



- Direct Traffic
3,097.00 (40.49%)
- Search Engines
2,910.00 (38.04%)
- Referring Sites
1,642.00 (21.47%)

Visitors Overview

Content Overview

Web Integration Omniture Analytics

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EXECUTIVE SUMMARY:

Organizations are constantly challenged to meet the dynamic demands of an online business. For most organizations, digital channels represent a growing percentage of overall sales, whether directly through the site, on mobile devices, or via social media.

Digital channels also play a vital role in an organization's broader marketing strategy, because they provide an exciting avenue for customers to interact with the brand. However, marketers need to be able to make better strategic decisions based on multichannel data sources, as well as immediate operational decisions driven by real-time online data analysis.

Some of the key challenges that online marketers currently face are:

- Correctly attributing marketing activity to online campaigns
- Identifying how social media affects the business and the brand
- Mobilizing marketing initiatives
- Making sense of all the data available from digital channels
- Integrating web analytics with other marketing solutions to get a holistic customer picture

The challenge for most organizations is not gathering data - there are plenty of tools that can do that. *The challenge lies in analyzing that data and then taking the necessary steps to yield optimized improvement that increases a company's return on their digital marketing investments.* Companies who grasp this opportunity will remain relevant. Companies that don't will disappear.

SiteCatalyst (Omniture) is the industry-leading solution to address the above given challenges. SiteCatalyst enables organizations to capture and analyze how customers arrived at their site, as well as how customers interact with the site after they arrive, including product searches, content viewed, and the final steps leading up to a completed or abandoned sale.

Whether a site is a media site that needs to increase viewership and drive advertising revenues or a retailer that needs to identify and highlight its bestselling products, SiteCatalyst users can generate a variety of highly detailed reports and dashboards that give clues about how to reengage lost sales or leads for higher conversion and revenue.

SiteCatalyst advanced reporting provides management with the information needed to manage campaigns and drive the business forward.

“SiteCatalyst offers Web analytics (client-side analytics)”

Over the past few years Lister Technologies has developed and integrated various websites with the number of analytical tools in order to capture the web metrics.

The data gathered from these tools is useful to the customer in different ways viz. Marketers need to manage visitor acquisition budgets, content creators need to know if their work is engaging (building relationships or not), e-commerce managers need to know their conversion rates, and webmasters/developers require data on which to base decisions for technology investment (internal site search, rich media applications, checkout systems).

This white paper has been compiled based on the experience of customer’s website integration to the Omniture (SiteCatalyst) tool and further the best usage of the analytical results for profitable business decisions.

A HIGH LEVEL WALKTHROUGH

Web analytics is not just a tool 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 web site. Web analytics applications can also help companies measure the results of traditional print advertising campaigns. It helps one to estimate how the traffic of a website changes after launch of a new advertising campaign.

Web analytics provides information about the number of visitors to a website and the number of page views. It helps gauge traffic and popularity trends which is useful for market research. There are two categories of web analytics: Off-site and On-site web analytics.

Off-site web analytics refers to web measurement and analysis regardless of whether you own or maintain a website. It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and buzz (comments) that is happening on the Internet as a whole.

On-site web analytics measure a visitor's journey once on your website. This includes its drivers and conversions. For example - which landing page encourage people to make a purchase.

Onsite web analytics measures the performance of your website in a commercial context. Major expectations from a web analytics solution are:

- Break through measurement challenges by using a holistic analytics platform
- Measure as well as monetize social media just like any other channel
- Hold your app to the same standard of measurement as your website
- Optimize mobile and social channels together
- Close the loop between online and offline marketing campaigns Integrate all your digital data in one location
- Report less, do more
- Distribute data to all stakeholders throughout the organization
- Use one tool that provides one multichannel view

Market research on web analytics product comparison shows ready to grab top ten best tools available in the market. The comparative results of various web analytic providers displayed on next page are based out of the list of eight different categories given below:

Features - Offers a top level view of several features that will be useful in measuring your website traffic

Traffic - Information regarding who visits a website, what each visitor does on the site (what they click on, pages they view, etc.), and at what point they exit the website

Referrals - From where your guest came from immediately before arriving on your website Report Stat

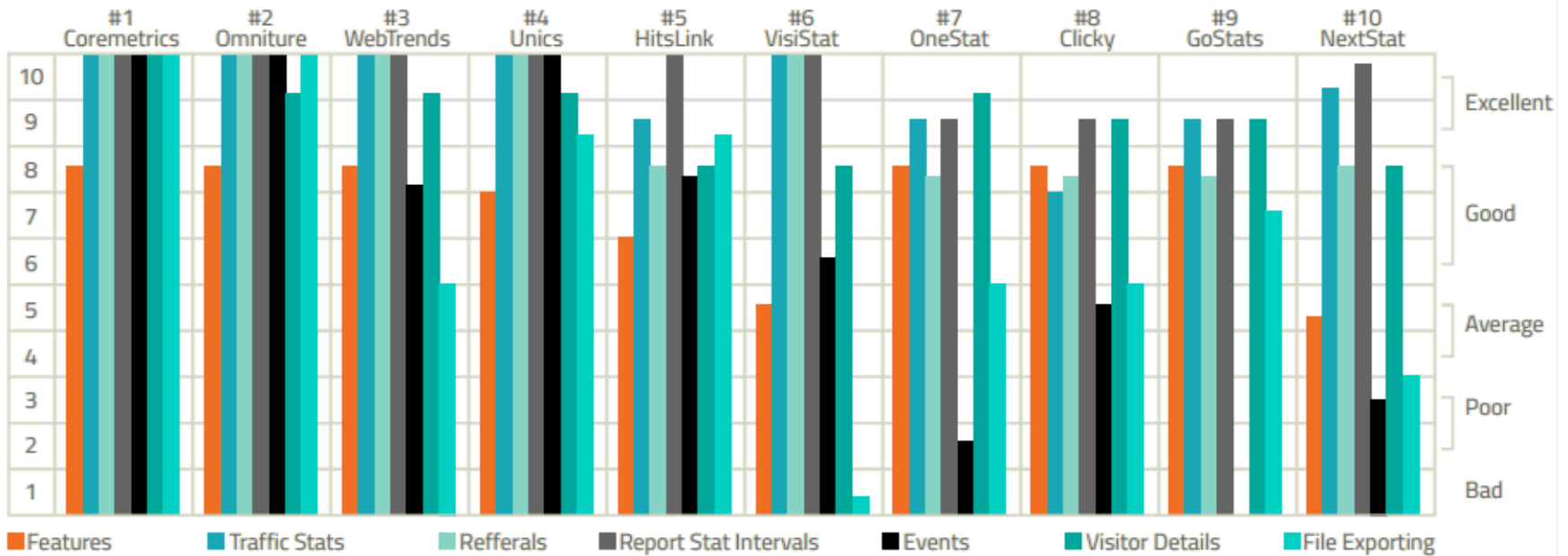
Intervals - Whether you need yearly or monthly reports, or details down to the day or hour, it's important that your analytics provider is versatile with reporting dates and the accompanying stats

Events - An event is “any logged or recorded action that has a specific date and time assigned to it by either the browser or server”

Visitor Details - Identify target audiences, develop campaigns, or learn what might work better to increase conversions

File Exporting - Exporting options to meet your specific needs

Tech Support/Help - Look for a solution that offers product support for a period of time following the initial purchase



2012 Web Analytics Product Comparisons | Source: web-analytics-review.toptenreviews.com

If you combine each of these categories you end up with a web analytics solution that is comprehensive, user-friendly, and cost effective. When the success of your website, and possibly your business hang in the balance, it is extremely important to make an educated decision. Stats below help to analyze the best analytical tool available in the market.

Why Omniture?

Market analysis shows that Omniture (SiteCatalyst) is the second best tool out of the top ten analytics tools available in

the market. SiteCatalyst delivers a powerful, intuitive, and industry-leading user interface, which enables users to quickly access actionable information. SiteCatalyst is the only solution that provides access to Traffic, Path, Campaign, Commerce, Segmentation, and Data Warehousing all in one interface.

The easy-to-use approach allows Omniture customers of all skill levels to access actionable, real-time reports and dashboards. SiteCatalyst is an enterprise grade solution designed for rapid user adoption across the organization.

Reporting and Analytics

Advanced real-time segmentation - Segment data in real-time from a report suite and access predefined segments, such as mobile visitors, directly from the user interface

Marketing attribution - Easily compare marketing channels and view multiple allocation models to make faster investment decisions that optimize your digital marketing

Prebuilt Reporting - Take advantage of a comprehensive set of ready-to-use reports and metrics that can be shared in PDF, Excel, Word, and HTML formats

Custom Reporting - Measure any event on your site, including drill-down reporting to answer complex web analytics questions

Flexible data integration - Integrate multichannel or offline data with data collected on the website through SOAP based open standards

One Integrated Tool - Measure, analyze, and optimize integrated data from all online initiatives across multiple marketing channels and technologies in one place

Drag-and-drop dashboard design - Personalize dashboards, alerts, and bookmarks to deliver quick snapshots of key performance indicators (KPIs) for online marketing initiatives

ClickMap Graphic Overlays - Measure traffic, commerce, and success metrics visually to display the most relevant elements on each page of your website

Publishing Widget - Embed reports on an intranet or website to communicate KPIs in real time to stakeholders who do not have a SiteCatalyst account

Social, Mobile and Video Measurement

Decisive Social Media Insight - Understand the impact of online communities, identify how sharing services contribute to user behavior, and gain insight into user-generated content

Facebook Analytics - Measure key areas of Facebook - 100% of apps, fan pages, ads, and Facebook Connect

Mobile Analytics - Accurately profile mobile audiences, devices, and app use on major mobile platforms to improve mobile visitor reporting

Video Reporting - Access in-depth data on individual videos, comparisons between videos, video ad reporting, and which parts are most engaging

Innovative Workflow

Intuitive User Interface - Reveal key online marketing insights quickly and easily

Real-time Availability - Access data from your iPad. Scroll, swipe, and zoom into specific time periods. Add new metrics or email reports with a simple touch

Vast Resources For Self-paced Learning - Take advantage of training video modules, user manuals, white papers, and an extensive knowledgebase of questions

Automated Decisions - Set up automatic notification of event triggers when key metrics exceed or fall below expectations

Adobe SiteCatalyst provides marketers with actionable, real-time intelligence about digital strategies and marketing initiatives. SiteCatalyst helps marketers identify the most profitable paths through a website, segment traffic to spot high-value web visitors, determine where visitors are navigating away from the site, and develop critical success metrics for digital marketing campaigns.

REQUIREMENTS, INTEGRATIONS & CHALLENGES

One of our esteemed clients, a global leader in e-learning solutions provider, approached Lister Technologies to integrate Omniture (SiteCatalyst) analytical tool to its websites (published across various geographies). This integration was implemented in order to capture the web analytics for client's websites. And based on the regressive analysis of those analytical metrics, business decides on what – when - where to launch the campaigns, promotions, price tests, offers, discounts, and other new strategies to boost the sale. Below given is the brief about the Client Requirements, Integration Steps, and Challenges faced by development and test teams (QA).

Client Requirement

Client wanted to capture numerous metrics' for different websites and thus was interested to gather and integrate statistical data related to the website. The client's eCommerce website was divided under two main headers - website pages and shopping cart pages. The events to be captured were listed by the business and development team integrated those events (to be fired) into the web pages and the cart pages.

This integration made the application smarter by increasing their ability to:

- Target the most meaningful customer segments
- Take relevant action in real time to engage customers
- Consolidate measurement and optimize around virtually on any qualitative or quantitative success metrics such as: leads, order size, revenue, profitability or behavioral scenarios

Omniture Integration Steps:

- Omniture provides JS (javascript) file, which includes the settings to capture the analytics of the website behavior
 - This JS file needs to be integrated in the application source code. One can modify the JS by adding custom variables as per the business need
 - Once integrated into the source of the application archive, it's deployed in the test/staging environment
 - Post deployment QA tracks the requests by checking the variables fired
 - Automated reports are generated and can be checked out at Omniture console (unique for every client)
- These reports provide the detailed analytics on end-user <-> marketing front and gives detailed information for the business strategy team to take business decisions

Challenges faced by Development & QA

- Initial implementation was a challenge as development team had to integrate all the required events on web pages and cart pages
- Thus, Omniture came up with a simple process of adding the following two components to the pages of a website
- SiteCatalyst implementation JavaScript code
- JavaScript library file Deploying SiteCatalyst involves attaching Omniture JS code onto each page (or page template) of a website. This JS code contains variables and other identifiers that facilitate the data collection process. These variables may be dynamically populated with server or application variables. The code snippet also calls the JavaScript library file, which contains SiteCatalyst-specific JavaScript functions used during metrics collection. Client browsers cache this file after the first request, resulting into virtually no incremental server load for the instrumented site
- QA faced issues while capturing and testing the application in various browsers. As the custom JS integrated was not compatible with all the browsers.
- Omniture came up with a solution viz. Omniture debugger which executes on all types of browsers and analyses the web pages online. To use Omniture debugger, one has to save it as a bookmark on the browser window, click on that bookmark while on a page with Omniture information. The debugger will open in a new window and display information about the page you are on. There was too much to capture in terms of analytical data and thus the challenge was 'How' to identify and capture all those numerous components
- Omniture bifurcated the components into certain headers viz. evars (evariables), events, sprops (property variables)
- To capture the numerous http requests was a challenge.
- Omniture came up with a "http sniffer" for example – "HttpFox" tool to track http requests on a page and filter it with the relevant keywords on the webpage to search the Omniture calls. NoteHttpFox is an addon for Mozilla based browsers that monitors and analyzes all incoming and outgoing http traffic between the browser and the web servers

Web analytics is the measurement, collection, analysis and reporting of internet data for purposes of understanding and optimizing web usage. It is often done without the permission or knowledge of the user, particularly with third party cookies which can be shared between different web sites.

REPORTS, RESULTS & DISCUSSION

There are various tools in the market that can help gather the web analytics and thus capture the reports and results. Few of the well known tools in the market are - Coremetrics, Omniture, WebTrends, Unica, HitsLink, VisiStat, OneStat, Clicky, GoStats, and NextSTAT etc.

Omniture is one of the best tools in the market with numerous features that capture and display 'N number' of reports. For one of our esteemed customer we captured various reports as per their business requirement, few of the reports we captured are:

Site Metrics – Captures the reports related to Visits, Page views, hourly / daily / weekly / monthly / quarterly and yearly unique visitors, time spent per visit, purchase conversion funnel, revenue, orders, units and custom events

Site Content – Gives the reports related to page ranks, site sections, exit links, file downloads, click maps, custom links and Page not found reports

Legacy Videos – Captures the Video Views, visits, daily unique video visitors, video flows, video segments viewed, Time Spent on Video and video players

Mobile Metrics – Captures analytics based on Mobile devices, device types, manufacturer, audio/video support, cookie/image support, screen size/height/width, mobile OS

Paths (the way user is directed to the website) – Captures next page flow, next/previous page, fallout, full paths, pathfinder, path length, page summary, reloads, time spent on page, clicks on page and exit pages

Traffic sources – Captures Search keywords all/paid/natural, search engines all/paid/natural, search page ranking, referring domains and referrers

Campaigns – Gives the reports on campaign conversion funnel, creative elements, tracking code, promotions, offers and strategic parameters.

Products – Captures product conversion funnel, cross sell, categories, types of products / name / language / level etc.

Visitors – Captures statistics related to the visitors i.e. return frequency, return visits, visit number, customer loyalty, and new visitors

Visitors Profiles- Gives captured details of visitors' country / region / city / state, language, time zones, domains etc.

Out of the above given numerous types of reports we analyzed 'Monthly Unique Visitors Report' and 'Mobile Device Types Report'. A detailed graphical output and analysis of those reports is given below:

Date	Selected Month	4 Weeks Prior	52 Weeks Prior
Jul 01, 2012	32,966	42,493	26,489
Jul 02, 2012	28,926	43,314	26,879
Jul 03, 2012	25,908	37,354	30,279
Jul 04, 2012	25,121	39,876	29,520
Jul 05, 2012	26,397	37,394	26,159
Jul 06, 2012	25,180	37,022	23,883
Jul 07, 2012	25,899	33,946	21,122
Jul 08, 2012	28,851	35,551	28,828
Jul 09, 2012	30,171	42,013	29,269
Jul 10, 2012	28,798	36,888	26,955
Jul 11, 2012	27,519	43,437	25,714
Jul 12, 2012	26,773	37,904	24,910
Jul 13, 2012	24,327	44,318	21,971
Jul 14, 2012	23,090	80,766	20,180

Fig. 1: Numeric count of 'Monthly Unique Visitors'

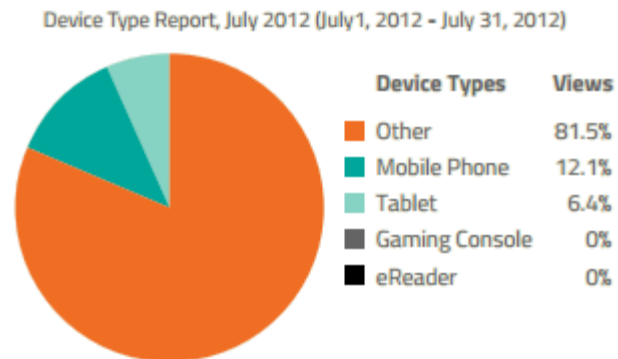


Fig. 2: Mobile Device Type Report

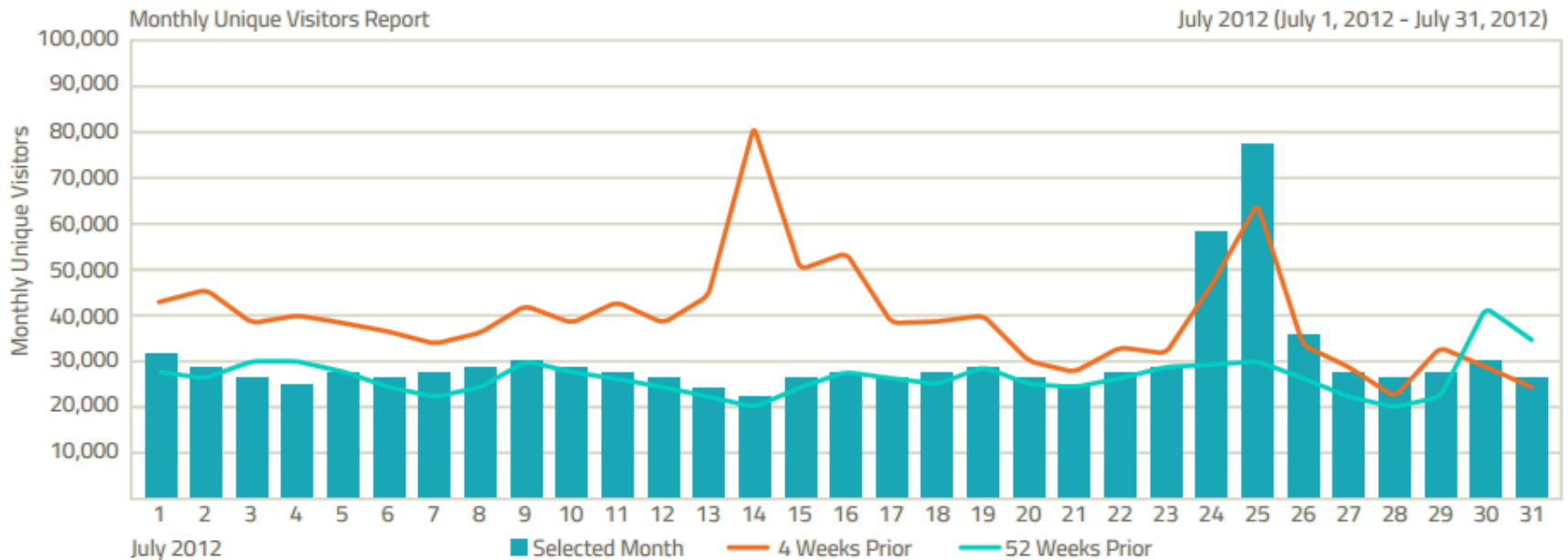


Fig. 3: Monthly Unique Visitors Report

Fig 1: This gives the numeric count of the monthly unique visitors visiting the website for the month of July '12. Here we can see the total number of visitors visiting per day, which can be compared to the number of visitors during last month and last year.

This comparative analysis can give a lead to the business strategy to plan the changes/variations into the website which should attract more new users and thus result in the sales boost.

A brief detail on terminology used and how things work:

- Daily Unique Visitors:
 - Number of visitors each day, counting each visitor once
- Page View:
 - One execution of the SiteCatalyst (javascript) code
 - Includes reloads and back buttons
 - Counts the entire page, not individual elements
- Visit:
 - begins when a person first views a page
 - expires after 30 minutes of inactivity (image requests) cookies store for Visitor

- Unique Visitor:
 - A user who comes to the site and gets cookies set in their browser with (virtually) no expiration
 - If a user changes their browser, computer, or clears cookies, they will be counted as a new visitor
 - If the user has cookies turned off, Omniture does some magic trying to identify unique visitors based on IP and user-agent string

Fig 2: It shows a device type report in the form of a pie-chart. This report gives us the data regarding the devices used by the various users to access the website. Here we can see that around 81.5% people access website using non-mobile devices, whereas 12.1% people access it using mobile devices, and further 6.4% people access it using tablets.

As displayed above Omniture provides large number of data reports in various formats, moreover one can generate the custom reports by adding various given metrics. The SiteCatalyst Reporting API gives programmatic access to the SiteCatalyst's core report data.

The Reporting API lets you create customized reports that address your specific needs. The Reporting API also lets you use SiteCatalyst data in third-party applications, such as an intranet site or a company-branded application. You can access the data to create calculated metrics, or format the data as needed.

The Reporting API uses the generic term "breakdown" to refer to both "correlations" (Traffic metrics) and "sub-relations" (Commerce metrics). The variables used to capture commerce metrics are:

Commerce Visits/Visitors:

- cVisits
- cVisitors

Commerce Pathing Metrics:

- cEntries
- cExits
- bounces
- bounceRate
- totalTimeSpent

Traffic:

- Bots

Fig 3: The monthly unique visitors report gives us the data related to the unique users visiting the site for the month of July '12. The bar chart shows the count flow of the visitors on per day basis throughout the month.

The orange and green trend line gives the last months and last years data respectively. The prior month and year data can be used as the base to compare the results with the current month.

SUMMARY

SiteCatalyst is the application to help us collect, analyze and report customer click stream behaviors and provides - Near realtime data to make timely decision, reader friendly dashboard to get quick snapshots of the KPIs, automatic alerts, and one place to measure, analyze and optimize online initiatives.

SiteCatalyst is one of the best web analytics products that provide a comprehensive view with real-time reporting as well as a full data warehouse. It provides superior scalability and reliability and is designed to handle massive traffic spikes. It can report website analysis data for clients from different business models and/or industries; whether the client has a smaller online client base or a billion page views per month.

Lister help its clients to capture the best of all eCommerce (catalog, cart, orders and revenue) activities and tag it using special Omniture reporting tool. Omniture tagging is particularly critical (tracking code and/or promo code) since this is used by the Business Intelligence to evaluate financial success for marketing campaigns.

Few of the various tracking done for our esteemed customers are: Tracking all required web pages, carts Remarketing campaign tracking Campaigns and internal promotions Conversion tracking for Pay per click External campaigns Additional custom tracking