

# Fundamentals of Digital Analytics





# 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



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





# 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





# 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





# 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](http://www.jupiterresearch.com)

\*\*Peterson, Eric T. (2006). *The Big Book of Key Performance Indicators*. [www.webanalyticsdemystified.com](http://www.webanalyticsdemystified.com)

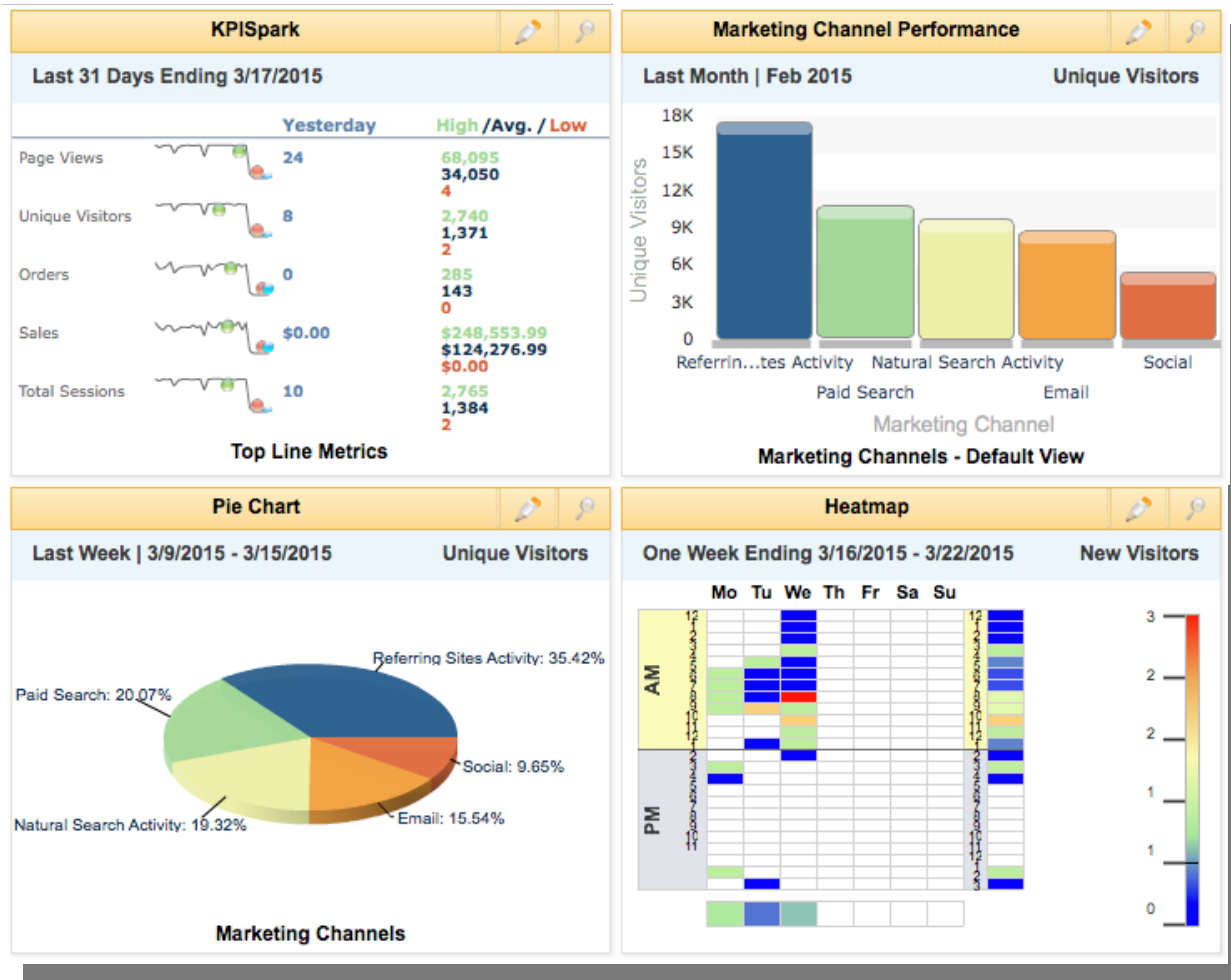


# KPIs Based on Goals and Actions

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



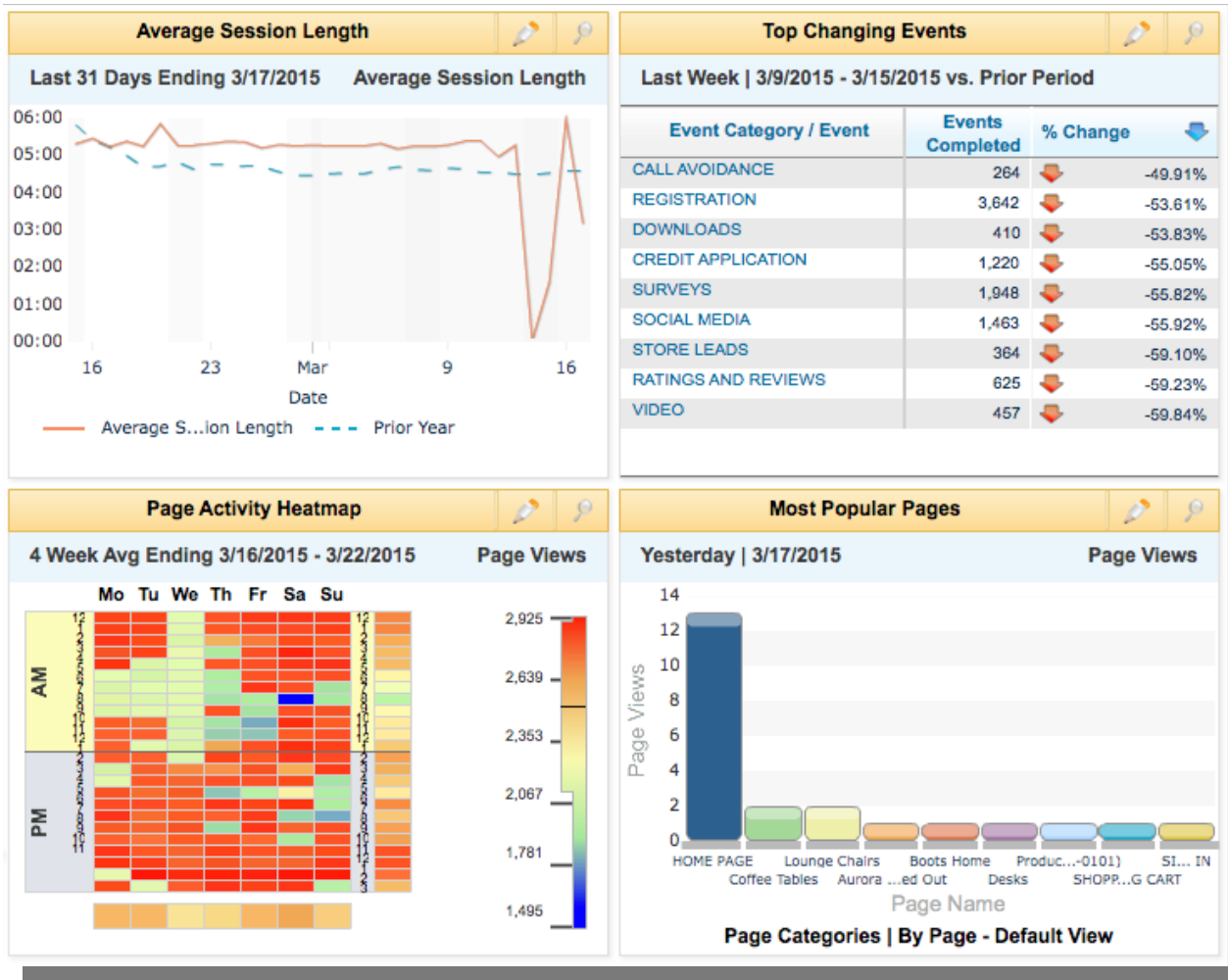
# Marketing Activities Dashboard





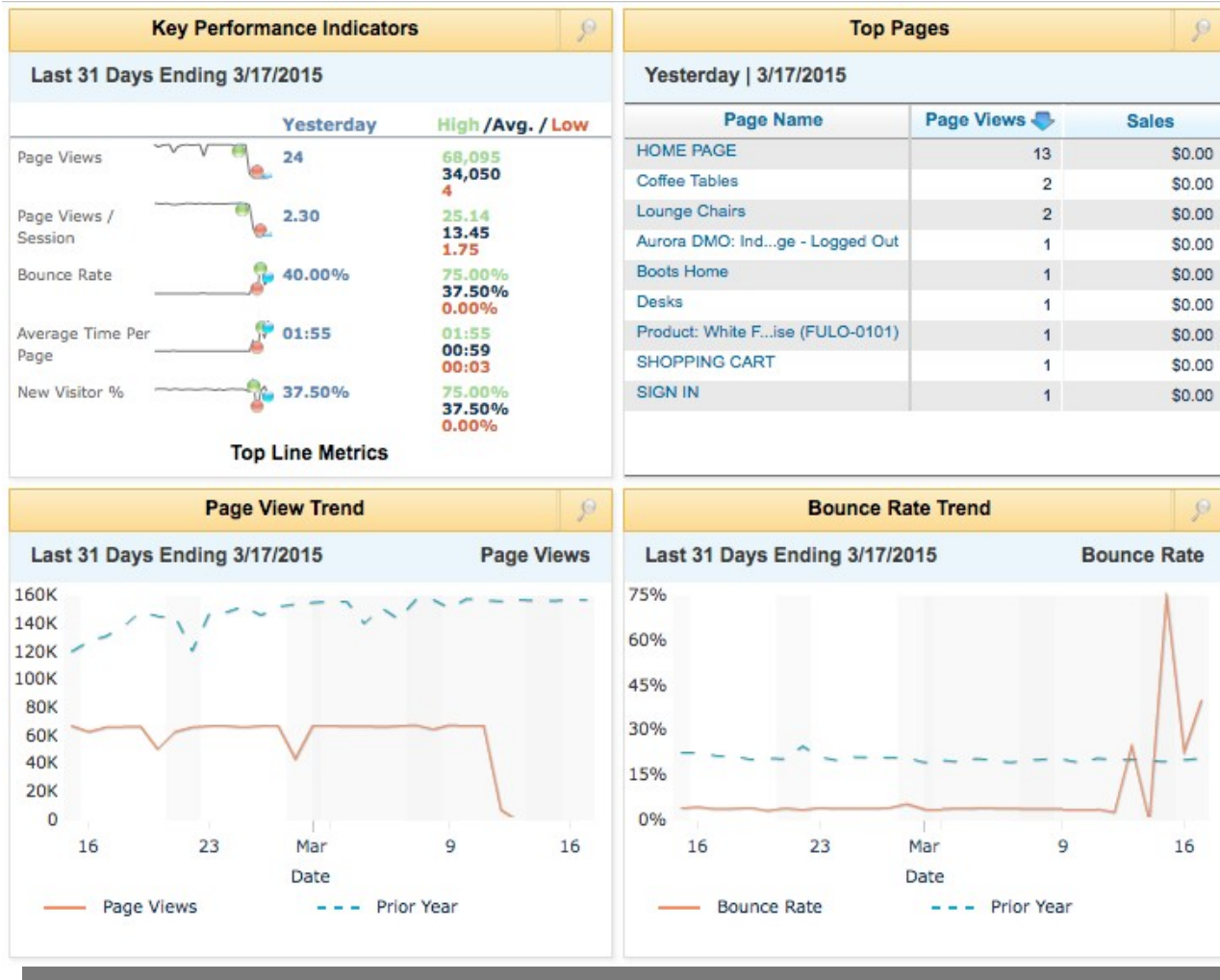


# KPI Dashboard



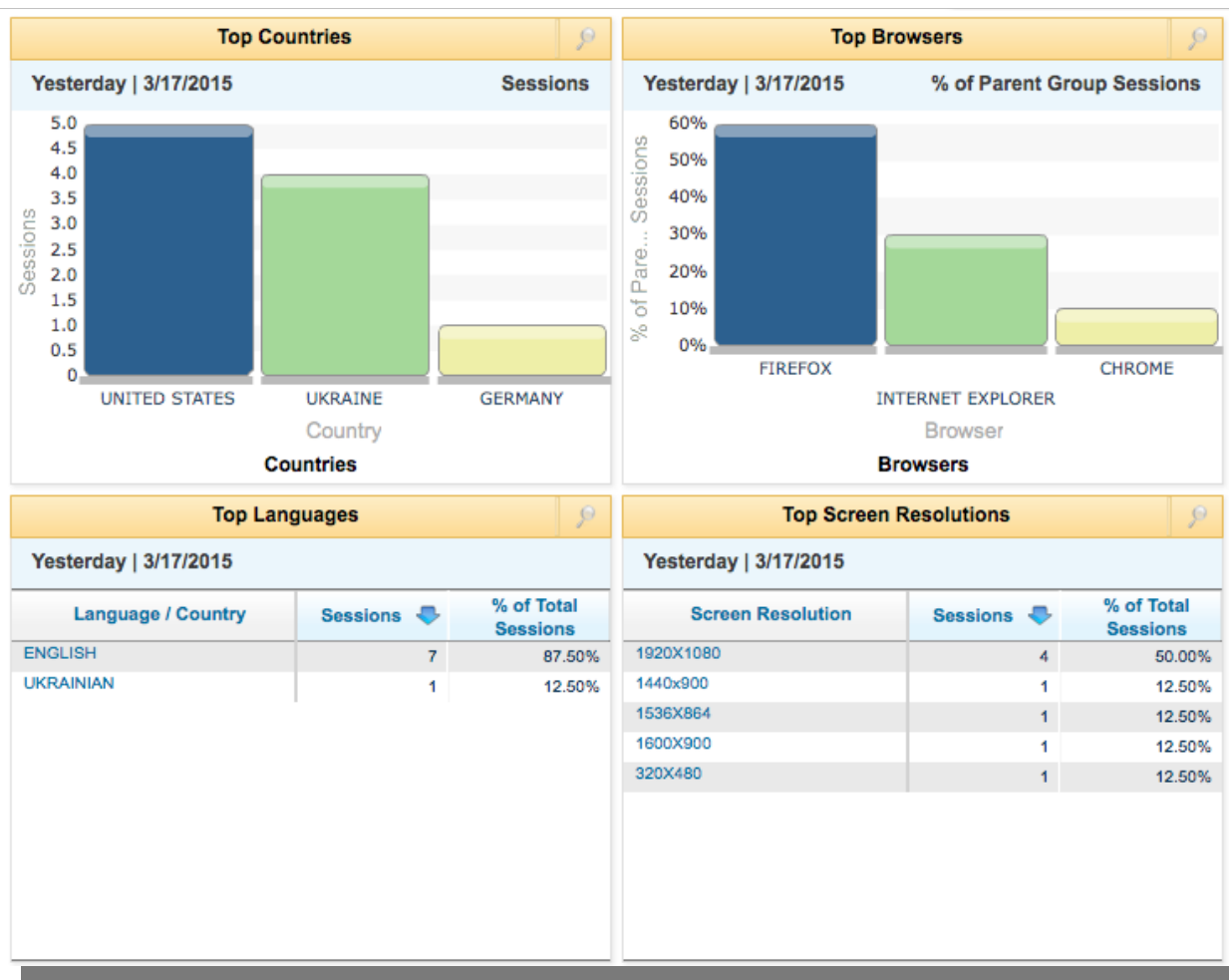


# Content Overview Dashboard





# Design Dashboard





# Other KPI Resources

Period A: 3/1/2015 - 3/17/2015 | Period B: 2/1/2015 - 2/28/2015

Segment: All Visitors

	Period A	Period B	% Difference
<b>Commerce Metrics</b>			
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%
<b>Event Metrics</b>			
Events	37,069	85	
Events / Session	1.23		
Event Points	4,515,600	10,811	
Event Points / Session	149.51	14	
<b>Visitor Metrics</b>			
Unique Visitors	21,251	43	
Unique Buyers	1,117	2	
Registrants	30,705	32	
<b>Acquisition Metrics</b>			
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	10	▲	0.81%	9	8.96%	▲▲▲▲	
Page Views/ Session	18	18	▲	0.00%	17	100%	▲▲▲▲	
Onsite Search Session %	8%	8%	▲	9.01%	8%	100%	▲▲▲▲	
Onsite Search Conversion %	6%	18%	▼	-11.17%	15%	40%	▲▲▲▲	
Onsite Search AOV	\$60	\$59	▲	0.95%	\$60	100%	▲▲▲▲	
<b>Marketing</b>								
Direct Load Traffic %	41%	38%	▲	0.00%	41%	-0.32%	▲▲▲▲	
Direct Load Sales %	60%	59%	▲	0.17%	60%	-0.17%	▲▲▲▲	
Natural Search Traffic %	5%	5%	▲	0.19%	5%	100%	▲▲▲▲	
Natural Search Sales %	4%	4%	▲	0.00%	4%	-1.06%	▲▲▲▲	
Referral Traffic %	6%	2%	▲	208.65%	7%	-5.45%	▲▲▲▲	
Referral Sales %	1%	1%	▲	114.93%	1%	-3.47%	▲▲▲▲	
Other Traffic %	6%	6%	▼	-14.40%	46%	1.02%	▲▲▲▲	
Other Sales %	6%	6%	▲	260.16%	35%	-54.47%	▲▲▲▲	
<b>Merchandising</b>								
Average Items/ Order	4	4	▲	0.25%	4	8.42%	▲▲▲▲	
Average Order Value	\$56	\$56	▲	2.93%	58	-1.27%	▲▲▲▲	
Product Views/ Session	9	10	▼	-7.72%	9	0.55%	▲▲▲▲	

Create Your Own Scorecard

% 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



# Data Collection Basics

# Data Collection Basics: Data Capture

Unique Visitor



IBM Industries & solutions Services Products Support My IBM

Enterprise Marketing Management

Fuel your marketing programs with exclusive content

## Welcome to the Customer Café

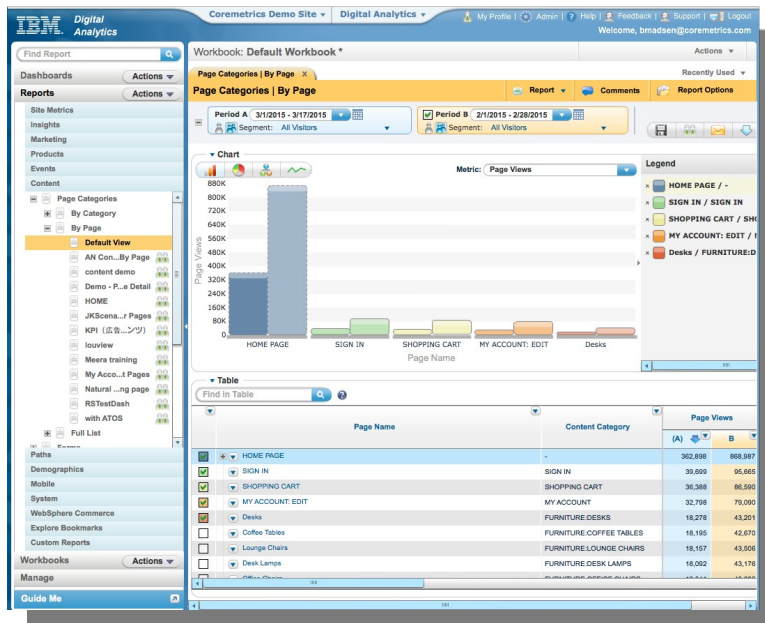
**New Product Webinar:**  
**What's New: IBM Coremetrics Content Recommendations and Deeper EMM Portfolio Integration**  
Learn about the latest product in the IBM marketing solutions portfolio and the slew of new integrations between the products within the IBM EMM marketing solutions portfolio.  
[Register now](#)

**Customer-only Webinar:**  
**Make Facebook Campaigns More Effective with the Right Tracking and Optimization**  
Learn how to convert social engagement into customer relationships and, ultimately, revenue by building, tracking, and optimizing Facebook campaigns using the IBM Coremetrics and Unica product suites.  
[Watch on demand](#)

**Café Menu**  
→ Products/Services  
→ Solutions  
→ Download Library  
→ Customer-only Webinars

**Specials**  
• EMM Training Courses  
DemandBelter DemandTet User Conference use EMM Client Code 'DB12VPIBM'  
• Register Now

Data Warehouse







# 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
▼	<b>Visitor Metrics</b>	
▼ -	Unique Visitors	11,480
▼ +	Tracked Visitors	11,082
▼	Estimated Anonymous Visitors	398
▼ -	Registrants	608
▼	New Registrants	458
▼	Repeat Registrants	150
▼	<b>Acquisition Metrics</b>	
▼	New Visitors	10,615
▼	New Visitor %	95.79%
▼ +	New Sessions	10,615
▼	New Buyers	217
▼	New Buyer %	1.96%
▼	<b>Retention Metrics</b>	
▼	Repeat Visitors	467
▼ +	Repeat Sessions	1,203
▼	Repeat Buyers	6
▼	Repeat Buyer %	0.05%



# 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



# 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



# 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



# 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.*



# 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



# Additional Tracking: Explore Attributes

The image shows a screenshot of an IBM Digital Analytics Plug-in window on the left and a website interface on the right.

**IBM Digital Analytics Plug-in (Left Panel):**

- Technical Properties tag (Production)**
  - Tag Type (tid): "6" (Technical Properties tag)
  - Category ID (cg): "HOME PAGE"
  - Is Page View? (pv): "Y"
  - JavaScript Version (jv): "1.8.5"
  - Java Enabled (je): "Y"
  - Screen Width (sw): "1920"
  - Screen Height (sh): "1080"
  - Screen Color Depth (pd): "24"
  - Time zone (tz): "A"
  - Attributes (highlighted in red box):
    - Attribute 1 (Explore) (pv\_a1): "MISC"
    - Attribute 2 (Explore) (pv\_a2): "20071222"
    - Attribute 3 (Explore) (pv\_a3): "TREV"
    - Attribute 4 (Explore) (pv\_a4): "ENGLISH"
    - Attribute 5 (Explore) (pv\_a5): "A"
- Link Impression tag (Production)**
  - Tag Type (tid): "9" (Link Impression tag)
  - Revision\*Area\*Link (cm\_re): "Version 2.0\_-\_TOP\_NA"
  - Client ID (cid): "90232642;20000000;20000001;30000001;30000002"
  - Library Version (vn1): "4.17.34"
  - Character Set (ec): "utf-8"
  - Page ID (pi): "HOME PAGE"
  - Destination URL (ul): "http://retail-demo.coremetrics.com"
- Link Impression tag (Production)**
  - Tag Type (tid): "9" (Link Impression tag)
  - Revision\*Area\*Link (cm\_re): "Version 2.0\_-\_TOP\_NA"
  - Client ID (cid): "90232642;20000000;20000001;30000001;30000002"
  - Library Version (vn1): "4.17.34"
  - Character Set (ec): "utf-8"
  - Page ID (pi): "HOME PAGE"
  - Destination URL (ul): "http://retail-demo.coremetrics.com"
- Link Impression tag (Production)**
  - Tag Type (tid): "9" (Link Impression tag)
  - Revision\*Area\*Link (cm\_re): "Version 2.0\_-\_TOP\_NA"
  - Client ID (cid): "90232642;20000000;20000001;30000001;30000002"
  - Library Version (vn1): "4.17.34"
  - Character Set (ec): "utf-8"
  - Page ID (pi): "HOME PAGE"
  - Destination URL (ul): "http://retail-demo.coremetrics.com"

**Website Interface (Right Panel):**

- Header:** "Living" logo, navigation links: HOME, SHOPPING CART, SIGN IN, GET EMAIL.
- Navigation:** LOUNGE CHAIRS, OFFICE CHAIRS, DESKS, COFFEE TABLES, TABLE LAMPS, DESK LAMPS, ACCESSORIES.
- Search:** Search bar with "SEARCH" button.
- Cart:** Cart: 0 item(s) subtotal: \$0.00.
- Main Content:**
  - Order Discount:** Registered Customers save 5% on their next order.
  - ONE DAY SALE!** 10% off Entire Order.
  - LOWER PRICES!**
  - Product Categories:** Furniture (Lounge Chairs, Office Chairs, Desks, Coffee Tables, Table Lamps, Desk Lamps, Accessories, Clearance).
  - Product Images:** Various images showing people using furniture and furniture pieces.
  - Download Brochure:** Link to download a brochure.

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

# How Can I View Tags?

## Digital Analytics Plug-in > TagBar

**IBM Digital Analytics Plug-in**

### Installing IBM Digital Analytics Plug-in

- To download and Install IBM Digital Analytics Plug-in now, click here:  
[Install IBM Digital Analytics Plug-in](#)  
[Install IBM Digital Analytics TagBar](#)
- You will need to reboot your machine to finish installation.
- Once IBM Digital Analytics Plug-in are Installed, open a new browser window and go to your website. Click the icon in your browser toolbar to access IBM Digital Analytics Plug-in:

My Profile | Admin | Help | Feedback | Support | Logout  
Welcome, rsadyhov@coremetrics.com

Actions

Or click the View menu and select 'IBM Digital Analytics Tools' from the Explorer Bar sub-menu.

**NOTE:**  
If you have previously installed LIVEview, you do not need to install IBM Digital Analytics Plug-in. Simply click the LIVEview icon in your browser toolbar to launch IBM Digital Analytics Plug-in.

**Help with IBM Digital Analytics Plug-in**  
For detailed instructions on installing or uninstalling IBM Digital Analytics Plug-in, please see the IBM Digital Analytics Plug-in help documents.  
If additional help is required, please contact IBM Digital Analytics Support at

### LIVEview Click Overlay

LIVEview displays link click and conversion data overlaid on your website.

### TruePath Funnel Builder

Set up a TruePath Funnel Report by adding pages to your funnel as you navigate your site.

Account	Product	Count	Percentage
MY ACCOUNT	EDIT	32,798	79,030
Desks		18,278	43,201
Coffee Tables		18,195	42,670
Lounge Chairs		18,157	43,506
Desk Lamps		18,092	43,176
		18,111	43,205

Report Options

Guide Me

Err Lnk Messages (0) | 90232642 | About | © Copyright IBM Corporation 2010





# How tags map to the Analytics Reports



# 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

The screenshot displays the IBM Coremetrics Analytics Plug-in interface. The main window shows the 'Coremetrics Demo Site' with a navigation menu including 'HOME', 'SHOPPING CART', 'SIGN IN', and 'GET EMAIL'. Below the navigation is a search bar and a cart summary: 'Cart: 0 item(s) subtotal: \$0.00'. The main content area features a 'Furniture' category with sub-items: Lounge Chairs, Office Chairs, Desks, Coffee Tables, Table Lamps, Desk Lamps, Accessories, and Clearance. A promotional banner for 'Order Discount' states 'Registered Customers save 5% on their next order'. The plug-in's 'Technical Properties tag' is highlighted with a red box, showing the following details:

- Technical Properties tag (Production)
- Tag Type (tid): "6" (Technical Properties tag)
- Category ID (cg): "HOME PAGE"
- Is Page View? (pc): "Y"

Other technical properties listed include: Javascript version (jv): 1.5, Java Enabled (je): "y", Cookies Enabled (ce): "true", CPU Class (cp): "x86", Screen Width (sw): "1440", Screen Height (sh): "900", Screen Color Depth (pd): "32", Font Smoothing (fs): "y", Time Zone (tz): "5", Attribute 1 (Explore) (pv\_a1): "MISC", Attribute 2 (Explore) (pv\_a2): "20071222", Attribute 3 (Explore) (pv\_a3): "TREV", Attribute 4 (Explore) (pv\_a4): "ENGLISH", Attribute 5 (Explore) (pv\_a5): "B", Client ID (ci): "90232642;20000000;20000001;30000001;30001001;30002001", Library Version (vn1): "4.8.7H", Character Set (ec): "utf-8", Page ID (pi): "HOME PAGE", and Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/".

# Page View Tags → Page Categories Report

VT Living

HOME

LOUNGE CHAIRS OFFICE CHAIRS DESKS COFFEE TABLES TABLE LAMPS

SEARCH

Furniture

- Lounge Chairs
- Office Chairs
- Desks**
- Coffee Tables
- Table Lamps
- Desk Lamps
- Accessories
- Clearance

Desks

Executive Six-Drawer Desk  
\$1599.99  
Order

How to clean

For work or home use

IBM Coremetrics Analytics Plug-in

Coremetrics Demo Si

Actions  Debug Mode  Tag Audit Mode Logout

Last Refresh: 04/27/2012 12:19:31

Page View tag (Production) ←

Tag Type (tid): "1" (Page View tag)

Category ID (cg): "Desks"

Attribute 1 (Explore) (pv\_a1): "CTG"

Attribute 2 (Explore) (pv\_a2): "20070110"

Attribute 3 (Explore) (pv\_a3): "RICH"

Attribute 4 (Explore) (pv\_a4): "ENGLISH"

Client ID  
(ci): "90232642;20000000;20000001;30000001;30001001;30002001"

Library Version (vn1): "4.8.7H"

Character Set (ec): "utf-8"

Page ID (pi): "Desks"

Referral URL (r): http://retail-demo.coremetrics.com/LiveDemo/cat/

Destination URL (ul): http://retail-demo.coremetrics.com/LiveDemo/



# Page View Tags → Page Categories Report

The screenshot displays the IBM Coremetrics Analytics Plug-in interface. On the left, the 'Content' menu is highlighted with a red box, showing 'Page Categories' and 'By Page' as sub-items. The main area shows the 'Page Categories | By Page' report for the 'Desk' category. A detailed view of a 'Page View tag (Production)' is shown in a pop-up window, with red boxes highlighting the 'Category ID (cg): "Desks"' and 'Page ID (pi): "Desks"' fields. Red arrows point from these fields to the 'DESKS' row in the report table.

**Page View tag (Production) Details:**

- Tag Type (tid): "1" (Page View tag)
- Category ID (cg): "Desks"
- Attribute 1 (Explore) (pv\_a1): "CTG"
- Attribute 2 (Explore) (pv\_a2): "20070110"
- Attribute 3 (Explore) (pv\_a3): "RICH"
- Attribute 4 (Explore) (pv\_a4): "ENGLISH"
- Client ID (ci): "90232642;20000000;20000001;30000001;30001001;30002001"
- Library Version (vn1): "4.8.7H"
- Character Set (ec): "utf-8"
- Page ID (pi): "Desks"
- Referral URL (r): "http://retail-demo.coremetrics.com/LiveDemo/cat"
- Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/"

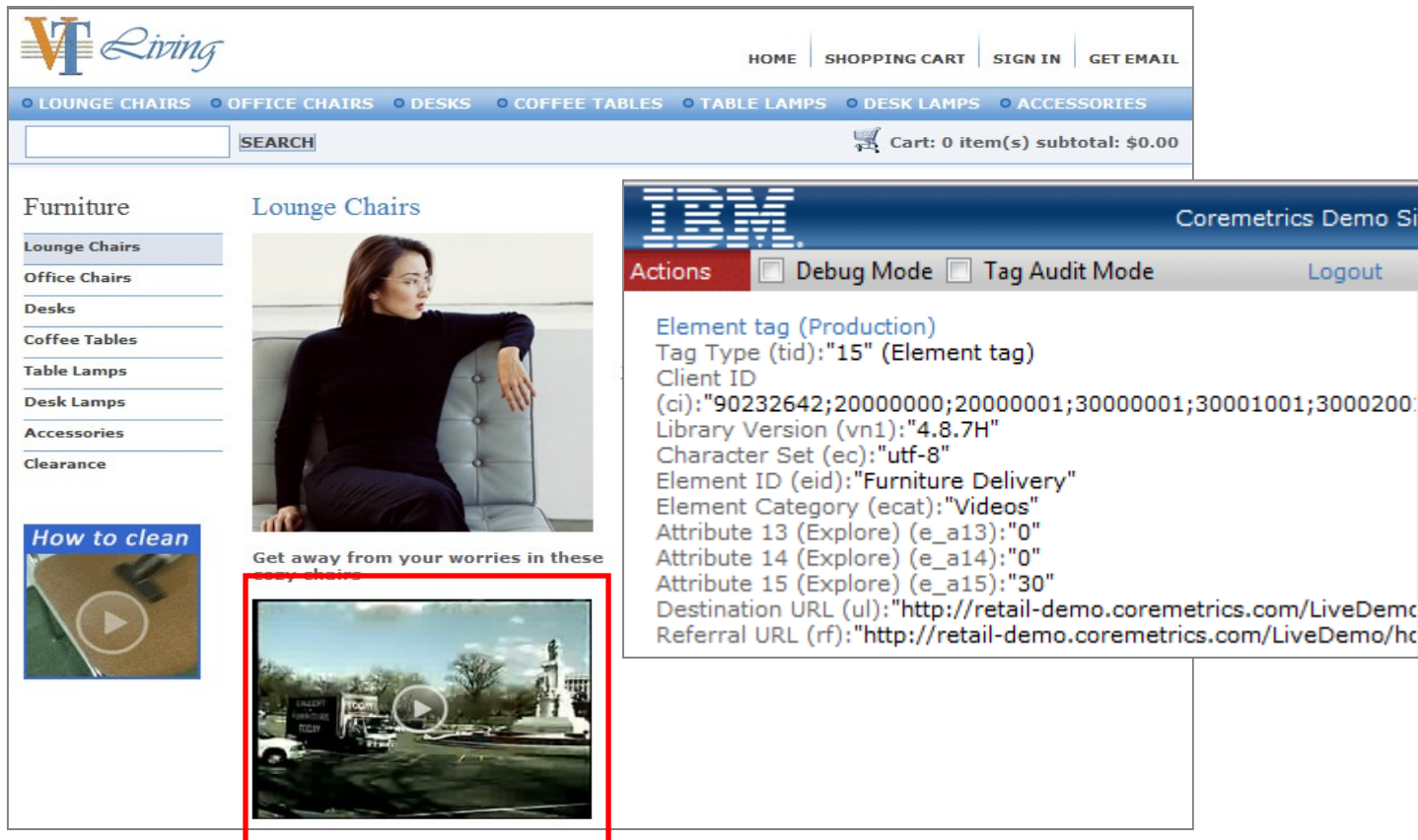
**Page Categories | By Page Report Table:**

Page Name	Content Category	Page Views	Sessions
DESKS	FURNITURE:DESKS	361	220
DESK LAMPS	FURNITURE:DESK LAMPS	309	190
PRODUCT: BANKER DESK LAMP (FUDEL-0101)	FURNITURE:DESK LAMPS	91	64
PRODUCT: STUDENT DESK (FUDE-0301)	FURNITURE:DESKS	61	39
PRODUCT: STUDENT DESK (CLEDE-0301)	CLEARANCE	40	15
PRODUCT: MAHOGANY DESK CHAIR (FUOF-0101)	FURNITURE:OFFICE CHAIRS	38	31
PRODUCT: EXECUTIVE SIX-DRAWER DESK (FUDE-0101)	FURNITURE:DESKS	32	25
PRODUCT: CRAFT TABLE (FUDE-0201)	FURNITURE:DESKS	30	26
PRODUCT: MAHOGANY DESK CHAIR (CLEOF-0101)	CLEARANCE	29	17
PRODUCT: EXECUTIVE SIX-DRAWER DESK (CLEDE-0101)	CLEARANCE	17	10



# Element Tags Elements Report

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

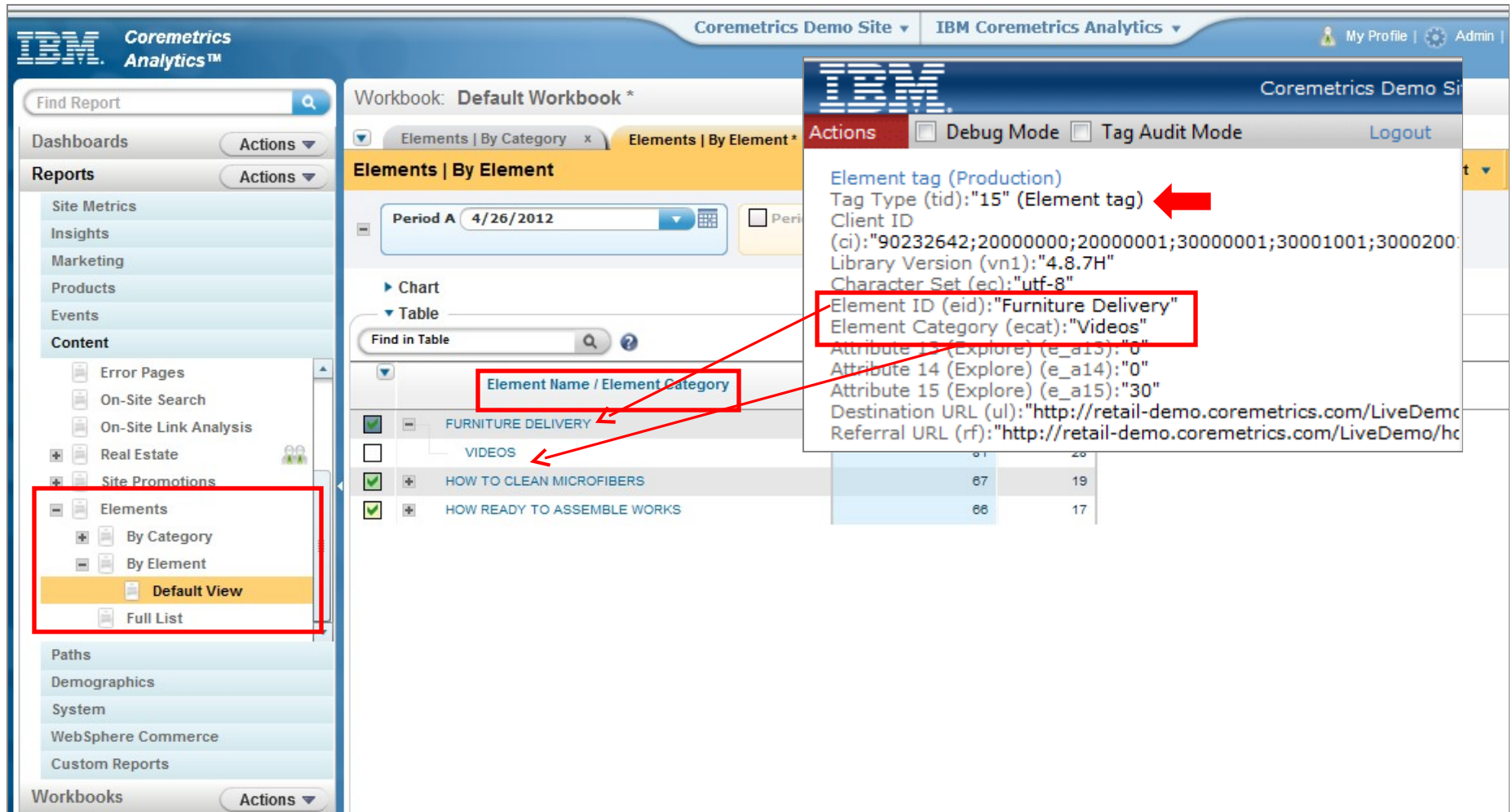


The screenshot displays a retail website interface for 'VT Living' with a navigation menu including 'HOME', 'SHOPPING CART', 'SIGN IN', and 'GET EMAIL'. A search bar and a cart summary ('Cart: 0 item(s) subtotal: \$0.00') are visible. The main content area features a 'Lounge Chairs' section with a video player. A red box highlights the video player, which is overlaid with a Coremetrics Elements Report. The report details the following information:

```
Element tag (Production)
Tag Type (tid):"15" (Element tag)
Client ID
(ci):"90232642;20000000;20000001;30000001;30001001;30002001"
Library Version (vn1):"4.8.7H"
Character Set (ec):"utf-8"
Element ID (eid):"Furniture Delivery"
Element Category (ecat):"Videos"
Attribute 13 (Explore) (e_a13):"0"
Attribute 14 (Explore) (e_a14):"0"
Attribute 15 (Explore) (e_a15):"30"
Destination URL (ul):"http://retail-demo.coremetrics.com/LiveDemo/hc"
Referral URL (rf):"http://retail-demo.coremetrics.com/LiveDemo/hc"
```



# Element Tags Elements Report



The screenshot displays the IBM Coremetrics Analytics interface. On the left, the navigation menu includes 'Reports' and 'Content', with 'Elements' and its sub-items 'By Category', 'By Element', 'Default View', and 'Full List' highlighted in a red box. The main workspace shows the 'Elements | By Element' report for the period of 4/26/2012. A table lists elements with columns for 'Element Name / Element Category', 'Views', and 'Clicks'. The 'VIDEOS' category is highlighted, and a red box around the header points to the 'VIDEOS' row in the table. A popup window provides details for a specific 'Element tag (Production)', with a red arrow pointing to the 'Tag Type (tid): "15" (Element tag)' field. Other fields in the popup include Client ID, Library Version, Character Set, Element ID, Element Category, and various attributes and URLs.

Element Name / Element Category	Views	Clicks
FURNITURE DELIVERY	61	28
VIDEOS	67	19
HOW TO CLEAN MICROFIBERS	66	17

**Element tag (Production)**  
Tag Type (tid): "15" (Element tag)  
Client ID  
(ci): "90232642;20000000;20000001;30000001;30001001;30002001"  
Library Version (vn1): "4.8.7H"  
Character Set (ec): "utf-8"  
Element ID (eid): "Furniture Delivery"  
Element Category (ecat): "Videos"  
Attribute 13 (Explore) (e\_a13): "0"  
Attribute 14 (Explore) (e\_a14): "0"  
Attribute 15 (Explore) (e\_a15): "30"  
Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/hc"  
Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/hc"



# 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

VT Living

HOME | SHOPPING CART | SIGN IN | GET EMAIL

FURNITURE | CLEARANCE

SEARCH

Company

Credit Application

At VT Living, we value your privacy. Using our secure environment, complete all the fields and "Submit" button at the bottom of the page.

Receive 15% OFF\* today and tomorrow

Apply now

The online application is for the LiveDemo store credit card only. To apply for the LiveDemo Visa® Credit Card, visit your local LiveDemo store.

```
Conversion Event tag (Production)
Tag Type (tid):"14" (Conversion Event tag)
Client ID
(ci):"90232642;20000000;20000001;30000001;30001001;30002001|c
Library Version (vn1):"4.8.7H"
Character Set (ec):"utf-8"
Conversion Event ID (cid):"CREDIT APPLICATION SUBMISSION"
Conversion Event Action Type (cat):"1"
Conversion Category ID (ccid):"CREDIT APPLICATION"
Conversion Event Points (cpt):"100"
Destination URL (ul):"http://retail-demo.coremetrics.com/LiveDemo/cr
Referral URL (rf):"http://retail-demo.coremetrics.com/LiveDemo/signI
```



# Conversion Event Tags → Events Report

**VT Living**

FURNITURE CLEARANCE

SEARCH

**Company**

- About Us
- Terms of Use
- Store Locator
- Contact Us

**Credit Application: Complete**

Congratulations! Credit Application is now Complete.

**CUSTOMER SERVICE**

- [Credit Application](#)
- [My Account](#)
- [Shopping Cart](#)
- [Track Order](#)
- [Video](#)

**CORPORATE PAGES**

- [About Us](#)
- [Store Locator](#)
- [Terms of Use](#)
- [Contact Us](#)
- [FAQ](#)

IBM Coremetrics Demo Site

Actions  Debug Mode  Tag Audit Mode Logout

Conversion Event tag (Production) ←

Tag Type (tid): "14" (Conversion Event tag)

Client ID

(ci): "90232642;20000000;20000001;30000001;30001001;30002000"

Library Version (vn1): "4.8.7H"

Character Set (ec): "utf-8"

Conversion Event ID (cid): "CREDIT APPLICATION SUBMISSION"

Conversion Event Action Type (cat): "2"

Conversion Category ID (ccid): "CREDIT APPLICATION"

Conversion Event Points (cpt): "100"

Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/cr"

Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/cr"

# Conversion Event Tags → Events Report

The screenshot displays the IBM Coremetrics interface. On the left, the 'Events' menu item is highlighted in a red box. The main area shows the 'Events' report for the period 3/1/2012 - 3/31/2012. A red box highlights the 'Conversion Event tag (Production)' details, which include:

- Conversion Event tag (Production)
- Tag Type (tid): "14" (Conversion Event tag)
- Client ID (ci): "90232642;20000000;20000001;30000001;30001001;30002000"
- Library Version (vn1): "4.8.7H"
- Character Set (ec): "utf-8"
- Conversion Event ID (cid): "CREDIT APPLICATION SUBMISSION"
- Conversion Event Action Type (cat): "2"
- Conversion Category ID (ccid): "CREDIT APPLICATION"
- Conversion Event Points (cpt): "100"
- Destination URL (dl): "http://retail-demo.coremetrics.com/LiveDemo/..."
- Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/..."

The 'Events' table below shows the following data:

Event Category / Event	Events Completed	Events Initiated	Event Points
VIDEO	724,569	769,046	38,750,900
RATINGS AND REVIEWS	32,873	32,873	1,150,555
STORE LEADS	15,306	15,306	382,650
SOCIAL MEDIA	13,439	13,439	671,950
REGISTRATION	11,360	47,840	5,514,100
CALL AVOIDANCE	5,397	5,397	134,925
DOWNLOADS	4,942	4,942	494,200
CREDIT APPLICATION	2,445	5,114	627,800
CREDIT APPLICATION SUBMISSION	1,279	3,948	511,200
REQUEST CATALOG	1,166	1,166	116,600



# 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

The screenshot shows a retail website interface. At the top, there's a logo for 'VT Living' and navigation links for 'HOME', 'SHOPPING CART', and 'SIGN IN'. Below the navigation is a search bar and a cart icon showing '0 item(s)'. The main content area features a 'Furniture' sidebar with categories like 'Lounge Chairs', 'Office Chairs', 'Desks', 'Coffee Tables', 'Table Lamps', 'Desk Lamps', 'Accessories', and 'Clearance'. The 'Desks' category is selected, and the 'Student Desk' product is displayed. The product image shows a wooden desk. Below the image, the product description reads: 'Stained-pine desk for the student in the house. Features spacious work surface and a pull-out keyboard tray with sturdy metal guides. Measures 43" in width, 19" in depth, and 30" in height. Some assembly required.' The price is listed as '\$249.99' and the quantity is set to '1'. An 'Add to shopping cart' button is visible at the bottom of the product details.

The screenshot shows the IBM Coremetrics Demo Site interface. At the top, there's a navigation bar with 'Actions', 'Debug Mode', 'Tag Audit Mode', and 'Logout'. Below the navigation bar, the page title is 'Coremetrics Demo Site'. The main content area displays the following information:

```
Last Refresh: 04/30/2012 10:18:30
Product View tag (Production)
Tag Type (tid): "E" (Product View tag)
Product ID (pr): "FUDE-0301"
Product Name (pm): "Student Desk"
Category ID (cg): "Desks"
Is Page View? (pc): "N"
Attribute 1 (Explore) (pr_a1): "PRD"
Attribute 2 (Explore) (pr_a2): "20070110"
Attribute 3 (Explore) (pr_a3): "DMYTRO"
Attribute 4 (Explore) (pr_a4): "SPANISH"
Client ID
(ci): "90232642;20000000;20000001;30000001;30001001;3000200"
Library Version (vn1): "4.8.7H"
Character Set (ec): "utf-8"
Page ID (pi): "Product:Student Desk(FUDE-0301)"
Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/ca"
Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/ca"

Page View tag (Production)
Tag Type (tid): "1" (Page View tag)
Client ID
(ci): "90232642;20000000;20000001;30000001;30001001;3000200"
Library Version (vn1): "4.8.7H"
Character Set (ec): "utf-8"
Page ID (pi): "Product: Student Desk (FUDE-0301)"
Category ID (cg): "Desks"
Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/ca"
Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/ca"
```



# Product View Tags → Products Categories

The screenshot displays the IBM Coremetrics interface for 'Product Categories | By Item'. The left sidebar shows navigation options like 'Dashboards', 'Reports', and 'Products'. The main area shows a table of products with columns for Product Name, Product ID, Product Category, and Product Views. A red box highlights the 'Product Name', 'Product ID', 'Product Category', and 'Product Views' columns. Another red box highlights the 'STUDENT DESK' row. A third red box highlights the 'By Item' and 'Default View' options in the sidebar. A red arrow points from the 'STUDENT DESK' row to a detailed view of the product's tags.

Product Name	Product ID	Product Category	Product Views
RED LEATHER ROLL ARM CHAISE	FULO-0201	-	1,576
LEATHER HIGH-BACK OFFICE CHAIR	FUOF-0301	-	2,870
EXECUTIVE SIX-DRAWER DESK	FUDE-0101	-	529
SLEEK OCCASIONAL TABLE	FUCO-0101	-	3,014
STUDENT DESK	FUDE-0301	-	2,246
STUDENT DESK	FUDE-0301	FURNITURE:DESKS	2,134
STUDENT DESK	FUDE-0301	CROSS SELL	112
WHITE FABRIC ROLL ARM CHAISE			
EXECUTIVE SIX-DRAWER DESK			
MOCHA LINEN TABLE LAMP			
BANKER DESK LAMP			
RED LEATHER ROLL ARM CHAISE			
MAHOGANY DESK CHAIR			
WHITE FABRIC ROLL ARM CHAISE			
SILVER METALLIC STRAIGHT BACK CHAIR			

**Product View tag (Production)** ←

Tag Type (tid): "5" (Product View tag)

Product ID (pr): "FUDE-0301"

Product Name (pm): "Student Desk"

Category ID (cg): "Desks"

Is Page View? (pv): "N"

Attribute 1 (Explore) (pr\_a1): "PRD"

Attribute 2 (Explore) (pr\_a2): "20070110"

Attribute 3 (Explore) (pr\_a3): "DMYTRO"

Attribute 4 (Explore) (pr\_a4): "SPANISH"

Client ID

(ci): "90232642;20000000;20000001;30000001;30001001;30002001"

Library Version (vn1): "4.8.7H"

Character Set (ec): "utf-8"

Page ID (pi): "Product:Student Desk(FUDE-0301)"

Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/ca"

Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemoc"



# Product View Tags → Products Categories

The screenshot displays the IBM Business Analytics interface. On the left, the 'Products' section is expanded to show 'Product Categories' with 'By Category' selected as the 'Default View'. The main report area shows 'Product Categories | By Category' for the period of 4/29/2012, with 'All Visitors' as the segment. A table view is active, showing columns for Product Category, Product Name, and Product ID. The 'FURNITURE:DESKS' category is expanded, and the 'STUDENT DESK' product is highlighted. A tooltip is visible over the 'STUDENT DESK' row, providing detailed metadata for the Product View tag.

Product Category	Product Name	Product ID
CROSS SELL	-	-
FURNITURE:CHAIRS	-	-
FURNITURE:DESKS	-	-
FURNITURE:DESKS	STUDENT DESK	FUDE-0301
FURNITURE:DESKS	EXECUTIVE SIX-DRAWER DESK	FUDE-0101
FURNITURE:DESKS	CRAFT TABLE	FUDE-0201
CLEARANCE	-	-
FURNITURE:TABLES	-	-
FURNITURE:LIGHTING	-	-
FURNITURE:CATALOG	-	-

**Product View tag (Production)**  
Tag Type (tid): "5" (Product View tag)  
Product ID (pr): "FUDE-0301"  
Product Name (pm): "Student Desk"  
Category ID (cg): "Desks"  
Is Page View? (pc): "N"  
Attribute 1 (Explore) (pr\_a1): "PRD"  
Attribute 2 (Explore) (pr\_a2): "20070110"  
Attribute 3 (Explore) (pr\_a3): "DMYTRO"  
Attribute 4 (Explore) (pr\_a4): "SPANISH"  
Client ID  
(ci): "90232642;20000000;20000001;30000001;30001001;30002001"  
Library Version (vn1): "4.8.7H"  
Character Set (ec): "utf-8"  
Page ID (pi): "Product:Student Desk(FUDE-0301)"  
Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/ca"  
Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo"





# 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



# Shop Action Tags → Product Categories

The screenshot shows a shopping cart page for 'VT Living'. The cart contains two items:

ITEM/DESCRIPTION	QTY
 <a href="#">Student Desk</a> SKU: FUDE-0301	1
 <a href="#">Campa 20" Square Toss Pillow</a> SKU: FUAC-0501	2

At the bottom of the cart, the subtotal is \$289.97, and there is a 'CHECKOUT' button.

Technical data overlay (Shop Action tag details):

- Shop Action tag (Production) ←
- Tag Type (tid): "4" (Shop Action tag)
- Product ID (pr): "FUDE-0301"
- Product Name (pm): "Student Desk"
- Quantity (qt): "1"
- Base Price (bp): "249.99"
- Category ID (cg): "Desks"
- Action Type (at): "5"
- Is Page View? (pc): "N"
- Client ID (ci): "90232642;20000000;20000001;30000001;30001001;30002000"
- Library Version (vn1): "4.8.7H"
- Character Set (ec): "utf-8"
- Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/sh"
- Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/sh"

Second Shop Action tag details:

- Shop Action tag (Production)
- Tag Type (tid): "4" (Shop Action tag)
- Client ID (ci): "90232642;20000000;20000001;30000001;30001001;30002000"
- Library Version (vn1): "4.8.7H"
- Character Set (ec): "utf-8"
- Product ID (pr): "FUAC-0501"
- Product Name (pm): "Campa 20 Square Toss Pillow"
- Quantity (qt): "2"
- Base Price (bp): "19.99"
- Category ID (cg): "Accessories"
- Action Type (at): "5"
- Is Page View? (pc): "N"
- Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/sh"
- Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/sh"



# Shop Action Tags → Product Categories

**VT Living**      HOME | SHOPPING CART | MY ACCOUNT

LOUNGE CHAIRS | OFFICE CHAIRS | DESKS | COFFEE TABLES | TABLES

**SEARCH**

### Order confirmation

Your order details:

**ORDER NUMBER: 20120430125157722 (testtester53257079@gmail.com)**

**TOTAL ORDER CHARGES**

ITEM/DESCRIPTION	QTY	SHIPPING ADDRESS
<a href="#">Student Desk</a> SKU: FUDE-0301	1	1000 west ave austin TX United States 78702 512-222-2222
<a href="#">Campa 20" Square Toss Pillow</a> SKU: FUAC-0501	2	1000 west ave austin TX United States 78702 512-222-2222

Please retain the above information as reference to your order.

**Print**

**Shop Action tag (Production)** ←

Tag Type (tid): "4" (Shop Action tag)  
 Client ID  
 (ci): "90232642;20000000;20000001;30000001;30001001;30002000"  
 Library Version (vn1): "4.8.7H"  
 Character Set (ec): "utf-8"

**Product ID (pr): "FUDE-0301"**  
**Product Name (pm): "Student Desk"**

Quantity (qt): "1"  
 Base Price (bp): "249.99"  
**Category ID (cg): "Desks"**

Customer ID (cd): "testtester53257079@gmail.com"  
 Order Number (on): "20120430125157722"  
 Order Total (tr): "310.27"

→ **Action Type (at): "9"**  
 Is Page View? (pc): "N"  
 Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/M"  
 Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/M"

**Shop Action tag (Production)** ←

Tag Type (tid): "4" (Shop Action tag)  
 Client ID  
 (ci): "90232642;20000000;20000001;30000001;30001001;30002000"  
 Library Version (vn1): "4.8.7H"  
 Character Set (ec): "utf-8"

**Product ID (pr): "FUAC-0501"**  
**Product Name (pm): "Campa 20 Square Toss Pillow"**

Quantity (qt): "2"  
 Base Price (bp): "19.99"  
**Category ID (cg): "Accessories"**

Customer ID (cd): "testtester53257079@gmail.com"  
 Order Number (on): "20120430125157722"  
 Order Total (tr): "310.27"

**Action Type (at): "9"**  
 Is Page View? (pc): "N"  
 Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/M"  
 Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/M"

# Shop Action Tags → Product Categories

Product Categories | By Item

Period A: 4/29/2012 | Segment: All Visitors

Chart | Table

Find in Table

Product Name	Product ID	Product Category	Items Sold	Item Sales	Items Abandoned	Buying Sessions
STUDENT DESK	FUDE-0301	-	1,067	\$266,739.33	944	957
CAMPA 20 SQUARE TOSS PILLOW	FUAC-0501	FURNITURE:ACCESSORIES	114	\$2,278.86	23	48

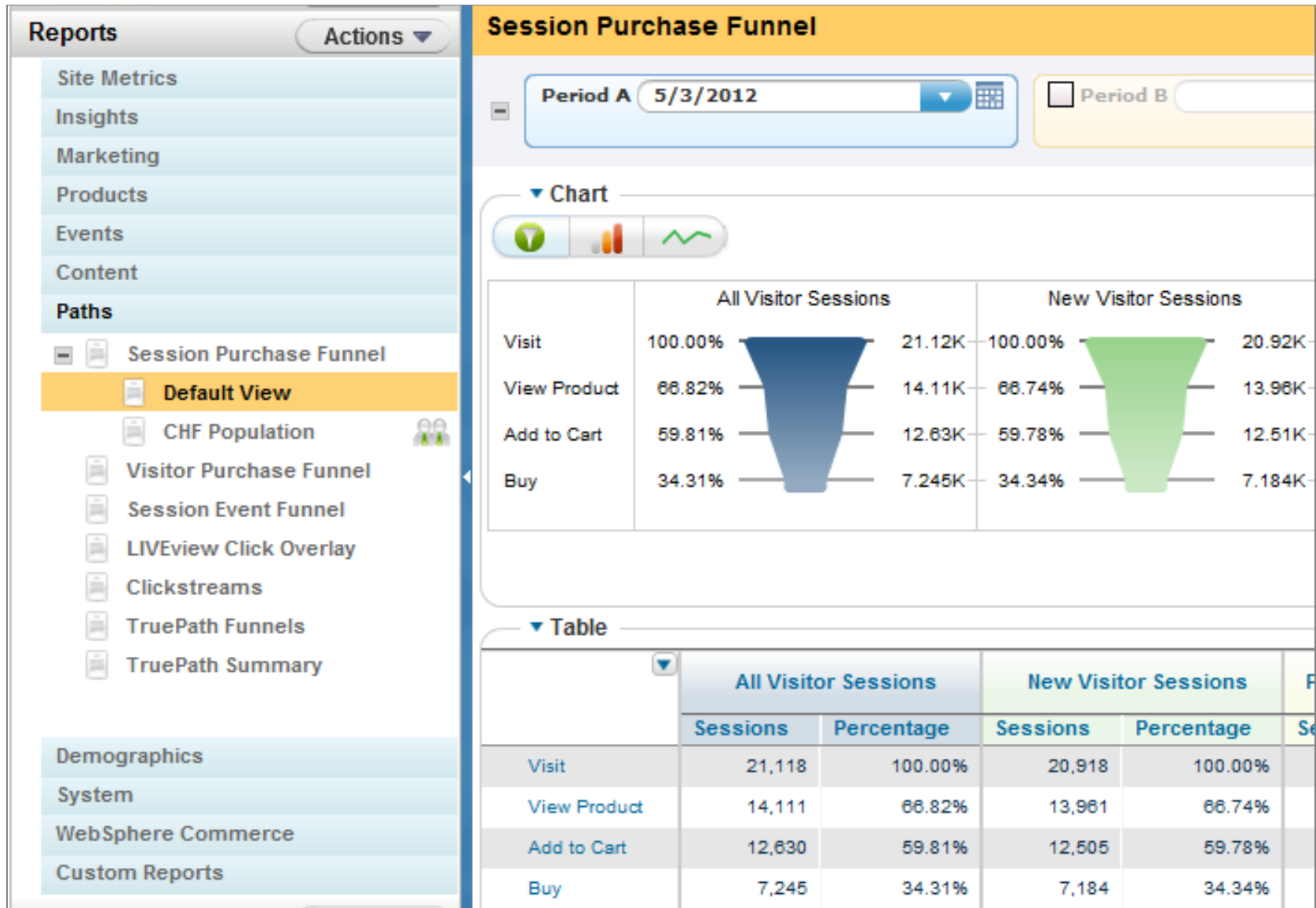
Is Page View? (pc): "N"  
 Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/  
 Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/M

Please retain the above information as reference to your order.

[Print](#)

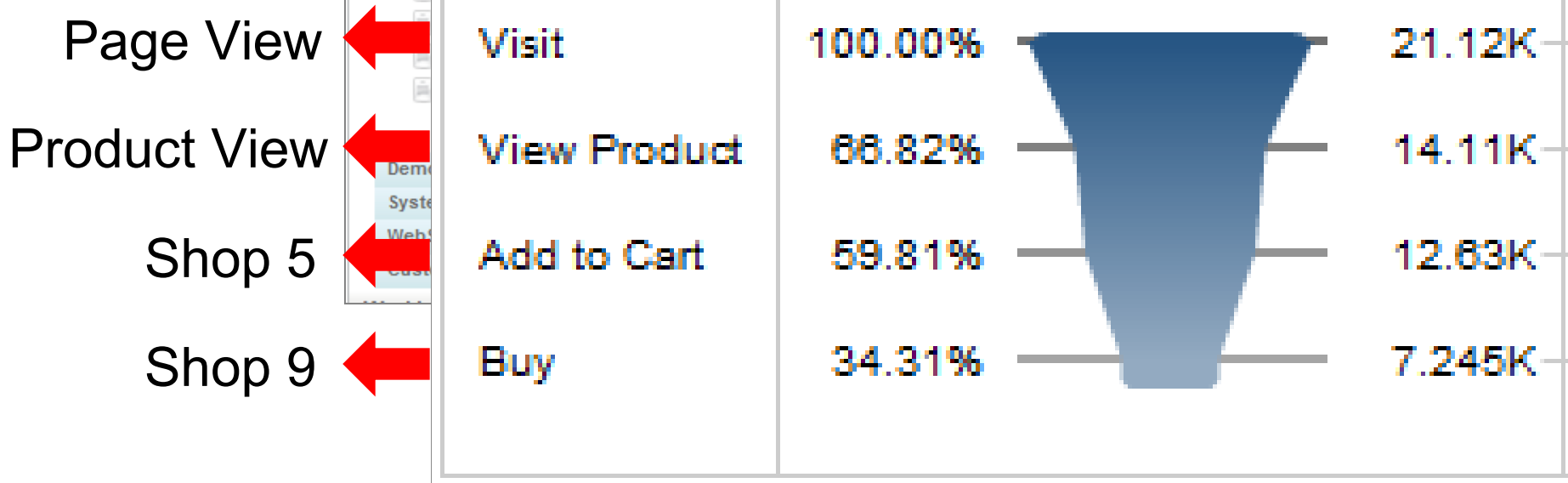
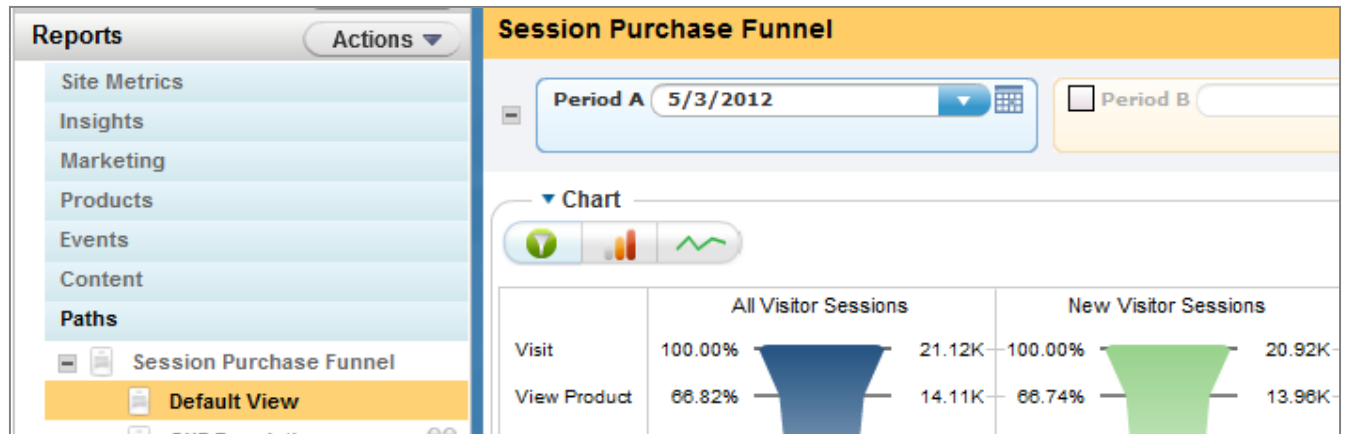


# Session Purchase Funnel





# Session Purchase Funnel





# 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

The screenshot displays two dashboards from IBM Business Analytics. The left dashboard, titled 'Top Line Metrics', shows a table of commerce and event metrics for Period A (4/29/2012). The right dashboard, titled 'Page Categories | By Category', shows a table of content categories and their associated sales and orders for the same period.

**Top Line Metrics Table (Period A: 4/29/2012)**

Commerce Metrics		Period A
Sales		\$4,663,062.20
Orders		7,268
Average Order value		\$641.76
Event Metrics		
Product Views		25,678
Items Ordered		14,016
Items / Order		1.93
Cart Abandonment Rate		42.08%
Buyer / Visitor		34.84%
Orders / Session		34.77%
Events		55,269
Events / Session		2.64
Event Points		3,228,120
Event Points / Session		154.47

**Page Categories | By Category Table (Period A: 4/29/2012)**

Content Category	Page Name	Sales	Orders
HOME PAGE	-	\$4,654,981.64	7,248
CHECKOUT	-	\$3,641,671.41	2,985
FURNITURE:CHAIRS	-	\$3,260,079.06	2,531
FURNITURE:LIGHTING	-	\$2,709,335.37	2,274
MY ACCOUNT	-	\$2,522,988.92	1,970
CLEARANCE	-	\$2,466,392.16	1,946
FURNITURE:CATALOG	-	\$2,256,066.14	1,887
FURNITURE:TABLES	-	\$2,267,248.81	1,908
FURNITURE:DESKS	-	\$2,127,577.39	1,685
SEARCH	-	\$1,094,698.11	889
VIDEO CONTENT	-	\$1,080,829.95	922
CORPORATE PAGES	-	\$366,767.80	304
ERROR PAGES	-	\$106,252.41	88



# 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

The screenshot displays the IBM Coremetrics dashboard. On the left, the 'Reports' sidebar is visible, with 'Site Metrics' expanded and 'Top Line Metrics' selected. The main content area shows the 'Top Line Metrics' for an 'Order tag (Production)'. The tag details include:

- Tag Type (tid): "3" (Order tag)
- Client ID (ci): "90232642;20000000;20000001;30000001;30001001;30002001"
- Library Version (vn1): "4.8.7H"
- Character Set (ec): "utf-8"
- Order Number (on): "20120430125157722"
- Order Total (tr): "310.27"
- Shipping Charges (sg): "20.3"
- Customer ID (cd): "testtester53257079@gmail.com"
- City (ct): "austin"
- State (sa): "TX"
- Zip Code (zp): "78702"
- Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo/..."
- Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/..."

Below the tag details, a table shows event metrics:

Event	Value
Events / Session	2.64
Event Points	3,228,120
Event Points / Session	154.47

On the right, a 'Page Categories | By Category' table is visible, with 'Sales' and 'Orders' columns highlighted. The table shows the following data:

Category	Page Name	Sales	Orders
-	-	\$4,654,981.64	7,248
-	-	\$3,641,671.41	2,985
-	-	\$3,260,079.06	2,531
-	-	\$2,709,335.37	2,274
-	-	\$2,522,988.92	1,970
-	-	\$2,466,392.16	1,946
-	-	\$2,256,066.14	1,887
-	-	\$2,267,248.81	1,908
-	-	\$2,127,577.39	1,685
-	-	\$1,094,698.11	889
-	-	\$1,080,829.95	922
CORPORATE PAGES		\$366,767.80	304
ERROR PAGES		\$106,252.41	88

# 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

The screenshot displays the IBM CoreMetrics interface. On the left, a navigation pane shows 'Reports' with 'Site Metrics' expanded, and 'Top Line Metrics' selected. The main content area shows a 'Workbook: Default Workbook' with 'Top Line Metrics' selected. A table of metrics is visible, with 'Registrants' highlighted. A tooltip for a 'Registration tag (Production)' is shown, containing user profile information.

Registration tag (Production)  
Tag Type (tid): "2" (Registration tag)  
Client ID  
(ci): "90232642;20000000;20000001;30000001;30001001;30002001"  
Library Version (vn1): "4.8.7H"  
Character Set (cc): "utf-8"  
Customer ID (cd): "testtester53257079@gmail.com"  
Email (em): "testtester53257079@gmail.com"  
City (ct): "austin"  
State (sa): "TX"  
Zip Code (zp): "78702"  
Country (cy): "country\_name\_US"  
Destination URL (ul): "http://retail-demo.coremetrics.com/LiveDemo"  
Referral URL (rf): "http://retail-demo.coremetrics.com/LiveDemo/M"

Category	Metric	Value
Visitor Metrics	Unique Visitors	
	Unique Buyers	
	Registrants	12,266
Acquisition Metrics	New Visitors	20,378
	New Visitor %	97.71%
	New Sessions	20,378
	New Buyers	7,266
	New Buyer %	100.00%



# 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





# 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





# Q&A

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

**Contact: Brandon Madsen – [bmadsen@us.ibm.com](mailto:bmadsen@us.ibm.com)**