

Database tables

Web analytics use six primary database tables to store statistics and their values.

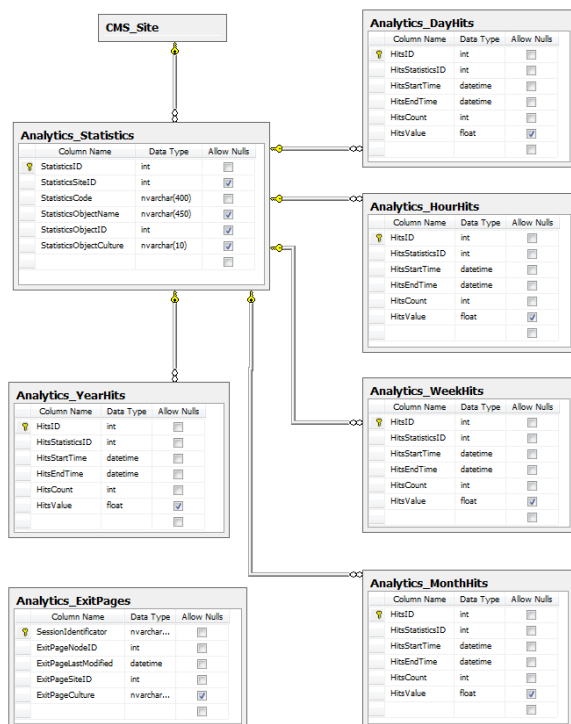
The **Analytics_Statistics** table stores records that represent the statistics of a tracked event within a certain context, i.e. related to a specific object, site and culture.

Five other tables are used to store the exact number of hits for the statistics in the *Analytics_Statistics* table:

- **Analytics_HourHits**
- **Analytics_DayHits**
- **Analytics_WeekHits**
- **Analytics_MonthHits**
- **Analytics_YearHits**

When a hit for a tracked statistic occurs, it is logged into all of these tables. The difference between them is in the unit of time used to separate hits into individual records. For example, a record in the **Analytics_HourHits** table contains the number of hits that were logged for a given statistic during one hour, while a single record in **Analytics_MonthHits** counts all hits that occurred over an entire month.

The **Analytics_ExitPages** table is used to temporarily store exit page candidates for the *Top exit pages* statistic. The latest candidate recorded for a visitor when their session expires is then stored as the final exit page.



Campaign statistic storage

The following tables store **campaign** tracking objects:

Database table	Description
Analytics_Campaign	Contains records representing campaigns and their settings.
Analytics_CampaignAsset	Stores relationships between campaigns and their assets specified by their GUID.
Analytics_CampaignAssetUrl	Stores relationships between campaigns and their assets specified by their GUID for MVC sites .

Analytics_CampaignConversion	Contains records representing campaign conversions.
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i Conversions used in campaigns are a different type of conversions that are used elsewhere, typically [A/B tests](#). If you are interested in the other type of conversions, see [Logging custom conversions on your website](#).

Custom conversion statistic storage

[Custom conversion](#) tracking objects are stored in the **Analytics_Statistics** table and the corresponding amount of hits for individual units of time are saved in the appropriate **Hits** table.

The following code names are used for custom conversion statistics:

- **conversion** – general statistic used to store the overall custom conversion records. This statistic is always logged when a custom conversion is performed on the website.
- **abconversion;<A/B test code name>;<Variant code name>** – logged when a conversion is performed by a user who viewed the given page variant of an [A/B test](#).
- **mvtconversion;<MVT test code name>;<Combination name>** – logged when a conversion is performed by a user who viewed the given content combination on a page with a defined [multivariate test](#).

All types of custom conversions use the **StatisticsObjectName** column to store the code name of the logged custom conversion.

API classes

You can find all web analytics classes under the **CMS.WebAnalytics** namespace.

Class	Description
Analytics_Statistics table API	
StatisticsInfo	Represents the statistics of a certain event within a specific context.
StatisticsInfoProvider	Provides management functionality for statistic records.
Analytics_<time interval>Hits table API	
HitsInfo	Represents the hits of statistics during a specific time interval.
HitsInfoProvider	Provides management functionality for statistic hits.
Analytics_Campaign table API	
CampaignInfo	Represents campaign tracking objects.
CampaignInfoProvider	Provides management functionality for campaigns.
Analytics_CampaignAsset table API	
CampaignAssetInfo	Represents the relationships between campaigns and their assets.
CampaignAssetInfoProvider	Provides management functionality for the relationships.
Analytics_CampaignAssetUrl table API	
CampaignAssetUrlInfo	Represents the relationships between campaigns and their assets on MVC sites.
CampaignAssetUrlInfoProvider	Provides management functionality for the relationships.

CampaignAssetUrlInfoHelper	Provides functionality for input validation.
Analytics_CampaignConversion table API	
CampaignConversionInfo	Represents conversion tracking objects of campaigns.
CampaignConversionInfoProvider	Provides management functionality for campaign conversions.
Analytics_Conversion table API	
ConversionInfo	Represents custom conversion tracking objects of all other objects using custom conversions (e.g. A/B tests).
ConversionInfoProvider	Provides management functionality for custom conversions.
Other classes	
AnalyticsHelper	Provides general web analytics functionality and data.
HitLogProvider	Contains methods used to create the analytics log files for statistics.
HitLogProcessor	This class defines the scheduled task that periodically processes analytics log files and transfers the information to the database.