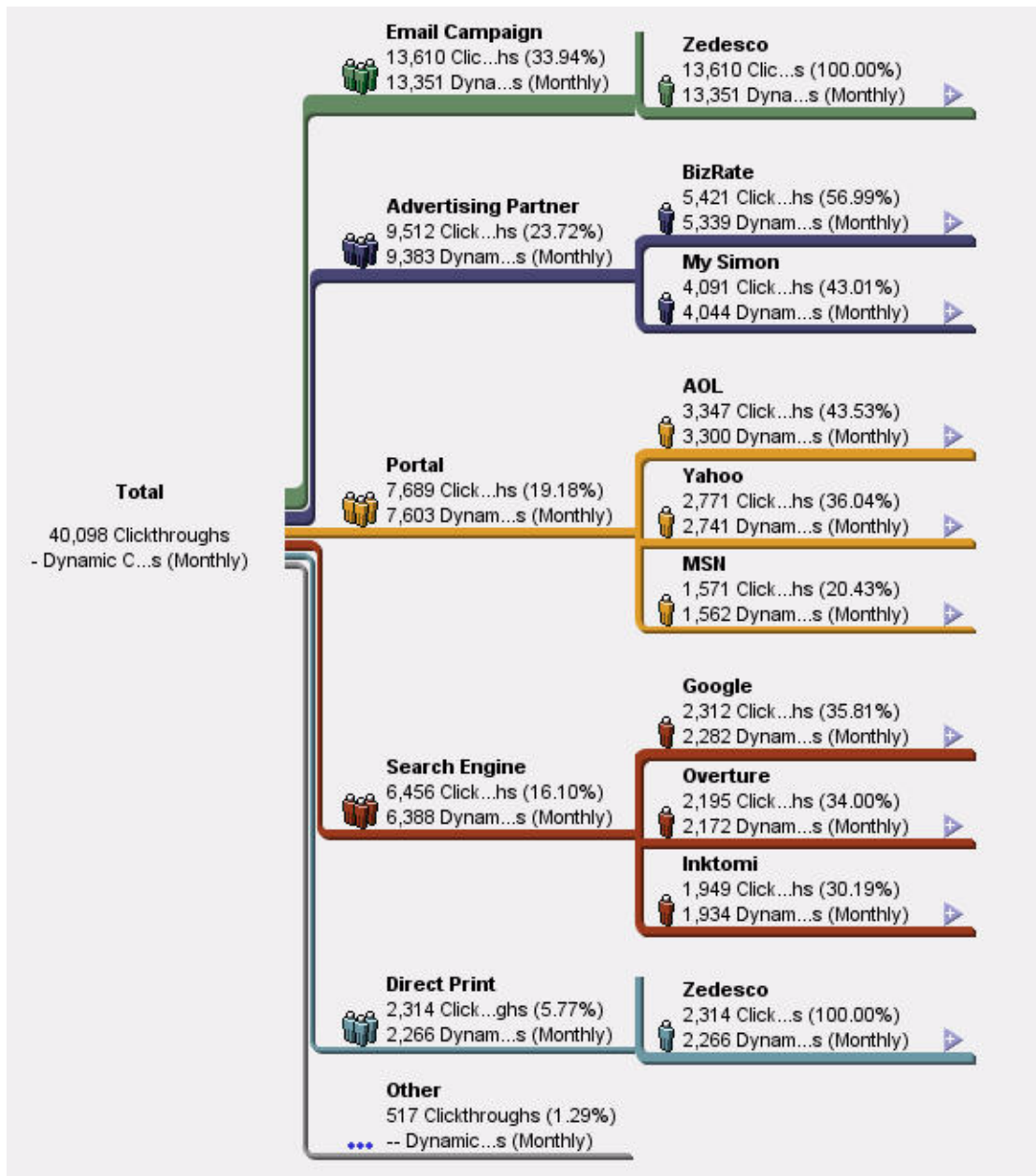
To see a graphic that shows data in terms of a different measure, such as Visits or Orders, simply click the + sign at the top of the first report column and select the measure you prefer.

Drilling Down Further

You can leverage the drilldown capability of the Campaigns report to investigate campaign success at a high level of granularity. To review the information shown in your report, click the arrow icon at the left of the report table. The following graphic shows the levels included in the default Campaigns report.

Campaigns

Campaign Drilldown ▼

Drilldown Levels:

Demand Channel

Partner

Marketing Program

Marketing Activity

Campaign Description

Campaign ID

Drilling down to the Campaign Description level allows you to compare very specific information about which offers got the most visits and the highest revenue. For example, the following graphic shows how you can drill down to compare the effectiveness of different MSN banner ads.

⊟ MSN	1,571	3.92%	1,562	2,765	660	$2,904.14
⊟ MSN 2003	1,571	3.92%	1,562	2,765	660	$2,904.14
⊟ Electronics Store	1,526	3.81%	1,517	2,673	639	$2,904.14
⊞ Holiday Savings Center Banner	277	0.69%	275	457	99	$315.31
⊞ Gift check for $299 Banner	269	0.67%	268	457	111	$716.48
⊞ Free Shipping on Cameras banner	264	0.66%	263	475	124	$955.63
⊞ Home Audio Sale Banner	248	0.62%	247	439	95	$0.00
⊞ Free Shipping on DVDs Banner	239	0.60%	237	448	97	$768.32
⊞ Free Regular Shipping on electronics Banner	229	0.57%	227	397	113	$148.40
⊞ Datafeed	45	0.11%	45	92	21	$0.00

Querying a Drilldown Report

Suppose you want to compare how well different offers converted customers to purchase DVDs and DVD accessories. Creating a custom query can help you navigate the large amount of information in a report and focus on only a specific range of results. After you use a query to narrow down the report data, you can export the filtered report for later distribution.

Queries can be as simple or complex as your requirements: see the Query Help for more information. In the following example, we used the query Campaign Description = *DVD* to request all the results at the Campaign Description level that included the word DVD.

The following graphic shows the results of the query for several different types of campaigns.

2.	Advertising Partner	9,512	■	25.52%	9,383	16,245	4,069	$31,330.19
	BizRate	5,421		14.55%	5,339	9,483	2,426	$18,632.45
	Bizrate 2003	5,421		14.55%	5,339	9,483	2,426	$18,632.45
	Electronics Store	5,346		14.35%	5,264	9,361	2,394	$18,632.45
	Free DVD Banner	885		2.37%	863	1,574	449	$5,002.59
	123461	885		2.37%	863	1,574	449	$5,002.59
	My Simon	4,091		10.98%	4,044	6,762 ▽	1,643	$12,697.74
3.	Portal	7,689	■	20.63%	7,603	13,206	3,305	$22,440.62
	AOL	3,347		8.98%	3,300	5,858	1,468	$12,681.04
	Yahoo	2,771		7.44%	2,741	4,583	1,177	$6,855.44
	Yahoo 2003	2,771		7.44%	2,741	4,583	1,177	$6,855.44
	Electronics Store	2,287		6.14%	2,261	3,702	947	$6,055.80
	MSN	1,571		4.22%	1,562	2,765	660	$2,904.14
4.	Search Engine	6,456	■	17.32%	6,388	11,259	2,922	$21,843.29
	Google	2,312		6.20%	2,282	4,050	1,164	$9,976.02
	Google 2003	2,312		6.20%	2,282	4,050	1,164	$9,976.02
	keyword buy	2,312		6.20%	2,282	4,050	1,164	$9,976.02
	DVD Keyword Banner	122		0.33%	118	238	79	$1,978.55
	DVD Players Keyword Banner	102		0.27%	101	198	52	$210.00

Campaign Segment Reports

You may want to know more about your campaign success within specific market segments. Because WebTrends Analytics is especially powerful for correlating data over time, we also provide campaign tracking reports that focus on differentiating particular market segments.

For an example of how visitor segmentation can provide crucial information about campaign conversions, expand **Marketing > Campaigns > Segments** in the left pane of WebTrends Analytics Reports and select the Campaigns by New Vs. Returning Visitors report.

As shown in the following graphic, New Vs. Returning Visitors is a drilldown report. By expanding the Email Campaign section of both the Returning and New Visitor section, you can see that Returning visitors brought in dramatically more revenue than New visitors.

Campaigns by New vs. Returning Visitors

New vs. Returning Visitors Campaign Drilldown	Visits	Page Views	Clickthroughs	Orders	Revenue	Average Revenue per Order
1. Returning Visitors	44,191	416,052	20,401	537	$165,038.39	$307.33
Email Campaign	19,048	170,148	11,031	332	$105,079.75	$316.51
Zedesco	19,048	170,148	11,031	332	$105,079.75	$316.51
Advertising Partner	8,881	86,940	3,361	72	$20,329.93	$282.36
Portal	7,412	71,851	2,762	46	$15,151.67	$329.38
Search Engine	6,055	58,897	2,150	52	$15,178.64	$291.90
Direct Print	2,229	22,127	801	26	$6,258.36	$240.71
Affiliate Network	518	4,781	175	5	$1,500.83	$300.17
Other	151	1,308	121	4	$1,539.21	$384.80
2. New Visitors	24,714	251,295	19,697	230	$55,977.61	$243.38
Advertising Partner	7,364	75,687	6,151	46	$11,000.26	$239.14
Portal	5,778	60,214	4,920	36	$7,288.95	$202.47
Search Engine	5,204	53,601	4,306	39	$6,664.65	$170.89
Email Campaign	4,122	37,255	2,441	83	$27,141.29	$327.00
Zedesco	4,122	37,255	2,441	83	$27,141.29	$327.00
Direct Print	1,856	20,242	1,513	17	$2,655.31	$156.19
Affiliate Network	387	4,018	333	7	$788.31	$112.62
Other	6	52	6	0	$0.00	$0.00
Other	27	226	27	2	$438.84	$219.42
Total for campaigns	-	667,347	40,098	767	$221,016.00	$288.16

WebTrends Analytics also provides Segmentation reports that allow you to compare other demographic segments, including first-time versus repeat buyers, Lifetime Value, and geographic location. WebTrends customers who license Custom Reporting can also define their own custom segments to create campaign reports for further comparison.

How to View Sample Campaign Reports

To view the sample Campaigns reports, you should install the Zedesco Sample report. This sample includes a profile with all the standard Campaign reports. However, it does not include log files, so you cannot modify or reanalyze the profile.

Accessing Sample Data

To look at the sample Campaigns reports, we recommend using WebTrends Analytics sample data. Looking at sample data can help you understand the examples provided in this document and provide ideas for designing your own Campaigns reports. You will access sample data differently depending on whether you use WebTrends Analytics software or WebTrends Analytics On Demand.

WebTrends Analytics Software

If you have not already done so, install the sample data.

To install the sample:

1. Log in to WebTrends Marketing Lab.

2. In the left pane, click **Administration > Install Components**.

3. Click **Accessories**.

4. Click **Sample Downloads**.

5. Select the Zedesco Sample.

6. Click **Save**.

7. Install the sample.

WebTrends Analytics On Demand

WebTrends Analytics On Demand provides a site where you can view sample Campaign reports. To request access to this site, contact a WebTrends Sales Representative at 1-877-932-8736.

Viewing Sample Reports

To view sample reports:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Mouse over the sample: Zedesco profile and click **View Reports** on the Action menu. WebTrends Analytics Reports opens, showing the sample report.

3. In the left pane of the report, expand **Marketing > Campaigns** and select a Campaigns report from the list.

Preparing for Campaign Report Setup

1. If you will use WebTrends query parameters to identify your campaigns, decide on a unique Campaign ID for each campaign you want to track. Campaign IDs are strings that can include text, numbers, or both text and numbers. If you plan to export your campaign reports as SmartReports, you should consider using text or a combination of numbers and text to avoid problems with number auto-formatting in Microsoft Excel.

2. Decide what campaign attributes you want to use in drilldowns, such as Demand Channels, Creative Types, Creatives, and other attributes that will be expressed as dimensions in the drilldown report. You will provide information about these attributes in the campaigns.csv translation file.

3. Determine what technology you will use to identify campaigns that bring visitors to your site. While you can define campaigns in the user interface, we recommend using WebTrends query parameters either as part of the URL or as part of a JavaScript tagging scheme with WebTrends Analytics On Demand or SmartSource Data Collector.

4. Decide what additional data you want WebTrends Analytics to analyze in your reports. Campaign reports automatically track clickthroughs, visits, and page views. If you want your campaign reports to track additional information such as orders and revenue, you should use WebTrends parameters on the pages of your site where this information is submitted. If you have already set up your site using the WebTrends parameters that track purchases, you do not need to add additional parameters.

The following parameters are used to collect information about orders and revenue:

`WT.tx_s`
Defines the total cost for each product in an order

`WT.tx_u`
Defines the number of units purchased

`WT.pn_sku`
Defines the product tracking number for an order

The Email Campaigns report also requires the `WT.mc_ev` parameter, which identifies email opens.

5. Tag your site with the parameters you have decided to track.

Campaign Report Setup

This section provides information about the steps you need to use the campaign drilldown reports included in WebTrends Analytics. The following steps provide an overview, and the individual steps are described in detail below.

To set up WebTrends Analytics Campaign Drilldown reports:

1. Tag your site or URL with the `WT.mc_id` parameter and any other parameters you want to use to collect information. If you have not already set up your site with the correct parameters for collecting order and revenue information, for example, you may also want to add these parameters for the most complete reporting. For more information, see "Tag Your Site with WebTrends Parameters" on page 14.

2. Create a profile using the Marketing Report Pack, which includes all the relevant campaign reports, or enable individual campaign reports in both the Reports dialog box of your profile settings and in your report template. The Complete View template contains all the relevant reports.

3. Enable Visitor History for each profile you use to track campaigns, and decide how long you want to attribute data to each campaign identified by `WT.mc_id`. For more information, see "Enable Visitor History for Profiles That Track Campaigns" on page 73.

Note

If you enabled campaign reports by enabling the Marketing Report Pack, the appropriate Visitor History categories are enabled automatically.

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4. Customize the Campaign Drilldown CSV file. For more information, see "Customize the Campaign Drilldown CSV File" on page 16.

5. If you want to change the levels in the main Campaigns drilldown report, copy and modify the Most Recent Campaign (drilldown) dimension. Then copy and modify any reports that use the Most Recent Campaign (drilldown) dimension so that they use the new version of this dimension. Then modify your templates and profiles so that they use the new version of the report(s).

Note

You can only change the levels in the drilldown reports (or any other custom reports) if you license Custom Reporting. If you license the Marketing Report Pack, you can use any of the Campaigns custom reports as is. Drilldown levels for which the translation file includes no data are displayed as None in reports.

Tag Your Site with WebTrends Parameters

The `WT.mc_id` parameter identifies clickthroughs to the campaign you want to track. If you use WebTrends SmartSource Data Collector (SDC) or WebTrends On Demand, add this parameter to the META tags on the Web page you want to tag. If you do not use SDC or WebTrends On Demand to collect Web activity data, you can instead pass the `WT.mc_id` parameter as part of the page URL.

Where you decide to place the `WT.mc_id` parameter depends on your site configuration as well as the kind of campaign you are tracking. One solution is to place the WT.mc_id parameter on each campaign's landing page, creating a redirect to the home page if necessary. However, you can also place the parameter in the URL of a link on the referring page or within an HTML-formatted email. For example, when placing a campaign on an external site, you can attach the parameter to the URL as shown in the following example:

`http://www.mydomain.com/product.htm?WT.mc_id=`*mycampaignid*

Using the `WT.mc_id` parameter this way eliminates the need to develop unique landing pages for each campaign. You can have multiple campaigns leading visitors to one landing page, but WebTrends Analytics will use the WT.mc_id parameter to differentiate where individual visits are coming from.

Typically, email campaigns, affiliate campaigns, and paid search campaigns are tagged using the referring URL. Other campaign types, such as radio or print campaigns may require you to specify a unique landing page, because they rely on the user to type the URL in a browser window. However, your campaign and site design should determine the parameter placement.

Tracking Campaigns Without Using Parameters

It is possible to track campaigns without using parameters using legacy functionality. To create campaign reports without using the `WT.mc_id` parameter, you can use WebTrends Analytics Administration to define campaigns by specifying the URL of the landing page or referring page. You can then create Custom Reports using the Campaign (V6) and Campaign Type (V6) standard dimensions. You can also create the Same Visit Campaign ID and Same Visit Campaign Name reports. However, you cannot use campaigns configured through Administration to create Campaign Drilldown reports or Segments reports, or to track campaign history. These reports rely on functionality introduced in v7.x.

Enable Visitor History for Profiles That Track Campaigns

WebTrends Analytics campaign reports rely on Visitor History to associate a visitor's behavior with the visitor's access to a campaign. For example, if a visitor requests the landing page for an advertising campaign, you know the visitor has seen the advertisement and clicked through to your Web site. But when the same visitor returns to the site the next day and makes a purchase, how does WebTrends Analytics know to attribute the purchase to the campaign? Visitor History makes this information available by connecting information about visitor activity over time. When you identify your campaigns with the `WT.mc_id` parameter, WebTrends Analytics automatically generates the `WT.vr.rac` parameter for subsequent hits within the visit. WebTrends Analytics converts `WT.vr.rac` into a series of campaign-specific parameters that in turn provide the data for campaign drilldown reports.

Note
Visitor History requires that visitors be "strongly" identified using a session tracking method other than IP address and user agent

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Visitor History also allows you to make campaigns expire after a set number of days. By default, reports credit site activity to the *most recent* campaign identified by the `WT.mc_id` parameter. In other words, a campaign does not expire until a new value for is `WT.mc_id` passed. However, you can choose to attribute activity to each campaign for a limited time. For example, if you use short-term, targeted campaigns, you may only want your reports to show hits and visits attributed to each campaign for 7 days after it launches.

To enable Visitor History for Campaigns reports:

1. Create a profile, enabling the Advanced Profile Options in the profile wizard.

2. In the Summary dialog, click **Additional Options**.

3. Click **Advanced > Visitor History**.

4. Select the **Enable Visitor History** check box.

5. Under Behavior Categories, select the **Campaign History** check box.

   – If you want to ensure that campaigns never expire, and all activity will be credited to the most recent campaign until a new campaign is launched, click **Attribute all activity to the Most Recent Campaign**.

   – If you want activity to be credited to each campaign for a limited time, click **Attribute activity to the Most Recent Campaign for** and type the number of days in the check box. Choosing this option ensures that campaigns expire after the specified length of time.

6. Enable any other Visitor History features relevant to your analysis. For example, enable Search Engine history to collect information about search engine-generated visits.

Customize the Campaign Drilldown CSV File

To implement the powerful drilldown feature for Campaigns reporting, WebTrends Analytics uses the campaigns.csv file. For software users, this file resides in the installation directory\storage\config\wtm_wtx\datfiles\datasources directory. The information in this translation file identifies the following information for each campaign:

- Campaign ID
- Description
- Creative
- Creative Type
- Demand Channel
- Marketing Activity
- Marketing Program
- Offer
- Partner
- Placement

For example, the following sample line from `campaigns.csv` provides WebTrends Analytics with information about the Free DVD Banner campaign.

```
123461, Free DVD Banner, Banner Ad, 100 x 160 Image, Advertising Partner, Electronics
Store, Bizrate 2003, Free DVD, BizRate, Right Frame
```

For this campaign, Campaign ID=123461, Creative=Banner Ad, Creative Type=100 x 160 Image, Demand Channel=Advertising Partner, and so on.

By default, this file contains data customized for the Zedesco Web site samples provided with WebTrends Analytics. To create campaign drilldown reports customized for your Web site, edit this file to provide information about each of your own campaigns. When you provide this information for your campaigns, you provide the information WebTrends Analytics uses to track these categories using Visitor History and to build tables with multiple levels. If you use WebTrends Analytics software, you can simply edit the existing `campaigns.csv` file or replace it with your own customized version, using the same number of columns in the same order and substituting commas for columns for which you do not include data. For detailed information about how to do this, see "Editing the campaigns.csv File." If you use WebTrends Analytics On Demand, you should contact WebTrends Support to have your own file uploaded and implemented.

By default, all profiles use the same `campaigns.csv` file. If you need to use multiple versions of this file for different profiles, see "Using Multiple Translation Files for Campaigns."

A Note on Custom Translation Files

It is technically possible to create Campaign reports based on a translation file that uses different dimension columns or a different order of dimensions than those used in the default campaigns.csv file. However, with this method, translation occurs once for each corresponding dimension in each report, rather than only once during Visitor History processing. The number of lookups required to create the drilldowns is thus much larger, and increases dramatically with any increase in the number of drilldown reports or in the size of the translation file. Because of the potential performance and scalability problems associated with these extra lookups, we recommend using only the methods described in this document to modify campaign translation files.

Editing the campaigns.csv File

You can edit the `campaigns.csv` file in different ways, depending on your WebTrends Analytics license and your reporting goals.

If you want to edit the rows in the file to modify the information about each campaign, without changing the dimensions included, you can simply edit it as a Microsoft Excel file, adding your own data to each existing column, and save it. Omit the data in any columns you will not use, but do not remove the heading. This is the easiest way to modify the campaigns.csv, and does not require any additional configuration of custom reports or dimensions. Users who have not licensed Custom Reporting can use this method to generate the full set of Campaigns reports. However, if you leave some columns blank, the corresponding reports may contain columns with no data.

If you want to change the dimensions that are included in your Campaigns report, you can edit the heading row.

To edit the dimensions included in Campaigns reports:

1. Navigate to the *installation directory*\storage\config\wtm_wtx\datfiles\datasources directory.

2. Create a backup copy of the `campaigns.csv` file and rename it.

3. Edit the `campaigns.csv` file by deleting any dimensions in the heading row that you do not want to include in your Campaigns reports. For example, if you want to eliminate the Marketing Activity, Marketing Program, Partner, and Placement dimensions, edit the standard heading row:

   ```
   CampaignID,Description,Creative,Creative Type,Demand Channel,Marketing
   Activity,Marketing Program,Offer,Partner,Placement
   ```

   so it reads as follows:

```
CampaignID,Description,Creative,Creative Type,Demand Channel,,,Offer,,
```

Warning

Do not delete any of the commas that delimit the fields. Do not re-order the columns in the file. Deleting the comma delimiters or reordering the fields will result in an incomplete analysis or inaccurate data.

---

4. Make a copy of the Most Recent Campaign (drilldown) dimension and edit it to remove the levels you removed from the translation file.

5. Make a copy of the Campaigns custom report and edit it to use the new version of the Most Recent Campaign (drilldown) dimension.

6. Do the same for other reports that use the Most Recent Campaign (drilldown) dimension. Preconfigured custom reports that rely on this drilldown dimension include:

   – Campaigns by Countries
   – Campaigns by DMA
   – Campaigns by New vs. Repeat Buyers
   – Campaigns by New vs. Returning Visitors
   – Campaigns by Regions
   – Campaigns by Time
   – Creative Types
   – Creatives
   – Offers

7. Click **Web Analysis > Report Designer > Templates**, edit the report template, and click **Content** to add the new reports to the report template.

8. In your report profile settings, click **Advanced > Reports** and enable the new versions of the Campaigns custom report(s).

Using Multiple Translation Files for Campaigns

By default, all profiles point to the same campaigns and products translation files. However, you may have multiple profiles with different translation needs.

To specify a different translation file for each profile:

1. Open wtm_wtx.ini in a text editor. By default, it is stored in the *WebTrends installation directory*\storage\config\wtm_wtx directory.

2. Copy the text from [wtt] to the end of the [wtt2] section.

3. Open the profile file for the profile whose data is to be translated in a text editor and paste in the copied text.

Note

By default, profile files are stored in the *WebTrends installation directory*\storage\config\wtm_wtx\datfiles\profiles directory and have a .wlp extension. The profile file name is listed in the General dialog box for the profile. For example, if the Profile File Name for your profile is owVSmUxuvL5, it will be listed in the profiles directory as owVSmUxuvL5.wlp.

---

4. In the profile file, directly under `[wtt]` add the following line:

   `overrideglobal = 1`.

   This tells WebTrends Analytics to use the translation file you specify for this profile.

5. Under `[wtt1]`, locate the following line:

   `filename = .\wtm_wtx\datfiles\datasources\Campaigns.csv`

   and replace the file name `Campaigns.csv` with the name of the translation file you want to use for this profile.

6. Copy the translation file specified in step 5 into the `.\wtm_wtx\datfiles\datasources` directory.

7. Repeat these steps for every profile that uses a translation file.

Customizing WebTrends Analytics Campaign Reports

To address specific reporting needs for your Web site, you may want to add some special features to your campaign reports. For example, you may want to find out how well your campaigns are attracting visitors to perform various site-critical actions such as registrations or information searches. You may have specialized email campaign reporting needs. Or you may need to evaluate the impact of paid and unpaid search engine searches on campaign conversion. The following sections provide some suggestions for getting the kind of data you need.

Note

Several of the customizations described in the following sections rely on WebTrends Custom Reports. If you license Custom Reporting, you can freely create or customize Custom Reports, for example by designing your own Scenarios. If you have licensed the Marketing Report Pack, you can use Marketing Custom Reports based on preconfigured elements, such as the Campaigns Purchase Conversion Funnel report, but you cannot modify them or create new ones. For more information about WebTrends licensing, see the *WebTrends Implementation and Maintenance Guide*.

Adding Scenario Analysis to Campaigns Reporting

To get a closer look at the specific page sequences that result in campaign conversion, you may want to create a campaign scenario. Scenario analysis focuses closely on how well visitors are completing predetermined sequences like purchases, registrations, or shopping cart additions. For example, you may want to create a scenario that examines how many users navigate from the landing page to view a particular product and then add it to a shopping cart. You can then use the WebTrends Custom Reports settings to create reports that group these scenario results by Campaign ID, allowing for easy comparison of how effectively each campaign resulted in user conversion. These reports use the Campaign ID as the primary dimension (that is, the first column in the report) and the scenario funnel as the secondary dimension.

For example, the standard campaign scenario report (included in the Zedesco sample and the Complete template) is the Purchase Conversion Funnel by Campaigns, which shows how the visitors who responded to each campaign moved through a purchase scenario from the product page to the checkout page. As shown in the following graphic, the Purchase Conversion Funnel by Campaigns provides a graphical overview of campaign visits, and then compares the number of visitors to each campaign to the number of campaign visitors who actually completed each step in the scenario. It also provides overall scenario conversion rates for visitors to each campaign.
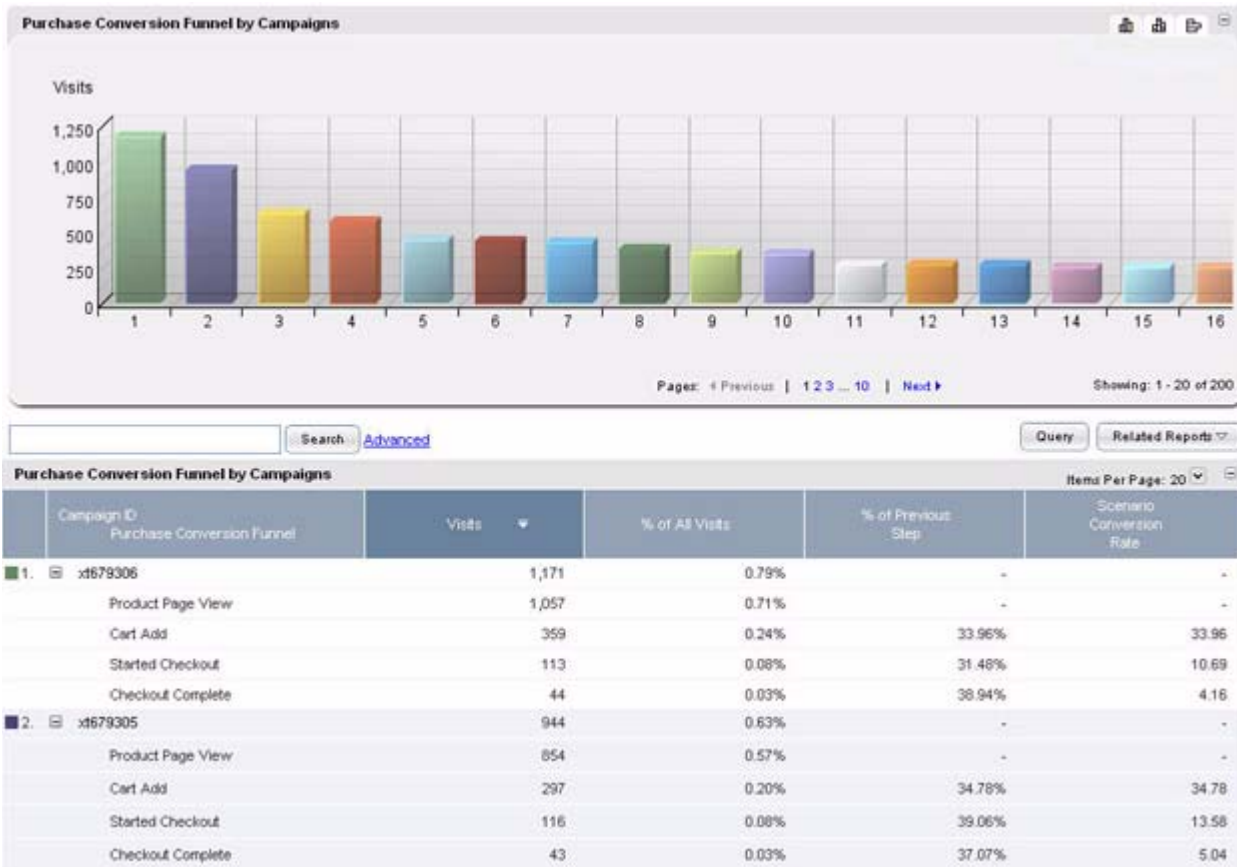
To configure a custom Campaign Scenario report:

1. Configure a scenario, or modify one of the existing scenario funnels configured in WebTrends. To create or modify a scenario, click **Administration > Web Analysis > Report Configuration > Scenario Analysis** in the left pane. You can configure a scenario by specifying either the URLs of each step or the META tags used to identify each scenario step on your web site. For more information and detailed instructions, click the Help icon.

2. Click **Administration > Web Analysis > Report Configuration > Custom Reports** in the left pane.

3. Copy and modify the Purchase Conversion Funnel by Campaigns report, or create a new custom report that uses the following settings:

    – In the Dimensions dialog, choose the following settings:

Primary Dimension	Most Recent Campaign ID
Column Name (for Primary Dimension)	%%CD_Campaign_ID%%
Secondary Dimension	Your conversion funnel
Exclude Default Strings	Enabled

- In the Measures dialog, use the following measures:
  - Visits
  - Percent of All Visits
  - Percent of Previous Scenario Step Visits
  - Percent of First Scenario Step Visits.

Disable column totals for each measure.

Tracking Paid Search Campaigns Versus Organic Searches

WebTrends Analytics Paid and Organic Search Engine reports allow you to compare paid search placements with search engine traffic acquired through customer-driven searches. To ensure you can accurately differentiate traffic from paid placements from organic traffic, use the WT.srch=1 parameter in the URL from the referring search engine for all paid searches. This parameter always has a value of 1. Organic searches do not include this parameter in the URL. Note that Search Engine Campaign results are displayed in the Marketing > Search Engines section of the WebTrends Analytics Complete template, not in the Campaigns section.

Tracking Email Campaigns

If you need more powerful analysis of email campaigns, WebTrends Analytics can provide specialized reporting that tracks visitor behavior from the initial email open to Web site clickthrough by tagging your email creative with WebTrends query parameters, you can track email opens in addition to behavior that occurs on your Web site.

Making Report Information More Meaningful

Depending on how your Web server logs information, you may see labels in your reports that are not immediately meaningful. For example, your data may include information such as campaign IDs, SKU numbers, or product tracking codes. To translate these values into terms that can be understood by anyone reviewing your report, you can associate a translation file with a custom report dimension. This translation file can be a comma-, space-, or tab-delimited CSV file. You can also specify an Oracle or Microsoft SQL database as a source for data translations. These translation files are separate from the `campaigns.csv` translation file used to create drilldown reports. WebTrends Analytics On Demand customers also may utilize this functionality through a billable Translation File Management service. Contact your Sales Representative or WebTrends Support to have your own file uploaded and implemented.

Keep in mind the following tips when setting up a translation file:

- For best performance, the translation file should be saved locally to the WebTrends Analytics analysis computer.

- If you are using a database as the translation source, you need to have either the Oracle OCI client or ODBC config installed on the WebTrends Analytics analysis computer.

- Make sure to avoid duplicate entries in a translation file or database table. WebTrends Analytics uses the first entry it finds to perform a translation.

- You should update the translation source periodically to ensure that it contains the most recent data.

Incorporating Non-WebTrends Data in Reports

Many WebTrends users want to combine their campaign information with additional data about visitors or campaigns that is generated outside of WebTrends Analytics. WebTrends SmartReports allows you to join exported data from WebTrends Analytics reports with external data in a CSV file using Microsoft Excel. Combining this functionality with the powerful Excel PivotTable functionality allows you to perform almost unlimited calculations and data manipulation. For example, you can combine WebTrends Analytics data about visitor behavior with information you have collected about your customers for even more powerful segmentation data. Or you may want to incorporate cost data from another system to determine a true Gross Margin Return on Investment (GMROI) for your campaigns.

To implement WebTrends SmartReports and import external data:

1. Export your WebTrends Analytics campaign report to database format. WebTrends Analytics automatically installs SmartReports if it is not already installed and opens the exported report as a SmartReport.

2. Define an External Data Connection. In this step, you specify the location of the CSV file with your campaign data.

3. Define a "Join" for the External Data Connection. In this step you define how to match your WebTrends SmartReports data with your CSV file data.

For more information about configuring SmartReports, see the *SmartReports User's Guide*.

Chapter 10
Tracking On-Site Advertising

As a best practice, you should define campaigns by tagging your site using the `WT.ad` and `WT.ac` WebTrends query parameters, because using this method allows you to create custom reports based on your ad views and ad clicks. However, if you cannot use WebTrends query parameters, or if the preconfigured on-site advertising reports meet your needs, you can use WebTrends Administration to define your on-site advertisements by specifying the file that provides the advertisement.

You can use on-site advertising to track visitor activity for the ad views and ad clicks hosted on your site. If you configure on-site advertising using WebTrends Administration, you can use on-site advertising definitions that you create in profile-level on-site advertising filters. For more information about creating an on-site advertising filter, see "Using Profile-Level Filters" on page 167.

If you use WebTrends On Demand, you configure on-site advertising using WebTrends query parameters rather than using WebTrends Administration. For more information, see "Identify On-Site Advertisements Using WebTrends Query Parameters" on page 81.

Identify On-Site Advertisements Using WebTrends Query Parameters

For more information about the query parameters for this procedure, see "WebTrends Query Parameter Reference" on page 123.

To configure on-site advertising using WebTrends query parameters:

1. Configure your web site to pass the `WT.ad` query parameter in the query string when a visitor views an advertisement. The query parameter value should identify your ad view. For example, `WT.ad=marchpromoview`.

2. Configure your web site to pass the `WT.ac` query parameter in the query string when a visitor clicks on an advertisement, such as `WT.ac=marchpromoclick`. The query parameter value should identify your ad click.

3. Create custom reports that use `WT.ad` and `WT.ac` as dimensions.

Identify On-Site Advertisements Using WebTrends Administration

To track campaigns using campaign definitions you create in WebTrends Administration:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > On-Site Advertising**.

2. Click **New** and create an on-site advertising definition by identifying the files that provide the on-site advertisement.

3. *If you want to use this on-site advertising definition in all profiles*, click the **Global: Include in all profiles** check box.

4. Click **Save**.

5. If you did not configure the on-site advertising definition for inclusion in all profiles, you can enable it in individual profiles by completing the following steps.

   a. In the left pane, click **Administration > Web Analysis > Reports & Profiles**, mouse over a profile and click **Edit** on the Action menu.

   b. Click **Advanced > On-Site Advertising**.

   c. Selecting the check box for the on-site advertisement.

   d. Click **Save**.

Chapter 11
Tracking Visitors Across Visits in WebTrends Analytics

Understanding Visitor History

Visitor History drives metrics that you can use to optimize campaigns and content areas and gain deeper insight into visitor behavior. Visitor History allows you to track key visitor activity, such as their purchase information, responses to campaigns, interactions with search engines, and engagement with tracked content areas throughout a visitor's lifetime. Visitor History data enables you to report on visitor behavior across multiple visits for the following data points:

Campaigns
Collects visitor data for monitoring the performance of online marketing activities across multiple visits. For more information, see "Tracking Campaign History" on page 85.

Content groups of interest
Collects visitor data for tracking the performance of the top content groups. For more information, see "Tracking Content Groups of Interest" on page 86

Custom visitor segments
Collects data for tracking visitor segments specific to your business. For more information, see "Tracking Pages of Interest" on page 87.

Pages of interest
Collects visitor data for tracking the performance of key pages. For more information, see "Tracking Pages of Interest" on page 87.

Purchases
Collects data for tracking online sales performance. For more information, see "Tracking Purchase History" on page 87.

Search engines
Collects data for tracking the performance of paid and organic searches. For more information, see "Tracking Search Engine History" on page 88.

Visits
Collects data for tracking recency and frequency of your visitors' visits. This data is included in many preconfigured reports that are based on Visitor History data.

Requirements for Using Visitor History

Visitor History requires that you use certain technology to collect visitor data. Because Visitor History leverages data collected using WebTrends query parameters, you must capture web activity data using the required WebTrends query parameters. You can use WebTrends On Demand, WebTrends SmartSource Data Collector, or META tags on your site to capture data using WebTrends query parameters. You must also identify your visitors using a session tracking method other than IP address and user agent. As a best practice, you should identify visitors using first-party cookies, but you can also use authenticated user IDs. For more information, see "Tracking Custom Visitor Segments" on page 86.

How Visitor History Works

When you enable Visitor History in a profile, WebTrends creates a Visitor History database that stores data about the behavior of each unique visitor analyzed for the profile. Using a strong session tracking method such as cookies, WebTrends identifies visitors and updates the Visitor History database each time they visit. You configure the profile to collect the type of visitor data you want to include in reports, and WebTrends generates visitor history query parameters that track the visitor behavior you specified. WebTrends uses the visitor history query parameters to identify and store unique visitor data in the profile's Visitor History database. For example, when you enable campaign history tracking, WebTrends identifies ads that visitors view using the ad (`WT.mc_id`) query parameter. To track campaign history, WebTrends generates the most recent campaign (`WT.vr.rac_x`)query parameters and uses these parameters to store each visitor's campaign activity throughout their visitor lifetime. During the first visit that a visitor views an ad, WebTrends stores data for the first ad they viewed. Each time the visitor views another ad, WebTrends updates the visitor's most recent ad viewed data and maintains this data for each reporting time period. You can create custom reports that use the generated visitor history parameters to understand visitor behavior with advertisements over time.

Note

Use visitor history query parameters only for creating custom reports. Do not use them to tag your web site. For more information about these parameters, see "WebTrends Query Parameter Reference" on page 123.

Configuring Visitor History

Visitor History is a powerful feature that you can enable in individual profiles. The following procedure provides an overview of the steps to configure Visitor History. For more information, see the table that follows.

To configure Visitor History tracking:

1. Make sure your web site is configured with the required WebTrends query parameters.

2. Make sure you identify visitors using a session tracking method other than IP address and user agent.

3. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

4. Edit a Standard (Full-Featured Analysis) profile that you want to collect visitor history data.

5. Click **Analysis > Visitor History**.

6. Select **Enable Visitor History**.

7. Select **Visit History** and the check boxes for visitor behaviors you want to track.

8. Enable a template that includes preconfigured custom report(s) that incorporate Visitor History data. For more information, see "Custom Reports Using Visitor History" on page 90.

The following table shows the WebTrends query parameters that you should use for data collection and the visitor behavior profile setting that you should select to track each type of visitor behavior.

Visitor History Behavior	Essential WebTrends Query Parameters	Required Visitor History Profile Setting
Campaigns	WT.mc_id	Campaign History

Visitor History Behavior	Essential WebTrends Query Parameters	Required Visitor History Profile Setting
Content Groups	`WT.cg_n`	Content Group Unique Visitor Tracking
Custom Visitor Segments	`WT.seg_X`	Custom Visitor Segmentation
Pages of Interest	`WT.pi`	Page of Interest Unique Visitor Tracking
Purchases	Product parameters, Transaction parameters, Invoice parameters. For more information, see "WebTrends Query Parameter Reference" on page 123.	Purchase History
Search engines	`WT.srch`	Search Engine History
Visits	NA Note Requires visitors to be strongly identified using a cookie or an authenticated user ID	Visit History

Tracking Campaign History

If you use WebTrends query parameters to track online marketing campaigns, you can use Visitor History to associate visitor activity to campaigns viewed in a previous visit. You can also specify how long your reports credit activity to each campaign, so that reports always show the most campaign-relevant data. With campaign visitor history, you have the data you need to optimize your online campaigns.

Guidelines for Creating Visitor History-Based Campaign Reports

As a best practice, you should only use campaign visitor measures in reports that contain one dimension based on most recent campaigns stored in Visitor History. You can also use campaign visitor measures in reports that contain two dimensions if both dimensions are based on most recent campaigns.

Do not use campaign visitor measures with dimensions that are not based on Visitor History.

Configuring Campaign History Tracking

For information about the required parameters, profile settings, and preconfigured reports to enable in your profile, see "Configuring Visitor History" on page 84.

Tracking Content Groups of Interest

If you use WebTrends query parameters to track content groups, you can use Visitor History to associate visitor activity to content groups viewed in a previous visit. WebTrends provides the preconfigured Content Groups of Interest custom report that shows how each content group performs for new visitors and for visitors in each time period. Keep in mind that because Visitor History tracks a maximum of 10 content groups for each unique visitor analyzed for a profile, and visitors are likely to interact with many content groups in the course of a year, this data is most insightful for smaller time frames, such as daily and weekly.

Note

Consider the disk space expense of enabling the Content Group Unique Visitor Tracking. WebTrends Analytics stores a maximum of 10 content groups for each unique visitor analyzed for a profile. The size of the string passed for the `WT.cg_n` parameter value determines how much disk space WebTrends uses to store this data in the Visitor History table.

Guidelines for Creating Content Groups of Interest Reports

When you enable content group tracking in Visitor History, WebTrends generates Content of Interest Visitor parameters that track content group data for each unique visitor. The Content of Interest Visitor parameters provide data for content of interest measures. Do not use content of interest measures with dimensions other than the Content Groups of Interest dimension. For more information about these measures, see "Custom Reports Using Visitor History" on page 90.

Configuring Content Group Unique Visitor Tracking

For information about the required parameters, profile settings, and preconfigured reports to enable in your profile, see "Configuring Visitor History" on page 84.

Tracking Custom Visitor Segments

If you use WebTrends query parameters to track visitor segments specific to your business, you can use Visitor History to understand the behavior of these segments. WebTrends generates visitor segmentation parameters that you can use as dimensions in custom reports.

Guidelines for Creating Custom Visitor Segment Reports

As a best practice, you should use visitor segmentation parameters to create custom dimensions that you include in a one-dimensional custom report. For more information, see "Visitor Segmentation Parameters" on page 158.

Configuring Custom Visitor Segment Tracking

For information about the required parameters, profile settings, and preconfigured reports to enable in your profile, see "Configuring Visitor History" on page 84.

Tracking Pages of Interest

If you use the WebTrends page of interest query parameter to track pages critical to evaluating success, you can report on visitors' engagement with tracked pages using Visitor History. WebTrends provides the preconfigured Pages of Interest custom report that shows how each page of interest performs for new visitors and for visitors in each time period.

Note

WebTrends Analytics stores a maximum of 20 pages of interest for each unique visitor for a profile. The size of the string passed for the `WT.pi` parameter value determines how much disk space WebTrends uses to store this data in the Visitor History table.

Guidelines for Creating Pages of Interest Reports

When you enable page of interest tracking in Visitor History, WebTrends generates page of interest visitor parameters which you can use as measures in the Page of Interest custom report. As a best practice, you should only use these measures in a report that includes the Pages of Interest dimension as the only dimension. For more information about this report, see "Custom Reports Using Visitor History" on page 90.

Configuring WebTrends for Page of Interest Unique Visitor Tracking

For information about the required parameters, profile settings, and preconfigured reports to enable in your profile, see "Configuring Visitor History" on page 84.

Tracking Purchase History

If you use WebTrends query parameters to track online purchases, you can report on unique visitor sales history using Visitor History. WebTrends provides many preconfigured custom reports that incorporate data, such as customer lifetime value, that is based on visitors' purchasing behavior over time. For more information, see "Custom Reports Using Visitor History" on page 90.

Guidelines for Creating Visitor History-Based Purchase Reports

As a best practice, you should use purchase-related visitor metrics in reports that contain one dimension that is time-based, such as Days Before Order or Days Between Purchases.

Configuring Purchase History Tracking

For information about the required parameters, profile settings, and preconfigured reports to enable in your profile, see "Configuring Visitor History" on page 84.

Tracking Search Engine History

If you use WebTrends query parameters to track referrals from search engines, you can use Visitor History to determine which search engines and phrases visitors use most to find your site. You can also evaluate the effectiveness of both paid and organic searches. Because you can specify how many recent searches to track for each visitor, only the most relevant visitor data is included in search-related reports.

Guidelines for Creating Visitor History-Based Search Engine Reports

As a best practice, you should only use visitor history-generated search engine dimensions with hit-based measures. If you include measures that are visit-based, reports might include "duplicate" counts if a visitor performed multiple searches during the same visit. When creating a two-dimensional report, make sure both dimensions are visitor history-generated search engine dimensions.

Do not include visitor-related measures in these reports.

Configuring Search History Tracking

For information about the required parameters, profile settings, and preconfigured reports to enable in your profile, see .

Guidelines for Using Visitor History Data in Reports

Use the following guidelines for creating custom reports that are based on visitor history data:

- Use visitor and buyer Visitor History measures with time-based dimensions.
- Use campaign visitor measures with campaign-related dimensions.
- Use page of interest visitor measures with the Page of Interest dimension.
- Use content of interest visitor measures with the Content of Interest dimension.

Managing Visitor History Data

The profile's Visitor History database maintains a history of unique visitor activity over time. You can optimize the performance of profiles that use Visitor History by enabling visitor history trimming and configuring trimming settings to retain the visitor data most valuable to your business. You can qualify the visitors to trim based on their number of visits, lifetime value, visit recency, and purchase recency. Keep in mind that if trimming is not enabled, the memory required to process a Visitor History-enabled profile may not be sufficient, which prevents WebTrends from analyzing the profile.

Note

If you want to track new visitor statistics, be careful how you trim. When visitors who are deleted from the visitor history database return to your site, WebTrends identifies them as new visitors because there is no history of them.

To configure visitor history trimming:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Edit a Standard (Full-Featured Analysis) profile that you want to collect visitor history data.

3. Click **Analysis > Visitor History**.

4. Select **Enable Visitor History Trimming**.

5. In the **Minimum number of visitor to store...** text box, specify the number of visitors to store before any visitors are removed from the database.

6. In the **Maximum number of visitor to store...** text box, specify how many visitors to store at most in the visitor history database.

7. Under **Primary Trimming Criteria**, specify the criteria to use for removing visitors from the database once the minimum trimming limits are met.

8. Under **Secondary Trimming Criteria**, specify the criteria to use for removing visitors from the database once the maximum trimming limits are met.

Note

You can view how effectively the trimming criteria maintains the database size by viewing the visitor history database size in the **Profile Monitor**.

Exporting the Visitor History Database

You can integrate visitor history data with your proprietary customer data using a business tool such as Microsoft Excel. You can configure Visitor History to export a profile's visitor history data to a CSV file at regular intervals. WebTrends exports the data at the end of the specified analysis and stores the CSV file in the location identified in **Application Settings > System Management > Storage Locations**. Because WebTrends overwrites the existing CSV file each export, consider using the post-processing profile settings to copy the CSV file from the storage location before it is overwritten.

Note

You must have the Export Visitor History Database user right to enable this setting.

To export visitor history data:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Edit a Standard (Full-Featured Analysis) profile that you want to collect visitor history data.

3. Click **Analysis > Visitor History**.

4. Select **Export Visitor History database (as .csv file)**.

5. Specify how often and when to export.

Custom Reports Using Visitor History

If you enable the Visitor History feature in the profile settings, you can incorporate Visitor History data using preconfigured custom reports. Each behavior category you enable corresponds to preconfigured Visitor History reports. For example, to use the Sales By Most Recent Campaign reports in your profile, enable Visitor History in the profile, and select the Campaign History behavior. Then edit the profile and apply the Sales By Most Recent Campaign report on the Reports dialog.

The following tables shows the generated Visitor History query parameters, how the generated query parameters are used, and the preconfigured custom reports that are affected when you select that behavior category in the Visitor History dialog. For more information about using these query parameters in your own custom reports, see "WebTrends Query Parameter Reference" on page 123.

Preconfigured Visitor History-Based Campaign Reports

The following table shows the query parameters generated when you enable campaign history tracking, how the generated query parameters are used, and the preconfigured custom reports that use these query parameters.

Generated Visitor History Query Parameter	Visitor History Query Parameter Use	Affected Custom Reports
WT.vr.rac_cr	Visitor's Campaign Creative dimension	Creatives Products By Creatives
WT.vr.rac_ct	Visitor's Campaign Creative Type dimension	Creative Types Products By Creative Types
WT.vr.rac_dc	Visitor's Campaign Demand Channel dimension	Demand Channels Products By Demand Channels
WT.vr.fc	Visitor's First Marketing Campaign dimension	Sales By Initial Campaign
WT.vr.rac_d	Visitor's Most Recent Campaign (Daily) measure	Campaigns Campaign IDs Creatives Creative Types Demand Channels Marketing Activities Marketing Programs Offers Partners Placements

Generated Visitor History Query Parameter	Visitor History Query Parameter Use	Affected Custom Reports
WT.vr.rac_w	Visitor's Most Recent Campaign (Weekly) measure	Campaigns Campaign IDs Creatives Creative Types Demand Channels Marketing Activities Marketing Programs Offers Partners Placements
WT.vr.rac_q	Visitor's Most Recent Campaign (Quarterly) measure	Campaigns Campaign IDs Creatives Creative Types Demand Channels Marketing Activities Marketing Programs Offers Partners Placements
WT.vr.rac_m	Visitor's Most Recent Campaign (Monthly) measure	Campaigns Campaign IDs Creatives Creative Types Demand Channels Marketing Activities Marketing Programs Offers Partners Placements
WT.vr.rac_y	Visitor's Most Recent Campaign (Yearly) measure	Campaigns Campaign IDs Creatives Creative Types Demand Channels Marketing Activities Marketing Programs Offers Partners Placements

Generated Visitor History Query Parameter	Visitor History Query Parameter Use	Affected Custom Reports
WT.vr.rac_f	Visitor's First Campaign measure	Campaigns Campaign IDs Creatives Creative Types Demand Channels Marketing Activities Marketing Programs Offers Partners Placements

Preconfigured Content Group of Interest Reports

The following table shows the query parameters generated when you enable content group unique visitor tracking, how the generated query parameters are used, and the preconfigured custom reports that use these query parameters.

Generated Visitor History Query Parameters	Visitor History Query Parameter Use	Affected Custom Reports
WT.cg_n	Content of Interest dimension	Content Groups of Interest
WT.vr.cgv_d	Content of Interest Daily Visitor measure	Content Groups of Interest
WT.vr.cgv_w	Content of Interest Weekly Visitor measure	Content Groups of Interest
WT.vr.cgv_m	Content of Interest Monthly Visitor measure	Content Groups of Interest
WT.vr.cgv_q	Content of Interest Quarterly Visitor measure	Content Groups of Interest
WT.vr.cgv_y	Content of Interest Yearly Visitor measure	Content Groups of Interest
WT.vr.cgv_f	Content of Interest New Visitor measure	Content Groups of Interest

Preconfigured Page of Interest Reports

The following table shows the query parameters generated when you enable page of interest unique visitor tracking, how the generated query parameters are used, and the preconfigured custom reports that use these query parameters.

Visitor History Query Parameters	Visitor History Query Parameter Use	Affected Custom Reports
WT.pi	Page of Interest dimension	Pages of Interest
WT.vr.piv_d	Page of Interest Daily Visitor measure	Pages of Interest
WT.vr.piv_w	Page of Interest Weekly Visitor measure	Pages of Interest
WT.vr.piv_m	Page of Interest Monthly Visitor measure	Pages of Interest
WT.vr.piv_q	Page of Interest Quarterly Visitor measure	Pages of Interest
WT.vr.piv_y	Page of Interest Yearly Visitor measure	Pages of Interest
WT.vr.piv_f	Page of Interest New Visitor measure	Pages of Interest

Preconfigured Visitor History-Based Purchase Reports

The following table shows the query parameters generated when you enable purchase history tracking, how the generated query parameters are used, and the preconfigured custom reports that use these query parameters.

Generated Visitor History Query Parameters	Visitor History Query Parameter Use	Affected Custom Reports
WT.vr.vv	Purchase History Lifetime Value measure	Purchase Behavior And LTV By Engaged Visitors Recency, Frequency And Latency By Lifetime Value Retention By Search Engine (All) Retention By Search Engine (Organic) Retention By Search Engine (Paid) RFM For Most Frequent Visitors RFM For Most Valuable Visitors
WT.vr.ltb	Lifetime Value Classification dimension	Campaigns By Lifetime Value Lifetime Values

Generated Visitor History Query Parameters	Visitor History Query Parameter Use	Affected Custom Reports
`WT.vr.ppd`	Recency Since Last Purchase measure	Purchase Behavior And LTV By Engaged Visitors
`WT.vr.bpd`	Time Before Order dimension	Sales Cycle Sales Cycle By Product Sales Cycle By Product Category
`WT.vr.bt_d`	Unique Buyer Status (Daily)	Buyers By Number Of Orders First Time Buyers vs Repeat Buyers By Campaign Drilldown First Time Buyers vs Repeat Buyers By Products Purchased First Time vs Repeat Buyers By Time Period Sales Cycle (New Buyers) Sales Cycle By Campaign (New Buyers) Sales Cycle By Product (New Buyers) Sales Cycle By Product Category (New Buyers) Time Between Purchases Transactions By First Time and Repeat Buyers
`WT.vr.fpd`	Time Since First Purchase measure	NA
`WT.vr.bt_m`	Unique Buyer Status (Monthly) measure	Buyers By Number Of Orders First Time vs Repeat Buyers By Time Period
`WT.vr_brws`	Buyers vs. Non-buyers dimension	Buyers vs. Non-Buyers
`WT.vr_by`	New vs. Repeat Buyer dimension	Campaigns By New Vs. Repeat Buyers Products By New Vs. Repeat Buyers New Vs. Repeat Buyers

Preconfigured Visitor History-Based Search Engine Reports

The following table shows the query parameters generated when you enable search engine history tracking, how the generated query parameters are used, and the preconfigured custom reports that use these query parameters.

Generated Visitor History Query Parameters	Visitor History Query Parameter Use	Affected Custom Reports
WT.vr.r_sep	Most Recent Search Phrase dimension	Most Recent Search Engines (All) Most Recent Search Engines (Paid) Most Recent Search Engines (Organic) Most Recent Search Phrases (All) Most Recent Search Phrases (Paid) Most Recent Search Phrases (Organic)
WT.vr.r_se	Most Recent Search Engine dimension	Most Recent Search Engines (All) Most Recent Search Phrases (All)
WT.vr.ipd_sep	Initial Paid Search Engine Phrase dimension	Retention By Initial Search Engine (Paid)
WT.vr.ise	Initial Search Engine dimension	Initial Search Engines
WT.vr.isep	Initial Search Engine Phrase dimension	Initial Search Engines
WT.vr.rog_sep	Most Recent Organic Search Engine Phrase dimension	Sales By Most Recent Search Engine (Organic)
WT.vr.rog_se	Most Recent Organic Search Engine dimension	Most Recent Search Engines (Organic) Most Recent Search Phrases (Organic)
WT.vr.rpd_sep	Most Recent Paid Search Engine Phrase dimension	Sales By Most Recent Search Engine (Paid)
WT.vr.rpd_se	Most Recent Paid Search Engine dimension	Most Recent Search Engines (Paid) Most Recent Search Phrases (Paid)

Preconfigured Visitor History-Based Reports Using the Visit Behavior

The following table shows the query parameters generated when you enable visit history tracking, how the generated query parameters are used, and the preconfigured custom reports that use these query parameters.

Generated Visitor History Query Parameters	Visitor History Query Parameter Use	Affected Custom Reports
WT.vr.vt_d	Unique Visitor Status (Daily) measure	Buyers Versus Non-Buyers By Time Period
WT.vr.vt_m	Unique Visitor Status (Monthly) measure	Buyers Versus Non-Buyers By Time Period
WT.vr.vt_q	Unique Visitor Status (Quarter) measure	Buyers Versus Non-Buyers By Time Period
WT.vr.fr	Visitor's First Referrer dimension	Sales By First Visit Referrer
WT.vr.fe	Visitor's First Entry Page	NA
WT.vr.fvd	Days Since Last Visit	NA
WT.vr.lat	Days Since First Visit measure	NA
WT.vr.pvd	Days Since Previous Visit measure	NA
WT.vr.vc	Visitor's Visit Count measure	NA

Chapter 12

Tracking Conversion and Abandonment with Scenario Analysis

This chapter is designed to help you understand how Scenario Analysis can measure and improve visitor conversion on a web site. Using this information, you should be able to:

* Use Scenario Analysis to evaluate visitor conversion

* Create Scenarios specific to your web site

* Interpret Scenario Funnels

* Give your WebTrends administrator implementation instructions

Terms Used in This Document

This document uses some WebTrends-specific terminology that may be new to you.

Abandonment
The act of leaving a Web site immediately from a scenario without completing all the scenario steps during a visitor session. If a visitor leaves the scenario and re-enters it at any step during the same visit session, WebTrends does not consider this abandonment.

Conversion, Conversion Rate
The percentage of a group (of visits or visitors) that completed a specified action indicating customer interest. Conversion can assess any type of action a web site wants its visitors to perform, and any type of goal or mission a visitor wants to complete on the site. For example, conversion could describe the percentage of all visits that involved a completed registration. Conversion can also refer to visitors who performed a very small and precise action, such as reaching Step 3 of a scenario and then continuing to Step 4. It can also apply to a subpopulation, such as the percent of knowledge base searches that result in issue resolution.

Scenario
A series of two or more pages, or groups of pages, on a web site that can be treated as a process or logical sequence, such as the process of making a purchase (the checkout process), the process of signing up for a newsletter (the signup or registration process), the process of using a gift finder, and so on. While a scenario by definition has a series of ordered steps, it is possible for visitors to start processes mid-scenario, such as a campaign that directs visitors to Step 2 of the scenario.

Scenario Analysis
The settings in WebTrends that define the steps of your web site scenarios. Scenario Analysis provides the data for your Scenario Funnels. Scenario Analysis is set up by the WebTrends administrator. Scenario Analysis is a definitive and proven methodology that WebTrends delivers to customers to help them better understand and optimize conversion on their web site.

Scenario Conversion, Conversion Rate
The percentage of a group (of visits or visitors) that started a scenario in relation to those that completed the scenario.

Step Conversion Rate
The percentage of visits that reached a step specified in the scenario.

Scenario Entry Page, or Inflow
The page a visitor requested immediately before entering the scenario.

Scenario Exit Page, or Detours
The page a visitor requested immediately after completing or abandoning the scenario.

Scenario Funnel
A report showing the amount of activity at each step of a defined scenario, plus conversion rates for each transition from step to step as well as for the whole process. Examples of scenarios are check-out, registration, or application sequences. Scenario visualization capabilities show visitor progress through scenarios, as well as the origin of visits entering scenarios midway and where visitors went after leaving the scenario.

Step Transition
The path that visitors take through the scenario, including how they enter the scenario, which steps in the scenario they skip, and which steps they repeat before completing the scenario.

WebTrends Administrator
A WebTrends user who has rights to all features. The work needed to set up scenarios in WebTrends is completed by the WebTrends administrator.

What Is Scenario Analysis?

Every web site has a key goal or a series of key goals. For example, your web site's goal could be selling products, capturing leads, serving customers or simply getting visitors to an important destination page that holds some type of value. Measuring the success that visitors have in reaching that goal, is called measuring conversion. Given the seemingly thousands of navigation paths visitors can take through a Web site, it becomes difficult to analyze how well visitors click through your key pages to reach your end goal.

WebTrends Scenario Analysis is a unique approach to measuring how visitors interact with a defined conversion process. Using Scenario Analysis, you can measure:

- Inflow. All entry pages that lead visitors into the scenario including those that you don't define.

- Fall-out. Steps where your visitors leave the scenario.

- Detours. Pages that lead visitors out of the scenario.

- Abandonment. Number of visitors who leave the site immediately after participating in the scenario.

- Step Transitions. Show visitors who jump steps or retrace them, showing potential trouble spots in your conversion process.

- WebTrends provides unique analysis so that you have accurate and complete information on how your visitors interact with a conversion process.

How Can I Use Scenario Analysis?

Scenario Analysis can help you improve conversion rates on your web site by identifying key processes on your site and discovering how well the process works. For example, if one of your objectives is to increase the number of visitors who register on your site, your logical first step is to analyze the workflow in the registration areas of your web site. Scenario Analysis can help you isolate the important steps and collect detailed information about how visitors are using them, so you can discover how to drive visitors to complete the registration process.

If you create a 3-step registration scenario in WebTrends, Scenario Analysis can show you the top entry pages for each step in the scenario as well as the paths visitors take when they abandon or complete the registration process. Scenario reports show you how your visitors navigate each step in the registration process, where they get distracted or give up, and what pages they visit after they leave the scenario. The size of the funnel between each step provides a visual overview of how many visitors successfully move through each scenario step.

By understanding where visitors fell out of the process you've set out for them, and what they do instead of completing the scenario, you can start to optimize your site's pages and improve the conversion numbers you see for each individual scenario step.

Working with the Scenario Analysis Sample

To look at a sample Scenario Funnel, install WebTrends sample data. Looking at sample data can help you understand the examples provided later in this document and provide ideas for designing your own scenarios.

WebTrends Analytics Software Sample Data

If you have not already done so, install the sample data.

To install the sample:

1. Log in to the WebTrends Analytics.

2. In the left pane, click **Administration > Install Components**.

3. Click Sample Downloads.

4. Click the Zedesco Sample.

5. Click **Save**.

6. Install the sample.

WebTrends Analytics On Demand Sample Data

WebTrends Analytics On Demand provides a site where you can view sample Scenario Analysis settings and Scenario Conversion Funnels.

To request access to this site, contact a WebTrends Sales Representative.

Understanding a Sample Scenario Funnel

One type of Scenario Analysis is the Purchase Conversion Funnel.

To see the sample Purchase Conversion Funnel:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Click the name of the sample: Zedesco profile. WebTrends Analytics Reports opens, showing the sample report.

3. In the Table of Contents, click **Scenario Analysis > Purchase Conversion Funnel**. The Entry/Exit Pages view of the funnel is displayed in the right pane.

The following graphic shows the sample Purchase Conversion Funnel and describes each part of the graph.
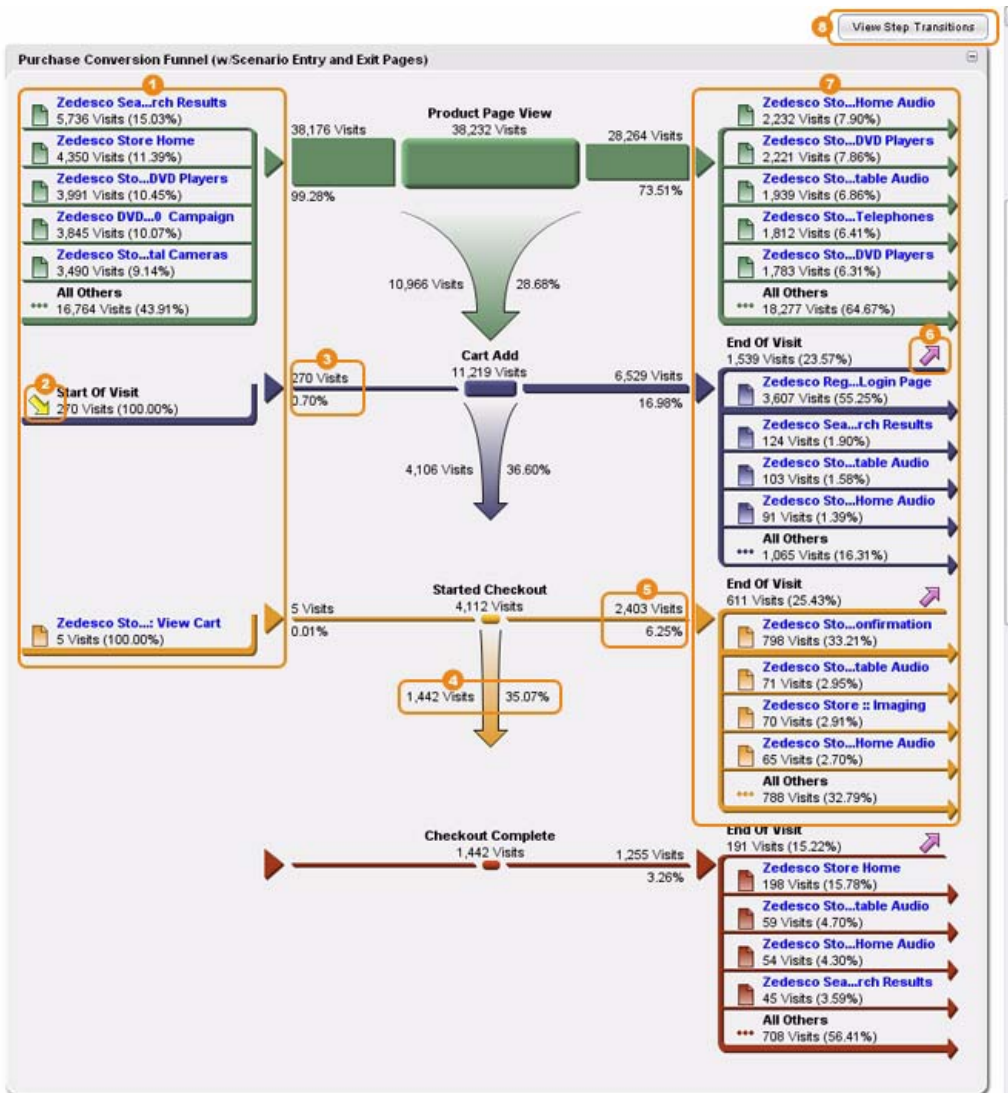
The following table explains the callouts in the preceding graphic.

Callout	Description
1	Shows the flow of visitors into the scenario and at which step they entered the scenario.
2	Shows visitors who started their visits at this step.
3	Shows visitors who entered at Step 2.
4	Shows visitors who went directly from Step 3 to Step 4.
5	Shows visitors who abandoned at Step 3.

Callout	Description
6	Shows visitors who abandoned the site at this step.
7	Shows the detours that led the visitor away from the scenario.
8	Shows movement from step to step.

Using the Purchase Conversion Funnel, you can see the flow of visitors into the scenario. Notice that the Funnel shows you entry points for each step you have defined. The number of visits for each of these entry pages suggests which pages encourage visitors to enter the scenario most effectively. You see in the sample Funnel that most visitors enter the scenario at Step 1, accounting for 4,300 visits. You can also see that visitors dropped out of the scenario in successively smaller numbers at each step, which is desirable. In Step 1, 2,825 visits dropped out of the scenario; in Step 2, 1,752 visits dropped out of the scenario; and in Step 3, 375 dropped out of the scenario.

You could also look at the pages that led visitors out of the scenario. The pages on the right side of the Funnel show the detours that visitors took rather than completing the scenario. The top detour pages for Step 2 were the Log in page, Search Results, View Cart, and Support. If this were your actual scenario, you should consider meeting with your web designer and a usability expert to see what you can do to reduce the number of detours.

You should also look at the abandonment rate for each step, which you can view by looking at the End of Visit values in the right side of the Funnel. The End of Visit value for Step 2 was 521 visits. This value tells you that not only did 521 visits fall out of the scenario at this step, but also that they abandoned your site. Unless the End of Visit occurs in the last step, this is likely cause for concern.

When looking at this sample Funnel as a whole, you might be concerned that 58.14% of visitors who started the scenario fell out of the scenario at Step 1. If this were your actual purchase Funnel, you'd want to look into Step 1 to see how you could improve the conversion from Step 1 to Step 2.

Click **View Step Transitions** to display an alternate view of the Scenario Funnel in the right pane, as shown in the following graphic:
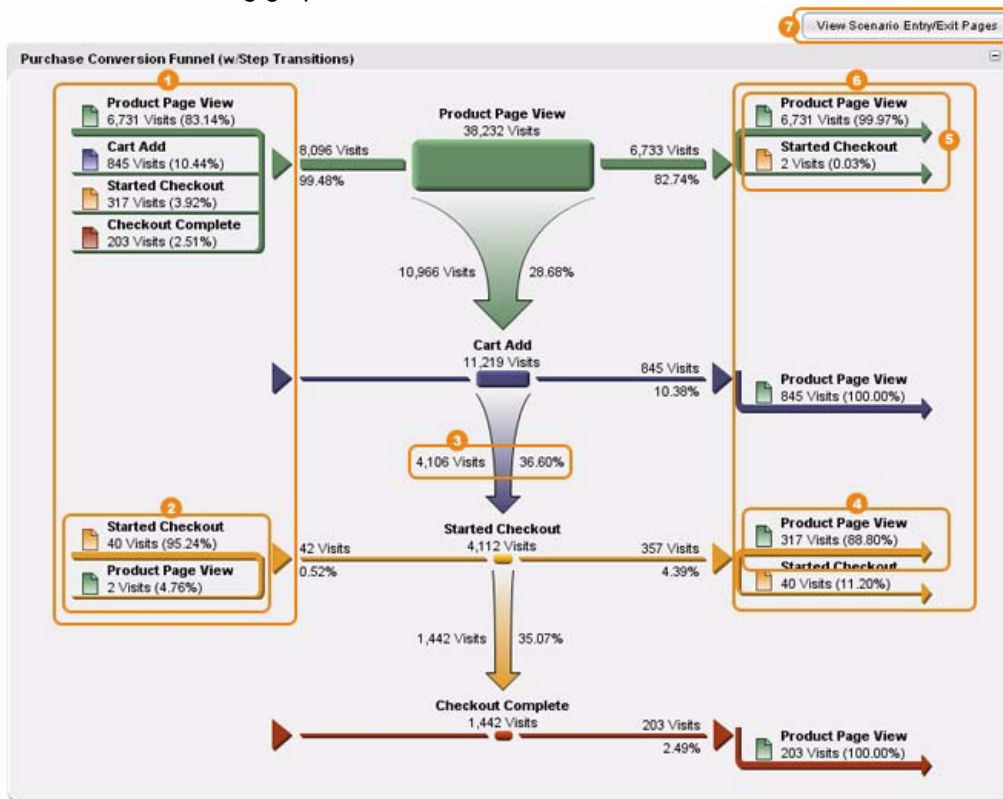
The following table explains the callouts in the preceding graphic.

Callout	Description
1	Shows how visitors entered each step.
2	Shows that one visitor entered directly at Step 2.
3	Shows visitors who went directly from Step 2 to Step 3.
4	Shows visitors retracing their steps.
5	Shows that six visitors went from Step 1 to Step 3, skipping Step 2.
6	Shows the next step visitors went to.
7	Shows how visitors started and abandoned the Scenario.

This view of the sample Funnel shows that visitors commonly return to the Product Page View, which is typical behavior in a purchase scenario and desirable when they continue to add products to their shopping carts. What you want to look out for in this view are those visitors who seem to be confused and retrace their steps in an effort to understand the process your web site is asking them to complete. However, if you identify a step that visitors are repeating when you cannot explain the behavior, you should make it a priority to find out why.

Both the Entry/Exit Pages view and the Step Transitions view are explained in more detail later in this document. For more information, see .

Designing Scenario Funnels to Improve Conversion

You probably have a scenario in mind that you'd like to analyze using a Conversion Funnel. The following questions should help you get started:

- What is the sequence of steps in your scenario?

- Which steps are crucial to understanding visitor behavior?

- Which parts of the process can be excluded from the scenario? There may be parts of the process that the visitor is required to complete but that do not give you any insight in measuring conversion. Leave these steps out of the scenario.

Let's look at the steps in some typical Scenario Funnels and discuss how each step can be used to improve scenario conversion rates.

Purchase Conversion Funnel

For commercial web sites that offer goods and services, the most common scenarios measure how many customers complete a purchase. Typically, purchase conversion scenarios measure the rates at which customers finish the checkout process.

The following steps are essential for creating a Purchase Conversion Funnel.

- Step 1 - View Product Page

- Step 2 - Add Product to Cart

- Step 3 - Start Checkout

- Step 4 - Complete Checkout

Alternatively, you could define Step 1 as your Home page to get more information about entry points to the scenario. You could also include other steps to your Purchase Conversion Funnel such as "View Shipping Information" or "Submit Payment Information."

Customer Service Conversion Funnel

If your web site provides customer service such as technical support, you may need to measure how easily visitors can find the information they need. Each step provides important information that you can use to reduce trouble spots in your Customer Service site.

The following steps are essential to understanding whether the Customer Service site answered your visitors' questions.

- Step 1 - Select Product

- Step 2 - Search Topics

- Step 3 - View Results
- Step 4 - Submit Successful Issue Resolution

Registration Conversion Funnel

You can track how successfully your site convinces visitors to register and identify problems in the registration process using a Registration Funnel.

Modify these steps to match your registration process.

- Step 1 - Start Information Request
- Step 2 - Verified Contact Information
- Step 3 - Completed Registration

Email Open Conversion Funnel

If you send sales or marketing materials to customers or prospects using email, you probably want to know how many customers are reading your email messages, how effective your email campaign was at driving traffic to your web site, and how many customers moved directly from reading the email to completing a transaction on the site. You can track response rates for campaigns using an Email Conversion Funnel.

For a commerce site, an Email conversion scenario includes the following steps:

- Step 1 - Email Open
- Step 2 - Clickthrough
- Step 3 - Product Page View
- Step 4 - Cart Add
- Step 5 - Started Checkout
- Step 6 - Checkout Complete

Modify the steps in the scenario to match your campaign's call to action. For example, if you are primarily interested in email open rates and high-level conversion rates, you can eliminate Steps 4 and 5.

Scenario Design Worksheet

You can use the following worksheet to put your design ideas on paper. After you complete it, give it to your WebTrends administrator or use it as a guide while you set up the scenario in WebTrends Analytics.

Scenario	Notes
How do you want the **Name** of your scenario appear in reports?	
Give your scenario a Report Title to help identify it when it is one of many report listed in a template.	

Scenario	Notes
Briefly describe the purpose of the scenario. For example, "This scenario shows how successfully visitors feel their issues are resolved when using the Support site." Administrators, type this information in the **Short Description** text box.	
What other details should your report users know about this scenario? This information is displayed in the Help card for the scenario report.	
Step 1	
What is the name of the first step in the scenario?	
What should report users know about Step 1? This information will be included in the Help Card for this step.	
Step 2	
What is the name of the second step in the scenario?	
What should report users know about Step 2? This information will be included in the Help Card for this step.	
Step 3	
What is the name of the third step in the scenario?	
What should users know about Step 3? This will appear in the Help Card for this step.	
Step 4	
What is the name of the fourth step in the scenario?	
What should reports users know about Step 4? This information will be included in the Help Card for this step.	

Resources for Configuring Scenario Analysis

After you complete the Scenario Design Worksheet, you or your WebTrends administrator can set your scenario up in WebTrends Analytics.

For information about setting up WebTrends Scenario Analysis for WebTrends Analytics reports, see "Configuring Scenario Analysis Using SmartSource Tags" on page 117 and "Configuring Scenario Analysis By Specifying URLs" on page 119.

For information about setting up Scenario Analysis for use with SmartView, see "Adding Scenarios and Custom Segments to SmartView" on page 19.

Scenario Funnel Examples

Because Scenario Funnels provide a great deal of information in a single graphic, this section provides a set of examples that can help you understand how Scenario Funnels illustrate visitor behavior. In these examples, we will look at a scenario configured for the Support section of a web site. Let's assume that the purpose for creating this scenario is to discover how effectively the Help section of the Support site answers visitor's questions. In cases where the Help section was not effective, we want to know the page from which visitors left to find answers.

We use the following scenario steps and URLs in our examples:

Step 1 - Select Product
> /support/selectproduct.aspx

Step 2 - Search Topics
> /support/searchtopics.aspx

Step 3 - View Result
> /support/viewresult.aspx

Step 4 - Issue Resolved
> /support/issueresolved.aspx

Simple Funnel Example

For this example, imagine that two visitors go to your web site's support section, one from computer.cnc.com and one from abc.ister.com. The first visitor completes Step 1 and 2 of your scenario and then abandons, while the other visitor completes Step 1 through 4 of the scenario. This activity results in two visitors and two visits, for seven total page views. The following table shows the activity for each visitor.

computer.cnc.com	abc.ister.com
/support/selectproduct.aspx	/support/selectproduct.aspx
/support/searchtopics.aspx	/support/searchtopics.aspx
/support/exitsiteaftersearchtopics.aspx/support/ viewresult.aspx	/support/issueresolved.aspx

The italicized URL is not part of the scenario and is not displayed in the Scenario Funnel.

The following graphic shows a Scenario Funnel describing the two visitors in this example:
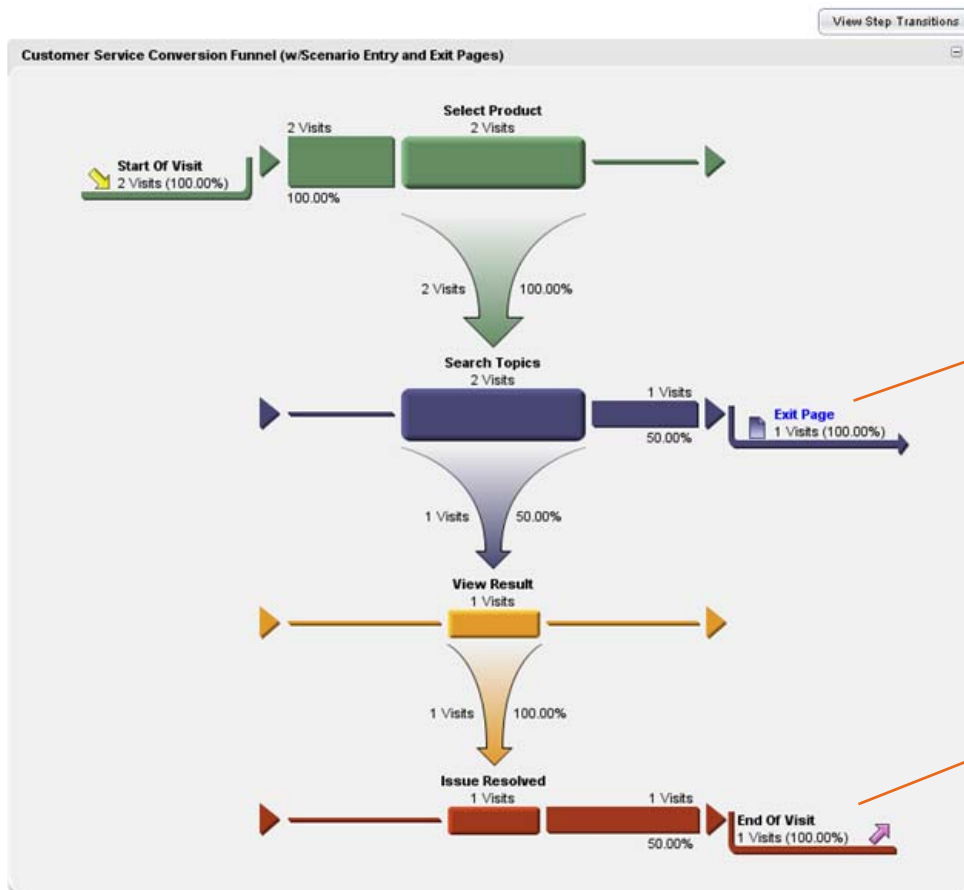
Visitor from `computer.cnc.com` left the site and did not complete the Scenario. If visitors regularly abandoned here, you would want to analyze this step.

Visitor from `abc.ister.com` completed every step of the Scenario and exited.

If you click **View Step Transitions** at the top of the report, the alternate view of the Scenario Funnel opens, showing how visitors moved through the scenario, as shown in the following graphic. Notice that in this example each visitor moved from one step to the next in the correct direction, without returning to any previous steps.
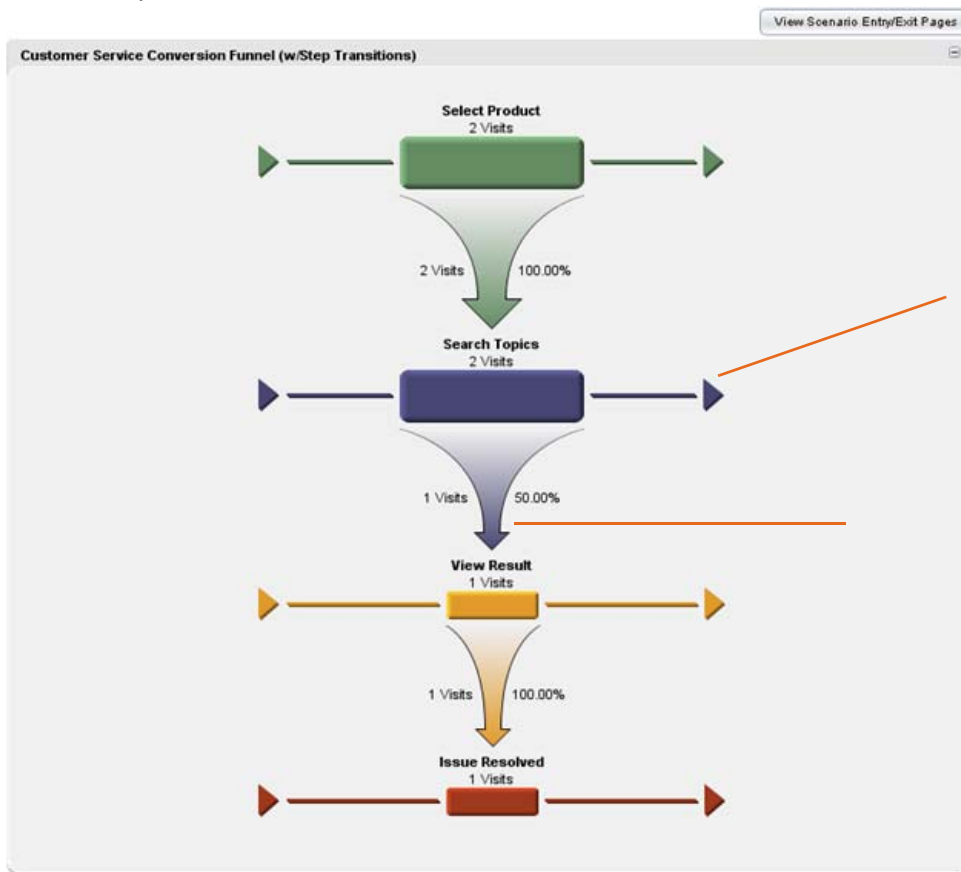
Notice that you do not see the Exit page at the Search Topics Step. The Step Transition view of the Funnel only shows movement within the Scenario. Pages that are not part of the Scenario are not displayed here.

The number of visits drops off after Step 2, indicating where the second visitor abandoned the Scenario.

Advanced Example: Visitors Repeating Steps

Imagine that the two visitors from our previous example visited the Support section of your site. In this example, the visitors visited pages that are not included in the scenario. They also returned to an earlier step after completing the step. In this example:

Visitor from computer.cnc.com

- Completed Steps 1 and 2 of your scenario
- Went to a page that is not part of your scenario
- Returned to Step 1 and finally completes all scenario steps

Visitor from abc.ister.com

- Completed Steps 1-3 of your scenario
- Went back to Step 2
- Continued to Step 3
- Went to a page that is not part of scenario (shippingterms.aspx)
- Completed Steps 3 and 4

The result of this activity is two visitors, two visits, and 15 page views, as shown in the following table.

computer.cnc.com	abc.ister.com
/support/selectproduct.aspx	/support/selectproduct.aspx
/support/searchtopics.aspx	/support/searchtopics.aspx
/support/exitsiteaftersearchtopics.aspx	/support/viewresult.aspx
/support/selectproduct.aspx	/support/searchtopics.aspx
/support/searchtopics.aspx	/support/viewresult.aspx
/support/viewresult.aspx	*/support/shippingterms.aspx*
/support/issueresolved.aspx	/support/issueresolved.aspx

Because the italicized URLs are not part of the scenario, the Scenario Funnel does not show them.

The following graphic shows the Scenario Funnel describing these two visitors:
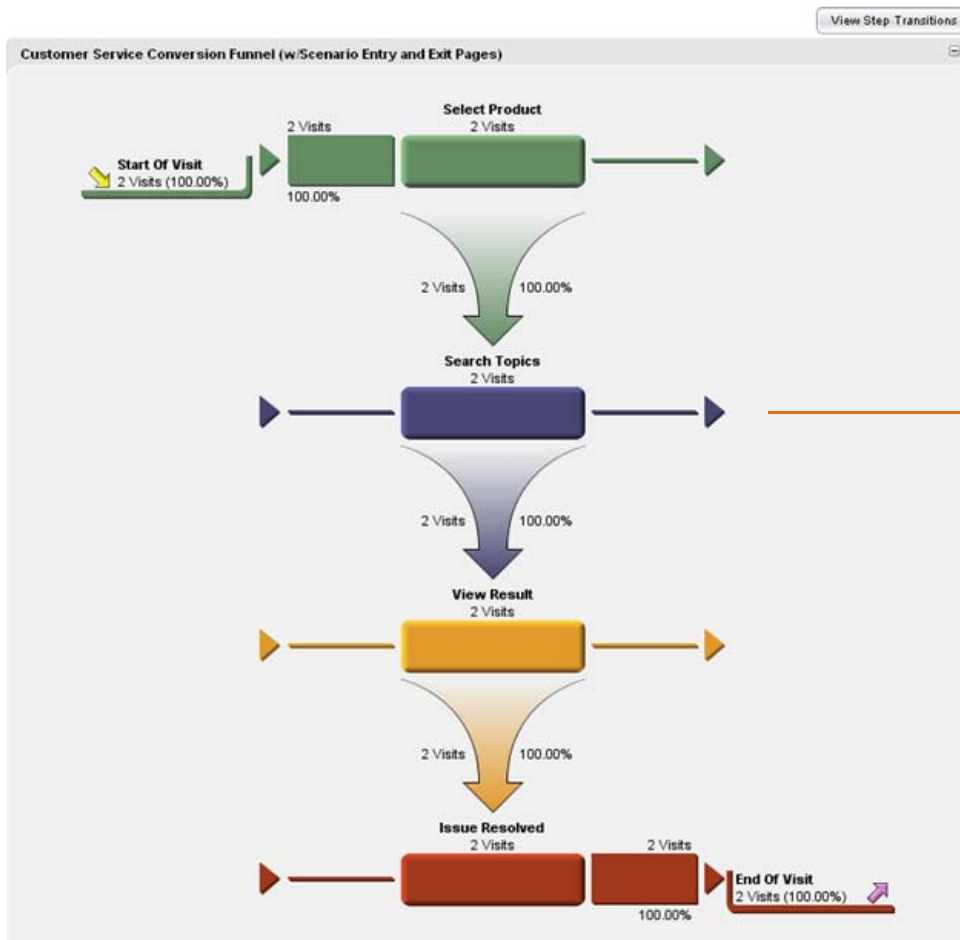
This report only shows exit pages if visitors did not return to any of the Scenario step pages during the visit.

Because the visitors completed each step in the Scenario, there are 2 visits for every step even though the page visits did not occur in the order you see here.

In the next example you'll see what the Scenario Funnel looks like when a visitor did not complete every step before leaving the site.

If you click **View Step Transitions** at the top of the report, an alternate view of the Scenario Funnel opens, as shown in the following graphic:
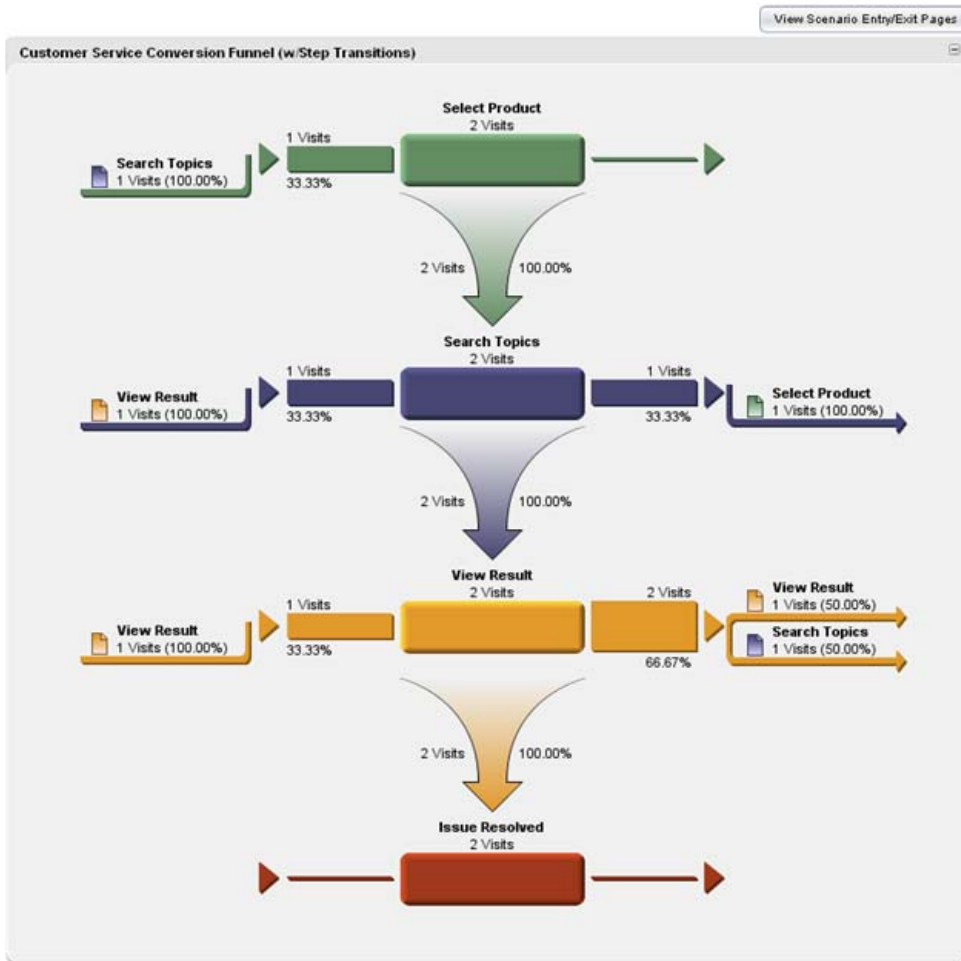
Because this version of the report only shows movement within the Scenario, the shippingterms.aspx and exitsiteaftersearchtopics.aspx pages are not displayed. This makes it appear that the visitor left the View Result Step and went to back to Step 3 (View Result). The actual sequence was:

Multiple Exit Example

In this example, four visitors came to your Support site. Some of these visitors bounced between steps, and those visitors who abandoned the scenario did so at different exit pages. In this example:

Visitor from computer.cnc.com

- Completed scenario steps 1-3
- Abandoned the scenario at Step 3

Visitor from abc.ister.com

- Entered the scenario at Step 2
- Bounced between Steps 2 and 3
- Viewed a page outside of the scenario
- Completed the scenario

Visitor from net.online.com

- Entered the scenario at Step 2

- Went to Step 2
- Exited the scenario at Step 2

Visitor from system.foxlink.net

- Entered the scenario at Step 3
- Completed Steps 1-4

The result of this activity is four visitors, four visits, and 20 page views, as shown in the following table.

computer.cnc.com	abc.ister.com	net.online.com	system.foxlink.net
/support/selectproduct.aspx	*/products/detail.aspx*	*/company/about.aspx*	*/products/detail.aspx*
/support/searchtopics.aspx	/support/ searchtopics.aspx	/support/ searchtopics.aspx	/support/viewresult.aspx
/support/viewresult.aspx	/support/viewresult.aspx	*/lastpageviewed.aspx*	/support/selectproduct.aspx
/support/ exitsiteafterviewresult.aspx	/support/ searchtopics.aspx	/support/ searchtopics.aspx	/support/viewresult.aspx
	/support/ shippingterms.aspx		/support/issueresolved.aspx
	/support/ issueresolved.aspx		

The italicized URLs highlighted are not part of the scenario.

The following graphic shows Scenario Funnel for these four visitors:
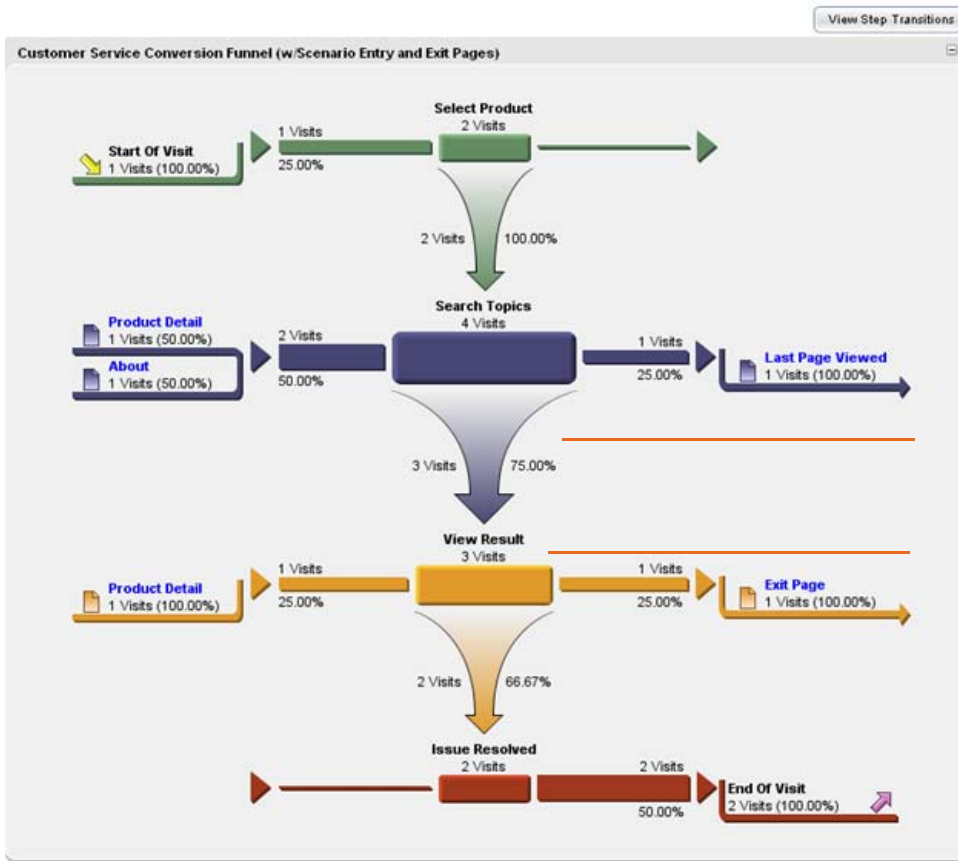
Customer Service Conversion Funnel (w/Scenario Entry and Exit Pages)

Of the 2 visitors who entered directly at Step 2 and the 4 visitors who entered from Step 1, only 3 visitors continued to Step 3.

Of the 2 visitors who entered directly at Step 2 and the 4 visitors who entered from Step 1, only 3 visitors continued to Step 3.

Notice that the shippingterms.aspx page is not displayed as an exit page because the visitor from abc.ister.com reentered the scenario during the visitor session.

If you click **View Step Transitions** at the top of the report, an alternate view of the Scenario Funnel is shown. This view of the report only shows movement between steps within the scenario. It does not show pages that are not part of the scenario.
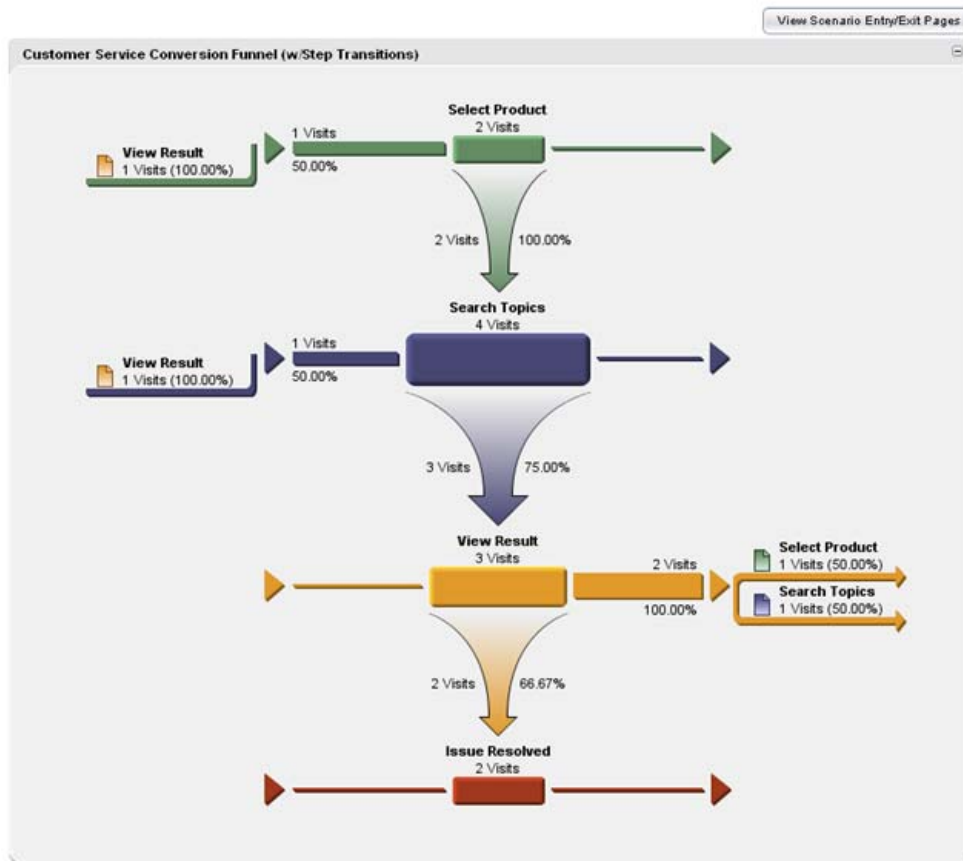
Look at the exit paths for the View Result page in the following graphic. One visitor entered the scenario at Step 3 and went directly back to Step 1. Another visitor entered at Step 1 but then went back and forth between Steps 2 and 3.

Interpreting Scenario Funnels

The following section provides answers to some common questions about interpreting Scenario Analysis results.

What Can a Funnel Tell Me About My Scenario?

Your Scenario Funnel can answer these questions:

- Where did visitors enter the scenario? A Scenario Funnel shows not only the visitors who entered at Step 1, but also how visitors entered each step. You can identify the pages that led visitors to your scenario, such as marketing program pages, product pages, and customer loyalty pages.

- Where in the process did visitors abandon the scenario? A Scenario Funnel shows abandonment for each step.

- Did visitors skip steps in the scenario? The Step Transitions Funnel view shows whether visitors completed each step in the process consecutively, if they skipped steps, or if they went back and forth between steps. This view may identify unnecessary steps, steps that were not completed correctly, or confusing steps which caused visitors to backtrack through the process.

- Where did visitors go when they left the scenario? A Scenario Funnel shows whether visitors left the site immediately after leaving the scenario, were distracted by a product or service that you cross-sell, or needed more information before completing the process.

Why Are Visits for Step X Higher Than for a Preceding Step?

You may wonder why your Scenario Funnel does not taper perfectly, showing more visits for a step later in the scenario than for a preceding step. There are a number of possibilities. One reason is that visitors can enter the scenario at any step in the process. A visitor may have bookmarked Step 2 in a previous visit and then entered the scenario using the bookmark when returning. Another reason is that the visitor session may have ended when the visitor was completing Step 2. When the visitor resumed activity, a new visitor session began, and the results show that the visitor entered the scenario at Step 2. In both cases, the Scenario Funnel could show more visits for Step 2 than for Step 1.

Why Don't These Numbers Add Up?

When you look at an Entry/Exit Pages Funnel, you may mentally add the total of the visits where visitors abandoned a step to the visits where visitors continued to the next step, and wonder why these numbers don't add up to the number of visits coming into the step in question. For example, suppose you have a Funnel that shows 11 visits for Step 2. In two of those visits, the visitor abandoned the scenario, and eight visits were converted to Step 3. You can add those visits together to account for 10 of the 11 visits, but you may wonder what happened to the remaining visit. However, if you switch the Funnel to the Scenario Step Transitions view and look at the exit pages for Step 2, you might see that one visitor skipped Step 3 and went directly to Step 4. Although the Step Transitions View shows the same number of visits for Step 2, your analysis of the pages visited immediately after Step 2 could help you account for the missing visit.

Why Are Numbers of Visits Different from View to View?

You can look at the Scenario Funnel using two views of the Scenario Funnel graph: Scenario Entry/Exit Pages and Scenario Step Transitions. The Entry/Exit Pages view shows the entry and exit pages for each step in the scenario, and the Step Transitions view shows how visitors move from step-to-step in the scenario. While it might be tempting to sum the visits in each view in an effort to reconcile them, because of the non-linear nature of scenarios, you may not be able to do so. Instead, if you want a summary of visits for the scenario, use the table view of the Scenario Funnel.

To understand the different views, consider this example in which one visitor enters the scenario and moves through the steps in the following order:

- Step 1 - Product Page View
- Step 2 - Cart Add
- Step 3 - Started Checkout
- Step 1 - Product Page View
- Step 3 - Started Checkout
- Step 4 - Checkout Complete

The following graphic shows the Entry/Exit Pages view for this simple example. Notice that when the visitor returns to Step 1, the step is included in the same visitor session and thus is not counted as a second visit:
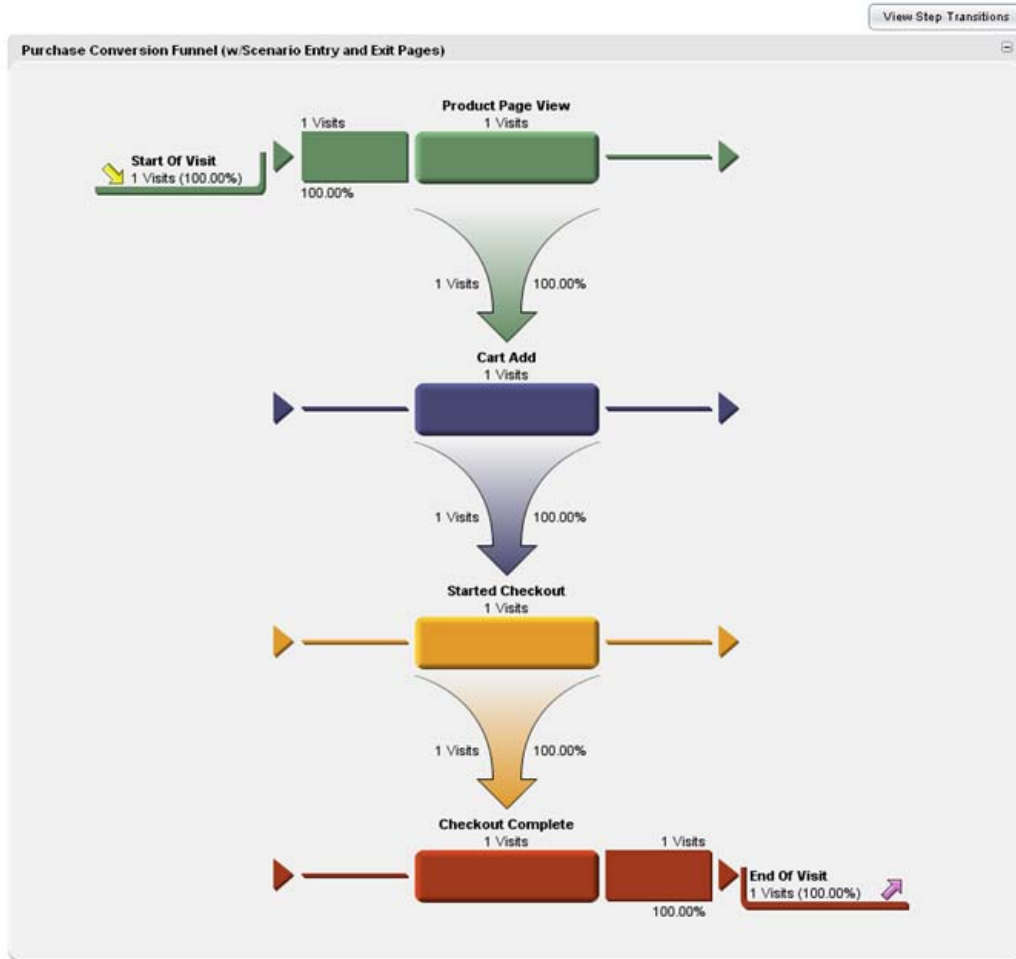
The following graphic shows the Step Transitions view of the same simple 1-visit example. In this view, you can see that the visitor went back to Step 1 and then from Step 1 to Step 3:
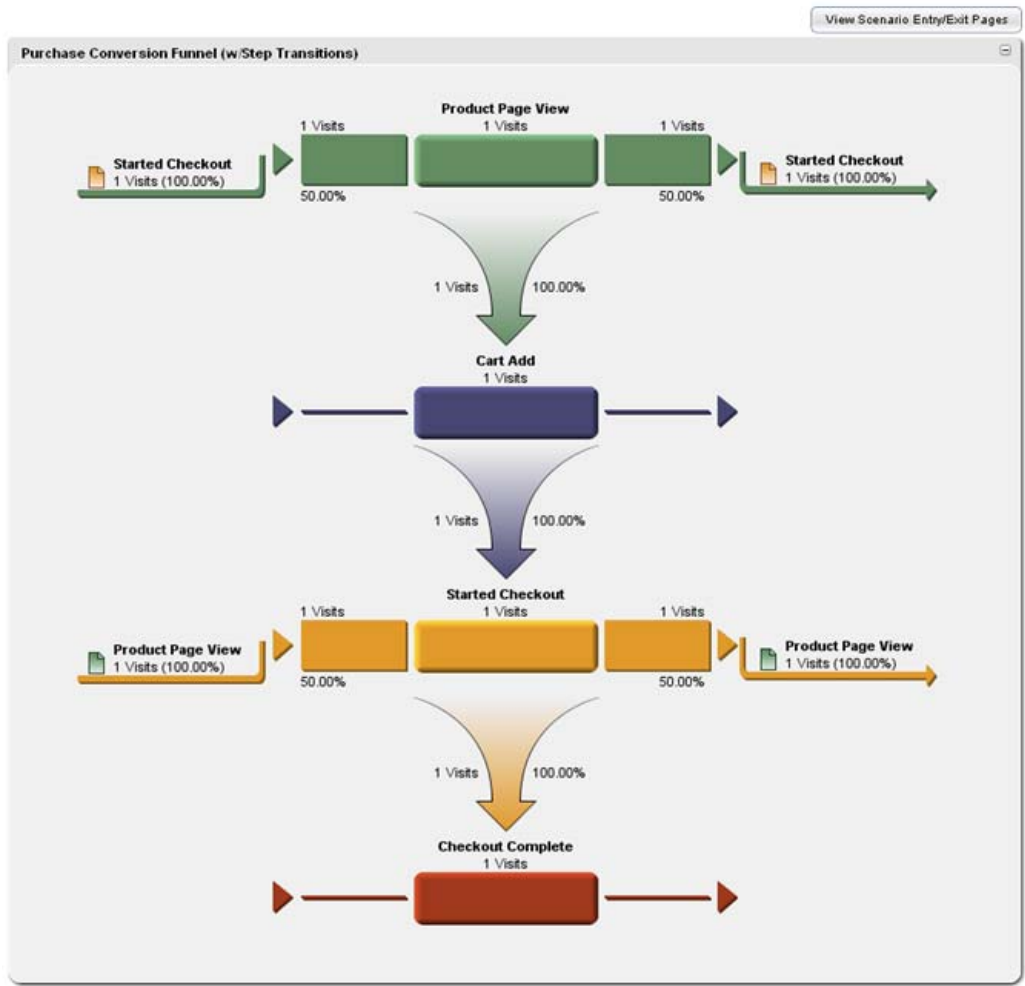
The following graphic shows the data in tabular form, which provides the visits and conversion rates for each step and for the scenario as a whole:

Scenario Analysis Step	Visits	Step Conversion Rate	% of All Visits	Scenario Conversion Rate	% of Previous Step
Product Page View	1	-	100.00%	-	-
Cart Add	1	100.00%	100.00%	100.00%	100.00%
Started Checkout	1	100.00%	100.00%	100.00%	100.00%
Checkout Complete	1	100.00%	100.00%	100.00%	100.00%
Total	-	-	-	100.00%	-

Configuring Scenario Analysis

You can configure Scenario Analysis either by specifying URLs associated with the scenario or using SmartSource tags.

If you use WebTrends software without SmartSource Data Collector, you will define each step by specifying the URL that identifies it. If your web site content is generated dynamically, you also specify the parameters associated with the page requests. For more information, see "Configuring Scenario Analysis By Specifying URLs" on page 119.

If you are using WebTrends On Demand or WebTrends software with SmartSource Data Collector, you will create a Scenario Analysis definition that specifies the details of the SmartSource tags you plan to use in your web pages. Using this method, you need not specify the URLs of the pages. For more information, see "Configuring Scenario Analysis Using SmartSource Tags" on page 117

Configuring Scenario Analysis Using SmartSource Tags

If you are using WebTrends On Demand or WebTrends software with SmartSource Data Collector, you will create a Scenario Analysis definition that specifies the details of the SmartSource tags you plan to use to collect Scenario data on your site. You will place the SmartSource tags on each page of a step that you want to track. These tags indicate the Scenario Analysis name and include information about either the step name or the step number.

Creating Scenario Analysis Definitions Using SmartSource Tags

To create a Scenario Analysis definition:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Scenario Analysis**.

2. Click **New**.

3. In the **Name** text box, type the name to identify this Scenario in WebTrends Administration.

4. Type the value of the `WT.si_n` parameter in the SmartSource Identification String text box. WebTrends associates web pages having this value with this Scenario Analysis definition.

5. Type an informative description for report users in the **Short Description** text box.

6. Provide explanatory information for users in the Help Card text box. This information is included in the Help Card section of the report.

7. Select the **Use SmartSource tags exclusively** check box.

   – If you use the `WT.si_x` parameter to identify steps, select **Position (using WT.si_x)**.

   – If you use the `WT.si_p` parameter to identify steps, select **Name (using WT.si_p)**.

8. Configure each step you want to track. For more information see "Creating Scenario Steps Using SmartSource Tags" on page 117.

9. Use the arrows in the **Ordered List of Steps** list to arrange the steps in the correct order for this Scenario.

10. Click **Save**.

Creating Scenario Steps Using SmartSource Tags

To configure Scenario steps:

1. In the Scenario Analysis Step dialog, type a name to identify the step in the **Name** text box. WebTrends Analytics does not use this setting during analysis, but it gives you a way to identify the step in WebTrends Administration.

2. In the **SmartSource Identification String** text box, type the WebTrends query parameter that identifies the step . Use one of the following methods to identify the step:

– *If you want to identify the step by name*, tag your Web pages with the `WT.si_p` parameter, and type the value of the `WT.si_p` parameter in the **SmartSource Identification String** text box. For example, if you will tag your Web page for this step `WT.si_p=CartView`, type `CartView` here.

– *If you want to identify the step by number*, what you specify here is for your purposes only. WebTrends does not use the SmartSource Identification String setting for steps specified with the `WT.si_x` parameter. You will tag your pages with the `WT.si_x` parameter, and that value is used to specify the numeric position of the step. After you configure all the steps for this scenario, arrange the steps in the Ordered List of Steps list box to match each step's position.

3. In the **Report Name** text box, type a name that identifies the step in reports.

4. In the **Description (Help Card)** text box, provide explanatory information for this step. This information is included in the Help Card section of the report.

5. Click **Next**.

6. *If you selected the Use SmartSource tags exclusively check box*, leave the settings in the **When to Measure** dialog blank.

7. *Otherwise*, type the URL of the page to track for this step in the **Page Expression** text box. WebTrends looks for SmartSource tag data, and if there is none, it identifies scenario data using the URLs you specify in your Scenario Analysis definition.

8. If you want to treat the Page Expression text box as a regular expression, select the **Regular Expression** check box. Otherwise, leave the check box unselected.

9. If your site content is delivered using dynamic pages, click **New** to specify the parameters that define this step.

10. Click **Save**.

Preparing Your Web Site for Scenario Analysis

After you create the Scenario Analysis definition, tag the pages you want to track for this scenario using query parameters described in this section.

WT.si_n
Identifies the name of the scenario. The maximum length for each name value is 64 characters. The value of this parameter must match the **Scenario Analysis Name** setting. You can tag a page for multiple scenarios by separating multiple values with a semicolon.

Choose which method you want to use to identify steps in the scenario. You can use only one of the following query parameters to identify the step:

Step name
Use the `WT.si_p` parameter to identify the Scenario step by name, such as "CartView." The value of this parameter matches the SmartSource Identification String specified when configuring the step.

Step number
Use the `WT.si_x` parameter identifies the position of the step, such as "2." The numeric value of this parameter must match the order that you arrange them in the Ordered List of Steps list box.

WT.si_sc
If you use WebTrends Marketing Warehouse, you can use this parameter to identify the page that you consider the conversion step, typically the last step in your scenario.

Scenario Analysis Tagging Example

Suppose you are using the Shopping Cart Scenario Funnel and you want to identify your thank you page as the conversion page. To incorporate this information in the WebTrends Shopping Cart Scenario Analysis, you need to set the following parameters: WT.si_n, either WT.si_p or WT.si_x, and for Marketing Warehouse users, WT.si_sc. You can use either WT.si_x to represent the step number or WT.si_p to identify the step position.

In this example use the following META tags on the Web pages for the conversion page:

```
<META NAME="WT.si_n" CONTENT="ShoppingCart">

<META NAME="WT.si_p" CONTENT="CartComplete">

<META NAME="WT.si_sc" CONTENT="1">
```

Alternatively, if you are configuring Scenario Analysis for WebTrends Analytics software, your content management system can directly assign values to the parameters as shown here:

```
WT.si_n=ShoppingCart

WT.si_p=CartComplete

WT.si_sc=1
```

Either approach results in the following query parameter definitions:

```
&WT.si_n=ShoppingCart&WT.si_p=CartComplete&WT.si_sc=1
```

Configuring Scenario Analysis By Specifying URLs

Use these instructions to configure Scenario Analysis by specifying the URLs of the pages you want to track. If you use WebTrends Analytics software, but do not use SmartSource tags to configure WebTrends, you can use this method to track scenarios. Alternatively, you can configure Scenario Analysis using SmartSource tags, which is the best practice for those using WebTrends Analytics On Demand. For more information, see "Configuring Scenario Analysis Using SmartSource Tags" on page 117.

To create a Scenario Analysis definition:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Scenario Analysis**.

2. Click **New**.

3. In the **Name** text box, type the name to identify this Scenario in the Administration interface.

4. Leave the **SmartSource Identification String** text box clear.

5. Type a title for this definition in the **Report Title** text box. When you add or edit a template, the report title identifies the scenario in the list of available reports.

6. In the **Short Description** text box, type an informative description for report users.

7. In the Help Card text box, provide explanatory information for report users. This information is included in the Help Card section of the report.

8. Clear the **Use SmartSource tags exclusively** check box.

9. Click **Add** to configure each step in the scenario. For more information, see "To configure Scenario steps:" on page 120.

10. Use the arrows in the **Ordered List of Steps** list to arrange the steps in the order that visitors encounter them.

11. Click **Save**.

To configure Scenario steps:

1. In the **Name** text box, type a name to uniquely identify the step .

2. Leave the **SmartSource Identification String** text box clear.

3. In the **Report Name** text box, type a name that identifies the step in reports.

4. In the **Help Card** text box, provide explanatory information for this step.

5. Click **Next**.

6. In the **Page Expression** text box, type the URL of the page to track for this step.

7. *If you want to treat the Page Expression text box as a regular expression*, select the **Regular Expression** check box. Otherwise, leave the check box unselected.

8. *If your web site content is delivered using dynamic pages*, click **New** to specify the parameters that define this step.

9. Click **Save**.

Including Scenarios in Reports

To include a Scenario Analysis definition in a report:

1. Edit the profile that contains web data applicable to this Scenario.

2. If you are editing a profile, click **Advanced > Scenario Analysis**.

3. Select the check box for the scenario that you want to use.

4. Click **Save**.

Chapter 13
Using Custom Reports

When the standard WebTrends Analytics reports don't meet your requirements, or when you want to provide focused reports for specific business needs or users without creating a new profile each time, you can use Custom Reports to design reports with only the content you specify. WebTrends allows you to use a large number of preconfigured components to construct a custom report, or you can design your own components and provide information about how WebTrends can track them.

This chapter describes how to use the preconfigured custom reports included in your WebTrends installation, including some specialized reports such as the Campaigns and Products. For users of WebTrends Custom Reporting, this chapter provides some guidelines for customizing the preconfigured reports and for combining dimensions and measures to create their own reports. Finally, it provides a reference to the preconfigured custom reports, the dimensions and measures they use, and (where relevant) the WebTrends query parameters used to create them.

Understanding Custom Report Components

Each custom report consists of one table and its associated graph(s).

To create a custom report, you specify the following elements:

- One or two dimensions. A dimension is a type of information that you want to track. Typically, a dimension is non-numeric. For example, a dimension can be an object such as a WebTrends content group or a product category such as sports apparel. A report can contain a Primary Dimension, which is displayed in the first column of a WebTrends report table, and a Secondary Dimension, which is displayed in the second column. When you define a dimension, you provide information about how WebTrends can identify the information you want to track in your Web activity data and how it should be analyzed.

- One or more measures. A measure is a method of quantifying information. When you create a custom report, the measures you select determine how WebTrends counts the information described in the dimension settings. For example, you can measure Campaign activity using the measures Visits, Page Views, and/or Revenue. You can select up to 20 measures per custom report.

- Optionally, a custom report data source. Custom report data sources are translation files or databases that can translate encoded or other obscure information found in your logs into more readable language. Typically, you associate a data source with a dimension. For example, you can use a data source to translate product SKU numbers into product names, so report users can easily see which products your site users purchased.

Note

To specify a translation file, you need to use the Advanced settings when configuring a dimension or measure. Using Advanced settings requires the Custom Reports in Advanced Mode user right.

- Optionally, a custom report data filter. Filters narrow the data analyzed within the custom report. Custom report filters are only applied to the custom report, not to the general profile data.

Designing Custom Reports

When you design a custom report, you should ask yourself some of the following questions.

Where will WebTrends Analytics find the information you want to report on? If you want your site to record the information you need, you may need to set up custom tagging on your pages. Your custom reports may also depend on your configuring advanced features such as Content Groups and Scenario Analysis. When you choose dimensions, make sure you know how WebTrends will track them.

How often and when should WebTrends Analytics collect data? Some kinds of data give the same result for every hit during a visit. Others give a different result with every hit. Some measurements only make sense when collected once per visit. Think about what kinds of data you want to measure, and when WebTrends should measure them to get the most meaningful results.

Who will use the report? WebTrends allows you to specify up to 20 different measures per custom report, but only a few of these may be relevant to the person who needs the report, and using many measures increases processing time and can affect performance. This question may also help you decide whether to use translation files, and give you guidance as you name your reports and report columns and as you provide Help text.

How much data will this report generate? Depending on the dimensions you choose and the structure of your data, you may encounter problems with very large table sizes that can affect performance. You may need to adjust table limits, filter your data very precisely, or reconsider your strategy for isolating the data that interests you. For more information, see Chapter 23, "Optimizing Reports Using Table Limiting" on page 189.

Combining Dimensions and Measures

Custom reports allow an enormous number of combinations of dimensions and measures. Not all of these combinations will provide meaningful data. Another way to think about creating meaningful reports is to think about what kinds of dimensions and measures work together meaningfully. Dimensions and measures can be classified as hit-based, visit-based, or visitor-based. Combining a higher-variability dimension with a lower-variability measure can lead to inaccurate data.

A dimension is *hit-based* if it changes from hit to hit within a single visit. For example, content groups, products, and campaigns are all hit-based dimensions because it is possible for each a visitor to click in a different one for each hit. Hits, page views, and clickthroughs are all hit-based measures.

A dimension is *visit-based* if it does not change or occur multiple times within a single visit. For example, each visit typically has only one referring site and one geographical location such as a country. Visits, visit duration, visit depth are all visit-based measures.

A dimension is *visitor-based* if it does not change for an individual visitor, even across visits. For example, each visitor has only one initial campaign or initial search engine. Visitor-based measures include unique visitors and unique buyers.

If you select a visitor-based dimension, you can safely use visitor-based, visit-based and hit-based measures. If you select a visit-based dimension, you can use visit-based and hit-based measures. However, you can only use hit-based measures with a hit-based dimension. Measuring a visit- or hit-based dimension using a visitor-level measure such as unique visitors produces inaccuracy in proportion to the percentage of repeat visits within the chosen time frame. For example, if you create a report using content groups (hit-based) as the dimension and unique visitors (visitor-based) as the measure, your data becomes increasingly inaccurate over time as the same visitor returns to the site and views different content groups.

Summing Measures Across Visits

If you want to report on visits rather than individual hits, you can choose to sum a measure across visits. Summing is a measure-specific setting that determines whether WebTrends adds all the hits in a single visit and treats them as one entity. Summing across the visit assigns to the corresponding dimension the sum of that measure for all page views during the visit. Because this setting is only significant when WebTrends counts a measure more than once per visit, it is only available when you select **All Hits** or **Hits That Match Specified URL** in the When to Measure dialog.

This behavior can be confusing when the dimension changes within a visit. For example, suppose you create a report with Campaigns as the dimension and Revenue as the measure, summing the Revenue across the visit. If a single visit generates two purchases, one for $10 and one for $20, the report shows $30, the sum of all purchases, for each campaign viewed during the visit.

When the dimension does not vary during a visit, as shown in the following example, the Revenue (sum) and Revenue (no sum) measure values are the same for each dimension item. However, note the difference when the measures are calculated as averages. (Keep in mind that the Average Revenue is the average per order, not per visit.) For Average Revenue (no sum) the average revenue per order for Missouri is $25 ($10+$20+$30+40)/4=$25). With summing across the visit enabled, however each order event is assigned the sum of the purchase values for the visit, and the Average Revenue (sum across visit) is calculated as ($30+$30+$70+$70)/4=$50.

☑ Spent by State					Go To 🗔	Query 🔍	Search
State	☑ Revenue ▽	☑	Average Revenue	☑	Revenue (sum a cross visit)	☑	Average Revenue (sum across visit)	☑ Visits
■1. Missouri	$100.00 ▬▬▬	79.37%	$25.00		$100.00		$50.00	
■2. Pennsylvania	$26.00 ▬	20.63%	$6.50		$26.00		$13.00	
Total	$126.00	100.00%	$15.75		$126.00		$31.50	
	items 1-2 of 2							

Creating and Enabling Custom Reports

This section contains a brief overview of the configuration steps required to create a custom report and enable it for a profile. It also contains a more detailed step-by-step configuration sequence.

How to Set up Custom Reports

To create a custom report and include it in the reports for a profile, you need to complete all three of the following steps:

1. Use the settings in **Web Analysis > Report Configuration > Custom Reports** to configure the report. For more information about the configuration choices for creating a custom report, see "Understanding Custom Report Components" on page 121 as well as the Help for each dialog.

2. On the **Reports** dialog in the Advanced settings for the profile, select the check box for the custom report.

3. Use the settings in **Report Designer > Templates** to make sure the custom report is included in a template that the profile is using. You can ensure that a template includes all custom reports, including newly configured ones, by adding the entire dynamically updated Custom Reports folder to the template.

How to Configure Custom Reports Details

The following steps provide a more detailed guide to configuring and enabling custom reports. You can supplement these steps using the context-sensitive Help for each dialog.

The following illustration shows an overview of the process used to create a custom report.
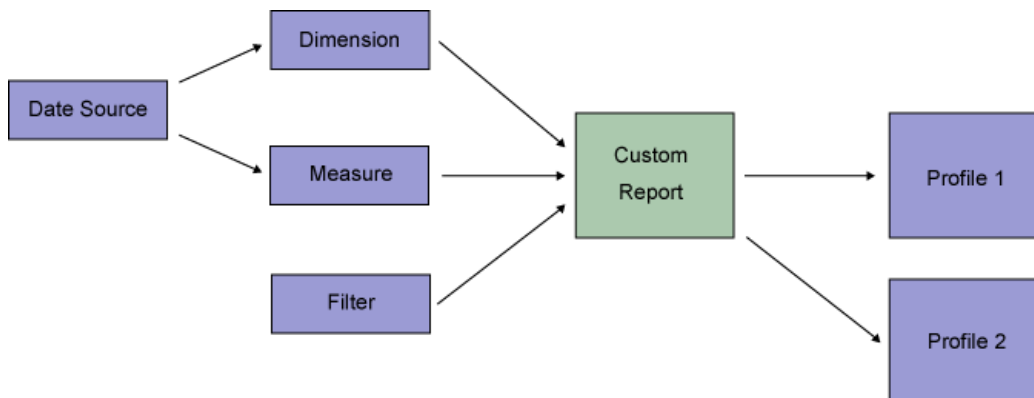
To create and enable a custom report:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Custom Reports**.

2. *If you want to use a translation file or database to translate values in your logs*, select **Data Sources** and configure a new data source. For more information about translation files, see "Using Lookup Tables for Analytics Reports" on page 135.

3. *If you want to create a custom dimension*, select **Dimensions** and configure a new dimension.

Note

To use regular expressions or fixed patterns to specify a dimension, or to specify a translation file, click **Advanced** in the Based On dialog. Using Advanced settings requires the Custom Reports in Advanced Mode user right.

---

4. *If you want to create a custom measure*, select **Measures** and create a new measure.

Note

To use regular expressions or fixed patterns to specify a measure, or to specify a translation file, click **Advanced** in the What to Measure dialog. Using Advanced settings requires the Custom Reports in Advanced Mode user right.

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5. *If you want to limit data for your report*, select **Filters** and create a new filter.

6. Select **Custom Reports** and click **New** to create a new custom report.

7. In the left pane, click **Web Analysis > Report Designer > Templates**.

8. Click the name of the template to which you want to add the custom report. Templates determine the set of report pages that can be generated for the profile.

9. On the **Content** dialog, click **Add Report**.

10. From the Available Reports list, select the custom report library (you can view the custom reports alphabetically or by category). Select the check box for the new custom report. From the list you can also select **Auto-Populated Folder Library** and check the box for the Custom Report folder to create a dynamically add new reports as they are configured.

11. In the left pane, click **Web Analysis > Reports & Profiles**.

12. Mouse over the profile to which you want to add the custom report and click **Edit**.

13. Click **Advanced** > **Reports** and select the check box for the new custom report.

14. Save the profile.

15. If the profile has already run, and you want your custom reports to cover all the data specified in the profile, mouse over the profile and click **Reanalyze**. When you are prompted to confirm the deletion, select the **After clearing analysis data, start analysis immediately** check box. Alternately, mouse over the profile and click **Analyze Now** in the Profiles dialog after you confirm the deletion. If you do not reanalyze, your custom report will not include the data from the time frame that was analyzed before you added the new report.

Using Custom Report Filters

You create custom report filters using the Report Configuration options for custom reports, and apply them to individual custom report tables. For more information, see "Creating Custom Report Filters"

Using Preconfigured Custom Reports

WebTrends Analytics provides a large number of preconfigured custom reports. To use preconfigured custom reports, enable them in the profile and in the template as described in steps **7**-**16** in "How to Configure Custom Reports Details" on page 124.

Using Performance Dashboards

Performance Dashboards are interactive reports that provide focused, customizable marketing analytics data in a highly visual form. While these dashboards incorporate data from multiple reports, unlike traditional WebTrends Dashboards, they are freestanding and do not contain links to other reports. WebTrends Analytics includes three Performance Dashboards as part of the Complete View v8 template. You can also add these dashboards to your templates individually.

Understanding the Campaign Performance Dashboard

The Campaign Performance Dashboard is focused on campaign success, and allows you to easily monitor your key performance indicators (KPIs) to get a detailed picture of campaign results. It helps you identify how demand channels are performing, which marketing partners drive sales and which creative details your visitor base responds to. Because the Campaign Performance Dashboard relies on the Campaigns report, the Key Metrics Summary report, and the Visits Trends report for data, these reports must be enabled in both the profile and the template for you to view this Dashboard.

Understanding the Product Performance Dashboard

The Product Performance Dashboard is focused on product purchases. It helps you easily see the overall performance of your product lines, which products are selling best, and which products require more or less exposure in your merchandising mix. Because the Product Performance Dashboard relies on the Products report for data, the Products report must be enabled in both the profile and the template for you to view this Dashboard.

Understanding the Key Metrics Performance Dashboard

The Key Metrics Performance Dashboard provides goal setting and projection options that help you benchmark your site performance, evaluate your progress in meeting key marketing goals, and explore the key factors that can help you meet those goals. Because the Key Metrics Performance Dashboard relies on the Key Metrics Summary report and the Visits Trends report for data, these reports must be enabled in both the profile and the template for you to view this Dashboard.

Enabling Performance Dashboards

Because Performance Dashboards are complete reports and not collections of reports, you add them using the Templates interface in the Report Designer, not the Dashboards interface. Enabling a Performance Dashboard requires you to enable the reports it relies on and ensure they belong to the template you are using. The easiest way to do this is to select a Report Pack containing the required underlying report(s) while you are creating the profile. If you want to add Performance Dashboards to an existing profile, enable the underlying report(s) individually and then make sure both the report(s) and the dashboard are included in the template you are using.

The following table shows the required reports for each Performance Dashboard as well as any Report Packs they belong to.

Performance Dashboard	Required Reports	Report Packs
Campaign Performance Dashboard	Campaigns Report Key Metrics Summary Report Visits Trend Report	Campaigns Report: use Marketing Report Pack Key Metrics Summary Report: use Marketing Reporting Pack Visits Trend Report: select Standard Reports check box
Product Performance Dashboard	Products Report	Commerce Report Pack
Key Metrics Performance Dashboard	Key Metrics Summary Report Visits Trend Report	Key Metrics Summary Report: use Site Design and Performance or Marketing Report Pack Visits Trend Report: select Standard Reports check box

Creating a New Profile with Performance Dashboards

To enable Performance Dashboards, use the Profile Wizard to create a profile with the following settings:

1. In the Profile Class dialog, select a WebTrends Analytics profile with Full-Featured Analysis. Basic Analysis and Stream profiles do not support Performance Dashboards.

2. In the Report Packs dialog, enabling the appropriate Report Packs provides the simplest configuration for enabling the Campaign and Product Performance Dashboards.

   − To use the Campaigns Performance Dashboard, enable the Marketing Report Pack.

   − To use the Products Performance Dashboard, enable the Commerce Report Pack. Enabling these report packs enables the underlying reports for the Performance Dashboard.

   − To enable the Key Metrics Performance Dashboard, enable either the Site Design and Performance Report Pack or the Marketing Report Pack and select the **Include Standard Reports** check box.

3. Finish configuring the profile with no further special configuration.

Note

You should also make sure you are using a template, such as the Complete View v8 template, that includes the Performance Dashboards you want to use and their underlying reports. To add the Performance Dashboards and their underlying reports to your own template, see Steps 7-13 in "Adding Performance Dashboards to an Existing Profile" on page 128,

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Adding Performance Dashboards to an Existing Profile

To add Performance Dashboards to an existing profile:

1. Edit a WebTrends Analytics standard profile with Full-Featured Analysis. Basic Analysis and Stream profiles do not support Performance Dashboards.

2. Click **Advanced** > **Reports**. Select the underlying reports for the Performance Dashboard(s) you want to enable. See the table in "Enabling Performance Dashboards" on page 126 for a quick reference to the reports for each dashboard.

3. Click **Reports** > **Report Templates**.

4. If you want to use an existing template, such as the Complete View v8.0 template (which includes all Performance Dashboards by default), select the check box for that template.

5. Save the profile.

6. In the left pane, click **Web Analysis > Report Designer > Templates**.

7. *If you selected an existing template in Step 5*, edit it and click the **Content** dialog. Check to ensure that it includes the underlying reports you selected in Step 3.

8. *If you want to create a new template*, click **New** and follow the steps in the Template Wizard. Use the Content dialog to complete Step 10.

9. *If your template does not already include the Performance Dashboards you want to include as well as the underlying report(s) you selected in Step 3*, navigate to the place you want to add each report or Dashboard and click **Add Report**.

   – *If you want to add a Performance Dashboard*, select **Performance Dashboards Library** from the Add Items From Available list and then select the check box for each Performance Dashboard you want to add to the template. Click **Done**.

   – *If you want to add an underlying report for a dashboard*, select **Custom Reports Library** in the Add Items From Available list and select the check box for each underlying report. Click **Done**.

10. Save the template.

11. *If you created a new template*, edit the profile again and repeat Steps 4-6.

Using Drilldown Reports

If you want to create reports that track sub-items within a primary category of data, you can do so by creating a drilldown dimension and including it in a custom report. With custom drilldown, report users can start at a general level of data and drill down to reach more specific layers. For example, if you create a report that provides information on the electronic equipment purchased from your site, users may want to see information about popular brands of electronics as well as learning which models of computers, televisions, and DVD players customers purchased. By including multiple dimensions within a single drilldown dimension, you can provide this information.

To use drilldown data, create a custom dimension, select **Custom Drilldown** in the Based On dialog, and create a list of the dimensions you want to make available in the drilldown. Custom drilldowns are limited to hit-based dimensions based on query or cookie parameters. For more detailed configuration information, see the Help for creating dimensions.

Drilldown reports have the potential to generate very large amounts of data and use a great deal of memory, so you should carefully consider how many unique combinations you could be generating when you combine dimensions in a drilldown report. For more information, see Chapter 23, "Optimizing Reports Using Table Limiting" on page 189.

Using Drilldown Data with GeoTrends

If you have installed GeoTrends, you can include geographical Drilldown data in a custom report by selecting the preconfigured Geographic Drilldown dimension as a Primary or Secondary Dimension. GeoTrends data allows you to drill down from the country level to the province, state, or city level.

Using Campaigns and Products Drilldowns

Campaigns and Products drilldown reports can provide powerful information for marketing and commerce analysis. They rely on specialized, preconfigured translation files that provide external information about campaigns or products. For example, Campaigns reports can provide hierarchically organized information about campaign demand channels, marketing activities, and creatives. Product reports can provide information about product families and categories. This information is linked to a campaign ID passed in the `WT.mc_id` parameter (for campaigns reports) or a product ID code passed in the `WT.pn_sku` parameter (for Products reports).

If you use WebTrends software, you can easily modify these translation files to use the data for your organization. If you use WebTrends On Demand, contact WebTrends Technical Support for information about uploading a translation file.

Note

For detailed information about setting up and using campaign reporting, see *How Do I Measure Campaign Success?*, available on the WebTrends Customer Center.

Setting Up Campaigns and Products Reporting

To set up campaign drilldown reports:

1. Tag your site or URL with the `WT.mc_id` parameter and any other parameters you want to use to collect information. If you have not already set up your site with the correct parameters for collecting order and revenue information, for example, you may also want to add these parameters for the most complete reporting.

2. Enable Visitor History for each profile you use to track campaigns. You should select the **Enable Visitor History** check box and the **Campaign History** check box.

3. Navigate to the following directory:

    installation directory\storage\config\wtm_wtx\datfiles\datasources

    and customize the `campaigns.csv` file with your own campaign information. For more information, see "Customizing Campaigns and Products Translation Files" on page 130. If you use WebTrends On Demand, contact WebTrends Technical Support for information about uploading a translation file.

4. *If you want to change the levels shown in campaign drilldown reports*, copy and modify the Most Recent Campaign (drilldown) dimension. Then copy and modify any reports that use the Most Recent Campaign (drilldown) dimension so that they use the new version of this dimension. Then modify your templates and profiles so that they use the new version of the report(s).

    Preconfigured custom reports that rely on this drilldown dimension include:

    – Campaigns
    – Campaigns by Countries
    – Campaigns by DMA
    – Campaigns by Lifetime Value
    – Campaigns by MSA

- Campaigns by New vs. Repeat Buyers
- Campaigns by New vs. Returning Visitors
- Campaigns by Regions
- Campaigns by Time
- Email Campaigns

To set up product drilldown reports:

1. Tag your site or URL with the `WT.pn_sku` parameter and any other parameters you want to use to collect information.

2. Enable Visitor History for each profile you use to track products. You should select the **Enable Visitor History** check box and the **Purchase History** check box.

3. Navigate to the following directory:

    installation directory`\storage\config\wtm_wtx\datfiles\datasources`

   and customize the `products.csv` file with your own product information. For more information, see "Customizing Campaigns and Products Translation Files" on page 130. If you use WebTrends On Demand, contact WebTrends Technical Support for information about uploading a translation file.

4. *If you want to change the levels shown in campaign drilldown reports*, copy and modify the Product (Drilldown) dimension. Then copy and modify any reports that use the Product (Drilldown) dimension so that they use the new version of this dimension. Then modify your templates and profiles so that they use the new version of the report(s).

   Preconfigured custom reports that rely on the Product (Drilldown) dimension include:

   - Products
   - Products by Country
   - Products by Creative Types
   - Products by Creatives
   - Products by Demand Channels
   - Products by DMA
   - Products by Manufacturers
   - Products by Marketing Activities
   - Products by Marketing Programs
   - Products by MSA
   - Products by New vs. Repeat Buyers
   - Products by New vs. Returning Visitors
   - Products by Offers
   - Products by Partners
   - Products by Region
   - Products by Search Engines
   - Products by State/Province
   - Products by Suppliers

Customizing Campaigns and Products Translation Files

When modifying the `campaigns.csv` or `products.csv` translation files to use your own data, use the guidelines described in the following steps. We recommend modifying these translation files as described below, rather than creating new ones, but if you do need to create more than one version of `products.csv` or `campaigns.csv`, copy the original file and preserve the original column structure as described in Step 3.

It is technically possible to create campaigns and products drilldown reports based on a translation file that uses different number of dimension columns or a different order of dimensions than those used in the default CSV files. However, with this method, translation occurs once for each corresponding dimension in each report, rather than only once during Visitor History processing. The number of lookups required to create the drilldowns is thus much larger, and increases dramatically with any increase in the number of drilldown reports or in the size of the translation file. Because of the potential performance and scalability problems associated with these extra lookups, we recommend using only the methods described in this document to modify the campaigns and products translation files.

To customize a product or campaign translation file:

1. Create a backup copy of the `.csv` file and rename it.

2. Edit the `.csv` file. The simplest way to edit the file is to replace the information in each column with information from your Web site. For example, in the `products.csv` file, replace the entries in the Product SKU column with the product codes you will pass using the `WT.pn_sku` parameter, and replace the entries in the Family column with the name of the product family each product belongs to.

3. If you want to remove dimensions from the analysis, delete any dimensions in the heading row that you do not want to include in your reports. For example, if you want to eliminate the Marketing Activity, Marketing Program, Partner, and Placement dimensions in the `campaigns.csv` file, edit the standard heading row:

    ```
    CampaignID,Description,Creative,Creative Type,Demand Channel,Marketing
    Activity,Marketing Program,Offer,Partner,Placement
    ```

    so it reads as follows:

    ```
    CampaignID,Description,Creative,Creative Type,Demand Channel,,,Offer,,
    ```

Warning

Do not delete any of the commas that delimit the fields. Do not re-order the columns in the file. Deleting the comma delimiters or re-ordering the fields will result in an incomplete analysis or inaccurate data

---

Using Multiple Translation Files for Campaigns and Products

By default, all profiles point to the same campaigns and products translation files. This can be an issue if you have more than one profile with different translation needs. To specify translation files per profile, complete the following steps:

1. Open `wtm_wtx.ini` in a text editor. By default, it is stored in the following directory:

    WebTrends Installation Directory\storage\config\wtm_wtx.

2. Copy the text from `[wtt]` to the end of the `[wtt2]` section.

3. Open the file for the profile that uses the translation file in a text editor and paste in the copied text. By default, profile files are stored in the
    WebTrends Installation Directory\storage\config\wtm_wtx\datfiles
    \profiles directory and have a .wlp extension.

    The profile file name is listed in the General dialog for the profile. For example, if the file name for your profile is `owVSmUxuvL5`, it is listed in the profiles directory as `owVSmUxuvL5.wlp`.

4. In the profile file, directly under [wtt] add the following line:

    ```
    overrideglobal = 1
    ```

to tell WebTrends to use the translation file you specify for this profile.

5. Under [wtt1], locate the `filename` option and replace the file name `campaigns.csv` (or `products.csv` if it is a products translation file) with the name of the translation file to be used with this profile.

6. Put the translation file specified in step 5 in the `.\wtm_wtx\datfiles\datasources` directory.

7. Repeat steps 1—6 for every profile using a translation file.

Understanding Calculated Measures in Analytics Reports

Calculated measures are formulas you create from existing measures to compute business specific values for dimensions.For example, business values might include evaluating the effectiveness of your web site, evaluating purchase rates, or identifying products not purchased. Calculated measures formulas that you create are shown as a column in an analytics report table. Once you define a formula in the New Calculated Measure dialog, WebTrends uses this formula to compute values in the Calculated Measures column of an Analytics Report table.

You can add a calculated measure when you create or edit custom reports in Administration. For more information about creating a calculated measure from a new custom report, see "Adding a Calculated Measure to a New Custom Report" on page 132.

You can also access the Calculated Measures dialog and add a calculate measure to an analytics report from existing and bookmarked reports in Analytics Reports. For more information about creating a calculated measure from an existing or bookmarked report, see "Using Calculated Measures in Analytics Reports" in the *Analytics Reports User's Guide.*

Adding a Calculated Measure to a New Custom Report

When you create or edit a new custom report, you have the option to add a calculated measure that will show up as a column in the analytics report.

To create a calculated measure from a new custom report:

1. From Administration, create a new custom report or edit an existing custom report. For more information, see "How to Set up Custom Reports" on page 124.

2. If you are creating a new custom report, proceed to the Measures dialog. If you are editing an existing custom report, click **Measures**.

3. Click **New** in the Measure dialog.

4. Click **Calculated Measure** on the New menu.

5. In the right pane of the Edit Calculated Measures dialog, drag and drop a combination of measures and values to make up a formula.

6. Click **Save**.

7. Select the filter you want to apply to the current report.

8. Click **Next**.

9. Click **Apply**.

When you create a custom report, you also need to add the report to the report template so you have access to it from Analytics Reports.

To add a report to the report template:

1. From Administration, click **Report Designer**, **Templates**.

2. Click **Content**.

3. Click **Add Report**.

4. Select **Custom Report Library** from the Add Items From Available list.

5. From the list of items, select the new custom reports that you want used in Analytics Reports.

6. Click **Done**.

7. Click **Save** in the Edit Template dialog.

Note

Make sure the profile you want to use to view reports uses the report template you edit to include your new custom report.

Understanding the Effects of Changing Custom Reports

WebTrends Analytics gives you the flexibility to change settings for existing custom reports, even after your data is analyzed. Because WebTrends Analytics provides aggregate data, historical data might not be compatible with your changes, requiring WebTrends Analytics to delete the historical report data. In such cases, you are cautioned before saving your changes.

About Changes to Custom Report Settings

The following types of changes to reports require WebTrends Analytics to delete your historical data:

- Changing a dimension or measure
- Adding a dimension or measure
- Changing a dimension method
- Changing dimension settings

About Changes to Dimension Settings

The following types of changes to custom report dimension settings require WebTrends Analytics to delete historical report data:

- Changing the **Value to Base On** setting in the Based On dialog.
- Changing the **When** setting in the When to Collect Data dialog.

About Changes to Measure Settings

The following types of changes to custom report measure settings require WebTrends Analytics to delete historical report data:

- Changing the **Value to Base On** setting in the What to Measure dialog.

- Changing the **When** setting in the When to Measure dialog.

Reordering Columns in Analytics Report Tables

You can reorder columns that display in an Analytics report table by using the Template Editor.

To access the template editor:

1. From Administrating, click **Web Analysis**, **Report Designer**, **Templates**.

2. Select the template your reports use.

3. Click **Content**.

Chapter 14
Using Lookup Tables for Analytics Reports

Lookup tables provide WebTrends with information it can use to report on your web data more meaningfully. Most lookup tables are comma-separated value (CSV) files, text files, or databases. For example, you can use a simple CSV file with two columns to replace long product or item codes with more readable text equivalents. Instead of a long SKU number, WebTrends can use the information in the lookup table to report the equivalent product name. WebTrends also uses more complex, preconfigured lookup tables to create the Campaigns and Products drilldown reports. These reports show a hierarchical data structure that allows you to drill down from more general levels of data to highly specific ones.

This chapter describes some common uses for lookup tables, explains their format, and provides information about the uses and limitations of each type of lookup table.

Notes
- To specify a lookup table for a custom report, you need to use the Advanced settings when configuring a dimension or measure. Using Advanced settings requires the Custom Reports in Advanced Mode user right.

- Lookup tables are not available for WebTrends Analytics On Demand Small Business.

When Can I Use a Lookup Table?

Many preconfigured reports use lookup tables by default. If you are licensed to create and edit custom reports, you can assign a standard lookup table to any dimension or measure when creating or editing a custom report. The Campaigns and Products drilldown reports also rely on specialized drilldown lookup tables. You can also assign a lookup table when creating URL Parameter Analysis definitions. Finally, you can use lookup tables in SmartReports by adding them as external data sources within Microsoft Excel. For more information about using lookup tables with SmartReports, see the SmartReports Help.

Note
You cannot use lookup tables to translate values for Express Analysis reports. WebTrends displays the untranslated values when you view Express Analysis data.

Who Can Use Lookup Tables?

If you use WebTrends software, you can create and modify lookup tables locally. If you use WebTrends On Demand, you should contact WebTrends Support to have your lookup tables uploaded and implemented.

To create, copy, and modify custom reports, including assigning lookup tables, you need to license custom reporting. However, WebTrends software allows you to modify preconfigured lookup tables such as the Campaigns and Products lookup tables.

Understanding Standard Lookup Tables

Standard lookup tables are typically used to help make custom reports and URL Parameter Analysis reports more readable and concise. If the information captured during analysis includes long or unintelligible strings that are not immediately readable to report users, you can provide a lookup table to translate this information into a readable form. This can help reduce the size of the report and makes the information easier to review. You can specify a CSV file, a text file, or (for custom reports only) an Oracle or SQL database.

There are some small differences in the way WebTrends processes lookup tables for custom reports and for URL Parameter Analysis. The following sections provide more detailed information about how each type of translation works.

Lookup Tables for Custom Reports

When you assign a standard lookup table in a custom report, you can specify a key column and a value column. The key column contains the data shown in the web activity data file. The value column contains the data you want to display in the report. Because you can specify key and value columns, you can use a lookup table with any number of columns, and you can use the same lookup table for different reports by identifying different columns as keys and values.

Custom reports support commas, spaces, and tabs as column delimiters in lookup tables. If a value in your custom report lookup table contains an internal delimiter, you can enclose the entire column value in quotes. However, you should not use quotes within a translation value.

Warning

A forward slash inside a translation value causes translation to fail. To use values that include forward slashes, such as dates in the form dd/mm/yyyy, enclose the entire value in quotes.

For example, the following table shows how WebTrends parses a lookup table where a value contains an internal delimiter. This example assumes that the file uses commas as the delimiter.

Lookup Table Key Column	Lookup Table Value Column	Translated Value
1234	news, foreign	news
1234	"news, foreign"	news, foreign

If you are using commas as a delimiter and a value column contains the value news, foreign, WebTrends processes the content after the comma as an additional column and interprets the value as news. To return the correct value of news, foreign, make sure the value in the lookup table is "news, foreign".

URL query parameters are translated after any hex encoded strings have been decoded. For example, the encoded value "xxx%20yyy" is decoded to "xxx yyy" before the translation lookup occurs.

You can assign a lookup table to a custom report in either of the following locations:

- In the Based On dialog when you are editing a custom report dimension. Lookup table functionality is only displayed in this dialog when you click **Advanced** and select the **Translate Substring Retrieved Above** check box. For more information about configuring these settings, see the Custom Reports Help in WebTrends Administration.

- In the What to Measure dialog when you are editing a custom report measure. For more information about configuring these settings, see the Custom Reports Help in WebTrends Administration.

Lookup Tables for URL Parameter Analysis

You can also specify a standard lookup table in the URL Parameter Analysis settings. For more information about configuring these settings, see the Help for URL Parameter Analysis.

Lookup tables must be text files with two columns and use commas, equals signs (=), or tabs as a delimiter. The key column is always the first column from the left, and the value column is the second column. URL Parameter Analysis does not support lookup table databases.

WebTrends interprets the characters before the first delimiter (comma or tab) as the key column, and all the characters after the first delimiter as part of the value column. This means that all characters after the first column are interpreted as part of the translated value, including additional delimiters and quotation marks. Quotation marks are not removed in report output. For example, if the value column contains the value `news,foreign`, as described in the example for custom report translation, WebTrends processes all the content after the comma as part of the value. The following table shows how WebTrends processes a lookup table where a value contains an internal delimiter.

Lookup Table Key Column	Lookup Table Value Column	Additional Data Column	Translated Value
1234	`news,foreign`	none	`news,foreign`
1234	`"news,foreign"`	none	`"news,foreign"`
1234	`news,foreign`	`$25,000`	news,foreign$25,000

If there are only two columns, WebTrends returns the value correctly as `news,foreign`. Any quotes enclosing the value are also returned in the report data. However, if the file contains any additional data in the same row, WebTrends interprets it as part of the value column and adds it to the translated string. As shown in the example, if the value column is followed by a comma-delimited column containing information about ad revenue, WebTrends returns a nonsensical value like `news,foreign,$25,000`.

Lookup Tables for Drilldowns

The `campaigns.csv` and `products.csv` lookup tables determine how WebTrends creates drilldown reports for marketing campaigns and product merchandising. WebTrends uses the information in these lookup tables to provide data linked to either a product SKU number (passed in the `WT.pn_sku` query parameter) or a Campaign ID (passed in the `WT.mc_id` query parameter). The information provided in this parameter should be the same as the key column of the lookup table. The value columns provide the information for additional columns in the reports. You can modify the values in the lookup tables to reflect data for your web site, but you must maintain the order and the naming scheme for the columns in the lookup table. The drilldown lookup tables, `products.csv` and `campaigns.csv`, are located in the following directory:

WebTrends installation directory\storage\config\wtm_wtx\datfiles\datasources

For more information about using the drilldown lookup tables to create Campaigns and Products drilldown reports, see Chapter 13, "Using Custom Reports" on page 121.

Using Lookup Tables with SmartReports

If you want to use external data files with your WebTrends Analytics reports in more complex ways, consider exporting the report to a WebTrends SmartReport. SmartReports leverages Microsoft Excel PivotTable functionality, giving you complete control over your WebTrends report data. For example, you can use a SmartReport to import demographic information about visitors and correlate it with WebTrends Visitor History data. For more information about adding external data to SmartReports, see the *SmartReports User's Guide*.

Chapter 15
Setting Up SmartView Reporting

WebTrends SmartView allows you to evaluate the most important pages on your web site by a number of metrics that WebTrends Analytics tracks. Before you can use SmartView, a WebTrends administrator must create a WebTrends Analytics profile so that it understands your web site and generates reports properly for SmartView. After you complete these steps, users can install SmartView on their computers and view their reports. For more information about installing and using SmartView and the type of data that SmartView tracks, see "Installing and Using SmartView" in the *SmartView User's Guide*.

Getting Started

WebTrends provides two ways to track web site activity for SmartView:

If your organization has traffic that is typical for an enterprise-level site, you can use the procedures described in "Creating a Profile for Basic SmartView Reports" or "Creating an Advanced SmartView Profile" on page 15. Most organizations use this method of tracking page data for SmartView.

If you use WebTrends On Demand or SmartSource Data Collector and your organization has an exceptionally large site, consider using the JavaScript tag to collect data for SmartView. For more information, see "Giving Users Access to SmartView" on page 17.

Creating a Profile for Basic SmartView Reports

Basic SmartView shows link data for all visitors. If you want a report that shows segments of visitors and you use Advanced SmartView, create an Advanced SmartView profile. For more information, see "Creating an Advanced SmartView Profile" on page 15.

To create a Basic SmartView Profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Click **New**.

3. In the **Profile Name** text box, type a unique name to identify the profile.

4. In the **Web Site Domain Name** text box, type the URL of your web site.

5. Select the **Advanced profile options** check box, and click **Next**.

6. In the Profile Class dialog, click **Standard (Full-Featured Analysis)** as the type, and click **Next**.

7. Continue to follow the steps in the New Profile wizard. For more information on the settings in each dialog, see the Administration Help.

8. When you get to the Report Packs dialog, make sure the **Include standard reports** check box is selected.

9. When you get to the SmartView dialog, select the **Enable Basic SmartView Reporting** check box.

10. Specify the domain of your web site and click Next. Typically, you specify the same domain you specified in the Home dialog. If your site includes more than one subdomain, specify the domain name that encompasses all of them. For example, `yahoo.com` is a domain name, while `mail.yahoo.com` is a subdomain.

As a best practice, select **Use the following domain(s)** and type the domains in the text box provided, such as `mysite.com`. Separate multiple sites with a space.

11. When you get to the Summary dialog, click **Additional Settings**.

12. Click **Analysis > Page File Types**.

13. Click **Use page file type definitions listed below**.

14. *If Page File Types settings have been globally configured*, click **Import Global List**.

   a. Edit each definition indicated in the Truncate Query Strings column as Yes.

   b. Make sure **Show query string in reports** is selected.

15. *Otherwise*, click **Add File Type**.

   a. In the **File Extension** text box, type the extension of a file type that your web site uses.

   b. Leave **Show query string in reports** selected.

   c. Add all the file types that your web site uses.

   d. Click **Done**.

16. *If you are using the software version of WebTrends*, click **Analysis > Table Sizes** and specify the limit for **Single Level Paths, Forward**. *If you use WebTrends On Demand*, **click Analysis > Table Sizes** and view the limit for **Single Level Paths, Forward**. You can contact Support if you want to request a change to this setting.

Use the following guidelines:

   – If your web site has fewer than 1000 unique pages, set the limit to 50000.
   – If your web site has fewer than 10000 unique pages, set the limit to 100000.
   – If your web site has fewer than 50000 unique pages, set the limit to 500000.

17. Click **Reports > Report Periods**. As a best practice, configure the **Report Periods and Storage** settings for one of the following period sets:

   – Daily and weekly data
   – Daily and monthly data
   – Daily data only.

For more information, see "Adjusting Report Period Settings" on page 24.

18. Click **Reports > Report Templates** and select a template that contains the following reports:

   – Pages
   – Entry page
   – Exit pages
   – Single-page visits
   – Single-level paths, forward
   – Single-level paths, reverse

WebTrends Analytics uses these reports that to populate your SmartView reports. You can confirm which reports a template contains by selecting **Web Analysis > Report Designer > Templates**.

19. Click **Administration > Profile Access** and make sure that users who need this profile are listed and that you give them at least **View** profile and **View Report** rights.

20. Click **Analysis** > **Session Tracking** and make sure the tracking method selected for this profile includes one or more of the alternate methods (**Auth, URL, Param**, or **Cookie**). SmartView requires a method other than the IP Address and agent combination to track routes through your site. This data is needed for the Single Level Paths in the **Pages** dialog.

21. Click **Advanced > URL Rebuilding**. Select the URL Rebuilding definition that identifies the unique pages on your web site. For more information about URL Rebuilding, see "Preparing Dynamic Site Data for SmartView" on page 23.

22. Click **Save**. After WebTrends analyzes the profile, you can view your reports in SmartView.

Creating an Advanced SmartView Profile

With Advanced SmartView, you can add segmentation data to your SmartView reports. Advanced SmartView is an Add-On feature for WebTrends Analytics.

To create an Advanced SmartView profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Click **New**.

3. In the **Profile Name** text box, type a unique name to identify the profile.

4. In the **Web Site Domain Name** text box, type the URL of your web site.

5. Select the **Advanced profile options** check box.

6. *If you are using the software version of WebTrends*, select **Web Server** as the content to be analyzed.

7. Select **Advanced SmartView** as the type and click **Next**.

8. Continue to follow the steps in the New Profile wizard. For more information on the settings in each dialog, see the Administration Help.

9. When you get to the SmartView dialog, specify the domain of your web site. Typically, you specify the same domain you specified in the Home dialog. If your site includes more than one subdomain, specify the domain name that encompasses them. For example, yahoo.com is a domain name, while mail.yahoo.com is a subdomain.

   As a best practice, select **Use the following domain(s)** and type the domains in the text box provided, such as mysite.com. Separate multiple sites with a space and click **Next**.

10. *If you are using the software version of WebTrends*, in **Page File Types**, click **Use page file type definitions listed below**.

    – *If Page File Types settings have been globally configured*, click **Import Global List**. Edit each definition indicated in the Truncate Query Strings column as Yes, and click **Show query string in reports**.

    – *If Page File Types settings have not been configured*, click **New** to specify the pages included in the WebTrends reports that are the foundation for SmartView reports. For more information, see "Configuring Page File Types for SmartView" on page 16.

11. In **URL Rebuilding**, select your URL Rebuilding definition that identifies the unique pages on your web site. For more information about URL Rebuilding, see "Preparing Dynamic Site Data for SmartView" on page 23.

12. In **Session Tracking**, make sure the tracking method selected for this profile includes one or more of the alternate methods, (**Auth, URL, Param, or Cookie)**. SmartView requires a method other than the IP Address and agent combination to track routes through your site. This data is needed for the Single Level Paths report in the **Pages** dialog.

13. Continue to follow the steps in the profile wizard. When the Summary dialog is displayed, click **Additional Settings**.

14. Click **Reports** > **Report Periods**. As a best practice, configure the **Report Periods and Storage** settings for one of the following period sets:

   – Daily

   – Daily and Weekly

   – Daily and Monthly.

   For more information about report periods, see .

15. Click **Administration** > **Profile Access** and make sure users who need this profile are listed and that you give them at least **View** profile and **View Report** rights.

16. Click **Save**. After WebTrends analyzes the profile, you can view your reports in SmartView.

Configuring Page File Types for SmartView

If you are creating profile to use with SmartView and your web site is created using dynamic pages, Page File Types definitions determine which pages are included in the reports that SmartView uses. Use the Page File Types dialog to specify the file extensions that identify pages on your Web site. For example, if your Web site is made up of mostly ASPX pages, the Page File Types definitions you use in your SmartView profile should include an ASPX definition. You should also configure your Page File Types definitions to show query string in reports. The Show query strings in reports setting is required in order for WebTrends report data to match the URLs on your Web site, making SmartView reports more meaningful.

If your global page file types definitions use the Show query string in reports setting, you can use the globally defined list. Otherwise, create your own list of page file types for your SmartView profile as described in the following procedure.

To specify page file types for SmartView:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

1. Mouse over a profile and click **Edit** from the Action menu.

2. Click **Analysis** > **Page File Types**.

3. Click **Use page file types listed below**.

4. Click **New**.

5. Type an extension that identifies one of the your web site uses in the **File Extension** text box, such as aspx.

6. Click **Show query string in reports** and click **Done**.

7. Add all the file type extensions that identify pages on your web site.

Giving Users Access to SmartView

The installation for SmartView is available to users if you give them SmartView access. Users also need rights to view at least the SmartView-enabled profile, and rights to view reports. Use the **Users** dialog to assign these rights globally as described in the following procedure or you assign them in only the profiles you choose.

To give users access to SmartView:

1. In the left pane, click **Administration > Application Settings > Users**.

2. Add or edit a user.

3. In the User Rights dialog, select the **SmartView** check box to allow the user to install SmartView.

4. *If you want to give the user rights to view all profiles and reports*, select the **View** check box for the Profiles and Reports components.

5. *Otherwise*, give the user access on a profile basis. For more information, see "Creating a Profile for Basic SmartView Reports" on page 13.

Configuring SmartView Using JavaScript Tags

If you use WebTrends On Demand or SmartSource Data Collector and you have a Custom Reports Pack, you can configure your WebTrends JavaScript tag to track pages for SmartView. With SmartView page tracking enabled in the tag, and a META tag on the pages you want SmartView to track, you can identify the pages that you want to make available in your SmartView reports. To report on SmartView-tagged pages, you create a SmartView-compatible custom report that uses filters to report on only SmartView-tagged pages.

Profile analysis table limits and report table limits determine the amount data available in SmartView. Although tagging pages for SmartView transition tracking increases the likelihood that SmartView shows data for the pages you have tagged, these pages are still subject to the analysis and report table limits. Therefore, it is possible that some pages tagged for SmartView tracking may not be available in the SmartView report if limits are met. For more information about these limits, see "SmartView Best Practices and Troubleshooting" in the *SmartView User's Guide*.

Consider using the JavaScript tag to track SmartView pages if your organization:

- Has a large, high-traffic site
- Has a site that is updated frequently or is highly dynamic
- Wants to be sure that SmartView reports include a specific set of pages

SmartView Page Tracking Parameters

If you tag your site for SmartView page transition tracking, WebTrends On Demand or SmartSource Data Collector generates query parameters that you can use in custom report filters so that your reports show link data for only SmartView-tagged pages. You can create a filter that uses either or both of these query parameters.

Unlike some WebTrends query parameters, you should not use these query parameters to tag your web site.

Query Parameter	Description
WT.tsp	Identifies transition source pages. When the JavaScript tag creates and passes this parameter, WebTrends tracks the transition from the source page to the next pages visited. You use this parameter in a custom report filter to focus the report on only page transition pages.
WT.ttp	Identifies transition target pages. When the JavaScript tag creates and passes this parameter, WebTrends tracks the transition from the previous page to the target page. You use this parameter in a custom report filter to focus the report on only page transition pages.

Setting Up SmartView Page Tracking

Setting up SmartView page tracking involves:

- Enabling SmartView page transition tracking in the JavaScript tag
- Enabling SmartView filters in a SmartView-compatible custom report
- Creating an Advanced SmartView profile
- Tagging your web site with the SmartView page transition META tag

To set up SmartView page tracking:

1. Add or edit your SmartSource data source.

   a. In the left pane, click **Administration > Application Settings > Data Sources**.

   a. In the SmartSource Data Collector dialog, click **Tracking**.

   b. Select the **Enable SmartView Page Transition Tracking** check box.

   c. Click **Generate tag**.

   d. Save the JavaScript tag. You will implement the tag on your web site after you set up your profile and report. For more information, search for "Implementing the JavaScript Tag on Your Web Pages" in Administration Help.

2. Assign the SmartView custom report filters to the SmartView-compatible links reports you plan to use.

   a. In the left pane, click **Web Analysis > Report Configuration > Custom Reports > Reports**.

   b. You can copy a preconfigured links report or create a new links report. For more information about creating a custom report, see "Creating Custom Reports for SmartView" on page 21.

   c. In the **Filters** dialog, select the **Include** check box for the SmartView Transition Source Page filter and the SmartView Transition Target Page filter.

   d. Click **Save**.

3. Create an Advanced SmartView profile. For more information, see "Creating an Advanced SmartView Profile" on page 15.

   a. Make sure that your modified links reports are enabled in your profile.

   b. Click **Advanced** > **Reports**.

c. Select the **Enabled** check box to enable your modified link reports. Makes sure that you clear the **Enabled** check box for all link reports that do not use your SmartView filters.

4. Tag your web site with your JavaScript tag and the following META tag:

`<META NAME="SmartView_Page" CONTENT="1">`

Add the META tag to the HEAD section of each web page that you want to track for SmartView. As a best practice, you should only tag a subset of pages for best performance and greater chances of having the pages that you tag available in your SmartView report.

Note

If you later decide that you do not want to track a page for SmartView but want to preserve the tag for future use, edit the META tag and set the CONTENT value to 2. Otherwise, you can remove the tag from the page, and it is no longer tracked for SmartView.

Adding Scenarios and Custom Segments to SmartView

Creating Scenarios for SmartView

You can report on well-known paths through your site, such as shopping cart checkout steps, using Scenario Analysis. Reporting on Scenario Analysis in SmartView requires Custom Reporting.

Note

SmartView does not recognize Scenarios that are automatically configured by placing SmartSource tags on your web site. Instead, specify the URLs for each step in the well-known path as described in the following procedure.

Creating Scenario Analysis Definitions

You can configure Scenario Analysis either by specifying URLs associated with the scenario or specifying SmartSource tags. If you use WebTrends software without SmartSource Data Collector, you define each step by specifying the URL that identifies it. If your web site uses dynamic pages, you also specify the parameters associated with the page requests.

Alternatively, we recommend that if you are using WebTrends On Demand or WebTrends software with SmartSource Data Collector, you use SmartSource tags to configure your Scenario Analysis definition. In WebTrends Administration, create a Scenario Analysis definition that specifies the SmartSource tags you included in your web pages. If you use this method, you do not need to specify the URLs of the pages. After you create a Scenario Analysis definition, place SmartSource tags on each page of a step that you want to track. These tags indicate the Scenario Analysis name and include information about either the step name or the step number.

To create Scenarios for SmartView:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Scenario Analysis**.

2. Click **New**.

3. Type a unique name that identifies this scenario in the list of Scenario Analysis definitions in the **Name** text box.

4. *If you want to use SmartSource tags to configure your web site for Scenario Analysis*, type the value of the WT.si_n parameter in the **SmartSource Identification String** text box. WebTrends identifies the web pages having this value with this Scenario Analysis definition. *Otherwise*, leave this text box blank.

5. Type an informative description for the Scenario in the **Short Description** text box.

6. Provide explanatory information for report users in the **Help Card** text box.

7. *If you want WebTrends to use only SmartSource tags to identify scenarios*, select the **Use SmartSource tags exclusively** check box.

8. *If you want WebTrends to identify scenarios by the URLs that you specify (either as the primary method or as an alternative to SmartSource tags)*, clear the **Use SmartSource tags exclusively** check box.

9. Click **Add** to configure each step in the Scenario.

   a. Type a unique name for the step in the **Name** text box. The name identifies the step in the WebTrends user interface.

   b. Type the WebTrends query parameter that identifies the step in the **SmartSource Identification String** text box. To identify the step by name, use the value of the WT.si_p parameter. For example, specify CartView. To identify the step by position, specify the value of the WT.si_x parameter.

   c. After you configure all the steps for this scenario, arrange the steps in the **Ordered List of Steps** list box to specify each step's position.

      For more information about these query parameters, see "Implementing Scenario Analysis Smart-Source Tags" on page 21.

   d. Type a name that identifies the step in reports in the **Report Name** text box.

   e. Provide explanatory information for this step in the **Help Card** text box. This information is included in the Help Card section of the report.

   f. Click **Next**.

   g. *If you selected the Use SmartSource tags exclusively check box*, do not specify settings in the **When to Measure** dialog. *Otherwise*, type the URL of the page to track for this step in the **Page Expression** text box. WebTrends looks for SmartSource data first, and if there is none, it identifies scenario data using the URLs you specify in the **Page Expression** text box.

   h. *If you want to treat the Page Expression as a regular expression*, select the **Regular Expression** check box. Otherwise, leave the check box clear.

   i. Click **New URL Parameter** to specify the parameters that define this step. For more information about configuring URL parameters, see Help for each dialog.

   j. Click **Save**.

10. Repeat step 9 for each step in your Scenario.

11. Use the arrows in the **Ordered List of Steps** list box to arrange the steps in the order that visitors encounter them.

To add your Scenario to a custom report:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Custom Reports > Reports**.

2. Select **New**.

3. In the General dialog, select **SmartView Compatible Custom Report** and select **Link Segment Report**. Click **Next**.

4. Under **Segment Dimension**, select your Scenario Analysis definition. Click **Next**.

5. In the Measures dialog, select one of the Scenario steps from the **Column 1** list.

6. Click **Add Measure** and select another Scenario step from the **Column 2** list. Continue adding all the steps in your Scenario Analysis definition as measures. If you do not specify all the steps as measures, the Scenario Analysis graph is not included in the link pop-up window.

7. Continuing creating your custom report. For more information about the settings in each dialog, see the Help.

Implementing Scenario Analysis SmartSource Tags

If you are using SmartSource tags to configure Scenario Analysis, tag the web pages that you want to track using the query parameters described in this section.

Tag your site using the parameters and values you specified in your Scenario Analysis definition.

WT.si_n
> WebTrends uses this parameter to identify the Scenario Analysis definition a web page is associated with. This parameter indicates the name of the Scenario Analysis definition. The maximum length for each name value is 64 characters. The value of this parameter matches the Scenario Analysis **Name** in the WebTrends user interface.

WT.si_p
> One of two ways to identify the steps in the Scenario Analysis definition. This parameter identifies the step using a text-based value. WebTrends matches the value of this parameter with the value in the step **Name** in the WebTrends user interface. If you use this parameter, do not use the WT.si_x parameter.

WT.si_x
> One of two ways to identify the steps in the Scenario Analysis definition. This parameter identifies the step using a numeric value. WebTrends matches the value of this parameter to the order in which the steps are arranged in the Ordered List of Steps list box in the WebTrends user interface. If you use this parameter, do not use the WT.si_p parameter.

Creating Custom Reports for SmartView

With Custom Reporting, you can create additional custom reports for Advanced SmartView that let you analyze your web site using the dimensions and measures most insightful for your purposes.

To create a SmartView-compatible custom report:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Custom Reports > Reports**.

2. Click **New**.

3. Select **SmartView** from the Category list to mark the report as a SmartView report in the Custom Reports list.

4. In the General dialog, select **SmartView Compatible Custom Report**. Select the type of SmartView report you want to create.

   − If you want to create a report that shows link data for all visitors, select **All Visitors Link Report**.

- If you want to create a report that shows link data by the visitor segments you specify, select **Links by Segment Report**.
- If you want to create a report that shows page data for all visitors, select **All Visitors Page Report**.
- If you want to create a report that shows page data by the visitor segment you specify, select **Pages by Segment Report**.
- If you want to create a report that includes a Scenario Analysis definition, select **Links by Segment Report**.

Click **Next**.

5. In the Dimensions dialog, specify settings for the focus of the report.

6. In the Measures dialog, specify the aspects of the selected dimension(s) you want included in this report. As a best practice, you should only specify measures that you need in the report.

7. If you are collecting visitor activity for SmartView using the SmartView transition tracking tag, select the **SmartView Transition Source Page** filter and the **SmartView Transition Target Page** filter. For more information, see "Configuring SmartView Using JavaScript Tags" on page 17.

8. To enable these reports, select them in the **Reports** dialog of an Advanced SmartView profile.

For more information, see "Creating Custom Reports" in the *WebTrends Administration User's Guide*.

Fine-Tuning SmartView Data

As your experience with SmartView grows, you may find it necessary to modify some settings that affect the link data available. This section discusses solutions to these issues:

- Tagging your site with the SmartView query parameter if your site has multiple links on a page that go to the same URL.

- Creating a URL Rebuilding definition that properly identifies pages so that SmartView shows accurate link data.

- Adjusting analysis and report limits of any SmartView-compatible custom reports for optimal distribution of link data.

Tagging to Uniquely Identify Links

For SmartView to differentiate multiple links on a web page that all lead to the same URL, use the `WT.svl` query parameter to uniquely identify the links. For example, if you have two links on your home page that both go to the store page, you should use the SmartView query parameter to identify each link.

To use the SmartView query parameter:

1. Place the `WT.svl` parameter on every page where multiple links lead to the same page.

   Assign each link a unique value. For example if three different links on each page go to the same target page, you would assign each link a unique value as shown in the following example:

   ```
   http://www.mydomain.com/?WT.svl=link1
   http://www.mydomain.com/?WT.svl=link2
   http://www.mydomain.com/?WT.svl=link3
   ```

   SmartView uses `WT.svl` to assign the appropriate measure values to individual links.

If you use basic SmartView reporting, you need to enable the Links Measures report in your SmartView-enabled profile.

To enable the Links Measures report:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Mouse over your SmartView-enabled profile and click Edit on the Action menu.

3. Click **Advanced** > **Custom Reports**.

4. Select the **Links Measures** check box.

5. Click **Save**.

Note

Do not include `WT.svl` in your URL Rebuilding definitions. WebTrends automatically recognizes this parameter and uses it only when creating SmartView custom reports. If you include `WT.svl` in a URL Rebuilding definition, non-SmartView reports are affected. If you exclude it in a URL Rebuilding definition, WebTrends will not be able to use it to differentiate links when creating SmartView reports.

Preparing Dynamic Site Data for SmartView

If your web site content is dynamically generated and you do not use SmartSource Data Collector (SDC) or WebTrends On Demand, you need to specify in WebTrends which parameters in URLs identify pages on your site. You specify these parameters by creating a URL Rebuilding definition. The URL Rebuilding definition specifies not only the parameters that matter for identifying pages, but also the parameters in the URL that WebTrends should ignore during processing. For example, WebTrends should ignore `sessionid` or `visitorid` parameters because these unique values make every URL look like a unique page during processing. Also, if your web site has an internal search engine or a knowledge base, exclude the query strings for search engines and knowledge base-related parameters that can quickly fill up the table with unique URLs.

As a best practice, if you have a site with many products, the URL Rebuilding definition that you use for your SmartView profile should only include the parameters for top-level product categories, rather than the individual products. To report on products extensively, you should create a separate standard profile that uses a different URL Rebuilding definition.

Without a properly configured URL Rebuilding definition, SmartView is unable to differentiate links on your site's web pages, resulting in inaccurate link data.

To create a URL Rebuilding definition:

1. In the left pane, click **Administration > Web Analysis** > **Options** > **URL Rebuilding**.

2. Click **New**.

3. In the **Name** text box, specify a name for this definition .

4. Select **Include All Parameters Except Those Specified in the Exception List**.

5. Click **New**.

6. In the **Parameters** text box, type the parameters that do not identify pages uniquely, such as `sessionid`. Use a comma to separate multiple parameters.

7. Save your URL Rebuilding definition.

8. Select this definition in SmartView-enabled profiles, and reanalyze your profiles.

Adjusting Report Period Settings

Typically, you use SmartView to answer immediate questions about how your web site is currently performing. Because web sites change constantly, it does not make sense to collect yearly or quarterly period data for SmartView profiles. To collect more of the data that is most important for SmartView reports, you should focus reporting on short-term time periods (such as daily and weekly periods). Reporting on short-term data also optimizes the disk space, processing speed, and memory needed to create these reports.

As a best practice, you should configure your SmartView profiles to collect one of the following period sets:

- Daily and weekly data (Basic SmartView only)

- Daily and monthly data

- Daily data only

Collecting and storing only the report periods that make sense for SmartView means that as your web site changes, there should be room in the internal tables that store analysis data to track those new links and pages.

To specify report periods:

1. Edit your SmartView profile.

2. Click **Reports > Reports**.

3. Select only the check boxes for the time periods you need.

4. For each period that you select, you can specify the number of reports that you want to store. This setting affects disk space.

SmartView and Your Web Site Strategy

This section describes some ways that you can use SmartView to meet your organization's goals for your web site.

Using SmartView for A/B Testing

No matter what the objective of your web site is, A/B testing can help you identify design elements that compel your visitors to respond, whether that means clicking on a promotion, purchasing a product, or reading a news story.

SmartView allows you to conduct tests that identify visitor responses to the variable you are testing. You can view the results of those tests through data directly superimposed on the web pages you are testing.

One way that you might use SmartView for A/B testing is to test the elements of an email campaign. Some design elements you might test are:

- Email campaign subject line

- Landing page header

- Landing page background color

- Font size

- Graphic for call to action

- Placement of call to action text

• Demographic responses to elements

The following graphic shows a sample promotional offer and some design elements you might want to test using SmartView:

As a best practice, you can either test one element at a time or multiple elements at a time in a controlled environment so that you can identify the winning element for each test.

In our email campaign example, you could ask your web site developer to create separate landing pages for each layout that you would like to test. For example, if you want to compare responses to three landing page headers, have your web developer create three separate landing pages. Make sure that each page is designed in such a way that you can navigate to them using SmartView. You can also subdivide the group of emails sent to your test audience so that each landing page has the potential for equal numbers of responses.

Ask your WebTrends administrator to create a SmartView profile that includes the time period surrounding your email campaign. You may also want your administrator to create an analysis filter that includes only traffic from your landing pages.

After your profile is set up and analysis completes, you can log in to SmartView, browse to each of the landing pages, and view metrics such as clickthroughs and conversions for the elements you are testing.

For more information about performing effective A/B testing, see "Optimizing Your Marketing Campaigns with A/B Testing" in the Customer Center.

Using SmartView to Measure Offer Success

SmartView makes it easy to see which offers are most successful. No special configuration is required to get revenue information for prominent offers and product listings.

Simply have your WebTrends administrator create a SmartView-compatible profile. After WebTrends analyzes the profile, log in to SmartView and browse to the page that contains the products or offers you are interested in.

Click the + sign in the superimposed link data. A pop-up window opens, and you can select the revenue related metric you want to view. When you select a revenue metric, the default metric changes for all links on that page so that you can compare this revenue metric to other links that generated revenue on that page.

Using SmartView to Optimize Landing Pages

If you want to use SmartView to see how a target audience responds to different calls to action on the landing page, have your WebTrends administrator create a custom report filter and a SmartView-compatible custom report as described in this section.

WebTrends provides many pre-configured visitor segments for you to use as dimensions in your custom report. WebTrends also includes a complete set of metrics that you can use as measures. This section provides an example of using the power of custom reports to show only visitors for two paid search engines in the SmartView link data.

To create the custom report filter:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Custom Reports > Filters**.

2. Click **New**.

3. Select **Search Engines** from the Category list.

4. Select **Hit** as the Type of Filter.

5. Select **Filter Must Match ALL** criteria.

6. Click **New**.

7. Select **Most Recent Search Engine Paid** from the **Filter On** list.

8. Select **Equal To** for Match Values.

9. Type Googl e|Yahoo in the text box.

10. Select **Regular Expression**. Click **Save**.

To create the custom report that uses your new filter:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Custom Reports > Reports**.

2. Click **New**.

3. Select **SmartView Compatible Custom Report** and select **Links by Segment**.

4. In the Dimensions dialog, select **Most Recent Search Engine Paid** as the Segment Dimension.

5. In the Measures dialog, select **Clickthroughs**

6. In the Filters dialog, select the Search Engines filter that you just created. Click **Save**.

Your administrator should also create an Advanced SmartView profile that uses this custom report. After WebTrends analyzes the profile, log in to SmartView and select this report in the Links dialog.

Chapter 16
Using Path Analysis

Understanding Path Analysis

Analyzing the paths visitors take through your site can provide you with valuable insight into their interests and behaviors. Using path analysis, you can identify significant pages in your site and track visitor paths to or from these pages. Path analysis allows you to see how visitors navigate to an important page on your site and where they go from that page, giving you a very focused look at key navigation paths. For example, you may be interested in the paths visitors take to reach your on-site search page and where they go after they get there. Understanding navigation paths can help you understand which content is most interesting, which areas of your site confuse visitors or cause them to leave the site, and whether visitors typically follow the optimal path through your site.

WebTrends provides you with a variety of ways to gather meaningful navigation insight including:

- Analyzing which pages your visitors use to enter and exit your site

- Looking at the first few pages visitors visit when they enter your site

- Viewing how visitors go to or from key points within your site

Methods for Using Path Analysis Data

Path Analysis answers the question "Where do visitors go on my site?" Path analysis helps you determine whether visitors navigate your site the way you expected them to, and if not, where they go instead. Path analysis can also help you track movement between pages, or can leverage your content group settings to track movement between defined content areas.

Different approaches to path analysis provide different types of insight into your visitors' activity. You can take a free-form approach and track the top paths starting with the entry page. This analysis lets you know where visitors began and where they went on your web site. Or you can look at the most popular routes on your site.

You can also narrow or focus your approach by examining certain hot spots on your site, examining which paths led visitors to hot spots and which paths followed from the hot spot. WebTrends excels at path analysis, providing comprehensive information about the navigation of visitors on your web pages.

Analyzing Complete Paths

A complete path means that you track all the pages that a visitor traverses during a visit session. This is virtually the same as manually examining each hit collected and analyzed. If you took this approach, you would have so much data to interpret that you would never be able to recognize patterns in that data. Also, the amount of data your web analytics solution would have to process would tax your server's performance considerably.

So how can you narrow down the data on all of the paths?

Analyzing Focused Paths

Typically, you know the pages that are significant to your organization. Rather than tracking all visitor paths through your site, just track the paths to and/or from significant pages such as entry pages, exit pages, the home page, search pages, and key conversion pages. Doing so would narrow down the scope of how much data you analyze, providing far more focus than you would get by tracking every page. By narrowing your focus, you can research deeper. Consequently, you can track to the path depth that you want.

On anything other than a simple site, you may still encounter so many paths to or from a given page that meaningful patterns in visitor behavior may be difficult to discern. It is also possible that certain paths, although technically different, have the same content.

Sometimes it is not always intuitive to look at the progression of pages along a path and easily understand exactly what that behavior indicates. For example, instead of seeing visits to the Wireless phones View page, you may want to see the level of interest in visits to all product detail pages. In this case, you can use Content Groups to group related product detail pages.

Analyzing Complete Content Group Paths

By grouping together pages that are equivalent indicators of visitor behavior, you can track broader patterns as visitors traverse a complete path through the various content groups you have defined. In other words, you are applying meaning to a group of hot spots and the directions that visitors take in getting to or leaving the hot spot. But much like tracking the complete path through pages, interpreting your results can be confusing due to the volume of results. Once again, to obtain information that is far easier to handle and interpret, it may be best to focus on specific content group paths.

Analyzing Focused Content Group Paths

A focused content group path is the select list of content groups, in order, that a visitor traverses in arriving at, or departing from, a particular content group. The results you get from this type of tracking offer extremely high levels of insight into how visitors use your site.

Content groups allow you to ignore visits to pages that are of no interest by simply omitting the page from any content group. If you are interested in seeing whether visitors move from the Store Product Page to Accessories to Ordering, or from the Main Catalog Page to Specific Product Information and then to Warranty information just before Ordering, you can ignore side trips to the Glossary page or Investor Relations page.

The ultimate value of the content group method depends on the skill with which the content groups and their member pages are chosen. Part of your success depends on selecting the right groups and the right pages for each group. The groups must be comprehensive enough to simplify the picture, but not be so comprehensive that they contain within themselves patterns that should be exposed.

Focused content group path analysis is an excellent way to classify visits, which can be the basis for a sophisticated redesign. Because most or all of a visit can be captured in a good content group path analysis, it is possible to see whether the different functional parts of your site defined by the content groups tend to be viewed together. For example, if the Technical Information section of a site is visited far more often by people who visit a particular product section, and not by other visitors, it may make sense to add better links between these two sections or to beef up the technical content of the product information.

Tracking the Path Most Traveled

You probably want to understand where a visitor is most likely to go after viewing a specific page or content group. You may also want to know what page or content group most often preceded a visit to a specific page or content group. This is called *single jump analysis.* This type of analysis shows you if your visitors are going where you expect them to go. If they are not, you would want to look for obstacles that might be preventing them from following the path you want them to follow. By ensuring that people visit specific areas of a site, you can be sure that these areas have the opportunity to succeed.

Preconfigured Reports Using Path Analysis

Several preconfigured path analysis reports are included in the standard reports provided under Site Design in the Navigation, Path Analysis, and Single-Level Paths report subfolders. You can configure additional reports using path analysis.

Note

Content Groups provide an alternate type of navigation analysis used to track how visitors move between areas of your site. For more information, see "Tracking Content Group Activity" on page 61.

Configuring Path Analysis

To configure path analysis:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Path Analysis**.

2. Click **New**.

3. In the **Name** text box, type the name you want to identify the definition in WebTrends Administration.

4. In the **Report Title** text box, type the name that will identify this Path Analysis definition in the report Table of Contents.

5. In the **Page to Track** text box, type the directory and file name of the page you want to track, for example `/search/results.asp`.

6. If you want to report on the paths visitors used to reach the specified page, specify the number of pages to track in the **To This Item** text box.

7. If you want to report on the paths visitors took after the viewed the specified page, specify the number of pages to track in the **From This Item** text box.

8. Click **Save** to finish.

9. If you did not select **Global: Include in all profiles** to apply this definition to all profiles, edit your profile and enable your path analysis definition to include it in reports.

   a. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

   b. Mouse over a profile and click **Edit** on the Action menu.

   c. Click **Advanced > Path Analysis**.

   d. Select the Path Analysis definition to apply to the selected profile.

   e. Click **Save**.

10. If you are not using the Complete View template, ensure that the Paths Forward reports folder (for reports tracking traffic to the page) or the Paths Reverse reports folder (for reports tracking traffic from the page) has been added to your report template. You can add these folders to your template quickly from the **Content** dialog of the template settings by clicking **Add Report** and selecting the **Auto-Populated Folder Library**.

11. After the next analysis cycle for the profile, you can view the results in your reports. In the default Complete View template, Path Analysis reports are located in the **Site Design > Path Analysis**, **Site Design > Paths, Forward**, and **Site Design > Paths, Reverse** report folders.

Chapter 17
Using GeoTrends

This chapter describes how to install and use GeoTrends. GeoTrends enhances both preconfigured and custom reports with demographic and marketing data by using the client computer's IP address to look up information such as area code, region, country, city, state, and market segmentation information. In pre-defined reports, the main differences when using GeoTrends are reflected in several visitor-related reports, especially those reports under the Geography heading.

For an example of how WebTrends uses GeoTrends data, look at the Countries report in the **Visitors > Geography** reports folder. This report shows the top countries of the visitors to your site. Without GeoTrends, the report shows only one country category called **Unknown Origin**. When creating custom reports, GeoTrends dimensions (listed and described in the following section) are always available. However, you need to install GeoTrends to get meaningful information for these dimensions.

Note

GeoTrends is not available for WebTrends Analytics On Demand Small Business Edition, and GeoTrends data does not appear in reports for Basic Parent-Child profiles in either WebTrends software or On Demand.

What Geographic Information is Available?

WebTrends Analytics includes basic geographic data for country and world geographic regions associated with the client computer's IP address. However, for more detailed reporting, you can purchase licensing options to receive GeoTrends.

GeoTrends Data in WebTrends Analytics Software

GeoTrends provides the following information:

Geography Drilldown
Report format that allows you to drill down to more geographic information about visitors.

Country
The country associated with the client computer's IP address.

City
City associated with the client computer's IP address.

State, Province, Territory
State (of the United States of America), province (of Canada), or territory (of Australia, Brazil, Germany, Great Britain, Japan) associated with the client computer's IP address. Note that for Japan, you may receive a code that coordinates with a Prefecture. In some cases, such as Australia, GeoTrends provides an abbreviation of the federal state or territory.

Area code
Area code associated with the client computer's IP address. Note that the area code covers only IP addresses in the United States and Puerto Rico.

DMA (Designated Market Area)

A DMA consists of all counties whose largest viewing share is given to stations of that same market area. Non-overlapping DMAs cover the entire continental United States, Hawaii and parts of Alaska. There are currently 210 DMAs throughout the U.S.

MSA (Metropolitan Statistical Area)

MSAs are relatively freestanding Metropolitan Areas and are not closely associated with other Metropolitan Areas. These areas typically are surrounded by non-metropolitan counties. A Metropolitan Area (MA) is defined as one of a large population nucleus, together with adjacent communities that have a high degree of economic and social integration with that nucleus. Some MAs are defined around two or more nuclei. Each MA must contain either a place with a minimum population of 50,000 or a Census Bureau-defined urbanized area and a total MA population of at least 100,000 (75,000 in New England).

PMSA (Primary Metropolitan Statistical Area)

If an area that qualifies as a metropolitan area has more than one million people, PMSAs may be defined within it. PMSAs consist of a large urbanized county or cluster of counties that demonstrates very strong internal economic and social links, in addition to close ties to other portions of the larger area.

Note

Ensure that your web server is not configured to perform DNS lookups for IP addresses as it creates the log file. In both instances, you will have to resolve domain names back into IP addresses before you can benefit from the GeoTrends data.

GeoTrends Data In Marketing Warehouse

Marketing Warehouse uses the following GeoTrends data.

City

The city associated with the client computer's IP address.

Country

The country associated with the client computer's IP address.

State, Province, Territory

The state (of the United States of America), province (of Canada), or territory (of Australia, Brazil, Germany, Great Britain, Japan) associated with the client computer's IP address. Note that for Japan, you may receive a code that coordinates with a Prefecture. In some cases, such as Australia, GeoTrends provides an abbreviation of the federal state or territory.

DMA (Designated Market Area)

A DMA consists of all counties whose largest viewing share is given to stations of that same market area. Non-overlapping DMAs cover the entire continental United States, Hawaii and parts of Alaska. There are currently 210 DMAs throughout the U.S.

MSA (Metropolitan Statistical Area)

MSAs are relatively freestanding Metropolitan Areas and are not closely associated with other Metropolitan Areas. These areas typically are surrounded by non-metropolitan counties. A Metropolitan Area (MA) is defined as one of a large population nucleus, together with adjacent communities that have a high degree of economic and social integration with that nucleus. Some MAs are defined around two or more nuclei. Each MA must contain either a place with a minimum population of 50,000 or a Census Bureau-defined urbanized area and a total MA population of at least 100,000 (75,000 in New England).

PMSA (Primary Metropolitan Statistical Area)
    If an area that qualifies as a metropolitan area has more than one million people, PMSAs may be defined within it. PMSAs consist of a large urbanized county or cluster of counties that demonstrates very strong internal economic and social links, in addition to close ties to other portions of the larger area.

Note

Ensure that your web server is not configured to perform DNS lookups for IP addresses as it creates the log file. In both instances, you will have to resolve domain names back into IP addresses before you can benefit from the GeoTrends data.

Installing GeoTrends

If you use WebTrends Analytics software, GeoTrends is an optional component that can be installed during the WebTrends installation. For information about adding GeoTrends to your implementation, see "Modifying Your WebTrends Analytics Installation" in the *WebTrends Analytics Software Implementation and Maintenance Guide.*

If your WebTrends installation CD-ROM is not available, you can download the GeoTrends database through WebTrends Administration. In the left pane, click **Install Components**. Click **Accessories** and then click the **GeoTrends Data** link.

If WebTrends is running in a distributed configuration, you can install GeoTrends on the same computer as the system database component, or you can install it on a dedicated computer. If you install GeoTrends on a separate computer, the installation updates the WebTrends database with the location of GeoTrends.

Activating GeoTrends

In order to activate GeoTrends after you install it, you must stop and restart the WebTrends Services to activate your GeoTrends installation.

Determining Whether GeoTrends Is Installed

To confirm that GeoTrends is installed:

1. In the left pane of WebTrends Administration, click **Application Settings > System Management Hosts**.

2. If GeoTrends is installed, the list of components includes GeoTrends Server.

Getting GeoTrends Software Updates

If you use WebTrends Analytics software, you can check for updated versions of GeoTrends data through WebTrends Administration.

To get updates:

1. In the left pane, click **Administration > Install Components**.

2. Click **Check For New Components**.

3. WebTrends looks for updated versions on the WebTrends web site. If a newer version is available, the dialog includes a link to download the new version.

4. Click **Update GeoTrends Data**.

5. Save the installation program to a computer running WebTrends, and run the installation program from the saved location.

6. GeoTrends software automatically checks daily for a new data file. If an update is found, the GeoTrends software sends the new data to each of the GeoTrends servers you have configured. Otherwise, you can run the `geotrendsupdate.exe` to send a new GeoTrends data file to the servers immediately. The `geotrendsupdate.exe` is located in *WebTrends Installation Directory*\common\lib\ on the computer where GeoTrends is installed.

Chapter 18
Using URL Parameter Analysis

If your web site content is dynamically generated, URL Parameter Analysis helps you understand requests for content more effectively by creating reports that show which parameters are used in page requests.

Note

WebTrends Analytics has several features that affect reporting on dynamic page URLs. If you want to decide what parameters to include in your URLs so you can improve the standard page reports such as the Pages report, you should use URL Rebuilding. If you have problems reporting on non-standard URLs and you want to modify your URL data by searching and replacing strings of data, you should use URL Search and Replace.

Understanding URL Parameter Analysis

The following diagram shows the structure of a URL. In addition to the protocol, the domain name, and a path or directory, a URL frequently includes several query parameters that define a dynamically created page request. URL parameters are typically separated by a space or ampersand (&).

Dynamically generated URLs are constructed from multiple query parameters based on the content visitors request as they click through the site. A query parameter consists of a name-value pair. For example, the URL `http://www.clothingshopping.com/category.aspx?catId=211&colorId=3&sizeId=6` includes the URL parameters `CatId`, `ColorId`, and `SizeId`. These query parameters can occur in any order. Defining these query parameters in your URL Parameter Analysis definitions enables you to track how many visitors requested particular types and combinations of information. For example, defining `CatId`, `ColorId`, and `SizeId` could allow you to report on the catalog items, colors, and sizes of clothing visitors requested. For more information about setting up URL Parameter Analysis, see .

Getting Meaningful Parameter Data

Because many parameters are defined using numerical strings or other codes, you may want to use a lookup table to translate parameter values into a more usable format for reports. For example, if you want WebTrends reports to show a product name rather than a product ID number, you can use a lookup table to translate the ID number to a product name.

Setting Up URL Parameter Analysis for Full-Featured Analysis

Each URL Parameter Analysis report can track either one or two specified parameters to show which content visitors requested. For more information about typical uses of URL Parameter Analysis, see "Using URL Parameter Analysis" on page 161. To create a URL Parameter Analysis report for Standard or Parent-Child Full-Featured Analysis profiles, you need to specify the parameters you want WebTrends to report on, enable URL Parameter Analysis in your profile, and make sure your template includes URL Parameter Analysis reports. The following steps give an overview of this process.

To create a URL Parameter Analysis Report:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > URL Parameters**.

2. Click **New**.

3. In the **Description** text box, type a name to identify this URL Parameter Analysis definition in WebTrends Administration and in reports. For example, type News.

4. In the **Page Name** text box, type a page expression to identify the page(s) you want to track, excluding parameters. For example, type /jobs/search.asp. Because page identification can work differently depending on the fields included in your log files, you may want to use wildcards or regular expressions to identify the page URL. Keep in mind that WebTrends strips home pages such as default.htm and index.htm from URLs before analysis. For example, to specify all pages other than a configured home page that end in the string download.asp, regardless of protocol, domain, or directory, type *download.asp (if using wildcards) or .*/download\.asp (if using a regular expression). If download.asp is a configured home page, however, WebTrends strips download.asp from the URL before matching the definition to the URL, so that no pages are matched. Using wildcards, you can match all pages found in the log files, including configured home pages, by specifying */*, or specify all pages in a specific directory by specifying */news/.

    Note

    Home pages are configured in the **Home** dialog of the profile settings. To access these settings, edit the profile and click **Analysis > Home**.

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5. *If you want to use a regular expression to specify the page*, select the **Regular Expression** check box. For more information about specifying regular expressions, see "Regular Expression Syntax Reference" on page 297. To test a sample string against your expression, click **Test**.

6. In the **Primary Parameter** text box, type the main parameter you want to track. If you are creating a 2-dimensional Parameter Analysis definition, the Secondary Parameter will be tracked in relation to this parameter.

7. In the **Name To Display In Reports** text box, type the name you want to identify the parameter in reports. If you leave this text box blank, reports show the parameter as specified in the **Primary Parameter** text box.

8. *If you want to report on a second parameter in relation to the Primary Parameter*, type the parameter name in the **Secondary Parameter** text box. For example, type region.

9. In the **Name To Display In Reports** text box, type the name you want to identify the parameter in reports. If you leave this text box blank, reports show the parameter as specified in the Secondary Parameter text box.

10. If your parameter values are encoded or hard to understand, you can also assign a lookup table to any parameter so WebTrends will translate it for reports. Save the definition. For more information about lookup tables, see "Using Lookup Tables for Analytics Reports" on page 135.

11. If you want to ensure that all profiles enable one or more URL Parameter Analysis reports, including future profiles you create, click **Global: Include in all profiles** and select the definitions you want to enable.

12. Click **Save**.

13. If you did not select **Global: Include in all profiles** to apply this definition to all profiles, edit your profile and enable your URL parameter analysis definition to include it in reports.

   a. In the left pane click **Administration > Web Analysis > Reports & Profiles**.

   b. Mouse over a profile and click **Edit** on the Action menu.

   c. Click **Advanced > URL Parameter Analysis**.

   d. Select the URL parameter analysis definitions to apply to the selected profile.

   e. Click **Save**.

14. In the left pane, click **Web Analysis > Report Designer > Templates** and edit the template for each profile. On the Content dialog, make sure that the URL Parameter Analysis and URL 2-D Parameter Analysis folders are included in the template. If they are not, click **Add Report** and select these folders under Site Design. During analysis, these folders are populated with any URL Parameter Analysis reports you enabled.

Note

The Complete View templates include both one-dimensional and two-dimensional URL Parameter Analysis reports by default.

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15. After the next analysis cycle for the profile, you can view the results in your reports. In the default Complete View template, URL Parameter Analysis reports are located in the **Site Design > Parameter Analysis** reports folder.

Setting Up URL Parameter Analysis for Basic Analysis

Each URL Parameter Analysis report can track either one or two specified parameters to show which content visitors requested. To create a URL Parameter Analysis report, you need to specify the parameter(s) you want WebTrends to report for each Basic Analysis profile and make sure your template includes URL Parameter Analysis reports.

To set up URL Parameter Analysis for Parent-Child Basic Analysis:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Add or edit a Parent-Child Basic Analysis profile.

3. In the URL Parameters dialog, specify the one or two query parameters and the report settings you want to use. For detailed information about each setting, see Help.

4. In the left pane, click **Web Analysis > Report Designer > Templates** and edit the template for each profile. On the Content dialog, make sure that the URL Parameter Analysis and URL 2-D Parameter Analysis folders are included in the template. If they are not, click **Add Report** and select these folders under Site Design. During analysis, these folders are populated with any URL Parameter Analysis reports you configured.

Note

The Basic Analysis Complete View templates include both 1-D and 2-D URL Parameter Analysis reports by default.

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5. If your parameter values are encoded or hard to understand, you can create a WebTrends plug-in that translates the parameter into more meaningful text for WebTrends to show in reports. For more information, see "Using WebTrends Plug-Ins to Extend Parameter Analysis Reporting" on page 164.

Using WebTrends Plug-Ins to Extend Parameter Analysis Reporting

You can create a WebTrends plug-in to request log file field data from WebTrends Analytics and append it to the query string. For example, if you want WebTrends to report on referrer data as a query parameter, a programmer could create a plug-in that gets the value of the referrer field for each hit and appends the value to the query string. You can then specify the query parameter that identifies the referrer value in the URL Parameter Analysis settings for your profile to be included in your Parameter Analysis reports. For more information about the log file data you can work with, see "WebTrends C Plug-In Programmer's Reference" or "WebTrends ActiveX Plug-In Programmer's Reference" in the *WebTrends Marketing Lab Programmer's Reference*.

Because many parameters are defined using numerical strings or other codes, you may want to create a WebTrends plug-in that translates parameter values into a more usable format for reports. For example, if you want WebTrends reports to show a product name rather than a product ID number, you can create a plug-in that translates the ID number into a product name. For more information, see "WebTrends C Plug-In Programmer's Reference" or "WebTrends ActiveX Plug-In Programmer's Reference" in the *WebTrends Marketing Lab Programmer's Reference*.

For more information about setting up URL Parameter Analysis, see "Setting Up URL Parameter Analysis for Basic Analysis" on page 163.

Chapter 19
Tracking Intranet Activity

If you use WebTrends Analytics software, you can use the Intranet Domains feature to track usage of your corporate intranet and to identify the activity on your web site generated by internal users. Typically within large organizations, certain subnets or ranges of IP addresses represent a department, area, or location within an organization. Using intranet domains, you can define the domains that identify an area of your organization by country, state, city, department, or even individual workstation. WebTrends includes this information in geographic reports and in the Organizations and Domains reports.

To configure intranet domains:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > Intranet Domains**.

2. Click **New**.

3. In the **Domain Name** text box, specify a name to identify this intranet domain definition in reports.

4. In the **Description** text box, provide a description to identify this intranet domain definition in WebTrends Administration.

5. Select the location of the domain using **City**, **State/Province**, and **Country** lists.

6. In the **IP Address/Pattern/Subnet** text box, specify all or a portion of the IP address that identifies this domain. You can specify a DNS name space or range of IP addresses using wildcards or CIDR notation.

7. *If you want to use this intranet domain definition in all profiles*, click the **Global: Include in all profiles** check box.

8. Click **Save**.

9. If you did not configure the intranet domain definition for inclusion in all profiles, you can enable it in individual profiles:

   a. In the left pane, click **Web Analysis > Reports & Profiles**, mouse over a profile and click **Edit** on the Action menu.

   b. Click **Advanced > Intranet Domains**.

   c. Select the check box for each intranet domain you want to track or select the **Always use all Intranet Domain definitions** check box to track all intranet domains, including domains that are defined after you enable this setting.

   d. Click **Save**.

Chapter 20
Refining Analysis

You can get meaningful reports from your web activity data without any additional configuration. However, WebTrends provides a number of features that can help you focus your analysis, target the correct data, and improve analysis performance. The following sections describe some of these features.

Using Profile-Level Filters

Because WebTrends Analytics is designed to analyze large volumes of web data, an important part of configuring WebTrends is identifying and isolating exactly the data you need to make business decisions. Using filters to narrow down the data WebTrends analyzes for profiles and custom reports can help you focus reporting much more effectively. Because WebTrends analyzes only the relevant data, the result of careful filtering is more meaningful, readable reports as well as improved performance. This chapter describes how to use each type of WebTrends filter and how to combine them to customize the data you analyze. For more information about using specific filter elements to isolate business data, see the *WebTrends Guide to Web Analytics*.

For the purposes of this chapter, we will refer to filters applied at the profile level as *profile-level filters* to distinguish them from *custom report* filters, which only filter data at the individual report level.

Note
This chapter does not apply to WebTrends Analytics On Demand Small Business.

Using Hit and Visit Filters

You can filter WebTrends Analytics data by including or excluding either individual hits or entire visitor sessions.

Hit filters include or exclude raw data generated by individual actions on a Web site. A hit is an individual request for a page, file, or image. For example, when a user requests a Web page, the user can incidentally generate hits to the `.htm` page itself, to several `.gif` image files, and to the `.css` file that stores the formatting for the page. A Hit filter includes or excludes each of these hits individually. For example, if you create a Hit filter to exclude all `.gif`, `.jpg`, and `.bmp` files, WebTrends analyzes data about page requests, but ignores data about requests for the images embedded in pages.

Visit filters include or exclude data that has already been grouped into visits. A visit is a single session of activity identified with an individual user, including all the page requests and hits logged during that session.

Profile-Level and Custom Report-Level Visit Filters

When you use a profile-level visit filter, WebTrends checks the first hit of a visit against the filter and then includes or excludes all the data contained in the visit based on whether it matches the criteria. For example, if you create a profile-level filter to include all visits that use the entry page `www.zedesco.com\sale.htm`, WebTrends checks the first hit in the visit to determine the entry page, analyzes only data for visits that originated on the specified entry page, and ignores all data associated with visits that originated on other pages. This works because profile-level visit filters track criteria that occur on the first hit of the visit.

When filtering custom report visit filters, however, WebTrends checks all hits in a visit to match visit criteria. For example, to filter **URL Viewed in Visit**, WebTrends needs to check every hit to determine if the specified URL was accessed during the visit.

Combining Hit and Visit Filters

When you combine hit and visit filters in the same profile or custom report, WebTrends processes the hit filters first and then the visit filters.

Include and Exclude Filters

When you create a filter, you specify whether to include or exclude the filtered information. Include filters specify that analysis includes *only* the information specified in the filter. For example, if you analyze a profile using an Include filter that specifies domains in the UK, reports based on the profile include only data from domains that include the string `*.UK`. Exclude filters specify that analysis includes all data *except* the information specified in the filter. For example, if you analyze a profile using an Exclude filter that specifies domains in the UK, reports based on the profile include all the data in the Web activity data file except data logged for domains that include the string `*.UK`.

Combining Include and Exclude Filters

You can use multiple filters of the same type (include or exclude) or combine different types in the same custom report or profile. For example, if you want to determine how much of your domestic Web server activity comes from organizations other than the military, you can create an include filter for all U.S. user addresses and an exclude filter for all military user addresses. WebTrends processes the include filters first and then the exclude filters. For any given activity, if both an include filter and an exclude filter match data in the Web activity data file, the exclude filter prevails and the data is excluded.

When you use multiple filters of the same type (multiple include filters or multiple exclude filters), if the information meets the criteria of any of the filters, it is included. For example, if you combine an include filter definition of `URL=\test.htm` with an include filter definition of `returncode=304`, WebTrends includes all hits that have either a URL of `\test.htm` OR a return code of `304`. The order in which you specify filters does not affect the way they are processed.

The following graphic shows how WebTrends applies include and exclude filters. The web data files in the left column pass through an include filter and then an exclude filter. The final data set for analysis is shown in the right-hand column.

Creating Profile-Level Filters

You create profile-level filters using the Web Analysis options in WebTrends Administration. You can then apply them to individual profiles using the Advanced profile settings, or make them global to ensure they are applied to all the profiles you create. For example, you may find it useful to exclude all traffic from internal domains from your reports by creating an internal address filter and making it global.

When you create a profile-level filter, you can combine multiple filter criteria in a single filter that includes only data meeting all the criteria you specify. For example, suppose you want to isolate traffic from government domains on Thursdays. Creating a single hit filter that specifies `address=.gov` and `day of week=Thursday` allows you to include or exclude only traffic that both occurs on Thursday AND originates from the `.gov` domain. On the other hand, if you create two separate hit filters, one specifying `.gov` addresses and one specifying traffic occurring on Thursday, and apply both of them to the same profile, WebTrends includes or excludes all traffic that occurs on Thursday OR originates from the `.gov` domain.

Note

Keep in mind that profile-level visit filters match only the first hit in a visit, unlike custom report filters, which check all the hits.

The following table shows where to configure and apply profile-level filters in WebTrends Administration.

Action	Path
Create or modify a global hit or visit filter	Click **Web Analysis > Options > Hit Filters**. or Click **Web Analysis >Options >Visit Filters**.
Assign global filters to a profile	1. Click **Web Analysis > Reports & Profiles**. 2. Edit a profile. 3. Click **Advanced** and click **Hit Filters** or **Visit Filters**.

Creating Custom Report Filters

You create custom report filters using the Report Configuration options for custom reports, and apply them to individual custom report tables. Although custom report filters can be more complex than profile-level filters, because they use highly customized elements rather than pre-defined selections, they use similar logic. To combine multiple filter elements in an AND statement, you can combine multiple match criteria in a single filter. For example, if you want to track visits that both resulted in a purchase AND originated from the AltaVista search engine, create a filter where the match criteria are `Revenue=>0` and `Visits resulting from specific search engines=AltaVista` and select **Filter must match ALL** criteria in the Filters dialog. If you want to track all the visits that resulted from AltaVista searches whether or not they resulted in purchases, and all the visits with purchases, you can select **Filter must match any one criteria**, or specify each criterion in a separate filter and apply both filters to the custom report.

Note

Keep in mind that custom report visit filters check all the hits in a visit when matching, unlike profile-level filters, which only match the first hit.

The following table shows where to configure and apply custom report filters in WebTrends Administration.

Action	Path
Create or modify a custom report filter	Click **Web Analysis > Report Configuration > Custom Reports > Filters**.
Assign custom report filters to a custom report.	1. Click **Web Analysis > Report Configuration > Custom Reports > Reports.** 2. Edit a custom report. 3. Click **Filters**.

Understanding Filter Processing

WebTrends Analytics applies filters at different stages of analysis. When you apply a filter at the profile level, your selections affect the data available to all the report tables for the profile. When you apply a custom report filter, your selections affect only the data for a single report table. Information you filter out of that table is still available for other reports.

From within the WebTrends Analytics Reports, you can also apply queries or searches to the data within a report. Although queries and searches determine the data displayed in your report, and you can export a subset of data based on a query or search, WebTrends never discards any data based on queries and searches. Thus, they are not true filters.

The following graphic shows an overview of how WebTrends processes profile-level filters, custom report filters, queries, and searches.
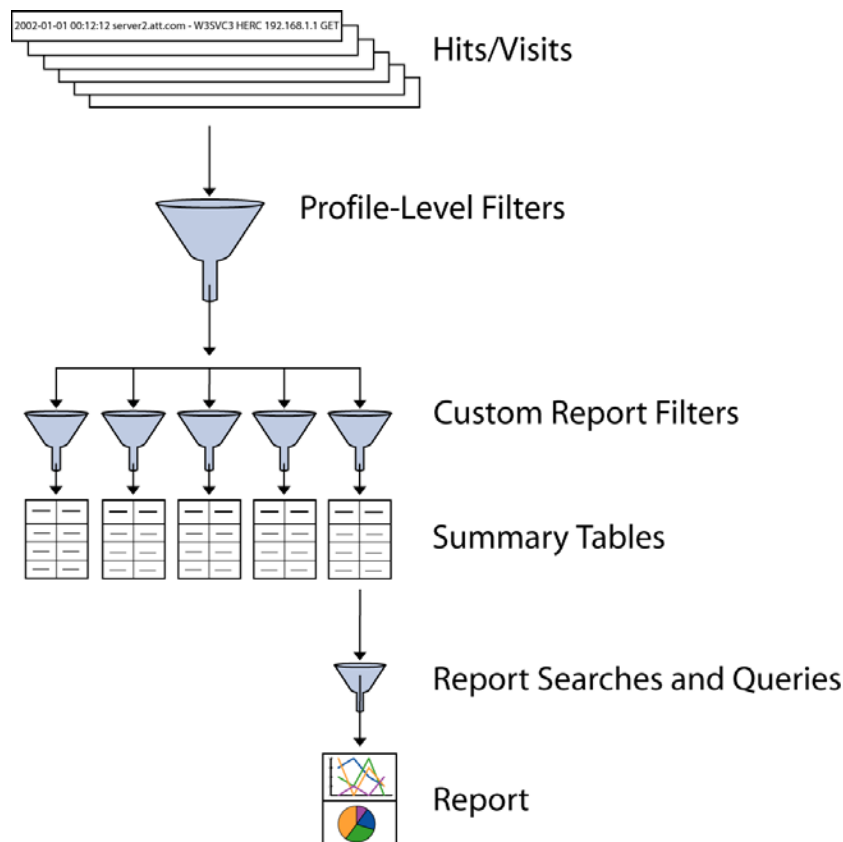
Using URL Rebuilding

The goal of URL Rebuilding is only to track URLs as pages if they are truly unique pages. For example, many web sites add a unique user session ID or a time stamp to a page URL each time a visitor accesses it. Although these query parameters may be important for internal processing on your web site, they can make every URL appear to be a unique page, increasing your page count. Also, if you pass WebTrends query parameters in your URLs, you may want to ensure that they are not counted as part of the page URL.

URL Rebuilding affects the Pages reports and reports that are based on the Pages report. Effective URL Rebuilding definitions enable WebTrends to generate the Pages report and reports that are based on the Pages report using only the necessary hardware resources. By tracking only the relevant query parameters, you can minimize the disk space and memory required to generate these resource-intensive reports.

Note

WebTrends Analytics has several features that affect reporting on dynamic page URLs. If you want to create reports that track which parameters are being used to request dynamically generated page content, you should use URL Parameter Analysis. If you have problems reporting on non-standard URLs and you want to modify any string in the URL, not only query strings, by searching and replacing strings of data, you should use URL Search and Replace.

For more information about using URL Rebuilding with SmartView, see .

Understanding URL Rebuilding

When planning to use URL Rebuilding, consider which parameters are meaningful in reporting page views and which parameters are less meaningful or likely to result in a falsely unique URL. The following sample URL includes a session ID and several WebTrends query parameters, but it also includes parameters that provide valuable information about page content:

```
default.asp?type=domestic&div=news&article=104&WT.cg=local&WT.ti="Local%News"&sessionid=155428642
```

In this example, you would probably want to include the parameters that show which division and type of articles users requested. However, you would probably want to exclude the WebTrends query parameters (beginning with `WT`) and the session ID, because these parameters make each URL seem unique even when it requests the same content as other URLs. These extra parameters also make the URL longer and harder to understand when viewing page reports. If you created a URL Rebuilding definition that included only the `div` and `type` parameters, the Pages report would show the long URL in the previous example as follows:

```
default.asp?div=news&type=domestic
```

Note

WebTrends sorts the parameters alphabetically. This ensures that if two URLs differ only because of the order of parameters, they are still counted as the same page.

Understanding URL Rebuilding and SmartView

If your web site content is dynamically generated, you need to specify which URL parameters identify pages on your site in order for SmartView to work. You specify these parameters by creating a URL rebuilding definition.

Configuring URL Rebuilding

In order to apply URL Rebuilding to your profile's analysis, you need to create a URL Rebuilding definition in WebTrends Administration and enable it for profiles you want to use URL Rebuilding.

To create a URL rebuilding definition:

1. In the left pane, click **Administration > Web Analysis > Options > URL Rebuilding**.

2. Click **New**.

3. In the **Name** text box, specify a name to identify this URL rebuilding definition in WebTrends Administration.

4. Determine whether you want to rebuild URLs by specifying the query parameters to be included or excluded from the URL.

   – If you want WebTrends to analyze all query parameters for page view tracking except those you specify, leave **Include all parameters except those specified in the exception list** selected and click **New** to specify the query parameters that should not be analyzed. By default, WebTrends query parameters are excluded.

   – If you want WebTrends to analyze only the query parameters that you specify, select **Exclude all parameters except those specified in the exception list** and click **New** to specify the query parameters that should be included in page view analysis.

5. Click **Save**.

6. In the left pane, click **Web Analysis > Reports & Profiles**, mouse over a profile, and click **Edit** on the Action menu.

7. Click **Advanced > URL Rebuilding**.

8. Click the URL Rebuilding definition to apply to this profile.

9. *If you want reports to include the unmodified URL rather than the rebuilt URL*, select the **Retain original URL** check box.

10. Click **Save**.

Using URL Search and Replace

Each entry in the web activity file contains a field that references the URL of the page or file that was accessed. WebTrends Analytics uses this field to track activity on the web site and counts each unique URL as a separate page or file. However, some web server plug-ins or shopping cart software add a unique string to the page name in order to track visitors and their shopping carts. In these situations, every hit to such a page appears in the file as a unique URL (containing the ID of the visitor), which prevents WebTrends from counting of hits to these pages accurately.

URL search and replace allows you to delete specific identifiers from URLs or replace all unique identifiers with a common string. Doing so restores accuracy to page counts, makes your reports more informative, and avoids some out of memory conditions when the number of unique IDs is extremely high.

You can also use URL search and replace to analyze and report on URLs differently than they were captured in the web activity file. You might do this to report on all pages from a certain directory as hits to the same page, forcing the pages into a "group." Grouping pages using URL search and replace differs from content groups because content group definitions only apply to content group reports, whereas a URL search and replace definition applies to all reports.

How URL Search and Replace Affects Analysis

Because URL replacement is performed before analysis, your URL search and replace definitions affect the entire analysis for the profiles in which URL search and replace is used. Unlike URL Rebuilding, URL search and replace replaces any kind of string in the URL, not just parameters, and affects all your reports for the profile, not just reports on pages. Because it affects all reports, make sure you use this feature carefully. Do not replace data in a URL if you want to use that data in any WebTrends Analytics reports.

Configuring URL Search and Replace

To apply URL search and replace to your profile's analysis, you need to create URL Search and Replace definitions in WebTrends Administration and enable them for global use or configure certain profiles to use them.

To create URL Search and Replace definitions:

1. In the left pane, click **Administration > Web Analysis > Report Configuration > URL Search/ Replace**.

2. In the **Name** text box, specify a name to identify this URL search and replace definition in WebTrends Administration.

3. Select a replacement method from the **Replace from** and **Up to** lists. See Help for details.

4. *If you want WebTrends to replace to the end of the query string if the text you specify is not found*, select the **Replace to End of String if pattern is not found** check box.

5. In the **Up to** text box, specify the text that identifies the string to replace.

6. In the **With** text box, specify the text that you want WebTrends to use when the string you specified is found.

7. *If you want WebTrends to replace the string only when certain conditions are true*, select the **Perform replacement only if the URL contains** check box and specify the content that must be included in the URL for the replacement to be made.

8. In the **Test Area** text box, type a URL string that will test your definition and click **Test**. WebTrends shows the results of your definition in the **Resulting URL** and **Text that was replaced** text boxes.

9. *If you want to use this URL search and replace definition in all profiles*, select the **Global: Include in all profiles** check box.

10. Click **Save**.

11. If you did not select **Global: Include in all profiles** to apply this definition to all profiles, edit your profile and enable your URL search and replace definition to include it in reports.

    a. In the left pane click **Administration > Web Analysis > Reports & Profiles**.

    b. Mouse over a profile and click **Edit** on the Action menu.

    c. Click **Advanced > URL Search And Replace**.

    d. Select the URL search and replace definition to apply to the selected profile.

    e. Click **Save**.

Chapter 21
Setting Up Express Analysis

This chapter describes how WebTrends Analytics software users can set up their log files for Express Analysis. If you use WebTrends Analytics On Demand, you do not need to follow the instructions in this chapter. WebTrends Analytics On Demand users automatically have access to Express Analysis functionality by creating an Express Analysis profile. For more information about Express Analysis profiles, see the Help.

Note

Express Analysis is only supported with SDC installed in a Windows environment. SDC for Unix does not support Express Analysis.

What Is Express Analysis?

Express Analysis delivers an up-to-date snapshot of the current day's data long before standard WebTrends analysis can provide final statistics. Express Analysis allows you to check statistics on demand throughout the day. Using a copy of your SmartSource Data Collector (SDC) data files, Express Analysis collects data every 60 seconds and renders it into a compact form to save costly processing time. Express Analysis is especially useful for daily tactical decisions. It provides a quick view of how your web site is performing overall, giving you general status indicators and clues about where to investigate further. For example, Express Analysis can provide up-to-the-moment feedback during a major sales event such as a holiday promotion. Because you don't have to wait for an entire day's data to be rolled up and analyzed, you can respond to visitor events on your site hour by hour, identifying problems and opportunities as they occur.

Notes to WebTrends Software Customers

- To use Express Analysis, install the Express Analysis engine component as part of a custom WebTrends installation.

- To enable Express Analysis for your WebTrends installation, please contact WebTrends Support.

Although Express Analysis reports on the same SmartSource data as standard WebTrends analysis, you should think of it as a supplement to standard analysis rather than a replacement. Because it is designed to deliver a quick view of your data, Express Analysis does not provide the full depth and accuracy required for long-term business analysis, and it does not support the full range of features available from WebTrends. For long-term strategic decisions, you should use standard WebTrends analysis for in-depth data drilldown. For information about how to configure an Express Analysis profile, see "Creating an Express Analysis Profile" on page 183.

Benefits of Express Analysis

Express Analysis provides:

- Fast access to your most important analyses, before daily reports are rolled up
- Regular updates to your critical metrics throughout the day
- Close monitoring and response capability

Limitations of Express Analysis

WebTrends Analytics clearly labels features and selections such as profile settings, custom reports, and filters that are not compatible with Express Analysis. If an object such as a filter or a filter component is incompatible with Express Analysis, the object cannot be used with an Express Analysis profile.

Some limitations of Express Analysis include:

- Express Analysis can only be used to analyze SmartSource Data Collector files.
- Express Analysis does not support Basic Analysis.
- Express Analysis does not support Streaming Media profiles.
- Express Analysis does not support regular expressions.
- Express Analysis does not support Custom Reports with more than one dimension.
- Express Analysis supports a limited set of dimensions, measures, and filters. WebTrends Administration clearly specifies objects that are compliant with Express Analysis support.

Comparing Express Analysis with Standard Analysis

Although Express Analysis reports on the same SmartSource Data Collector data as standard WebTrends analysis, you should think of Express Analysis as a supplement to standard analysis rather than a replacement. Because it is designed to deliver a quick view of your data, Express Analysis does not provide the full depth and accuracy required for long-term business analysis, and it does not support the full range of features available with WebTrends Analytics. For long-term strategic decisions, you should use standard WebTrends analysis for in-depth data drilldown. For more information about which features Express Analysis supports, see "What Is Express Analysis?" on page 175 and refer to WebTrends Administration where each feature is configured.

How Express Analysis Works

WebTrends Express Analysis provides constantly updatable reporting based on SmartSource Data Collector files. To provide these quick updates, Express Analysis analyzes copies of your SmartSource files located on the same computer as the Express Analysis Engine. As new log data becomes available, it is copied to the Express Analysis source directory. The Express Analysis Engine processes it into a new file format with a `.prt` extension, which provides the data for Express Analysis reports. The original copied log file data is deleted as soon as WebTrends converts it to `.prt` format.

How often you move new data to the Express Analysis log file source location determines how often your report data can be updated. You can use the WebTrends PRT Mover Utility to move new log file data to the Express Analysis source directory as soon as it becomes available. By default, the PRT Mover Utility checks for new log file data once per minute. You can change the PRT Mover setting by editing the following file and changing `sleep=60` to the new value in seconds.

WebTrends Installation Directory\modules\prtmover\wtprtmover.ini

Interpreting Express Analysis Reports

If you compare Express Analysis report data with data from standard WebTrends Analytics reports, you should expect some differences in results, even when you compare data for the same time period. These differences occur because Express Analysis uses different methods of data collection in order to provide fast results. For example, standard WebTrends standard analysis identifies visitor sessions using the tracking methods specified in the Session Tracking settings, which can include cookies, authenticated user name, and other criteria. Express Analysis identifies the start of a visit by tracking a specific data tag which requires an enabled browser cookie. Thus, because Express Analysis can only track visits for visitors whose browsers accept cookies, visit counts tend to be lower in Express Analysis reports.

Express Analysis reports typically also include data from standard WebTrends analysis. For example, if you include reports that are not Express Analysis-compliant in your report template, WebTrends populates these reports with available data from standard analysis. WebTrends identifies reports and report elements based on Express Analysis by labeling them with the Express Analysis icon. The Express Analysis icon is displayed in the report Table of Contents next to each report that contains Express Analysis data. Within reports, the Express Analysis icon is displayed next to each report graph and table that is based on Express Analysis data.

Express Analysis Requirements

This section provides an overview of the components and steps you need to set up Express Analysis for a WebTrends software installation.

To use Express Analysis, you need to:

1. Install the Express Analysis engine component.

2. Use the SmartSource Data Collector (SDC).

Note

Express Analysis is only supported with SDC installed in a Windows environment. SDC for Unix does not support Express Analysis.

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3. Define an SDC data source in WebTrends Administration based on the location of your SmartSource Data Collector data files.

4. Tag the pages on your site with the WebTrends JavaScript tag containing the unique DCSID for the data source.

5. Create an SDC site map using your new DCSID.

6. Configure SDC to:

   – Use hosted mode.

– Enable dual logging. With dual logging, SDC creates a copy of the log file for Express Analysis as well as a copy for standard analysis.

7. Configure the WebTrends Mover utility with the correct source and destination information to move SmartSource Data Collector log files to the location where WebTrends will analyze them.

8. Enable the WebTrends - Mover service.

9. Create an Express Analysis profile based on your SDC data source. Express Analysis profiles can only use settings and features that support Express Analysis. For more information about creating Express Analysis profiles, see .

Currently, WebTrends Analytics does not support multiple Express Analysis engines in a distributed installation.

Installing the Express Analysis Engine

You can install the Express Analysis Engine on a separate computer from other WebTrends Analytics components or on the same computer. The Express Analysis computer should have at least enough disk space for a day's worth of log file records. You install the Express Analysis Engine using the same WebTrends installation CD-ROM or executable link used to install WebTrends.

To install the Express Analysis Engine, choose the following options during WebTrends installation:

1. In the Select Install Type dialog, choose **Custom**.

2. In the Custom Setup dialog, expand Analysis and click **Express Analysis Engine**.

3. Select **Install or Maintain This Component** from the list.

4. In the Specify Express Analysis Locations dialog, specify the locations for your Express Analysis data as follows:

    – In the **Express Analysis Log Source** text box, specify the location on the Express Analysis computer where you will provide a copy of your SmartSource Data Collector log files as the source for Express Analysis. By default, the Express Analysis engine looks for log files in the `WebTrends Installation Directory\modules\expressanalysis\src` directory.

    – In the **Express Analysis Report Data Repository** text box, specify the location where you want the Express Analysis Engine to store the `.prt` files used to create Express Analysis reports.

Note

Unless you run all WebTrends components on the same computer, you should specify a UNC path to a shared network location. Make sure all WebTrends components have access rights to this location.

Defining an SDC Data Source

Creating an SDC data source in WebTrends Administration generates a JavaScript tag containing the unique DCSID for your site. Express Analysis uses this tag to link Express Analysis data back to the data source you create. If you have already defined an SDC data source, and you know your DCSID, you can skip this step. If you have defined an SDC data source and you need to know your DCSID, you can look at the data source in Edit mode in WebTrends Administration to find the DCSID.

To create an SDC data source:

1. In the left pane, click **Administration > Application Settings > Data Sources**.

2. Click **New**.

3. In the Data Source Type dialog, select **Web: SmartSource Data Files**.

4. Identify the location of your SmartSource Data Collector data files. Use the location you would identify for standard WebTrends analysis, not the location you identified as a source when installing the Express Analysis engine.

5. Provide information about the time zone for the data file.

6. In the SmartSource Site ID dialog, click **Generate a new SmartSource Site ID** and specify the IP address of the SmartSource Data Collector.

7. In the SmartSource Data Collector dialog, copy the WebTrends Javascript tag, or click **Download this tag** to save it in a text file.

8. Save the data source.

Tagging Your Site with the DCSID

To ensure that the DCSID is included whenever you log activity on your site, you need to tag every page on your site with the WebTrends JavaScript tag you generated. You can insert the JavaScript tag anywhere on your Web page between the `<BODY>` and `</BODY>` tags, but as a best practice we recommend placing it near the top of the Web page. There are several methods for including the JavaScript tag on your site pages. For more information, see "Client-Side JavaScript Integration" in the *WebTrends Implementation and Maintenance Guide*.

Creating an SDC Site Map

To enable Express Analysis, you need to create a site map file that contains the DCSID for your SDC data source. If you have more than one SDC server, create a site map using the same DCSID for each SDC server. The site map is required to enable dual logging for Express Analysis and link it with the DCSID. Enabling dual logging instructs SDC to create two copies of the log file, one for standard analysis, and the other for Express Analysis. Dual logging allows WebTrends to rotate and move data more quickly for Express Analysis.

To create an SDC site map:

1. Open the `webtrendssites.lst` file located in the *SDC installation directory*\cfg directory.

2. Copy the following line of code for each domain/data source that you want to track. If you have only one data source that you want to track, do not create additional lines of code.

   `dcs5w0txb10000wocrvqy1nqm_6n1p, -5, 1, NULL, 1, 1`

   Each line of code represents a single data source.

3. Replace `dcs5w0txb10000wocrvqy1nqm_6n1p` with the DCSID of your SDC data source.

4. Replace `-5` with the time zone of your Web server. Specify a value between -12 and 12 that corresponds to the GMT offset of your Web server. For example, the time zone for Pacific Standard Time is `-8`.

5. Increment the value of the third field for each DCSID you specify. For example, if you have two DCSIDs, you would modify the third field in the following manner:

   `DCSID1, TIMEZONE, 1, NULL, 1, 1`
   `DCSID2, TIMEZONE, 2, NULL, 1, 1`

6. Change `NULL` in the enabled line of code so that the line reads as follows:

   DCSID, TIMEZONE, 1, 'express', 1, 1

7. *If you want to prevent SDC from setting cookies for a specific data source*, change the fifth field value to 0. You can use this setting to override the global setting that disables cookies in the SDC configuration file, `dcs.cfg`. By default, cookies are enabled, which is specified by a value of 1. You should only disable cookies if your organization's policy does not allow visitors to be identified using cookies.

8. *If you want to configure session-only cookies for a specific data source*, change the sixth field value to 2. You can use this setting to override the global setting that configures cookie persistence in the SDC configuration file, `dcs.cfg`. By default, cookies generated by SDC are persistent specified by a value of 1.

Configuring SDC

Because logs cannot be analyzed while SDC is writing data to the log file, SDC periodically changes the files to which it writes. This is known as *log rotation*. You can use the SDC configuration file to adjust how often SDC rotates both Express Analysis and standard log files and to specify the directories where SDC writes the log files.

Because Express Analysis requires frequent updates to log file data, the default frequency for rotating the Express Analysis log files is every 5 minutes. The default log file rotation frequency for standard SDC log files is every 60 minutes.

To configure SDC for Express Analysis:

1. In the *SDC installation directory*\cfg directory, open the `dcs.cfg` file.

2. ***If you want to change how often SDC rotates Express Analysis log files***, uncomment the `rotationraterealtime` parameter by removing the # and specify a rotation interval in minutes. Valid values are 1-6, 10, 12, 15, 20, 30, and 60. By default, SDC rotates Express Analysis log files every 5 minutes. This setting does not affect how often standard SDC log files are rotated.

3. ***If you want to change the location where SDC stores Express Analysis log files***, change the value for `realtimelogfiledir` by removing the # and specify a new directory. By default, SDC stores Express Analysis log files in the `SDC Installation Directory\realtime` directory.

Note

The `%WT_ROOT%` macro is automatically populated with the SDC installation directory (not the WebTrends installation directory).

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4. ***If you want to change how often SDC rotates standard log files***, uncomment the `rotationratestandardlag` parameter by removing the # and specify a rotation interval in minutes. Valid values are 60, 120, 240, 360, 720, and 1440. By default, SDC rotates standard log files every 60 minutes. This setting does not affect how often Express Analysis log files are rotated.

5. ***If you want to change the location where SDC stores standard log files***, find the [`logrotation`]
section of the `dcs.cfg` file and change the value for the `logfiledir` parameter by specifying a new
directory. By default, SDC stores standard log files in the `SDC Installation Directory\weblog`
directory.

Note

The `%WT_ROOT%` macro is automatically populated with the SDC installation
directory (not the WebTrends installation directory).

Configuring the WebTrends Mover

The WebTrends Mover utility moves new log file data from the SDC computer to the Express Analysis
computer. You can configure the WebTrends Mover using the settings in the `wtmover.ini` file.

To configure the source and destination for Express Analysis log files:

1. In the *WebTrends installation directory*`\modules\mover` directory, open the `wtmover.ini` file.

2. In the [`wtmover1`] section, locate the following lines of code:

```
# Move Express Analysis logs from:
# sourcepath=\\sourcemachine\sourcepath\
# sourcepath1=ftp: //sourcemachine2\sourcepath\
# sourceusername1=sourceuser
# sourcepassword1=sourcepass
sourcepath=D:\Program Files\WebTrends\modules\sdc\realtime

# Move Express Analysis logs to:
# destinationpath=\\destmachine\destpath\
# destinationpath1=\\destmachine2\destpath\
destinationpath=D:\Program Files\WebTrends\modules\expressanalysis\src
```

Note

When you install WebTrends, the `SourcePath` parameter is populated with the
default location of a local SDC installation. If you install SDC in a different location
or on another computer, you need to modify these paths in Steps **3**-**6**.

---

3. Uncomment the lines you want to use for configuration by removing the `#`.

4. If necessary, replace the uncommented `SourcePath` value with the path to the Express Analysis log file
as specified in the `servicemodel` section of `dcs.cfg`. By default, this parameter is populated with the
following path when you install WebTrends: *WebTrends Installation
Directory*`\modules\sdc\realtime`. If you installed SDC in a different location or on another
computer, you need to modify the path.

5. ***If your data resides in more than one location***, add additional lines with information for
`SourcePath1`, `SourcePath2`, and so on.

6. ***If you specified an FTP server for a *SourcePath* parameter***, replace `sourceuser` and `sourcepass`
with the login information for an account that has rights to the FTP server. Make sure you number the
`sourceusername` and `sourcepassword` parameters to match the `SourcePath` parameter associated
with the login. For example, `SourcePath1` should use `sourceusername1` and `sourcepassword1`.

If necessary, replace the uncommented `DestinationPath` variable with the path to the location on the Express Analysis computer where you want to make new log file data available. By default, this parameter is populated with the following path when you install WebTrends: *WebTrends Installation Directory*\modules\expressanalysis\src.

Note

Moving your standard log files using the Mover utility is not required. If you do not specify new source and destination information for standard log files, they remain in the location specified in the `dcs.cfg` file.

To specify the source and destination information for standard SDC log files:

1. In the `[wtmover2]` section, locate the following lines of code:

```
# Move Standard Analysis logs from:
# sourcepath=\\sourcemachine\sourcepath\
# sourcepath1=ftp://sourcemachine2\sourcepath\
# sourceusername1=sourceuser
# sourcepassword1=sourcepass
sourcepath=D:\Program Files\WebTrends\modules\sdc\weblog

# Move Standard Analysis logs to:
# destinationpath=\\destmachine\destpath\
# destinationpath1=\\destmachine2\destpath\
destinationpath=D:\Program Files\WebTrends\storage\weblog
```

Note

When you install WebTrends, the `SourcePath` parameter is populated with the default location of a local SDC installation. If you install SDC in a different location or on another computer, you need to modify these paths in Steps **3**-**6**.

---

2. Uncomment the lines you want to use for configuration by removing the `#`.

3. If necessary, replace the uncommented `SourcePath` value with the path to the standard analysis log file as specified in the `logrotation` section of `dcs.cfg`. By default, this parameter is populated with the following path when you install WebTrends:
WebTrends Installation Directory\modules\sdc\weblog. If you installed SDC in a different location or on another computer, you need to modify the path.

4. ***If your data resides in more than one location***, add additional lines with information for `SourcePath1`, `SourcePath2`, and so on.

5. ***If you specified an FTP server for a SourcePath parameter***, replace `sourceuser` and `sourcepass` with the login information for an account that has rights to the FTP server. Make sure you number the `sourceusername` and `sourcepassword` parameters to match the `SourcePath` parameter associated with the login. For example, `SourcePath1` should use `sourceusername1` and `sourcepassword1`.

6. If necessary, replace the uncommented `DestinationPath` variable with the path to the location on the computer where you want to make new standard analysis log file data available. By default, this parameter is populated with the following path when you install WebTrends: *WebTrends Installation Directory*\storage\weblog.

Note

If you specify UNC paths for the source and destination, you should configure the WebTrends - Mover service to act as a user with rights to the UNC paths you specified. To specify a user with the appropriate rights, edit the WebTrends - Mover service in the Windows Services panel, click the **Log On** tab, and enter the user credentials.

Activating the WebTrends Mover

To use the WebTrends Mover, you need to activate it as a service. Configure it to meet the requirements of your installation before you activate it.

To activate the Mover:

1. Open a command prompt and navigate to the *WebTrends Installation Directory*\modules\mover directory.

2. Enter `wtmover -install startup=auto`.

3. Enter `wtmover -start`.

Creating an Express Analysis Profile

To create an Express Analysis profile, enable Express Analysis in your profile settings. You also need to select settings that are compatible with Express Analysis.

To enable Express Analysis in an existing profile:

1. Edit a Full-Featured Analysis profile that uses the SDC data source you defined when setting up Express Analysis.

2. In the **General** dialog, select the **Turn on Express Analysis for this profile** text box.

To create a new profile using Express Analysis:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Click **New**.

3. In the first dialog of the New Profile Wizard, select **Advanced profile options**.

4. Under WebTrends Analytics, select **Standard (Full-featured Analysis)** or **Parent-Child** with the **Full-Featured Analysis**. Express Analysis does not support Basic Analysis or Streaming profiles.

5. Click **Next** to continue configuring the profile.

6. In the General dialog, select the **Turn on Express Analysis for this profile** text box.

7. Complete the rest of the profile configuration dialogs. WebTrends Administration specifies features that are not Express Analysis-compliant. Keep in mind the following guidelines as you configure the profile and add Custom Reports, filters, and other settings:

   – Do not use regular expressions in your profile settings or in any associated filters or custom reports. Express Analysis does not support regular expressions.

– When you associate objects such as filters with your profile, all the components of each object must be Express Analysis-compliant, or WebTrends ignores the object. For example, if you include an unsupported filter element in a filter and associate it with your Express Analysis profile, WebTrends ignores the filter during analysis.

Chapter 22

Working with Parent-Child Profiles

If your web activity data file contains data for multiple web sites, you can use Parent-Child profiles to automatically create WebTrends Analytics profiles and reports that break out data for each site individually. Parent-child profiles are especially useful for ISPs or web hosting services who host multiple customer sites on their web servers. Using parent-child profiles makes it simple to automatically split data into individual domain-specific profiles called *child* profiles. Each child profile can generate a separate set of reports.

Parent-Child profiles provide the following benefits:

- Parent-child profiles simplify configuration by making it easy to create new profiles and reports for new domains. For example, after you set up a parent-child profile, WebTrends Analytics can auto-discover new sites added to the web activity data file, automatically create child profiles for them, and begin generating reports based on the new sites.

- Because WebTrends analyzes subsets of data instead of the entire web activity data file, parent-child profiles can improve performance for large data files. Each child profile can be individually updated and reconfigured.

- Child reports are smaller than standard reports. This is useful for customers who may not need the full scope of report data that WebTrends Analytics can provide.

- If you need to limit access to report sets by web site, for example if you provide reporting for multiple customers, you can configure user access individually for each child profile and prevent users from seeing report data for other sites.

Limitations of Parent-Child Profiles

Parent-child profiles have the following limitations:

- Child profiles cannot have server clusters, even if the Parent profile is configured to use them.

- Because the Marketing Warehouse does not store aggregated data in report-ready form, Parent-Child profiles are not available for Marketing Warehouse profiles.

- Parent-Child profiles are not available for WebTrends Analytics On Demand Small Business.

How Parent-Child Profiles Work

When WebTrends Analytics analyzes a parent profile, it parses the web activity data file and automatically splits the data into smaller files based on domains, URLs, SmartSource site IDs, or URL query parameters. A child profile is automatically created and analyzed for each subset of data.

Basic Analysis and Full-Featured Analysis

When you create a parent-child profile, you can select **Full-Featured Analysis** or **Basic Analysis**. Full-Featured Analysis provides a complete report set and a wide range of profile configuration options. You should use Full-Featured Analysis if you need to provide complete, detailed reporting for each individual site. However, Full-Featured Analysis also requires more system resources and processing time than Basic Analysis. Because it generates a smaller report set with less configurability, Basic Analysis provides faster performance and uses fewer system resources than Full-Featured Analysis. You should use Basic Analysis for efficient basic reporting on multiple sites with minimal configuration.

Basic Analysis profiles do not split a web activity data file into smaller files. Instead, they rely on the SmartSource tags embedded in web site pages to create a database into which Child profile data is aggregated during analysis. During data aggregation, SmartSource tags embedded in each page trigger the generation of content groups, campaign creation, and the application of other standard profile features.

Because these profiles differ in how they handle configuring advanced features, filters, campaigns, and other settings, you will find that when editing an Basic Analysis Parent profile, many user interface options will be unavailable or grayed out. The following settings cannot be configured in a Basic Analysis profile:

- Advanced Features
- Campaigns
- Custom Reports
- Filters
- Home
- Post-processing
- Pre-processing
- Site Configuration

Splitting Data for Child Profiles

WebTrends allows you to auto-discover child profiles using the following criteria:

- Domain Name

- SmartSource Site ID

- URL Query Parameter

When you specify any of these criteria for splitting, WebTrends Analytics automatically splits your web activity data into subsets, creates child profiles based on it, and, when you analyze the profile, creates reports for each child profile.

If you are using Full-Featured Analysis, you can also split data by specifying URLs. Splitting by URL is helpful in situations where you're segmenting your customers by directory. For example, your URLs may use a structure such as `www.hostname.com/~customername`. However, WebTrends does not support auto-discovery of new Child profiles based on URL. Splitting by URL requires you to manually configure each Child profile, specifying the URL strings to parse for in the log file. For more information, see .

Creating a Parent-Child Profile

You can create Parent profiles using the Add Profile wizard.

To add a parent-child profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Click **New**.

3. In the Profile Name dialog, select the **Advanced profile options** check box.

4. In the Profile Class dialog, click **Parent-Child**.

5. Click **Full-Featured Analysis** if you want to generate a complete set of reports. Click **Basic Analysis** if you want to generate a limited report set with minimum configuration. For more information, see "Basic Analysis and Full-Featured Analysis" on page 186.

6. In the Parent-Child Configuration dialog, select a method for identifying child profiles. The method you choose is used to split the data in your web activity data file into subsets.

Note

If you select **URL** as the method for identifying child profiles, WebTrends Analytics cannot automatically create child profiles for the parent profile. You must create child profiles manually. For more information, see "Manually Creating Child Profiles" on page 187. This option is not available for Basic Analysis profiles.

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7. If you selected **URL Query Parameter Value**, select the query parameter you will use to split the data. WebTrends creates a new profile.

8. If you selected **Domain**, **SmartSource Site ID (DCSID)**, or **URL Query Parameter Value**, WebTrends Analytics can "auto-discover" profiles by creating a profile each time it matches your split criteria. Specify how and when you want WebTrends Analytics to auto-create profiles for data sets it discovers:

   – To create a profile whenever a new domain, DCSID, or query parameter value is discovered, click **Always**.

   – To create a profile for all domains, DCSIDs, or query parameter values except for the ones you specify in the Identification Strings dialog, click **Except for specified identification strings**.

   – To create a profile only for specified domains, DCSIDs, or query parameter values, click **Only for specified identification strings**.

9. *If you selected split criteria that can include multiple expressions*, select the **Child identification strings/patterns contain multiple items** check box and specify the delimiter that separates each expression in the **Delimiter** text box. You cannot use multiple expressions with regular expressions, and you cannot use this setting with or Express Analysis. This setting is not available for Basic Analysis profiles.

10. *If you selected a split method that allows auto-discovery, and you want WebTrends Analytics to create profiles based on your split criteria but not analyze them*, select the **For the next analysis pass, auto-discover profile configurations but do not split/analyze** check box.

11. *If you selected Basic Analysis,* and you want to create a combined report including information about all your child profiles select the **Include Basic Analysis Roll-up Report** check box. This report is created in addition to the reports for individual child profiles.

Manually Creating Child Profiles

Full-featured Analysis Parent profiles that are configured to split the child profile by URL cannot automatically discover child profiles. After you create the Parent, you need to manually create each child profile.

To manually create child profiles:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Mouse over a parent profile and click **New Child** on the Action menu.

3. Follow the steps in the profile wizard to configure your child profile. Make sure you specify the users you want to have access to reports. For more information, see "Providing User Access to Child Profiles" on page 188.

Customizing Child Profiles

To customize child profiles:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Expand the Parent profile to expose the list of Child profiles.

3. Edit the child profile.

Providing User Access to Child Profiles

Child profiles do not inherit the user rights of the parent profile. To provide user access to child profiles or to the reports generated based on them, edit the profile and specify the user rights you want to grant in the User Access dialog.

URL Parameter Analysis Reports for Basic Analysis Profiles

URL Parameter Analysis helps you understand requests for dynamic site content by allowing you to specify the query parameters of interest for each Basic Analysis profile. In order to maintain the performance of Basic Analysis profiles, you are limited to four Parameter Analysis reports for each profile.

To access URL Parameter Analysis settings:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Edit a Basic Analysis Parent profile.

3. Click **Advanced > URL Parameter Analysis**.

If you have a programming resource for creating WebTrends plug-ins, you can report on additional web traffic data using URL Parameter Analysis. Programmers can create WebTrends plug-ins that retrieve log file data such as referrers (or any other supported field) and append the data to the query string for WebTrends to use in analysis. Because WebTrends can report on any parameter in the query string, you can use the URL Parameter Analysis feature to report on the data your plug-in appends to the query string. For example, if your plug-in appends referrer data to the query string using a parameter named `ref`, you specify the `ref` parameter in your profile, and WebTrends analyzes it and shows the traffic in your Parameter Analysis report. For more information about creating WebTrends plug-ins, see "WebTrends ActiveX Plug-In API" and "WebTrends C Plug-In API" in the *Marketing Lab Programmer's Reference*.

Chapter 23
Optimizing Reports Using Table Limiting

Because Web activity log files collect enormous amounts of data, a vital part of WebTrends analysis is deciding what data to keep and what data to discard. One of the guidelines WebTrends uses to determine how much data is included in analysis and reports is table limits. This chapter:

- Describes how WebTrends uses table limits

- Gives an overview of problems that can indicate some tables are reaching their limits

- Provides information about how to determine which tables might be causing problems

- Provides some examples of how to troubleshoot problems caused by oversized report tables

How and When Are Tables Limited?

WebTrends limits tables in two ways: it limits analysis tables during analysis, and it limits report tables after Web activity data has been analyzed, but before the report tables are written to the On Demand report database. This sequence is shown in the following graphic:
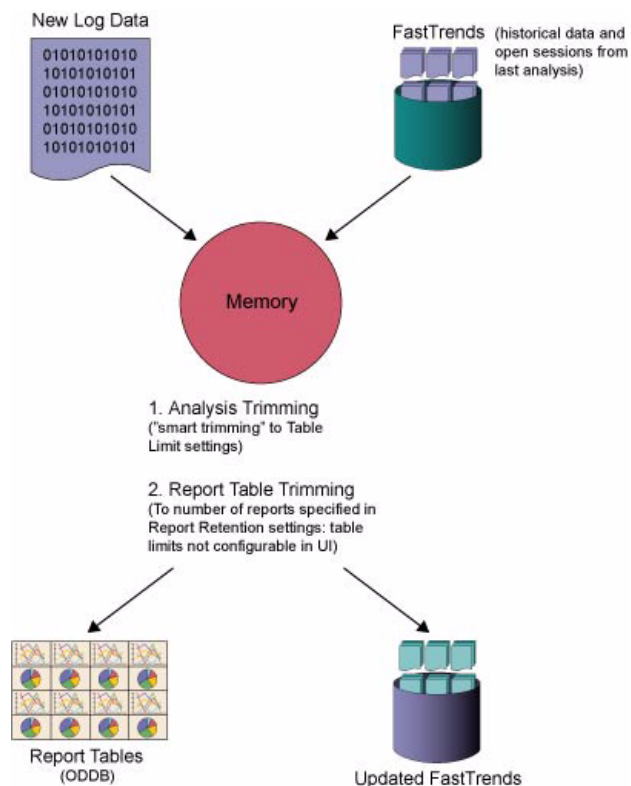
You can specify limits for both report and analysis tables for all reports (whether preconfigured or user-created).

Smart Limiting

During analysis, WebTrends uses an algorithm based on the age, frequency, and relevance of Web activity data when deciding which records to include. Smart limiting means WebTrends collects the most significant data and aggregates records with low relevance. However, there are some exceptions to smart limiting. For example, when reports use more than one dimension, only the second dimension uses smart limiting.

What Conditions Can Indicate Problems with Table Limits?

Typically, table limiting problems manifest themselves in one of two ways: slowed WebTrends performance due to insufficient system resources, or missing items in reports. As of WebTrends v7.5, reports also provide a message indicating when analysis or report tables have been trimmed to maintain table limits.

Memory and Performance Problems

Very large analysis tables can cause performance degradation. The scope of this problem is not necessarily limited to the adjustment of table limits. It can also be a function of your Web activity data and your report structure.

Missing Items in Reports

If significant items that you know were logged do not show up in reports, your table limits may be causing WebTrends to trim significant data. For example, you create a report using Pages as the primary dimension and Geographical Drilldown as the secondary dimension. When looking at daily reports, you see data for several regions that do not appear in the weekly reports. This scenario probably indicates that your weekly reports have reached their limits, and the missing regions have been rolled up in aggregate data. When you consider the combination of dimensions in this report, you can see that each one has the potential to contain many unique items, creating the possibility of very large reports. When WebTrends limits the tables for these reports, some unique items become part of aggregate data and are not shown individually.

What Factors Make Tables Fill Up, and How Can I Address Them?

As shown in the diagram above, table limiting provides a reasonable way to limit the huge amount of data generated by Web activity files while still collecting meaningful data. However, depending on the kind of data you have and the kinds of reports you want to create, you may need to adjust table limits upward or consider modifying your reporting strategy to create reports that result in smaller tables.

How Tables Fill Up

The main factor that causes tables to reach their limits is large numbers of unique elements for a report dimension. You can use this expectation to detect problems with the JavaScript code-if the Java Support report collects more than two different values, the tracking code may have been modified or corrupted. For example, the JavaSupport table has only two possible unique elements: enabled and disabled. Even with the default limit of 10 elements, this table will never reach its limit. The TopVisitors table, however, will contain as many unique elements as there are unique visitors. Each of these elements requires an entry in the table. If you do not limit the table, performance can be affected.

In many cases, the number of possible values for a given dimension also depends on the Web site. Some sites have a very limited number of pages, but many unique visitors. A knowledge base site that stores each article on a separate page, however, may generate a very large number of page views even given a relatively small number of visits or visitors.

WebTrends provides several ways of limiting the number of unique elements analyzed. One powerful way of limiting unique elements is using filters at either the profile or the custom report level to include or exclude data. Another possibility is to use URL Rebuilding to modify URLs containing non-significant parameters so that fewer unique URLs need to be analyzed.

Combining Report Dimensions

In a two-dimensional report, the number of unique elements for both the first and second dimensions comes into play. To assess potential table sizes, multiply the number of possible unique values for the primary dimension by the possible unique values for the second dimension. For example, a report where Pages is the primary dimension and Visitors is the secondary dimension has the potential to generate a huge number of unique elements. A Web site with 200 unique pages and 5000 visitors could yield 1,000,000 unique elements.

For custom reports with two dimensions, you can limit these combinations by specifying analysis and report limits for both the Primary and Secondary dimensions. For the Secondary dimension, you can limit the total number of Secondary Dimension elements WebTrends analyzes, the number of elements analyzed per Primary Dimension element, or both.

For example, if you select Campaign IDs as the Primary Dimension and you limit the number of Secondary Dimension values per dimension to 10,000 elements, WebTrends can analyze 10,000 Secondary Dimension values for each campaign. If you then specify an overall Secondary Dimension limit of 30,000 elements, WebTrends stops after analyzing 30,000 elements, and further data about Secondary Dimensions is reported only in aggregate. Even if there are seven campaigns and only the Secondary elements for the first three are included in the analysis tables, further data collected for that analysis is not reported individually.

You can use limits to keep report tables in check and maximize performance when creating 2-dimensional reports, or you can expand your table limits to maximize the unique data you can collect, while keeping in mind that performance may be a problem. However, some combinations of dimensions, like Pages by Visits reports, simply generate too many unique elements for you to preserve a reasonable balance of meaningful data and manageable performance. One alternative approach for this particular combination is to create Content Groups to isolate smaller groups of pages, and then use Content Groups as a dimension instead of all Pages. If you use this method, keep in mind that the product of your expected visits and the number of Content Groups can still be very large.

Drilldowns

Drilldown reports present some additional issues with data sizing. When you create a drilldown dimension, you are factorially combining the elements for several unique dimensions. Depending on the structure of your data, this means unique elements can add up very quickly. You can limit the tables for a drilldown by limiting the overall number of elements for the drilldown, the number of elements in each level of the drilldown, or both.

You can also minimize the amount of accumulated data in drilldowns by keeping in mind the following guidelines.

Hierarchical Drilldowns

In a hierarchical drilldown, there is a many-to-one relationship between dimensions in the drilldown as you move from a higher to a lower level. In a drilldown where this is the case, you can assess table size by adding all the elements at the lowest level of the hierarchy. For example, the Products drilldown reports the following levels:

- Product Group
- Product Family
- Product Category
- Product Sub-Category
- Product Name
- Product SKU

Each Product Group contains multiple Product Families: each Product Family contains multiple Product Categories; and so on. Because the numbers become larger as you move down the levels, meaningful categories are less likely to be trimmed from the report table.

Non-Hierarchical Drilldowns

In contrast, if the top levels of your drilldown contain dimensions that can contain many possible elements, or if different elements at the same level contain the same sub-elements, your tables will fill more quickly and meaningful categories are more likely to be trimmed from your reports. You can assess the table size for non-hierarchical drilldowns by multiplying the possible elements in each level, which can yield much higher numbers of elements than in a hierarchical drilldown.

For a drilldown where the top levels contain hundreds of possible items, most of the overall table space will be filled by the first few thousand significant items if you use the default limits. Alternately, if you choose not to limit tables, you may need to allocate an unreasonable amount of memory to analysis. Even so, you may not have enough memory to process the profile.

Your tables will also fill up more quickly if the structure of your data is non-hierarchical, so that the same subcategories can be found in more than one branch at the same level. For example, suppose the Product Categories level of your Product drilldown contains the subcategories DVDs and Home Video. If each DVD you sell belongs to both the DVD subcategory and to the Home Video category, you will generate more unique elements because each combination of subcategory and item constitutes a unique element.

You can, of course, increase table limits. However, if you find that performance becomes a problem, another approach is to divide your drilldowns into smaller drilldown reports that contain only two or three dimensions. You can also create segments of your drilldowns as 2-dimensional custom reports.

When Are Analysis and Report Tables Cleared?

Analysis and report tables are cleared after all the periods for report analysis (such as daily, weekly, or monthly) are closed out, at which point the data resides only in the report database. (Report periods are defined on the **Reports** dialog of the profile settings.) For example, say a profile only uses weekly periods. When all the daily data is collected for a week, the weekly table can be closed out and cleared because all the data it contained is now stored in the report database, which is also known as the On Demand Database (ODDB). Regardless of what periods you select, all analysis and report tables are closed out and cleared at the end of the year.

The data in the On Demand Database is stored indefinitely unless you enable the Report Data Retention job. This job trims report databases using the settings specified in the Report Retention dialog. To access the Report Database dialog, pane, click **Administration > Application Settings > System Management > Retention > Report**. To enable the Report Data Retention job, click **Scheduler > Scheduled Jobs**, edit the Report Data Retention job, and clear the **Disable this job?** check box on the **General** dialog. The report database is trimmed when the job runs each day.

How Can I Investigate Table Activity?

To see a summary of report table limits and current table activity for the profiles with the most activity, use the View Table Sizes view of the Most Active Profiles dialog. This view provides information about the first-dimension and (where relevant) the second-dimension limits for each report table (custom and standard) as well as how many items each table currently contains. This information can help you identify tables that are at or near their limits.

To access the Most Active Profiles dialog:

1. In the left pane, click **Administration > Application Settings > Monitoring > Profiles >Most Active Profiles**.

2. Mouse over a profile and click **View Table Sizes** on the Action menu to show details for the profile you want to investigate.

To view table sizes for an individual profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles.**

2. Click **Analysis** > **Table Sizes**.

How Are Table Limits Configured?

You can configure the analysis and report table limits for custom reports by applying a default setting to all profiles, or you can specify a limit for non-custom reports at the profile level. The following sections describe the location of these settings in WebTrends Administration.

To configure default table sizes for reports:

1. In the left pane, click **Administration > Web Analysis > Options > Analysis**.

2. Click the **Table Sizes** dialog.

To configure table limits for an individual profile:

1. Edit a profile.

2. Click **Analysis** > **Table Sizes**.

Managing Pages Reporting

Because reports that rely on the Pages table are especially likely to have many unique items, table limiting is a special concern for these reports. If your Pages reports become very large, you may need to change your configuration to use these reports more effectively.

The following reports rely on the Pages table:

- Pages
- Single Level Paths - Forward
- Single Level Paths - Reverse
- Single Level Paths - Forward and Reverse
- Paths - Forward and Reverse Reports
- Top Entry Pages
- Top Exit Pages
- Any custom report based on a dimension using Pages

We recommend monitoring table activity for these reports as described in the following troubleshooting instructions. Keep in mind that if you use WebTrends On Demand, you cannot adjust table limits. Contact your account representative if you believe you are experiencing a problem that requires changing table limits.

To troubleshoot Pages reporting:

1. To determine whether your Pages reports are reaching their limits, or if you suspect unique URLs are not being collected and added to your reports, use Profile Monitoring to check your table activity. For more information, see "How Can I Investigate Table Activity?" on page 193.

2. If the Pages table is nearing or has reached its limit, consider raising the table limits. For more information about adjusting your table limits, see "How Are Table Limits Configured?" on page 193.

3. If your Pages table is very large, you may find that raising the table limit slows performance to an unacceptable level or causes WebTrends Analytics to fail. If this occurs, make sure your installation is configured for best performance and minimal resource consumption. For example:

   - Make sure your profile does not include a large number of reports, especially other resource-intensive reports. Disable any reports you do not need. If necessary, you can create a separate profile for Pages reports.

   - Make sure you have enough physical and virtual memory to support your installation. See the Release Notes for sizing considerations.

   - Try disabling resource-intensive features such as Visitor History collection and interval data, which are not required for Pages reports.

   - Disable page title lookups in your profile. If you tag your pages using WebTrends query parameters for WebTrends Analytics On Demand or SmartSource Data Collector, be sure you use the `WT.ti` query parameter to identify page titles.

4. Try using the URL Rebuilding feature to reduce the number of unique pages. URL Rebuilding allows you to decide which URL parameters should be included in page URLs that are collected in the Pages table. For example, if every URL contains a unique session ID, hits to the same page will be counted as different pages and inflate the number of pages in the Pages table. For more information about using URL Rebuilding to reduce your Pages count, see "Using URL Rebuilding" on page 171.

Keep in mind that you can still report on a URL parameter even if you exclude it from the Pages reports using URL Rebuilding. For example, if you remove a parameter that indicates the product ID from the Pages report, you can still report on the parameter using URL Parameter Analysis, and you can still use the standard Products reports with a translation file. If you are licensed to create custom reports, you can also build a custom report that shows a complete list of product IDs.

5. If you have problems with too many unique URLs that are not caused by URL parameters, you may want to try using URL Search and Replace to remove unique strings. For more information, see "Using URL Search and Replace" on page 173.

Chapter 24

Working with Scheduled Jobs

WebTrends Analytics and WebTrends Marketing Warehouse share the concept of a "job" as a unit of work such as an analysis, a report export, or a backup. *Scheduled* jobs are used to schedule report distribution and to configure and troubleshoot backups, data retention, and other maintenance jobs. You can see a complete list of scheduled jobs to which you have user rights by clicking **Administration > Scheduler >** **Scheduled Jobs**.

You can use scheduled jobs to:

- Back up individual WebTrends Analytics profiles and profile configuration data. For more information, see "Understanding Scheduled Backups" on page 197.

- Create and deliver WebTrends Analytics reports in different formats, such as Microsoft Word, PDF, and Excel. For more information, see "Understanding Scheduled Reports" on page 198.

- Run scheduled queries against a Marketing Warehouse and export the results in a CSV file. For more information, see "Marketing Warehouse Data Exports" on page 198.

Understanding Scheduled Backups

You can use a scheduled backup to create an archived copy of your profile data as well as configuration data such as the templates, session tracking settings, and custom report settings.

Each profile can only support one scheduled backup job. If you want to create backup jobs automatically for all the profiles you create after enabling this setting, click **Administration > System Management >** **Backup/Restore > Backup Options** and select **Backup State For New Profiles**. Use the Scheduled Jobs dialog to create backup jobs for individual profiles that have not had a backup job auto-created. For more information, see "Scheduling a Backup Job" on page 197.

Scheduling a Backup Job

To schedule a backup job:

1. In the left pane, click **Administration > Scheduler > Scheduled Jobs**.

2. Click **New**.

3. Click **Backup Job**.

4. In the Profile dialog, select the profile for which you want to schedule reports.

5. Provide a job description to identify the backup job in the Scheduled Jobs dialog.

6. If you want to create the job and enable it later, select the **Disable this job** check box.

7. In the Host Binding and Priority dialog, specify the priority for the job and what computers it can run on.

8. In the Schedule dialog, specify when and how often you want to back up the profile.

Understanding Scheduled Reports

Scheduled reports provide a method of exporting report data in a variety of formats on a schedule you select. They also provide the capability to distribute reports and report data to users who do not have access rights to WebTrends Analytics Reports.

Based on your existing profiles, scheduled reports can export WebTrends Analytics data to the following formats:

- Microsoft Word

- Adobe PDF

- WebTrends SmartReports (based on a Microsoft MDB database using Microsoft Excel)

- Comma-separated value (CSV)

Scheduled reports can also distribute WebTrends Analytics reports by saving them to a specified file location, sending them as an email attachment, or transferring them using an FTP server.

Marketing Warehouse Data Exports

You can use scheduled reports to export data from a Marketing Warehouse in the form of a CSV file. Each scheduled export can export data for a single named query that has been associated with your Marketing Warehouse profile. For more information, see "Configuring a Marketing Warehouse Scheduled Export" on page 201.

Exporting Data Directly from Analytics Reports

If you do not want to create a scheduled report, or if you do not have rights to the Scheduler module, you can export data directly from a WebTrends Analytics reports. You can also schedule report exports directly from the WebTrends Analytics report interface.

Note

Before you can use email exports from WebTrends Analytics reports, you need to provide information about your SMTP server in the Email Settings dialog in WebTrends Analytics. Until you provide this information, the email option is not visible when creating exports. To set these defaults, in the left pane, click **Administration > Scheduler > Options** and click **Email Settings**. For more information, see "Setting Up Email Delivery Defaults for Reports" on page 200.

Direct exports from Analytics have the following limitations:

- You cannot schedule FTP exports

- You cannot export a summary report

- You cannot export data from a Marketing Warehouse.

For more information, see the Analytics Reports Help.

Preparing to Create Scheduled Reports

Scheduled Reports User Rights

Scheduled reports configuration uses the following user rights:

- To grant access to create and edit scheduled reports, use the Scheduled Export To Database and the Scheduled Word, CSV, PDF Reports user rights.

- To grant access to the Scheduler module, including the Job Queue, Status, and Options dialogs, use the Scheduler Module user right. Access to this user right is required if you need to set the SMTP server used to send reports as email attachments.

- To grant access to all profiles (and the ability to create scheduled reports based on them) use the Profiles user right.

- To grant access to selected profiles only, edit the profile and click **Administration > Profile Access** to add the user to the profile.

To enable a user without administrative rights to run a scheduled report from the WebTrends Analytics Reports interface, you can assign the scheduled report to that user in the General dialog of the scheduled report creation wizard.

Setting Up Secure FTP Encryption

If you plan to use FTP to deliver scheduled reports, you may want to secure your FTP delivery. To use SFTP, select the **Use secure FTP** check box when you configure your scheduled report. You also need to set up public-private key encryption to ensure secure delivery.

Setting up standard FTP without a SSH server does not require any additional setup outside your scheduled report settings.

To set up public-private key encryption for secure FTP:

1. In the left pane, click **Administration > Application Settings > Options**.

2. Click **FTP Encryption Key Management**.

3. Select an encryption key type.

4. If you selected RSA, select the key size you want to use for encryption. For most users, 1024-bit encryption provides an effective balance between security and performance.

5. In the **Passphrase** text box, type a passphrase WebTrends Analytics can use to access the private key. This passphrase is used internally to provide an additional layer of security. Leaving the **Passphrase** text box blank is an option, but could create a security problem.

6. Click **Generate Key Pair**. WebTrends Analytics updates the public key for the scheduled report server.

7. Click **Download Public Key** to download the `WebTrends_pub.txt` file. This file contains the key.

8. Add the contents of `WebTrends_pub.txt` file to the `authorized_keys` file on the SSH server where you plan to transfer scheduled reports.

Setting Up Email Delivery Defaults for Reports

If you plan to use scheduled reports to distribute reports by email, you can specify all the required information in your scheduled report settings. However, you can also specify a default SMTP server and sender address to populate these settings for users who are creating new scheduled reports. These settings can be changed during scheduled report configuration. However, providing default settings saves users the step of finding the name of the SMTP server and alerts them to your organization's standard sender address for scheduled reports.

If you want users to be able to export reports and send them as email attachments directly from the Analytics Reports interface without using WebTrends Administration, specifying default email settings also makes email visible as a report export option in Analytics Reports. Analytics Reports users cannot specify a different SMTP server

To set email delivery defaults for report exports:

1. In the left pane, click **Administration > Scheduler > Options**.

2. Click **Email Settings**.

3. Specify an SMTP server name and a sender address for emailed reports.

Configuring Scheduled Reports

You configure scheduled reports using the Scheduled Jobs interface. After you create a scheduled report, you can use the Scheduled Jobs dialog to check scheduled report status, edit scheduled report settings, and troubleshoot report generation problems. For more information, see "Working with Scheduled Jobs" on page 197.

The method for creating a scheduled report varies depending on the type of scheduled report you create.

- For information about exporting a summary scheduled report, see "Configuring a Summary Scheduled Report" on page 200.

- For information about exporting a standard report, see "Configuring a Standard Scheduled Report" on page 201.

- For information about exporting scheduled query data from a Marketing Warehouse, see "Configuring a Marketing Warehouse Scheduled Export" on page 201.

Configuring a Summary Scheduled Report

A summary report includes basic statistics about recent activity, including the total and average statistics for visits, visitors and page views. Summary reports are only available in simple HTML and TXT format. To select specific standard or custom reports from a template, see "Configuring a Standard Scheduled Report" on page 201.

To create a summary scheduled report:

1. In the left pane, click **Administration > Scheduler > Scheduled Jobs**.

2. Click **New**.

3. Click **Scheduled Report**.

4. In the Report Type dialog, click **General Summary Report**. Click **Next**.

5. In the Output Type dialog, click **HTML** to output an HTML document, or **Text** to output a `.txt` file.

6. In the Time Range dialog, select the range of data you want to export.

7. In the Schedule dialog, specify when and how often you want WebTrends Analytics to generate the report.

Configuring a Standard Scheduled Report

A standard scheduled report contains the full range of available report information. Selected

To create a standard scheduled report:

1. In the left pane, click **Administration > Scheduler > Scheduled Jobs**.

2. Click **New**.

3. Click **Scheduled Report**.

4. In the Report Type dialog, click **Standard Report**.

5. In the Profile dialog, select the profile for which you want to schedule reports.

6. In the General dialog, provide a description and owner for the scheduled report job.

7. In the Report Destination dialog, specify how you want to deliver the scheduled report.

Note

If you want to deliver the report using secure FTP, you may need to configure public-private key encryption. For more information, see "Setting Up Secure FTP Encryption" on page 199.

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8. In the Templates dialog, select the report template containing the report(s) you want to export. The templates you see depend on the profile you selected in .

9. In the Reports dialog, select the reports you want to export. Press **Ctrl** and click to select multiple reports.

10. In the Time Range dialog, select the range of data you want to export.

11. In the Schedule dialog, specify when and how often you want WebTrends Analytics to generate and and export the report.

12. In the Host Binding and Priority dialog, specify the priority for the job and what computers it can run on.

Configuring a Marketing Warehouse Scheduled Export

You can use scheduled exports to export data from a Marketing Warehouse in the form of a CSV file. Each scheduled report can include data from a single named query. For more information about creating and using named queries, see the *Marketing Warehouse User's Guide*.

Only user-configured named queries that have been created in WebTrends Administration are available for export using scheduled reports. To configure named queries or see a list of user-configured named queries, click **Web Analysis > Marketing Warehouse > Named Queries** in the left pane.

To create a scheduled report that exports data from a Marketing Warehouse:

1. In the left pane, click **Administration > Scheduler > Scheduled Jobs**.

2. Click **New**.

3. Click **Scheduled Report**.

4. In the Profile dialog, select a Marketing Warehouse profile.

5. In the General dialog, provide a description and owner for the scheduled report job.

6. In the Report Destination dialog, specify how you want to deliver the scheduled report.

Note

If you want to deliver the report using secure FTP, you may need to configure public-private key encryption. For more information, see "Setting Up Secure FTP Encryption" on page 199.

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7. In the Queries dialog, select the name of a named query.

8. In the Time Range dialog, select the range of data you want to export. This dialog is only available if the named query you selected includes a date parameter.

9. In the Query Parameters dialog, specify values for any query parameters associated with the named query.

10. In the Schedule dialog, specify when and how often you want WebTrends Analytics to run the named query and export the results.

11. In the Host Binding and Priority dialog, specify the priority for the job and what computers it can run on.

Chapter 25
Backing Up and Restoring WebTrends Data

This chapter describes how to back up your WebTrends Marketing Lab installation and how to restore it in the event that your data becomes corrupt. It includes general information about data storage, specific instructions for backing up and restoring components of WebTrends Analytics and WebTrends Marketing Warehouse data and configuration, and some discussion of how to recover from a large-scale failure of your installation.

Information about data restoration is limited to instructions for restoring your profile data from a recent backup. If you have a serious failure or you need to restore a large amount of historical data, you should contact Support for assistance.

How WebTrends Stores Data

WebTrends Analytics software stores your data both in user-defined file locations and in the WebTrends system database. To completely restore your WebTrends installation, you need to restore these files and the WebTrends system database. WebTrends recommends that you keep ongoing, coordinated backups of these components so that, in the event that you need to restore your data, you can restore it from closely aligned time periods.

WebTrends Marketing Warehouse software stores data in several different Microsoft SQL Server database locations as well as in the WebTrends system database; WebTrends Visitor Intelligence also stores data in an OLAP cube configuration. If you use Marketing Warehouse data, you should back up these locations regularly. For more information about required backups for Marketing Warehouse data, see "Backing Up WebTrends Marketing Warehouse Data" on page 123.

WebTrends 7.0 and higher provides the ability to scale individual components by adding more computers to accommodate the need for greater size and capacity. The following diagram shows a typical WebTrends Distributed Architecture environment:
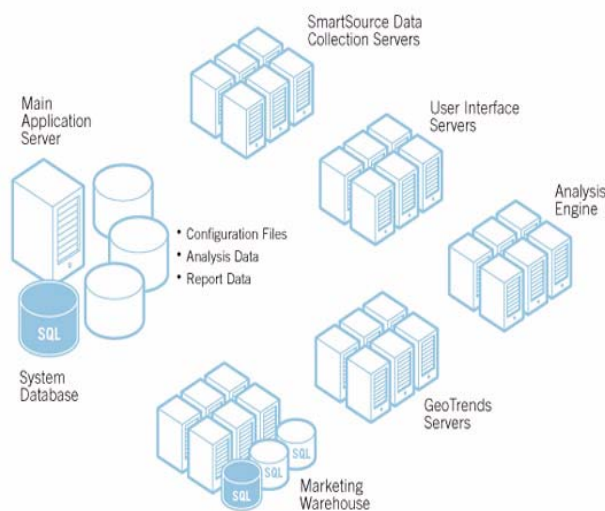
All data in this typical scenario is stored on the main application server. As you can see from the number of components with more than one server, this configuration provides some degree of fail-over and redundancy for many critical pieces of the operation.

The WebTrends System Database is the central repository for all system-level configuration information. The System Database can run on either Microsoft SQL Server 2005 Express Edition, or Microsoft SQL Server 2000 Standard or Enterprise Edition. The WebTrends environment cannot run without the System Database intact, so a regular backup is critical to every operation. Microsoft SQL Server users should use their preferred tools and processes for backups.

Built-In Redundancies

As noted previously, many components of the Distributed Architecture environment can be easily built to expand for capacity or provide a higher level of availability by adding more systems. The following systems can be redundantly configured (and load balanced) or rebuilt relatively easily and quickly if no backup is available:

- The SmartSource Data Collector
- The User Interface server
- The WebTrends Analysis Engine
- The Event Database Loader
- The GeoTrends database

These systems do not hold any data permanently, and are very quick to install and configure.

WebTrends Data Repositories

The non-database storage locations for your WebTrends data are specified during installation. However, you can change these storage locations. To determine where your data is stored, or to change your data storage locations, in the left pane, click **Administration > Application Settings > System Management > Storage Locations**.

Note

Storing your Backup Repository on a different computer from your WebTrends installation allows you to recover data in the event of a system failure.

WebTrends creates the following data (file-based) repositories:

Analysis Data Repository
   Contains analyzed log data in compressed form.

Report Data Repository
   Contains report-ready data that can be accessed by on-demand reporting.

Configuration Data Repository
   Contains configuration settings for the WebTrends Web Analysis module.

Backup Repository
   Contains any data created by WebTrends Analytics backup jobs. For more information about backing up data, see "Backing Up WebTrends Analytics Analysis Data".

Visitor History Export Repository

Contains data created by Visitor History exports.

Event Database Source Directory

Contains the log files before the Event Database Loader imports them into the Marketing Warehouse.

Backing Up WebTrends Analytics Analysis Data

When you create a profile backup job for a WebTrends Analytics profile, WebTrends backs up the analysis data for the profile. (After you restore, you can then regenerate your report data for the period after the backup by running an analysis based on the restored profile.) You can create backup jobs automatically for all new profiles or create them manually for individual profiles. WebTrends stores all data from backup jobs in the Backup Repository. For more information about specifying a backup location, see "WebTrends Data Repositories" on page 120.

Note

When you first create a profile backup job, WebTrends also automatically backs up the configuration settings for the entire Web Analysis module. Configuration backups are used for reference by Support when recreating an older configuration. You cannot restore configuration data from a configuration backup. When you create a configuration backup, WebTrends does not display the backup in the Available Backups list.

To create profile backups for all future WebTrends Analytics profiles:

1. In the left pane, click **Administration > Application Settings > System Management > Backup/ Restore > Backup Options**.

2. Select the **New profiles will have backup jobs created** check box. WebTrends creates a backup job for each subsequent profile you create. The backup event runs every 24 hours.

To create a backup job for a single profile:

1. In the left pane, click **Scheduler > Scheduled Jobs**.

2. Click **New**.

3. In the Job Type dialog, click **Backup Job**.

4. In the Profile dialog, select the profile you want to back up.

5. Click **Next**.

6. In the General dialog, type a description for the backup job. The description should identify the job as a backup job and link it to the correct profile.

7. Click **Next**.

8. In the Host Binding and Priority dialog, specify whether you want the backup job to run on any available host, or, if you have host groups configured in your distributed installation, select a host group. Host groups help you manage system resources in a distributed installation and are defined in **Administration > Application Settings > System Management > Host Groups**.

9. Select a job priority level. The job priority determines which jobs run first when multiple jobs are assigned to the same computer or host group. If all jobs are set to the same priority, jobs run in the order they enter the queue.

10. Click **Next**.

11. In the Schedule dialog, specify when and how often you want the backup job to run. By default, backup jobs run once per day.

12. Click **Next**.

13. Review the summary in the Summary dialog. Click **Save** to schedule the backup.

Viewing Available Backups

The Available Backups list shows all the backups that were created by a successful backup job, including the profile name and the date when they were created. To view the list of available backups in WebTrends Administration, select **Administration > Application Settings > System Management > Backup/ Restore > Restore Backup.**

Backing Up a Microsoft SQL Server 2005 Express Edition System Database

Starting with Marketing Lab v2.1, Marketing Lab provides Microsoft SQL Server 2005 Express Edition as an alternative to Microsoft SQL Server Standard or Enterprise Edition for WebTrends Analytics users.

You have two options for backing up a Microsoft SQL Server 2005 Express Edition database. You can download Microsoft SQL Server Management Studio Express from the Microsoft web site if you prefer to back up your database using a graphical interface. Alternately, you can use the sqlcmd utility included with Microsoft SQL Server 2005 Express Edition.

To back up a SQL Express database using sqlcmd:

1. Open a command prompt and navigate to the `sqlcmd` subdirectory in the Microsoft SQL Server 2005 Express Edition installation directory. By default, sqlcmd is located in the `\Program Files\Microsoft SQL Server\90\Tools\Binn` directory.

2. Enter `sqlcmd`.

3. Enter `BACKUP DATABASE` *database name* where *database name* is the name of the SQL server database.

4. Enter `TO DISK = '`*pathname**database name*`.bak'` where *database name* is the name of the SQL server database and *pathname* is the fully qualified path to the directory where you will create the database backup.

5. Enter `WITH FORMAT;`

6. Enter `GO`

Backing Up a MySQL System Database

For WebTrends Marketing Lab versions earlier than v2.1, the system database is typically stored using a MySQL database. You can back up a MySQL WebTrends system database using the `mysqldump.exe` application, located in the `installation directory\common\database\mysql\bin` directory of your WebTrends Analytics installation.

To back up a WebTrends system database using `mysqldump.exe`:

1. From a command prompt, navigate to the WebTrends Analytics installation directory and enter:

   `mkdir storage\backup\mysqlbackup`

2. Enter:

```
cd common\database\mysql\bin
```

3. Enter:

```
mysqldump --opt --user=Database UserName --password=Database Password --result-
file=..\..\..\..\storage\backup\mysqlbackup\backup.sql --all_databases
```

Make sure that *Database UserName* and *Database Password* are the user name and password specified during installation.

All databases are backed up to `\storage\backup\mysqlbackup\backup.sql` relative to the root of the WebTrends installation.

4. Rename the backup file to indicate the date the backup was made. For example, if the backup was made on July 1, 2007, rename the backup file to `backup_2007-07-01.sql`.

Backing Up WebTrends Marketing Warehouse Data

WebTrends Marketing Warehouse data resides in a Microsoft SQL Server database. To determine where your Marketing Warehouse data is stored, edit the profile in WebTrends Administration and click **Analysis > Marketing Warehouse**. This dialog shows the location of the Microsoft SQL database and the names of each component database. You can access these locations using Microsoft SQL Server Management Studio or another third-party tool.

Marketing Warehouse profile data includes the following components:

* Event Database (EDB)
* Module Database (MDB)
* Extended Attributes Database (XDB)
* Analysis Services Database (containing profile-specific cube information)

You should maintain regular backups of these databases using the SQL management tools of your choice. You should also back up your Analysis Services Database each time you make changes to your cube configuration. Back up the Analysis Services Database both before and after you change the cube configuration.

As a best practice, you should also back up the following Marketing Warehouse components:

* The `XMDB_System_Master` database contains global information about Extended Attributes databases and can reside on the same Microsoft SQL database or in a remote location.
* `wtWHReporting` resides on the same Microsoft SQL server location as `XMDB_System_Master`.

Finally, even if you do not use WebTrends Analytics profiles, you should always back up your WebTrends System Database. For information about backing up your system database, see "Backing Up a Microsoft SQL Server 2005 Express Edition System Database" on page 122 or "Backing Up a MySQL System Database" on page 122.

For information about restoring a Marketing Warehouse profile, see "Restoring WebTrends Marketing Warehouse Data" on page 124.

Restoring WebTrends Analytics Data

This section describes how to restore analysis data for a profile from a backup. To recover from a serious failure, you should contact WebTrends Support.

To restore WebTrends Analytics data from a profile backup:

1. Determine the date of the last good backup, or the date from which you want to begin reanalysis. For more information, see "Viewing Available Backups" on page 122.

2. Set your WebTrends Administration configuration settings to the state you want to use for reanalysis and future analyses. You can determine whether and when configuration changes were made using the Change History feature in WebTrends Administration. Use WebTrends Administration to make any required configuration changes.

3. In the left pane, click **Administration > Application Settings > System Management > Backup/ Restore > Restore Backup**.

4. Mouse over the backup for the profile and date you want to restore and click **Restore Backup** on the Action menu.

5. In the Restore Backup dialog, click **Restore Backup** to continue.

6. Click **OK**.

7. After you finish restoring, re-run analysis for the profile. WebTrends Analytics detects the dates of analyzed data that was restored and then reanalyzes any newer data from the log files available in this profile's data source.

Restoring WebTrends Marketing Warehouse Data

The following procedure is designed to restore data for a profile, not for your entire Marketing Warehouse installation. It includes instructions for restoring Visitor Intelligence cube data. For information about disaster recovery, you should contact WebTrends Support.

To restore data for a Marketing Warehouse profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

2. Edit your Marketing Warehouse profile and select **Analysis > Event Analysis**.

3. Click **Analysis Paused**. Pausing analysis allows Marketing Warehouse to continue collecting data while event data loading and other analysis processing is suspended.

4. Using the third-party SQL tools of your choice, restore the Event Database, Module Database, and Extended Attributes Database for the profile. For information about locating and backing up these components, see "Backing Up WebTrends Marketing Warehouse Data" on page 123.

5. To restore from the .xml a file created when you backed up the Analysis Services Database, open a query in Microsoft SQL Server Management Studio or execute `wtascmd.exe`.

6. Perform a complete cube reprocess:

   a. Open a command prompt and navigate to the `wtCube` directory.

   b. Execute the following command:

      `wtcube profileguid -processfull`

      where `profileguid` is the ID for the profile you are restoring. You can find this ID by editing the profile in WebTrends Administration and clicking **Summary**.

7. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.

8. Edit your Marketing Warehouse profile and select **Analysis > Event Analysis**.

9. Click **Analysis Enabled**.

Recovering from Data Center Failure

Planning for a data center failure can be complex. You can use any of several methods to accomplish a quick recovery. Here are a few things to keep in mind before beginning:

- If the disaster recovery planning is limited to a situation where a data center is only temporarily unavailable, disaster recovery planning could focus specifically on providing access to reporting data, and not analysis.

- The WebTrends environment uses Web log data in the analysis process, but makes no provisions to back up or restore Web log data. The customer is responsible for ensuring that the original log data remains available.

- The complete storage requirements for a WebTrends installation can be quite large. As a result, copying the data between data centers for fail-over can be time-consuming. Before you proceeding with this scenario, ensure that the bandwidth capacity between data centers is sufficient to meet the needs of the environment.

Option 1: Data Collection and Reporting Redundancy

If your data loss is temporary, you can use a secondary environment to provide reporting. If you use this solution, no new data analysis can occur until the primary data center is recovered. Users will be able to log in to the WebTrends environment located at the secondary data center and view historical reports, but current data will not be analyzed. If you use the WebTrends SmartSource Data Collector, we recommend enabling a redundant SDC installation at the secondary data center so you can continue collecting SDC data while the primary data center is unavailable.

The following diagram shows the systems required for this option to work correctly:
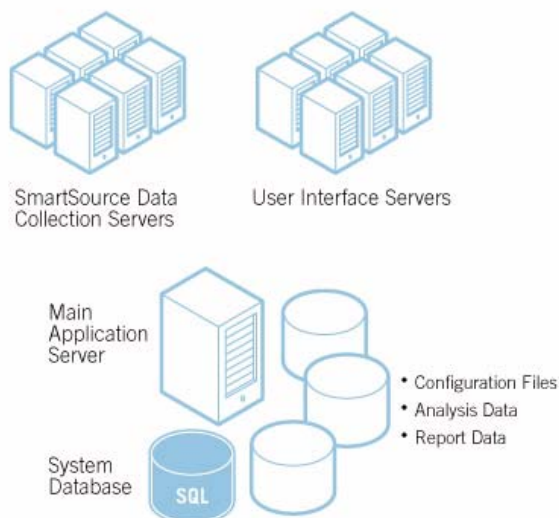
As an alternative, to reduce costs in the secondary data center, you could install the UI server directly on the main application server. Report performance and capacity will decrease slightly as a result, but this trade-off is often acceptable for a temporary situation.

Option 2: Full Redundancy of the WebTrends Environment

To plan for recovery after a total failure, you can duplicate the complete WebTrends system at the secondary data center to provide full capacity and full fail-over in the event of a catastrophic failure of the primary data center. In this scenario, you deploy an exact copy of each system at the secondary data center. Because WebTrends does not provide an automated method of fail-over, you would have to accomplish this with the help of your local IT resources.

The following diagram shows a completely redundant deployment:
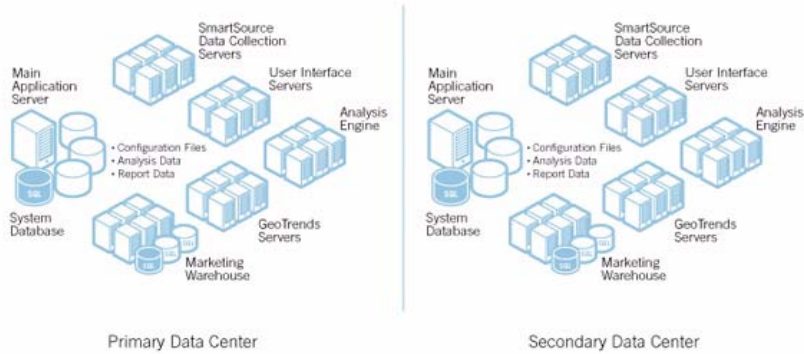
Chapter 26

Troubleshooting

This chapter describes some strategies for troubleshooting common problems you may encounter when setting up and running WebTrends software. It also provides information about common report viewing problems you may encounter whether you use WebTrends software or WebTrends On Demand.

Troubleshooting Software Upgrade, Installation, and Performance

The following sections discuss common problems that can occur during installation and describe how to resolve them.

Beginning with version 7.1, WebTrends provides built-in installation and performance checking for WebTrends software users. Checks include a full system check during installation and an alerting and monitoring system that alerts you when problems on your WebTrends installation computer(s) may lead to performance problems. These checks can diagnose many common performance problems. For more information about the system check, see "Installation Checking" on page 213. For more information about alerting and monitoring, see "Alerting and Monitoring" on page 214.

MySQL Database Problems

You should start your troubleshooting process by repairing the MySQL database. Environmental factors such as insufficient disk space or damaged hard drive sectors can damage the MySQL-based WebTrends system database. If your MySQL database is damaged, you may experience problems running WebTrends. In some cases, WebTrends might provide a database table error.

To repair the MySQL database:

1. From the Windows Control Panel located on the computer running the WebTrends system database, stop all WebTrends services except the WebTrends - MySQL service.

2. From a Windows command prompt, navigate to the following directory:

   `WebTrends installation directory\common\database\mysql\bin\`

3. Run the following commands:

   `mysqlcheck.exe -r --databases wt_sched -u user name -p`

   `mysqlcheck.exe -r --databases wtmaster -u user name -p`

   where *user name* is the user name specified during the WebTrends installation for the system database.

4. When prompted, provide the password you use to access the MySQL database.

5. Restart the WebTrends services in the following order:

   – WebTrends – MySQL

   – WebTrends - Scheduler Agent

   – WebTrends - System Monitor

- – WebTrends - GeoTrends
- – WebTrends - Email Notification Service
- – WebTrends - Express Analysis Engine
- – WebTrends - Express Data Mover
- – WebTrends - Report Cache Server
- – WebTrends - User Interface

Common Installation Problems

The following problems can occur during installation and can usually be resolved with simple configuration changes.

Services Will Not Start

If you install WebTrends but cannot launch the program, begin by checking Windows Control Panel to see if all the WebTrends services have started. All WebTrends service names begin with the prefix **WebTrends -**.

Services typically fail to start for one of two reasons:

- Depending on the user account you specified when installing WebTrends, you may not have appropriate rights to WebTrends services. During installation, you specify whether to use the local system account or another domain user account in the Specify WebTrends Service Parameters dialog box. Keep in mind that the account you select should have administrative rights on the local computer as well as rights to any network resources you want to use when running WebTrends. For example, if you plan to store web data files on another computer in the network and connect to the files using a UNC path, specify a domain account with rights to that location.

- Port conflicts can cause services to fail. For more information, see "Port Conflict Reported" on page 212.

Port Conflict Reported

WebTrends uses ports to communicate with all the components in your installation. If you receive an error indicating a port conflict, or if your WebTrends services fail to start, you may be running another application that uses the same ports as WebTrends. We recommend using the default ports for the System Database and the User Interface Server when you install WebTrends. By default, the System Database uses the MySQL port (3306). Use port 1433 for a SQL Server installation. WebTrends v8.1 and higher uses Microsoft IIS port 7099 for the User Interface Server (previous versions used Apache). Other applications cannot share these ports. For more detailed information about ports, see the *WebTrends Implementation and Maintenance Guide*.

License Not for This Version

Because license keys are version-specific, you may receive a message during installation indicating that your license key does not apply to the current version. If your support contract is up to date, you can contact WebTrends Support for a new or updated key. Otherwise, you can contact a WebTrends Sales representative to purchase an upgrade.

Activate Product (No Connection to License Server)

After you complete your installation, WebTrends attempts to contact the License Activation Server using the Internet in order to verify your license key. If you see the Activate Product dialog box when you start the product for the first time (or after you try to add a license key), you may have a problem with your Internet connection that prevents WebTrends from contacting the License Server. The Activate Product dialog box gives detailed instructions for validating your license key on a computer that is not connected to the Internet.

Script Blockers Active/Cannot Create Database

During installation, you may see a message indicating that script blockers are enabled, or WebTrends may not be able to create the MySQL database. If you experience this problem, you must disable any script blockers before completing the installation.

Cannot Log in After Installation

You can log in using the same user name and password you use to log on to the local computer when you installed WebTrends.

Typically, this login is different from the user name and password you provided for the MySQL database during installation. The database login information is only used internally.

Cannot Access Visitor Intelligence

Upgrading to Marketing Lab v2.1 requires the Visitor Intelligence cube to undergo a complete reprocessing before you can use Visitor Intelligence reports. Please wait until cube reprocessing has finished before trying to access Visitor Intelligence.

Installation Checking

During installation, WebTrends checks the system resources and configuration of the installation computer. WebTrends checks for the following:

- Adequate CPU speed, system memory, and hard disk space for your installation of WebTrends

- Antivirus software that may conflict with WebTrends analysis

- Script blocking software that may conflict with WebTrends analysis

The system resources check makes sure you install WebTrends on a computer that can handle WebTrends analysis for a Web site in production. If your system resources are insufficient, or if you have installed software that conflicts with WebTrends analysis, you may not be able to install WebTrends. Keep in mind that this check is meant to detect computers with that have a high probability of failing in production, and does not guarantee that your computer can handle the demands of running WebTrends for a site with heavy traffic. You should consider how many page views your Web server logs and review the WebTrends system requirements before choosing a computer to run WebTrends.

Alerting and Monitoring

The Administration module monitors your WebTrends computers for the same problems covered by the installation check as well as other error conditions and problems. If one of your computers develops a condition such as insufficient memory that can cause a performance problem, WebTrends shows the Active Alerts page when an administrator (or a user with rights to the Administration module) starts WebTrends or logs in to WebTrends Administration.

Using the Active Alerts Interface

The Active Alerts interface lists all alerts that are active. Alerts are active until you acknowledge or defer them. When an alert is active, WebTrends takes any actions associated with the alert, such as showing the Active Alerts page on startup or stopping analysis, and continues to show the alert in the Active Alerts dialog box until it is acknowledged or deferred.

Conditions that WebTrends Monitors

The following table shows the types of conditions that WebTrends monitors for alerting, as well as the default actions WebTrends performs when the condition occurs. Users with rights to the Administration module can modify these responses using the Alert Configuration dialog box.

Alert Type	Information Monitored	Default Action
Anti-Virus	Monitors whether or not an anti-virus program is running on an analysis computer. Anti-virus programs can conflict with WebTrends analysis.	Notify Admin at Login
Disk Space	Monitors the amount of available hard disk space. A Warning condition occurs when less than 15% of hard disk space is available. A Critical condition occurs when less than 5% of hard disk space is available.	Notify Admin at Login
Memory	Monitors the amount of available memory. A Warning condition occurs when less than 15% of memory is available. A Critical condition occurs when less than 5% of memory is available.	Notify Admin at Login
CPU Count	Monitors the number of CPUs as compared to the number of concurrent tasks enabled in the Scheduler host role.	Notify Admin at Login
Script Blocker	Monitors whether a script blocker is preventing Visual Basic scripts from running. Script blockers can interfere with WebTrends analysis.	Notify Admin at Login

Alert Type	Information Monitored	Default Action
Custom Reports	Monitors the number of custom reports associated with each profile. A Warning condition occurs when more than 30 custom reports are associated with a single profile. A Critical condition occurs when more than 50 custom reports are associated with a single profile.	Notify Admin at Login
Page View Limits	Monitors the number of page views WebTrends has analyzed as compared to the licensed page view limit. A Warning condition occurs when the number of page views reaches 80% of the licensed limit. A Critical condition occurs when the number of page views reaches 100% of the licensed limit.	Notify Admin at Login
Failed Scheduled Job	Monitors scheduled jobs (including built-in jobs such as backups and data cleanups) to ensure they complete successfully.	Notify Admin at Login
Stalled Scheduler	Monitors the Scheduler to ensure it is still processing job tasks.	Notify Admin at Login
Stalled Scheduled Job	Monitors the Scheduler to ensure job tasks are not stuck in the Job Queue, and are continuing to be added to the Queue.	Notify Admin at Login
Stalled Marketing Warehouse Profile	Monitors Event Database time stamps to ensure that the Event Database Engine is receiving the most current data.	Notify Admin at Login
Stalled Express Analysis Profile	Monitors data timestamps to ensure that the Express Analysis engine is analyzing the most current data.	Notify Admin at Login
Product Update	Checks for updates to all WebTrends components.	Notify Admin at Login

Resolving Alerts

When you receive an alert, you can *acknowledge* it or *defer* it. Acknowledging an alert removes it from the Active Alerts list, but the next time WebTrends checks for the alert condition, a new alert will be generated unless you have fixed the problem. Deferring an alert removes the alert from the Active Alerts list and prevents WebTrends from generating a new alert for the next 24 hours.

Resolving Alert Conditions

You can use the following suggestions to solve problems diagnosed by WebTrends alerts.

Anti-Virus

We recommend disabling anti-virus programs on your WebTrends computers because virus scanning can lock files that WebTrends needs. If the anti-virus program locks even a few files during a WebTrends analysis, WebTrends' inability to write to these files can cause analysis to be incomplete and fail. Although the presence of anti-virus software does not guarantee a failure, running anti-virus and WebTrends on the same computer is not recommended.

Rather than disable virus scanning, you can configure the program not to scan log files, data files, or configuration files. (Depending on your WebTrends installation, some of these files may be located on network drives or, in a distributed installation, on other computers.) However, anti-virus software can safely scan WebTrends executables.

Although you can set your anti-virus program to run when WebTrends is not analyzing data, or to exclude the directory where WebTrends is installed, WebTrends generates alerts based on whether anti-virus is running on the same computer as WebTrends. You can use the Alert Configuration dialog box to change the default response to anti-virus scanning. For more information about managing alerts, see Help after you install WebTrends.

Disk Space

To resolve disk space problems, you can obviously add hard disk space to your computer. You can also modify several settings to decrease the disk space required by analysis and by report storage.

To decrease the disk space required by analysis:

1. In the left pane, click **Administration > Application Settings > System Management > Role Settings**.

2. Click **Scheduler.**

3. Reduce the value in the **Concurrent Tasks for agent** text box. This value specifies how many analysis tasks the agent on a computer can run at the same time. Running multiple tasks requires extra disk space.

4. Click **System Management > Global Roles** and select **Standard Analysis Engine**.

5. Reduce the **Pre-Analysis Disk Usage Target** setting. This setting determines how much disk space is occupied by the analysis cache before it is trimmed.

To decrease the amount of disk space used to store report database:

1. In the left pane of Administration, click **Application Settings > System Management > Retention >Report**.

2. Adjust the number of weekly, monthly, quarterly, and yearly reports WebTrends stores.

Memory

If you continually receive alerts about memory usage on the same computer, the computer may not have enough memory. One solution is to add memory to that computer, or to install WebTrends on a computer with more memory. You can also change WebTrends settings to lower memory usage.

To lower WebTrends memory usage, you can decrease the number of concurrent tasks enabled. You can also adjust profile settings to minimize memory-intensive operations like DNS lookups, GeoTrends database reporting, and large numbers of custom reports, and to limit tables that consume especially large amounts of memory.

For more information about table limiting, see "Optimizing Reports Using Table Limiting" in the *WebTrends Administration User's Guide*.

To decrease the concurrent tasks for a computer:

1. In the left pane, click **Administration > Application Settings > System Management > Hosts**.

2. Click **View Role Settings** for the computer you want to modify.

3. Click **Scheduler**.

4. Reduce the value in the **Concurrent Tasks for agent** text box. This value specifies how many analysis tasks the agent on a computer can run at the same time. Running multiple tasks requires extra memory.

If the computer's operating system allows it, you can also add memory by enabling the `/3GB` switch in the `boot.ini` file to allocate 3GB of memory to WebTrends. For more information about enabling the `/3GB` switch, see the Microsoft Knowledge Base article "Memory Support and Windows Operating Systems" at `http://www.microsoft.com/whdc/system/platform/server/PAE/PAEmem.mspx`.

You may also have one or more profiles that require too much memory, especially if you receive a memory alert for more than one computer. To check for profiles that consume large amounts of memory, check the status history for the analysis job to see if the time of the alert correlates with a particular profile. For more information about checking status, see "Checking Analysis Status" on page 219. If you find that a particular profile is causing the problem, modify the profile configuration to reduce memory consumption. To reduce memory usage, try lowering table limits, reducing the number of custom reports, adjusting the Internet Resolution settings, and limiting Visitor History data collection. For more information about these settings, see the Help.

CPU Count

To improve the ratio of tasks to CPUs, lower the number of concurrent tasks enabled on this computer. For best performance, you should not enable more than two concurrent tasks per processor. However, before you enable even two concurrent tasks, you should determine whether you have sufficient memory.

To decrease the concurrent tasks for a computer:

1. In the left pane , click **Administration > Application Settings > System Management > Hosts**.

2. Click **View Role Settings** for the computer you want to modify.

3. Click **Scheduler**.

4. Reduce the value in the **Concurrent tasks per agent** text box. This value specifies how many analysis tasks the agent on a computer can run at the same time. Running multiple tasks requires extra system resources.

Script Blocker

You must disable any script blocking applications for WebTrends analysis to run. If you begin an analysis with script blocking enabled, analysis will fail.

Custom Reports

To resolve the alert condition and avoid memory problems during analysis, reduce the number of custom reports to no more than 30 per profile.

To reduce the number of custom reports per profile, you should distribute the reports among two or more profiles. You can do this by copying the original profile, disabling some of the custom reports in the original profile, and enabling those reports in the copy or copies. Make sure that any custom reports you want to include for a profile are enabled both in the report template associated with the profile and in the **Advanced > Reports** dialog of the profile settings. For more information about enabling custom reports, see "Creating and Enabling Custom Reports" in the Administration Help.

Page View Limit

To resolve the alert condition, contact a WebTrends Sales representative to add a license that authorizes more page views per year.

To obtain a license for more page views, contact your WebTrends Sales representative or your reseller. When counting page views for licensing purposes, WebTrends counts all hits as page views except:

- Hits to `.bmp`, `.css`, `.gif`, `.jpeg`, `.jpg`, `.js`, `.png`, `.dtd` or `.wbmp` files

- Hits generated by WebTrends itself, such as sample data or HTML page title retrieval

- Hits that were counted in a previous analysis

Failed Scheduled Job

A failed scheduled job can have any number of causes, such as failed connectivity or profile configuration problems. You can find more information about what caused the problem by checking the detailed job status. For more information, see "Checking Analysis Status" on page 219.

Note

This alert is not generated when you manually cancel a scheduled job, even though cancelling a job causes it to fail.

Stalled Scheduler

A problem with a stalled Scheduler means that no jobs can run. To resolve this problem, make sure that at least one computer has a Scheduler Agent running and is configured to schedule tasks. Click **Administration > System Management > Hosts** to check the Scheduler Agent status. You can restart the Scheduler Agent service in the Windows Services panel. Also, check the Job Queue to make sure there are no long running tasks that are blocking other jobs from executing. To access the Job Queue, click **Scheduler > Job Queue**. If one long-running job is blocking other jobs, you can cancel that job to allow other jobs to run. For more information about troubleshooting analysis, see "Checking Analysis Status" on page 219.

Stalled Scheduled Job

Stalled scheduled jobs can also block analysis. To resolve this problem, make sure that at least one computer has a Scheduler Agent running and is configured to schedule tasks. Click **Administration > Application Settings > System Management > Hosts** to check the Scheduler Agent status. Also, if the job is assigned to a host group, make sure that there is at least one active computer in the host group. You can check which host group a job is assigned to by editing the scheduled job in the Scheduled Jobs dialog box and selecting **Host Binding**. For more information about troubleshooting analysis, see "Checking Analysis Status" on page 219.

Stalled Marketing Warehouse Profile

This alert occurs when a Marketing Warehouse profile has stopped importing log data into the Event Database. To resolve the problem, ensure that the Event Database Loader and the SQL Server are both running. To check the status of the Event Database Loader, click **Administration > Application Settings > Monitoring > Service Health**. To make sure the SQL Server is running, check the Windows Services panel on the computer where the SQL Server component is installed, and ensure that the WebTrends Event Database SQL Server is started.

If your log files are stored on a network share, make sure that the Event Database Engine service is configured with the appropriate user rights to access the log files. For more information about the required rights for WebTrends services, see "Services Will Not Start" on page 212.

Stalled Express Analysis Profile

This alert occurs when the Express Analysis Engine has stopped importing log data into the database. To resolve the problem, ensure that the Express Analysis Engine is running.

If your log files are stored on a network share, make sure that the Event Database Engine service is configured with the appropriate user rights to access the log files. For more information about the required rights for WebTrends services, see "Services Will Not Start" on page 212.

Product Update

To resolve this alert, download the updates described in the alert.

Checking Analysis Status

If you have problems with WebTrends analysis that are not diagnosed using Alerts, a logical next step is to use the Scheduler to check on your analysis. You can get a general idea of how your analysis ran by looking at the status icon for each profile in the Web Analysis module. However, for deeper insight, you should check the job status details and the Job Queue.

To begin troubleshooting an analysis problem:

1. In the left pane, click **Administration > Scheduler > Scheduled Jobs**.

2. Click **View Job Detail** next to the analysis job you want to track. The detailed status shows information about the progress of the job, including any errors that were generated while the job was running. If a job fails, detailed status often provides information about the reason for failure and the task that was occurring when the analysis failed.

3. If the detailed status indicates that the job did not fail or complete, click **Job Queue** in the left pane. The Job Queue provides information about any tasks that were added to the queue. If you have more than one job running, the Job Queue can tell you which tasks have the highest priority and which tasks are waiting. You can also use the Job Queue to cancel any tasks that are queued.

4. If the Job Queue indicates that your job is still not complete, you may want to check your Analysis Throttling settings. Analysis Throttling breaks your data into manageable pieces and analyzes them one at a time to avoid excessive resource consumption. By default, WebTrends updates the report after each segment of data is analyzed. However, if Analysis Throttling is not set to update the report, WebTrends may continue processing for a long time without generating a report. To adjust the Analysis Throttling settings, click **Web Analysis > Options > Analysis** in the left pane and click **Analysis Throttling**. We recommend setting WebTrends to analyze a maximum of 1 day, rerun analysis immediately after the maximum amount of data is analyzed, and update report data between each analysis period.

5. If your job was never added to the queue at all, you may want to check the status of your WebTrends services. You can view the status of all your WebTrends services using the Service Health dialog box. To access this dialog box, click **Application Settings > Monitoring > Service Health** in the left pane of Administration. You can also use the Service Health dialog box to start and stop all the services except the WebTrends Scheduler. To restart the Scheduler if it is stopped, use the Windows Services panel.

6. If you still cannot diagnose the problem, you may want to adjust the debug level and retry the analysis before calling Technical Support. This can provide additional information in your error logs that can help determine the source of the issue. For more information about locating your error logs and adding debug information, see .

Configuring Server Localization Preferences

If the operating system of your WebTrends server is not set to a language that uses double byte characters and you are trying to view a report in one of these languages, some characters in graph labels may not render properly.

To set your server to render all characters properly:

1. Open the Regional and Language Options dialog in the Windows Control Panel.

2. Click the **Languages** tab.

3. Select **Install files for complex script and right-to-left languages**.

4. Select **Install files for East Asian languages**.

5. Click **OK**.

6. Reboot the server.

Checking the Error Logs

If you have a problem that needs further investigation, a WebTrends Support representative may ask you to check the error logs or zip them up and email them to Support. As of WebTrends v7.1, error logs have been consolidated into the following directory:

`installation directory/logs`

To log additional troubleshooting information before contacting Support, you can adjust the debugging level and try repeating the procedure to collect more information about the problem.

To adjust the debugging level:

1. Open the *installation directory*/storage/config/wtm_wtx.ini file.

2. Set the debuglevel value to 15 and save the file.

3. Use the Windows Services panel to restart the WebTrends Scheduler service.

Chapter 27
WebTrends Query Parameter Reference

Web analytics is about making business sense out of web visitor behavior – the same common-sense analysis that business professionals have been applying to traditional offline business for decades. Gaining the appropriate insight to enable your organization to make smarter business decisions means understanding your site's business objectives and determining the appropriate web metrics to provide that information.

Today's business environment typically involves working at remote and off-site locations. Consequently, the people responsible for the web site and those analyzing visitor activity on the web site to measure web metrics often do not work side-by-side. That is, they are frequently in different groups and locations. This situation necessitates coordination between developing and delivering content, and reporting and analyzing the activity results.

To facilitate interaction between departments, locations and individuals, WebTrends provides a feature designed to place the power of analysis into the hands of those individuals who are most interested in it. This feature, WebTrends query parameters, uses typical web site instrumentation to facilitate the analytics end-users want to see.

How WebTrends Query Parameters Work

By implementing WebTrends query parameters when designing your web site, reporting becomes a part of the web site design process, eliminating the considerable coordination required and reducing the misunderstandings that can happen when the objectives of many groups are at play. WebTrends query parameters are passed in URLs through JavaScript, captured in SmartSource Data Collector log files, and ultimately used by WebTrends Analytics software or WebTrends Analytics On Demand. WebTrends Analytics uses these parameters to analyze your web activity and to produce reports.

Using WebTrends Query Parameters

If one of your goals is to limit the amount of manual intervention that is required to produce valuable reports, you can implement WebTrends query parameters in your web pages to automate the configuration of many features in WebTrends Analytics, making the WebTrends solutions more insightful with reduced effort.

For example, you can use WebTrends query parameters in HTML META tags to automatically configure page titles, product names and product information, or campaign names. You could also implement a custom "Campaign Submission" page in a company intranet that sends the WebTrends query parameter to automatically configure WebTrends Analytics to report on new campaigns, allowing you to spend less time on system configuration.

Products Using WebTrends Query Parameters

The following WebTrends products take advantage of WebTrends query parameters:

- SmartSource Data Collector
- WebTrends Analytics On Demand
- WebTrends Analytics software
- WebTrends Marketing Warehouse
- WebTrends Visitor Intelligence
- WebTrends Score

Query Parameter Syntax

WebTrends query parameters follow specific syntax that includes name, value, and format. The following sections describe each of these syntax elements

Name Syntax

The name of each WebTrends query parameter uses the following syntax:
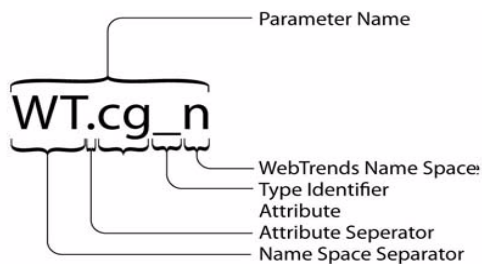
Although WebTrends Analytics handles query parameter names without considering case, JavaScript object names are case-sensitive. Therefore, if you want JavaScript tagging to capture events, you must adhere to specified naming conventions. WebTrends reserved query parameters require an upper case name space, either `WT` or `DCS`, and the type identifier in lower case.

In addition to the query parameters covered in this chapter, the following name spaces are reserved for WebTrends:

WT.i_
Used for product integrations with WebTrends partners.

WT.z_
Used by WebTrends Professional Services for customer integrations.

As a best practice, use the following syntax to create custom query parameters:

`DCSext.w_custom_identifier`

For example, you could create a parameter called `DCSext.w_articleid` to track an article ID.

Value Syntax

The values associated with WebTrends query parameters use the following syntax.
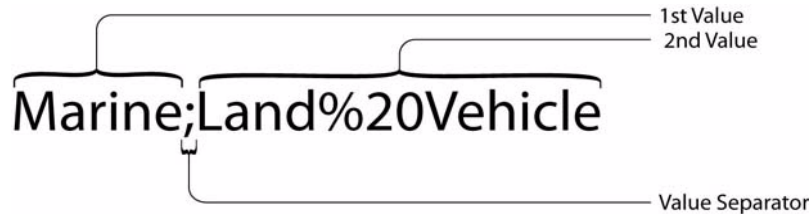
Each WebTrends query parameter name may have one or more values. Some parameters can be specified in pairs or in groups of related parameters. When related parameters have multiple values, these values may be correlated and their position becomes important as shown in the following example:

WT.si_n=name1;name2&WT.si_x=position1;position2.

In the previous example, if correlation is specified in the report, name1 is associated with position1 and name2 with position2.

If there are multiple values, they are typically separated using a semicolon (;).You can use other separators, but you must specify the separator in the dimension or measure setting that is based on the parameter.

Note

Not all WebTrends query parameters support multiple values. For example, HTML Title Page allows only one value.

If the parameter value contains a semicolon, it must be hex-encoded ("%3B") to differentiate it from the separator.

Numerical Value Format

Unless stated otherwise, numerical values must be specified using the simple US format using the period as the decimal separator with up to 2 decimals and without thousand separators. For example, 12345.67.

Complete Syntax

The WebTrends query parameters are represented as name/value pairs. The name/value pairs adhere to the following syntax:
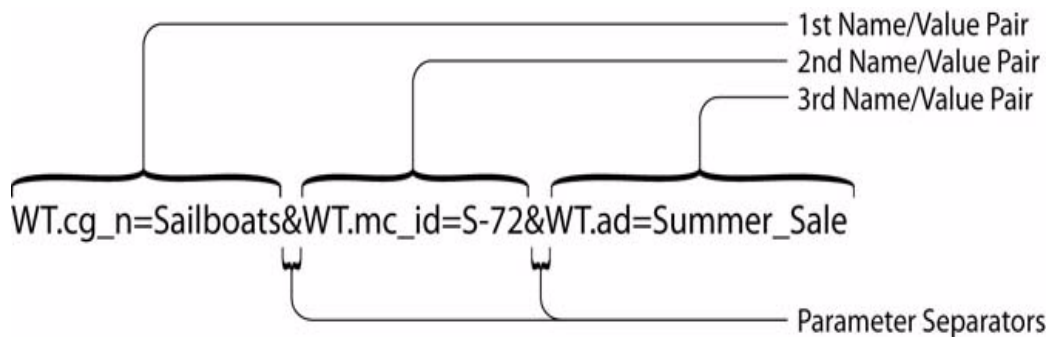
The WebTrends query parameters are logged in SmartSource Data Collector log files. Each name/value pair is separated by an ampersand (&).

The WebTrends query parameters must co-exist with other web site well-known parameters. This means that WebTrends query parameters can be mixed with standard well-known parameters. The WebTrends query parameters can be separated from the other well-known parameters using the ampersand delimiter. While a WebTrends namespace is part of each query parameter, it is conceivable that parameter collisions may occur. If a query parameter string contains duplicate key values, the first instance is used and the others are discarded.

Syntax Examples

Single Parameter With a Single Value

The following example shows a page associated with the "Finance Offer" advertising view:

```
WT.ad=Finance%20Offer
```

Single Parameter With Multiple Values

The following example shows a page associated with both the "Finance Offer" and "FishFinder Offer" advertising views:

```
WT.ad=Finance%20Offer;FishFinder%20Offer
```

Related Parameters With a Single Value

The following example shows a page associated with the Campaign "New Product" and the Campaign Event Type "click."

```
WT.mc_id=New%20Product&WT.mc_ev=click
```

Related Parameters With Multiple Values

The following example shows a page associated with the Campaign "Get Results" and "New Product" with the Campaign Event Type "Click." Note that because the second parameter uses a single value, if correlation is used, the "Click" value of the second parameter is associated with both values of the first parameter.

```
WT.mc_id=Get%20Results;New%20Product&WT.mc_ev=Click
```

Types of Query Parameters

WebTrends query parameters consist of the following groups:

Auto-configuration parameters
Recognized by WebTrends and used to auto-configure certain features. For more information, see "Auto-Configuration Parameters" on page 127.

Custom report parameters
Associated with preconfigured custom reports. For more information, see "Custom Report Parameters" on page 132.

SmartView parameters
Used by WebTrends SmartView. For more information, see "SmartView Parameters" on page 143.

Stored visitor parameters
Used for identifying visitors when the Visitor History database is exported. For more information, see "Stored Visitor Parameter" on page 144

Visitor History parameters

Related to visitor properties added by WebTrends during the analysis process. For more information, see "Visitor History Parameters" on page 145.

SDC-generated visitor parameters

Generated by SmartSource Data Collector (SDC). For more information, see "SDC-Generated Visitor Parameters" on page 159.

SDC-parameter override parameters

Override SDC parameters on the client side. For more information, see "SDC-Parameter Override Parameters" on page 163.

Conversion plug-in parameters

Used by the encoding conversion plug-in. For more information, see "Conversion Plug-In Parameters" on page 165.

Content reports parameters

Used to include web 2.0 content information in reports. For more information, see "Content Parameters" on page 142.

Auto-Configuration Parameters

WebTrends uses certain query parameters to automatically configure the appropriate advanced features and create related reports. The following types of auto-configuration parameters are available:

- Content Group (see "Content Group Parameters" on page 127)

- Marketing Campaign (see "Marketing Campaign Parameter" on page 128)

- Advertising View (see "Advertising View Parameter" on page 128)

- Advertising Click (see "Advertising Click Parameter" on page 128)

- Server (see "Server Parameter" on page 128)

- Scenario Analysis (see "Scenario Analysis Parameters" on page 129)

- Title (see "Title Parameter" on page 132)

- Split (see "Split Parameter" on page 132)

Content Group Parameters

A Content Group definition uses the following parameters:

- WT.cg_n

- WT.cg_s

You can specify multiple content groups per page. The Sub-Content Group parameter is optional. If none of the Content Groups on a particular page contain Sub-Content Groups, WebTrends Analytics may ignore the WT.cg_s parameter. If the WT.cg_s parameter is included, each Content Group value must have an associated Sub-Content Group value. The Sub-Content Group value may be empty.

The Marketing Warehouse also uses this parameter. For more information about the complete set of query parameters that the Marketing Warehouse uses, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide.*

WT.cg_n

WT.cg_n=*Name[;...]*

This parameter identifies the name of a Content Group. The maximum length is for each *Name* is 64 bytes.

WT.cg_s

WT.cg_s=*SubName[;...]*

This parameter identifies the name of a Sub-Content Group. This parameter is optional. The maximum length is for each *SubName* is 64 bytes.

Marketing Campaign Parameter

With WebTrends v7.0 and higher, WT.mc_id replaces WT.mc_n and WT.mc_t. For more information, see .

Advertising View Parameter

The Advertising View definition uses of the WT.ad parameter, which supports multiple Advertising Views per page.

WT.ad

WT.ad=*Name[;...]*

The name of the advertisement viewed on a particular web page. The maximum length for each *Name* is 64 bytes.

Advertising Click Parameter

The Advertising Click definition uses the WT.ac parameter, which supports a single Advertising Click per page. If a page contains multiple ads, you can design the page to respond to clicks so that each click generates a hit to SDC.

WT.ac

WT.ac=*Name*

The name of the advertisement clicked to reach a particular web page. To capture this information, the Advertising Click must contain an external redirect back to the client. The redirect needs to include the necessary code to generate a hit to SDC or WebTrends On Demand. The maximum length for each *Name* is 64 bytes.

Server Parameter

The Server definition uses the WT.sv parameter, which supports a single server per page.

WT.sv

WT.sv=*Name*

This parameter identifies the name of the web server that served the web content. This is used for server cluster load balanced reports. The maximum length for *Name* is 256 bytes.

Note

The WT.sv parameter requires that the profile be set up as clustered with at least one server. This is the server that is used if an incoming hit does not explicitly have a server defined.

Scenario Analysis Parameters

Scenario Analysis parameters specify well-known paths or processes in your web site and are typically used to measure conversion and abandonment.

In order to report on Scenario Analysis in WebTrends Analytics, you must also specify your Scenario Analysis definitions in WebTrends Administration.

The Marketing Warehouse also recognizes these parameters. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide.*

Scenario Analysis definitions use the following attributes:

> `WT.si_n` – Name of the Scenario Analysis
>
> `WT.si_p` – Identifies the step by name
>
> `WT.si_x` – Identifies the step by position
>
> `WT.si_cs` – Identifies the step in which conversion occurs for Marketing Warehouse profiles.

You can configure multiple Scenario Analysis per page.

Note

Because Scenario Analysis dimensions and measures are visit-based, they should only be used with visit-based dimensions and measures. If you create a custom report that uses Scenario Analysis dimensions with a hit-based dimension such as Page Views, the reported page view count will include all the page views of every visitor who saw one of the steps of the scenario, which inflates the actual page view count.

For example, if `WT.pn_sku`, which is hit-based, is specified on the same page as the Product View scenario step, and you create a custom report using Product SKU as the dimension and four scenario steps as measures, the Product SKU will show a visit for each step of the Scenario, even though it was only specified on one of the steps.

WT.si_n

> `WT.si_n=Name[;…]`

Identifies the name of the Scenario Analysis. The maximum length for each *Name* is 64 bytes. When configuring a new Scenario Analysis definition using WebTrends Administration, make sure that the Scenario Analysis name matches this parameter value.

When specifying multiple Scenario Analysis names, you must also specify multiple step names or step numbers. Each step name or step number is associated with the scenario name having the same position in the list.

WT.si_p

> `WT.si_p=StepName[;…]`

Notes

- WebTrends Analytics supports this parameter for Analytics Reports. Use `WT.si_x` to identify steps for Marketing Warehouse.

- Do not use `WT.si_p` if you specify the step by position using the `WT.si_x` parameter.

Identifies the step by name. When configuring a new Scenario Analysis step using WebTrends Administration, the step name needs to match this parameter value.

WT.si_x

WT.si_x=*StepPosition[;…]*

Identifies the step by numeric position. You must specify an integer value for the value.

Note

Do not use if specifying the step by name using the WT.si_p parameter.
Also, for WebTrends Marketing Warehouse only, to translate the position numbers displayed in
WebTrends Explore into something more meaningful, create a Scenario Analysis Definition in
WebTrends Administration. Ensure that you configure a step name for each step.

WT.si_cs

WT.si_cs=*1/0[;...]*

Identifies whether the page is the step in which conversion occurs when the value is 1. Most likely, this page is the last step in your Scenario.

In addition to this parameter, the web server must also pass the step query parameter for this page. WebTrends Analytics recognizes either WT.si_p or WT.si_x for steps. Marketing Warehouse recognizes WT.si_x for steps.

Multiple values are supported. If multiple values are passed for this parameter and other Scenario event parameters, the Marketing Warehouse correlates the values.

The WebTrends Marketing Warehouse recognizes this parameter. However, this parameter is currently not included in any WebTrends Analytics preconfigured custom reports.

Scenario Analysis Parameters for Shopping Cart Analysis

Use Scenario Analysis parameters to track shopping cart activity. WebTrends Analytics supports these parameters for the purchase conversion funnel report. Marketing Warehouse supports these parameters for multi-dimensional reporting through WebTrends Visitor Intelligence and for visitor segmentation in WebTrends Explore.

Use the following parameter names and values to tag your shopping cart pages. If you use WebTrends Marketing Warehouse or think that you might in the future, use the Step by Number method. If you use WebTrends Analytics, you can use either the Step by Name method or Step by Number method.

Step by Name Method (WT.si_p)	Step by Number Method (WT.si_x)	Query Parameter Purpose and Use
WT.si_n=ShoppingCart	WT.si_n=ShoppingCart	Identifies the shopping cart scenario. WebTrends Analytics uses the ShoppingCart value to create a purchase conversion funnel report. Marketing Warehouse uses the ShoppingCart value to provide top-level Scenario data.
WT.si_p=CartView	WT.si_x=1	Identifies the product view step
WT.si_p=CartAdd	WT.si_x=2	Identifies the cart start step

Step by Name Method (WT.si_p)	Step by Number Method (WT.si_x)	Query Parameter Purpose and Use
`WT.si_p=CartCheckout`	`WT.si_x=3`	Identifies the cart check out step
`WT.si_p=CartComplete`	`WT.si_x=4`	Identifies the cart complete step
`WT.si_cs=1`	`WT.si_cs=1`	Identifies the step in which conversion occurs

To collect shopping cart activity for reporting, you need to set up your purchases pages with shopping cart query parameters and create a Scenario Analysis definition in WebTrends Administration. For information about Scenario Analysis definitions, see Administration Help.

To implement shopping cart scenario parameters using WT.si_p:

1. Configure the product detail pages where visitors can click a button to buy a product. These pages differ from the shopping cart basket page that contains all items in the cart.

   a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

   b. Use `WT.si_p=CartView` to identify tagged pages as the first step.

2. Configure the pages where your visitors add or remove items from the shopping cart.

   a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

   b. Use `WT.si_p=CartAdd` to identify tagged pages as the second step in the scenario.

3. Configure the pages where your visitors start the checkout process.

   a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

   b. Use`WT.si_p=CartCheckout` to identify tagged pages as the third step in the scenario.

4. Configure the page where your visitors have successfully completed the purchase:

   a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

   b. Use `WT.si_p=CartComplete` to identify tagged pages as the fourth step in the scenario.

To implement shopping cart scenario parameters using WT.si_x:

1. Configure the product detail pages where visitors can click a button to buy a product. These pages differ from the shopping cart basket page that contains all items in the cart.

   a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

   b. Use `WT.si_x=1.` to identify tagged pages with the first step in the scenario.

2. Configure the pages where your visitors add or remove items from the shopping cart.

   a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

   b. Use `WT.si_x=2` to identify tagged pages with the second step in the scenario.

3. Configure the pages where your visitors start the checkout process.

   a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

   b. Use `WT.si_x=3` to identify tagged pages with the third step in the scenario.

4. Configure the pages where your visitors have successfully completed the purchase.

a. Use `WT.si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.

b. Use `WT.si_x=4` to identify tagged pages with the fourth step in the scenario.

c. *If you want to track the purchase complete page as the conversion step for use in WebTrends Marketing Warehouse*, use `WT.si_cs=1`.

Note

In order to provide useful names for WebTrends Explore and WebTrends Visitor Intelligence users, you also need to create a Scenario Analysis definition through WebTrends Administration. Ensure that you configure a step name for each step.

Title Parameter

The Title parameter, `WT.ti`, supports a single page title per page.

`WT.ti`

> `WT.ti=Title`

The HTML title of the associated web content. If this parameter is found in parameter list, the value is used in the reports. When present, no other page title lookups are performed. The maximum length for *Title* is 1024 bytes.

`WT.ti` always overrides other methods of page title lookup. In a case where two different pages (both having `WT.ti`) end up being rebuilt to the same URL (via URL Rebuilding), the last page seen wins.

Split Parameter

The Split parameter, `WT.sp`, is the default parameter WebTrends uses to split log files for Parent Child profiles. The parameter supports multiple values per page in order for any given page to be part of multiple Child profiles.

`WT.sp`

> `WT.sp=ProfileName[;…]`

The Split parameter is used by the Parent Child profile generator to build child profiles. As a best practice, keep the length of this parameter as short as possible. The format of this value is an alphanumeric string (for example, `UTF-8`).

Custom Report Parameters

This section discusses parameters that are included in a series of preconfigured custom reports. These query parameters are grouped into categories as follows:

- Content – see "Campaign Event Parameter" on page 140.

Search Engine Type Parameter

WT.srch

> WT.srch=*SearchEngineType*

The Search Engine Type parameter in the query string of the URL from a referring search engine identifies the link as one for a paid search engine phrase.

WebTrends Analytics uses this parameter for Custom Reporting and Visitor History to differentiate a paid search engine from a reference to an organic search engine. Only WT.srch=1 has meaning. No other values are defined or recognized.

The Marketing Warehouse also uses this parameter. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

Web Client Parameters

This section describes parameters that are associated with web client (browser) properties. These parameters are typically used for creating custom dimensions that you include in custom reports.

WT.tz

> WT.tz=*Timezone*

Indicates the web client's time zone and is the offset of the web client from UTC. The value is expressed in hours.

Positive values are given without a sign (WT.tz=2), but negative values require a minus sign (WT.tz=-12). Values can range from –12 to +14.

Example:

```
var dCurrent = new Date();
var tzQueryParam = "&WT.tz=" + escape(dCurrent.getTimezoneOffset());
```

To represent Pacific Standard Time, use the following parameter:

> WT.tz=-8

WT.bh

> WT.bh=*BrowsingHour*

Indicates the web client's local time of day on a 24-hour clock. Values can range from 0 to 23.

WT.ul

> WT.ul=*UserLanguage*

Indicates the web client's user language.

Example:

```
var ulQueryParam = "&WT.ul=" + navigator.appName == "Netscape" ?
escape(navigator.language) : escape(navigator.userLanguage);
```

WT.cd

> WT.cd=*ColorDepth*

Indicates the web client's screen color depth. It is represented as the number of color bits to which the web client computer's video display control is set.

Example:

```
var cdQueryParam = "&WT.cd=" + escape(screen.colorDepth);
```

WT.sr

WT.sr=*ScreenResolution*

Indicates the web client's screen resolution. It is expressed as the gross width and height of the web client's monitor. The format of the value is *widthXheight* (for example, 800X600).

Example:

```
var srQueryParam = "&WT.sr=" + escape(screen.width) + "x" + escape(screen.height);
```

WT.jo

WT.jo=*IsJavaEnabled*

Indicates if the web client has enabled Java. Valid values are Yes and No.

Example:

```
var joQueryParam = "&WT.jo=" + navigator.javaEnabled() ? "Yes" : "No";
```

WT.js

WT.js=*IsJavaScriptEnabled*

Indicates whether the web client supports and/or has enabled JavaScript. Valid values are Yes and No.

For example:

```
<SCRIPT LANGUAGE="JavaScript">
...CODE ABOVE WHERE YOU WANT THIS MODIFICATION TO GO...
var jsQueryParam = "&WT.js=Yes";
...CODE BELOW WHERE YOU WANT THIS MODIFICATION TO GO...
</SCRIPT>

<NOSCRIPT>
<IMG BORDER="0" NAME="DCSIMG" WIDTH="1" HEIGHT="1" SRC="http://localhost/
njs.gif?dcsuri=/nojavascript&WT.js=no">
</NOSCRIPT>
```

Note

You can use WebTrends to set up a custom reports (augmenting the Pages reports) that keys on **WT.js** and provides a targeted count of no JavaScript hits.

WT.jv

WT.jv=*JavaScriptVersion*

Indicates the version of JavaScript supported by the web client. If JavaScript is not enabled, this parameter should not be included.

Example:

```
var jvQueryParam = "";
<SCRIPT Language"Javascript1.0">
jvQueryParam = "&WT.jv=1.0"
</SCRIPT>

<SCRIPT Language"Javascript1.1">
jvQueryParam = "&WT.jv=1.1"
</SCRIPT>
```

```
<SCRIPT Language"Javascript1.2">
jvQueryParam = "&WT.jv=1.2"
</SCRIPT>
```

WT.ct

WT.ct=*connectiontype*

Identifies the visitor's connection type. You can use this parameter in custom reports to determine whether visitors can download media on your site that requires high-bandwidth connections.

The JavaScript tag generates this value using data from Microsoft Internet Explorer 5 or higher. Valid values are lan, modem, and offline. For all other browsers, the JavaScript tag generates a value of unknown.

WT.hp

WT.hp=*isHomePage*

Indicates whether your visitors have configured a URL as their home page. It is only available for visitors using Microsoft Internet Explorer 5 or higher. Valid values are 1 and 0.

You can use this parameter to filter a report based on URLs or pages, and report on pages that are used as home pages by visitors.

WT.bs

WT.bs=*browserSize*

Identifies the actual size of the visitor's browser window. It is expressed as the width and height of the web client window in pixels. The format of the value is widthxheight (for example, 924x212).

WT.fi

WT.fi=*isFlashInstalled*

Indicates whether your visitors have installed the Macromedia Flash browser plug-in. Valid values are Yes and No.

For more information see, the WT.fv parameter.

WT.fv

WT.fv=*flashVersion*

Indicates the version of the Macromedia Flash browser plug-in if installed. Requires the presence of WT.fi=Yes.

web. For example, WT.fv=7.0.

WT.le

WT.le=*languageEncoding*

Specifies the character set used by the web client to render the current document. This parameter can be used to troubleshoot internationalization issues. The format of this value is an alphanumeric string (for example, UTF-8). Go to the following site for a list of valid values:

http://www.iana.org/assignments/character-sets

WT.mle

WT.mle=*metaLanguageEncoding*

Specifies the character encoding set by the web client to render the current document. If the page includes the http-equiv="Content-Type" META tag, the WebTrends JavaScript tag generates this parameter and passes it as an alphanumeric string (for example, UTF-8). The parameter is used for troubleshooting internationalization issues.

For example, the JavaScript tag generates a value of `WT.mle=UTF-8` for the following tag:

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
```

> **Note**
>
> In order for this parameter to be generated, you must set the `gI18n` variable in the JavaScript tag to `true`. For more information, see "Customizing the JavaScript Tag" in the *WebTrends Analytics Software Implementation and Maintenance Guide*.

Go to the following site for a list of valid values:
`http://www.iana.org/assignments/character-sets`

WT.em
`WT.em=esc/uri`

Specifies the encoding method supported by the web client. This parameter can be used to trouble-shoot internationalization issues. Valid values are `esc` for the JavaScript `escape()` function and `uri` for the JavaScript `encodeURIComponent()` function.

WT.slv
`WT.slv=Silverlight_version`

Specifies the version of the Microsoft Silverlight plug-in installed on the visitor's web client. If Silverlight is not enabled, this parameter is not provided.

Products Parameters

You can use Products parameters to report on transaction activity for products on your site. Several preconfigured custom reports use these query parameters.

These parameters support multiple values except where noted. When multiple values are passed, the order of the values is important because they correlate to other parameters. For example, multiple product values for the `WT.pn_sku` parameter correlate to the number of units passed in the `WT.tx_u` parameter.

> **Note**
>
> You cannot use these query parameters as dimensions and measures in Scenario Analysis funnels. Products parameters are hit-based while scenario parameters are visit-based and should not be used together in reports.

WT.pn_sku
`WT.pn_sku=productSKU[;…]`

Identifies the SKU (a unique numeric identifier) of the product. The Marketing Warehouse also uses this parameter. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in WebTrends Marketing Warehouse User's Guide.

> **Note**
>
> `WT.pn_sku` replaces the `WT.pn` and `WT.pc` parameters. `WT.pn` represented the name of the product. `WT.pc` represented the category of the product.

WT.pn_id

WT.pn_id=*productID*[;…]

Optional: Identifies the product identifier of a product. If possible, product IDs should be unique values to preserve lookup data integrity.

Note

Product IDs typically map to multiple Product SKUs. For example, a sporting goods company might have an item with a specific ID and several SKUs corresponding to various colors.

The following parameters are automatically added by the product translation process when the product SKU is found in the product translation file. For more information about translation files, see "Using Lookup Tables for Analytics Reports" in the *Administration User's Guide*.

WT.pn_fa

WT.pn_fa=*productFamily*[;…]

Identifies the family of the product.

WT.pn_gr

WT.pn_gr=*productGroup*[;…]

Identifies the group of the product.

WT.pn_sc

WT.pn_sc=*productSubCategory*[;…]

Identifies the sub-category of the product.

WT.pn_ma

WT.pn_ma=*productManufacturer*[;…]

Identifies the manufacturer of the product.

WT.pn_su

WT.pn_su=*productSupplier*[;…]

Identifies the supplier of the product.

Transaction Parameters

WT.tx_t

WT.tx_t=*Type*[;…]

In earlier versions of WebTrends, this parameter was used to identify transaction types. Because WebTrends Analytics does not use this query parameter in any preconfigured custom reports, it is no longer supported.

WT.tx_u

WT.tx_u=*Units*[;…]

Identifies the quantity in the transaction. Pass a positive integer for this value.

If an order contains multiple products, separate the numbers of units for each product using a comma or semi-colon (configurable) in the WT.tx_u variable.

When associating this measure with the product dimension in a WebTrends Analytics custom report, make sure you select the correlation option to ensure that the first number of units is associated with the first product, the second number of units with the second product, and so on.

The Marketing Warehouse also recognizes this parameter. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

WT.tx_s

WT.tx_s=*Subtotal [;…]*

Identifies the total cost for each product in the order.

The format of this field must match the currency format that WebTrends Analytics is configured to analyze. Do not include a currency symbol and be sure pass the value in *dollars.cents* format. For example, if you globally define your currency as US-Dollars in WebTrends Analytics, the format of this parameter set to a $4500 cost is: WT.tx_s=4500.00. Do not include a currency symbol or a comma in the value.

If an order contains multiple products, the totals for each product should be separated by a comma or semi-colon (configurable) in the WT.tx_s variable.

When associating this measure with the product dimension in a custom report, make sure you select the correlation option to ensure that the 1st amount is associated with the 1st product, the 2nd amount with the 2nd product, and so on.

The Marketing Warehouse also recognizes this parameter. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

WT.tx_e

WT.tx_e=*event*

Identifies a product-related event. WebTrends Analytics uses this parameter as qualifier in precon-figured measure definitions in order to determine which product to count for a measure. WebTrends Marketing Warehouse uses this value to qualify certain preconfigured events. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*. You can use the parameter to report on specific activities by creating a custom report filter that you apply to a custom report.

Note

Even if there are multiple values specified in the WT.pn_sku (Products), WT.tx_u (Units) and WT.tx_s (Revenue) parameters, the WT.tx_e should contain a single value (the same event applies to the entire page view).

You can pass a custom value for this parameter, or if you want to track product purchases, product views, product cart additions, and product cart removals, pass one of the following values:

WT.tx_e=p

Required by WebTrends Analytics and Marketing Warehouse to identify a product purchase. Although WebTrends Analytics does not use WT.tx_e=p to determine whether a visitor is a buyer (WT.vr_brws), the Marketing Warehouse does. Instead WebTrends Analytics uses WT.tx_s to determine whether the visitor is a buyer. In addition, you can use the Invoice query parameters to include invoice number, date, and time for the purchase. For more information, see "Invoice Param-eters" on page 139.

WT.tx_e=v

Required by WebTrends Analytics and Marketing Warehouse to identify a product view.

WT.tx_e=a

Identifies a product cart addition.

`WT.tx_e=r`
>> Identifies a product cart removal.

`WT.tx_cartid`
> `WT.tx_cartid=CartIdentifier`

Pass a unique value to identify a visitor's cart. Marketing Warehouse uses this parameter to identify events associated with a specific cart. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

Invoice Parameters

Use `WT.tx_i`, `WT.tx_id`, and `WT.tx_it` parameters together. You must enable Visitor History in order to use the Invoice parameters.

`WT.tx_i`
> `WT.tx_i=InvoiceNumber`

Identifies the invoice number for the purchase. WebTrends Analytics uses data stored in Visitor History to make sure that a page view with an invoice number is a new purchase and not the result of a visitor refreshing the page after making a purchase. If WebTrends Analytics sees a page view with an invoice number, that page view is compared against the last three invoices for a visitor. If the `WT.tx_i` value does not match the last three invoices, WebTrends considers it a new purchase.

The Marketing Warehouse also recognizes this parameter. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

Note

WebTrends Express Analysis cannot use the invoice data to identify duplicate purchase records because the Express Analysis Engine does not use visitor history data.

`WT.tx_id`
> `WT.tx_id=InvoiceDate`

The format is `mm/dd/yy`. A 4-digit year is also allowed: `mm/dd/yyyy`.

Identifies the purchase invoice date, which is based on GMT. If the invoice date is three days older than the date of the visit, it is assumed that the hit is not an actual purchase but a view of a previously bookmarked or saved page. If the invoice date was less than three days than the date of the visit, the `WT.tx_i` parameter is used to determine if the hit is a valid purchase.

For example, a visitor makes a purchase. The purchase is accounted with an invoice date. The visitor saves a bookmark to the page. Five days later, the visitor goes to the bookmarked page. This causes another hit to be sent to SDC. However, the `WT.tx_id` parameter still contains the original purchase date. WebTrends analysis sees that the date of the hit is several days after the date found in the `WT.tx_id` parameter and determines that this is not an actual purchase.

`WT.tx_it`
> `WT.tx_it=InvoiceTime`

Identifies time of the invoice. The format is `hh:mm:ss` where `hh` is in a 24-hour format (`0` = midnight, `23` = 11pm).

This parameter helps determine when an invoiced purchase was made. This value is used along with `WT.tx_id` and `WT.tx_i` to determine if the purchase was a valid purchase or if this was a user refreshing the web page after a purchase or returning to the page to check status.

Campaign Parameter

`WT.mc_id`

> `WT.mc_id=Campaign ID`

Identifies a specific marketing campaign. Pass this query parameter to pages that you want to associate with a specific campaign. You can specify a numeric or string value.

WebTrends Analytics Considerations

If you plan to export WebTrends Analytics report data to a SmartReport, values that are either characters or a combination of numbers and characters work best with Microsoft Excel.

If you enable Visitor History in a profile, WebTrends Analytics reads this parameter and stores it in the Visitor History database. The most recent value of this parameter is made available by Visitor History on every hit as `WT.vr.rac`.

WebTrends Marketing Warehouse Considerations

The Marketing Warehouse uses this parameter to identify Ad events. For more information about the parameter set used by Marketing Warehouse, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

Note

`WT.mc_id` replaces the `WT.mc_n` and `WT.mc_t` auto-configuration parameters in earlier versions of WebTrends.

Campaign Event Parameter

`WT.mc_ev`

> `WT.mc_ev=EventType`

This parameter identifies an ad event type.

WebTrends Analytics and Marketing Warehouse recognize the following values:

`WT.mc_ev=click` identifies an ad clickthrough event.

WebTrends Analytics Considerations

WebTrends Analytics does not currently provide preconfigured custom reports that use the `click` value. However, you can also specify a custom value to identify a custom event type, create a custom report filter based on this value, and apply it to a custom report.

Segment Parameter

`WT.seg_X`

> `WT.seg_X=Segment`

Identifies a segment of interest. *X* can be 1, 2, 3, or 4. For example, `WT.seg_1=Segment 1.` This parameter identifies values associated with this segment, and you can store these values in Visitor History. The Visitor History function recognizes these values and stores them in the Visitor History database. For more information, see "Visitor Segmentation Parameters" on page 158.

Page of Interest Parameter

WT.pi

WT.pi=*Page identification*

This parameter identifies a page on your site that is critical to evaluating performance. *Page identification* can be any string. When you enable **Page of Interest Unique Visitor Tracking** in the Visitor History dialog of a profile, WebTrends stores the values for the WT.pi parameter for each unique visitor in the Visitor History database. You can limit the amount of disk space used to store these values by keeping the strings as short as possible.

As a best practice, you should only identify key pages on your site with this parameter because WebTrends stores a maximum of 20 pages for each unique visitor for each profile.

Use this parameter to create a Page of Interest dimension that can be associated with a measure based on the WT.vr.piv Visitor History parameter. For more information, see WT.vr.piv on "Visitor Tracking Parameters" on page 156.

On-Site Search Parameters

On-site search parameters allow you to collect activity about your on-site search tool.

WT.oss

WT.oss=*Search phrase*

Identifies a word or a phrase that visitors submit for an on-site search.

WT.oss_r

WT.oss_r=*number of results*

Identifies whether or not an on-site search is successful. This parameter should be specified on the same hit as WT.oss and should be set to the number of results whenever the on-site search is successful, or to 0 when the search fails (no result).

WebTrends Analytics uses this parameter in preconfigured custom report filters. WebTrends Marketing Warehouse uses it provide data for the Number of Results attribute.

Registered Visitor Parameter

WT.rv

WT.rv=1

If you use WebTrends Marketing Warehouse, your web server should pass this parameter with a value of 1 when a visitor has completed a registration process. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

Content Parameters

The parameters defined in this section can be used to populate custom reports that include web 2.0 content information.

WT.rss_f

WT.rss_f=*FeedName*

This parameter identifies the RSS subscription feed. To indicate that a feed read request was made for an RSS feed, use this parameter with WT.rss_ev=f.

WT.rss_f=Sports&WT.rss_ev=f indicates that the RSS feed name WT.rss_f= "sports" was the object of an RSS feed request event.

To indicate that a subscription request was made for an RSS feed, use this parameter with WT.rss_ev=s.

For example, WT.rss_f=News&WT.rss_ev=s indicates that the RSS feed name "News" was the object of an RSS subscription event.

WT.rss_a

WT.rss_a=*ArticleName*

This parameter identifies the RSS article. Use this parameter with WT.rss_ev=a.

WT.rss_a=Global%20shortage%20of%20flu%20vaccine&WT.rss_ev=a indicates that the RSS article name "Global shortage of flu vaccine" was the object of an article read request event.

WT.rss_ev

WT.rss_ev=a or f or s

This parameter identifies the RSS related event that has occurred, such as an article request WT.rss_ev=a, feed read request WT.rss_ev=f, or subscription WT.rss_ev=s.

WT.clip_t

WT.clip_t=*MediaType*

This parameter identifies the type of media that users have accessed. Use this parameter with WT.clip_n= and with WT.clip_ev=.

WT.clip_t=Windows%20Media&WT.clip_n=Milton%20Waddams%20Presents&WT.clip_ev=v

In this example, the clip type WT.clip_t= is "Windows Media," the name of the clip WT.clip_n= is "Milton Waddams Presents," and the event type WT.clip_ev=v is view.

WT.clip_n

WT.clip_n=*MediaClipName*

This parameter identifies the name of the clip WT.clip_n= that users have accessed. Typically, use this parameter with event type, WT.clip_ev=, and media type WT.clip_t=.

WT.clip_ev

WT.clip_ev=*EventType*

This parameter identifies the type of media-related event that has occurred, such as a view of a media event, WT.clip_ev=v.

WT.ria_a

WT.ria_a=*ApplicationName*

This parameter identifies the name of the Rich Internet Application (RIA) accessed. Typically, use this parameter with WT.ria_c= to identify RIA content, WT.ria_f= to identify the RIA feature, and WT.ria_ev= to identify the RIA event type.

```
WT.ria_a=Homepage%20interactive%20promo%20with%20video%20and%20mp3&WT.ria_c=Vegas%2
0video%201&WT.ria_f=Play&WT.ria_ev=play
```

In this example, the parameter identifies the RIA application as "Homepage interactive promo with video and mp3," the RIA content as "vegas," the RIA feature used as "play," and the RIA event type as "play."

WT.ria_c

```
WT.ria_c=RIAContent
```

This parameter identifies the RIA content, `WT.ria_c=`. Typically, use this parameter with `WT.ria_a=`, `WT.ria_f=`, and `WT.ria_ev=`.

WT.ria_f=

```
WT.ria_f=RIAFeature
```

This parameter identifies the RIA feature accessed, `WT.ria_f=`. Typically, use this parameter with `WT.ria_a=`, `WT.ria_c=`, and `WT.ria_ev=`.

WT.ria_ev=

```
WT.ria_ev=RIAEvent
```

This parameter identifies the RIA event that has occurred, such as the selection of a button or feature that is part of the RIA application used. Actions taken in the RIA application such as "play," "zoom," or "spin" are examples of an RIA event.

WT.cgm_t=

```
WT.cgm_t=CGMType
```

This parameter identifies the type of consumer generated media, `WT.cgm_t=`. Use this parameter with `WT.cgm_ev=`.

```
WT.cgm_t=Blog&WT.cgm_ev=c
```

In this example, the parameter identifies the consumer generated media type as "blog," and the event `WT.cgm_ev=c` is a comment.

WT.cgm_ev=

```
WT.cgm_t=CGMEvent
```

This parameter identifies the consumer generated media event that has occurred, such as a post (p) or comment (c).

WT.test_v=

```
WT.test_v=Variant
```

This parameter identifies the test variant, `WT.test_v=` for the web site. This parameter can be populated then used to compare activity such as the scenario step conversion rate of two or more test variants.

```
WT.test_v=Product%20Layout%20B
```

In this example, the web site test variant used is "Product Layout B."

SmartView Parameters

This section contains parameters defined specifically for use with WebTrends SmartView. For information about configuring WebTrends for SmartView, see the *SmartView User's Guide*.

WT.svl

```
WT.svl=any string
```

For SmartView to differentiate multiple links on a web page that all lead to the same URL, use the `WT.svl` query parameter to uniquely identify the links. For example, if you have two links on your home page that both go to the store page, you should use the SmartView query parameter to identify each link.

To use the SmartView query parameter:

1. Place the `WT.svl` parameter on every page where multiple links lead to the same page. For example, `http://www.mydomain.com/?WT.svl=link1`.

2. Assign each link a unique value. SmartView uses `WT.svl` to assign the appropriate measure values to individual links.

Notes

Do not include this parameter in your URL Rebuilding definitions. WebTrends automatically recognizes this parameter and uses it only when creating SmartView custom reports. If you include `WT.svl` in a URL Rebuilding definition, non-SmartView reports are affected. If you exclude it in a URL Rebuilding definition, WebTrends won't be able to use it to differentiate links when creating SmartView reports.

`WT.tsp`
> WT.tsp=1

Identifies transition source pages for SmartView. The JavaScript creates and passes this query parameter if you enabled SmartView page transition tracking in the JavaScript tag and you tagged the source page with the SmartView page transition META tag. A source page is a page that you want to be tracked for SmartView reporting. For more information, see "Configuring SmartView Using JavaScript Tags" in the *SmartView User's Guide*.

Do not use this query parameter to tag your web site. You can use this parameter to focus the analysis on only page transition pages using custom report filters.

`WT.ttp`
> WT.ttp=1

Identifies transition target pages for SmartView. The JavaScript creates and passes this query parameter if you enabled SmartView page transition tracking in the JavaScript tag and you tagged the previously viewed page with the SmartView page transition META tag. For more information, see "Configuring SmartView Using JavaScript Tags" in the *SmartView User's Guide*.

Do not use this query parameter to tag your web site. You can use this parameter to focus the analysis on only page transition pages using custom report filters.

Stored Visitor Parameter

The Stored Visitor parameter identifies the unique visitor ID you assign to your visitors.

`WT.dcsvid`
> WT.dcsvid=*anystring*

WebTrends Analytics Considerations

If you enable Visitor History in a profile, when WebTrends Analytics detects this parameter, it is stored in the Visitor History database. When the Visitor History database is exported, this parameter is exported along with each visitor for the purpose of identifying visitors. For more information about visitor history see "Visitor History Parameters" on page 145.

WebTrends Marketing Warehouse Considerations

Marketing Warehouse uses this parameter to populate the `ExternalVisitorID` field of the Visitor table, which allows you to link to external visitor data in the Extended Attributes Database. For more information about the complete set of query parameters that Marketing Warehouse uses, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in the *WebTrends Marketing Warehouse User's Guide*.

Visitor History Parameters

The WebTrends analysis process can generate and maintain parameters that support visitor profiling when you enable Visitor History in your profiles. These visitor-related parameters are stored in a Visitor History Table for each profile that has Visitor History enabled. Because Visitor History parameters are handled by WebTrends, you should not use these parameters in META tags on your web pages.

Parameters that describe elapsed time periods in days are calculated as a complete 24-hour period. Thus, if a visitor visits for the first time at 1:00 on Monday, then any visit before 1:00 on Tuesday is considered as zero days since the first visit (`WT.vr.fvd`), even though the actual day is different.

Most Recent Campaign Parameters

WebTrends generates and maintains these parameters when you enable Visitor History and select the Campaign History category in your profile. For more information, see "Visitor History Parameters" on page 145.

`WT.vr.rac`
> `WT.vr.rac=MostRecentCampaign`

> Identifies the visitor's most recent campaign. Of all of the campaigns, the "most recent" campaign is the one that was most recently added to the visitor history table. This is a single value (no multiples allowed). This parameter is not set if the visitor has never had a campaign.

Unique Visitors for Campaigns

You can use the following set of parameters to track unique visitors for daily, weekly, monthly, quarterly, yearly, and lifetime campaigns. The active campaign list is used to determine the values. Therefore, you can get an additional campaign unique visitor when it is referenced again. These parameters are only available for reporting if you use the default campaign translation file. For more information, see "Lookup Tables for Drilldowns" in the *Administration User's Guide*.

`WT.vr.rac_dc`
> `WT.vr.rac_dc=CampaignDemandChannel`

> Identifies the campaign demand channel. It is set to the description corresponding to the ID in the translation file.

WT.vr.rac_de

> WT.vr.rac_de=*CampaignDescription*

This parameter is set to the description corresponding to the ID in the translation file.

WT.vr.rac_cr

> WT.vr.rac_cr=*CampaignCreative*

This parameter is set to the creative corresponding to the ID in the translation file. A campaign creative is an attribute of a specific offer, for example, a "Buy Now!" graphic. A specific offer may consist of many creatives.

WT.vr.rac_ct

> WT.vr.rac_ct=*CampaignCreativeType*

This parameter is set to the creative type corresponding to the ID in the translation file.

WT.vr.rac_ma

> WT.vr.rac_ma=*CampaignMarketingActivity*

This parameter is set to the marketing activity corresponding to the ID in the translation file.

WT.vr.rac_mp

> WT.vr.rac_mp=*CampaignMarketingProgram*

This parameter is set to the marketing program corresponding to the ID in the translation file.

WT.vr.rac_of

> WT.vr.rac_of=*CampaignOffer*

This parameter is set to the offer corresponding to the ID in the translation file.

WT.vr.rac_pa

> WT.vr.rac_pa=*CampaignPartner*

This parameter is set to the partner corresponding to the ID in the translation file.

WT.vr.rac_pl

> WT.vr.rac_pl=*CampaignPlacement*

This parameter is set to the placement corresponding to the ID in the translation file.

Most Recent Campaign Visitors

These parameters are generated and maintained by the WebTrends analysis process when you enable Visitor History and select the Campaign History category in your profile. For more information, see "Visitor History Parameters" on page 145.

WT.vr.rac_d

> WT.vr.rac_d=1

Identifies a visitor's first visit for a day for the campaign specified in WT.mc_id (campaign ID) on the hit.

WT.vr.rac_w

> WT.vr.rac_w=1

Identifies a visitor's first visit for a week for the campaign specified in WT.mc_id (campaign ID) on the hit.

WT.vr.rac_m

> WT.vr.rac_m=1

Identifies a visitor's first visit for a month for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

`WT.vr.rac_q`

`WT.vr.rac_q=1`

Identifies a visitor's first visit for a quarter for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

`WT.vr.rac_y`

`WT.vr.rac_y=1`

Identifies a visitor's first visit for a year for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

`WT.vr.rac_f`

`WT.vr.rac_f=1`

Identifies a visitor's first visit for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

Visitor "Initial" Parameters

The following list describes several visitor parameters that keep track of the "first" aspects of a visitor's history with the site. Note that although the parameters use the terminology "first," all preconfigured objects based on these parameters use the term "initial" (for example, Initial Referrer is the dimension based on `WT.vr.fr`). WebTrends generates these parameters when you enable Visitor History. For more information, see "Visitor History Parameters" on page 145.

`WT.vr.fr`

`WT.vr.fr=FirstReferrer`

Identifies the visitor's first recorded referrer. The format is the same as that for the Referring Domains dimension (for example, `google.com`). This is set on the first hit of the first visit and does not change afterwards.

`WT.vr.fc`

`WT.vr.fc=FirstCampaign`

Identifies the visitor's first recorded marketing campaign. The format is the same as that for the Campaign dimension. Only campaigns identified using the `WT.mc_id` parameter are counted. Campaigns defined solely through WebTrends Administration are not used.

This parameter is not provided until the visitor visits with a campaign. At that point the value and parameter are set and will never change.

`WT.vr.fe`

`WT.vr.fe=FirstEntryPage`

Identifies the visitor's first recorded page view. The format is a page URL without query parameters. This is set on the first hit of the first visit and never changes afterwards.

Elapsed Time Parameters

These parameters are generated and maintained by the WebTrends analysis process when you enable Visitor History. For more information, see "Visitor History Parameters" on page 145.

`WT.vr.fvd`

`WT.vr.fvd=DaysSinceFirstVisit`

Identifies the days since the visitor's first visit. This is an integer containing the days since the visitor's first visit. The value is truncated (for example, if 47 hours has passed since the first visit, the value is 1). This parameter is not provided on a visitor's first visit.

When using this as a measure for the Visitor dimension, use the maximum value.

When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.pvd

WT.vr.pvd=*DaysSincePreviousVisit*

Days since the Visitor's Previous Visit. This is an integer containing the days since the visitor's previous visit.

This parameter makes most sense when used as a visit filter. This parameter is not provided on a visitor's first visit.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.pvdb

WT.vr.pvdb=*High/Moderate/Some/Low descriptor*

Classifies days since the visitor's previous visit into one of four categories. This parameter is non-numeric and is used as a dimension.

You can change the number of categories by editing the vrbucket.ini file. By default this file is configured as follows:

```
[PVDBValues]
High = 4
Moderate = 8
Some = 12
```
The following table describes the meaning of the default values.

[PVDBValues]	Meaning
High=4	$x \leq \underline{4}$
Moderate=8	$4 < x \leq \underline{8}$
Some=12	$8 < x \leq 12$

By default, the maximum number of days for Some is set to 12. Any visitor whose last visit was more than 12 days ago is assigned to the Low Recency category. *Recency* is to the number of days since a visitor's most recent visit.

Example 1: Adjust all of the ranges in vrbucket.ini to:

```
[PVDBValues]
High = 7
Moderate = 14
Some = 21
```

Example 2: To create two buckets (for example, *High/Low*), change `vrbucket.ini` to:

```
[PVDBValues]
High = 4
Moderate = 4
Some = 4
```

The result of Example 2 is:

High is ≤ 4
Low is > 4

WT.vr.ppd

`WT.vr.ppd=`*DaysSincePreviousPurchase*

Identifies the days since the visitor's previous purchase. This is an integer value.

This parameter is typically used as a visit filter. This parameter is not provided until the visitor makes the first purchase and does change on every hit that a purchase is made after that.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you will usually configure the average value.

The sum of this measure has no meaning.

WT.vr.lat

`WT.vr.lat=`*VisitLatency*

Visit Latency. The visit latency is the number of days since the visitor's first visit (`WT.vr.fvd`) divided by the number of visit intervals (`WT.vr.vc`). It gives an indication of the average elapsed time between visits. This parameter is not provided on the first visit.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

Historical Counts Parameter

WebTrends generates and maintains these parameters by the WebTrends analysis process when you enable Visitor History. For more information, see .

WT.vr.vc

`WT.vr.vc=`*VisitCount*

Identifies the total number of visits recorded for a visitor. This is an integer representing the number of visits since the visitor's first visit. When using this as a measure for the Visitor dimension, use the maximum value. When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.vcb

`WT.vr.vcb=`*High/Moderate/Some/Low descriptor*

Classifies the value of the `WT.vr.vc` parameter into one of four categories.

This parameter is non-numeric and used as a dimension. You can change the number of categories by editing the `vrbucket.ini` file. By default, the file is configured as follows:

```
[VCBValues]
High = 25
Moderate = 15
Some = 5
```

The following table shows the meaning of the default values:

[VCBValues]	Meaning
High=25	$25 < x$
Moderate=15	$15 > x \leq 25$
Some=5	$5 > x \leq 15$

By default, the minimum value for Some is 5. Any visitor whose visit count value is less than 5 is assigned to the Low value category.

Example 1: Adjust all of the ranges in vrbucket.ini to:

```
[VCBValues]
High = 50
Moderate = 30
Some = 10
```

Example 2: To create two buckets (for example, *High/Low*), change vrbucket.ini to:

```
[VCBValues]
High = 25
Moderate = 25
Some = 25
```

The result of example 2 is:

```
High is >25
Low is >0 ≤25
```

Historical Transactions/Purchases Parameters

WebTrends generates and maintains these parameters by the WebTrends analysis process when you enable Visitor History. For more information, see "Visitor History Parameters" on page 145.

The following parameters are calculated using the transaction parameters. For more information, see "Transaction Parameters" on page 137.

WT.vr.vv

WT.vr.vv=*VisitorValue*

WebTrends generates this Visitor History parameter to track the visitor's overall value, which is the value of all purchases recorded for a visitor over time. This is a floating-point value containing the amount of money spent by this visitor back to and including the visitor's first visit.

When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.ltb

WT.vr.ltb=*High/Moderate/Some/Low* descriptor

WebTrends generates this Visitor History parameter to classify the `WT.vr.vv` parameter value in one of four categories.

The value is non-numeric and is used as a custom report dimension.

You can change the number of categories by editing the `vrbucket.ini` file. By default, the file is configured as follows:

```
[LTBValues]
High = 750
Moderate = 500
Some = 250
```

The following table shows the meaning of the default values:

[LTBValues]	Meaning
High=750	$x > 750$
Moderate=500	$500 > x \leq 750$
Some=5	$250 > x \leq 500$

By default, the minimum value for `Some` is 250. Any visitor whose value is less than 250 is assigned to the Low category.

Example 1: Adjust all of the ranges in `vrbucket.ini` to:

```
[LTBValues]
High = 1500
Moderate = 1000
Some = 500
```

Example 2: To create two buckets (for example, *High/Low*), change `vrbucket.ini` to:

```
[LTBValues]
High = 750
Moderate = 750
Some = 750
```

The result of example 2 is:

```
High is >750
Low  is >0 ≤750
```

WT.vr.ppv

`WT.vr.ppv=`*PreviousPurchaseValue*

WebTrends generates this Visitor History parameter to track the visitor's previous purchase amount. This is a floating-point value containing the amount spent on the most recent purchase. This parameter is not generated until a visitor makes the first purchase.

When using this parameter as a custom report measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.vp

`WT.vr.vp=`*VisitorPurchases*

WebTrends generates this Visitor History parameter to track the total number of purchases ever made by a visitor. The value is an integer containing the number of purchase transactions (not the total number of units purchased) back to and including the visitor's first visit.

When using this parameter as a custom report measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.fpd

WT.vr.fpd=*DaysSinceFirstPurchase*

WebTrends generates this Visitor History parameter to track the days since the visitor's first purchase. The value is an integer containing the days since the visitor's first purchase.

This parameter is best used as a visit filter or as a custom report measure. This parameter is not generated until a visitor makes the first purchase.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.bpd

WT.vr.bpd=*DaysBeforeFirstPurchase*

WebTrends generates this Visitor History parameter to track the days before the visitor's first purchase. The value is an integer containing the number of days between the visitor's first visit and the first purchase.

This parameter is best used as a visit filter or as a measure. This parameter is not provided until a visitor makes the first purchase.

When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WebTrends generates the following set of parameters to track unique buyers and buyer's status for daily, weekly, monthly, quarterly, yearly, and lifetime periods.

WT.vr_brws

WT.vr_brws=*Buyer/Non-Buyer*

WebTrends generates this query parameter on a visitor's first visit of the day. Its value indicates whether a visitor has purchased in the past. Buyer indicates that the visitor has purchased before. Non-buyer indicates that the visitor has not purchased.

A visitor is considered a buyer if the WT.tx_s parameter is passed in the query string for the visit. A visitor is considered a non-buyer if WT.tx_s is not passed in the query string. In addition, WebTrends uses the following invoice parameters to evaluate whether WT.tx_s should be used for buyer determination:

– WT.tx_id and WT.tx_it

– WT.tx_i

If both `WT.tx_id` and `WT.tx_it` parameters are passed during the visit and are properly formatted, WebTrends uses them to evaluate whether `WT.tx_s` should be used for buyer determination. If the date and time specified by these parameters is older than the time of the hit by more than the configured invoice age limit, `WT.tx_s` is not used and the visitor is considered a non-buyer. The invoice age limit is set at two days, meaning that any invoices three days or older than the first hit associated with the invoice are not used for buyer determination.

If the `WT.tx_i` parameter is passed during the visit, WebTrends uses it to evaluate whether `WT.tx_s` should be used for buyer determination. WebTrends looks for the invoice number passed in for this query parameter in the visitor's invoice history. If it has seen this invoice number before, `WT.tx_s` is not used and the visitor is considered a non-buyer. Three invoices are kept per visitor. Invoices more than two days old are purged from the visitor's invoice history.

WT.vr_by

`WT.vr_by=New Buyer/Repeat Buyer`

WebTrends generates this Visitor History parameter when a visitor makes a purchase. It indicates whether the visitor is purchasing for the first time or has purchased before.

WT.vr.bt_d

`WT.vr.bt_d=1`

WebTrends generates this Visitor History parameter to identify the visitor's first daily purchase. This parameter is generated and set to 1 for the first purchase from a visitor for a day.

WT.vr.bt_w

`WT.vr.bt_w=1`

WebTrends generates this Visitor History parameter to identify the visitor's first weekly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a week.

WT.vr.bt_m

`WT.vr.bt_m=1`

WebTrends generates this Visitor History parameter to identify the visitor's first monthly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a month.

WT.vr.bt_q

`WT.vr.bt_q=1`

WebTrends generates this Visitor History parameter to identify the visitor's first quarterly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a quarter.

WT.vr.bt_y

`WT.vr.bt_y=1`

WebTrends generates this Visitor History parameter to identify the visitor's first yearly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a year.

WT.vr.bt_f

`WT.vr.bt_f=1`

WebTrends generates this Visitor History parameter to identify the visitor's first purchase. This parameter is generated and set to 1 for the first purchase from a visitor.

Search Engine Parameters

The Search Engine parameters keep track of initial and most recent search engines and search engine phrases for a visitor. These parameters work in conjunction with the `WT.srch` parameter to determine whether the referring search engine was from a paid search phrase. WebTrends generates and maintains these parameters when you enable Visitor History and select the Search Engine History category in your profile. For more information, see "Visitor History Parameters" on page 145.

WT.vr.ise

WT.vr.ise=InitialSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's initial search engine. This parameter contains the string identifying the initial search engine for a visitor. The parameter is generated with the hit where it is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT.vr.isep

WT.vr.isep=InitialSearchEnginePhrase

WebTrends generates this Visitor History parameter to track the visitor's initial search engine phrase. This parameter contains the string identifying the initial search engine phrase for a visitor. The parameter is generated with the hit where the search engine is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT.vr.ipd_se

WT.vr.ipd_se=InitialPaidSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's initial paid search engine. This parameter contains the string identifying the initial paid search engine for a visitor. A paid search engine referrer is identified by a `WT.srch=1` parameter in the query field of hit query string. The `WT.vr.ipd_se` parameter is provided with the hit where it is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT.vr.ipd_sep

WT.vr.ipd_sep=InitialPaidSearchEnginePhrase

WebTrends generates this Visitor History parameter to track the visitor's initial paid search engine phrase. This parameter contains the string identifying the initial paid search engine phrase for a visitor. A paid search engine referrer/phrase is identified by a `WT.srch=1` parameter in the query field of hit query string. The `WT.vr.ipd_sep` parameter is provided with the hit where it `WT.vr.ipd_se` is recognized. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is first recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT.vr.iog_se

WT.vr.iog_se=InitialOrganicSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's initial organic search engine. This parameter contains the string identifying the initial organic search engine for a visitor. An organic search engine referrer is identified by the lack of a `WT.srch=1` parameter in the query field of hit query string. The `WT.vr.iog_se` parameter is provided with the hit where it is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT.vr.iog_sep

WT.vr.iog_sep=*InitialOrganicSearchEnginePhrase*

WebTrends generates this Visitor History parameter to track the visitor's initial organic search engine phrase. This parameter contains the string identifying the initial paid search engine phrase for a visitor. An organic search engine referrer/phrase is identified by the lack of a WT.srch=1 parameter in the query field of hit query string. The WT.vr.iog_sep parameter is provided with the hit where it WT.vr.iog_se is recognized. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is first recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT.vr.r_se

WT.vr.r_se=*MostRecentSearchEngine*

WebTrends generates this Visitor History parameter to track the visitor's most recent search engine. This parameter contains the string identifying the most recent search engine for a visitor. The WT.vr.r_se parameter is provided with the hit where it is recognized as the referring site. The value of the parameter changes whenever a new search engine is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT.vr.r_sep

WT.vr.r_sep=*MostRecentSearchEnginePhrase*

WebTrends generates this Visitor History parameter to track the visitor's most recent search engine phrase. This parameter contains the string identifying the most recent search engine phrase for a visitor. The WT.vr.r_sep parameter is provided with the hit where WT.vr.r_se is recognized as the referring site. The value of the parameter changes whenever a new search engine/search engine phrase is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT.vr.rpd_se

WT.vr.rpd_se=*MostRecentPaidSearchEngine*

WebTrends generates this Visitor History parameter to track the visitor's most recent paid search engine. This parameter contains the string identifying the most recent paid search engine for a visitor. A paid search engine referrer/phrase is identified by a WT.srch=1 parameter in the query field of hit query string. The WT.vr.rpd_se parameter is provided with the hit where it is recognized as the referring site. The value of the parameter changes whenever a new search engine is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT.vr.rpd_sep

WT.vr.rpd_sep=*MostRecentPaidSearchEnginePhrase*

WebTrends generates this Visitor History parameter to track the visitor's most recent paid search engine phrase. This parameter contains the string identifying the most recent paid search engine phrase for a visitor. A paid search engine referrer/phrase is identified by a WT.srch=1 parameter in the query field of hit query string. The WT.vr.rpd_sep parameter is provided with the hit where WT.vr.rpd_se is recognized as the referring site. The value of the parameter changes whenever a new search engine/search engine phrase is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT.vr.rog_se

WT.vr.rog_se=*MostRecentOrganicSearchEngine*

WebTrends generates this Visitor History parameter to track the visitor's most recent organic search engine. This parameter contains the string identifying the most recent organic search engine for a visitor. An organic search engine referrer/phrase is identified by the lack of a `WT.srch=1` parameter in the query field of hit query string. The `WT.vr.rog_se` parameter is provided with the hit where it is recognized as the referring site. The value of the parameter changes whenever a new search engine is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

`WT.vr.rog_sep`

`WT.vr.rog_sep=`*MostRecentOrganicSearchEnginePhrase*

WebTrends generates this Visitor History parameter to track the visitor's most recent organic search engine phrase. This parameter contains the string identifying the most recent organic search engine phrase for a visitor. An organic search engine referrer/phrase is identified by the lack of a `WT.srch=1` parameter in the query field of hit query string. The `WT.vr.rog_sep` parameter is provided with the hit where `WT.vr.rog_se` is recognized as the referring site. The value of the parameter changes whenever a new search engine/search engine phrase is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

Visitor Tracking Parameters

Visitor Tracking parameters let you track daily, weekly, monthly, quarterly, yearly, and all-time unique visitors. WebTrends generates and maintains these parameters when you enable Visitor History and select the Visit History category in your profile. For more information, see "Visitor History Parameters" on page 145.

`WT.vr.vt_d`

`WT.vr.vt_d=`*1*

WebTrends generates this Visitor History parameter to track daily visitor daily activity. This parameter is present and set to 1 on a new visitor's first hit for the day.

`WT.vr.vt_w`

`WT.vr.vt_w=`*1*

WebTrends generates this Visitor History parameter to track weekly visitor activity. This parameter is present and set to 1 on a new visitor's first hit for the week.

`WT.vr.vt_m`

`WT.vr.vt_m=`*1*

WebTrends generates this Visitor History parameter to track monthly visitor activity. This parameter is present and set to 1 on a new visitor's first hit for the month.

`WT.vr.vt_q`

`WT.vr.vt_q=`*1*

WebTrends generates this Visitor History parameter to track quarterly visitor activity. This parameter is present and set to 1 on the first hit from a new visitor during a quarter.

`WT.vr.vt_y`

`WT.vr.vt_y=`*1*

WebTrends generates this Visitor History parameter to track yearly visitor activity. This parameter is present and set to 1 on the first hit from a new visitor during a year.

WT.vr.vt_f

WT.vr.vt_f=*1*

WebTrends generates this Visitor History parameter to track a visitor's first hit. This parameter is present and set to 1 on the first hit from a new visitor.

WT.vr.piv_d

WT.vr.piv_d=*1*

WebTrends generates this Visitor History parameter to track daily page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a day.

WT.vr.piv_w

WT.vr.piv_w=*1*

WebTrends generates this Visitor History parameter to track weekly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a week.

WT.vr.piv_m

WT.vr.piv_m=*1*

WebTrends generates this Visitor History parameter to track monthly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a month.

WT.vr.piv_q

WT.vr.piv_q=*1*

WebTrends generates this Visitor History parameter to track quarterly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a quarter.

WT.vr.piv_y

WT.vr.piv_y=*1*

WebTrends generates this Visitor History parameter to track yearly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a year.

WT.vr.piv_f

WT.vr.piv_f=*1*

WebTrends generates this Visitor History parameter to track a visitor's first page of interest. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest.

WT.vr.cgv_d

WT.vr.cgv_d=*1;...*

WebTrends generates this Visitor History parameter to track daily content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a day. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT.vr.cgv_w

WT.vr.cgv_w=*1;...*

WebTrends generates this Visitor History parameter to track weekly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a week. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT.vr.cgv_m

WT.vr.cgv_m=*1;...*

WebTrends generates this Visitor History parameter to track weekly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a month. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT.vr.cgv_q

WT.vr.cgv_q=*1;...*

WebTrends generates this Visitor History parameter to track quarterly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a quarter.

WT.vr.cgv_y

WT.vr.cgv_y=*1;...*

WebTrends generates this Visitor History parameter to track yearly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a year. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT.vr.cgv_f

WT.vr.cgv_f=*1;...*

WebTrends generates this Visitor History parameter to track a visitor's first hit to a content group. This parameter is present and set to 1 for the first hit from a new visitor to a content group. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

Visitor Segmentation Parameters

Visitor Segmentation parameters allow you to store the most recent value of a segmentation query parameter for inclusion in your reports. For example, your travel web site tracks visitors using a segmentation parameter, such as WT.seg_1, to identify the visitor's "traveler type." The result of the visitor's most recent traveler type value is stored in the WT.vhseg_1 parameter in the Visitor History database. Custom reports you create that use the WT.vhseg_1 parameter as a dimension show statistics for the most recent value of the key parameter.

The most recent value of the key parameter, WT.seg_*x* is stored in the corresponding result parameter. To report on visitor segmentation data, create a custom report that uses your result parameter as a dimension.

WebTrends generates and maintains these parameters when you enable Visitor History and select the Custom Visitor Segmentation category in your profile. You must also implement the WT.seg parameter on your web pages. For more information about WT.seg, see .

WT.vhseg_1

WT.vhseg_1=*VisitorSegment1Result*

WT.vhseg_2

WT.vhseg_2=*VisitorSegment2Result*

WT.vhseg_3

WT.vhseg_3=*VisitorSegment3Result*

WT.vhseg_4

WT.vhseg_4=*VisitorSegment4Result*

SDC-Generated Visitor Parameters

The following subsections discuss visitor-related parameters that are generated and maintained by SmartSource Data Collector (SDC).

Visitor Tracking Parameters

Visitor Tracking parameters allow you to track daily, weekly, monthly, quarterly, and yearly unique visitors. SDC inserts these parameters into the cs-uri-query strings.

WT.vt_tlv

WT.vt_tlv=*UNIX Time*

SDC generates this parameter to identify the time of the visitor's last visit. The value is expressed as the number of seconds since 1970 (standard UNIX time), which is calculated using information stored in the third-party cookie value. SDC only sets this parameter at the start of a new visit. On a visitor's first visit, the value is set to zero. If you disable cookie tracking, this parameter is not generated or passed in the query string.

The Marketing Warehouse use this query parameter to determine whether a new visit should also be counted as a new daily, weekly, monthly, quarterly, or yearly visitor. For example, if the day of the new visit is different than the day of the previous visit, relative to the GMT offset of the JavaScript tag, the visit is counted as a new daily visit.

WT.vt_f_tlv

WT.vt_f_tlv=*UNIX Time*

SDC generates this parameter to identify the time of the visitor's last visit. The value is expressed as the number of seconds since 1970 (standard UNIX time), which is calculated using information stored in the first-party cookie value. SDC only sets this parameter at the start of a new visit. On a visitor's first visit, the value is set to zero. If you disable first-party cookie tracking in the JavaScript tag, this parameter is not generated or passed in the query string.

The Marketing Warehouse use this query parameter to determine whether a new visit should also be counted as a new daily, weekly, monthly, quarterly, or yearly visitor. For example, if the day of the new visit is different than the day of the previous visit, relative to the GMT offset of the JavaScript tag, the visit is counted as a new daily visit.

WT.vt_d

WT.vt_d=1

SDC generates this parameter to track daily visitors for Express Analysis. This parameter is generated and set to 1 for the first hit from a new visitor for a day.

WT.vt_a_d

WT.vt_d=1

SDC generates this parameter to track daily visitors for Account Rollup Data Sources. This parameter is generated and set to 1 for the first hit from a new visitor for a day for a given account. This parameter is used in conjunction with Account Rollup Profiles.

WT.vt_f_d

WT.vt_f_d=1

SDC generates this parameter to track daily visitors for Express Analysis only. This parameter is generated and set to 1 for the first hit from a new visitor when you configure your SmartSource Data Source to use the First-Party Cookie JavaScript. The First-Party Cookie JavaScript generates this parameter and its value.

WT.vt_s

WT.vt_s=1

SDC generates this parameter to track visitor sessions for Express Analysis and the WebTrends Marketing Warehouse.

This parameter is generated and set to 1 for the first hit for a new session. Cookie tracking must be enabled to set this query parameter.

WT.vt_a_s

WT.vt_a_s=1

SDC generates this parameter to track visitor sessions for Account Rollup Data Sources. Applies to Real Time analysis only. This parameter is generated and set to 1 for the first hit for a new session for a given account. This parameter is used in conjunction with Account Rollup Profiles.

WT.vt_f_s

WT.vt_f_s=1

SDC generates this parameter to track new visitor sessions for Express Analysis and WebTrends Marketing Warehouse.

This parameter is generated and set to 1 for the first hit for a new session. The First-Party Cookie JavaScript generates this parameter.

WT.vt_f

WT.vt_f=1

SDC generates this parameter to track new and returning visitors. This parameter is generated and set to 1 for the first hit from a new visitor. This parameter is set to 2 if the visitor's browser does not accept cookies. The First-Party Cookie JavaScript generates this parameter.

WT.vt_f_a

WT.vt_f_a=1

SDC generates this parameter to track new visitors for an account. This parameter is generated and set to 1 for the first hit from a new visitor for a given account. This parameter is set to 2 if the visitor's browser does not accept cookies. The First-Party Cookie JavaScript generates this parameter. This parameter is used in conjunction with Account Rollup Profiles.

WT.vt_sid

WT.vt_sid=*identifier*

SDC generates this parameter to identify visitor sessions for WebTrends Marketing Warehouse. This parameter is generated on every hit to identify the visitor session. If you configured your data source to use the First-Party Cookie JavaScript, the JavaScript generates this parameter. Otherwise, SDC generates this parameter if it is not present on the incoming hit.

This identifier is formed by concatenating two pieces of data:

− The value of WT.co_f. If WT.co_f is not present on the incoming hit, SDC generates this value. This is the unique identifier that is generated at the time of a new visit. It is 32-character hexadecimal number (0-9, a-f)

− The time when the session began. This is the number of milliseconds since January 1, 1970.

Both pieces of data are stored in the WT_FPC cookie as shown here;

WT_FPC=id=*identifier*:lv=*lastVisit*:ss=***sessionStart***

For example, if the WT_FPC value looks like this:

WT_FPC=id=1375a0ced58e09718f507ad4c6a944ed:lv=1113249390712:ss=1113249384759

the `WT.vt_sid` parameter generated looks like this:

```
WT.vt_sid=1375a0ced58e09718f507ad4c6a944ed.1113249384759
```

Cookie Detection Parameters

This set of parameters allows WebTrends Analytics to tie a visitor's first hit with the rest of the visitor session. These parameters are generated and maintained by SmartSource Data Collector (SDC).

WT.co

`WT.co=Yes/No`

SDC generates this parameter to determine whether the visitor's browser supports and is configured to accept cookies. Valid values are `Yes` and `No`.

Example:

```
var coQueryParam = "&WT.co=" + navigator.cookieEnabled() ? "Yes" : "No";
```

WT.co_d

`WT.co_d=Cookie_Data`

SDC generates this parameter the first time it attempts to set the cookie. The value is set to the value of the cookie. This parameter is generated only for "first visit" hits.

WebTrends Analytics and the Marketing Warehouse use this parameter for "session stitching." The first hit of the first visitor session (which may not have a cookie) gets the cookie value in the `WT.co_d` parameter. Subsequent hits that have the same value for the WebTrends cookie can be tied together with the `WT.co_d` hit to form a complete picture of the session. Also, SDC passes the `WT.co_d` value; it is not passed from the visitor's web browser.

The WebTrends cookie format contains the IP address of the cookie's connection address and the creation time. The creation time is represented as the number of seconds and nanoseconds since 1970 (standard UNIX time). A checksum is appended to the cookie value. The following example shows the format of the cookie value:

```
WEBTRENDS_ID=IP Address-SSSSSSSSS.NNNNNN::checksum
```

The following example shows the `WT.co_d` parameter with a WebTrends cookie value:

```
WT.co_d=192.168.100.40-1045156016.29542554::A2D3FC34517CE562A9D4E33EF85D7B7F
```

WT.co_a

`WT.co_a=Cookie_Data`

SDC generates this parameter the first time it attempts to set the account cookie. Note that this parameter is generated only for hits on the first visit. This parameter is used to track visitor sessions across multiple accounts in WebTrends Analytics On Demand or multiple SmartSource data sources in WebTrends Analytics software.

This parameter is generated and the value is set to the account rollup cookie's value if SDC attempted to set a first-time cookie for a given account. The global rollup cookie is named `ACOOKIE`. The global rollup cookie contains an encoded account rollup cookie named `WT_ACCT`. It contains the IP address of the cookie's connection address and the creation time. The creation time is represented as the number of seconds and nanoseconds since 1970 (standard UNIX time). A checksum is appended to the cookie value. The following example shows the format of the cookie value:

```
WT_ACCT=IP Address-SSSSSSSSS.NNNNNN::checksum
```

The following example show the `WT.co_a` parameter with an account rollup cookie:

```
WT.co_a=192.168.100.40-1045156016.29542554
```

WT.co_f

```
WT.co_f=uniqueIdentifier
```

SDC generates this parameter when you enable first-party cookie tracking in the WebTrends JavaScript tag. This parameter is passed on every hit so that WebTrends Analytics and the Marketing Warehouse can use it for visitor session tracking.

A unique identifier is passed as the value of the `WT.co_f` query parameter. The format of the unique identifier depends on the first-party cookie tracking method you specified in the SmartSource Data Source settings.

You can configure the method that you want to use for your first party cookies in the SmartSource Data Source settings. For more information about first-party cookie tracking methods, see "Tracking Visitor Sessions" on page 61.

URL Truncation Parameter

SDC uses this parameter to overcome a maximum URL length limitation imposed by Internet Explorer (Microsoft Knowledge Base Article – 208427). The URL length must be 2048 or less. If the WebTrends JavaScript tag generates a URL in excess of 2048 characters and the client browser is Microsoft Internet Explorer, the hit is truncated and is passed to SDC.

WT.tu

```
WT.tu=1
```

SDC generates this parameter and sets it to 1 if the URL was deemed too long and truncated by the JavaScript tag. If present, SDC writes an error and discards the hit.

You can configure the `logtruncatedhits` setting to log the truncated hit rather than discard it.

HTTP Headers

You may want to access custom HTTP request headers. These headers can be inserted by third-party products such as load balancers, application servers, or web server plug-ins. This parameter is assigned the value of the specified HTTP header, which can then be referenced in a WebTrends custom report.

WT.hdr.*HTTP Header*

```
WT.hdr.HTTP Header=Value
```

If the header is present in the incoming request, the header name is appended to `WT.hdr.` and the header value is assigned to the value. For example, suppose that a customer wants to log the `Accept:` header, and it comes in as `Accept: */*`. The resultant parameter would be `WT.hdr.Accept=*/*`. Note that values are URL encoded.

JavaScript Tag Version

WT.tv

```
WT.tv=major.minor.revision
```

The JavaScript tag contains this parameter, which specifies the version of the WebTrends JavaScript tag that is currently deployed. The value is passed as *major.minor.revision* where *major.minor* specifies the WebTrends Analytics version and *revision* specifies the version of the JavaScript tag.

Although this parameter is not used in reports, it can be useful for Support when troubleshooting a tagging problem.

DCSID

WT.dcs_Id

> WT.dcs_id=*DCSID*

> This parameter contains the value of the DCSID that generated the hit. The Standard Analysis Engine, Express Analysis Engine, and Event Database Loader pass the DCSID as value of for this parameter. This parameter becomes most useful when tracking multiple DCSIDs in SmartSource files from multiple sites. In this case, you can use this parameter to segment your report data by site. For example, you can use this parameter as a dimension in a custom report to report on activity for each site.

> **Note**
>
> If you look at your SmartSource files, you will not find this parameter in the query string. This is because WebTrends Analytics adds it to the query parameter set during analysis.

SDC-Parameter Override Parameters

You can use the parameters in this section to override SDC parameters on the client side. Consider the following example:

If you want a specific page, `/xyz.html`, logged to the `cs-uri-stem` field, you can assign the page name to the `dcsuri` parameter in the JavaScript tag as shown in the Modified Tag.

Default JavaScript Tag:

`DCS.dcsuri="window.location.pathname;`

Modified JavaScript Tag:

`DCS.dcsuri="/xyz.html";`

However, because modifying JavaScript is error-prone, you could instead use the `DCS.dcsuri` parameter in a META tag to override the `dcsuri` assignment in the JavaScript tag. Your META tag would look like this:

`<META NAME="DCS.dcsuri" CONTENT="/xyz.html">`

Keep in mind that because these parameters simply override assignments in the JavaScript tag, the parameters themselves are not actually sent to SDC. The JavaScript tag contains a custom object named `DCS`. This object contains property name/value pairs that are used to form query parameters sent to SDC. To continue our example, the JavaScript tag first extracts the META tag information and performs the following assignment:

`DCS.dcsuri=/xyz.html`

Next, the JavaScript tag iterates through all name/value pairs in the DCS object and forms query parameters.

In our example, the following query parameter is formed:

`&dcsuri=/xyz.html`

Note that the custom object name itself (DCS) is not sent to SDC.

DCS.dcsref

> DCS.dcsref=*Referrer*

> This parameter is assigned to the `dcsref` parameter before the hit is sent to SDC. The value is included in the `cs(Referer)` field of the log file.

DCS.dcssip

DCS.dcssip=*Domain*

This parameter is assigned to the `dcssip` parameter before the hit is sent to SDC. The value is included in the `cs-host` field of the log file.

DCS.dcsua

DCS.dcsua=*user agent*

This parameter is assigned to the `dcsua` parameter before the hit is sent to SDC. Value is included in the `cs(user agent)` field. Use a plug sign to encode spaces rather than %20.

DCS.dcsuri

DCS.dcsuri=*uri-ste*m

This parameter is assigned to the `dcsuri` parameter before the hit is sent to SDC. The value is included in the `cs-uri-stem` field of the log file.

DCS.dcspro

DCS.dcspro=*Protocol*

This parameter is assigned to the `dcspro` parameter before the hit is sent. The value is included in the `cs(Version)` field of the log file.

DCS.dcsqry

DCS.dcsqry=*uri-query*

This parameter is assigned to the `dcsqry` parameter before the hit is sent. The value is included in the `cs-uri-query` field of the log file.

DCS.dcsaut

DCS.dcsaut=*authenticated username*

This parameter is assigned to the `dcsaut` parameter before the hit is sent to SDC. The value is included in the `cs-username` field.

DCS.dcsmet

DCS.dcsmet=*method*

This parameter is assigned to the `dcsmet` parameter before the hit is sent to SDC. The value is included in the `cs-method` field.

DCS.dcssta

DCS.dcssta=*status*

This parameter is assigned to the `dcssta` parameter before the hit is sent to SDC. The value is included in the `sc-status` field.

DCS.dcsbyt

DCS.dcsbyt=*bytes*

This parameter is assigned to the `dcsqry` parameter before the hit is sent to SDC. The value finally is included in the `sc-bytes` field.

DCS.dcscip

DCS.dcscip=*ip address*

This parameter is assigned to the `dcscip` parameter before the hit is sent to SDC. Value is included in the `c-ip` field.

DCS.dcsua

    `DCS.dcsua=`*`user agent`*

This parameter is assigned to the `dcsua` parameter before the hit is sent to SDC. Value is included in the `cs(user agent)` field. Use a plug sign to encode spaces rather than %20.

Conversion Plug-In Parameters

The WebTrends encoding conversion plug-in uses the parameters in this section during the character encoding conversion process. The WebTrends JavaScript tag generates these parameters when the `gi18n` global variable is set to `true` and when a web page contains `DCSext` query parameters.

For more information about `DCSext` query parameters, see "Customizing the WebTrends JavaScript Tag" in *WebTrends Analytics On Demand Implementation Guide*. For more information about the encoding conversion plug-in see "Internationalization and WebTrends" in the *Administration User's Guide*.

WT.dep

    `WT.dep=`*`DCSext parameter1[;DCSext parameter2...]`*

Contains a semicolon-delimited list of the custom `DCSext` query parameters on a web page. The encoding conversion plug-in uses this information to identify the parameters that are known to be encoded in UTF-8. For example, a web page that contains `DCSext.abc=655` and `DCSext.xyz=889` would be captured by the JavaScript tag as `WT.dep=abc;xyz`.

Note

Do not use this parameter for collecting data.

Chapter 28

Preconfigured Custom Report Reference

The following table contains key information for the preconfigured custom reports licensed with the Custom Reports feature. You can view samples of these custom reports by downloading the Zedesco sample profiles using the **Install Components** link in the left pane of WebTrends Administration. This table provides a quick overview of information that is required for these reports.

The following list describes the headings used in the table:

Report Name
> Shows the title of the custom reports. For a listing of all custom reports, see **Web Analysis** > **Report Configuration** > **Custom Reports** > **Reports**.

Key Web Log Field
> Shows the name of the field in the Web activity data file that WebTrends uses to create the report. For more information about Web activity data fields (also known as log fields), see the *WebTrends Guide to Web Analytics*.

SDC
> Indicates if the SmartSource Data Collector and its associated tags are recommended for the corresponding report. N/A means not applicable. For more information about SDC, see the *SmartSource Data Collector User's Guide*.

WebTrends Query Parameter
> Shows the WebTrends query parameters that WebTrends uses to create the corresponding report. The WebTrends query parameters are designated as **dim** for dimension and **meas** for measure. For more information about WebTrends query parameters, see "WebTrends Query Parameter Reference" on page 123.
>
> In some instances, Custom Drilldown is listed instead of a query parameter. This means that you can create a drilldown dimension to track sub-levels within a primary category of data. For more information about Custom Drilldown, type **Custom Drilldown** as the search key word the Administration Help.

Visitor History
> Shows the Visitor History category that you should enable to generate the report. Visitor History captures several categories of information, each of which offers a variety of different measurements and possible report combinations that allow visitor segmentation.
>
> You can enable Visitor History behavior categories on a per-profile basis. For more information about Visitor History, see "Tracking Visitors Across Visits in WebTrends Analytics" on page 83.

GeoTrends
> Indicates if the GeoTrends database is required. GeoTrends resolves IP address of visitors into more meaningful data such as the region, country, state, province, city, area code, designated marketing area, metropolitan statistical area, and time zone data corresponding to the location of the owner of a specific domain name.
>
> For more information about GeoTrends, see *WebTrends Implementation and Maintenance Guide*.

Report Name	Dependencies			Visitor History Category	GeoTrends Requireme nt
	Key Web Activity Data Field	Recommended			
		SDC	WebTrends Query Parameter Dimension/ Measure		
Area Codes	IP Address	N/A	None	None	Yes
Browser Cookie Support	URI Query	Yes	WT.co - dim	None	No
Browsing Hours	URI Query	Yes	WT.bh - dim	None	No
Buyers vs. Non-Buyers	URI Query	Yes	WT.vr_brws - dim WT.tx_s - meas WT.tx_u - meas WT.vr.bt_d - meas WT.vr.bt_w - meas WT.vr.bt_m - meas WT.vr.bt_q - meas WT.vr.bt_y - meas	Purchase	No
Buyers vs. Non-Buyers by Page (SmartView)	URI Query	Yes	WT.vr_brws- dim WT.tx_s - meas WT.tx_u - meas	Purchase	No
Campaign IDs	URI Query	Yes	WT.vr.rac - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No

Report Name	Dependencies					
	Key Web Activity Data Field	Recommended		Visitor History Category	GeoTrends Requirement	
		SDC	WebTrends Query Parameter Dimension/ Measure			
Campaigns	URI Query	Yes	Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No
Campaigns by Countries Campaigns by DMA	IP Address	Yes	Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	Yes
Campaigns by Lifetime Value	URI Query	Yes	WT.vr.ltb - dim Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign Purchase	No

Report Name	Dependencies			Visitor History Category	GeoTrends Requirement
	Key Web Activity Data Field	Recommended			
		SDC	WebTrends Query Parameter Dimension/ Measure		
Campaigns by MSA	IP Address	Yes	Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	Yes
Campaigns by New vs. Repeat Buyers	URI Query	Yes	WT.vr_by - dim Custom Drilldown WT.tx_s - meas WT.tx_u - meas	Campaign Purchase	No
Campaigns by New vs. Repeat Visitors	URI Query	Yes	WT.vr.rac - dim Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign	No
Campaigns by Regions Campaigns by States/ Provinces	IP Address	Yes	Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	Yes
Campaigns by Time	URI Query	Yes	Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	None	No

Report Name	Dependencies				
	Key Web Activity Data Field	**Recommended**		**Visitor History Category**	**GeoTrends Requirement**
		SDC	**WebTrends Query Parameter** Dimension/ Measure		
Color Palettes	URI Query	Yes	WT.cd - dim	None	No
Content Group Duration	None	N/A	None	None	No
Content Groups of Interest	URI Query	Yes	WT.cg_n - dim	None	No
Creative Types	URI Query	Yes	WT.vr.rac_ct - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No
Creatives	URI Query	Yes	WT.vr.rac_cr - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No

Report Name	Dependencies			Visitor History Category	GeoTrends Requirement
	Key Web Activity Data Field	Recommended			
		SDC	WebTrends Query Parameter Dimension/ Measure		
Demand Channels	URI Query	Yes	WT.vr.rac_dc - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No
Designated Marketing Areas	IP Address	N/A	None	None	Yes
Email Campaign IDs	URI Query	Yes	WT.vr.rac - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No
Email Campaigns	URI Query	Yes	Custom Drilldown WT.mc_ev - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No

Report Name	Dependencies				
	Key Web Activity Data Field	Recommended		Visitor History Category	GeoTrends Requirement
		SDC	WebTrends Query Parameter Dimension/ Measure		
Email Conversion Funnel by Campaigns	URI Query	Yes	WT.vr.rac - dim	Campaign	No
Geography Drilldown	IP Address	N/A	None	None	Yes
GMT Offsets	URI Query	Yes	WT.tz - dim	None	Yes
Initial Referrers	URI Query	Yes	WT.vr.fr - dim WT.vr.vt_d - meas WT.tx_s - meas WT.tx_u - meas WT.vr.bt_d - meas WT.vr.bt_w - meas WT.vr.bt_m - meas WT.vr.bt_q - meas WT.vr.bt_y - meas	Visit Purchase	No
Initial Search Engines	URI Query	Yes	WT.vr.ise - dim WT.vr.isep - dim WT.tx_s - meas WT.tx_u - meas WT.vr.bt_d - meas WT.vr.bt_w - meas WT.vr.bt_m - meas WT.vr.bt_q - meas WT.vr.bt_y - meas	Search Engine Purchase	No
Java Support	URI Query	Yes	WT.jo - dim	None	No
JavaScript Support	URI Query	Yes	WT.js - dim	None	No
JavaScript Versions	URI Query	Yes	WT.jv - dim	None	No

Report Name	Dependencies			Visitor History Category	GeoTrends Requirement
	Key Web Activity Data Field	Recommended			
		SDC	WebTrends Query Parameter Dimension/ Measure		
Key Metrics Over Time	URI Query	Yes	WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.vt_d -meas WT.vr.vt_w -meas WT.vr.vt_m -meas WT.vr.vt_y -meas WT.vr.bt_d - meas WT.vr.bt_w - meas WT.vr.bt_m - meas WT.vr.bt_q - meas WT.vr.bt_y - meas	Visit Purchase	No
Languages	URI Query	Yes	WT.ul - dim	None	No
Lifetime Values	URI Query	Yes	WT.vr.ltb - dim WT.tx_s - meas WT.tx_u - meas WT.vr.vt_d -meas WT.vr.vt_w -meas WT.vr.vt_m -meas WT.vr.vt_y -meas	Visit Purchase	No
Links Measures (SmartView)	URI Query	Yes	WT.tx_s - meas WT.tx_u - meas	None	No
Marketing Activities	URI Query	Yes	WT.vr.rac_ma - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No

Report Name	Dependencies				
	Key Web Activity Data Field	Recommended		Visitor History Category	GeoTrends Requirement
		SDC	WebTrends Query Parameter Dimension/ Measure		
Marketing Programs	URI Query	Yes	WT.vr.rac_mp - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No
Metropolitan Statistical Areas	IP Address	N/A	None	None	Yes
Most Recent Search Engines (All)	URI Query	Yes	WT.vr.r_se - dim WT.vr.r_sep - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
Most Recent Search Engines (Organic)	URI Query	Yes	WT.vr.rog_se - dim WT.vr.rog_sep - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
Most Recent Search Engines (Paid)	URI Query	Yes	WT.vr.rpd_se - dim WT.vr.rpd_sep - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
Most Recent Search Keywords (All)	URI Query	Yes	WT.vr.r_sep - dim WT.vr.r_se - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No

Report Name	Dependencies			Visitor History Category	GeoTrends Requirement
	Key Web Activity Data Field	Recommended			
		SDC	WebTrends Query Parameter Dimension/ Measure		
Most Recent Search Keywords (Organic)	URI Query	Yes	WT.vr.rog_sep - dim WT.vr.rog_se - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
Most Recent Search Keywords (Paid)	URI Query	Yes	WT.vr.rpd_sep - dim WT.vr.rpd_se - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
Most Recent Searches by Entry Page (All)	URI Query	Yes	WT.vr.fe - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
Most Recent Searches by Entry Page (Organic)	URI Query	Yes	WT.vr.fe - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
Most Recent Searches by Entry Page (Paid)	URI Query	Yes	WT.vr.fe - dim WT.tx_s - meas WT.tx_u - meas	Search Engine	No
New vs. Repeat Buyers	URI Query	Yes	WT.vr_by - dim WT.tx_s - meas WT.tx_u - meas WT.vr.bt_d - meas WT.vr.bt_w - meas WT.vr.bt_m - meas WT.vr.bt_q - meas WT.vr.bt_y - meas	Visit Purchase	No
New vs. Repeat Buyers by Page (SmartView)	URI Query	Yes	WT.vr_by - dim WT.tx_s - meas WT.tx_u - meas	Visit Purchase	No

Report Name	Dependencies				
	Key Web Activity Data Field	Recommended		Visitor History Category	GeoTrends Requirement
		SDC	WebTrends Query Parameter Dimension/ Measure		
New vs. Returning Visitors	URI Query	Yes	WT.co_d - dim WT.tx_s - meas WT.tx_u - meas WT.vr.bt_d - meas WT.vr.bt_w - meas WT.vr.bt_m - meas WT.vr.bt_q - meas WT.vr.bt_y - meas	Purchase	No
New vs. Returning Visitors by Page (SmartView)	URI Query	Yes	WT.tx_s - meas WT.tx_u - meas	None	No
Offers	URI Query	Yes	WT.vr.rac_of - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No
Page Measures (SmartView)	URI Query	Yes	WT.tx_s - meas WT.tx_u - meas	None	No
Partners	URI Query	Yes	WT.vr.rac_pa - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No

Report Name	Dependencies				
	Key Web Activity Data Field	**Recommended**		**Visitor History Category**	**GeoTrends Requirement**
		SDC	**WebTrends Query Parameter** Dimension/ Measure		
Placements	URI Query	Yes	WT.vr.rac_pl - dim WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas WT.vr.rac_d - meas WT.vr.rac_m - meas WT.vr.rac_f - meas WT.vr.rac_q - meas WT.vr.rac_w - meas WT.vr.rac_y - meas	Campaign	No
Primary Metropolitan Statistical Areas	IP Address	N/A	None	None	Yes
Product Categories	URI Query	Yes	WT.pc - dim WT.pn_s - dim WT.tx_s - meas WT.tx_u - meas	None	No
Product SKUs	URI Query	Yes	WT.pn_sku - dim WT.tx_s - meas WT.tx_u - meas	None	No
Product Sub-Categories	URI Query	Yes	WT.pn_sc - dim WT.pn - dim WT.tx_s - meas WT.tx_u - meas	None	No
Products	URI Query	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	No
Products by Country	IP Address	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	Yes

Report Name	Dependencies				
	Key Web Activity Data Field	Recommended		Visitor History Category	GeoTrends Requirement
		SDC	WebTrends Query Parameter Dimension/ Measure		
Products by Creative Types	URI Query	Yes	WT.vr.rac_ct - dim Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign	No
Products by Creatives	URI Query	Yes	WT.vr.rac_cr - dim Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign	No
Products by Demand Channels	URI Query	Yes	WT.vr.rac_dc Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign	No
Products by DMA	IP Address	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	Yes
Products by Manufacturers	URI Query	Yes	WT.pn_ma - dim Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	No
Products by Marketing Activities	URI Query	Yes	WT.vr.rac_ma - dim Custom Drilldown WT.tx_s - meas WT.tx_u - meas	Campaign	No
Products by Marketing Programs	URI Query	Yes	WT.vr.rac_mp - dim Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign	No
Products by MSA	IP Address	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	Yes

Report Name	Dependencies				
	Key Web Activity Data Field	Recommended		Visitor History Category	GeoTrends Requirement
		SDC	WebTrends Query Parameter Dimension/ Measure		
Products by New vs. Repeat Buyers	URI Query	Yes	WT.vr_by - dim Custom Drilldown WT.tx_s - meas WT.tx_u - meas	Visit Purchase	No
Products by New vs. Returning Visitors	URI Query	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	No
Products by Offers	URI Query	Yes	WT.vr.rac_of - dim Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign	No
Products by Partners	URI Query	Yes	WT.vr.rac_pa - dim Custom Drilldown WT.mc_id - meas WT.tx_s - meas WT.tx_u - meas	Campaign	No
Products by Region	IP Address	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	Yes
Products by Search Engines	Referrer	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	No
Products by State/ Province	IP Address	Yes	Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	Yes
Products by Suppliers	URI Query	Yes	WT.pn_su - dim Custom Drilldown WT.tx_s - meas WT.tx_u - meas	None	No
Purchase Conversion Funnel by Campaigns	URI Query	Yes	WT.vr.rac - dim	Campaign	No

Report Name	Dependencies				
	Key Web Activity Data Field	Recommended		Visitor History Category	GeoTrends Requirement
		SDC	WebTrends Query Parameter Dimension/ Measure		
Purchase Scenario by Products	URI Query	Yes	WT.pn - dim	None	No
Sales Cycle	URI Query	Yes	WT.vr.bpd - dim WT.tx_s - meas WT.tx_u - meas	Purchase	No
Sales Cycle (New Buyers)	URI Query	Yes	WT.vr.bpd - dim	Purchase	No
Sales Cycle by Campaign (New Buyers)	URI Query	Yes	WT.vr.bpd - dim WT.vr.bt_d - meas WT.tx_s - meas WT.tx_u - meas	Purchase	No
Sales Cycle by Product	URI Query	Yes	WT.pn - dim WT.vr.bpd - dim WT.tx_s - meas WT.tx_u - meas	Purchase	No
Sales Cycle by Product (New Buyers)	URI Query	Yes	WT.pn - dim WT.vr.bpd - dim WT.vr.bt_d - meas WT.tx_s - meas WT.tx_u - meas	Purchase	No
Sales Cycle by Product Category	URI Query	Yes	WT.pc - dim WT.vr.bpd - dim WT.tx_s - meas WT.tx_u - meas	Purchase	No
Sales Cycle by Product Category (New Buyers)	URI Query	Yes	WT.pc - dim WT.vr.bpd - dim WT.vr.bt_d - meas WT.tx_s - meas WT.tx_u - meas	Purchase	No

Report Name	Dependencies				Visitor History Category	GeoTrends Requirement
	Key Web Activity Data Field	Recommended				
		SDC	WebTrends Query Parameter Dimension/ Measure			
Same Visit Campaign ID	URI Query	Yes	WT.mc_id - dim WT.mc_id -meas WT.tx_s - meas WT.tx_u - meas		None	No
Same Visit Campaign Name	URI Query	Yes	WT.mc_id - dim WT.mc_id -meas WT.tx_s - meas WT.tx_u - meas		None	No
Screen Resolutions	URI Query	Yes	WT.sr - dim		None	No
Single Level Paths Buyers vs. Non-Buyers (SmartView)	URI Query	Yes	WT.vr_brws - dim WT.tx_s - meas WT.tx_u - meas		Purchase	No
Single Level Paths New vs. Repeat Buyers (SmartView)	URI Query	Yes	WT.vr_by - dim WT.tx_s - meas WT.tx_u - meas		Purchase	No
Single Level Paths New vs. Returning Visitors (SmartView)	URI Query	Yes	WT.tx_s - meas WT.tx_u - meas		None	No
Time between Purchases	URI Query	Yes	WT.vr.ppd - dim WT.tx_s - meas WT.tx_u - meas WT.vr.bt_d		Visit Purchase	No

Chapter 29

WebTrends Analytics Report Library

Report Descriptions

This section lists, in alphabetical order, all preconfigured WebTrends Analytics reports and dashboards. It also provides a brief description of each report. You can use these descriptions to decide which reports to include when designing report templates or selecting custom reports. If you use WebTrends Analytics software, you can see examples of these reports by installing the Zedesco samples. If you use WebTrends Analytics On Demand, contact a Sales representative for information about accessing sample reports.

Accessed File Types
Provides summary statistics on the file types that can be accessed on your site. It highlights the file types that are driving the greatest data transfer volumes on your site. Cached requests and file requests that resulted in errors are not included.

Activity Dashboard
Displays key graphs and tables that provide an overview of the Activity chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Area Codes
Shows the activity that originated within a given area code.

Authenticated Usernames
Provides activity statistics for visitors who logged on to a server that requires a user name and password.

Average Time To Serve Pages
Displays the average amount of time (in milliseconds) it takes to serve pages.

Bandwidth: Kbytes Transferred Trend
Shows the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.

Browsers
Identifies the most popular browsers used by visitors to your site. You can use this information to improve your understanding of which technologies your visitors use so you can configure your web site to optimize their visit experience.

Browsers and Platforms Dashboard
Provides a summary view of data related to the browsers and platforms in use by the visitors to your site. You can drill down into the underlying report data by clicking a graph title. Understanding which browsers and platforms your visitors use can help you tailor your site content to their viewing capabilities.

Browsers by Version
Identifies the versions of the most popular browsers used by visitors to your site. Use this information to improve your understanding of which technologies your visitors use so you can configure your web site to optimize their visit experience. Lists the browser versions most common among your visitors.

Browsing Hours

Shows the number of visits with activity in each hour of the day during the reporting period. Use this information to identify periods of high and low activity on your site, which may be useful in selecting system maintenance periods or in selecting campaign or promotion times.

Buyers vs. Non-Buyers

Compares the number of visitors who make purchases (buyers) to those who do not (non-buyers) during a time period.

Campaign IDs

Shows activity occurring during the report time period segmented according to the campaign ID of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Campaigns

Shows the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. Drilldown levels may be the result of a custom dimension definition or from an applied campaign translation file.

Campaigns by Countries

Shows campaign activity originating from various countries over a certain time period. With drilldown, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various countries by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by DMA

Shows campaign activity originating from different Designated Marketing Areas (DMAs) over the report time period. With drilldown the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various DMAs by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by Lifetime Value

Shows the lifetime value of buyers for the most recent campaign they responded too, and displays it in a drilldown. A drilldown enables users to examine this information at a highly summarized level, and navigate to successively more detailed levels of campaign data; for example, viewing lifetime value of buyers by demand channels, partners, marketing programs, marketing activities, campaign IDs, campaign descriptions and more.

Campaigns by MSA

Shows campaign activity originating from various Metropolitan Statistical Areas (MSAs) over a certain time period. With drilldown the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various countries by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by New vs. Repeated Buyers

Shows how effective your most recent campaigns are at generating new and repeat buyers. With drilldown, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing new vs. repeat buyers by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by New vs. Returning Visitors

Shows how effective your most recent campaigns are at generating new vs. returning visitors. With drilldown the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing new vs. returning visitors by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description.

Campaigns by Regions

Shows campaign activity originating from various regions over a certain time period. With drilldown, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various countries by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by States

Shows campaign activity originating from various States/Provinces over a certain time period. With drilldown, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various countries by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by Time

Shows the activity over time resulting from the most recent campaign that visitors responded to during the report time period. With drilldown, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, identifying campaigns that had both a high number of daily and monthly visitors, and then examining that by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description.

Cities

If the WebTrends GeoTrends Database is enabled for this profile, shows visits to your site segmented by the originating city of the visitor.

Client Errors

Identifies the error codes from the browsers accessing your server.

Color Palettes

Provides statistics about the most common color palettes in use on your visitors' computers. You can use this information to improve your understanding of which technologies your visitors use so you can configure your web site to optimize their visit experience.

Commerce Dashboard

Provides information about the buying cycle and buyer loyalty as well as a quick view of purchase conversion trends.

Consumer Generated Media

Shows the consumer-generated media (CGM) that visitors engage with when accessing the site.

Content Group Duration

Provides insight into which areas of the site are most attractive to your visitors. Analyze the content groups for possible cross-promotions, or analyze over time to interpret content popularity.

Content Group Paths Forward, Product Content Group Paths
Content Group Paths Forward, Store Content Group Paths
Content Group Paths Forward, Support Content Group
Content Group Paths Forward, Track from Entry

Tracks visitor activity for the paths from a specified content group. It includes all subsequent content groups.

Content Group Paths Reverse, Product Content Group Paths
Content Group Paths Reverse, Store Content Group Paths
Content Group Paths Reverse, Support Content Group

Tracks visitor activity for the paths to a specified content group. It includes all previous content groups.

Content Groups

This report shows patterns of traffic to related groups of pages on your site. Content groups can show how visitors are accessing information categories that may not reflect the organization of your web site. For example, you may want to look at visits by content area, or find out how many visitors use summaries or abstracts of site content.

Content Groups and Sub-Groups

Identifies the most popular groups of web site pages and how often they were visited.

Content Path Analysis: Product Content Group Paths
Content Path Analysis: Store Content Group Paths
Content Path Analysis: Support Content Group
Content Path Analysis: Track from Entry

Tracks visitor activity for the paths to and from a specified content group. It includes all previous and subsequent content groups.

Cookie Support

Tracks visitors' activity based on whether their browser accepts cookies or not.

Countries

Identifies the top countries of the visitors to your site. Use this report to understand how broadly your site is used.

Creatives

Shows activity occurring during the report time period segmented according to the creatives of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Creative Types

Shows activity occurring during the report time period segmented according to the creative type of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Demand Channels

Shows activity occurring during the report time period segmented according to the demand channel of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Designated Marketing Areas

Shows the activity that originated within a designated marketing area.

Directories

Provides performance information for the most commonly accessed directories on your web site. For sites where the directory structure reflects the content structure, this information can help you understand patterns in the content visitors request. If your directory structure does not reflect content areas, you can use Content Groups reporting to see information about traffic to content areas.

Domain Names

Lists the domain names that generate the most activity to your web site. Because the data for this report is obtained solely from DNS lookups, it can differ from the data presented in the Organizations report, which is based on both GeoTrends and DNS lookups.

Downloaded Files

Identifies the most popular files downloaded from your site.

Entry Pages

Focuses on pages that were most often the first or "entry" page of a visit. Each visit can have only one entry page. You can use this report to determine whether visitors are entering your web site using the pages you expect.

Errors Dashboard

Displays key graphs and tables that provide an overview of the Errors chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page. Note that if you are using an SDC data source, then this dashboard is not applicable.

Exit Pages

Focuses on pages that were most often the final or "exit" page of a visit. You can use this report to determine whether visitors are exiting your web site using the pages you expect, such as a specially designed Thank You page, or whether certain pages are causing visitors to abandon the visit prematurely.

File Not Found Errors

Identifies files that returned "404 - Not Found" or "410 - Gone" errors from your server.

Files Dashboard

Provides a summary view of uploads, downloads, and requests for files on your site. This data can help you identify periods of peak file-related activity. You can drill down into the underlying report data by clicking a graph title.

Geography by RSS Feeds

Provides information about the geographical location of visitors when they subscribe to a specific RSS feed.

Geography Dashboard

Contains key graphs and tables that provide an overview of this chapter. When viewing through the on-demand interface, you can click on the title of a graph or table to navigate to the corresponding page.

Geography Drilldown

Provides a view of the geographic distribution of visitors. Hot spots may represent a central location of a service provider if more specific geographic information on the visitor is unavailable.

GMT Offsets

Shows the GMT offset of the time zones where your web site visitors are located.

Hits by Day of the Week

Shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.

Hits by Hour of the Day

Shows the most and the least active hour of the day for the report period. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.

Hits Trend

Shows how the number of hits to your site changes over the course of the report period.

Initial Referrers

Shows activity occurring in the current report time period organized according to visitors' first referrer on record.

Initial Search Engines

Shows activity occurring in the current report time period organized according to the very first search engine and phrases visitors used to access your site. This report includes both paid and organic phrases.

JavaScript Support

Provides statistics about the proportion of your site activity generated by visitors whose browsers have JavaScript enabled. You can use this information to improve your understanding of which technologies your visitors use so you can configure your web site to optimize their visit experience.

JavaScript Versions

Shows the JavaScript versions in use by your visitors with JavaScript enabled. You can use this information to improve your understanding of which technologies your visitors use so you can configure your web site to optimize their visit experience.

Java Support

Provides statistics about the proportion of your site activity generated by visitors whose browsers have Java enabled. You can use this information to improve your understanding of which technologies your visitors use so you can configure your web site to optimize their visit experience.

Key Metrics Summary

Provides key measures of your site's growth and performance over time. The trend intervals displayed depend on the selected report period.

Languages

Provides statistics about the top languages spoken by the visitors to your web site. You can use this information to tailor your site content to visitor preferences.

Lifetime Value

Shows visitor activity metrics by lifetime value segments, providing insight into the use of your site by different customer segments.

Marketing Activities

Shows the marketing activities for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Marketing Dashboard
Provides a quick overview of how effectively different methods, such as search engines and onsite ads, bring traffic to your site.

Marketing Programs
Shows the marketing programs for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Media Type Summary
Shows what type of media visitors are using when accessing the site. This report shows the types of media visitors have accessed, the total number of media (clip) events, the number of pages visited, and the amount of time the visitor spent at the site.

Media Usage
Shows which clip content visitors are using when they access the media offerings on your site. This report illustrates the most popular media content consumed by visitors.

Merchandising Dashboard
Provides a quick view of merchandising activity trends, organized by product attributes such as category, manufacturer, and supplier.

Metropolitan Statistical Areas
Shows the activity that originated within a metropolitan statistical area.

Most Recent Search Engines (All)
Displays the most recent search engine and phrases that visitors used to access your site with measures evaluating those visits.

Most Recent Search Engines (Organic)
Displays the most recent organic search phrases and search engines that visitors used to access your site with measures evaluating those visits.

Most Recent Search Engines (Paid)
Displays the most recent paid search phrase and engine that a visitor used to access your site with measures evaluating those visits.

Most Recent Search Phrases (All)
Displays the most recent search phrase and engine that visitors used to access your site with measures evaluating those visits.

Most Recent Search Phrases (Organic)
Displays the most recent organic search phrase and engine that visitors used to access your site with measures evaluating those visits.

Most Recent Search Phrases (Paid)
Displays the most recent paid search phrase and engine that a visitor used to access your site with measures evaluating those visits.

Navigation Dashboard
Provides a high-level summary of the most frequent entry and exit pages on your site as well as the pages viewed during single-page visits. You can drill down into the underlying report data by clicking a graph title.

New vs. Repeat Buyers
Compares the activity of new and repeat buyers during the selected time period. Repeat buyers are visitors that have already made a purchase before the selected report period.

New vs. Returning Visitors
Helps evaluate the loyalty of repeat visitors as well as measure new visitor acquisition. In order to maintain the highest accuracy when counting new visitors, visitors who do not accept cookies are counted separately under Visitors Not Accepting Cookies.

North American States and Provinces
If the WebTrends GeoTrends Database is enabled for this profile, shows the visits to your site segmented by the originating North American state or province of the visitor.

Offers
Shows the offers for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Onsite Ad Clickthrough Rates
Shows the rate at which visitors clicked on the ads served on your site. It can help measure the relative effectiveness of your onsite ads in generating traffic to a specific destination.

Onsite Ad Clickthroughs
Shows the number of clicks generated by ads served on your site. It can help measure the relative effectiveness of your onsite ads in generating traffic to a specific destination.

Onsite Ad Impressions
Shows the number of times visitors viewed ads displayed on your site. Use this report to help measure the exposure of your on-site ads.

Onsite Advertising Dashboard
Provides a summary view of onsite ad activity and performance on your site. Together, these reports and graphs demonstrate how effectively ad views generated clickthroughs to the target pages. You can drill down into the underlying report data by clicking on a graph title.

On Site Search Terms Found
Provides information about on-site searches that were successful.

On Site Search Terms Not Found
Provides information about on-site searches that were not successful.

Organizations
If the WebTrends GeoTrends Database is enabled for this profile, lists the most active companies and other organizations visiting your web site. Because the data for this report comes from GeoTrends using a DNS lookup, it can differ from the data presented in the Domain Names report, which is based solely on DNS lookup.

Overview Dashboard
Provides an overview of the data available in the report template. You can click a graph title to navigate to the corresponding report.

Pages
Identifies the most popular pages on your site and shows you key metrics for each page such as Visits, Page Views and Average Time Viewed.

Pages Dashboard
Provides a summary view of the activity on the major components of your site including pages, content groups, and directories. You can drill down into the underlying report data by clicking a graph title.

Page Views Trend
Shows activity trends on your site based on the total page view volume for the report period. You can use this information to determine high and low points of visitor activity.

Palm Browsers
Identifies the most popular Palm browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

Palm Devices
Identifies the palm devices most used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

Partners
Shows the partner of the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Path Analysis: All Entry Pages
Path Analysis: Zedesco Homepage
Path Analysis: Zedesco Paths Completed Registration
Path Analysis: Zedesco Search Issues
Tracks visitor activity for the paths to and from a specified page. They include all previous and subsequent pages. The default definition of a page in this context is any document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

Paths Forward: All Entry Pages
Paths Forward: Zedesco Homepage
Paths Forward: Zedesco Path Completed Registration
Paths Forward: Zedesco Search Issues
Show the most common page-by-page sequence followed by visitors after the specified start page. The paths may or may not include a visit's Exit Page.

Paths Reverse: Zedesco Search Issues
Shows the most common page-by-page sequences that end at a specified destination page. A given visit might be counted several times, once, or not at all in these reports, depending on how many times the Destination Page was viewed during that visit.

Placements
Shows the offers for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is credited with the conversion.

Platforms
Identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

Primary Metropolitan Statistical Areas
Shows the activity that originated within a primary metropolitan statistical area.

Product Categories
Provides information about activity, sales and revenue for products organized by product category. Product category analysis allows for high-level evaluation of profit centers in your merchandising mix.

Product Sub-Categories
Provides information about activity, sales and revenue for products organized by product sub-category. Product category analysis allows for high-level evaluation of profit centers in your merchandising mix.

Products

Evaluates visitor activity to products, and displays it in a drilldown. A drilldown enables users to examine this information at a highly summarized level, and navigate to successively more detailed levels of product data; for example, viewing visits, page views, revenue, and average order size by Product Group, Product Family, Product Category, Product Sub-category, Product Name, and Product SKU.

Products by Countries

Shows product activity organized by country of origin.

Products by Creatives

Helps you compare how effectively each ad creative drives product interest and purchase conversions. The relative success of a creative can show which ad creatives are most engaging and help you optimize creatives for future campaign efforts.

Products by Creative Types

Helps you compare how effectively each ad creative type drives product interest and purchase conversions. The relative success of a creative type can show which ad types are most engaging and help you optimize creatives for future campaign efforts.

Products by Demand Channels

Helps you compare how effectively each campaign channel drives product interest and purchase conversions. The relative success of each channel can help you allocate ad spending for future campaign efforts or prioritize search engine optimization.

Products by DMA

Shows product activity organized by Designated Marketing Area.

Products by Manufacturers

Displays the product hierarchy drilldown categorized by manufacturer. You can compare product views, sales, revenue and average order size across manufacturers at any product drilldown level.

Products by Marketing Activities

Helps you compare how effectively each marketing activity drives product interest and purchase conversions. The relative success of each marketing activity such as direct mail or keyword purchases can you allocate ad spending for future campaign efforts.

Products by Marketing Programs

Helps you compare how effectively your marketing programs drive product interest and purchase conversions. The relative success of each marketing program can help you allocate ad spending for future campaign efforts.

Products by MSA

Shows product activity organized by Metropolitan Statistical Areas as defined by the US Office of Management and Budget.

Products by New vs. Repeat Buyers

Compares product interest and sales activity for frequent buyers with the results for first-time customers.

Products by New vs. Returning Visitors

Compares product interest and sales activity for returning visitors with the results for first-time visitors

Products by Offers

Helps you determine which offers are driving product interest and purchase conversions. Viewing product interest by special offer helps you quickly optimize offers to increase sales and average order size. This report also helps reveal product affinity when other products are purchased as a result of an offer on a particular product.

Products by Partners

Helps you determine your most valuable partner relationships by comparing levels of product interest and conversion rate. To compare merchandise interest, you can drill down on product category, group or SKU across each referring partner site.

Products by Regions

Shows product activity organized by geographic region.

Products by Search Engines

Helps you evaluate how effectively search engines promote sales of products. You can drill down into product categories to the level of individual product SKUs.

Products by States

Shows product activity organized by state or province.

Products by Suppliers

Shows product activity organized by supplier.

Product SKUs

Displays performance details, sales and revenue for each product, broken down by SKU or (if you use a translation file) by product name. This report is especially useful if you plan to integrate external data with product reporting in an Excel file using Excel SmartReports or a WebTrends ODBC driver query.

Purchase Conversion Funnel

Provides analysis of the conversion process through a four-step purchase process.

Purchase Conversion Funnel by Campaigns

Shows how successfully individual campaigns led visitors to purchase engagement and conversion by showing the number of visits referred by each campaign for each step of the purchase process.

Purchase Conversion Funnel by Test Variant

Shows each test variant that visitors had been exposed to, and their completed steps in a purchase conversion funnel. The information in this report is useful in determining which test variant is most effective in moving a visitor through each step of the Purchase Conversion Funnel.

Referrers Dashboard

Provides statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.

Referring Domain

Identifies domains that refer visitors to your web site. The top referring domains are your site's primary acquisition channels and may include partner sites, search engines, portals or marketing programs.

Referring Page

Shows the pages from which visitors accessed your site. You can use this report together with the Top Referring Domains report to identify which pages on your top domains are sending the most traffic to your site.

Referring Site

Identifies web sites that refer visitors to your site. The top referrers are your site's primary acquisition channels, and may include a partner sites, search engines, portals or marketing programs.

Regions

Identifies the top geographic regions of the visitors to your site. Use this report to understand how broadly your site is used.

RIA Content Usage

Shows which Rich Internet Applications (RIA) features are used most often by visitors. The information in this report can assist customers in understanding the usage and effectiveness of their RIA applications at the feature (micro) level to improve their RIA application designs.

RIA Feature Usage

Shows which Rich Internet Applications (RIA) features are used most often by visitors. The information in this report can assist customers in understanding the usage and effectiveness of their RIA applications at the feature (micro) level to improve their RIA application designs.

RSS Feed Usage

Shows the breakdown of specific articles delivered for each type of Really Simple Syndication (RSS) feed and the number of times the RSS feed was requested.

RSS Subscriptions Summary

Provides a summary of the total number of Really Simple Syndication (RSS) subscriptions by feeds, the names of feeds visitors are subscribing to, and the percentage for each feed.

Sales Cycle

Shows the number of days between a new buyer's initial visit and first purchase.

Sales Cycle by Campaign (New Buyers)

Shows the number of days between a new buyer's initial visit and first purchase based on campaign.

Sales Cycle by Product

Shows the number of days between a new buyer's initial visit and first purchase for each product.

Sales Cycle by Product Category

Shows the number of days between a new buyer's initial visit and first purchase for each product.

Sales Cycle by Product Category (New Buyers)

Shows the number of days between a new buyer's initial visit and first purchase based on product category, like DVD players.

Sales Cycle by Product (New Buyers)

Shows the number of days between a new buyer's initial visit and first purchase based on individual products.

Sales Cycle (New Buyers)

Shows the number of days between a new buyer's initial visit and first purchase.

Same Visit Campaign IDs

Shows activity from campaign IDs that drove traffic to your site during this time period. Only Campaign IDs seen during the period of the report are tracked.

Same Visit Campaign Names

Shows activity from campaigns that drove traffic to your site during this time period. Only names of campaigns seen during the period of the report are tracked.

Screen Resolutions

Provides statistics about the most common screen resolutions used by your visitors. You can use this information to improve your understanding of which technologies your visitors use so you can configure your web site to optimize their visit experience.

Search Engines Dashboard

Summarizes important information related to specific search engines.

Search Keywords

Identifies keywords that led the most visitors to the site and, for each keyword, which search engines led visitors to the site.

Search Phrases
Identifies search phrases that led the most visitors to your site, and for each phrase, which search engines led visitors to the site.

Server Cluster Load Balance
Compares the performance of individual servers in a cluster.

Server Errors
Lists the errors that occurred on the server.

Single-Level Paths, Forward
Shows, for individual pages, the pages on your site that were most frequently viewed immediately after that page. You can use this report to evaluate whether navigation frequency from a given page to other pages is consistent with expectations. You can view this report as a graphical path by clicking the diagram icon next to a row of data. This report is only applicable for visitor sessions that use a session tracking method other than IP address.

Single-Level Paths, Forward and Reverse
Shows, for individual pages, the pages on your site that were most frequently viewed immediately before and after that page. You can use this report to evaluate whether navigation frequency to and from a given page is consistent with expectations. You can view this report as a graphical path by clicking the diagram icon next to a row of data. This report is only applicable for visitor sessions that use a session tracking method other than IP address.

Single-Level Paths, Reverse
Shows, for individual pages, the pages on your site that were most frequently viewed immediately before that page. You can use this report to evaluate whether navigation frequency to a given page from other pages is consistent with expectations. You can view this report as a graphical path by clicking the diagram icon next to a row of data. This report is only applicable for visitor sessions that use a session tracking method other than IP address.

Single-Page Visits
Focuses on pages that were most often viewed during a visit consisting of exactly one page view. You can use this report to determine the success of certain pages designed to provide visitors with all needed information on a single page, or whether certain pages are causing visitors to abandon the visit prematurely.

Spiders
Identifies robots, spiders, crawlers and search services that visit your site. This information can help you block spiders that use your server resources and understand the kind of automated attention you have attracted to your site.

Technical Dashboard
Summarizes important information related to online technical activity.

Time between Purchases
Shows the number of days between a visitor's previous purchase and most recent purchase in this report period.

Top-Level Domain Types
Provides a breakdown of top-level domain types.

Top Visitors
Identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's activity level on the site. If you use cookies to track visits, WebTrends can differentiate between hits from different visitors with the same IP address.

Uploaded Files

Identifies the most popular files uploaded from a client to your servers using FTP PUT, HTTP PUT, or HTTP POST.

URL 1D Parameter Analysis: WebTrends Sample Registration by Cities
URL 1D Parameter Analysis: WebTrends Sample Registration by States
URL 1D Parameter Analysis: Zedesco Internal Search Engine Terms
URL 1D Parameter Analysis: Zedesco Translated Job Search ID
URL 1D Parameter Analysis: Zedesco Translated Knowledgebase Usage

Identifies the most frequently occurring parameter values for the parameter being tracked.

URL 2D Parameter Analysis: WebTrends Sample Visitor Registration States and Cities

Identifies the most frequently occurring value pairs for the parameters being tracked. The table lists each primary parameter value broken down further by the values for the secondary parameter.

Visit Duration by Page Views

Shows the number and percentages of pages views over selected visit lengths.

Visit Duration by Visits

Shows the number and percentages of visits over selected visit lengths.

Visitors by Number of Visits

Shows the visit frequency of your top visitors, allowing you to evaluate overall site loyalty.

Visitors Dashboard

Displays key graphs and tables that provide an overview of visitor metrics. Click a graph title to navigate to the corresponding detailed report page.

Visits by Day of the Week

Shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.

Visits by Hour of the Day

Shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.

Visits by Number of Pages Viewed

Shows you how many times visitors viewed one page, how many viewed two pages, etc.

Visits Trend

Helps you determine traffic patterns within the day, week, or month so you can adjust your web site strategy to anticipate peaks and times of low activity. The trend intervals displayed depend on the selected report period..

WAP Browsers

Identifies the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Carriers

Identifies the WAP (Wireless Application Protocol) carriers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Devices

Identifies the WAP (Wireless Application Protocol) devices most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Image Support

Identifies what sort of graphic image support is available on the WAP (Wireless Application Protocol) devices most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Markup Languages

Identifies the most advanced markup languages supported by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Resolutions

Identifies the most commonly available screen resolutions, described by the number of pixel rows and columns, on the WAP (Wireless Application Protocol) devices used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Screen Sizes

Identifies the most commonly available screen sizes or content area sizes, described by the number of character rows and columns, on the WAP (Wireless Application Protocol) devices used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Script Support

Identifies whether or not script support is provided by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP Script Versions

Identifies the most advanced script languages and versions supported by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.

WAP WTLS Support

Identifies whether or not Wireless Transport Layer Security protocol (WTLS) support is provided by the WAP (Wireless Application Protocol) browsers most commonly used by visitors to your site.

Wireless Dashboard

Summarizes important information related to wireless activity.

Chapter 30
Regular Expression Syntax Reference

This chapter describes the regular expression syntax you can use to specify patterns found in log file records when configuring various WebTrends Analytics advanced features. For example, you can use them to match URL parameters or page names when configuring Content Groups, custom reports, and URL Rebuilding definitions. Regular expressions are useful because they provide more flexible and powerful pattern matching than you can achieve with wildcards.

Note

Express Analysis profiles do not support regular expressions.

In general, regular expressions are not as resource-efficient as absolute definitions, and the more complex the regular expression, the more resources are allocated to matching. If you find that using complex regular expressions causes performance problems, keep in mind that regular expressions using beginning-of-string matching (^) and end-of-string matching ($) are the most efficient.

The regular expression syntax supported by WebTrends Analytics may not be identical to the syntax used in other applications. You can verify your regular expressions using the **Test** button in dialog boxes that accept regular expressions.

Regular Expression Components

Basic Elements

The following table provides examples of basic elements.

Basic element	Example
.	Matches any single character. For example, `cou.h` matches `couth`, `couch`, and `cough`.
\ followed by a single character	Lets special characters be used as a single character or "escaped". For example, to use this character: `.` as a period, precede it with a backslash: `\` Escaped characters are especially useful when describing paths. For example `\.html$` matches any string ending in `.html`. The following characters need to be preceded by a backslash if they are to be used without special meaning: `\ . $ * ? + [ ] ( )	^ -`
$	Matches any string where the specified pattern occurs at the end of the string. For example, `cause$` matches `cause` and `because` but not `causes`.

Basic element	Example
^	Matches any string where the specified pattern occurs at the beginning of the string. For example, ^couch matches couches and couch but not uncouch. Use this element carefully when specifying a domain. For example, the expression ^/couch matches /couch/index.htm, but not www.domain.com/couch/index.htm.
[ ]	Matches any single character in the range or set enclosed in the brackets. For example, [aeiou] matches any vowel. You can use a shorthand notation for a range of characters. For example, [0-9] matches any decimal digit. If the sequence is preceded by a carat: ^ it matches any single character *not* from the range or set. For example, [^a-z] matches any character that is not a letter of the alphabet.
|	Indicates an OR operator. For example: couch|chair finds couch or chair.
a regular expression in parenthesis ()	Used for grouping expressions. The expression (couch[0-9])|(bed[0-9]) matches couch36A or full_bed33b, but not couch.
a single character	Matches any string containing the single character to be matched. For example, a matches cause. You could also combine several characters together, such as couch.

Qualifying Characters

Any regular expression element can be qualified by one of the following three characters: *, +, or ?.

Qualifying character	Example
*	Matches 0 or more occurrences of the element that precedes it. For example, couch_[a-z0-9]* matches couch_ followed by 0 or more alphanumeric values. This expression matches couch_0, couch_aaa, couch_a33, and couch_. Do not confuse * in a regular expression with * used as a wildcard character. To match all html files in the following path, for example, specify: /mydir/.*\.html$ not /mydir/*.html The correct regular expression above specifies any string containing /mydir/, followed by 0 or more characters, followed by .html, for example /mydir/index.html.
+	Matches 1 or more occurrences of the element it follows. For example, couch_[a-z0-9]+ matches couch_ followed by one or more alphanumeric values. This expression matches couch_0, couch_aaa, and couch_a33, but not couch_.
?	Matches 0 or 1 occurrences of the element it follows. For example, couch_[a-z0-9]? matches couch followed by 0 or 1 alphanumeric values. This expression matches couch_0, couch_, and couch_a, and couch_bb.

Building Regular Expressions

Most regular expressions that you use with WebTrends are very simple, often consisting of a few basic elements.

Example 1

To match all of the values that begin with couch, use the following regular expression:

`^couch`

Example 2

To match all of the values that end with couch, use the following regular expression:

`couch$`

Example 3

To match all values containing either couch *or* chair, including `blue_chair`, `chair_55,` and `big_couch_55`, use the following regular expression:

`couch|chair`

Example 4

To match a qualifying page URL that contains any product news HTML pages from January, February, or March, use the following regular expression:

`/product/news/(jan|feb|mar)/.+\.htm`

This expression matches any item such as a URL containing the string `/product/news/`, followed by either `jan`, `feb`, or `mar`, followed by `/` and one or more of any character (`.+`), followed by `.htm`.

This expression matches the following URLs:

```
/product/news/jan/chair.htm
/product/news/feb/mirror.htm
/product/news/mar/couch.htm
/product/news/jan/table.htm
/product/news/jan/table.html
```

but not these URLs:

```
/product/news/jan/chair.asp
/product/news/jan/chair.gif
/product/news/apr/chair.htm
```

Example 5

To match all URLs indicating that an individual product in the furniture category has been registered, use the following regular expression

`^/product/furniture/.+/register.htm`

This expression matches all URLs that begin with
`/product/furniture/`, followed by one or more occurrences of any character, followed by `/register.htm`.

This expression matches the following URLs:

```
/product/furniture/couch/register.htm
/product/furniture/chair/register.htm
/product/furniture/couch/register.htm
/product/furniture/bedroom/armoire/register.htm
```

but not this URL:

```
/product/furniture/index.htm
```

Matching Order Rules

There are several rules involved with how regular expression matching occurs:

- The first match found takes priority over other matches found *if* there are two matching input strings.
- In a list of concatenated expressions, the left-most match takes priority.
- The matches found using *, +, and ? are considered longest first.
- Nested constructs are evaluated from the outside in.

Comparing Regular Expressions and Wildcards

This table shows how you might use a wildcard or regular expression to accomplish the same thing.

Wildcard (*)	Regular expression	Meaning
chair	chair	Contains chair
*chair	chair$	Ends with chair
chair*	^chair	Begins with chair
chair (no wildcard)	^chair$	Matches chair exactly

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