



## **WebTrends Analytics Software**

### **Quick Start Guide**

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## Chapter 1

# About This Book and the Library

This guide is designed to provide new WebTrends Analytics users with a walkthrough of a basic WebTrends implementation, including a tour of some of the most popular features. It provides complete instructions for quickly and effectively deploying WebTrends Analytics so you can identify your basic reporting goals and begin collecting data immediately.

We have developed the tips and best practices described in this guide while working with hundreds of our customers. If you are evaluating WebTrends Analytics, or if you are a new user looking for assistance with a basic rollout, you can use this information to familiarize yourself with the essential procedures used to configure your site, set up WebTrends to monitor your site activity, and begin generating a core set of reports.

## Intended Audience

This guide is intended for new WebTrends Analytics customers as well as administrators.

## 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 Advanced Configuration Guide**

A technical reference for administrators who are responsible for maintaining and configuring WebTrends software or WebTrends On Demand

### **WebTrends Guide to Web Analytics**

A comprehensive guide for both administrators and non-administrators providing general information and best practices for a successful WebTrends implementation. Topics covered in this guide include how to collect Web traffic data, how to get optimal performance with your Web analysis, considerations to make when setting up your organization to run Web analysis and how to configure WebTrends to give you the information you need.

### **WebTrends Marketing Warehouse Schema Reference**

Provides an overview of the Marketing Warehouse databases for experienced database administrators. This guide helps you understand the data contained within the Marketing Warehouse, giving you the foundation you need to use the data productively. It provides instructions for populating the Marketing Warehouse databases using the Administration Console 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 Warehouse User's Guide**

Presents an overview of the Marketing Warehouse functionality for WebTrends Analytics. This comprehensive guide leads you through the planning and preparation stages, details installation, and guides you through configuring your site to make the most of the Marketing Warehouse. Following installation and configuration, the guide introduces the WebTrends Marketing Lab Desktop and provides information about using it effectively.

### **WebTrends Report User's Guide**

Helps non-administrators understand and use the Reporting Console to view reports. This guide provides a brief overview of how WebTrends works, how to navigate the Reporting Console, Calendar, and Dashboards to access reports and

interact with them to find the information you need.

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**Note**

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

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**WebTrends SmartView User's Guide**

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

## 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:

- From the Administration Console, select **Customer Center** in the left pane. Then click the **Contact Us** link and click **Submit Product Feedback** in the right pane.
- From the Reporting Console, select **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 left pane of the Administration Console.

## Conventions

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

Convention	Use
<b>Bold</b>	<ul style="list-style-type: none"><li>• Window and menu items</li><li>• Technical terms, when introduced</li></ul>
<i>Italics</i>	<ul style="list-style-type: none"><li>• Book and CD-ROM titles</li><li>• Variable names and values</li><li>• Emphasized words</li></ul>
<code>Luci da Console</code>	<ul style="list-style-type: none"><li>• File and folder names</li><li>• Commands and code examples</li><li>• Text you must type</li><li>• Text (output) displayed in the command-line interface</li></ul>

---

## Chapter 2

# The Web Analytics Process

Before getting started with your WebTrends Analytics implementation, it is important to understand what makes a web analytics implementation successful. The “how” of web analytics technology must arise from the “why” and “what” of your business needs.

The most successful customers use the following process when implementing WebTrends Analytics:

1. Determine your web site strategy and business objectives (for example, generate x leads each month).
2. Review and ensure you meet the WebTrends Analytics hardware requirements, and install the three main product components (WebTrends Server Core Application, GeoTrends, and the SmartSource Data Collector).
3. Configure and implement the WebTrends JavaScript tag on your site and set up basic reporting.
4. Become familiar with WebTrends reporting capabilities and determine how you will measure your objectives.
5. Implement META tags and configure more advanced reporting to meet your reporting requirements.
6. Train users to access and understand reports. Engage WebTrends Training Services as necessary.
7. Reconvene your team after viewing the reports for a few weeks to review the report results and identify areas of the web site needing improvement or further analysis.
8. Add or modify reports as necessary to provide further analysis.
9. Develop and implement action plans to address the areas of concern you identified.
10. Repeat Steps 7-9 regularly to maximize online business performance.

Each of these steps is critical to success. This guide provides a quick how-to guide for configuring and implementing WebTrends. If you need assistance with other parts of the process, please contact your WebTrends Account Manager or Customer Relationship Manager.

# How WebTrends Analytics Works

This guide focuses on installing and using the three main components of WebTrends Analytics:

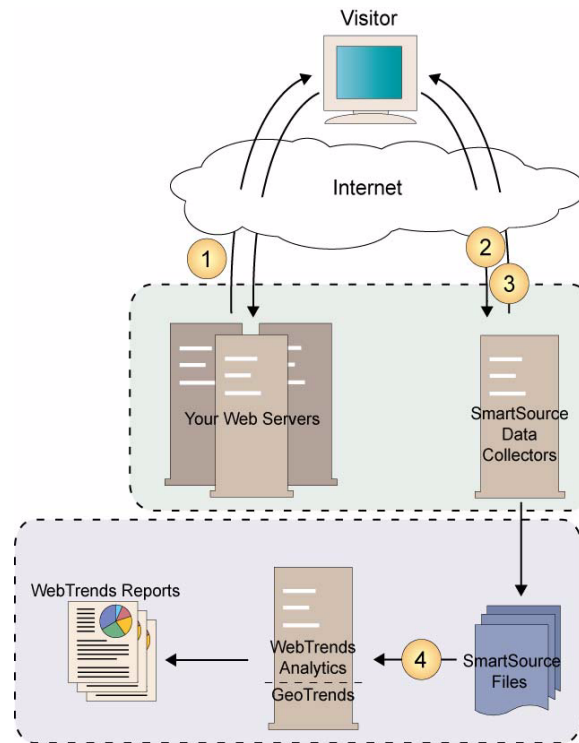
- The WebTrends Analytics core application, which performs analysis of web data and reporting.
- GeoTrends, which provides geographic reporting information for WebTrends reports.
- SmartSource Data Collector (SDC), a web server that collects web activity data for WebTrends to analyze.

When you deploy the WebTrends JavaScript tag on your site pages, WebTrends Analytics uses a client-side tagging method to send information about your visitors' behavior on your web site to WebTrends to analyze and provide insights to you through reports. When one of your visitors arrives at your site, the visitor's Internet browser requests your web content, which includes the WebTrends JavaScript tag. The visitor's browser activates the JavaScript tag and sends the visit information to the WebTrends data collection server (SmartSource Data Collector). WebTrends analyzes this data based on settings in a WebTrends Analytics profile, adds geographic information to your report, and creates a set of web analytics reports.

In WebTrends Analytics, a *profile* is a collection of settings that are used to generate, analyze and distribute a set of reports. The profile specifies things like the location of your web activity data, which pages should be grouped together into content groups, and which pages should be considered starting pages for analyzing paths visitors take through your site.



The following graphic shows how a visitor's interaction with your web site is collected, analyzed, and encapsulated in report:



The following steps describe how WebTrends Analytics collects and analyzes data:

1. A visitor requests content from your web site which your web server delivers with the WebTrends JavaScript tag.
2. The WebTrends JavaScript tag causes the visitor's browser to send the SmartSource Data Collectors data about this visitor's web page request.
3. If the visitor is a new visitor, the SmartSource Data Collector server sets a cookie on the visitor's browser and records the page request in SmartSource Data Collector log files.
4. WebTrends Analytics analyzes the SmartSource files and generates WebTrends reports.



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## Chapter 3

# Installing WebTrends Analytics

This chapter provides detailed installation information for WebTrends Analytics software, including the SmartSource Data Collector.

## Basic Installation

This section provides condensed installation instructions that are sufficient for a trial evaluation. Only key installation steps are discussed here, and it is assumed you are installing by downloading the installation files. For the complete set of installation instructions, or if you are installing from CD-ROM, see the *WebTrends Installation and Configuration Guide*. This guide is available in the Customer Center.

## Installing WebTrends Analytics and GeoTrends

**To install WebTrends Analytics core component with GeoTrends:**

1. On the computer where you want to install the WebTrends core application and GeoTrends, open the downloaded installation file. Unzip the files either to the default location or to the location of your choice. When the files are unzipped, the installation program starts automatically.

---

### Note

Do not install WebTrends on the same computer running your web server.

---

2. Click **Next** to continue. Unless indicated in the following steps, accept all installation program defaults.
3. Before the WebTrends program files are copied to your computer, you must accept the Software License Agreement. Select the **I accept the terms in the license agreement** option, and click **Next**.

4. In the Add Licenses dialog box, paste the license key that you received in the Trial Product Registration email and click **Add License**. Click **Next**.

---

**Note**

The computer must have an Internet connection in order to automatically activate a license key that enables you to begin using WebTrends.

---

5. In the Application Selection dialog box, select the **WebTrends core application** check box and the **GeoTrends** check box.
6. In the Specify WebTrends Service Parameters dialog box, specify the type of account that WebTrends services should use.
  - a. *If you are storing WebTrends data on a network location or if you plan to schedule report exports to Microsoft Word or Excel formats*, select **Domain User Account**. This option allows WebTrends to use resources on shared network directories. Type the user name, password, and domain for an account that has read and write permissions for any shared directories WebTrends will use. Click **Next**.
  - b. *If you are installing WebTrends on a single computer and plan to store data locally*, you can select **Local System Account**. Be aware that if you select this option, you cannot schedule Microsoft Word or Excel report exports because these programs require a domain account to run. Click **Next**.
7. In the Installing GeoTrends dialog box, click **Download** to download the latest version of the GeoTrends data file from the WebTrends web site. Save the file to a location accessible by the WebTrends computer. Click **Next**.
8. The System Database Initialization dialog box opens showing the host, port number, and administrator information. The default port for MySQL server is 3306. Specify and confirm the password you want to use to access the database. This password is not the same as your login password for the WebTrends user interface.

---

**Note**

Write down the username and password that you specify in this dialog box. You need this information when you install SmartSource Data Collector.

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9. In the WebTrends Data and Environment Locations dialog box, accept the default locations.

10. *If you are installing purchased version rather than a trial*, the installation program performs a system integrity check. If your computer does not meet the hardware requirements, the System Integrity Check results dialog box shows which requirements were not met. Only install WebTrends Analytics on a dedicated computer that meets the minimum system requirements.
11. Click **Install**. The WebTrends Analytics program files are installed to your computer.
12. The Download Sample Data dialog box allows you to download the WebTrends sample files that show how to set up features and demonstrate available reports. Downloading this data is optional but strongly recommended. If you want to download WebTrends sample data, click **Download Sample**. Otherwise, click **Next** and continue with [step 13](#).
  - a. Select a sample to download.
  - b. Click **Save**, and specify where you want to save the file. By default, the file is saved to your computer desktop.
  - c. After the WebTrends Analytics installation program finishes, you can install the samples that you downloaded.
13. Click **Finish** to close the installation program.

## Installing the SmartSource Data Collector

WebTrends SmartSource Data Collector (SDC) should be installed on a dedicated system that has no other software installed on it other than the operating system. SDC is a specialized web server that requires the same network accessibility and security configuration considerations as a standard web server.

These instructions cover installing SDC on Windows platforms using Apache Web Server. For information about installing SDC on Windows using Microsoft Internet Information Server, see the *WebTrends Installation and Configuration Guide*.

## Security Considerations

Since external web clients make requests to the SDC server, carefully consider the security of your server before installing SDC. The SDC server is a specialized web server, but the security issues related to the SDC server are common to the security issues of standard web servers.

Many types of threats are related to web server operations, including:

- Unauthorized access to confidential data
- Data corruption
- Web site disruption
- Denial of Service (DOS) and other types of attacks

One approach to a secure configuration of the SDC server employs a “deny all” model. This approach begins with all services disabled, and enables only those services necessary for the operation of the SDC server. Specifically, do not enable services such as telnet, mail, and finger. For the SDC server, the only TCP/IP link to the Internet required is port 80. (Port 443 is required if you use secure connections using SSL.)

Firewalls are often used to protect web servers and internal corporate networks. You can select from many types of firewalls and numerous ways to configure them and their corresponding networks. To use a firewall, which can be composed of routers, network segments, and host computers, you need to determine the location of your SDC server relative to the firewall in your network. You can put the SDC server outside or inside of the firewall. If you place the web server outside of the firewall, it is more susceptible to malicious attacks. However, in the event of a break-in, the attacker will have breached only the boundaries of the SDC server and not the entire corporate network.

The details about the types of security breaches and the methods for preventing these attacks are beyond the scope of this document. However, it is highly recommended that you address the security concerns before exposing the SDC server to external users.

## Installing SmartSource Data Collector

To use SDC you need to:

1. Install SDC. For more information, see [“Installing Apache-Based SDC” on page 8](#).
2. Configure the SDC site map file. For more information see [“Configuring an SDC Site Map” on page 15](#).

## Installing Apache-Based SDC

If you select SmartSource Data Collector during the WebTrends Analytics installation, an Installation wizard for SmartSource Data Collector opens after the WebTrends Analytics installation is complete. If a version of Apache earlier than v2.0.55 is installed, remove it before installing SDC.

**To install the Apache Web server and SDC:**

1. From the computer that you want to install SDC, run the WebTrends installation program again. Click **Next** to continue.
2. Review the SmartSource Data Collector License Agreement.
  - *If you agree to the terms of the Agreement*, select **I accept the terms in the license agreement**, and click **Next**. You cannot continue the installation unless you accept the terms of the license agreement.
  - *Otherwise*, click **Cancel** to exit the installation.
3. In the Add Licenses dialog box, paste the license key that you received in the Trial Product Registration email and click **Add License**. Click **Next**.

---

**Note**

The computer must have an Internet connection in order to automatically activate a license key that enables you to begin using WebTrends.

---

4. In the Application Selection dialog box, clear the **WebTrends core application** check box and select the **SmartSource Data Collector** check box.
5. Select **Use Local System Account**, and click **Next**.
6. In the System Database Information dialog box, specify the user name and password for the WebTrends system database.
7. *If you want to accept the default directory*, click **Next**.
8. *Otherwise*, click **Change** and browse to the location where you want to install SDC or type the location in the **Folder name** text box. Click **OK**. In the Destination Folder dialog box, click **Next**.
9. Click **Install**. An Installing WebTrends SmartSource Data Collector dialog box opens and the installation process begins.
10. A Server Type dialog box opens. Select **Apache** as your Web server, and click **Next**.
11. The message, **This product requires the use of Apache Web Server 2.0.55. Would you like to install it now?** is displayed.

---

**Note**

As a best practice to insure ease of use and full SDC functionality, you should uninstall and then re-install the Apache Web server.

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- *If you want to install the Apache Web server*, click **Yes**. Go to [step 12](#).
  - *If you have already installed the required version of Apache*, click **No** and skip the Apache portion of the installation. Go to [step 25](#).
12. The Apache httpd server installation wizard Welcome page opens. Click **Next**.
13. Review the Apache Software License Agreement.
- a. *If you agree to the terms of the Agreement*, select **I accept the terms in the license agreement**, then click **Next**.
  - b. *Otherwise*, click **Cancel** to exit the installation.
14. Review the Read This First message. Click **Next** and the Server Information dialog box opens.
15. In the **Network domain** text box, specify the domain for the SDC server.
16. In the **Server name** text box, specify the registered DNS name or IP address for the SDC host. This setting allows you to configure a host name which is sent back to clients to identify your server if the host name is different than the one the program would get otherwise. The server name you enter is used to modify the `httpd.conf` file.
17. In the **Administrator's email address** text box, specify the address where problems with the server are to be sent.
18. Specify how you want to install Apache HTTP Server 2.0 programs and shortcuts.
- *If you want to run Apache as a service*, select **For All Users, on Port 80, as a Service**.
  - *If you want to start Apache manually*, select **Only for the Current User, on Port 8080**.
- Click **Next**.
19. *If you want to install all of the Apache software*, select **Typical**, and click **Next**.
20. *Otherwise, if you want to install only one or more features*, select **Custom** and click **Next**. The Custom Setup dialog opens.



21. In the Destination Folder dialog box specify the installation directory. *If you want to accept the default installation directory*, click **Next**. *Otherwise*, click **Change** to specify a different installation directory. Browse to the new location or type the folder name in the **Folder name** text box. Click **OK**. Then in the Destination Folder dialog box, click **Next**.
22. The Ready to Install dialog box opens. To set up a custom installation, select the Apache components to install by clicking the icons and choosing a component installation option.
- a. Click **Space** to see a list of your drives, drive sizes, available space for each drive, and the required space for the selected features.
  - b. *If you want to accept the default destination folder*, click **Next**.
  - c. *Otherwise*, click **Change** to specify a different destination folder. Browse to the new folder or type the folder name in the **Folder name** text box. Click **OK** and then in the Custom Setup dialog box, click **Next**.
23. Click **Install** and the Apache installation begins.

---

**Note**

If a web server or another application is already running on port 80 or another port that you specified for SDC, you receive the following error message:

```
Only one usage of each socket address <protocol/network address/
port> is normally permitted. : make_sock: could not bind to address
0.0.0.0: 80 no listening sockets available, shutting down. Unable to
open logs.
```

Open your management console (On your desktop right-click **My Computer** icon > **Manage** > **Services and Applications** > **Internet Information Services**) and stop the server or application that is running on port 80.

---

24. The Installation Wizard Completed dialog box opens, indicating that Apache is installed. Click **Finish**.
25. To complete the SDC configuration, your web server must be stopped and restarted. Click **Yes** to do so at this time. Click **No** to postpone this step and the configuration.
26. Click **Finish**. The SDC installation is complete.

The SDC server is now installed and listening for instrumented hits on port 80.

---

**Notes**

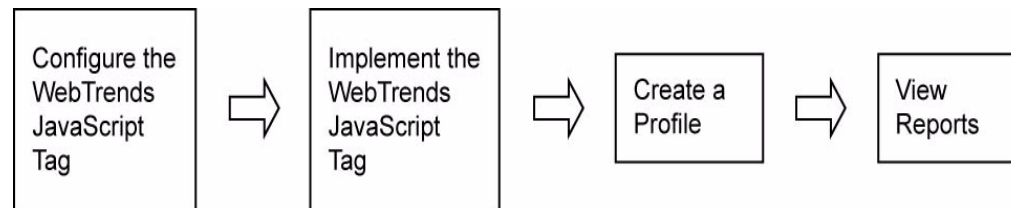
- Before SDC can collect traffic about your web site, you must configure the WebTrends JavaScript tag and implement the tag on your web pages. For more information, see [“Implementing the WebTrends JavaScript Tag”](#) on page 17.
  - For more information about configuring SmartSource Data Collector, see “SDC Configuration” in *WebTrends Advanced Configuration Guide*.
  - For information about enabling secure communication from web clients to SDC using the Secure Sockets Layer protocol, see “Secure Socket Layer (SSL)” in the *WebTrends Advanced Configuration Guide*.
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## Chapter 4

# Beginning the Analysis and Reporting Process

When you use WebTrends Analytics with the WebTrends JavaScript tag, beginning to report on your web site is basically a three-step process. First, you need to create a data source. In the process of creating a data source, you will configure the WebTrends JavaScript tag that collects your web site data. Next, you will implement the WebTrends JavaScript tag on your web site. At this point, the JavaScript tag begins collecting data about visits on your web site. Lastly, create a profile and analysis of the data begins. When the first analysis cycle is complete, you are ready to view your reports!



## Configuring the WebTrends JavaScript Tag

### Defining an SDC Data Source

You create an SDC data source in the WebTrends Administration Console. The data source 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.

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 the Administration Console to find the DCSID.

**To create an SDC data source:**

1. Launch WebTrends Analytics, and log in using your WebTrends user name and password.  
If this is your first time logging in, your user name and password have been set to the Microsoft Windows account login for the user who installed WebTrends.
2. In the left pane of the WebTrends Administration Console, select **Administration > Data Sources**.
3. Click **New Data Source**.
4. In the Data Source Type dialog box, select **Web: SmartSource Data Files**.
5. Identify the location of your SmartSource Data Collector log files, which will be created by the SDC server. By default, SDC log files are located in the following directory:  
`\\SDCservername\\<WebTrends installation directory>\\modules\\sdc\\weblog\\*.log`
6. Provide information about the time zone for the log file.
7. In the SmartSource Site ID dialog box, click **Generate a new SmartSource Site ID** and specify the IP address of the SmartSource Data Collector computer.

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



9. Save the data source.

## Configuring an SDC Site Map

After you create an SDC data source, you need to configure a site map file that contains the DCSID of your data source. The site map file allows you to track visitors across multiple domains using first-party cookies. It also allows you to analyze traffic for all your domains using the account roll-up data source.

**To configure the SDC site map:**

1. Open the `webtrendssi\test.lst` file located in the *SDC installation directory\cfg* directory.

Copy the first line of code for each data source that you want to track. For example, `dcs5w0txb10000wocrvqy1nqm_6n1p, -5, 1, NULL, 1, 1`

---

**Note**

Each line of code represents a single data source. All fields are required. For more information about each field, see “SDC Configuration” in the *WebTrends Advanced Configuration Guide*.

---

2. Replace `dcs5w0txb10000wocrvqy1nqm_6n1p` with the DCSID for your SDC data source. You can use an existing DCSID or generate a new one. For more information, see [“Defining an SDC Data Source” on page 13](#).
3. 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.
4. 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
```

---

**Note**

Do not modify the `NULL` value unless you are setting up SDC for Express Analysis. If you configuring the data source for Express Analysis, change `NULL` to `'express'`. For more information see “Setting Up Express Analysis” in the *WebTrends Advanced Configuration Guide*.

---

5. *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.
6. *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.

# Implementing the WebTrends 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 the “Inserting the Tags” section of the “Client-Side JavaScript Integration” chapter of the *WebTrends Advanced Configuration Guide*.

## Creating a Profile

During profile creation, you specify the data source you created, the reports that you want to create, and how WebTrends Analytics should identify visitor sessions.

**To create a profile:**

1. Launch WebTrends Analytics, and log in using your WebTrends user name and password.
2. In the left pane of the Administration Console, select **Web Analysis > Reports & Profiles**.

3. Click **New Profile**. The New Profile Wizard opens, showing Step 1 of the new profile creation process.



4. In the **Profile Name** text box, type a descriptive name for your profile.
5. In the **Web Site Domain Name** text box, type your web site domain name (for example, www.webtrends.com). Click **Next**.

---

#### Note

There are additional profile settings that you can configure by selecting the **Advanced profile options** check box at the bottom of the dialog box. We will use some of these options later when setting up advanced reporting options, but for now leave the box clear.

---

6. In the Data Sources dialog box, select **My data is contained in an existing Data Source**, and select the data source that you created. Click **Next**.
7. In the Report Packs dialog box, specify the 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.
8. In the Session Tracking dialog box, accept the default values and click **Next**.



9. The Summary dialog box opens. This dialog box summarizes the key attributes of this profile. Click **Save** at the bottom of the dialog box to finish creating the profile.

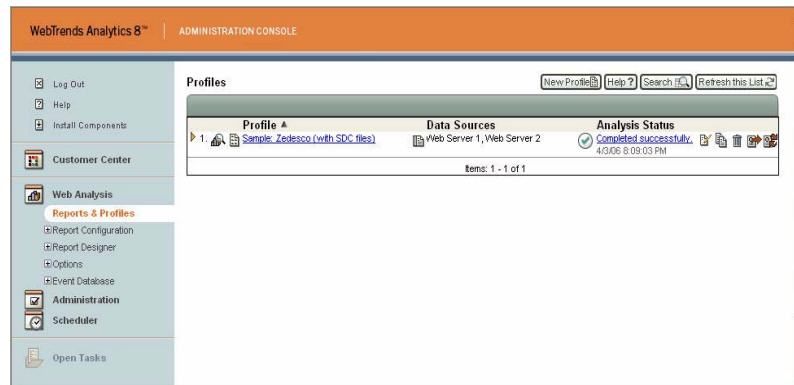
---

### Note

You can edit a profile at any time by clicking the edit icon next to the profile name in the profile list. However, in most cases, profile changes are only reflected in your reports from the time the change is made forward.

---

WebTrends begins analyzing this profile immediately. In the Profiles dialog box, click **Refresh This List** to update the **Analysis Status** column with the status of your profile. While WebTrends is analyzing your profile, the message in this column indicates “Processing On *WebTrends Server Name*.” Analysis is complete when the **Analysis Status** column changes to “Completed successfully” as shown in the following graphic.



By default, data collected for this profile is analyzed every 12 hours. You can change the frequency by editing the profile, and clicking the **Scheduler** link in the left column of the Edit Profile dialog box.



## Viewing Reports

After you implement the JavaScript tag on your web site and WebTrends has finished analyzing your profile, you can view your reports.

### To access your reports:

1. Log in to WebTrends Analytics.
2. In the left pane of the Administration Console, select **Web Analysis > Reports & Profiles**.
3. Click the profile name, and the Reporting Console opens.

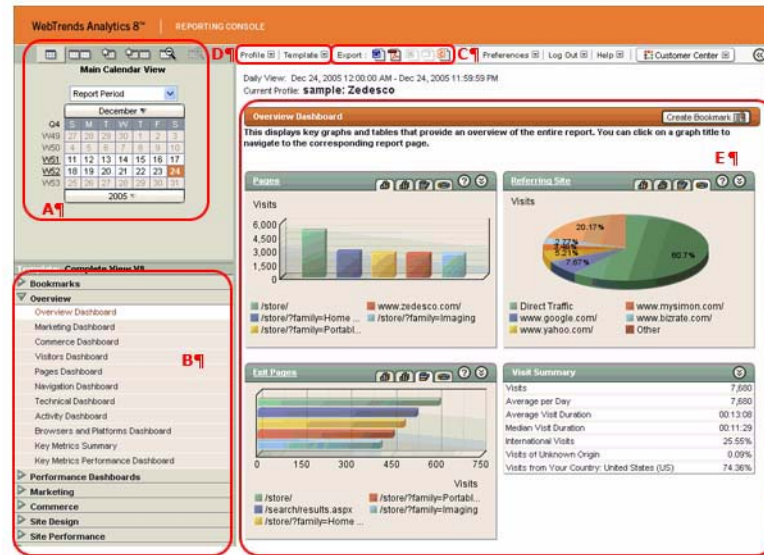
---

### Note

You can view reports after at least one analysis cycle has completed. If an analysis cycle has not completed, the Reporting Console displays the following message:

There are no reports available at this time.

---



## Working with the WebTrends Reporting Console

The WebTrends Reporting Console is a flexible interface to your reports that allows you to easily select the date range you wish to view, navigate between different reports, export reports for use in other applications such as Microsoft Excel, and much more. The WebTrends Reporting Console is automatically updated when WebTrends analyzes data, so you know you are looking at your most recently analyzed data whenever you access it.

The organization and inclusion of reports within the WebTrends Reporting Console's Table of Contents depends on the Report Template you have selected. By default, full-featured analysis profiles (profiles that do not use an Event Database, SmartView, Basic Analysis, or Streaming Media files) use the preconfigured Complete View template. However, using the Report Designer in the WebTrends Administration Console, you can edit and create report templates to develop a personalized selection of reports that make it easier to find the reports you look at frequently.

---

**Note**

For more information about report templates, see “Working with the Report Designer” in the *WebTrends Installation and Configuration Guide*.

---

Here are some quick tips to get you started with the WebTrends Reporting Console. For easy reference, the letters correspond to the areas shown in the graphic on the previous page. For more information, see the *WebTrends Report User's Guide*.

**A.** Use the Calendar in the upper left corner to change the date range of the reports you are viewing and view data for a different day, week, or month. Alternately, use the buttons above the calendar to choose a date range. Select the **Custom Date Range** button to create a custom date range or compare two different date ranges using the **Comparative Date Ranges** button.

**B.** To navigate to different reports, use the expandable Table of Contents below the Calendar.

**C.** You can export any report to a Microsoft Word, Excel, PDF, or comma-delimited text (CSV) file by selecting one of the application icons at the top of the browser window. Dashboards cannot be exported to Excel. For more information about exporting reports to Excel, see “Working in Excel with SmartReports” on page 69.

**D.** To view reports for a different profile or report template, use the Profiles and Templates lists at the top of the browser window.

**E.** The report or dashboard you have selected in the Table of Contents will appear in this area displaying the data for the date range you have selected using the Calendar.

Scroll to the bottom of the browser window to view the Help Card. A Help Card displays definitions and other helpful information about the report or dashboard you are viewing.

In WebTrends, a report is a single table and graph set that conveys the same information in one or more ways. A dashboard, like the one you see in the figure on the previous page, contains thumbnail images of several different tables and/or graphs to provide a summary view. You can access the full report for a thumbnail by clicking its title in the dashboard.

# Locating Some Popular Reports

A rich set of reports is included in the Table of Contents for the Complete Template. To help get you started, this section provides a quick overview of a few of the most popular reports and dashboards that you may want to look at first. The following list of report locations uses the > symbol to indicate levels within the report Table of Contents. Click within the Table of Contents to expand each level and display the nested reports.

The selection and order of reports varies depending on the currently selected report template. The reports and locations in the following list refer to the Complete View report template.

## **Overview > Overview Dashboard**

This dashboard provides a variety of high-level web site statistics to provide you with an overview of site performance.

## **Marketing > Referrers**

This group of reports provides insight into the sites that referred your visitors to your site.

## **Marketing > Visitors:**

In this section, you will find many reports related to your visitor demographics including information on their organizations and geographic regions.

## **Site Design > Pages and Files > Pages**

This report shows how often your visitors view different pages on your site.



---

## Chapter 5

# Using First-Party Cookies

WebTrends Analytics tracks visitor behavior through a small piece of JavaScript inserted onto each page of your site. The JavaScript sends information to SmartSource Data Collector (SDC) or to the WebTrends On Demand data collection facility using a 1x1 pixel GIF image request. The image request includes a tracking ID stored in a cookie that is used to identify a returning visitor. 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 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. Because WebTrends On Demand and SDC send a cookie containing a domain other than that of your web site, that cookie is recognized by the browser as a third-party cookie. WebTrends Analytics provides a solution for overcoming the current challenges involved with the growing trend of browsers who reject or delete third-party cookies.

## Generating First-Party Cookies

For most business models, first-party cookies are regarded as the most reliable method to measure visitor activity. 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 visitor has specifically chosen to do business. Because of this relationship, the first-party cookie is deemed a more secure cookie by the visitor.

WebTrends supports three methods for setting up your first-party cookie solution:

- WebTrends Analytics reads the cookie that your web server creates.
- WebTrends Analytics reads the cookie generated by the JavaScript tag
- WebTrends Analytics reads the cookie generated by the WebTrends Cookie Plug-in

Each method is independent of the others. You only need to choose one method for your first-party cookie solution.

You can use the Administration Console to specify your first-party method and configure first-party cookie tracking. The following steps describe how to track behavior using first-party cookies. The procedure has four main steps and a number of sub-steps. You must complete all of the steps in sequence to configure first-party cookie tracking. Note that you choose between using your own existing first-party cookies, using the WebTrends cookie script, and using the WebTrends Cookie Plug-In.

**To configure WebTrends to use your first-party cookie method:**

1. In the left pane of the Administration Console, select **Administration > Data Sources**.
2. Edit your SDC data source and select the **SmartSource Data Collector** tab.
3. Click **Tracking** and the Advanced Tracking dialog box opens.

Create New Data Source -> Advanced Tracking

**Advanced Tracking**

Select the Tracking categories and applicable components. When complete, click the "Generate Tag" button.

☒ **Enable First-Party Cookie Tracking**  
Select the method to use to track first-party cookies.

☒ **Use the new first-party cookie generated with this tag.**  
Type the name of your new cookie:

☐ **Set the First-Party Cookie domain**  
Type the domain attribute:  
  
*Example: webtrends.com (Note that a period (.) must precede the domain name.)*

☐ **Use an existing first-party cookie.**  
Type the name of your cookie:

☐ **Enable Express Analysis via additional first-party cookie generated with this tag.**  
Type the domain attribute:  
  
*Example: webtrends.com (Note that a period (.) must precede the domain name.)*

☐ **Use the WebTrends Cookie Plug-in cookie. Your web server(s) require the WebTrends Cookie Plug-in.**  
Type the name of the WebTrends cookie:

☐ **Enable Express Analysis via additional first-party cookie generated with this tag.**  
Type the domain attribute:  
  
*Example: webtrends.com (Note that a period (.) must precede the domain name.)*

☐ **Enable SmartView Transition Page tracking**

4. Make sure the **Enable First-Party Cookie Tracking** check box is selected.



5. Configure the JavaScript tag to use your first-party cookie method.
  - a. *If you don't have a method for serving first-party cookies*, select **Use the first-party cookie generated with this tag**. 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 the *WebTrends Advanced Configuration Guide*.

If your site has sub-domains, select the **Set First-Party Cookie Domain** check box to configure the tag for cross-domain tracking. Specify the top domain in the **Type domain attribute** text box. Note that a period (.) must precede the domain name. For more information, see “Cross-Domain Tracking.”
  - b. *If your web server is configured to serve cookies*, select **Use An Existing First Party Cookie**, and specify your cookie in the **Type the name of your cookie** text box.
  - c. *If you installed the WebTrends Cookie Plug-in on your web server*, select **Use the WebTrends Cookie Plug-in Cookie**, and specify the name of your cookie in the **Type the name of the WebTrends cookie** text box. This option is not described in this guide. For more information, see the *WebTrends Cookie Plug-In User's Guide*.
  - d. Click **Generate Tag** to produce the tracking tag. The next dialog box contains the JavaScript that tracks visitors using the first-party cookie method of your choice. You can use the slider bar to scroll down the box to see the JavaScript tag (also referred to as Advanced Tracking Tag).
  - e. Copy or download this code to your system.
  - f. Click **Next** to view the summary of your configuration choices.
  - g. 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 or downloaded will not function.
6. Deploy the JavaScript tag. Follow your normal procedure to place the tag on all of the pages you are tracking.
7. Edit your profile and specify the session tracking method for first-party cookies.
  - a. Select the **Session Tracking** tab.
  - b. Clear the **Always Use Default Definition** check box.

- c. Enable the **Track User Sessions Using First Party Cookie** option as shown in the following graphic.

The screenshot shows the 'Edit Profile: First Party Cookie' window. The 'Session Tracking' tab is active. Below the tab, there is a section titled 'Session Tracking' with a description: 'Use Session Tracking to define the tracking of user sessions. Global Session Tracking settings can be configured in the [Session Tracking](#) section of Options. Note: Express Analysis does not support selections for the list below. Any selections will be ignored by Express Analysis.' There is a checkbox labeled 'Always Use Default Definition' which is unchecked. Below this is a table with columns: Enabled, Name, Auth, URL, Param, Cookie, and IP. The table lists several session tracking options, with 'Track User Sessions using First Party Cookie' selected (checked).

Enabled	Name	Auth	URL	Param	Cookie	IP
<input type="radio"/>	Track Sessions for SmartSource Data Collector Logs			✓	✓	
<input type="radio"/>	Track Sessions for SmartSource Data Collector Logs (Account Rollup)			✓	✓	
<input type="radio"/>	Track User Sessions for Stream Sample				✓	
<input checked="" type="radio"/>	Track User Sessions using First Party Cookie			✓	✓	
<input type="radio"/>	Track User Sessions using First Party Cookie (Account Rollup)			✓	✓	
<input type="radio"/>	Track User Sessions using IP/User Agent					✓

- d. Click **Save**.

---

### Note

If you are tracking visitors across multiple domains, you must create a separate data source for each domain.

---

## Tracking Visitors Across Domains

If you use WebTrends Analytics On Demand or WebTrends Analytics software with SDC 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. For more information, see “Using Cookies to Track Visitor Sessions” in the *WebTrends Advanced Configuration Guide*.

# Customizing Tag-Generated First-Party Cookies

If you use WebTrends software with SDC, you can customize the persistence and expiration of your first-party cookies.

## 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 of the Administration Console, select **Administration > Data Sources**.
2. Edit the data source.
3. Click the **SmartSource Data Collector** tab.
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 your 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

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 of the Administration Console, select **Administration > Data Sources**.
2. Edit the data source.
3. Click the **SmartSource Data Collector** tab.
4. Edit the following line from the JavaScript tag text box:

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

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  $5183940000 = 60 \text{ (days)} * 24 \text{ (hrs per day)} * 60 \text{ (minutes per hour)} * 60 \text{ (seconds per minute)} * 1000 \text{ (milliseconds per second)}$ .

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

For more information about first-party cookies and WebTrends Analytics, see “Using Cookies to Track Visitor Sessions” in the *WebTrends Advanced Configuration Guide*.

---

## Chapter 6

# Enabling Advanced Reporting Without Tagging

After you set up base-level reporting with WebTrends Analytics, you will want to start enabling additional reporting options to expand your analysis and generate additional reports. WebTrends has a variety of ways to provide you with more comprehensive reporting.

Let's start by configuring some additional features that are set up completely within the WebTrends Administration Console and do not require data modification. Most of the advanced features within the Administration Console require that you first configure the feature using the options listed under the Report Configuration menu in the Administration Console and then enable the feature in the profile. This chapter describes how to set up three useful reporting features using only the WebTrends Analytics Administration Console: Geographic Drilldown reporting, URL Parameter Analysis, and Path Analysis.

**To enable the Geographic Drilldown report described in this chapter, make sure you select the Marketing Report Pack when creating your profile, or complete the following steps:**

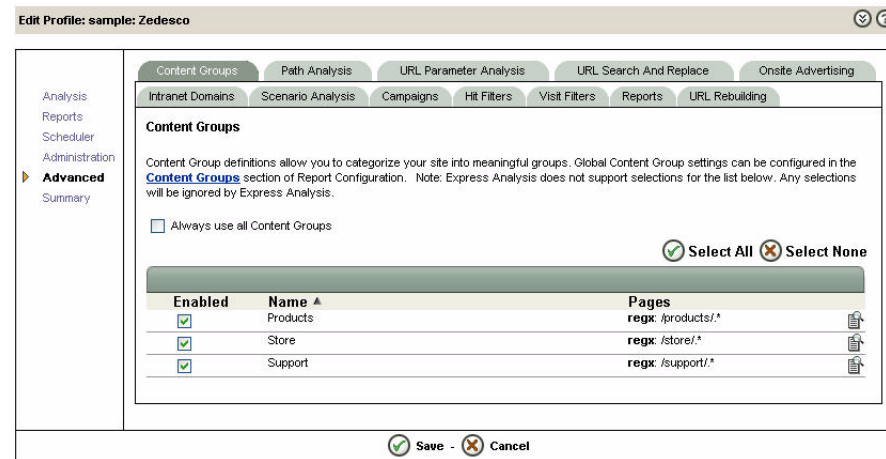
1. Enable the definition in the profile settings.
2. Make sure the relevant report is enabled in the report template.

**To enable the URL Parameter Analysis and Path Analysis reports described in this chapter, make sure you complete the following steps:**

1. Configure a definition.
2. Enable the definition in the profile settings.
3. Make sure the relevant report is enabled in the report template.

# Enabling Advanced Features

When you are creating a profile, you can access the Advanced Features if you select the **Advanced profile options** check box on the first page of the Profile Wizard. Editing any profile takes you directly to a tabbed view of all the configuration options. Click the **Advanced** link in the left column to show the Advanced Features described in this chapter as shown in the following graphic:

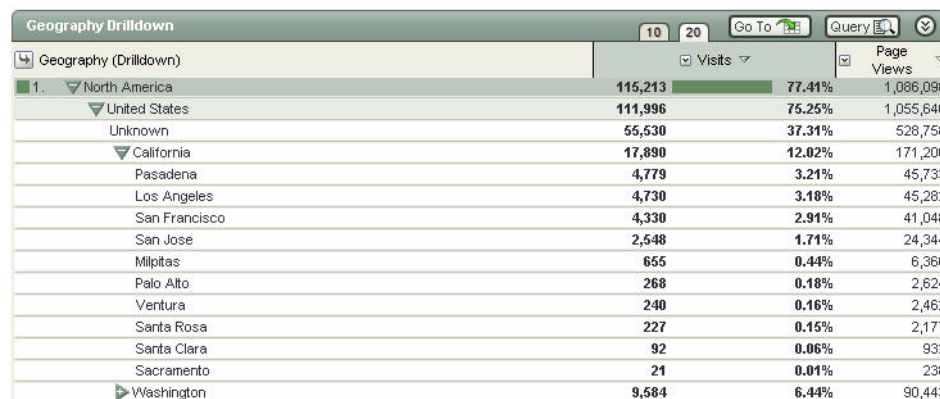


To edit a profile and access Advanced features:

1. In the left pane of the WebTrends Analytics Administration Console, select **Web Analysis > Reports & Profiles**.
2. Click the **Edit** icon for the profile you want to edit.
3. Click the **Advanced** link in the left column of the profile settings.

# Geographic Drilldown

Several reports containing information about the geographic location of your web site visitors are provided by default in the **Marketing > Visitors > Geography** report folder. The Geography Drilldown report in that folder allows you to view your visitors by large geographic regions and then drill down into more specific areas within those regions such as country, state, and city as shown in the following graphic:



The screenshot shows a web application interface for a 'Geography Drilldown' report. At the top, there's a header bar with the title 'Geography Drilldown', a 'Go To' search bar, and a 'Query' button. Below the header, a table displays visitor data. The table has columns for a hierarchical region list, 'Visits', and 'Page Views'. The data is organized into a tree structure starting with 'North America', which is expanded to show 'United States'. Under 'United States', there's an 'Unknown' entry and a list of California cities: California, Pasadena, Los Angeles, San Francisco, San Jose, Milpitas, Palo Alto, Ventura, Santa Rosa, Santa Clara, and Sacramento. At the bottom, there's a 'Washington' entry. Each row shows the number of visits and the percentage of total visits for that region, as well as the total number of page views.

Geography (Drilldown)	Visits	Page Views
1. North America	115,213	77.41%
United States	111,996	75.25%
Unknown	55,530	37.31%
California	17,890	12.02%
Pasadena	4,779	3.21%
Los Angeles	4,730	3.18%
San Francisco	4,330	2.91%
San Jose	2,548	1.71%
Milpitas	655	0.44%
Palo Alto	268	0.18%
Ventura	240	0.16%
Santa Rosa	227	0.15%
Santa Clara	92	0.06%
Sacramento	21	0.01%
Washington	9,584	6.44%

The Geography Drilldown report is one of several Custom Reports that have been preconfigured by WebTrends. If you have licensed Custom Reporting, you can also build your own Custom Reports. Custom Reports enable you to select and combine report information in ways that aren't available with standard preconfigured reports. Most preconfigured Custom Reports require you to configure your site to collect customized information using META tags. In most cases, they also require the report to be enabled (although the Geography Drilldown report is pre-enabled for you).

For more information about Custom Reports, see [Chapter 9, “Building Custom Reports and Drilldowns”](#) on page 61.

## Enabling a Custom Report

To enable a preconfigured Custom Report:

1. In the WebTrends Analytics Administration Console, edit your profile.
2. In the left column, select the **Advanced** link.

3. Click the **Reports** tab.
4. Select the check box next to the Custom Report that you want to enable.
5. Click **Save**.
6. If you are not using the Complete View template, ensure that the report has been added to your report template. You can add a report to your template quickly from the **Content** tab of the template settings by clicking **Add Report** and selecting the **Custom Reports (by Category) Library**. The Geography Drilldown report is found in the Visitors category.
7. After the next analysis cycle, you can view the corresponding report in the WebTrends Reporting Console Table of Contents.

## Analyzing Dynamic Page Parameters with Parameter Analysis

A web page is usually identified by its web site URL. A web site URL is the directory path and file name of the web page file. Many web site URLs also often contain query parameters.

Query parameters are variables used by dynamic web sites to identify a web page's content. They are like attributes of an item which combine to give you a complete description of the item. For example, you could use the query parameters `item=pizza`, `type=pepperoni`, `size=large` to define the characteristics of a large pepperoni pizza. In the same way, query parameters combine to request the content of a page on a dynamic web site.

For example, a visitor on an Internet job site might first select a job category and geographic region, then choose a job description to view. The resulting web page request might include query parameters such as `cat=sales`, `region=Texas`, and `job=X534B`.

In a URL, the query parameters appear after a question mark following the file extension and are separated by ampersands. For example, the URL for the job description page might look something like this:

```
/jobs/search.asp?cat=sales&region=Texas&job=X534B
```

Each query parameter is a name/value pair. The text before the equal sign is the name of the parameter which identifies the type of attribute, and the text after the equal sign is the value of the parameter. For example, in the parameter set `cat=sales`, `cat` is the parameter name and `sales` is the parameter value.



Because query parameters indicate the requested web site content, it is obviously important to be able to analyze and report on them. However, simply listing all the pages with different query parameter combinations would be overwhelming and not very useful. For example, if a company displays thousands of jobs on its web site, it would be very difficult to tell which types of jobs are most popular by simply viewing the page views for each unique job page.

Therefore, it is important to be able to focus the analysis on the query parameters that are of interest and display them in meaningful ways. WebTrends has a variety of ways to report on query parameters. One method is URL Parameter Analysis.

## Implementing URL Parameter Analysis

URL Parameter Analysis allows you to specify parameters that you want to report on and determine how they should be combined. For example, you might be interested in understanding which job types are most popular by region on your web site. To determine this information, you need to know the region and category, but not the job ID. Therefore, using URL Parameter Analysis, you could specify that you want to report on the query parameters `cat` and `regi` on and your report would display all the combinations of values for category and region that were viewed with the corresponding number of hits and visits.

Using Parameter Analysis, you can report on one parameter or two parameters in combination within a report. When you report on two parameters in combination, the parameter that appears in the far left column of the report is the primary parameter, and the indented parameter which appears under the primary parameter is the secondary parameter. For example, in the report shown in the following graphic, Category is the primary parameter and Region is the secondary parameter:



Category	Region	Hits	Visits
1. Sales		156	150
	Texas	10	10
	Virginia	7	7
	New York City	6	6
	Southern California	6	6
	Oregon	5	5
	<a href="#">Show all sub-rows</a>		
2. Engineering		97	92
3. Customer Service		45	42
4. Marketing		34	32

In order to combine two parameters in a URL Parameter Analysis report, both parameters must appear together in the same URL. If they only exist separately as part of two different URLs, they will not be combined in the report. The order of the parameters within the URL does not matter.

You configure URL Parameter Analysis by specifying the URL and the parameters you want to report on in a URL Parameter Analysis definition. You can then enable one or more definitions in a profile to generate the report(s) next time you analyze.

To set up a URL Parameter Analysis definition:

1. In the left pane of the Webtrends Analytics Administration Console, select **Web Analysis > Report Configuration > URL Parameters**.
2. Click **New URL Parameter Analysis**. The URL Parameters dialog box opens as shown in the following graphic:

The screenshot shows the 'URL Parameter Analysis Wizard' dialog box. It has a title bar with a close button and a help button. The main content area is titled 'URL Parameters' and contains the following fields and options:

- Description:** A text input field.
- Page Name:** A text input field with a 'Test' button to its right.
- ☐ Regular Expression (Not compliant with Express Analysis)
- Primary Parameter:** A text input field with the example text 'Example: product' below it.
- Name to display in reports:** A text input field.
- ☐ Translate Primary Parameter values into more meaningful strings
- Location of translation file:** A text input field.
- Secondary Parameter (optional):** A text input field with the example text 'Example: style' below it.
- Name to display in reports:** A text input field.
- ☐ Translate Secondary Parameter values into more meaningful strings
- Location of translation file:** A text input field.
- ☐ Global: Include in all profiles

At the bottom of the dialog box, there are 'Save' and 'Cancel' buttons with icons.

3. In the **Description** text box, type a name for this definition. This name identifies the definition in selection dialog boxes as well as in your 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, not including parameters. For example, type `/j obs/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\.` (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 **Analysis > Home** tab of the profile settings.

---

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 the Help. To test a sample string against your expression, click **Test**.
6. In the **Primary Parameter** text box, type the first parameter you want to track. For example, type `cat`. If you are creating a 2-dimensional Parameter Analysis definition, the Secondary Parameter will be tracked in terms of this parameter.
7. In the **Name To Display In Reports** text box, type the name you want to identify the parameter in reports. For example, type `Category`. If you leave this text box blank, reports show the parameter as specified in the **Primary Parameter** text box.
8. *If you want to use a translation file to make your Primary Parameter values easier to read*, select the **Translate Primary Parameter values into more meaningful strings** check box and type the path or browse to the translation file. For example, if your web server logs job categories as numeric strings, you can use a translation file to provide the name of each job category. A translation file can be either a comma-separated value (CSV) file or a database. For more information about translation files, see the Help.
9. *If you want to report on a second parameter* in terms of the Primary Parameter, type the parameter name in the **Secondary Parameter** text box. For example, type `region`.
10. In the **Name To Display In Reports** text box, type the name you want to identify the parameter in reports. For example, type `Region`. If you leave this text box blank, reports show the parameter as specified in the Secondary Parameter text box.

- 11.If you want to use a translation file to make your Secondary Parameter values easier to read, select the **Translate Secondary Parameter values into more meaningful strings** check box and type the path or browse to the translation file.
- 12.Click **Save**.
- 13.Edit your profile, click the **Advanced** link in the left column, and select the new URL Parameter Analysis definition(s) on the **URL Parameter Analysis** tab.
- 14.If you are not using the Complete View template, ensure that the URL Parameter Analysis reports folder (for 1-D reports) and/or the URL 2D Parameter Analysis reports folder (for 2-D reports) have been added to your report template. You can add these folders to your template quickly from the **Content** tab of the template settings by clicking **Add Report** and selecting the **Auto-Populated Folder Library**.
- 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.

## Tracking Visitor Navigation with Path Analysis

Analyzing the way visitors navigate through your site can provide you with valuable insight into visitors' interests and behaviors. Navigation paths help you understand what content interests your visitors, areas of your site that cause visitors to become confused or exit, whether visitors follow the optimal path, and much more.

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
- Tracking the areas your visitors move between

Many of these reports are available 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 the Path Analysis feature.

---

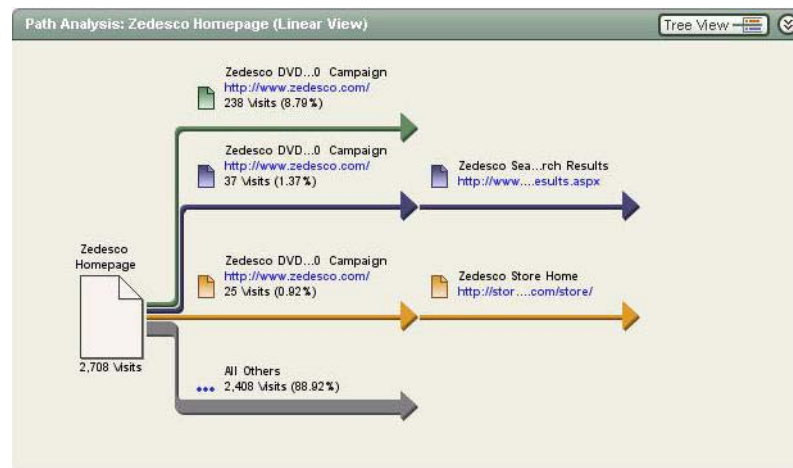
**Note**

For information about another type of navigation analysis used to track how visitors move between areas of your site, see [“Using Content Group Path Analysis” on page 44](#).

---

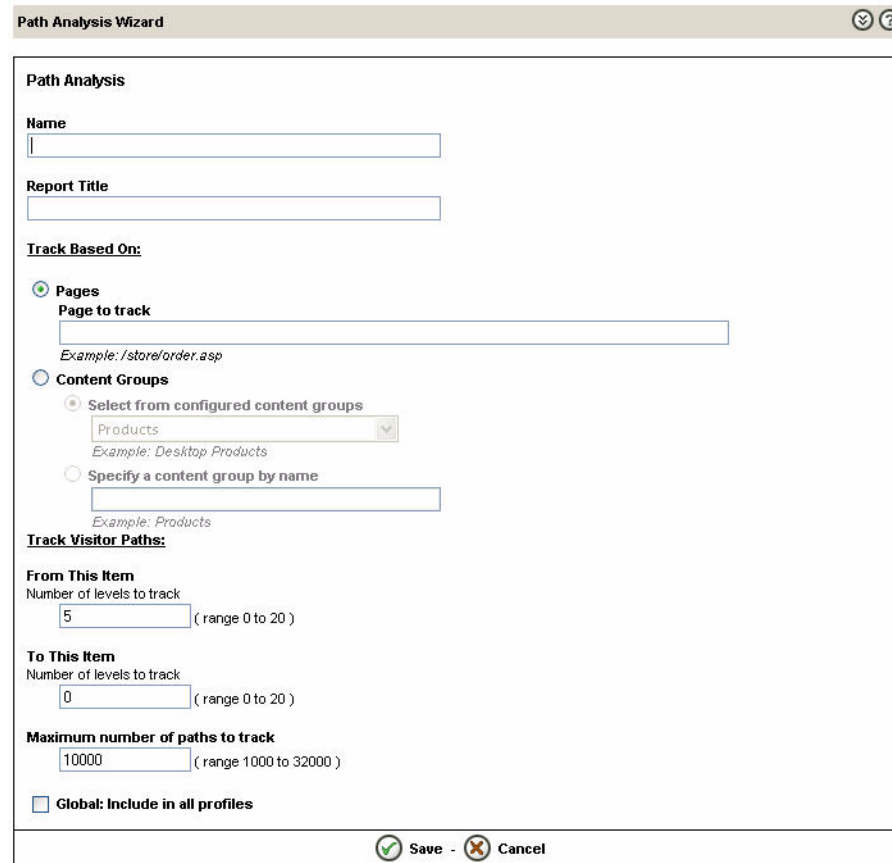
Using the Path Analysis feature, you can identify significant pages in your site and track visitor paths to or from these pages. Path Analysis allows you to see how visitors navigate to an important page on your site and/or where they go from that page, providing a very focused look at key navigation paths. For example, you may be interested in the paths visitors take to reach your search page and where they go after they get there.

The following graphic shows a sample Path Analysis report:



To set up Path Analysis to track visitors' paths to and/or from a specific page:

1. In the left pane of the WebTrends Analytics Administration Console, select **Web Analysis > Report Configuration > Path Analysis**.
2. Click **New Path Analysis**. The following graphic shows the Path Analysis dialog box.



The image shows a 'Path Analysis Wizard' dialog box. It has a title bar with a close button and a help button. The main area is titled 'Path Analysis'. It contains several sections: 'Name' with a text input field; 'Report Title' with a text input field; 'Track Based On:' with two radio buttons: 'Pages' (selected) and 'Content Groups'. Under 'Pages', there is a 'Page to track' text input field with an example '/store/order.asp'. Under 'Content Groups', there are two options: 'Select from configured content groups' with a dropdown menu showing 'Products' and an example 'Desktop Products', and 'Specify a content group by name' with a text input field and an example 'Products'. Below these is the 'Track Visitor Paths:' section with three sub-sections: 'From This Item' with a 'Number of levels to track' input field set to '5' (range 0 to 20); 'To This Item' with a 'Number of levels to track' input field set to '0' (range 0 to 20); and 'Maximum number of paths to track' with an input field set to '10000' (range 1000 to 32000). At the bottom, there is a checkbox for 'Global: Include in all profiles' and two buttons: 'Save' (with a green checkmark icon) and 'Cancel' (with a red X icon).

3. In the **Name** text box, type the name you want to identify the definition in the user interface.

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 for the page you wish to track, for example `/search/results.asp`.
6. Using the **From This Item** and **To This Item** text boxes, specify the number of pages you wish to track to and/or from the page. Entering a number in the **To This Item** text box will display the paths visitors used to reach the specified page. Entering a number in the **From This Item** text box will display the paths visitors took after viewing the specified page. For example, if you type **6**, WebTrends reports on the next six pages that the user visits from the specified page. Entering a number in both text boxes tells WebTrends to track both how visitors reached the page and where they went after viewing the page. Leave the default in the Maximum number of paths to track text box.
7. To apply this definition to all profiles, select the **Global: Include in all profiles** check 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 to select the Path Analysis definition on the Path Analysis tab under Advanced in order to apply it to the profile.
10. If you are not using the Complete View template, ensure that the Paths Forward reports folder (for reports tracking traffic to the page) and/or the Paths Reverse reports folder (for reports tracking traffic from the page) have been added to your report template. You can add these folders to your template quickly from the **Content** tab 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 7

# Tracking Visitor Acquisition with WebTrends Query Parameters

Most organizations allocate a significant portion of their marketing budgets with the goal of driving traffic to their sites using a variety of marketing methods. The process of attracting visitors to your web site is called visitor acquisition. You can use WebTrends Analytics to track visitor acquisition by examining the response, conversion rate, and overall return on investment (ROI) of your marketing efforts to ensure that you are acquiring the most qualified visitors for the lowest cost possible. In order to effectively track your marketing efforts, you must identify the marketing method which brought the visitor to your site. Although there are several ways you can do this, we recommend that you use WebTrends query parameters.

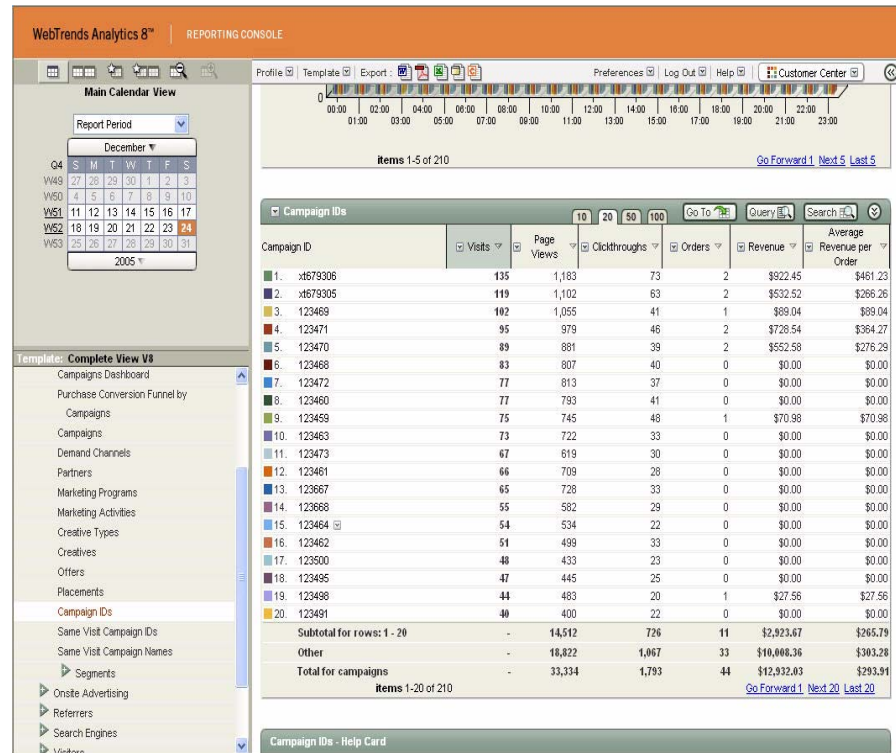
WebTrends query parameters are a specialized set of query parameters that you add to a URL similar to those discussed in [“Analyzing Dynamic Page Parameters with Parameter Analysis” on page 32](#). However, WebTrends query parameters use a reserved syntax that WebTrends recognizes and uses in reports, minimizing the amount of configuration required for reporting. WebTrends query parameters are particularly useful for identifying how you acquired a visitor.

For visitor acquisition tracking, WebTrends query parameters are added to the URL of the first page visitor view on your site when a banner, newsletter, search ad, or other marketing campaign refers them to your site. This page is typically called a landing page. If you make the WebTrends query parameter a part of the link you provide when placing your ad or creating a newsletter, WebTrends can identify which marketing effort brought that visitor to your site in your reports. The following sections provide detailed information about WebTrends query parameters you can use to track campaigns and search engines.

# Using Campaign Analysis to Evaluate Marketing Campaigns

Campaign Analysis allows you to track web activity that originates from marketing campaigns so you can compare your campaigns and evaluate their effectiveness. Typically you should create a landing page for each campaign (advertisement, email, or other reference) so that you can identify which campaign drove traffic to your site. Having a landing page for each campaign allows you to easily identify the visitors for each campaign.

By using WebTrends campaign query parameters on your landing pages, you can pass WebTrends the name or ID of the campaign. This information allows WebTrends to report the number of visits which came from the campaign and other visit statistics. For example, as shown in the following graphic, you can evaluate your campaigns by visits, page views, clickthroughs, and other metrics.



Additionally, this information can be combined with commerce data or other key visit information to provide a comprehensive understanding of the value of the marketing campaign. For more information, see [“Reporting on Commerce Sites” on page 50](#).

To specify the marketing campaign of a landing page, include the following query parameter as part of the landing page URL:

`WT.mc_id=CampaignID`

where `CampaignID` is the campaign name or ID number. For example, if you had a newsletter that linked visitors to your home page, `www.zedesco.com/default.asp`, and you wanted to identify “Newsletter” as your marketing campaign, the link in your newsletter would look like this:

`http://www.zedesco.com/default.asp?WT.mc_id=Newsletter`

## Campaign Drilldown Reports

If you have many marketing campaigns, simply listing all of them may not be sufficient. Campaigns and drilldown reports can provide powerful information about for marketing analysis. They rely on specialized, preconfigured translation files that provide external information about campaigns. WebTrends uses the campaign hierarchy to create a drilldown structure in your Campaign Analysis reports, allowing you to view your data by these groupings. For example, Campaigns reports can provide hierarchically organized information about campaign demand channels, marketing activities, and creatives. This information is linked to a campaign ID passed in the `WT.mc_id` parameter (for campaigns reports).

The following graphic shows campaigns organized into a hierarchy based on Description, Demand Channel, Marketing Activity, Marketing Program, and Partner information:

Campaigns								
Go To  Query								
Campaign Drilldown								
	Clickthroughs	Dynamic Campaign Visitors (Daily)	Visits	Product Page Views	Revenue	Orders		
1. Email Campaign	806	44.95%	792	1,435	423	\$10,125.61	32	
Zedescio	806	44.95%	792	1,435	423	\$10,125.61	32	
2. Advertising Partner	483	26.94%	479	1,002	241	\$1,441.14	6	
3. Portal	282	15.73%	282	554	150	\$914.37	4	
4. Search Engine	151	8.42%	150	339	96	\$450.91	2	
Google	59	3.29%	58	110	39	\$450.91	2	
Google 2003	59	3.29%	58	110	39	\$450.91	2	
keyword buy	59	3.29%	58	110	39	\$450.91	2	
Car Audio	8	0.45%	8	13	4	\$0.00	0	
Keyword Banner								
DVD	6	0.33%	5	13	5	\$450.91	2	
Keyword Banner								
MP3	5	0.28%	5	6	3	\$0.00	0	
Keyword Banner Ad								
Speakers	5	0.28%	5	10	6	\$0.00	0	
Keyword Banner								
Top 10 Movies	4	0.22%	4	8	3	\$0.00	0	
Keyword Banner								

If you use Webtrends Analytics out of the box, you can generate the Campaigns drilldown, but it will probably not correctly represent the structure of your marketing organization. To set this report up so it reflects your organization effectively, you need to customize the campaigns.csv translation file. For more information about handling translation files for campaign reports, see “Using Custom Reports” in the *WebTrends Advanced Configuration Guide*.

## Setting up Campaign Reporting

After you have tagged your site to collect information about campaigns, you can enable campaign reporting for your profile.

### Note

If you enabled the Marketing Report Pack when creating your profile, and you are using the Complete View template, you can now analyze your data with no further configuration. When the next analysis cycle completes, Campaign reports are displayed in the **Marketing > Campaigns** folder in your report Table of Contents.

To enable campaign reporting for an existing profile:

1. In the left pane of the WebTrends Analytics Administration Console, select **Web Analysis > Reports & Profiles**.
2. Click the **Edit** icon for the profile you want to edit.
3. Click the **Advanced** link in the left column of the profile settings.
4. Click the **Reports** tab.
5. Scroll down and select the check box(es) for any or all of the Campaigns reports.
6. Save the profile.
7. If you are not using the Complete View template, ensure that the campaigns reports you are interested in have been added to your report template. You can add these reports to your template quickly from the **Content** tab of the template settings by clicking **Add Report** and selecting **Custom Reports Library (by category)**. Search reports are found in the Search Engines category.
8. After the next analysis cycle for the profile, you can view the results in your reports.

## Tracking Search Engines

Search engines are one of the most important sources of traffic to any site. Research shows that more than 80% of web site visitors use search engines to find what they need, and 41% of consumers who research product purchases online find the sites they visit using search engines. Because search engines are such a valuable source of traffic for your site, it is important to monitor the effectiveness of your search engine marketing efforts.

For example, in the following graphic, you can see that Yahoo is the search engine that brought the most visitors to the site and that “consumer electronics” was the phrase on Yahoo that was most effective.

Most Recent Search Engines (All)									
Most Recent Search Engine Most Recent Search Phrase		Visits	Page Views	% of All Visits	Average Visit Duration (Minutes)	Hits	Revenue		
1.	Google	1,064	10,209	13.85%	12	10,211	\$3,877.13		
	tv	46	441	0.60%	13	441	\$70.98		
	tuners	43	443	0.56%	13	443	\$70.98		
	sony	34	301	0.44%	11	301	\$0.00		
	cd	27	260	0.35%	12	260	\$80.00		
	digital recording	21	241	0.27%	15	241	\$0.00		
	Other	-	7,022	-	-	8,525	\$3,252.84		
<a href="#">Show all sub-rows</a>									
2.	Yahoo	509	4,796	6.63%	12	4,799	\$1,478.98		
3.	MSN	361	3,583	4.70%	13	3,584	\$886.22		
4.	AltaVista	253	2,460	3.29%	13	2,460	\$483.48		
5.	Froogle	211	2,135	2.75%	13	2,137	\$0.00		
6.	AOL NetFind	115	1,041	1.50%	12	1,042	\$627.72		
7.	Lycos	96	893	1.25%	12	893	\$393.43		
8.	Google UK	73	745	0.95%	13	745	\$491.55		
9.	Google Canada	72	708	0.94%	13	708	\$219.38		
10.	Netscape	61	579	0.79%	12	579	\$0.00		
11.	Google Germany	44	437	0.57%	13	437	\$1,087.21		
12.	Google France	40	334	0.52%	11	334	\$0.00		
13.	CompuServe	31	325	0.40%	13	325	\$559.27		
14.	Google Italy	29	304	0.38%	14	304	\$0.00		
15.	About.com	27	293	0.35%	14	294	\$422.29		
16.	IVon	26	289	0.34%	16	289	\$0.00		
17.	HotBot	25	268	0.33%	14	268	\$89.04		
18.	CNET Search.com	21	136	0.27%	8	136	\$0.00		
19.	Abacho	11	102	0.14%	12	102	\$0.00		
20.	Euroseek	10	59	0.13%	7	59	\$397.25		
Subtotal for rows: 1 - 20		-	29,696	-	-	29,706	\$11,812.96		
Other		-	2,452	-	-	2,452	\$2,574.37		
Total for searches		-	32,148	-	-	32,158	\$13,587.33		
Items 1-20 of 89									
<a href="#">Go Forward 1</a> <a href="#">Next 20</a> <a href="#">Last 20</a>									

## Differentiating Between Paid and Organic Searches

By enabling search engine reports, you can view which search engines and keywords most effectively lead visitors to your site and which provide the highest conversion rates. Not all search engines referrals are the same. There are two distinct types of search engine referrals, paid and organic, and the analysis needs are different for each.

A paid search referral is a visitor who comes to your site from a search result that appeared because you purchased a placement from the search engine. An organic search referral is a search engine referral that occurred because of the search engine's method of ranking page. An organic search is also sometimes referred to as “natural search.”

With paid search links, you need to measure the return on the money you are spending. With organic search links, you want to measure the return on the time you are spending to optimize your placements. Thus, in order to truly measure the effectiveness of your search engine efforts, you need to analyze them separately.

WebTrends can differentiate between paid and organic searches in your reports using a WebTrends query parameter. When you purchase search placements, simply include the following parameter as part of the link that you ask the search engine to use for your search placements:

**WT. srch=1**

The value of 1 indicates a paid search. This allows WebTrends to differentiate between visitors coming from a paid placement versus an organic search on the same search engine.

---

**Note**

WebTrends only supports a value of 1 for the WT. srch parameter.

---

## Setting up Search Reporting

After you have tagged your site to collect information about paid and organic search, you can enable the search reports for your profile.

---

**Note**

If you enabled the Marketing Report Pack when creating your profile, and you are using the Complete View template, you can now analyze your data with no further configuration. When the next analysis cycle completes, the Search reports are displayed in the **Marketing > Search Engines** folder in your report Table of Contents.

---

### To enable search reporting for an existing profile:

1. In the left pane of the WebTrends Analytics Administration Console, select **Web Analysis > Reports & Profiles**.
2. Click the **Edit** icon for the profile you want to edit.
3. Click the **Advanced** link in the left column of the profile settings.
4. Click the **Reports** tab.
5. Scroll down and select the check box(es) for any or all of the Most Recent Search reports.
6. Save the profile.

7. If you are not using the Complete View template, ensure that the search reports you are interested in have been added to your report template. You can add these reports to your template quickly from the **Content** tab of the template settings by clicking **Add Report** and selecting **Custom Reports Library (by category)**. Search reports are found in the Search Engines category.
8. After the next analysis cycle for the profile, you can view the results in your reports.



---

## Chapter 8

# Advanced Reporting Capabilities Using META Tags

In the previous section, you learned several ways to customize your reports using WebTrends query parameters. META tags provide another method for developing more in-depth analysis with WebTrends Analytics.

META tags are a way to communicate information through your web page without making it visible to visitors viewing the page. They are placed between the <HEAD> and </HEAD> tags on your page and are most commonly used to communicate search information, such as keywords, to search engines.

WebTrends can also take advantage of META tag information and use it for analysis. The WebTrends JavaScript tag looks for WebTrends META tags on your site, attaches the META tag information to the data that it passes to the WebTrends' data collectors, which makes the META tag information available for analysis and ultimately, your reports. For more information about the META tags you can use, see [Appendix , “WebTrends Query Parameters Quick Reference”](#) on page 79.

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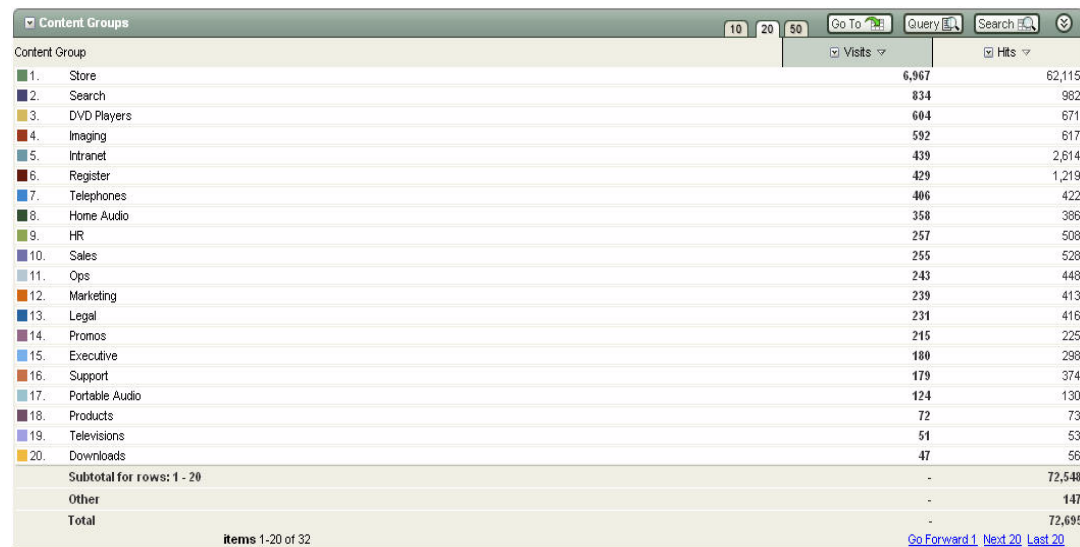
### Note

You can also configure Content Groups using the WebTrends Administration Console. For information, see the Administration Console Help.

---

# Grouping Related Content Using Content Groups

Using Content Groups, you can group pages with related subject matter on your web site and report on these groupings. This allows you to measure visitor interest in different subject matter groupings and track visitor movement between subject matter groups. For example, Content Groups are often created for each major content section of a web site such as Corporate, Support, Products, Search, etc. Grouping pages by content means you can easily compare the traffic to each of these areas to determine which areas are most popular. The following graphic shows a report, which is located in **Site Design > Pages and Files > Content Groups**.



Content Group	Visits	Hits
1. Store	6,967	62,115
2. Search	834	982
3. DVD Players	604	671
4. Imaging	592	617
5. Intranet	439	2,614
6. Register	429	1,219
7. Telephones	406	422
8. Home Audio	358	386
9. HR	257	508
10. Sales	255	528
11. Ops	243	448
12. Marketing	239	413
13. Legal	231	416
14. Promos	215	225
15. Executive	180	298
16. Support	179	374
17. Portable Audio	124	130
18. Products	72	73
19. Televisions	51	53
20. Downloads	47	56
Subtotal for rows: 1 - 20	-	72,548
Other	-	147
Total	-	72,695

items 1-20 of 32

[Go Forward 1](#) [Next 20](#) [Last 20](#)

## Creating Content Groups

Use the following META tag on each page that you want to associate with the specified Content Group:

```
<META NAME="WT.cg_n" CONTENT="GroupName">
```

where *GroupName* is name of the Content Group. For example, to add a page to a Content Group called “Support,” you would use the following META tag:

```
<META NAME="WT.cg_n" CONTENT="Support">
```

After you tag your pages for Content Groups, the Content Groups report is generated automatically and included in your profile’s **Site Design > Pages and Files** report folder after the next analysis cycle. You might also want to view the preconfigured Content Group Duration report for your profile. This report shows how long visitors spent viewing the Content Groups.

## Creating Content Sub-Groups

Using META tags, you can also create Content Sub-Groups. You can use Content Sub-Groups to organize your Content Groups into two levels, which allows you to create drilldown reports. For example, you can create Content Sub-Groups for your Support Content Group that identify which Support feature the page belongs to, such as “KnowledgeBase,” “ContactInfo,” and “UserForum.”

Content Groups and Sub-Groups				10	20	50	Go To	Query	Search
	Content Group	Content Sub-Group	Visits	Page Views	Average Time Viewed				
1.	Store		7,895	64,616	79.11				
		None	6,997	59,315	79.86				
		DVD Players	604	670	72.85				
		Imaging	584	610	73.47				
		Digital Cameras	522	542	73.54				
		Brand Name DVD Players	413	450	72.43				
		<a href="#">Show all sub-rows</a>							
2.	Search		848	1,013	46.57				
3.	DVD Players		608	1,344	72.90				
4.	Imaging		588	1,224	73.49				
5.	Intranet		445	4,713	63.91				
6.	Register		432	1,230	70.56				
7.	Telephones		413	860	69.17				
8.	Home Audio		356	765	70.06				
9.	HR		263	934	63.02				
10.	Sales		257	949	64.48				
11.	Ops		245	808	60.52				
12.	Marketing		236	701	62.44				
13.	Legal		232	752	65.09				
14.	Promos		215	225	67.81				
15.	Executive		186	564	68.08				
16.	Support		176	364	85.18				
17.	Portable Audio		122	255	71.06				
18.	Products		73	74	77.77				
19.	Televisions		54	112	64.00				
20.	Downloads		44	55	70.71				
Items 1-20 of 31			<a href="#">Go Forward</a> <a href="#">Next</a> <a href="#">20</a> <a href="#">Last</a> <a href="#">20</a>						

Use the following META tag to create a Content Sub-Group:

```
<META NAME="WT. cg_s" CONTENT=" subName">
```

where *subName* is the name of the Content Sub-Group.

In order to associate a Content Sub-Group with the correct Content Group, the Content Sub-Group META tag must be used in combination with a Content Group META tag. For example, to add a page to the Content Group “Support” and the Content Sub-Group “KnowledgeBase,” you would place the following two META tags on the page:

```
<META NAME="WT. cg_n" CONTENT="Support">
```

```
<META NAME="WT. cg_s" CONTENT="KnowledgeBase">
```

## Specifying Multiple Content Groups and Sub-Groups for the Same Page

You also can add the same page to multiple Content Groups and Sub-Groups by separating the values in *GroupName* and *subName* with a semicolon. For example, to add a single page to two Content Groups called “Product” and “Support,” use the following META tag:

```
<META NAME="WT. cg_n" CONTENT="Product; Support">
```

To associate the Content Sub-Group with the appropriate Content Group when using multiple values, list the Content Sub-Groups in the order corresponding to the Content Groups they are associated with. For example, to add a Content Sub-Group called “DVD” to the “Product” Content Group and a Content Sub-Group called “KnowledgeBase” to the “Support” Content Group, use the following META tags:

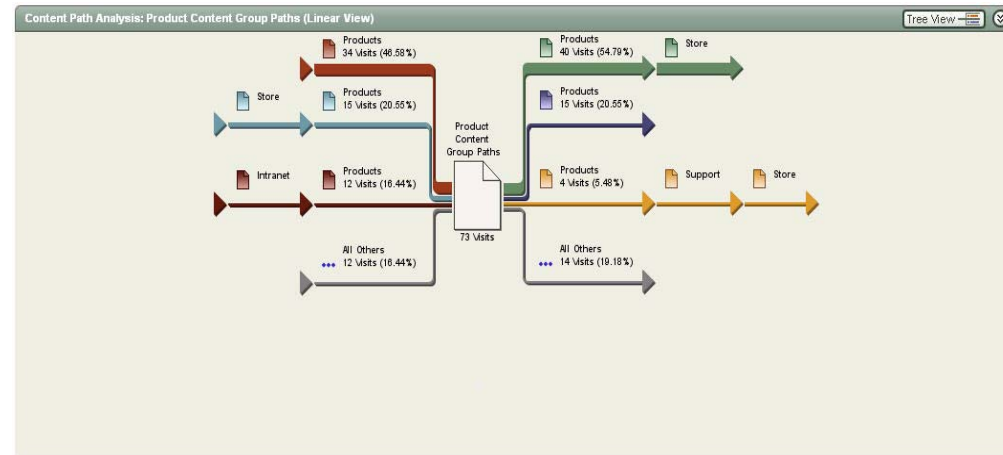
```
<META NAME="WT. cg_n" CONTENT="Product; Support">
```

```
<META NAME="WT. cg_s" CONTENT="DVD; KnowledgeBase">
```

## Using Content Group Path Analysis

After you create Content Groups for your web site, you can enable an additional type of visitor navigation analysis, called Content Group Path Analysis. Content Group Path Analysis shows the Content Groups visitors went to before and/or after the Content Group you specify. This report shows you how visitors move through different content areas of your site rather than tracking individual pages visited as with Path Analysis reporting.

For example, you might want to know the sections of your web site visitors went to after viewing one or more of your product pages. If you create Content Groups for each of the major areas of your site, you can see higher level movements such as visitors ending a visit, accessing your online store, using your internal search function, and so on, as shown in the Content Group Path Analysis report. The value of this type of navigation analysis is determined by how you configure your Content Groups.



To set up a Content Group Path Analysis, follow the steps described in “Tracking Visitor Navigation with Path Analysis.” Instead of specifying a Page to Track in Step 3, select Content Group and enter the name of the Content Group you want to start from in the text box. The corresponding reports are included in the following report folders:

- Site Design > Content Group Path Analysis
- Site Design > Content Group Paths, Forward
- Site Design > Content Group Paths, Reverse

# Measuring Conversion Using Scenario Analysis

A scenario is a series of two or more pages, or groups of pages, 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. For more information about tracking shopping carts, see [“Reporting on Commerce Sites” on page 50](#).

Using Scenario Analysis, you can 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. 5-Point 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.

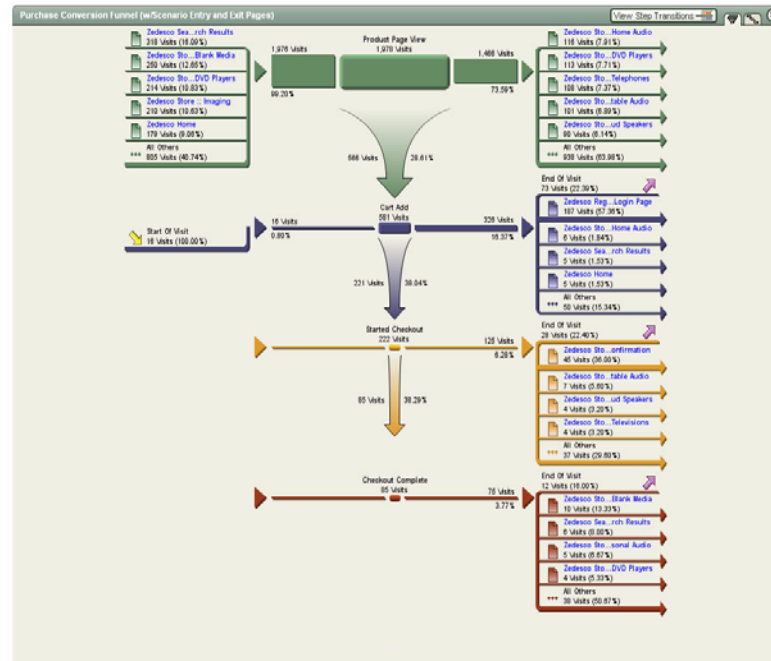
Although Scenario Analysis is similar to Path Analysis, Scenario Analysis ignores pages that visitors view in between the scenario steps if they are not relevant to completing the scenario. WebTrends displays a scenario not as a path, but as a funnel with the most visitors participating in the first step of the scenario and fewer completing all steps. Instead of focusing on the exact order of pages visited, Scenario Analysis focuses on inflow, fall-out, detours, abandonment, and step transitions. For example, when analyzing a registration conversion, you might specify the following steps in the scenario:

Step 1 - Start information request

Step 2 - Verified contact information

Step 3 - Completed registration

With Scenario Analysis, if a visitor decided to view your privacy policy before completing the registration process, that page view would not be included in the Scenario Funnel. You would simply see the visitor had completed registration, as shown in the following registration conversion funnel:



## Setting Up Scenario Analysis META Tags

Use the following META tags on the pages that represent the steps in the scenario:

<META NAME="WT. si\_n" CONTENT="ScenarioName">

<META NAME="WT. si\_x" CONTENT="StepPosition">

where *ScenarioName* is the name of your scenario and *StepPosition* is the numeric position of the step in the process that the page belongs to.

For example, if you want to set up a page as the third step in your registration process, place the following META tags on the page:

```
<META NAME="WT.si_n" CONTENT="Registration">
```

```
<META NAME="WT.si_x" CONTENT="3">
```

## Enabling Scenario Analysis in Your Reports

In addition to putting scenario analysis META tags on your pages, you must also set up a Scenario Analysis definition in the WebTrends Administration Console.

**To create a Scenario Analysis definition and generate reports based on it:**

1. In the left pane, select **Web Analysis > Report Configuration > Scenario Analysis**.
2. Select **New Scenario Analysis**.
3. In the **Name** text box, type a unique name that identifies this scenario in the list of Scenario Analysis definitions. For example, Registration Funnel.
4. In the **SmartSource Identification String** text box, type the value that you specified for the WT.si\_n parameter. For example, Registration. WebTrends identifies the web pages having this value with this Scenario Analysis definition.
5. In the **Report Title** text box, type the title of the report as you would like it displayed in the WebTrends Reporting Console. For example, Seminar Registration Conversion Funnel.
6. In the **Short Description** text box, type an informative description for report users.
7. In **Help Card** text box, provide explanatory information for report users.
8. Select the **Use SmartSource tags exclusively** check box.
9. Click **Add** to configure each step in the Scenario.
  - a. In the **Name** text box, type a unique name, such as Request Information, for the step. WebTrends does not use this setting during analysis, but it gives you a way to identify the step in the Administration Console.
  - b. In the **SmartSource Identification String** text box, type something that identifies the step. Because you are specifying the step using the WT.si\_x parameter, what you provide here is for your own use. 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.



- c. Type a name that identifies the step in reports in the **Report Name** text box. For example, for Step 1, you could type Start Information Request.
- d. Provide explanatory information for this step in the **Help Card** text box. This information is included in the Help Card section of the report.
- e. Click **Next**.
- f. In the **When to Measure** dialog box, leave the settings clear and 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.

12. When you have finished adding all steps, you can apply this definition to your profile by selecting the **Global: Include in All Profiles** check box at the bottom. Click **Save** to save the scenario.

13. If you are not using the Complete View template, ensure that the Scenario Analysis reports folder has been added to your report template. You can add this folder to your template quickly from the **Content** tab of the template settings by clicking **Add Report** and selecting the Auto-Populated Folder Library.

After the next analysis cycle, your Scenario Funnel should appear as its own report in the Scenario Analysis folder of the Table of Contents.

# Reporting on Commerce Sites

Because commerce sites sell products on the web site, they typically have additional reporting requirements in order to track purchase conversions, product revenue, and other order information. Commerce reporting tracks specific information about order quantity, revenue, and shopping cart analysis that you can use in evaluating your site's performance. With commerce reporting, you can view marketing campaigns and products based on order and revenue statistics, compare customer segments, analyze purchase conversion funnels, and much more. The following graphic shows a product report.

Product Categories								10	20	50	Go To	Query	Search
	Product Category Product Sub-Category	Product Views	Visits	Orders	Revenue	Average Revenue per Order	% of All Visits						
▼	1. Digital Cameras	583	23.85%	565	40	\$3,905.12	\$97.63 7.36%						
	2 Megapixel Cameras	305	12.48%	297	18	\$1,348.62	\$74.92 3.87%						
	4 Megapixel Cameras	145	5.93%	148	10	\$979.44	\$97.94 1.93%						
	3 Megapixel Cameras	64	2.62%	66	6	\$890.40	\$148.40 0.86%						
	5 Megapixel Cameras	50	2.05%	51	3	\$254.40	\$84.80 0.66%						
	6 Megapixel Cameras	16	0.65%	17	2	\$169.38	\$84.69 0.22%						
	Other	3	0.51%	-	-	\$262.88	\$262.88 -						
	<a href="#">Show all sub-rows</a>												
▼	2. Brand Name DVD Players	524	21.44%	500	27	\$6,323.79	\$234.21 6.51%						
▼	3. Cordless Telephones	410	16.78%	400	23	\$898.76	\$39.08 5.21%						
▼	4. Home Loud Speakers	302	12.36%	299	26	\$4,054.76	\$155.95 3.89%						
▼	5. Professional DVD Players	188	7.69%	182	12	\$2,557.94	\$213.16 2.37%						
▼	6. Boombox	67	2.74%	64	3	\$111.27	\$37.09 0.83%						
▼	7. analog televisions	50	2.05%	48	2	\$376.85	\$188.43 0.63%						
▼	8. None	47	1.92%	7,727	0	\$0.00	\$0.00 100.61%						
▼	9. Home Component Audio	45	1.84%	44	2	\$224.82	\$112.41 0.57%						
▼	10. Home Systems	40	1.64%	39	2	\$212.00	\$106.00 0.51%						
▼	11. Video Recorders	39	1.60%	39	4	\$820.44	\$205.11 0.51%						
▼	12. Radio/Clock Radio	26	1.06%	26	0	\$0.00	\$0.00 0.34%						
▼	13. Personal Audio	26	1.06%	25	1	\$29.39	\$29.39 0.33%						
▼	14. Adjunct Telephone Products	25	1.02%	25	0	\$0.00	\$0.00 0.33%						
▼	15. Home Theater	22	0.90%	22	0	\$0.00	\$0.00 0.29%						
▼	16. Blank Media	9	0.37%	9	0	\$0.00	\$0.00 0.12%						
▼	17. Mobile Loudspeakers	6	0.25%	6	0	\$0.00	\$0.00 0.08%						
▼	18. mobile instal kits/supplies	5	0.20%	6	1	\$2.79	\$2.79 0.08%						
▼	19. Game Hardware	5	0.20%	5	0	\$0.00	\$0.00 0.07%						
▼	20. TV/VCR Combinations	5	0.20%	5	0	\$0.00	\$0.00 0.07%						
Subtotal for rows: 1 - 20		2,424	99.18%	-	-	\$19,517.93	\$136.49 -						
Other		20	0.82%	-	-	\$84.80	\$84.80 -						
Total for products		2,444	100.00%	-	-	\$19,602.73	\$136.13 -						
Items 1-20 of 30								Go Forward 1 Next 20 Last 20					

## Configuring Commerce Reporting using META Tags

WebTrends commerce reporting uses a special type of Scenario Analysis that combines preconfigured scenario steps with additional product and purchase information. This information is captured through META tags (for example product IDs, units, subtotals, and invoice numbers) and provides order and revenue reporting and shopping cart analysis. Commerce reporting uses a preconfigured Purchase Conversion Funnel which is identified in the META tag as **Shoppi ngCart**. This Purchase Conversion Funnel assumes you have the following four primary steps in your purchase process:

- Step 1 - View Product Page
- Step 2 - Add Product to Cart
- Step 3 - Start Checkout
- Step 4 - Complete Checkout

You need to tag the pages on your web site that correspond to these steps must be tagged with the necessary META tags to enable commerce reporting.

### View Product Page

Use the following META tags on all pages that you consider product information pages:

```
<META NAME="WT. si _n" CONTENT="Shoppi ngCart">
```

```
<META NAME="WT. si _x" CONTENT="1">
```

```
<META NAME="WT. pn_sku" CONTENT="ProductSKU">
```

```
<META NAME="WT. tx_u" CONTENT="1">
```

```
<META NAME="WT. tx_e" CONTENT ="v">
```

where `Shoppi ngCart`, `1`, `v`, and `1` are constants that do not change and *ProductSKU* is the product ID which corresponds to the product displayed on the page. `Shoppi ngCart` is the name of the scenario; the value of `1` for `WT. si _x` indicates that this is the first step in the process; `v` indicates that this is a view event; and the value of `1` for `WT. tx_u` is the number of items being viewed. For example, if the product ID is `12345`, you would place the following META tags on the page:

```
<META NAME="WT. si _n" CONTENT="Shoppi ngCart">
```

```
<META NAME="WT. si _x" CONTENT="1">
```

```
<META NAME="WT. pn_sku" CONTENT="12345">
```

```
<META NAME="WT. tx_u" CONTENT="1">
```

```
<META NAME="WT. tx_e" CONTENT ="v">
```

## Add Product to Cart

Use the following META tags on the page that results when a visitor adds an item to the cart:

```
<META NAME="WT. si _n" CONTENT="Shoppi ngCart">
```

```
<META NAME="WT. si _x" CONTENT="2">
```

```
<META NAME="WT. pn_sku" CONTENT="ProductSKU">
```

```
<META NAME="WT. tx_u" CONTENT="Units">
```

```
<META NAME="WT. tx_e" CONTENT ="a">
```

where *Shoppi ngCart*, 2, and *a* are constants that do not change; and *ProductSKU* is the product ID that corresponds to the product added to the cart; *Shoppi ngCart* is the name of the scenario; the value of 2 for *WT. si \_x* indicates that this is the second step in the process; *a* indicates that this is a add event; For example, if the visitor added a quantity of 3 of product 12345 to the cart, the META tags for the resulting page would be:

```
<META NAME="WT. si _n" CONTENT="Shoppi ngCart">
```

```
<META NAME="WT. si _x" CONTENT="2">
```

```
<META NAME="WT. pn_sku" CONTENT="12345">
```

```
<META NAME="WT. tx_u" CONTENT="3">
```

```
<META NAME="WT. tx_e" CONTENT="a">
```

## Start Checkout

Use the following META tags on the page where the customer starts the checkout process:

```
<META NAME="WT. si _n" CONTENT="Shoppi ngCart">
```

```
<META NAME="WT. si _x" CONTENT="3">
```

```
<META NAME="WT. pn_sku" CONTENT="ProductSKUs">
```

where *Shoppi ngCart* and 3 are constants that do not change and *ProductSKUs* are the product IDs that correspond to all of the products in the visitor's cart. Multiple product IDs should be separated with a semicolon. For example, if a visitor started the checkout process with product 12345 and 56789 in the cart, use the META tags on the checkout page:

```
<META NAME="WT. si _n" CONTENT="Shoppi ngCart">
```

```
<META NAME="WT. si _x" CONTENT="3">
```

```
<META NAME="WT. pn_sku" CONTENT="12345; 56789">
```

## Complete Checkout

Use the following META tags on the page that results when a customer completes the checkout process:

```
<META NAME="WT.si_n" CONTENT="ShoppingCart">
```

```
<META NAME="WT.si_x" CONTENT="4">
```

```
<META NAME="WT.pn_sku" CONTENT="ProductSKUs">
```

```
<META NAME="WT.tx_u" CONTENT="Units">
```

```
<META NAME="WT.tx_s" CONTENT="Subtotals">
```

```
<META NAME="WT.tx_e" CONTENT="p">
```

where *ShoppingCart*, 4, and p are constants that do not change; *ProductSKUs* are the product IDs that correspond to all of the products purchased in this transaction; *Units* are the corresponding quantities of each of the products purchased; *Subtotals* are the corresponding subtotals for each of the products purchased; p indicates that this is the purchase event. Multiple values should be separated by a semicolon and appear in the same order in each of the tags. For example, if a customer purchased 3 of product 12345 for a subtotal of \$6.90 and 1 of product 56789 for a subtotal of \$5.00, the META tags for the complete checkout page would be:

```
<META NAME="WT.si_n" CONTENT="ShoppingCart">
```

```
<META NAME="WT.si_x" CONTENT="4">
```

```
<META NAME="WT.pn_sku" CONTENT="12345; 56789">
```

```
<META NAME="WT.tx_u" CONTENT="3; 1">
```

```
<META NAME="WT.tx_s" CONTENT="6.90; 5.00">
```

```
<META NAME="WT.tx_e" CONTENT="p">
```

You also need to include the following invoice tracking META tags on the checkout complete page to ensure that it is a valid purchase and not simply a visitor refreshing the page:

```
<META NAME="WT.tx_i" CONTENT="InvoiceNumber">
```

```
<META NAME="WT.tx_id" CONTENT="InvoiceDate">
```

```
<META NAME="WT.tx_it" CONTENT="InvoiceTime">
```

where *InvoiceNumber* is the customer's invoice or order number, *InvoiceDate* is the date of the invoice (in mm/dd/yy or mm/dd/yyyy format), and *InvoiceTime* is the time of the purchase (in hh/mm/ss format using a 24-hour clock). For example, if the customer purchased at 6:30:23 PM on August 9, 2004 and the order number was Z34BX7, the invoice META tags would be:

```
<META NAME="WT.tx_i" CONTENT="Z34BX7">
```

```
<META NAME="WT.tx_id" CONTENT="08/09/2004">
```

```
<META NAME="WT.tx_it" CONTENT="18:30:23">
```

## Remove an Item from a Shopping Cart

In addition to the steps described in the previous section, visitors can also remove items from the cart while shopping. Cart removes is available as a statistic in many WebTrends commerce reports. However, removing an item is not a direct step within the purchase process, so it is not a part of the Purchase Conversion Funnel (the Shopping Cart Scenario Analysis) and the configuration of this step is slightly different than the others.

When a visitor removes something from the cart, use the following META tags on the resulting page:

```
<META NAME="WT.pn_sku" CONTENT="ProductSKUs">
```

```
<META NAME="WT.tx_u" CONTENT="Units">
```

```
<META NAME="WT.tx_e" CONTENT="r">
```

where *r* is a constant that doesn't change; *ProductSKUs* is the product IDs which correspond to all of the products removed from the cart; *Units* is the corresponding units for each of the products removed, and *r* indicates that this is a remove event. Multiple values should be separated by a semicolon and appear in the same order in each of the tags. For example, if a visitor removed a quantity of 2 of product 12345 and 1 of product 56789, you would use the following META tags:

```
<META NAME="WT.pn_sku" CONTENT="12345; 56789">
```

```
<META NAME="WT.tx_u" CONTENT="2; 1">
```

```
<META NAME="WT.tx_e" CONTENT="r">
```

## Enabling the Purchase Conversion Funnel in Your Profile

Because the Purchase Conversion Funnel is preconfigured, you do not need to create the Scenario Analysis definition as you did for other scenarios. However, you do need to enable the scenario in your profile.

**To enable the Purchase Conversion Funnel in the profile:**

1. In the left pane of the Administration Console, select **Web Analysis > Reports & Profiles**.
2. Click the **Edit** icon for your profile.
3. Click the **Advanced** link in the left column of the profile dialog box.
4. Select the **Scenario Analysis** tab.
5. Select the **Purchase Conversion Funnel** check box to enable the scenario.
6. Click **Save**.
7. If you are not using the Complete View template, ensure that the Purchase Conversion funnel has been added to your report template. You can add this report to your template quickly from the **Content** tab of the template settings by clicking **Add Report** and selecting the **Custom Report Library (by category)**. The Purchase Conversion Funnel can be found under the Scenario Analysis category.

The Purchase Conversion Funnel report is automatically included in the Table of Contents after the next analysis cycle. If you use the Complete View template, you can find this report in the Commerce folder.



## Enabling Other Commerce Reports

In addition to the Purchase Conversion Funnel, WebTrends provides many other preconfigured commerce-related reports. When you create a profile, you can enable these reports by selecting the Commerce report pack and the Marketing report pack. You can enable additional commerce reports by editing the profile sorting the reports by category. The Merchandising category contains reports related to the products viewed and purchased on your web site, and the Commerce category primarily consists of reports related to sale cycle length.

### To enable other reports:

1. In the left pane of the Administration Console, select **Web Analysis > Reports & Profiles**.
2. Click the **Edit** icon for your profile.
3. Click the **Advanced** link in the left column of the profile dialog box.
4. Click the **Reports** tab.
5. Click the Category column to sort reports by category. Some of the other most popular commerce reports that you should consider are:
  - Purchase Conversion Funnel by Products
  - Products by New vs. Returning Visitors
  - Products by Search Engines
  - Sales Cycle by Product

---

### Note

Sometimes product ID values are alphanumeric ID numbers that are not easily understood in reports. WebTrends supports translation files that you can use to translate these values into more meaningful text in reports. For example, in our example, one of the product IDs was 12345. Using a translation file, WebTrends could translate this ID to a product name such as “Vtech cordless telephone.” You can also use translation files to add additional information about the product for use in reporting and drilldown reports, such as product category, manufacturer, supplier, and cost. For more information about translation files, see “Using Custom Reports” in the *WebTrends Advanced Configuration Guide*.

---



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## Chapter 9

# Building Custom Reports and Drilldowns

As you have seen, WebTrends includes numerous preconfigured reports that provide the web analytics metrics that most organizations want. However, every organization has unique reporting requirements, some of which cannot be met with preconfigured reports. Using the Custom Reporting feature, you can create your own reports that meet your exact requirements. For example, you might want to know what content areas of your site are most popular based on the campaign that the visitor came from. For example, using Custom Reporting, you can create a report to combine and report on Content Groups by Campaigns.

Custom reports are composed of dimensions and measures. Dimensions are the data elements included in reports, such as pages, search engines, and Content Groups. For example, in the previous graphic, campaign IDs and content groups are the dimensions. Dimensions do not normally have a numeric value. Measures are linked to dimensions and are the quantitative metrics associated with the dimensions, such as visits as in previous graphic, page views, and revenue.

You can create a custom report using any dimension for which you have data, including data collected from WebTrends query parameters and META tags, and select the associated measures that you want to view for that dimension. You can also combine two dimensions to view in combination and define the measures to report on for those dimensions. When you combine dimensions, the dimension that appears in the far left column of the report is the Primary Dimension. The second column (or the drilldown value in some cases) is the Secondary Dimension.

---

### Note

Be sure to use custom reports wisely. Not all dimension and measure combinations make sense. For example, when reporting on visits to Content Groups, you should not total the number of visits. This is because a single visitor can view multiple Content Groups in a single visit, and each time the visitor views a different Content Group, it is counted as a visit to that Content Group. Totaling all of the Content Groups visits would result in the single visit being inaccurately counted as multiple visits. For more information about selecting dimensions and measures, see “Using Custom Reports” in the *WebTrends Advanced Configuration Guide*.

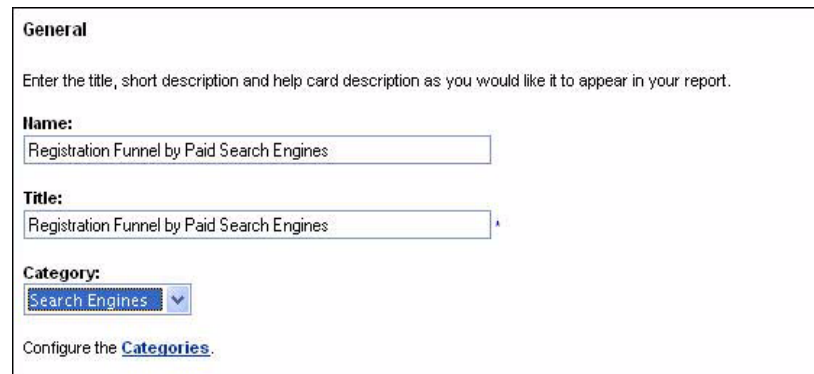
---

# Custom Reports Using Preconfigured Dimensions and Measures

You can create Custom Reports using pre-defined dimensions and measures available in WebTrends or you can define your own custom dimensions and measures. Pre-defined dimensions and measures are ones which have already been configured for you and are used in WebTrends reports, such as campaign ID, content group, and visits in the previous figure. Creating Custom Reports using pre-defined elements allows you to combine the elements in ways that are not available in the pre-defined reports. For example, when you configure search engines and scenarios, there are pre-defined reports available to display information about paid search engines and registration scenario results. However, using Custom Reports, you could combine these two pre-defined dimensions into a single report to see which search engine placements are most successful at driving registrations.

**To create a Custom Report using preconfigured dimensions and measures:**

1. In the left pane, select **Web Analysis > Report Configuration > Custom Reports**.
2. Click **New Custom Report** to create a new custom report.



The screenshot shows the 'General' configuration form for a custom report. It includes a title description, input fields for 'Name' and 'Title', and a 'Category' dropdown menu. The 'Name' and 'Title' fields are both filled with 'Registration Funnel by Paid Search Engines'. The 'Category' dropdown is set to 'Search Engines'. A link for 'Categories' is at the bottom.

**General**

Enter the title, short description and help card description as you would like it to appear in your report.

**Name:**  
Registration Funnel by Paid Search Engines

**Title:**  
Registration Funnel by Paid Search Engines \*

**Category:**  
Search Engines ▼

Configure the [Categories](#).

3. In the **Name** text box, type a name for the custom report.
4. In the **Title** text box, type the title you want to use for the report.
5. Select a category for your report from the Category list. Categories allow you to organize your custom reports into groups that make them easier to locate. You can create your own categories by clicking the Categories link.

6. In the **Short Description** text box, type the description you want WebTrends to display at the top of the report.
7. In the **Help Card** text box, type any explanatory information you want WebTrends to display about this report. WebTrends displays this information in the Help Card area below the report table.
8. Select a Report Type. If you want to create a custom report for use with Advanced SmartView, select **SmartView Compatible Custom Report**. For example, if you want segmentation data in your SmartView reports, select this option. Otherwise, select **Standard Custom Report**.
9. Click **Next**.
10. Select the dimension you want to appear in the far left column of your report from the **Primary Dimension** list.

**Dimensions**  
Pick your report's primary and secondary dimension. Select from standard dimensions, Scenario Analysis dimensions, or your own custom dimensions.  
**Primary Dimension:**  
• (Denotes Express Analysis Compliant)  
~ (Denotes Visitor History Table must be turned on)  

~ Most Recent Search Engine Paid

  
**Column Name:**  

%%CD\_Most\_Recent\_Search\_Engine%%

☐ Exclude activity without dimension data  
☐ Correlate multiple values with multiple values in measures

  
**Parameter Name**

11. In the Column Name text box, type the column heading for this dimension use the default.

---

### Notes

- If you select Cookie Parameter or Query Parameter as your dimension, type the name of the parameter you want to use as your dimension in the **Parameter Name** text box.
  - Many preconfigured dimensions and measures have default column names which are surrounded by double percentage signs, for example, %%CD\_Product\_Group%%. These are not the actual column names that will be displayed in your report. They are references to column names specified within language files that allow the column names to be displayed in a another language.
- 

12. If you want to create a two-dimensional report, select a dimension from the **Secondary Dimension** list. The Secondary Dimension is displayed in the second report column.

13. Click **Next**.

14. In the **Column** list, select the measure you want to display in the report column. Columns are numbered from left to right, beginning with Column 1.

**Measures**  
Choose up to 20 measures. The order chosen will be the default order displayed in templates.  
**Note:** Report data will be sorted and graphed based on the measure selected in first position in the template.  
**Custom Report Interval Data**  
Interval data is the measure information that enables the trend graphs that are shown in the reports. The settings below allow you to control the interval data inclusion behavior for the profile.  
**Note: Including interval data significantly increases memory requirement**  

☒ Include interval data as specified for each column  
☐ Include interval data for all applicable measures  
☐ Do not include interval data for any measures

---

**Measure 1:**  
(\* Denotes Express Analysis Compliant )  
(~ Denotes Visitor History Table must be turned on )  
- Visits  

---

**Column Name:**  
  

---

**Column Settings**  

☐ Allow column to be sortable (**increases memory requirement**)  
☐ Disable column total in report  
☐ Include interval data

---

15. In the **Column Name** list, type the name you want WebTrends to display at the top of the report column. If you do not specify a column name, WebTrends assigns a default value.
16. *If you want to be able to sort the report table by this measure*, select the **Allow Column To Be Sortable** check box.
17. *If you do not want to display a total for the values in this column*, select the **Disable Column Total In Report** check box.
18. In the **Method** list, select how you want WebTrends to count this measure. If you select **Count** as the method, WebTrends ignores the values associated with the measure and counts the number of times the measure occurs in the log file.
19. *If you want to add more measures to the report*, click **New Measure** and repeat steps 14-18. By default, reports display measures in the same order as they are listed in this dialog box
20. When you are finished adding measures, click **Next**.
21. In the Filters dialog box, you can specify criteria to limit the data included in this custom report. Select the Include or Exclude check box next to a filter in the to enable. Include filters include only the data that matches the filter criteria in your report. Exclude filters exclude any data the matches the filter criteria.

---

**Note**

Filters must be created prior to creating a custom report. This guide does not describe how to create custom filter. For more information, see Help.

---

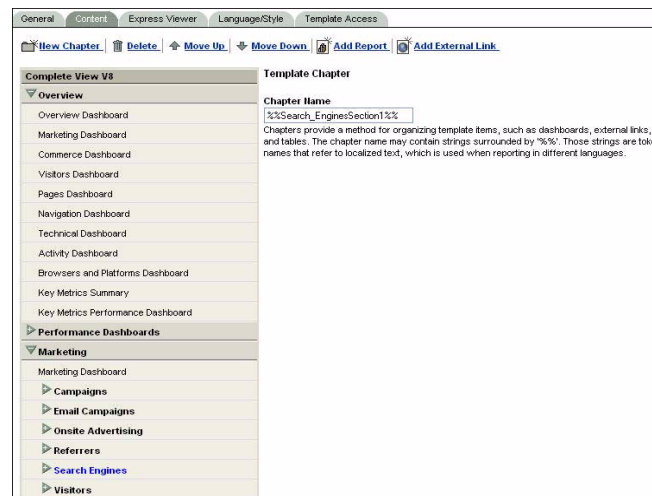
22. Click **Save** to save your custom report.
23. In the left pane of the Administration Console, select **Web Analysis > Reports & Profiles**.
24. Click the **Edit** icon for your profile.
25. Click the **Advanced** link in the left column of the profile dialog box.
26. Click the **Reports** tab.
27. Select the check box next to the name of the report you just created and click **Save**.

## Adding a Custom Report to the Report Template

When you create a custom report, you must also add the new report to the Report Template in order for it to appear in your reports. Templates determine the set of report pages that can be generated for the profile.

To add a custom report to the Complete View template:

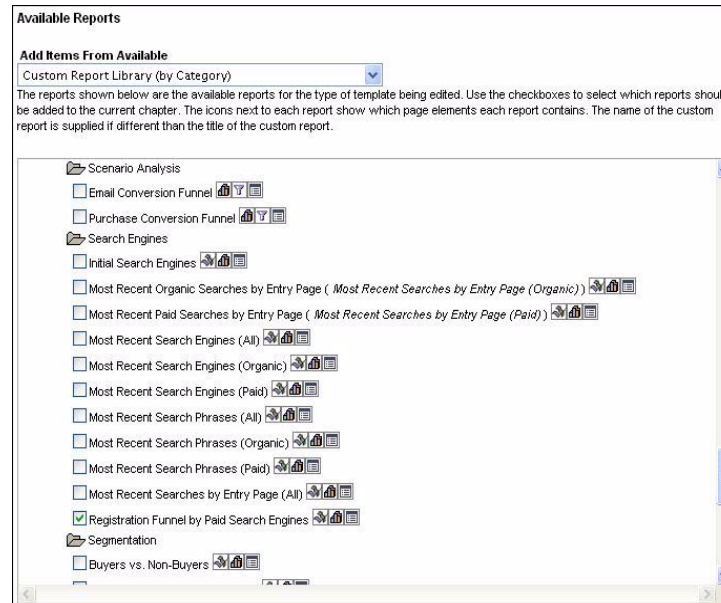
1. In the left pane, select **Web Analysis > Report Designer > Templates**.
2. Throughout this guide, we have been viewing reports using the Complete View template, so we will be adding the Custom Report to this template. Click **Complete View V8**.
3. Click the **Content** tab.



4. Use the template's Table of Contents in the left pane of the dialog box to navigate to the folder where you want to add your new report. The selected folder will be displayed in blue. For example, to add the Registration Funnel by Paid Search Engines Custom Report to the **Search Engines** sub-folder, select **Marketing** and then click **Search Engines**.



5. Click **Add Report** from the options at the top of the dialog box. The Available Reports dialog box opens with the list of available reports that you can add to the template.



6. From the **Add Items from Available** 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 dynamically add new reports as they are configured.
7. Click **Done** at the bottom of the dialog box. The name of the custom report should now appear in the Table of Contents folder you selected.
8. Click **Save**.

Your new custom report is included in your profile's Table of Contents in the folder you specified after the next analysis cycle.

# Creating Custom Dimensions

In addition to using preconfigured dimensions, you can also create custom dimensions for use in custom reports. Custom dimensions are data elements (query parameter, cookie parameter, URL) saved with specific criteria to define the dimension. For example, you might have a page on your site which asks a visitor to select what type of customer they are and the value is stored in a query parameter `c_type`. Using custom dimensions, you could create a custom dimension called Customer Type based on the `c_type` query parameter and use it in a custom report that tracks Products by Customer Type report.

---

## Note

You can also create custom measures that allow you to create metrics based on query parameter values. This guide does not cover creating custom measures. For more information on custom measures, see the Administration Console Help.

---

### To create a custom dimension for use in your Custom Report:

1. In the left pane, select **Web Analysis > Report Configuration > Custom Reports > Dimensions**.
2. Click **New Dimension**.

The screenshot shows the 'General' configuration form for a new custom dimension. The form includes the following fields and instructions:

- General** (Section Header)
- Instruction: Give your dimension a name and assign it to a category. Also enter the column name and help card definition as you want it to show in the report.
- Name:** Text input field containing 'Customer Type'.
- Category:** Dropdown menu with 'Default' selected.
- Link: [Configure the Categories.](#)
- Column Name:** Text input field containing 'Customer Type'.
- Help Card Description:** Text area for defining the help card description.
- \* The configuration for the sample custom reports, dimensions, and measures installed with this product may contain strings surrounded by '%%'. Those strings are token names that refer to localized text, which is used when reporting in different languages. See help for more information.

3. In the **Name** text box, type a name for the dimension, for example, Customer Type.
4. Select a category for the dimension from the **Category** list. Categories allow you to organize your dimensions into groups. You can create your own by clicking the Categories link.
5. In the **Column Name** text box, type the column title to be used in the report, for example Customer Type.
6. In the Help Card Description, type any explanatory information you want WebTrends to display about this dimension. WebTrends displays this information in the Help Card area below the report table.
7. Click **Next**.

**Based On**  
Specify what value to base your dimension on. You can optionally extract a substring from the value and translate the result via a lookup to a file or database.  
**Value to Base On:**  

Query Parameter

▪ (Denotes Express Analysis Compliant)

  
**Parameter Name**  

cType

☐ Parameter Can Have Multiple Values  
Delimiter

Advanced

8. Select the data element, such as Query Parameter, that you want to base the custom dimension on from the **Value to Base On** list.
9. *If you selected Cookie Parameter or Query Parameter*, complete the following steps:
  - a. In the **Parameter Name** text box, type the parameter name (the part of the parameter that precedes the equals sign) that you are using for this dimension. For example, type cType.
  - b. If the parameter contains multiple values separated by a delimiter (for example cType=gov, commercial), select the **Parameter Can Have Multiple Values** check box and specify the delimiter used to separate the values.

- c. If you want to identify the parameter by matching a fixed pattern or regular expression, click the **Advanced** button.

**10. If you selected *Custom Drilldown***, create an ordered list of the dimensions you want to include in the report by moving them from the Available Dimensions list to the Selected Dimensions list. For more information, see [“Creating Drilldown Reports” on page 70](#).

---

#### Notes

- For information about **Advanced Mode**, see the Administration Console Help.
  - You can use translation files with some dimensions, such as query parameters and cookie parameters, that allow you to translate parameter values into more meaningful text or provide drilldown characteristics for use in the reports using the **Translate Substring Retrieved Above** option. For more information about translation files, see “Using Custom Reports” in the WebTrends Advanced Configuration Guide.
- 

**11. Click Next.**

**12. If the *When to Measure* dialog box opens**, accept **Predetermined** if this setting is displayed or select **All Hits**.

**13. Click Save.**

To use your custom dimension, create a custom report as described in [“Custom Reports Using Preconfigured Dimensions and Measures” on page 62](#) and select your custom dimension as the primary or secondary dimension.

## Creating 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.

Using custom dimensions, you can create drilldown reports based on information in query parameters or other dimensions. Custom drilldowns are limited to hit-based dimensions based on query or cookie parameters. Typically, the values you want to use in your drilldown are in separate query parameters (for example `industry=Manufacturing&Company=Electronics&Role=Sales`). In this case, you must first set up custom dimensions for each of the parameters you want to use in the drilldown and then configure a custom drilldown dimension specifying the custom dimensions you created for the parameters.

**To create a drilldown report based on query parameters:**

1. Create a custom dimension for each query parameter you want to include in the drilldown. In the Based On dialog box, select **Query Parameter** for the **Value to Base On** setting. For more information, see [“Creating Custom Dimensions” on page 68](#).
2. After you create all the custom dimensions you want to use, create another custom dimension and select **Custom Drilldown** for the **Value to Base On** setting.

The screenshot shows the 'Based On' dialog box. At the top, it says 'Specify what value to base your dimension on. You can optionally extract a substring from the value and translate the result via a lookup to a file or database.' Below this is the 'Value to Base On:' section with a dropdown menu set to 'Custom Drilldown'. A note below the dropdown says '\* (Denotes Express Analysis Compliant)'. There is a checkbox for 'Parameter Can Have Multiple Values' which is unchecked, and a 'Delimiter' field with a period '.'. Below this is a section titled 'Add dimensions to the Selected Dimensions list in the order you want them to appear in the reports.' followed by a warning: 'Create a custom drilldown by choosing a list of dimensions based on a query or cookie parameter. Keep in mind that drilldown reports can accumulate data rapidly if many unique possibilities exist for each dimension in the drilldown. Depending on your table limits and your system resources, choosing drilldown dimensions that result in many unique combinations can cause serious performance problems. For more information about managing the size of drilldown reports, see the Help.' The bottom of the dialog has two lists: 'Selected Dimensions' (an empty box) and 'Available Dimensions' (a list box containing 'Browsing Hour', 'Color Palettes', 'Content Sub-Groups', 'Content of Interest', 'Cookie Support', 'Customer Type', 'Days Between Purchases', 'GMT Offset', 'Java Support', and 'JavaScript Support'). Between the lists are four buttons: 'Add', 'Delete', 'Move Up', and 'Move Down'.

3. Select the dimensions you created in step 1 from the Available Dimensions list and move them to the Selected Dimensions list by clicking **Add**.
4. Arrange the selected dimensions in the hierarchical order that you want them to appear in the drilldown by clicking **Move Up** or **Move Down**.
5. Click **Next**.

6. *If the When to Measure dialog box opens*, accept **Predetermined** if this setting is displayed or select **All Hits**.
7. Click **Save**.
8. Create a custom report. For more information, see [“Custom Reports Using Preconfigured Dimensions and Measures” on page 62](#) and select your new custom drilldown dimension as the primary dimension.

---

**Note**

If all of the drilldown values are contained in a single parameter separated by a delimiter (for example `job=Manufacturing;Electronics;Sales`), you can use a parameter drilldown instead of creating separate dimensions for each parameter. To do so, follow the steps in “Creating Custom Dimensions” and select **Query Parameter** for the **Value to Base On** setting, select the **Parameter Contains Drilldown Data** check box, and specify the delimiter that separates the values.

---

---

## Chapter 10

# Other Ways of Viewing Your WebTrends Data

The WebTrends Reporting Console is a very flexible interface to your reports and a great way to view your web analytics data. However, WebTrends provides several other intuitive and powerful ways to view your data. Select the method that works best for your environment.

## Working in Excel with SmartReports

One way you can work with your WebTrends report data is to export it to Microsoft Excel. WebTrends reports that are exported and optimized for Microsoft Excel are called SmartReports. By using SmartReports, you can:

- Take advantage of Excel analysis views such as PivotTables and Charts
- Create time series charts
- Add calculated fields
- Bring in external data
- Perform seamless updates

Unlike a traditional Excel export, the SmartReports export enables you to create a WebTrends SmartReports Database, a relational MDB database file completely formatted and designed to be viewed within the Excel environment. The export process was designed with the business analyst in mind, and includes an easy-to-use wizard that automates the transmission of WebTrends reports and reporting categories (such as all campaigns).

SmartReports allow you to develop deeper insight into your web site analysis. For example, if you want to determine which of your marketing efforts was most successful, you can export your campaign results from WebTrends, add the price per click information from an external source, and create calculated fields that show the total campaign costs and the ROI for the campaign.

The following graphic shows a SmartReport that tracks Campaign IDs:

Marketing Activity	Demand Channel	Partner	Marketing Program	Campaign Description	Visits	Page Views	Clickthroughs	Orders	Revenue
keyword buy	Search Engine	Google	Google 2003		11,259	112,012	6,456	91	\$21,843.29
					11,259	112,012	6,456	91	\$21,843.29
					4,050	40,123	2,312	40	\$9,976.02
					4,859	48,123	2,312	40	\$9,976.02
				Car Audio Keyword Banner	200	2,058	110	0	\$0.00
				CDs Keyword Banner	160	1,801	100	5	\$1,071.26
				Cell phone Keyword Banner	141	1,376	100	0	\$0.00
				Clearance Keyword Banner	173	1,565	105	1	\$415.64
				CLIE Keyword Banner	178	1,974	105	3	\$654.73
				DVD Keyword Banner	238	2,289	122	7	\$1,978.55
				DVD Players Keyword Banner	196	1,846	102	1	\$210.00
				Electronics Keyword Banner	206	1,900	124	0	\$0.00
				Headphones Keyword Banner	183	1,725	106	1	\$485.69
				MiniDisc Keyword Banner Ad	181	1,715	103	1	\$27.58
				Monitor Keyword Banner Ad	197	2,006	107	2	\$167.75
				Movies Keyword Banner Ad	200	2,087	112	1	\$354.04
				MP3 Keyword Banner Ad	186	1,806	116	3	\$1,008.35
				Samsung Keyword Banner	217	2,228	110	0	\$0.00
				Sony Keyword Banner	206	1,976	116	1	\$70.98
				Speakers Keyword Banner	194	1,949	111	2	\$149.42
				TiVo Keyword Banner	191	1,880	111	0	\$0.00
				Top 10 Movies Keyword Banner	213	2,193	114	5	\$1,476.21
				TV Keyword Banner	190	1,742	101	1	\$19.59
				Zedesco Electronics Keyword t	172	1,904	103	0	\$0.00
				Zedesco Keyword Banner	226	2,193	134	6	\$1,848.45
					3,450	34,298	1,949	22	\$4,908.75

When you create a SmartReport, a WebTrends toolbar is integrated into the Excel toolbar that allows you to update and append WebTrends information instantaneously in the SmartReport. With this powerful functionality, those who prefer to work with web analytics data exclusively in Excel can do so.

## Creating a SmartReport

You can quickly export a report to Excel from the Reporting Console. If you have not previously exported a report, when you create a SmartReport you install SmartReports and the Report Data Exporter. The first time you export from the Reporting Console, WebTrends opens your SmartReport automatically.



### To export a report to a database:

1. From the WebTrends Reporting Console, export a report by clicking the **Excel** icon or the **Database** icon. If you select Excel, you can export the report to a CSV file rather than a database. If you select Database, you can leverage complete SmartReports functionality.

---

#### Note

You cannot export dashboards, custom date range reports, and comparative reports to an MDB database.

---

2. Select the **Export Partial Days** check box to export all available statistics for the report.
3. Select the **Include daily interval data in the report** check box for use in trending reports.
4. Specify or browse to the location where you want to save your exported files. WebTrends recommends storing your report files in an accessible network location if you intend to share these files with other users. This is the location where the SmartReports **Master.mdb** file is saved.
5. Select the **View the report after it has been generated** check box if you want to view the SmartReport immediately after you export it.
6. Click **Generate Report** to launch the Report Exporter and start the export process.
7. Specify the location of the installation directory for SmartReports for Excel. Click **Next**.
8. Wait for the Report Exporter to install and automatically launch your SmartReport. An Excel spreadsheet opens.

Your SmartReport is ready after the WebTrends menu loads into the Excel menu. Your SmartReport should open to the pivot table report, which is the default setting.

## Working with SmartReports

SmartReports provides a view of your data formatted as an Excel pivot table, which looks quite different from the reports displayed in the WebTrends Reporting Console. This section provides some tips to get you started working with them. The following graphic shows the main areas in a SmartReport. For more information, see the **Help** tab within your SmartReport.

The following graphic shows a sample SmartReports with some of the main areas highlighted:

Demand Channel	Partner	Marketing Program	Marketing Activity	Campaign Description	Campaign ID	Visits	Page Views	Clickthroughs
Email Campaign	Zedisco	Free Shipping and Special	Direct Email	DVD 7 Free Shipping Purchase	11,118	208,700	13,610	6,427
				Free DVD with DVD Purchase	11,118	208,700	13,610	6,427
				Audio Accessories	11,118	208,700	13,610	6,427
				Free Shipping Toshiba	11,118	208,700	13,610	6,427
				DVD Gift Sets Email	11,118	208,700	13,610	6,427
				Free Regular Shipping on Elect	11,118	208,700	13,610	6,427
				Holiday Savings Center	11,118	208,700	13,610	6,427
				Free Shipping on Digital Camer	11,118	208,700	13,610	6,427
				Sprint PCS Sale and Rebates	11,118	208,700	13,610	6,427
				DVDs for \$4.94 Email	11,118	208,700	13,610	6,427
				160 Nokia Gift Card Email	11,118	208,700	13,610	6,427

Item	Description
------	-------------

A	The name of the profile corresponding to your original WebTrends report.
---	--

B	The name of the report you exported in WebTrends.
---	---

C	The date range of the exported data.
---	--------------------------------------

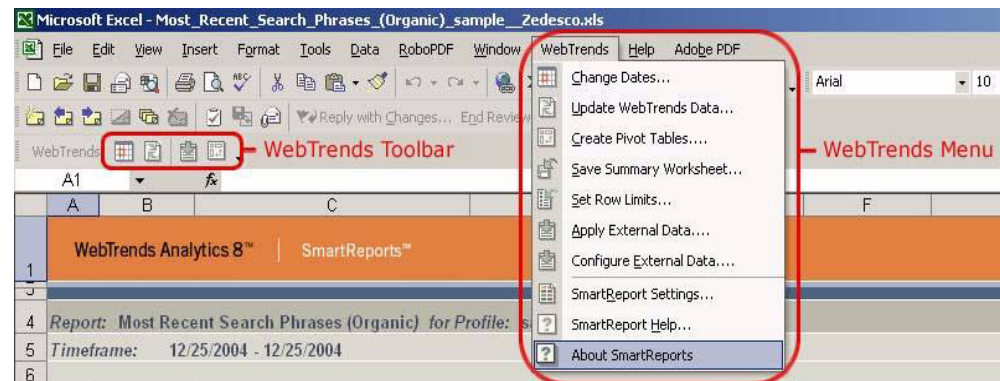
D	Double-click to display or hide the various levels of the report.
---	---

Item	Description
E	Click the arrows to filter the view of the data.

You can view the subtotals as shown in WebTrends Reporting Console reports, select the **Read Only** tab.

## The WebTrends Excel Toolbar

When you create a SmartReport, a WebTrends toolbar and menu are integrated into the Excel user interface. These features enable you to directly update and append information to WebTrends reports within the Excel environment. The WebTrends toolbar and menu also let you change the settings of your SmartReport with a single click. With this powerful functionality, you do not need to go into the WebTrends environment to get new information--you can work exclusively in Excel with constant updates from WebTrends. The following graphic shows the WebTrends toolbar and menu:



You can perform the following tasks using the WebTrends toolbar:

- To select a date or date range for your report, click **Change WebTrends Data**.
- To request the most recent data available from the WebTrends server, click **Update WebTrends Data**.
- To add external data to your SmartReport using an external data join, click **Apply External Data**.
- To create a pivot table, click **Create Pivot**.

## Extending a SmartReport to Include External Data

One benefit of exporting your data to Excel is the ability to extend the report to include external data. For more information about adding external data to your SmartReport, see “Using SmartReports” in the WebTrends Report User’s Guide.

## Using SmartView to View WebTrends Data While Browsing Your Site

Rather than toggling between your WebTrends reports and your web site, you can use SmartView to view WebTrends report data superimposed on your web pages. SmartView, as shown in the example below, is a visualization tool that works within your browser to annotate your web site pages with relevant WebTrends data as you browse your site.

With SmartView you can navigate to your important goal pages and measure link performance, evaluate content and offers, and optimize page conversion. SmartView also provides the unique ability to precisely identify how different customer segments interact with offers and creative elements on each page. The report tabs in the left pane provide more information. The following graphic shows the SmartView report tabs, on the left, with a report summary for the entire web site, and the link data tagged and highlighted on the web page in the right pane

The screenshot shows the WebTrends SmartView interface within a Microsoft Internet Explorer browser window. The address bar shows the URL <http://www.zedesco.com>.

**WebTrends SmartView Interface:**

- Left Pane (Report Summary):**
  - Profile: Sample: Zedesco SmartView
  - Daily Report: 12/27/03 Dec 27, 2003 12:00:00 AM - Dec 27, 2003 11:59:59 PM
  - Tabs: Site, Page, Paths, Links (selected)
  - Summary: This report displays key information to provide an overview of this page.
  - Table:

Page Data	Visits
Entry Page	1,442
% of all entry pages	21.43%
Exit Page	294
% of all exit pages	4.37%
Single Page Visits	182
% of all single pages	21.11%
  - Choose Report for Page: All Visitors (Pages)
  - Summary: This report shows a summary for a web page.
  - Table:

Page	Visits
Zedesco Home	1,361
<a href="http://www.zedesco.com/">http://www.zedesco.com/</a>	
Overall Rank: 2	
- Right Pane (Website Preview):**
  - Header: ZEDESCO | ELECTRONICS
  - Navigation: SHOP BY BRAND, SPECIAL OFFERS, HOME THEATER, GIFT CENTER
  - Search: [Search Bar]
  - Categories: HOME AUDIO 320, Home Component Audio 80, Home Loud Speakers 18, Home Systems 40, Shelf Systems
  - Categories: IMAGING 230, Analog Camcorders, Camera Accessories, Digital Camcorders, Digital Cameras, Accessories, Digital Cameras 30, Video Recorders 16
  - Categories: PORTABLE AUDIO, Boomboxes 50, Home Component Audio, Mobile Component Audio, Mobile Loudspeakers, Personal Audio, Communications, Radio/Clock Radio
  - Categories: DVD PLAYERS 240, Brand Name DVD 25, Players, Professional DVD 10, Players
  - Categories: TELEPHONES 240, Adjunct Telephone Products, Corded Telephones, Cordless Telephones 22
  - Featured Product: KB Gear JAMCAM2.0 Digital Camera, KB Gear Jam Cam 2.0 Interactive Digital Camera is easy to use and it stores up to 24 Pictures. \$70.98
  - New in DVD Players: Toshiba SD2109 DVD Player, The inherent quality and flexibility of Toshiba's SD2109 sets it apart from the competition. \$210.99
  - New in Telephones: [Section Header]

# Installing SmartView

You can access the SmartView installation program through the WebTrends Analytics Administration Console. SmartView requires Microsoft Internet Explorer v6.0.

---

## Note

In order to install SmartView, your Windows user account must belong to the Power Users group if you do not have Administrator rights to the computer where you are installing SmartView.

---

### To install SmartView:

1. Before installing SmartView, close all Microsoft Office applications including Microsoft Outlook.
2. Log in to the WebTrends Analytics Administration Console.
3. In the left pane, select **Install Components**.
4. Select **Install SmartView** in the right pane. The SmartView Installation Wizard starts.
5. The Welcome window opens. Click **Next**.
6. Select the **I accept the terms of the license agreement** option. You cannot continue with the installation without accepting the license agreement. Click **Next**.
7. The Destination Folder dialog box opens, showing the default installation folder for SmartView. The default location is C:\Program Files\WebTrends SmartView
  - a. *If you want to accept the default location, click **Next**.*
  - b. *If you want to install to another location, click **Change** and browse to it.*
8. Click **Install** to start the installation.
9. When you are prompted to close all Microsoft Internet Explorer windows, do so including the one running WebTrends Analytics.
10. Click **Finish** to close the Installation Wizard.

After you install SmartView, you will notice that the browser toolbar includes a new SmartView icon (.). If the icon does not appear in the toolbar, you can add it manually.

## Enabling SmartView

To begin working with SmartView, you'll use your existing profile to view Basic SmartView reports. Later you can create a separate Advanced SmartView profile to view visitor segment data such as New vs. Returning Visitors. For more information about creating an advanced SmartView profile, see “Configuring WebTrends for SmartView” in the *SmartView User's Guide*.

## Creating a URL Rebuilding Definition

If you have a dynamic web site, you need to create a URL Rebuilding Definition in order for SmartView to display your web site information correctly. As discussed in “Understanding Dynamic Pages” on page 36, parameters indicate what content should be displayed on dynamic web site pages. However, not all parameters included in a URL may be desirable for reporting purposes or for viewing through SmartView. For example, the following news article URL includes a session ID parameter that is unique for each visitor session:

```
default.asp?type=domestic&div=news&article=104&sessionid=15542864
```

Because of this parameter, the page URL is unique for every visit, even when two visitors are viewing the same news article. If you include all these parameters in your analysis, the page appears to be a different page each time a different visitor visits the news article. For reporting and SmartView purposes, it is much more meaningful to only include the **type**, **div**, and **article** parameters in your analysis since then you can determine the number of visitors viewing the same news article.

A URL Rebuilding Definition allows you to define the dynamic page parameters that are necessary for displaying your pages so that you ignore parameters such as session IDs that can distort analysis.

### To create a URL Rebuilding Definition:

1. In the left pane of the WebTrends Administration Console, click **Web Analysis > Options > URL Rebuilding**.
2. Click **New URL Rebuilding Definition**.
3. In the **Name** text box, type a name to identify the definition.
4. Select **Exclude all parameters except those specified in the exception list**.
5. Click **New Exception** to open the Exception Definition dialog box shown below.

6. In the **Parameters** text box, type the parameters that are necessary to display your web site pages correctly. Separate the parameters with commas, for example `type, div, article`.
7. Make sure **All pages** is selected.
8. Click **Done**.
9. Click **Save** to finish the definition.
10. To enable the URL Rebuilding definition, edit the profile you previously created by clicking **Advanced** in the left column and selecting the **URL Rebuilding** tab. Select the definition you created and click **Save**.

## Multiple Links To The Same Page (Optional)

Some of your web pages may contain multiple links which lead to the same page. For example, you may have two links on your home page that both go to the store page. If it is important to distinguish the popularity of these links in SmartView, you can use the SmartView `WT.svl` query parameter to identify each link.

Specifically include the following WebTrends query parameter as part of each link that leads to the same page:

`WT.svl = any string`

where `any string` is a unique value each time it occurs on the page.

## Launching SmartView

Now that you have installed SmartView and configured your profile to use SmartView and the URL Rebuilding Definition, you are ready to launch SmartView.

### To launch SmartView:

1. Start Microsoft Internet Explore, and navigate to the web site for which you have enabled SmartView.
2. Click the **SmartView** icon in your browser toolbar. WebTrends SmartView opens in the left pane of your browser window.
3. If you are prompted to log in, Type your WebTrends user name and password, and click **log in**.



4. Select the profile you created from the **Profiles** list. Reports for your web site are displayed in the left pane and statistics for the page selected are superimposed on your web page in the right pane.

## Using SmartView

SmartView has three major components: the link labels superimposed on your web pages, the menus across the top of SmartView panel, and the tabs in the SmartView panel. The following sections introduce these items. For more information about working with SmartView, see the *SmartView User's Guide*.

### Link Labels

The link labels display link statistics directly on the web site page you are viewing. By default, the links are shades of a single color. Links with comparatively higher values are displayed with a darker color, and lower values are displayed in lighter shades of the same color. You can change the link color from the **Preferences** menu.

Click the + sign on any of the links that have been outlined in the SmartView overlay. A pop-up window allows you to select the particular metric you want to view (for example visits, page view, visit duration).

### Menus

The menus across the top of the SmartView panel allow you to select the data you want to view using SmartView and how you wish to view it. Use menus to perform the following tasks:

- To view data for another profile, use the **Profiles** menu.
- To select the time range that you want SmartView data to reflect, use the **Dates** menu.
- To customize link settings, use the **Preferences** menu.

### Tabs

Use the tabs in the left pane to perform the following tasks:

- To view a summary report for your entire web site, select the **Site** tab.

- To view reports for an individual web page, select the **Page** tab, and in the right pane, navigate to the page that interests you. As you change the web page you are viewing, the data for this page changes.
- To view navigational paths for a web page, select the **Paths** tab. As you change the web page you are viewing in the right pane, the path data changes.
- To change the report that controls the data displayed in the link tags, select the **Links** tab, and select a report from the **Reports** list. If the report contains segmented visitor data, you can select the aspect of the report you want the link data to show from the **Segments** list. If a Scenario Funnel is available for this report, select a Scenario that you want to show as the default funnel in the link pop-up. The Links tab is only available for Advanced SmartView.

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## Appendix A

# WebTrends Query Parameters Quick Reference

This section provides a quick reference to the WebTrends query parameters discussed in this guide. For more information about the library of query parameters, see “WebTrends Query Parameters” in the *WebTrends Advanced Configuration Guide*.

**WT.cg\_n**

Associates a page to a content group.

**WT.cg\_s**

Associates a page to a content sub-group.

**WT.mc\_id**

Passes the campaign ID of a marketing campaign landing page.

**WT.pn\_sku**

Passes product IDs for use in commerce reporting.

**WT.si\_n**

Associates a page with a Scenario Analysis definition.

**WT.si\_x**

Assigns a step position to a page for a Scenario Analysis definition.

**WT.svl**

Differentiates links to the same page for SmartView overlay link information.

**WT.srch**

Identifies the search engine type of a search referral. The value 1 indicates a paid search and is the only recognized value.

**WT.tx\_e**

Specifies the commerce reporting shopping cart event. Recognized values are: v for view, a for add, p for purchase, and r for remove.

**WT.tx\_i**

Specifies the invoice or order number of a shopping cart purchase in commerce reporting.

**WT.tx\_id**

Passes the date of a shopping cart purchase in **dd/mm/yy** or **dd/mm/yyyy** format in commerce reporting.

**WT.tx\_it**

Passes the time of a shopping cart purchase in **hh/mm/ss** format in commerce reporting.

**WT.tx\_s**

Passes the purchase subtotal values for corresponding product ID values in the **WT.pn\_sku** parameter in commerce reporting.

**WT.tx\_u**

Specifies the quantity of units for corresponding product ID values in the **WT.pn\_sku** parameter in commerce reporting.

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# Glossary

**Campaign Analysis.** A WebTrends feature that tracks activity originating from a marketing campaign, so you can compare your campaigns and evaluate their effectiveness. Campaigns are tracked using a WebTrends query parameter on the marketing campaign landing page. Requires Visitor History to be enabled.

**Commerce Reporting.** Tracking of commerce and product specific information to provide orders, revenue, and shopping cart analysis for use in evaluating commerce site's performance. It is configured using a special preconfigured Shopping Cart Scenario Analysis and additional product and purchase information META tags (for example product IDs, units, subtotals, and invoice numbers).

**Content Group.** A user-defined group of pages with related subject matter that allows you to measure and compare visitor interest in different subject matter groupings. It also allows tracking of visitor movement between subject matter groups using Content Group Path Analysis. Usually configured using META tags.

**Content Group Path Analysis.** WebTrends functionality which displays the sequence of Content Groups viewed during a visit. Used to show how visitors navigate through different content areas of a site. This function requires that Content Groups have been defined, and the value of this type of navigation analysis depends on the Content Groups that have been configured and their pages. Configured in the WebTrends Administration Console.

**Content Sub-Group.** A second-level Content Group which allows you to define and organize pages into groupings for two-tier analysis. A page within a Content Sub-Group must also belong to a Content Group. Configured using META tags.

**Custom Report.** A report that you can design for your unique reporting requirements to provide detailed reporting beyond that provided by WebTrends' preconfigured reports. There are preconfigured Custom Reports which have been configured to work with common WebTrends query parameters and META tags that you can enable in a profile. Optionally, if you have licensed Custom Reporting, you can specify the data you want to view in reports.

**Dashboard.** A customizable WebTrends report consisting of summary information—usually graphs—from individual WebTrends reports in a profile, all grouped on one page. Dashboards provide a quick overview of key information for individuals, departments and specific roles.

**Data Source.** A definition of configuration settings created within the WebTrends Administration Console that specifies the source of the report data.

As part of the process of creating a data source, a unique WebTrends JavaScript tag is generated for use in tagging the web site. Then, when WebTrends receives data, it identifies that the data was collected from that WebTrends JavaScript tag and stores the data for analysis as part of the data source. The data source must then be specified when creating a profile in order to identify the data to be analyzed for the reports.

**Dimensions.** The data elements included in reports, such as pages, search engines, and Content Groups. Displayed as the far left column(s), they do not typically have a numeric value and are quantified by measures, such as page views, visits, and revenue. Think of a dimension as the “what” in the question “what do you want to measure?” and the measure(s) as the “how” in the question “how to do you want to measure it?”

WebTrends provides preconfigured dimensions that are used in WebTrends reports. With the Custom Reporting feature, you can create custom dimensions. When combining dimensions, the dimension that appears in the far left column of the report is the primary dimension. The second column (or the drilldown value in some cases) is the secondary dimension.

**Drilldown.** A hierarchical data structure that allows you to view data in your reports in a hierarchical fashion and “drill down” to more detailed information by expanding out the levels of the report. WebTrends includes some drilldowns have been preconfigured. You can also create your own using the Custom Reporting feature in the WebTrends Administration Console.

**Dynamic Page.** A web site page that is created by the web server from a template and filled in with content pulled from a database. Dynamic pages are built by servers who assemble the page using the template and content components according to the requests they receive from browsers.

A dynamic page URL typically is composed of the directory and file name of the template followed by query parameters which define the content of the page using a series of variable and value sets.

**Extended Report.** A SmartReport which has been modified to allow integration with external data for expanded reporting. Created using the Extended Report button on the WebTrends Excel toolbar.

**Filter.** Settings which allow you to refine your reports by excluding data from analysis or including just a portion of the traffic that meets specific criteria. For example, you might want to exclude your employees' visits to your web site from your analysis or you might want to report on only a particular section of your web site such as your catalog.

Filters are an Additional Settings option in profiles or can be created and applied to Custom Reports. Profile filters focus the analysis based on the specified criteria for all the reports of a profile while Custom Report filters only affect the specific Custom Report to which it has been applied.

**Forward Path.** A navigation path which shows the routes visitors took from a destination.

**Landing Page.** The first page on a web site that the visitor views, which may or may not be the home page. For example, a newsletter link or a banner might take a visitor directly to the product catalog page when the visitor enters the site. Unique landing pages are often used to identify marketing campaigns for Campaign Analysis.

**Marketing Campaign.** A marketing effort to attract visitors to a site, such as a newsletter, banner ad, or TV commercial. Reported on in WebTrends using Campaign Analysis.

**Measure.** A quantitative metric for a report data dimension, such as page views, visits, and revenue. Measures are numeric in value and are displayed as columns to the right of the dimension in WebTrends reports. There are pre-defined measures which are measures that have already been configured and custom measures which you can create using Custom Reports.

**META Tags.** Information placed between the <HEAD> and </HEAD> tags on a web page which is not visible to visitors viewing the page. Most commonly used to communicate search information, such as keywords, to search engines, but also used by WebTrends for many of its advanced reporting capabilities.

WebTrends uses specific META tags to enrich the available information about each page view. The SDC Tracking Code looks for WebTrends META tags on the site and attaches them to the information that it passes to the SmartSource Data Collector, so the META tag information can be analyzed and used in reports.

**Navigation Path.** The sequence of pages viewed during a visit or a portion of that sequence. Also sometimes referred to as simply “path.”

Navigation paths help you understand what content interests your visitors, areas of your site that cause visitors to become confused or exit, whether visitors follow the optimal path, and more. In WebTrends reports, navigation paths can show the routes visitors took from a destination called a forward path and/or to a destination called a reverse path. Some navigation path reports do not require configuration. Additional reports can be configured using Path Analysis and Content Group Path Analysis.

**Organic Search.** A search which lists a site in the results due to the search engine's method of ranking pages as opposed to a paid placement. Also sometimes referred to as “natural search.”

**Paid Search.** A search which lists a site in the results because a placement has been purchased from the search engine. Normally tracked in WebTrends using a WT Parameter.

**Parameter.** See “Query Parameter.”

**Parameter Analysis, URL.** See “URL Parameter Analysis.”

**Path Analysis.** WebTrends feature which is used to configure specific navigation paths' starting or ending points to track forward and reverse paths. Displays how visitors navigate to a page on a site and/or where they go from that page, providing a very focused look at key navigation paths. Path Analysis definitions are configured in the WebTrends Administration Console. See also “Content Group Path Analysis.”

**Path Analysis, Content Group.** See “Content Group Path Analysis.”

**Path, Navigation.** See “Navigation Path.”

**Preconfigured Custom Report.** A custom report that has been configured by WebTrends to work with common WT parameters and META tags and cannot be modified.

**Product.** A good or service displayed and/or sold on a web site. Typically reported on in WebTrends using Commerce Reporting.

**Profile.** A collection of analysis configuration settings to be applied to a set of reports. Includes analysis settings such as the Data Source to be used, filters and advanced features to be applied, and templates to be made available.

A profile combined with a report template determines the complete configuration of a set of reports. A profile tells WebTrends what data to analyze and how to analyze it while the report template defines what data to display and how to display it. Profiles are created in the WebTrends Administration Console.



**Query Parameters.** Variables used to define a dynamic page's content. Also sometimes referred to simply as “parameters.” A web server builds a dynamic page using a template and content components from a database defined by the query parameters.

**Regular Expression.** A text phrase which uses a special syntax to specify a pattern for page URLs and parameters instead of specifying the exact parameter or URL. Available for use in several WebTrends features.

**Report.** A single table and graph set that convey the same information in one or more ways and are displayed in a single frame within the WebTrends Reporting Console.

When using the WebTrends Reporting Console, there is a set of reports available to select from in the Table of Contents. Which reports are available in the Table of Contents depends upon the combination of the profile and the report template you have selected. The profile defines what data should be analyzed, and the reported template controls which reports are available for viewing and how they are displayed.

**Report Designer.** WebTrends functionality which is used to configure and customize report templates and dashboards.

**Report Template.** A collection of report configuration settings which define which reports are available for viewing and how they are displayed in the WebTrends Reporting Console Table of Contents. A report template designates the inclusion, organization, and appearance of reports and dashboards in the Table of Contents.

**Reverse Path.** A navigation path which shows the routes visitors took to a destination.

**Scenario.** Any multi-page event on your web site. Usually a defined process that has a series of steps which are intended to be completed in a specific order. Shopping carts and registration processes are two of the most commonly thought of scenarios, but other possible scenarios include internal searches, product configurators, feedback forms, and quote generators. A scenario report is sometimes referred to as a Conversion Funnel because of its characteristic shape. Analyzed in WebTrends using Scenario Analysis.

**Scenario Analysis.** Functionality which allows you to monitor visitors' progress through steps in a process or *scenario* in order to measure how many complete the process as well as identifying where visitors abandon in the process. Using Scenario Analysis information, you can consider making changes to pages with high drop off rates to try to improve the conversion rate of the scenario. Defined using a combination of META tags and configuration in the WebTrends Administration Console.

**Search.** See “Organic Search” and “Paid Search.”

**SmartReport.** A WebTrends report that has been exported and optimized for use in Excel. Created by exporting the report to Excel from the WebTrends Reporting Console. When a SmartReport is created, a WebTrends Excel toolbar is integrated into the Excel interface allowing for easy integration of external data, updating of information, and modification of the SmartReport settings.

**SmartSource Data Collection (SDC).** The process of collecting web analytics visit information using the SDC Tracking Code.

**SmartView.** WebTrends visualization tool that works within a browser to annotate a web site's pages with relevant WebTrends data as the site is browsed, making it easy to relate web analytics statistics to the actual visual appearance of the page. Installed separately from the Accessories page of the WebTrends Administration Console.

**Translation File.** Comma separated text files used to convert analysis information into more helpful report data. Uses include translating values into more readable text or providing additional value characteristics for use in creating drilldown reports.

**URL Parameter Analysis.** A method of reporting on query parameters which focuses the analysis on the query parameters of interest. Configured in the WebTrends Administration Console.

**URL Rebuilding.** WebTrends functionality which allows portions of the URL to be removed or replaced for reporting purposes and viewing data using SmartView. For example, some web sites use session parameters as part of their URLs which make each URL unique even when visitors view the same content. Using URL Rebuilding, the session parameter could be removed, so when visitors are viewing the same content, the URLs will be treated as the same page. Configured in the WebTrends Administration Console.

**Visitor Acquisition.** The process of attracting visitors to a web site. Usually done through a combination of marketing methods.

**Visitor History.** WebTrends feature which collects and stores visitors' historical behavior for reporting and comparison purposes to provide information such as the frequency and recency of visitor activity and a visitor's lifetime value. Search engine and marketing campaign reporting require visitor history, as do many other reports. Enabled within a profile.

**WebTrends JavaScript Tag.** The JavaScript code that must be deployed on a web site's pages in order to collect and send web analytics data to WebTrends for analysis. When a visitor arrives at a site tagged with the SDC Tracking Code, the Internet browser requests the web content. This web content also includes the SDC Tracking Code. The visitor's browser then activates the SDC Tracking Code and sends the visit information to the WebTrends data collection servers, which store the information for analysis.

**WebTrends Query Parameters.** Query parameters that utilize a pre-defined syntax format which WebTrends recognizes for use in its reports minimizing the amount of WebTrends configuration required for reporting. They can be added to a web page URL to track additional information about the page, such as the marketing campaign the page belongs to.

**WebTrends Reporting Console.** The WebTrends report interface which displays the reports and is automatically updated when WebTrends analyzes data. Provides the ability to select report date ranges, navigate between reports, export reports to other applications, and much more. Accessed by clicking the Reports icon next to a profile in the WebTrends Administration Console.

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