



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 page in Google Analytics. On the left sidebar, there are sections for 'DIMENSIONS' (Marketing Channel, Mobile Device Type, Page, Tracking Code, US States) and 'METRICS' (Visits, Revenue, Unique Visitors, Product Views, Cart Additions). Below these is a 'SEGMENTS' section with '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'. The 'Definition' field has a placeholder text: 'Drag & drop Metric(s), Dimension(s), Segment(s), and/or Function(s) here.' On the right, there is a 'Preview' section showing '[Untitled]' and 'No Data Yet' with a small chart area. At the bottom right, there is a 'Product Compatibility' section set to 'None'.

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



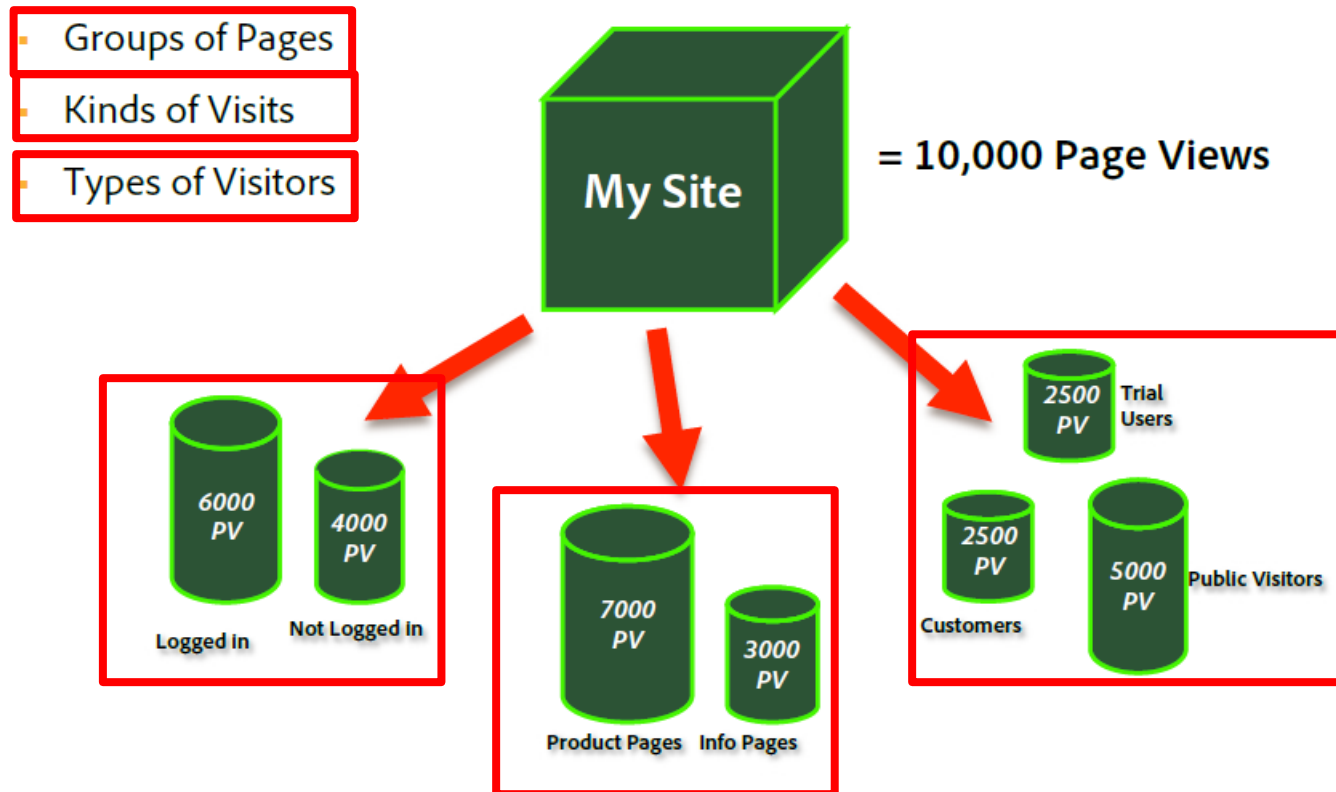
Type of Segmentation

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*)

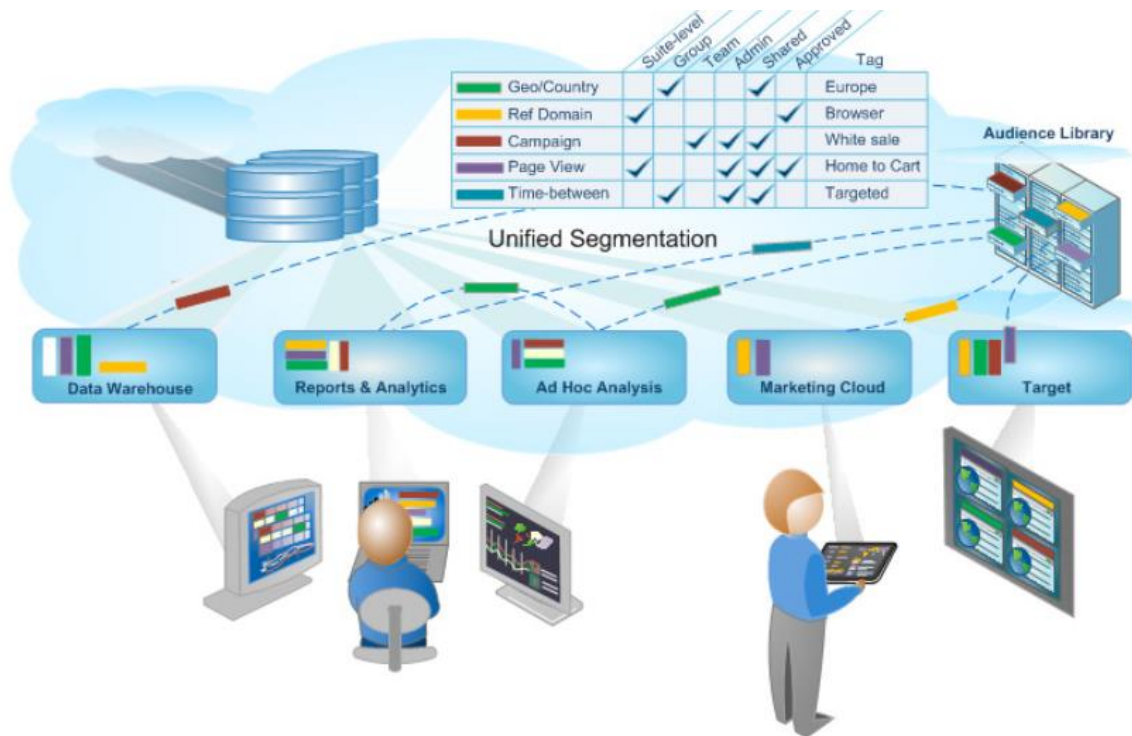
Segmentation Example

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**.

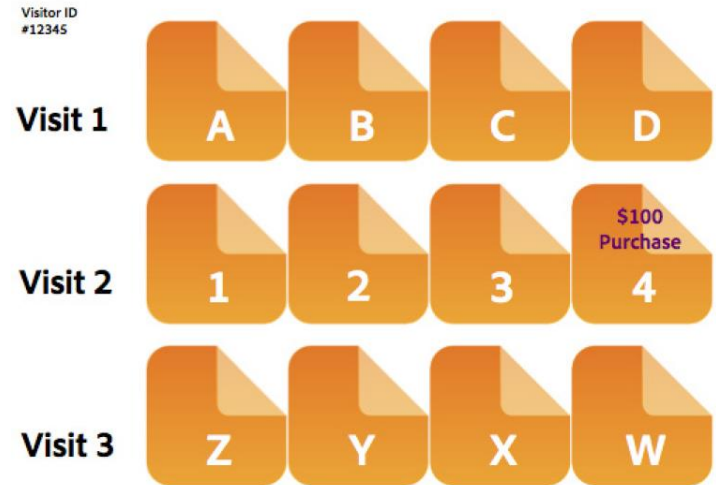


Source: Adobe

Segmenting Example

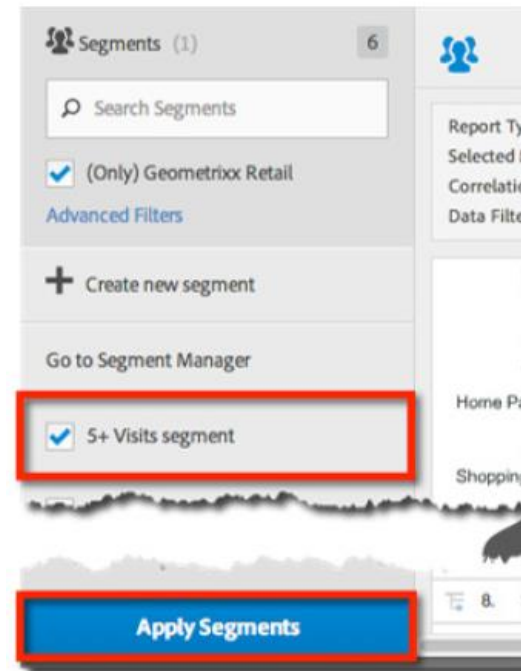
Which pages were viewed by the segment:

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**



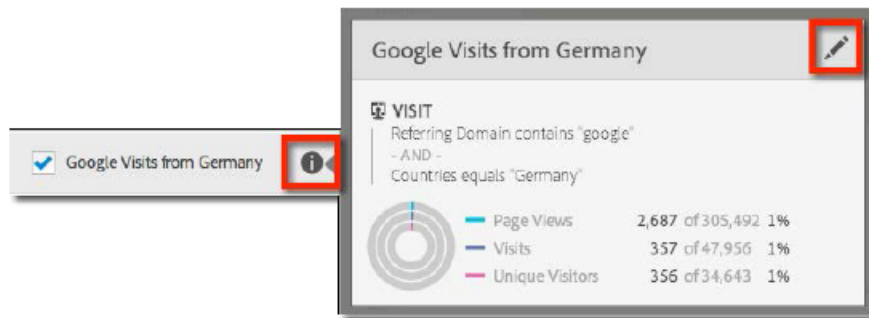
Applying Segments to Reports

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. On the right, there is 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%

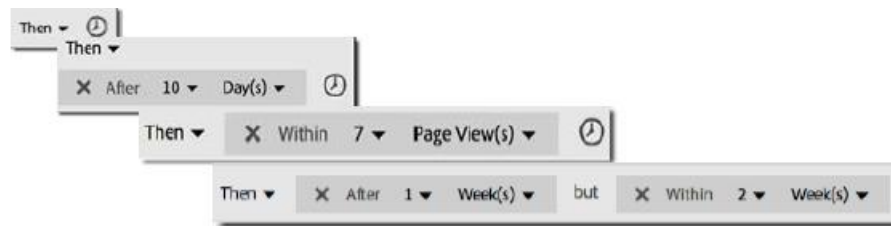
* Last 90 days

Product Compatibility ? Reports & Analytics
Ad Hoc Analysis
Data Warehouse

Save Cancel

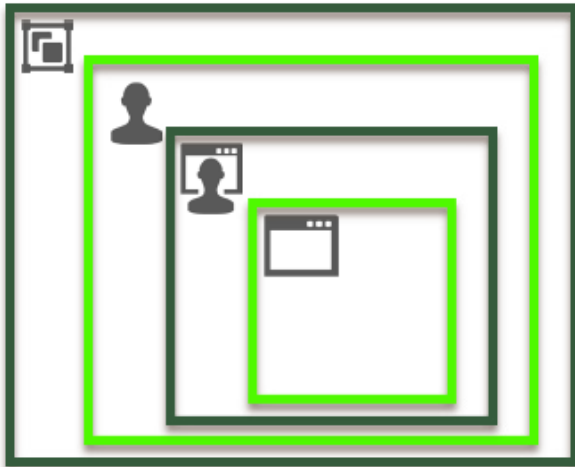
And, Or and Then Operators

- 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 ▼ ←			
⋮ Checkouts	is greater than or equal to ▼	1	×
And ▼ ←			
⋮ Orders	equals ▼	0	×
Then ▼ ← ⌚			
▼ (Orders is greater than or equal to 1) [Icon] Options			
⋮ Orders	is greater than or equal to ▼	1	×

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_...
- Page Title: The Neiman Marcus Group LLC [US]
- Page Content: JEWELRY SALE! SAVE 20% (partially visible)
- Navigation: WOMEN'S CLOTHING, CONTEMPORARY, SHOES, HANDBAGS, JEWELRY
- Header: Neiman Marcus
- Banner: FOR OUR FRIENDS & FAMILY CHIC WEEK SALE on select regular-eveningwear & (partially visible)
- Filters: FILTER BY: Type, Designer, Size, Color, Price. SORT BY: Best Match. 6955 items.

Adobe Experience Cloud Debugger:

- 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?cid=&searchType=MAIN&rte=%2Fsearch.jsp%3Ffrom%3DbrSearch%26request_type%3Dsearch%26search_ty					
currencyCode	USD					
events	event3,event2,event71,event16=41					
products	<table><tr><th>Category</th><th>Product ID</th></tr><tr><td></td><td>productmerch424</td></tr></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 (indicated by a green bar on the left)
- Operator: And
- Condition 2: (Countries equals Germany) or (Countries equals Japan) (indicated by a blue bar on the left)

Each condition has a corresponding row with a dropdown menu, an operator, and a value. The 'Countries equals Germany' row is highlighted with a blue bar, and the 'Countries equals Japan' row is highlighted with a light blue bar. A red box highlights the 'Visit' dropdown and the 'Options' gear icon.

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
evar6

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

evar38

1. Events that are firing on the Homepage

event3