If you've picked up this book, chances are you're an analyst, a marketer, or someone who's interested in digital analytics. That's great! *Adobe Analytics with SiteCatalyst Classroom in a Book* shows you how to use Adobe SiteCatalyst to establish and measure key performance indicators (KPIs) for your website, walks you through each phase of the marketing funnel, and explains how to run pertinent reports to better understand your site performance. For each report, you can get a quick overview of the insights, the key technical nuances you need to keep in mind to interpret the data, and the SiteCatalyst implementation changes you'll need to instrument.

Here's an overview of the chapters in the book:

**Chapter 1,** “Preliminary Work,” walks you through some basic concepts of the digital world. You might be familiar with most of these ideas, but this will set the stage for the analytics to be discussed and ease your transition into the book. The chapter provides a quick look at how to set the analytics goals for your website and determine your analytical focus. There is also a brief review of marketing channels, most of which you may be using in your current channel portfolio.

**Chapter 2,** “Establish Business Strategies and KPIs,” introduces the concepts of KPIs and appropriate metrics. You’ll gain a deep understanding of segments and how to set thresholds, then take a quick trip through SiteCatalyst to set targets, alerts, and calendar events.

**Chapter 3,** “Awareness Analytics,” provides details on reports you can run to review the effectiveness of awareness data. You’ll learn the channel types and how these can be set up to inform your channel spend and optimization needs. You’ll learn how to determine which marketing channels are driving visitors and which sites are referring them. You’ll also gain an understanding of the differences between cross-channel and multichannel attribution and how you can leverage SiteCatalyst to better understand them.

**Chapter 4,** “Acquisition Analytics,” talks about reports you can run to better understand the acquisition phase of the marketing funnel. You’ll learn how
to get insight into the success of your acquisition efforts by determining the total number of visits and visitors to your site, and do a dive deep into your visitors’ geographical and demographic information.

**Chapter 5,** “Engagement Analytics,” details the engagement phase of the marketing funnel. Here your focus will be on tracking lost revenue and learning which content visitors find engaging. You’ll learn how the bounce rate and exit rate can help you identify parts of the site where you’re losing visitors. You’ll also find out what parts of the site visitors are engaging in and trace their preferred navigation paths.

**Chapter 6,** “Persuasion Analytics,” takes you into the persuasion phase of the marketing funnel. Here you’ll understand what pages influence the conversion of a visitor and learn how to tell whether testimonials or product comparisons are influencing visitors to convert. You’ll also find out how technology, including mobile technology, can influence visitors to your website.

**Chapter 7,** “Conversion Analytics,” reminds you of the analytics pertaining to conversion and how you can determine whether you’re effectively driving both microconversions and macroconversions. The chapter will focus on purchase and cart data to help you understand how to optimize conversion, and give you more tools to determine where you’re losing customers. You’ll also learn how you can gauge the success of cross-selling and upselling your customers.

**Chapter 8,** “Retention Analytics,” shifts gears to the recency, frequency, and monetary aspects of retention analytics. Here you’ll find out how to build customer loyalty.

**Chapter 9,** “External Data Analytics,” provides a holistic view of your analytics by providing an overview of how SiteCatalyst data can be connected to other vendor systems using Genesis Integration or connected to the data stored in disparate databases.

**Chapter 10,** “Dashboards,” gives you an understanding of how to approach a problem and design the analytics solution for it. More importantly, it shows you how to present your findings in a dashboard to different audiences based on their role and level.

**Appendix,** “Implementation Details,” follows up on how you can instrument a successful implementation when you’re starting out. Even if you have a solution in place, the exercises presented will help ensure that you’ve crossed all these off your list. **Joe Christopher** has shared his thoughts on the top ten plug-ins that are used commonly in implementations.
Review of the SiteCatalyst user interface

This quick introduction is intended for those who are just getting started. If you’re already familiar with the SiteCatalyst interface, feel free to skip this section.

Top navigation—Adobe Marketing Cloud

Adobe Marketing Cloud is a newly branded suite of analytics products designed specifically to help you answer the wide range of analytics questions that you may have. Each product is listed below with a summary of its capabilities.

Adobe Marketing Cloud > SiteCatalyst > SiteCatalyst Reporting

SiteCatalyst Reporting gives you detailed insights into the health of your website. The reports cover a broad spectrum of data points across the marketing funnel and beyond. SiteCatalyst offers the ability to integrate data from third-party tools, and provides click stream data to customers to import into their internal data warehouse. This gives you the option of building your business intelligence based on SiteCatalyst data collection.
Adobe Marketing Cloud > SiteCatalyst > DataWarehouse

DataWarehouse enables users to focus their analysis on a nonstandard report that is unavailable in SiteCatalyst. DataWarehouse lets you run reports on raw click stream data compared to the processed data in SiteCatalyst. This gives power users data with higher granularity. DataWarehouse reports are available for global and normal report suites, but not for rollup suites. Many of the advanced segmentation capabilities of DataWarehouse have been moved into SiteCatalyst 15 to allow for real-time segmentation.

Adobe Marketing Cloud > SiteCatalyst > SiteCatalyst Widget

The SiteCatalyst Widget enables you to embed SiteCatalyst data in any web page. It can be added to iGoogle, the Google toolbar, Windows Live, and the Yahoo desktop. The widget can be manually embedded by adding a short line of HTML to the source code.

The widget allows you to choose from saved bookmarks and dashboards available in your user account. You can add or remove reports from the widget by making changes to the reports in your SiteCatalyst account.

Adobe Marketing Cloud > SiteCatalyst > Report Builder

Report Builder is an add-in for Microsoft Excel that lets you build more robust dashboards to exploit Excel’s rich formula and macro capabilities. Data from SiteCatalyst can be configured to display in any Excel worksheet or cell. Report Builder uses a keyboard-centric design to structure data blocks. It is designed for power users and uses SiteCatalyst reporting.

Adobe does not currently offer a version of Report Builder for Mac OS. However, you can use your Intel-based Mac to install Windows (using Boot Camp or a virtual machine), and then install Excel and Report Builder in Windows to use Report Builder on your Mac.

Adobe Marketing Cloud > SearchCenter+

SearchCenter+ is a search engine optimization tool that lets you manage bids, keywords, and text ads across multiple search engines in a single interface. It allows you to report on paid search campaign performance. It integrates with SiteCatalyst to provide data on return on investment, impressions, return on ad spend, and advanced analytics.

Adobe Marketing Cloud > Discover

Discover provides a comprehensive perspective on visitor engagement and participation across visit sessions. It enables you to perform advanced analysis on customer transaction data in real time. You can view multiple reports simultaneously and apply segments across multiple dimensions. You can also build custom data tables using any combination of dimensions, metrics, and segments. New
calendar settings let you apply date ranges, preset dates, rolling date ranges, and custom presets.

**Adobe Marketing Cloud > Test&Target**

Test&Target enables you to target different test experiences to your audience to determine which will be the most successful. A test is a campaign that compares two or more experiences against the success metrics you specify, so you can choose the experience that is most likely to compel visitors to complete your website goal.

There are three popular types of campaign tests:

- **A/B/n testing**, or split testing, attempts to do a real-time test on visitors to your site by rendering one of the versions of the page to 50 percent of the visitors and the other version to the other 50 percent during the same time period. Note that this percentage is adjusted if you have ‘n’ versions of the page. A/B/n tests work best when you have completely different layouts or large interaction between elements.

- **Multivariate testing** pertains to testing subtle differences in a page. Multivariate testing acknowledges the fact that one size does not fit all. Each visitor to your site has a unique personality and your site needs to cater to that. With segmentation and web metrics, you have the advantage of analyzing visitor behavior and creating personalized rules that optimize for the website goals. A multivariate test helps you optimize the elements or the assets displayed on the page for a predetermined layout.

- **A landing page test** allows you to optimize the landing page contents based on the channel or other visitor attributes. This lets you personalize the contents of the landing page based on visitor needs. A landing page test compares different versions of the page to help you see which version produces more successful results.

**Adobe Marketing Cloud > Genesis**

Genesis is a visual tool that allows you to integrate tools from other vendors into SiteCatalyst. Any external vendors who have partnered with Adobe will be featured in this list. The integration requires additional variables as discussed in Chapter 9 of this book.

**Adobe Marketing Cloud > Insight**

Adobe Insight provides powerful visualization capabilities on large sets of data to draw insights. Adobe Insight can combine SiteCatalyst data with data from other sources to give a more comprehensive understanding of insights that are not myopically restricted to the web. It also gives you the capability of creating unlimited real-time segments and correlating data with n-dimensional analysis.
**Adobe Marketing Cloud > Search&Promote**

Adobe Search&Promote enables marketers to display relevant content to visitors based on the spectrum of data, including geographical location, referrer site, or the search keyword used in the current visit. This data can also be correlated to the campaigns and channels that visitors responded to in past visits to uncover the intent of their visit. Search&Promote automates merchandising and promotions activity via KPI-based triggers or metrics.

**Adobe Marketing Cloud > Survey**

Survey essentially provides the qualitative aspect of analytics. It integrates seamlessly with SiteCatalyst to provide behavioral- and sentiment-based insights. It gives you the ability to design and create surveys with an easy-to-use interface.

**Adobe Marketing Cloud > Recommendations**

Recommendations provide capabilities to provide the right engaging content based on visitors’ behavioral data. Marketers gain the opportunity to cross-sell and upsell by algorithmically comparing the visits from visitors displaying similar demographic and behavioral characteristics. Product choices can be based on inventory levels or visitor choices. You can also test and evaluate the accuracy of recommendations based on historical data.

**Adobe Marketing Cloud > Scene7**

Adobe Scene7 is a cloud-based solution for hosting and publishing digital assets to replicate them optimally across devices. Digital assets need to be optimized for each device. Adobe Scene7 determines the device from which it is receiving traffic and provides optimized digital assets for that device in real time. This provides a rich and consistent visitor experience across devices.

**Adobe Marketing Cloud > Social**

Adobe Social provides a publishing platform for social content, social ads, interpreting social conversation to derive the sentiments and respond in real time to any social media content. You can draw insights from popular terms word clouds and determine social impact by trending mentions, potential audience, page views, and daily unique visitors. It also provides terms, trends, and authors influencing the social space. Also, the social intelligence report provides a sentiment analysis that determines the overall attitude of your audience words, your brand, and company.
Adobe Marketing Cloud > AudienceResearch

AudienceResearch is an indispensable tool for advertisers and media planners to understand the potential audience across the web, digital edition magazines, and mobile apps. This helps to plan the digital advertising aspect to improve return on investment.

The data is independently validated and accredited by the Media Rating Council and the Interactive Advertising Bureau. The tool provides audience and engagement data encompassing websites, mobile applications, and digital magazines. This data can be further segmented by publisher data, geographical data, and technology preferences of your potential audience.

**Top navigation—Favorites**

The key aspects of favorites are discussed in the chapters ahead. So in an effort to keep repetition to a minimum, the chapters are referenced here. Dashboards are covered in Chapter 10, while calculated metrics, targets, alerts, calendar events are discussed in Chapter 2, “Establish Business Strategies and KPIs.”

Scheduled Reports allows you to see a list of reports that you, as user, have scheduled. At any point, you could edit the scheduling changes and/or delete the scheduled report. Archived reports lists the reports that have been archived.

**Top navigation—Admin**

The functionality in the Admin section is restricted to users who are designated as an administrator in SiteCatalyst.

Admin > Admin Console > Admin Console Home

The Admin Console Home provides an easy way to navigate to popular aspects of the Admin Console.
Admin > Admin Console > Report Suites

This section lists the report suites. One of the lesser-known and used functionalities is the report suite groups. Based on filter criteria, you can group together report suites. For example, you can group all the production report suites as a group or a set of report suites that are saved for a particular business group.

Admin > Admin Console > Tag Manager

Tag Manager is a solution designed for creating a tag container for SiteCatalyst tags. The tag manager is designed to abstract the tags from the web page and add them all in a single tag container for easier tag management and reduce the risk of errors.

Admin > Admin Console > Code Manager

The Code Manager lets you generate, edit, and save the code that you need to insert in your web pages for data collection. The code is based on a number of parameters—the report suite (assuming static report suite variable assignment), the character encoding, the currency used for transaction, and the number of periods in the domain name.
Admin > Admin Console > Company Home

The Company Home allows you to set up company-wide settings related to security, policy, and reports. The Security Manager allows you to set security policy across passwords, email delivery, and IP restrictions.

Admin > Admin Console > User Management

The User Management console allows you to add, edit, delete, or view users, groups, and report suites allocation to users and groups. You can also manage publishing lists. You can also email all users of SiteCatalyst or admins using the email users functionality.
Admin > Admin Console > Traffic Management

The Traffic Management console allows you to look at the trends of traffic your site has been receiving. Any sudden traffic spikes can be flagged for further investigation. If there is a consistent surge in traffic, you can request a permanent traffic change.

Admin > Admin Console > Billing

The Billing center provides information on the primary and secondary server calls.

Admin > Admin Console > Logs

Logs provide three kinds of information for you to audit the usage of SiteCatalyst and its data. First, you could review the event logs for alerts, API calls, and so on. The usage and access logs provide information on the reports and actions of
different users logging in to your systems. Finally, the report suite change logs describe any changes to report suites.

**Top navigation—Community**

The Community aspects provide a forum for SiteCatalyst users across the globe to share their insights and issues through a common forum. This enables you to share best practices from the analytics industry. The community forum is normally for questions on current features and issues you are facing.

Adobe also provides an intracompany forum to resolve issues internal to your implementation.

The customer portal gives you a ready look at the health of your Adobe suite of products. You can view any incidents that were opened and resolved or a scheduled maintenance. High-priority open incidents can also be viewed. Clicking on the icon gives you details on the incident report.

The link allows you to link to other web analytics professionals and connect to the blogs from industry leaders and thought leaders in the analytics arena.

The Ideas Exchange is a forum for users to share feature requests that are voted on by the community. The popularity of a feature request in turn drives the priority list of features for Adobe to add to any of its products.

**Top navigation—Notices**

The Notices section gives your SiteCatalyst Administrator the ability to share company-wide notices.
Top navigation—Help

In the Help section, the “what’s new” section gives an overview of the release notes from the latest code release across the Adobe suite of products.

The Help home links you to the thoughtful blogs from Adobe thought leaders on analytics.

The Knowledge Base boasts more than two thousand frequently asked questions (FAQs). Answers to most questions or issues can be answered by searching this portal.

Training videos is a collection of video libraries that provide an audiovisual overview of the different aspects of Adobe’s suite of products.

ClientCare is Adobe’s premium customer support services. You can submit a question to the support team via LiveChat. You can also see a history of incidents opened by you and its status.

Before you get started

Before you start using SiteCatalyst, ensure that you have a thorough understanding of the following aspects of your SiteCatalyst implementation. Your SiteCatalyst admin should be able to guide you through the following:

1. Credentials, groups, and publishing lists

   Get your credentials set up. Your admin should be able to create or validate your username and password. Identify the name of the company as provided by Adobe. Also ensure that you’re part of the appropriate groups and distribution lists to receive scheduled reports pertinent to your role in the organization.
2 Report suite names

Especially if you’re part of a large organization, familiarize yourself with the report suites where the data for your website is being sent. If your organization is writing data to multiple report suites (multisuite tagging), learn about the ecosystem of pages writing data to each of the report suites.

3 Report suite settings

All report suites allow you to choose the calendar, time zone, and internal URL filters. These settings add context to interpreting the reports and data.

4 VISTA rules applied to the report suite

Visitor identification, segmentation, and transformation architecture (VISTA) rules allow a company to transform its data before it is used for reporting, based on the identification of a visitor or a segment. Your SiteCatalyst administrator should have a list of the variables that were transformed and the rules on which those are based.

5 Custom traffic variables

Having a handy list of all traffic variables and the pages on which they are set helps you understand what custom traffic reports you can run. It also helps you interpret that data.

6 Custom conversion variables and their allocations

Custom conversions and their allocations will help you understand if the variables expire within a visit, after a visit, or are retained at the visitor level. This will help you correlate conversion data.

7 Success events, names, and types, and serialization information

Success events are vital to understanding the success of macro- and microconversions. Knowing the correct event numbers will help you set up the right marketing funnel steps.

8 Calculated metrics and their formulas

Having a list of calculated metrics and the formulas used will help you determine the right metrics for the business question you are evaluating.

Now let’s get started!
Lesson overview

In this lesson, you’ll learn to analyze acquisition data. This will be particularly helpful if you’re an analyst who’s optimizing landing pages or a marketer who’s trying to determine which geographical location to focus your marketing efforts on.

The goals of this section are:

• Understanding what to measure to evaluate your success in acquiring customers

• Determining which Adobe SiteCatalyst reports to run based on your analysis needs

• Identifying issues that impact the data and the implementation details that affect the data quality

This lesson will take 30 minutes to complete.
A visitor’s first impression of your site is critical. Landing pages that virtually read the visitor’s mind and anticipate the intent of his visit are almost expected. The acquisition stage of the marketing funnel is about optimizing landing pages to meet the visitor’s needs based on demographic and geographic location.
Task: Define KPIs

First, let us revisit how we set goals and key performance indicators (KPIs). With the focus on acquisition analytics in this session, your business goal may be to increase revenue by 25% for the financial year. Your KPIs will need to correlate to this goal in terms of acquisition metrics. Think backwards—to increase conversion by 25%, how much do you need to increase the traffic to your site by. So when we talk about traffic, you, of course, think in terms of visits, visitors and their traffic sources, and geolocation. Examples of KPIs for acquisition could be:

- **Average visits per visitor**
  
  Average visits per visitor = Total number of visits ÷ Total number of visitors

  Assume your business is like Amazon’s, which means you want to optimize this KPI since a visitor will keep coming back to your site and converting.

- **Unique visitor ratio**
  
  Unique visitor ratio = Unique visitor ÷ Total number of visitors

  If your website conversion goal is to get visitors to sign up for a newsletter, then your business is very visitor centric. In that case, multiple visits may not be important to you. You would need to optimize for the visitor in this KPI.

- **New to return visitor ratio**
  
  New visitor ratio = Total number of new visitors ÷ Total number of visitors
  
  Return visitor ratio = Total number of return visitors ÷ Total number of visitors

  Find out which visitors are the first-time visitors versus those who have been to your site before. If your site has a lot of return customers, you could personalize the content based on the preferences you noted about them earlier.

- **Average visits from geolocation**
  
  Average visits from geolocation = Total number of visits from <North America> ÷ Total number of visits

  If you are running a campaign in a specific geolocation, you may look at the ratio of visits your site received before the campaign and after the campaign. Trending this over time will help you evaluate the geolocation of your audience.

**Table 4.1** presents a suggested approach to understand which report(s) in SiteCatalyst can help you understand that. Deepen your analysis by looking at the data with multiple metrics and sharpen your insights by segmenting the data. Segments can include any custom traffic variable, any custom conversion variable, and any SiteCatalyst Attribute Importing and Naming Tool (SAINT) classification.
Here are a few suggestions that you can use to segment the conversion; the list is not meant to be exhaustive.

- By geosegmentation
- By channel
- By campaign
- By new or repeat visitor
- By first-time or return customer
- By referrer
- By mobile devices
- By nonmobile devices

Table 4.1 Acquisition reports and metrics

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<th>SITECATALYST REPORT</th>
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You work in marketing at an online news organization that has paywall logic in place to only let people read a few articles for free until they have to pay. The content is highly specific to a region of the United States. Your business goal is to increase free trials and ultimately paid subscriptions. You have several acquisition KPIs that tie into your business goal:

- Average visits per visitor. This could be further segmented by type: anonymous, trial, subscribers. For each user group, how does their visit frequency trend over time?
- Visits by region segmented by type. Trended over time, are you meeting your growth goals by region?
- New visits by traffic source. What traffic sources are bringing in your new readers?

**Task: Understand visits**

Understanding visits helps you determine whether you have continued interest in your business. Visits can be defined as the number of sessions or the number of times a visitor sees one or more pages of your website.

**Report: Analyze total visits**

Navigate to Site Metrics > Visits. This report focuses on analyzing the trend of visits to the site over time.
Key insights

Analyzing the total visits to your site can help answer questions such as:

- **Is there continued market interest in your site?** The key to a sustainable business is to maintain a steady flow of visits to your site. You can compare recent visits to previous periods to gauge fluctuations.

  Change the view of data from day to week, month, quarter, or year to see trends in larger sets of data. Compare this data with the data available in any competitor analytics tools to see how you stack up to your competitors in the market space.

- **Are your marketing campaigns successful?** The total visits also indicate the success of your marketing efforts, both online and offline. Further segmenting this data by other campaign attributes gives you deeper insights into visits by campaign.

- **What is your business’s seasonality?** Seasonality varies from business to business. For example, retail businesses see a spike in November and December, and a marked slowdown in January. Websites that have lead-generation forms for work-related products may see high traffic on weekdays rather than weekends.

  These insights will help you optimize your campaigns on the days, weeks, months, or even quarters when traffic is at its peak or lull on your site.

  **Tip:** If you see too much fluctuation in your data, apply a moving average or linear algorithm that smooths short-term fluctuations and shows longer-term trends with greater clarity.

- **Where are your visits originating from?** Based on your segments, you can determine which geographical location and referring domain your visits are from.

- **What percentage of visits are you losing?** Determine the bounce rate and single-access metrics to understand the attrition of your visits. If the bounce rate is too high, segment the data further to analyze which landing page, channel traffic, or geographical location has the highest attrition.

**Interpretation of report data**

In interpreting the data with respect to total site visits, keep the following in mind:

- A new visit is initialized after 30 minutes of inactivity, 12 hours of continuous activity, or 2,500 pages viewed. Inactivity is defined as no pixel calls to SiteCatalyst.

- SiteCatalyst records the visit on the day the visit started. So if a visit goes past midnight, the day the visit started is credited for the visit.
• Visits from multiple browsers on the same machine by the same person are credited as two separate visits.

• Visits from multiple tabs of the same browser on the same machine are credited as a single visit.

• Visits from multiple devices by the same person are counted as separate visits.

• In browsers that don’t maintain persistent cookies, if the visitor exits the site or closes the browser and revisits the site after 30 minutes, then a new visit is counted unless the same IP or browser is used.

• Visits are tracked based on the cookie stored in the visitor’s browser or by a combination of user-agent string and IP address.

• If your site has power users or bots that contribute to a lot of visits, this data may look skewed.

**Code implementation and console settings**

Variable `s_account` identifies the report suite to write the SiteCatalyst data to. A main point to remember is that any page that sends data to this report suite will be automatically included in your site reports. For example, assume you configured this report suite to report data for your production site. If pages on the production server were not tagged due to an oversight, and your staging website erroneously has pages writing to this report suite, then this data could impact the data quality.

One way to check for this data quality is to monitor the Site Content > Pages Report to see which pages from your ecosystem are missing. Another way would be to use a traffic variable or the `s.server` variable to track the website/hostname that sent the hit.

**Task: Understand unique visitors trends**

Understanding visitor trends helps you to understand patterns in visitor behavior. The seven reports described here have similar basic definitions, but each gives you different insights. The first, the unique visitor report, serves as a general overview. The period that defines uniqueness can then be set to hourly, daily, monthly, quarterly, or yearly.

**Note:** In Version 14, a visitor who has disabled JavaScript or cookies is not included in the visit count. However, in Version 15, a combination of user-agent string and IP address is used to count them.
Report: Analyze unique visitors

Navigate to Site Metrics > Visitors > Unique Visitor Report. This report identifies unique visitors to the site during the timeframe you specify in the calendar.

Key insights

Analyzing reports of unique visitors to your site—including the more specific reports for unique hourly through unique yearly visitors—can help answer questions such as:

- **What are the unique visitor trends?** Comparing the number of visits and visitors can help you determine whether power users are artificially inflating the visit count. You can compare the visits to the visitor count. Change the view of data from day to week, month, quarter, or year to find trends in larger sets of data.

- **What are visitors’ preferred times to visit the site?** You can figure out visitors’ preferences for visiting the site in terms of the hour of the day, day of the week, month, and so on.

- **How much of the visit data is being underreported?** Filter the data by *persistent cookies* (Version 14 only). This will segment the unique visitors by tracking method. It distinguishes between visitors who had persistent cookies and the ones who were tracked using the combination of user-agent string and IP address. How visitors were tracked may not seem significant (as long as they were tracked!), but this highlights how many visitors are not included in the visit count. If you can gauge the average ratio of visitors to visits, you can better track visits with higher accuracy. In Version 15, all visits are included irrespective of the cookie settings.

- **What’s the best window of opportunity to release code or bug fixes in production?** The day of the week and the hour of the day with the least amount of traffic can help you determine the best time to release code, to minimize site unavailability to visitors.

*Note:* Other reports can define unique visitors more specifically as those that are unique within a specific time period (for example, daily unique visitors). Many of the insights, data interpretation guidance, and technical settings discussed here apply to those reports as well.

*Note:* A “unique visitor” refers to a single person (as identified by a cookie or a combination of user-agent string and IP address) visiting your site.
• **What’s the best time to run advertising campaigns?** First, determine the day of the week and the hour of the day with highest traffic. Then, depending on the media, you can time the campaign to coincide with your advertising efforts. Correlating visitor data with the geographical data can help you tailor your advertising campaigns to specific geographical locations.

**Interpretation of report data**

In interpreting the data with respect to unique visitors to your site, keep the following in mind:

• SiteCatalyst records the visit on the day the visit started. So if a visit goes past midnight, the day the visit started is credited for the unique visitor as well.

• Visits from multiple browsers on the same machine by the same visitor are credited as two separate visitors.

• Visits from multiple tabs of the same browser on the same machine are credited as a single visitor.

• In browsers that don’t maintain persistent cookies, if the visitor exits the site or closes the browser and revisits the site after 30 minutes, then the visitor ID is the same.

• Visits are tracked based on the cookie stored in the visitor’s browser or a combination of user-agent string and IP address.

• The date and time of the visit correspond to the time zone selected on the report suite setting, not the visitor’s time zone.

The considerations above apply to most of the unique visitor reports described below, as well.

**Code implementation and console settings**

The settings below apply to all of the unique visitor reports described below, regardless of the time period chosen. However, some time periods involve additional complexities, as noted under those reports.

• Adobe SiteCatalyst uses a persistent cookie (s_v1) to identify visitors to your site. This cookie contains an encrypted visitor ID value that is passed into SiteCatalyst with each image request. There are no variables that need to be set explicitly on your site. As of a recent SiteCatalyst H code release, the fallback visitor ID is called s_fid.

• The report suite time zone setting determines the visit time that is recorded. The time zone cannot be configured to client-side time zone.

• The day unit ranges from midnight to midnight and is not configurable at the report suite level or at the login level.
Report: Analyze hourly unique visitors

Navigate to Site Metrics > Visitors > Hourly Unique Visitor Report. This report focuses on aggregating unique visitors for every clock hour in the timeframe you select in the SiteCatalyst calendar. You may also see this report available as an option to break down other reports. The hourly unique visitor granularity is not available for a reporting period of more than two weeks.

Interpretation of report data

In interpreting the data with respect to hourly unique visitors to your site, keep the following in mind:

- An hourly unique visitor resets at the top of the hour, not an hour from the start of the visit.
- If a visitor's session spans hours, the visitor will be counted as unique for each hour that contains data.
- If a visitor returns to the site multiple times in a day, the visitor details are duplicated for every clock hour during which she visits.
- The hourly unique visits total for a day will always be greater than the daily unique visits total for the same period, since the hourly report counts visitors multiple times across hours (once per relevant hour).

The interpretation considerations listed under “Analyze unique visitors” above also apply.

Code implementation and console settings

The code implementation and console settings for hourly unique visitors are the same as those for unique visitors in general.
Report: Analyze daily unique visitors

Navigate to Site Metrics > Visitors > Daily Unique Visitor Report. This report focuses on aggregating daily unique visitors for the timeframe you select in the SiteCatalyst calendar. You may also see this report available as an option to break down other reports.

![Daily Unique Visitors Report](image)

**Interpretation of report data**

In interpreting the data with respect to *daily* unique visitors to your site, keep the following in mind:

- You may report more daily unique visitors than visits if a large number of visits cross midnight based on the time zone of the report suite.

- The daily unique visitors total for a week will always be greater than the weekly unique visits report for the same period, since the daily report counts visitors multiple times across days.

The interpretation considerations listed under “Analyze unique visitors” above also apply.

**Code implementation and console settings**

The code implementation and console settings for daily unique visitors are the same as those for unique visitors in general.
Report: Analyze weekly unique visitors

Navigate to Site Metrics > Visitors > Weekly Unique Visitor Report. This report focuses on aggregating weekly unique visitors for the timeframe you select in the SiteCatalyst calendar.

**Interpretation of report data**

In interpreting the data with respect to weekly unique visitors to your site, keep the following in mind:

- You may report more monthly unique visitors than weekly unique visitors (over a one-month period) if a month starts in the middle of the week.
- The weekly unique visitors total for a month will always be greater than the monthly unique visits report for the same period, since the weekly report will count visitors multiple times across weeks.

The interpretation considerations listed under “Analyze unique visitors” above also apply.

**Code implementation and console settings**

The weekly unique visitor report relies on the calendar settings of the report suite. The default calendar is Gregorian (with weeks starting on Sunday and ending on Saturday). The weekly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar with a different first day of the week or a custom calendar.

All other code implementation details and console settings are the same as those for unique visitors in general.
Report: Analyze monthly unique visitors

Navigate to Site Metrics > Visitors > Monthly Unique Visitor Report. This report focuses on aggregating monthly unique visitors for the timeframe you select in the SiteCatalyst calendar. You may also see this report available as an option to break down other reports.

Interpretation of report data

The interpretation considerations listed under “Analyze unique visitors” above apply to monthly unique visitor reports.

Code implementation and console settings

The monthly unique visitor report relies on the calendar settings of the report suite. The default calendar is Gregorian (with months in a 4-5-4 or 4-4-5 week pattern). The monthly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar with a different first day of the week or a custom calendar.

All other code implementation details and console settings are the same as those for unique visitors in general.
Report: Analyze quarterly unique visitors

Navigate to Site Metrics > Visitors > Quarterly Unique Visitor Report. This report focuses aggregating quarterly unique visitors for the timeframe you select in the SiteCatalyst calendar.

Interpretation of report data

In interpreting the data with respect to quarterly unique visitors to your site, remember that a quarter is defined as 13 weeks in SiteCatalyst.

The interpretation considerations listed under “Analyze unique visitors” above also apply.

Code implementation and console settings

The quarterly unique visitor report relies on the calendar settings of the report suite. The default calendar is Gregorian (with 13 weeks for each quarter). The quarterly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar with a different first day of the week or a custom calendar.

All other code implementation details and console settings are the same as those for unique visitors in general.
Report: Analyze yearly unique visitors

Navigate to Site Metrics > Visitors > Yearly Unique Visitor Report. This report focuses on aggregating yearly unique visitors for the timeframe you select in the SiteCatalyst calendar. A year is defined as 52 weeks in SiteCatalyst. If the reporting period is a calendar year, you can see how many visitors have come to your site that year (with none counted twice).

Interpretation of report data

The interpretation considerations listed under “Analyze unique visitors” above apply to yearly unique visitor reports.

Code implementation and console settings

The yearly unique visitor report relies on the calendar settings of the report suite. The default calendar is Gregorian (with 52 weeks for each year). The yearly unique report will be impacted if the default calendar is changed to a modified Gregorian calendar or a custom calendar.

All other code implementation details and console settings are the same as those for unique visitors in general.

Task: Understand where to focus your marketing efforts

Now you have an understanding of how many visitors come to the site and how many visits that adds up to. But, how about where those visitors come from? That would be interesting to know so you can target marketing efforts in specific geographical locations where you want to expand your business.

Internet service providers (ISPs) in each market area supply the American Registry for Internet Numbers (ARIN) with the IP addresses they use. Adobe partners with
Digital Envoy to provide a geographical tracking tool based on IP addresses. Digital Envoy uses that data to map the IP address of each visitor with the geographic city, state, zip code, and designated marketing area (DMA). Audited independently by Keynote Systems, Inc., Digital Envoy data offers over 99 percent accuracy at the country level, 97 percent accuracy at the region level, and 90 percent accuracy at the city level.

**Report: Analyze country, region, city, state, or DMA of visit origin**

We'll discuss this suite of reports on geographical locations together, since they're very similar, but each uses a specific granularity of geographical area.

Navigate to Visitor Profile > Geosegmentation > Countries Report. This report focuses on identifying which country the visit originated in.

Navigate to Visitor Profile > Geosegmentation > Regions Report. This report focuses on identifying which region, or area within a country, the visit originated in. The region drills down on the country you selected in the Visitor Profile > Geosegmentation > Country Report.

Navigate to Visitor Profile > Geosegmentation > Cities Report. This report focuses on identifying which city the visit originated in. The city drills down on the region/states you selected in the Visitor Profile > Geosegmentation > Regions/US States Report.

Navigate to Visitor Profile > Geosegmentation > US States Report. This report focuses on identifying which US state the visit originated in.

Navigate to Visitor Profile > Geosegmentation > US DMA Report. This report focuses on identifying which US Designated Marketing Area (DMA) the visit originated in.

> **Note:** Region is the same level of granularity as the US states. For countries without states, the region is more pertinent.
Key insights

Reviewing reports that analyze the area of origin for visitors to your site—whatever type of area you choose—can help answer questions such as:

- **Which geographical area contributes the most daily unique visitors for pages tracked in this report suite?** Each SiteCatalyst report in this suite shows you the geographical area (country/region/city/state/DMA) from which the visit originated. In addition to the standard “Ranked” and “Trended” views, the “Map” view color-codes the area according to their relative contribution to your total traffic based on the intensity of the color. The intensity of the color increases with the number of daily unique visitors.

- **Which geographical area contributes most to the conversion?** Assuming you’ve written these variables to a custom conversion variable, you can segment the conversions by geographical locations to determine which area has the highest conversion.

Interpretation of report data

In interpreting the data with respect to geosegmentation of visitors to your site, it’s important to remember the following:

- Corporate proxy servers mask the IP address of the visitors accessing the site, so all visits originating from the proxy server are treated as a visitor from the same country, thus underreporting that data.

- Mobile IP targeting varies from provider to provider.

- The IP addresses of visitors who use satellite Internet service providers (ISPs) are masked.

- Military and government IPs record the IP of the home location, not the military base where they are stationed.