Fundamentals of Digital Analytics

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Session Agenda

- **Purpose**: To familiarize business users with their service by providing an overview of the Digital Analytics platform, a high-level view of Digital Analytics tagging and terminology, and how they correlate with reports.

- **Objectives:** At the end participants will be able to:
  - Identify relevant Key Performance Indicators
  - Understand how Digital Analytics collects and stores data through the use of cookies and tagging and define common terms

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K. I. S. S. (Keep It Simple Stupid)

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Types of Key Performance Indicators

Actionable (Micro)

Definition:
Metrics that prompt you to take action by providing insight into data that can influence visitor behavior.

Examples:
- Conversion
- Bounce Rates
- Percentage of Repeat Visitors

Reportable (Macro)

Definition:
Metrics that provide a comprehensive view of overall site performance.

Examples:
- Page Views
- Visitors
- Sessions
- Number of Sessions

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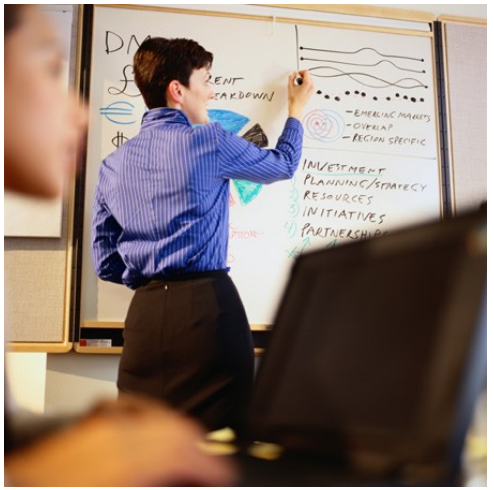
Why Establish KPIs?

- Create a report card to quantify success
- View behavioral shifts in context
- Gain feedback about changes in demand and navigation
- Forecast change and drive the visitors' foreseen "next steps"
- Because they're fun



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Information about KPIs

- KPIs allow you to assess the ongoing health of your site
  - Multiple KPIs are necessary to identify areas where metrics are off target
- Keep track of all major changes, and the date the changes were implemented
  - Allows you to measure impact
- Develop a report or dashboard to keep track of the KPIs
  - Key Statistics
  - Products
  - Navigation
- To increase visibility, everyone within your organization should have access to the dashboard
- What is a KPI?
  - KPIs bridge the gap between volumes of data and specific objectives*
  - KPIs are focused, relevant, trended and contextual
  - KPIs set targets for goals and report against those targets
  - KPIs are rates, ratios, averages or percentage; not necessarily raw numbers**
  - KPIs are only effective if people see them frequently enough to actually keep them in mind when making business decisions**
  - Ask yourself: What change on my site would force me to take action?**

*Jupiter Research. (2004). *Key Performance Indicators: Using Analytics to Drive Action. www.jupiterresearch.com*
**Peterson, Eric T. (2006). The Big Book of Key Performance Indicators. www.webanalyticsdemystified.com

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KPIs Based on Goals and Actions

Goal	Action	Possible KPIs
Increase conversion	Track a marketing campaign or make a change to the checkout	Browser Session %, Shopping Session %, Order Session %
Increase engagement	Make changes to landing pages or optimize Home Page	Multi-Page Session %, Page Views/Session, Product Views/Session
Improve merchandising	Improve product pages or cross sells	Average Items/Order, Average Order Value, Product Views/Session
Improve navigation/ User Experience	Improve onsite search or rearrange categories	Product Views/Session, Page Views/Session, Onsite Search Sessions, Conversion, AOV
Improve marketing	Reallocating resources to different channels or partners or evaluating key search words	Direct Load, Natural Search, Referring Sites and Paid Campaign % Traffic and % Sales
Qualitative decisions	Proving value to executives or evaluation budgets	KPIs quantify performance

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Marketing Activities Dashboard

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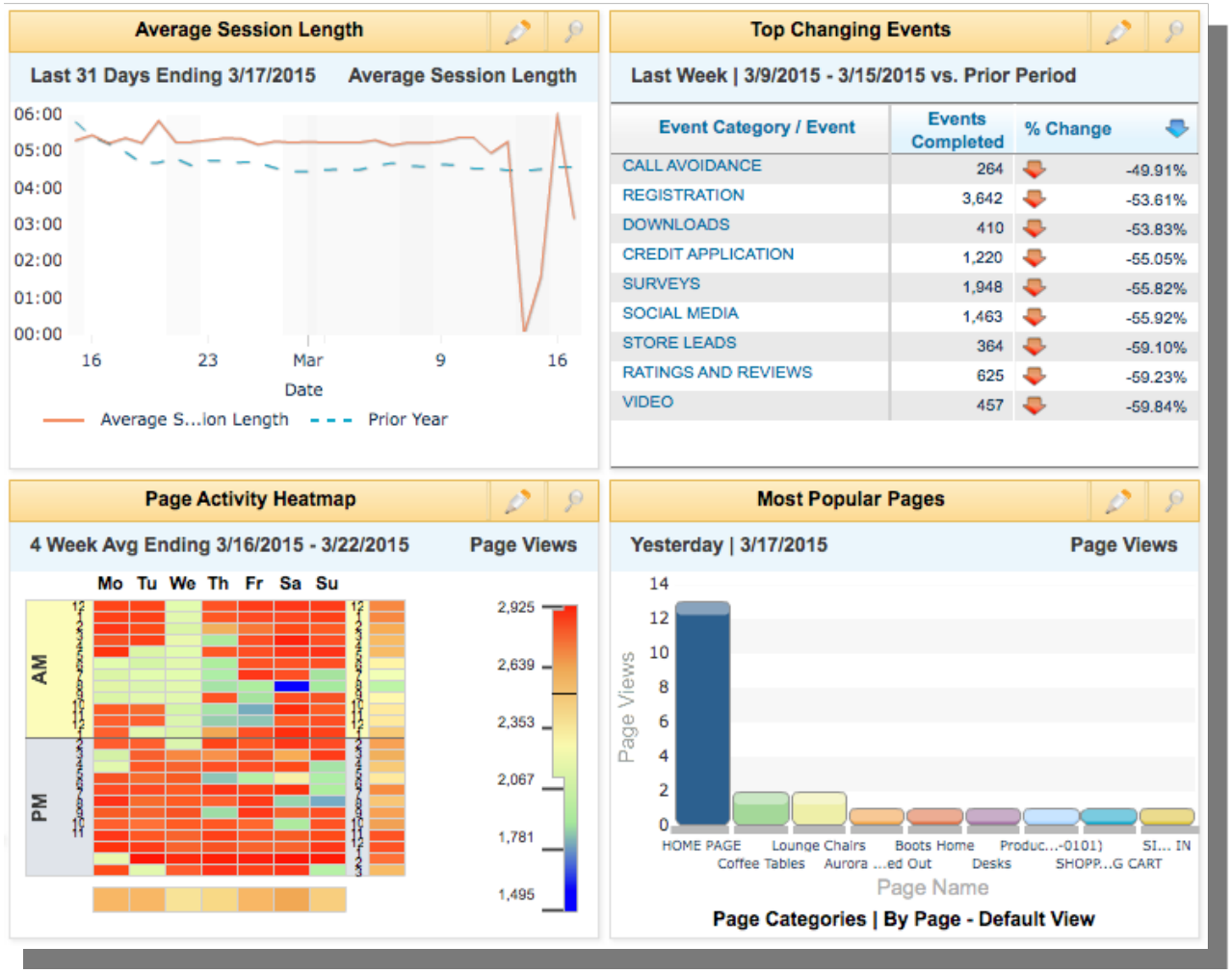
KPI Dashboard



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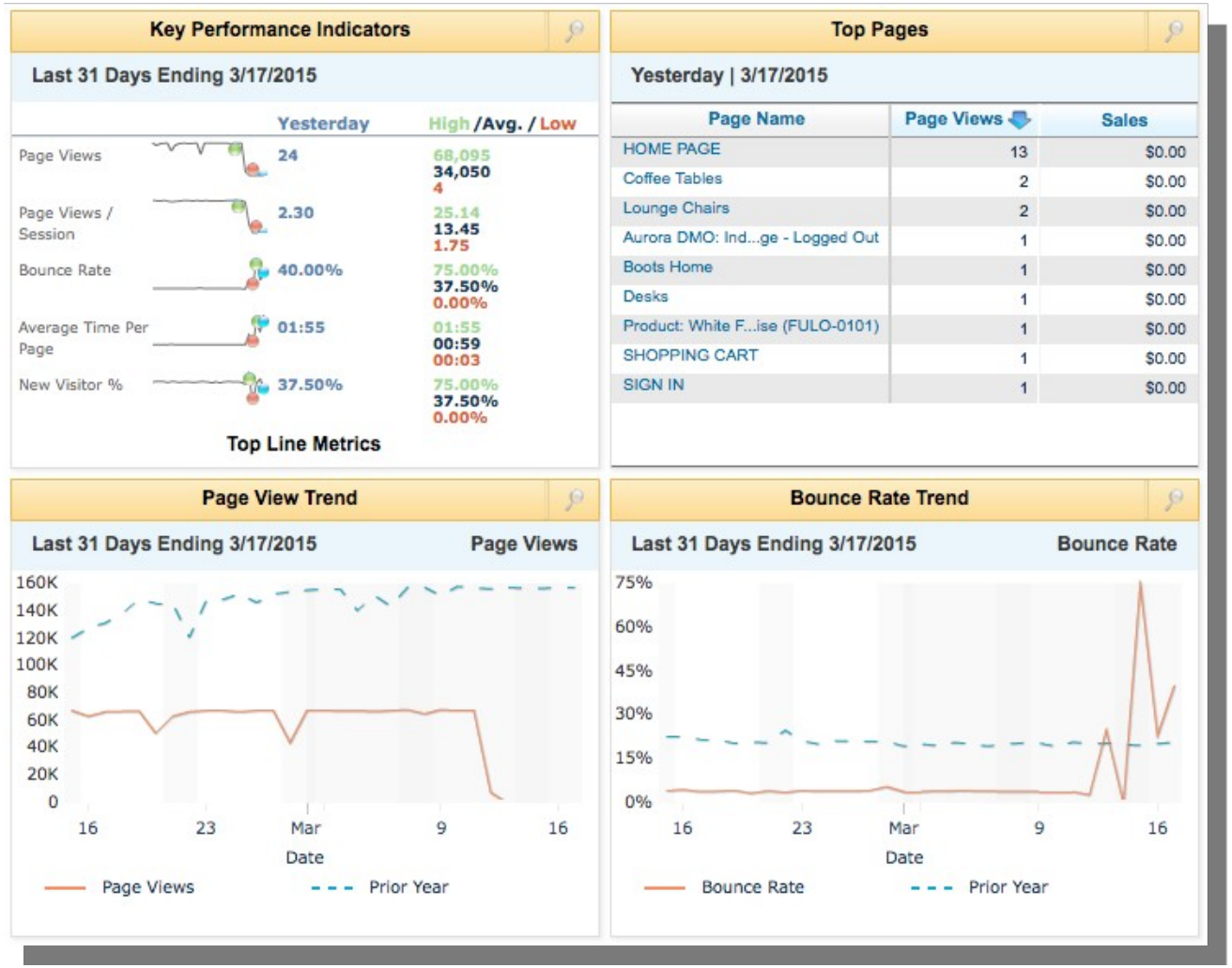
Content Overview Dashboard



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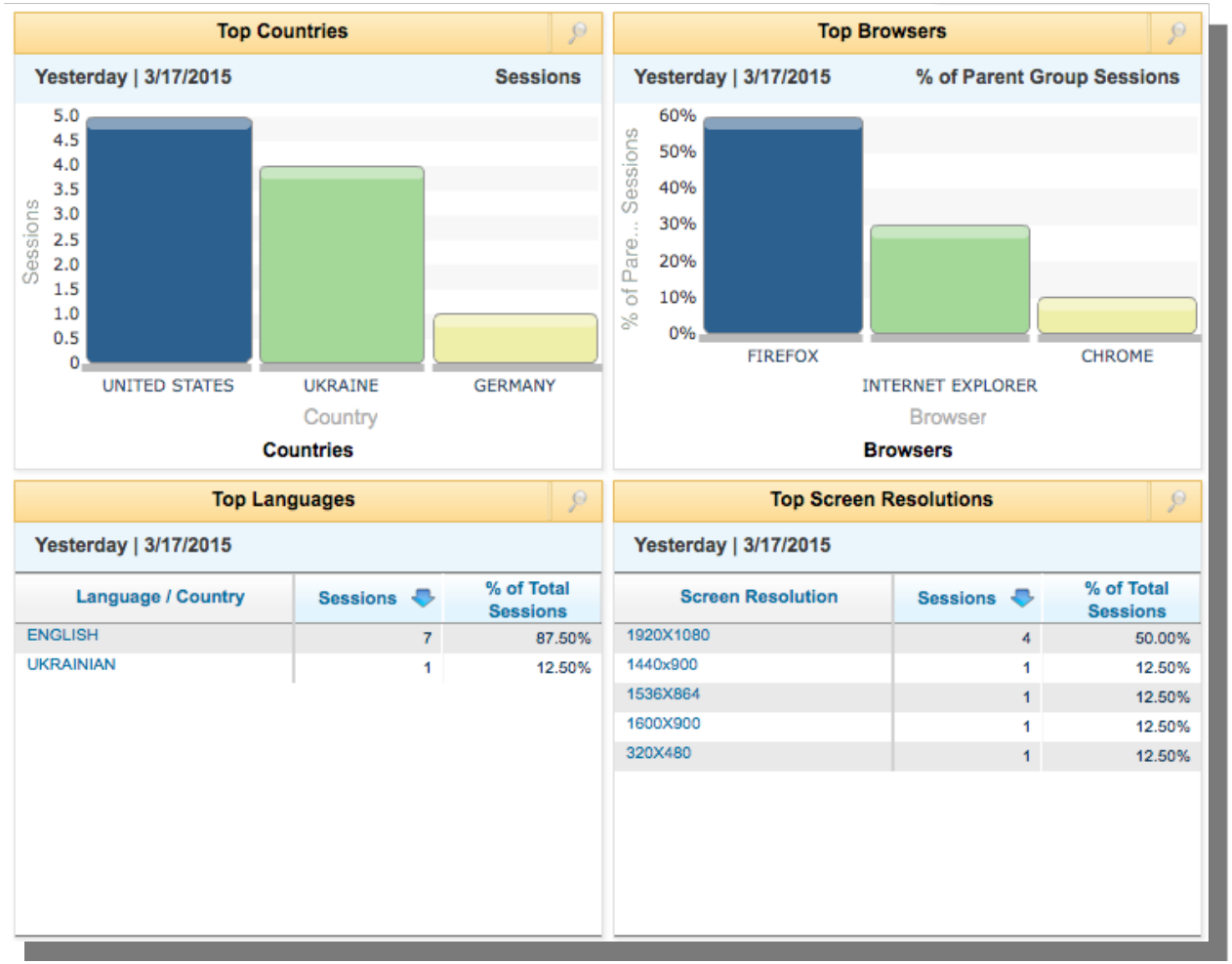
Design Dashboard



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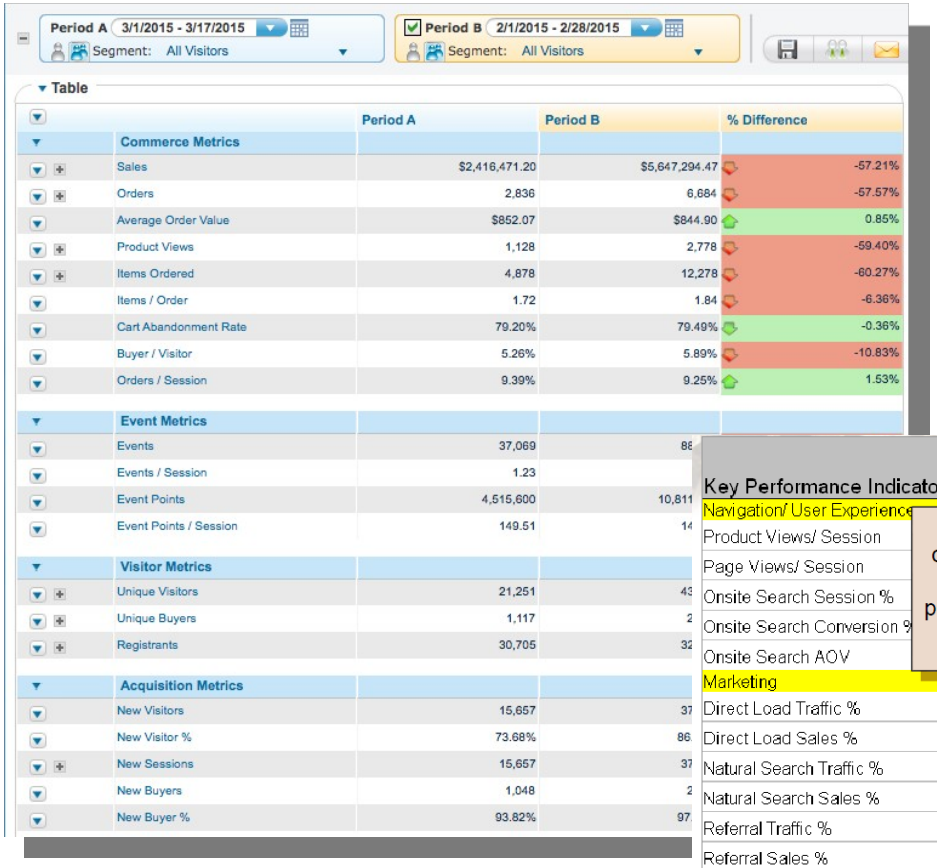
Other KPI Resources



	Period A	Period B	% Difference
Commerce Metrics			
Sales	$2,416,471.20	$5,647,294.47	-57.21%
Orders	2,836	6,684	-57.57%
Average Order Value	$852.07	$844.90	0.85%
Product Views	1,128	2,778	-59.40%
Items Ordered	4,878	12,278	-60.27%
Items / Order	1.72	1.84	-6.36%
Cart Abandonment Rate	79.20%	79.49%	-0.36%
Buyer / Visitor	5.26%	5.89%	-10.83%
Orders / Session	9.39%	9.25%	1.53%
Event Metrics			
Events	37,069	88	
Events / Session	1.23		
Event Points	4,515,600	10,811	
Event Points / Session	149.51	14	
Visitor Metrics			
Unique Visitors	21,251	43	
Unique Buyers	1,117	2	
Registrants	30,705	32	
Acquisition Metrics			
New Visitors	15,657	37	
New Visitor %	73.68%	86	
New Sessions	15,657	37	
New Buyers	1,048	2	
New Buyer %	93.82%	97	

Site Metrics > Top Line Metrics

Key Performance Indicator	This Week	Last Week	Change	% Change	Goal	% of Goal	Last 6 Weeks	Notes
Navigation/ User Experience								
Product Views/ Session		10	▲	0.81%	9	8.96%		
Page Views/ Session		18	▲	0.00%	17			
Onsite Search Session %	8%	8%	▲	9.01%	8%			
Onsite Search Conversion %	16%	18%	▼	-11.17%	15%			
Onsite Search AOV	$60	$59	▲		$60			
Marketing								
Direct Load Traffic %	41%	38%	▲		41%	-0.32%		
Direct Load Sales %	60%	59%	▲		60%	-0.17%		
Natural Search Traffic %	5%	5%	▲		5%	0.19%		
Natural Search Sales %	4%	4%	▲		4%	-1.06%		
Referral Traffic %	6%	2%	▲	208.65%	7%	-5.45%		
Referral Sales %	1%	1%	▲	114.93%	1%	-3.47%		
Other Traffic %			▼	-14.40%	46%	1.02%		
Other Sales %	6%		▲	260.16%	35%	-54.47%		
Merchandising								
Average Items/ Order		4	▲	0.25%	4	8.42%		
Average Order Value		$56	▲	2.93%	58	-1.27%		
Product Views/ Session	9	10	▼	-7.72%	9	0.55%		

% change from period to period

Set targets and report against them

Green and red to show good or bad

Provide an area for comments

Up and down arrows show trend

Sparklines tell if you're really seeing a trend, or a return to "normal" after a peak or valley

Create Your Own Scorecard

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Data Collection Basics

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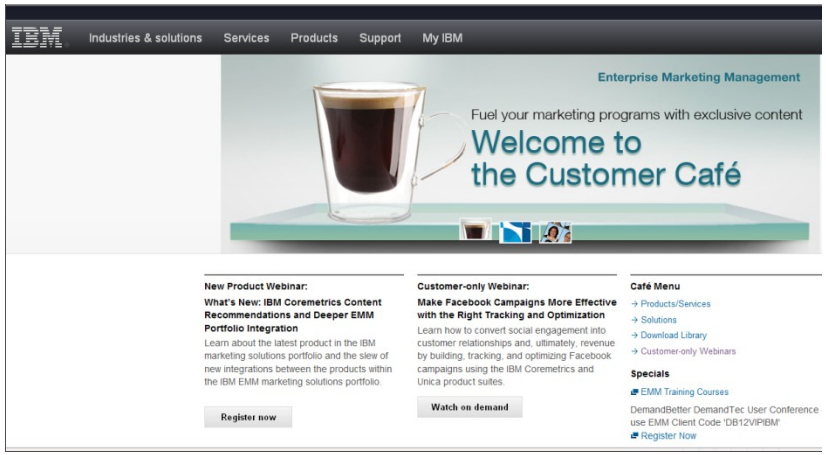
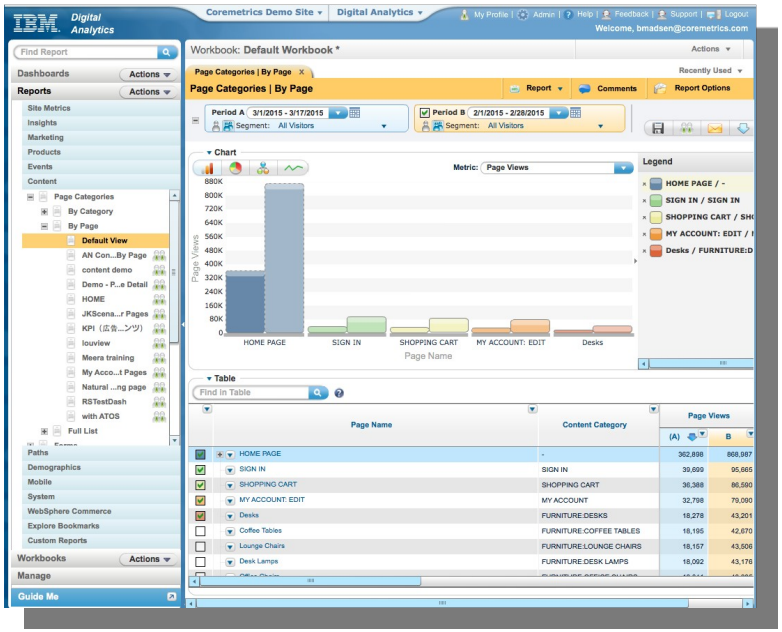
Data Collection Basics: Data Capture

Unique Visitor



Data Warehouse



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Data Collection Basics: Visitors

- Persistent cookies track visitors over time
- Visitors with multiple sessions are tracked as one unique visitor
- Visitors are classified as either new or repeat based on their Digital Analytics Cookie

Top Line Metrics

Table

	Period A
Visitor Metrics	
Unique Visitors	11,480
Tracked Visitors	11,082
Estimated Anonymous Visitors	398
Registrants	608
New Registrants	458
Repeat Registrants	150
Acquisition Metrics	
New Visitors	10,615
New Visitor %	95.79%
New Sessions	10,615
New Buyers	217
New Buyer %	1.96%
Retention Metrics	
Repeat Visitors	467
Repeat Sessions	1,203
Repeat Buyers	6
Repeat Buyer %	0.05%

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Data Collection Basics: Sessions

- Temporary cookies track visits to the site
- Sessions begin when the first page is viewed
- Sessions end when the browser window is closed or when visitor inactivity reaches 30 minutes

Top Line Metrics

Table

Activity Metrics	Period A
Page Views	85,705
Total Sessions	12,243
Page Views / Session	7.00
Sessions / Visitor	1.07
Bounce Rate	25.64%
Average Session Length	01:56
Average Time Per Page	00:14
On-Site Searches	1,236
Element Views	-
Element Views / Sessions	-
Server Calls	209,695

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Technology Overview: Data Tags

- JavaScript function calls = “tags”
- Data collected at browser level when “tagged” page rendered
- Data parameters, or tag fields, in the tag communicate information about pages and visitor activities
- Digital Analytics defines the fields in the tags in which data will be passed
- Values passed in tags fields is defined client side

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Why understanding tagging is important

- Vital to understanding how Digital Analytics collects data and what Digital Analytics reports are telling you about your site
- Identify tags → Know What & Where Data is Collected
- Answer Reporting Questions with Ease
- Identify Data Gaps for Improved Data Collection

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Standard Tag Types

Tag Name	Primary Purpose
Page View	Page popularity, Clickstream, On-Site Search analysis
Product View	Product View/Product detail page analysis
Shop Tags	Cart, item purchase and item abandonment analysis
Order Tags	Order, shipping, and session conversion analysis
Conversion Event Tags	Promotion codes, engagement points, and completion rate analysis
Element Tags	Intra-page activity analysis
Registration Tags	Capture email and other visitor details for visitor analysis
Form Action Tags*	Review unload data (last field of interaction) in Form Analysis
Link Click Tags*	LIVEview, outbound click analysis
Link Impression Tags*	LIVEview, outbound impression analysis
Technical Properties Tag*	Browser, OS, Screen Res, etc analysis

*Note: The items designated by * are automatically captured unless otherwise specified.*

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Additional Tracking: URL Parameters

URL Parameters	Primary Purpose
MMC Parameters	Offsite Marketing Program analysis for referral banners, email, paid search, affiliates, social sites and more
Site Promotion Parameters	Onsite promotions, such as banners or links displayed on multiple pages
Real Estate Parameters	Onsite analysis for seasonal images, rotating content, and A/B testing within a specified page

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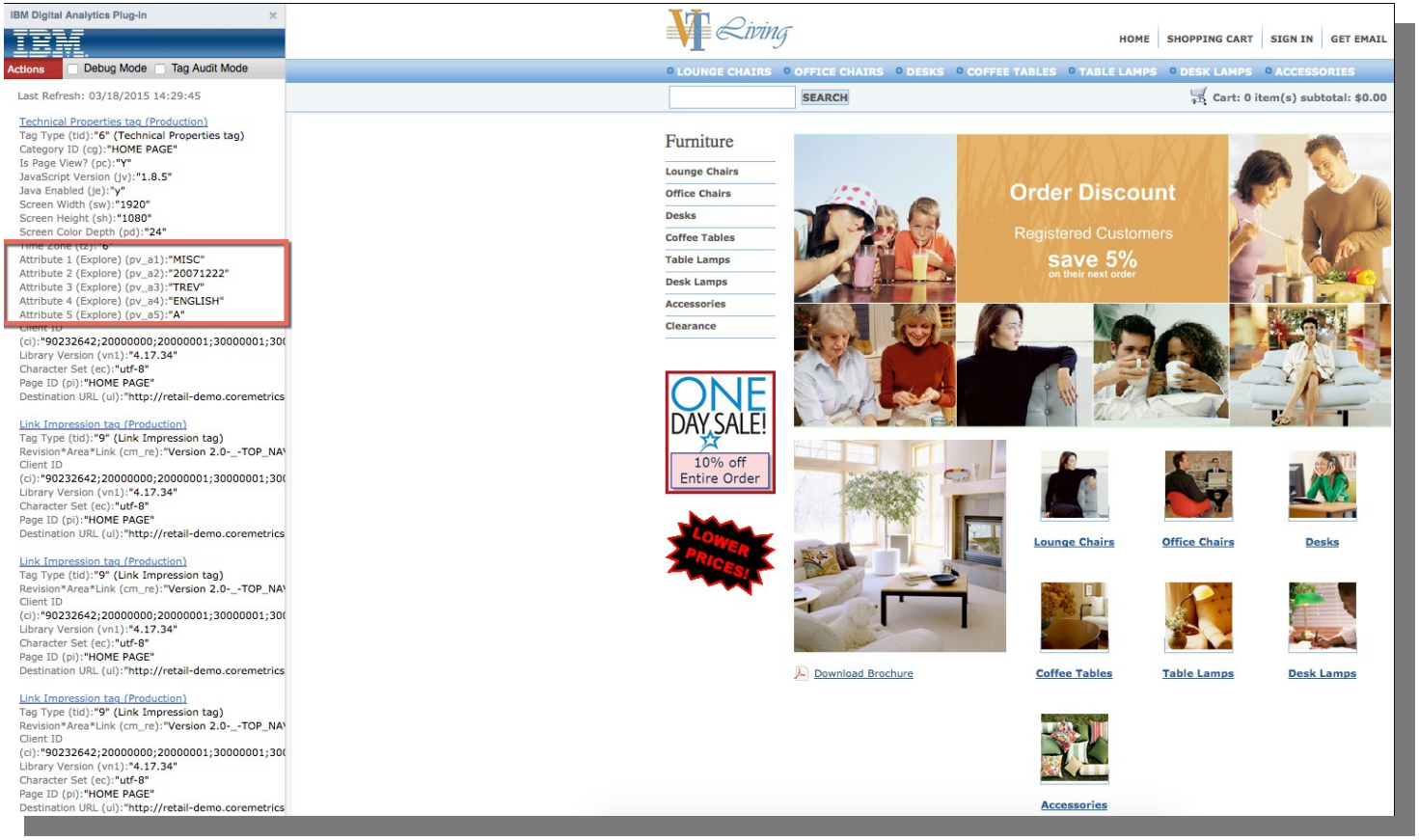
Additional Tracking: Explore Attributes



Attributes are Tag Fields for “Customized” Data Collection – 50 fields per tag type

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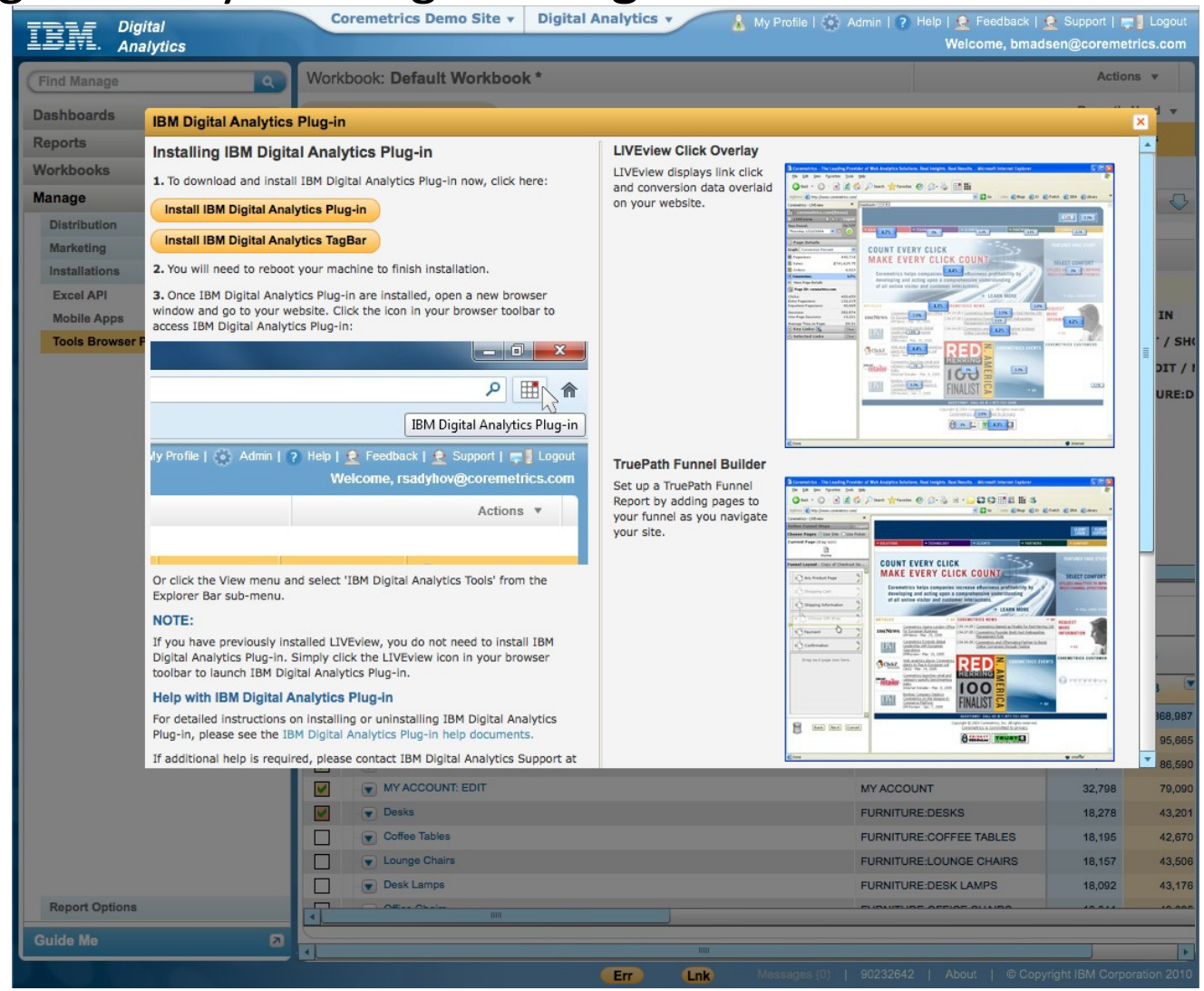
How Can I View Tags?

- Digital Analytics Plug-in > **TagBar**



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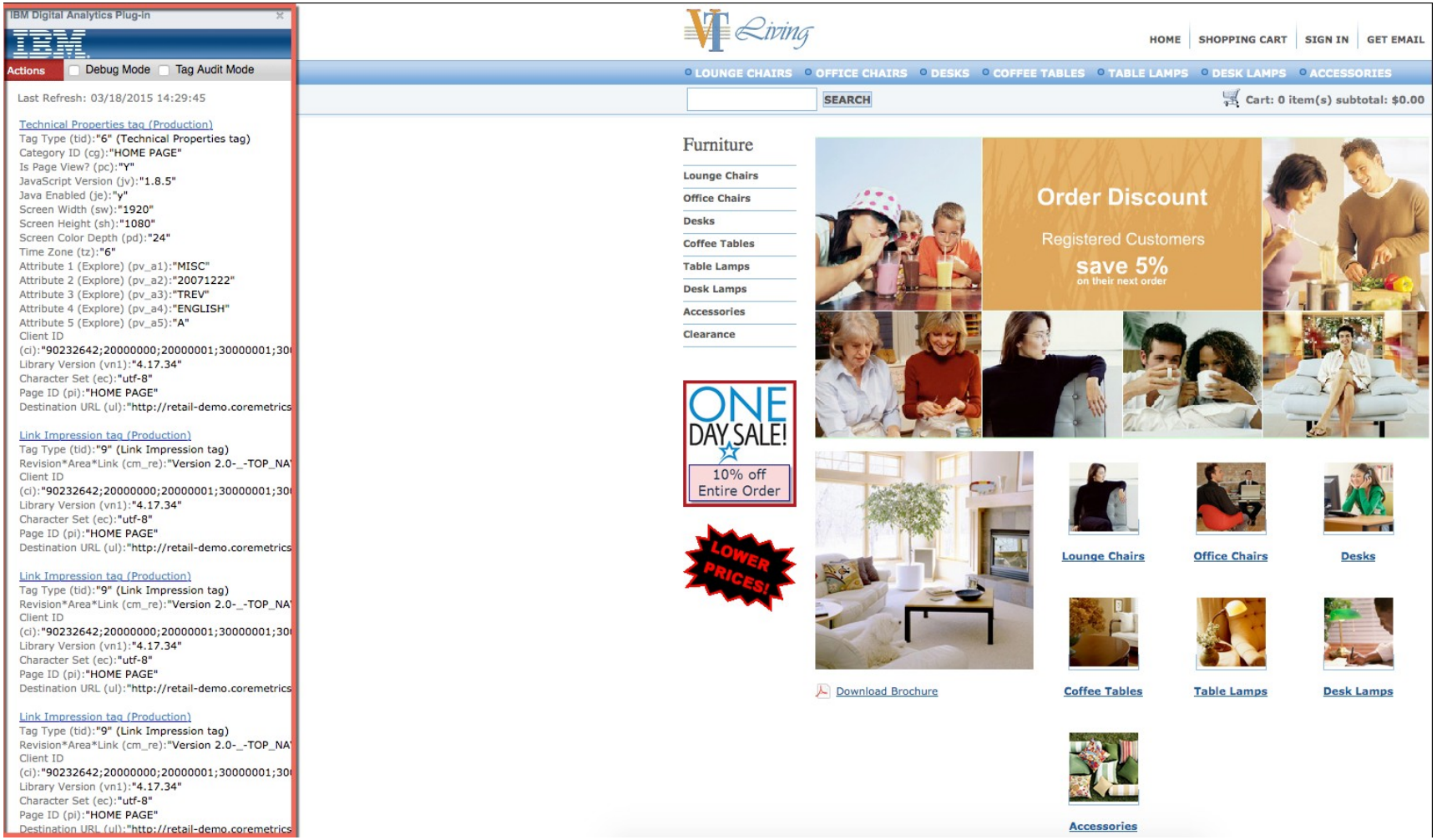

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How tags map to the Analytics Reports

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Page View Tags ➡ Page Categories Report

- Page ID tag field = Page Name
- Captures Onsite Search Word & Number of Results = maps to Onsite Search Report
- Pathing reporting powered by Page View tags
- Use CDF to understand Category ID to Category Name mapping
- Technical Properties tag functions as a Page View

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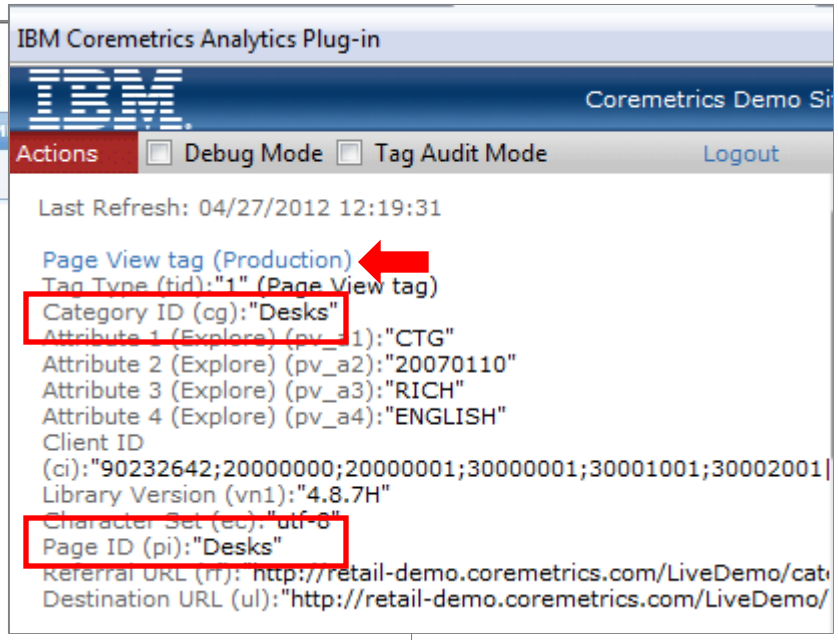
Page View Tags ➡ Page Categories Report



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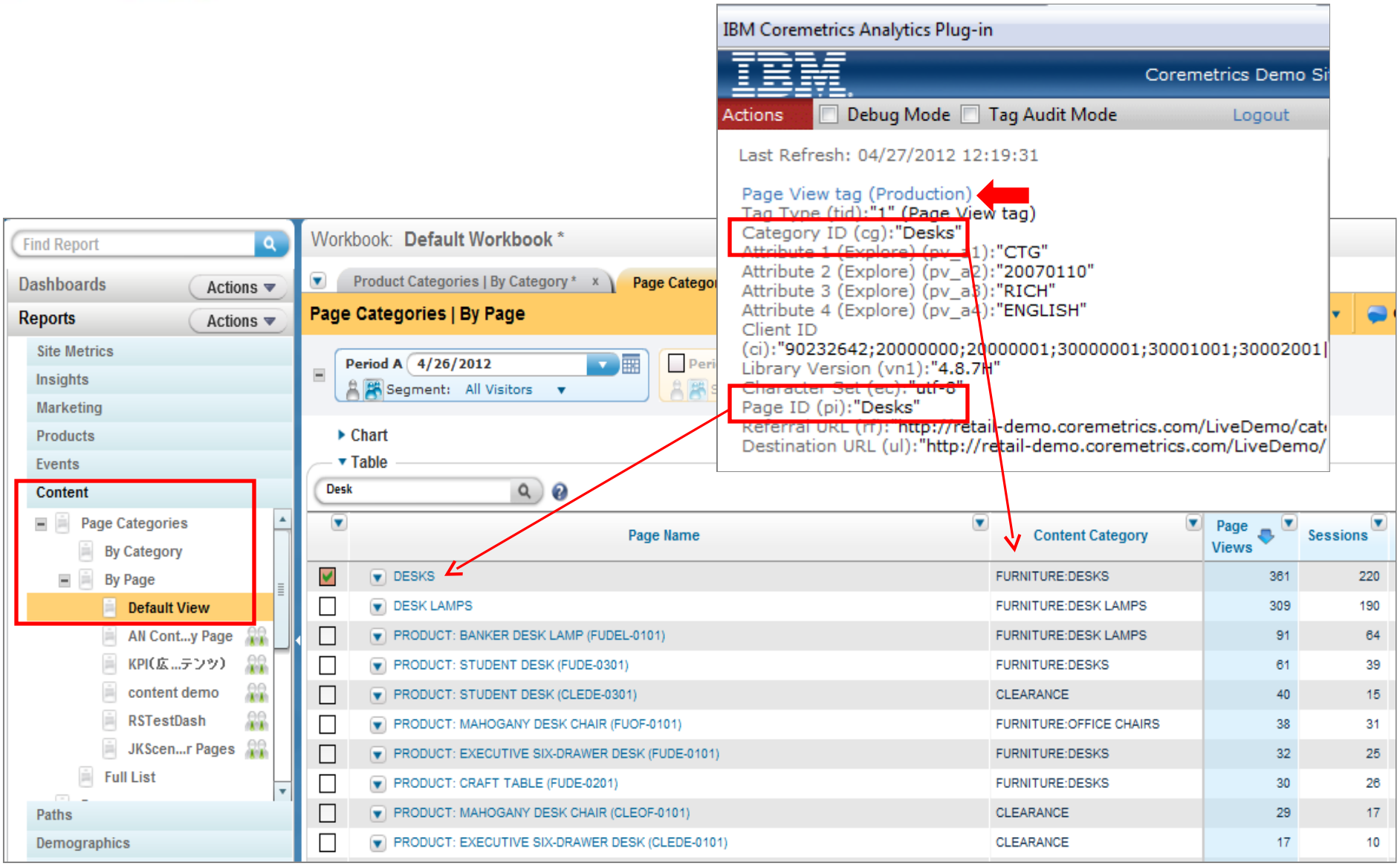
Page View Tags ➡ Page Categories Report



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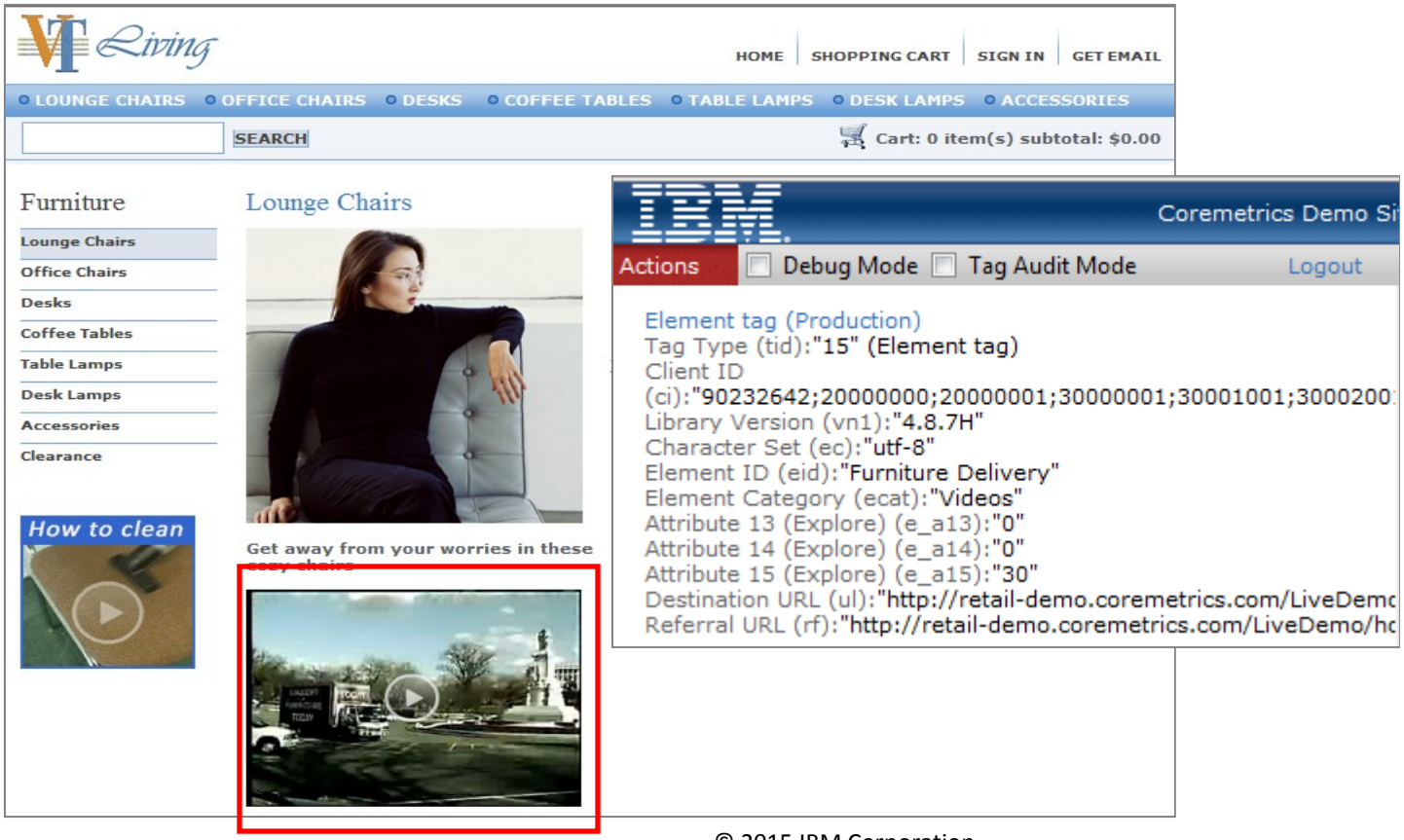
Element Tags ➡ Elements Report

- Used for tracking intra-page content
- Element ID tag field = Element Name
- Element Category ID tag field = Element Category Name



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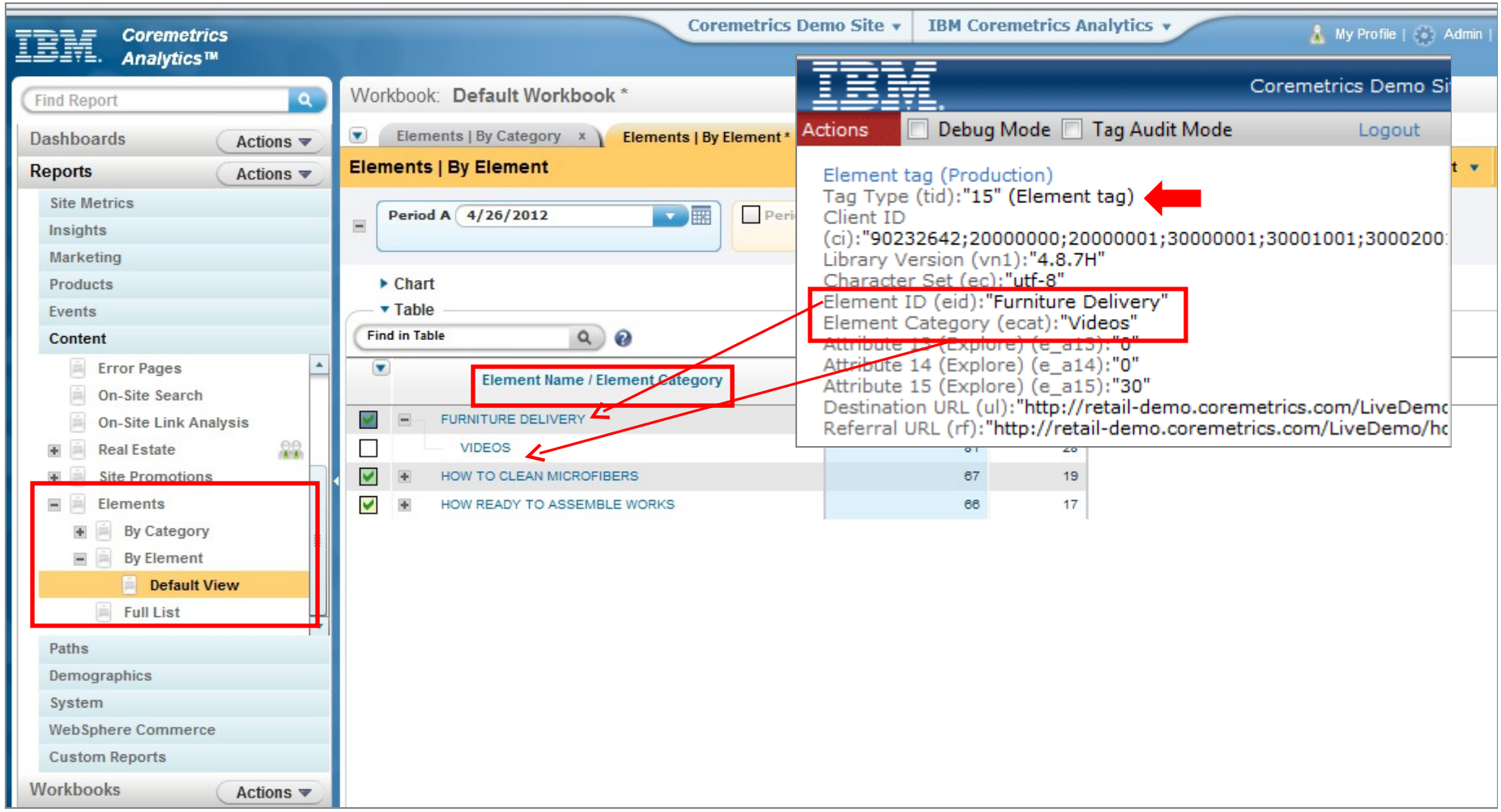
Element Tags ➡ Elements Report



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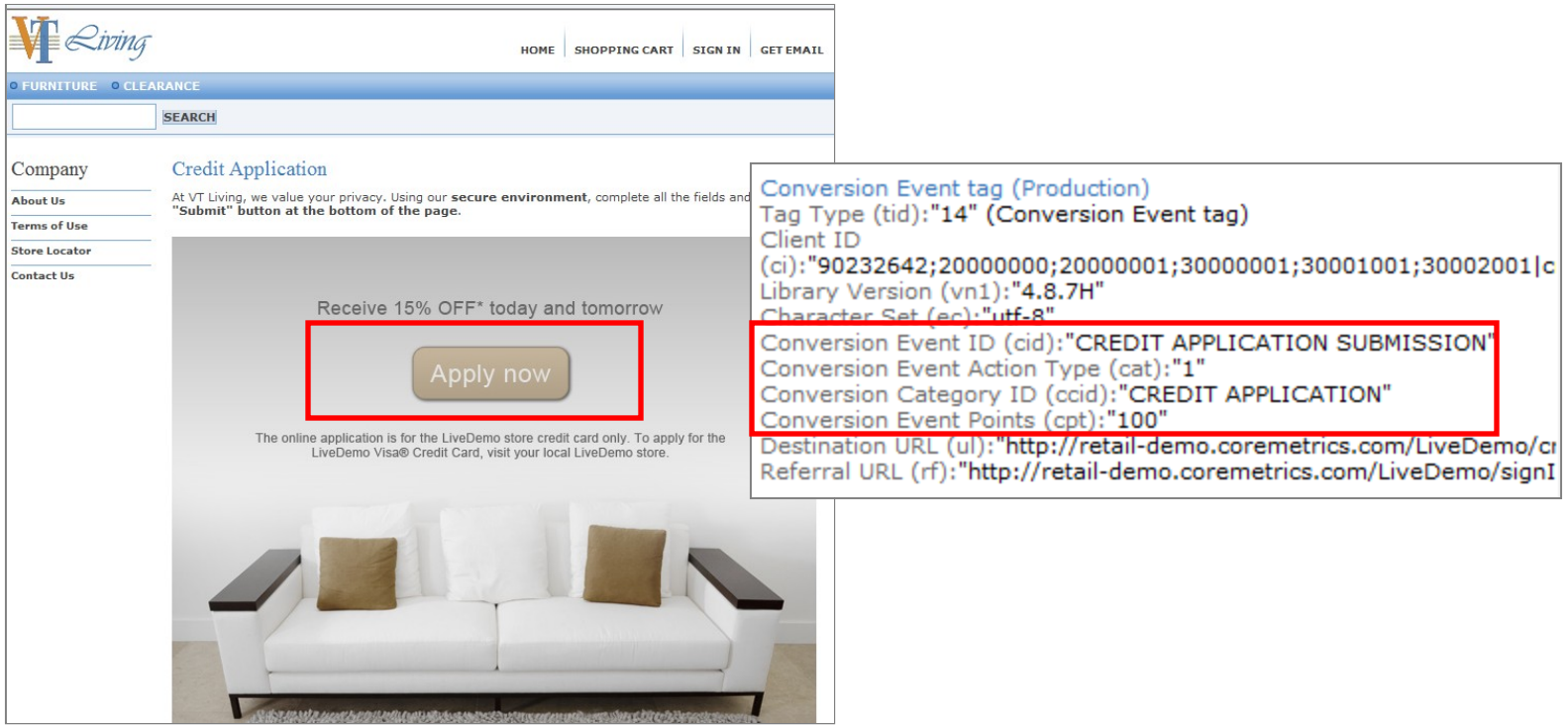
Conversion Event Tags ➡ Events Report

- Used for non-commerce conversion events
- Event ID tag field = Event Name
- Event Category ID tag field = Event Category Name
- Action 1 = Event Initiated, Action 2 = Event Completed Metric
- Conversion Event Points = Event Points Metric



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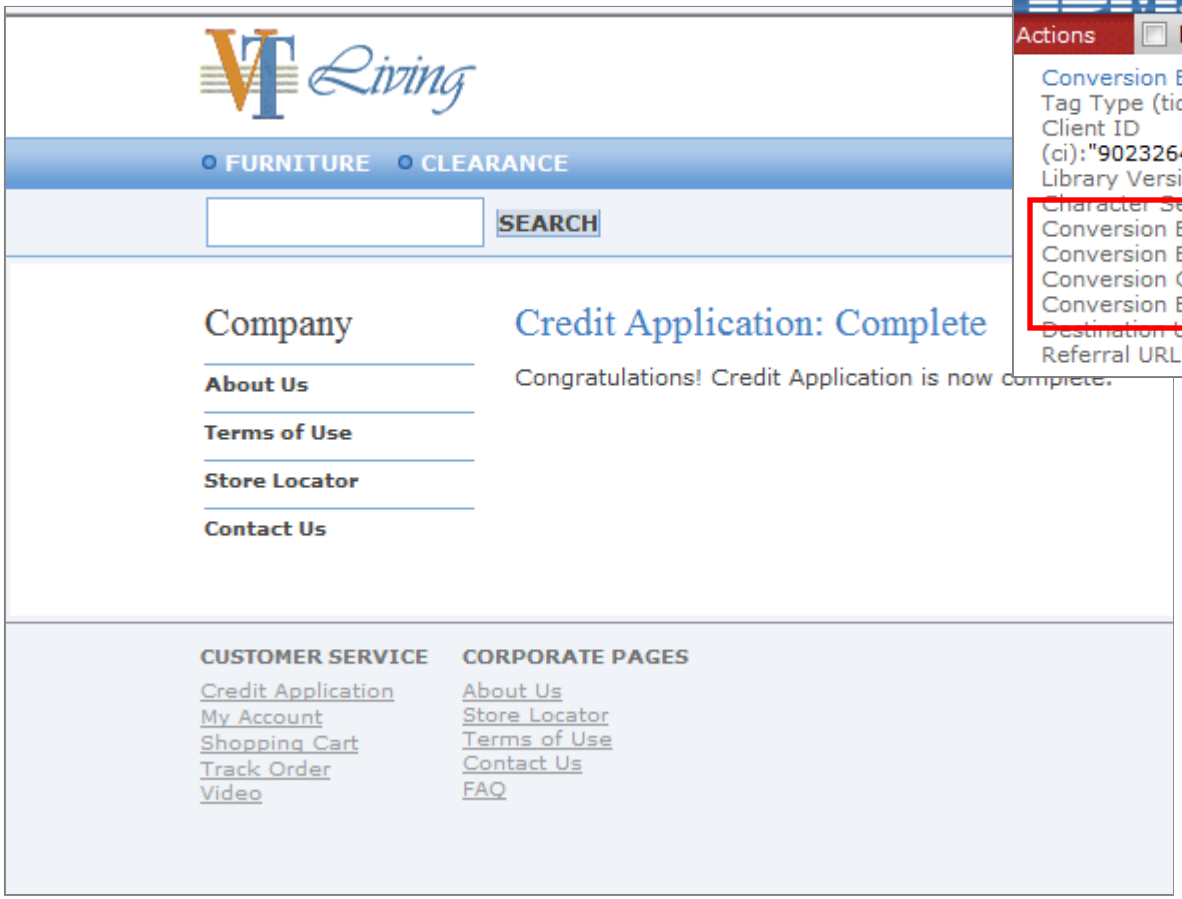
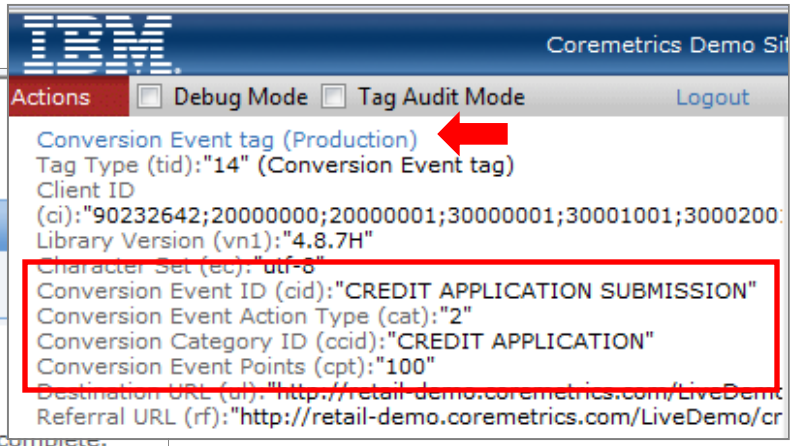
Conversion Event Tags ➡ Events Report





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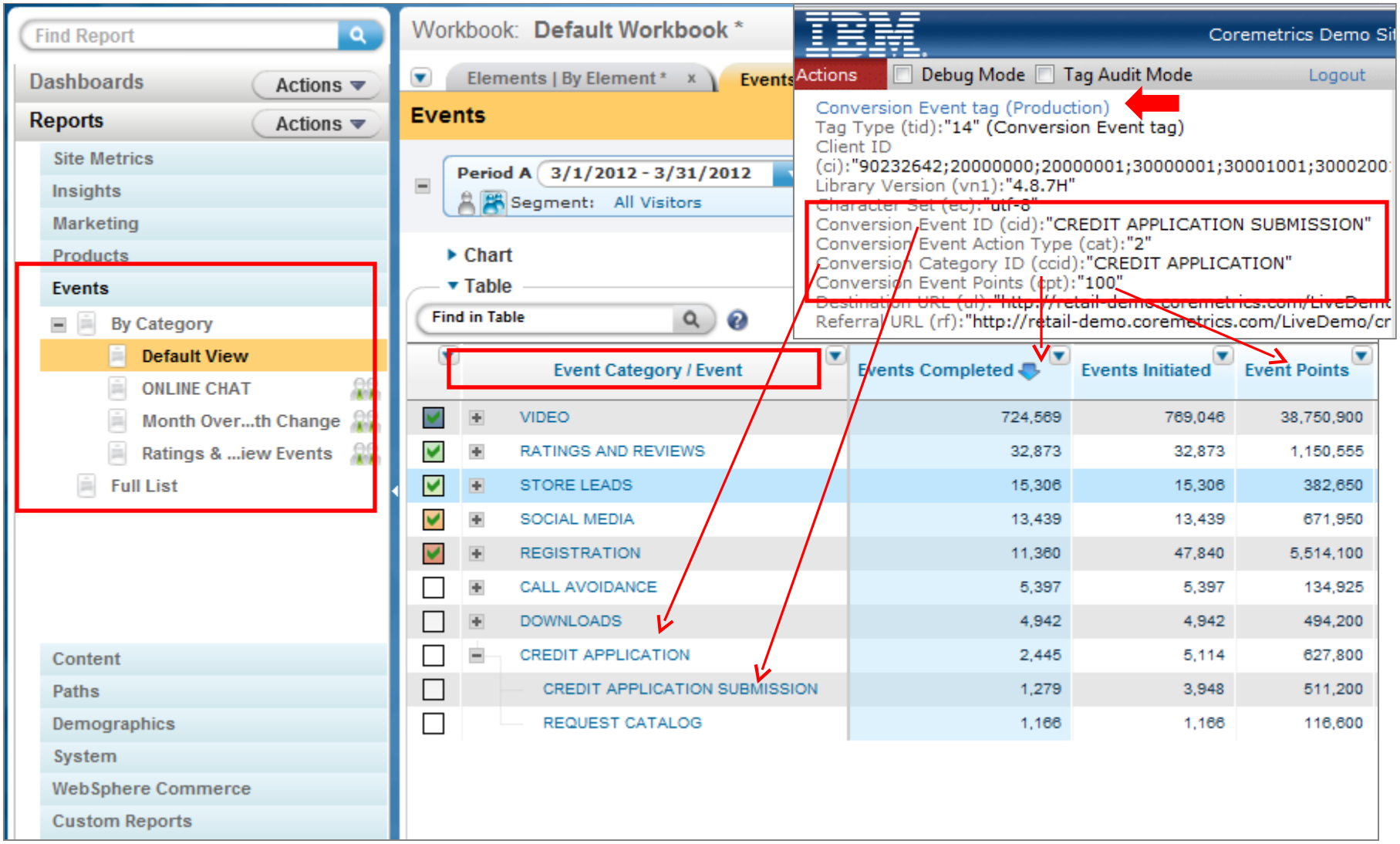

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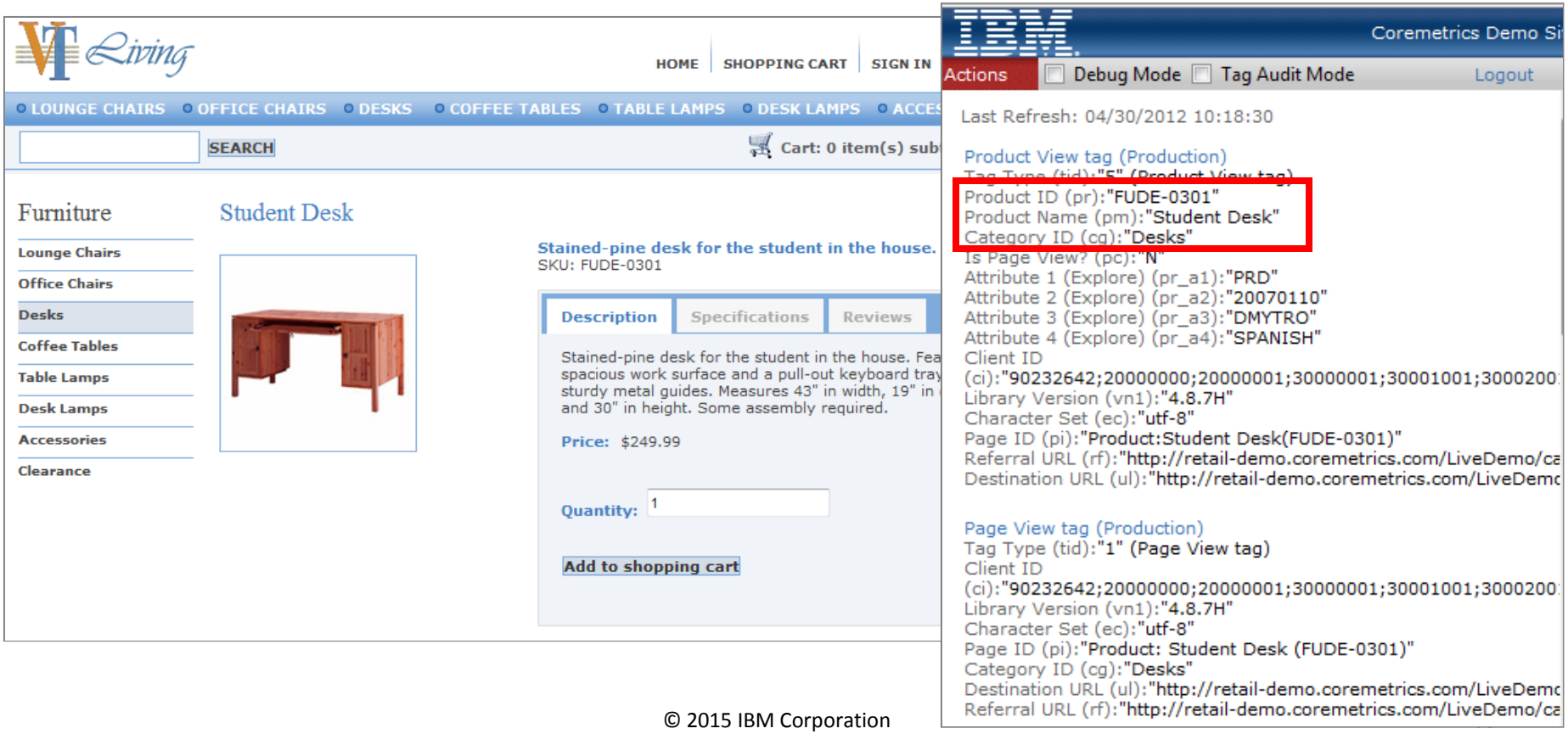
Product View Tags ➡ Product Reports

- Product View Tag = Product View Metric
- Product Name and Product ID fields map directly to Products Report
- Used to calculate Product Views & Viewing Sessions metrics



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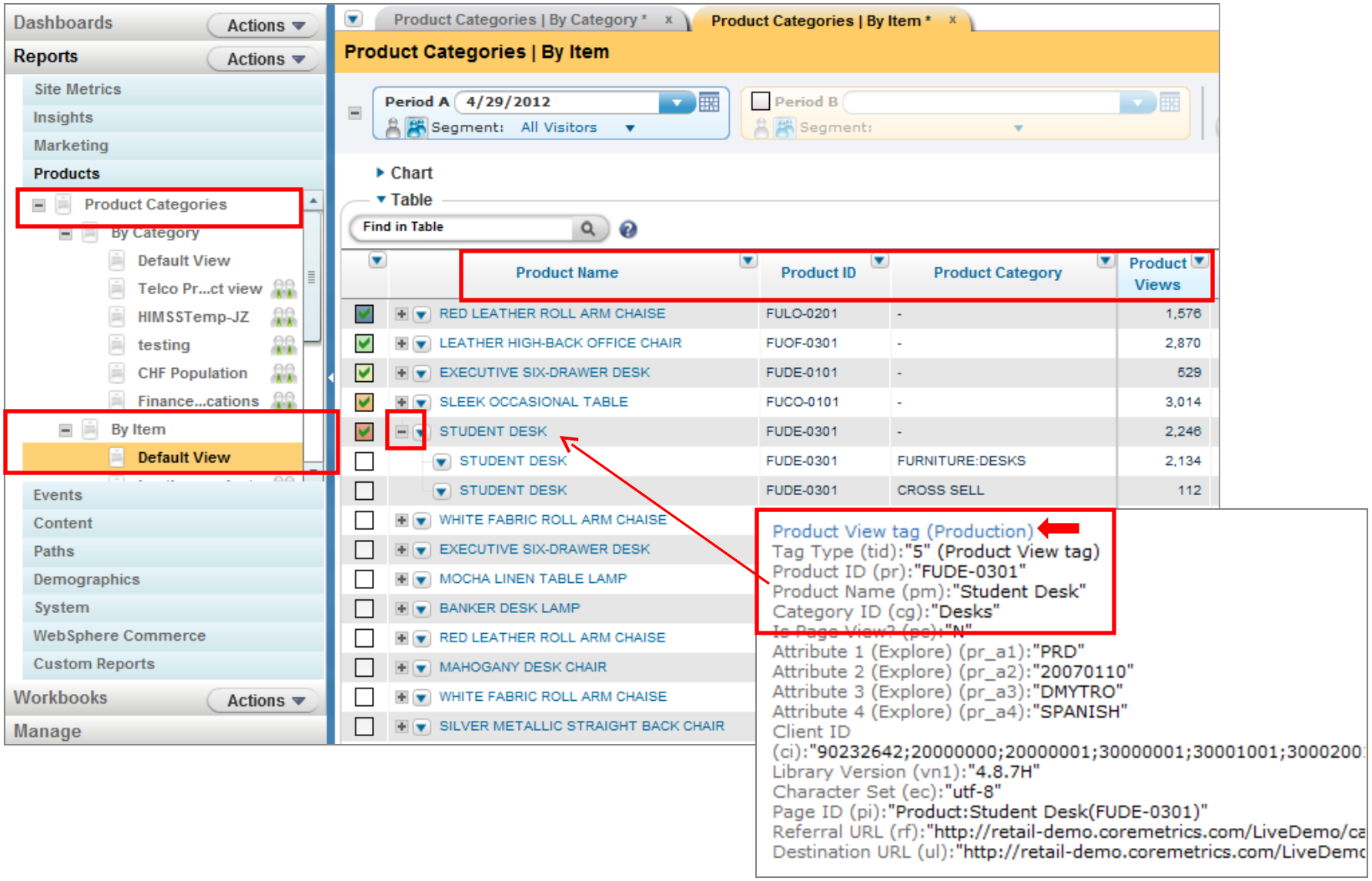
Product View Tags ➡ Products Categories



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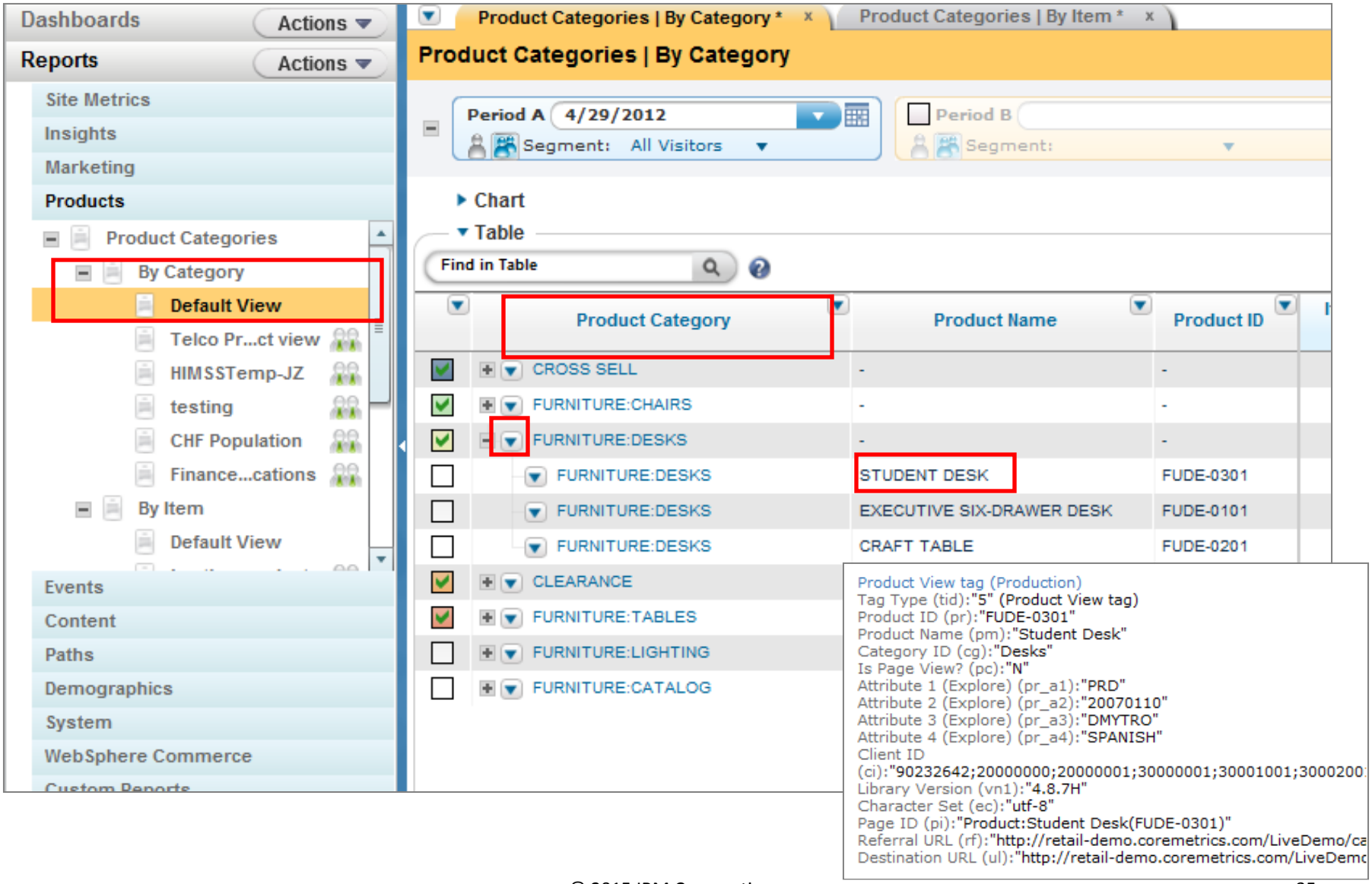
Product View Tags ➡ Products Categories



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Shop Action Tags ➡ Product Categories

- Shop Action 5 Tags captures Add to Cart and fired on Cart Page
- Shop 5/ 9 fired for each unique item added/ purchased
- Shop Action 9 Tags captures Items Sold & Item Sales and fired on Order Confirmation page
- Both tags used to calculate Item Abandonment
- Product Name and Product ID fields map directly to Products reports
- Category ID, Product Name, and Product ID in tags must be persisted from Product View to Shop 5 to Shop 9 tags
- Quantity and Base Price tag fields used to calculate sales and units sold for each item

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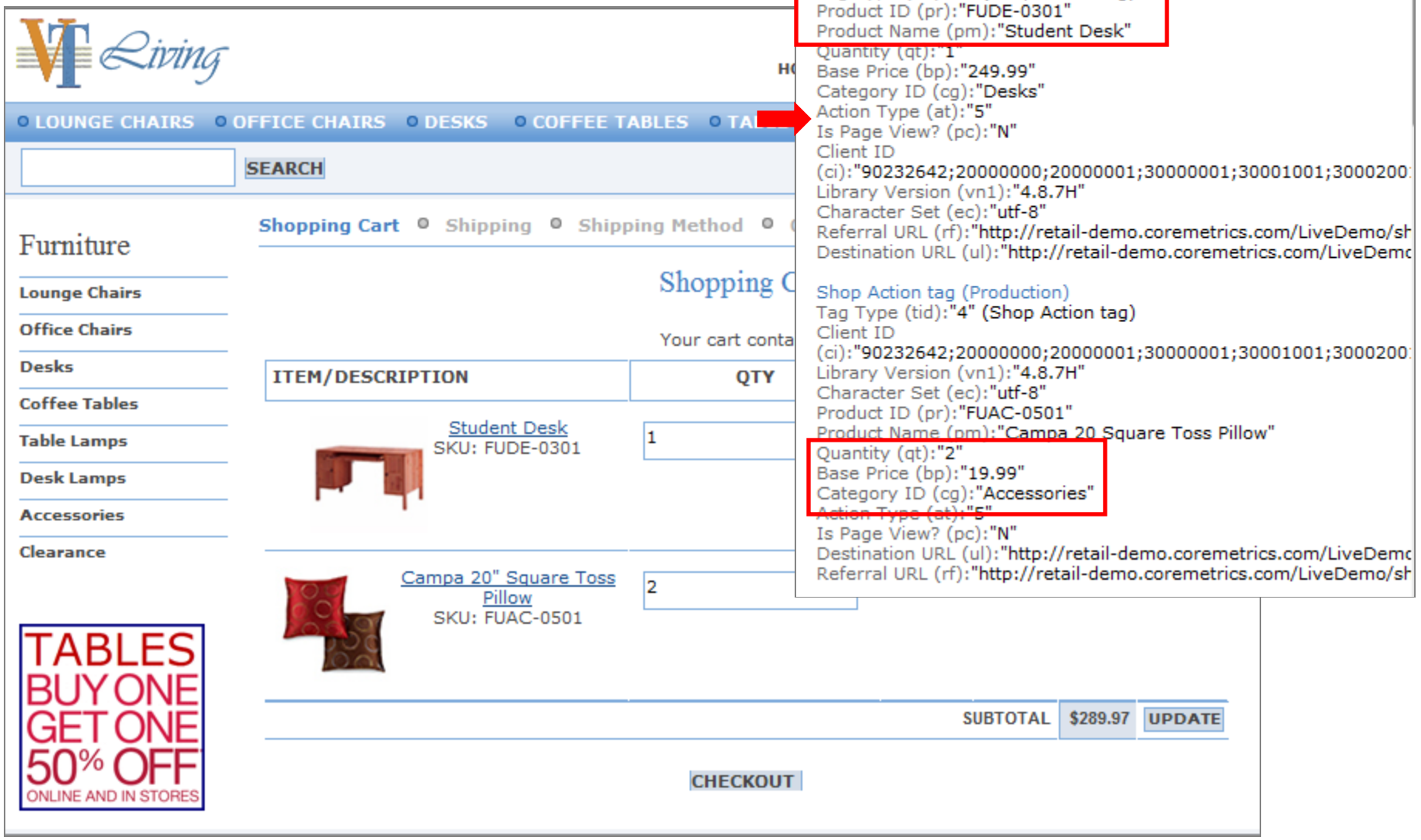
Shop Action Tags ➡ Product Categories



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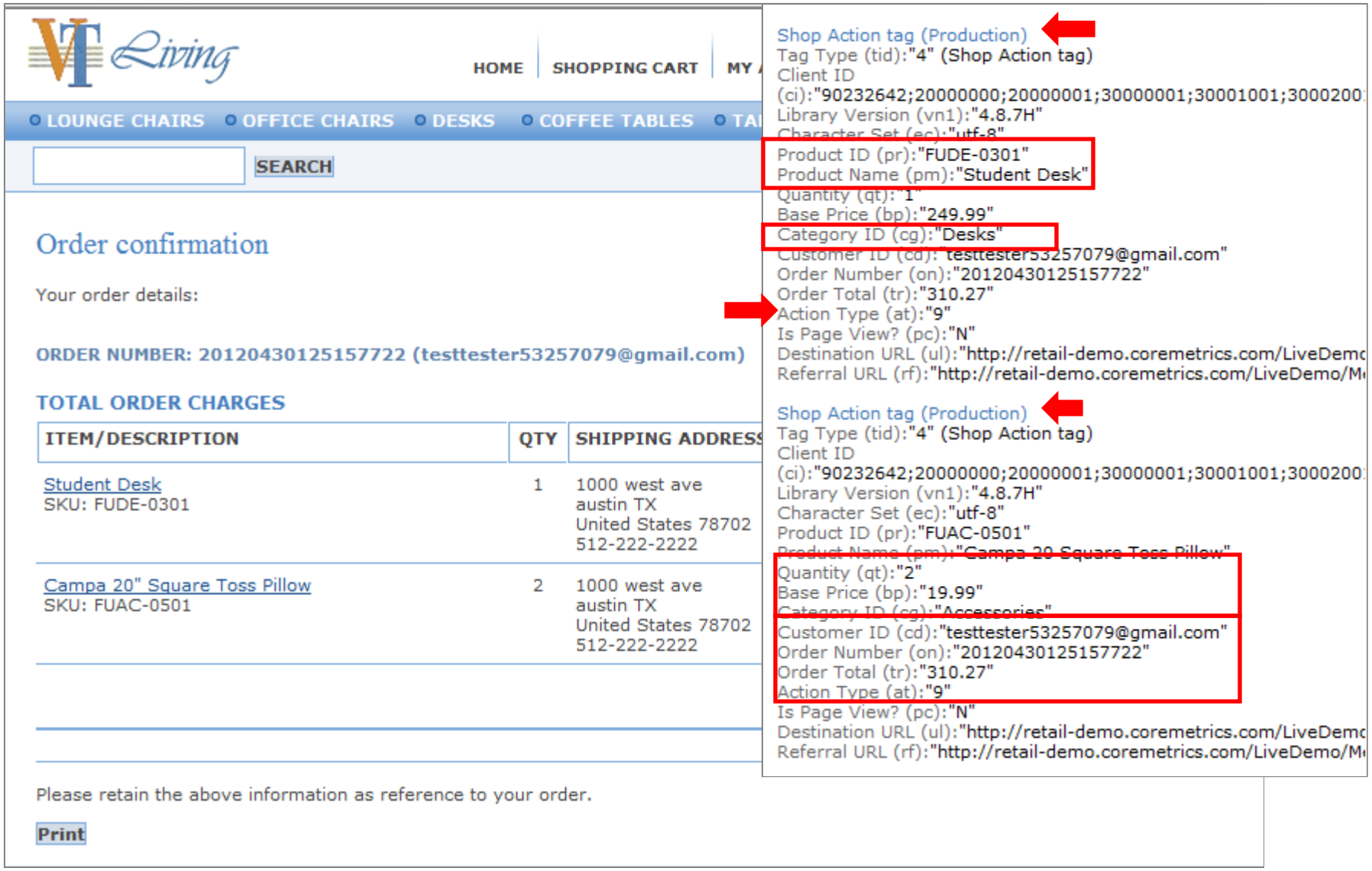
Shop Action Tags ➡ Product Categories



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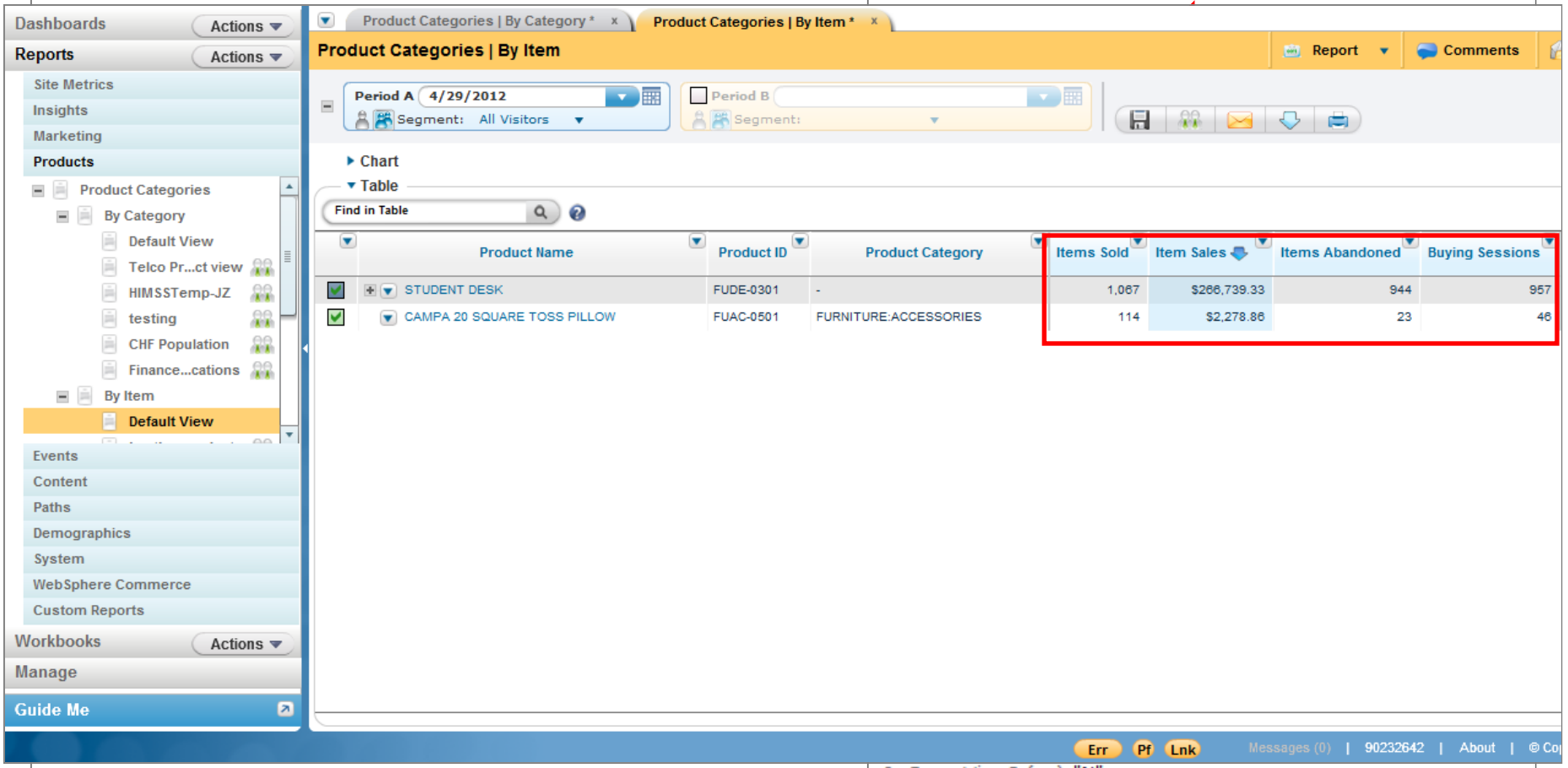
Shop Action Tags ➡ Product Categories



Is Page View? (pc):"N"
Destination URL (ul):"http://retail-demo.coremetrics.com/LiveDemo
Referral URL (rf):"http://retail-demo.coremetrics.com/LiveDemo/M

Please retain the above information as reference to your order.

Print

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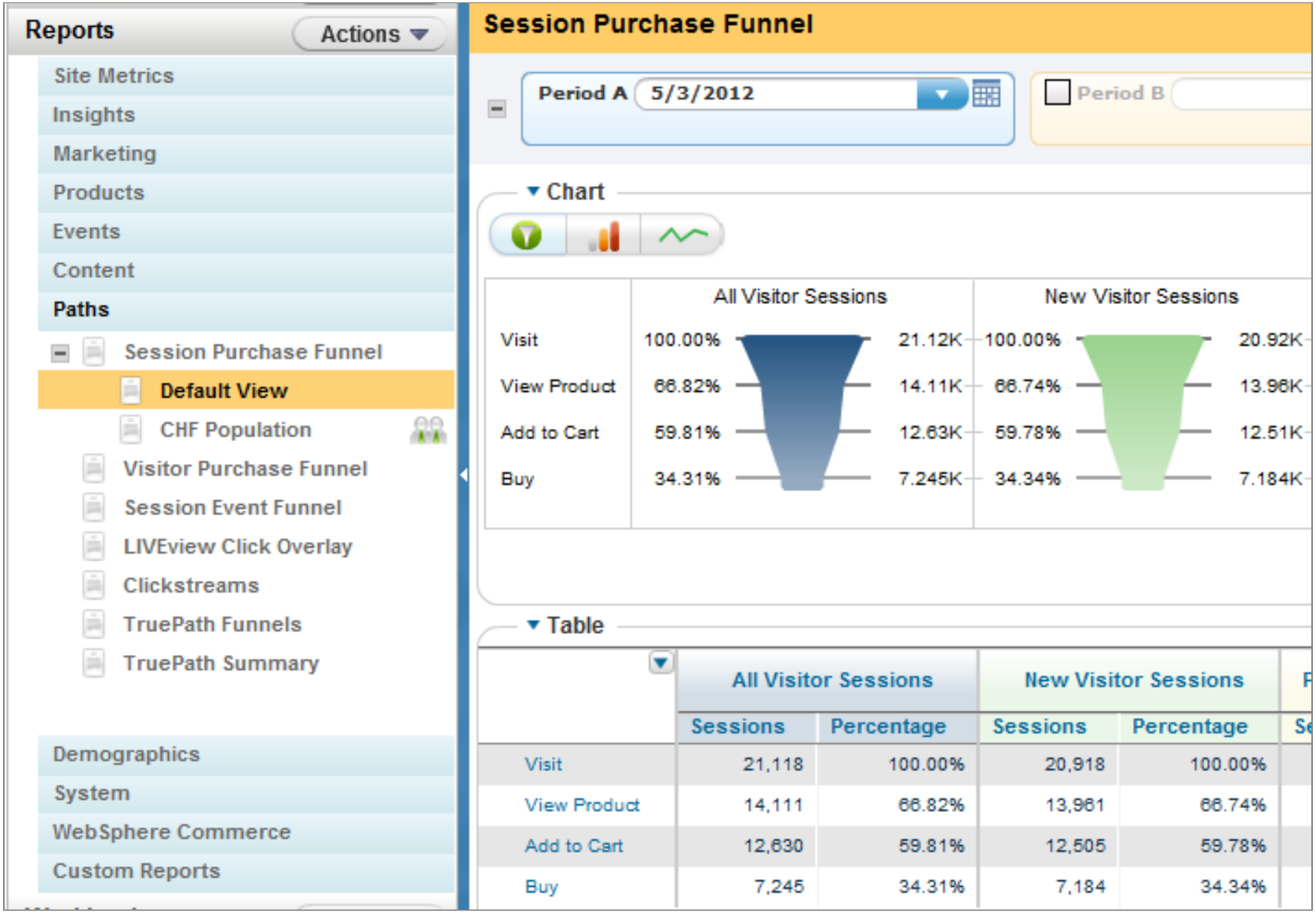
Session Purchase Funnel



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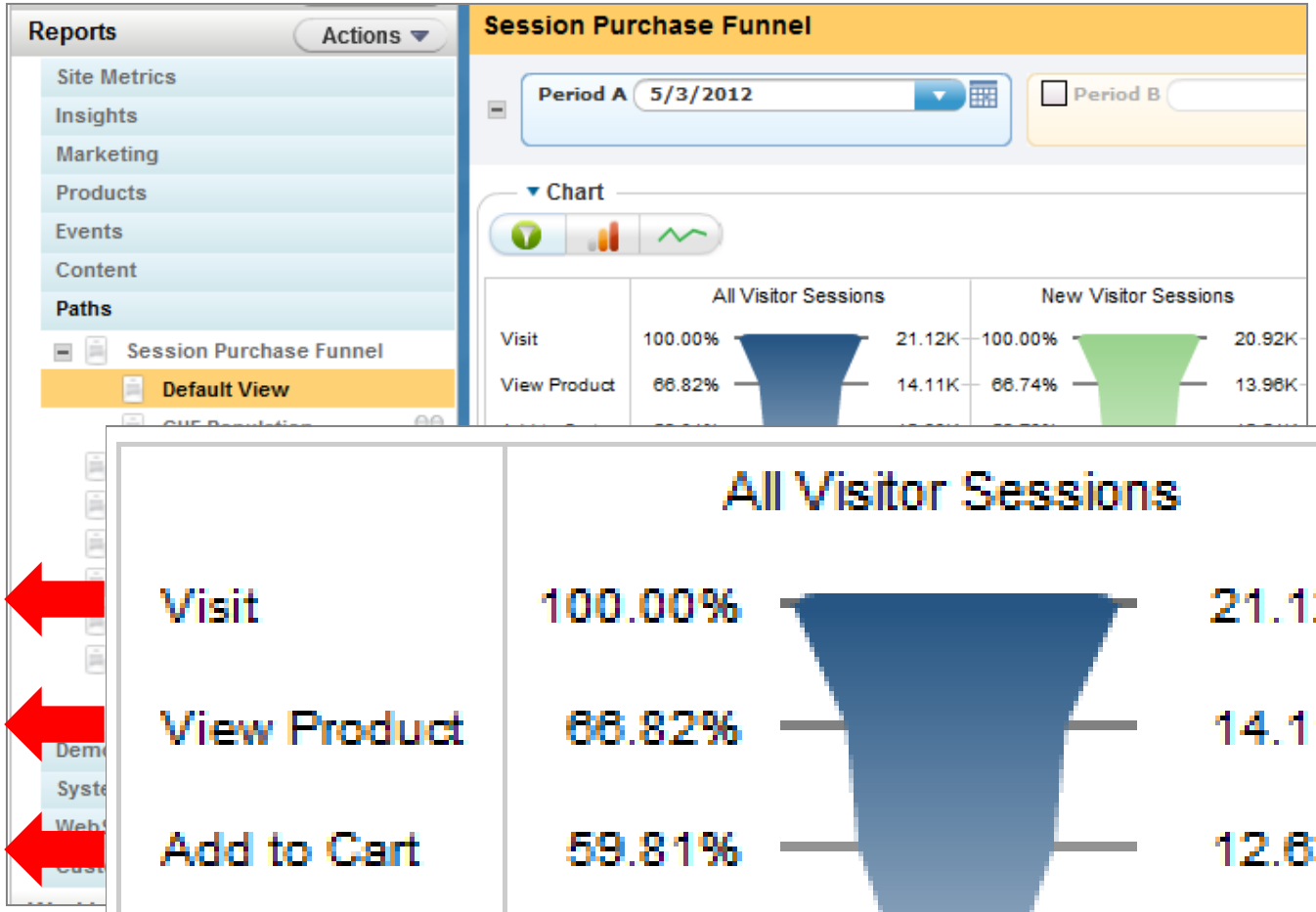
Session Purchase Funnel



Page View

Product View

Shop 5

Shop 9

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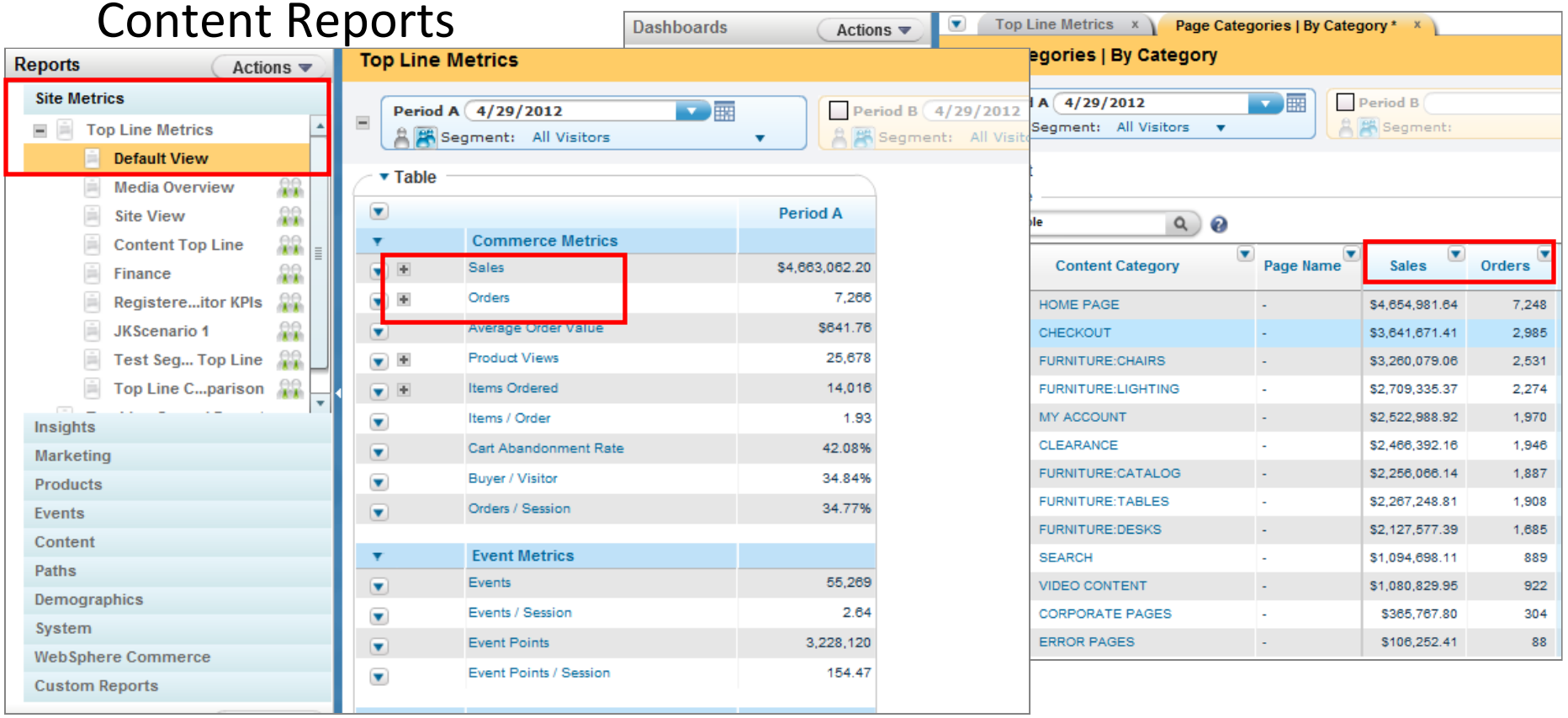
Order Tags ⇨ Top Line & Content Metrics

- Order Tag captures entire transaction
- Fired on Order Confirmation page
- Use to calculate Order and Sales in Top Line Metric and Content Reports



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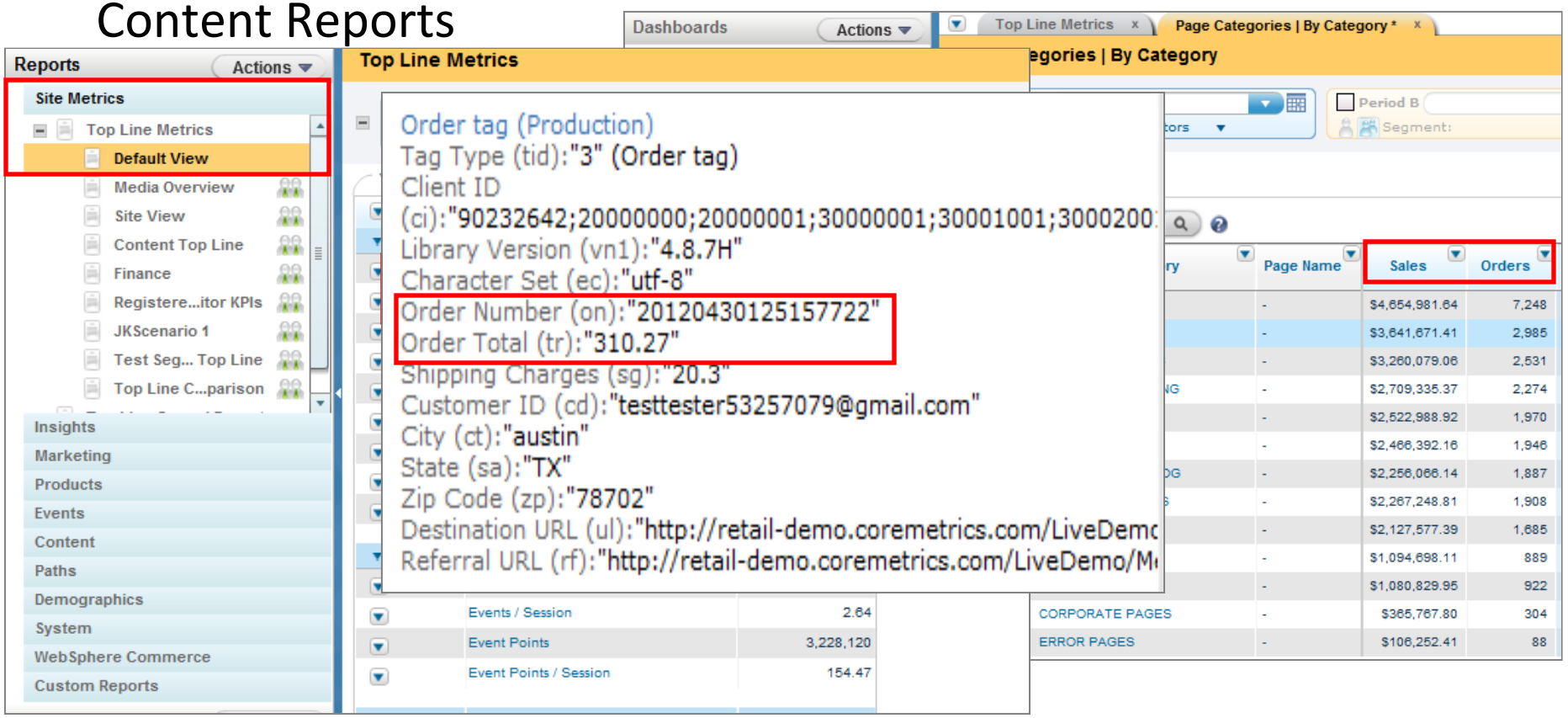

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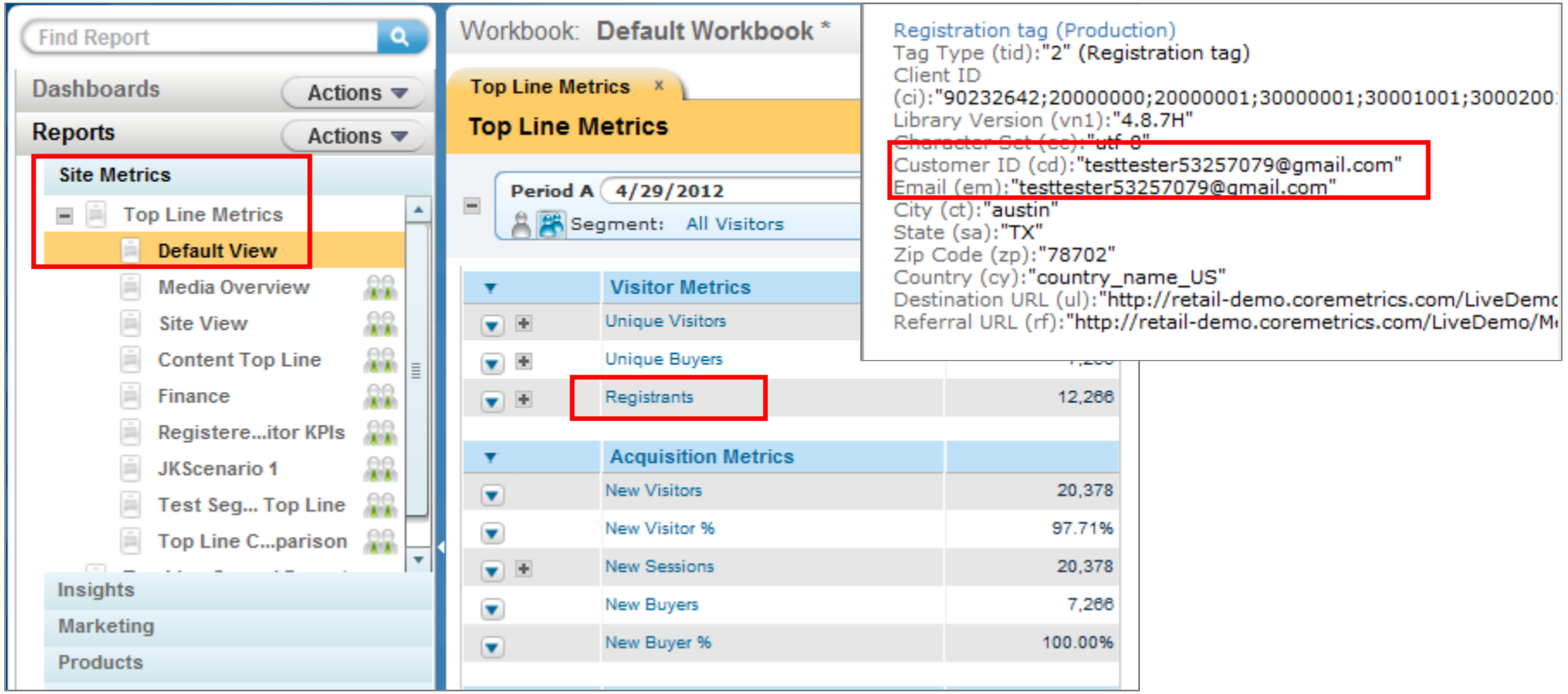
Registration Tags ⇨ Registrant Metrics

- Registration Tag captures user profile information
- Fired on Account Setup, Account Login, Account Changes, Email Sign-ups, and Order Confirmation
- Used to calculate any Registrant metric across reports



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Automatic Tags & Explore Attributes

- Link Click Tags → Live View, Site Promotions, & Real Estate Reports
- Link Impression Tags → Live View, Site Promotions, & Real Estate Reports
- Form Action Tags → Form Analysis Reports
- Explore Attributes → Explore Reports after Aliasing in Admin

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Common Metrics

- **Bounce Rate:** Percent of sessions viewing only one page
- **Item Abandonment Rate:** Items left in the cart or removed at the end of the session
- **Shopping Cart Abandonment:** Shopping carts abandoned at the end of the session
- **Conversion Rate:** Percent of sessions with purchase or event conversion

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Q&A

Looking for a customized session? Please contact me with any additional questions.

Contact: Brandon Madsen – bmadsen@us.ibm.com

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