***M***

Marketing really?

Merchandising

No Message Board

Metadata no

Metric Term used to

Mobile Devices

Monitor Color Depths

Monitor Resolutions SiteCatalyst metric that reports the monitor resolutions of visitors to your web site.

Monthly Unique Visitor

Most Popular Pages

Most Popular Servers SiteCatalyst report that

Most Popular Site Sections

Multi-Site Rollup See *Rollup*.

Multi-Suite Tagging

Multivariate Testing Multivariate (or multivariable) testing is

Multivariate Testing Framework See *Multivariate Testing*

***N***

Natural Search Keywords Keywords that generate non-paid search results in a search engine.

Depending on the search engine, Natural Search Keywords display neither at the top nor at the right-side column of the search results. See *Paid Search Keywords* Add to Reports

Natural Search Page Ranking The pages of natural search results shown on search engines. For example, if you search for "avon renew" on Google, a page of results is shown (in Google, they show 10 results per page by default and as recommended for search speed). This is page one. You can scroll to the bottom and then click to view the next page of results from Google, which would be page two.Add to Reports

Next Page SiteCatalyst report that provides detailed site path analysis by pinpointing where your visitors go within your site after leaving any given page on your site. For example if you want to find where your visitors go after your home page, this report will show you the top five pages your visitors go to after leaving your home page.Reports

Next Page Flow SiteCatalyst report that graphically illustrates two levels of the most popular next pages that your visitors view following the selected page. The report also highlights when visitors exit your site. Reports

Node no In networks, a node is a processing location. A node can be a computer or some other <http://Webopedia.internet.com/TERM/n/device.html>device, such as a printer. Every node has a unique network address.

***O***

Object-Oriented Programming .

Occurrence See *Instance*.

web analytics tools.

See *Message Boards*.

Optimum Path

Order Event no See *Purchase Event*.

Orders Reports

Original Referrer Reports

Original Referring Domains Reports

Over Time Report

***P***

Page Naming

pageType Variable ”

Paid Search Detection .

Paid Search Engines SiteCatalyst report that shows statistics for search engines to which you paid to list your web site.

Paid Search Keywords Keywords that return high visibility search results in a search engine. The results are displayed at the top of the results or in a special report for paid keywords.

.

Password no The password is a series of characters that enables you to access a file, computer or program.

Partner no An organization that combines efforts with Omniture in order to promote better web analytics products and processes.

Path Consecutive pages viewed by a single visitor. Pathing Reports based on path analysis.

Path Length SiteCatalyst report that shows you, by percentage and by total count, the depth of each visit to your site. In other words, the report indicates how many pages the average visitor to your site views before leaving.

Path Views The number of times a page is viewed as a member of a specific path. Pathfinder Wizard The wizard used to generate the Pathfinder Report in SiteCatalyst.

Pattern Builder The first step in the Pathfinder Wizard, which enables you to select pattern type that will display a template to specify a type of path.

Pattern Builder Canvas Second part of the Pathfinder Wizard in the Pathfinder Report that enables you to drag-and-drop desired items for display in the report. Add to prev

Pay-per-Click An advertising model in which the sponsor (advertiser) pays a certain amount to the publisher each time the sponsor's ad is clicked. Also referred to as cost-per-click.

Persistent Cookies A cookie (text file) that stays on a visitor’s computer between visits so that

Omniture can identify the visitor in subsequent visits.

PHP no PHP is a server-side, cross-platform, HTML embedded scripting language that lets you create dynamic web pages. PHP-enabled web pages are treated just like regular HTML pages and you can create and edit them the same way you normally create regular HTML pages.

Plug-in no A program that is added to your browser by modifying the existing JavaScript code or, for example, a toolbar. The plug-in extends the capabilities of your browser to give you more functionality that is not available in the original application.

Popup Blocker Detection Plug-in The Popup Blocker Detection Plug-in determines the number of visits where

a popup blocker is enabled or disabled.

Precede Pattern Pattern in the Pattern Builder that enables you to analyze the page(s)

preceding a selected page add to pattern builder

Previous Page SiteCatalyst report that provides detailed site path analysis by showing you where visitors to each page in your site came from. For example if you have a features page, this report will show you the top five pages your visitors came from to get to your features page.

Previous Page Flow SiteCatalyst report that graphically illustrates two levels of the most popular pages that your visitors view prior to the selected page. The report also highlights when visitors enter your site.

Primary Server Calls In multi-suite tagging, it is the first call to the Omniture servers. Any subsequent calls to the Omniture servers are charged at a price determined in the client’s contract. For example, if s\_account=”abc,123” the call to “abc” is the primary server call.

Privacy Policy no Omniture’s official statement on the type of information collected on a site, how the information will be used, how the person can access this data and the steps for having the data removed. A privacy statement will also usually include information regarding systems that are in place to protect the information of web site visitors.

Product no One of several values contained in the products variable; i.e., products=”category; product; quantity; price;”

products Variable The products variable is used for tracking multiple products and product categories as well as purchase quantity and purchase price, and event serialization and merchandising.

Professional Services no See *Client Services*.

Promotion noA message issued in behalf of a product, cause, idea, person, or institution. Property Sub-groups or subsections of channels. For example, assume a Web site has

two channels: news and weather. The news channel may then have the following four sub-groups, or Properties: national, local, sports and politics.

propN Variable Property (prop) variables are used for building custom reports within

SiteCatalyst’s Traffic Module for pathing reports, or in correlation reports.

Protocol no A standard procedure or format for transmitting data between devices.

Computer protocols typically determine procedures for the type of error checking to be used, the data compression method (if any), how the sending device will indicate that it has finished sending a message, and how the receiving device will indicate that it has received a message.

Proxy Server no A server located between a user’s browser and Web site servers. By

intercepting all requests to the actual Web server, the proxy server can:

Improve performance by saving all requested Web pages during a set time period (see *cache*, above). Filter requests, such as to prevent certain people from accessing certain Web sites.

Purchase Event A success event in which a visitor to your site purchases a product. purchaseID Variable The purchaseID is used to keep an order from being counted twice by

SiteCatalyst.

***Q***

Query String no The text data following the "?" in a URL. It is the part of a URL that conveys parametric data to the server.

Query String Parameter Alphanumeric value that uniquely identifies each element and its exact placement on the Internet that ultimately brings an end user to your website. The query string parameter is usually offset by a question mark (?) in the URL. For example, the URL [http://www.mysite.com?cid=12345](http://www.mysite.com/?cid=12345) contains a query string parameter of ‘12345.’ Also see *Query String*.

***R***

Redirect no Redirects point the browser to a new location without user interaction.

Referrer A domain or URL used outside of your defined domain to access your site.

The Referring Domains Report and the Referrers Report break referrer data into domains and URLs so that you can view the instances that visitors access your site from a particular domain or URL. For example, if a visitor clicks a link from Site A and arrives at your site, Site A is the referrer if it is not defined as part of your domain. During SiteCatalyst implementation, your Omniture Implementation Consultant will help you to define the domains and URLs that are part of your web site.

referrer Variable The referrer variable may be used to restore lost referrer information. Referring Domain report The domain your visitors came from before they were on your site.

Reload no A request for an item followed by another request for the same item, in the same visit, with no other requests in between. These can be caused by the visitor hitting the Reload Button, but might result from subsequent attempts to complete a failed download, or because requests that would otherwise have been in-between were satisfied by a cache.

Report no Online document in SiteCatalyst that displays the results of your web analysis data.

Reportlet Thumbnail reports on your dashboard that give you a quick overview of your web site’s performance.

Reportlet – Canvas Builder no Wizard in SiteCatalyst that lets you generate any SiteCatalyst report without having to navigate through the list of available reports.

Report Accelerator no The Report Accelerator caches data for up to 30 minutes in order to speed up report generation times.

Report-specific Success Metrics no Refers to elements that apply only to the report you are viewing. They can also be described as "happens" events, such as the number of times a product is viewed (Product Views) or a campaign is clicked (Click-throughs). These metrics appear at the bottom of the Item Summary report and are also displayed in the “Conversion Base” reports when selected from the Success Metrics menu.

Report Suite

Report Suite ID The identifier in the code as it pertains to a specific report suite. For more information, refer to *Report Suite*.

Resolution no The fineness of detail with which images are displayed on your monitor and is determined by the total number of pixels that can be displayed on your screen horizontally and vertically. Generally speaking, the more pixels displayed on your screen, the finer (and smaller) the image.

Return Frequency SiteCatalyst report that shows the number of days between repeat visits from your visitors.

Return Visits SiteCatalyst report that shows how many individuals have visited more than once since SiteCatalyst began tracking your site. These visits are not for a specified time, but are all those that have viewed your site once and have then returned.

Revenue no Income generated by sales.

RightNow Technologies really? Organization with whom Omniture partners in order to help track customer service.

Rollup A Rollup Report Suite combines data for all children report suites assigned to it; data is populated every 24 hours, and offers SiteCatalyst traffic and conversion reporting.

Router no The computers on the Internet that direct packets of information to the correct destinations. For example, when a user types in [www.omniture.com,](http://www.omniture.com/) this

request goes first to a router which finds the physical location of the address typed in and directs that user’s request to the appropriate servers.

RSS no Real Simple Syndication (RSS) is a means by which a publisher can offer updated news or other web content to consumers. For example, a newspaper can publish updated articles to an RSS feed so that registered users can view new content.

***S***

SAINT

Sandwich Pattern no Pattern in the Pattern Builder that enables you to analyze the page(s)

between two pages

San Jose Data Center no One of Omniture’s centers in San Jose, California, where web analysis data

is collected and stored.

Scalability no The capacity of a system to adapt to increased demands. A highly scalable system is one that can easily grow with a company.

Scheduled Reports A scheduled report is a SiteCatalyst report that is sent to you electronically (usually via email or FTP) based on metrics that you can select through a wizard in the SiteCatalyst interface.

Search Engine no A program that searches documents for specified keywords and returns a list of the documents where the keywords were found, ranked according to relevance (or at least that's the intent). Although a search engine is really a general class of programs, the term is often used to specifically describe systems like Google and AltaVista that enable users to search for documents on the World Wide Web.

Search Engine Marketing no The process of driving highly targeted visitors to your web site.

Search Engine Optimization no The process of analyzing your web site and modifying it to enable search engines to read it, understand it, and index (or catalog) it correctly.

Search Keyword Used by search engines as reference points for finding other words or information. For information on how this works, read the text under *Search Engine*.

Secondary Server Calls In multi-suite tagging, it is the second call to the Omniture servers. Any subsequent calls to the Omniture servers are charged at a price determined in the client’s contract. For example, if s\_account=”abc,123” the call to “123” is the secondary server call.

Security Manager SiteCatalyst feature that enables you to control access to SiteCatalyst data.

Options include strong passwords, password expiration, IP login restrictions, and email domain restrictions.

Segment Definition Builder SiteCatalyst tool that allows you to define visitor segment filters based on visitor behavior. When submitting a Data Warehouse Request, you can apply a segment filter to the result set, which can be a significant advantage in analyzing your web site traffic.

Segmentation The process of dividing data and putting it into categories for easy analysis. Segment Wizard no SiteCatalyst wizard that enables you to create segment definitions. See

*Segment Definition Builder*.

SEO Management no See *Search Engine Optimization*

Server no A computer program that provides services to other computer programs in the same or other computers. When taken in the context of the World Wide Web, a server “serves” Web pages to the requesting computer.

server Variable

Session Defined quantity of visitor interaction with a website. For SiteCatalyst, the session ends after 30 minutes of inactivity or 12 hours of continuous activity.

setClickMapEmail Provides the power of Omniture ClickMap in HTML emails to provide insight into what links are most commonly clicked. 6914 answer ID (plugin)

Shopping Cart no The shopping cart enables the visitor to navigate a web site and collect items for purchase.

Single Access SiteCatalyst report that shows you the pages of your web site that visitors enter and exit without taking steps to view any other pages on your web site.

Single-page Visit SiteCatalyst report that shows you the pages of your web site that visitors enter and exit without taking steps to view any other pages on your web site. The data listed in this report identifies your site's Single-page Visits where your visitors enter and exit without viewing additional content.

Site Performance no The success of your site in accomplishing the tasks for which it was designed; i.e. generate revenue, inform, etc. Can also refer to the efficiency with which the web pages are downloaded.

Site Sections Depth SiteCatalyst report that identifies the depth at which each page within your site is visited. Depth for a page is measured by counting the number of pages viewed before that page. So, if your "About Us" page is the third page visited by a given visitor, its depth for that visit is three.

Site Sections Summary SiteCatalyst report that collects and organizes page-specific information about a single page and presents it in a single report.

Site Traffic Metrics that report the number of visitors to your web site based on daily, weekly, monthly, and yearly time frames.

Smoothing Technique no SiteCatalyst tool that displays a graphical representation of how a metric performs over time.

Spiders no An automated program that "crawls" the web, generally for the purpose of indexing web pages for use by search engines. Since most web pages contain links to other pages, a spider can start almost anywhere. Large search engines have many spiders working at the same time.

SSL no The Secure Sockets Layer (SSL) is a commonly-used protocol for managing the security of a message transmission over the Internet.

An agreed-upon format for exchanging encrypted data using two separate encryption keys – a public key (known to everyone) and a private key (known only to the recipient of the data). By convention, URLs that require an SSL connection start with *https* instead of *http*.

SSL Certificate no An attachment to an electronic message used for security purposes. The most common use of a digital certificate is listed below.

 To verify that a user sending a message is who he or she claims to be

 To provide the receiver with the means to encode a reply

An individual wishing to send an encrypted message applies for a digital certificate from a *Certificate Authority (CA)*. The CA issues an encrypted digital certificate containing the applicant's public key and a variety of other identification information. The CA makes its own public key readily available through print publicity or perhaps on the Internet.

The recipient of an encrypted message uses the CA's public key to decode the digital certificate attached to the message, verifies it as issued by the CA, and then obtains the sender's public key and identification information held within the certificate. With this information, the recipient can send an encrypted reply.

State Variable no The state variable tracks the U.S. state in which a visitor is located. Stickiness no The effectiveness of a web site to keep visitors from leaving

Strong Password no Security option in SiteCatalyst that prevents users from selecting passwords that are easily guessed. Enabling this option will prevent users from choosing simple passwords.

Subrelations Data relationship that enable one variable to be broken down by another, and includes Campaigns, Products, Conversion Variables and Events, and Finding Methods (such as Search Engines and Keywords Reports).

Success Event .

Success Metric no The measurement used to analyze data gathered for a success event in

SiteCatalyst.

Summary Report no Present an executive overview of assorted conversion information. Each reporting section uses at least one “Conversion Summary” report, which presents a synopsis of the information contained in the other reports in that group. SiteCatalyst® Conversion employs three distinct versions of the “Conversion Summary” report: Conversions & Averages, Most Improved and Item Summaries.

Switch no Operates within LANs and is used to filter and forward packets to their correct

LAN segments.

***T***

T1 no A dedicated Internet connection that supports data transfer rates of up to 1.54 megabits per second.

Tabular View no SiteCatalyst report view that can help you view current performance for your site, performance trends or the portions that have had the greatest or least improved performance for any time period.

Tag no HTML tag.

Taguchi Method no Mathematical theory used in Multivariate Testing.

Target no SiteCatalyst feature that enables you to see, graphically, how your site is performing based on set goals (or targets).

TCP/IP (Transmission Control

Protocol/Internet Protocol)

Represents the suite of communications protocols used to connect hosts to the Internet. TCP/IP is the de facto standard for transmitting data over networks. Even network operating systems with their own protocols, such as Netware, support TCP/IP.

Telnet no A terminal emulation program for TCP/IP networks which runs on your computer and connects to servers on the network. The Internet is a large TCP/IP network. A telnet session is initiated as the user types in the host and the host’s port and enters a valid username and password. Once connected the telnet user can run commands as if he/she were physically at that server.

Text Ads no Online advertisements that do not contain graphic images. Typically, they are just textual links to other web pages or web sites.

Third-party Cookies no Third party cookies are left on your machine by a domain other than one that you are currently viewing. See *Cookies*.

Threshold The value of a metric above which an element is of interest. Typically, below a threshold, metrics do not correlate with real effects, and code elements below threshold usually do not require code to be reviewed or modified.

Time Slice In the ASI Segmentation Wizard, the Time Slice represents a clearly defined date range. The resulting segment will only contain data between the “From” and “To” dates.

Time Spent on Page SiteCatalyst report that displays the amount of time visitors spent on a certain page of the web site.

Time Spent on Site Sections SiteCatalyst report that displays the amount of time visitors spend in a certain section of the web site.

Time Spent per Visit SiteCatalyst report that reveals the length of time visitors spend viewing your site as a whole during each visit.

Time Zones SiteCatalyst report that displays which time zones your visitors are coming from.

Top Level Domains SiteCatalyst report that shows you the countries where your visitors have come from based on their originating domain.

Tracking Code Alphanumeric value that uniquely identifies each campaign element and its exact placement on the Internet that ultimately brings an end user to your website. Also refer to *Query String Parameter*.

trackInlineStats Variable

trackYahooStores

Traffic Variable

Transaction Unique Customer URL

Trending

***U***

Unique Customer

Unique Visitor

Units

usePlugins Variable

***V***

Variable

Variable Truncation

Vendor no An organization that sells technology and/or services to another organization. Visit .

Visit-based Cookies

Visit Depth

Visit Length See *Time Spent per Visit*

Visitor

Visitor Detail

Visitor Number

Visitor Profile

domains.

Visitor Retention See *Return Visits*

visitorSampling Variable visitorSampling is the percentage of visitors to your site that are tracked via

SiteCatalyst. If you would like to track 10% of the visitors to your site, just set visitorSampling to ‘10.’ Can’t find in KB

visitorSamplingGroup Variable visitorSamplingGroup is an optional variable used to determine the sampling group being tested by SiteCatalyst. Can’t find in KB.

VISTA

***W***

Weekly Unique Visitor The number of unduplicated (counted only once) visitors to your website over the course of a single week. See UV

Workbook Library The Excel Workbook Library is a repository for any workbooks that you create with Excel, including workbooks that contain data blocks. no

***Y and Z***

Yearly Unique Visitor The number of unduplicated (counted only once) visitors to your website over

the course of a single year. No. s/b in UV

zip Variable The zip variable tracks the U.S. zip code in which a visitor is located.

***#***

112.2o7.net combine The domain of the SiteCatalyst cookie that is set for report suites that target the Omniture Data Center in San Jose, California.

122.2o7.net The domain of the SiteCatalyst cookie that is set for report suites that target the Omniture Data Center in Dallas, Texas.

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