VISTA Rules

Visitor Identification, Segmentation and Transformation Architecture (VISTA) is a server-side approach to populating report variables. VISTA uses visitor segmentation rules to create real-time segmentation of all online data. These rules enable you to alter or segment data in nearly any way that you choose, without the need for implementing complex logic on your site. An unlimited number of visitor segmentation rules can be defined with VISTA.

For example, suppose you want to segment traffic where eVar1 = "News" to Report Suite A, and send all other traffic to Report Suite B. VISTA can perform this logic automatically for all server calls received.

VISTA processing occurs after data is collected but before it displays in marketing reports, data warehouse, ASI, or ad hoc analysis. Server-side data manipulation is done as the data comes in through the image request.

VISTA rules can act on data in the HTTP header as well as any data element sent in the code. Your implementation consultant works with you to define VISTA rules and to create a specification from which the rule is programmed and tested.

**VISTA Uses**

VISTA can be used to perform the following.

* Segment data into separate report suites by domain names, URL patterns, or directories.
* Segment data based on user-related data, such as the value of a cookie (if the cookie value is passed in a variable), IP address, operating system, browser type or version, or the value of any variable populated via implementation.
* Separate or copy data into multiple report suites.
* Use JavaScript variable values as a lookup value in a database (referred to as a *database VISTA rule*) to dynamically apply changes to data based on values passed into Analytics.

Implementing server-side VISTA rules within the reporting architecture is perfect for websites that cannot implement complex logic within their own web architectures. VISTA rules are programmed and stored in one central location, so updates can be made quickly and easily. This is perfect for large, distributed sites and companies with various subsidiary divisions where rolling out site changes and new processing rules is often laborious and time-consuming.

**Common VISTA Rules**

* **Grabber**: VISTA grabs a value from the URL, the HTTP header or a variable, and sets it into another variable or manipulates it and sets it into a variable.
* **Exploder**: VISTA takes an incoming value from a variable, and breaks it out into several different variables. This rule is helpful when you have a long string of concatenated values that you want to push into different reports.
* **Concatenator**: VISTA takes any number of values from variables, the URL, or the HTTP header and concatenates them into one variable. This rule is helpful when the separate variables are dynamic and could come into reports in many different combinations.
* **Traffic Cop**: Acting as a filter, VISTA looks for specific values in the HTTP header, variables, or URL and segments that data. You can use Traffic Cop to allow only certain values into a report, to watch for IP ranges, or watch for specific page names and then populate appropriate events.
* **Database Lookup**: Securely push values into props, eVars, and metrics into events through a lookup of proprietary data on your servers, such as Cost of Goods Sold.