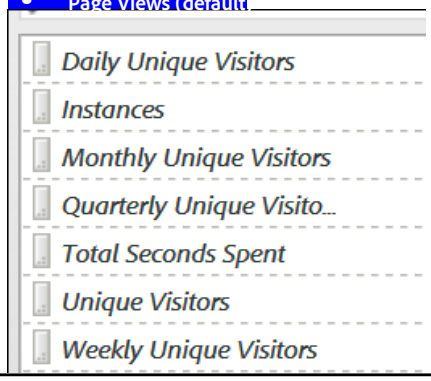
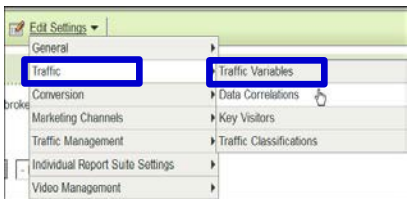
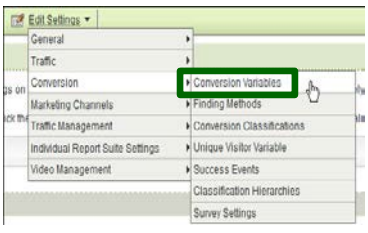
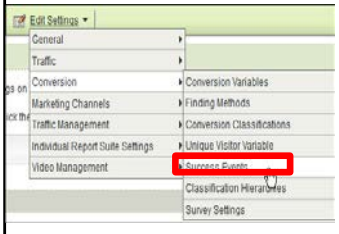
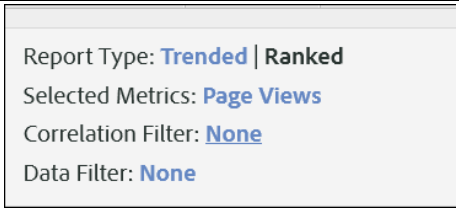
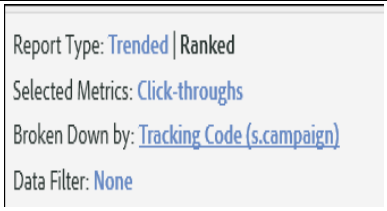
	Custom Traffic (s.props) 75 available	Conversion (s.eVars) Requires the Admin to set • allocation • expire after values – Analytics Select (75 eVars) – Analytics Prime (100 eVars) – Analytics Ultimate (250 eVars)	Custom Success Events (s.events) - Analytics Select (100 Events) - Analytics Prime & Ultimate (1000 Events)
Reports:	***Correlation*** **Found under >** **Custom Traffic**	***Subrelation*** ***(Breakdown)*** **Found under >** **Custom Conversion**	***Found under> Site Metrics***
Duration:	***Non persistent >expires*** with the page ***Value*** *Counter* (Which value was most selected?)	***Persistent > sticks*** to the user until you tell it to expire. TRACKING (**Noun**)	***Counts success events*** and currency (1-100) COUNTERS (***Verb***)
Answers:	***How Many?*** • ***To count instances of a specific value*** • ***Measure traffic for a specific segment (groups of things)***	***Who, Which or What affected conversion?*** ***Measures success events***	***How Many Success Events?*** ***Measures how many conversions took place.***
	Captures at a page level. It only last for that page. Only has a page views reports **500,000** values a month for s.prop • Case Sensitive • 100 Bytes Max • Not associated to a cookie	**Pre-defined** • ***Tracking Code (s.campaign)*** ***Normally used for external campaigns.*** The campaign variable identifies marketing campaigns use to bring visitors to your site. The value of campaign is usually taken from a ***query string parameter.***	*Three Types:* *1. Counter – **increments by one each time event is executed*** *2. Numeric – **incremented by any value.*** *3. Currency – **input a currency value***
Example	• Page Views (default 		A. Predefined Events (s.events) • purchase (Revenue, Order, Units) • prodView not listed • scView • scOpen • scAdd • scRemove • scCheckout B. Custom Events (s.events)
	Popular based metrics	Behavior Focused	
Pathing:	You can **path** Traffic variables (s.props). Pathing is not allowed for classifications.	**Can't path**	***You enable Participation Metrics***
Administration	Edit Settings > **Traffic** • Traffic Variables • Traffic Classifications 	Edit Settings > **Conversion** • Conversion Variables • Conversion Classifications 	Edit Settings > **Conversion** • Success Events • Participation 

Breakdown Configuration	 	 	
	Traffic Variable is a non-persistent metric associated with a page view. ***Pre-defined Traffic Variables*** include **s.pageName 100 bytes** The pageName variable contains the name of each page on your site. If pageName is left blank, a less reader-friendly URL is used to represent page name in SiteCatalyst reports. **s.channel 100 bytes** The channel variable is used to identify a section of your site. Adobe recommends that you populate the channel variable on every page. **s.hier1-5 255 bytes** It is used to determine the location of a page in your site's hierarchy. **s.server 100 bytes** It is typically used to show either the domain of a Web page (to show which domains people come to) or the server serving the page (for a load balancing quick reference). **s.pageType 255 bytes** The pageType variable captures the errant URL and the referring URl when a 404 Error page is displayed, which allows SC users to quickly find broken links and paths that are no longer valid on the site.	The products (***s.products***) variable is used for **tracking products** and **product categories** as well as purchase ***quantity*** and purchase ***price.*** **s.products** = "Category; Product; Quantity; Price [, Category; Product; Quantity; Price]" • **Use a semicolon between values in one product and a comma to separate products.** • **Revenue** and **Units** come from the **product string** **s.purchaseID** The s.purchaseID variable is used in conjunction with the **purchase event**. • Its function is to keep **orders** from being counted multiple times. **s.transactionID** The s.purchaseID variable provides reference to the visitor and their current session. It is only used to associate upload data with the online visit/visitor. eVars. States **s.state** The state variable enables you to determine the amount of conversion your site generated from a particular U.S state or province. Zip/Postal Code **s.zip** The zip variable enables you to determine the amount of conversion your site generates from a particular U.S zip/postal code.	*s.events.* Omniture offers seven predefined events that you can use in conjunction with you shopping cart. For example, the predefined events track products as they move through the check- out process. Custom Events *s.events.* Site Catalyst enables you to track any custom success event that you want to measure. For example, shipping is not part of the predefined check-out process, but you can add it as a custom event. **Events** are associated with s.products variable which stores additional information about the event.