	Custom Traffic (s.props) 75 available	Conversion (s.eVars) Requires the Admin to set allocation	Custom Success Events (s.events)
		expire after values     Analytics Select (75 eVars)     Analytics Prime (100 eVars)     Analytics Ultimate (250 eVars)	- 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?	Who, Which or What affected	How Many Success Events?
	<ul> <li>To count instances of a specific value</li> <li>Measure traffic for a specific segment (groups of things)</li> </ul>	conversion?  Measures 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  Daily Unique Visitors Instances Monthly Unique Visitors Quarterly Unique Visito Total Seconds Spent Unique Visitors Weekly Unique Visitors		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 <b>path</b> Traffic variables ( <mark>s.props</mark> ).  Pathing is <b>not allowed</b> for <b>classifications</b> .	Can't path	You enable Participation  Metrics
Administration	<ul> <li>Edit Settings &gt; Traffic</li> <li>Traffic Variables</li> <li>Traffic Classifications</li> </ul>	<ul><li>Edit Settings &gt; Conversion</li><li>Conversion Variables</li><li>Conversion Classifications</li></ul>	Edit Settings > Conversion     Success Events     Participation
	General  Traffic  Conversion  Poda Correlations  Fraffic Variables  Fr	General Traffic  conversion Marketing Channels Individual Report Suite Settings  Video Management Video Management  Survey Settings  Survey Settings	Edit Settings   Ceneral  Traffic  ps on  Markeing Channels  ick th  Traffic   Conversion Variables  Finding Methods  Individual Report Suite Settings  Video Management  Video Management  Classification Herations  Sunney Settings

# Breakdown Configuration

Report Type: **Trended | Ranked**Selected Metrics: **Page Views**Correlation Filter: **None** 

Data Filter: None

Site Sections (s.channel)

1. Home Page
2. Womens
3. Jewelry & Accessories
4. Mems
5. Chitchen & Toys
6. Account Tools
7. Customer Communications

Correlation Filter

Filter the data shown in your report by any available correlations. From the guil down menu, select the desired consistion category. Then cick "Select ten" to choose a particular from the fact category. Once the film has been selected, the new rule is automatically added to the consistion filter. You may debte any rule by cicking the selection filter when the consistency of the filter factors of the consistency of the filter factors of the consistency of the filter factors of the filter f

Report Type: Trended | Ranked

Selected Metrics: Click-throughs

Broken Down by: Tracking Code (s.campaign)

Data Filter: None



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.

# <mark>s.channel</mark> 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 URI 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

#### .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