Terms Used in Analytics

Definitions of the terms used in the Experience Cloud.

* [**Acquisition**](https://marketing.adobe.com/resources/help/en_US/reference/acquisition.html)  
  The attraction, enticement, gain, or addition of new visitors to your web site. You can create a calculated metric to determine the cost required to acquire each new visitor.
* [**Activity**](https://marketing.adobe.com/resources/help/en_US/reference/activity.html)  
  Marketing activity as part of a campaign. In Adobe Target, activity is your means of controlling what content to show to whom, and when to show it.
* [**Allocation**](https://marketing.adobe.com/resources/help/en_US/reference/allocate.html)  
  Conversion variables (eVars) allow Adobe Analytics to attribute success events to specific variable values. Sometimes, variables encounter more than one value before hitting a success event. For these cases, allocation determines which variable value gets credit for the event.
* [**Anomaly**](https://marketing.adobe.com/resources/help/en_US/reference/c_anomaly.html)  
  An anomaly is detected using statistical modeling to automatically find unexpected trends in your data. The model analyzes metrics and determines a lower bound, upper bound, and expected range of values. When an unexpected spike or drop occurs, the system alerts you to the anomaly in the report.
* [**Breakdown**](https://marketing.adobe.com/resources/help/en_US/reference/terms-breakdown.html)  
  Breakdowns let you break down Analytics variables into more specific data. For example, you can break down the visitor age group report/dimension by the type of search engine the visitors use.
* [**Calculated Metrics**](https://marketing.adobe.com/resources/help/en_US/reference/calculated_metric.html)  
  Calculated metrics enable you to combine metrics to create mathematical operations that are used as new metrics. These metrics can be created for a report to which you add metrics. Administrators can create calculated metrics for all users of a report suite.
* [**Campaign**](https://marketing.adobe.com/resources/help/en_US/reference/campaign.html)  
  Campaigns are defined and used in various ways in Experience Cloud products.
* [**Channel**](https://marketing.adobe.com/resources/help/en_US/reference/channel.html)  
  Generally, a channel is a section (or category) of your site. For example, a web site might have two channels, one for Weather and one for News.
* [**Classification**](https://marketing.adobe.com/resources/help/en_US/reference/classification_def.html)  
  Classifications are created by grouping (classifying) granular data from a source report. For example, you might want to analyze display ads, but they are mixed with email, partner, text ad, and social media campaigns. You can create groups so that you can analyze them separately.
* [**Clickstream Data Feeds**](https://marketing.adobe.com/resources/help/en_US/reference/clickstream_data_feeds.html)  
  Raw clickstream data that is collected from web sites, mobile apps, or is uploaded using web service APIs or data sources, is processed and stored in Adobe's data warehouse. This raw clickstream data forms the data set that is used by Adobe Analytics.
* [**Conversion Variable (eVar)**](https://marketing.adobe.com/resources/help/en_US/reference/insight_var.html)  
  The Custom Insight Conversion Variable (eVar) is placed in the Adobe code on selected web pages of your site. Its primary purpose is to segment conversion success metrics in custom marketing reports. eVar variables can be visit-based and can function similarly to cookies on the site. Values passed into eVar variables follow the user for a predetermined period of time, based on configurations made on the Settings tab.
* [**Count Repeat Instances**](https://marketing.adobe.com/resources/help/en_US/reference/count_repeat_Instances.html)  
  Specifies in ad hoc analysis whether instances are counted in reports. Meaning, if you have multiple sequential values for the same variable you can count them either as one or multiple instances of the variable.
* [**Correlation**](https://marketing.adobe.com/resources/help/en_US/reference/correlation.html)
* [**CPM**](https://marketing.adobe.com/resources/help/en_US/reference/cpm.html)  
  Cost per Thousand. Pertains to instances in which the code on the client’s web page generates a server call to Adobe, for example, an image request.
* [**CPMM**](https://marketing.adobe.com/resources/help/en_US/reference/cpmm.html)  
  Cost per Million. Pertains to instances in which the code on the client’s web page generates a server call to Adobe, for example, an image request.
* [**Creative Element**](https://marketing.adobe.com/resources/help/en_US/reference/reports_creative_elements.html)  
  Creative elements are characteristics that vary between placements or instances of the campaign, and include characteristics such as media type, headline, keyword, and media vendor.
* [**Custom Traffic Variable (s.prop)**](https://marketing.adobe.com/resources/help/en_US/reference/custom_traffic_variable.html)  
  Custom traffic variables, also called props (s.prop) or property variables, are counters that count the number of times each value is sent into Analytics.
* [**Current Data**](https://marketing.adobe.com/resources/help/en_US/reference/current_data.html)  
  The **Include Current Data** option on reports lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making. Current Data is enabled by default on all reports that support it.
* [**Data Connectors**](https://marketing.adobe.com/resources/help/en_US/reference/data_connectors.html)  
  Adobe Data Connectors provide a complete development ecosystem to help Data Connectors partners integrate their products and services into the Adobe Experience Cloud.
* [**Data Sources**](https://marketing.adobe.com/resources/help/en_US/reference/data_sources_gloss.html)  
  You can use Analytics to create and manage FTP-based Data Sources, which leverages FTP file transfer to import offline or historical data into the Experience Cloud. After creating a Data Sources instance, the tool provides an FTP location that you can use to upload Data Sources files. Once uploaded, Data Sources automatically locates and processes them. After the files are processed, the data is available for Analytics reporting.
* [**Decision Tree**](https://marketing.adobe.com/resources/help/en_US/reference/decision_tree.html)  
  In data workbench, decision trees are a predictive analytics visualization used to evaluate visitor characteristics and relationships. The Decision Tree Builder generates a decision tree visualization based on a specified positive case and a set of inputs.
* [**Deduplication**](https://marketing.adobe.com/resources/help/en_US/reference/deduplication.html)  
  The removing of duplicate events and visits from reporting.
* [**Dimensions**](https://marketing.adobe.com/resources/help/en_US/reference/dimensions.html)  
  Descriptions or characteristics of metric data that can be viewed, broken down, and compared in a report. They are non-numeric values and dates that correlate, sub-relate, or are a classification of the original report type metric.
* [**Event Serialization**](https://marketing.adobe.com/resources/help/en_US/reference/event_serialization_gloss.html)  
  The process of implementing measures to prevent duplicate events from entering Analytics reporting. Duplicate events can occur when a user refreshes a page multiple times, navigates to a certain page multiple times, or saves the web page to their machine (i.e. some users may save the purchase confirmation page to their computer). Every time they viewed the page, orders and revenue would be counted again if event serialization was not in place.
* [**Exit Link**](https://marketing.adobe.com/resources/help/en_US/reference/exit.html)  
  Any link that takes a visitor away from your site.
* [**Experience Cloud**](https://marketing.adobe.com/resources/help/en_US/reference/marketing_cloud.html)  
  The Experience Cloud is an integrated family of digital marketing solutions, as well as an intuitive interface for new resources and capabilities, called core services, for your business. Solutions include: Adobe Analytics, Adobe Audience Manager, Adobe Campaign, Adobe Experience Manager, Adobe Media Optimizer, Adobe Primetime, and Adobe Target.
* [**Expiration Trigger**](https://marketing.adobe.com/resources/help/en_US/reference/expiration_trigger.html)  
  Sets the lifetime of a variable value by letting you tell the system when to expire the variable’s value. Expiration triggers can be dates, time periods, or conversion events. It's the event or action that occurs that expires the value of a variable. A campaign variable could be set to expire on purchase. An internal search term can be set to expire with a visit.
* [**Gantt View**](https://marketing.adobe.com/resources/help/en_US/reference/gantt_view.html)  
  The Gantt view provides a quick view of when your site campaigns began and when they ended, and how they affected your site's success metrics. You can see the day each campaign began as well as the day the campaign ended.
* [**Gauge Reportlet**](https://marketing.adobe.com/resources/help/en_US/reference/gauge_reportlet.html)  
  Gauge reportlets show the performance of a specific metric according to a custom-defined scale. You have the option to select a dial, bar, or bulb visualization type, set the scale (thresholds) you wish to use, and define other report details.
* [**Granularity**](https://marketing.adobe.com/resources/help/en_US/reference/granularity.html)  
  The level of period-based detail at which you are viewing your report data. Granularity can be daily, weekly, monthly, and so on.
* [**Hierarchy**](https://marketing.adobe.com/resources/help/en_US/reference/hierarchy.html)  
  The hierarchy variable is used to determine the location of a page in your site’s hierarchy or page structure. Hierarchies reflect the natural organization of the site. The hierarchy variable is most useful for sites that have many levels in the site structure. For example, a media site may have four levels to the Sports section: Sports, Local Sports, Baseball, Red Sox. If someone visits the Baseball page, then Sports, Local Sports and Baseball reflect that visit.
* [**Hit**](https://marketing.adobe.com/resources/help/en_US/reference/hit.html)  
  A single image request to Adobe servers, generated when a user requests a resource on a website. A request can result in an error or a successful transmission of any data type. Each Track and Track Link call generates a hit.
* [**Hit Depth**](https://marketing.adobe.com/resources/help/en_US/reference/hit-depth.html)  
  The depth of the page in a Visit to which customers to your site browse. Let's say a customer views Page A, B and then C in a single visit. Pages A, B, and C have a hit depth of 1, 2, and 3, respectively.
* [**Image Request**](https://marketing.adobe.com/resources/help/en_US/reference/image_request.html)  
  An image request is used to send data to Adobe data collection servers. It is also known as a web beacon and is a transparent graphic image no larger than 1x1 pixel. It is placed on a web site or in an email to track visitor behavior. Data collection parameters are attached to the source of the image and read by the data collection server.
* [**Internal Search Term**](https://marketing.adobe.com/resources/help/en_US/reference/internal_search_term.html)  
  Search terms typed when visitors are on your website.
* [**KPI - Key Performance Indicator**](https://marketing.adobe.com/resources/help/en_US/reference/kpi.html)  
  Key performance indicators simplify web analysis data reporting so that only relevant information is presented in an easily-understood and actionable format.
* [**Lifetime Value**](https://marketing.adobe.com/resources/help/en_US/reference/lifetime_value.html)  
  The total amount of a given success metric for a single user, for example, the total number of lifetime visits for a user.
* [**List Prop**](https://marketing.adobe.com/resources/help/en_US/reference/list_prop.html)  
  A list prop is a traffic variable that can accept multiple values at once. A delimited list of values is passed into the variable, then reported as individual line items. List props are most commonly implemented on pages that contain user-selectable values, such as listed items with check boxes or radio buttons. They are useful in any circumstance where you want to define multiple values in a variable without sending multiple image requests.
* [**Login Company**](https://marketing.adobe.com/resources/help/en_US/reference/login_company.html)  
  A login company is a collection of report suites used by your organization. Some organizations have multiple login companies that apply to different parts of the organization. This is especially useful for large organizations that deal with different business units where many report suites are not applicable to others in the company.
* [**Metric**](https://marketing.adobe.com/resources/help/en_US/reference/metric.html)  
  Metrics are quantitative information about visitor activity, such as Views, Click-Throughs, Reloads, Average Time spent, Units, Orders, and Revenue. They are the foundation of reports and help you view and understand data relationships. They let you perform side-by-side comparisons of different data sets about your website.
* [**Multi-Suite Tagging**](https://marketing.adobe.com/resources/help/en_US/reference/multisuite_tagging.html)  
  The ability to send data to multiple report suites using a single image request.
* [**Normalization**](https://marketing.adobe.com/resources/help/en_US/reference/normalization.html)  
  Normalization shows the percent of change between comparison reports, which is useful when date ranges have a different number of days, or different volumes of traffic. Normalization takes all metrics and forces them to equal proportions, raising or lowering individual line items according to their normalized total. Normalizing lets you match trends when one date is much higher or lower than the other.
* [**Original Referring Domains**](https://marketing.adobe.com/resources/help/en_US/reference/reports_original_ref_domains.html)  
  Displays the original referrers that produced the customers on your site. Because customers can visit your site multiple times and have a different referrer for each visit, Original Referring Domains shows how they were referred the first time they arrived at your site. This dimension references referrers only by their base domain (aol.com, yahoo.com, and so on).
* [**Pathing**](https://marketing.adobe.com/resources/help/en_US/reference/pathing_gloss.html)  
  Pathing is defined as the path that users take through your site. For example, a visitor went to page A, then page B, then page C.
* [**Persistence**](https://marketing.adobe.com/resources/help/en_US/reference/persistence.html)  
  Persistence refers to the ability of conversion variables to retain their value from one page to the next. You can choose how long a conversion variable retains its value, whether for a specified duration of time, or until a specific success event takes place. Traffic variables are not persistent.
* [**Ranked Report**](https://marketing.adobe.com/resources/help/en_US/reference/ranked_report.html)  
  Displays a table with ranked items, using numbers and percentages in metrics. For example, a Pages Report ranks the pages on your site based on traffic, and the detail table shows percentages and numbers for metrics like Page Views and Revenue. A horizontal bar chart is the default graph type. Graphs display a color for each metric. Ranked reports can display multiple metrics in a report.
* [**Real Time**](https://marketing.adobe.com/resources/help/en_US/reference/real_time.html)  
  Real-time reports display web page traffic and rank page views in real time, so that you can more quickly understand what is trending on your site.
* [**Report**](https://marketing.adobe.com/resources/help/en_US/reference/report.html)  
  Standard reports display data for website and visitor activity, traffic patterns, referral data, advertising campaigns, visitor retention, product data, and more. You can run reports and then access tools to configure segments, metrics, and report comparisons.
* [**Report Suite**](https://marketing.adobe.com/resources/help/en_US/reference/report_suite_gloss.html)  
  A report suite defines the complete, independent reporting on a chosen website, set of websites, or subset of web pages. Usually, a report suite is one website, but it can be a global segment where you have combined several sites' numbers to get totals. When you log in to the Reports & Analytics, Ad Hoc Analysis, and Report Builder, you select one report suite to use (except when you use roll-ups that combine report suites).
* [**Segment Container**](https://marketing.adobe.com/resources/help/en_US/reference/container.html)  
  The Segment Builder utilizes a container architecture that lets you determine what to include in a segment. The Visitor container is the outermost container and includes overarching data specific to the visitor across visits and page views. A nested Visit container lets you set rules to break down the visitor's data based on visits, and a nested Hit container lets you break down visitor information based on individual page views. Each container lets you report across a visitor's history, interactions broken down by visits, or break down individual hits.
* [**Segmentation**](https://marketing.adobe.com/resources/help/en_US/reference/segmentation.html)  
  Segments are custom subsets of data, or data filtered by rules that you create. Segments are based on hits, visits, and visitors. For example, you can run a Pages Report and then apply a Visitors from Mobile Devices segment.
* [**Server Call**](https://marketing.adobe.com/resources/help/en_US/reference/primary_server_calls.html)  
  A server call, also known as a "hit" or an "image request", is an instance in which data is sent to Adobe servers to process. The most common type of server call is a page view. A page view is where a visitor views a page on your website and a server call is generated to Adobe, where information is collected, processed, and then included in your report metrics. There are other types of server calls, including exit links and file downloads, where data is sent to Adobe to process, but is not recorded as a new page view. Even "excluded" page views (excluded from your reports by an IP address range you configure, for example) are server calls because they are received and processed by Adobe but never show up in your reports.
* [**Subrelation**](https://marketing.adobe.com/resources/help/en_US/reference/subrelations.html)
* [**Success Event**](https://marketing.adobe.com/resources/help/en_US/reference/success_event_gloss.html)  
  Success events are actions that can be tracked. You determine what a success event is. For example, if a visitor purchases an item, the purchase event could be considered the success event. Other examples include media subscriptions, self-service tool usage, searches, downloads, checkouts, etc.
* [**Transaction Unique Customer URL**](https://marketing.adobe.com/resources/help/en_US/reference/transaction_unique_customer_URL.html)  
  Any process set by the web site owner that begins with an order variable and ends with a success variable. This could mean a product purchase, newsletter sign-up or e-mail request for information after going through a preset process. A unique customer is registered when a person makes a purchase from your site for the first time within a specified period of time. In other words, while one person may buy from your site three times, this person would be recorded as one unique customer. You can tell exactly how many individual people are purchasing from your site.
* [**Trended Report**](https://marketing.adobe.com/resources/help/en_US/reference/trending.html)  
  A report view that lets you view trends over a given time period, so that you can identify data patterns.
* [**Unique Visitors**](https://marketing.adobe.com/resources/help/en_US/reference/unique_visitors.html)  
  Unique visitors represent the number of de-duplicated (counted only once) visitors to your website over the course of a specified time period. A unique visitor is determined with cookies. Unique visitors are calculated based on the selected reporting period. Any visitor during that reporting period will be counted only once.
* [**Visit Depth**](https://marketing.adobe.com/resources/help/en_US/reference/visit_depth.html)  
  The depth to which customers to your site browse. For example, if a customer views three pages on your site before making a purchase, that visit depth would be three.
* [**VISTA Rules**](https://marketing.adobe.com/resources/help/en_US/reference/VISTA.html)  
  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.

# Dimensions

Descriptions or characteristics of metric data that can be viewed, broken down, and compared in a report. They are non-numeric values and dates that correlate, sub-relate, or are a classification of the original report type metric.

Examples of dimensions include:

* Page, page names
* Products
* Gender
* Month
* Age
* Day, week, month, etc.
* Loyalty
* Monitor resolution
* Custom eVars and s.prop values

## **Analysis Workspace/Ad Hoc Analysis**

When performing analysis in Analysis Workspace or Ad Hoc Analysis, you can base reports on any dimension item. You can break down dimensions by other dimensions to analyse and compare nearly anything. For example, you can view trends across other continuous dimensions like Page Depth. Then you could visualize a metric like Revenue Participation to see how revenue is influenced as a visitor travels deeper into your site.

In the Dimensions pane, you can search for dimensions and drag them to the Freeform Table (Analysis Workspace) or the Table Builder or the report table in Ad Hoc Analysis.

## **Data Workbench**

In the data workbench, dimensions are set of elements, all of which are of a similar type from the user's perspective. The elements define a set of categories into which data can be grouped. For example, the elements Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday make up a Weekday dimension.

The following dimension types exist:

**Countable**: A dimension type in which the number of elements in the dimension can be counted by the system. Countable dimensions must be derived from other Countable dimensions. Countable dimensions can be parents of other dimensions or children of other countable dimensions.

Examples: Visitor, Session, Page View, Booking, and Order.

**Simple**: A dimension that has a one-to-many relationship with a parent countable dimension. A simple dimension can be thought of as representing a property of elements of its parent dimension.

Example: Visitor Referrer is a simple dimension with a parent of the Visitor dimension. Each Visitor can have only one Visitor Referrer (their first HTTP referrer), but many Visitors might have the same Visitor Referrer. Therefore the Visitor Referrer is one-to-many with the Visitor dimension.

**Numeric**: A dimension that has ordered, numerical values and a one-to-many relationship with a parent countable dimension. A numeric dimension can be thought of as representing a numeric property of elements of its parent dimension. Numeric dimensions are often used to define sum metrics.

Example: The numeric dimension Session Revenue defines the revenue, in dollars, for each Session. Each Session has a single amount of revenue, but any number of Sessions might have the same revenue, so Session Revenue is one-to-many with Session. A metric revenue might be defined as sum(Session\_Revenue, Session), giving the total amount of revenue for the selected Sessions.

**Many-to-Many**: A dimension that has a many-to-many relationship with a parent countable dimension. A many-to-many dimension can be thought of as representing a set of values for each element of its parent dimension. A many-to-many dimension is equivalent to an (anonymous) countable dimension with its parent and a Simple dimension with a parent of the anonymous countable dimension.

Example: The many-to-many dimension Search Phrase has a parent of Session. Each Session can use zero or more Search Phrases, and a Search Phrase can be used in any number of Sessions.

**Denormal**: A dimension that has a one-to-one relationship with a parent Countable dimension. The element names of the denormal dimension can carry information about the corresponding elements of the parent dimension. A denormal dimension can be thought of as storing an arbitrary string value for each element of the parent. Denormal dimensions can be used with the data workbench server's segment export capability to output details about a subset or segment of a countable dimension. In addition, denormal dimensions can be referenced in metric formulas and worksheet visualizations and can be used (with certain restrictions) to define filters.

Example: The denormal dimension EMail Address has a parent of Visitor. Each Visitor has an EMail Address, and each element of the EMail Address dimension is associated with a single Visitor. Even if two visitors have the same e-mail address, their addresses will be different elements of the EMail Address dimension. A Segment Export can reference the EMail Address dimension to output the EMail Address of each visitor in a Segment.

**Time**: A dimension that enables you to create a set of periodic or absolute local time dimensions (such as Day, Day of Week, Hour, Hour of Day, and so on) based on a timestamp field that you specify. When defining time dimensions, you also can choose a day other than Monday to be used as the start of a week by specifying the Week Start Day parameter.

Example: The time dimension Session Time has parent of Session. Therefore, the dimension defines a set of time dimensions (Day, Day of Week, Hour, Hour of Day, Month, and Week) whose elements correspond to the times at which visitors' sessions on the site began.

**Derived**: Derived dimensions, rather than being defined in the dataset configuration based on the data being processed, are defined in the profile based on other dimensions or metrics. Many derived dimensions are created automatically to drive different types of visualizations. For example, when a user builds a site or process map, the data workbench server silently creates a Prefix dimension. Others, such as the reporting time dimensions, are defined by files in the Dimensions directory of a profile.

Metrics and Dimensions

You can add metrics and dimensions to the Request Wizard: Step 2 to define the analytics layout of the data in your request. The list of metrics and dimensions in report builder follow the menu layout displayed in Reports and Analytics.

Metrics are numeric values. They consist of quantitative information about activity on your website, such as Page Views, Visitor Profile, Click-throughs, Reloads, Average Time Spent, Date, Units, and so on. Report builder organizes metrics in several groups, which follow standard grouping in marketing reports and analytics:

* Standard Traffic: Displays the metric based on the line item specified. For example, in a Pages report, the Visits metric displays the number of visits to that specific page.
* Standard Commerce: Metrics such as Revenue, Orders, and Checkouts.
* Total metrics: Displays the metric based on the reporting date range, regardless of line item. This metric is identical to the total at the bottom of its respective analytics report.
* Participation
* Calculated
* Lifetime

Dimensions are non-numeric values and dates, such as gender, month, age, loyalty, monitor resolution, and so on. Dimensions are descriptions or characteristics of metric data that can be viewed and compared, such as in breakdown reports.

* [**Calculated Metrics**](https://marketing.adobe.com/resources/help/en_US/arb/calculated_metrics.html)  
  Report Builder 5.2 supports Adobe Analytics Unified Calculated Metrics. Among other innovations, all calculated metrics now have a global ID - they are no longer restricted to one report suite.
* [**Combine Traffic and Commerce Metrics in the same Request**](https://marketing.adobe.com/resources/help/en_US/arb/grouped_metrics.html)  
  You can now combine these two metric types in one and the same request, instead of having to create separate requests.
* [**User Access Permissions for Dimensions and Metrics**](https://marketing.adobe.com/resources/help/en_US/arb/permissions_metrics_dimensions.html)  
  Adobe Report Builder now features permissioning settings analogous to those in the Analytics Admin Tools.
* [**Add Metrics and Dimensions**](https://marketing.adobe.com/resources/help/en_US/arb/t_add_metrics_and_dimensions.html)  
  Steps to add metrics and dimensions to a request.

THIRD PARTY MARKETING PIXELS

LivePersonBootstrap – Data management

LivePersonHeartbeat – Data management

DoubleClick Advertising - advertising

LivePersonActive – Data management

TwitterAnalytics Conversion - advertising

C3 Metrics - Analytics

LiveRamps – Data management

GoogleAdwords

LinkedIn Insights - Analytics

AppNexus

BidSwitch

AddRoll

Bing Event Tracking - Analytics

TapAd

Bing Ad Loader - Advertising

MaxPoint - Analytics

AdRoll Loader

Segment Page Tracking

Segment Bootstrap

AppDynamics Pixels – testing and optimization

AppDynamics Loader – testing and optimization

ExactTarget - Analytics

ExactTarget Loader - Analytics

CloudFront Loader- Data management

DoubleClick FloodLight- advertising

Hub Spot – Content management systems

New Relic – Performance Monitoring

New Relic Loader – Performance Monitoring

Exelate – Analytics

Lightening Bolt(MIG) – Tag management(<https://www.umpquabank.com/>)

Yahoo analytics – Analytics(https://www.huntington.com/)

Yahoo Track Loader - Analytics

Dotomi - advertising