MY FAVORITE IMPLEMENTATION TIPS & TRICKS

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USE BUSINESS REQUIREMENTS

Don't use an old SDR that doesn't have real business requirements

	Variable	Report Name	Code Scope	Implementation Notes		Type	Serialization
3							
4	Predefined events					Type	Serialization
5	scOpen	Carts	Page Code / Data Layer	NA		Counter	Always Record Event
6	scAdd	Cart additions	Page Code / Data Layer	NA		Counter	Always Record Event
7	scRemove	Cart removals	Page Code / Data Layer	NA		Counter	Always Record Event
8	scView	Cart views	Page Code / Data Layer	NA		Counter	Always Record Event
9	scCheckout	Checkouts	Page Code / Data Layer	NA		Counter	Always Record Event
10	purchase	Orders	Page Code / Data Layer	NA		Counter	Use purchase ID
11	purchase	Units	Page Code / Data Layer	NA		Numeric	Use purchase ID
12	purchase	Revenue	Page Code / Data Layer	NA		Currency	Use purchase ID
13	Custom events					Type	Serialization
14	event1	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Locate Sales Office Link	Page Code / Data Layer			Counter	Always Record Event
15	event2	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Locate Parts Store	Page Code / Data Layer			Counter	Always Record Event
16	event3	Site Metrics - > Custom Events - > Custom Events 1- 10 - > File Download Event	Page Code / Data Layer			Counter	Always Record Event
17	event4	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Search results (with results)	Page Code / Data Layer			Counter	Always Record Event
18	event5	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Search results (with no results)	Page Code / Data Layer			Counter	Always Record Event
109	event6	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Locate Sales Office Successful Searches	Page Code / Data Layer			Counter	Always Record Event
110	event7	Site Metrics - > Custom Events - > Custom Events 1- 10 - >Locate Parts Store Successful Searches	Page Code / Data Layer			Counter	Always Record Event
111	event8	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Quick Quote Form Start	Page Code / Data Layer			Counter	Always Record Event
112	event9	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Quick Quote Form Submitted	Page Code / Data Layer			Counter	Always Record Event
113	event10	Site Metrics - > Custom Events - > Custom Events 1- 10 - > Contingency Form Started	Page Code / Data Layer			Counter	Always Record Event
114	event11	Site Metrics - > Custom Events - > Custom Events 11- 20 - > Contingency Form Submitted	Page Code / Data Layer			Counter	Always Record Event

USE BUSINESS REQUIREMENTS

Tie implementation items to business requirements

169	169	169		169	169	125	129	
Req#	Business Requirement	Requirement Category	Owner	Source	Priority	Difficulty	Comments	Variables
109	Ability to view if current visitor is using a Punchout site and which punchout site was being used	Authentication	Joe Smith	Current Implementation	1.00	1 - Easy	Set Punchout event when Punchout is initiated and Punchout Order event at same time as Order. Capture punchout site in eVar	Orders [s.purchase] Punchouts [e2] Punchout Orders [e3] Punchout Site [v61]
21	Ability to view the page type (template) associated with each page view and the order in which visitors traverse page types	Content	Jill Stevens	Current Implementation	1.00	2 - Medium	Capture Page Type/Template in an eVar and sProp	Page Type/Template [v3] Page Type/Template [p3]
14	Ability to view activity by URL	Content	Joe Smith	Current Implementation	1.00	1 - Easy	Capture URL without querystring in eVar and sProp	URL [v2] URL [p2]
15	Ability to view the page name associated with each page view and the order in which visitors traverse pages	Content	Alice Cooper	Current Implementation	1.00	2 - Medium	Capture Pagename in eVar and sProp	Page Name [v1] Pages [s.pagename]
16	Ability to view activity at the various content levels of the website	Content	Maggie Jones	Current Implementation	1.00	2 - Medium	Set Sub-sections in sProps	Site Sections [s.channel] Site Section - Level 2 [p5] Site Section - Level 3 [p6] Site Section - Level 4 [p7]

USE BUSINESS REQUIREMENTS

View implementation status by business requirement

USE BUSINESS REQUIREMENTS

View the implementation status of the same variable across various suites

Events	Name	Site Usage	Overall Status	KN	EM	GF	RX	PS	QU
event1	Registrations Started [e1]	21	32.14%	●	○	●	○		●
event2	Registrations [e2]	21	35.71%	●	○	●	◐		●
event3	Searches [e3]	33	47.73%	●	●	●	●	●	●
event4	Null Searches [e4]	23	35.87%	●	○	●	◐	●	●
event5	Content Views [e5]	28	44.64%	●	●	●	●	●	●
event6	Facet/Filter Searches [e6]	20	41.25%	●	○	●	●		●
event7		0							
event8	Engagement Score [e8]	20	0.00%		○	○	○	○	○
event9	E-mail Alerts [e9]	3	0.00%		○				
event10	Search Result Feature Uses [e10]	18	22.22%	●	○	○	◐	●	○
event11	Social Shares [e11]	17	22.06%	●					○
event12	Saved Searches/Alerts [e12]	15	28.33%	●	●	●	○		○
event13	Search Results Seen [e13]	19	42.11%	●	○	●	●		●
event14	Search Results Presented [e14]	19	38.16%	●	○	●	●		●

TRAIN ON BUSINESS REQUIREMENTS

REQUIREMENT ID: 2

Ability to see "engagement" where "engagement" is defined as numeric values associated with key [product] actions (scoring TBD) by User/Account/Consortium, etc.)

	ELSEVIER PRODUCT [v4]	CONTENT VIEWS [e5] ▼		PAGE VIEW (CUSTOM) [e27]		FULL TEXT HTML VIEWS [e29]	
	1. rx	33,218	61.5%	241,487	82.3%	16,499	72.2%
	2. kn	14,082	26.1%	23,739	8.1%	6,351	27.8%
	3. em	5,241	9.7%	27,827	9.5%	0	0.0%
	4. gf	1,447	2.7%	294	0.1%	0	0.0%
	TOTAL	**53,988**		**293,347**		**22,850**	

	CONSORTIUM|ACCOUNT NUMBER [v16]	FULL TEXT HTML VIEWS [e29] ▼		PDF VIEWS [e30]	
	1. no consortium ID|1-KNOVEL-GUEST-USAGE	1,473	6.4%	0	0.0%
	2. no consortium ID|196461-QATAR-PETROLEUM	446	2.0%	289	5.4%
	3. no consortium ID|26638	374	1.6%	0	0.0%
	4. no consortium ID|52032	327	1.4%	0	0.0%
	5. no consortium ID|278301	313	1.4%	0	0.0%
	6. no consortium ID|262333	291	1.3%	0	0.0%
	7. no consortium ID|53682	273	1.2%	0	0.0%
	8. no consortium ID|53662	272	1.2%	0	0.0%
	9. no consortium ID|53666	271	1.2%	0	0.0%
	10. no consortium ID|56715	268	1.2%	0	0.0%
	11. no consortium ID|32324	188	0.8%	0	0.0%
	12. no consortium ID|70652	181	0.8%	0	0.0%
	13. no consortium ID|161143-INSTITUTION-OF-CHEMICAL-ENGINEERS	175	0.8%	326	6.0%
	14. no consortium ID|10360	175	0.8%	0	0.0%
	15. no consortium ID|260378	171	0.7%	0	0.0%
	16. no consortium ID|262331	166	0.7%	0	0.0%

Reports & Analytics Access

1. Open the report for how you want to break the data down: **Consortium|Account Number [v16], Account Name [v7], User (Entitling) ID [v29], Elsevier Product [v4]**, etc.

2. Add one or more of the following metrics to the report: **Content Views [e5], Engagement Score [e8], Page View (Custom) [e27], Full Text HTML Views [e29], PDF Views [e30], Abstract HTML Views [e33]**, etc.

Example Questions/Analyses

- How do content views vary by product? *View the **Elsevier Product [v4]** report with **Content Views [e5]** as the metric.*
- Do some products have higher PDF usage than others? *View the **Elsevier Product [v4]** report with **PDF Views [e30]** as the metric.*
- Which users view PDFs instead of full text HTML when the option is available? *View the **User (Entitling) ID [v29]** report with **PDF Views [e30]** and **Full Text HTML Views [e29]** as metrics.*

*Note: The core of this requirement was intended to be met through a single score: **Engagement Score [e8]**, which has not been implemented in any products as of the development of this document. What is described here is simply the ability to see any number of engagement actions by product, user, etc.*

CREATE ADVANCED CALC METRICS

Use advanced calculated metrics to track out of stock $$

		Products	Product Views (custom) [e3]		Orders ⑦		Product Out of Stock ▼ [e68]		Out of Stock %	Product Out of Stock Amount [e69]	
	1.	SWE064	877	0.2%	0	0.0%	567	8.8%	64.65%	$6,786	7.8%
	2.	SWU292	306	0.1%	0	0.0%	217	3.4%	70.92%	$1,922	2.2%
	3.	SWP029	280	0.1%	0	0.0%	202	3.1%	72.14%	$2,980	3.4%
	4.	SW1113	268	0.1%	26	0.2%	145	2.3%	54.10%	$348	0.4%
	5.	SW1052	201	0.1%	0	0.0%	140	2.2%	69.65%	$960	1.1%
	6.	SW968	192	0.0%	0	0.0%	140	2.2%	72.92%	$612	0.7%
	7.	SWR049	206	0.1%	1	0.0%	139	2.2%	67.48%	$1,367	1.6%
	8.	SWU339	160	0.0%	0	0.0%	106	1.6%	66.25%	$813	0.9%
	9.	SWU1004	99	0.0%	0	0.0%	86	1.3%	86.87%	$510	0.6%
	10.	SW875	154	0.0%	4	0.0%	85	1.3%	55.19%	$843	1.0%
		TOTAL	384,891		16,215		6,437		1.67%	$87,420	

CREATE ADVANCED CALC METRICS

Look for historical Product View to Order conversion % for each product and if none exists, use general website product view to order conversion %

CREATE ADVANCED CALC METRICS

Use advanced calculated metrics to track out of stock $$

Products	Product Views (custom) [e3]		Orders		Product Out of Stock ▼ [e68]		Out of Stock %	Product Out of Stock Amount [e69]		Out of Stock Amount (WeightedIF)
1. SWE064	877	0.2%	0	0.0%	567	8.8%	64.65%	$6,786	7.8%	$286
2. SWU292	306	0.1%	0	0.0%	217	3.4%	70.92%	$1,922	2.2%	$81
3. SWP029	280	0.1%	0	0.0%	202	3.1%	72.14%	$2,980	3.4%	$126
4. SW1113	268	0.1%	26	0.2%	145	2.3%	54.10%	$348	0.4%	$34
5. SW1052	201	0.1%	0	0.0%	140	2.2%	69.65%	$960	1.1%	$40
6. SW968	192	0.0%	0	0.0%	140	2.2%	72.92%	$612	0.7%	$26
7. SWR049	206	0.1%	1	0.0%	139	2.2%	67.48%	$1,367	1.6%	$7
8. SWU339	160	0.0%	0	0.0%	106	1.6%	66.25%	$813	0.9%	$34
9. SWU1004	99	0.0%	0	0.0%	86	1.3%	86.87%	$510	0.6%	$22
10. SW875	154	0.0%	4	0.0%	85	1.3%	55.19%	$843	1.0%	$22
TOTAL	384,891		16,215		6,437		1.67%	$87,420		$3,683

CREATE ADVANCED CALC METRICS

Use calculated metrics to compute website engagement scores
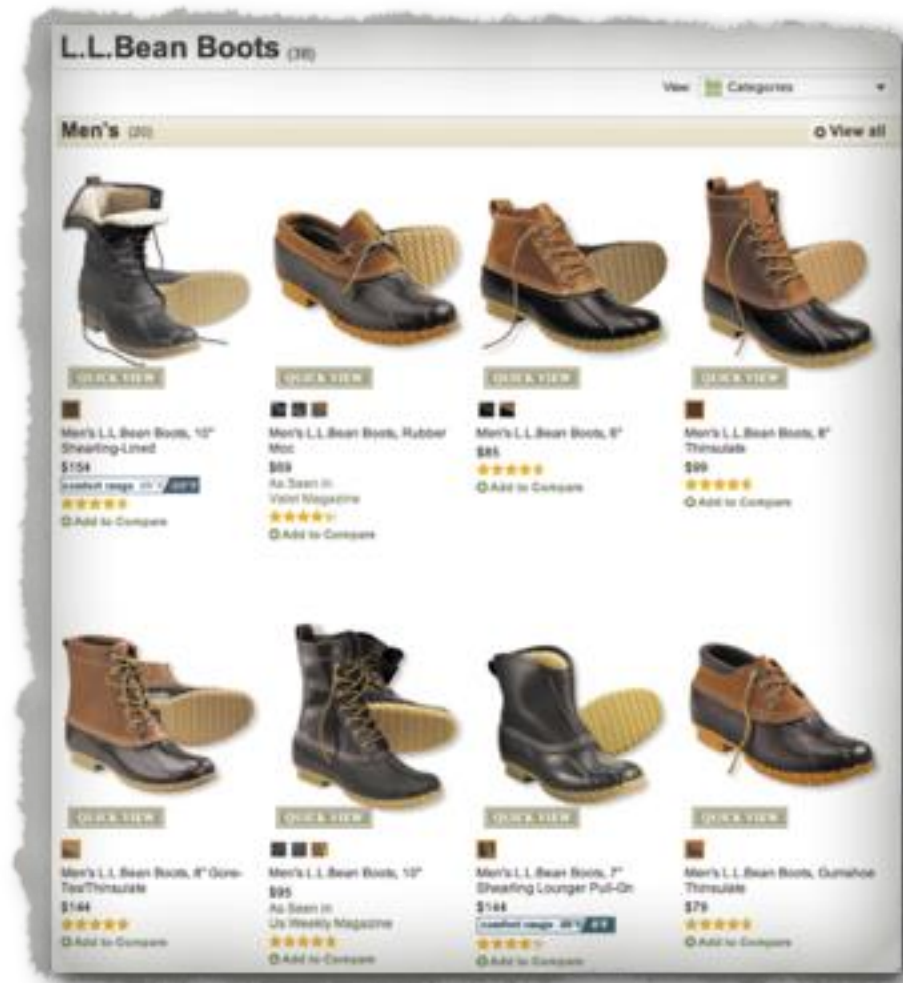
CREATE ADVANCED CALC METRICS

CREATE CLICK-THROUGH RATES

What is the click-through rate for each product on product list pages?

CREATE CLICK-THROUGH RATES

What is the click-through rate for each product on product list pages?

Product Page: 1 / 21 › Rows: 5 1-5 of 101	Product Gridwall Impressions [e20]		Product Gridwall Clicks [e21]		CTR %
	Jan 1 ⬇ 89,932 Dec 31		Jan 1 22,532 Dec 31		25.05%
1. 11345	11,781	13.1%	3,177	14.1%	27.00%
2. 11367	11,511	12.8%	2,569	11.4%	22.00%
3. 12456	10,342	11.5%	2,433	10.8%	24.00%
4. 11426	9,353	10.4%	2,231	9.9%	24.00%
5. 11626	7,464	8.3%	1,645	7.3%	22.00%

CREATE CLICK-THROUGH RATES
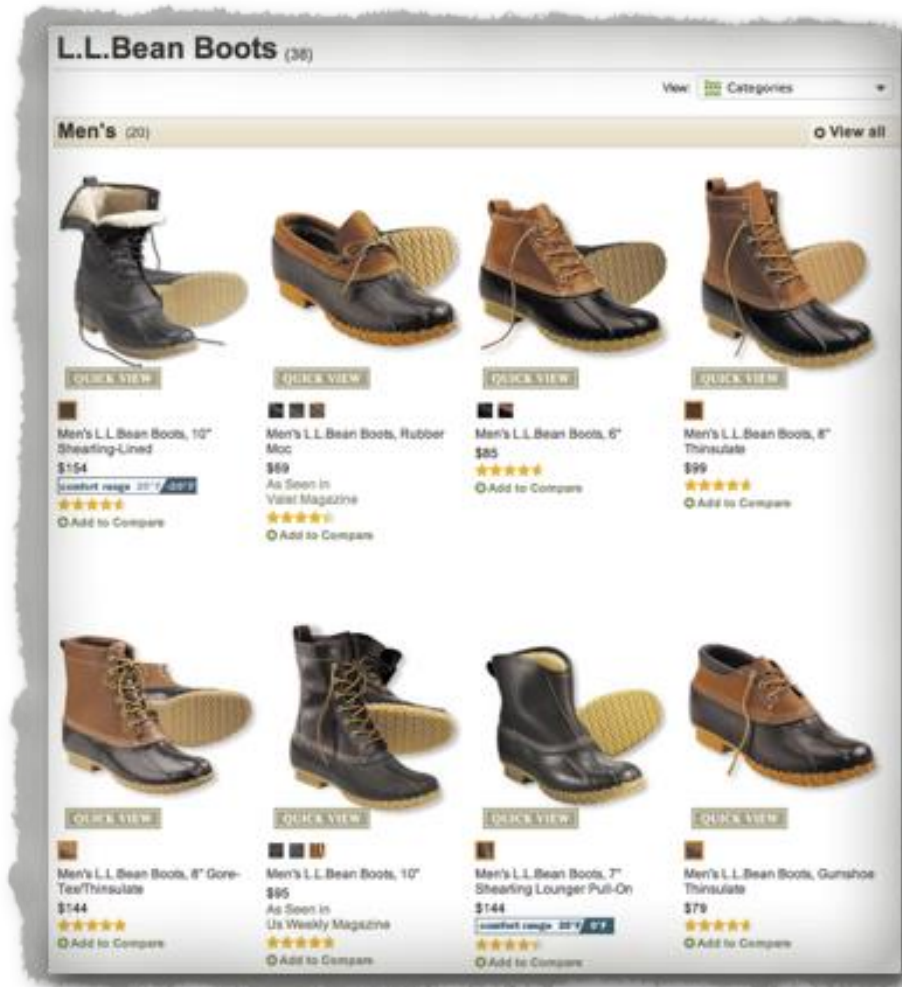
Does product placement matter?

CREATE CLICK-THROUGH RATES

What is the click-through rate for each product on product list pages?

	Product Gridwall Impressions [e20]	Product Gridwall Clicks [e21]	CTR %
Gridwall Placement ⬆ Page: 1 / 6 ❯ Rows: 5 1-5	89,932	22,532	25.05%
1. Row1-Slot1	11,242 12.5%	4,168 18.5%	37.08%
2. Row1-Slot2	11,242 12.5%	3,312 14.7%	29.46%
3. Row1-Slot3	11,242 12.5%	2,817 12.5%	29.46%
4. Row2-Slot1	9,443 10.5%	2,591 11.5%	
5. Row2-Slot2	8,993 10.0%	2,771 12.3%	

		Product Gridwall Impressions [e20]	Product Gridwall Clicks [e21]	CTR %
	Gridwall Placement Page: 1 / 21 ❯ Rows: 5 1-5 of 101	⬇ 89,932	22,532	25.05%
	1. Row1-Slot1	11,242 12.5%	4,168 18.5%	37.08%
	Product ⬆ Page: 1 / 432 ❯ Rows: 5 1-5 of 2,156	11,242	4,168	37.08%
Timpanogos Scarf	1. 11345	3,890 4.3%	1,655 7.3%	42.54%
	2. 11367	3,204 3.6%	1,025 4.5%	31.99%
	3. 12456	1,743 1.9%	609 2.7%	34.94%
	4. 11436	1,068 1.2%	421 1.9%	39.42%
	5. 11389	798 0.9%	225 1.0%	28.20%
	2. Row1-Slot2	11,242 12.5%	3,312 14.7%	29.46%
	Product ⬆ Page: 1 / 390 ❯ Rows: 5 1-5 of 1,946	11,242	3,312	29.46%
Uintas TechX Snow Pants	1. 11426	3,597 4.0%	987 4.4%	27.44%
	2. 11626	1,911 2.1%	480 2.1%	25.12%
	3. 11754	1,799 2.0%	397 1.8%	22.07%
	4. 11654	1,349 1.5%	280 1.2%	20.76%
	5. 11319	787 0.9%	127 0.6%	16.14%

INTEGRATE NON-WEBSITE DATA

Import product returns to get a true picture of revenue

# Generic Data Source (Transaction ID) template file (user: 6				
#	1	Product	Product Return Amount	
Date	transactionID	Product	Event 97	
07/15/2012	1111222	ipod	50.00	

	Products	Revenue ▼ ?		Product Return Amount		Net Revenue
1.	ipod	$100	100.0%	$50	100.0%	$50

INTEGRATE NON-WEBSITE DATA

Import post-website metrics to compliment website metrics

INTEGRATE NON-WEBSITE DATA

Augment online data with data from your back-end

	Product Views [e1]	
Competitive Pricing [v40] Page: 1 / 181 > Rows: 5 1-5 of 9	⬇ 5,000 Aug 1	
1. Product A|30.00|29.50	300	6.0%
2. Product A|30.00|29.75	250	5.0%
3. Product A|29.95|29.50	200	4.0%
4. Product A|29.50|29.50	150	3.0%
5. Product A|29.75|29.50	100	2.0%

Injected by DB Vista

	Product Views [e1]		Orders		Orders/Visit
Competitive Pricing Difference [v40] Page: 1 / 181 > Rows: 5 1-5 of 905	⬇ 5,000 Aug 1		1,100 Aug 1		22.00% Aug 1
1. Product A|+0.50	300	6.0%	51	4.6%	17.00%
2. Product A|+0.25	250	5.0%	46	4.2%	18.00%
3. Product A|+0.45	200	4.			
4. Product A|Same Price	150	3.			
5. Product A|-0.25	100	2.			

SAINT Classifications

	Product Views [e1]		Orders		Orders/Visit
Macro Pricing Difference [v40] Page: 1 / 181 > Rows: 5 1-5 of 905	⬇ 20,000 Aug 1		4,000 Aug 1		20.00% Aug 1
1. +0.50	1,200	6.0%	176	4.4%	15.00%
2. +0.25	1,000	5.0%	156	3.9%	16.00%
3. +0.45	800	4.0%	140	3.5%	18.00%
4. Same Price	600	3.0%	124	3.1%	21.00%
5. -0.25	400	2.0%	128	3.2%	32.00%

INTEGRATE NON-WEBSITE DATA

Use meta-data to connect digital analytics data to data from your CRM/EDW

- Allows you to segment on CRM/EDW data!

CREATE AVERAGES

Title

Average Search Position

Description

Format

Decimal

Decimal Places

2

Show Upward Trend As

Good (Green)

Tags

Add Tags

Summary

Search Position ÷ Internal Search Clicks
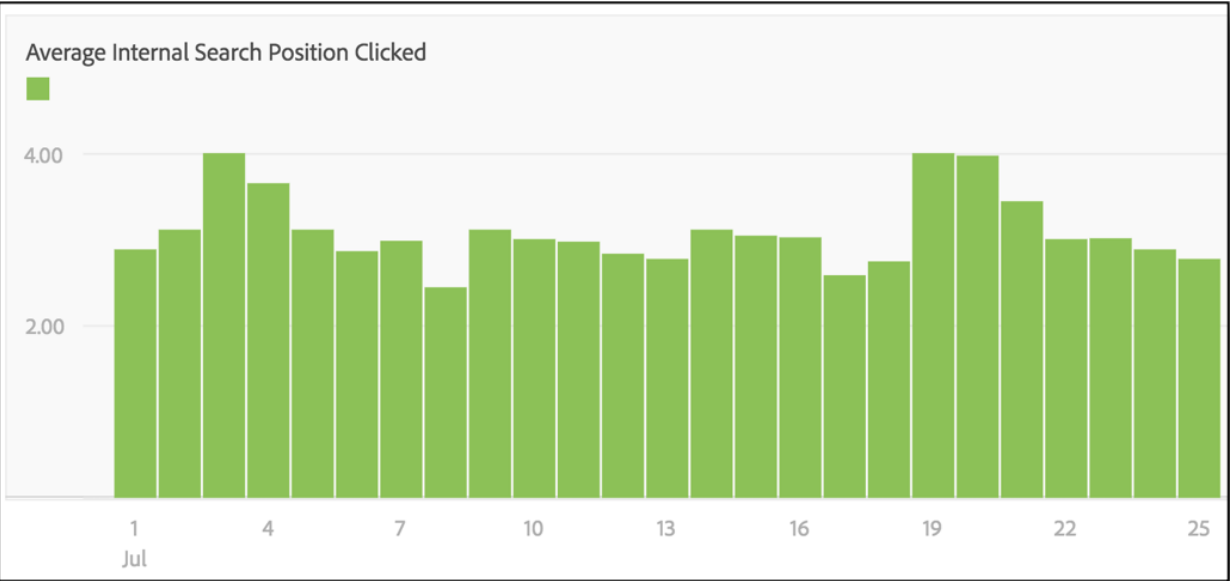
Definition

Search Position

÷ ▼

Internal Search Clicks

	Internal Search Result Clicks [e3]		Internal Search Position Clicked [e84]		Average Internal Search Position Clicked
Internal Search Phrase [v3] Page: 1 / 34 › Rows: 5 1-5 of 166	Aug 1 ⬇ **20,000**		Aug 1 Aug 31 **60,000**		Aug 1 Aug 31 **3.00**
1. coats	4,260	21.3%	9,900	16.5%	2.32
2. shoes	3,740	18.7%	12,300	20.5%	3.29
3. jeans	3,140	15.7%	5,940	9.9%	1.89
4. shirts	2,080	10.4%	9,360	15.6%	4.50
5. pants	1,440	7.2%	5,190	8.6%	3.60

Average Internal Search Position Clicked

4.00

2.00

1   4   7   10   13   16   19   22   25
Jul

CREATE AVERAGES

Page Name	Page Load Time (Seconds)		Page Load Time Denominator		Average Page Load Time
Page: 1 / 31 › Rows: 5 1-5 of 155	↓ 205,000,000 Jan 7		110,000,000 Jan 7 Jan 12		1.864 Jan 7 Jan 12
1. Page A	8,405,000	4.1%	4,950,000	4.5%	1.698
2. Page B	2,870,000	1.4%	1,210,000	1.1%	2.372
3. Page C	1,845,000	0.9%	990,000	0.9%	1.864
4. Page D	1,025,000	0.5%	770,000	0.7%	1.331
5. Page E	820,000	0.4%	660,000	0.6%	1.242

TRACK FORM ERRORS

Which form fields are causing visitors to encounter form issues?

FORM FIELD FALLOUT

TRACK PRODUCT CROSS-SELL

From What Product (v7)	Cart Additions	
1. Unspecified	1,098,151	97.4%
2. H6923	228	0.0%
3. H6434	298	0.0%
4. F5788	229	0.0%
5. G8025	130	0.0%

Products ;G0212;;; eVar7=H6434

TRACK PRODUCT CROSS-SELL

TRACK PRODUCT CROSS-SELL

Viewed Property	Booked Property	61,627
First Looked Property	Reservation Property Code	Bookings
ATL	ATL	4,838
BAC	BAC	4,011
SAC	SAC	3,355
FLV	FLV	3,021
CLV	CLV	2,760
BLV	BLV	2,720
CAC	CAC	2,595
PLV	PLV	2,589
RLV	RLV	2,138
CHE	CHE	1,552
HLT	HLT	1,533

TRACK PRODUCT CROSS-SELL

Booking Property (Bookings)

Viewed Property ↓

	LAS	RLV	FLV	PLV	BLV	CLV	BAC	CAC	ATL	SAC	TAH	REN	HLT	GTU	UTU	STU	NOR	GBI	AKC	LAD	UBC	RIN	JOL
LAS	73%	1%	3%	1%	2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
RLV	2%	90%	2%	2%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
FLV	2%	0%	69%	1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
PLV	1%	1%	2%	74%	3%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
BLV	2%	0%	2%	2%	78%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%
CLV	1%	1%	2%	3%	1%	84%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
LVM	19%	6%	19%	17%	14%	11%	0%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	0%	1%	0%	0%	1%	1%
BAC	0%	0%	0%	0%	0%	0%	72%	3%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
CAC	0%	0%	0%	0%	0%	0%	4%	70%	2%	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ATL	0%	0%	0%	0%	0%	0%	2%	3%	80%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
SAC	0%	0%	0%	0%	0%	0%	2%	2%	1%	71%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ACM	0%	0%	0%	0%	0%	0%	19%	22%	15%	19%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
TAH	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	91%	2%	11%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
REN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	97%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
HLT	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	7%	1%	88%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
GTU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	76%	7%	9%	0%	0%	0%	0%	0%	0%	0%
UTU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	66%	9%	0%	0%	0%	0%	0%	0%	0%
STU	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	60%	0%	0%	0%	0%	0%	0%	0%
NMM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	18%	25%	22%	0%	0%	0%	0%	0%	0%	0%
NOR	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	89%	2%	0%	0%	0%	0%	0%
GBI	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	92%	0%	0%	0%	0%	0%
GCM	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	9%	6%	0%	1%	0%	0%	0%
AKC	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	98%	0%	0%	0%	0%
LAD	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	40%	2%	0%	0%
UBC	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	58%	97%	0%	0%
RIN	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	98%	0%
JOL	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	99%

INTEGRATE VOICE OF CUSTOMER

Net Promoter Score (NPS)

DETRACTORS	PASSIVES	PROMOTERS
0 1 2 3 4 5 6	7 8	9 10
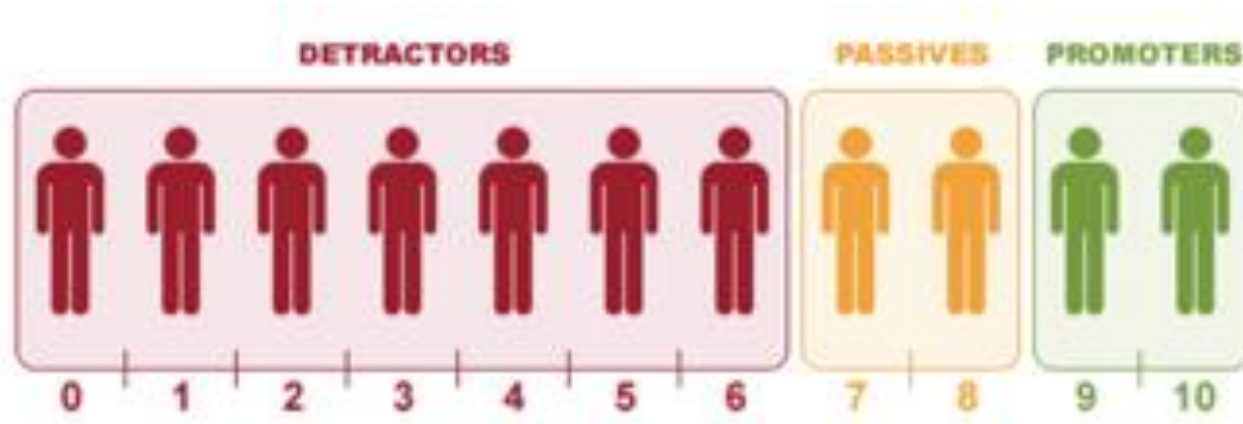
$$\text{Net Promoter Score} = \frac{\text{Number of Promoters} - \text{Number of Detractors}}{\text{Total Number of Responses}} \times 100$$

How likely are you to recommend Analytics Demystified to a friend?

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Not likely at all   Extremely likely

🔥 Not using Hotjar yet?   Send ›

INTEGRATE VOICE OF CUSTOMER

Net Promoter Score (NPS)

INTEGRATE VOICE OF CUSTOMER

Net Promoter Score (NPS)

INTEGRATE VOICE OF CUSTOMER

INTEGRATE VOICE OF CUSTOMER

Add session replay ID's so you can view recordings of sessions meeting specific criteria via segmentation

PRODUCTS VIEWED TOGETHER

Capture Product/SKU ID as
visitors view product pages and
view in pathing report
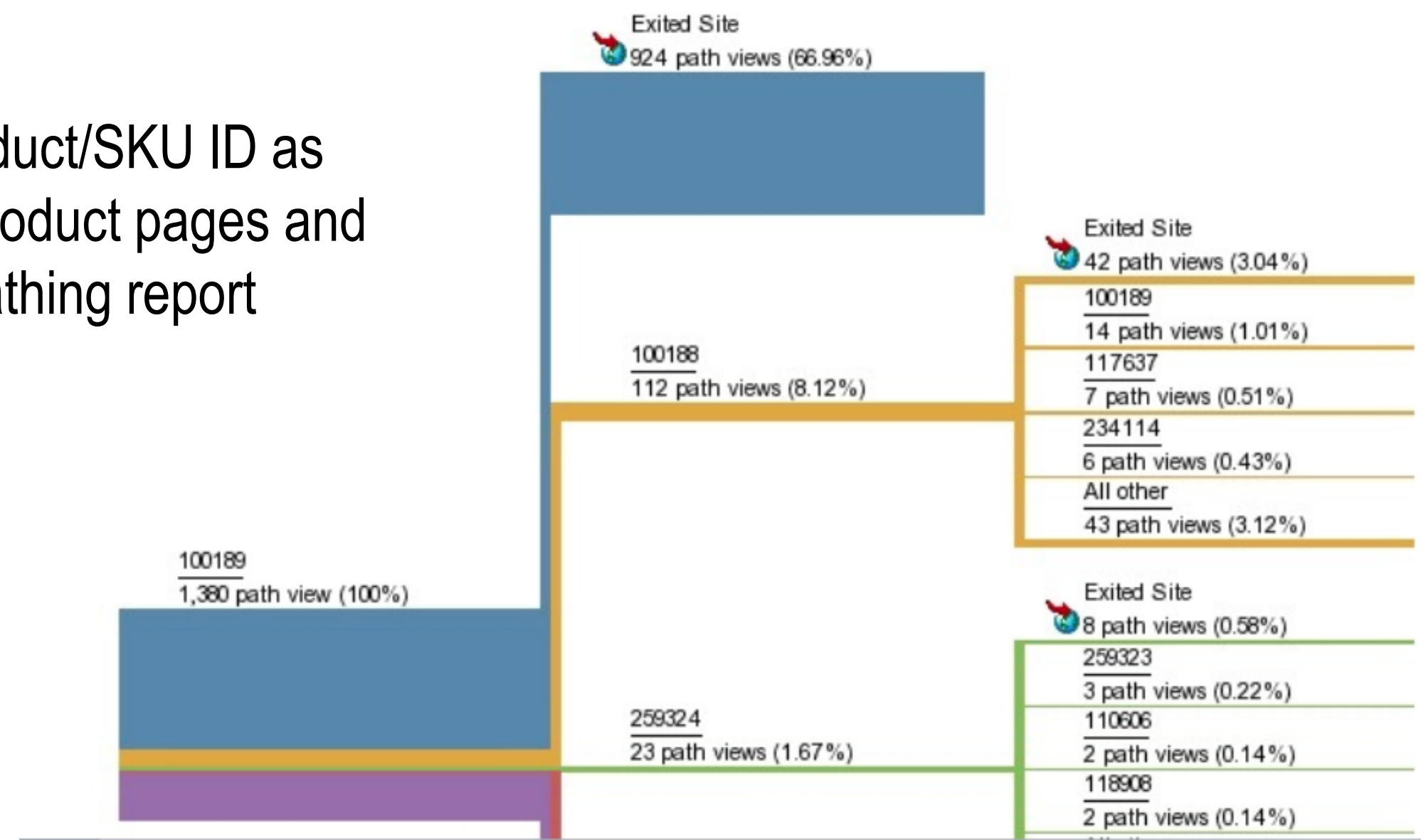
PRODUCTS ADDED TO CART TOGETHER

Capture Product/SKU ID as visitors add products to cart and view in pathing report

Showing Paths containing: 110684
Compare to Report Suite: None
Compare to Segment: None
Path Length: All
Percent Shown as: Number | Graph
Include Current Data: Yes | No

Site Path

1. Entered Site
   A 110684
   Exited Site

2. Entered Site
   A 110684
   B 110675
   C 114954
   D 110676
   Exited Site

3. Entered Site
   A 110684
   D 110676
   Exited Site

4. Entered Site
   D 110676
   A 110684
   Exited Site

PRODUCTS PURCHASED TOGETHER

Concatenate any Products that are purchased together to look for potential cross-sell opportunities

Products	Orders
Page: 1 / 21 › Rows: 5 1-5 of 101	Jan 7 ... Jan 12 ↓ 5,000
1. Product A|Product B	125 2.5%
2. Product A|Product C	120 2.4%
3. Product B|Product C|Product D	105 2.1%
4. Product X|Product Y	93 1.9%
5. Product A|Product X|Product Z	87 1.7%

Tip:
Store in alphanumeric order to reduce cardinality

USE ANY DATA YOU CAN GET!

Demandbase Company (v6)	Visits ▼ ⑦		Blog Post Views (e3)	
1. Adobe Systems Inc	2,940	0.0%	2,293	0.0%
2. Eclerx Services Ltd	848	0.0%	778	0.0%
3. TATA Consultancy Services Ltd	728	0.0%	447	0.0%
4. Accenture Services PVT Ltd	670	0.0%	548	0.0%
5. Cognizant Technology Solutions India PVT Ltd	657	0.0%	536	0.0%
6. Deloitte Services LP	532	0.0%	332	0.0%
7. Adobe Systems Software Ireland Ltd	449	0.0%	453	0.0%
8. IBM Corporation	438	0.0%	190	0.0%
9. Accenture LLP	420	0.0%	223	0.0%
10. Sapient Corporation Pte. Ltd - Noida	382	0.0%	373	0.0%

USE ANY DATA YOU CAN GET!

Demandbase Company (v6) by Blog Post Title (v5)	Visits		Blog Post Views (e3)	
1. Adobe Systems Inc	**2,940**		**2,293**	
1. Adam Greco:Reenergizing Your Web Analytics Program & Implementation	218	7.4%	143	6.2%
2. Adam Greco:Money Left on the Table	58	2.0%	45	2.0%
3. Adam Greco:Product Cross-Sell [SiteCatalyst]	20	0.7%	45	2.0%
4. Adam Greco:Revenue Bands [SiteCatalyst]	51	1.7%	39	1.7%
5. Eric Peterson:Average Cost per Visit	71	2.4%	38	1.7%
6. Adam Greco:Venn Diagram in Analysis Workspace	10	0.3%	33	1.4%
7. Eric Peterson:The Evolving Tag Management Marketplace	45	1.5%	32	1.4%
8. Eric Peterson:Google Analytics Intelligence Feature is Brilliant!	3	0.1%	26	1.1%
9. Adam Greco:Time Zone Trick [SiteCatalyst]	52	1.8%	26	1.1%
10. Tim Wilson:Big Data without Digital Insight Management Is a Big Hot Mess	8	0.3%	25	1.1%

LEVERAGE SEGMENTATION

Awareness

👤 **VISITOR**
  👤 **VISITOR**
    Visits is greater than 1
    - OR -
  ☐ **HIT**
    Blog Post Title [v5] contains Adam Greco:
    - AND -
    Blog Post Views [e3] is greater than 1

Intent

    ━ ....
    Blog Post Views [e3] is greater than 2
    - AND -
    Blog Post Title [v5] contains Adam Greco:

- AND -
👤 **VISITOR**
  Page = adobe-analytics-top-gun-training/
  - OR -
  Page = technicalimplementation/need-a-checkup-the-doctor-is-in/
  - OR -
  Page = services/adobe-analytics-implementation/adobe-analytics-audi
  - OR -

Consideration
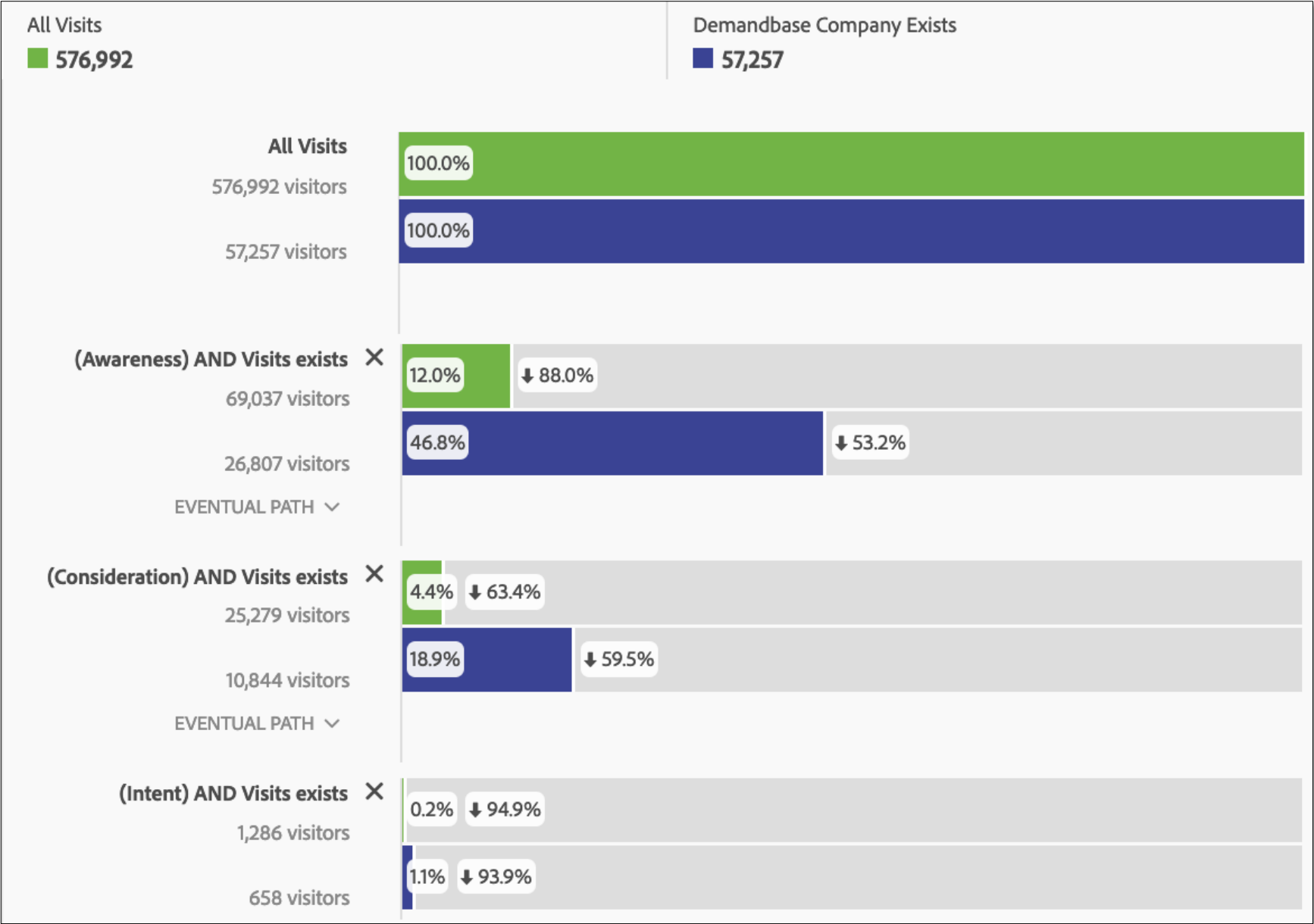
👤 **VISITOR**
  👤 **VISITOR**
    Visits is greater than 2
    - OR -
  ☐ **HIT**
    Blog Post Views [e3] is greater than 2
    - AND -
    Blog Post Title [v5] contains Adam Greco:
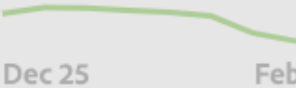
LEVERAGE SEGMENTATION

All Visits
🟩 **576,992**

Demandbase Company Exists
🟦 **57,257**

All Visits
576,992 visitors
100.0%
100.0%
57,257 visitors

(Awareness) AND Visits exists ✕
69,037 visitors
12.0% ⬇88.0%
46.8% ⬇53.2%
26,807 visitors
EVENTUAL PATH ⌄

(Consideration) AND Visits exists ✕
25,279 visitors
4.4% ⬇63.4%
18.9% ⬇59.5%
10,844 visitors
EVENTUAL PATH ⌄

(Intent) AND Visits exists ✕
1,286 visitors
0.2% ⬇94.9%
1.1% ⬇93.9%
658 visitors

LEVERAGE SEGMENTATION

Demandbase Company [v6]	Awareness Flow - Demandbase Company Exists	Consideration Flow - Demandbase Company Exists	Intent Flow - Demandbase Company Exists	Intent Passion!
	Unique Visitors	Unique Visitors	Unique Visitors	
Page: 1 / 264 › Rows: 50 1-50 o	26,807	10,844	↓ 658	2.45%
1. American Express Com...	43	25	8	18.60%
2. UnitedHealthcare Inc	93	40	7	7.53%
3. The Vanguard Group Inc	72	38	7	9.72%
4. Red Hat Inc	41	22	6	14.63%
5. Build.com Inc	19	13	6	31.58%

SHOW FINANCIAL IMPACT

What if you captured how much $$ was added to the cart/checkout and compared it to actual revenue?

Product Page: 1 / 21 › Rows: 5 1-5 of 101	$$ Added to Cart [e101]		$$ Added to Checkout [e102]		Revenue		Revenue/$$ Added to Cart [e101]
	↓ $19,246,108		$13,083,489		$1,016,444		5.28%
1. Timberline GTX Boots	$4,099,421	21.3%	$2,969,952	22.7%	$202,272	19.9%	4.93%
2. Wasatch Xtreme Parka	$3,599,022	18.7%	$2,682,115	20.5%	$184,993	18.2%	5.14%
3. Cobalt Canyon Tent	$3,021,639	15.7%	$2,119,525	16.2%	$173,812	17.1%	5.75%
4. Wasatch Xtreme Skis	$2,001,595	10.4%	$1,373,766	10.5%	$112,825	11.1%	5.64%
5. Salt City Cyclone	$1,597,427	8.3%	$955,095	7.3%	$98,595	9.7%	6.17%

SHOW FINANCIAL IMPACT

You: *Only ~ 5% of $ added to the cart is being purchased!!*

Exec: *Meh…*
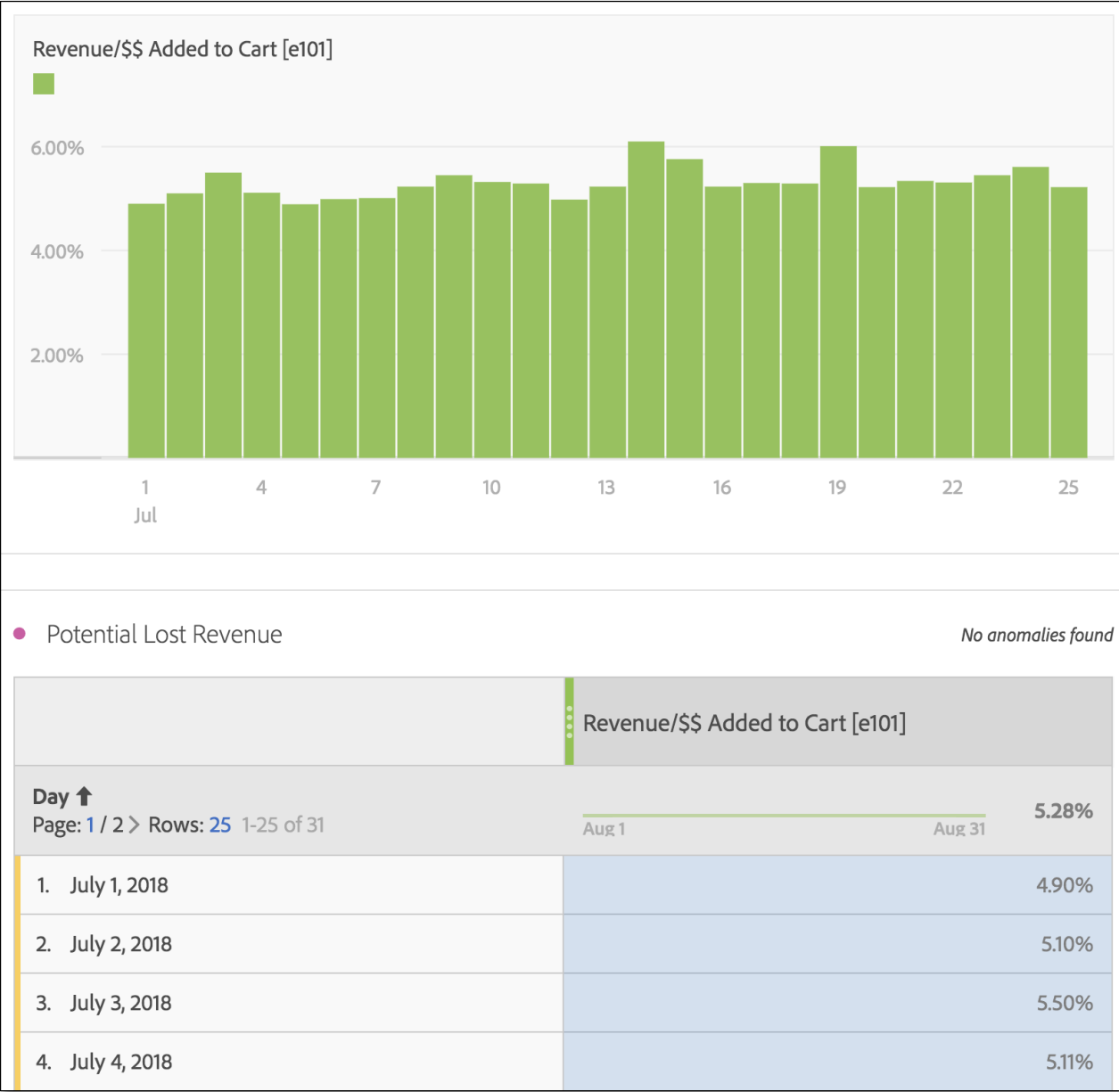
SHOW FINANCIAL IMPACT

You: *We are leaving $18 million in the cart!!*

Exec: *Holy Crap!! What resources can I give you to get more of that purchased??*

Product Page: 1 / 21 > Rows: 5 1-5 of 101	$$ Added to Cart [e101]		Revenue	
	Jan 1 ↓ $19,246,108		Jan 1 $1,016,444	
1. Timberline GTX Boots	$4,099,421	21.3%	$202,273	19.9%
2. Wasatch Xtreme Parka	$3,599,022	18.7%	$184,993	18.2%
3. Cobalt Canyon Tent	$3,021,639	15.7%	$173,812	17.1%
4. Wasatch Xtreme Skis	$2,001,595	10.4%	$112,825	11.1%
5. Salt City Cyclone	$1,597,427	8.3%	$98,595	9.7%