SAINT - Numeric 2 Classifications

Numeric 2 classifications provide custom, flexible metrics that you can import into the system via SAINT. A common way to use numeric 2 classifications is for variables that change over time for different items, such as cost and budget values for the Marketing Channel report. SAINT’s export and import feature lets you create classifications on the Conversion Classification page, and then use SAINT to export a file, make edits, and then importing into SiteCatalyst.

The following table illustrates the differences among classification types:

* Differences Between Classifications

|  |  |  |  |
| --- | --- | --- | --- |
| Feature | Text | Numeric 1.0 | Numeric 2.0 |
| Displays as a report | Yes | No | No |
| Can be used as a metric | No | Yes | Yes |
| Calculated based on events | No | Yes | Yes |
| Multiple rows per key | No | No | Yes |
| Can have different values for different time periods | No | No | Yes |
| Can be created on the base report | Yes | No | Yes |

The following topics are described in this section:

* Creating Numeric 2 Classifications
* Importing and Exporting

## Creating Numeric 2 Classifications

You create numeric 2 classifications the same way you create other classifications.

* Click Admin Console > Report Suites.
* Select the report suite, then click Edit Settings > Conversion > Conversion Classifications.
* Click Add Classification.
* On Create a New Classification, complete the following options:

Select Type: Select Numeric 2.0.

Name: Type a name for the classification.

Numeric: Select whether this classification is Percent (%) or Currency ($).

* Click Save.

## Importing and Exporting

The file for importing an exporting numeric 2 classifications includes six columns. The following definitions assume that your numeric 2 classification name is MyCost.

~MyCost: A descriptive name for the row.

~MyCost^~id~: The ID for editing an existing row. When you add a new row, this should be blank. An ID is automatically assigned when you export from the SAINT Classification manager.

~MyCost^~value~: The value for the row. If the rate column is fixed, then this is a flat value distributed over the whole period. If the rate column is an event, then this is the multiplier for that event. This entry should not contain commas.

~MyCost^~period~: The period of time to which this row corresponds. This must include a begin and end period, separated by a dash, with each format in YYY/MM/DD.

~MyCost^~rate~: The event to multiply by the Value column. Valid values are:

* fixed - used to indicate that value is a flat value to be spread over the period.
* revenue
* order
* unit
* scopen
* scviews
* instance
* click
* checkout
* scadd
* scremove
* event1
* event2
* etc

~MyCost^~hinge~: The event to use to distribute the value during a breakdown. Should either be **none** or the same as ~MyCost^~rate~ unless you are an advanced user.

### Example 1: Rate

This example shows two classifications, a text classification named MyText, and a numeric 2 classification named MyCost. In this case, you created the classification on the Classification Conversion manager and are wanting to import the Jan values:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost1\_jan\_var |  | .2 |
| Product2 | Text2 | Cost2\_jan\_var |  | .3 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/01/01 - 2010/01/31 | revenue | revenue |
| 2010/01/01 - 2010/01/31 | revenue | revenue |

In January, Product1 had a cost of 20% of its revenue (shown in ~MyCost^~value~) and Product2 had a cost of 30% of its revenue. Because you are importing a new row, ~MyCost^~id~ is blank.

### Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

|  |  |  |
| --- | --- | --- |
| **Products** | **Revenue** | **MyCost** |
| Product1 | $10,000.23 | $2000.05 |
| Product2 | $9,000.04 | $2700.01 |

### Example 2: Rate

Expanding on the previous example, the customer exports the data from January and adds the data for February:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost1\_jan\_var | 1 | .2 |
| Product2 | Text2 | Cost2\_jan\_var | 2 | .3 |
| Product1 | Text1 | Cost1\_feb\_var |  | .15 |
| Product2 | Text2 | Cost2\_feb\_var |  | .25 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/01/01 - 2010/01/31 | revenue | revenue |
| 2010/01/01 - 2010/01/31 | revenue | revenue |
| 2010/02/01 - 2010/02/28 | revenue | revenue |
| 2010/02/01 - 2010/02/28 | revenue | revenue |

In February, the user’s cost for Product1 went down to 15% of the revenue and Product2 went down to 25% of its revenue.

### Result

Period: Jan 2010

Report: Products

|  |  |  |
| --- | --- | --- |
| **Products** | **Revenue** | **MyCost** |
| Product1 | $10,000.23 | $2000.05 |
| Product2 | $9,000.04 | $2700.01 |

Period: Feb 2010

Report: Products

|  |  |  |
| --- | --- | --- |
| **Products** | **Revenue** | **MyCost** |
| Product1 | $15,500.75 | $2,325.11 |
| Product2 | $12,300.52 | $3,075.13 |

Period: Jan 1 2010 – Feb 28 2010

Report: Products

|  |  |  |
| --- | --- | --- |
| **Products** | **Revenue** | **MyCost** |
| Product1 | $25,500.98 | $4325.16 |
| Product2 | $21,300.56 | $5,775.14 |

### Example 3: Fixed

For March, the user doesn’t have per-unit cost data, but they do know they had a total of $3000 in costs for Product1 for the whole month of March. The user would therefore import the following data:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost1\_mar\_fixed |  | 3000 |
| Product2 | Text2 | Cost2\_mar\_fixed |  | 2000 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/03/01 - 2010/03/31 | fixed | none |
| 2010/03/01 - 2010/03/31 | fixed | none |

### Result

Period: Mar 2010

Report: Products

|  |  |  |
| --- | --- | --- |
| **Products** | **Revenue** | **MyCost** |
| Product1 | $11,023.75 | $3000.00 |
| Product2 | $8,000.12 | $2000.00 |

## Advanced Usage: Multiple Rows

### Example 4: Multiple Row per Time Period

Part of the power of numeric 2 classifications is the ability to have multiple rows per time period to reflect multiple costs. Every item can have as many rows of cost for any arbitrary time periods that the report calls for. In this example, the user wants to add a $500 shipping charge to Product1 for January and a $600 shipping charge to February.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost\_jan\_var | 1 | .2 |
| Product1 | Text1 | Cost\_jan\_fixed |  | 500 |
| Product1 | Text1 | Cost\_feb\_var | 2 | .15 |
| Product1 | Text1 | Cost\_feb\_fixed |  | 600 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/01/01 - 2010/01/31 | revenue | revenue |
| 2010/01/01 - 2010/01/31 | fixed | none |
| 2010/02/01 - 2010/01/31 | revenue | revenue |
| 2010/02/01 - 2010/01/31 | fixed | none |

For those rows which were previously imported, they have an id to indicate that they’re not new costs.

### Result

An example of output from the report is shown here:

Period: Jan 2010

Report: Products

|  |  |  |
| --- | --- | --- |
| **Products** | **Revenue** | **MyCost** |
| Product1 | $10,000.23 | $2500.05 |

## Advanced Usage: Hinge

The **hinge** field determines how the value is distributed when the report is broken down. The most common usage of **hinge** is where the rate is fixed and you want to determine which event should determine the distribution of the value, but it can also be used with the rate in interesting ways. **WARNING: this feature is for advanced users to approximate values. The resulting information should not be treated as exact values.**

### Example 6: Identical Rate/Hinge

The **hinge** determines how the value is distributed during a breakdown. Normally, this means that the **rate** and **hinge** fields are the same. The following illustrates this:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost1\_mar\_var |  | 1 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/03/01 - 2010/03/31 | order | order |

### Result

Period: Mar 2010

Report: Product by Page

|  |  |  |
| --- | --- | --- |
| **Products by Page** | **Orders** | **MyCost** |
| Product1 | 1000 | $1000.00 |
| Home Page | 600 | $600 |
| Shopping Cart | 400 | $400 |

### Example 7: Fixed/No Hinge

Going back to the information from example 3, we’ll first show what happens during a breakdown when there’s no hinge value set.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost1\_mar\_fixed |  | 3000 |
| Product2 | Text2 | Cost2\_mar\_fixed |  | 2000 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/03/01 - 2010/03/31 | fixed | none |
| 2010/03/01 - 2010/03/31 | fixed | none |

### Result

Period: Mar 2010

Report: Product by Page

|  |  |  |
| --- | --- | --- |
| **Products by Page** | **Orders** | **MyCost** |
| Product1 | 1000 | $3000.00 |
| Home Page | 600 | 0 |
| Shopping Cart | 400 | 0 |
|  |  |  |

### Example 8: Fixed/Hinge

Instead of putting **none** as the value of hinge, the user wants to distribute the value by orders when they’re breaking down products. The following file would be imported:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost1\_mar\_fixed |  | 3000 |
| Product2 | Text2 | Cost2\_mar\_fixed |  | 2000 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/03/01 - 2010/03/31 | fixed | revenue |
| 2010/03/01 - 2010/03/31 | fixed | revenue |

### Result

Period: Mar 2010

Report: Product by Page

|  |  |  |
| --- | --- | --- |
| **Products by Page** | **Orders** | **MyCost** |
| Product1 | 1000 | $3000.00 |
| Home Page | 600 | $1,800.00 |
| Shopping Cart | 400 | $1,200.00 |

### Example 8: Different Rate/Hinge

Now, instead of using a rate of **fixed** or having the **hinge** and **rate** the same, an advanced user can set the values to be different. For example, let’s say that the cost was based on the number of orders, but they want to distribute it during a breakdown by revenue. The following file would be imported:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Key** | **MyText** | **~MyCost** | **~MyCost^~id~** | **~MyCost^~value~** |
| Product1 | Text1 | Cost1\_mar\_var |  | 3 |

|  |  |  |
| --- | --- | --- |
| **~MyCost^~period~** | **~MyCost^~rate~** | **~MyCost^~hinge~** |
| 2010/03/01 - 2010/03/31 | order | revenue |

### Result

Period: Mar 2010

Report: Product by Page

|  |  |  |  |
| --- | --- | --- | --- |
| **Products by Page** | **Orders** | **Revenue** | **MyCost** |
| Product1 | 1000 | $1500.00 | $3000.00 |
| Home Page | 600 | $500.00 | $1000.00 |
| Shopping Cart | 400 | $1000.00 | $2000.00 |
|  |  |  |  |