



WEBTRENDS
Marketing Lab™ 2

WebTrends Analytics Software Implementation and Maintenance Guide

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About This Book and the Library

This guide is intended to help the WebTrends administrator install and configure WebTrends Analytics, GeoTrends, and SmartSource Data Collector. WebTrends Analytics software and WebTrends Analytics On Demand both offer a variety of powerful analysis and reporting options. The features and reports available to you are dependent on how your company is licensed to use WebTrends. If you have questions about the WebTrends features you are licensed to use, please see your WebTrends administrator.

The Implementation and Maintenance Guide provides in-depth configuration and reference information for WebTrends administrators. It includes:

- Detailed insight into WebTrends Analytics features such as Custom Reporting and translation files
- Extensive coverage of the SmartSource Data Collector
- A complete reference to WebTrends query parameters
- Information about security practices including a discussion of cookie tracking methods and instructions for using WebTrends with Secure Sockets Layer (SSL)
- Installation and configuration instructions for WebTrends conduits and plug-ins
- Instructions for backing up a WebTrends installation and restoring it in case of a failure

Intended Audience

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

Other Information in the Library

The library provides the following information resources:

Help

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

WebTrends Administration User's Guide

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

WebTrends Analytics Reports User's Guide

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

Note

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

WebTrends Marketing Warehouse Software User's Guide

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

WebTrends Marketing Warehouse On Demand User's Guide

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

WebTrends Analytics Software Implementation and Maintenance Guide

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

WebTrends Analytics On Demand Implementation Guide

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

WebTrends SmartSource Data Collector User's Guide

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

WebTrends SmartView User's Guide

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

WebTrends SmartReports User's Guide

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

WebTrends Marketing Warehouse Schema Reference

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

WebTrends Marketing Lab Programmer's Reference

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

WebTrends Visitor 360 Web Services Developer's Guide

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

WebTrends Guide to Web Analytics

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

Providing Feedback

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

- Click **Customer Center** in the upper right corner of the WebTrends Marketing Lab banner. Then click **Contact Us** and click **Submit Product Feedback** in the right pane.
- From WebTrends Analytics Reports, click **Help > Feedback** from the upper right corner of the report.

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

The Customer Center

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

Conventions

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

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

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Chapter 1

Licensing

This chapter provides information about how WebTrends Marketing Lab is licensed and tells you how to check the status of your license.

How WebTrends Marketing Lab Software Is Licensed

Your Marketing Lab license determines:

- How long you can use WebTrends Marketing Lab software.
- Which core Marketing Lab products you can install and use. Core products include WebTrends Analytics, Visitor Intelligence, Score, and Dynamic Search. When you license Visitor Intelligence, you also automatically license WebTrends Explore.
- Which *report packs* you can use. Report packs are collections of reports that are grouped according to purpose. For example, the Commerce Report Pack includes reports about products and purchase-related visitor segments. Report packs allow you to report on the type of information you need and give you the flexibility to add report packs as your needs grow.
- Which product add-ons, such as Advanced SmartView and Custom Reporting, you can use.
- How many page views you can analyze. For more information, see [“Understanding Page View Licensing” on page 1](#).
- How many WebTrends Analytics profiles you can create. Your license does not limit the number of Marketing Warehouse profiles.
- If you use Visitor Intelligence, how many events you can collect and store in the Marketing Warehouse. If you exceed the limit for events collected or stored, contact your Account Manager to purchase additional events.

Understanding Page View Licensing

WebTrends Analytics is licensed according to page views analyzed per licensing period. For example, during a 12 month period, your WebTrends Analytics activation may be licensed for up to 20 million page views.

In a licensing context, a *page view* is defined as a file with a web page extension (such htm, html, asp) that is requested by a web site visitor to one of the domains being analyzed. Regardless of whether WebTrends analyzes web server log files, web data stored in a WebTrends Web Data Warehouse, or SmartSource Data Collector (SDC) data generated by inserted JavaScript tags on your web pages, page views are counted from one data source or the other but not both.

If WebTrends Analytics analyzes log files for your installation and the same log file is processed at a later date by a different profile or by the same profile, the page view is not counted again. Page views are counted prior to applying any customer filters. Although multiple frames on one web page are counted as separate (multiple) page views, you can avoid this problem if you are using SDC by excluding the WebTrends JavaScript tag from the secondary frames.

Licensing Types

WebTrends Marketing Lab supports two types of licenses: a trial license and a full license.

With a *trial license*, WebTrends Marketing Lab is available as a 14-day, fully-functioning trial for evaluation purposes. Once this trial period expires, you can convert your installation to full mode when you purchase the fully licensed version and obtain the product license key which enables WebTrends Marketing Lab to run.

With a *full license*, WebTrends Marketing Lab runs as a fully-functioning product when the product license key is specified during the installation.

Activating License Keys

WebTrends Marketing Lab requires a product license key to run. During the installation process, you are prompted to enter a license key. If you did not enter the license key during the installation or if you have additional keys for product maintenance, additional page views, report packs, or add-ons you can use, you can activate them through WebTrends Administration.

Automatically Activating License Keys

If you have an Internet connection, you can activate your keys automatically.

To activate a license key automatically:

1. In the left pane, click **Administration > Application Settings > Licensing**.
2. Click **License Keys**.
3. Click **Add New Keys**. The Activate License Key dialog opens.
4. Type the new key in the **Enter license keys** text box, and click **Activate**. The key appears in the License Keys list, and the status is updated in the **General** dialog. If you do not have an Internet connection, you are prompted to manually activate your license key. For more information, see [“Manually Activating License Keys” on page 2](#).

Manually Activating License Keys

If you do not have an Internet connection on your WebTrends Analytics computer, you can manually activate your license. You must be able to transfer a file from the computer where WebTrends Analytics is installed to a computer that has an Internet connection.

To activate a license key manually:

1. Follow the steps for automatically activating your license. For more information, see [“Automatically Activating License Keys” on page 2](#).
2. In the Activate License Key dialog, right-click the **activation file** link.
3. Select **Save Target As**, and save the `License.htm` file to your computer. You can leave this dialog open while you complete the following steps.
4. Move the `License.htm` file to a computer that has an Internet connection.
5. Open the file in Internet Explorer. The file connects to the WebTrends Activation Server.
6. When prompted, save the new file to your computer. Name the file `Licensechange.txt`.

7. On the computer where WebTrends Analytics is installed, save this file to the root of the WebTrends Analytics installation directory.
8. Return to Activate Product dialog, and click **Activate**.
9. If your license key is successfully activated, the WebTrends Analytics log in page opens.

Deactivating License Keys

If you need to move the license key from one installation to another, you must first deactivate the key. You cannot activate the key on another computer until you do.

To deactivate a license key:

1. In the left pane, click **Administration > Application Settings > Licensing**.
2. Click **License Keys**.
3. Select the WebTrends license key (the first key listed).
4. Click the **Delete** icon. The Confirm Deactivation dialog opens.
5. Click **OK**. WebTrends Marketing Lab no longer runs until you activate a key in this or another installation.

Checking the License Status

You can view the details about your product license in WebTrends Administration.

To access the Licensing dialogs:

1. In the left pane, click **Administration > Application Settings > Licensing**.
2. Click **General**.

Chapter 2

Preparing for Your WebTrends Analytics Software Installation

This chapter discusses how to prepare for a WebTrends Analytics installation. Review this chapter before installing WebTrends Analytics. In this chapter:

- [“Deciding Which Installation Method to Use” on page 6](#)
- [“Planning for Log File Storage” on page 6](#)
- [“Assessing Your Data Storage Needs ” on page 6](#)
- [“Configuring the Domain User Security Settings” on page 8](#)
- [“Deciding Which Database to Use for the WebTrends System Database” on page 8](#)
- [“Deciding Which Ports to Use ” on page 10](#)
- [“Select the server whose port you want to change. ” on page 11](#)

For information about preparing to install WebTrends Marketing Warehouse, see *WebTrends Marketing Warehouse User’s Guide*.

Pre-Installation Checklist

- Collect all valid license keys for the product, add-on licenses, or subscriptions.
- Review the hardware, operating system, and browser requirements to ensure optimum performance of WebTrends Analytics. For more information, see [“WebTrends Marketing Lab System Requirements” on page 117](#).
- If anti-virus software is installed on your WebTrends-dedicated computers, decide whether you want to disable it. If the anti-virus software is activated when you install WebTrends, the installation program warns you that it may conflict with analysis. For more information, see [Chapter 15, “WebTrends and Anti-Virus Software” on page 117](#).
- Determine which installation method is right for you. For more information, see [“Deciding Which Installation Method to Use” on page 6](#).
- Consider how much storage you will need for WebTrends system data. For more information, see [“Assessing Your Data Storage Needs ” on page 6](#).
- If you plan to use a custom installation, create shares for WebTrends data. For more information, see [Chapter 2, “Setting Up Shares for Data ” on page 7](#).
- If you plan to use a custom installation and want to be able to schedule reports in Microsoft Word or Excel format, configure a domain user account for WebTrends. For more information, see [“Configuring the Domain User Security Settings” on page 8](#).

Deciding Which Installation Method to Use

There are three types of installations to support multiple environments, from a quick installation on one computer to environments with multiple computers each running the WebTrends components that your organization needs to maximize processing and report delivery. Each method has benefits and special considerations.

Express

Express installation allows you to install only the required components on one computer with just a few clicks. For more information, see [“Express Installation of WebTrends Analytics Software” on page 13](#)

Custom on One Computer

Custom installation allows you to choose which optional WebTrends components you want to install on the WebTrends dedicated computer. For example, with a custom installation, you can choose the type of database to use for storing WebTrends data (MySQL or your own pre-installed SQL Server database), run WebTrends services as a domain user giving you the ability to schedule reports in Microsoft Word or Excel format, and install the Express Analysis database engine. For more information, see [“Custom Installation of WebTrends Analytics on One Computer” on page 17](#).

Custom on Multiple Computers (Distributed)

Custom installation on multiple computers allows you to choose which optional components you want to install and where you want to install them. Distributed configurations are used by large organizations and those with high-traffic sites or a large number of report users. For more information, see [“Distributed Installation of WebTrends Analytics Software” on page 23](#).

Planning for Log File Storage

As a best practice, you should store your log files on a network location that the computers in your WebTrends implementation can access. Typically, this is accomplished by storing log files on a shared drive.

How much storage you need depends largely on your site traffic and how long you plan to store your processed log files. For more information about optimizing log file storage, see [“Optimizing Your Analysis Environment” on page 85](#).

If you use WebTrends Marketing Warehouse, there are additional storage requirements. For more information, see the *WebTrends Marketing Warehouse User's Guide*.

Assessing Your Data Storage Needs

Consider dedicating machines for storing your system and configuration data. As a general rule, plan on 5 GB of data per profile each year. You can store each repository on a separate system if necessary. During a custom installation, you specify storage locations for the following repositories:

Analysis Data Repository

Stores the data that is processed to generate reports; accessed primarily by the Analysis engines. How much data is stored depends on a number of variables including the amount of web site traffic, table limit settings, the quantity and complexity of your custom reports, and if you use WebTrends Visitor History feature, the amount of visitor history data that you store.

Report Data Repository

Stores the data used to display reports; is accessed by the UI Server and the Analysis engines. The size of the Report Data repository depends on the number of custom reports, your table limit settings, and the report period and storage profile settings.

Configuration Repository

Stores the settings WebTrends needs in order to run; these flat files require relatively little storage space.

Backup Repository

Contains WebTrends configuration data that can be used to restore your WebTrends Analytics installation if necessary. By default, WebTrends maintains seven daily backup archives and four weekly archives for each profile.

Express Analysis Log File Storage

Contains copies of the SmartSource data files that Express Analysis analyzes for constantly updated reporting.

Express Analysis Report Data Repository

Stores the data used to display Express Analysis reports; is accessed by the UI Server and the Express Analysis engines.

Event Database Source Directory

Contains your SmartSource Data Collector files, which are the source for your Marketing Warehouse profiles. For more information, see *WebTrends Marketing Warehouse User's Guide*.

Setting Up Shares for Data

During a custom installation, you are asked to specify the storage locations for the WebTrends data repositories discussed in the previous section. Because each path must be accessible by each machine that is part of the distributed installation, be sure you share each folder and give the machines in your installation the full control permission before beginning the installation.

Main Application Share Example

For example, to store data on the Main Application computer that has a name of "wtmain", the shares could be:

```
\\wtmain\storage\analysis  
\\wtmain\storage\report  
\\wtmain\storage\config  
\\wtmain\storage\backup
```

Express Analysis Share Example

If you plan to use the Express Analysis feature, you also need to set up two shared directories, one for Express Analysis log file data and one for Express Analysis report data. The following example shows two data shares created on a computer that has the name "expressanalysis":

```
\\wtexpressanalysis\logfiles  
\\wtexpressanalysis\reports
```

Note

WebTrends does not support administrative shares, such as \\systemname\c\$.

Configuring the Domain User Security Settings

If you want to be able to schedule reports in Microsoft Word or Excel format, the domain user account must have certain security settings. During a custom installation, you will specify the domain user account for WebTrends services to use.

To give the domain user account the required security settings:

1. From the Windows Local Security Settings dialog, select **Local Policies > User Rights Assignment**.
2. Select **Act as part of the operating system**, right-click, and select **Properties**.
3. Click **Add User or Group**, type a domain user account, and click **Check Names**. You must specify a specific domain user and not a group. The domain user must be a member of the local administrators group on the computer where WebTrends Analytics is installed.
4. Repeat the previous step for the **Log on as a service policy** and the **Log on locally/Allow log on locally** policy.

Note

If you plan to use express installation, WebTrends services will run as the local system account rather than as a domain user. You cannot configure services to run as a domain user with an express installation.

Deciding Which Database to Use for the WebTrends System Database

WebTrends Analytics uses a small database for system and configuration data. The database coordinates the work of all other components. If you plan to use the express installation, MySQL will be installed and configured as the system database. If you use the custom installation, you can use either the MySQL database that is included with WebTrends Analytics or your own Microsoft SQL Server database.

If you choose to use Microsoft SQL Server, you must install it before you install the WebTrends system database component. You will install the system database component on the SQL Server computer. The SQL Server installation reside on a computer dedicated to storing and supporting only WebTrends-related databases. While the SQL Server has the ability to maintain multiple databases, the system resource and configuration requirements of the WebTrends database server environment demand a dedicated database server environment to assure proper performance and reliability.

Preparing a MySQL Database Installation

If you plan to use MySQL for your WebTrends system database, no special preparation is required. The database is installed when you install the WebTrends software. The installation program provides the host name and associated port number for you, and automatically loads MySQL onto your system. If you plan to use the custom installation on multiple computer, you can install the system database component on the system running the UI Server or on a separate system.

Preparing a Microsoft SQL Server Installation

This section contains instructions that must be followed prior to installing WebTrends Analytics software.

Installing Microsoft SQL Server for Your WebTrends System Database

The SQL Server installation must be installed on a system dedicated to storing and supporting only WebTrends-related databases. While SQL Server can maintain multiple databases, the system resource and configuration requirements of the WebTrends database server environment demand a dedicated server to assure proper performance and reliability.

If you plan to use Microsoft SQL Server for your WebTrends system database, you must follow the installation protocol.

To follow the installation protocol:

1. Install the Microsoft SQL Server software before beginning any WebTrends product installation.
2. Install the WebTrends system database on the same computer where the Microsoft SQL Server was installed. For a distributed installation, this should happen before you install any other WebTrends Analytics software component. For a basic installation, you can install more components at the same time as the WebTrends system database.

For a distributed installation, the Microsoft SQL server must be installed on a separate system from the WebTrends Analysis server. The WebTrends system database server should be a stand-alone database server.

For a distributed installation, you must run the installation of the WebTrends system database component from the computer where your Microsoft SQL server is installed in order for the upgrade process to work properly.

Setting up Microsoft SQL Server

WebTrends Analytics requires certain set up steps for Microsoft SQL Server

To set up Microsoft SQL Server:

1. Create two empty SQL server databases. Name one of them `wtMaster` and the other `wt_Sched`.
2. Configure a login account using SQL Server Authentication. The login account must be a member of the `sysadmin` server role. This login account should also be `db_owner` of the WebTrends' databases. The installation requires the user name and password for this user. For more information, see the Microsoft SQL Server documentation.
3. Enable the TCP/IP Protocol for Microsoft SQL Server. Enabling this protocol prevents a TCP/IP connection error. For more information, see "Enabling TCP/IP Protocol for Microsoft SQL Server."

Make a note of the host name of your SQL Server and the password for your login account. You will need this information if you are installing on multiple computers.

Note

Because of issues with mixing languages, WebTrends only supports SQL Servers that have the `SQL_Latin1_General_CP1_CI_AS` (case-insensitive) collation installed at the server level. The databases should then be configured with that same `SQL_Latin1_General_CP1_CI_AS` collation.

Enabling TCP/IP Protocol for Microsoft SQL Server

If you plan to install the Marketing Warehouse components and have TCP/IP Protocol disabled, you might experience database connection problems when you set up your database from WebTrends Administration.

To enable the TCP/IP Protocol:

1. Open the SQL Server Configuration Manager.
2. Select **SQL Server 2005 Network Configuration** in the left pane.
3. In the right pane, double-click **Protocols for MSSQLSERVER**.
4. In the right pane, note the status of TCP/IP.
5. *If the status denotes Disabled*, right-click **TCP/IP** and select **Enable**.
6. In the left pane, select **SQL Server 2005 Services**. This populates the right pane with protocols.
7. In the right pane, right-click **SQL Server Agent (MSSQLSERVER)** and select **Restart**.
8. In the right pane, right-click **SQL Server (MSSQLSERVER)** and select **Restart**.

Deciding Which Ports to Use

WebTrends uses ports to communicate with all the components in your installation. Review this section to make sure that other services that you plan to run on your WebTrends computers do not conflict with these ports.

During a custom installation, you can configure the following ports:

- System database (see note)
- User Interface Server

Note

You only configure the port for the WebTrends system database if you select MySQL as your database.

After installation, you can modify the following ports:

- GeoTrends Server
- Report Cache Server

For more information, see [“Modifying the Ports WebTrends Uses ” on page 11](#).

The following table shows the default port for each WebTrends component.

Component	Default Port	Configurable After Installation
Event Database Loader	3307	No
GeoTrends Server	7199	Yes
Report Cache Server	7299	Yes

Component	Default Port	Configurable After Installation
System Database	Microsoft SQL Server: 1433 Note: This should be installed and configured prior to the installation of WebTrends. MySQL Server: 3306	No

In addition, WebTrends needs to be able to access the WebTrends data stored on your network. This data is stored in the repositories discussed earlier in this chapter. For more information, see [“Assessing Your Data Storage Needs” on page 6](#). WebTrends runs on Windows which uses the Server Message Block (SMB) protocol to access network data. Your network administrator can tell you which port your version of Windows uses.

Modifying the Ports WebTrends Uses

You may need to change the ports that WebTrends components use if they are used by other services.

To modify ports after installation:

1. In the left pane, click **Administration > Application Settings > System Management > Hosts**.
2. Click **Use local settings**.
3. Select the server whose port you want to change.

Chapter 3

Express Installation of WebTrends Analytics Software

This chapter provides the information you need to install WebTrends Analytics software using the express installation program.

Using the express installation, you can install WebTrends Analytics software with minimal interaction on a single computer. If you plan to install WebTrends Analytics on multiple computers or install WebTrends Marketing Warehouse, use the custom installation option. For information about a custom installation on one computer, see [“Custom Installation of WebTrends Analytics on One Computer” on page 17](#). For more information about a custom installation on multiple computers, see [“Distributed Installation of WebTrends Analytics Software” on page 23](#).

Who Can Use Express Installation?

If you are installing WebTrends Analytics on a single computer and want to install only the core WebTrends components, you can install WebTrends with just a few clicks using the express installation. The express installation installs the following components on your computer:

My-SQL-based System Database

Stores data that WebTrends Analytics needs to coordinate work for all components.

UI Server

Serves reports to WebTrends users.

Report Cache Server

Stores reports requested by WebTrends users.

Report Exporter

Converts HTML reports to other formats.

Email Notification Service

Delivers system alerts by email.

Standard Analysis Engine

Analyzes your web traffic data.

Note

With an express installation, WebTrends services run as local system account rather than as a specified domain user. This means that you cannot schedule Microsoft Word or Excel format reports. However, you can still schedule HTML reports and Adobe PDF format reports.

Preparing for an Express Installation

Before installing WebTrends Analytics, complete the following checklist:

- Review the hardware, operating system, and browser requirements to ensure optimum performance of WebTrends Analytics. For more information, see [“WebTrends Marketing Lab System Requirements” on page 117](#).
- Collect all valid license keys for the product, add-on licenses, or subscriptions.
- If anti-virus software is installed on your WebTrends-dedicated computers, decide whether you want to disable it. If the anti-virus software is activated when you install WebTrends, the installation program warns you that it may conflict with analysis. For more information, see [Chapter 15, “WebTrends and Anti-Virus Software” on page 117](#).

Stopping WebTrends Services Before an Upgrade

If you are completing these steps to upgrade your installation, you need to stop the required services before installing the upgrade.

To stop the required services:

1. From the Windows Services panel, select and stop all WebTrends services except for the WebTrends - MySQL Service.
2. If you are running MySQL as your WebTrends system database, make sure that the WebTrends - MySQL Service is started. If not, restart it before installing the upgrade.

Performing an Express Installation

To install WebTrends Analytics on a single computer:

1. If you downloaded your software from the WebTrends web site:
 - a. On the computer where you want to install the **WebTrends Main Application** and **WebTrends System Database**, open the downloaded installation file.
 - b. 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.
2. Otherwise, on the computer where you want to install the **WebTrends Main Application** and **WebTrends System Database**, insert the WebTrends Analytics software CD-ROM into your CD-ROM drive. If your computer is set up to use auto-run, the installation program is automatically launched. If not, choose **Run** from the File or Start menus and type *X:\setup* where *X* is the drive letter of your CD-ROM drive. The installation program starts. Click **Next** to continue.
3. Before the WebTrends program files are copied to your computer, you must accept the End-User License Agreement. If you agree to the stated terms, click **I accept the terms in the license agreement** and click **Next**. Otherwise, click **Cancel** to exit the installation program without installing the software.
4. In the Add Licenses dialog, type a valid license key in the text box and click **Add License**. Repeat this step for each license key, add-on license, and subscription license that you have. Contact WebTrends Support if you do not have a valid license key.

Note

The computer where you are installing WebTrends must have an Internet connection in order to automatically activate a license key. If the computer does not have an Internet connection, you can manually activate the license key. For more information, see [“Manually Activating License Keys” on page 2](#).

5. In the Select Installation Type dialog, click **Express** to install WebTrends Analytics on a single computer.
6. In the System Database Connection dialog enter the host, port number, and administrator information. The default port is 3306. To create your database password, enter and confirm the password, and click **Install**.

Note

Specify a password for the system database, rather than your login password for WebTrends Marketing Lab. If this is an upgrade WebTrends installation, only the information specified during the first installation is valid.

7. The InstallShield Wizard complete indicates that the installation is complete.
 - a. *If you want to read important information about WebTrends including new features, identified issues, and summary of your installation, leave the **View Release Notes** check box selected.*
 - b. *If you want to download the WebTrends sample files that show how to set up features and demonstrate available reports, in the Download Sample Data dialog, select the **Download Sample** check box. Click **Save**, and specify where you want to save the file. By default, the file is saved to your computer desktop. After the installation program finishes, you can install the samples that you downloaded.*
 - c. Make a note of your WebTrends log in information.
 - d. Click **Finish** to close the Installation program.

Logging In to WebTrends Analytics

After you complete the installation, you can log in to WebTrends Analytics.

To log in:

1. Click the WebTrends Analytics desktop icon. The login dialog opens.
2. Type your network user name and password and click **Log in**. If you did not provide licensing information during the installation, you are prompted to activate your license.

You can then provide your WebTrends user name and password to log into WebTrends.

What's Next?

If you are installing WebTrends for the first time, you will need to complete a few basic configuration steps to start using WebTrends Analytics.

To complete your implementation:

1. Create a data source. For more information, see "Understanding Data Sources" in the *WebTrends Administration User's Guide*.
2. Create a profile. For more information, see ["Creating WebTrends Analytics Profiles" on page 61](#).
3. Configure session tracking. For more information, see ["Tracking Visitor Sessions" on page 67](#).
4. Review your security options. For more information, see ["Securing Your Implementation" on page 83](#).

Chapter 4

Custom Installation of WebTrends Analytics on One Computer

This chapter provides the information you need to install WebTrends Analytics software on one computer using the interactive custom installation option. Before you install, make sure you review the planning and preparation guidelines. For more information, see [“Preparing for Your WebTrends Analytics Software Installation” on page 5](#).

For information about installing WebTrends Analytics on multiple computers, see [Chapter 5, “Distributed Installation of WebTrends Analytics Software” on page 23](#). For information on installing Marketing Warehouse, see “Installing the Marketing Warehouse” in the *WebTrends Marketing Warehouse User’s Guide*.

Who Should Use a Custom Installation?

If you should use the custom installation program if you want to be able to:

- Choose which components are installed. For more information, see [“Understanding WebTrends Components” on page 17](#).
- Install WebTrends Analytics on more than one computer. For more information, see [“Distributed Installation of WebTrends Analytics Software” on page 23](#).
- Use Microsoft SQL Server as your system database rather than MySQL.
- Schedule reports in Microsoft Word or Excel format.

Understanding WebTrends Components

The WebTrends Analytics installation program includes several components. Some of these components are required and some are optional. With a custom installation, you can decide which optional components you install on your computer.

System Database

Stores the data that WebTrends Analytics needs to coordinate work for all components. For more information, see [“Preparing for Your WebTrends Analytics Software Installation” on page 5](#). You can use Microsoft SQL Server or MySQL for the system database. The WebTrends installation program includes MySQL.

UI Server

Provides the application interface and serves reports.

Analysis Engine

Analyzes your web data.

Standard Analysis Engine

A required component that performs scheduled analysis of your web traffic data.

Express Analysis Engine

An optional component that provides on-going analysis of your web traffic data for limited, current day only reporting. If you plan to use Express Analysis, you will need to install the Express Analysis engine component.

GeoTrends Server

An optional component that adds geographical data about your visitors to reports.

Stopping WebTrends Services Before an Upgrade

If you are completing these steps to upgrade your installation, you must stop the required services before installing the upgrade.

To stop the required services:

1. From the Windows Services panel, select and stop all WebTrends services except for the WebTrends - MySQL Service.
2. *If you are running MySQL as your WebTrends system database*, make sure that the WebTrends - MySQL Service is started. If not, restart it before installing the upgrade.

Performing a Custom Installation on One Computer

This section provides instructions for installing WebTrends Analytics on a single computer. Before installing, make sure you review the planning and preparation guidelines. For more information, see [“Preparing for Your WebTrends Analytics Software Installation” on page 5](#)

To install WebTrends Analytics on one computer:

1. If you downloaded your software from the WebTrends web site:
 - a. On the computer where you want to install WebTrends Analytics, open the downloaded installation file.
 - b. 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.
2. Otherwise, on the computer where you want to install WebTrends Analytics, insert the installation CD-ROM into your CD-ROM drive. If your computer is set up to use auto-run, the installation program is automatically launched. If not, choose **Run** from the File or Start menus and type *X:* \setup where *X* is the drive letter of your CD-ROM drive. The installation program starts. Click **Next** to continue.
3. Before the WebTrends program files are copied to your computer, you must accept the End-User License Agreement. If you agree to the stated terms, click **I accept the terms in the license agreement** and click **Next**. Otherwise, click **Cancel** to exit the installation program without installing the software.
4. In the License Keys dialog, type a valid license key in the text box and click **Add License**. Repeat this step for each license key, add-on license, and subscription license that you have. Contact WebTrends Support if you do not have a valid license key.

Note

The computer where you are installing WebTrends must have an Internet connection in order to automatically activate a license key. If the computer does not have an Internet connection, you can manually activate the license key. For more information, see [“Manually Activating License Keys” on page 2](#).

5. In the Select Installation Type dialog, click **Custom** to install WebTrends Analytics on a single computer. Specify the location where you want to install WebTrends.
6. In the Select Components dialog, select the components to install. The required components are selected by default. For more information about WebTrends components, see ["Understanding WebTrends Components" on page 17](#). Click **Next**.
7. *If your computer does not meet the minimum system requirements*, a message indicates the requirements that are not met. Click **No** to cancel the installation program. Click **Yes** to continue. Only install WebTrends Analytics on a dedicated computer that meets the minimum system requirements. For more information, see ["WebTrends Marketing Lab System Requirements" on page 117](#).
8. In the System Database Connection dialog, specify whether you want to use Microsoft SQL Server or MySQL for the WebTrends system database. MySQL is included with WebTrends. If you are using Microsoft SQL Server, review [Chapter 2, "Preparing a Microsoft SQL Server Installation" on page 8](#).
9. In the Data Storage Locations dialog, specify the storage locations for each data repository. Each path must be accessible by the WebTrends computer. As a best practice, you should specify the paths to shared directories that you create before beginning the installation. Specifying these paths using Universal Naming Convention (UNC) simplifies adding computers to your installation. For more information, see [Chapter 2, "Setting Up Shares for Data" on page 7](#).

Specify the following storage locations:

- Location for storing analysis data in the **Analysis Data Repository** text box.
- Location for storing report data in the **Report Data Repository** text box.
- Location for WebTrends configuration data in the **Configuration Repository** text box.
- Location for configuration data that you can use to restore your installation in the **Backup Repository** text box.

Click **Next**.

10. *If you selected Express Analysis Engine in [Step 6](#)*, in the Express Analysis Data Storage Locations dialog complete the following steps.
 - a. In the **Express Analysis Log Source** text box, specify the location where WebTrends should store Express Analysis log files.
 - b. In the Express Analysis Report Data Repository, specify the location where WebTrends should store Express Analysis reports.
 - c. Click **Next**.
11. In the WebTrends Service Account dialog, specify the type of account that WebTrends services should use.
 - *If you plan to store data locally*, click **Use the Local System Account**. Be aware that if you select this option, you cannot schedule reports in Microsoft Word or Excel formats because these programs require a domain account to run. Click **Next**.

- If you are storing WebTrends data on a network location or if you plan to schedule reports in Microsoft Word or Excel formats, click **Use the 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 uses. Click **Next**.

Notes

- In this step, you are creating a new or using an established password for the database, not using your login password for WebTrends Analytics. If this is a upgrade WebTrends installation, only the information specified during the first installation is valid.
 - Make sure the security settings are properly configured for the domain user account selected in this step. For more information, see [“Preparing for Your WebTrends Analytics Software Installation” on page 5](#).
-

12. In the WebTrends User Interface dialog, configure Microsoft IIS for the WebTrends UI server.

- Specify the IP address that you want to be associated with the WebTrends UI server.
- Specify the port that will be used to access WebTrends Analytics. The default port is 7099.
- Specify the URL that you want to be used to access WebTrends.
- If you want to identify this WebTrends installation, provide a description.
- Click **Next**.
 - If you selected MySQL as your system database, enter the port number and an administration user name and password you want to use. The default port is 3306. To create your database password, enter and confirm the password, and click **Next**.
 - If you selected SQL Server as your system database, specify the administrator user name and password to access the database. Click **Next**.

13. If you selected GeoTrends Server in [Step 6](#), in the GeoTrends Data File Location dialog, specify the location of your GeoTrends data file.

- If you want WebTrends to use the latest version of the GeoTrends data file, click **Download File**. Save the file to a location accessible by your WebTrends computer, then click **Browse** and locate the geotrends.dat file.
- If you want WebTrends to use the GeoTrends data file provided on your installation CD-ROM, click **Browse** and locate the geotrends.dat file on the CD-ROM.

Click **Next** to continue.

14. The Start Copying Files dialog opens. Click **Next**. The WebTrends program files are installed to your computer.

15. The InstallShield Wizard complete indicates that the installation is complete.

- If you want to read important information about WebTrends including new features, identified issues, and summary of your installation, leave the **View Release Notes** check box selected.
- If you want to download the WebTrends sample files that show how to set up features and demonstrate available reports, in the Download Sample Data dialog, select the **Download Sample** check box. Click **Save**, and specify where you want to save the file. By default, the file is saved to your computer desktop. After the installation program finishes, you can install the samples that you downloaded.
- Make a note of your WebTrends log in information.

16. Click **Finish** to close the Installation program.

Note

If you installed WebTrends from a downloaded installation program, be sure to preserve the downloaded directory that contains the installation files. If you want to modify WebTrends components after installation, InstallShield needs the downloaded directory to change your installation.

Logging In to WebTrends Analytics

After you complete the installation, you can log in to WebTrends Analytics.

To log in:

1. Click the WebTrends Analytics desktop icon. The login dialog opens.
2. Type your network user name and password and click **Log in**. If you did not provide licensing information during the installation, you need to activate your license. For more information, see [“Logging In to WebTrends Analytics” on page 21](#).

What’s Next?

If you are installing WebTrends for the first time, you will need to complete a few basic configuration steps to start using WebTrends Analytics.

To complete your implementation:

1. Create a data source. For more information, see “Understanding Data Sources” in the *WebTrends Administration User’s Guide*.
2. Create a profile. For more information, see [“Creating WebTrends Analytics Profiles” on page 61](#).
3. Configure session tracking. For more information, see [“Tracking Visitor Sessions” on page 67](#).
4. Review your security options. For more information, see [“Securing Your Implementation” on page 83](#).

Chapter 5

Distributed Installation of WebTrends Analytics Software

This chapter provides an overview of WebTrends distributed configuration and provide instructions for installing WebTrends Analytics software in a distributed environment. Issues related to upgrading are discussed at the end of the chapter. Before you install, make sure you review the planning and preparation guidelines. For more information, see [“Preparing for Your WebTrends Analytics Software Installation” on page 5](#).

Who Should Use a Distributed Installation?

Large organizations that support a large number of report users or have a high-traffic web sites might need install WebTrends components across multiple computers that work together as one implementation. You might use a distributed installation to manage many complex analysis processes, distribute the impact of a large number of concurrent users viewing reports, or analyze more web site traffic than a single-computer installation can process in one day. If you plan to use the WebTrends Marketing Warehouse, you must install the Marketing Warehouse on a dedicated computer, separate from the computer(s) running other WebTrends components.

Your web site traffic and your reporting needs determine the number of computers in your WebTrends installation. A distributed configuration provides the flexibility to run components in the configuration that works best for your organization, whether that means installing multiple components on one computer or installing a single component, such as Analysis, on multiple computers. WebTrends components are discussed in detail in the section, [“Performing a Distributed Installation” on page 25](#).

Understanding WebTrends Components

The WebTrends Analytics installation program includes several components. Some of these components are required and some are optional. With a custom installation, you can decide which optional components you install on your computer.

Analysis Engine

Analyzes your web data.

Standard Analysis Engine

A required component that performs scheduled analysis of your web traffic data.

Express Analysis Engine

An optional component that provides on-going analysis of your web traffic data for limited, current day only reporting. If you plan to use Express Analysis, you will need to install the Express Analysis component.

Configuration Databases

Stores additional information related to the web event data in your Marketing Warehouse. Your organization populates this database by uploading data from external sources such as customer databases. When you install this component, the installer creates the Extended Attributes Master Database in the Marketing Warehouse. You install only one Extended Attributes Database for each distributed architecture.

GeoTrends Server

An optional component that adds geographical data about your visitors to reports. If you want this geographic information, and your web site receives a lot of visitors, then you may want to install GeoTrends on a separate computer. Doing so allows GeoTrends to run without taking memory away from other important components. Otherwise, install GeoTrends on the machine running the Analysis Engine.

Note

If you plan to install WebTrends Marketing Warehouse, GeoTrends Server is required.

Marketing Warehouse

Imports data from SmartSource Data Collector data files and stores the results in an SQL Server database to allow customized data exploration. For more information about these components, see the *WebTrends Marketing Warehouse User's Guide*.

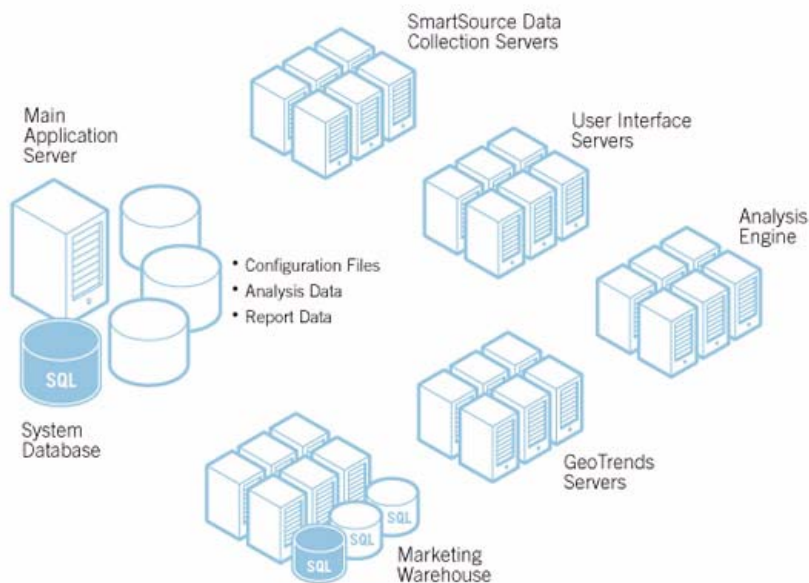
System Database

Stores the data that WebTrends Analytics needs to coordinate work for all components. For more information, see [“Performing a Distributed Installation” on page 25](#). You can use Microsoft SQL Server or MySQL for the system database. The WebTrends installation program includes MySQL.

UI Server

Provides the application interface and serves reports. The number of users who view reports concurrently determines the number of computers that you need running this component. You may want to install the UI Server separately so that report viewing does not slow down when other components such as Analysis are running.

The following graphic shows WebTrends components in one possible distributed configuration:



Performing a Distributed Installation

After all the computers designated for WebTrends Analytics are configured, you can proceed with the installation. Before you install, make sure you review the planning and preparation guidelines. For more information, see [“Preparing for Your WebTrends Analytics Software Installation” on page 5](#),

Notes

For detailed information on installing Marketing Warehouse, see “Installing the Marketing Warehouse” in the *WebTrends Marketing Warehouse User’s Guide*.

If you want to upgrade your installation to a newer version, see [“Upgrading Considerations” on page 28](#).

When you install WebTrends Analytics components in a distributed configuration, you begin by installing the system database component.

To perform a distributed installation:

1. If you downloaded your software from the WebTrends web site:
 - a. On the computer where you want to install the system database component, open the downloaded installation file.
 - b. 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.
2. Otherwise, on the computer where you want to install the system database component, insert the installation CD-ROM into your CD-ROM drive. If your computer is set up to use auto-run, the installation program is automatically launched. If not, choose **Run** from the File or Start menus and type `X:\setup.exe` where *X* is the drive letter of your CD-ROM drive. The installation program starts. Click **Next** to continue.
3. Before the WebTrends program files are copied to your computer, you must accept the End-User License Agreement. If you agree to the stated terms, click **I accept the terms in the license agreement** and click **Next**. Otherwise, click **Cancel** to exit the installation program without installing the software.
4. In the License Keys dialog, type a valid license key in the text box and click **Add License**. Repeat this step for each license key, add-on license, and subscription license that you have. Contact WebTrends Support if you do not have a valid license key.

Note

The computer where you are installing WebTrends must have an Internet connection in order to automatically activate a license key. If the computer does not have an Internet connection, you can manually activate the license key. For more information, see [“Manually Activating License Keys” on page 2](#).

5. In the Select Installation Type dialog, click **Custom**. Specify the location where you want to install WebTrends.
6. In the Select Components dialog, select the components to install on this computer. The required components are selected by default. For more information about WebTrends components, see [“Understanding WebTrends Components” on page 23](#).

You can install the System Database with or without the UI Server. Decide whether you want the components on separate computers or on the same computer:

- *If you want to install the WebTrends System Database on a dedicated computer*, perform the entire installation of the System Database on one computer, then install the Configuration Databases on another computer, and finally install the UI Server and any other components on another computer. Clear the check boxes for the components that you do not want to install.
- *If you want to install the System Database and the UI Server on the same computer*, perform the entire installation of the System Database, Configuration Databases, UI Server, and other components on one computer, then install any other components, such as Analysis on another computer(s). Clear the check boxes for the components that you do not want to install.

Notes

You must install the Marketing Warehouse components on a dedicated computer. They cannot run on the same system as the Main Application.

Click **Next**.

7. *If your computer does not meet the minimum system requirements*, a message indicates the requirements that are not met. Click **No** to cancel the installation program. Click **Yes** to continue. Only install WebTrends Analytics on a dedicated computer that meets the minimum system requirements. For more information, see [“WebTrends Marketing Lab System Requirements” on page 117](#).
8. In the System Database Connection dialog, specify whether you want to use Microsoft SQL Server or MySQL for the WebTrends system database. MySQL is included with WebTrends. If you are using Microsoft SQL Server, review [“Preparing a Microsoft SQL Server Installation ” on page 8](#).
 - *If you selected MySQL as your system database*, enter the port number and an administration user name and password you want to use. The default port is 3306. To create your database password, enter and confirm the password, and click **Next**.
 - *If you selected SQL Server as your system database*, enter the host where the database resides and the administrator user name and password to access the database. Click **Next**.
9. In the Data Storage Locations dialog, specify the storage locations for each data repository. Each path must be accessible by the WebTrends computer. As a best practice, you should specify the paths to shared directories that you create before beginning the installation. Specifying these paths using Universal Naming Convention (UNC) simplifies adding computers to your installation. For more information, see [“Setting Up Shares for Data ” on page 7](#).

Specify the following storage locations:

- Location for storing analysis data in the **Analysis Data Repository** text box.
- Location for storing report data in the **Report Data Repository** text box.
- Location for WebTrends configuration data in the **Configuration Repository** text box.
- Location for configuration data that you can use to restore your installation in the **Backup Repository** text box.

Click **Next**.

10. *If you selected Express Analysis Engine in [Step 6](#)*, in the Express Analysis Data Storage Locations dialog complete the following steps.
 - a. In the **Express Analysis Log Source** text box, specify the location where WebTrends should store Express Analysis log files.
 - b. In the **Express Analysis Report Data Repository** text box, specify the location where WebTrends should store Express Analysis reports.
 - c. Click **Next**.

11. In the WebTrends Service Account dialog, specify the type of account that WebTrends services should use.

- If you plan to store data locally, click **Local System Account**. Be aware that if you select this option, you cannot schedule reports in Microsoft Word or Excel formats because these programs require a domain account to run. Click **Next**.
- If you are storing WebTrends data on a network location or if you plan to schedule reports in 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 uses. Click **Next**.

Notes

- In this step, you are creating a new or using an established password for the database, not using your login password for WebTrends Analytics. If this is a upgrade WebTrends installation, only the information specified during the first installation is valid.
 - Make sure the security settings are properly configured for the domain user account selected in this step. For more information, see [“Preparing for Your WebTrends Analytics Software Installation” on page 5](#).
-

12. In the WebTrends User Interface dialog, configure Microsoft IIS for the WebTrends UI server.

- a. Specify the IP address that you want to be associated with the WebTrends UI server.
- b. Specify the port that will be used to access WebTrends Analytics. The default port is 7099.
- c. Specify the URL that you want to be used to access WebTrends.
- d. If you want to identify this WebTrends installation, provide a description.
- e. Click **Next**.

13. If you selected *GeoTrends Server* in [Step 6](#), in the GeoTrends Data File Location dialog, specify the location of your GeoTrends data file.

- If you want WebTrends to use the latest version of the GeoTrends data file, click **Download File**. Save the file to a location accessible by your WebTrends computer, then click **Browse** and locate the `geotrends.dat` file.
- If you want WebTrends to use the GeoTrends data file provided on your installation CD-ROM, click **Browse** and locate the `geotrends.dat` file on the CD-ROM.

Click **Next** to continue.

14. In the Start Installation dialog, click **Next**. The WebTrends program files are installed to your computer.

15. The InstallShield Wizard complete indicates that the installation is complete.

- a. If you want to read important information about WebTrends including new features, identified issues, and summary of your installation, leave the **View Release Notes** check box selected.
- b. If you want to download the WebTrends sample files that show how to set up features and demonstrate available reports, in the Download Sample Data dialog, select the **Download Sample** check box. Click **Save**, and specify where you want to save the file. By default, the file is saved to your computer desktop. After the installation program finishes, you can install the samples that you downloaded.
- c. Make a note of your WebTrends log in information.

d. Click **Finish** to close the Installation program.

16. Install the remaining components on your other WebTrends-designated computers in the order that you choose.

Note

If you installed WebTrends from a downloaded installation program, be sure to preserve the downloaded directory that contains the installation files. If you want to modify WebTrends components after installation, InstallShield needs the downloaded directory to change your installation.

Logging In to WebTrends Analytics

After you complete the installation, you can log in to WebTrends Analytics.

To log in:

1. Click the WebTrends Analytics desktop icon. The login dialog opens.
2. Type your network user name and password and click **Log in**. If you did not provide licensing information during the installation, you are prompted to activate your license.

What's Next?

If you are installing WebTrends for the first time, you will need to complete a few basic configuration steps to start using WebTrends Analytics.

To complete your implementation:

1. Create a data source. For more information, see [Choosing a Data Collection and Storage Method](#).
2. Create a profile. For more information, see [“Creating WebTrends Analytics Profiles” on page 61..](#)
3. Configure session tracking. For more information, see [“Tracking Visitor Sessions” on page 67.](#)
4. Review your security options. For more information, see [“Securing Your Implementation” on page 83.](#)

Upgrading Considerations

If you are completing these steps to upgrade your installation, you must stop the required services before you install the upgrade. As a best practice, you should also back up your WebTrends computers before you install the upgrade. For more information, see [“Backing Up and Restoring WebTrends Data” on page 109.](#)

To stop the required services:

1. From the Windows Services panel on the computer where the UI Server is installed, stop all WebTrends services except for the WebTrends - MySQL service if it is included in the services list. Make sure you stop these services on all WebTrends computers.
2. Make sure your WebTrends system database is still running.
 - a. *If you are running MySQL for your WebTrends System Database, make sure that the WebTrends MySQL Service is started. If not, restart it before installing the upgrade.*

Monitoring Hosts in Your Installation

For troubleshooting purposes, you may need to check the status of the WebTrends services. The Service Health dialog allows you manage all the WebTrends services in your installation through WebTrends Administration.

To manage WebTrends services, in the left pane, click **Administration > Application Settings > Monitoring > Service Health**.

Chapter 6

Unattended Installation of WebTrends Software

An unattended installation allows you to install WebTrends Analytics without requiring your constant attention by removing the need to answer the typical questions required during the installation process. This chapter describes how to prepare for and perform an unattended installation. It also provides syntax and code examples that show how to install various WebTrends Analytics components.

Installation Guidelines

The following list outlines guidelines you must follow for installation:

- Use this method only if you are familiar with WebTrends Analytics and your local network.
- Obtain or have administrator rights for the computer(s) on which you are installing WebTrends.
- Perform the unattended installation locally from the computer where you want WebTrends installed.
- Install WebTrends on a remote computer with third-party software that allows you to execute programs on remote systems.

Preparing for an Unattended Installation

This section describes what you need to do before you perform an unattended installation of WebTrends Analytics. To ensure optimum performance, WebTrends Analytics should be installed on a computer dedicated solely to this software. However, you can install WebTrends components on different computers, and you don't have to install all of the components or subcomponents (but some are required).

To prepare for your unattended installation:

- Before performing the installation, make sure your computer(s) meets the system requirements. Review the minimum system requirements provided in the Release Notes. Also, see the WebTrends v8_1 Release Notes.htm file located in the /Docs directory of the WebTrends Analytics Installation CD.
- Make sure you have local administrator rights on the installation computer(s).
- *If you have an earlier version of WebTrends Analytics installed*, uninstall that version using Windows Add or Remove Programs utility before proceeding. Currently, unattended upgrades are not supported. *If you have WebTrends v8.1 or later installed*, you need to follow the uninstall instructions. For more information, see [“Performing an Unattended Uninstallation” on page 49](#).
- Review the information available in [“Understanding the Files to Install” on page 32](#) to find out which prerequisites and Microsoft Installer (MSI) files that you need to install, as well as the order that the components should be installed. Use this information to install the following WebTrends components. For more information, see “Planning Your WebTrends Marketing Warehouse Installation” in the *Marketing Warehouse User's Guide*.
 - System Database
 - UI Server *

- Analysis Engine *
- Marketing Warehouse *
- GeoTrends

Note

The components denoted with an asterisk (*) contain subcomponents that you can install individually. For more information about installing subcomponents, see [“Installing Subcomponents” on page 44](#).

- Plan which MSI files you need to install for each of the Marketing Warehouse products and add-ons included in your license. For more information, see [“MSI Files to Install for WebTrends Components” on page 33](#).

Understanding the Files to Install

Once you know the WebTrends components that you want to install and where you want to install them, you can use the tables in this section to determine which prerequisites and MSI files should be installed for each WebTrends component.

Prerequisites for WebTrends Components

The following table indicates the prerequisites that need to be installed for each WebTrends component.

WebTrends Component	Required Prerequisites	Required Installation Steps
System Database	<ul style="list-style-type: none"> • Windows Installer 3.1 • mysql -connector-odbc-Instal I 3. 51. 12-wi n32. msi • JET 4.0 • Microsoft Core XML Services 6.0 • Microsoft SQL Server Native Client • Microsoft SQL Server 2005 Analysis Services 9.0 OLE DB Provider • Microsoft SQL Server 2005 Management Objects Collection 	Follow Steps 1 to 7 in “Installing the Prerequisites” on page 34 .
UI Server	<ul style="list-style-type: none"> • Windows Installer 3.1 • mysql -connector-odbc-Instal I 3. 51. 12-wi n32. msi • JET 4.0 • Microsoft Core XML Services 6.0 • Microsoft SQL Server Native Client • Microsoft SQL Server 2005 Analysis Services 9.0 OLE DB Provider • Microsoft SQL Server 2005 Management Objects Collection 	Follow Steps 1 to 7 in “Performing an Unattended Installation of WebTrends” on page 35 .

WebTrends Component	Required Prerequisites	Required Installation Steps
Analysis Engine	<ul style="list-style-type: none"> Windows Installer 3.1 mysql-connector-odbc-Instal l 3. 51. 12-wi n32. msi JET 4.0 	Follow Steps 1 to 3 in “Performing an Unattended Installation of WebTrends” on page 35.
Marketing Warehouse	<ul style="list-style-type: none"> Windows Installer 3.1 mysql-connector-odbc-Instal l 3. 51. 12-wi n32. msi JET 4.0 Microsoft Core XML Services 6.0 Microsoft SQL Server Native Client Microsoft SQL Server 2005 Analysis Services 9.0 OLE DB Provider Microsoft SQL Server 2005 Management Objects Collection 	Follow Steps 1 to 7 in “Performing an Unattended Installation of WebTrends” on page 35.
GeoTrends	<ul style="list-style-type: none"> Windows Installer 3.1 mysql-connector-odbc-Instal l 3. 51. 12-wi n32. msi JET 4.0 	Follow Steps 1 to 3 in “Performing an Unattended Installation of WebTrends” on page 35.

MSI Files to Install for WebTrends Components

The following table indicates which MSI files need to be installed for each WebTrends component.

WebTrends Components	WebTrends System Database. msi	WebTrends Scheduler Agent. msi	WebTrends System Repository. msi	WebTrends Analysis. msi	WebTrends Marketing Warehouse. msi	WebTrends GeoTrends. msi	WebTrends Main Application. msi	WebTrends Management Application. msi	WebTrends Visitor Intelligence. msi	WebTrends UI Server Modules. msi
System Database	Y	Y	Y	--	--	--	--	--	--	--
UI Server	--	Y	--	--	--	--	Y	Y	Y	Y

Analysis Engine	--	Y	--	Y	--	--	--	--	--	--
Marketing Warehouse	--	Y	--	--	Y	--	--	--	--	--
GeoTrends	--	Y	--	--	--	Y	--	--	--	--

Installing the Prerequisites

Prerequisites are third party software programs that need to be installed before you install WebTrends Analytics. You need to install prerequisites before you install the WebTrends Analytics components that you want on your computer. Only install the prerequisites that you need. If you do not have one or more prerequisite programs, you can find them on the WebTrends software installation CD in the MSI directory. For example, you can go to `E:\MSI\prerequisites.msi` to find a prerequisite.

Some prerequisites are not required for all WebTrends components. Use the WebTrends Components table to determine which steps that you need to perform for each WebTrends component. For more information, see [“Understanding the Files to Install” on page 32](#)

To install prerequisites:

1. Install the appropriate Windows Installer 3.1. For example, `WindowsInstaller-KB893803-v2-x86.exe`.
2. *If you use MySQL*, install `mysql-connector-odbc-Install 3.51.12-win32.msi`.
3. Install the appropriate JET 4.0:
 - For Windows 2003 32 bit, install `windwsserver2003-kb829558-x86-enu.exe`.
 - For Windows 2003 64 bit, install `WindowsServer2003-KB829558-i a64-ENU.exe`.
 - For XP, install `WindowsXP-KB829558-x86-ENU.exe`.
4. Install the Microsoft Core XML Services 6.0 for your processor.
 - For a 32-bit processor, install `msxml 6.msi`.
 - For an Intel 64 bit processor, install `msxml 6_i a64.msi`.
 - For a non-Intel 64 bit processor, install `msxml 6_x64.msi`.
5. Install the Microsoft SQL Server Native Client for your processor.
 - For a 32-bit processor, install `sql ncl i .msi`.
 - For an Intel 64 bit processor, install `sql ncl i _i a64.msi`.
 - For a non-Intel 64 bit processor, install `sql ncl i _x64.msi`.
6. Install the Microsoft SQL Server 2005 Analysis Services 9.0 OLE DB Provider for your processor.
 - For a 32-bit processor, install `SQLServer2005_ASOLEDB9.msi`.
 - For an Intel 64 bit processor, install `SQLServer2005_ASOLEDB9_i a64.msi`.
 - For a non-Intel 64 bit processor, install `SQLServer2005_ASOLEDB9_x64.msi`.
7. Install the Microsoft SQL Server 2005 Management Objects Collection for your processor.
 - For a 32-bit processor, install `SQLServer2005_XM0.msi`.
 - For an Intel 64 bit processor, install `SQLServer2005_XM0_i a64.msi`.
 - For a non-Intel 64 bit processor, install `SQLServer2005_XM0_x64.msi`.

Performing an Unattended Installation of WebTrends

After you install all of the necessary prerequisites and you know which components you want to install, you are ready to perform an unattended installation of WebTrends Analytics. Use the syntax and guidelines provided in this section to perform an unattended installation.

To perform an unattended installation:

1. Review the Syntax guidelines to help you with your command line syntax. For more information, see [“Installation Syntax” on page 35](#).
2. Because each WebTrends MSI files require certain parameters to be set, identify which parameters need to be set for each installation. For more information, see the table in [“Required Parameters For Installing MSI Files” on page 36](#).
3. Refer to the table of MSI Parameters if you want to identify parameters for certain MSI installation files. This table describes available parameters. For more information, see [“MSI Properties \(Command Line Parameters\)” on page 40](#).
4. Review the information about installing subcomponents. This information shows you how to set the ADDLOCAL properties so you can install one or more subcomponents. For more information, see [“Installing Subcomponents” on page 44](#).
5. Install WebTrends MSI files in the following order. For more information and syntax examples, see [“Examples for Installing WebTrends Components” on page 46](#).
 - a. Install WebTrends System Database.msi.
 - b. Install WebTrends Scheduler Agent.msi.
 - c. Install WebTrends System Repository.msi.
 - d. Install WebTrends Analysis.msi.
 - e. Install WebTrends Marketing Warehouse.msi (required by Marketing Warehouse).
 - f. Install WebTrends GeoTrends.msi.
 - g. Install WebTrends Main Application.msi.
 - h. Install WebTrends Management Application.msi (required by Marketing Warehouse).
 - i. Install WebTrends Visitor Intelligence.msi (required by Marketing Warehouse).
 - j. Install WebTrends UI Server Modules.msi (required by Marketing Warehouse).
6. *If you installed the UI Server component*, you need to stop and start the wtui service. You can stop and start the wtui service by typing the following at a command-line prompt:

NET STOP wtui

NET START wtui

Installation Syntax

To perform an unattended installation of WebTrends Scheduler Agent, use the following syntax:

```
msiexec.exe /i "E:\MSI\WebTrends Scheduler Agent.msi" /q [OPTIONS]
```

where E: \ represents the CD Drive that contains the WebTrends CD and [*OPTI ONS*] are the MSI Public Properties for the components you want to install. For more information about what to use for the [*OPTI ONS*], see to “MSI Public Property Parameters” on page 36.

Note

WebTrends currently supports three Microsoft Installer (MSI) user interface options: /q, /qb and /qn. These options set the User Interface level. The /q and /qn options turn off the user interface. A /qb option uses a basic user interface.

Optionally, you can include a command that logs installation information for troubleshooting. For example, msiexec.exe /i "E:\MSI\WebTrends Scheduler Agent.msi" /I *v "C:\WebTrends Scheduler Agent.log".

MSI Public Property Parameters

Use the examples in “Examples for Installing WebTrends Components” on page 46 to identify how you should incorporate MSI Properties parameters into your unattended installation syntax. For more information about the parameters you need to set for proper installation, see the table in “Required Parameters For Installing MSI Files” on page 36.

Required Parameters For Installing MSI Files

You can use this section to identify which parameters you need to set for proper installation of each WebTrends component. For information about how these parameters are used, see “Examples for Installing WebTrends Components” on page 46.

Required Parameter	WebTrends System Database.msi	WebTrends Scheduler Agent.msi	WebTrends System Repository.msi	WebTrends Analytics.msi	WebTrends Marketing Warehouse.msi	WebTrends GeoTrends.msi	WebTrends Main Application.msi	WebTrends Management Application.msi	WebTrends Visitor Intelligence.msi	WebTrends UI Server Modules.msi
ADDLOCAL	n/a	Y	Y	Y	Y	Y	Y	Y	Y	Y
BACKUP_DIR	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a	n/a	n/a
ADMINUSER_DOMAIN	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Y	n/a	Y

Required Parameter	WebTrends System Database.msi	WebTrends Scheduler Agent.msi	WebTrends System Repository.msi	WebTrends Analytics.msi	WebTrends Marketing Warehouse.msi	WebTrends GeoTrends.msi	WebTrends Main Application.msi	WebTrends Management Application.msi	WebTrends Visitor Intelligence.msi	WebTrends UI Server Modules.msi
ADMINUSER_USERNAME	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Y	n/a	Y
ADMINUSER_PASSWORD	n/a	n/a	n/a	n/a	n/a	n/a	n/a	Y	n/a	Y
CONFIG_DIR	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a	n/a	n/a
DB_TYPE	Y	Y	Y	Y	Y	Y	Y	n/a	n/a	n/a
EX_ATTRIBUTES_DATA_DIR	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a
EX_ATTRIBUTES_HOST	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a
EX_ATTRIBUTES_LOG_DIR	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a
EX_ATTRIBUTES_PASS	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a
EX_ATTRIBUTES_USER	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a
FASTTRENDS_DIR	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a	n/a	n/a
GEOTRENDS_DATA	n/a	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a
INSTALL_DIR	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
IPADDRESS	n/a	n/a	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a
MASTER_HOST	Y	Y	Y	Y	Y	Y	Y	n/a	n/a	n/a

Required Parameter	WebTrends System Database. msi	WebTrends Scheduler Agent. msi	WebTrends System Repository. msi	WebTrends Analytics. msi	WebTrends Marketing Warehouse. msi	WebTrends GeoTrends. msi	WebTrends Main Application. msi	WebTrends Management Application. msi	WebTrends Visitor Intelligence. msi	WebTrends UI Server Modules. msi
MASTER_PASS	Y	Y	Y	Y	Y	Y	Y	n/a	n/a	n/a
MASTER_PORT (for SQL Server)	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
MASTER_PORT (for MySQL)	Y	Y	Y	Y	Y	Y	Y	n/a	n/a	n/a
MASTER_USER	Y	Y	Y	Y	Y	Y	Y	n/a	n/a	n/a
REPORTS_DIR	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a	n/a	n/a
RT_ANALSRC Note: This property is only applicable when Express Analysis is installed.	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a	n/a
RT_REPORTS Note: This property is only applicable when Express Analysis is installed.	n/a	n/a	n/a	Y	n/a	n/a	n/a	n/a	n/a	n/a
SCHED_HOST	Y	n/a	n/a	Y	Y	Y	n/a	n/a	n/a	n/a
SCHED_PASS	Y	n/a	n/a	Y	Y	Y	n/a	n/a	n/a	n/a
SCHED_USER	Y	n/a	n/a	Y	Y	Y	n/a	n/a	n/a	n/a

Required Parameter	WebTrends System Database. msi	WebTrends Scheduler Agent. msi	WebTrends System Repository. msi	WebTrends Analytics. msi	WebTrends Marketing Warehouse. msi	WebTrends GeoTrends. msi	WebTrends Main Application. msi	WebTrends Management Application. msi	WebTrends Visitor Intelligence. msi	WebTrends UI Server Modules. msi
SERVI CEACCT	Y	Y	n/a	Y	Y	n/a	Y	n/a	n/a	n/a
SERVI CEPASS	Y	Y	n/a	Y	Y	n/a	Y	n/a	n/a	n/a
UI_PORT	n/a	n/a	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a
UI_DESC	n/a	n/a	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a
UI_URL	n/a	n/a	n/a	n/a	n/a	n/a	Y	n/a	n/a	n/a

MSI Properties for Visitor Intelligence

You can use this section to identify which parameters you need to set for proper installation of WebTrends Visitor Intelligence. For information about how these parameters are used, see [“Examples for Installing WebTrends Components” on page 46](#). Visitor Intelligence has different MSI properties than other WebTrends MSI files.

The following list describes the MSI Properties for WebTrends Visitor Intelligence. msi.

ARPSYSTEMCOMPONENT

Allows you to hide Analyzer inside Add/Remove Program control panel. Set to 1 for this functionality.

APPOOL

Allows you to specify the AppPool Name you wish to use

INSTALLDIR

Specifies the Visitor Intelligence directory of the installation. For example, C: \Program Files\WebTrends\common\ui server\WHReporting\

IIS_VRDIR

Specifies the virtual directory for Visitor Intelligence. Use **WHReporting** for this value.

IIS_PORT_NUMBER

Specifies the HTTP port established during database installation. For example, **80**. This is the same value that you use for the UI Server Port MSI Property (UI_PORT).

USEBOSTORE

Specifies whether or not there is an existing wtWarehouseReporting database. This parameter can be set to 0 or 1. Set this value to 0 the first time you install the UI server component, which includes Visitor Intelligence. WebTrends then creates the wtWarehouseReporting database for Visitor Intelligence. Any subsequent installations of the UI Server in the same distributed installation require that this parameter be set to 1, which tells WebTrends to use the existing wtWarehouseReporting database.

IS_SQLSERVER_SERVER

Specifies the same server that is used for the XMDB. This is the same value that you use for the EX_ATTRIB_HOST MSI Property.

IS_SQLSERVER_DATABASE

Specifies the SQL Server database. For example, **wtWHReporti ng**.

IS_SQLSERVER_USERNAME

Specifies user name you established during SQL Server database installation. For example, **sa**. This is the same value that you use for the EX_ATTRIB_USER MSI Property.

IS_SQLSERVER_PASSWORD

Specifies the password established during SQL Server database installation. This is the same value that you use for the EX_ATTRIB_PASS MSI Property

TRANSFORMSSECURE

Informs the installer that transforms are to be cached locally on the user's computer in a location where the user does not have write access. This parameter should be set to 1 if you want to provide secure transform storage with traveling users of Windows 2000.

WT_OWNERNAME

Specifies the WebTrends owner. Use **AdminDomain\AdminUsername** for this value. You also specify these values when you install the Management Application and the UI Server Mods. These values need to match the values specified in ADMINUSER_DOMAIN and ADMINUSER_USERNAME. For more information, see [“MSI Properties \(Command Line Parameters\)” on page 40](#).

MSI Properties (Command Line Parameters)

You can use MSI properties to identify the parameters needed to install MSI files from the command line. For more information, see [“Examples for Installing WebTrends Components” on page 46](#).

Notes

Be sure to replace the italicized items in the following table with your custom information.

MSI Properties	Description	Example
ADDLOCAL	Specifies the list of components to install. The default is ADDLOCAL=ALL. For more information, see “Installing Subcomponents” on page 44 .	MC, Tool s, Mai l
BACKUP_DIR	Specifies the Backup Repository. Note: This is only required if you are installing the System Database. For more information, see “Required Parameters For Installing MSI Files” on page 36 .	\\MyServer\ MyShare\backup

MSI Properties	Description	Example
CONFIG_DIR	Specifies the Configuration Repository. Note: This is only required if you are installing the System Database. For more information, see “Required Parameters For Installing MSI Files” on page 36.	\\MyServer\MyShare\config
ADMINUSER_DOMAIN	Specifies the domain on which you will install Visitor Intelligence.	AdminDomain
ADMINUSER_USERNAME	Specifies the user who performs administrative tasks for Visitor Intelligence, such as creating folders and adding other users. This user is a valid domain user who currently exists on the same network that you will install Visitor Intelligence.	AdminUsername
ADMINUSER_PASSWORD	Specifies the password for the ADMINUSER_USERNAME. You should not change this password because it will affect access for this user to Visitor Intelligence.	AdminPassword
DB_TYPE	Specifies the type of database WebTrends Analytics uses for its system database. Type MySQL or SQLServer.	MySQL
EX_ATTRIBUTES_DATA_DIR	Specifies the Extended Attributes Database backup working directory. This path must be an existing local path on the specified computer. Note: This is only required if you are installing the Extended Attributes Database. For more information, see “Required Parameters For Installing MSI Files” on page 36.	C:\Program Files\Microsoft SQL Server\MSSQL.1\MSSQL\DATA
EX_ATTRIBUTES_HOST	Specifies the host for the Extended Attributes Database Server. The default is the computer name on which you are installing. Note: This is only required if you are installing the Extended Attributes Database. For more information, see “Required Parameters For Installing MSI Files” on page 36.	ComputerName
EX_ATTRIBUTES_LOG_DIR	Specifies the Extended Attributes Database backup working directory. This path must be an existing local path on the specified computer. Note: This is only required if you are installing the Extended Attributes Database. For more information, see “Required Parameters For Installing MSI Files” on page 36.	C:\Program Files\Microsoft SQL Server\MSSQL.1\MSSQL\LOG

MSI Properties	Description	Example
EX_ATTRIBUTES_PASS	Specifies the password that you want to use to log in to Extended Attributes Database Server. You can use letters or numbers for your password. Note: This is only required if you are installing the Extended Attributes Database. For more information, see “Required Parameters For Installing MSI Files” on page 36.	<i>MyPassword</i>
EX_ATTRIBUTES_USER	Specifies the user name that you want to use to log in to the Extended Attributes Database Server. You can use letters or numbers for your user name. It must be 16 characters or less. Note: This is only required if you are installing the Extended Attributes Database. For more information, see “Required Parameters For Installing MSI Files” on page 36.	<i>MyUser</i>
FASTTRENDS_DIR	Specifies the Analysis Data Repository. Note: This is only required if you are installing the System Database. For more information, see “Required Parameters For Installing MSI Files” on page 36.	<i>\\MyServer\ MyShare\analysis</i>
GEOTRENDS_DATA	Specifies the path to the GeoTrends Data file, geotrends.dat. Note: This is only required if you are installing the GeoTrends Server. For more information, see “Required Parameters For Installing MSI Files” on page 36.	<i>C:\Program Files\ webtrends\ storage\config\ component\ geotrends</i>
INSTALLDIR	Specifies the path of the target installation directory. If the target directory contains spaces, surround the path with quotation marks (").	<i>"D:\WebTrends Directory"</i>
IPADDRESS	Specifies the IP address to use for your IIS web site. If you do not include this property, it will default to include all IP addresses.	<i>10. 10. 10. 10</i>
MASTER_HOST	Specifies the name of the server for the WebTrends system database. The default is the Master database host computer name.	<i>MasterdbComputerName</i>
MASTER_PASS	Specifies a password for the WebTrends system database. You can use letters or numbers for your password.	<i>MyPassword</i>

MSI Properties	Description	Example
MASTER_PORT	Specifies the port to use for MySQL database server. Port 3306 is the default port. Note: This is only required if you are installing MySQL.	3306
MASTER_USER	Specifies the user name for the WebTrends system database. You can use letters or numbers for your user name. It must be 16 characters or less.	<i>MyUser</i>
REPORTS_DIR	Specifies the Report Data Repository. Note: This is only required if you are installing the System Database. For more information, see “Required Parameters For Installing MSI Files” on page 36 .	\\MyServer\ MyShare\reports
RT_ANALSRC	Specifies the Express Analysis Log Source directory. Note: This is only required if you are installing the Express Analysis Engine. For more information, see “Required Parameters For Installing MSI Files” on page 36 .	\\MyServer\ MyShare\ expressanalysis\src
RT_REPORTS	Specifies the Express Analysis Report Data Repository directory. Note: This is only required if you are installing the Express Analysis Engine. For more information, see “Required Parameters For Installing MSI Files” on page 36 .	\\MyServer\ MyShare\ expressanalysis\reports
SCHED_HOST	Specifies the name of the server for the WebTrends system database. The default is the Master database host computer name. In most instances, this should be exactly the same as MASTER_HOST.	<i>MasterdbComputerName</i>
SCHED_PASS	Specifies a password for the WebTrends system database. You can use letters or numbers for your password. In most instances, this should be exactly the same as MASTER_PASS.	<i>MyPassword</i>
SCHED_PORT	Specifies the port to use for MySQL database server. Port 3306 is the default port. In most instances, this should be exactly the same as MASTER_PORT. Note: This is only required if you are installing MySQL.	3306
SCHED_USER	Specifies the user name for the WebTrends system database. You can use letters or numbers for your user name. It must be 16 characters or less. In most instances, this should be exactly the same as MASTER_USER.	<i>MyUser</i>

MSI Properties	Description	Example
SERVI CEACCT	Specifies the domain and user name the WebTrends Services should use.	<i>MyDomain\MyUser</i>
SERVI CEPASS	Specifies the password for the domain user running the WebTrends Services.	MyPassword
UI_DESC	Specifies the description of the system instance, for example, Staging or Production. The default is Production. Note: This is only required if you are installing the UI Server and is a parameter in “Required Parameters For Installing MSI Files” on page 36.	
UI_PORT	Specifies the port to use if you are installing a UI Server. Port 7099 is the default for WebTrends, however port 80 is default for normal Web browsing. Note: This is only required if you are installing the UI Server and is a parameter in “Required Parameters For Installing MSI Files” on page 36.	7099
UI_URL	Specifies the actual URL that users enter to access WebTrends. This default is <code>http://MyComputer:[UI_PORT]</code> . Note: This is only required if you are installing the UI Server and is a parameter in “Required Parameters For Installing MSI Files” on page 36.	<code>http://MyComputer:7099</code>

Installing Subcomponents

You can install subcomponents for the UI Server, Analysis Engine, and Marketing Warehouse by setting the ADDLOCAL property. The ADDLOCAL property lists features separated by commas in a command-line installation, and are to be installed locally. If you want to install all of the subcomponents, you need to set the ADDLOCAL property to ALL by specifying the following value:

ADDLOCAL=ALL

ADDLOCAL Rules

The following rules apply to the ADDLOCAL Property.

- Feature names are case sensitive.
- Specify multiple features using a comma-delimited list with no spaces between the features.
- *If an MSI file requires an ADDLOCAL property when you install the file, you need to specify ADDLOCAL=ALL, unless the MSI file installs subcomponents.*

UI Server Subcomponents (WebTrends Main Application.msi)

You can specify one or more of the following subcomponents for the UI Server:

- MC
- ODRC
- RDE
- Tools
- Mail

The following code sample shows all five of these options:

```
ADDLOCAL=MC, ODRC, RDE, Tool s, Mai l
```

The following table shows more information about the UI Server Subcomponents.

Property Value	Display Name	Description
MC	UI Server	Installs the UI Server components.
ODRC	Report Cache Server	Installs the UI Server components.
RDE	Report Exporter	Installs the UI Server components.
Tool s	Tools	Installs Administrative tools including utilities for backing up WebTrends and cleaning up deleted profiles.
Mai l	Email Notification Service	Installs the Email Notification Service.

Analysis Engine Subcomponents (WebTrends Analysis.msi)

You can specify one or more of the following subcomponents for the Analysis Engine:

- ASU
- Realtime

The following code sample shows both of these options:

```
ADDLOCAL=ASU, Real ti me
```

The following table shows more information about the Analysis Engine Subcomponents.

Property Value	Display Name	Description
ASU	Standard Analysis Engine	Installs the Standard Analysis Engine.
Real ti me	Express Analysis Engine	Installs the Express Analysis Engine.

Marketing Warehouse Subcomponents (WebTrends Marketing Warehouse.msi)

You can specify one or more of the following subcomponents for Marketing Warehouse:

- EventDBServerLoader
- EventDBSplitter
- ExtendedAttribDB

The following code sample shows all three of these options:

```
ADDLOCAL=EventDBServerLoader, EventDBSplitter, ExtendedAttribDB
```

The following table shows more information about the Marketing Warehouse Subcomponents.

Property Value	Display Name	Description
EventDBServerLoader	Event Database Server/Loader	Analyzes SmartSource Data Collector log files and moves processed data into the Marketing Warehouse.
EventDBSplitter	Log File Management	Installs the Event Database Splitter, which is required for the WebTrends Marketing Warehouse.
ExtendedAttribDB	Configuration Databases	Installs the Extended Attributes database, which is required for the WebTrends Marketing Warehouse. Make sure you only install one instance of the Extended Attributes Database per distributed architecture.

Examples for Installing WebTrends Components

Use the examples in this section to install WebTrends Analytics components in a distributed configuration. You need to install the System Database component first, followed by the Marketing Warehouse Configuration database if you are licensed to install Marketing Warehouse.

Note

In the following examples, E: \ represents the disk drive that contains your WebTrends Analytics installation disk and C: \ represents the drive on your computer where you are installing WebTrends Analytics.

System Database Installation Example

The following example shows the full command text for a Database installation:

```
msiexec /i "E:\MSI\WebTrends System Database.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends System Database.log" INSTALLDIR="C:\Program Files\WebTrends" MASTER_USER=sa SCHED_USER=sa MASTER_PASS=abcd SCHED_PASS=abcd MASTER_HOST=myComputer SCHED_HOST=myComputer DB_TYPE=SQLServer SERVICEACCOUNT=myDomain\myUser SERVICEPASS=myPassword
```

Common/Scheduler Agent Installation Example

The following example shows the full command text for a Common/Scheduler Agent installation:

```
msiexec /i "E:\MSI\WebTrends Scheduler Agent.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends Scheduler Agent.log" INSTALLDIR="C:\Program Files\WebTrends" MASTER_USER=dbUsername MASTER_PASS=dbPassword MASTER_HOST=myComputer DB_TYPE=SQLServer SERVICEACCT=myDomain\myUser SERVICEPASS=myPassword ADDLOCAL=ALL
```

WebTrends System Repository Installation Example

The following example shows the full command text for a WebTrends System Repository installation:

```
msiexec /i "E:\MSI\WebTrends System Repository.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends System Repository.log" INSTALLDIR="C:\Program Files\WebTrends" MASTER_USER=dbUsername MASTER_PASS=dbPassword MASTER_HOST=myComputer DB_TYPE=SQLServer REPORTS_DIR="\\myComputer\myShare\reports" FASTTRENDS_DIR="\\myComputer\myShare\analyses" CONFIG_DIR="\\myComputer\myShare\config" BACKUP_DIR="\\myComputer\myShare\backup" ADDLOCAL=ALL
```

Analysis Engine Installation Example

The following example shows the full command text for an Analysis Engine installation:

```
msiexec /i "E:\MSI\WebTrends Analysis.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends Analysis.log" INSTALLDIR="C:\Program Files\WebTrends" MASTER_USER=dbUsername SCHED_USER=dbUsername MASTER_PASS=dbPassword SCHED_PASS=dbPassword MASTER_HOST=myComputer SCHED_HOST=myComputer DB_TYPE=SQLServer SERVICEACCT=myDomain\myUser SERVICEPASS=myPassword RT_ANALSRC="\\myComputer\myShare\expressanalyses\src" RT_REPORTS="\\myComputer\myShare\expressanalyses\reports" ADDLOCAL=ASU Real time
```

Marketing Warehouse Installation Example

The following example shows the full command text for a Marketing Warehouse installation:

```
msiexec /i "E:\MSI\WebTrends Marketing Warehouse.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends Marketing Warehouse.log" INSTALLDIR="C:\Program Files\WebTrends" MASTER_USER=dbUser SCHED_USER=dbUser MASTER_PASS=dbPassword SCHED_PASS=dbPassword MASTER_HOST=myComputer SCHED_HOST=myComputer DB_TYPE=SQLServer SERVICEACCT=myDomain\myUser SERVICEPASS=myPassword EX_ATTRIB_HOST=myComputer EX_ATTRIB_USER=myUser EX_ATTRIB_PASS=myPassword EX_ATTRIB_DATADIR="d:\my MDF data path" EX_ATTRIB_LOGDIR="d:\my LDF log path" ADDLOCAL=ALL
```

GeoTrends Installation Example

The following example shows the full command text for a GeoTrends installation:

```
msiexec /i "E:\MSI\WebTrends GeoTrends.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends GeoTrends.log" INSTALLDIR="C:\Program Files\WebTrends" MASTER_USER=dbUsername SCHED_USER=dbUsername MASTER_PASS=dbPassword SCHED_PASS=dbPassword MASTER_HOST=myComputer SCHED_HOST=myComputer DB_TYPE=SQLServer GEOTRENDS_DAT="d:\Path\GeoTrends.dat" ADDLOCAL=ALL
```

UI Server/Main Application Installation Example

The following example shows the full command text for a UI Server installation:

```
msiexec /i "E:\MSI\WebTrends Main Application.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends Main Application.log" INSTALLDIR="C:\Program Files\WebTrends" MASTER_USER=dbUsername MASTER_PASS=dbPassword MASTER_HOST=myComputer DB_TYPE=SQLServer SERVICEACCOUNT=myDomain\myUser SERVICEPASS=myPassword UI_PORT=80 UI_DESC="My Description" UI_URL="https://myComputer: 80" IPADDRESS=10.10.10.10 ADDLOCAL=ALL
```

Management Application Installation Example

The following example shows the full command text for a Management Application installation:

```
msiexec /i "E:\MSI\WebTrends Management Application.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\Management Application.log" INSTALLDIR="C:\Program Files\WebTrends\" ADMINUSER_DOMAIN=MyDomain ADMINUSER_USERNAME=AdminUsername ADMINUSER_PASSWORD=AdminPassword ADDLOCAL=ALL
```

Visitor Intelligence Installation Example

The following example shows the full command text for a Visitor Intelligence installation:

```
msiexec /i "E:\MSI\WebTrends Visitor Intelligence.msi" TRANSFORMS="E:\MSI\WebTrends Visitor Intelligence.mst" /qb! /I *v "C:\Program Files\WebTrends\logs\install\WebTrends Visitor Intelligence.log" INSTALLDIR="C:\Program Files\WebTrends\common\ui server\WHReporting\" WT_OWNERNAME=AdminDomain\AdminUsername IIS_PORT_NUMBER=7099 IIS_SQLSERVER_USERNAME=sqlUsername IIS_SQLSERVER_PASSWORD=sqlPassword ARPSYSTEMCOMPONENT=1 APPPOOL="VisitorIntelligenceAppPool" IIS_SQLSERVER_SERVER=sqlServername IIS_SQLSERVER_DATABASE=wtWHReporting IIS_VRDIR=WHReporting USEBOSTORE=0 TRANSFORMSSECURE=1 ADDLOCAL=ALL
```

Note

The Visitor Intelligence MSI properties are not included in the MSI properties section in this chapter. For more information about these properties, see [“MSI Properties for Visitor Intelligence” on page 39](#).

UI Server Modules Installation Example

The following example shows the full command text for a UI Server Modules installation:

```
msiexec /i "E:\MSI\WebTrends UI Server Modules.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\install\UI Server Modules.log" INSTALLDIR="C:\Program Files\WebTrends\" ADMINUSER_DOMAIN=MyDomain ADMINUSER_USERNAME=AdminUsername ADMINUSER_PASSWORD=AdminPassword ADDLOCAL=ALL
```

Performing an Unattended Uninstallation

When you perform an unattended installation of WebTrends Analytics 8.1 or later, you must uninstall the components in a certain order. If you no longer have the WebTrends Analytics installation CD, please contact support for the MSI files or product codes that you can use when uninstalling.

Note

You must always uninstall the Common/Scheduler Agent component last.

To uninstall WebTrends Analytics:

1. Uninstall UI Server Modules.

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends UI Server Modules.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\uninstall\WebTrends UI Server Modules Uninstall.log"
```

2. Uninstall Visitor Intelligence

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends Visitor Intelligence.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\uninstall\WebTrends Visitor Intelligence Uninstall.log"
```

3. Uninstall Management Application

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends Management Application.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\uninstall\WebTrends Management Application Uninstall.log"
```

4. Uninstall UI Server/Main Application

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends Main Application.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\uninstall\WebTrends Main Application Uninstall.log"
```

5. Uninstall GeoTrends

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends GeoTrends.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\uninstall\WebTrends GeoTrends Uninstall.log"
```

6. Uninstall Marketing Warehouse

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends Marketing Warehouse.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\uninstall\WebTrends Marketing Warehouse.log"
```

7. Uninstall Analysis Engine

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends Analysis.msi" /qb! /I *v "C:\Program Files\WebTrends\logs\uninstall\WebTrends Analysis.log"
```

8. Uninstall WebTrends System Repository

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends System Repository.msi" /qb! /I *v "C:\Program  
Files\WebTrends\logs\uninstall\WebTrends System Repository.log"
```

9. Uninstall System Database

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends System Database.msi" /qb! /I *v "C:\Program  
Files\WebTrends\logs\uninstall\WebTrends System Database Uninstall.log"  
DROP_MASTER_DB=TRUE
```

Note

If you set DROP_MASTER_DB to True, all WebTrends system databases will be dropped.

10. Uninstall Scheduler Agent

For example, type the following at a command prompt:

```
msiexec /x "E:\MSI\WebTrends Scheduler Agent.msi" /qb! /I *v "C:\Program  
Files\WebTrends\logs\WebTrends Scheduler Agent.log"
```

Chapter 7

Client-Side JavaScript Integration

WebTrends On Demand and SmartSource Data Collector (SDC) use a special JavaScript tag that you place on your web pages to collect activity. When a visitor downloads a page from your web site, this JavaScript tag initiates interactions between the visitor's browser and WebTrends On Demand or SDC. The tag collects data about the visitor's browser and activity and transmits this information to WebTrends On Demand or SDC. For WebTrends Analytics reports, an analysis engine aggregates this data with that of all other visitors to your site, stores it, and makes it available to you in reports that you can view and download. For WebTrends Marketing Warehouse, an analysis engine analyzes this data, which is stored in the Marketing Warehouse and made available to you in WebTrends Explore and WebTrends Visitor Intelligence.

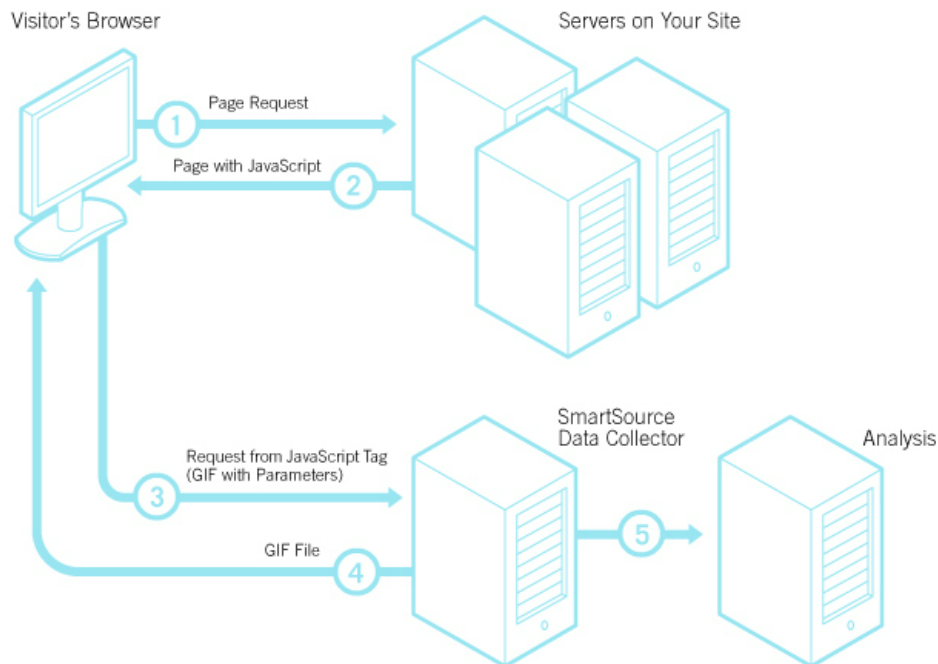
This chapter explains how client-side data collection works, and describes how to customize your WebTrends JavaScript tag using META tags to collect the data that interests you.

Interactions Between the Client Browser and SDC

After deploying the WebTrends JavaScript tag on your web pages, you are set up for a series of interactions between your visitors, your web site, and SmartSource Data Collector. The first interaction is between your visitors and your web site.

When a visitor downloads a page from your web site, the JavaScript tag initiates an interaction between the visitor's browser and sends that data to the SmartSource Data Collector (SDC), which WebTrends On Demand uses to collect web activity data. The data is analyzed, stored, and made available to you in your WebTrends Analytics reports, WebTrends Explore, or WebTrends Visitor Intelligence.

The following illustration shows an overview of the interaction process.



The following interactions take place:

1. A visitor wants to view a page on your site. This initiates a page request to your web server.
2. Your web server sends the page to the visitor that contains your WebTrends JavaScript tag.
3. The JavaScript tag triggers a request for a GIF with additional tagging parameters attached. This image request is sent to the SmartSource Data Collector or WebTrends On Demand.
4. The GIF file is sent to the visitor.
5. The image request with the parameters is collected and analyzed.

All interactions between your visitors and WebTrends take place at the browser on the client side (your visitor's side). With client-side integration, there is no interaction between WebTrends On Demand and your web servers.

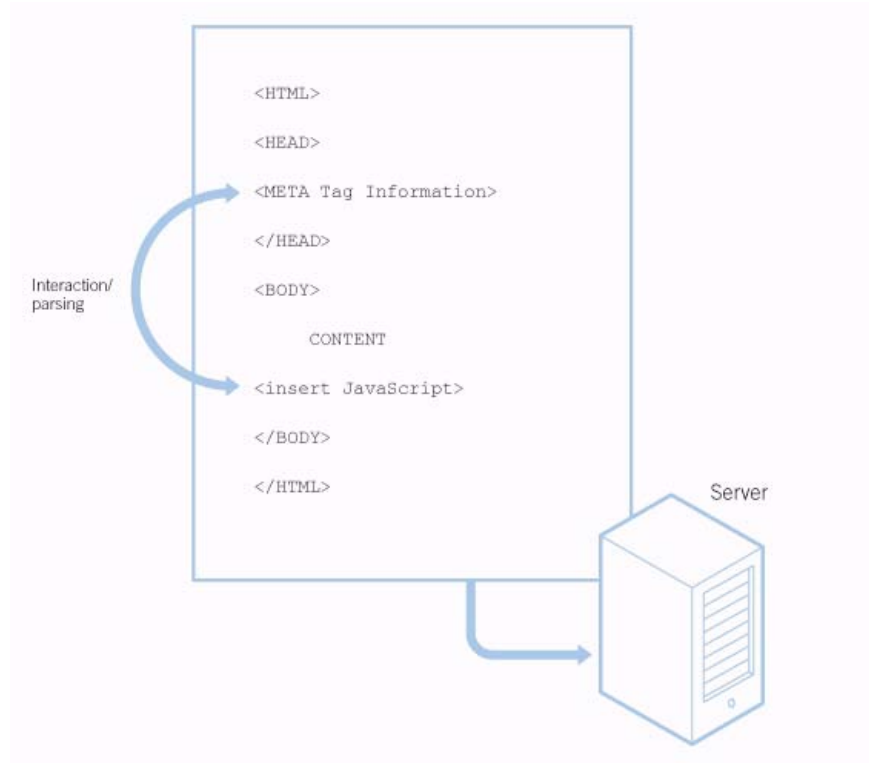
Customizing Your META Tags

After you put the WebTrends JavaScript tag on your web page, you also modify the META tags on your web pages because the tag interacts with the META tags and stores the resulting information in SmartSource Data Collector log files.

The following sections discuss all the META tags that interact with the JavaScript tag. Note that the META tags do not have to appear in a particular order in the web page. However, they are presented here in an order that helps you more readily understand the structure of your web page.

WebTrends offers one of a few data tagging implementations that segregate page-specific information from the main script, maximizing code modularity and reuse.

The following illustration provides an overview of the JavaScript tag and META tag interaction.



General META Tag Information

The general syntax of the supported META tag is as follows:

```
<META NAME="name" CONTENT="content">
```

Include the META tag between the <HEAD> and </HEAD> tags.

The *name* represents the parameter name.

The *content* represents the parameter value.

Many META tags support more than one parameter. Separate multiple parameters by a semicolon “;” as shown in the following example:

```
<META NAME="name" CONTENT="content1; content2; content3. . . ">
```

META Tag Descriptions

The following subsections discuss the META tags that you need to add or modify on your web pages.

Note that all of the META tags that you use begin with WT., for example, WT. cg_n, which you can use to track content groups.

Tracking Content Groups

WebTrends On Demand can report on visitors according to the content group and content subgroup of the pages they visit. To do so, your site must capture the content group and subgroup in a parameter when the page is visited, and then pass the parameter values to WebTrends. Content subgroups are optional.

The following META tags track content groups:

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

Defines the name of the content group.

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

Defines the name of the content subgroup. This tag is optional.

Sample: Single Content Group and Subgroup

A university web site reports the number of visitors to its pages. The web site denotes the content group DegreeReq for each page that describes the requirements. The web site then assigns a subgroup designation for each page about a particular field of study, for example, Lit for Literature.

Using the WT.cg_n and WT.cg_s tags, your META tag would look like this:

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

```
<META NAME="WT.cg_s" CONTENT="Li t">
```

Example: Multiple Content Groups

Building on the single content group example, the Admissions Department is also interested in visitors to these pages. An additional group can be added so that the pages are reported for both content groups. Note that Math has been added as a subgroup. Multiple content groups and subgroups are separated by semi-colons.

```
<META NAME="WT.cg_n" CONTENT="DegreeReq; Admi ssi ons">
```

```
<META NAME="WT.cg_s" CONTENT="Li t; Math">
```

Sample Log File

After the JavaScript interacts with this META tag information, it generates logs that look something like this:

```
2007-03-04 00:08:18 proxy7.hotmail.com - W3SVC3 web1 192.168.1.1 GET /ads/default.asp  
redir=products&ad=http%3A//  
www.bi.guni.versi.ty.edu&WT.cg_n=DegreeReq; Admi ssi ons&WT.cg_s=Li t; Math. . .
```

The italicized text represents the META-related order information captured by the JavaScript and placed in the log file.

Tracking Servers

If your site is hosted on multiple servers, a server cluster, or a server farm, and you want to evaluate the performance of your load balancer, WebTrends can track page views for each server. To do so, populate the following META tag on all pages on each server:

```
<META NAME="WT.sv" CONTENT="name">
```

Defines the name of the machine that serves the web page.

If you have two servers (Server1 and Server2), you would make two copies of the META tag and designate CONTENT="Server1" for deployment to pages on the first server and CONTENT="Server2" for deployment to the same pages on the second server.

For a server farm, you can extract the value of the built-in server name and dynamically assign it to the META tag.

Sample Log File

After the JavaScript interacts with this META tag information, it generates log files that look something like this:

```
2007-03-04 00:08:18 proxy7.hotmail.com - W3SVC3 web1 192.168.1.1 GET /ads/default.asp
redir=products&ad=http%3A//www.phonedeeper.com&WT.sv=Server1 . . .
```

The italicized text represents the META-related order information captured by the JavaScript and placed in the log file.

Tracking Marketing Campaigns

WebTrends can report visitor activity that relates to a marketing campaign. You can place the following META tags on the landing page to identify the name of the campaign and the type of campaign.

```
<META NAME="WT.mc_id" CONTENT="Campaign ID">
  Identifies the ID of the marketing campaign.
```

Landing Page

The landing page is the first page that visitors see when they visit your site. Normally, this is your home page, but for effective marketing campaign tracking, you can bring visitors to a page exclusively used for your marketing campaign.

Example Marketing Campaign

To attract new students, a university launches a marketing campaign by sending recruitment email to all graduating high school seniors in a metropolitan area. The email links to a special landing page in the university's web site, containing the following META tag to track marketing campaigns.

```
<META NAME="WT.mc_id" CONTENT="1X2GG34">
```

The Campaign ID 1X2GG34 represents recruits to be contacted by email.

Sample Log File

After the JavaScript interacts with this META tag information, SDC generates log files that look something like this:

```
2007-03-04 00:08:18 proxy7.hotmail.com - W3SVC3 web1 192.168.1.1 GET /ads/default.asp
redir=products&ad=http%3A//www.biouniversity.edu&WT.mc_id=1X2GG34 . . .
```

The italicized text represents the META-related order information captured by the JavaScript and placed in the log file.

Tracking Profile/Subprofile Generation

If you are using parent/child profiles, the split profile META tag allows you to identify the pages that are associated with each child profile. In addition to putting this META tag on your web pages, you also create a parent profile in the UI that specifies the WT.sp parameter as well as the values that identify your child profiles. The child profile values that you specify should match the values of the CONTENT= string. Use the following META tag to track child profiles.

<META NAME="WT.sp" CONTENT="profile name">

Defines the identification string for creating the child profile, and is used to track child profile activity.

For more information about parent/child profiles, see the Administration Help.

Sample Log File

After the JavaScript interacts with this META tag information, it generates log files that look something like this:

```
2007-03-04 00:08:18 proxy7.hotmail.com - W3SVC3 web1 192.168.1.1 GET /ads/default.asp
redir=products&ad=http%3A//www.phonedeaer.com&WT.sp=Wireless%20Phones . . .
```

The italicized text represents the META-related order information captured by the JavaScript and placed in the log file.

Tracking Revenue

To track Commerce revenue, configure your web site to populate the META tags on your confirmation pages. Your web site captures transaction information, typically using an order form. Configure your site to pass the values from the form to a META tag so that WebTrends can track the transactions, aggregate them, and include them in your reports.

To track revenue, include the following META tags:

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

Identifies the SKU of the product. Use semicolons to pass multiple SKUs for the order.

Note

WT.pn has been replaced with WT.pn_sku. WT.pn can still be used, but it does not work with product SKUs.

<META NAME="WT.pc" CONTENT="ProductCategory">

Defines the category of the product. Use semicolons to pass multiple categories.

<META NAME="WT.tx_u" CONTENT="units">

Defines the quantity purchased. If the order contains multiple products, pass a semicolon-delimited list of units.

<META NAME="WT.tx_s" CONTENT="subtotal">

Defines the total cost for each WT.pn_sku value passed. If the order contains multiple SKUs, pass a semicolon-delimited list of values for this parameter. However, do not pass a dollar sign (\$) or comma(,) in the subtotal variable.

Example of Multiple Usage

You can pass multiple orders to the variables in the META tags by using a semicolon-delimited list. For example, the following tag represents two products:

```
<META NAME="WT.pn_sku" CONTENT="1X11GG34; 2YR5R53">
```

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

```
<META NAME="WT.tx_s" CONTENT="130.00; 150.00">
```

Sample Log File

After the JavaScript tag interacts with these META tags, it generates log files that may look something like this:

```
2007-03-04 00:08:18 proxy7.hotmail.com - W3SVC3 web1 192.168.1.1 GET /ads/default.asp
redir=products&ad=http%3A//www.phonedeeper.com&WT.pn_sku=1X11GG34; 2YR5R53
&WT.tx_u=2&WT.tx_s=130.00; 150.00 . . . .
```

The italicized text represents the META-related order information captured by the tag and placed in the log file.

Note

In the log file %20 is an ASCII representation for a blank space.

Tracking Shopping Cart Activity

You can use META tags that track shopping cart activity. At analysis, these tags are interpreted as steps along the path that leads to a successful completion of the shopping activity. WebTrends preconfigured Purchase Conversion Funnel includes four steps. For more information, see “Scenario Analysis Parameters for Shopping Cart Analysis” on page 144.

Tracking On-Site Advertising

Visitors often view advertisements that they do not necessarily click on. You can use On-Site Advertising to determine the number of visitors to your web site who view particular ads. With this feature you can produce advertising reports for each of your clients.

If you are selling advertising space on your web site, for example, you can collect traffic statistics to help determine pricing schedules.

The following META tag tracks advertising views:

```
<META NAME="WT.ad" CONTENT="name">
```

Defines the name of the advertisement viewed on this page.

Designate multiple ad views using semicolons.

Sample Log File

After the JavaScript tag interacts with this META tag information, SDC generates log files that look something like this:

2007-03-04 00:08:18 proxy7.hotmail.com - W3SVC3 web1 192.168.1.1 GET /ads/default.asp
redirect=products&ad=http%3A//www.phonedeeper.com&*WT.ad=Weekend%20Special%20Rate...*

The italicized text represents the META-related order information captured by the JavaScript tag and placed in the log file.

Tracking Advertising Clicks

When a visitor to your site clicks on an ad, that action is referred to as an *Ad Click*. The following META tag tracks advertising clicks:

<META NAME="WT.ac" CONTENT="name">

Defines the name of the advertisement clicked to reach a particular web page. The Ad Click must contain an external redirect back to the client. The redirect needs to include the necessary code to generate a hit to the SDC server.

Designate multiple Advertising Clicks using semicolons.

Sample Log File

After the JavaScript tag interacts with this META tag information, SDC generates log files that look something like this:

2007-03-04 00:08:18 proxy7.hotmail.com - W3SVC3 web1 192.168.1.1 GET /ads/default.asp
redirect=products&ad=http%3A//www.phone_dealer.com&*WT.ac=Weekend%20Pointer...*

The italicized text represents the META-related order information captured by the JavaScript tag and placed in the log file.

Tracking Customized URLs

WebTrends reports only the base URL when it compiles reports on pages identified by URLs. "Top Pages" and "Page Views Trend" are reports that use page URLs. These reports could become overwhelming and meaningless because URL parameters are used to carry many different kinds of information in addition to dynamic page identification. There can be many variations to a single page URL. The parameters make it seem as if there are many unique URLs when there is only one, the base URL.

Dynamic pages are an exception. With dynamic pages, WebTrends counts each URL with different parameters. By customizing a URL, you can track dynamic pages by changing the URL before it is passed to WebTrends.

META Tags That Customize URLs

The following META tags allow you to customize URLs:

<META NAME="DCS.dcsuri" CONTENT="uri-stem">

Assigns the information to the cs-uri-stem field of the log file.

Sample Log File

If the URL looks like this without any customization:

http://www.asiate.com/browse.asp?UID=14&Cat=Rock&Artist=Your_Band&Album=Jar_of_Flies

the Top Pages report only shows http://www.asiate.com/browse.asp.

If you write a server-side script to dynamically convert the parameters to page names, the URL might look like this:

```
http://www.asi te.com/Rock/Your_Band/Jar_of_Fi l es. asp.
```

After the JavaScript interacts with this META tag information, it generates log files that look something like this:

```
2007-08-10 00:06:06 192.168.100.40 - web1 GET /Rock/Your_Band/Jar_Of_Fl i es. asp. . .
```

The italicized text represents the META-related URL information captured by the JavaScript and saved in the log file.

Tracking Page Titles

You may want to modify a page title before sending it to WebTrends in the following cases:

- You are dealing with dynamic content pages identified by URL parameters, and the page title represents the title of the base URL page rather than the dynamic content page.

Unless you modify the page titles, all pages have the same title in the reports.

- All pages have been assigned the same title, for reasons of style or company policy.

Even though URLs are displayed in addition to page title, the entire URL cannot be depended upon to distinguish one page from another.

Use server-side scripts to change the title to something that reflects the content of the pages so that you can identify them in reports. Next, pass the customized page titles to WebTrends, using the following META tag:

```
<META NAME="WT. tl " CONTENT="tl tle">  
  Defines the name of the title for this page.
```

Sample Log File

After the JavaScript tag interacts with this META tag information, SDC generates log files that look something like this:

```
2007-03-04 00:08:18 proxy7.hotmail .com - W3SVC3 web1 192.168.1.1 GET /ads/default. asp  
redir=products&ad=http%3A//www.phonedea l er. com&WT. ti =Adverti si ng . . .
```

The italicized text represents the META-related order information captured by the JavaScript tag and placed in the log file.

Inserting the Tags

You can insert the JavaScript tag in several ways: by copying appropriate tag versions to each of your web site pages, using server-side includes on appropriate web servers, or by inserting the tag in the footer template. The method depends on your needs, your maintenance practices, and the programming resources available to you.

Once you have deployed the tag to your site, you can begin viewing reports of your visitor activity and of the revenue your site generates. Reports are typically available 24 hours after the tags are deployed.

Copying the Tag to Each Page

Copy the same tag or individually modified copies of the code to your web site pages. To minimize the impact on your web site, place the tag as close as possible to the `</BODY>` tag.

Using Server-Side Include Files

Server-side includes (SSI) are enabled by default on Internet Information Server and Apache web servers. You can either configure the server to run SSI on all files with the extensions you use for your web pages (.htm, .html), or you may need to change your page extensions (to .stm, .shtm, and .shtml, for example).

To set up the include file and the include statements:

1. Place the include file containing the JavaScript tag in it in a location accessible to every page of your site.
2. Place an include statement on all of your web site pages. Be sure to use the correct file extensions. For example, if your include file is named `code_include.inc` and located in the `mysite` directory, you place the following include statement on your web pages:

```
<!--#include virtual="/mysite/code_include.inc"-->
```

Using Footer Templates

If your web site uses header and footer templates, you can place the JavaScript tag in the footer template. Place it as close as possible to the `</BODY>` tag.

Keep in mind that a commerce confirmation page must include the revenue tracking code. You need to configure the confirmation page to include both the JavaScript tag and the revenue tracking code. Keep in mind that other pages cannot include the revenue tracking code.

Tagging Best Practices

Web Page Editor Issues

A number of HTML editors actually modify your HTML code and can break JavaScript. Make sure that your HTML editor does not modify the tag in any way.

Specify Character Sets On Tagged Pages

As a best practice, you should include a character set META tag on the pages that have your WebTrends JavaScript tag. For example, `<META HTTP-EQUIV="Content-Type" CONTENT="text/html; charset=iso-8859-1">`.

If you don't specify the character set, a browser may use the character set defined on the previously viewed web site. If that character set does not match the one you intend to be used on your own, your tags may not be consistently encoded. The resulting reports would show a single web page as several different web pages, and the text for the pages that were not encoded correctly may not be properly displayed.

Chapter 8

Creating WebTrends Analytics Profiles

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

How Profiles Work

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

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

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

Profile Creation

To begin creating a profile:

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

Using the Profile Wizard

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

To create a profile using the Basic wizard:

1. In the Profile Name dialog, provide a name for your profile and specify the web site domain name.
2. If you are a WebTrends On Demand user, specify the time zone you want to use when displaying your reports.
3. In the Data Sources dialog, specify a data source (if you have already configured one) or create a new data source. A data source identifies the web data that you want to track with this profile.
4. In the Report Packs dialog, specify the licensed report packs you want to use with the current profile. Report Packs determine what kinds of reports WebTrends creates, and thus the type of data included in reports for this profile.
5. In the Session Tracking dialog, specify how to identify user sessions for the profile.
6. In the Summary dialog, review your settings.

Advanced Profile Settings

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

- Advanced SmartView reports
- Profile analysis scheduling (WebTrends software users only)
- Advanced reporting features including:
 - Campaign and Scenario Analysis
 - Content Group Analysis
 - Hit and Visit Filters
 - URL Parameter Analysis
 - URL Search and Replace

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

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

To create a profile using the Advanced Profile settings:

1. In the Profile Name dialog, provide a name for your profile and specify the web site domain name.
2. If you are a WebTrends On Demand user, specify the time zone you want to use when displaying your reports.
3. Select the **Advanced profile options** check box. You see the Advanced Profile Options dialogs in the wizard listed in the left column.
4. Click **Next** to complete the dialogs. For detailed information about each setting, click the **Help** icon. To configure more profile options than the wizard provides, click **Additional Settings** in the Summary dialog.

Advanced Profile Dialogs

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

Data Sources

Specifies the location of the web data file.

General

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

Home*

Specifies the location of the site home page.

Host Binding*

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

Page File Types*

Specifies which file types WebTrends counts as page views.

Parent Child*

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

Post-Analysis*

Specifies whether any programs should run immediately after analysis.

Pre-Analysis*

Specifies whether any programs should run immediately before analysis.

Profile Class

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

Profile Name

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

Schedule

Specifies when analysis should occur.

Session Tracking*

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

Site Configuration*

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

SmartView*

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

Summary

Specifies the settings established for the profile.

URL Rebuilding*

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

Chapter 9

Setting up WebTrends Users

This chapter describes how to assign user rights to various features of WebTrends Analytics. When you define users, you can specify the features they can access, their default profile settings, and the dialog boxes they see. You can also set up authentication within WebTrends, so users log in using user names and passwords you specify.

Note

If your web server is configured for Operating System Authentication, users must be given rights on the local machine or have a domain account. (If you choose not to set up a local user account, use WebTrends authentication.) For full details on setting up a local user, please refer to your operating system's documentation.

Adding Users

To add a user:

1. In the left pane, click **Administration > Application Settings > Users**. A list of the current user accounts opens.
2. Click **New**.
3. In the **Login Name** text box, type the name for the user to use to log in to WebTrends.
4. Type the users' name in the **First Name** and **Last Names** text boxes.
5. Specify the user's email address in the **Email** text box.
6. In the **User Authentication** section, choose one of the following options:
 - If you want the user to log in using a network user name and password, select **Use OS Authentication for this user's password**.
 - If you want the user to log in using a password you specify, select **Use WebTrends authentication for this user's password**.
7. If you selected **Use WebTrends Authentication...**, specify the user's password in the **New Password** and **Verify Password** text boxes.
8. If at any time you need to disable this user's WebTrends access, select the **Disable User** check box here. Disabling access does not delete or remove the user from WebTrends. It prevents the user from logging in to WebTrends.
9. Click **Next**.
10. In the User Rights dialog, set WebTrends privileges for this user. For more information, see Help. Click **Next**.
11. In the Preferences dialog, specify this user's time zone, so that all WebTrends events are displayed in the user's local time.
12. Specify the session time out for this user. This setting determines how long this user can remain inactive before WebTrends automatically ends the session.

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

About View Only Permissions

Users who have no other permissions than View Reports are automatically given a view right for Profiles, and only work in WebTrends Analytics Reports.

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

Chapter 10

Tracking Visitor Sessions

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

This chapter assumes that you use WebTrends Analytics On Demand or have installed WebTrends SmartSource Data Collector (SDC) and have configured an SDC site map. For more information about installing SDC and configuring an SDC site map, see the “SmartSource Data Collector Installation” in the *WebTrends SmartSource Data Collector User’s Guide*. If you do not intend to use first-party cookies with SDC, see “Using First-Party Cookies Without SDC” on page 77.

Note

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

What is a Cookie?

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

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

Why Web Browsers Reject Cookies

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

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

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

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

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

- Anti-spyware programs are designed to remove cookies that surreptitiously monitors visitors' web activities. These programs often consider hosted web analytics services to be spyware and thus target their cookies for removal from your visitors' computers.
- Current browser technologies such as Microsoft's Internet Explorer and Mozilla's Firefox make it easier for visitors to reject third-party cookies.

Negative Impact of Third-Party Cookie Rejection

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

- **Inaccurate Visitor Metrics:** At its most fundamental level, if an Internet user has configured the browser security settings to automatically reject third-party cookies, that visitor will not be properly counted in your web analytics results. As mentioned earlier, market estimates project this to be anywhere from 12% to 28% of Internet users on average.
- **Deceiving Retention Based Metrics:** Taking this one step further, if "John Doe" visits your web site on May 15 and accepts the third-party cookie, he will be recognized as a new visitor. If John then deletes all of his third-party cookies with his anti-spyware application on May 16th and returns to the site on May 17th, the analytics solution will identify John as a new visitor, since he no longer has the cookie on his computer. This would have an impact of under representing your retention based metrics such as your repeat visitor rate.
- **Inaccurate Conversion Metrics:** Cookie deletion also has an impact on your conversion rate for new visitors versus repeat visitors.

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

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

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

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

Solving Rejection with First-Party Cookies

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

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

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

If you use WebTrends Analytics software, you may already have a method of setting first-party cookies. If you use WebTrends Analytics On Demand or WebTrends Analytics software with SDC, your WebTrends JavaScript tag is configured to use first-party cookies by default. For more information, see "Using the JavaScript Tag to Track Cookies" on page 71.

How WebTrends Marketing Lab Uses Cookies

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

Methods for Generating First-Party Cookies

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

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

This section discusses each of these methods.

Using the WebTrends JavaScript Tag

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

Using Your Web Server to Generate Cookies

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

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

Apache Web Server

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

For more information, see www.apache.org.

Microsoft Internet Information Server (IIS)

Active Server Pages

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

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

For more information, see www.microsoft.com.

Site Server

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

For more information, see www.microsoft.com.

iPlanet/SunOne

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

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

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

Using the WebTrends Cookie Plug-in

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

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

Configuring WebTrends for First-Party Cookie Tracking

If you use WebTrends On Demand or WebTrends software with SmartSource Data Collector, you can configure your JavaScript tag to recognize the first-party cookie method that you use. By default, the JavaScript tag generates the first-party cookie for you. For more information, see "Using the JavaScript Tag to Track Cookies" on page 71.

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

Using the JavaScript Tag to Track Cookies

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

Use the new first-party cookie generated with this tag

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

Use an existing first-party cookie

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

Use the WebTrends Cookie Plug-in cookie

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

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

1. Configure your data source to track first-party cookies. See "Configuring the JavaScript Tag to Track Visitor Sessions" on page 72.
2. Implement the JavaScript tag. See "Implementing the JavaScript Tag" on page 73.
3. Edit a profile and specify the first-party cookie data source. See "Specifying the First-Party Cookie Data Source" on page 73.

4. For the same profile, specify session tracking for first-party cookies. See “Specifying Session Tracking for First-Party Cookies” on page 73

Configuring the JavaScript Tag to Track Visitor Sessions

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

To configure the tag for WebTrends software:

1. In the left pane, click **Administration > Application Settings > Data Sources**.
2. Add or edit a data source.
3. *If you are creating a new data source, select **Web: SmartSource Data Files**.*
4. In the Web Logs dialog, type the data source name and specify the location for the data source.
5. In the Time Zone dialog, specify the time zone.
6. In the SmartSource Site ID dialog, specify whether this is a new or existing SmartSource Site ID and specify the domain name of the SmartSource Data Collector.
7. In the SmartSource Data Collector dialog, click **Tracking** to access the Advanced tagging features. The Advanced Tracking dialog allows you to select one of three first-party cookie tracking methods.
8. Select the **Enable First-Party Cookie Tracking** check box.
9. Select the first-party cookie tracking method that you want to use.
10. Click **Generate Tag**. The next dialog contains the JavaScript code that tracks visitors using the first-party cookie method of your choice. You can use the slider bar to scroll down the box to view the tag.
11. Copy or download this code to your computer.
12. Click **Next** to view the summary of your configuration choices.
13. Click **Save** to create the data source and save the configuration. You must click **Save** to create the data source; otherwise, the JavaScript tag you just copied will not function.

To configure the tag for WebTrends On Demand

1. In the left pane, click **Administration > Application Settings > Data Sources**.
2. Add or edit a data source.
3. *If you are creating a new data source, click **New**.*
4. In the Time Zone dialog, specify the time zone. WebTrends uses the time zone to determine when a day starts and ends.
5. *If your organization has signed up for Log File Delivery service, the Log File Delivery dialog appears, and you can activate this service.*
6. In the SmartSource Data Collector dialog, type the name you want associated for this data source.
7. Click **Tracking** to access the Advanced tagging features. The Advanced Tracking dialog allows you to select one of three first-party cookie tracking methods.
8. Select the **Enable First-Party Cookie Tracking** check box.
9. Select the first-party cookie tracking method that you want to use.

10. Click **Generate Tag**. The next dialog contains the JavaScript code that tracks visitors using the first-party cookie method of your choice. You can use the slider bar to scroll down the box to view the tag.
11. Copy or download this code to your computer.
12. Click **Next** to view the summary of your configuration choices.
13. Click **Save** to create the data source and save the configuration. You must click **Save** to create the data source; otherwise, the JavaScript tag you just copied will not function.

Implementing the JavaScript Tag

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

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

Specifying the First-Party Cookie Data Source

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

Note

If your web site has multiple domains and you want to tracking visitors across them, you must create a separate data source for each domain. For more information, see “Configuring Domains” on page 74 and “Tracking Visitors Across Domains” on page 74.

To specify the first-party cookie data source:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.
2. Mouse over a profile and click **Edit** on the Action menu.
3. Click **Analysis > Data Sources**.
4. Click **New**. If you use WebTrends On Demand, you cannot specify a new data source. You simply need to specify the first-party cookie data source for this profile. Click **Save**, and go to “Specifying Session Tracking for First-Party Cookies” on page 73.
5. In the Data Sources dialog specify the name of the server and select the data source.
6. Click **Save**, and your new data source for first-party cookies appears in the list of data sources for that profile.

Specifying Session Tracking for First-Party Cookies

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

To specify session tracking:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.
2. Mouse over a profile and click **Edit** on the Action menu.
1. Click **Analysis > Session Tracking**.
2. Clear the **Always Use Default Definition** check box.
3. Click **Track User Sessions Using First Party Cookie**.
4. Click **Save**.

Configuring Domains

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

Consider the following domains:

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

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

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

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

To specify your domain:

1. In the left pane, click **Administration > Application Settings > Data Sources**.
2. Mouse over a data source and click **Edit** on the Action menu.
3. Click **SmartSource Data Collector**.
4. Click **Tracking**.
5. Select the **Set the First-Party Cookie domain** check box.
6. Type the name of the domain you want to use. Be sure to precede the domain name with a period. Doing so insures that all sub-domains are rolled up into the domain. If you do not add the period, the cookie is set to the actual domain which serves the page. For example, type .webtrends.com

Tracking Visitors Across Domains

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

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

Note

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

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

To track visitors across domains in WebTrends Analytics software:

1. Create a separate data source for each domain. For more information, see “Configuring Domains” on page 74.
2. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.
3. Edit a profile.
4. Select **Analysis > Session Tracking**.
5. Select **Track User Sessions Using First-Party Cookie (Account Rollup)**. You might need to clear the **Always Use Default Definition** check box.
6. Click **Save**.

Note

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

To track visitors across domains in WebTrends Analytics On Demand:

1. Create a separate data source for each domain. For more information, see “Configuring Domains” on page 74.
2. In the left pane, click **Administration > Application Settings > Data Sources** to specify the data source.
3. Click **New**. When you arrive at the Advanced Tracking step, be sure to specify the root domain with a leading period (.).
4. Select **Web Analysis > Data Sources** and then select all of the data sources you want to analyze for this profile. Be sure that for each data source checked here, you update the tag on every page of the domains affected. Missed pages will not be counted.
5. Select **Web Analysis > Reports & Profiles**.
6. Edit the specified profile.
7. Select **Analysis > Session Tracking**.

8. Select **Track User Sessions Using First-Party Cookie (Account Rollup)**.
9. Click **Next**.
10. Click **Save**.
11. The reports for this profile show aggregated data for the domains that belong to that account.

Note

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

Converting Third-Party Cookies to First-Party Cookies

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

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

1. Modify the JavaScript tag as described in “Configuring WebTrends for First-Party Cookie Tracking” on page 71.
2. Update all your web pages to use the new JavaScript tag.
3. Wait 24 hours until analysis of the visitors who were tracked using the third-party cookie session tracking has completed.
4. Change the profile so it uses the first-party cookie session tracking definition.

Customizing Tag-Generated First-Party Cookies

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

Creating Session Cookies

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

To create session-based first-party cookies:

1. In the left pane, click **Administration > Application Settings > Data Sources**.
2. Edit the data source.
3. Click **SmartSource Data Collector**.
4. Modify the following line from the JavaScript tag text box:

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

so that it looks like this:


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

5. Click **Download this tag** to save your new tag.
6. Click **Save**.
7. Implement the tag on 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

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

To configure the first-party cookie expiration:

1. In the left pane, click **Administration > Application Settings > Data Sources**.
2. Edit the data source.
3. Click **SmartSource Data Collector**.
4. Edit the following line from the JavaScript tag text box:

```
var dExp=new Date(dCur.getTime()+315360000000);
```
5. 315360000000 represents the total number of milliseconds in 10 years. Change this value to the number of milliseconds from the current time until the time that you want the cookie to expire. For example, if you want the cookie to expire in 60 days, then change this value to $5183940000 = 60 \text{ (days)} * 24 \text{ (hrs per day)} * 60 \text{ (minutes per hour)} * 60 \text{ (seconds per minute)} * 1000 \text{ (milliseconds per second)}$.
6. Implement the modified tag, replacing the existing tags on your pages, and redeploy the updated pages to your web site.

Using First-Party Cookies Without SDC

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

To create a Session Tracking definition:

1. In the left pane, click **Administration > Web Analysis > Options > Session Tracking**.
2. Click **New**.
3. Type a name for the definition in the **Description** field.
4. Select **Use the following alternate method(s)**.
5. Select the **Cookie** check box.
6. In the Track Sessions by Cookie dialog, select **Use this cookie**.
7. Specify the name of the cookie that your web server uses to identify visitors. For example, `WEBTRENDS_ID` is the name of the cookie that the WebTrends Cookie Plug-in uses by default.

To use cookie session tracking in profiles:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.
2. Add or edit a profile.
3. Click **Analysis > Session Tracking**.
4. Clear the **Always use default definition** check box.
5. Select the cookie tracking definition that you created.
6. Click **Save**.

Implementing the Opt-Out Cookie

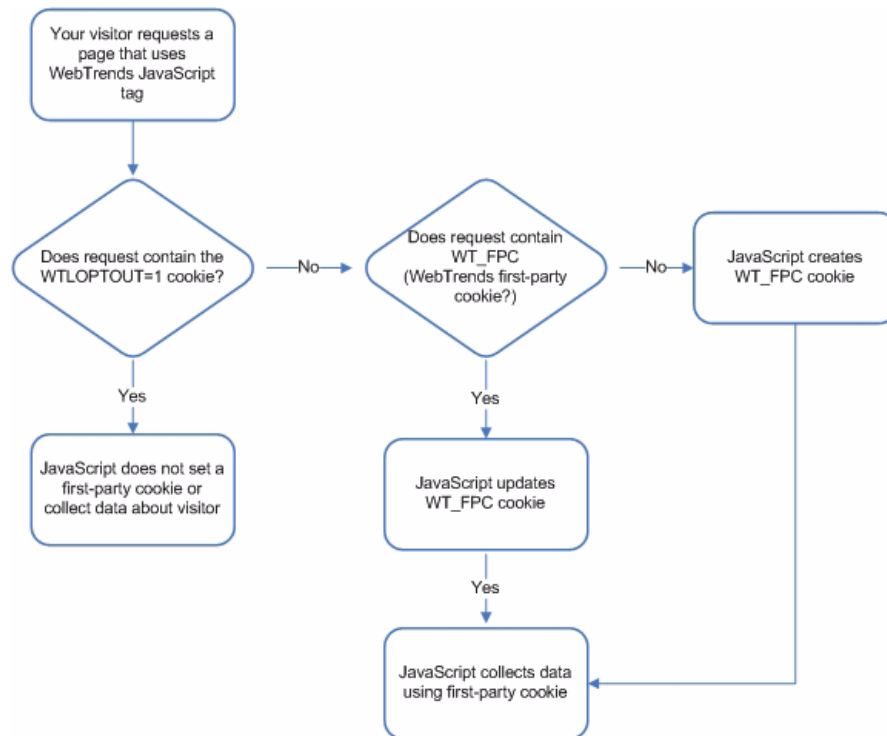
Because of misconceptions about the nature of cookies, some of your visitors might have concerns about how cookies that your web site generates might be used to track their Internet behavior. Using the WebTrends JavaScript, you can implement a method that allows visitors to your site to opt out of being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

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

1. Write a policy about how your organization uses first-party cookies and post that policy on your site. For more information, see “Writing an Opt-Out Policy” on page 79.
2. Create a web page that allows your visitors to specify their tracking preference, and implement a method on your web site to set the full opt-out cookie, `WTLOPTOUT=1`. For more information, see “Creating an Opt-Out Mechanism” on page 79.
3. Deploy a WebTrends v8 or higher JavaScript tag on your site. For more information, see “Implementing the JavaScript Tag” on page 80.

How the Opt-Out Cookie Works

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



Writing an Opt-Out Policy

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

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

<http://ondemand.webtrends.com/support/optout.asp>

Creating an Opt-Out Mechanism

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

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

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

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

```
<html>
<body>

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

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

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

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

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

//-->
</script>

</body>
</html>
```

Implementing the JavaScript Tag

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

Disabling Cookies

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

Disabling First-Party Cookies

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

To disable first-party cookie tracking:

1. In the left pane, click **Administration > Application Settings > Data Sources**.
2. Mouse over a SmartSource data source and click **Edit** on the Action menu.
3. Click **SmartSource Data Collector**.
4. Click **Tracking**.
5. Clear the **Enable First-Party Cookie Tracking** check box.
6. Click **Generate Tag**.
7. Implement the new JavaScript tag on your web site.

Disabling Third-Party Cookies

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

- To set a new first-party cookie for returning visitors who previously were only identifiable by the third-party cookie. If you disable third-party cookie tracking, all visitors are considered new visitors until the first-party cookie is set. This only a consideration if you are upgrading from an earlier version.
- To track visitors across multiple domains.
- To identify visitors for session tracking when third-party cookie is available, but a first-party is not available.

Disabling Third-Party Cookies for WebTrends On Demand

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

```
DCS.dcscfg=1;
```

Disabling Third-Party Cookies for SmartSource Data Collector

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

- To prevent SDC from setting a third-party under any circumstance, edit the `dcs.cfg` file and set the `enabled` setting in the `[cookieserver]` section to `false`.
- To disable third-party cookies for all hits using the JavaScript tag, edit the `dcs.cfg` file and add or edit the following line: `cfgbyhit=true`. Also, edit your data source and add the following line to the JavaScript tag: `DCS.dcscfg=1;`

Chapter 11

Securing Your Implementation

This chapter discusses different methods for securing your WebTrends Marketing Lab implementation.

WebTrends and Secure Sockets Layer (SSL)

Sensitive information is often transmitted between web clients and web servers. Typically, this information is protected by sending data in an encrypted form that is decrypted on the receiving side. The Secure Sockets Layer (SSL) protocol provides several features that enable secure transmission of web data. These features include data encryption, server authentication, and message integrity. WebTrends Analytics uses Microsoft Internet Information Services (IIS) to provide the user interface. IIS supports the SSL protocol.

If you use WebTrends SmartSource Data Collector in your WebTrends Analytics software installation, see “Securing SmartSource Data Collector” in the *WebTrends SmartSource Data Collector User’s Guide* for more information.

Enabling SSL for WebTrends Analytics

When you install WebTrends Analytics, a web site is created in Microsoft IIS that provides the user interface. To enable SSL for WebTrends Analytics, you need to configure this web server in IIS to use SSL. See the Microsoft IIS documentation for details on setting up SSL and creating valid certificates.

To access IIS settings and online Help:

1. From the Windows control panel on the computer running your WebTrends UI Server, click **Administrative Tools**.
2. Click **Internet Information Services**.

Configuring Security for WebTrends On Demand

You can configure security for WebTrends On Demand accounts by managing the security options for your account and by emphasizing the importance of secure passwords.

In WebTrends Accounts, you can perform several security enhancing tasks:

- Reduce the vulnerability of passwords by enforcing rules for users.
- Increase account security by locking out inactive users or those who have made too many login attempts.
- Increase the security of your web analytics data by using SSL to secure the entire user session.
- Decrease the risk of exposing user login credentials by preventing users from saving login information to their local computer.

The Importance of Password Security

Secure passwords are important because they ensure that only authorized users access your accounts. When you or a user creates or changes a password, it must meet the following requirements:

- Must contain at least 6 characters. As a best practice, specify a password that is at least 8 characters.
- Must contain both upper and lower case letters (a-z, A-Z).
- Must contain at least one number (0, 1, 2, 3, 4, 5, 6, 7, 8, 9).
- Cannot be part of your login user name.
- Cannot contain your first or last name.
- Cannot contain spaces.
- Must be no more than 20 characters in length.

Best Practices for WebTrends On Demand Security

As a WebTrends administrator, you should routinely perform several security-related maintenance tasks:

- Create a user account for each WebTrends user. WebTrends provides auditing tools that enable administrators to track logins and configuration changes. These tools provide the most insight when WebTrends can identify users individually. To prevent a user account from being misused, do not create a general user account that a group of users can share.
- Review user accounts periodically. Investigate inactive user accounts and consider deletion.
- Delete accounts of users when they leave the organization.

Configuring WebTrends On Demand Security

You can harden WebTrends On Demand accounts to reduce vulnerabilities by taking advantage of the security options available in WebTrends On Demand.

To access security options:

1. In the left pane of the Account Console, click **Accounts > Security Options**.
2. Configure the security options to your preferences.
3. Use the Help for details about this dialog.

Chapter 12

Optimizing Your Analysis Environment

WebTrends Analytics software can be a very resource-intensive application. In addition to the resources that analysis requires, WebTrends needs to store log files, summary tables, report tables, perhaps a web data warehouse, external databases, IP addresses, and page titles. This chapter discusses how you can configure various elements of web analysis process to use fewer resources. It also discusses the costs associated with limiting resource usage.

Where relevant, each section includes recommendations for handling an analysis environment variable. These recommendations are based on the average web site's requirements. However, each web site has its own unique characteristics, and you should use your own judgment and experience to adjust these recommendations to the requirements of your web site.

Physical Data Storage

How well WebTrends performs may depend on the decisions you make about storing and backing up data. The following sections discuss how to balance log, report, and backup storage with application performance.

Log File Rotation

With web traffic analysis that relies on web server logs, the first consideration you must make is how long to hold onto the raw, unaggregated log files. You may need to access old log files to reanalyze them. For example, you might want to reanalyze raw data based on new configuration settings. Or you might need to reanalyze the log file from a server belonging to a cluster that was not available at the original time of analysis and then add that reanalysis into an entire day's worth of logs.

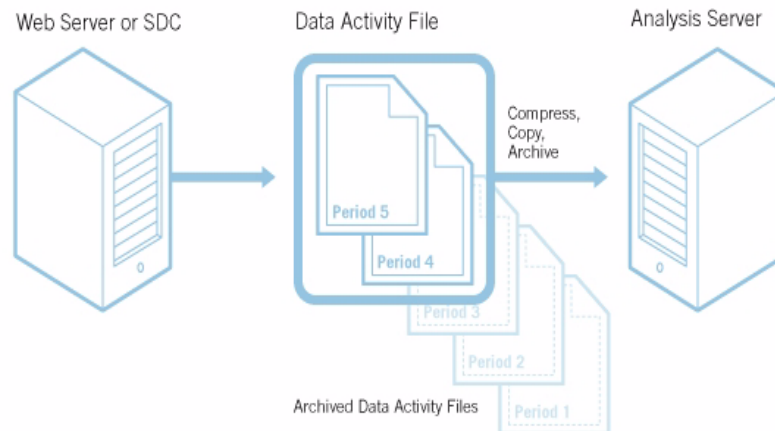
In a log file, a typical hit might range roughly from 250 to 750 bytes. Given that number, consider what happens if your site experiences an average of 10,000 hits per day. This means that your log file can be anywhere from 2.5 MB to 7.5 MB. If your site experiences up to 5,000,000 hits per day (not unusual for enterprise-level organizations) your log file size can easily be several gigabytes. For large organizations with extremely active web sites, generating terabytes of data per year is common.

Because data activity file sizes for even a daily web data activity file can require gigabytes of storage space, most organizations implement a log file rotation scheme that keeps computing resources available for processing tasks. Depending on the volume of traffic that your site experiences, you may wish to rotate (roll over) log files daily, weekly, or monthly.

Note

When an IIS server rolls over daily, it closes one log file and starts a new file at 12:00 A.M. Greenwich Mean Time, not at midnight local time.

The following illustration shows a basic overview of log file rotation, rollover, and archiving.



Rotation schedules can also depend on how you access your log files, and how often you intend to report on those log files. If you use FTP to access your log files and you generate reports hourly, then you must rotate your log files hourly. Hourly rotation is necessary because in order to run reports, the log file must first be transferred to the local, analysis machine. With a mapped drive, this transfer is not required because to your system, the drive already appears to be local. Therefore, whenever reports are scheduled to run, WebTrends does not need to transfer an entire file, because the file, for all intents and purposes, is local.

Typically, organizations rotate their log files daily. Unless you need to generate hourly or more frequently, daily rotation is usually a good rule of thumb.

After you rotate the files and analyze them, you need to determine how long to archive them. How long you should archive logs depends on your reasons for keeping the data. Some organizations never intend to re-analyze their data, so they discard data shortly after analysis. Other organizations keep their data forever. Most organizations archive data for a period between one quarter and one year.

Recommendations

- Rotate log files daily. Consider rotating log files hourly if you access your log files using FTP, and if your site experiences a large amount of traffic.
- Archive analyzed log files for one year.

Archiving

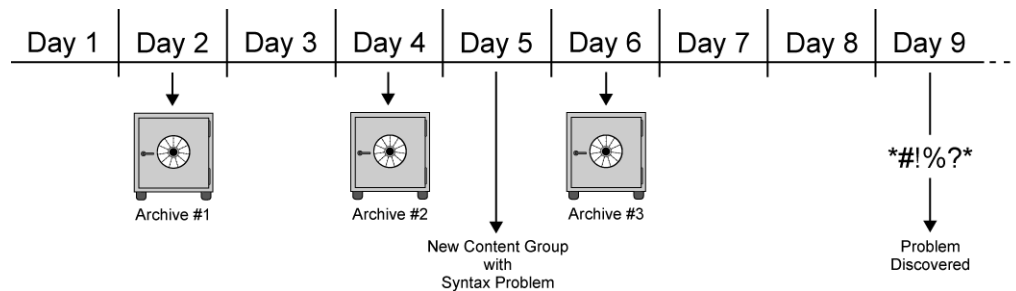
Occasionally, after you analyze data, you may need to return your analysis to a point when you knew the analysis results were based on a correct configuration. For example, suppose you add a new content group to your WebTrends installation. This content group contains a group of new pages that relate to a new product. A week later, when you review your weekly report, you discover that the content group is not included in your reports. Investigation shows that improper syntax was used to define the pages in the content group. As a result, WebTrends did not analyze hits to those pages.

If you created periodic backup copies of your summary tables database along the way, WebTrends Analytics software offers the ability to take a snapshot of the database. Depending on what the analysis software is configured to create, the snapshot may include a copy of the daily, weekly, monthly, quarterly, and/or yearly summary tables at a point in time. You can restore that copy in the event that you run into problems with your analysis later on. After you restore the data to the last known good copy, you will need to fill in the data that was not contained in that backup. This requires you to restore and re-analyze the raw log files for the data from the time of the backup to the most current log file. For more information about how to back up and restore your WebTrends Analytics installation, see .

Let's go back to the earlier example in which the content group was incorrectly set up. If your web site experiences a significant amount of traffic, and each daily log file analysis requires around 10 minutes to run, you might determine that you can afford the time it would take to re-analyze up to twenty-eight days of data at any given time. You also decide that 28 days is enough time to discover any issues, given that you review reports once a week. You can afford to store four backups of the data. This means that when you create a fifth backup, it replaces the oldest backup.

In this situation, a sensible solution is to back the data up every seven days, and maintain four backups. This solution allows you to maximize the amount of storage space you have and assures that you will catch any problems with the data long before your oldest archive is overwritten.

The following diagram shows the archiving scenario:



In this situation, you have two options:

1. Correct the syntax for the new content group and re-analyze the data, and then go back and import all the raw log files from day one (assuming you still have those log files).
2. Go back to the last known good set of summary tables and then re-analyze the data from that day up to the current day. In this case, you would restore Archive 2, the last archive that contained data without the syntax problem, correct the syntax for the new content group, and then you would re-analyze the raw log file data up to the current day.

As you can imagine, creating and maintaining multiple backup copies of an entire database can require substantial storage space on your computer. It's important to balance the storage space you have available with the number of backup copies you can afford to store at any given time. This calculation also depends on how long it would take to restore lost data, which in turn depends on how much traffic your site experiences, which summary tables you choose to create, and how powerful your system is.

How often you may need to back up data also depends on how closely you monitor the results of your data. If you only review results once a day, creating backups every day or every two days may be sufficient, because you will probably find any issues within a few days.

Recommendations

- Check how much disk storage space you have to save the backups versus the average size of a backup.

- Determine how long it takes to restore data by analyzing it from the raw log file. This is affected by how much traffic your site generates, which summary tables you choose to create (daily, weekly, monthly, etc.), and how fast your system can process the data.
- Figure out how soon you are likely to find issues that may necessitate restoring a backup by how closely and frequently you monitor your analysis results.
- Make sure you store your backups in a location that allows you to restore them in the event of a disk failure. For more information about how to back up and restore your WebTrends Analytics installation, see .

Table Limiting

Your system only has so much physical memory (called random access memory or RAM) in which to store the results of analysis. When data requirements exceed that memory, it has to use virtual memory, exchanging data as needed from RAM to the hard disk and back to RAM. This can create a low performance situation known as *thrashing*, in which a large amount of activity (swapping pages of data in and out of RAM) accomplishes very little.

Unfortunately, there is no perfect solution to the issue of overwhelming your memory with data. However, there are measures you can take to reduce how often your system has to swap data out to the disk. You can add more RAM, which up to a point will increase performance. However, after you add 2 GB of RAM, there is no additional benefit to adding more RAM.

Most computers with 32-bit processors can address only 4 GB of memory (that is, virtual address space, regardless of how much physical RAM you might have), and they usually allocated half to user processes and half to the operating system. This limitation creates a 2 GB per-process limit. If you put 4 GB (or more) in a machine, two simultaneous user processes can each use 2GB of physical RAM. You can configure some versions of Windows versions, such as Windows 2000 Advanced Server, to provide 3 GB of memory for user processes and 1 GB for the operating system. WebTrends can use 3 GB of available memory.

A second approach is to make smarter decisions about which data to swap out to RAM. By swapping out items that probably will not be needed, you can reduce the amount of time WebTrends needs to access the hard disk.

Another approach is to limit the amount of data that you store in your summary database tables. The trade-off with this approach is that by limiting the amount of entries in a summary table, you only collect records up to the point when you reach that limit. For example, if you limit the Top Pages table to 10,000 pages, WebTrends only aggregates data for the first 10,000 pages entered in the table. Any new pages encountered in the Web data activity file after that will not be entered in the table. This means that if your site experiences a great deal of traffic and has 200,000 or 300,000 pages, then limiting it to the top 100,000 will significantly reduce the accuracy of your reports. However, if you were to perhaps limit it to the top 50,000, you might expect to get a reasonably accurate representation of the top pages in your reports.

In addition to requiring less storage space in RAM, limiting tables also reduces the time spent inserting data into the database. This time savings is fairly minimal in comparison to the time savings achieved by avoiding swapping data out to the hard disk.

Whether you have to limit table sizes depends on three factors:

- System processing speed
- Amount of RAM
- Tables being created (daily, weekly, monthly, quarterly, and/or yearly)

System processing speed affects how long the instructions and data must stay in main memory, while the amount of RAM affects how much data can be kept in main memory at any given time. And finally, the periods for which you have chosen to generate reports determine which tables exist and have data aggregated in them. If you have selected to aggregate data in yearly tables, toward the end of a year, you would be maintaining almost an entire year's worth of data. Because the summary tables have to be loaded in RAM to aggregate the data, the larger the amount of data, the more likely that you may have to swap out to hard disk.

For more detailed information about limiting tables, see "Optimizing Reports Using Table Limiting" in the *WebTrends Administration User's Guide*.

Scheduling Reports and Storing Reports

There are several decisions you have to make about reports.

- Which reports to generate – daily, weekly, monthly, or yearly?
- How frequently to run an analysis – every five minutes, every ten minutes, or once a day?
- How long to keep a given report – do you store each daily report for one month, two months, or longer?
- How many elements to store in a report – 100, 2000, or 20,000?

Reporting is one of the key elements to consider when deciding how to allocate resources, because the report rendering process itself uses significant system resources.

Rendering reports is a processing-intensive task. The report engine must first look up all the information requested by the report templates. It must then create tables and graphs that are populated with all the requested information. Depending on the report periods you request (such as daily, monthly, and yearly), your report engine may have to render one or more different reports for each report type.

After you create reports, each report requires a fair amount of storage space. Each stored report can occupy a fair amount of memory—up to 1 MB of memory, for example, for a basic report that comes packaged with WebTrends Analytics software.

Therefore, you should always consider the amount of time and resources involved in generating reports. For example, if it takes an hour to generate a complete day's report, and you generate a report every hour, it will take more than an hour to generate the report because of the overhead involved in shutting down and starting up processes. Your system may also experience thrashing if you generate reports too frequently.

Recommendations

Many IT departments prune reports to contain only the tables/charts that may be of interest to the particular audience. Limiting report templates to only the reports you need makes them less daunting and more accessible, and reduces processing time and storage needs. You should track which reports are viewed by business users and remove those that are never accessed from your report templates.

Maintaining and Storing Reports

By default, WebTrends Analytics copies the top-most elements from the analysis tables to the report database (also called the On Demand Database). You can increase the number of elements WebTrends Analytics copies to the report database, but as you increase this number the performance of the On Demand Database decreases. In general, we recommend limiting the On Demand Database for best performance.

WebTrends also allows you to control the number of reports kept over a period of time. You could, for example:

- Delete all daily reports that are more than 90 days old.
- Keep weekly reports only over the last 52 weeks.
- Keep only eight quarterly reports and two yearly reports.

By limiting the number of reports to keep in the On Demand Database, you can reduce the storage space required.

There is a trade-off between keeping large amounts of data and maintaining a robust database that generates reports efficiently. Some organizations may find great value in keeping a large volume of historical data, no matter what the cost in performance. Other organizations may find little value in maintaining daily reports from the previous year. This decision depends on your organization's needs and resources.

To limit the data stored in the On Demand database:

In the left pane, click **Administration > Application Setting > System Management > Report Retention**.

Performance Issues

FTP Caching

If you are analyzing a log file that you must access using FTP, you will need to physically transfer that log file to a local drive. You can either use your WebTrends Analytics software to take care of the log file transfer, or you may set up your own procedure to bring the log files over before running the analysis. After the log file is stored locally, you can use the WebTrends Analytics software to unzip the compressed file, or you can set up your own process. Either way, after you move the log file to your local drive, you must decide how long to store it. Just as with uncompressed web data, this decision depends on how often you expect to re-analyze the log file, how much data the log file contains (which affects how long it takes to transfer the log file using FTP), and how much local storage space you can afford to allocate.

Consider the following choices for handling your FTP cache:

- Delete the file from the cache after analysis completes.
- Keep the file in the cache for a specified number of days.
- Keep the file in the cache until the cache reaches a maximum size, at which point the oldest files in the cache will be replaced by new, incoming files.
- Keep the file in the cache, but delete the file if it is not accessed within a specified period of days.

Internet Resolution

When your web server generates a log file, it can either be configured to look up the client machine's IP address as it creates the log file in a process known as reverse DNS, or it can leave the IP address unresolved. The more efficient approach is to look up the IP address during log file creation; however, because this process (known as Internet resolution) takes some of the server's resources to perform this lookup, web site content delivery may be negatively affected. For this reason, many web servers are not configured to perform a lookup.

The reality is that when reviewing reports about your visitors, just receiving the IP address of your visitor does not give you much insight. An IP address can't let you easily see that many of your visitors come from the competition, or that many of your visitors come from a company with whom you are trying to establish more business.

IP addresses also affect visitor counts, because multiple IP addresses can resolve to the same domain name.

WebTrends Analytics software gives you the option to look up IP addresses from DNS servers. After a lookup, WebTrends stores IP addresses in a cache so future analyses can use the information locally, rather than having to go through DNS servers to locate the information. You need to determine the value of having IP addresses translated into meaningful names versus the loss of disk space that the cache of resolved addresses occupies. Typically, the address cache has a size limit. When the cache reaches the limit the oldest entries are deleted to make room for more recent ones. Because DNS lookups use memory, you should also weigh the impact of looking up IP addresses on analysis performance.

Recommendations

- Determine how important it is to have the looked up values of IP addresses in your reports. The space required by these looked up values can be fairly minimal, but the performance slowdown can be noticeable. Most people tend to have the lookup performed if the Web server did not already do this.
- Note that a company may use many IP addresses that are assigned to them but only register a few of these addresses as domains. For example, a company may have many proxy servers with addresses that connect to the Internet, yet since the company doesn't expect anyone to connect to the proxy, it hasn't assigned a domain to the proxy. Consider using WebTrends GeoTrends, which will resolve IP addresses more accurately than DNS. That is, GeoTrends identifies the companies that registered the IP addresses. GeoTrends also provides pertinent geographic and demographic information for your web analysis.

To specify Internet resolution settings:

1. In the left pane, click **Administration > Web Analysis > Options > Analysis**.
2. Click **Internet Resolution**.

HTML Page Title Lookups

In the log file, requested content is recorded as the URL for that item. The URL could be for a gif or a jpeg image, it could be for a downloaded file, or it could be for a page. WebTrends Analytics software can look up the actual page titles that are recorded in the Title tags in each HTML page. However, if you choose this option, you will have to dedicate some space on your hard drive for the results of the page title lookups. Just like the resolved IP address cache, the cache for HTML page title lookups is managed by setting either the maximum number of entries allowed in the cache at any given time, and/or the maximum number of days that a page title can remain in the cache. Again, you have to balance the usefulness of the looked up titles against the cache space they require and the performance hit your system takes during the initial lookup.

Recommendation

Determine how important it is to have the HTML page titles of the URLs in your reports. The space required by these looked-up values can be fairly minimal, but the performance slowdown can be noticeable. Most people perform the lookup to make reports more meaningful.

Note

Web site security can impede or prevent HTML title lookups. You may need to configure a user name and password to get the data.

To specify whether to look up HTML page titles:

1. In the left pane, click **Administration > Web Analysis > Options > Analysis**.
2. Click **General**.

Simultaneous Analysis

WebTrends Analytics software is a multi-threaded application, meaning that it can run multiple processes simultaneously. Depending on the number and speed of the processors and memory in your Analysis Engine system, you may increase performance by running more than one analysis at a time.

Recommendations

- Have no more than one simultaneous analysis for each processor in the analysis system.
- Each processor should have at least 2 GB of RAM.

Optimizing Worksheet

You can use the following worksheet to help optimize your analysis environment.

Consideration	Yes	No	Comments
Do you plan to archive your log files, and do you know how long you will keep them archived?			
Do you have adequate storage space for the archived files?			
Do you plan to backup analysis data, including summary tables?			
Do you have adequate storage space for backup data?			
Do you plan to cache uncompressed log files for re-analysis?			
Do you plan to use IP address lookup (reverse DNS)?			
Can you improve your system performance if it slows down because of IP address lookup?			
Do you plan to look up HTML page titles?			

Consideration	Yes	No	Comments
Can you improve your system performance if it slows down because of HTML page title lookups?			
Have you maximized the size of your RAM?			
Can you limit the size of your summary tables?			
Can you limit the size of your reports?			

Chapter 13

Customizing JavaScript Tags

When you first install SmartSource Data Collector (SDC), the WebTrends JavaScript tag contains code that enables you to collect visitor data after the tag is implemented on your Web site. This chapter discusses the contents of the tag before you modify it, and covers more advanced ways you can modify it to get additional information.

If you use WebTrends On Demand or SmartSource Data Collector and simply want to learn to tag your Web site and create META tags that automatically collect visitor information, see [Chapter 7, “Client-Side JavaScript Integration”](#) on page 51.

Understanding the Basic JavaScript Tag

This section breaks the tag into functional parts and describes how the tag performs data collection. It describes using the JavaScript tag as an external file.

The JavaScript tag is divided into the following two files:

dcs_tag.html

Contains a sample of the part of the tag that you place in the HTML body of your web pages.

dcs_tag.js

Contains a sample of the part of the tag that you include as an external JavaScript file.

HTML Body Tag (dcs_tag.html)

The portion of the tag that goes in the HTML body of your web pages is enclosed inside the following HTML comments:

```
<!-- START OF SmartSource Data Collector TAG -->
<!-- Copyright (c) 1996-2007 WebTrends Inc. All rights reserved. -->
<!-- $DateTime: 2006/02/08 13:22:46 $ -->
...
<!-- END OF SmartSource Data Collector TAG -->
```

Global Variable Initialization

The following JavaScript sets initial variables that are used throughout the script. Because these variables are global and used in multiple functions, you should not remove them from the tag.

```
var gDomain="@@DOMAIN@";
var gDcsId="@@DCSID@";
var gFpc="WT_FPC";
var gConvert=true;
```

The following table explains how these variables are used.

Name	Description
gDomain	String that defines the domain of the SmartSource Data Collector server where your collected data is sent. You must modify this variable before using it. For more information, see “Tagging Pages for SDC” in the <i>SmartSource Data Collector User’s Guide</i> .
gDcsId	String used to differentiate one set of collected data from another. You must modify this variable before using it.
gFpc	String that specifies the name of the cookie that you want the JavaScript tag to use for tracking visitors. All first-party cookie functions use this variable.
gConvert	Boolean that is used to convert third-party cookies to first-party cookies. It also allows you to track visitors across domains and is required for the first-party cookie account rollup data source. When this value is <code>true</code> , the JavaScript requests the <code>wtid.js</code> file. The <code>wtid.js</code> file requests the unique identifier for the visitor from SDC and assigns it to the <code>gTempWtid</code> variable in the JavaScript. If a cookie has not been set, SDC sets a cookie to uniquely identify the visitor. As a best practice, set <code>gConvert</code> to <code>true</code> for robust session tracking.

Domain

The domain portion of the URL must contain the domain name or IP address of the SDC server. Specify the domain name by replacing the `@@DOMAIN@@` placeholder in the initialization of the `gDomain` variable, which is shown here:

```
var gDomain="@@DOMAIN@";
```

DCSID

The path portion of the URL must contain the DCSID. For example:

```
/dcsknjb24gsu7s61pxz9uw73_7x5i
```

Specify the DCSID in the tag by replacing the `@@DCSID@@` placeholder in the initialization of the `gDcsId` variable, which is shown here:

```
var gDcsId="@@DCSID@";
```

This string must be replaced with the DCSID. The `gDcsId` variable is used by the `dcsTag` function when composing the URL path. Note that an additional replacement must be made in the HTML `<NOSCRIPT>` tag.

Inline JavaScript Request (wtid.js)

The following JavaScript performs an inline JavaScript request. This request is used to obtain an identifier from SDC for unique visitor tracking, which is stored in the WebTrends First Party Cookie.

```
if ((typeof(gConvert)!="undefined")&&gConvert&&(document.cookie.indexOf(gFpc+"")===-1)&&(document.cookie.indexOf("WTLOPTOUT")===-1)){
document.write("<SCR"+"IPT TYPE=' text/javascript'
SRC='"+http+(window.location.protocol.indexOf(' https: ')===0?' s: ':'')+": //" +gDomain+"/
"+gDcsId+"/wtid.js+"'></SCR"+"IPT">");
}
```

External JavaScript Include

The following HTML <SCRIPT> block includes the external JavaScript file:

```
<SCRIPT SRC="dcs_tag.js" TYPE="text/javascript"></SCRIPT>
```

HTML <NOSCRIPT> Section

If the Web client does not support JavaScript, or if client-side scripting has been disabled, the JavaScript tag does not execute. Instead, the line in-between the HTML <NOSCRIPT> and </NOSCRIPT> tag is processed. This line contains an inline image request as shown in the following example:

```
<IMG ALT="" BORDER="0" NAME="DCSIMG" WIDTH="1" HEIGHT="1" SRC="http://@@DOMAIN@@/@@DCSID@@/njs.gif?=/nojavascript&WT.js=No">
```

In this case, the request is hard-coded to contain a single WebTrends query parameter (WT.js=No), and a single SDC-specific parameter (). You can add additional parameters if necessary.

WT.js=No tells WebTrends Analytics that the hit was from a non-JavaScript enabled browser.

=/nojavascript tells SDC to log a hit to /nojavascript, which is simply a fabricated file name. You can configure WebTrends to report on this name.

You must replace the @@DOMAIN@@ and @@DCSID@@ placeholders.

If your DCSID is dcsknjb24gsu7s61pxz9uww73_7x5i and the domain name for your SDC server is sdc.acme.com, replace the placeholders as shown in the following example:

```
<IMG ALT="" BORDER="0" NAME="DCSIMG" WIDTH="1" HEIGHT="1" SRC="http://sdc.acme.com/dcsknjb24gsu7s61pxz9uww73_7x5i/njs.gif?=/nojavascript&WT.js=No">
```

Using this method, the DCSID becomes the path portion of the URL.

External JavaScript Tag (dcs_tag.js)

The tag contains a Basic Tag section and an Advanced Tag section.

The Basic Tag section begins approximately in the middle of the file and is enclosed inside the following JavaScript comments:

```
// START OF Basic SmartSource Data Collector TAG
// Copyright (c) 1996-2007 WebTrends Inc. All rights reserved.
// $DateTime: 2006/07/13 15:24:19$
```

```
...
```

```
// END OF Basic SmartSource Data Collector TAG
```

The Advanced Tag section begins at the top of the file and is enclosed inside the following comments:

```
// START OF Advanced SmartSource Data Collector TAG
// Copyright (c) 1996-2007 WebTrends Inc. All rights reserved.
// $DateTime: 2006/07/13 15:24:19$
```

```
...
```

```
// END OF Advanced SmartSource Data Collector TAG
```

Global Variable Initialization

The following JavaScript sets initial variables that are used throughout the script. Because these variables are global and used in multiple functions, you should not remove them from the tag.

```
var glImages=new Array;
```

```

var glIndex=0;
var DCS=new Object();
var WT=new Object();
var DCSExt=new Object();
var gQP=new Array();
var gl18n=false;
if (window.RegExp){
var RE={"%09": /\t/g, "%20": / /g, "%23": /\#/g, "%26": /\&/g, "%2B": /\+/g, "%3F": /\?/g, "%5C": /\
/g, "%22": /\\"/g, "%7F": /\x7F/g, "%A0": /\xA0/g};
var l18NRE={"%25": /\%/g};
}

```

The following table describes how these variables are used.

Name	Description
glImages	Array that stores the transparent image that is the object of the GET request to the SDC server. For more information, see “Image Array” on page 99.
glIndex	Number that stores the index value used to iterate through glImages.
DCS	Object (associative array) that contains SDC-specific parameters. For example, the uri-stem of the http request would be stored in DCS. For more information, see “SDC-Specific Query Parameters (DCS Object)” on page 100.
WT	Object (associative array) used to capture the parameters that are defined within the WebTrends namespace. Parameters such as page title are stored here. For example, the page title is stored in the variable WT. ti . For more information, see “WebTrends Query Parameters (WT Object)” on page 100.
DCSExt	Object (associative array) that contains parameters that are custom to the page in question. For more information, see “User-Defined Query Parameters (DCSExt Object)” on page 100.
gQP	Array used by the dcsQP function. Contains query parameter key/value pairs. For more information, see “Extended Internationalization Support” on page 104.
gl18n	Boolean value used to enable extended internationalization support. For more information, see “Extended Internationalization Support” on page 104.
RE	Regular expression list used to URL encode query parameter values. For more information, see “URL Encoding” on page 99.
l18NRE	Regular expression list used by extended internationalization support. For more information, see “Extended Internationalization Support” on page 104.

Make all additional query parameter assignments in the global initialization area or by using HTML META tags. For more information about adding custom query parameters, see “Adding Customized Information” on page 104.

URL Encoding

Certain characters can cause problems when used in query parameter values. For example, for a WebTrends query parameter assignment of `WT.ti="The Gettysburg Address"`; SDC writes the following value to the log file:

```
&WT.ti=The Gettysburg Address
```

The space characters in this value cause problems because the space character is used to separate fields within a log file. The solution is to URL encode all query parameter values. URL encoding means replacing certain characters with their hexadecimal equivalents of the form `%XX` where `%` is the escaping character and `XX` is the character's numeric ASCII value. URL encoded characters are properly rendered in WebTrends reports.

Continuing with this example, the URL-encoded form is as follows:

```
&WT.ti=The%20Gettysburg%20Address
```

Note that space characters have been replaced by `%20`.

The tag URL encodes the following characters: tab, space, #, &, +, ?, ", \, and non-breaking spaces. These characters are defined in the regular expression list. The regular expression list contains regular expressions to search for, and the corresponding `%XX` replacement strings. Regular expression properties are used as arguments to the `string.replace` method.

The tag URL encodes parameter values by passing them as arguments into the `dcsEscape` function.

Image Array

The tag uses an array of Image objects so that many hits to SDC from a single Web page can be made in rapid succession. The function that populates the Image array is called `dcsCreateImage`.

Query Parameter Storage Objects

The following custom objects contain query parameters:

- DCS
- WT
- DCSext

Their property name/value pairs correspond to the query parameter name/value pairs that are ultimately passed to SDC. Each object serves as a container to group together the following types of query parameters:

- SDC-specific query parameters
- WebTrends query parameters
- User-defined query parameters

Adding customized information to the tag involves assigning property name/value pairs to the appropriate object.

During global variable initialization, blank objects are created. Optionally, you can assign customized query parameters to the objects. For more information about adding custom query parameters, see "Adding Customized Information" on page 104. The `dcsMeta` and `dcsVar` functions then populate the objects with property name/value pairs. Finally, the `dcsTag` function enumerates each object, and composes the query parameter string that is passed to SDC.

SDC-Specific Query Parameters (DCS Object)

The DCS Object stores SDC-specific query parameters. The property names correspond to the following SDC parameters:

- dcsqry
- dcsref
- dcsaut
- dcsmet
- dcssta
- dcssi p
- dcsp3p
- dcscfg
- dcsci p

For more information about using each of these query parameters, see “SDC-Parameter Override Parameters” on page 175.

For example, by default the dcsref parameter is assigned as shown here:

```
DCS.dcsref=window.document.referrer;
```

This assignment is transformed into a query parameter as follows:

```
&dcsref=encoded contents of DCS["dcsref"]
```

WebTrends Query Parameters (WT Object)

The WT object stores WebTrends query parameters. The property names correspond to the type/attribute portion of the WebTrends query parameter. For example, by default the WT.ti parameter is assigned this way:

```
WT.ti=document.title;
```

This is transformed into a query parameter as follows:

```
&WT.ti=contents of WT["ti"]
```

Note that WT. is added to the beginning of the object property name to create the query parameter key.

User-Defined Query Parameters (DCSext Object)

The DCSext object is used to store user-defined or “custom” query parameters. For example, suppose you want to insert your own query parameter, apparel =j acket. This is how the DCSext.apparel parameter is assigned:

```
DCSext.apparel=j acket;
```

Alternatively, you can use the META tag

```
<META NAME="DCSext.apparel " CONTENT="j acket">
```

which is transformed into the following query parameter:

```
&apparel=j acket
```

Be careful when naming user-defined query parameters. Do not use any of the parameter names used by SDC-specific parameters or by the WebTrends query parameters because those names are reserved.

Assign Query Parameters (dcsVar Function)

After the global variables have been initialized, values are assigned to the query parameter storage objects by the `dcsVar` function.

First, `dcsVar` assigns values to the WT object. These values correspond to the following WebTrends query parameters:

- WT. tz
- WT. bh
- WT. ul
- WT. cd
- WT. sr
- WT. j o
- WT. ti
- WT. j s
- WT. j v
- WT. ct
- WT. hp
- WT. bs
- WT. fi
- WT. fv

WebTrends uses these parameters in a series of preconfigured custom reports. For more information about these parameters, see “Web Client Parameters” on page 147.

Next, `dcsVar` assigns values to the DCS object. These values correspond to the following SDC-specific parameters:

- dcsdat
- dcssi p
- dcsuri
- dcsqry
- dcsref

JavaScript Version Detection (dcsJV Function)

The `dcsJV` function performs JavaScript version detection. SDC assigns the JavaScript version to a WebTrends query parameter (WT. j v).

Extract HTML META tag (dcsMeta Function)

After values have been assigned by `dcsVar`, the `dcsMeta` function parses through the META tags.

This function looks for all META tags whose property names contain WT. , DCSExt. , or DCS. . The associated data for each property is then used as the value and assigned to the appropriate query parameter storage object. This function is called after `dcsVar` so that META tag assignments take precedence over all other query parameter assignments.

Advanced Functions (dcsAdv Function)

The `dcsAdv` function calls one or more functions in the Advanced JavaScript tag. `dcsAdv` is a “wrapper” function that dispatches lower-level utility functions. Each utility function corresponds with a particular advanced feature. `dcsAdv` detects whether a utility function exists in the JavaScript tag. If the utility function exists, it is executed. This function makes it possible to add each advanced feature simply by including its corresponding utility function. For example, the First Party Cookie support is provided by the utility function `dcsCookie`. Adding `dcsCookie` to the JavaScript tag enables First Party Cookie support. For more information, see “Understanding the Advanced JavaScript Tag” on page 102.

Compose URL (dcsTag Function)

After the `dcsVar` and `dcsMeta` functions populate all of the query parameter storage objects, the full URL is composed by the `dcsTag` function.

The variable named `P` is used to contain the URL. The `dcsTag` function first composes the protocol + path + image portion of the URL together.

Next it enumerates each of the query parameter storage objects and builds up the actual ampersand-delimited query parameter list for the URL. The `dcsA` function prepends the ampersand, inserts the equal sign, and URL encodes the parameter values.

At the end of this function, the full URL has been created, and is passed to the `dcsCreateImage` function.

Request Image (dcsCreateImage Function)

Finally, after the full URL has been composed, the `dcsCreateImage` function performs the image request.

If the `Image` object type is supported by the visitor's browser, the URL is simply assigned to the `Image` object's `src` property. This forces the browser to load the image into the image cache. This is a fast and efficient way to load the image that lends itself to repeated invocations of the tag.

If the `Image` object type is not supported, an inline image request is generated using the HTML `` tag and the `document.write` method.

Understanding the Advanced JavaScript Tag

When you create a SmartSource data source, you can specify additional information that you want to track using the JavaScript tag. By default, the Advanced JavaScript tag section is configured to track first-party cookies using the WebTrends cookie named `WT_FPC`. The settings that you select in the data source determine which JavaScript code is included in the Advanced JavaScript tag.

As a best practice, you should modify the Advanced JavaScript tag by editing the data source in WebTrends Administration. For this reason, this section does not cover details about the JavaScript.

To modify Advanced JavaScript tag settings:

1. In the left pane, click **Administration > Application Settings > Data Sources**.
2. Edit an SDC data source.
3. Click **SmartSource Data Collector**.
4. Click **Tracking**.

Initialize Global Variables

The following JavaScript sets the global variables that are used in the Advanced JavaScript tag. Because these variables are used in multiple functions, you should not remove them from the tag.

```
var gService = false;  
var gTimeZone = -8;
```

Name	Description
gService	Boolean that specifies whether the data source was created by WebTrends Analytics software or On Demand.
gTimeZone	Boolean that specifies the GMT offset value of your Web server expressed as a numeric GMT offset value. For example, the time zone for Pacific Standard Time is -8. WebTrends Analytics uses this value for calculating the date and time of the first-party cookie.

First-Party Cookie Tracking

The `dcsCookie` function enables first-party cookie tracking through the JavaScript tag. If you don't want SDC to set a first-party cookie, you can comment out or remove this function.

The JavaScript tag tracks one of three types of cookies: a cookie generated by the JavaScript tag, an existing cookie, or a cookie generated by the WebTrends Cookie Plug-in. The `dcsCookie` function is a "wrapper" function that dispatched a lower-level utility function corresponds to each type of cookie. The Advanced Tracking code contains only the code required for the tracking method you configured the tag to use. For more information about these settings, see "Tracking Visitor Sessions" on page 67.

First-Party Cookie Variables

If you configured the JavaScript tag to set a domain name, the tag uses the following variable:

```
var gFpcDom=". domain.com";
```

Name	Description
gFpcDom	String that specifies the domain that you want the JavaScript to set for the first-party cookie. If you have subdomains, be sure that you use this variable so that one cookie is set for your entire domain. If you do not specify this variable and you have subdomains, visitors receive a separate cookie for each subdomain they visit.

Generate First-Party Cookie

By default, SDC data sources are configured to have the JavaScript tag set a first-party cookie. The JavaScript uses the `dcsFPC` function to set the first-party cookie.

Use Existing First-Party Cookie (other.js)

If you configured the JavaScript tag to use the cookie that your web server generates, the JavaScript uses the `dcsOther` function. The JavaScript uses the cookie name specified for the `gFpc` variable.

Use WebTrends Cookie Plug-In Cookie (plugin.js)

If you configured the JavaScript tag to use the cookie generated by the WebTrends Cookie Plug-in, the JavaScript uses the `dcsPlugin` function. The JavaScript uses the cookie name specified for the `gFpc` variable. By default, the Cookie Plug-in uses `WEBTRENDS_ID` as the cookie name.

SmartView Transition Tracking (tp.js)

The `dcsTP` function in the Advanced Tracking tag allows you to track activity for SmartView using a META tag. This function sets a cookie named `WT_DC` to identify SmartView pages. As a best practice, you should not modify any code in this function.

If you don't want SDC to track pages that have the SmartView META tag, you can comment out or remove this function. For more information about using your JavaScript tag to track pages for SmartView, see the *SmartView User's Guide*.

Extended Internationalization Support

The JavaScript tag has extended internationalization support primarily for handling search phrases and query parameters in Asian languages. To enable this support, set the `gl18n` variable to `true`. This support must be used in conjunction with WebTrends Conversion Plug-in. For more information, see "Internationalization and WebTrends" in the *WebTrends Administration User's Guide*.

Adding Customized Information

You can add customized query parameters by assigning property name/value pairs to the preconfigured query parameter storage objects: `DCS`, `WT`, `DCSext`.

As a best practice, you should add customized query parameters through HTML META tags. You can do this quickly and easily using an HTML authoring tool. For more information about this process, see "Tagging Web Pages for SDC" chapter in *SmartSource Data Collector User's Guide*.

Alternatively, you can assign properties directly to the object in the global variable initialization area, just beneath the `//Add customizations here` comment.

Note that in the case of a redundant parameter definition, an HTML META tag assignment takes precedence over a direct object assignment. This permits override capability through HTML META tags.

SDC-Specific Query Parameters

If you use WebTrends Analytics software with SmartSource Data Collector (SDC), the JavaScript tag assigns several of the SDC-specific query parameters in the `dcsVar` function by default. Typically, you should not change these parameter assignments because they are required for base functionality. In a few cases, you can define additional SDC-specific parameters for added functionality.

The following example uses the `dcsP3p` parameter that allows you to issue P3P Headers on a per-hit basis. For more information, see "SDC Configuration" in the *SmartSource Data Collector's User's Guide*.

Suppose that your compact policy ID is 0000000080800000000000200, and that your policyref is `http://www.webtrends.com/w3c/policy.xml`.

You could use the following META tag definition:

```
<META NAME="DCS.dcs3p" CONTENT="0000000080800000000000200, http://www.acompany.com/w3c/policy.xml">
```

Alternatively, you could assign a value directly:

```
DCS.dcs3p="0000000080800000000000200, http://www.acompany.com/w3c/policy.xml";
```

Either approach results in the following query parameter definition:

```
&dcs3p=0000000080800000000000200, http://www.acompany.com/w3c/policy.xml
```

WebTrends Query Parameters

WebTrends query parameters are specially designed parameters that provide a powerful way to collect more meaningful data. WebTrends query parameters are passed in URLs through JavaScript to WebTrends Analytics for analysis. For more information, see “WebTrends Query Parameter Reference” on page 137.

By default, the WebTrends JavaScript tag defines several WebTrends query parameters. These parameters are used by pre-configured custom reports in WebTrends. You can get additional insight by adding parameters recognized by the WebTrends Auto-Configuration feature.

For example, suppose you want a page to indicate that a shopper had just added a “widget” to the shopping cart. To use the WebTrends preconfigured “Shopping Cart” Scenario Analysis, you need to set the following parameters: WT.pn_sku, WT.si_n, WT.si_p or WT.si_x. (Note that you should use either WT.si_p or WT.si_x.)

Note

WT.pn has been replaced with WT.pn_sku. WT.pn can still be used, but it does not work with product SKUs.

One way to pass these parameters is by using META tags on your Web pages. In this example, the following META tag definitions are used:

```
<META NAME="WT.pn_sku" CONTENT="91x2G439bnM">
<META NAME="WT.si_n" CONTENT="ShoppingCart">
<META NAME="WT.si_p" CONTENT="CartAdd">
```

Alternatively, you could assign the parameters directly. In this case, the parameters are used as shown in the following example:

```
WT.pn_sku=91x2G439bnM;
WT.si_n=ShoppingCart;
WT.si_p=CartAdd;
```

Either approach results in the following query parameter definitions:

```
&WT.pn_sku=91x2G439bnM&WT.si_n=ShoppingCart&WT.si_p=CartAdd
```

User-Defined Query Parameters

You can also use custom (user-defined) query parameters. These query parameters are typically used in WebTrends custom reports as measures or dimensions.

Be careful when naming custom query parameters. Do not use any of the parameter names used by SDC-specific parameters or by WebTrends query parameters because these names are reserved.

For example, to add a custom query parameter named `wtprod` and assign it the value `WebTrends`, you can use the following META tag definition:

```
<META NAME="DCSext.wtprod" CONTENT="WebTrends">
```

Alternatively, you could directly assign the parameter value as follows:

```
DCSext.wtprod="WebTrends";
```

Either approach results in the following query parameter definition:

```
&wtprod=WebTrends
```

Debugging Your Customizations

To debug the WebTrends JavaScript tag, there is no substitute for having a source level debugger. Microsoft Visual Studio for Internet Explore and the Venkman for Firefox are both invaluable for setting breakpoints and inspecting variables.

To perform simple debugging tasks, it is sometimes useful to use JavaScript itself to display the contents of variables. The following examples contain some code snippets that are useful for customizing the tag.

Displaying the URL

To look at a URL that is passed to SmartSource Data Collector, simply add a `document.write` statement inside the `dcsCreateImage` function as follows:

```
function dcsCreateImage(dcsSrc){
    document.write(dcsSrc);
    if (document.images){
        images[glindex]=new Image;
        images[glindex].src=dcsSrc;
        glindex++;
    }
    else{
        document.write(' <IMG BORDER="0" NAME="DCSIMG" WIDTH="1" HEIGHT="1"
SRC="'+dcsSrc+' "> ');
    }
}
```

This technique displays the URL directly into the Web page. Alternatively, you can use the `alert` method instead of `document.write` to display the URL in an alert dialog.

Displaying the Query Parameters

You can use the `dcsPrintVariables` function to look at all of the global variables used by the tag:

```
function dcsPrintVariables()
{
    var tagVariables="\nDomain = "+gDomain;
    tagVariables+="\nDCSID = "+gDCSID;
    for (N in DCS){
        tagVariables+="\nDCS. "+N+" = "+DCS[N];
    }
    for (N in WT){
        tagVariables+="\nWT. "+N+" = "+WT[N];
    }
}
```

```

        for (N in DCsExt){
            tagVariables+="\nDCsExt."+N+" = "+DCsExt[N];
        }
        window.alert(tagVariables);
    }
}

```

Add a call to this function after the call to `dcsMeta` as follows:

```

dcsVar();
dcsMeta();
dcsPrintVariables();
dcsTag(gTagPath);

```

This technique displays global variable contents in an alert dialog.

Chapter 14

Backing Up and Restoring WebTrends Data

This chapter describes how to back up your WebTrends Marketing Lab installation and how to restore it in the event that your data becomes corrupt. It includes general information about data storage, specific instructions for backing up and restoring components of WebTrends Analytics and WebTrends Marketing Warehouse data and configuration, and some discussion of how to recover from a large-scale failure of your installation.

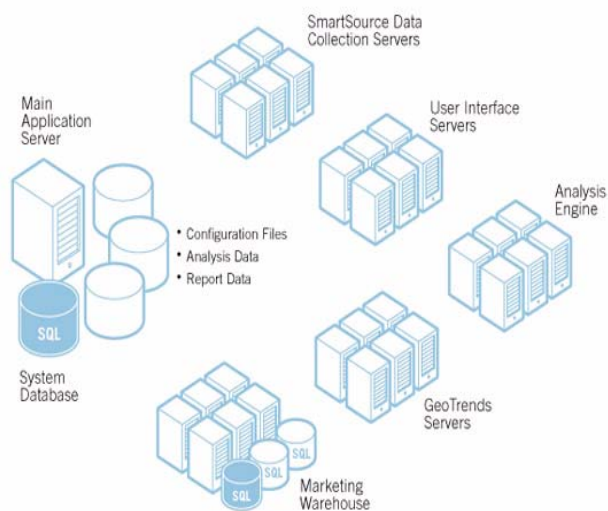
Information about data restoration is limited to instructions for restoring your profile data from a recent backup. If you have a serious failure or you need to restore a large amount of historical data, you should contact Support for assistance.

How WebTrends Stores Data

WebTrends Analytics software stores your data both in user-defined file locations and in the WebTrends system database (MySQL or SQL). To completely restore your WebTrends installation, you need to restore these files and the WebTrends system database. WebTrends recommends that you keep ongoing, coordinated backups of these components so that, in the event that you need to restore your data, you can restore it from closely aligned time periods.

WebTrends Marketing Warehouse software stores data in several different Microsoft SQL Server database locations as well as in the WebTrends system database; WebTrends Visitor Intelligence also stores data in an OLAP cube configuration. If you use Marketing Warehouse data, you should back up these locations regularly. For more information about required backups for Marketing Warehouse data, see [“Backing Up WebTrends Marketing Warehouse Data” on page 112](#).

WebTrends 7.0 and higher provides the ability to scale individual components by adding more computers to accommodate the need for greater size and capacity. The following diagram shows a typical WebTrends Distributed Architecture environment:



All data in this typical scenario is stored on the main application server. As you can see from the number of components with more than one server, this configuration provides some degree of fail-over and redundancy for many critical pieces of the operation.

The WebTrends System Database is the central repository for all system-level configuration information. The System Database can run on either MySQL (default for most installations), or Microsoft SQL Server. The WebTrends environment cannot run without the System Database intact, so a regular backup is critical to every operation. For more information on backing up a MySQL database, see [“Backing up a MySQL System Database” on page 112](#). SQL Server users should use their preferred tools and processes for backups.

Built-In Redundancies

As noted previously, many components of the Distributed Architecture environment can be easily built to expand for capacity or provide a higher level of availability by adding more systems. The following systems can be redundantly configured (and load balanced) or rebuilt relatively easily and quickly if no backup is available:

- The SmartSource Data Collector
- The User Interface server
- The WebTrends Analysis Engine
- The Event Database Loader
- The GeoTrends database

These systems do not hold any data permanently, and are very quick to install and configure.

WebTrends Data Repositories

The non-database storage locations for your WebTrends data are specified during installation. However, you can change these storage locations. To determine where your data is stored, or to change your data storage locations, in the left pane, click **Administration > Application Settings > System Management > Storage Locations**.

Note

Storing your Backup Repository on a different computer from your WebTrends installation allows you to recover data in the event of a system failure.

WebTrends creates the following data (file-based) repositories:

Analysis Data Repository

Contains analyzed log data in compressed form.

Report Data Repository

Contains report-ready data that can be accessed by on-demand reporting.

Configuration Data Repository

Contains configuration settings for the WebTrends Web Analysis module.

Backup Repository

Contains any data created by WebTrends Analytics backup jobs. For more information about backing up data, see [“Backing up WebTrends Analytics Analysis Data”](#).

Visitor History Export Repository

Contains data created by Visitor History exports.

Event Database Source Directory

Contains the log files before the Event Database Loader imports them into the Marketing Warehouse.

Backing up WebTrends Analytics Analysis Data

When you create a profile backup job for a WebTrends Analytics profile, WebTrends backs up the analysis data for the profile. (After you restore, you can then regenerate your report data for the period after the backup by running an analysis based on the restored profile.) You can create backup jobs automatically for all new profiles or create them manually for individual profiles. WebTrends stores all data from backup jobs in the Backup Repository. For more information about specifying a backup location, see [“WebTrends Data Repositories” on page 110](#).

Note

When you first create a profile backup job, WebTrends also automatically backs up the configuration settings for the entire Web Analysis module. Configuration backups are used for reference by Support when recreating an older configuration. You cannot restore configuration data from a configuration backup. When you create a configuration backup, WebTrends does not display the backup in the Available Backups list.

To create profile backups for all future WebTrends Analytics profiles:

1. In the left pane, click **Administration > Application Settings > System Management > Backup/Restore > Backup Options**.
2. Select the **New profiles will have backup jobs created** check box. WebTrends creates a backup job for each subsequent profile you create. The backup event runs every 24 hours.

To create a backup job for a single profile:

1. In the left pane, click **Scheduler > Scheduled Jobs**.
2. Click **New**.
3. In the Job Type dialog, click **Backup Job**.
4. In the Profile dialog, select the profile you want to back up.
5. Click **Next**.
6. In the General dialog, type a description for the backup job. The description should identify the job as a backup job and link it to the correct profile.
7. Click **Next**.
8. In the Host Binding and Priority dialog, specify whether you want the backup job to run on any available host, or, if you have host groups configured in your distributed installation, select a host group. Host groups help you manage system resources in a distributed installation and are defined in **Administration > Application Settings > System Management > Host Groups**.
9. Select a job priority level. The job priority determines which jobs run first when multiple jobs are assigned to the same computer or host group. If all jobs are set to the same priority, jobs run in the order they enter the queue.
10. Click **Next**.

11. In the Schedule dialog, specify when and how often you want the backup job to run. By default, backup jobs run once per day.
12. Click **Next**.
13. Review the summary in the Summary dialog. Click **Save** to schedule the backup.

Viewing Available Backups

The Available Backups list shows all the backups that were created by a successful backup job, including the profile name and the date when they were created. To view the list of available backups in WebTrends Administration, select **Administration > Application Settings > System Management > Backup/Restore > Restore Backup**.

Backing up a MySQL System Database

You can back up a MySQL WebTrends system database using the `mysql dump.exe` application, located in the `installation\directory\common\database\mysql\bin` directory of your WebTrends Analytics installation.

To back up a WebTrends system database using `mysql dump.exe`:

1. From a command prompt, navigate to the WebTrends Analytics installation directory and enter:

```
mkdir storage\backup\mysql backup
```

2. Enter:

```
cd common\database\mysql\bin
```

3. Enter:

```
mysql dump --opt --user=Database UserName --password=Database Password --result-file=..\..\..\storage\backup\mysql backup\backup.sql --all_databases
```

Make sure that *Database UserName* and *Database Password* are the user name and password specified during installation.

All databases are backed up to `\storage\backup\mysql backup\backup.sql` relative to the root of the WebTrends installation.

4. Rename the backup file to indicate the date the backup was made. For example, if the backup was made on July 1, 2007, rename the backup file to `backup_2007-07-01.sql`.

Backing Up WebTrends Marketing Warehouse Data

WebTrends Marketing Warehouse data resides in a Microsoft SQL Server database. To determine where your Marketing Warehouse data is stored, edit the profile in WebTrends Administration and click **Analysis > Marketing Warehouse**. This dialog shows the location of the SQL database and the names of each component database. You can access these locations using SQL Server Management Studio or another third-party tool.

Marketing Warehouse profile data includes the following components:

- Event Database (EDB)
- Module Database (MDB)
- Extended Attributes Database (XDB)

- Analysis Services Database (containing profile-specific cube information)

You should maintain regular backups of these databases using the SQL management tools of your choice. You should also back up your Analysis Services Database each time you make changes to your cube configuration. Back up the Analysis Services Database both before and after you change the cube configuration.

As a best practice, you should also back up the following Marketing Warehouse components:

- The XMDB_System_Master database contains global information about Extended Attributes databases and can reside on the same SQL database or in a remote location.
- wtWHReporting resides on the same SQL server location as XMDB_System_Master.

Finally, even if you do not use WebTrends Analytics profiles, you should always back up your WebTrends System Database. For information about backing up a MySQL System Database, see [“Backing up a MySQL System Database” on page 112](#).

For information about restoring a Marketing Warehouse profile, see [“Restoring WebTrends Marketing Warehouse Data” on page 113](#).

Restoring WebTrends Analytics Data

This section describes how to restore analysis data for a profile from a backup. To recover from a serious failure, you should contact WebTrends Support.

To restore WebTrends Analytics data from a profile backup:

1. Determine the date of the last good backup, or the date from which you want to begin reanalysis. For more information, see [“Viewing Available Backups” on page 112](#).
2. Set your WebTrends Administration configuration settings to the state you want to use for reanalysis and future analyses. You can determine whether and when configuration changes were made using the Change History feature in WebTrends Administration. Use WebTrends Administration to make any required configuration changes.
3. In the left pane, click **Administration > Application Settings > System Management > Backup/Restore > Restore Backup**.
4. Mouse over the backup for the profile and date you want to restore and click **Restore Backup** on the Action menu.
5. In the Restore Backup dialog, click **Restore Backup** to continue.
6. Click **OK**.
7. After you finish restoring, re-run analysis for the profile. WebTrends Analytics detects the dates of analyzed data that was restored and then reanalyzes any newer data from the log files available in this profile's data source.

Restoring WebTrends Marketing Warehouse Data

The following procedure is designed to restore data for a profile, not for your entire Marketing Warehouse installation. It includes instructions for restoring Visitor Intelligence cube data. For information about disaster recovery, you should contact WebTrends Support.

To restore data for a Marketing Warehouse profile:

1. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.
2. Edit your Marketing Warehouse profile and select **Analysis > Event Analysis**.
3. Click **Analysis Paused**. Pausing analysis allows Marketing Warehouse to continue collecting data while event data loading and other analysis processing is suspended.
4. Using the third-party SQL tools of your choice, restore the Event Database, Module Database, and Extended Attributes Database for the profile. For information about locating and backing up these components, see [“Backing Up WebTrends Marketing Warehouse Data” on page 112](#).
5. To restore from the .xml a file created when you backed up the Analysis Services Database, open a query in Microsoft SQL Server Management Studio or execute wtascmd.exe.
6. Perform a complete cube reprocess:
 - a. Open a command prompt and navigate to the wtCube directory.
 - b. Execute the following command:

```
wtcube profi l egui d -processful l
```

where profi l egui d is the ID for the profile you are restoring. You can find this ID by editing the profile in WebTrends Administration and clicking **Summary**.
7. In the left pane, click **Administration > Web Analysis > Reports & Profiles**.
8. Edit your Marketing Warehouse profile and select **Analysis > Event Analysis**.
9. Click **Analysis Enabled**.

Recovering From Data Center Failure

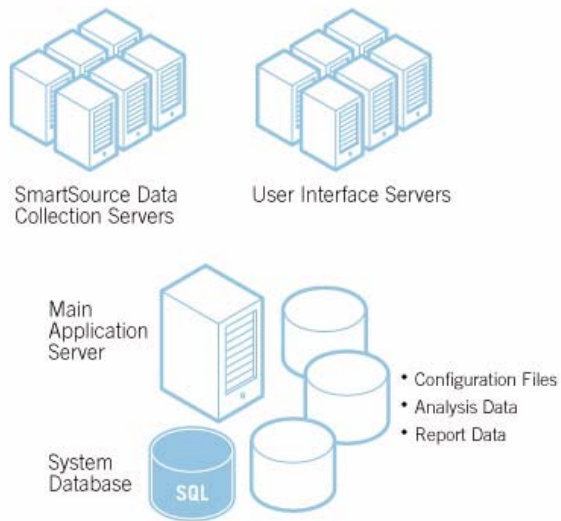
Planning for a data center failure can be complex. You can use any of several methods to accomplish a quick recovery. Here are a few things to keep in mind before beginning:

- If the disaster recovery planning is limited to a situation where a data center is only temporarily unavailable, disaster recovery planning could focus specifically on providing access to reporting data, and not analysis.
- The WebTrends environment uses Web log data in the analysis process, but makes no provisions to back up or restore Web log data. The customer is responsible for ensuring that the original log data remains available.
- The complete storage requirements for a WebTrends installation can be quite large. As a result, copying the data between data centers for fail-over can be time-consuming. Before you proceeding with this scenario, ensure that the bandwidth capacity between data centers is sufficient to meet the needs of the environment.

Option 1: Data Collection and Reporting Redundancy

If your data loss is temporary, you can use a secondary environment to provide reporting. If you use this solution, no new data analysis can occur until the primary data center is recovered. Users will be able to log in to the WebTrends environment located at the secondary data center and view historical reports, but current data will not be analyzed. If you use the WebTrends SmartSource Data Collector, we recommend enabling a redundant SDC installation at the secondary data center so you can continue collecting SDC data while the primary data center is unavailable.

The following diagram shows the systems required for this option to work correctly:

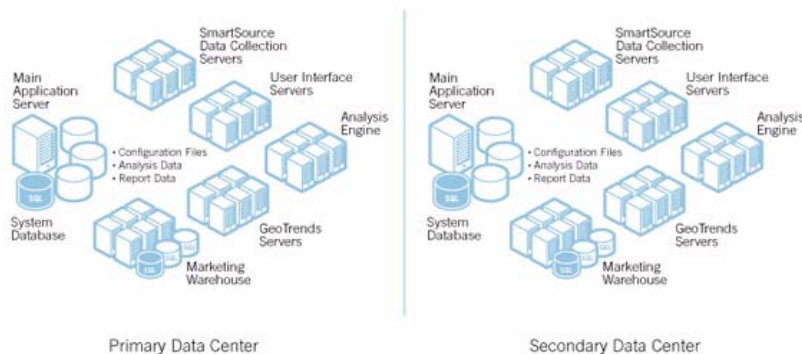


As an alternative, to reduce costs in the secondary data center, you could install the UI server directly on the main application server. Report performance and capacity will decrease slightly as a result, but this trade-off is often acceptable for a temporary situation.

Option 2: Full Redundancy of the WebTrends Environment

To plan for recovery after a total failure, you can duplicate the complete WebTrends system at the secondary data center to provide full capacity and full fail-over in the event of a catastrophic failure of the primary data center. In this scenario, you deploy an exact copy of each system at the secondary data center. Because WebTrends does not provide an automated method of fail-over, you would have to accomplish this with the help of your local IT resources.

The following diagram shows a completely redundant deployment:



Chapter 15

WebTrends Marketing Lab System Requirements

This document describes the minimum requirements for running each WebTrends Marketing Lab component. Keep in mind that you can install WebTrends Marketing Lab in a distributed configuration to handle high traffic volumes. If you have questions about sizing considerations for a high-volume or distributed implementation, contact your WebTrends Account Manager.

WebTrends and Anti-Virus Software

We recommend disabling anti-virus programs on your WebTrends computers because virus scanning can lock files that WebTrends needs. If the anti-virus program locks even a few files during a WebTrends analysis, WebTrends' inability to write to these files can cause analysis to be incomplete and fail. Although the presence of anti-virus software does not guarantee a failure, running anti-virus and WebTrends on the same computer is not recommended.

Rather than disable virus scanning, you can configure the program not to scan log files, data files, or configuration files. (Depending on your WebTrends installation, some of these files may be located on network drives or, in a distributed installation, on other computers.) However, anti-virus software can safely scan WebTrends executables.

Although you can set your anti-virus program to run when WebTrends is not analyzing data, or to exclude the directory where WebTrends is installed, WebTrends generates alerts based on whether anti-virus is running on the same computer as WebTrends. You can use the Alert Configuration dialog box to change the default response to anti-virus scanning. For more information about managing alerts, see Help after you install WebTrends.

Storage Systems Supported

WebTrends Marketing Lab supports IDE, SATA, SCSI, SAS drives and NAS/SAN storage systems. External USB and Firewire storage is not supported.

Screen Resolution Requirements

WebTrends Marketing Lab requires a minimum screen resolution of 1024 x 768 with 16-bit color. WebTrends Visitor Intelligence requires a screen resolution of 1280 x 1024 with 16-bit color.

WebTrends Analytics Server Requirements for Installing on One Computer (Software Only)

WebTrends Analytics is a powerful application that you must install on a dedicated computer. This section describes the minimum requirements for installing WebTrends Analytics software on a single computer. For information about reporting viewing requirements, see “WebTrends Analytics Reports Requirements for Microsoft Windows” on page 130 or “WebTrends Analytics Reports Requirements for Macintosh” on page 131.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2

Supported Browsers

- Microsoft Internet Explorer v6.0 or v7.0
- Mozilla Firefox v1.5 or higher

Supported Databases for WebTrends System Database

- MySQL 5.0.18 (included)
- Microsoft SQL Server 2000 with Service Pack 4 or higher (dedicated database required)
- Microsoft SQL Server 2005 with Service Pack 2 (dedicated database required)

Required Applications

- Microsoft Internet Information Services
 - If you want to convert WebTrends Analytics reports to Microsoft Word or use WebTrends SmartReports for Microsoft Excel, WebTrends also requires Office XP, Office 2003, or Office 2007. For more information, see “Report Exporter Requirements” on page 132.
-

Requirements for a Low-Volume Configuration

Minimum Hardware Requirements	Sizing Guidelines
<ul style="list-style-type: none">--2.0 GHz Dual Core or Dual 2.0 GHz or higher processors--2 GB of RAM*--80 GB of usable hard disk space (7200 RPM IDE)--100 Mbps network interface card <p>*In order to run multiple simultaneous analyses on the same computer, WebTrends Analytics requires at least 3 GB of RAM and the /3GB switch in the BOOT. I NI file. This does not apply to x64 operating systems.</p>	<p>Requirements are based on 5 profiles, 2 concurrent users, and up to 1,000,000 daily page views.</p> <ul style="list-style-type: none">--To run GeoTrends on the same computer running WebTrends Analytics, add 1 GB of RAM.--To run GeoTrends on the same computer running WebTrends Analytics and process more than 100,000 page views a day, add 2 GB of RAM.--Advanced reporting features require additional hardware. Contact your WebTrends account manager for more information.

Requirements for a High-Volume Configuration

Minimum Hardware Requirements	Sizing Guidelines
<ul style="list-style-type: none">--2.4 GHz Dual Core or Dual 2.8 GHz or higher processors--6 GB of RAM*--450 GB of usable hard disk space (15K SCSI)--1 Gbps network interface card <p>*In order to run multiple simultaneous analyses on the same computer, WebTrends Analytics requires at least 3 GB of RAM and the /3GB switch in the BOOT. I NI file.</p>	<p>Requirements are based on 50 profiles, 10 concurrent users, and 5,000,000 daily page views or more.</p> <ul style="list-style-type: none">--To run GeoTrends on the same computer running WebTrends Analytics, add 2 GB of RAM.--Advanced reporting features require additional hardware. Contact your WebTrends account manager for more information.

WebTrends UI Server Requirements (Software Only)

This section describes the minimum requirements for installing the WebTrends UI Server component on a dedicated computer.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2

Note:

WebTrends Visitor Intelligence requires Windows 2003

Required Applications

- Microsoft Internet Information Services
-

Hardware Requirements

- 2.4 GHz Dual Core or Dual 2.0 GHz or higher processors
 - 1 GB of RAM
 - 80 GB of usable hard disk space (7200 RPM IDE)
 - 100 Mbps network interface card
-

WebTrends Analysis Engine Requirements

This section describes the minimum requirements for installing the WebTrends Analysis Engine component on a dedicated computer. The Analysis Engine component includes the Standard Analysis Engine and the Express Analysis Engine.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 or higher
 - Windows 2003 with Service Pack 1 or higher
 - Windows 2003 R2
 - Windows 2003 x64 with Service Pack 1 or higher
 - Windows 2003 x64 R2
-

Requirements for a Low-Volume Configuration

Minimum Hardware Requirements	Sizing Guidelines
<ul style="list-style-type: none">--2.0 GHz Dual Core or Dual 2.0 GHz or higher processors--2 GB of RAM*--80 GB of usable hard disk space (7200 RPM IDE)--100 Mbps network interface card <p>*In order to run multiple simultaneous analyses on the same computer, WebTrends Analytics requires at least 3 GB of RAM and the /3GB switch in the BOOT. I NI file. This does not apply to x64 operating systems.</p>	<p>Requirements are based on 5 profiles, 2 concurrent users, and up to 1,000,000 daily page views.</p> <ul style="list-style-type: none">--To run GeoTrends on the same computer running the Analysis Server, add 1 GB of RAM.--To run GeoTrends on the same computer running the Analysis Server and process more than 100,000 page views a day, add 2 GB of RAM.--Advanced reporting features require additional hardware. Contact your WebTrends account manager for more information.

Requirements for a High-Volume Configuration

Minimum Hardware Requirements	Sizing Guidelines
<ul style="list-style-type: none">--2.4 GHz Dual Core or Dual 2.8 GHz or higher processors--6 GB of RAM*--450 GB of usable hard disk space (15K SCSI)--1 Gbps network interface card <p>*In order to run multiple simultaneous analyses on the same computer, WebTrends Analytics requires at least 3 GB of RAM and the /3GB switch in the BOOT. I NI file.</p>	<p>Requirements are based on 50 profiles, 10 concurrent users, and 5,000,000 daily page views or more.</p> <ul style="list-style-type: none">--To run GeoTrends on the same computer running the Analysis Server, add 2 GB of RAM.--Advanced reporting features require additional hardware. Contact your WebTrends account manager for more information.

WebTrends Marketing Warehouse Event Database Loader Requirements (Software Only)

The following tables show the minimum requirements for installing the Marketing Warehouse Event Database Loader component on a dedicated computer.

Software Requirements

Supported Operating Systems

- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2

Required Applications

- Microsoft .NET Framework 2.0 or 3.0
-

Minimum Hardware Requirements

- 2.0 GHz Dual Core or Dual 2.8 GHz or higher processors
 - 2 GB of RAM
 - 80 GB of usable hard disk space (SCSI 10 recommended)
 - 100/1000 Mbps network interface card
-

WebTrends Marketing Warehouse Log File Management Requirements (Software Only)

The following tables show the minimum requirements for installing the Marketing Warehouse Log File Management component on a dedicated computer.

Software Requirements

Supported Operating Systems

- Windows 2003 with Service Pack 1 or higher
 - Windows 2003 R2
 - Windows 2003 x64 with Service Pack 1 or higher
 - Windows 2003 x64 R2
-

Minimum Hardware Requirements

- 1.0 GHz Dual Core or higher processors
 - 1 GB of RAM
 - 30 GB of usable hard disk space
 - 100/1000 Mbps network interface card
-

WebTrends System Database Requirements (Software Only)

The following tables show the minimum requirements for installing the WebTrends System Database component on a dedicated computer.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 (supported for MySQL-based System Database only)
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2

Supported Databases

- MySQL 5.0.18 (included with WebTrends Marketing Lab installation)
- Microsoft SQL Server 2000 Standard and Enterprise Service Pack 2 or higher (dedicated database required)
- Microsoft SQL Server 2005 Express, Standard, and Enterprise Service Pack 2 (dedicated database required)

Note

Microsoft SQL is required for Marketing Warehouse installations.

Minimum Hardware Requirements

- 2.0 GHz Dual Core or Dual 2.8 GHz or higher processors
 - 1 GB of RAM
 - 80 GB of usable hard disk space (SCSI 10 recommended)
 - 100/1000 Mbps network interface card
-

WebTrends Marketing Warehouse Database Requirements (Software Only)

The following tables show the minimum requirements for installing the WebTrends Marketing Warehouse Database component on a dedicated computer.

Software Requirements

Supported Operating Systems

- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2

Supported Databases

- Microsoft SQL Server 2005 Enterprise Service Pack 2 (dedicated database required). Microsoft SQL Server Analysis Services is also required for Visitor Intelligence cube data. For more information, see "WebTrends Visitor Intelligence Cube Database Requirements (Software Only)" on page 126.
-

Minimum Hardware Requirements

- 2.0 GHz Dual Core or Dual 2.8 GHz or higher processors
 - 2 GB of RAM
 - 100 GB of usable hard disk space (SCSI 10 recommended)
 - 100/1000 Mbps network interface card
-

WebTrends Visitor Intelligence Cube Database Requirements (Software Only)

The following tables show the minimum requirements for installing Microsoft SQL Server Analysis Services that stores and processes the cubes for WebTrends Visitor Intelligence. For optimal performance, you should install Analysis Services on a dedicated computer. Alternatively, you can install Analysis Services on the SQL Server where the Marketing Warehouse Database will reside.

Software Requirements

Supported Operating Systems

- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2

Supported Databases

- Microsoft SQL Server 2005 Enterprise Service Pack 2 (dedicated database required)
-

Minimum Hardware Requirements

- 2.0 GHz Dual Core or Dual 2.8 GHz or higher processors
 - 2 GB of RAM
 - 100 GB of usable hard disk space (SCSI 10 recommended)
 - 100/1000 Mbps network interface card
-

WebTrends Visitor Intelligence Client-Side Requirements

The following tables show the minimum requirements for using WebTrends Visitor Intelligence through a web browser.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2
- Windows XP x64 with Service Pack 2
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Windows Vista Business and Ultimate

Supported Browsers

- Internet Explorer v6.0 or higher
-

WebTrends Explore Requirements

The following tables show the minimum requirements for WebTrends Explore.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 or higher
- Windows XP x64 with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Windows Vista Business or Ultimate

Required Applications

- Microsoft .NET Framework 2.0 or 3.0.

Supported Browsers

- Microsoft Internet Explorer v6.0 or v7.0
 - Mozilla Firefox 1.5 with FF ClickOnce
-

Minimum Hardware Requirements

- 1.8 GHz or higher processor
 - 512 MB of RAM (1 GB recommended)
 - 50 MB of usable hard disk space
 - 100 Mbps network interface card
-

WebTrends ODBC Driver Requirements

The following table shows the minimum requirements for WebTrends ODBC Driver, which allows you to retrieve data from WebTrends Marketing Warehouse and WebTrends Report databases.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 or higher
- Windows XP x64 with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Windows Vista Business or Ultimate

Supported Applications

- Microsoft Excel for Office XP, 2003, or 2007
 - Microsoft Access for Office XP, 2003, or 2007
 - Microsoft Query for Office XP, 2003, or 2007
-

WebTrends Analytics Reports Requirements for Microsoft Windows

The following tables show the minimum requirements for WebTrends Analytics Reports, which you can use to view WebTrends Analytics HTML reports.

Software Requirements

Supported Operating Systems

- Windows XP Service Pack 2 or higher
- Windows XP x64 with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Windows Vista Business and Ultimate

Supported Browsers

- Microsoft Internet Explorer v6.0 or v7.0
- Mozilla Firefox v1.5 or higher

Java Runtime

Analytics Reports requires Sun Java Runtime Environment v1.4.2_05 or higher (v1.5.0_08 recommended) to convert reports to other formats. If the required version is not detected, you are prompted to download and install the latest version.

Microsoft Office

If you want to convert WebTrends Analytics reports to Microsoft Word or use WebTrends SmartReports for Microsoft Excel, WebTrends also requires Office XP, Office 2003, or Office 2007.

Macromedia Flash

WebTrends Analytics requires Adobe Flash v7 or higher. If the required version is not detected, you are prompted to download and install the latest version.

Note:

For information about requirements for converting WebTrends Analytics reports to other formats, see "Report Exporter Requirements" on page 132.

Minimum Hardware Requirement

256 MB of RAM (512 MB of RAM recommended)

WebTrends Analytics Reports Requirements for Macintosh

The following tables show the minimum requirements for WebTrends Analytics Reports, which you can use to view WebTrends Analytics HTML reports.

Software Requirements

In addition to the software components described below, you must install the Java Embedding Plug-in. You can download this plugin at <http://javaplugin.sourceforge.net/>.

Supported Operating Systems

--Mac OS X 10.4.9 or higher with Apple's Java v1.4.2_05 or higher

Supported Browser

Mozilla Firefox v1.5 or higher

Macromedia Flash

WebTrends Analytics requires Adobe Flash v7 or higher. If the required version is not detected, you are prompted to download and install the latest version.

Support Limitations

--WebTrends Analytics Reports does not support report exports from Macintosh browsers.

--WebTrends Explore, ODBC driver, SmartView, and SmartReports are not supported on Macintosh platforms.

Minimum Hardware Requirement

256 MB of RAM (512 MB of RAM recommended)

Report Exporter Requirements

The following tables show the minimum requirements for the Report Exporter, which is used to convert WebTrends Analytics HTML reports to CSV (comma separated values) text file, to Adobe PDF, or to Microsoft Word, Excel, or Access documents.

Software Requirements

Supported Operating Systems

- Windows XP Service Pack 2 or higher
- Windows XP x64 with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Windows Vista Business and Ultimate

Applications

- If you want to convert WebTrends Analytics reports to Microsoft Word or use WebTrends SmartReports for Microsoft Excel, the Report Exporter also requires Office XP, Office 2003, or Office 2007.
 - If you want to export reports to Adobe PDF, Adobe Acrobat Reader 6.0 or above is required.
-

SmartSource Data Collector Requirements (Software Only)

The following tables show the minimum requirements for SmartSource Data Collector.

Software Requirements

Supported Operating Systems

- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Red Hat Enterprise Linux 4 with update 3
- Sun Solaris 10 on Sparc

Supported Web Servers

- Apache Web Server v2.0.55
 - Microsoft Internet Information Server v6.0 (32-bit edition)
-

Minimum Hardware Requirements

- Windows: 2.0 GHz or higher processor
 - Linux: 1.0 GHz or higher processor
 - Solaris: Dual 400 MHz or higher UltraSparc-II processors
 - 1 GB of RAM
 - Enough disk space to store the expected contents of your log files (7200 RPM IDE)
 - 100 Mbps network interface card
-

GeoTrends Requirements (Software Only)

The following tables show the minimum requirements for GeoTrends.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2
 - Windows 2003 with Service Pack 1 or higher
 - Windows 2003 R2
 - Windows 2003 x64 with Service Pack 1 or higher
 - Windows 2003 x64 R2
-

Minimum Hardware Requirements

- 1.0 GHz or higher processor
 - 1 GB of RAM
 - 30 GB of free hard disk space (7200 RPM IDE)
 - 100 Mbps network interface card
-

SmartView Requirements

The following tables show the minimum requirements for SmartView.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 or higher
- Windows XP x64 with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Windows Vista Business and Ultimate

Supported Browsers

Microsoft Internet Explorer v6.0 or v7.0

Note:

SmartView does not support Mozilla Firefox.

WebTrends Version Requirement

The version of SmartView that you are running must be the same version as your WebTrends Analytics version.

SmartReports Requirements

The following tables show the minimum requirements for SmartReports.

Software Requirements

Supported Operating Systems

- Windows XP with Service Pack 2 or higher
- Windows XP x64 with Service Pack 2 or higher
- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2
- Windows Vista Business and Ultimate

Supported Microsoft Office Versions

- Microsoft Office XP
 - Microsoft Office 2003
 - Microsoft Office 2007
-

WebTrends Version Requirement

The version of SmartReports that you are running must be the same version as your WebTrends Analytics version.

Visitor 360 Web Services Requirements

The following tables show the minimum requirements for using Visitor 360 Web Services.

Software Requirements

Supported Operating Systems

- Windows 2003 with Service Pack 1 or higher
- Windows 2003 R2
- Windows 2003 x64 with Service Pack 1 or higher
- Windows 2003 x64 R2

Required Applications

- Microsoft .NET 2.0 or 3.0
 - Microsoft Internet Information Services
-

Chapter 16

WebTrends Query Parameter Reference

Web analytics is about making business sense out of web visitor behavior – the same common-sense analysis that business professionals have been applying to traditional offline business for decades. Gaining the appropriate insight to enable your organization to make smarter business decisions means understanding your site’s business objectives and determining the appropriate web metrics to provide that information.

Today’s business environment typically involves working at remote and off-site locations. Consequently, the people responsible for the web site and those analyzing visitor activity on the web site in order to measure web metrics often do not work side-by-side. That is, they are frequently in different groups and locations. This situation necessitates coordination between developing and rolling out content, and reporting and analyzing the resultant activity.

To facilitate interaction between departments, locations and individuals, WebTrends provides a feature designed to place the power of analysis into the hands of those individuals who are most interested in it. This feature, WebTrends query parameters, uses typical web site instrumentation to facilitate the analytics end-users want to see.

How WebTrends Query Parameters Work

By implementing WebTrends query parameters when designing your web site, reporting becomes a part of the web site design process, eliminating the considerable coordination required and reducing the misunderstandings that can happen when the objectives of many groups are at play. WebTrends query parameters are passed in URLs through JavaScript, captured in SmartSource Data Collector log files, and ultimately used by WebTrends Analytics software or WebTrends Analytics On Demand. WebTrends Analytics uses these parameters to analyze your web activity and to produce reports.

Using WebTrends Query Parameters

If one of your goals is to limit the amount of manual intervention that is required to produce valuable reports, you can implement WebTrends query parameters in your web pages to automate the configuration of some features in WebTrends Analytics, making the WebTrends solutions more insightful with reduced effort.

For example, you can use WebTrends query parameters in HTML META tags to automatically configure page titles, product names and product information, or campaign names. You could also implement a custom “Campaign Submission” page in a company intranet that sends the WebTrends query parameter to automatically configure WebTrends Analytics to report on new campaigns, allowing you to spend less time on system configuration.

Products Using WebTrends Query Parameters

The following WebTrends products take advantage of WebTrends query parameters:

- SmartSource Data Collector
- WebTrends Analytics On Demand

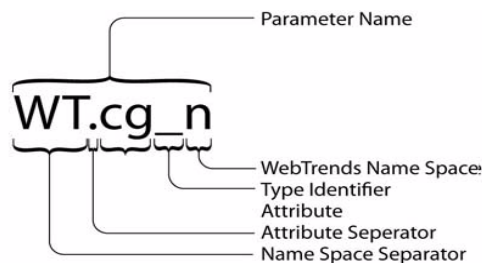
- WebTrends Analytics software
- WebTrends Marketing Warehouse
- WebTrends Visitor Intelligence
- WebTrends Score

Query Parameter Syntax

WebTrends query parameters follow specific syntax that includes name, value, and format.

Name Syntax

The name of each WebTrends query parameter uses the following syntax:



Although WebTrends Analytics handles query parameter names without considering case, JavaScript object names are case-sensitive. Therefore, if you want JavaScript tagging to capture events, you must adhere to specified naming conventions. WebTrends reserved query parameters, require an upper case name space, either WT or DCS, and the type identifier in lower case.

In addition to the query parameters covered in this chapter, the following name spaces are reserved for WebTrends:

WT.i_

Used for product integrations with WebTrends partners.

WT.z_

Used by WebTrends Professional Services for customer integrations.

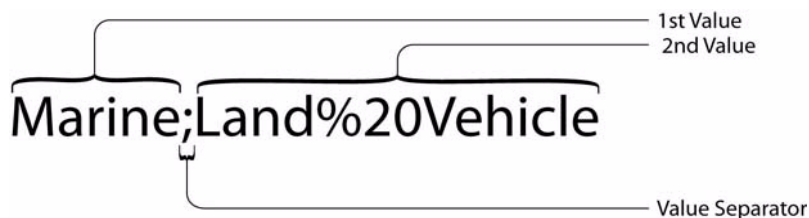
As a best practice, use the following syntax to create custom query parameters:

DCSext.w_custom_identifier

For example, you could create a parameter called *DCSext.w_articleid* to track an article ID.

Value Syntax

The values associated with WebTrends query parameters use the following syntax.



Each WebTrends query parameter name may have one or more values. Some parameters can be specified in pairs or in groups of related parameters. When related parameters have multiple values, these values may be correlated and their position becomes important as shown in the following example:

WT.si_n=name1; name2&WT.si_x=posi ti on1; posi ti on2.

In the previous example, if correlation is specified in the report, name1 is associated with posi ti on1 and name2 with posi ti on2.

If there are multiple values, they are typically separated using a semicolon (;). You can use other separators, but you must specify the separator in the dimension or measure setting that is based on the parameter.

Note

Not all WebTrends query parameters support multiple values. For example, HTML Title Page allows only one value.

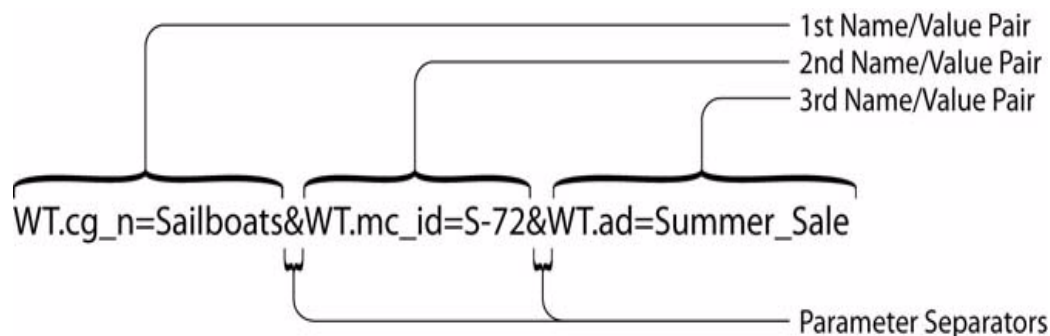
If the parameter value contains a semicolon, it must be hex-encoded ("%3B") to differentiate it from the separator.

Numerical Value Format

Unless stated otherwise, numerical values must be specified using the simple US format using the period as the decimal separator with up to 2 decimals and without thousand separators. For example, 12345.67.

Complete Syntax

The WebTrends query parameters are represented as name/value pairs. The name/value pairs adhere to the following syntax:



The WebTrends query parameters are logged in SmartSource Data Collector log files. Each name/value pair is separated by an ampersand (&).

The WebTrends query parameters must co-exist with other web site well-known parameters. This means that WebTrends query parameters can be mixed with standard well-known parameters. The WebTrends query parameters can be separated from the other well-known parameters using the ampersand delimiter. While a WebTrends namespace is part of each query parameter, it is conceivable that parameter collisions may occur. If a query parameter string contains duplicate key values, the first instance is used and the others are discarded.

Syntax Examples

Single Parameter With a Single Value

The following example shows a page associated with the “Finance Offer” advertising view:

```
WT. ad=Finance%20Offer
```

Single Parameter With Multiple Values

The following example shows a page associated with both the “Finance Offer” and “FishFinder Offer” advertising views:

```
WT. ad=Finance%20Offer; FishFinder%20Offer
```

Related Parameters With a Single Value

The following example shows a page associated with the Campaign “New Product” and the Campaign Event Type “click.”

```
WT. mc_id=New%20Product&WT. mc_ev=click
```

Related Parameters With Multiple Values

The following example shows a page associated with the Campaign “Get Results” and “New Product” with the Campaign Event Type “Click.” Note that because the second parameter uses a single value, if correlation is used, the “Click” value of the second parameter is associated with both values of the first parameter.

```
WT. mc_id=Get%20Results; New%20Product&WT. mc_ev=Click
```

Types of Query Parameters

WebTrends query parameters consist of the following groups:

Auto-configuration parameters

Recognized by WebTrends and used to auto-configure certain features. For more information, see “Auto-Configuration Parameters” on page 141.

Custom report parameters

Associated with preconfigured custom reports. For more information, see “Custom Report Parameters” on page 146.

SmartView parameters

Used by WebTrends SmartView. For more information, see “SmartView Parameters” on page 155.

Stored visitor parameters

Used for identifying visitors when the Visitor History database is exported. For more information, see “Stored Visitor Parameter” on page 156

Visitor History parameters

Related to visitor properties added by WebTrends during the analysis process. For more information, see “Visitor History Parameters” on page 157.

SDC-generated visitor parameters

Generated by SmartSource Data Collector (SDC). For more information, see “SDC-Generated Visitor Parameters” on page 171.

SDC-parameter override parameters

Override SDC parameters on the client side. For more information, see “SDC-Parameter Override Parameters” on page 175.

Conversion plug-in parameters

Used by the encoding conversion plug-in. For more information, see “Conversion Plug-In Parameters” on page 177.

Auto-Configuration Parameters

The WebTrends uses certain WebTrends query parameters to automatically configure the appropriate advanced features and create related reports. The following types of auto-configuration parameters are available:

- Content Group (see “Content Group Parameters” on page 141)
- Marketing Campaign (see “Marketing Campaign Parameter” on page 142)
- Advertising View (see “Advertising View Parameter” on page 142)
- Advertising Click (see “Advertising Click Parameter” on page 142)
- Server (see “Server Parameter” on page 142)
- Scenario Analysis (see “Scenario Analysis Parameters” on page 142)
- Title (see “Title Parameter” on page 146)
- Split (see “Split Parameter” on page 146)

Content Group Parameters

A Content Group definition uses the following parameters:

- WT. cg_n
- WT. cg_s

You can specify multiple content groups per page. The Sub-Content Group parameter is optional. If none of the Content Groups on a particular page contain Sub-Content Groups, WebTrends Analytics may ignore the WT. cg_s parameter. If the WT. cg_s parameter is included, each Content Group value must have an associated Sub-Content Group value. The Sub-Content Group value may be empty.

The Marketing Warehouse also uses this parameter. For more information about the complete set of query parameters that the Marketing Warehouse uses, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*.

WT. cg_n

WT. cg_n=*Name*[; ...]

This parameter identifies the name of a Content Group. The maximum length is for each *Name* is 64 bytes.

WT. cg_s

WT. cg_s=*SubName*[; ...]

This parameter identifies the name of a Sub-Content Group. This parameter is optional. The maximum length is for each *SubName* is 64 bytes.

Marketing Campaign Parameter

With WebTrends v7.0 and higher, WT.mc_id replaces WT.mc_n and WT.mc_t. For more information, see “Campaign Parameter” on page 154.

Advertising View Parameter

The Advertising View definition uses of the WT.ad parameter, which supports multiple Advertising Views per page.

WT.ad

WT.ad=*Name*[; ...]

The name of the advertisement viewed on a particular web page. The maximum length for each *Name* is 64 bytes.

Advertising Click Parameter

The Advertising Click definition uses the WT.ac parameter, which supports a single Advertising Click per page. If a page contains multiple ads, you can design the page to respond to clicks so that each click generates a hit to SDC.

WT.ac

WT.ac=*Name*

The name of the advertisement clicked to reach a particular web page. To capture this information, the Advertising Click must contain an external redirect back to the client. The redirect needs to include the necessary code to generate a hit to SDC or WebTrends On Demand. The maximum length for each *Name* is 64 bytes.

Server Parameter

The Server definition uses the WT.sv parameter, which supports a single server per page.

WT.sv

WT.sv=*Name*

This parameter identifies the name of the web server that served the web content. This is used for server cluster load balanced reports. The maximum length for *Name* is 256 bytes.

Note

The WT.sv parameter requires that the profile be set up as clustered with at least one server. This is the server that is used if an incoming hit does not explicitly have a server defined.

Scenario Analysis Parameters

Scenario Analysis parameters specify well-known paths or processes in your web site and are typically used to measure conversion and abandonment.

In order to report on Scenario Analysis in WebTrends Analytics, you must also specify your Scenario Analysis definitions in WebTrends Administration.

The Marketing Warehouse also recognizes these parameters. For more information, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*.

Scenario Analysis definitions use the following attributes:

WT. si _n – Name of the Scenario Analysis

WT. si _p – Identifies the step by name

WT. si _x – Identifies the step by position

WT. si _cs – Identifies the step in which conversion occurs for Marketing Warehouse profiles.

You can configure multiple Scenario Analysis per page.

Note

Because Scenario Analysis dimensions and measures are visit-based, they should only be used with visit-based dimensions and measures. If you create a custom report that uses Scenario Analysis dimensions with a hit-based dimension such as Page Views, the reported page view count will include all the page views of every visitor who saw one of the steps of the scenario, which inflates the actual page view count.

For example, if WT. pn_sku, which is hit-based, is specified on the same page as the Product View scenario step, and you create a custom report using Product SKU as the dimension and four scenario steps as measures, the Product SKU will show a visit for each step of the Scenario, even though it was only specified on one of the steps.

WT. si _n

WT. si _n=*Name*[; ...]

Identifies the name of the Scenario Analysis. The maximum length for each *Name* is 64 bytes. When configuring a new Scenario Analysis definition using WebTrends Administration, make sure that the Scenario Analysis name matches this parameter value.

When specifying multiple Scenario Analysis names, you must also specify multiple step names or step numbers. Each step name or step number is associated with the scenario name having the same position in the list.

WT. si _p

WT. si _p=*StepName*[; ...]

Notes

- WebTrends Analytics supports this parameter for Analytics Reports. Use WT. si _x to identify steps for Marketing Warehouse.
 - Do not use WT. si _p if you specify the step by position using the WT. si _x parameter.
-

Identifies the step by name. When configuring a new Scenario Analysis step using WebTrends Administration, the step name needs to match this parameter value.

WT. si _x

WT. si _x=*StepPosition*[; ...]

Identifies the step by numeric position. You must specify an integer value for the value.

Note

Do not use if specifying the step by name using the WT. si _p parameter.

Also, for WebTrends Marketing Warehouse only, to translate the position numbers displayed in WebTrends Explore into something more meaningful, create a Scenario Analysis Definition in WebTrends Administration. Ensure that you configure a step name for each step.

WT. si _cs

WT. si _cs= 1/0[; . . .]

Identifies whether the page is the step in which conversion occurs when the value is 1. Most likely, this page is the last step in your Scenario.

In addition to this parameter, the web server must also pass the step query parameter for this page. WebTrends Analytics recognizes either WT. si _p or WT. si _x for steps. Marketing Warehouse recognizes WT. si _x for steps.

Multiple values are supported. If multiple values are passed for this parameter and other Scenario event parameters, the Marketing Warehouse correlates the values.

The WebTrends Marketing Warehouse recognizes this parameter. However, this parameter is currently not included in any WebTrends Analytics preconfigured custom reports.

Scenario Analysis Parameters for Shopping Cart Analysis

Use Scenario Analysis parameters to track shopping cart activity. WebTrends Analytics supports these parameters for the purchase conversion funnel report. Marketing Warehouse supports these parameters for multi-dimensional reporting through WebTrends Visitor Intelligence and for visitor segmentation in WebTrends Explore.

Use the following parameter names and values to tag your shopping cart pages. If you use WebTrends Marketing Warehouse or think that you might in the future, use the Step by Number method. If you use WebTrends Analytics, you can use either the Step by Name method or Step by Number method.

Step by Name Method (WT.si _p)	Step by Number Method (WT.si _x)	Query Parameter Purpose and Use
WT. si _n=Shoppi ngCart	WT. si _n=Shoppi ngCart	Identifies the shopping cart scenario. WebTrends Analytics uses the ShoppingCart value to create a purchase conversion funnel report. Marketing Warehouse uses the ShoppingCart value to provide top-level Scenario data.
WT. si _p=CartVi ew	WT. si _x=1	Identifies the product view step
WT. si _p=CartAdd	WT. si _x=2	Identifies the cart start step
WT. si _p=CartCheckout	WT. si _x=3	Identifies the cart check out step

Step by Name Method (WT.si_p)	Step by Number Method (WT.si_x)	Query Parameter Purpose and Use
WT.si_p=CartComplete	WT.si_x=4	Identifies the cart complete step
WT.si_cs=1	WT.si_cs=1	Identifies the step in which conversion occurs

To collect shopping cart activity for reporting, you need to set up your purchases pages with shopping cart query parameters and create a Scenario Analysis definition in WebTrends Administration. For information about Scenario Analysis definitions, see Administration Help.

To implement shopping cart scenario parameters using WT.si_p:

1. Configure the product detail pages where visitors can click a button to buy a product. These pages differ from the shopping cart basket page that contains all items in the cart.
 - a. Use WT.si_n=ShoppingCart to identify tagged pages with your shopping cart scenario.
 - b. Use WT.si_p=CartView to identify tagged pages as the first step.
2. Configure the pages where your visitors add or remove items from the shopping cart.
 - a. Use WT.si_n=ShoppingCart to identify tagged pages with your shopping cart scenario.
 - b. Use WT.si_p=CartAdd to identify tagged pages as the second step in the scenario.
3. Configure the pages where your visitors start the checkout process.
 - a. Use WT.si_n=ShoppingCart to identify tagged pages with your shopping cart scenario.
 - b. Use WT.si_p=CartCheckout to identify tagged pages as the third step in the scenario.
4. Configure the page where your visitors have successfully completed the purchase:
 - a. Use WT.si_n=ShoppingCart to identify tagged pages with your shopping cart scenario.
 - b. Use WT.si_p=CartComplete to identify tagged pages as the fourth step in the scenario.

To implement shopping cart scenario parameters using WT.si_x:

1. Configure the product detail pages where visitors can click a button to buy a product. These pages differ from the shopping cart basket page that contains all items in the cart.
 - a. Use WT.si_n=ShoppingCart to identify tagged pages with your shopping cart scenario.
 - b. Use WT.si_x=1. to identify tagged pages with the first step in the scenario.
2. Configure the pages where your visitors add or remove items from the shopping cart.
 - a. Use WT.si_n=ShoppingCart to identify tagged pages with your shopping cart scenario.
 - b. Use WT.si_x=2 to identify tagged pages with the second step in the scenario.
3. Configure the pages where your visitors start the checkout process.
 - a. Use WT.si_n=ShoppingCart to identify tagged pages with your shopping cart scenario.
 - b. Use WT.si_x=3 to identify tagged pages with the third step in the scenario.
4. Configure the pages where your visitors have successfully completed the purchase.

- a. Use `WT. si_n=ShoppingCart` to identify tagged pages with your shopping cart scenario.
- b. Use `WT. si_x=4` to identify tagged pages with the fourth step in the scenario.
- c. *If you want to track the purchase complete page as the conversion step for use in WebTrends Marketing Warehouse, use `WT. si_cs=1`.*

Note

In order to provide useful names for WebTrends Explore and WebTrends Visitor Intelligence users, you also need to create a Scenario Analysis definition through WebTrends Administration. Ensure that you configure a step name for each step.

Title Parameter

The Title parameter, `WT. ti`, supports a single page title per page.

WT. ti

`WT. ti = Title`

The HTML title of the associated web content. If this parameter is found in parameter list, the value is used in the reports. When present, no other page title lookups are performed. The maximum length for `Title` is 1024 bytes.

`WT. ti` always overrides other methods of page title lookup. In a case where two different pages (both having `WT. ti`) end up being rebuilt to the same URL (via URL Rebuilding), the last page seen wins.

Split Parameter

The Split parameter, `WT. sp`, is the default parameter WebTrends uses to split log files for Parent Child profiles. The parameter supports multiple values per page in order for any given page to be part of multiple Child profiles.

WT. sp

`WT. sp=ProfileName[; ...]`

The Split parameter is used by the Parent Child profile generator to build child profiles. As a best practice, keep the length of this parameter as short as possible.

Custom Report Parameters

This section discusses parameters that are included in a series of preconfigured custom reports. These query parameters are grouped into categories as follows:

- Search Engine – see “Search Engine Type Parameter” on page 147.
- Web Client – see “Web Client Parameters” on page 147.
- Transaction – see “Transaction Parameters” on page 151.
- Invoice – see “Invoice Parameters” on page 153.
- Campaign – see “Campaign Parameter” on page 154.
- Campaign Event – see “Campaign Event Parameter” on page 154.

Search Engine Type Parameter

WT. srch

WT. srch=*Search Engine Type*

The Search Engine Type parameter in the query string of the URL from a referring search engine identifies the link as one for a paid search engine phrase.

WebTrends Analytics uses this parameter for Custom Reporting and Visitor History to differentiate a paid search engine from a reference to an organic search engine. Only WT. srch=1 has meaning. No other values are defined or recognized.

The Marketing Warehouse also uses this parameter. For more information, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*.

Web Client Parameters

This section describes parameters that are associated with web client (browser) properties. These parameters are typically used for creating custom dimensions that you include in custom reports.

WT. tz

WT. tz=*Timezone*

Indicates the web client’s time zone and is the offset of the web client from UTC. The value is expressed in hours.

Positive values are given without a sign (WT. tz=2), but negative values require a minus sign (WT. tz=-12). Values can range from -12 to +14.

Example:

```
var dCurrent = new Date();  
var tzQueryParam = "&WT. tz=" + escape(dCurrent.getTimezoneOffset());
```

To represent Pacific Standard Time, use the following parameter:

WT. tz=-8

WT. bh

WT. bh=*Browsing Hour*

Indicates the web client’s local time of day on a 24-hour clock. Values can range from 0 to 24.

WT. ul

WT. ul=*User Language*

Indicates the web client’s user language.

Example:

```
var ulQueryParam = "&WT. ul =" + navigator.appName == "Netscape" ?  
escape(navigator.language) : escape(navigator.userLanguage);
```

WT. cd

WT. cd=*Color Depth*

Indicates the web client’s screen color depth. It is represented as the number of color bits to which the web client computer’s video display control is set.

Example:

```
var cdQueryParam = "&WT. cd=" + escape(screen.colorDepth);
```

WT.sr

WT.sr=ScreenResolution

Indicates the web client's screen resolution. It is expressed as the gross width and height of the web client's monitor. The format of the value is *widthXheight* (for example, 800X600).

Example:

```
var srQueryParam = "&WT.sr=" + escape(screen.width) + "x" + escape(screen.height);
```

WT.jo

WT.jo=IsJavaEnabled

Indicates if the web client has enabled Java. Valid values are Yes and No.

Example:

```
var joQueryParam = "&WT.jo=" + navigator.javaEnabled() ? "Yes" : "No";
```

WT.js

WT.js=IsJavaScriptEnabled

Indicates whether the web client supports and/or has enabled JavaScript. Valid values are Yes and No.

For example:

```
<SCRIPT LANGUAGE="JavaScript">
... CODE ABOVE WHERE YOU WANT THIS MODIFICATION TO GO...
var jsQueryParam = "&WT.js=Yes";
... CODE BELOW WHERE YOU WANT THIS MODIFICATION TO GO...
</SCRIPT>

<NOSCRIPT>
<IMG BORDER="0" NAME="DCSIMG" WIDTH="1" HEIGHT="1" SRC="http://localhost/
njs.gif?dcsuri=/nojavascript&WT.js=no">
</NOSCRIPT>
```

Note

You can use WebTrends to set up a custom reports (augmenting the Pages reports) that keys on **WT.js** and provides a targeted count of no JavaScript hits.

WT.jv

WT.jv=JavaScriptVersion

Indicates the version of JavaScript supported by the web client. If JavaScript is not enabled, this parameter should not be included.

Example:

```
var jvQueryParam = "";
<SCRIPT Language="JavaScript1.0">
jvQueryParam = "&WT.jv=1.0"
</SCRIPT>

<SCRIPT Language="JavaScript1.1">
jvQueryParam = "&WT.jv=1.1"
</SCRIPT>

<SCRIPT Language="JavaScript1.2">
jvQueryParam = "&WT.jv=1.2"
</SCRIPT>
```


WT. ct

WT. ct=connecti ontype

Identifies the visitor's connection type. You can use this parameter in custom reports to determine whether visitors can download media on your site that requires high-bandwidth connections.

The JavaScript tag generates this value using data from Microsoft Internet Explorer 5 or higher. Valid values are *lan*, *modem*, and *offl i ne*. For all other browsers, the JavaScript tag generates a value of *unknown*.

WT. hp

WT. hp=i sHomePage

Indicates whether your visitors have configured a URL as their home page. It is only available for visitors using Microsoft Internet Explorer 5 or higher. Valid values are 1 and 0.

You can use this parameter to filter a report based on URLs or pages, and report on pages that are used as home pages by visitors.

WT. bs

WT. bs=browserSi ze

Identifies the actual size of the visitor's browser window. It is expressed as the width and height of the web client window in pixels. The format of the value is *widthxheight* (for example, 924x212).

WT. fi

WT. fi =i sFlashI nstal l ed

Indicates whether your visitors have installed the Macromedia Flash browser plug-in. Valid values are *Yes* and *No*.

For more information see, the *WT. fv* parameter.

WT. fv

WT. fv=fl ashVersi on

Indicates the version of the Macromedia Flash browser plug-in if installed. Requires the presence of *WT. fi =Yes*.

web. For example, *WT. fv=7. 0*.

WT. l e

WT. l e=l anguageEncodi ng

Specifies the character set used by the web client to render the current document. This parameter can be used to troubleshoot internationalization issues. The format of this value is an alphanumeric string (for example, *UTF-8*). Go to the following site for a list of valid values:

<http://www.iana.org/assignments/character-sets>

WT. ml e

WT. ml e=metaLanguageEncodi ng

Specifies the character encoding set by the web client to render the current document. If the page includes the *http-equiv="Content-Type"* META tag, the WebTrends JavaScript tag generates this parameter and passes it as an alphanumeric string (for example, *UTF-8*). The parameter is used for troubleshooting internationalization issues.

For example, the JavaScript tag generates a value of *WT. ml e=UTF-8* for the following tag:

```
<meta http-equiv="Content-Type" content="text/html ; charset=UTF-8">
```

Note

In order for this parameter to be generated, you must set the `gl 18n` variable in the JavaScript tag to `true`. For more information, see “Customizing the JavaScript Tag” in the *WebTrends Analytics Software Implementation and Maintenance Guide*.

Go to the following site for a list of valid values:

<http://www.iana.org/assignments/character-sets>

WT. em

`WT. em=esc/uri`

Specifies the encoding method supported by the web client. This parameter can be used to troubleshoot internationalization issues. Valid values are `esc` for the JavaScript `escape()` function and `uri` for the JavaScript `encodeURIComponent()` function.

WT. sl v

`WT. sl v=Silverlight_version`

Specifies the version of the Microsoft Silverlight plug-in installed on the visitor's web client. If Silverlight is not enabled, this parameter is not provided.

Products Parameters

You can use Products parameters to report on transaction activity for products on your site. Several preconfigured custom reports use these query parameters.

These parameters support multiple values except where noted. When multiple values are passed, the order of the values is important because they correlate to other parameters. For example, multiple product values for the `WT. pn_sku` parameter correlate to the number of units passed in the `WT. tx_u` parameter.

Note

You cannot use these query parameters as dimensions and measures in Scenario Analysis funnels. Products parameters are hit-based while scenario parameters are visit-based and should not be used together in reports.

WT. pn_sku

`WT. pn_sku=productSKU[; ...]`

Identifies the SKU (a unique numeric identifier) of the product. The Marketing Warehouse also uses this parameter. For more information, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User's Guide*.

Note

`WT. pn_sku` replaces the `WT. pn` and `WT. pc` parameters. `WT. pn` represented the name of the product. `WT. pc` represented the category of the product.

WT. pn. id

`WT. pn. id=productID[; ...]`

Optional: Identifies the product identifier of a product. If possible, product IDs should be unique values to preserve lookup data integrity.

Note

Product IDs typically map to multiple Product SKUs. For example, a sporting goods company might have an item with a specific ID and several SKUs corresponding to various colors.

The following parameters are automatically added by the product translation process when the product SKU is found in the product translation file. For more information about translation files, see “Using Lookup Tables for Analytics Reports” in the *Administration User’s Guide*.

WT. pn_fa

WT. pn_fa=*productFamily*[; ...]

Identifies the family of the product.

WT. pn_gr

WT. pn_gr=*productGroup*[; ...]

Identifies the group of the product.

WT. pn_sc

WT. pn_sc=*productSubCategory*[; ...]

Identifies the sub-category of the product.

WT. pn_ma

WT. pn_ma=*productManufacturer*[; ...]

Identifies the manufacturer of the product.

WT. pn_su

WT. pn_su=*productSupplier*[; ...]

Identifies the supplier of the product.

Transaction Parameters

WT. tx_t

WT. tx_t=*Type*[; ...]

In earlier versions of WebTrends, this parameter was used to identify transaction types. Because WebTrends Analytics does not use this query parameter in any preconfigured custom reports, it is no longer supported.

WT. tx_u

WT. tx_u=*Units*[; ...]

Identifies the quantity in the transaction. Pass a positive integer for this value.

If an order contains multiple products, separate the numbers of units for each product using a comma or semi-colon (configurable) in the WT. tx_u variable.

When associating this measure with the product dimension in a WebTrends Analytics custom report, make sure you select the correlation option to ensure that the first number of units is associated with the first product, the second number of units with the second product, and so on.

The Marketing Warehouse also recognizes this parameter. For more information, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*.

WT. tx_s

WT. tx_s=*Subtotal* [; ...]

Identifies the total cost for each product in the order.

The format of this field must match the currency format that WebTrends Analytics is configured to analyze. Do not include a currency symbol and be sure pass the value in *dollars.cents* format. For example, if you globally define your currency as US-Dollars in WebTrends Analytics, the format of this parameter set to a \$4500 cost is: WT. tx_s=4500. 00. Do not include a currency symbol or a comma in the value.

If an order contains multiple products, the totals for each product should be separated by a comma or semi-colon (configurable) in the WT. tx_s variable.

When associating this measure with the product dimension in a custom report, make sure you select the correlation option to ensure that the 1st amount is associated with the 1st product, the 2nd amount with the 2nd product, and so on.

The Marketing Warehouse also recognizes this parameter. For more information, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*.

WT. tx_e

WT. tx_e=*event*

Identifies a product-related event. WebTrends Analytics uses this parameter as qualifier in preconfigured measure definitions in order to determine which product to count for a measure. WebTrends Marketing Warehouse uses this value to qualify certain preconfigured events. For more information, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*. You can use the parameter to report on specific activities by creating a custom report filter that you apply to a custom report.

Note

Even if there are multiple values specified in the WT.pn_sku (Products), WT.tx_u (Units) and WT.tx_s (Revenue) parameters, the WT.tx_e should contain a single value (the same event applies to the entire page view).

You can pass a custom value for this parameter, or if you want to track product purchases, product views, product cart additions, and product cart removals, pass one of the following values:

WT. tx_e=p

Required by WebTrends Analytics and Marketing Warehouse to identify a product purchase. Although WebTrends Analytics does not use WT. tx_e=p to determine whether a visitor is a buyer (WT. vr_brws), the Marketing Warehouse does. Instead WebTrends Analytics uses WT. tx_s to determine whether the visitor is a buyer. In addition, you can use the Invoice query parameters to include invoice number, date, and time for the purchase. For more information, see “Invoice Parameters” on page 153.

WT. tx_e=v

Required by WebTrends Analytics and Marketing Warehouse to identify a product view.

WT. tx_e=a

Identifies a product cart addition.

WT. tx_e=r

Identifies a product cart removal.

WT. tx_carti d

WT. tx_carti d=*CartIdentifier*

Pass a unique value to identify a visitor's cart. Marketing Warehouse uses this parameter to identify events associated with a specific cart. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

Invoice Parameters

Use WT. tx_i , WT. tx_i d, and WT. tx_i t parameters together. You must enable Visitor History in order to use the Invoice parameters.

WT. tx_i

WT. tx_i =*InvoiceNumber*

Identifies the invoice number for the purchase. WebTrends Analytics uses data stored in Visitor History to make sure that a page view with an invoice number is a new purchase and not the result of a visitor refreshing the page after making a purchase. If WebTrends Analytics sees a page view with an invoice number, that page view is compared against the last three invoices for a visitor. If the WT. tx_i value does not match the last three invoices, WebTrends considers it a new purchase.

The Marketing Warehouse also recognizes this parameter. For more information, see "Configuring Your Web Site to Collect Marketing Warehouse Data" in *WebTrends Marketing Warehouse User's Guide*.

Note

WebTrends Express Analysis cannot use the invoice data to identify duplicate purchase records because the Express Analysis Engine does not use visitor history data.

WT. tx_i d

WT. tx_i d=*InvoiceDate*

The format is mm/dd/yy. A 4-digit year is also allowed: mm/dd/yyyy.

Identifies the purchase invoice date, which is based on GMT. If the invoice date is three days older than the date of the visit, it is assumed that the hit is not an actual purchase but a view of a previously bookmarked or saved page. If the invoice date was less than three days than the date of the visit, the WT. tx_i parameter is used to determine if the hit is a valid purchase.

For example, a visitor makes a purchase. The purchase is accounted with an invoice date. The visitor saves a bookmark to the page. Five days later, the visitor goes to the bookmarked page. This causes another hit to be sent to SDC. However, the WT. tx_i d parameter still contains the original purchase date. WebTrends analysis sees that the date of the hit is several days after the date found in the WT. tx_i d parameter and determines that this is not an actual purchase.

WT. tx_i t

WT. tx_i t=*InvoiceTime*

Identifies time of the invoice. The format is hh: mm: ss where hh is in a 24-hour format (0 = midnight, 23 = 11pm).

This parameter helps determine when an invoiced purchase was made. This value is used along with WT. tx_id and WT. tx_i to determine if the purchase was a valid purchase or if this was a user refreshing the web page after a purchase or returning to the page to check status.

Campaign Parameter

WT. mc_id

WT. mc_id=Campaign ID

Identifies a specific marketing campaign. Pass this query parameter to pages that you want to associate with a specific campaign. You can specify a numeric or string value.

WebTrends Analytics Considerations

If you plan to export WebTrends Analytics report data to a SmartReport, values that are either characters or a combination of numbers and characters work best with Microsoft Excel.

If you enable Visitor History in a profile, WebTrends Analytics reads this parameter and stores it in the Visitor History database. The most recent value of this parameter is made available by Visitor History on every hit as WT. vr. rac.

WebTrends Marketing Warehouse Considerations

The Marketing Warehouse uses this parameter to identify Ad events. For more information about the parameter set used by Marketing Warehouse, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*.

Note

WT. mc_id replaces the WT. mc_n and WT. mc_t auto-configuration parameters in earlier versions of WebTrends.

Campaign Event Parameter

WT. mc_ev

WT. mc_ev=EventType

This parameter identifies an ad event type.

WebTrends Analytics and Marketing Warehouse recognize the following values:

WT. mc_ev=click identifies an ad clickthrough event.

WebTrends Analytics Considerations

WebTrends Analytics does not currently provide preconfigured custom reports that use the click value. However, you can also specify a custom value to identify a custom event type, create a custom report filter based on this value, and apply it to a custom report.

Segment Parameter

WT. seg_X

WT. seg_X=Segment

Identifies a segment of interest. *X* can be 1, 2, 3, or 4. For example, `WT. seg_1=Segment1`. This parameter identifies values associated with this segment, and you can store these values in Visitor History. The Visitor History function recognizes these values and stores them in the Visitor History database. For more information, see “Visitor Segmentation Parameters” on page 170.

Page of Interest Parameter

WT. pi

WT. pi = Page identification

This parameter identifies a page on your site that is critical to evaluating performance. *Page identification* can be any string. When you enable **Page of Interest Unique Visitor Tracking** in the Visitor History dialog of a profile, WebTrends stores the values for the `WT. pi` parameter for each unique visitor in the Visitor History database. You can limit the amount of disk space used to store these values by keeping the strings as short as possible.

As a best practice, you should only identify key pages on your site with this parameter because WebTrends stores a maximum of 20 pages for each unique visitor for each profile.

Use this parameter to create a Page of Interest dimension that can be associated with a measure based on the `WT. vr. pi v` Visitor History parameter. For more information, see `WT. vr. pi v` on “Visitor Tracking Parameters” on page 168.

On-Site Search Parameters

On-site search parameters allow you to collect activity about your on-site search tool.

WT. oss

WT. oss = Search phrase

Identifies a word or a phrase that visitors submit for an on-site search.

WT. oss_r

WT. oss_r = number of results

Identifies whether or not an on-site search is successful. This parameter should be specified on the same hit as `WT.oss` and should be set to the number of results whenever the on-site search is successful, or to 0 when the search fails (no result).

WebTrends Analytics uses this parameter in preconfigured custom report filters. WebTrends Marketing Warehouse uses it provide data for the Number of Results attribute.

Registered Visitor Parameter

WT. rv

WT. rv = 1

If you use WebTrends Marketing Warehouse, your web server should pass this parameter with a value of 1 when a visitor has completed a registration process. For more information, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in *WebTrends Marketing Warehouse User’s Guide*.

SmartView Parameters

This section contains parameters defined specifically for use with WebTrends SmartView. For information about configuring WebTrends for SmartView, see the *SmartView User’s Guide*.

WT. svl

WT.svl =any string

For SmartView to differentiate multiple links on a web page that all lead to the same URL, use the WT. svl query parameter to uniquely identify the links. For example, if you have two links on your home page that both go to the store page, you should use the SmartView query parameter to identify each link.

To use the SmartView query parameter:

1. Place the WT. svl parameter on every page where multiple links lead to the same page. For example, `http://www.mydomain.com/?WT.svl=link1`.
2. Assign each link a unique value. SmartView uses WT. svl to assign the appropriate measure values to individual links.

Notes

Do not include this parameter in your URL Rebuilding definitions. WebTrends automatically recognizes this parameter and uses it only when creating SmartView custom reports. If you include WT. svl in a URL Rebuilding definition, non-SmartView reports are affected. If you exclude it in a URL Rebuilding definition, WebTrends won't be able to use it to differentiate links when creating SmartView reports.

WT. tsp

WT.tsp=1

Identifies transition source pages for SmartView. The JavaScript creates and passes this query parameter if you enabled SmartView page transition tracking in the JavaScript tag and you tagged the source page with the SmartView page transition META tag. A source page is a page that you want to be tracked for SmartView reporting. For more information, see "Configuring SmartView Using JavaScript Tags" in the *SmartView User's Guide*.

Do not use this query parameter to tag your web site. You can use this parameter to focus the analysis on only page transition pages using custom report filters.

WT. ttp

WT.ttp=1

Identifies transition target pages for SmartView. The JavaScript creates and passes this query parameter if you enabled SmartView page transition tracking in the JavaScript tag and you tagged the previously viewed page with the SmartView page transition META tag. For more information, see "Configuring SmartView Using JavaScript Tags" in the *SmartView User's Guide*.

Do not use this query parameter to tag your web site. You can use this parameter to focus the analysis on only page transition pages using custom report filters.

Stored Visitor Parameter

The Stored Visitor parameter identifies the unique visitor ID you assign to your visitors.

WT. dcsvid

WT.dcsvid=anystring

WebTrends Analytics Considerations

If you enable Visitor History in a profile, when WebTrends Analytics detects this parameter, it is stored in the Visitor History database. When the Visitor History database is exported, this parameter is exported along with each visitor for the purpose of identifying visitors. For more information about visitor history see “Visitor History Parameters” on page 157.

WebTrends Marketing Warehouse Considerations

Marketing Warehouse uses this parameter to populate the External Visitor ID field of the Visitor table, which allows you to link to external visitor data in the Extended Attributes Database. For more information about the complete set of query parameters that Marketing Warehouse uses, see “Configuring Your Web Site to Collect Marketing Warehouse Data” in the *WebTrends Marketing Warehouse User's Guide*.

Visitor History Parameters

The WebTrends analysis process can generate and maintain parameters that support visitor profiling when you enable Visitor History in your profiles. These visitor-related parameters are stored in a Visitor History Table for each profile that has Visitor History enabled. Because Visitor History parameters are handled by WebTrends, you should not use these parameters in META tags on your web pages.

Parameters that describe elapsed time periods in days are calculated as a complete 24-hour period. Thus, if a visitor visits for the first time at 1:00 on Monday, then any visit before 1:00 on Tuesday is considered as zero days since the first visit (WT.vr.fvd), even though the actual day is different.

Most Recent Campaign Parameters

WebTrends generates and maintains these parameters when you enable Visitor History and select the Campaign History category in your profile. For more information, see “Visitor History Parameters” on page 157.

WT.vr.rac

WT.vr.rac=*MostRecentCampaign*

Identifies the visitor's most recent campaign. Of all of the campaigns, the “most recent” campaign is the one that was most recently added to the visitor history table. This is a single value (no multiples allowed). This parameter is not set if the visitor has never had a campaign.

Unique Visitors for Campaigns

You can use the following set of parameters to track unique visitors for daily, weekly, monthly, quarterly, yearly, and lifetime campaigns. The active campaign list is used to determine the values. Therefore, you can get an additional campaign unique visitor when it is referenced again. These parameters are only available for reporting if you use the default campaign translation file. For more information, see “Lookup Tables for Drilldowns” in the *Administration User's Guide*.

WT.vr.rac_dc

WT.vr.rac_dc=*CampaignDemandChannel*

Identifies the campaign demand channel. It is set to the description corresponding to the ID in the translation file.

WT.vr.rac_de

WT.vr.rac_de=*CampaignDescription*

This parameter is set to the description corresponding to the ID in the translation file.

WT.vr.rac_cr

WT.vr.rac_cr=*CampaignCreative*

This parameter is set to the creative corresponding to the ID in the translation file. A campaign creative is an attribute of a specific offer, for example, a “Buy Now!” graphic. A specific offer may consist of many creatives.

WT.vr.rac_ct

WT.vr.rac_ct=*CampaignCreativeType*

This parameter is set to the creative type corresponding to the ID in the translation file.

WT.vr.rac_ma

WT.vr.rac_ma=*CampaignMarketingActivity*

This parameter is set to the marketing activity corresponding to the ID in the translation file.

WT.vr.rac_mp

WT.vr.rac_mp=*CampaignMarketingProgram*

This parameter is set to the marketing program corresponding to the ID in the translation file.

WT.vr.rac_of

WT.vr.rac_of=*CampaignOffer*

This parameter is set to the offer corresponding to the ID in the translation file.

WT.vr.rac_pa

WT.vr.rac_pa=*CampaignPartner*

This parameter is set to the partner corresponding to the ID in the translation file.

WT.vr.rac_pl

WT.vr.rac_pl=*CampaignPlacement*

This parameter is set to the placement corresponding to the ID in the translation file.

Most Recent Campaign Visitors

These parameters are generated and maintained by the WebTrends analysis process when you enable Visitor History and select the Campaign History category in your profile. For more information, see “Visitor History Parameters” on page 157.

WT.vr.rac_d

WT.vr.rac_d=1

Identifies a visitor’s first visit for a day for the campaign specified in WT.mc_id (campaign ID) on the hit.

WT.vr.rac_w

WT.vr.rac_w=1

Identifies a visitor’s first visit for a week for the campaign specified in WT.mc_id (campaign ID) on the hit.

WT.vr.rac_m

WT.vr.rac_m=1

Identifies a visitor's first visit for a month for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

WT.vr.rac_q

`WT.vr.rac_q=1`

Identifies a visitor's first visit for a quarter for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

WT.vr.rac_y

`WT.vr.rac_y=1`

Identifies a visitor's first visit for a year for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

WT.vr.rac_f

`WT.vr.rac_f=1`

Identifies a visitor's first visit for the campaign specified in `WT.mc_id` (campaign ID) on the hit.

Visitor “Initial” Parameters

The following list describes several visitor parameters that keep track of the “first” aspects of a visitor's history with the site. Note that although the parameters use the terminology “first,” all preconfigured objects based on these parameters use the term “initial” (for example, Initial Referrer is the dimension based on `WT.vr.fr`). WebTrends generates these parameters when you enable Visitor History. For more information, see “Visitor History Parameters” on page 157.

WT.vr.fr

`WT.vr.fr=FirstReferrer`

Identifies the visitor's first recorded referrer. The format is the same as that for the Referring Domains dimension (for example, `google.com`). This is set on the first hit of the first visit and does not change afterwards.

WT.vr.fc

`WT.vr.fc=FirstCampaign`

Identifies the visitor's first recorded marketing campaign. The format is the same as that for the Campaign dimension. Only campaigns identified using the `WT.mc_id` parameter are counted. Campaigns defined solely through WebTrends Administration are not used.

This parameter is not provided until the visitor visits with a campaign. At that point the value and parameter are set and will never change.

WT.vr.fe

`WT.vr.fe=FirstEntryPage`

Identifies the visitor's first recorded page view. The format is a page URL without query parameters. This is set on the first hit of the first visit and never changes afterwards.

Elapsed Time Parameters

These parameters are generated and maintained by the WebTrends analysis process when you enable Visitor History. For more information, see “Visitor History Parameters” on page 157.

WT.vr.fvd

`WT.vr.fvd=DaysSinceFirstVisit`

Identifies the days since the visitor's first visit. This is an integer containing the days since the visitor's first visit. The value is truncated (for example, if 47 hours has passed since the first visit, the value is 1). This parameter is not provided on a visitor's first visit.

When using this as a measure for the Visitor dimension, use the maximum value.

When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT. vr. pvd

WT. vr. pvd=*DaysSincePreviousVisit*

Days since the Visitor's Previous Visit. This is an integer containing the days since the visitor's previous visit.

This parameter makes most sense when used as a visit filter. This parameter is not provided on a visitor's first visit.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT. vr. pvdb

WT. vr. pvdb=*High/Moderate/Some/Low descriptor*

Classifies days since the visitor's previous visit into one of four categories. This parameter is non-numeric and is used as a dimension.

You can change the number of categories by editing the `vrbucket.ini` file. By default this file is configured as follows:

[PVDBValues]

High = 4

Moderate = 8

Some = 12

The following table describes the meaning of the default values.

[PVDBValues]	Meaning
High=4	$x \leq 4$
Moderate=8	$4 < x \leq 8$
Some=12	$8 < x \leq 12$

By default, the maximum number of days for Some is set to 12. Any visitor whose last visit was more than 12 days ago is assigned to the Low Recency category. *Recency* is to the number of days since a visitor's most recent visit.

Example 1: Adjust all of the ranges in `vrbucket.ini` to:

[PVDBValues]

High = 7

Moderate = 14

Some = 21

Example 2: To create two buckets (for example, *High/Low*), change `vrbucket.ini` to:

```
[PVDBValues]
High = 4
Moderate = 4
Some = 4
```

The result of Example 2 is:

```
High is ≤ 4
Low is > 4
```

WT.vr.ppd

WT.vr.ppd=DaysSincePreviousPurchase

Identifies the days since the visitor's previous purchase. This is an integer value.

This parameter is typically used as a visit filter. This parameter is not provided until the visitor makes the first purchase and does change on every hit that a purchase is made after that.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you will usually configure the average value.

The sum of this measure has no meaning.

WT.vr.lat

WT.vr.lat=VisitLatency

Visit Latency. The visit latency is the number of days since the visitor's first visit (*WT.vr.fvd*) divided by the number of visit intervals (*WT.vr.vc*). It gives an indication of the average elapsed time between visits. This parameter is not provided on the first visit.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

Historical Counts Parameter

WebTrends generates and maintains these parameters by the WebTrends analysis process when you enable Visitor History. For more information, see "Visitor History Parameters" on page 157.

WT.vr.vc

WT.vr.vc=VisitCount

Identifies the total number of visits recorded for a visitor. This is an integer representing the number of visits since the visitor's first visit. When using this as a measure for the Visitor dimension, use the maximum value. When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.vcb

WT.vr.vcb=High/Moderate/Some/Low descriptor

Classifies the value of the *WT.vr.vc* parameter into one of four categories.

This parameter is non-numeric and used as a dimension. You can change the number of categories by editing the `vrbucket.ini` file. By default, the file is configured as follows:

```
[VCBValues]
High = 25
Moderate = 15
Some = 5
```

The following table shows the meaning of the default values:

[VCBValues]	Meaning
High=25	$25 < x$
Moderate=15	$15 > x \leq 25$
Some=5	$5 > x \leq 15$

By default, the minimum value for Some is 5. Any visitor whose visit count value is less than 5 is assigned to the Low value category.

Example 1: Adjust all of the ranges in `vrbucket.ini` to:

```
[VCBValues]
High = 50
Moderate = 30
Some = 10
```

Example 2: To create two buckets (for example, *High/Low*), change `vrbucket.ini` to:

```
[VCBValues]
High = 25
Moderate = 25
Some = 25
```

The result of example 2 is:

```
High is >25
Low is >0 ≤25
```

Historical Transactions/Purchases Parameters

WebTrends generates and maintains these parameters by the WebTrends analysis process when you enable Visitor History. For more information, see “Visitor History Parameters” on page 157.

The following parameters are calculated using the transaction parameters. For more information, see “Transaction Parameters” on page 151.

WT.vr.vv

WT.vr.vv= *VisitorValue*

WebTrends generates this Visitor History parameter to track the visitor’s overall value, which is the value of all purchases recorded for a visitor over time. This is a floating-point value containing the amount of money spent by this visitor back to and including the visitor’s first visit.

When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.ltb

WT.vr.ltb= *High/Moderate/Some/Low* descriptor

WebTrends generates this Visitor History parameter to classify the WT.vr.vv parameter value in one of four categories.

The value is non-numeric and is used as a custom report dimension.

You can change the number of categories by editing the `vrbucket.ini` file. By default, the file is configured as follows:

```
[LTBValues]
High = 750
Moderate = 500
Some = 250
```

The following table shows the meaning of the default values:

[LTBValues]	Meaning
High=750	$x > 750$
Moderate=500	$500 > x \leq 750$
Some=250	$250 > x \leq 500$

By default, the minimum value for Some is 250. Any visitor whose value is less than 250 is assigned to the Low category.

Example 1: Adjust all of the ranges in `vrbucket.ini` to:

```
[LTBValues]
High = 1500
Moderate = 1000
Some = 500
```

Example 2: To create two buckets (for example, *High/Low*), change `vrbucket.ini` to:

```
[LTBValues]
High = 750
Moderate = 750
Some = 750
```

The result of example 2 is:

```
High is >750
Low is >0 ≤750
```

WT.vr.ppv

WT.vr.ppv=*PreviousPurchaseValue*

WebTrends generates this Visitor History parameter to track the visitor's previous purchase amount. This is a floating-point value containing the amount spent on the most recent purchase. This parameter is not generated until a visitor makes the first purchase.

When using this parameter as a custom report measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT.vr.vp

WT.vr.vp=*VisitorPurchases*

WebTrends generates this Visitor History parameter to track the total number of purchases ever made by a visitor. The value is an integer containing the number of purchase transactions (not the total number of units purchased) back to and including the visitor's first visit.

When using this parameter as a custom report measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT. vr. fpd

WT. vr. fpd=DaysSinceFirstPurchase

WebTrends generates this Visitor History parameter to track the days since the visitor's first purchase. The value is an integer containing the days since the visitor's first purchase.

This parameter is best used as a visit filter or as a custom report measure. This parameter is not generated until a visitor makes the first purchase.

When using this parameter as a measure for the Visitor dimension, use the maximum value. When using this parameter as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WT. vr. bpd

WT. vr. bpd=DaysBeforeFirstPurchase

WebTrends generates this Visitor History parameter to track the days before the visitor's first purchase. The value is an integer containing the number of days between the visitor's first visit and the first purchase.

This parameter is best used as a visit filter or as a measure. This parameter is not provided until a visitor makes the first purchase.

When using this as a measure for dimensions other than Visitor, you usually configure the average value.

The sum of this measure has no meaning.

WebTrends generates the following set of parameters to track unique buyers and buyer's status for daily, weekly, monthly, quarterly, yearly, and lifetime periods.

WT. vr_brws

WT. vr_brws=Buyer/Non-Buyer

WebTrends generates this query parameter on a visitor's first visit of the day. Its value indicates whether a visitor has purchased in the past. Buyer indicates that the visitor has purchased before. Non-buyer indicates that the visitor has not purchased.

A visitor is considered a buyer if the WT. tx_s parameter is passed in the query string for the visit. A visitor is considered a non-buyer if WT. tx_s is not passed in the query string. In addition, WebTrends uses the following invoice parameters to evaluate whether WT. tx_s should be used for buyer determination:

- WT. tx_id and WT. tx_it
- WT. tx_i

If both WT. tx_i d and WT. tx_i t parameters are passed during the visit and are properly formatted, WebTrends uses them to evaluate whether WT. tx_s should be used for buyer determination. If the date and time specified by these parameters is older than the time of the hit by more than the configured invoice age limit, WT. tx_s is not used and the visitor is considered a non-buyer. The invoice age limit is set at two days, meaning that any invoices three days or older than the first hit associated with the invoice are not used for buyer determination.

If the WT. tx_i parameter is passed during the visit, WebTrends uses it to evaluate whether WT. tx_s should be used for buyer determination. WebTrends looks for the invoice number passed in for this query parameter in the visitor's invoice history. If it has seen this invoice number before, WT. tx_s is not used and the visitor is considered a non-buyer. Three invoices are kept per visitor. Invoices more than two days old are purged from the visitor's invoice history.

WT. vr_by

WT. vr_by=*New Buyer/Repeat Buyer*

WebTrends generates this Visitor History parameter when a visitor makes a purchase. It indicates whether the visitor is purchasing for the first time or has purchased before.

WT. vr.bt_d

WT. vr.bt_d=1

WebTrends generates this Visitor History parameter to identify the visitor's first daily purchase. This parameter is generated and set to 1 for the first purchase from a visitor for a day.

WT. vr.bt_w

WT. vr.bt_w=1

WebTrends generates this Visitor History parameter to identify the visitor's first weekly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a week.

WT. vr.bt_m

WT. vr.bt_m=1

WebTrends generates this Visitor History parameter to identify the visitor's first monthly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a month.

WT. vr.bt_q

WT. vr.bt_q=1

WebTrends generates this Visitor History parameter to identify the visitor's first quarterly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a quarter.

WT. vr.bt_y

WT. vr.bt_y=1

WebTrends generates this Visitor History parameter to identify the visitor's first yearly purchase. This parameter is generated and set to 1 for the first purchase from a visitor during a year.

WT. vr.bt_f

WT. vr.bt_f=1

WebTrends generates this Visitor History parameter to identify the visitor's first purchase. This parameter is generated and set to 1 for the first purchase from a visitor.

Search Engine Parameters

The Search Engine parameters keep track of initial and most recent search engines and search engine phrases for a visitor. These parameters work in conjunction with the WT. srch parameter to determine whether the referring search engine was from a paid search phrase. WebTrends generates and maintains these parameters when you enable Visitor History and select the Search Engine History category in your profile. For more information, see “Visitor History Parameters” on page 157.

WT. vr. i se

WT. vr. i se=InitialSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's initial search engine. This parameter contains the string identifying the initial search engine for a visitor. The parameter is generated with the hit where it is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT. vr. i sep

WT. vr. i sep=InitialSearchEnginePhrase

WebTrends generates this Visitor History parameter to track the visitor's initial search engine phrase. This parameter contains the string identifying the initial search engine phrase for a visitor. The parameter is generated with the hit where the search engine is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT. vr. i pd_se

WT. vr. i pd_se=InitialPaidSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's initial paid search engine. This parameter contains the string identifying the initial paid search engine for a visitor. A paid search engine referrer is identified by a WT. srch=1 parameter in the query field of hit query string. The WT. vr. i pd_se parameter is provided with the hit where it is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT. vr. i pd_sep

WT. vr. i pd_sep=InitialPaidSearchEnginePhrase

WebTrends generates this Visitor History parameter to track the visitor's initial paid search engine phrase. This parameter contains the string identifying the initial paid search engine phrase for a visitor. A paid search engine referrer/phrase is identified by a WT. srch=1 parameter in the query field of hit query string. The WT. vr. i pd_sep parameter is provided with the hit where it WT. vr. i pd_se is recognized. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is first recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT. vr. i og_se

WT. vr. i og_se=InitialOrganicSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's initial organic search engine. This parameter contains the string identifying the initial organic search engine for a visitor. An organic search engine referrer is identified by the lack of a WT. srch=1 parameter in the query field of hit query string. The WT. vr. i og_se parameter is provided with the hit where it is recognized as the referring site. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT. vr. i og_sep

WT. vr. i og_sep=Initial OrganicSearchEnginePhrase

WebTrends generates this Visitor History parameter to track the visitor's initial organic search engine phrase. This parameter contains the string identifying the initial paid search engine phrase for a visitor. An organic search engine referrer/phrase is identified by the lack of a WT. srch=1 parameter in the query field of hit query string. The WT. vr. i og_sep parameter is provided with the hit where it WT. vr. i og_se is recognized. The value of the parameter never changes and is provided with the first hit of every visit after the visit in which it is first recognized. The parameter is not provided until it has been recognized and set to the initial value.

WT. vr. r_se

WT. vr. r_se=MostRecentSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's most recent search engine. This parameter contains the string identifying the most recent search engine for a visitor. The WT. vr. r_se parameter is provided with the hit where it is recognized as the referring site. The value of the parameter changes whenever a new search engine is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT. vr. r_sep

WT. vr. r_sep=MostRecentSearchEnginePhrase

WebTrends generates this Visitor History parameter to track the visitor's most recent search engine phrase. This parameter contains the string identifying the most recent search engine phrase for a visitor. The WT. vr. r_sep parameter is provided with the hit where WT. vr. r_se is recognized as the referring site. The value of the parameter changes whenever a new search engine/search engine phrase is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT. vr. rpd_se

WT. vr. rpd_se=MostRecentPaidSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's most recent paid search engine. This parameter contains the string identifying the most recent paid search engine for a visitor. A paid search engine referrer/phrase is identified by a WT. srch=1 parameter in the query field of hit query string. The WT. vr. rpd_se parameter is provided with the hit where it is recognized as the referring site. The value of the parameter changes whenever a new search engine is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT. vr. rpd_sep

WT. vr. rpd_sep=MostRecentPaidSearchEnginePhrase

WebTrends generates this Visitor History parameter to track the visitor's most recent paid search engine phrase. This parameter contains the string identifying the most recent paid search engine phrase for a visitor. A paid search engine referrer/phrase is identified by a WT. srch=1 parameter in the query field of hit query string. The WT. vr. rpd_sep parameter is provided with the hit where WT. vr. rpd_se is recognized as the referring site. The value of the parameter changes whenever a new search engine/search engine phrase is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT. vr. rog_se

WT. vr. rog_se=MostRecentOrganicSearchEngine

WebTrends generates this Visitor History parameter to track the visitor's most recent organic search engine. This parameter contains the string identifying the most recent organic search engine for a visitor. An organic search engine referrer/phrase is identified by the lack of a WT. srch=1 parameter in the query field of hit query string. The WT. vr. rog_se parameter is provided with the hit where it is recognized as the referring site. The value of the parameter changes whenever a new search engine is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

WT. vr. rog_sep

WT. vr. rog_sep=*MostRecentOrganicSearchEnginePhrase*

WebTrends generates this Visitor History parameter to track the visitor's most recent organic search engine phrase. This parameter contains the string identifying the most recent organic search engine phrase for a visitor. An organic search engine referrer/phrase is identified by the lack of a WT. srch=1 parameter in the query field of hit query string. The WT. vr. rog_sep parameter is provided with the hit where WT. vr. rog_se is recognized as the referring site. The value of the parameter changes whenever a new search engine/search engine phrase is recognized. It is provided with the first hit of every visit after the visit in which it is recognized. It changes whenever a new search engine is recognized. The parameter is not provided until it has been recognized and set to a first value.

Visitor Tracking Parameters

Visitor Tracking parameters let you track daily, weekly, monthly, quarterly, yearly, and all-time unique visitors. WebTrends generates and maintains these parameters when you enable Visitor History and select the Visit History category in your profile. For more information, see "Visitor History Parameters" on page 157.

WT. vr. vt_d

WT. vr. vt_d=1

WebTrends generates this Visitor History parameter to track daily visitor daily activity. This parameter is present and set to 1 on a new visitor's first hit for the day.

WT. vr. vt_w

WT. vr. vt_w=1

WebTrends generates this Visitor History parameter to track weekly visitor activity. This parameter is present and set to 1 on a new visitor's first hit for the week.

WT. vr. vt_m

WT. vr. vt_m=1

WebTrends generates this Visitor History parameter to track monthly visitor activity. This parameter is present and set to 1 on a new visitor's first hit for the month.

WT. vr. vt_q

WT. vr. vt_q=1

WebTrends generates this Visitor History parameter to track quarterly visitor activity. This parameter is present and set to 1 on the first hit from a new visitor during a quarter.

WT. vr. vt_y

WT. vr. vt_y=1

WebTrends generates this Visitor History parameter to track yearly visitor activity. This parameter is present and set to 1 on the first hit from a new visitor during a year.

WT. vr. vt_f

WT. vr. vt_f=1

WebTrends generates this Visitor History parameter to track a visitor's first hit. This parameter is present and set to 1 on the first hit from a new visitor.

WT. vr. pi v_d

WT. vr. pi v_d=1

WebTrends generates this Visitor History parameter to track daily page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a day.

WT. vr. pi v_w

WT. vr. pi v_w=1

WebTrends generates this Visitor History parameter to track weekly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a week.

WT. vr. pi v_m

WT. vr. pi v_m=1

WebTrends generates this Visitor History parameter to track monthly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a month.

WT. vr. pi v_q

WT. vr. pi v_q=1

WebTrends generates this Visitor History parameter to track quarterly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a quarter.

WT. vr. pi v_y

WT. vr. pi v_y=1

WebTrends generates this Visitor History parameter to track yearly page of interest activity. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest during a year.

WT. vr. pi v_f

WT. vr. pi v_f=1

WebTrends generates this Visitor History parameter to track a visitor's first page of interest. This parameter is present and set to 1 on the first hit from a new visitor to a page of interest.

WT. vr. cg v_d

WT. vr. cg v_d=1; . . .

WebTrends generates this Visitor History parameter to track daily content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a day. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT. vr. cg v_w

WT. vr. cg v_w=1; . . .

WebTrends generates this Visitor History parameter to track weekly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a week. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT. vr. cg v_m

WT. vr. cg v_m=1; . . .

WebTrends generates this Visitor History parameter to track weekly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a month. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT. vr. cgv_q

WT. vr. cgv_q=1; . . .

WebTrends generates this Visitor History parameter to track quarterly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a quarter.

WT. vr. cgv_y

WT. vr. cgv_y=1; . . .

WebTrends generates this Visitor History parameter to track yearly content group activity. This parameter is present and set to 1 for the first hit from a new visitor to a content group during a year. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

WT. vr. cgv_f

WT. vr. cgv_f=1; . . .

WebTrends generates this Visitor History parameter to track a visitor's first hit to a content group. This parameter is present and set to 1 for the first hit from a new visitor to a content group. If multiple content groups are specified on the hit, this parameter contains as many values as there are content groups.

Visitor Segmentation Parameters

Visitor Segmentation parameters allow you to store the most recent value of a segmentation query parameter for inclusion in your reports. For example, your travel web site tracks visitors using a segmentation parameter, such as WT. seg_1, to identify the visitor's "traveler type." The result of the visitor's most recent traveler type value is stored in the WT. vhseg_1 parameter in the Visitor History database. Custom reports you create that use the WT. vhseg_1 parameter as a dimension show statistics for the most recent value of the key parameter.

The most recent value of the key parameter, WT. seg_x is stored in the corresponding result parameter. To report on visitor segmentation data, create a custom report that uses your result parameter as a dimension.

WebTrends generates and maintains these parameters when you enable Visitor History and select the Custom Visitor Segmentation category in your profile. You must also implement the WT. seg parameter on your web pages. For more information about WT. seg, see "Segment Parameter" on page 154.

WT. vhseg_1

WT. vhseg_1=VisitorSegment1Result

WT. vhseg_2

WT. vhseg_2=VisitorSegment2Result

WT. vhseg_3

WT. vhseg_3=VisitorSegment3Result

WT. vhseg_4

WT. vhseg_4=VisitorSegment4Result

SDC-Generated Visitor Parameters

The following subsections discuss visitor-related parameters that are generated and maintained by SmartSource Data Collector (SDC).

Visitor Tracking Parameters

Visitor Tracking parameters allow you to track daily, weekly, monthly, quarterly, and yearly unique visitors. SDC inserts these parameters into the cs-uri-query strings.

WT.vt_tlv

WT.vt_tlv=UNIX Time

SDC generates this parameter to identify the time of the visitor's last visit. The value is expressed as the number of seconds since 1970 (standard UNIX time), which is calculated using information stored in the third-party cookie value. SDC only sets this parameter at the start of a new visit. On a visitor's first visit, the value is set to zero. If you disable cookie tracking, this parameter is not generated or passed in the query string.

The Marketing Warehouse use this query parameter to determine whether a new visit should also be counted as a new daily, weekly, monthly, quarterly, or yearly visitor. For example, if the day of the new visit is different than the day of the previous visit, relative to the GMT offset of the JavaScript tag, the visit is counted as a new daily visit.

WT.vt_f_tlv

WT.vt_f_tlv=UNIX Time

SDC generates this parameter to identify the time of the visitor's last visit. The value is expressed as the number of seconds since 1970 (standard UNIX time), which is calculated using information stored in the first-party cookie value. SDC only sets this parameter at the start of a new visit. On a visitor's first visit, the value is set to zero. If you disable first-party cookie tracking in the JavaScript tag, this parameter is not generated or passed in the query string.

The Marketing Warehouse use this query parameter to determine whether a new visit should also be counted as a new daily, weekly, monthly, quarterly, or yearly visitor. For example, if the day of the new visit is different than the day of the previous visit, relative to the GMT offset of the JavaScript tag, the visit is counted as a new daily visit.

WT.vt_d

WT.vt_d=1

SDC generates this parameter to track daily visitors for Express Analysis. This parameter is generated and set to 1 for the first hit from a new visitor for a day.

WT.vt_a_d

WT.vt_d=1

SDC generates this parameter to track daily visitors for Account Rollup Data Sources. This parameter is generated and set to 1 for the first hit from a new visitor for a day for a given account. This parameter is used in conjunction with Account Rollup Profiles.

WT.vt_f_d

WT.vt_f_d=1

SDC generates this parameter to track daily visitors for Express Analysis only. This parameter is generated and set to 1 for the first hit from a new visitor when you configure your SmartSource Data Source to use the First-Party Cookie JavaScript. The First-Party Cookie JavaScript generates this parameter and its value.

WT.vt_s

WT.vt_s=1

SDC generates this parameter to track visitor sessions for Express Analysis and the WebTrends Marketing Warehouse.

This parameter is generated and set to 1 for the first hit for a new session. Cookie tracking must be enabled to set this query parameter.

WT.vt_a_s

WT.vt_a_s=1

SDC generates this parameter to track visitor sessions for Account Rollup Data Sources. Applies to Real Time analysis only. This parameter is generated and set to 1 for the first hit for a new session for a given account. This parameter is used in conjunction with Account Rollup Profiles.

WT.vt_f_s

WT.vt_f_s=1

SDC generates this parameter to track new visitor sessions for Express Analysis and WebTrends Marketing Warehouse.

This parameter is generated and set to 1 for the first hit for a new session. The First-Party Cookie JavaScript generates this parameter.

WT.vt_f

WT.vt_f=1

SDC generates this parameter to track new and returning visitors. This parameter is generated and set to 1 for the first hit from a new visitor. This parameter is set to 2 if the visitor's browser does not accept cookies. The First-Party Cookie JavaScript generates this parameter.

WT.vt_f_a

WT.vt_f_a=1

SDC generates this parameter to track new visitors for an account. This parameter is generated and set to 1 for the first hit from a new visitor for a given account. This parameter is set to 2 if the visitor's browser does not accept cookies. The First-Party Cookie JavaScript generates this parameter. This parameter is used in conjunction with Account Rollup Profiles.

WT.vt_sid

WT.vt_sid=*identifier*

SDC generates this parameter to identify visitor sessions for WebTrends Marketing Warehouse. This parameter is generated on every hit to identify the visitor session. If you configured your data source to use the First-Party Cookie JavaScript, the JavaScript generates this parameter. Otherwise, SDC generates this parameter if it is not present on the incoming hit.

This identifier is formed by concatenating two pieces of data:

- The value of WT.co_f. If WT.co_f is not present on the incoming hit, SDC generates this value. This is the unique identifier that is generated at the time of a new visit. It is 32-character hexadecimal number (0-9, a-f)
- The time when the session began. This is the number of milliseconds since January 1, 1970.

Both pieces of data are stored in the WT_FPC cookie as shown here;

WT_FPC=i d=*identifier*; l v=*lastVisit*: ss=***sessionStart***

For example, if the WT_FPC value looks like this:

WT_FPC=i d=1375a0ced58e09718f507ad4c6a944ed; l v=1113249390712; ss=1113249384759

the WT. vt_si d parameter generated looks like this:

```
WT. vt_si d=1375a0ced58e09718f507ad4c6a944ed. 1113249384759
```

Cookie Detection Parameters

This set of parameters allows WebTrends Analytics to tie a visitor's first hit with the rest of the visitor session. These parameters are generated and maintained by SmartSource Data Collector (SDC).

WT. co

WT. co= Yes/No

SDC generates this parameter to determine whether the visitor's browser supports and is configured to accept cookies. Valid values are Yes and No.

Example:

```
var coQueryParam = "&WT. co=" + navigator.cookieEnabled() ? "Yes" : "No";
```

WT. co_d

WT. co_d=Cookie_Data

SDC generates this parameter the first time it attempts to set the cookie. The value is set to the value of the cookie. This parameter is generated only for "first visit" hits.

WebTrends Analytics and the Marketing Warehouse use this parameter for "session stitching." The first hit of the first visitor session (which may not have a cookie) gets the cookie value in the WT. co_d parameter. Subsequent hits that have the same value for the WebTrends cookie can be tied together with the WT. co_d hit to form a complete picture of the session. Also, SDC passes the WT. co_d value; it is not passed from the visitor's web browser.

The WebTrends cookie format contains the IP address of the cookie's connection address and the creation time. The creation time is represented as the number of seconds and nanoseconds since 1970 (standard UNIX time). A checksum is appended to the cookie value. The following example shows the format of the cookie value:

```
WEBTRENDSD=IP Address-SSSSSSSS. NNNNNN: checksum
```

The following example shows the WT. co_d parameter with a WebTrends cookie value:

```
WT. co_d=192. 168. 100. 40-1045156016. 29542554: : A2D3FC34517CE562A9D4E33EF85D7B7F
```

WT. co_a

WT. co_a=Cookie_Data

SDC generates this parameter the first time it attempts to set the account cookie. Note that this parameter is generated only for hits on the first visit. This parameter is used to track visitor sessions across multiple accounts in WebTrends Analytics On Demand or multiple SmartSource data sources in WebTrends Analytics software.

This parameter is generated and the value is set to the account rollup cookie's value if SDC attempted to set a first-time cookie for a given account. The global rollup cookie is named AC00KI E. The global rollup cookie contains an encoded account rollup cookie named WT_ACCT. It contains the IP address of the cookie's connection address and the creation time. The creation time is represented as the number of seconds and nanoseconds since 1970 (standard UNIX time). A checksum is appended to the cookie value. The following example shows the format of the cookie value:

```
WT_ACCT=IP Address-SSSSSSSS. NNNNNN: checksum
```

The following example show the WT. co_a parameter with an account rollup cookie:

WT. co_a=192. 168. 100. 40-1045156016. 29542554

WT. co_f

WT. co_f=*unique identifier*

SDC generates this parameter when you enable first-party cookie tracking in the WebTrends JavaScript tag. This parameter is passed on every hit so that WebTrends Analytics and the Marketing Warehouse can use it for visitor session tracking.

A unique identifier is passed as the value of the WT. co_f query parameter. The format of the unique identifier depends on the first-party cookie tracking method you specified in the SmartSource Data Source settings.

You can configure the method that you want to use for your first party cookies in the SmartSource Data Source settings. For more information about first-party cookie tracking methods, see “Tracking Visitor Sessions” on page 67.

URL Truncation Parameter

SDC uses this parameter to overcome a maximum URL length limitation imposed by Internet Explorer (Microsoft Knowledge Base Article – 208427). The URL length must be 2048 or less. If the WebTrends JavaScript tag generates a URL in excess of 2048 characters and the client browser is Microsoft Internet Explorer, the hit is truncated and is passed to SDC.

WT. tu

WT. tu=1

SDC generates this parameter and sets it to 1 if the URL was deemed too long and truncated by the JavaScript tag. If present, SDC writes an error and discards the hit.

You can configure the `logtruncatedhits` setting to log the truncated hit rather than discard it.

HTTP Headers

You may want to access custom HTTP request headers. These headers can be inserted by third-party products such as load balancers, application servers, or web server plug-ins. This parameter is assigned the value of the specified HTTP header, which can then be referenced in a WebTrends custom report.

WT. hdr. HTTP Header

WT. hdr. HTTP Header=Value

If the header is present in the incoming request, the header name is appended to WT. hdr. and the header value is assigned to the value. For example, suppose that a customer wants to log the Accept: header, and it comes in as Accept: */*. The resultant parameter would be WT. hdr. Accept=*/*. Note that values are URL encoded.

JavaScript Tag Version

WT. tv

WT. tv=*major. minor. revision*

The JavaScript tag contains this parameter, which specifies the version of the WebTrends JavaScript tag that is currently deployed. The value is passed as *major. minor. revision* where *major. minor* specifies the WebTrends Analytics version and *revision* specifies the version of the JavaScript tag.

Although this parameter is not used in reports, it can be useful for Support when troubleshooting a tagging problem.

DCSID

WT. dcs_id

WT. dcs_id = *DCSID*

This parameter contains the value of the DCSID that generated the hit. The Standard Analysis Engine, Express Analysis Engine, and Event Database Loader pass the DCSID as value of for this parameter. This parameter becomes most useful when tracking multiple DCSIDs in SmartSource files from multiple sites. In this case, you can use this parameter to segment your report data by site. For example, you can use this parameter as a dimension in a custom report to report on activity for each site.

Note

If you look at your SmartSource files, you will not find this parameter in the query string. This is because WebTrends Analytics adds it to the query parameter set during analysis.

SDC-Parameter Override Parameters

You can use the parameters in this section to override SDC parameters on the client side. Consider the following example:

If you want a specific page, /xyz. html , logged to the cs-uri -stem field, you can assign the page name to the dcsuri parameter in the JavaScript tag as shown in the Modified Tag.

Default JavaScript Tag:

```
DCS. dcsuri ="window. location. pathname;
```

Modified JavaScript Tag:

```
DCS. dcsuri ="/xyz. html ";
```

However, because modifying JavaScript is error-prone, you could instead use the DCS. dcsuri parameter in a META tag to override the dcsuri assignment in the JavaScript tag. Your META tag would look like this:

```
<META NAME="DCS. dcsuri " CONTENT="/xyz. html ">
```

Keep in mind that because these parameters simply override assignments in the JavaScript tag, the parameters themselves are not actually sent to SDC. The JavaScript tag contains a custom object named DCS. This object contains property name/value pairs that are used to form query parameters sent to SDC. To continue our example, the JavaScript tag first extracts the META tag information and performs the following assignment:

```
DCS. dcsuri =/xyz. html
```

Next, the JavaScript tag iterates through all name/value pairs in the DCS object and forms query parameters.

In our example, the following query parameter is formed:

```
&dcsuri =/xyz. html
```

Note that the custom object name itself (DCS) is not sent to SDC.

DCS. dcsref

DCS. dcsref=*Referrer*

This parameter is assigned to the dcsref parameter before the hit is sent to SDC. The value is included in the cs(Referrer) field of the log file.

DCS. dcssi p

DCS. dcssi p=*Domain*

This parameter is assigned to the dcssi p parameter before the hit is sent to SDC. The value is included in the cs-host field of the log file.

DCS. dcsuri

DCS. dcsuri =*uri -stem*

This parameter is assigned to the dcsuri parameter before the hit is sent to SDC. The value is included in the cs-uri -stem field of the log file.

DCS. dcspro

DCS. dcspro=*Protocol*

This parameter is assigned to the dcspro parameter before the hit is sent. The value is included in the cs(Versi on) field of the log file.

DCS. dcsqry

DCS. dcsqry=*uri -query*

This parameter is assigned to the dcsqry parameter before the hit is sent. The value is included in the cs-uri -query field of the log file.

DCS. dcsaut

DCS. dcsaut=*authenticated username*

This parameter is assigned to the dcsaut parameter before the hit is sent to SDC. The value is included in the cs-username field.

DCS. dcsmet

DCS. dcsmet=*method*

This parameter is assigned to the dcsmet parameter before the hit is sent to SDC. The value is included in the cs-method field.

DCS. dcssta

DCS. dcssta=*status*

This parameter is assigned to the dcssta parameter before the hit is sent to SDC. The value is included in the sc-status field.

DCS. dcsbyt

DCS. dcsbyt=*bytes*

This parameter is assigned to the dcsqry parameter before the hit is sent to SDC. The value finally is included in the sc-bytes field.

DCS. dcsci p

DCS. dcsci p=*ip address*

This parameter is assigned to the dcsci p parameter before the hit is sent to SDC. Value is included in the c-i p field.

DCS. dcsua

DCS. dcsua=*user agent*

This parameter is assigned to the dcsua parameter before the hit is sent to SDC. Value is included in the cs(user agent) field. Use a plug sign to encode spaces rather than %20.

Conversion Plug-In Parameters

The WebTrends encoding conversion plug-in uses the parameters in this section during the character encoding conversion process. The WebTrends JavaScript tag generates these parameters when the gi 18n global variable is set to true and when a web page contains DCSExt query parameters.

For more information about DCSExt query parameters, see “Customizing the WebTrends JavaScript Tag” in *WebTrends Analytics On Demand Implementation Guide*. For more information about the encoding conversion plug-in see “Internationalization and WebTrends” in the *Administration User’s Guide*.

WT. dep

WT. dep=*DCSExt parameter1[; DCSExt parameter2...]*

Contains a semicolon-delimited list of the custom DCSExt query parameters on a web page. The encoding conversion plug-in uses this information to identify the parameters that are known to be encoded in UTF-8. For example, a web page that contains DCSExt. abc=655 and DCSExt. xyz=889 would be captured by the JavaScript tag as WT. dep=abc; xyz.

Note

Do not use this parameter for collecting data.

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