

HAA Q2

Custom View: 5/31/06 - 6/30/06

May 31, 2006 12:00:00 AM – June 30, 2006 5:54:25 PM

This report was generated by WebTrends 8, Version: 8.0a, Build: 23288 (Silent) .
Thursday, August 3, 2006 4:08:21 PM
Final report conversion by WebTrends Report Exporter, Version 8.0a (build 23285)

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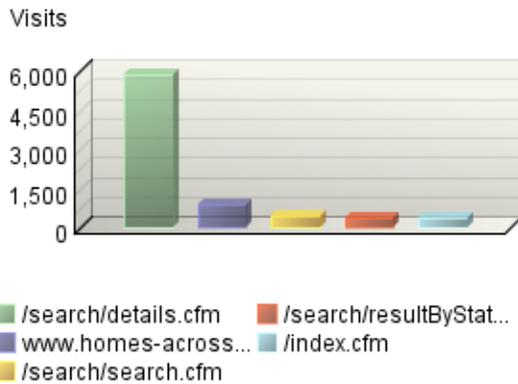
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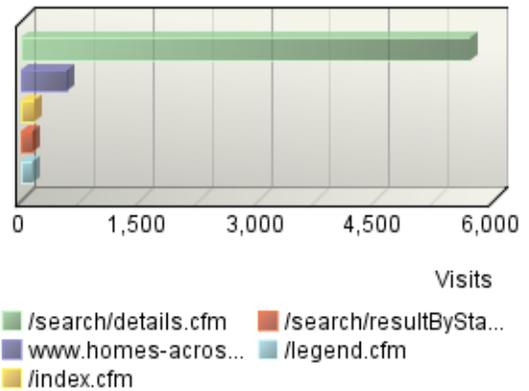
Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. You can click on a graph title to navigate to the corresponding report page.

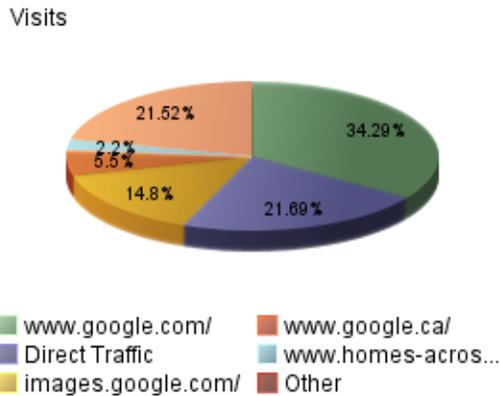
Pages



Exit Pages



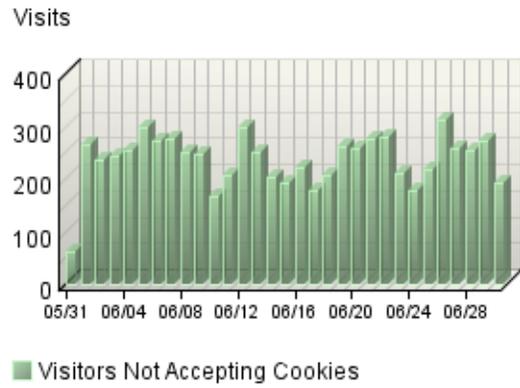
Referring Site



Visit Summary

Visits	7,325
Average per Day	236
Average Visit Duration	00:05:50
Median Visit Duration	00:01:19
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

New vs. Returning Visitors Trend



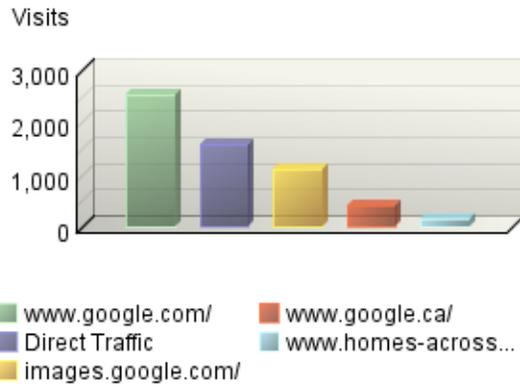
Most Recent Search Engines (All) Trend

No data is available for this graph.

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site



Key Metrics Summary



Onsite Ad Impressions Trend

No data is available for this graph.

Content Group Duration Trend

No data is available for this graph.

Most Recent Search Engines (All) Trend

No data is available for this graph.

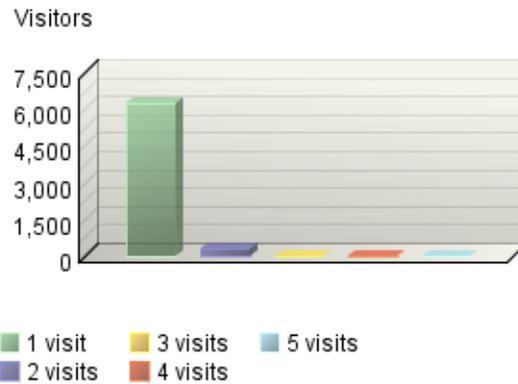
Visitors Dashboard

This dashboard displays key graphs and tables that provide an overview of the Visitors chapter. You can click on a graph title to navigate to the corresponding report page.

Visit Summary

Visits	7,325
Average per Day	236
Average Visit Duration	00:05:50
Median Visit Duration	00:01:19
International Visits	0.00%
Visits of Unknown Origin	100.00%
Visits from Your Country: United States (US)	0.00%

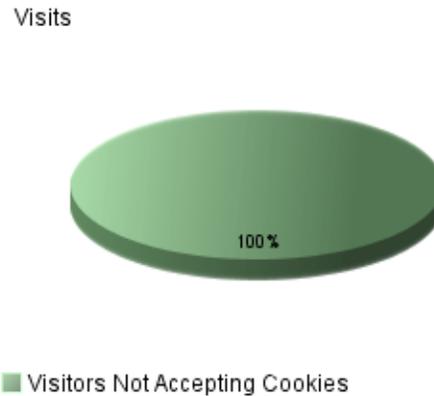
Visitors by Number of Visits



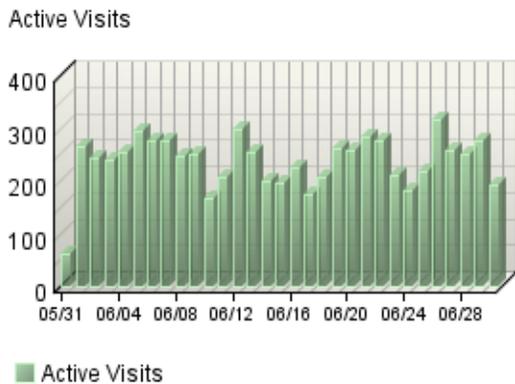
Visitor Summary

Visitors	6,606
Visitors Who Visited Once	6,245
Visitors Who Visited More Than Once	361
Average Visits per Visitor	1.11

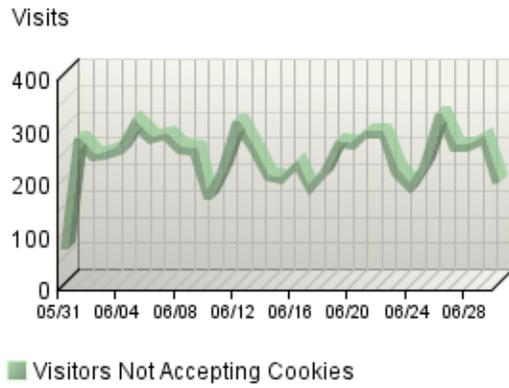
New vs. Returning Visitors



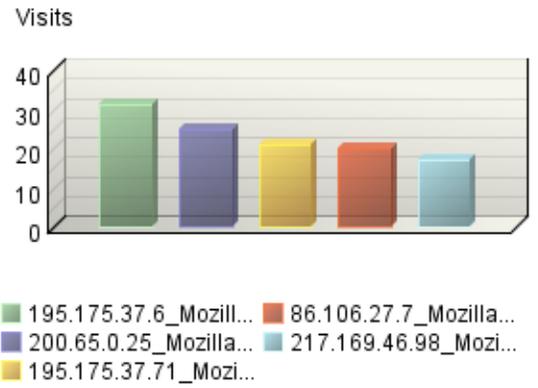
Key Metrics Summary



New vs. Returning Visitors Trend



Top Visitors



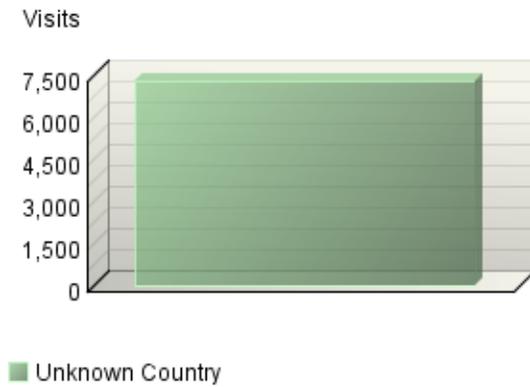
Organizations

No data is available for this graph.

Authenticated Usernames

No data is available for this graph.

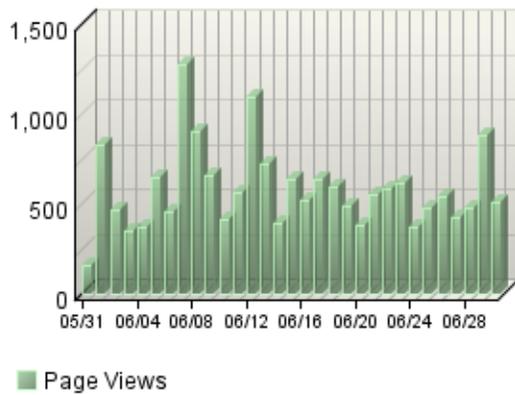
Countries



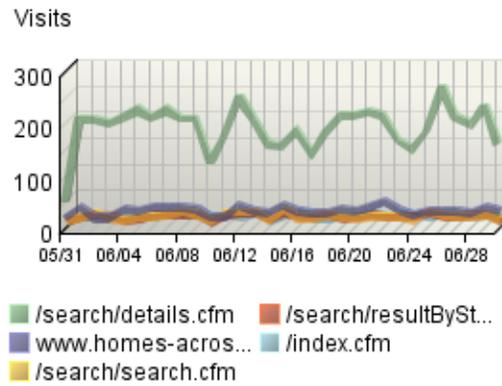
Pages Dashboard

This dashboard displays key graphs and tables that provide an overview of the Pages chapter. You can click on a graph title to navigate to the corresponding report page.

Page Views Trend



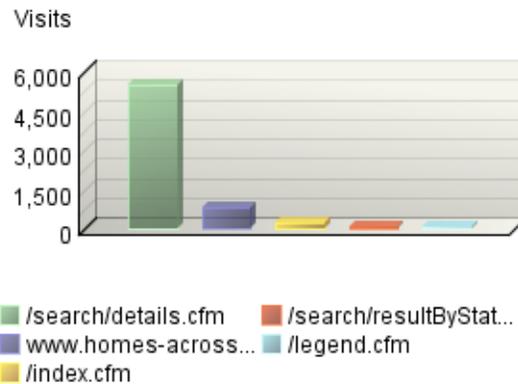
Pages Trend



Content Groups

No data is available for this graph.

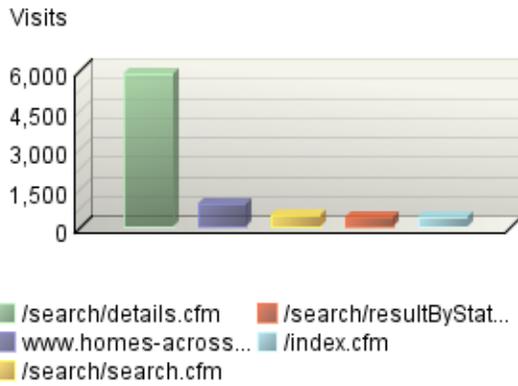
Entry Pages



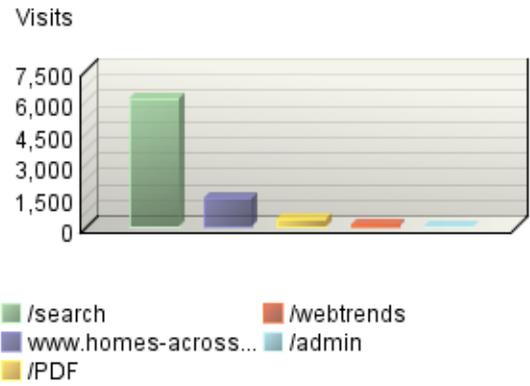
Page View Summary

Page Views	18,022
Average per Day	581
Average Page Views per Visit	2.46

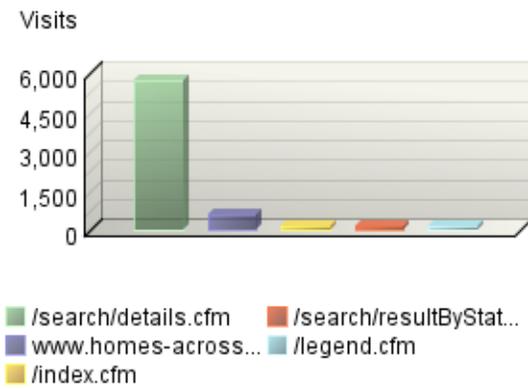
Pages



Directories



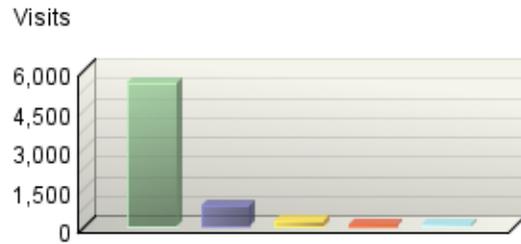
Exit Pages



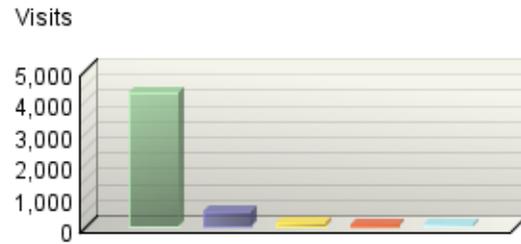
Navigation Dashboard

This dashboard summarizes important information related to online navigation.

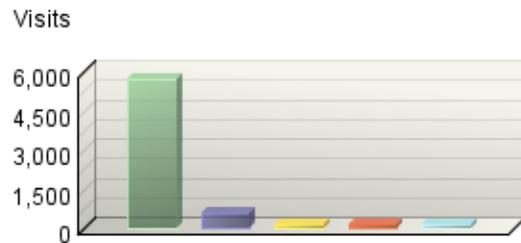
Entry Pages



Single-Page Visits



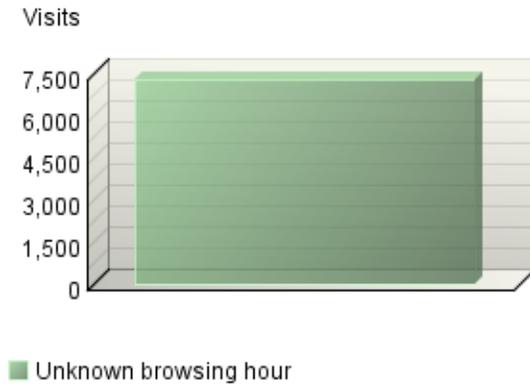
Exit Pages



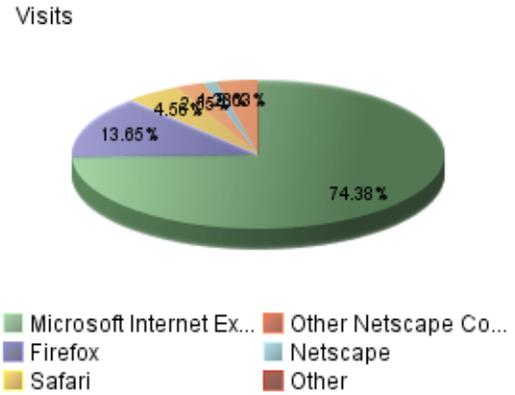
Technical Dashboard

This dashboard summarizes important information related to online technical activity.

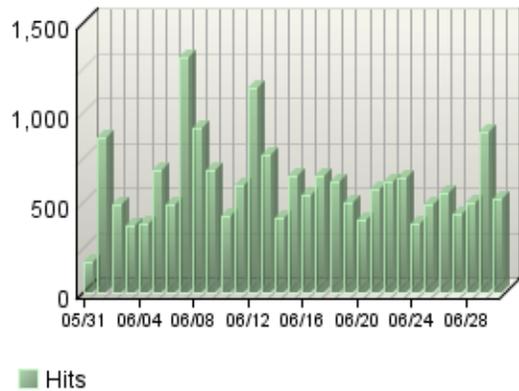
Browsing Hours



Browsers by Version



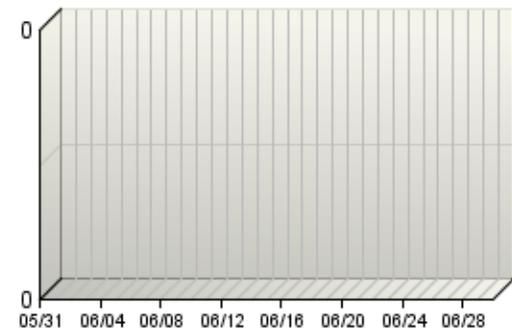
Hits Trend



Technical Summary

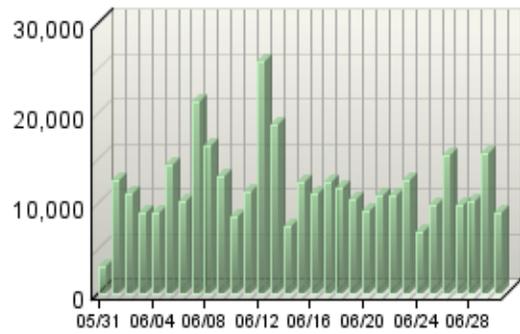
Total Hits	21,626
Successful Hits	18,646
Successful Hits (as Percent)	86.22%
Failed Hits	2,980
Failed Hits (as Percent)	13.78%
Cached Hits	36
Cached Hits (as Percent)	0.17%

Average Time to Serve Pages



■ Average Time to Serve

Bandwidth: Kbytes Transferred Trend

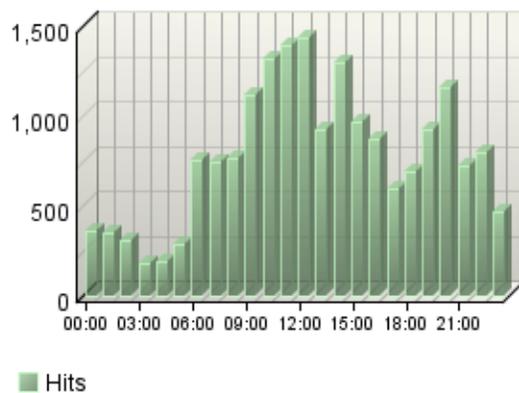


■ Kbytes Transferred

Activity Dashboard

This dashboard displays key graphs and tables that provide an overview of the Activity chapter. You can click on a graph title to navigate to the corresponding report page.

Hits by Hour of the Day



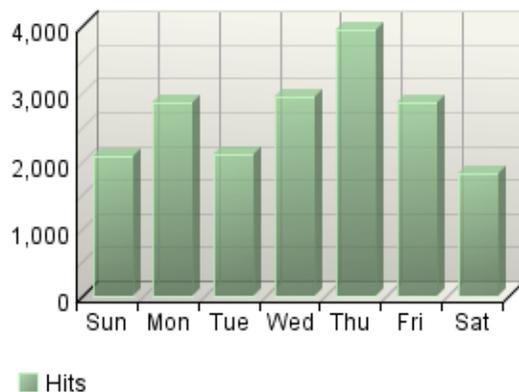
Most Active Summary

Most Active Date	6/7/06
Number of Hits on Most Active Date	1,306
Most Active Day of the Week	Thursday
Most Active Hour of the Day	12:00-12:59

Least Active Summary

Least Active Date	5/31/06
Number of Hits on Least Active Date	173
Least Active Day of the Week	Saturday
Least Active Hour of the Day	03:00-03:59

Hits by Day of the Week



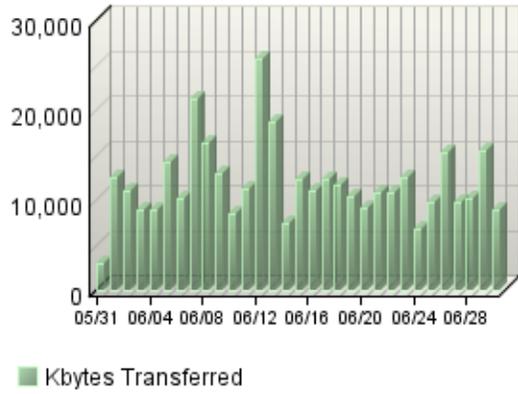
Activity on Weekdays Summary

Total Hits Weekdays	14,739
Total Visits Weekdays	5,678
Average Number of Visits per day on Weekdays	246
Average Number of Hits per day on Weekdays	640

Activity on Weekends Summary

Total Hits Weekend	3,907
Total Visits Weekend	1,647
Average Number of Visits per Weekend	411
Average Number of Hits per Weekend	976

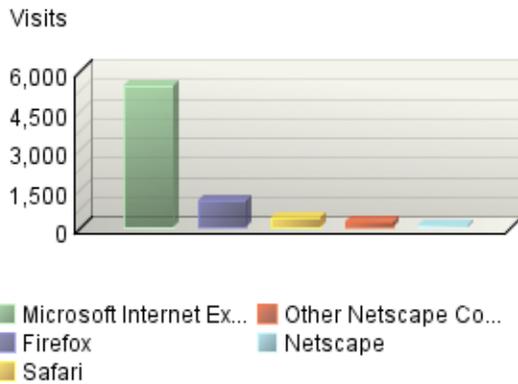
Bandwidth: Kbytes Transferred Trend



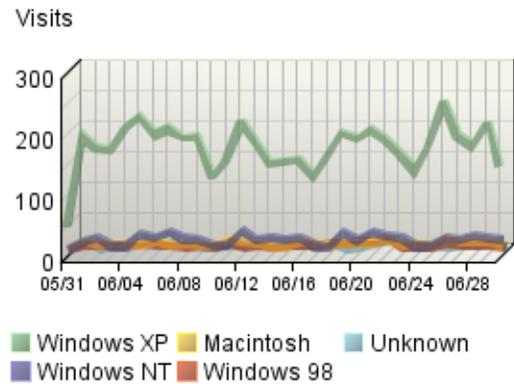
Browsers and Platforms Dashboard

This dashboard displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. You can click on a graph title to navigate to the corresponding report page.

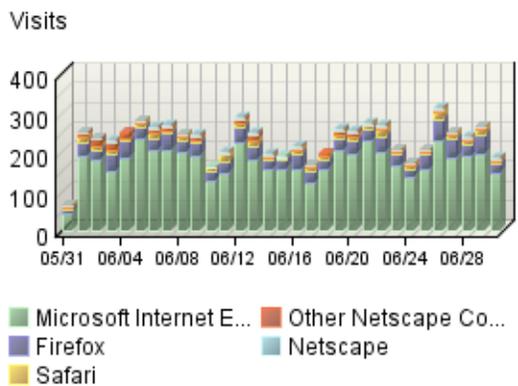
Browsers



Platforms Trend



Browsers Trend



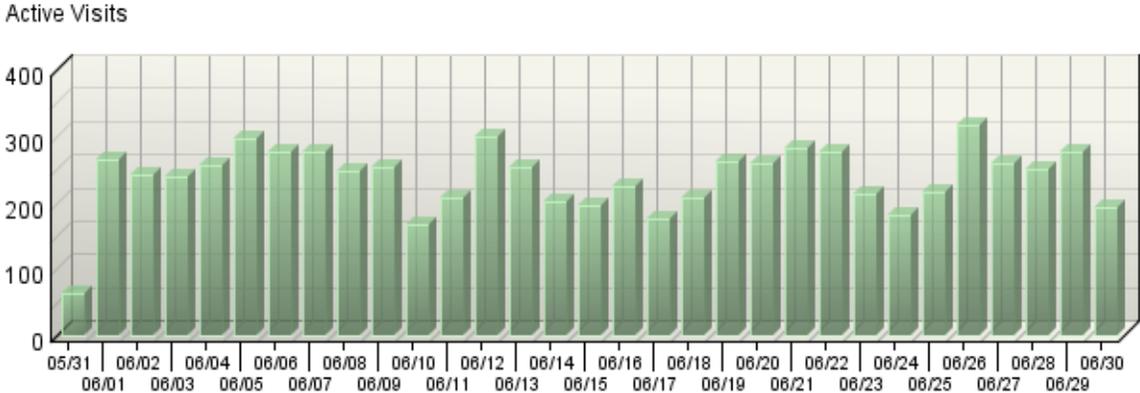
Spiders

No data is available for this graph.

Key Metrics Summary

This report shows activity to your site over time.

Key Metrics Summary



Key Metrics Summary

Time Period	Active Visits	Page Views	Kbytes
05/31	63	164	3,058.63
06/01	266	828	12,546.92
06/02	242	464	11,093.7
06/03	240	350	8,829.78
06/04	256	368	8,862.56
06/05	296	653	14,359.83
06/06	276	461	10,280.55
06/07	277	1,273	21,355.83
06/08	248	901	16,307.87
06/09	252	664	13,028.11
06/10	167	410	8,503.7
06/11	207	568	11,272.29
06/12	298	1,094	25,829.42
06/13	253	719	18,717.6
06/14	201	398	7,488.37
06/15	196	637	12,404.76
06/16	224	524	10,990.1
06/17	175	637	12,248.34

Time Period	Active Visits	Page Views	Kbytes
06/18	207	596	11,807.09
06/19	262	489	10,400.66
06/20	259	380	9,215.07
06/21	282	548	10,936.75
06/22	277	590	10,904.45
06/23	212	619	12,613.12
06/24	180	368	6,816.33
06/25	217	477	9,816.35
06/26	317	541	15,299.76
06/27	259	421	9,890.91
06/28	251	481	10,248.84
06/29	275	887	15,442.93
06/30	194	512	9,036.56
Total	-	18,022	369,607.19

Key Metrics Summary

Time Period	Clickthroughs	Revenue	Dynamic Visitors (Monthly)
05/31	0	\$0.00	0
06/01	0	\$0.00	0
06/02	0	\$0.00	0
06/03	0	\$0.00	0
06/04	0	\$0.00	0
06/05	0	\$0.00	0
06/06	0	\$0.00	0
06/07	0	\$0.00	0
06/08	0	\$0.00	0
06/09	0	\$0.00	0
06/10	0	\$0.00	0
06/11	0	\$0.00	0
06/12	0	\$0.00	0
06/13	0	\$0.00	0
06/14	0	\$0.00	0
06/15	0	\$0.00	0
06/16	0	\$0.00	0
06/17	0	\$0.00	0
06/18	0	\$0.00	0
06/19	0	\$0.00	0
06/20	0	\$0.00	0
06/21	0	\$0.00	0

Time Period	Clickthroughs	Revenue	Dynamic Visitors (Monthly)
06/22	0	\$0.00	0
06/23	0	\$0.00	0
06/24	0	\$0.00	0
06/25	0	\$0.00	0
06/26	0	\$0.00	0
06/27	0	\$0.00	0
06/28	0	\$0.00	0
06/29	0	\$0.00	0
06/30	0	\$0.00	0
Total	0	\$0.00	0

Key Metrics Summary

Time Period	Dynamic Buyers (Monthly)
05/31	0
06/01	0
06/02	0
06/03	0
06/04	0
06/05	0
06/06	0
06/07	0
06/08	0
06/09	0
06/10	0
06/11	0
06/12	0
06/13	0
06/14	0
06/15	0
06/16	0
06/17	0
06/18	0
06/19	0
06/20	0
06/21	0
06/22	0
06/23	0
06/24	0

Time Period	Dynamic Buyers (Monthly)
06/25	0
06/26	0
06/27	0
06/28	0
06/29	0
06/30	0
Total	0

Key Metrics Summary - Help Card



Column Definitions

Active Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Cart Add

A count of the number of times a given product was added to the shopping cart.

Cart Remove

A count of the number of times a given product was explicitly removed from the shopping cart.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Buyers

The number of buyers in each day for the reporting period. Visitors who make multiple purchases in different hours on the same day are counted as buyers in the hour that they make the first purchase.

Daily Visitors

The number of visitors in each day for the reporting period.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Kbytes

Kilobytes transferred.

Monthly Buyers

The number of buyers in each month for the reporting period.

Monthly Visitors

The number of visitors in each month for the reporting period.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Product Views

A count of the number of times a given product was viewed, similar to a content group.

Quarterly Buyers

The number of buyers in each quarter for the reporting period.

Quarterly Visitors

The number of visitors in each quarter for the reporting period.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Time Period

A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

Units

This measure reflects the number of units (products) from completed purchases.

Weekly Buyers

The number of buyers in each week for the reporting period.

Weekly Visitors

The number of visitors in each week for the reporting period.

Yearly Buyers

The number of buyers in each year for the reporting period.

Yearly Visitors

The number of visitors in each year for the reporting period.



Report Descriptions

Briefly:

This report shows activity to your site over time.

Uses and Interpretation:

This report allows you to analyze how various facets of activity evolve over time. You can for example track clickthroughs over time to determine at a glance whether your campaign ads have the expected effect on your traffic.

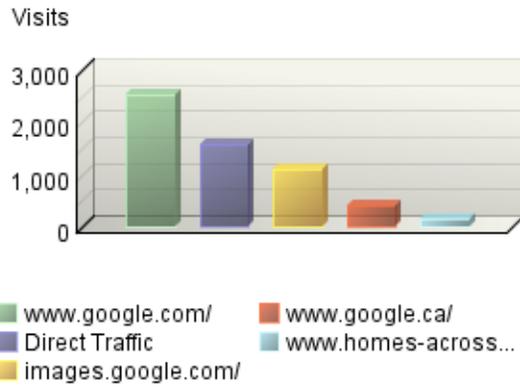
Note also how various measures change in relation to each other. This may allow you to spot unusual patterns of activity.

Note that visitors are counted only once per time period. If a visitor visits multiple times during one day, he will be counted only once for the value of the dimension during the first visit. For example: if a visitor makes two visits with two purchases, he will be counted in the Lifetime Value report only once for the value he had during the first visit.

Marketing Dashboard

This dashboard summarizes important information related to online marketing activity.

Referring Site



Key Metrics Summary



Onsite Ad Impressions Trend

No data is available for this graph.

Content Group Duration Trend

No data is available for this graph.

Most Recent Search Engines (All) Trend

No data is available for this graph.

Campaigns Dashboard

This dashboard summarizes important information related to campaigns.

Campaigns

No data is available for this graph.

Creatives Trend

No data is available for this graph.

Campaign IDs Trend

No data is available for this graph.

Offers Trend

No data is available for this graph.

Campaigns by Time

No data is available for this graph.

Placements Trend

No data is available for this graph.

Partners Trend

No data is available for this graph.

Marketing Programs Trend

No data is available for this graph.

Marketing Activities Trend

No data is available for this graph.

Creative Types Trend

No data is available for this graph.

Purchase Conversion Funnel by Campaigns

This report shows each step in the Purchase Conversion Funnel and the number of visits that reached that step as a result of a campaign.

Purchase Conversion Funnel by Campaigns

No data is available for this graph.

Purchase Conversion Funnel by Campaigns

No data is available for this table.

Purchase Conversion Funnel by Campaigns - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

% of Previous Step

A ratio of the visit count for this step divided by the visit count for the previous step.

Campaign ID

A unique campaign identifier, used to associate campaign success, cost, etc. that may be spread across marketing activities.

Purchase Conversion Funnel

Names of the steps in the defined scenario. A step marks progress on the path that is being monitored.

Scenario Conversion Rate

Percentage of visits converted from the first step in the scenario. This does not include visits that came in directly to this step without first going through the first step.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Compare visits, percentages of visits, and visits to the previous step to understand how effective your campaigns are in guiding visits to your Purchase Conversion Funnel.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals.

Campaigns

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. Drilldown enables users to examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing visits, page views, revenue, and average order size by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description.

Campaigns

No data is available for this graph.

Campaigns

No data is available for this diagram.

Campaigns

No data is available for this table.

Campaigns - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign Drilldown

Drilldown allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized as a hierarchy.

Cart Adds

Added item(s) to the cart in the Purchase Conversion Funnel or Email Conversion Funnel.

Cart Completions

Completed the checkout process in the Purchase Conversion Funnel or Email Conversion Funnel and received completion acknowledgement.

Checkouts Started

Started the checkout process in the Purchase Conversion Funnel or Email Conversion Funnel to enter shipping and billing information.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visi-

tors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Product Page Views

Viewed the product page in the Purchase Conversion Funnel or Email Conversion Funnel.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

This report provides a high-level and extremely detailed view of activities generated by visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies. The administrator also specifies levels for the campaign drilldown.

Uses and Interpretation:

Use this report to determine the types of demand channels, partner, marketing programs, marketing activities, campaign IDs, and campaign descriptions that generate the highest amounts of desired activity. As you reallocate investment in demand channels, launch new campaigns, or tweak campaign messaging, note how your actions change the results. Are visitors from a particular campaign viewing more pages or making more purchases? Are there certain demand channels or types of campaigns that tend to generate the best response?

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

Identify campaigns whose results could be improved with Campaign Conversion Funnel Analysis. Understand behavior of campaign visitors with the Paths, Reverse" report. Note relationship to Most Recent Search Engines (All) and compare with other campaign and product reports.

Demand Channels

This report shows activity occurring during the report time period segmented according to the demand channel of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Demand Channels Trend

No data is available for this graph.

Demand Channels

No data is available for this table.

Demand Channels - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Demand Channel

The term demand channel describes the various venues that could be used to drive traffic to a web site. These venues may include catalogs, email, radio, banner ads, pop over/under ads, and other various means of promotion. Also referred to as Marketing Channel.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

The term "demand channel" describes the various venues that could be used to drive traffic to a website. These venues may include catalogs, email, radio, banner ads, pop over/under ads, and other various means of promotion. This is also referred to as "marketing channel."

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

Use this report to determine the types of demand channels that generate the highest amounts of desired activity. As you reallocate investment in demand channels, launch new campaigns, or tweak campaign messaging, note how your actions change the results. Are visitors from a particular channel viewing more pages or making more purchases? Are there certain demand channels that tend to generate the best response?

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

Compare revenue and scenario completion by demand channels and channel attributes for an idea of overall channel performance. Review paths visitors follow by channel to see if they are viewing desired content. Usually, different visitor segments respond to unique demand channels differently. For instance, targeted email may be more effective for developing a certain psychographic segmentation over another.

Note that psychographics are used to build customer segments based on attitudes, values, beliefs and opinions as opposed to the "factual" characteristics of demographics. Political views, learning patterns or music tastes would qualify for psychographic segmentation. Marketing research usually combines demographic and psychographic information to build a more comprehensive understanding of customers.

Partners

This report shows the partner of the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Partners Trend

No data is available for this graph.

Partners

No data is available for this table.



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Partner

The term Partner refers to a company or individual that is in agreement (usually by contract) to aid in the promotion of products or services. A company that is not an affiliate.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

The term Partner refers to a company or individual that is in agreement (usually by contract) to aid in the promotion of products or services. Someone we advertise with that is not an affiliate.

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

This report identifies which media partners are driving the most profitable and engaged visitors to your website. Use this report to identify which partners to allocate future marketing dollars or determine which properties are underperforming and require further analysis of creative, offer, and frequency of impressions.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Marketing Programs

This report shows the marketing programs for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Marketing Programs Trend

No data is available for this graph.

Marketing Programs

No data is available for this table.

Marketing Programs - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Marketing Program

An overall program such as target email

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

Marketing Programs can be made up of many specific marketing activities. By rolling those specific activities up to the Program level, you can quickly see where your resource focus is best spent, and the visitor behavior resulting from Program changes.

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

Keep an eye on programs over time to determine which ones drive the most quality traffic and result in the greatest conversion. Discontinue programs not working, or make changes to programs and monitor how those changes affect visitor behavior.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

Compare revenue and scenario completion by Marketing Programs and program attributes for program over program performance

Marketing Activities

This report shows the marketing activities for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Marketing Activities Trend

No data is available for this graph.

Marketing Activities

No data is available for this table.

Marketing Activities - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Marketing Activity

A specific activity in each marketing program, such as November 2 email.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

A Marketing activity is a marketing program (e-mail, direct mail, etc.) that has a specific attribute, such as time, creative, offer, or audience target. This report is used to analyze the results of a specific activity compared to other activities within a program category (email) or among other activities. An example of a marketing activity is "November prospect e-mail", where "November" and "prospect" are the defining attributes of the activity.

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

This report is useful when analyzing which attributes of a campaign are successful in reaching your campaign acquisition goals. This includes but is not limited to items such as timing, offer, creative, and target audience. Use this report to identify a winning formula for a specific marketing program.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Creative Types

This report shows activity occurring during the report time period segmented according to the creative type of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Creative Types Trend

No data is available for this graph.

Creative Types

No data is available for this table.

Creative Types - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Creative Type

A specific creative type within an offer, such as banner ad, email, pop up.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

People react differently to each Creative Type. For instance, the profile of a person responding to an email from a European travel site may be very different from that of a person responding to banner ad for the same site found on a search engine.

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

By segmenting visitors based on the Creative Type they responded to, you get a sense for the overall profile of your visitors. For instance, a busy and email-flooded CEO may not have time or interest to respond to a direct email ad, but they may respond to the ad found on a search engine, especially when that ad appears after a related key word search.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Creatives

This report shows activity occurring during the report time period segmented according to the creatives of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Creatives Trend

No data is available for this graph.

Creatives

No data is available for this table.



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Creative

The way a marketing offer is distributed. For example, the offer "Everything on Sale" may include four different banner ads. Each banner ad is considered a different creative and has a different description such as "Yahoo Banner" or "MSN Banner."

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

The "creative" describes the characteristics of a marketing activity, such as color, size, and messaging. These creative elements are used to encourage click through to the website.

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

By analyzing the creative, marketing managers can determine which combination of elements resonates well with their intended audience. Managers can also analyze multiple activities with a similar creative element and determine if there is a unifying element that performs well across activities. By identifying successful creative elements, marketing managers can further define and refine the activities that work.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Offers

This report shows the offers for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Offers Trend

No data is available for this graph.

Offers

No data is available for this table.



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Offer

An attribute of a campaign, this is a specific effort within a campaign, such as "Buy now!" 10% off DVD Player.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

The offer is the leading incentive for a visitor to respond to a marketing activity. An example of an offer is "Buy today and receive 50% off our list price."

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

Every audience has different sensitivities to what motivates them to take action. By analyzing the offers presented to a prospect, a marketing manager can uncover the offers that are winners to eliciting action. Popular offers are price discounts, free shipping, free educational content, and a value-added bundle, to name a few.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Placements

This report shows the placements for the most recent campaigns that drove traffic to your site during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Placements Trend

No data is available for this graph.

Placements

No data is available for this table.

Placements - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Placement

An attribute of the creative, this is the specific location of the creative type.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

Placement of links, graphics, and text greatly affect visitor behavior. By analyzing the behavior by Placement, you will be able to fine tune your messages and offerings, which can ultimately result in a greater conversion rate.

This report refers to the visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

Uses and Interpretation:

Each type of marketing program has a predictable response, varying from industry to industry and visitor segment. For instance, when viewing an email for the first time, it is common practice for the viewer to scroll or read all the way through the message before taking some action, such as clicking a link. By analyzing creative Placement response, you will get a sense for how your visitors are reacting to these placements and be able to deliver more efficient programs.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Campaign IDs

This report shows activity occurring during the report time period segmented according to the campaign ID of the most recent campaigns. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion.

Campaign IDs Trend

No data is available for this graph.

Campaign IDs

No data is available for this table.

Campaign IDs - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign ID

A unique campaign identifier, used to associate campaign success, cost, etc. that may be spread across marketing activities.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

The term "campaign ID" describes the code used for a campaign driving traffic to a website.

This report provides an extremely detailed view of activities generated by visitors' most recent campaigns during the report time period. For the report time period, all conversions and other activities are tracked and attributed to the last campaign to which visitors responded. Thus, even if the conversion does not happen on the first visit generated by the most recent campaign, the appropriate source is "credited" with the conversion. This report requires the activation of Visitor History and the use of persistent cookies.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Uses and Interpretation:

Use this report to determine the campaign IDs that generate the highest amounts of desired activity. As you launch new campaigns, or tweak campaign messaging, note how your actions change the results. Are visitors from a particular campaign viewing more pages or making more purchases? Are there certain campaigns that tend to generate the best response?

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Same Visit Campaign IDs

This report shows activity from campaign IDs that drove traffic to your site during this time period. Only Campaign IDs seen during the period of the report are tracked.

Same Visit Campaign IDs Trend

No data is available for this graph.

Same Visit Campaign IDs

No data is available for this table.

Same Visit Campaign IDs - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign ID

A unique campaign identifier, used to associate campaign success, cost, etc. that may be spread across marketing activities. This dimension tracks only campaigns seen during a visit, by opposition to Most Recent Campaigns dimensions, which can assign activity to campaigns seen prior to the current visit.

Clickthroughs

A single instance of a click on an advertisement link.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Briefly:

The term "campaign ID" describes the code used for a campaign driving traffic to a website. This report tracks only campaign IDs that were seen during the session, by opposition to Most Recent Campaigns dimensions, which can assign activity to campaigns seen prior to the current visit.

Uses and Interpretation:

Use this report to determine the campaign IDs that generate the highest amounts of desired activity. As you launch new campaigns, or tweak campaign messaging, note how your actions change the results. Are visitors from a particular campaign viewing more pages or making more purchases? Are there certain campaigns that tend to generate the best response?

Other relevant reports and analyses:

The Campaign IDs report lets you track visits (and their potential revenue) from the most recent campaign seen, even if this campaign was seen during a previous visit.

Compare revenue and scenario completion by campaign ID for an idea of overall performance. Review paths visitors follow by channel to see if they are viewing desired content.

Same Visit Campaign Names

This report shows activity from campaigns that drove traffic to your site during this time period. Only names of campaigns seen during the period of the report are tracked.

Same Visit Campaign Names Trend

No data is available for this graph.

Same Visit Campaign Names

No data is available for this table.

Same Visit Campaign Names - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Clickthroughs

A single instance of a click on an advertisement link.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Same Visit Campaign Name

A unique campaign name, used to associate campaign success, cost, etc. that may be spread across marketing activities. This dimension tracks only campaigns seen during a visit, by opposition to Most Recent Campaigns dimensions, which can assign activity to campaigns seen prior to the current visit.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Briefly:

This report tracks only names of campaigns that were seen during the session, by opposition to Most Recent Campaigns dimensions, which can assign activity to campaigns seen prior to the current visit.

Uses and Interpretation:

Use this report to determine the campaigns that generate the highest amounts of desired activity. As you launch new campaigns, or tweak campaign messaging, note how your actions change the results. Are visitors from a particular campaign viewing more pages or making more purchases? Are there certain campaigns that tend to generate the best response?

Other relevant reports and analyses:

The Campaigns report lets you track visits (and their potential revenue) from the most recent campaign seen, even if this campaign was seen during a previous visit.

Compare revenue and scenario completion by campaign name for an idea of overall performance. Review paths visitors follow by channel to see if they are viewing desired content.

Campaigns by New vs. Returning Visitors

This report shows how effective your most recent campaigns are at generating new vs. returning visitors. With drill-down the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing new vs. returning visitors by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description.

Campaigns by New vs. Returning Visitors Trend

No data is available for this graph.

Campaigns by New vs. Returning Visitors

No data is available for this table.

Campaigns by New vs. Returning Visitors - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign Drilldown

Drilldown allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized as a hierarchy.

Clickthroughs

A single instance of a click on an advertisement link.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

New vs. Returning Visitors

Number of new and returning visitors to your site. Only visitors identified by cookies are counted.

New Visitors

Visitors whose visit starts without any cookie information but acquires a cookie (or multiple cookies) during the visit. For single-page visits there is no way (without the use of SmartSource Data Collection) to distinguish a new visitor from a visitor that does not accept cookies. As a result these visits are categorized as Visitors Not Accepting Cookies.

Returning Visitors

Visitors who already had a cookie from your site when they visited.

Visitors Not Accepting Cookies

Visitors not accepting cookies from your site. There is no way to determine if these visitors are

new or returning. Note that Express Analysis reports can only display information about visitors who do not accept cookies when you use first-party cookies to track sessions.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Briefly:

This report provides a high-level and extremely detailed view of campaigns that generate new vs. returning visitors during the report time period. It includes results for the most recent or last campaign that drove a visitor to your site, which requires the activation of Visitor History. Repeat visitors are identified as such using persistent cookies. If a visitor has no cookie for the site but is able to accept a cookie, then they are a new visitor. Visitors whose browsers did not accept cookies are counted under Visitors Not Accepting Cookies. The administrator also specifies levels for the campaign drilldown.

Uses and Interpretation:

This report helps you evaluate how effective your campaigns are at generating new vs. returning visitors. This insight can be used to identify the demand channels, partners, marketing programs, marketing activities, campaign IDs, campaign descriptions and other elements that are used to acquire new visitors as opposed to those that are used to get visitors to return to a site. As you launch new marketing initiatives, use the comparative report feature to see if the number of new vs. returning visitors increases according to your expectations. Keep in mind that you may have some campaigns directed solely at visitors who have already been to your site. In this case the percentage of new visitors would be much lower - - perhaps zero.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

Relationship to New vs. Returning Visitors for all site traffic. Relationship to Products by New vs. Returning Visitors. Understanding of purchase behavior with Sales Cycle by Products.

Campaigns by New vs. Repeat Buyers

This report shows how effective your most recent campaigns are at generating new and repeat buyers. With drill-down, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing new vs. repeat buyers by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by New vs. Repeat Buyers Trend

No data is available for this graph.

Campaigns by New vs. Repeat Buyers

No data is available for this table.

Campaigns by New vs. Repeat Buyers - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign Drilldown

Drilldown allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized as a hierarchy.

New vs. Repeat Buyers

A further analysis of buyers. Defined as New Buyers, Repeat Buyers, and Unknown. Unknown are the visitors that have purchased, but it is not known whether they have purchased before or not.

Orders

This measure reflects the number of orders from completed purchases.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Briefly:

This report provides a high-level and extremely detailed view of campaigns that generated new and repeat buyers during the report time period. It includes results for the most recent or last campaign that drove a visitor to your site. Repeat buyers are identified as such using persistent cookies. If a buyer has no cookie parameter for purchases but is able to accept an updated cookie parameter identifying them as a buyer, then that is a new buyer. Values listed as unknown in this report are purchasers whose browsers did not accept cookies. The administrator specifies levels for the campaign drilldown. Tracking most recent campaigns requires the activation of Visitor History.

Uses and Interpretation:

This report helps you evaluate how effective your campaigns are at generating new and repeat buyers. This insight can be used to identify the demand channels, partners, marketing programs, marketing activities, campaign IDs, campaign descriptions and other elements that are used for customer acquisition (generating new buyers) as opposed those that are used for customer retention (generating repeat buyers). As you launch new marketing initiatives, use the comparative report feature to see if your number of new vs. repeat buyers increases according to your expectations. Keep in mind you may have some campaigns directed solely at previous customers. In this case the percentage of new buyers would be much lower - - perhaps zero.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

Detailed insight to improve conversion processes and thus increase the number of buyers in either segment with Campaign Conversion Funnel Analysis. Understanding of purchase behavior with Sales Cycle by Campaign (New Buyers). Relationship to Products by New vs. Returning Visitors. Insight into value of buyers by campaign with Campaigns by Lifetime Value report.

Campaigns by Lifetime Value

This report shows the lifetime value of buyers for the most recent campaign they responded too, and displays it in a drilldown. A drilldown enables users to examine this information at a highly summarized level, and navigate to successively more detailed levels of campaign data; for example, viewing lifetime value of buyers by demand channels, partners, marketing programs, marketing activities, campaign IDs, campaign descriptions and more.

Campaigns by Lifetime Value

No data is available for this graph.

Campaigns by Lifetime Value

No data is available for this table.

Campaigns by Lifetime Value - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign Drilldown

Drilldown allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized as a hierarchy.

Clickthroughs

A single instance of a click on an advertisement link.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Lifetime Value

The lifetime value is the sum of all order values.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.



Report Descriptions

Briefly:

This report allows you to examine four different lifetime value segments of buyers, providing both a high-level and extremely detailed view of the last campaign to which they responded during the report time period. The values of the four lifetime value segments are defined by the administrator and include Highly Valuable, Moderately Valuable, Somewhat Valuable, and Least Valuable. Visitors are classified into segments based on the total monetary value of their past orders. If a visitor has not visited the site during the report time period, their lifetime value is not included. The administrator specifies levels for the campaign drilldown. This report requires persistent cookies and activation of Visitor History.

Uses and Interpretation:

This report helps you evaluate campaigns and campaign attributes based on the quantity of responses from visitors in four different lifetime value segments. For example, you can identify the demand channels, partners, marketing programs, marketing activities, campaign IDs, campaign descriptions, and other elements that generate purchases from Highly and Moderately Valuable segments in order to continue to increase the value of your customers. As you launch new marketing initiatives, use the comparative report feature to compare results from old campaigns and new ones. The marketing programs, campaign messages, and campaign offers that attract the most Highly Valuable buyers can be very effective in increasing the value of valuable customers.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

Values for "None" dimensions represent visitors who can only be "weakly" identified by IP address. This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

Relationship to other campaign reports, especially revenue/sales. Relationship to Campaigns by New vs. Repeat Buyers to account for campaigns that would show a low lifetime value due to a focus on new buyers.

Campaigns by Countries

This report shows campaign activity originating from various countries over a certain time period. With drilldown, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various countries by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by Countries Trend

No data is available for this graph.

Campaigns by Countries

No data is available for this table.

Campaigns by Countries - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign Drilldown

Drilldown allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized as a hierarchy.

Clickthroughs

A single instance of a click on an advertisement link.

Country

Name of the country where the visitor or the visitor's IP address is located.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the

number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

This report provides both a high-level and extremely detailed view of campaign activity originating from various countries over the report time period. It includes results for the most recent or last campaign to which visitors responded, which requires the activation of Visitor History. If the WebTrends GeoTrends Database is activated for this profile, the country is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the country is determined from the domain name. Visitors whose domain names can't be associated with a country are shown as having Unknown Origin.

Note: Use this information carefully because it is based on Internet registration and may not always accurately identify the visitor's actual location. The administrator specifies levels for the campaign drilldown.

Uses and Interpretation:

This information can help you determine the demand channels, partners, marketing programs, campaigns, and campaign descriptions that generate the most visits and measured activities from the various countries. If your campaigns were distributed to visitors in more than one country, you can use this report to determine the campaigns that resonate best in different countries by the amount of traffic driven to your site. Other measures such as revenue or average order size can help evaluate the entire process by country - from the initial campaign acquisition to conversion. This report can help you better meet the needs of international audiences by tuning your campaigns and site - and measuring again with a comparative version of this report to note the degree of change in key metrics. You may even discover new audiences you didn't know you had.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

Values for "Unknown Origin" represent hits for which the IP address does not match an entry in GeoTrends database. This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

All other campaign by geographic dimension reports. Relationship to origin and behavior of all site traffic with Geography Drilldown report. Relationship to Products by Country report.

Campaigns by Regions

This report shows campaign activity originating from various regions over a certain time period. With drilldown, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various countries by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by Regions Trend

No data is available for this graph.

Campaigns by Regions

No data is available for this table.

Campaigns by Regions - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign Drilldown

Drilldown allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized as a hierarchy.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Region

Area defined as a primary governmental division in the United States, Canada, Australia, and the United Kingdom. Therefore, US regions are called states, Canada and Australia have provinces, and the United Kingdom's main administrative divisions are known as Wales, Scotland, England, and Northern Ireland.

Revenue

This measure reflects the monetary amount generated from completed purchases.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

This report provides both a high-level and extremely detailed view of campaign activity originating from various geographical regions over the report time period. It includes results for the most recent or last campaign to which visitors responded, which requires the activation of Visitor History. If the WebTrends GeoTrends Database is activated for this profile, the region is determined by looking up the visitor's IP address in this database. If GeoTrends is not enabled, the region is determined from the domain name. Visitors whose domain names can't be associated with a region are shown as having Unknown Origin.

Note: Use this information carefully because it is based on Internet registration and may not always accurately identify the visitor's actual location. The administrator specifies levels for the campaign drilldown.

Uses and Interpretation:

This information can help you determine the demand channels, partners, marketing programs, campaigns, and campaign descriptions that generate the most visits and measured activities from the various regions. Assuming your campaigns were distributed to visitors in more than one region, you can use this report to determine the campaigns that resonate best in different regions by the amount of traffic driven to your site. Other measures such as revenue or average order size can help evaluate the entire process by region - from the initial campaign acquisition to conversion. This report can help you better meet the needs of international audiences by tuning your campaigns and site - and measuring again with a comparative version of this report to note the degree of change in key metrics. You may even discover new audiences you didn't know you had.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

Values for "Unknowns" represent hits for which the IP address does not match an entry in GeoTrends database. This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

All other campaign by geographic dimension reports. Relationship to origin and behavior of all site traffic with Geography Drilldown report. Relationship to Products by Region report.

Campaigns by States

This report shows campaign activity originating from various States/Provinces over a certain time period. With drill-down, the user can examine this information at a highly summarized level and navigate to successively more detailed levels of campaign data; for example, viewing revenue from various countries by Demand Channel, Partner, Marketing Program, Marketing Activity, Campaign ID, and Campaign Description. All activities are tracked and attributed to the last campaign to which visitors responded, even if this most recent campaign was seen prior to the current visit.

Campaigns by States Trend

No data is available for this graph.

Campaigns by States

No data is available for this table.

Campaigns by States - Help Card



Column Definitions

% of All Visits

Percentage of the total number of visits during the reporting period.

Average Revenue per Order

This measure reflects the average monetary amount generated from completed purchases.

Average Units per Order

This measure reflects the number of units (products) from completed purchases.

Average Visit Duration (Minutes)

The length (measured in minutes) of a visit to your web site.

Average Visit Page Views

The number of pages viewed during a visit.

Campaign Drilldown

Drilldown allows the user to navigate from a highly summarized level of data to successively more detailed levels of data, organized as a hierarchy.

Clickthroughs

A single instance of a click on an advertisement link.

Daily Campaign Visitors

A count of the number of daily visitors for each campaign.

Dynamic

Describes a measure that WebTrends has automatically adjusted to the time period selected in the Calendar. For example, the Dynamic Visitors (monthly) column is displayed automatically when a user selects a monthly time frame in the report calendar. If the user selects a weekly time frame, the same column shows Dynamic Visitors (weekly). Because tracking a measure over a longer time period does not provide the same results as adding the results for several shorter time frames, dynamically adjusting the time frame of the measure to the time frame of the report can provide more accurate data. To use a dynamic measure, make sure when configuring the custom report that the report includes all five time periods for the measure. For example, to use the Dynamic Visitors measure, a report must include Daily Visitors, Weekly Visitors, Monthly Visitors, Quarterly Visitors, and Yearly Visitors.

Hits

Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

Monthly Campaign Visitors

A count of the number of monthly visitors for each campaign.

New Campaign Visitors

A count of the number of new visitors for each campaign.

Orders

This measure reflects the number of orders from completed purchases.

Page Views

A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

Quarterly Campaign Visitors

A count of the number of quarterly visitors for each campaign.

Revenue

This measure reflects the monetary amount generated from completed purchases.

State

State in which the IP address is located.

Units

This measure reflects the number of units (products) from completed purchases.

Visits

A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Note that if the dimension changes state during the course of a visit (such as a visitor changing from non-buyer to buyer), the visit will be recorded for both states. In such cases, the total of visits in this report may be greater than the number of visits reported in the Overview. In the Key Metrics Summary report for example, if a visit spans several hours, it is recorded in each of the hours.

Weekly Campaign Visitors

A count of the number of weekly visitors for each campaign.

Yearly Campaign Visitors

A count of the number of yearly visitors for each campaign.



Report Descriptions

Briefly:

This report provides both a high-level and extremely detailed view of campaign activity originating from different States/Provinces over the report time period. It includes results for the most recent or last campaign to which visitors responded, which requires the activation of Visitor History. The WebTrends GeoTrends Database is required for this report in order to look up the visitor's IP address and determine the correct State/Province. Visitors whose IP addresses can't be found in GeoTrends are shown as having Unknown Origin.

Note: Use this information carefully because it is based on Internet registration and may not always accurately identify the visitor's actual location. The administrator specifies levels for the campaign drilldown.

Uses and Interpretation:

This information can help you determine the demand channels, marketing programs, marketing activities, campaigns, and campaign descriptions that generate the most visits and measured activities from the various states/provinces. If your campaigns were distributed to visitors in more than one state/province, you can use this report to determine which campaigns resonate best in different states/provinces by the amount of traffic driven to your site. Other measures such as revenue or average order size can help evaluate the entire process by state/province - from the initial campaign acquisition to conversion. This report can help you to meet the needs of highly targeted audiences by tuning your campaigns and site - and measuring again with a comparative version of this report to note the degree of change in key metrics. You may find certain states are more receptive to certain types of offers or "creatives" and can use that in formulating campaigns.

Because WebTrends counts one visit for each campaign viewed, and a visitor may view several campaigns in one visit, this report does not show totals for visit-related measures. Similarly, an order may contain several campaigns, and therefore the report does not provide totals for orders.

Values for "Unknowns" represent hits for which the IP address does not match an entry in GeoTrends database. This report uses a dimension based on Visitor History, which requires that visitors be "strongly" identified using a session tracking method in addition to IP address and user agent. If this report is empty and your site received traffic that should be reflected in it, make sure you that both activate Visitor History in the profile and specify a session tracking method other than IP address. To activate Visitor History, edit the profile, click the **Analysis** link in the left column, and select the **Visitor History** tab. To specify a session tracking method, edit the profile, click the **Advanced** link in the left column, and select the **Session Tracking** tab.

Other relevant reports and analyses:

All other campaign by geographic dimension reports. Relationship to origin and behavior of all site traffic with Geography Drilldown report. Relationship to Products by State/Province report.