



SITECATALYST REPORTS

Report Descriptions

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Version 3.0



1 SiteCatalyst Report Descriptions

The following tables give descriptions for each of the out-of-the box reports available to you through SiteCatalyst.

1.1 Site Metrics

Page Views	The Page Views report displays the number of times your Web site pages were viewed for the selected time period (hour, day, week, month, quarter or year). This report allows you to track page views for each individual page on your site, as well as an aggregate of page views for your Web site as a whole.
Visits	The Visits report displays the number of visits made to your Web site during the selected time period.
Hourly Unique Visitors	This report shows the number of unique visitors to your site for a selected hour time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Daily Unique Visitors	This report shows the number of unique visitors to your site for a selected daily time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Weekly Unique Visitors	This report shows the number of unique visitors to your site for a selected weekly time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Monthly Unique Visitors	This report shows the number of unique visitors to your site for a selected monthly time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Quarterly Unique Visitors	This report shows the number of unique visitors to your site for a selected quarterly time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Yearly Unique Visitors	This report shows the number of unique visitors to your site for a selected yearly time frame. A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed.
Time Spent per Visit	This report reveals the length of time visitors spend viewing your site as a whole during each visit. It also has an "Average Time Spent on Site" statistic that shows the average time that was spent viewing your site, taken across all visitors.
Purchase Conversion Funnel	The Purchase Conversion Funnel Report shows summary data for five metrics in the Purchases reporting group by default: Visits (Buying Opportunities), Carts, Orders, Revenue and Units.

Revenue	The reports in this section let you view information related to standard purchasing metrics over selected time periods. Examples could include revenue during the month of March, orders made last week or units sold today.
Orders	The Orders report shows the number of orders made on your Web site during the selected time period.
Units	The Units report shows the total units that were ordered for the selected time period.
Custom Events 1-20	The number of possibilities for using the SiteCatalyst Custom Event Report is practically infinite. Since each SiteCatalyst report is a little different, this report is used differently for each SiteCatalyst client. However, just to give a simple example of a common use, the Custom Event Report can be used as a counter that shows the number of times an event occurs. For example, if event1 is set to count the number of times a document is downloaded, then the Custom Event Report will show the total number of times the event (or download) occurs.

1.2 Site Content

Pages	The Pages Report ranks the pages on your site based on those that receive the most traffic.
Site Sections	The SiteCatalyst Site Sections Report shows the areas of your site that were visited most by your site customers. Site Sections could include (but are not limited to) groups of products, similar to Categories. Data for the Conversion Site Sections report is imported from the Site Section report in the Traffic group, which receives its information from the channel variable in the SiteCatalyst tracking code. You can use this report to identify the greatest impact on site statistics from items in varying site sections.
Site Hierarchy	The Site Hierarchy Report is populated as a result of proper configuration of the hierN variable that is set on each page that you want to take part in the hierarchy. The report will show you the hierarchical layout of the pages on your Web site and display those pages in order based on how they are configured in the variable. You will be able to see selected metrics (unique visitors, etc.) for the hierarchy.
Servers	SiteCatalyst allows you to group pages together that are being hosted by a particular server. For example, if you have a web site that is hosted on two different servers, you may want to see if one server is serving more impressions than the other server. This report lists all of the servers of your web site that are being tracked by SiteCatalyst and tells you which servers are being accessed the most.
Exit Links	The Exit Links report shows you the links that your visitors click to leave your site and go to another site. Exit links are those links that take your visitor to another site. Most common examples of exit links are links to partners, affiliates, etc.
File Downloads	The File Downloads report is a new report that displays the files that have been downloaded from your Web site. These files can be any type of document you wish to track, including user manuals, presentations, audio, or video files. This

	report requires that link tracking code to be installed on the site you are tracking.
Custom Links	The Custom Links report is designed to show you the links your site visitors prefer, helping you better understand the navigation patterns within your site.
ClickMap	The Optimum Path ClickMap represents a whole new way of viewing your web analytics. After installing the ClickMap browser plug-in you can browse your site and see graphical information about how visitors are interacting with your content superimposed over the pages of the site. Links on the page will be highlighted-the greater the intensity of the color, the more frequently the item is clicked on.
Pages Not Found	The Pages Not Found report lists the number of times a Page Not Found (404-error) page is displayed to your site visitors and lists the URLs of the pages that were not found.

1.3 Video

Video Views	The Video Views Report in SiteCatalyst is used to show the number of times a video is viewed per time period. A single video view represents a single video being watched by a visitor and may consist of multiple plays, stops, pauses, and starts, but always consists of a visitor viewing some portion of the video.
Video Visits	The Video Visits Report in SiteCatalyst shows the number of visits that contained a video view over a time period. When visitors view multiple videos on a single visit, one one visit is counted. For example, let's say you are tracking video views per day, and a visitor views a two videos on Monday - only one visit will be counted for viewing the videos. However, if the visitor returns again on Tuesday, they will be counted again no matter how many videos watched.
Daily Unique Video Visitors	The Daily Unique Video Visitors Report shows the number of visitors that viewed a video in a single day. Each visitor is counted only once per day no matter how many times they return in that day to view the video.
Videos	The Videos Report in SiteCatalyst lists videos and metrics associated with them during the time period selected. It also reports on milestone events, such as the number of views that were longer than 75%, for example. Conversion metrics such as Revenue and Custom Events may be attributed to videos that preceeded the conversion event but were not actually viewed during the time period selected. For example, if a video is viewed in November and a purchase occurs in December, the video may receive credit for the December purchase. Using breakdowns, this report allows you to see the relationship between video views and other conversion and acquisition reports such as campaigns.
Next Video Flow	The Next Video Flow Report shows the order in which videos are viewed during a visit. You can select a video to see which videos were viewed after that video.
Previous Video Flow	The Previous Video Flow Report shows the order in which videos are viewed during a visit. You can select a video and see which videos were viewed before that video.

Video Segments Viewed	The Video Segments Viewed Report shows you the segments or parts of a video that were viewed. For example, if your video is broken up by chapter, you can see how many people viewed Chapter 1 as compared to Chapter 2, etc.
Time Spent on Video	The Time Spent on Video Report in SiteCatalyst shows you breakdowns of the number of visitors and the amount of time spent viewing a video. For example, 11 visitors spent between 0 and 9 seconds viewing a video.
Video Players	The Video Players Report shows which video players were most commonly used by people viewing your videos.
Videos by Player	The Videos by Player Report automatically correlates between the Videos Report and the Video Players Report so you can see the relationship between them; e.g. which videos were watched on which video players.
Video Details by Player	The Video Details by Player Report filters the video segments by video player.

1.4 Paths

Next Page Flow	The Next Page Flow report graphically illustrates two levels of the most popular pages that your visitors view after to the selected page. The report also highlights when visitors enter your site.
Next Page	The Next Page report provides detailed site path analysis by showing you the pages on your site that visitors viewed after seeing a selected page on your site.
Previous Page Flow	The Previous Page Flow report graphically illustrates two levels of the most popular pages that your visitors view prior to the selected page. The report also highlights when visitors enter your site.
Previous Page	The Previous Page report provides detailed site path analysis by showing you the pages on your site that visitors viewed prior to seeing a selected page on your site.
Fallout	The Fallout Report shows the visit attrition and conversion rates between each checkpoint you define. Steps are arranged top-to-bottom, with raw numbers and percents shown on the left, and conversion and fall-out percentages on the right.
Full Paths	The Full Paths report shows you the most popular paths visitors take through your site.
Pathfinder	The goal of the Pathfinder report is to help you further dissect your full paths into fragments, yielding the precise patterns that are instrumental to optimizing your site. The power of this report is in the Filter wizard that allows you to specify selection criteria that will be used to generate the report. Using the Filter capability, you can analyze the path fragments, querying for ones that begin with a certain page, end with a certain page, or even ones that begin with one page and end with another.
Path Length	The Path Length report shows you how deep visitors browse into your site (both by percentage and by total count). In other words, the report indicates how many

	pages the average visitor to your site views before leaving.
Page Summary	The Page Summary report is, essentially, a tell-me-everything-you-can-about-this page report. It collects and organizes page-specific information about a single page and presents it in a single report.
Reloads	The Reloads report shows the number of times individual pages were reloaded by page visitors.
Page Depth	This report identifies the depth at which each page within your site is visited. Depth for a page is measured by counting the number of pages viewed before that page. So, if your "About Us" page is the third page visited by a given visitor, its depth for that visit is three. You can use this report to identify which pages compel your visitors to travel the deepest into your site and to optimize content and navigation to make key content more accessible.
Time Spent on Page	This report displays the length of time that visitors browse individual pages in your site. The time spent is divided into ten categories: less than 15 seconds, 15-30 seconds, 30-60 seconds, 1-3 minutes, 3-5 minutes, 5-10 minutes, 10-15 minutes, 15-20 minutes, 20-30 minutes and greater than 30 minutes.
Clicks to Page	The Clicks to Page Report identifies the depth to which each page within your site is visited. Depth for a page is measured by counting the number of pages viewed before it.
Entry Pages	The Entry Page report shows you, by percentage and by total visits, which pages on your site are the first ones seen by new visitors.
Original Entry Pages	The Original Entry Pages report shows the first page viewed of the first-ever visit to your site. Each user is counted only once unless they delete their cookies or are not being tracked with cookies.
Single Page Visits	The Single Page Visits Report shows pages that are most often both the entry <i>and</i> exit page for visitor browsing sessions.
Exit Pages	The Exit Page report shows you, by percentage and by total visits, which pages on your site were the last pages visitors viewed before leaving your site.
Longest Paths	The Longest Paths report displays the longest paths taken by visitors to your site during the selected time period.

1.5 Traffic Sources

Search Keywords – All	The Search Keywords – All Report displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click on the blue magnifying glass next to each search keyword in order to see the actual search results screens where your site was listed.
Search Keywords – Paid	The SiteCatalyst Search Keywords – Paid Report displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click on

	the blue magnifying glass next to each search keyword in order to see the actual search results screens where your site was listed.
Search Keywords – Natural	The SiteCatalyst Search Keywords – Natural Report displays a breakdown of each search keyword that has been used to find your site. You can sort this list by page views or search keywords by clicking the column title above the listing. Click on the blue magnifying glass next to each search keyword in order to see the actual search results screens where your site was listed.
Search Engines – All	The SiteCatalyst Search Engines – All Report helps you learn which search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that have been used to find your site.
Search Engines – Paid	The SiteCatalyst Search Engines – Paid Report helps you learn which search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that have been used to find your site.
Search Engines – Natural	The SiteCatalyst Search Engines – Natural Report helps you learn which search engines people are using to find your web page. The graph shows you the percentage breakdown of the search engines that have been used to find your site.
Natural Search Page Ranking	The Natural Search Page Ranking report shows the results pages on which your site links were located in the user’s searches that were performed. For example, a user who came to your site from a search engine may have seen you on the third of one hundred pages of results. This can help you quickly see and optimize search engine efforts. Data for this report may be viewed for all but the “Hourly” time period.
Referring Domains	The Referring Domains report shows the domains that referred the customers that most impacted your site’s Success Metrics. Referrers fall into two main categories: Domains and URLs. Domains refer to the domain name, and appear as the base domain without the query string or subdirectories attached. URLs include the base domain name, as well as any query strings or subdirectories.
Original Referring Domains	<p>The Original Referring Domains report shows the original referrers that produced the customers on your site. Customers can visit your site multiple times, and have a different referrer for each visit. This report shows how they were referred the first time they arrived at your site.</p> <p>This can help you see if they continued to use the same referrer and view patterns in how customers are referred to your site. You can view the number of visitors generated by an original referrer or discover how much revenue each original referrer was responsible for producing.</p>
Referrers	The Referrers report shows where your visitors came from before they arrived at your site, the methods visitors use to find your Web site, and the number of visits to your site that came from these referring locations.

1.6 Campaigns

<p>Campaign Conversion Funnel</p>	<p>The SiteCatalyst (Campaigns) Conversion Funnel Report shows averages for four metrics in the Campaigns reporting group by default: Click-throughs, Checkouts, Orders and Revenue (a click-through occurs when a user clicks on a link). Conversion Funnel Reports show key conversions between important data in each reporting group and "standard" conversion metrics (revenue, orders, etc.). The Overview section gives a visual summary of this conversion data. The Funnel Section shows statistics for all events in the Overview section based on Orders and up to two other metrics: Revenue and Units. You can add metrics and custom events from other reporting groups to these reports by clicking the Selected Events option in the Report Status and Navigation header.</p> <p>NOTE: Because the current time periods are not yet completed when you view data, the (Campaigns) Conversion Funnel Reports may accurately indicate a downward trend from the previous to the current time period; e.g., there may be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.</p>
<p>Creative Elements</p>	<p>The Creative Elements Report allows you to report on Creative Element performance, and shows how your advertising campaigns' creative elements affect your site's various Success Metrics. This report is created for all accounts. Creative Elements are specified using the campaign management tools provided. One or more tracking codes are assigned to a Creative Element in the Manage Campaigns tool. Additionally, you can break down the Creative Elements by Tracking Code and other available items.</p>
<p>Campaigns</p>	<p>The Campaigns report shows how your advertising campaigns affect your site's various Success Metrics. For example, you can find out which campaigns are generating the most revenue or see which campaigns have the most cart removals. With the release of 9.5, you can directly associate attributes with your Campaign data, providing very powerful reporting capabilities. For example, you can now associate flight dates with your Campaigns, as well as any customizable classifications or metrics.</p>
<p>Tracking Code</p>	<p>The Tracking Code Report is the equivalent of the Campaigns Report in previous SiteCatalyst versions. As in previous SiteCatalyst versions, this report shows the text passed into the JavaScript campaign variable on the web site's pages. This report shows how your campaign tracking code elements affect your site's various Success Metrics, and is available whether or not you have set up your Campaigns or Creative Elements.</p>

1.7 Products

Products Conversion Funnel	<p>The SiteCatalyst (Products) Conversion Funnel Report shows averages for the Product Views, Cart Additions, Orders, Units, and Revenue metrics. It also shows key conversions between important data in each reporting group and "standard" conversion metrics (revenue, orders, etc.).</p> <p>The Overview section gives a visual summary of this conversion data. The Conversion Funnel section shows statistics for all events in the Overview section based on Orders and up to two other metrics: Revenue and Units. You can add metrics and custom events from other reporting groups to these reports by clicking the Selected Events option in the Report Status and Navigation header.</p> <p>NOTE: Because the current time periods are not yet completed when you view data, this report may accurately indicate a downward trend from the previous to the current time period; e.g., there may be fewer visits today than yesterday, but only because the rest of the time period's statistics have yet to occur.</p>
Products	<p>These reports help you identify how individual products and groups of products (categories) contribute to your various conversion metrics, such as revenue or checkouts.</p>
Cross Sell	<p>A Cross Sell Report that is broken down by Cross Sell shows sales relationships between products. It answers the question, "If visitors purchased Item A, what else did they purchase in the same order?"</p>
Categories	<p>The Categories report shows how various product categories affect your site's Success Metrics.</p>

1.8 Visitor Retention

Return Frequency	<p>The Return Frequency report shows the number of visitors who returned to your site within one of the following categories (representing the time lapse between visits): less than 1 day, 1-3 days, 3-7 days, 8-14 days, 14 days to 1 month and longer than 1 month.</p>
Return Visits	<p>The Return Visits report shows how many individuals have visited more than once since SiteCatalyst began tracking your site.</p>
Daily Return Visits	<p>The Daily Return Visits report displays the number of visitors that visited your site more than once on a given day. A day is defined as the last 24-hour period.</p>
Visit Number	<p>The Visit Number report provides yet another method for gauging visitor loyalty by displaying the visit number for each visitor that comes to your site.</p>
Customer Loyalty	<p>These reports reveal purchasing patterns of customers within three categories of loyalty (new, return and loyal). The Customer Loyalty report shows how much new, returning and loyal customers contribute to the standard Success Metrics.</p>
Days Before First Purchase	<p>The Days Before First Purchase report shows the number of days that pass between the first time customers visit your site and when they finally make a purchase.</p>

<p>Days Since Last Purchase</p>	<p>The Days Since Last Purchase report shows the most common number of days that pass between customers' repeat purchases and allows you to view the time periods that contributed most to your site's key success metrics, such as revenue and orders.</p>
<p>Daily Unique Customer</p>	<p>The Daily Unique Customers report identifies the number of different people that make purchases from your site during one day. A daily unique customer is a person who makes a purchase from your site for the first time within one day (from 12:01 AM to 12:00 AM). While one person may make a purchase from your site multiple times during a day, the Daily Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the day. A daily unique customer is only counted once per day for this particular report.</p>
<p>Weekly Unique Customers</p>	<p>The Weekly Unique Customers report identifies the number of different people that make purchases from your site during one week. A weekly unique customer is a person who makes a purchase from your site for the first time within one week. While one person may make a purchase from your site multiple times during a week, the Weekly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the week. A customer is only counted once per week for this particular report.</p>
<p>Monthly Unique Customers</p>	<p>The Monthly Unique Customers report identifies the number of different people that make purchases from your site during one month. A monthly unique customer is a person who makes a purchase from your site for the first time within one month. While one person may make a purchase from your site multiple times during a month, the Monthly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the month. A customer can be counted only once per month for this particular report.</p>
<p>Quarterly Unique Customers</p>	<p>The Quarterly Unique Customers report identifies the number of different people that make purchases from your site during one quarter. A quarterly unique customer is a person who makes a purchase from your site for the first time within one quarter. While one person may make a purchase from your site multiple times during a quarter, the Quarterly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the quarter. A customer can only be counted once per quarter for this particular report.</p>
<p>Yearly Unique Customers</p>	<p>The Yearly Unique Customers report identifies the number of different people that make purchases from your site during one year. A yearly unique customer is a person who makes a purchase from your site for the first time within one year. While one person may make a purchase from your site multiple times during a year, the Yearly Unique Customers report records that person as one "unique visitor" so you can tell exactly how many individual people are coming to your site during the year. A customer is only counted once per year for this particular report.</p>

1.9 Visitor Profile

Countries	The Countries Report shows you the countries from which visitors are accessing your site. In addition to the standard "Ranked" and "Trended" views available on most reports, there is also a "Map" view that color-codes the countries according to their relative contribution to your total traffic-the more intense the color the greater the number of daily unique visitors from that country that are visiting your site.
Regions	The SiteCatalyst Regions Report shows you the regions from which visitors are accessing your site. To the right of each region shown, the country of the region is also shown in parentheses. Clicking the magnifying glass icon to the left of the region will open the line item in the SiteCatalyst Cities Report. With this report, you can see how a selected region performed compared to another on your web site.
Cities	The Cities Report shows you the U.S. cities from which visitors are accessing your site.
U.S. States	The U.S. States Report shows you the U.S. states from which visitors are accessing your site.
U.S. DMA	<p>The DMA (Designated Market Area) Report shows you the marketing areas within the United States from which visitors are accessing your site. By clicking the link next to State in the Report Status header, you may optionally restrict the report to showing only marketing areas within a particular state. This data is provided via a partnership between Omniture and Nielsen Media Research, Inc.</p> <p>By clicking the Visitors Per Capita link next to Display in the Report Status header, you can adjust the data by the relative population of each marketing area. Enabling this option shows both the number of daily unique site visitors per 10,000 people living in the market area as well as the percent above or below the national average value. You can also generate a Correlation report by clicking the Correlation icon next to one of the market areas and selecting the item with which you want to correlate the data.</p>
Visitor Home Page	The Visitor Home Page Report is used as another method for gauging visitor loyalty and assessing the perceived value your visitors place on your Web site's content. The report shows how often your visitors mark a page on your Web site as their "Home Page" in their browser.
Languages	The Languages report displays your visitors' preferred languages. The Languages Report captures the default browser language and displays those most used by visitors to your site.
Time Zones	The Time Zones report displays the time zones your visitors are located in when they view your site. This report superimposes a bar graph (indicating the number of visitors) on a map of the world so you can quickly see what part of the world your visitors are from.
Domains	The Domains report lists the organizations and ISPs your visitors use to browse your site. This report differs from the Full Domains report in that the Full Domains report registers the full ISP domain, whereas this report lists the secondary

	domain.
Top Level Domains	The Top Level Domains report identifies world regions that visitors come from, based on their originating domain extension, and shows how many visitors come from these countries. Domains ending in Commercial (.com), Network (.net), Education (.edu), Government (.gov) and Organization (.org) are usually based in the United States, and are listed separately from the rest of the domains.
Browsers	The Browsers report identifies the types and versions of browsers that are used by each of your visitors.
Browser Types	The Browser Types Report classifies the browsers visiting your site into their major families.
Mobile Devices	The Mobile Devices Report shows the number of visitors that accessed your site using mobile devices - such as devices running the Palm OS or Windows CE.
Browser Width	The Browser Width report shows you the most common widths or heights of the browsers (in pixels) your visitors use to view your site.
Browser Height	The Browser Height report shows you the most common widths or heights of the browsers (in pixels) your visitors use to view your site.
Operating Systems	The Operating Systems report shows you which operating systems are being used by your site visitors.
Monitor Color Depth	The Monitor Color Depth report shows your visitors' most popular color-depth settings as configured on their computer. Color-depth refers to the number of colors that can be displayed on the screen.
Monitor Resolutions	The Monitor Resolution report shows the screen resolutions visitors to your Web site most commonly use, as configured on their computers.
Netscape Plug-ins	The Netscape Plug-Ins report displays the plug-ins that your visitors have enabled while they view your site.
Java	The Java Report shows you the percentage of visitors to your site that make use of Java or have JavaScript turned on or off.
JavaScript	The JavaScript report shows you the percentage of visitors to your site that make use of Java or have JavaScript turned on or off.
JavaScript Version	The JavaScript Version report displays the versions of JavaScript your visitors' browsers use while viewing your site.
Cookies	The Cookies report shows you the percentage of your visitors that prefer to use cookies while browsing.
Connection Types	The Connection Types Report displays the percentage of your site's visitors that utilize high-speed Internet connections versus slower dial-up connections.
Key Visitors	The Key Visitors report allows you to single out and monitor up to five different



	visitor groups that visit your Web site.
Pages Viewed by Key Visitors	The Pages Viewed by Key Visitors Report lists all of your site pages that have been visited by the key visitors you have specified, in order of popularity.
Last 100 Visitors	The Last 100 Visitors report shows information for the last 100 visitors to your site. Information is presented in a table that displays the date and time of the visit, and the visitors' domains and IP addresses.
Visitor Snapshot	The SiteCatalyst Visitor Snapshot Report, by default, shows visitor information for the last visitors to your site. Each visitor is defined by IP address. Information collected for each visitor is presented in an easy to read table with detail for five visitors listed on each page.
Visitor State	The Visitor State Report shows which states produced those customers who had the greatest effect on success metrics such as revenue, orders, checkouts, cart additions, etc.
Visitor Zip/Postal Code	The Visitor ZIP/Postal Codes report shows the zip and postal codes that produced the customers that had the greatest effect on purchase success metrics.



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