



Marketing Web Analytics and Insights

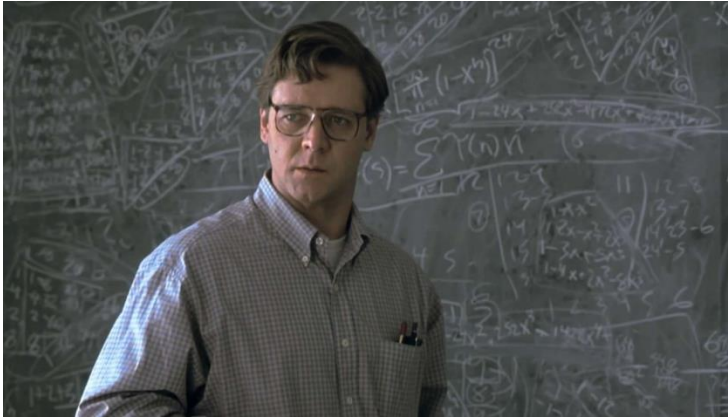
Lesson 2



Last Week...

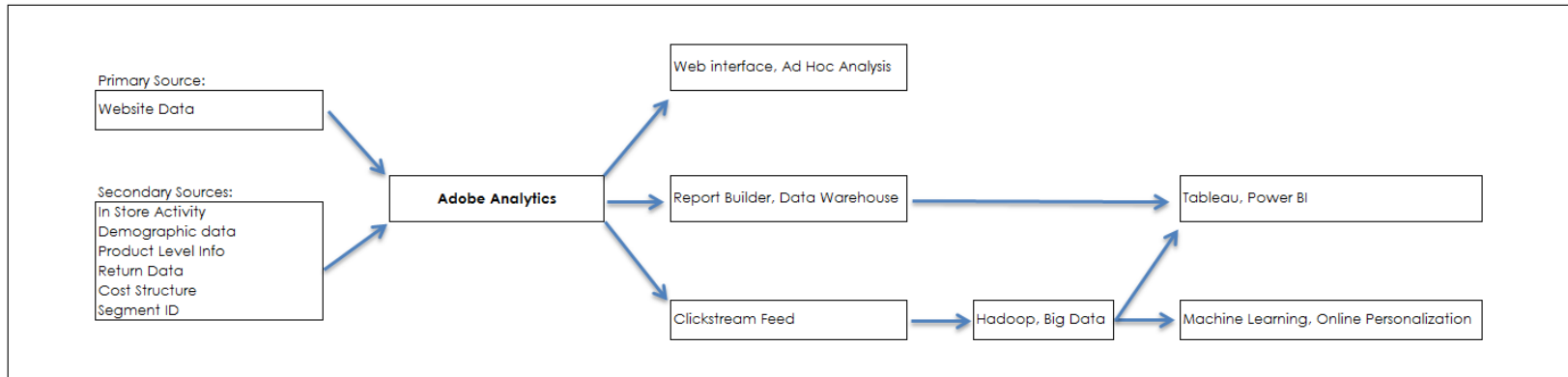
- What is Web Analytics?
- Why is it important?
- Web Analytics Ecosystem
- Thermometer vs Thermostat

What is Web Analytics?



- is the measurement, collection, analysis and reporting of web data for purposes of understanding and **optimizing web usage**
- is **not** just a process for measuring web traffic, but can be used as a tool for business and market research, and to assess and **improve the effectiveness** of a website

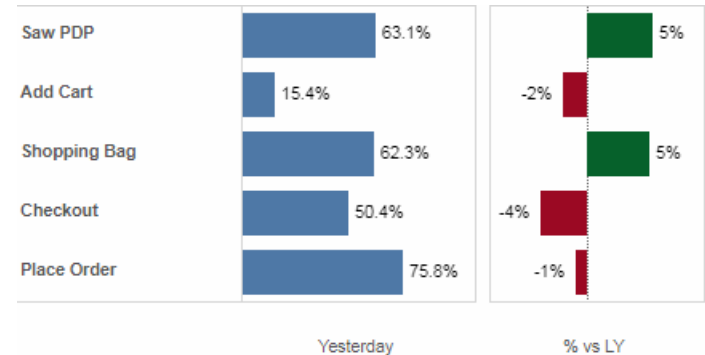
Web Analytics Ecosystem



```

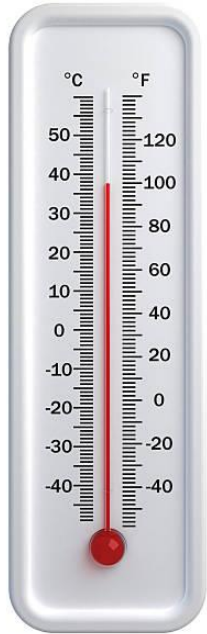
#2 - SiteCatalyst Image 962 chars
First Party Cookies | om.neimannarcus.com
Report Suite (Ds) | nmjncglobalprod
Version of Code | JS-1.6
Query String Beginning | 1
Sent From JavaScript File? | 1
pF=1
Date/Time | December 7, 2017 at 10:58 AM
Visitor ID | 70055306471600BD-3E32C22F7EEA3099
charSet | UTF-8
Name Space | neimannarcus
pageName | Homepage
Current URL | http://www.neimannarcus.com/
currencyCode | USD
events | event32
list2 | 15100003;15100002;15000001
prop9 | 10018043230
eVar9 | not logged in
prop11 | home
prop13 | us
prop19 | entry
prop20 | home
prop22 | typed/bookmarked
prop23 | Drs_vi
prop24 | not logged in
prop26 | A
prop27 | http://www.neimannarcus.com
prop29 | 5a4a4e61-c9c3-4c95-b06b-c9cfc308d3c
eVar29 | amber.neimannarcus@gmail.com
oro31 | http://www.neimannarcus.com/
  
```

Web data captured through the cookie



Real Time dashboard

What is the difference?



A thermometer can **only read** the temperature in the room while a thermostat can **read and adjust** the temperature.

Thermometer vs Thermostat

Thermometer: Yesterday, there were 345K Visits

Thermostat: Yesterday, there were 345K Visits which was a 35% decline year over year (YOY) and down 56% from the 7 day trend. The majority of the YOY decline was isolated to the email channel since no email was sent this year.

Adobe Theory

Adobe Analytics Data Types

Adobe Analytics data is divided in 2 categories:

1. Variable: **qualitative** data regarding an action performed by the customer (ex: what filter was selected, tender type used, internal keyword searched, etc..)
2. Event: **numeric count** of a specific action/event that occurred on the website (ex: # of internal searches, # of filter submit, etc..)

Adobe Analytics Variables

Variables are then divided in 2 groups:

1. eVar: conversion variable that allows us to tie revenue to a specific value and are usually tied to an event (ex: Filter Type, Internal Search Keyword, etc..). They are **persistent** and can have different **expirations** (visits, purchase, 1 day, etc..)
2. sProp: traffic variable that can only be tied to visits, visitors and page views. They are **not persistent** (value overwritten on each hit) but allow pathing analysis

Adobe Analytics Data Summary

Event	eVar	sProp
Numeric Count	Qualitative Data	Qualitative Data
Available sitewide or tied to an eVar	Can be tied to revenue or a specific event	Can only be tied to traffic metrics
	Value persists	Value doesn't persist
	Used to count how many times an action occurred or the conversion associated to a value	Used for pathing or segmenting

Note: eVar and sProp may track the same value. The difference is the persistence of the variable and what metric/event can be tied to it

Adobe Analytics Data Example

about:blank

1 Request Displayed

#1 - SiteCatalyst Image 2441 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	December 19, 2017 at 2:26 PM				
Visitor ID	780553C647160DBD-3E32C22F7EEA3099				
charSet	UTF-8				
Name Space	neimanmarcus				
pageName	The Man's Store:Shoes:Oxfords & Lace-Ups				
Current URL	http://www.neimanmarcus.com/Shoes/Oxfords-Lace-Ups/cat10650732_cat000550_cat000470/c.cat				
Referring URL	http://www.neimanmarcus.com/				
currencyCode	USD				
events	event32,event7,event35,event16=72				
products	<table><tr><th>Category</th><th>Product ID</th></tr><tr><td></td><td>productmerch403</td></tr></table>	Category	Product ID		productmerch403
Category	Product ID				
	productmerch403				
hier1	The Man's Store Shoes Oxfords & Lace-Ups				
list2	15100003;15100002;15000001				
prop4	filter-1				
eVar4	Browse				
eVar5	The Man's Store:Shoes:Oxfords & Lace-Ups				
eVar6	non-Search				
prop9	10018043230				
eVar9	not logged in				
prop10	Browse				
prop11	EndecaDriven				
prop12	us				
prop17	Color				
prop18	C:Black				
eVar19	best match				
prop20	sub-category				
prop23	D=s_vi				
prop24	not logged in				
prop26	A				
prop29	ce888f3c-ff67-47e0-a930-76eed5def3aa				
eVar29	amber.neimanmarcus@gmail.com				
eVar30	cat10650732				
prop31	http://www.neimanmarcus.com/Shoes/Oxfords-Lace-Ups/cat10650732_cat000550_cat000470/c.cat#userConstrainedResults=true&refinements=717&page=				
prop32	D=User-Agent				
eVar33	2:26 PM Tuesday Weekday				
eVar34	United States				
prop35	desktop				
eVar36	Color				
prop37	The Man's Store:Shoes:Oxfords & Lace-Ups				
eVar37	C:Black				

Event35: page views counter

sProp17: type of filter applied

eVar36: type of filter applied

Adobe Analytics Data Example

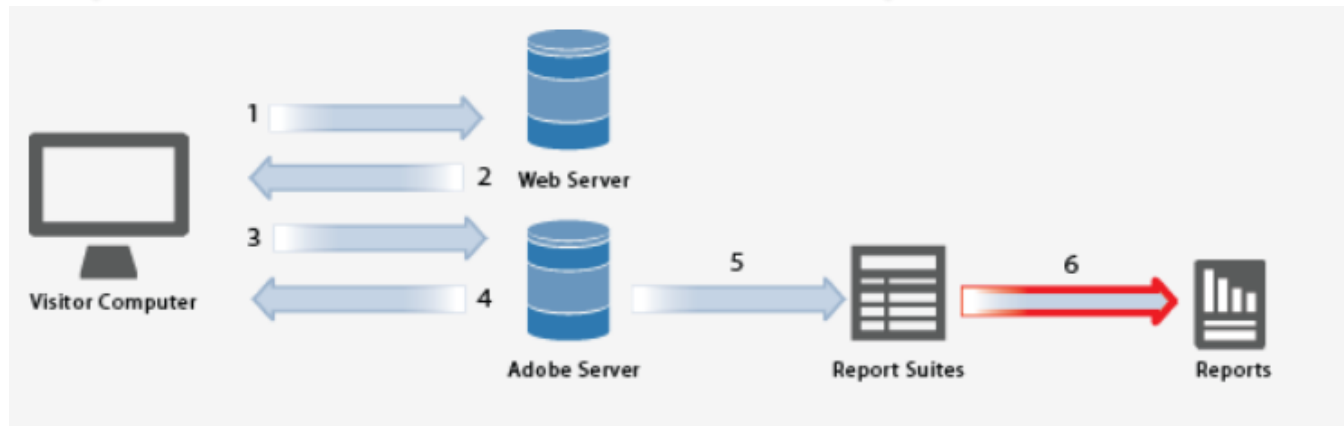
User 123 Session	Hit #1 User selects a Filter	Hit #2 User views page 2	Hit #3 User removes and adds filter	Hit #4 User buys product
Filter Type (eVar 1)	Size	Size	Color	Color
Filter Type (sProp 1)	Size	Null	Color	Null
Filter Submit (event 1)	1	0	1	0
Page Views (traffic)	1	1	1	1
Revenue	\$0	\$0	\$0	\$100

Data Collected for User 123 Session	Filter Submit (e1)	Page Views (traffic)	Revenue
Size (v1)	1	Not Recommended	\$0
Size (c1)	N/A	1	N/A
Color (v1)	1	Not Recommended	\$100
Color (c1)	N/A	1	N/A

Adobe Analytics Infrastructure

Data is collected from
a visitor cookie

Grouped in
Report Suites



Routed to central
collection servers

Displayed in Reports

Adobe Analytics is built on a shared infrastructure - all data collected is routed to central data collection servers and shared with companies based on Company Logins, Report Suites and Rollups

Adobe Analytics Report Suites

- A Report Suite defines the complete, independent reporting on a chosen website, set of websites, or subset of web pages
- Usually, a Report Suite is one website, but it can be a global segment where you have combined several sites' numbers to get totals

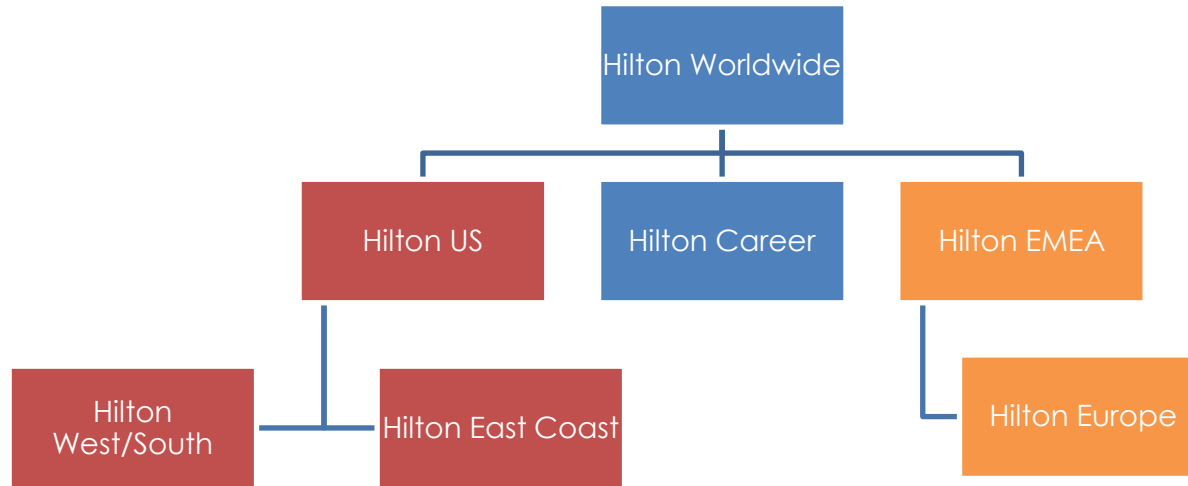
Report Suite to which data for a specific web page is being sent is set using the s_account variable in the first few lines of Java Script code

```
/* SiteCatalyst code version: H.24.2.  
Copyright 1996-2012 Adobe, Inc. All Right Reserved  
/***** ADDITIONAL FEATURES  
  
  Plugins  
/*  
var s_account="greous"  
var s=s_gi(s_account)
```

Adobe Analytics Report Suites

- Virtual Report Suite: data access for users is based on specific segments by applying a segment to a Report Suite and creating a new view (virtual Report Suite) based on that combination
- Global Report Suite: A view of all properties in one Report Suite. Obtained through multi-suite, which sends image requests into a 'global' Report Suite in addition to individual Report Suites (or Vista/Processing rules)

Adobe Analytics Multi-Suite Tagging



- Bottom-up: data is collected for each individual site, then aggregated for Hilton Worldwide
- Top-down: data is collected in aggregate for Hilton Worldwide, then passed to the individual site's Report Suite



Benefits of Top-down Multi-Suite Tagging

- Summary Metrics: all success events and traffic metrics are aggregates of corresponding metrics from individual Report Suites
- Cross-Website Pathing: if a person visits the website of both Brand A and Brand B, AA recognizes that person as the same individual in the global Report Suite and allows you to see how he/she navigated the site
- De-Duplicated Unique Visitors: Global Report Suites will only count the individual as one Unique Visitors if visited multiple sites
- Improved Campaign Attribution: Someone comes to Brand A's site from paid search then clicks over to Brand B's website. Without multi-suite tagging the purchases in Brand B would not be attributed to paid search

General Report Suite Settings

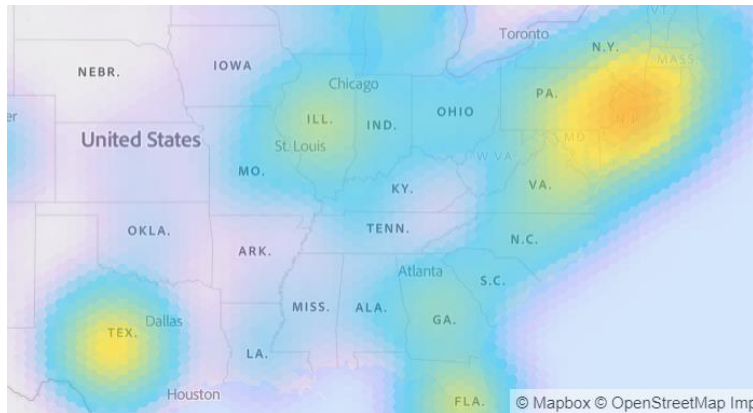
- Site Title: friendly name for the Report Suite, seen by end user
- Base URL: there as a reminder of which website data is being collected
- Time Zone: determines the time zone for which data is associated (ex: EST or CST)
- Conversion Level: determines whether your organization has the conversion aspects of AA (success events and conversion variables)
- Base Currency: sets the currency of the Report Suite

Reporting Basics

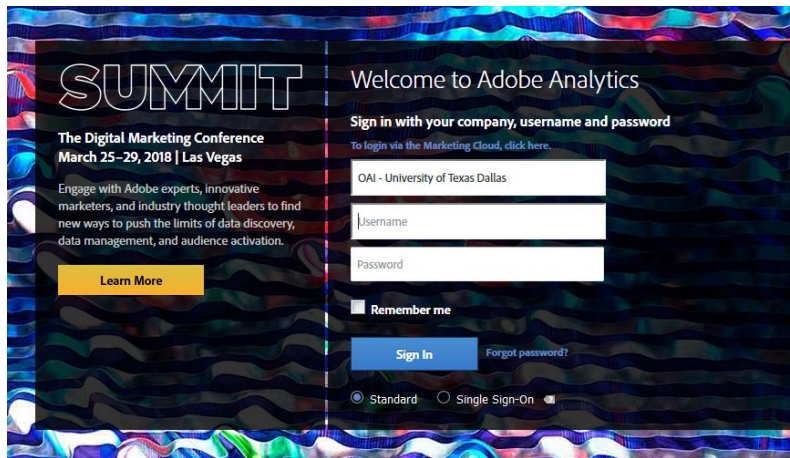
Reporting vs Actionable Insights

Where are the majority of our hits coming from?

U.S. States		Page Views ▼ ⓘ	
1.	California (United States)	18,089,771	17.6%
2.	New York (United States)	12,712,896	12.4%
3.	Texas (United States)	11,219,598	10.9%
4.	Florida (United States)	7,450,526	7.2%
5.	New Jersey (United States)	5,750,719	5.6%



Log in to Adobe Analytics



- URL: <https://sc.omniture.com/login/>
- Company: OAI - University of Texas Dallas
- User Name: UTD ID (abc123456)
- Password: omni123
- Report Suite: JJ Esquire - U of Dallas

Adobe Analytics Interface

The screenshot shows the Adobe Analytics interface with several key components labeled:

- Reports Index:** Points to the 'View All Reports' link in the left sidebar.
- Download Report:** Points to the 'Download' button in the top navigation bar.
- Report Suite:** Points to the 'Report Suite' dropdown menu in the top right corner.
- Favorite Reports:** Points to the 'Wrong ECID' link under the 'My Favorites' section in the left sidebar.
- Frequently Viewed Reports:** Points to the 'Ext Tracking Code (visit) (v1)' link under the 'Frequently Viewed' section in the left sidebar.
- Send/Schedule Report:** Points to the 'Send' button in the top navigation bar.
- Time Frame:** Points to the date range '01 Jan 17 - 28 Jan 17' in the top right corner.
- Recent Reports:** Points to the 'Ext Tracking Code (visit) (v1)' link under the 'Report History' section in the left sidebar.

The main content area displays the 'Ext Tracking Code (visit) (v1) Report' with a horizontal bar chart showing 'Revenue', 'Orders', and 'Instances' for various reports. The chart is titled 'Recent Reports' and shows data for 'Ext Tracking Code (visit) (v1) Report | All Visits (No Segment) | January 2017 (1 Jan 2017 - 28 Jan 2017) | Graph generated by Adobe Analytics at 10:28 AM CST, 9 Jan 2017'.

Report	Revenue	Orders	Instances
NMPT__XX	~8.5%	~7.5%	~8.5%
NMAF__AysPbYF8vuM	~6.5%	~6.5%	~1.5%
NMAI	~0.5%	~0.5%	~0.5%
NMAr__j09L7ULUKK9	~0.5%	~0.5%	~11.5%
NMDR_RC_TAP	~0.5%	~0.5%	~3.5%

Some Definitions

- Visit: is a session of no more than 12 hours of continuous activity, with no more than 30 min of inactivity
- Visitor: is a single, unique cookie ID

A single “person” can have multiple Visits and be counted as multiple Visitors

How to Count a Visit

Assume that Page Views were recorded at the following times from one unique cookie (Visitor) on the same day:

9:00am, 9:05am, 9:20am, 9:40am, 9:45am

How many Visits are there?

How to Count a Visit

Assume that Page Views were recorded at the following times from one unique cookie (Visitor) on the same day:

9:00am, 9:05am, 10:20am, 10:40am, 10:45am

How many Visits are there?

How to Count a Visit

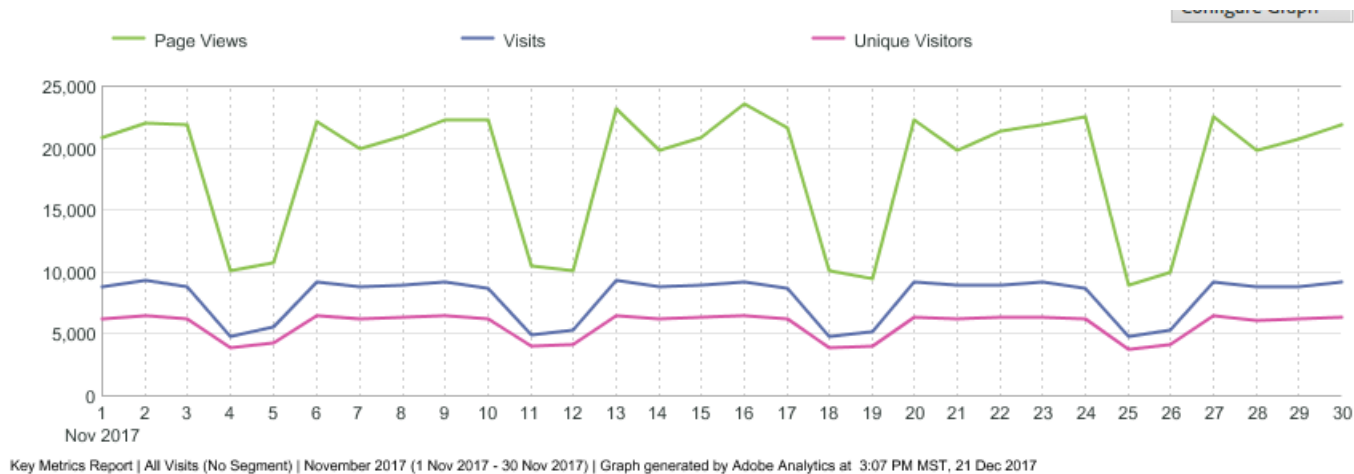
Assume that Page Views were recorded at the following times from one unique cookie (Visitor) on the same day:

9:20am, 9:25am, 11:25am, 11:30am, 11:35pm

How many Visits are there?

Metrics Report

This report shows raw numbers for traffic metrics, success events, or calculated metrics.



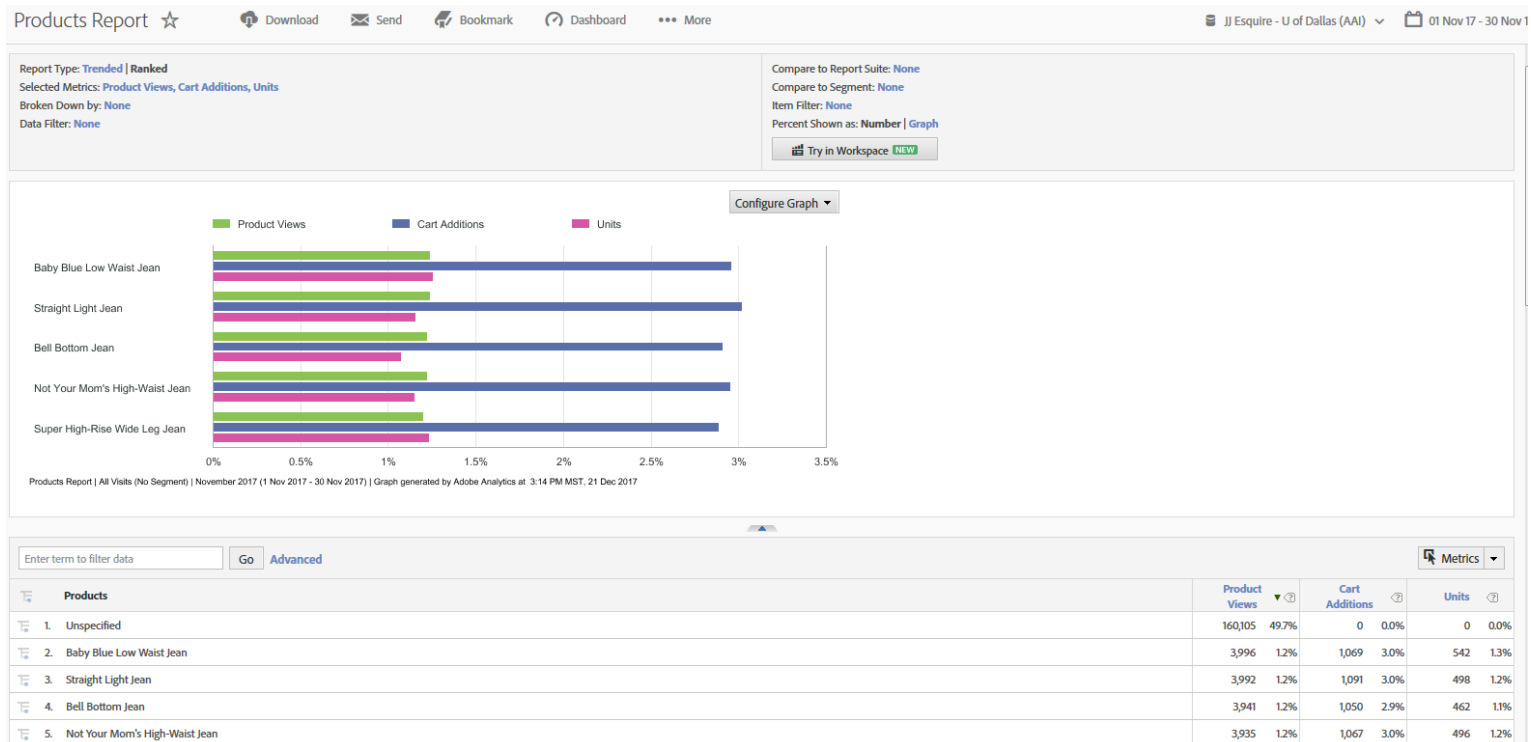
Metrics			
Date	Page Views	Visits	Unique Visitors
1. Nov 1, 2017	20,919	8,870	6,246
2. Nov 2, 2017	21,973	9,302	6,414
3. Nov 3, 2017	21,910	8,843	6,245
4. Nov 4, 2017	10,096	4,820	3,864
5. Nov 5, 2017	10,691	5,553	4,285

Metrics Report Settings

- View by: allows you to change the report to see data by Day, Week, Month, Quarter, or Year
- Day of Week: allows you to filter to see data only for a specific day (ex: Mondays)
- Configure Graph: change the graph type
- Date Range: clicking the calendar will provide the ability to select specific dates or date ranges

Ranked Report

The goal of this report is to show traffic metric, success event metrics, or calculated metrics data associated with a traffic or conversion variable.



Ranked Report Settings

- Report Type: allows you to toggle between Ranked and Trended views of the report
- Selected Metrics: shows you which metrics are being used
- Data Filter: applies a text filter to Ranked reports
- Compare to Site: allows you to compare the current report from the current Report Suite to the same report for another Report Suite (similar Compare to Segment)

Ranked Report Search Filters

Basics

blue

Go

Advanced

Metrics

Products		Product Views		Cart Additions		Units	
1.	Baby Blue Low Waist Jean	3,996	49.2%	1,069	50.8%	542	49.4%
2.	Ocean Blue Jean	3,794	46.7%	1,016	48.3%	458	41.7%
3.	Electric Blue	215	2.6%	53	2.5%	51	4.6%
4.	Bobbi Blue Deluxe Brush Set	173	2.1%	38	1.8%	36	3.3%
5.	Scoopneck Latin Embroidered Blue Blouse	69	0.8%	12	0.6%	1	0.1%
6.	Dark Blue Jeans	50	0.6%	9	0.4%	6	0.5%
7.	Blue Velvet Robe	48	0.6%	9	0.4%	4	0.4%
8.	Blue Topaz Ring	27	0.3%	0	0.0%	0	0.0%

Complex

Match:
If all criteria are met

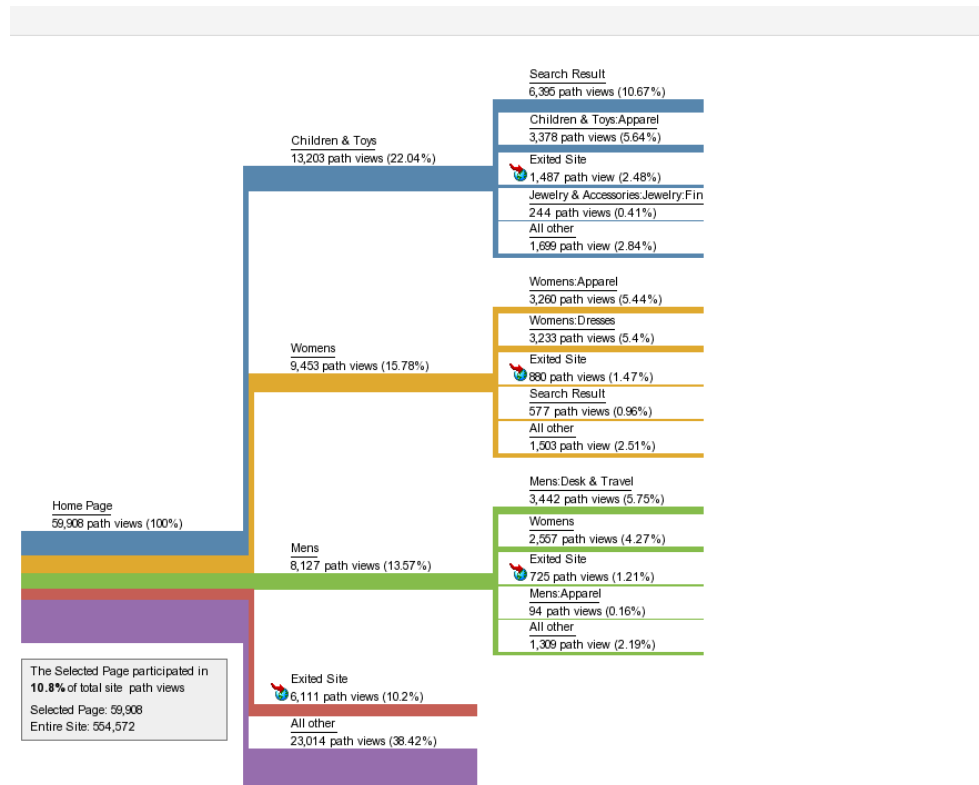
Products Criteria: (Clear All)

Contains	blue
Does not contain	jean

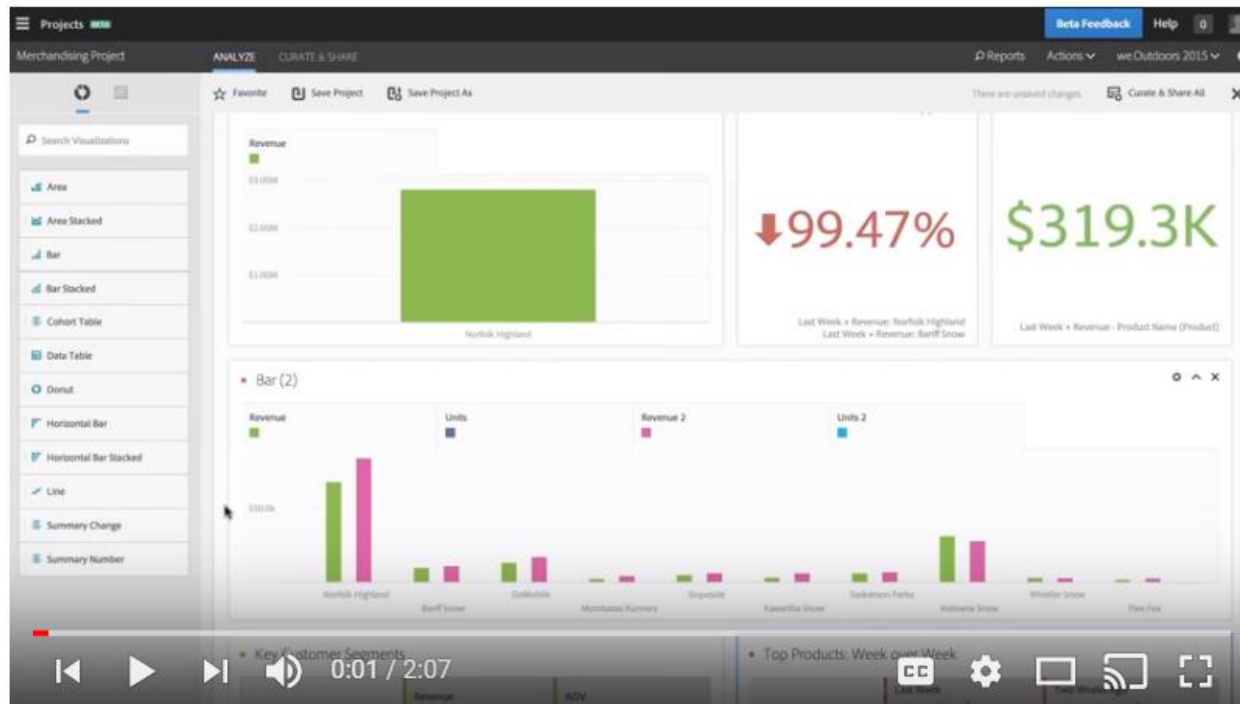
Search Cancel

Pathing Report

Shows a sequence in which values are collected in AA traffic variable (ex: how often visitors go from page A to page B).



Intro to Workspace



[Watch video here](#)

Practice Problems

Practice Problem #1

For December 2023, using the Key Metrics report:

1. Calculate the average daily number of Visits.

10,870

2. Calculate the average Weekly Conversion Rate.
(Orders/Visits)

3.58%

3. Calculate the average Weekly number of Visits for PC, Tablet and Mobile Phone (and % TTL Visits).

hint: use mobile device type

PC: 41,750; 64.0%

Mobile Phone: 16,213; 24.8%

Tablet: 4,211; 6.5%

Practice Problem #2

For December 2023, using the product report:

1. What was the product that generated most revenue?

Black Automatic Watch \$619,380

2. How much revenue did “Logo Side Watch” generate ?

\$178,265

3. What was the product that generated most revenue for social traffic? *Hint: use marketing channel*

Toiletry Organizer \$52,830

Practice Problem #3

For December 2023, using the Next Page Flow report:

1. Where are customers going after "Home Page"?

1. Children & Toys 7,932

2. Womens 6,901

3. Mens 4,889

2. How many times (in %) are customers viewing "My Account" after "Home Page"?

2,673

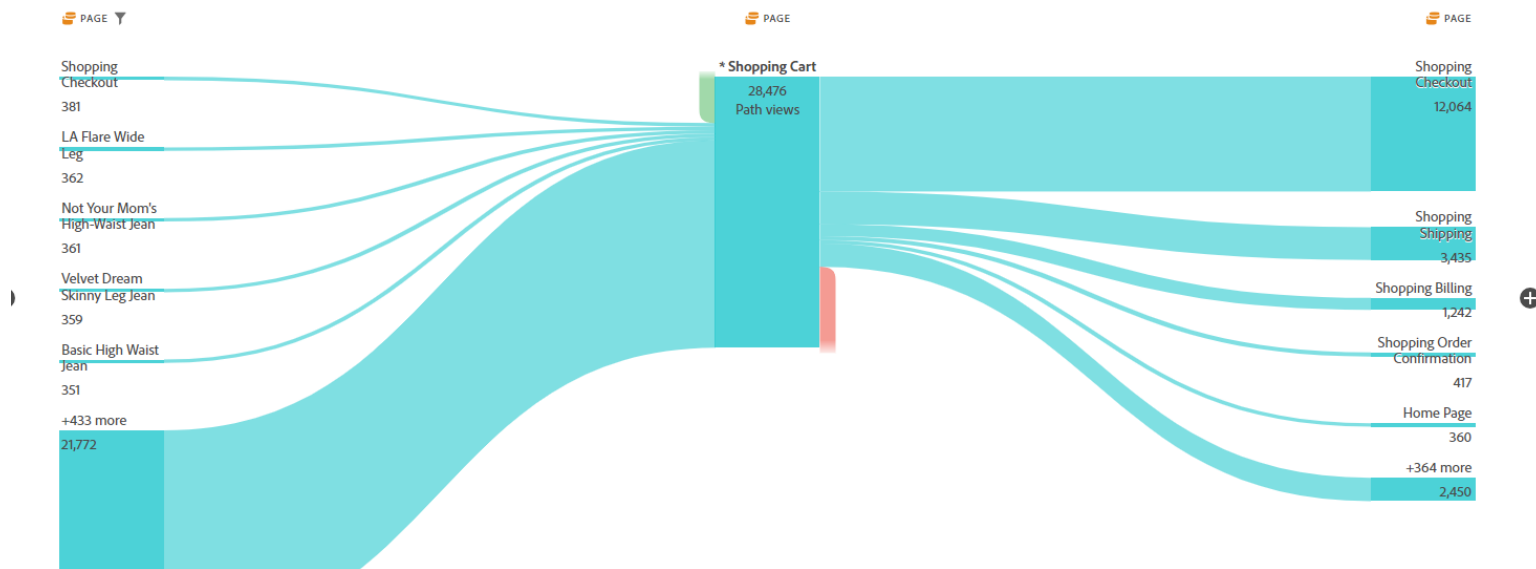
3. Where are customers coming before getting to the "Home Page"?

Facebook App 2,102, Order Satisfaction Survey 1,813, Jewelry & Accessory.. 905

Practice Problem #4

For December 2023, using the Flow report:

1. Create a pathing report to explain how customers are reaching the Home Page and where they are going after



Optional Practice Problems

Replicate practice problems #1-4 for November 2023.