



# Marketing Web Analytics and Insights

## Lesson 7



# Last Week...

- Visualizations
- Calculated Metrics
- Traffic Breakdowns
- Conversion Breakdowns

# Calculated Metrics

You can create calculated metrics from existing metrics, numbers, operations (add, subtract, multiply, divide), segments and **advanced mathematical functions**.

The screenshot shows the 'New Calculated Metric' configuration window in Google Analytics. On the left, a sidebar lists available components under three categories: DIMENSIONS (Marketing Channel, Mobile Device Type, Page, Tracking Code, US States), METRICS (Visits, Revenue, Unique Visitors, Product Views, Cart Additions), and SEGMENTS (PC). The main area is titled 'New Calculated Metric' and contains several input fields: 'Title', 'Description', 'Format' (set to 'Decimal'), 'Decimal Places' (set to '0'), 'Show Upward Trend As' (set to 'Good (Green)'), 'Tags' (with an 'Add Tags' button), 'Summary', and 'Definition'. A 'Preview' section on the right shows a placeholder '[Untitled] No Data Yet' with a timeline from October 2017 to January 2018. At the bottom right, there is an 'Add' button and a note about product compatibility.

# Traffic Breakdowns

- A traffic report (sProp) can be broken down by another traffic report, but **not** by a conversion report (eVar)
- They are multi-level, meaning that you can break down up to **20 reports** by each other
- The only applicable metric for traffic breakdown is **page views**

# Conversion Breakdowns

- A conversion report (eVar) can be broken down by another conversion report, but **not** by a traffic report (sProp)
- They are **single level**, meaning that you can only break down one report by another

# Segment Builder

# Segmentation

Allows you to define a group of users and evaluate their performance, based on:

- Type of visitors
- Type of visits
- Group of pages/products



# Type of Segmentation

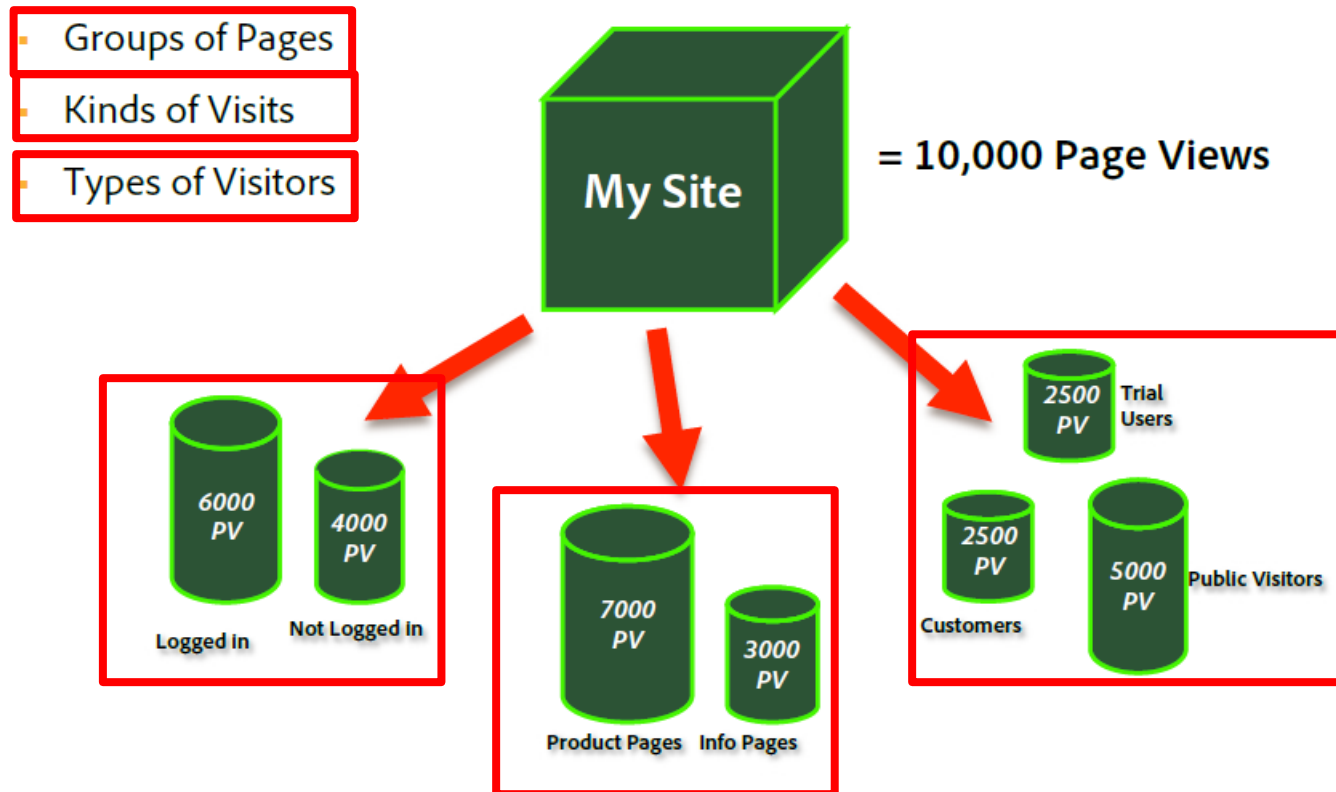
There are **3** type of segments:

1. Hit: group of pages based on something specific to a page (*ex: pages where product contains shoes*)
2. Visit: group of visits based on something specific to a visit (*ex: visits coming from Email*)
3. Visitor: group of visitors based on something specific to a visitor (*ex: visitors that made a purchase*)



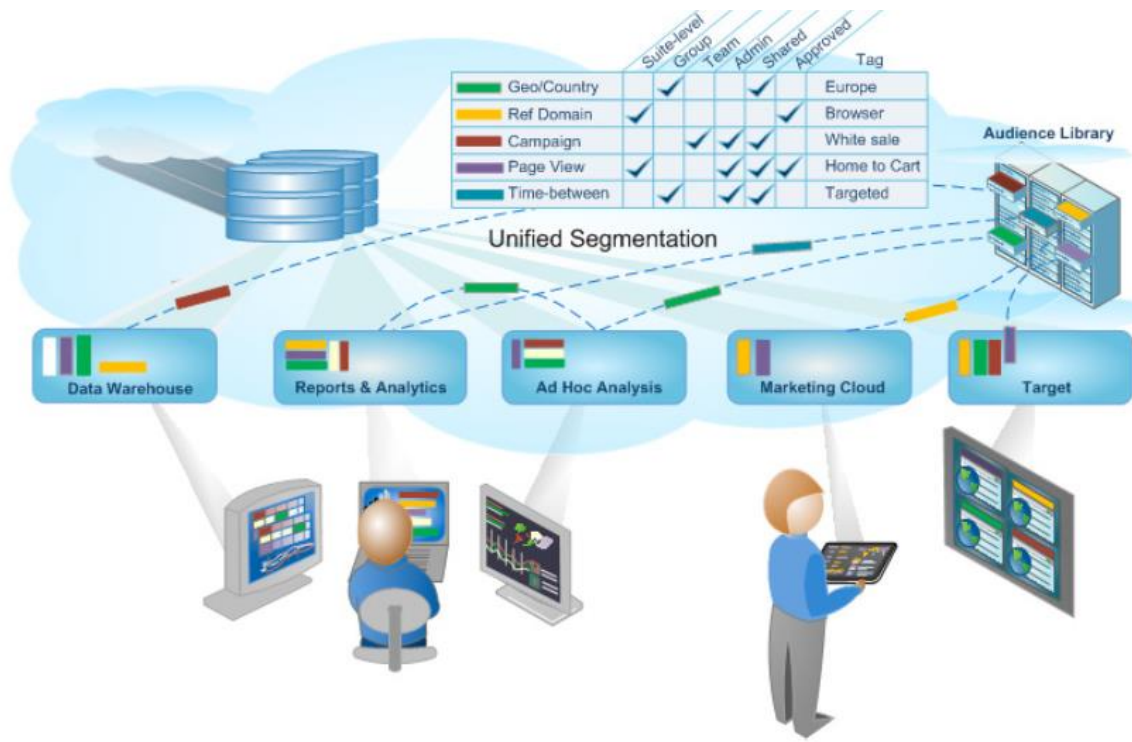
# Segmentation Example

Your site had 10k page views yesterday and you want to know to whom and what you can attribute those views.



# Marketing Cloud Audiences

Segments can be **shared** across the company and Adobe products, allowing for **remarketing** campaigns and **personalization**.

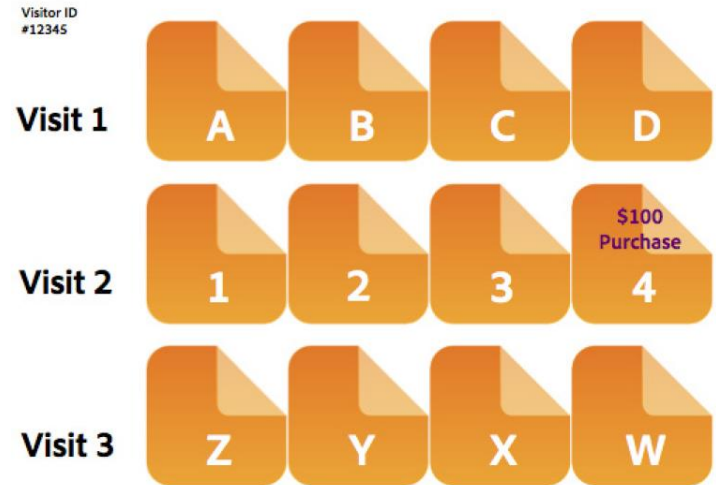


Source: Adobe

# Segmenting Example

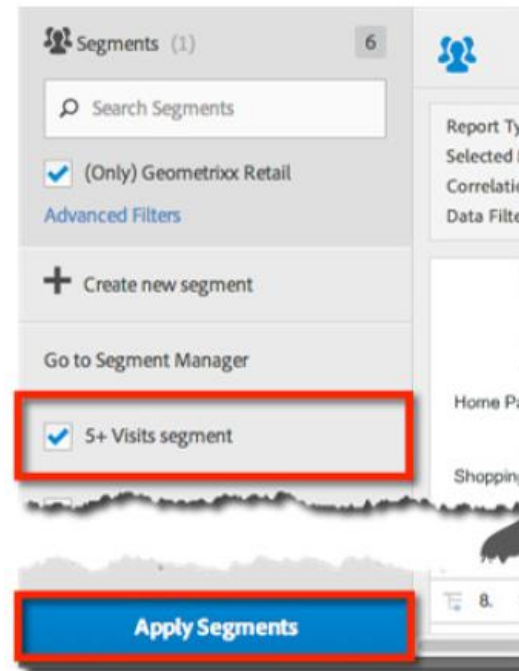
Which pages were viewed by the segment:

1. Visitor with a purchase on our site? **A,B,C,D,1,2,3,4,Z,Y,X,W**
2. Visit with a purchase on our site? **1,2,3,4**
3. Page with a purchase on our site? **4**



# Applying Segments to Reports

1. Click show segments
2. Select the desired segment
3. Click apply segment



# Segment Builder

1. Click “i” to quickly see how segments were built
2. Click the pencil to edit the segment



# Segment Builder

The screenshot shows the 'New Segment' interface in a analytics tool. The left sidebar contains a list of metrics, with 'Orders' highlighted. The main area is divided into sections for defining a segment. Red boxes and numbers 1-4 highlight specific fields: 1. Title: 'At least an order'. 2. Description: 'Anyone who has ever made an order'. 3. Definitions: A dropdown menu showing 'Visitor'. 4. A rule definition: 'Orders is greater than or equal to 1'. A red arrow points from the 'Orders' metric in the sidebar to the rule definition. The right side of the interface shows a donut chart and a table of metrics.

Metric	Value	Target	Percentage
Page Views	1,851,698	of 5,145,743	36%
Visits	131,004	of 534,888	24%
Unique Visitors	60,786	of 301,497	20%

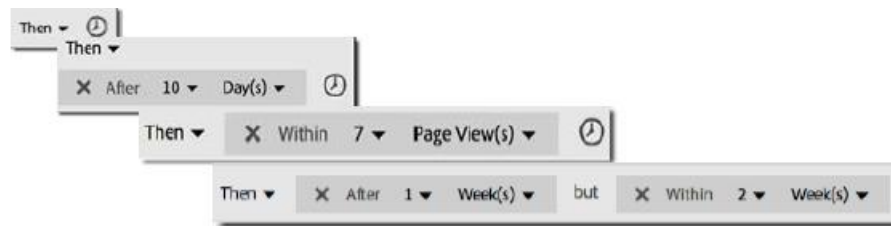
\* Last 90 days

Product Compatibility ? Reports & Analytics  
Ad Hoc Analysis  
Data Warehouse

**Save** Cancel

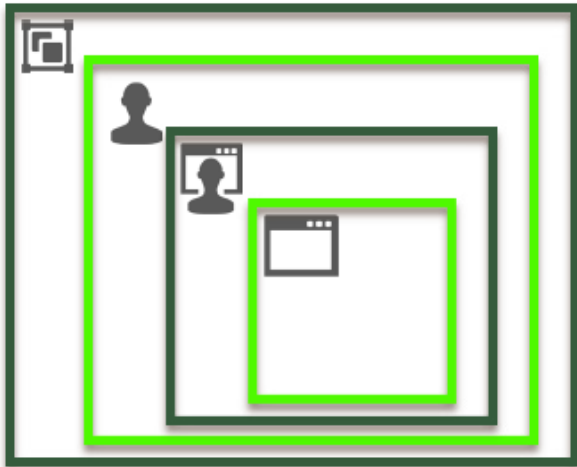
# And, Or and Then Operators

- You can use “and”, “or” and “then” operators between events, dimensions and containers
- The “then” operator can be set to:
  - Default: occurs after
  - After: set time period/# page views that must occur
  - Within: set time period/# page views that must occur
  - After/Within: both run at the same time to provide start and end point



# Nested Containers

- Used to combine multiple segment types, criteria or operators



Definitions

Show Visitor Options

▼ (Campaign Name (Tracking Code) equals Summer Sale) and (Checkouts is greater than or equal to 1) and (Order... [Icon] Options

...	Campaign Name (Tracking Code)	equals ▼	Summer Sale	×
And ▼ <span style="color: red; font-size: 1.5em;">←</span>				
...	Checkouts	is greater than or equal to ▼	1	×
And ▼ <span style="color: red; font-size: 1.5em;">←</span>				
...	Orders	equals ▼	0	×

Then ▼ ← Options

▼ (Orders is greater than or equal to 1) [Icon] Options

...	Orders	is greater than or equal to ▼	1	×
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# Segment Manager

Admin has **full control** over all segments, while regular users have control over their own segments only.

> Tags

0

> Report Suite

1

> Owners

1

□ Other Filters

5

☐ Show All

63

☐ Shared With Me

5

☐ Approved

5

+

Add

Tag

Share

Delete

Rename

Unapprove

Copy

Export to CSV

Title & Description

↑

Report Suite

Tags

Shared With

Date Modified

☒

☆

Brand Email

🔒

Geometrix Retail

All

Jun 28 2014 9:40

☐

☆

Cali shopping abandonment

🔒

Geometrix Retail

All

May 22 2014 9:50

# Debugger

# Adobe Debugger (Chrome)

How to install:

1. [Open this link](#)
2. Install the Chrome Extension

How to use:

1. Open the webpage you want to analyze
2. Launch the extension

# Adobe Debugger – Neiman Marcus



The image shows a screenshot of the Neiman Marcus website with the Adobe Experience Cloud Debugger overlayed on the right side.

**Neiman Marcus Website:**

- URL: [https://www.neimanmarcus.com/c/Womens-Clothing-Chic-Week-Sale-cat65970754?icid=hp\\_bnr1\\_...](https://www.neimanmarcus.com/c/Womens-Clothing-Chic-Week-Sale-cat65970754?icid=hp_bnr1_...)
- Page Title: The Neiman Marcus Group LLC [US]
- Page Content: JEWELRY SALE! SAVE 20% (partially visible). The main banner reads "FOR OUR FRIENDS & FAMILY CHIC WEEK SALE" and "on select regular-eveningwear &".
- Navigation: WOMEN'S CLOTHING, CONTEMPORARY, SHOES, HANDBAGS, JEWELRY.
- Filters: FILTER BY: Type, Designer, Size, Color, Price. SORT BY: Best Match. 6955 items.

**Adobe Experience Cloud Debugger (BETA):**

- Summary, Network (5), Tools, Logs (0), Analytics (1), Targeting (1).
- Analytics (1) sub-menu: Audience Manager (1), Advertising Cloud (1), Experience Cloud ID Service (1).
- Hits: Download, Clear All Requests.
- Linked Accounts (Legacy): Link Account.
- Adobe ID: Login with Adobe ID.

# Why Using the Debugger?

- Troubleshooting: to validate that the tagging is working as expected
- Understanding AA implementation: to verify how we track specific user interactions, in order to perform deep dive analysis
- Competitive Analysis: to identify tagging opportunities, by analyzing what our competitors are tracking

# Troubleshooting

The internal search business owner is concerned by the decline in the number of searches for the last month. She asked you to verify if the tracking is working as expected.

Steps for troubleshooting:

1. Review the tagging requirements for internal search  
(ex eVar6 for Keyword and event2 for Searches)
2. Review the trend for internal searches in AA
3. Replicate the different ways in which customers can perform an internal search on the site and make sure the data in the debugger matches #1

# Troubleshooting

1 Request Displayed					
#1 - SiteCatalyst Image 1978 chars					
First Party Cookies	om.neimanmarcus.com				
Report Suite ID(s)	nmgincglobalprod				
Version of Code	JS-1.6				
Query String Beginning	1				
Sent From JavaScript File?	1				
pf=1					
Date/Time	January 7, 2018 at 10:15 AM				
Visitor ID	780553C647160DBD-3E32C22F7EEA3099				
charSet	UTF-8				
Name Space	neimanmarcus				
pageName	brsearch				
Current URL	http://www.neimanmarcus.com/search.jsp?from=brSearch&responsive=true&request_type=search&search_type				
Referring URL	http://www.neimanmarcus.com/Giorgio-Armani-Patent-Derby-Shoe/prod173850524/p.prod?				
currencyCode	USD				
events	event3,event2,event71,event16=41				
products	<table><thead><tr><th>Category</th><th>Product ID</th></tr></thead><tbody><tr><td></td><td>productmerch424</td></tr></tbody></table>	Category	Product ID		productmerch424
Category	Product ID				
	productmerch424				
prop2	armani shoes				
list2	15100003;15100002;15000001				
prop4	1				
eVar4	Search				
eVar5	non-browse				
eVar6	armani shoes				
prop9	10018043230				
eVar9	not logged in				
prop10	Search				
prop11	EndecaDriven				
prop13	us				
eVar19	best match				
prop20	search				
prop23	D=s_vi				
prop24	not logged in				
prop26	A				
prop29	ce888f3c-ff67-47e0-a930-76eed5def3aa				
eVar29	amber.neimanmarcus@gmail.com				
eVar30	non-browse				
prop31	http://www.neimanmarcus.com/search.jsp?from=brSearch&responsive=true&request_type=search&search_type				

Internal Search  
Event

Internal Search  
Keyword eVar

# Understanding AA Implementation

The PLP business owner would like to know how many customers go to the second page from a category page

Steps for understanding the implementation:

1. Replicate the action of paginating (going from page 1 to page 2)
2. Identify variables that you can leverage for your analysis



# Understanding AA Implementation

▼ Custom Traffic Variables (props)	
prop4	"1"
prop6	"CategorySort:30251;33352;false"
prop9	"20428601234"
prop10	"Browse"
prop11	"EndecaDriven"
prop13	"mx"
prop20	"sub-category"
prop24	"not logged in"
prop26	"B"
prop27	"https://www.neimanmarcus.com/en-mx/Jewelry-Accessories/Jewelry/Bracelets/cat4870733/c.cat"
prop29	"72bd6926-a463-4196-b14f-8364f50d599a"

▼ Custom Traffic Variables (props)	
prop4	"2"
prop6	"CategorySort:30251;33352;false"
prop9	"20428601234"
prop10	"Browse"
prop11	"EndecaDriven"
prop13	"mx"
prop17	""
prop18	""
prop20	"sub-category"
prop24	"not logged in"
prop26	"B"

▼ Custom Traffic Variables (props)	
prop4	"filter-1"
prop6	"CategorySort:30251;33352;false"
prop9	"20428601234"
prop10	"Browse"
prop11	"EndecaDriven"
prop13	"mx"
prop17	"Silhouette - Bracelet"
prop18	"S:Bangle"
prop20	"sub-category"
prop24	"not logged in"
prop26	"B"
prop29	"72bd6926-a463-4196-b14f-8364f50d599a"

▼ Custom Traffic Variables (props)	
prop4	"filter-2"
prop6	"CategorySort:30251;33352;false"
prop9	"20428601234"
prop10	"Browse"
prop11	"EndecaDriven"
prop13	"mx"
prop17	"Silhouette - Bracelet"
prop18	"S:Bangle"
prop20	"sub-category"
prop24	"not logged in"
prop26	"B"

# Competitive Analysis

As Manager of Web Analytics, you are responsible for the Web Analytics roadmap. One of your responsibilities is to make sure you have a best in class implementation.

To achieve this, you periodically run analyses on your competitors and other leading companies implementation.

# Competitive Analysis

What is UnderArmour tracking?

#1 - SiteCatalyst Image 608 chars	
First Party Cookies	analytics.underarmour.com
Report Suite ID(s)	underarmour, underarmourcom
Version of Code	JS-2.3.0-D7QN
Query String Beginning	1
Sent From JavaScript File?	1
pf=1	
Date/Time	January 7, 2018 at 10:37 AM
Dynamic Copy of: D=	
mid=24498469422827875471890087334893522910	
aid=2D292665051D043F-40000163A00079DD	
aamlh=9	
charSet	UTF-8
pageName	HOME
Current URL	https://www.underarmour.com/en-us/
currencyCode	USD
eVar18	Homepage
prop29	Guest
eVar32	24498469422827875471890087334893522910
eVar43	D=c29
prop49	new visitor modal
prop53	underarmourcom
eVar63	D=pageName
prop74	OLD
eVar76	D=c53
Request Type	Ink_o
Friendly Name (non-page)	modalWindow
Screen Resolution	1280x720
Color Depth	24
JavaScript Version	1.6
JavaScript Enabled	N
Cookies Supported	Y
Browser Width	1280

# Practice Problems

# Practice Problem #1

Create a segment with the below criteria:

- Visitor w/ at least 1 purchase
- Visit originated from social media or email
- Hit where product contains “jean”
- Exclude visits from tablet

# Practice Problem #1

DEFINITION

Show Visitor Options

Orders

equals

-

1

+

×

And

Marketing Channel = (Social OR Email)

Marketing Channel

equals

🔍 Social

×

▼

×

Or

Marketing Channel

equals

🔍 Email

×

▼

×

And

Product contains jean

Product

contains

jean

×

And

Mobile Device Type = Tablet

Mobile Device Type


equals

🔍 Tablet

×

▼

×

 UT DALLAS

© Guido Tirone

30

# Practice Problem #2

1. Create a segment that will include all data from visitors who have made one purchase on your site of at least \$500.
2. How would you change #1 to focus only on visits where they placed the order instead of the type of visitor?
3. How would you change #1 to focus on visitors whose orders were at least \$500 but less than \$1,000?

# Practice Problem #2

1

Show Visitor ▾ Options

Page = Shopping Order Confirmation AND Revenue is greater than or equal to 500

Page equals ▾ Shopping Order Confirmation × ▾ ×

And ▾

Revenue is greater than or equal to ▾ - 500 + ×

2

Show Visit ▾ Options

Page = Shopping Order Confirmation AND Revenue is greater than or equal to 500

Page equals ▾ Shopping Order Confirmation × ▾ ×

And ▾

Revenue is greater than or equal to ▾ - 500 + ×

3

Show Visitor ▾ Options

Page = Shopping Order Confirmation AND Revenue is greater than or equal to 500 AND Revenue is less than 1000

Page equals ▾ Shopping Order Confirmation × ▾ ×

And ▾

Revenue is greater than or equal to ▾ - 500 + ×

And ▾

Revenue is less than ▾ - 1000 + ×



# Practice Problem #3

Explain the below segment

The screenshot shows a 'Definitions' window with a 'Show' dropdown set to 'Visit'. The main query is structured as follows:

- Condition 1: Orders exists
- Operator: And
- Condition 2: (Countries equals Germany) or (Countries equals Japan)

The 'Countries equals Germany' condition is highlighted with a red box, and the 'Countries equals Japan' condition is highlighted with a blue box. A red box also highlights the 'Options' gear icon next to the 'Countries equals Germany' condition.

The segment looks at visits where an order was placed, for a Visitor that at one point came from Germany or Japan

# Practice Problem #4

Why is the below report returning \$0 after applying the “Searched Black” segment?

**Title**  
Searched Black

**Description**

**Tags**  
Add Tags

**Definitions**  
Show: HIT Options

Internal Search Terms - Traffic contains black

Save Cancel

**Product Compatibility**  
Unique Visitors: 37,056 of 158,561 23%  
Visits: 39,569 of 629,924 6%  
Page Views: 51,161 of 1,703,962 3%  
\* Last 90 days

**Reports & Analytics**  
Ad Hoc Analysis  
Data Warehouse

Segment: X Searched Black X Remove All

View by: Week  
Day of Week: All Days  
Selected Metrics: Revenue

Date (week beginning)	Revenue
1. Nov 27, 2017	\$0
2. Dec 4, 2017	\$0
3. Dec 11, 2017	\$0
4. Dec 18, 2017	\$0
5. Dec 25, 2017	\$0

The “Searched Black” segment is at hit level, so it is only looking at search pages where keyword contains black. The only page that has revenue associated to it is order confirmation, not search.

# Practice Problem #5

For January 2024, calculate visits coming from the population with the below criteria:

- Visits where entry page is homepage
- Then visits that saw the product detail page where product contains “watch” or “luggage” and doesn’t contain “pumi”
- Then visits that added to cart
- Exclude visits that place an order

**Segment has been shared in AA**

# Practice Problem #6

For neimanmarcus.com, using the Adobe Debugger identify:

1. Events that are firing on the Homepage  
**event32**
2. Prop that contains Filter Value or Filter Type on search pages  
**prop15 or prop16**
3. Evar that contains the search keyword after performing a search  
**evan6**

# Practice Problem #7

For espn.com, using the Adobe Debugger identify:

1. Page name for the Homepage

**espn:frontpage**

2. eVar that contains device type

**evvar38**

1. Events that are firing on the Homepage

**event3**