HVA Data Dictionary

HVA	Definition
Total Page Visits	All visits for that Page
Referral from organic search	Page visit where ILAB Traffic Channel = Organic Search
Help Me Choose completion	Visit that includes a view of the HMC recommendation page
2 separate page views during visit	Visit that includes a view of the page plus a view of at least one other page on /windows site
MS Store conversion after visit	Visit that includes a view of the specific page and then also includes a conversion at MS Store
Click on in-page content tab	Visit with a view of a page containing a tabbed panel and a click on any tab
Click to expand FAQ	Visit with a view of a page with an FAQ panel and a click on a target URL that includes javascript:void(0)
Help Me Choose start	Visit with a view of the first page of /windows/help-me-choose and a click on any checkbox
Referral to 3P	Visit with a view of the page and a click on a link to a 3P website
Download	Visit with a view of the page and a click on a link to download an app or file
Click to chat	Visit with a view of the page and a click on a live chat widget
Click to Help Me Choose page	Visit with a view of the page and a click on a target URL that includes /windows/help-me-choose
Click to M365	Visit with a view of the page and a click on a target URL that includes 365
Click to Edge	Visit with a view of the page and a click on a target URL that includes edge
Click to Windows OS PDP	Visit with a view of the page and a click on a target URL that includes either /d/windows-11-home or /d/windows-11-pro or www.microsoftstore.com.cn/windows/windows-11-
Click to shop for PCs	Visit with a view of the page and a click on a target URL that includes either /view-all-devices or any form-factor page or #retailers anchor or /store/b/shop-all-pcs
Click to OneDrive	Visit with a view of the page and a click on a target URL that includes onedrive
Click to Xbox	Visit with a view of the page and a click on a target URL that includes xbox
Click to subscribe to newsletter	Visit with a view of the page and a click on a target URL that starts with account.microsoft.com/profile/subscribe
Click on ms-*: protocol link	Visit with a view of the page and a click on a target URL that starts with ms- (instead of http or www)
Click to support	Visit with a view of the page and a click on a target URL that starts with support.microsoft.com
Click to MS Store	Visit with a view of the page and a click on a target URL that starts with www.microsoft.com/*-*/store
Video start	Visit with a view of the page and a click to play/start a video
Video completion	Visit with a view of the page and a click to start/play video and video view of 100%
Vertical scroll depth 70%+	Visit with a view of the page where customer scrolls vertically at least 70% depth

HVA Score Analysis

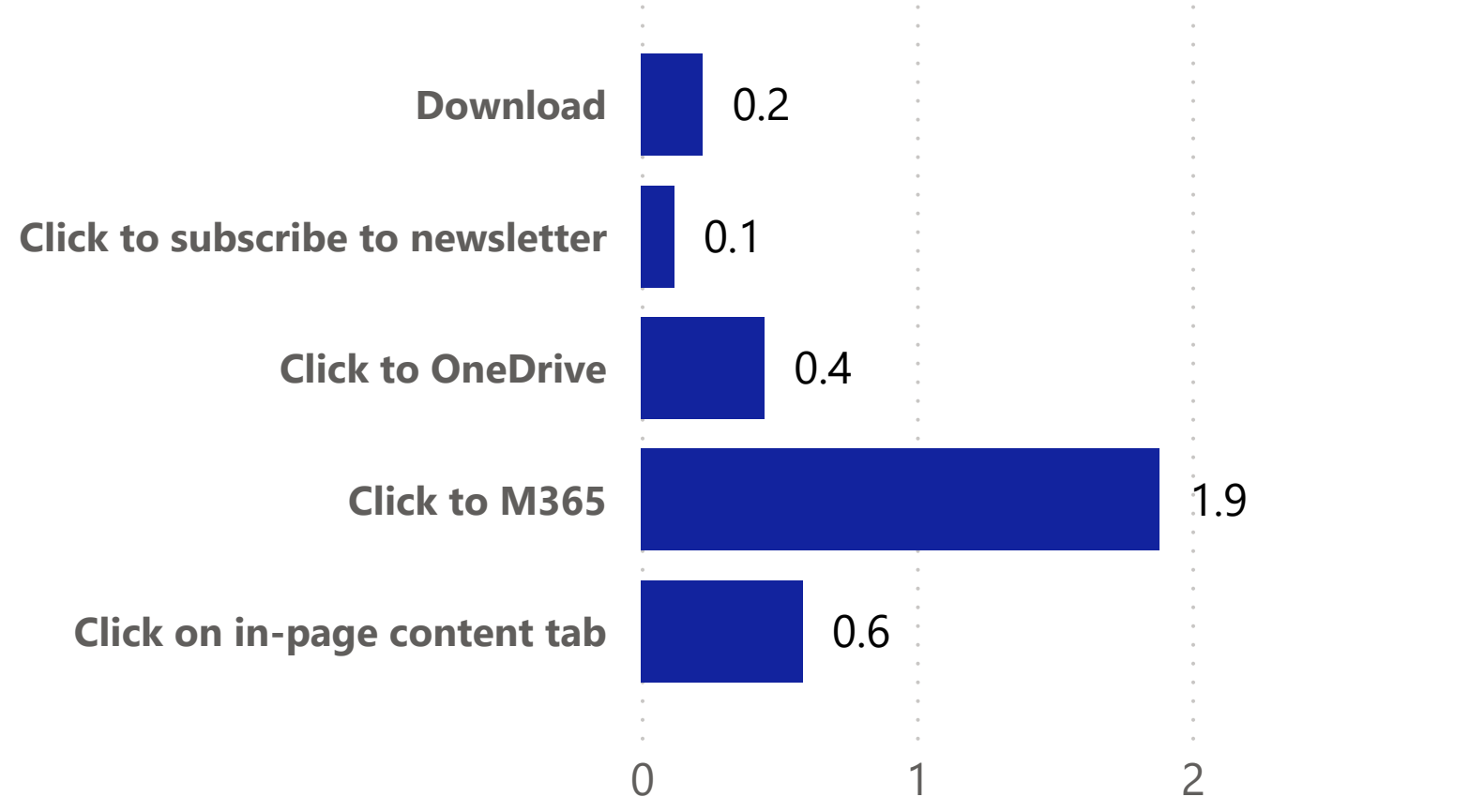| Total Possible Points	Total Page Visits	Maximum HVA'S	Actual HVA's	HVA Rate	HQE ScoreTM
10.80	2,183,514	23,581,951.20	1,985,122.60	0.08	84.18

Page
All
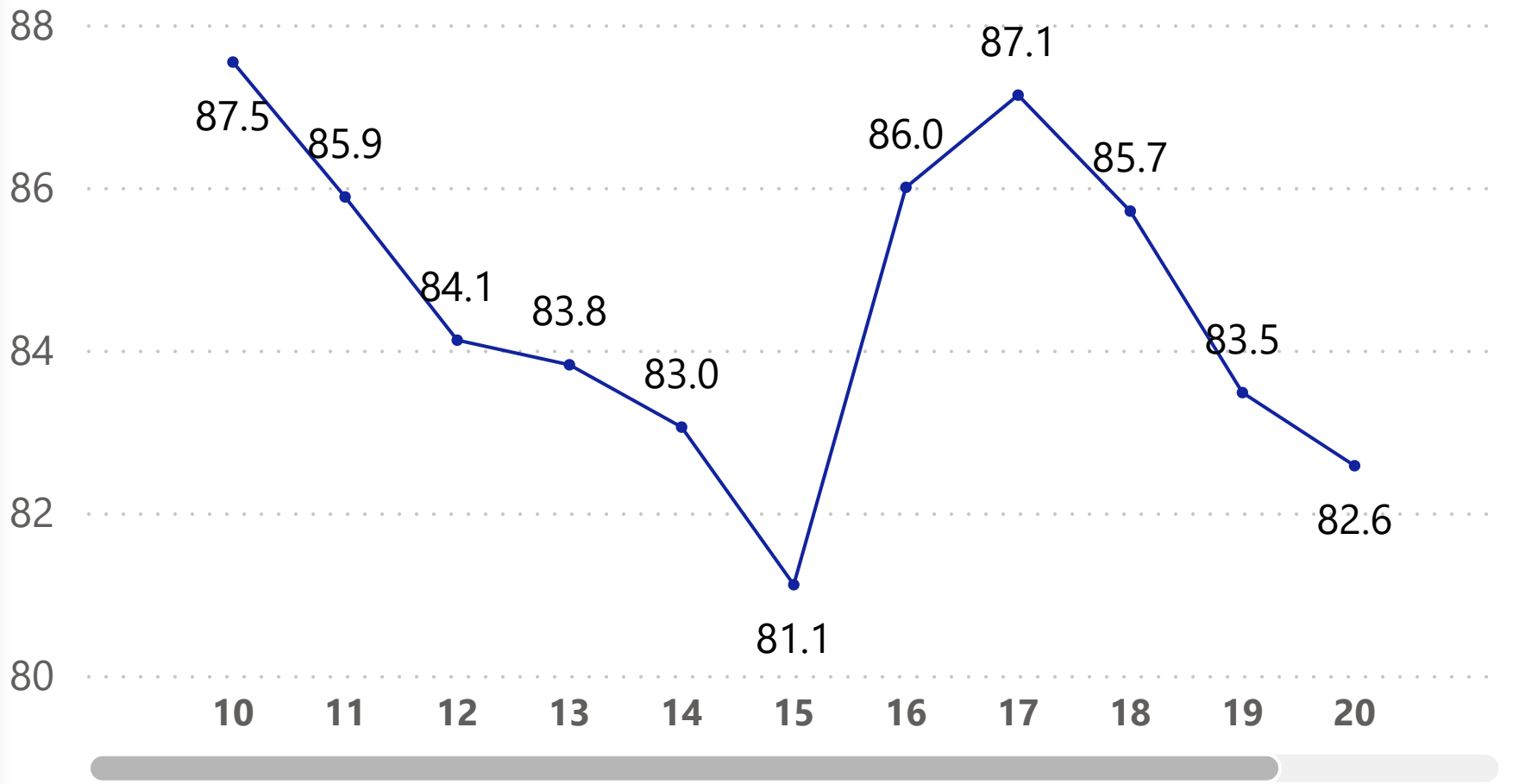
Date Range Selection
6/10/2023   6/22/2023

Top 5 HVA'S By HQE Score

HVA	Value
Referral from organic search	194
Help Me Choose start	125
Click to shop for PCs	116
Click on ms-*: protocol link	347
2 separate page views during visit	255

Last 5 HVA'S By HQE Score

HVA	Value
Download	0.2
Click to subscribe to newsletter	0.1
Click to OneDrive	0.4
Click to M365	1.9
Click on in-page content tab	0.6

HQE Score by Month/Day

Day	Score
10	87.5
11	85.9
12	84.1
13	83.8
14	83.0
15	81.1
16	86.0
17	87.1
18	85.7
19	83.5
20	82.6
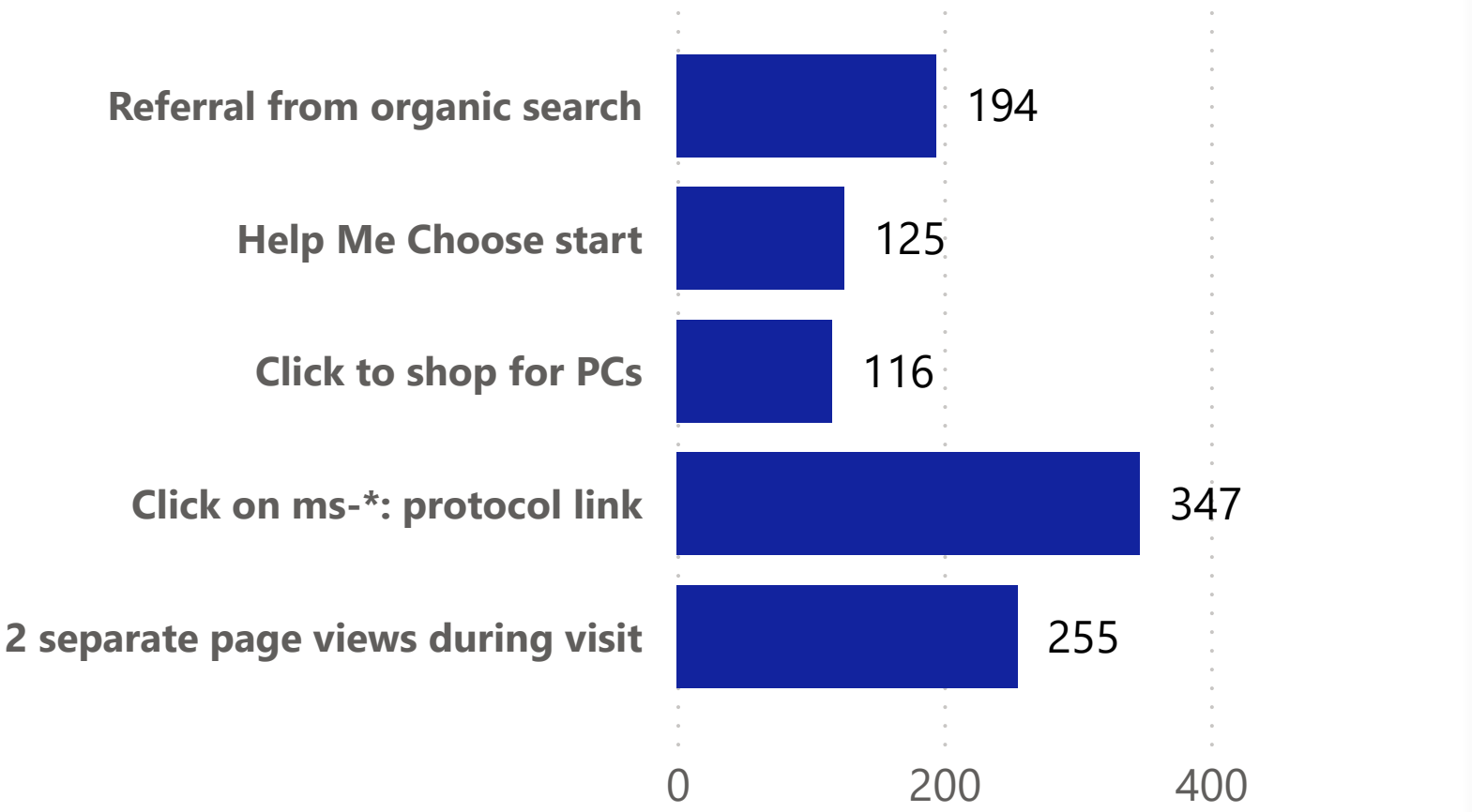
HVA / HQE ScoreTM

HVA	HQE ScoreTM
Referral to 3P	39.81
Referral from organic search	194.43
MS Store conversion after visit	2.35
Help Me Choose start	125.20
Download	0.22
Click to Windows OS PDP	78.13
Click to support	32.37
Click to subscribe to newsletter	0.12
Click to shop for PCs	116.37
Click to OneDrive	0.45
Click to MS Store	65.09
Click to M365	1.88
Click to Help Me Choose page	22.20

HQE ScoreTM by Page

Page	Value
Compare Windows 10 vs. 11	110
Get-Win-11	93
Windows 11 PMP	87
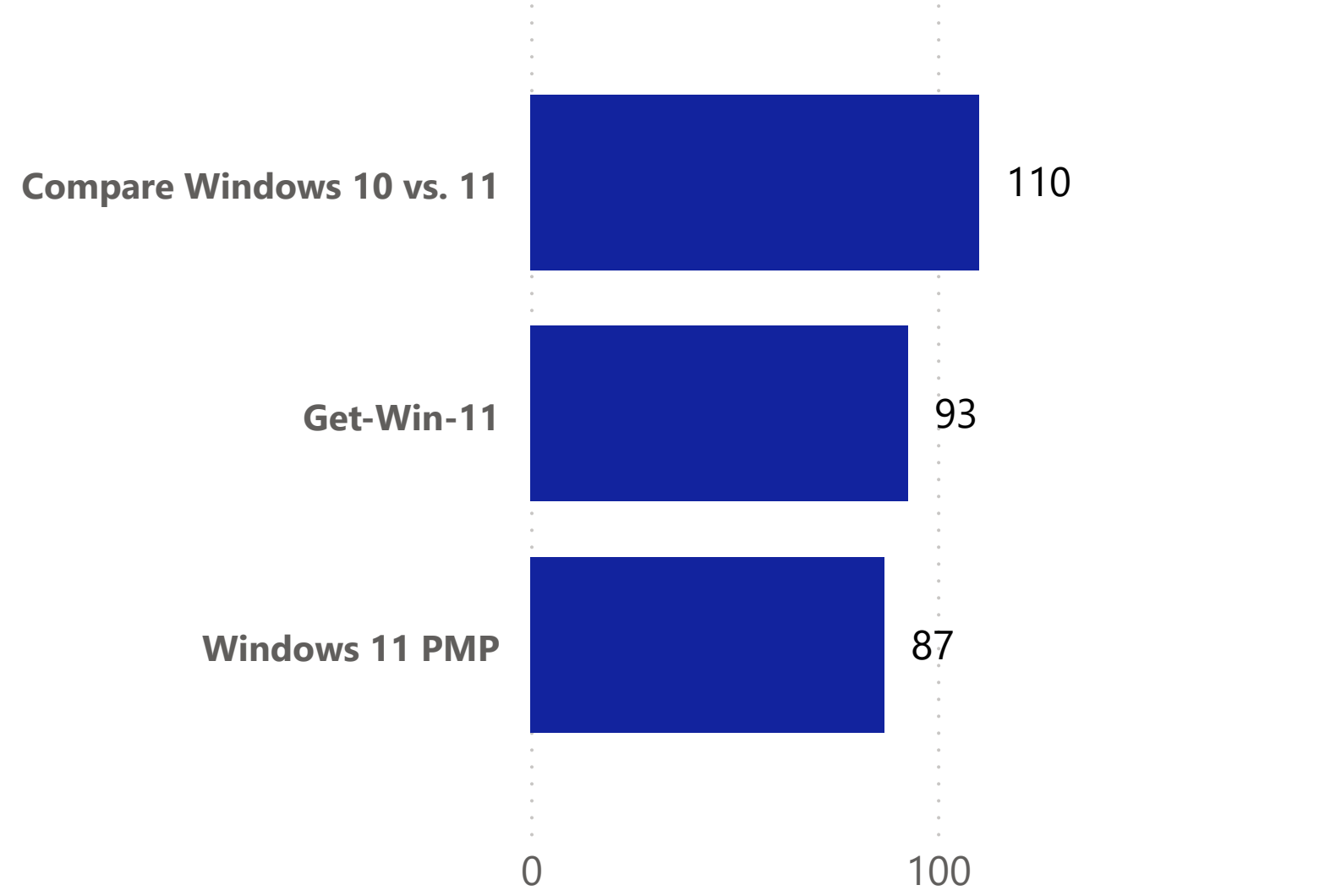
HVA	HQE	HVA	Max HVA'S	Actual
2 separate page views during visit	255.27	0.3	436,703	11
Click on in-page content tab	0.59	0.0	436,703	
Click on ms-*: protocol link	347.29	0.3	2,183,514	75
Click to expand FAQ	82.64	0.1	436,703	3
Click to Help Me Choose page	22.20	0.0	1,310,108	2
Click to M365	1.88	0.0	873,406	
Click to MS Store	65.09	0.1	1,746,811	11
Click to OneDrive	0.45	0.0	873,406	
Click to shop for PCs	116.37	0.1	1,746,811	20
Click to subscribe to newsletter	0.12	0.0	1,310,108	
Click to support	32.37	0.0	873,406	2
Total	84.18	0.1	23,581,951	1,98