OMNITURE™

FORM ANALYSIS

Form Abandon, Success, and Error

February 21, 2006   Version 1.0

1   Plug-ins

A traditional plug-in is 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. An example of a JavaScript plug-in is the Form Analysis Plug-in.

1.1 Form Analysis Plug-in

The Form Analysis Plug-in is a set of functions that may be added to the JavaScript file (without additional cost). These extra functions build on the basic functionality of the original JavaScript file.

The function of the Form Analysis Plug-in is to track when visitors use forms on your site. This plugin will track abandonment, successful submission, and errors when dealing with forms. Examples of forms elements include text boxes, radio buttons, drop-down boxes, et cetera.

Form analysis is useful when you want to understand why some visitors to your site are leaving on pages that contain forms. For example, if your Shopping Cart Page contains a field in which the visitor is to enter their credit card number, but the visitor departs the page or site at that point, you will be better able to manage your site and forms by knowing the point at which visitors leave forms.

If a visitor accesses a web page that contains a form being tracked by SiteCatalyst, the Form Analysis plug-in immediately recognizes the form. SiteCatalyst reports abandonment of the form, successful use of the form, or errors in using the form.

1.1.1 Differences Between Abandon, Success, and Error

SiteCatalyst tracks abandonment, success, and errors when visitors use forms on your site. Abandonment of the form occurs when the visitor accesses the page containing the form, but then decides to exit the page without using the form. Abandonment also occurs when the visitor uses the form, but then decides to exit the page without submitting the form.

Success occurs when the visitor uses the form and then successfully submits the form for the intended purpose. An error occurs when the visitor completes and submits the form, but there is something wrong with the submission. For example, if the visitor did not enter data in all of the required fields, or if a credit card is declined in an attempted purchase, the form may be declined and/or returned to the visitor.

NOTE: Tracking successes and errors requires additional programming resources. For more information, contact your Omniture Implementation Consultant.

1.2 Form Analysis Plug-in Setup

To set up the Form Abandonment Plug-in, contact your Omniture Implementation Consultant, who will make adjustments to the SiteCatalyst code. You will be requested to decide which forms you would like to track and whether you want to display form analysis data in a Traffic Custom Insight Report or a Commerce Custom Insight Report. For the Traffic Custom Insight Report, the Implementation Consultant assigns the form analysis data as a value to a Traffic Custom Insight variable (prop). For the Commerce Custom Insight Report, the Implementation Consultant assigns the form analysis data as a value to the Commerce Custom Insight variable (eVar) and then uses up to three events to report abandon, success, and error.

NOTE: If necessary, you can purchase more events if you want to track form abandonment in a commerce report.

When your Omniture Implementation Consultant has completed the SiteCatalyst code adjustments, Omniture will send the code to you to replace the existing code.

1.2.1 Variables

When your Omniture Implementation Consultant configures your SiteCatalyst code to include the Form Abandonment plug-in, you can also request configuration of other variables. These variables are used to configure how form data is displayed in the reports. For example, the reports can display the Page Name: Form Name: Field format, but you can use the trackPageName variable to exclude the page name from the report. For more information on these variables, contact your Omniture Implementation Consultant.

2 Reports

You can display form analysis data in a Traffic Custom Insight Report or a Commerce Custom Insight Report.

2.1.1 Traffic Report

You can configure a Traffic Custom Insight Report to display form analysis data. The Traffic Custom Insight Report displays the number of times an abandon event, success event, or error event occurred for a form. When you set up your Traffic Custom Insight Variable, you can set values in the prop variable so that the report displays Page Name: Form Name: Outcome (abandon, success, or error): Field. For example, in the image below, the first line in the Details Section displays LoginPortal:LoginForm:Abandon:(No Data Entered).

Figure 1: Traffic Custom Insight Report with Form Analysis Data
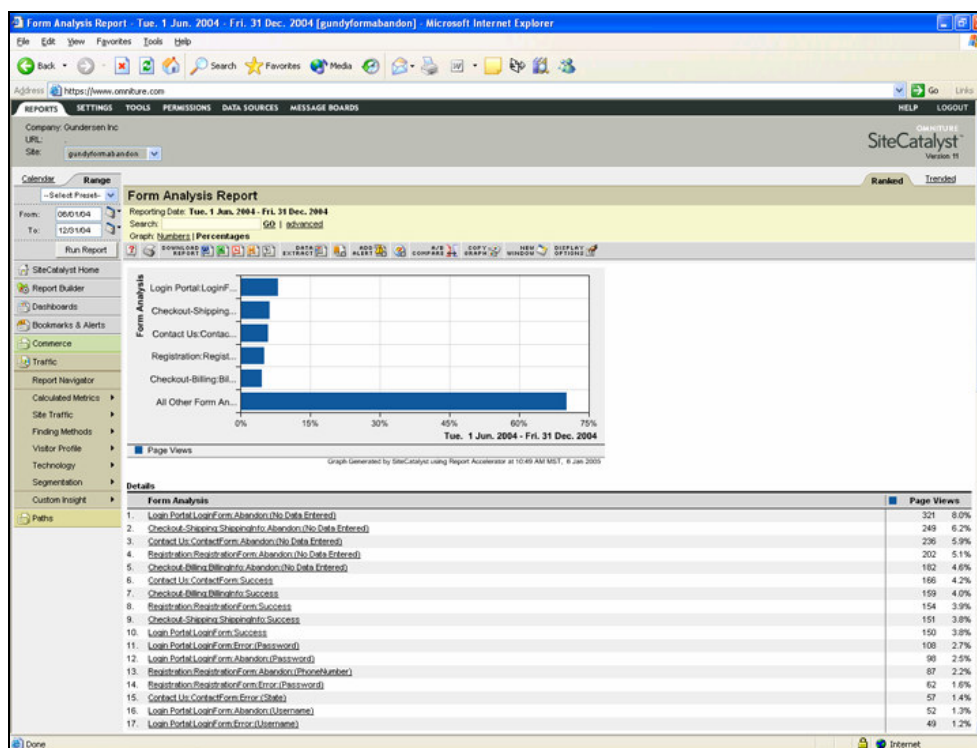
In the example above, LoginPortal is the page name, LoginForm is the form name, and Abandon refers to the action taken by the visitor. The (No Data Entered) segment would contain the name of the field if the user entered data into the field, and then abandoned the form. In this case, the visitor did not enter any data in the form, which resulted in (No Data Entered) in the report. Similarly, any line items relating to a successful form submission do not display the field as part of the line item because the field line item displays where the visitor abandoned the form. A successful submission means the visitor did not abandon the form.
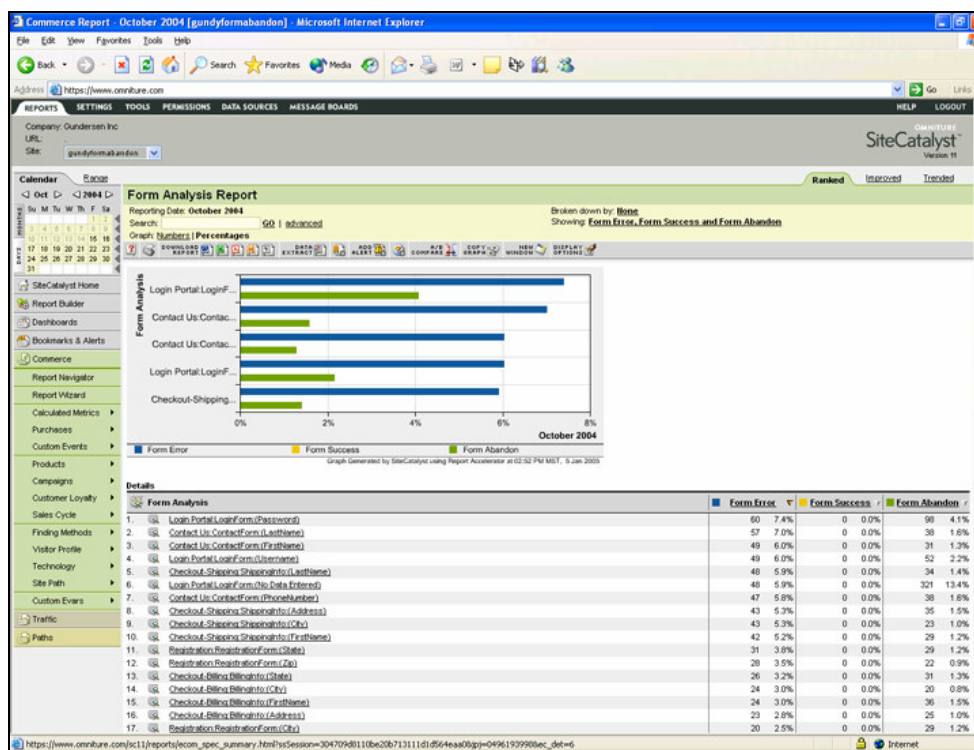
2.1.2 Commerce Report

You can also configure a Commerce Custom Insight Report to display form analysis data. The Commerce Custom Insight Report displays metrics for an abandon event, success event, or error event. Similar to the Traffic Custom Insight Variable, you can set values to the Commerce Custom Insight Variable so that the report displays Page Name: Form Name: Field. The difference between the Traffic Custom Insight Report and the Commerce Custom Insight Report is that the Commerce Custom Insight Report uses events to display Form Abandon, Form Success, and Form Error metrics, whereas the Traffic Custom Insight Report does not.

✎ **NOTE:** The Commerce Custom Insight Report displays each outcome (success, error, abandon) in its own column.

Figure 2: Commerce Custom Insight Report with Form Analysis Data

In the image above, the first line of the Details Section displays Login Portal: LoginForm: (Password). LoginPortal refers to the page name, while LoginForm refers to the form name, and (Password) refers to the form field. Commerce Reports, unlike Traffic Reports, do not display Abandon, Success, or Error as part of the line item. The metrics display the events.

2.2 Conclusion

The Form Analysis Plug-in is an effective tool for analyzing and tracking form usage, abandonment, and errors on your web site. With this plug-in, you can make the forms on your site more useful to your visitors, and minimize the abandonment of potential purchases or other desired conversions. For more information on the Form Analysis Plug-in, contact your Omniture Implementation Consultant.

OMNITURE

CALL 1.877.722.7088
1.801.722.0139

www.omniture.com
info@omniture.com

550 East Timpanogos Circle
Orem, Utah 84097

OMNITURE