



MY FAVORITE IMPLEMENTATION TIPS & TRICKS

Adam Greco
Senior Partner
Analytics Demystified



ADAM GRECO

Employee #165 @ Omniture

Helped build US & EMEA consulting practice @ Omniture

Associated with 1,000+ Adobe Analytics implementations

Senior Director of Web Analytics @ Salesforce.com

Senior Partner @ Analytics Demystified

Author of Adobe Analytics book

Digital Analytics Association Board Member



USE BUSINESS REQUIREMENTS

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

3	Variable	Report Name	Code Scope	Implementation Notes	Type	Serialization
4	Predefined events					
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]

View implementation status by business requirement

MASTER					ARMS	Clinical Key	Dorlands	Ebscerv E-Book	Health & Medicine	Marketing Sites	Patient Engagement	Performance Manager	Pharmacology	VirtualE	Student Consult	Expert Consult	Clinical Key	eCommerce Asia	Custom Patient Education Manager	Sherpath	Sim Chart	Sim Office	Medical Encoder	Knovel	Embase	Gesfacets	Rxnavy	Pedway Studies	Qeios	Pharma Profiles	EngVillage	Evide	Mendeley	E-PIC	Pure	Science Direct	SciVal	Scopus	HHUB	SSRN	DataSearch			
	# of Req's				40	78	66	29	69	42	37	45	48	45	6	62	85	54	43	6	5	5	5	90	73	84	89	64	73	82	54	36	36	34	48	43	33	62	24	28	30			
	Req % Complete + as name - % + as number - %				65%	64%	18%	83%	8%	10%	38%	69%	38%	42%	83%	19%	7%	7%	9%	100%	100%	0%	0%	0%	90%	59%	79%	53%	77%	66%	37%	89%	67%	81%	65%	81%	84%	79%	87%	71%	71%	63%		
	205	197	204		82%	69%	39%	72%	49%	48%	41%	72%	47%	48%	90%	21%	0%	0%	0%	100%	100%	0%	0%	91%	55%	76%	76%	77%	73%	40%	89%	74%	84%	71%	86%	84%	81%	88%	69%	71%	67%			
Req	Business Requirement	Requirement Category	SharedProduct-Spec	Site Usage	ABM	CI	DI	E	HM	M	PE	PM	CP	VT	ST	EX	CI	AS	CPERM	EU	SI	SO	MF	KI	EN	GI	RI	FS	QT	PP	EY	EV	MT	M	PR	ST	SV	SC	HF	SR	DS			
1	Ability to see the total time spent in product by visitors in the product (by User, Account,Consortium, etc...)	01 - Engagement	Shared	51	83%	100%	100%	100%	56%	19%	19%	100%	50%	100%	100%	100%	0%	0%	0%	100%	100%	0%	0%	100%	100%	97%	100%	100%	100%	100%	100%	100%	56%	100%	81%	100%	100%	100%	88%	100%	100%	63%		
2	Ability to see "engagement" where "engagement" is defined as numeric values associated with key [product] actions (scoring TBD) by User/Account/Consortium, etc...	01 - Engagement	Shared	18										17%		17%	0%							100%	33%	50%	46%	33%	83%	38%					100%	100%								
3	Ability to see how many Visits, Unique Visitors and Page Views occur on the site	01 - Engagement	Shared	39	100%	100%						100%	100%				0%	0%	0%					100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
4	Ability to assign an "engagement" score to each visitor and see how scores impact KPIs	01 - Engagement	Shared	16												0%								0%	0%	0%	0%	0%	0%	0%		0%							25%					
5	Ability to see [product] engagement by date, time of day and day of week	01 - Engagement	Shared	45	100%	100%	75%	100%	75%	75%	100%	100%	100%	100%		0%	0%			0%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
6	Ability to see a high-level view of KPI usage (i.e. in what sequence are visitors completing various product KPIs)	01 - Engagement	Shared	18		0%	0%			0%						0%		0%						0%	0%	0%	75%	0%	100%	0%														
7	Ability to see how many past content items (within session, lifetime) has the current visitor viewed prior to completing KPIs in the current	01 - Engagement	Shared	18		100%			75%															100%	100%	100%	100%	100%	100%	100%	100%	100%				100%			100%					
8	Ability to see how long (i.e. days) it has been since the visitor was last in the product	01 - Engagement	Shared	39	100%	50%	75%	100%	75%	75%	100%	100%	100%	100%		0%	0%			0%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
9	Ability to see the Visit Number associated with the visit and website KPIs	01 - Engagement	Shared	42	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
10	Ability to see from which Countries, Cities, etc. are visits coming (based upon current IP)	01 - Engagement	Shared	42	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
11	Ability to view product engagement based upon days before renewal date	01 - Engagement	Shared	15	88%	100%						100%	88%											100%	100%	100%	100%	100%		100%														
12	Ability to see what % of pages visitors view (including scrolling) by page	01 - Engagement	Shared	41	100%	75%	75%	100%	75%	75%	75%	100%	100%	100%		50%	0%	0%	0%	0%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
527	Ability to see what % of total possible users have logged-in during a specified time frame	01 - Engagement	Shared	38	100%	100%	100%	100%			100%	100%	100%	100%		100%	100%	100%	100%	100%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

MASTER					ARMS	Clinical Key	Dorlands	Ebscerv E-Book	Health & Medicine	Marketing Sites	Patient Engagement	Performance Manager	Pharmacology	VirtualE	Student Consult	Expert Consult	Clinical Key	eCommerce Asia	Custom Patient Education Manager	Sherpath	Sim Chart	Sim Office	Medical Encoder	Knovel	Embase	Gesfacets	Rxkeys	Pedway Studies	Qeios	Pharma Profiles	EngVillage	Evise	Mendeley	E-PIC	Pure	Science Direct	SciVal	Scopus	HHUB	SSRN	DataSearch		
	# of Req's				40	78	66	29	69	42	37	45	48	45	6	62	85	54	43	6	5	5	5	90	73	84	89	64	73	82	54	36	36	34	48	43	33	62	24	28	30		
	Req % Complete + as name - % + as number - %				65%	64%	18%	83%	8%	10%	38%	69%	38%	42%	83%	19%	7%	7%	9%	100%	100%	0%	0%	0%	90%	59%	79%	53%	77%	66%	37%	89%	67%	81%	65%	81%	84%	79%	87%	71%	71%	63%	
	205	197	204		82%	69%	39%	72%	49%	48%	41%	72%	47%	48%	90%	21%	0%	0%	0%	100%	100%	0%	0%	91%	55%	76%	76%	77%	73%	40%	89%	74%	84%	71%	86%	84%	81%	88%	69%	71%	67%		
Req	Business Requirement	Requirement Category	SharedProduct-Spec	Site Usage	ABM	CI	DI	E	HM	M	PE	PM	CP	VT	ST	EX	CI	AS	CPERM	EU	SI	SO	MF	KI	EN	GI	RI	FS	QT	PP	EY	EV	MT	M	PR	ST	SY	SC	HF	SR	DS		
1	Ability to see the total time spent in product by visitors in the product (by User, Account,Consortium, etc...)	01 - Engagement	Shared	51	83%	100%	100%	100%	56%	19%	19%	100%	50%	100%	100%	100%	0%	0%	0%	100%	100%	0%	0%	100%	100%	97%	100%	100%	100%	100%	100%	100%	56%	100%	81%	100%	100%	100%	88%	100%	100%	63%	
2	Ability to see "engagement" where "engagement" is defined as numeric values associated with key [product] actions (scoring TBD) by User/Account/Consortium, etc...	01 - Engagement	Shared	18										17%		17%	0%							100%	33%	50%	46%	33%	83%	38%				100%	100%								
3	Ability to see how many Visits, Unique Visitors and Page Views occur on the site	01 - Engagement	Shared	39	100%	100%						100%	100%				0%	0%	0%					100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
4	Ability to assign an "engagement" score to each visitor and see how scores impact KPIs	01 - Engagement	Shared	16												0%								0%	0%	0%	0%	0%	0%	0%		0%						25%					
5	Ability to see [product] engagement by date, time of day and day of week	01 - Engagement	Shared	45	100%	100%	75%	100%	75%	75%	100%	100%	100%	100%		0%	0%		0%					100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
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7	Ability to see how many past content items (within session, lifetime) has the current visitor viewed prior to completing KPIs in the current	01 - Engagement	Shared	18		100%			75%															100%	100%	100%	100%	100%	100%	100%	100%	100%				100%			100%				
8	Ability to see how long (i.e. days) it has been since the visitor was last in the product	01 - Engagement	Shared	39	100%	50%	75%	100%	75%	75%	100%	100%	100%	100%		0%	0%		0%					100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
9	Ability to see the Visit Number associated with the visit and website KPIs	01 - Engagement	Shared	42	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
10	Ability to see from which Countries, Cities, etc. are visits coming (based upon current IP)	01 - Engagement	Shared	42	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
11	Ability to view product engagement based upon days before renewal date	01 - Engagement	Shared	15	88%	100%						100%	88%											100%	100%	100%	100%	100%		100%													
12	Ability to see what % of pages visitors view (including scrolling) by page	01 - Engagement	Shared	41	100%	75%	75%	100%	75%	75%	75%	100%	100%	100%	100%		50%	0%	0%	0%				100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	50%	
527	Ability to see what % of total possible users have logged-in during a specified time frame	01 - Engagement	Shared	38	100%	100%	100%	100%			100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

- 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.
- 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	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. SWB75	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 %

Summary

(fx if (logical_test Or value_if_true POoSA[] x (Or ÷ PV[]) value_if_false POoSA[] x (Or ÷ PV[])))

Definition

IF (logical_test, value_if_true, value_if_false) ⓘ

logical_test

Orders

value_if_true

Product Out of Stock Amount [e69]

X v

Orders

÷ v

Product Views (custom) [e3]

value_if_false

Product Out of Stock Amount [e69]

X v

Total Orders

÷ v

Total Product Views (custom) [e3]

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 78%	\$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

The screenshot displays a configuration interface for a calculated metric. On the left, a sidebar shows the metric's title, description, format, and summary. The main area is divided into a 'Definition' section and a 'Preview' section. The 'Definition' section shows the logic for the metric, which is an IF statement based on '1st Time Visits'. The 'Preview' section shows the resulting values for the metric across different data points.

Title: Website Score
Description:
Format: Decimal
Tags: Add Tags
Summary: fx (logical_test, LTV, Vi) value_if_true ((R, 1) x 1)
Definition:

IF (logical_test, value_if_true, value_if_false) ⓘ

logical_test
1st Time Visits ⓘ
Visits

value_if_true

- Product Page Views [e13]
1
- 50% Product Video View [e14]
3
- Product Pricing Tab View [e15]
6
- Lead Form Completion [e16]
15

Visits

value_if_false

- Product Page Views [e13]
1.5
- 50% Product Video View [e14]
4.5
- Product Pricing Tab View [e15]
9
- Lead Form Completion [e16]
22.5

Visits

Preview:

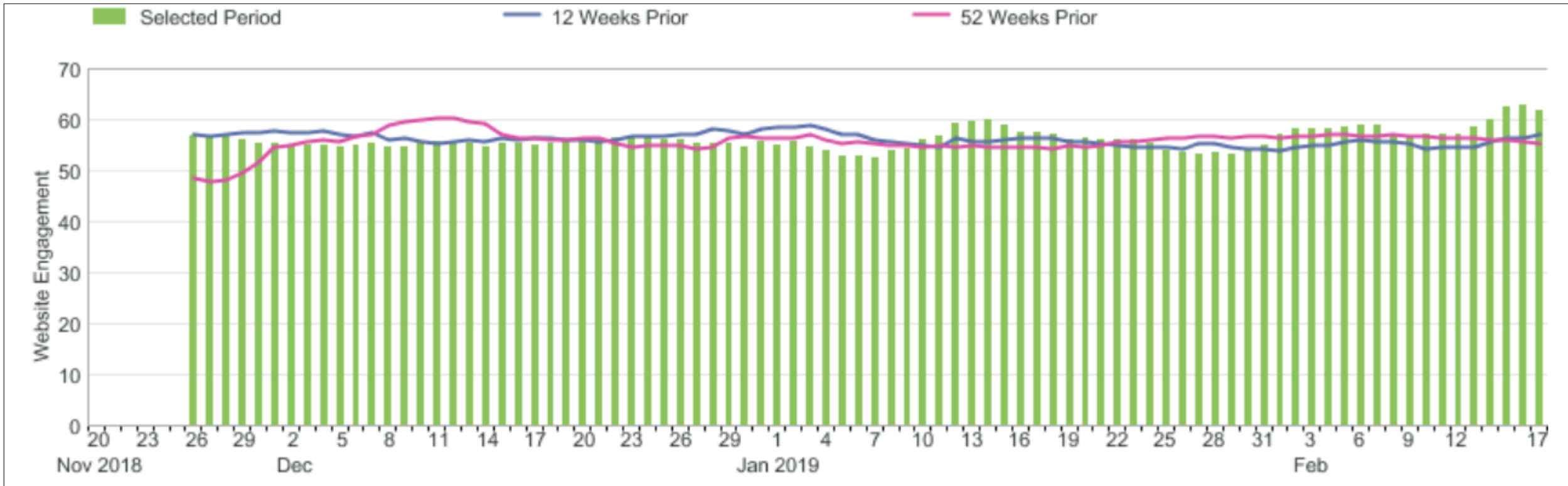
Website Score
11.00
10.50
10.20

June 2015

September 2015

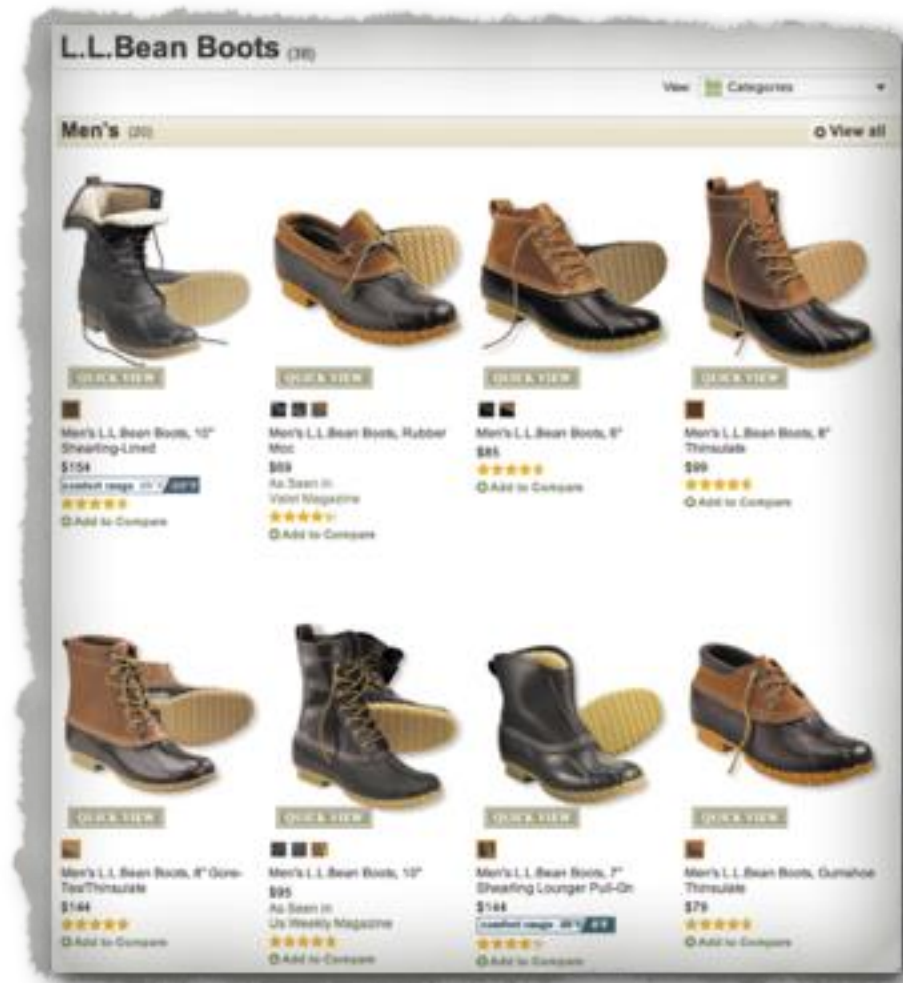
Compatibility: Used Data

CREATE ADVANCED CALC METRICS



CREATE CLICK-THROUGH RATES

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



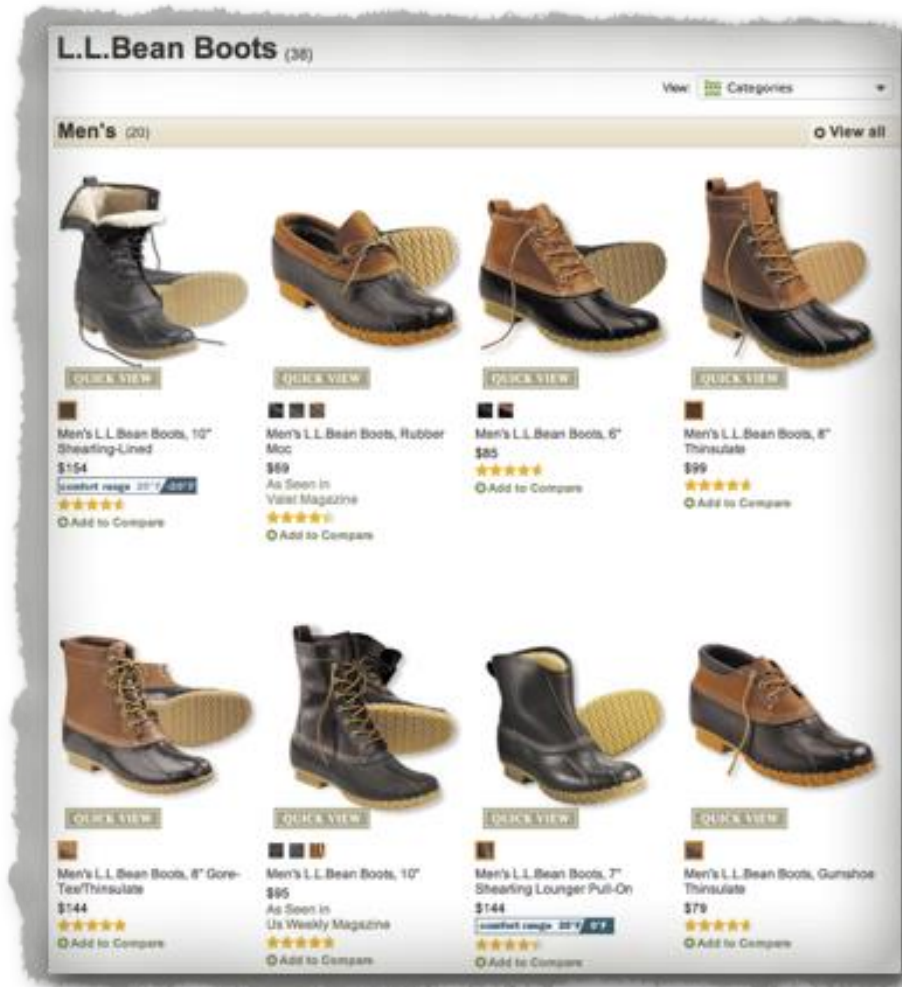
CREATE CLICK-THROUGH RATES

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

	Product Gridwall Impressions [e20]	Product Gridwall Clicks [e21]	CTR %
<div>Product</div> <div>Page: 1 / 21 > Rows: 5 1-5 of 101</div>	<div>Jan 1</div> <div>Dec 31</div> <div>↓ 89,932</div>	<div>Jan 1</div> <div>Dec 31</div> <div>22,532</div>	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	Sep 1 89,932	Sep 1 22,532	Sep 1 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%	
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	Jan 1 Dec 31 ↓ 89,932	Jan 1 Dec 31 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	Jan 1 Dec 31 11,242	Jan 1 Dec 31 4,168	37.08%
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	Jan 1 Dec 31 11,242	Jan 1 Dec 31 3,312	29.46%
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: 63)




#	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

# Generic Data Source (Transaction ID) template file (use			
#	1	Product	Recurring Rev
Date	transactionID	Product	Event98
09/15/2018	123456789	Sales Cloud	1000.00





		Revenue	Recurring Revenue	Net Revenue
Products Page: 1 / 177 > Rows: 5 1-5 of 885		↓ \$2,000,000 Aug 1	\$5,000,000 Aug 1 Aug 31	 \$7,000,000 Aug 1 Aug 31
1.	Sales Cloud	\$500,000 25.0%	\$1,250,000 25.0%	\$1,750,000 25.0%
Last Touch Marketing Channel ↑ Page: 1 / 6 > Rows: 5 1-5 of 26		\$972,750 Aug 1	\$2,414,000 Aug 1 Aug 31	 \$3,384,918 Aug 1 Aug 31
1.	Paid Search	\$250,000 12.5%	\$607,500 12.2%	\$857,500 12.3%
2.	Display Advertising	\$112,500 5.6%	\$248,375 5.0%	\$360,875 5.2%
3.	SEO	\$62,250 3.1%	\$178,125 3.6%	\$240,375 3.4%
4.	Email	\$32,500 1.6%	\$91,250 1.8%	\$123,750 1.8%
5.	Social	\$15,500 0.8%	\$38,750 0.8%	\$54,250 0.8%
2.	Service Cloud	\$250,000 12.5%	\$750,000 15.0%	\$1,000,000 14.3%
Last Touch Marketing Channel ↑ Page: 1 / 5 > Rows: 5 1-5 of 25		\$486,400 Aug 1	\$1,342,918 Aug 1 Aug 31	 \$1,827,694 Aug 1 Aug 31
1.	Paid Search	\$118,750 5.9%	\$390,000 7.8%	\$508,750 7.3%
2.	Display Advertising	\$57,750 2.9%	\$95,491 1.9%	\$153,241 2.2%
3.	SEO	\$25,275 1.3%	\$46,253 0.9%	\$71,528 1.0%

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 5			
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]		 ↓ 5,000		 1,100		 22.00%	
Page: 1 / 181 > Rows: 5 1-5 of 905		Aug 1		Aug 1		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	4.0%			Product View	
4. Product A Same Price		150	3.0%			Macro Pricing Difference [v40]	
5. Product A -0.25		100	2.0%			Page: 1 / 181 > Rows: 5 1-5 of 905	
						 Aug 1	
				1. +0.50		120	

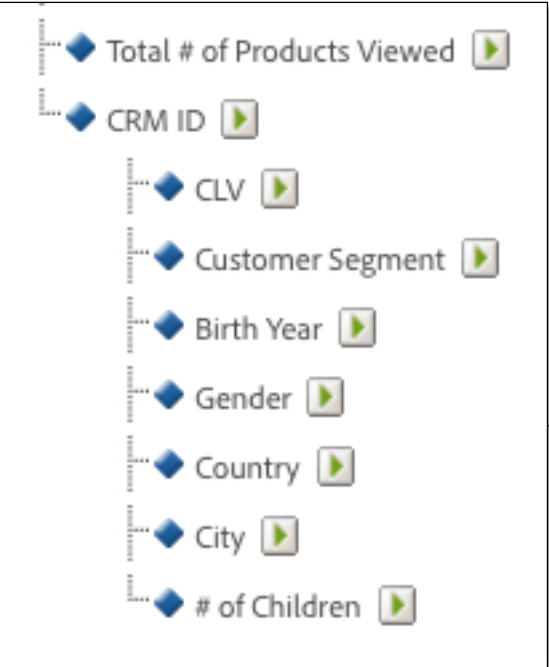
SAINT Classifications

	Product Views [e1]	Orders	Orders/Visit
Macro Pricing Difference [v40]	 ↓ 20,000	4,000	20.00%
Page: 1 / 181 > Rows: 5 1-5 of 905	Aug 1	Aug 1	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!



<div>Claravine Demo</div> <div>Submit Codes</div>									
CRM TEAM > CRM TEMPLATE									
	SUB...	CRM ID	CLV	CUSTOMER SEGMENT	BIRTH YEAR	GENDER	COUNTRY	CITY	# OF CHILDREN
	<small>Pattern</small>	<small>Text</small>	<small>Text</small>	<small>Text</small>	<small>Date</small>	<small>Text</small>	<small>Text</small>	<small>Text</small>	<small>Text</small>
1	*	1234	\$150	Price-conscious	1970	F	Canada	Edmonton	0
2	*	5678	\$3532	Luxury	1954	M	United States	Los Angeles	3
3	*	3453	\$900	Mid-scale	1980	F	France	Nice	2
4	*	7457	\$180	Price-conscious	1990	M	United States	Minneapolis	0

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

🔗

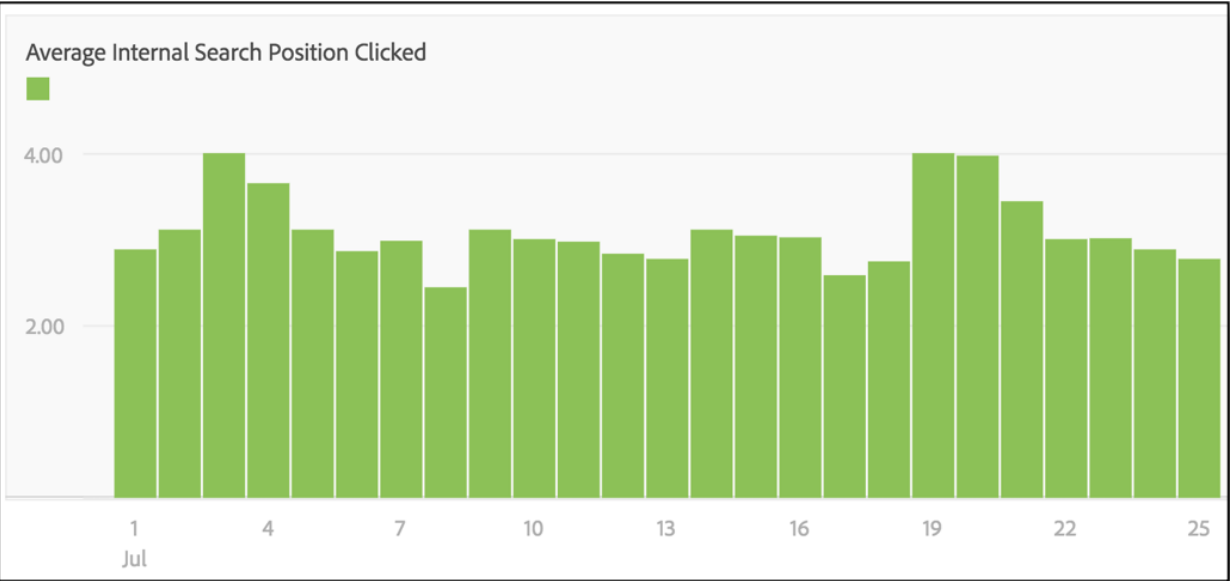
Search Position

÷

🔗

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 60,000	Aug 1 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



CREATE AVERAGES

	Page Load Time (Seconds)	Page Load Time Denominator	Average Page Load Time
<div>Page Name</div> <div>Page: 1 / 31 > Rows: 5 1-5 of 155</div>	<div>↓ 205,000,000</div> <div>Jan 7</div>	<div>110,000,000</div> <div>Jan 7Jan 12</div>	<div>1.864</div> <div>Jan 7Jan 12</div>
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?

Get a FREE 30-day trial

Please fill in all fields.

Please fill out the highlighted fields

First name ✓

Last name ✓

Email




username (?)

Job title ✓

Phone

Company ✓

Employees ✓

		Form Errors [e89]	
Form ID [v90]		 ↓ 2,583,047	
Page: 1 / 177 > Rows: 5 1-5 of 885		Aug 1	
1. freetrial:111		670,000	25.9%
Tim Wilson:Excel Dropdowns Done Ri...	Form Field Errors [list1] ↑	 670,000	
	Page: 1 / 6 > Rows: 5 1-5 of 26	Aug 1	
	1. phone	231,820	37.3%
	2. email	190,950	30.7%
	3. username	103,850	16.7%
	4. zipcode	63,650	10.2%
	5. msa	54,940	8.8%
2. freetrial:101		621,985	24.1%
Excel Dynamic Named Ra...	Form Field Errors [list1] ↑	 621,985	
	Page: 1 / 5 > Rows: 5 1-5 of 25	Aug 1 Aug 31	
	1. phone	401,180	64.5%
	2. username	78,370	12.6%
	3. email	61,577	9.9%

FORM FIELD FALLOUT

GET THE FREE E-BOOK

* First name

Adam

* Last name

Greco

* Work email

adam@analyticsdemystified.com

* Work phone

* Company

* Department

-- Please Select --

* Job role

-- Please Select --

* Country

-- Please Select --


DOWNLOAD NOW


Form Field Name (v32) = RespondedToCampaign:viewed	12,100 visitors	100.0%	
Form Field Name (v32) = RespondedToCampaign:c_firstname	13,373 visitors	11.0%	↓ 89.0%
Form Field Name (v32) = RespondedToCampaign:c_lastname	11,828 visitors	9.8%	↓ 11.6%
Form Field Name (v32) = RespondedToCampaign:c_emailaddress	10,659 visitors	8.8%	↓ 9.9%
Form Field Name (v32) = RespondedToCampaign:c_busphone	9,643 visitors	8.0%	↓ 9.5%
Form Field Name (v32) = RespondedToCampaign:c_company	7,891 visitors	6.5%	↓ 18.2%
Form Field Name (v32) = RespondedToCampaign:c_department1	6,842 visitors	5.6%	↓ 13.3%
Form Field Name (v32) = RespondedToCampaign:c_job_role1	6,660 visitors	5.5%	↓ 2.7%
Form Field Name (v32) = RespondedToCampaign:c_country	4,487 visitors	3.7%	↓ 32.6%
Form Field Name (v32) = RespondedToCampaign:succes	4,405 visitors	3.6%	↓ 1.8%

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



central shirt in gabriel stripe
item h6434
\$69.50
★★★★★
[read reviews](#) | [write a review](#)
COLOR: deep navy

SIZE:

xx-small x-small small medium
large x-large xx-large





QUANTITY:

1

ADD TO BAG

ADD TO WISHLIST

SHARE THIS ITEM

PRODUCT DETAILS


Effortless and cool, our best-selling shirred shirt has an easy, slightly oversized fit. A feminine take on a classic striped button-down.

- Slightly oversized fit.
- Rayon.
- Hand wash.
- Import.


SHIPPING & RETURNS

Free shipping and free returns exclusively for [Madewell Insiders](#) (hi there, risk-free try-ons). *For complete details, see our [Shipping Policy](#) and [Return Policy](#).


YOU MIGHT ALSO LOVE...




QUICK SHOP
14k gold-filled hoop earrings
\$32.00



QUICK SHOP
central shirt in pure white
\$65.00



QUICK SHOP
central shirt in stripe
\$69.50



QUICK SHOP
courten shirt in alldwin stripe
\$72.00

TRACK PRODUCT CROSS-SELL




Harrah's Resort Atlantic City Rate Calendar

★★★★☆ 7.8 | 15,134 Reviews

777 Harrah's Blvd , Atlantic City , NJ 08401



Hotel Highlights

-  In Room WiFi
-  Pool access
-  Fitness center

[See all hotel details](#)

Save with special promotions and packages!

To ensure you get the lowest rate possible, a special, limited-time discount has been automatically applied.



[View all promotions and packages.](#)



Bayview Tower |
Premium | 1 King
| Non-Smoking

[Room Details](#)



Marina Tower |
Deluxe | Two
Queens | Non-
Smoking

[Room Details](#)



Waterfront Tower
| Luxury | 1 King |
Non-Smoking

[Room Details](#)



Waterfront Tower
| Luxury | 1 King |
Smoking

[Room Details](#)



Waterfront Tower
| Luxury | Two
Queens | Non-
Smoking

[Room Details](#)



Waterfront Tower
| Luxury | Two
Queens |
Smoking

[Room Details](#)



TRACK PRODUCT CROSS-SELL

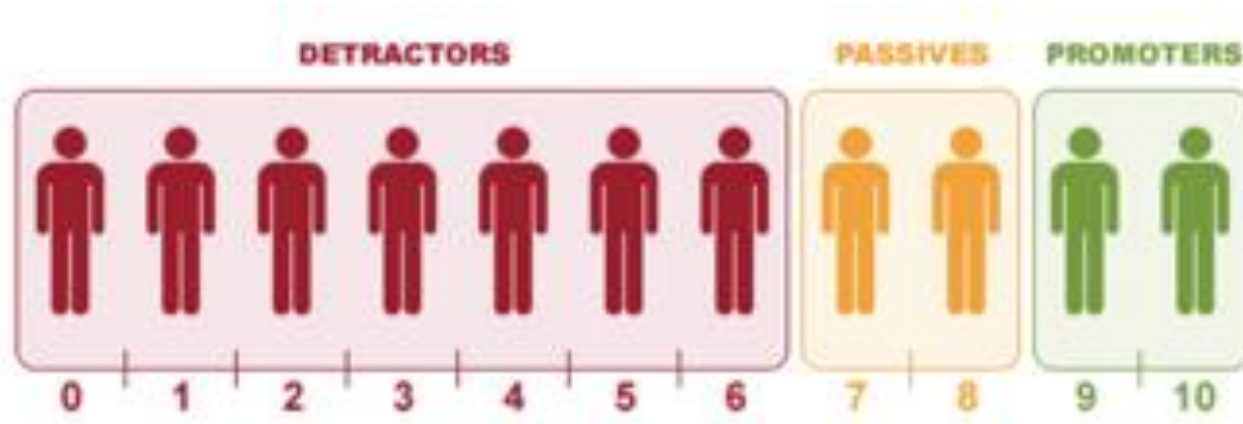
Viewed Property	Booked Property	61,627
First Looked Property	Reservation Property Code	Bookings
ATL	ATL	4,838
BAC	BAC	4,011
SAC	SAC	3,355
FLV	FLV	3,021
CLV	CLV	2,760
BLV	BLV	2,720
CAC	CAC	2,595
PLV	PLV	2,589
RLV	RLV	2,138
CHE	CHE	1,552
HLT	HLT	1,533

TRACK PRODUCT CROSS-SELL

18.45%		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%	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%	0%
	LVM	19%	6%	19%	17%	14%	11%	0%	0%	0%	0%	1%	0%	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%	0%
	CAC	0%	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%	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%	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%	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%	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%	0%	97%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
	HLT	0%	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%	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%	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%	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%	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%	0%	89%	2%	0%	0%	0%	0%	0%
	GBI	0%	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%	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%	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%	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%	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%	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%	0%	99%	

INTEGRATE VOICE OF CUSTOMER

Net Promoter Score (NPS)



$$\text{Net Promoter Score} = \frac{\text{Number of Promoters} - \text{Number of Detractors}}{\text{Total Number of Responses}} \times 100$$

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)

Summary

$$\left(\left(\text{Promoters} \right) - \left(\text{Detractors} \right) \right) \div \text{NPS Submissions [e20]} \times 100$$

Definition

+ Add

+ Add

+ Add

+ Add

ⓘ Promoters ⓘ

NPS Submissions [e20]

ⓘ Detractors ⓘ

NPS Submissions [e20]

÷

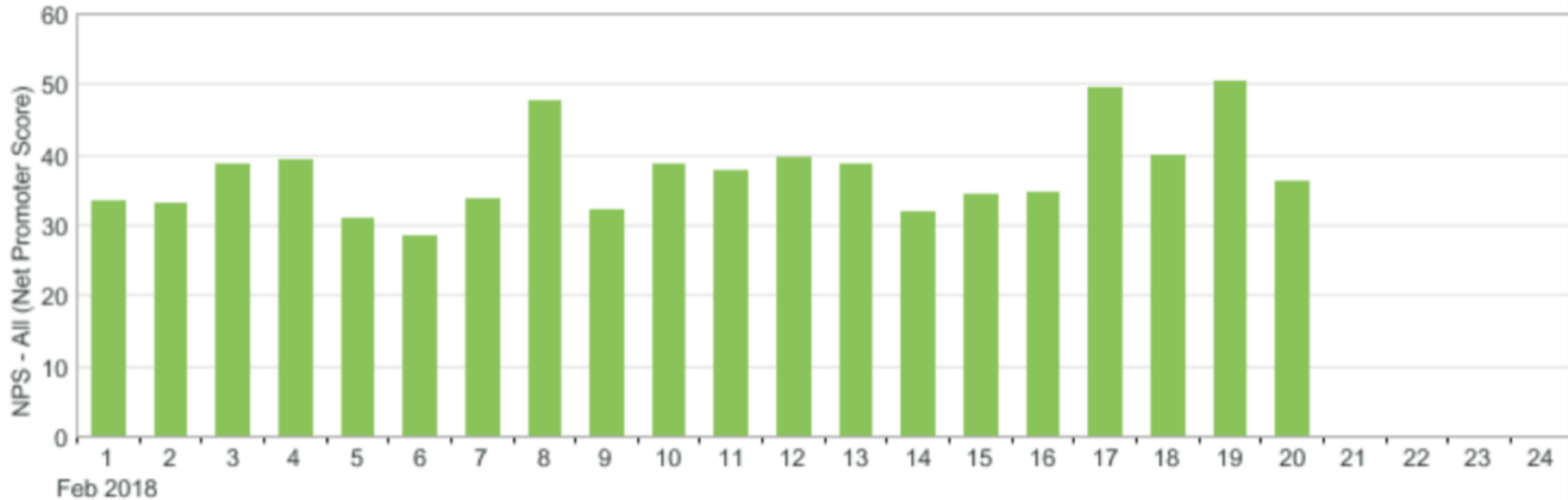
NPS Submissions [e20]

×

100

INTEGRATE VOICE OF CUSTOMER

Net Promoter Score (NPS)



NPS - All (Net Promoter Score) Report | All Visits (No Segment) | February 2018 (1 Feb 2018 - 28 Feb 2018) | Graph generated by Adobe Analytics at 9:15 PM CET, 20 Feb 2018

INTEGRATE VOICE OF CUSTOMER

Products

Brands

Deals

Services

Account

Shopping History

Order Status

Save


Great deals on unlocked phones. Plus, save up to \$100 with qualified activation. SAMSUNG NOKIA LG Shop now

Best Buy > TV & Home Theater > TVs > All Flat-Screen TVs

Sharp - 50" Class - LED - 2160p - Smart - 4K UHD TV with HDR Roku TV

Model: LC-50LBU591U SKU: 5746805

★★★★★ 4.6 (2,948 Customers) 450 Answered Questions



Home

My Feed

Movie Store

TV Store

News

Search

Streaming Channels

Settings

Cable box

Game console

Antenna

NETFLIX

hulu

YouTube

HBO NOW

ESPN

pandora

View more

Roku TV Testimonials

Safely Unbox Your Sharp TV

In-Home Advisor Angelica Fonseca

PRICE MATCH GUARANTEE

\$279.99 or \$46.67/mo.*

On Sale

Save \$100

Was \$379.99

suggested payments with 6-Month Financing Show me how >

Free 30 days of Sling TV

Open-Box: from \$212.99

Geek

Protect your product

Learn about Standard Protection Plans

2 Years \$39.99

5 Years \$59.99

No plan selected

Professional Services

Showing options for 60015

☐ TV Connect and Setup 50" and Smaller \$99.99

As soon as Tomorrow. What's Included?

☐ Premium TV Mounting (TV Connect and Setup Included) \$199.99

As soon as Tomorrow. What's Included?

FREE Shipping: Get it by Wed, Feb 20

Need it installed? Delivery + Installation as soon as Tue, Feb 19 in 60015.

Want it today? Pick it up at Northbrook.

Add to Cart

Build A Bundle

Save for Later

☐ Compare

Screen Size Class: ⓘ

32"

40"

43"

50"

55"

People ultimately bought

LG - 50" Class - LED - UK6090PUA Series - 2160p - Smart - 4K On Sale: \$329.99

Samsung - 50" Class - LED - NU6900 Series - 2160p - \$329.99

Toshiba - 50" Class - LED - 2160p - Smart - 4K UHD TV with HDR \$299.99

Sharp - 55" Class - LED - 2160p - Smart - 4K UHD TV with HDR \$399.99

TCL - 49" Class - LED - 4 Series - 2160p - Smart - 4K UHD TV \$279.99

Sharp - 58" Class - LED - 2160p - Smart - 4K UHD TV with HDR On Sale: \$379.99

Show less

Not sure which one is right for you?

Let's find the perfect TV >

INTEGRATE VOICE OF CUSTOMER

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

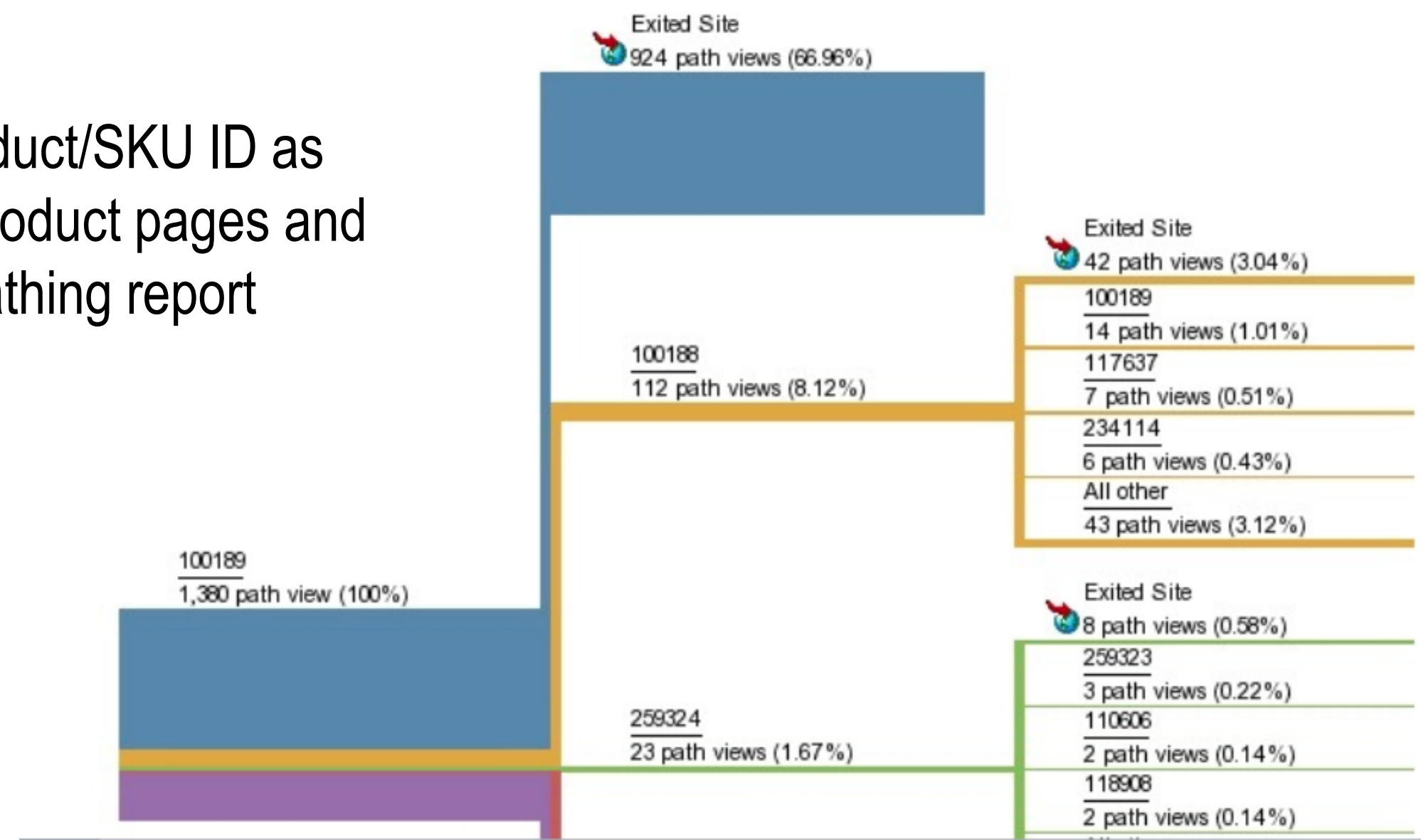
The screenshot shows the Adobe Experience Cloud interface with the 'Decibel Insight' extension installed. The 'Extensions' tab is active, and a search for 'decibel' has been performed. The search results show the 'Decibel' extension (v1.0.3) with a 'Configure' button. The interface also includes tabs for Overview, Rules, Data Elements, Adapters, Environments, and Publishing.

Decibel Session ID [v20] Y(advanced)		
Page: 1 / 13 > Rows: 50 1-50 of 616		
1. di-244604-5B29FA5C97AFAE8986C4AA135D5293856E		
2. di-244604-4D81F46BE045AE8904C6AA135D52AE921A		
3. di-244604-BAA44AC4FCBBAE89938FAA135D53585E3E	3	0.0%
4. di-244604-4D81F46BB2A6AE895EB0AA135D53B6D94F	2	0.0%
5. di-244604-DF28FAC09B70AE890AEBAA135D538DE637	2	0.0%

The screenshot shows the Adobe Experience Cloud Segmentation Builder interface. The 'Title' field is 'Visits with More Than \$300 Cart Add Revenue, But No Purchase'. The 'Description' field is empty. The 'Definitions' section shows a rule for 'Cart Add Potential Revenue' is greater than 300. The rule is defined as 'And' of '(Orders exists)' and 'Orders exists'.

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.	<div>Entered Site</div> <div>110684</div> <div>Exited Site</div>
2.	<div>Entered Site</div> <div>110684</div> <div>110675</div> <div>114954</div> <div>110676</div> <div>Exited Site</div>
3.	<div>Entered Site</div> <div>110684</div> <div>110676</div> <div>Exited Site</div>
4.	<div>Entered Site</div> <div>110676</div> <div>110684</div> <div>Exited Site</div>

PRODUCTS PURCHASED TOGETHER

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

		Orders	
Products		Jan 7Jan 12	
Page: 1 / 21 > Rows: 5 1-5 of 101		↓ 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 ▼ ⓘ		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 -

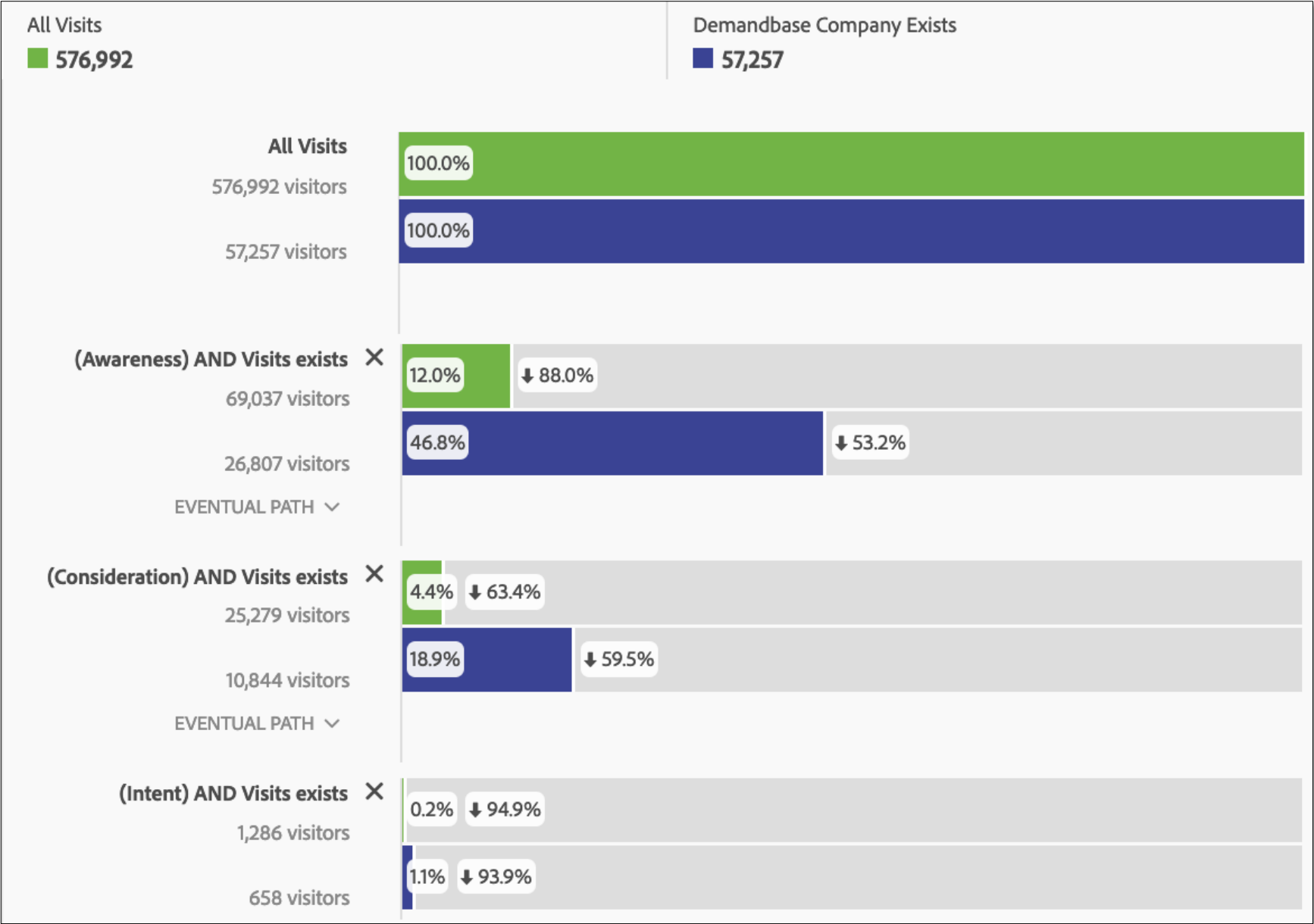
☐ **HIT**

Blog Post Views [e3] is greater than 2



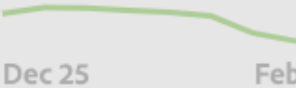

- AND -

Blog Post Title [v5] contains Adam Greco:

LEVERAGE SEGMENTATION







LEVERAGE SEGMENTATION

	Awareness Flow - Demandbase Company Exists	Consideration Flow - Demandbase Company Exists	Intent Flow - Demandbase Company Exists	Intent Passion!
	Unique Visitors	Unique Visitors	Unique Visitors	
Demandbase Company [v6] Page: 1 / 264 > Rows: 50 1-50	 Dec 25 Feb 16	 Dec 25 Feb 16	 Dec 25 Feb 16	 Dec 25 Feb 16
	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

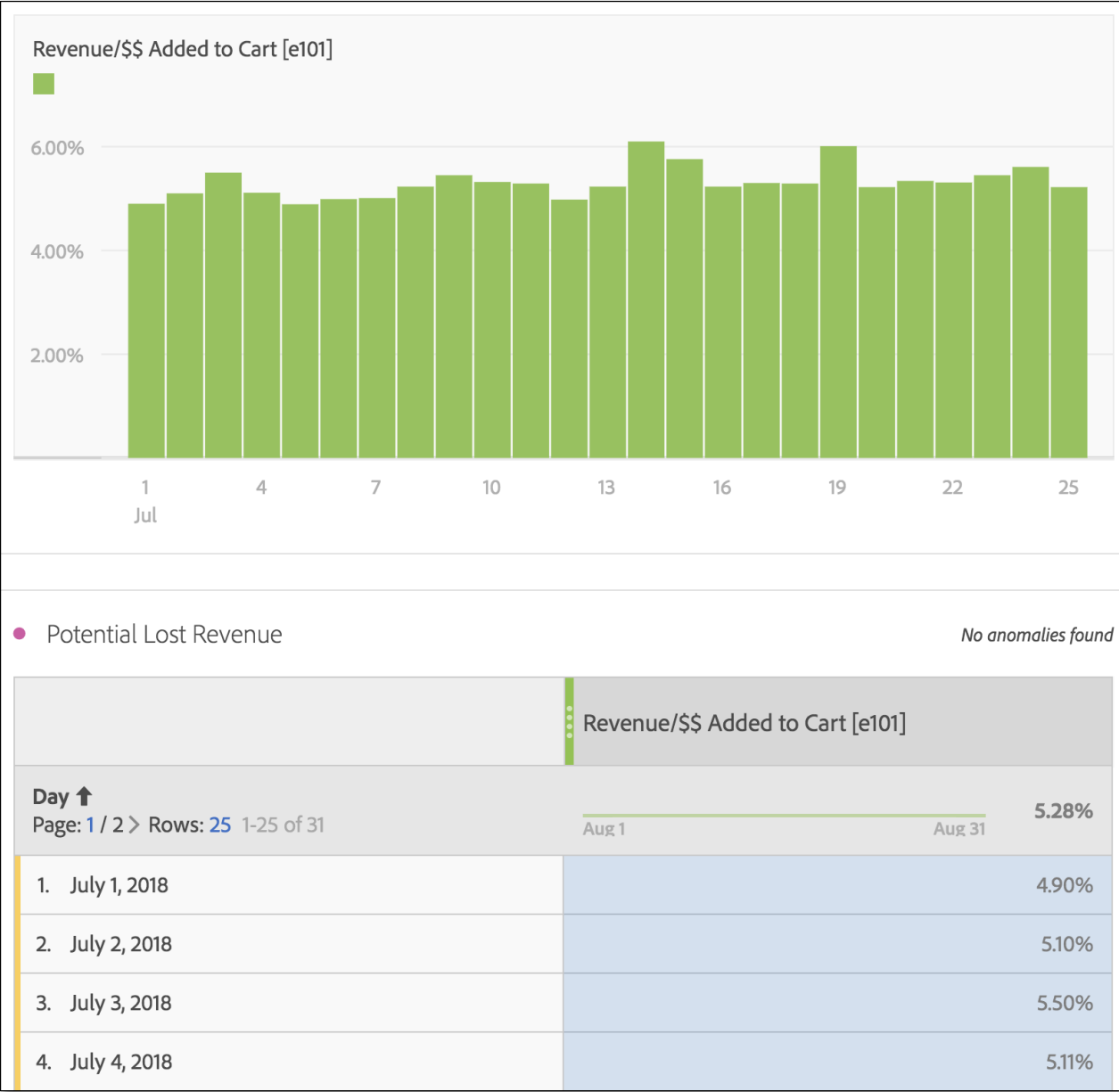
What if you captured how much \$\$ was added to the cart/checkout and compared it to actual revenue?

	⋮ \$\$ Added to Cart [e101]	⋮ \$\$ Added to Checkout [e102]	⋮ Revenue	⋮ Revenue/\$\$ Added to Cart [e101]
Product Page: 1 / 21 > Rows: 5 1-5 of 101	 Jan 1 ↓ \$19,246,108	 Ja \$13,083,489	 Jan 1 \$1,016,444	 Jan 1 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??*

	\$\$ Added to Cart [e101]	Revenue
Product Page: 1 / 21 > Rows: 5 1-5 of 101	 ↓ \$19,246,108	 \$1,016,444
1. Timberline GTX Boots	\$1,099,421 21.3%	\$202,272 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%
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5. Salt City Cyclone	\$1,597,427 8.3%	\$98,595 9.7%

Adam Greco

Senior Partner

Analytics Demystified

adam@analyticsdemystified.com

[@adamgreco](#)

