



Glossary of Metrics
Retail

Report Metrics

Most Coremetrics reports are in a tabular format consisting of a series of columns of data. Each column represents one metric of online customer behavior. The heading of each column defines the data in a column under the heading. With this release of Coremetrics, the concept of *configurable metrics* has been introduced. This means that you decide which metrics are displayed in a particular report view.

When you first display a report it will be shown with a default set of metrics. For example, if you select **Referring Sites** you will see something like the report below:

Referring Sites Shows domains that sent visitors to your site that are not recognized search engines.

Full Report Trend Rows 0 selected (10 max) Save as Favorite Download Email Print

Q2, FY 2005 4/1/2005 - 6/30/2005 -Load View- Open Settings

Search for: Go Page 1 of 4 1 2 3 4

Referring Site	Conversion Rate	Sessions	Sales	Orders	Edit
<input type="checkbox"/> internetretailer.com	0.64%	159	\$60.00	6	
<input type="checkbox"/> marketingsherpa.com	0.94%	107	\$40.00	4	
<input type="checkbox"/> ssl.salesforce.com	33.33%	4	\$30.00	3	
<input type="checkbox"/> opt-out.cdt.org	0.52%	196	\$30.00	3	
<input type="checkbox"/> webanalyticsassociation.org	1.69%	61	\$20.00	2	
<input type="checkbox"/> responsys.com	3.57%	33	\$20.00	2	
<input type="checkbox"/> cju.cj.com	4.17%	24	\$20.00	2	
<input type="checkbox"/> weather.com	3.12%	33	\$10.00	1	
<input type="checkbox"/> tjmaxx.com	4.35%	23	\$10.00	1	

This report is sorted by sales in descending order. You can tell this by the small down arrow in the highlighted column header. This may be exactly what you want, but you might want to sort the report differently. For example, to order the sales data in ascending order, you would click on the Sales header.

Adding, removing and reordering metrics

You can select which metrics are displayed and the order in which they are shown. Click on the Edit button in the top right corner of the report.

The dialog is displayed as shown below. Note that the actual metrics both available and displayed will depend on the report.

The metrics currently being displayed and the order in which they are displayed, are shown on the right side of the dialog. Metrics that are available but are not being displayed are shown on the left. You can add and delete metrics and rearrange their order to make your reports exactly how you want them to be.

To add a metric

1. Click on the metric to be added to the report in the left column.
2. Click the Add button.
The metric is added to the end of the report.

To remove a metric

1. Click on the metric to be removed from the report in the right column.
2. Click the Remove button. The metric is removed from the report and displayed in the *Available* column.

To reorder the metrics

1. Click on the metric to be moved in the right column.
2. Click the up or down reorder button as appropriate. The metric is moved one position up or down. Repeat as required.

The *Create*, *Edit* and *Delete* buttons are used with calculated metrics and are described in the next section.

3. When you have added, removed and reordered the metrics in your report, click the Save button. Your report is recreated using the specified metrics.
NOTE: From this point forward, when you open this report, it will be displayed with the changes you have made and saved.

Creating Calculated Metrics

NOTE: See the release notes for any limitations on the use of calculated metrics in the current release.

Calculated metrics are derived from existing metrics. For example, if a report supplies metrics for *New Visitors* and *Total Visitors* you can create a calculated metric from these for *Percentage of Returning Visitors* by using the formula:

$$\frac{(\text{Total Visitors} - \text{New Visitors})}{\text{Total Visitors}}$$

And selecting the *Percentage* or *Percentage of with graph notation* option.

To create a metric

1. From the *Edit Metrics Configuration* dialog, click the Create button or the Create a Calculated Metric link. The following dialog is displayed.

Create a Calculated Metric

Step 1. Formula

Metric Formula

Operators

- + Add
- Subtract
- * Multiply
- / Divide
- () Group

Metrics

Report-Specific-Metrics

- Conversion Rate (conversionRate)
- Sessions (clickThroughs)
- Sales (sales)
- Orders (orders)
- Average Order Value (averageOrderValue)

Step 2. Format Metric

Metric Name Limit 40 Characters

Notation

- Plain (0.25)
- % (25.00%)
- % w/graph (25.00%)
- £ (€0.25)
- Integer (1,000)

Save Cancel

2. Using the metrics and operators, create the formula for the calculated metric.
3. Enter a meaningful, unique metric name (up to 40 characters in length) in the Metric Name box. You cannot overwrite an existing metric.
NOTE: If you do not supply a metric name, the formula (or its first 40 characters if longer than this) will be used.
4. Select the Notation to be used with this metric.
5. Click Save to create the metric. If there is an error in the formula, then the Create a Calculated Metric dialog is redisplayed indicating the error.

If the formula can be calculated, the *Edit Metrics* dialog is displayed showing the new metric at the bottom, preceded by the icon. You can use the reorder buttons to move the metric to the position in the report required.

6. Click Save and the report is created with the new metric.

To edit a calculated metric

1. Select the calculated metric in the *Edit Metrics* dialog.
The Edit button is enabled as shown below:
2. Click the Edit button.
The *Create a Calculated Metric* dialog is displayed showing the formula, name and notation for the metric.
3. Edit the metric as appropriate.
4. Click Save to save the edited metric. This closes the *Edit Metrics* dialog.
5. Click Save again to close the *Edit Metrics Configuration* dialog and the report is created with the edited metric.

To delete a calculated metric

1. Select the calculated metric you wish to delete in the *Edit Metrics* dialog.
2. Click the Delete button. The calculated metric is deleted from the report and is no longer available.

NOTE: Do not confuse Deleting and Removing metrics.

Dashboards

Topline Summary:

The Topline report displays metrics for both tracked and anonymous activity. The Topline report is the only report within Coremetrics that displays anonymous activity. The “Tracked” item represents precise data gathered through cookie counts. “Anonymous” is an estimate made of those visitors’ activities who have selected to either opt-out completely or have set their browsers to block cookies. When someone chooses to opt-out, they have decided to not allow their information to be tracked in conjunction with their identity. Accordingly, *Estimated Anonymous* offers an assessment of the activity of these “opt-out” visitors without infringing on their choice of privacy. Instead, estimations are calculated based on the overall extraneous data left unassigned to Coremetrics’ precision tracking of tracked visitors

- **Sales:** (Tracked Sales + Estimated Anonymous Sales) Total sales on website during selected time period
- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders placed during selected time period
NOTE: Shipping & Handling charges are not included
- **Orders:** (Tracked Orders + Estimated Anonymous Orders) Total number of orders placed during selected time period
- **Items Orders:** (Tracked Items Ordered + Estimated Anonymous Items Ordered) Number of items purchased during selected time period
- **Shipping & Handling:** (Tracked Shipping & Handling + Estimated Anonymous Shipping & Handling) Total shipping and handling costs during selected time period
- **Average Shipping & Handling:** Average shipping and handling costs per order during selected time period

Visitor Summary

- **Unique Visitors:** Number of unique visitors during selected time period as determined by a distinct Coremetrics permanent cookie
- **New Visitors:** Number of unique, first-time visitors during selected time period. This includes visitors who never received a Coremetrics cookie from your website and visitors who previously received the Coremetrics cookie but deleted it
- **Repeat Visitors:** Number of unique visitors who, in a previous time period, have retained the Coremetrics cookie from the website
- **New Newsletter Subscribers:** Number of visitors, during selected time period, who gave permission to email a newsletter
NOTE: Visitors signing up a second time are not counted
- **Registrant:** A user that submits personally identifiable information on website during selected time period
Example: Purchasing an item, registering as a member, placing an order, or submitting an email address
- **Total Registrants:** (New Registered Visitors + Repeat Registered Visitors): Total number of new and repeat registered visitors who came to website during selected time period
- **New Registrants:** Number of visitors and buyers who register on website for the first time during selected time period
- **Repeat Registrants:** Number of visitors who registered on website in a previous time period and returned during selected time period
- **Unique Buyers:** Number of unique buyers who made a purchase during selected time period as determined by registration ID
- **New Buyers:** Number of unique buyers who made their first purchase during selected time period as determined by registration ID
- **Repeat Buyers:** Number of unique buyers who, in a previous time period, have made a purchase from the website during selected time period as determined by registration ID

Conversion Rates

- **Buyer/Visitor:** Percentage of visitors who made a purchase within the selected time period
- **Sales/Visitor:** Amount of sales per visitors during a selected time period
- **Order/Visitor:** The number of orders placed by a visitor during a selected time period

Site Trends

- **Total Page Views:** Number of pages viewed by visitors during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Product Views:** Number of pages viewed where a product view tag is passed
NOTE: If a visitor views the same product page twice, it counts as two product page views. Using the Back, Forward, Print, or Refresh/Reload buttons on a browser also increments the product page view count
- **Page Views/Session:** Average number of pages viewed during a session
- **Orders/Session:** Percent of completed orders per visitor’s session
- **On-Site Searches:** Total number of unique search terms entered by visitors per session during selected time period

- **Items in Shopping Cart:** Number of items placed into a shopping cart during selected time period
NOTE: This does not necessarily mean the items were purchased
- **Abandoned Shopping Cart Items:** Number of items in a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session
- **Ordered Shopping Cart Items:** Total number of items in a shopping cart actually purchased
- **Item Abandonment Rate:** (Shopping Cart Items Abandoned / Items in Shopping Cart) Percentage of items placed into a shopping cart that were either removed from the shopping cart or were part of an order that was not completed within a given session
- **Shopping Cart Abandonment Rate:** (number of sessions where item is put into shopping cart - number of sessions where something is purchased / number of sessions where item is put into shopping cart) Percentage of sessions where items are placed into shopping cart, but an order is not completed
- **Average Number of Items in Shopping Cart:** (Total Items Added / Number of Shopping Carts) Average number of items added to a shopping cart
- **Average Session Length (minutes: seconds):** Average amount of time visitors spend on website during selected time period

Topline Sessions:

- **Total Sessions:** Total number of sessions initiated during selected time period
- **New Sessions:** The total number of first time sessions recorded for a new visitor during selected time period
- **Repeat Sessions:** Any session initiated after the first session for a visitor during selected time period
- **Average Session Length (minutes: seconds):** Average amount of time a visitor spends on website during selected time period
- **Total Page Views:** Number of pages viewed by visitors during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Total Product Views:** Number of product pages viewed by visitors during the selected time period
NOTE: If any visitor views the same product page twice, it counts as two product page views. Using the Back, Forward, Print, or Refresh/Reload buttons on a browser also increments the product page view count
- **Page Views/Sessions:** Average number of pages viewed during a visitor session

Real Time Monitor

Trend: The Trend graph is updated every five minutes showing the metric's quantity (items sold, for example) for that five minutes. It plots figures for the last twenty four hours. The name of the quantity is displayed in the top left corner.

- **Sales:** The total value of sales
- **Orders:** The number of orders
- **Items Ordered:** The number of items ordered
- **Page Views:** The number of pages viewed
- **Product Views:** The number of products viewed
- **On-site Searches:** The number of on-site searches that were made
- **Sessions:** The number of initiated sessions
- **Buying Sessions:** The number of sessions in which one or more products has been bought
- **New Sessions:** The number of sessions initiated by visitors who have not visited your site before
- **Repeat Sessions:** The number of sessions initiated by visitors who have made a previous visit to your site
- **MMC Sessions:** The number of sessions that were initiated by clicking on a Marketing Management Center (MMC) link
- **Direct Load Sessions:** The number of sessions that cannot be attributed to a search engine, a referral site, or a MMC link
- **Natural Search Sessions:** The number of sessions that began with a visitor arriving at your site from a search engine
- **Referral Sessions:** The number of sessions that began with a visitor arriving at your site from an referring site other than a search engine and without using a MMC link
- **Average Session Length (minutes: seconds):** Average amount of time visitors spend on website during selected time period
- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders placed during selected time period
- **Items per Order:** (Total number of items purchased/ total orders) The average number of items per order
- **Shipping and Handling / Order:** The average shipping and handling costs per order
- **Average Items in Shopping Cart:** (Total items in cart/total shopping cart sessions) The average number of items within the shopping cart
- **Shopping Cart Abandonment:** (Number of sessions where item is put into shopping cart - number of sessions where something is purchased / number of sessions where item is put into shopping cart) Percentage of sessions where items are placed into shopping cart, but an order is not completed
- **Buying Sessions/Session:** The percentage of buying sessions
- **Page Views/Session:** The average number of page views per session
- **Product Views/Session:** The average number of product views per session
- **On-Site Searches/Session:** The average number of on-site searches

Cumulative Trend: The Cumulative Trend graph shows the accumulated quantities for the day, plotted at five minute intervals since midnight. The name of the quantity is displayed in the top left corner.

- **Sales:** The total value of sales
- **Orders:** The number of orders
- **Items Ordered:** The number of items ordered
- **Page Views:** The number of pages viewed
- **Product Views:** The number of products viewed
- **On-site Searches:** The number of on-site searches that were made
- **Sessions:** The number of sessions
- **Buying Sessions:** The number of sessions in which one or more products has been bought
- **New Sessions:** The number of sessions initiated by visitors who have not visited your site before
- **Repeat Sessions:** The number of sessions initiated by visitors who have made a previous visit to your site
- **MMC Sessions:** The number of sessions that were initiated by clicking on a Marketing Management Center (MMC) link
- **Direct Load Sessions:** The number of sessions that cannot be attributed to a search engine, a referral site, or a MMC link
- **Natural Search Sessions:** The number of sessions that began with a visitor arriving at your site from a search engine
- **Referral Sessions:** The number of sessions that began with a visitor arriving at your site from a referring site other than a search engine and without using a MMC link

Gauges: Gauges are used to show the rate of activity for certain activities. The range of the gauge shows the lowest and the highest figures over the last 48 hours so that you can see how the last hour compares to the average hourly figures over the last two days.

Gauges: Averages and Ratios: Averages and ratios are calculated using a rolling one hour window

- **Average Session Length:** The average length of sessions that completed in the last hour
- **Average Order Value:** The average value of orders placed in the last hour
- **Items per Order:** The average number of items in orders placed in the last hour
- **Shipping and Handling/Order:** The average shipping and handling on each order placed in the last hour
- **Average Items in Shopping Cart:** The average number of items that were placed in a shopping cart during sessions that completed in the last hour
- **Shopping Cart Abandonment:** The percentage of shopping carts that were abandoned during sessions that completed in the last hour
- **Buying Session/Sessions:** The percentage of all sessions that completed in the last hour that were buying sessions
- **Page View/Session:** The number of page views per session for sessions that completed in the last hour
- **Product Views/Session:** The number of product views per session for sessions that completed in the last hour
- **On-Site Searches/Sessions:** The number of online searches per session for sessions that completed in the last hour

Gauges- Current Quantities: Current quantity gauges show the current quantity at the most recent updates (within the last five minutes). The range of the gauge shows the lowest and highest figures over the last 48 hours so that you can see how the last hour compares to the average hourly figured over the last two days.

- **Sessions on Site:** The number of visitor sessions currently active
- **Shopping Cart s On-Site:** The number of shopping carts currently in use in active sessions
- **Items in Shopping Carts:** The total number of items currently in shopping carts in active sessions
- **Value in Shopping Carts:** The total value of items currently in shopping carts in active sessions

Gauges- Per Hour: Per hour gauges show the last hour's metrics. The range of the gauge shows the lowest and highest figure over the last 48 hours so that you can see how the last hour compares to the average hourly figures over the last two days. Metrics are calculated using a rolling one hour window.

- **Sales/Hour:** The total value of sales in the last hour
- **Orders/Hour:** The total number of orders in the last hour
- **Items Ordered/Hour:** The total number of items ordered in the last hour
- **Shipping and Handling/Hour:** The total shipping and handling on these orders in the last hour.
- **Page Views/Hour:** The number of pages viewed in the last hour
- **Product Views/Hour:** The number of products viewed in the last hour
- **On-site Searches/Hour:** The number of on-site searches that were made in the last hour
- **Sessions/Hour:** The number of sessions initiated in the last hour
- **Buying Sessions/Hour:** The number of sessions in which one or more product has been bought in the last hour
- **New Session/Hour:** The number of sessions initiated by visitors who have not visited your site before in the last hour.
- **Repeat Session/Hour:** The number of sessions initiated by visitors who have made a previous visit to your site in the last hour
- **MMC Session/Hour:** The number of sessions that were initiated by clicking on a Marketing Management Center (MMC) link in the last hour
- **Direct Load/Hour:** The number of sessions that cannot be attributed to a search engine, a referral site or a MMC link in the last hour
- **Natural Search Sessions/Hour:** The number of sessions that began with a visitor arriving at your site from a search engine in the last hour
- **Referral Sessions/Hour:** The number of sessions that began with a visitor arriving at your site from an unpaid referral in the last hour

Bar Graph: The Bar graph shows hourly totals since midnight for the selected metric. Projections are based on the previous day's data, scaled accordingly to activity so far today.

- **Sales:** The total value of sales
- **Orders:** The total number of orders
- **Items Ordered:** The total number of items ordered
- **Shipping and Handling:** The total shipping and handling on these orders
- **Page Views:** The number of pages viewed
- **Product Views:** The number of products viewed
- **On-site Searches:** The number of on-site searches
- **Sessions:** The number of initiated sessions
- **Buying Sessions:** The number of sessions in which one or more product has been bought
- **New Sessions:** The number of sessions initiated by visitors who have not visited your site before.
- **Repeat Sessions:** The number of sessions initiated by visitors who have made a previous visit to your site
- **MMC Sessions:** The number of sessions that were initiated by clicking on a Marketing Management Center (MMC) link
- **Direct Load Sessions:** The number of sessions that cannot be attributed to a search engine, a referral site or a MMC link
- **Natural Search Sessions:** The number of sessions that began with a visitor arriving at your site from a search engine
- **Referral Sessions:** The number of sessions that began with a visitor arriving at your site from a referring site other than a search engine and without using a MMC link

KPI Bar: The KPI Bars show key performance indicators for the day.

- **Sales:** The total value of sales
- **Orders:** The total number of orders
- **Items Ordered:** The total number of items ordered
- **Shipping and Handling:** The total shipping and handling on these orders
- **Page Views:** The number of pages viewed
- **Product Views:** The number of products viewed
- **On-site Searches:** The number of on-site searches
- **Sessions:** The number initiated of sessions
- **Buying Sessions:** The number of sessions in which one or more product has been bought
- **New Sessions:** The number of sessions initiated by visitors who have not visited your site before
- **Repeat Sessions:** The number of sessions initiated by visitors who have made a previous visit to your site
- **MMC Sessions:** The number of sessions that were initiated by clicking on a Marketing Management Center (MMC) link
- **Direct Load Sessions:** The number of sessions that cannot be attributed to a search engine, a referral site or a MMC link
- **Natural Search Sessions:** The number of sessions that began with a visitor arriving at your site from a search engine
- **Referral Sessions:** The number of sessions that began with a visitor arriving at your site from a referring site other than a search engine and without using a MMC link

Top 10: The Top 10 report shows the ten most active "items" of the selected metric since midnight

Products: The ten products with the highest sales since midnight

- Product Id/Product Sales: The product ID and Product name
- Sales: The total value of sales since midnight
- Sessions: The number of buying sessions since midnight
- Items: The number of items sold since midnight

Search Engines: The ten search engines that have sent the most traffic to your site since midnight

- Search Engines: The search engine domain
- Sales: The total value of sales since midnight
- Sessions: The number of sessions since midnight
- Total Shipping & Handling: The total shipping and handling on sales since midnight
- Orders: The number of orders since midnight

Vendors: The ten vendors responsible for the highest sales on your site since midnight

- Vendors: The vendor name
- Sales: The total value of sales since midnight
- Sessions: The number of sessions since midnight
- Total Shipping & Handling: The total shipping and handling on sales since midnight
- Orders: The number of orders since midnight

Filtered Report: The Filtered Report option enables you to select one of the Top Ten reports and apply one or more filters to it so that the only items you are interested in are displayed.

Last 10: The Last 10 reports list the most recent ten results for the selected metric

- **Pages Browsed:** The ten pages most recently browsed by visitors to your site
- **Products Browsed:** The ten products most recently browsed by visitors to your site
- **Products Sold:** The ten products most recently bought by visitors to your site
- **Natural Search Terms:** The ten search terms most recently entered into external search engines which brought visitors to your site
- **On-Search Terms:** The ten search terms most recently entered into your on-site search engine
- **Referring Sites:** The ten sites that most recently referred visitors to your site

Application: The application options at the bottom of the left side menu enable you to add comments, titles, graphics, and RSS headlines to your layout.

RSS: The RSS option provides a simple RSS (Really Simple Syndication) feed, enabling you to place non-Coremetrics content on your palette.

Visitor Conversion:

Coremetrics Five Conversion Points

- **Visitor:** Any cookie ID who initiates a session during selected time period
- **Browser:** Every visitor that views a product detail page, adds a product to shopping cart, or places an order
- **Shopper:** Every visitor that adds a product to the shopping cart or places an order
- **Buyer:** Every visitor that purchases a product
- **2X Buyer:** Every visitor that places 2 or more orders during the selected time period
- **All Unique Visitors:** Number of unique visitors during selected time period as determined by a distinct Coremetrics permanent cookie
- **Percentage of Total Unique Visitors:** Percentage of total unique visitors who met the Coremetrics conversion point criteria
- **New Visitors:** Number of unique visitors who visit the site for the first time during the selected time period
- **Percentage of Total New Unique Visitors:** Percentage of new unique visitors who met the Coremetrics conversion point criteria
- **Previous Unique Visitors:** Number of unique visitors that have been to the site before selected time period
- **Percentage of Total Previous Unique Visitors:** Percentage of previous unique visitors who met the Coremetrics conversion point criteria
- **Previous Unique Buyers:** Number of previous unique visitors who have made a purchase on the site prior to selected time period
- **Percentage of Total Previous Unique Buyers:** Percentage of previous unique buyers who met the Coremetrics conversion point criteria

Session Conversion:

- **Viewing Sessions:** Number of sessions
- **Browsing Sessions:** Number of sessions that have a product view, add an item to shopping cart, or place an order
- **Shopping Sessions:** Number of sessions that add at least one item to shopping cart or place an order
- **Buying Sessions:** Number of session that place an order
- **All Visitor Sessions:** The total number of sessions for every visitor during the selected time period
- **Percentage of Total Unique Visitors:** Percentage of total unique visitors who reached that conversion
- **New Visitor Sessions:** Number of first sessions for a visitor
- **Percentage of Total New Unique Visitors:** Percentage of total new unique visitors who reached that conversion
- **Previous Visitor Sessions:** Number of all sessions that is not a new visitor session
- **Percentage of Total Previous Unique Visitors:** Percentage of total previous unique visitors who reached that conversion
- **Previous Buying Sessions:** Number of previous visitor sessions where a visitor has made a purchase on the site in a previous time period.
- **Percentage of Total Previous Unique Buyers:** Percentage of total previous unique buyers who reached that conversion

Action Ready Reports:

Transaction Summary

- **Sales:** (Tracked Sales + Estimated Anonymous Sales) Total sales on website during selected time period
- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders placed during selected time period
NOTE: Shipping & Handling charges are not included
- **Orders:** (Tracked Orders + Estimated Anonymous Orders) Total number of orders placed during selected time period
- **Items Orders:** (Tracked Items Ordered + Estimated Anonymous Items Ordered) Number of items purchased during selected time period

Visitor Summary

- **Unique Visitors:** Number of unique visitors during selected time period as determined by a distinct Coremetrics permanent cookie
- **New Visitors:** Number of unique, first-time visitors during selected time period. This includes visitors who never received a Coremetrics cookie from your website and visitors who previously received the Coremetrics cookie but deleted it

- **Repeat Visitors:** Number of unique visitors who, in a previous time period, have retained the Coremetrics cookie from the website
- **New Newsletter Subscribers:** Number of visitors, during selected time period, who gave permission to email a newsletter
NOTE: Visitors signing up a second time are not counted
- **Registrant:** A user that submits personally identifiable information on website during selected time period
Example: Purchasing an item, registering as a member, placing an order, or submitting an email address
- **Total Registrants:** (New Registered Visitors + Repeat Registered Visitors): Total number of new and repeat registered visitors who came to website during selected time period
- **New Registrants:** Number of visitors and buyers who register on website for the first time during selected time period
- **Repeat Registrants:** Number of visitors who registered on website in a previous time period and returned during selected time period
- **Unique Buyers:** Number of unique buyers who made a purchase during selected time period as determined by registration ID
- **New Buyers:** Number of unique buyers who made their first purchase during selected time period as determined by registration ID
- **Repeat Buyers:** Number of unique buyers who, in a previous time period, have made a purchase from the website during selected time period as determined by registration ID

Conversion Rates

- **Buyer/Visitor:** Percentage of visitors who made a purchase within the selected time period
- **New Buyer/New Visitor:** Percentage of new visitors who became new buyers within the selected time period
- **Order/Visitor:** The number of unique visitors that completed an order during selected time period
- **Overall Conversion Rate:** (Completed conversions/initiated conversions) The ratio of completed conversions to initiated conversions during the specific time period
- **Overall Conversion Points:** The total conversion points collected during the specific time period
- **Overall Conversion Points Per Session:** The total conversion points collected during the specific time period/total sessions initiating a conversion

Site Trends

- **Total Page Views:** Number of pages viewed by visitors during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Product Views:** Number of pages viewed where a product view tag is passed
NOTE: If a visitor views the same product page twice, it counts as two product page views. Using the Back, Forward, Print, or Refresh/Reload buttons on a browser also increments the product page view count
- **Total Sessions:** Total number of sessions initiated during selected time period
- **Page Views/Session:** Average number of pages viewed during a session
- **Orders/Session:** Percent of completed orders per visitor's session
- **On-Site Searches:** Total number of unique search terms entered by visitors per session during selected time period
- **Items in Shopping Cart:** Number of items placed into a shopping cart during selected time period
NOTE: This does not necessarily mean the items were purchased
- **Abandoned Shopping Cart Items:** Number of items in a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session
- **Ordered Shopping Cart Items:** Total number of items in a shopping cart actually purchased
- **Item Abandonment Rate:** (Shopping Cart Items Abandoned / Items in Shopping Cart) Percentage of items placed into a shopping cart that were either removed from the shopping cart or were part of an order that was not completed within a given session
- **Shopping Cart Abandonment Rate:** (number of sessions where item is put into shopping cart - number of sessions where something is purchased / number of sessions where item is put into shopping cart) Percentage of sessions where items are placed into shopping cart, but an order is not completed
- **Average Number of Items in Shopping Cart:** (Total Items Added / Number of Shopping Carts) Average number of items added to a shopping cart
- **Average Session Length (minutes: seconds):** Average amount of time visitors spend on website during selected time period

Key Funnels

- **Initiating Sessions:** Number of sessions that landed on the first required step of the process during the selected time period
- **Completing Sessions:** Number of sessions that completed all the required steps in the process during the selected time period
- **Completion Rate:** Number of completing sessions/ number of initiating sessions during the selected time period

Compare Key Metrics

- **Sales:** (Tracked Sales + Estimated Anonymous Sales) Total sales on website during selected time period
- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders placed during selected time period
NOTE: Shipping & Handling charges are not included
- **Orders:** (Tracked Orders + Estimated Anonymous Orders) Total number of orders placed during selected time period
- **Unique Visitors:** Number of unique visitors during selected time period as determined by a distinct Coremetrics permanent cookie
- **New Visitors:** Number of unique, first-time visitors during selected time period. This includes visitors who never received a Coremetrics cookie from your website and visitors who previously received the Coremetrics cookie but deleted it

- **Repeat Visitors:** Number of unique visitors who, in a previous time period, have retained the Coremetrics cookie from the website
- **Registrant:** A user that submits personally identifiable information on website during selected time period
Example: Purchasing an item, registering as a member, placing an order, or submitting an email address
- **Unique Buyers:** Number of unique buyers who made a purchase during selected time period as determined by registration ID
- **Overall Conversion Rate:** (Completed conversions/initiated conversions) The ratio of completed conversions to initiated conversions during the specific time period
- **Overall Conversion Points:** The total conversion points collected during the specific time period
- **Overall Conversion Points Per Session:** The total conversion points collected during the specific time period/total sessions initiating a conversion
- **Total Page Views:** Number of pages viewed by visitors during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Total Sessions:** Total number of sessions initiated during selected time period
- **Page Views/Session:** Average number of pages viewed during a session
- **Conversions:** The total number of conversions events completed during the specified time period
- **Average Session Length (minutes: seconds):** Average amount of time visitors spend on website during selected time period

Top Performers

- **Top Page:** Reports the top 5 pages by total page views during the time period
- **Top Page Categories:** Reports the top 5 lowest level page categories by sessions during the time period. The lowest level categories have no child categories
- **Top Natural Search Terms:** Reports on the top 5 natural search terms by sales during the time period.
- **Top On-site Search Terms:** Reports the top 5 on-site search terms by searching sessions during the time period
- **Top Referring Sites:** Reports the top 5 referring sites by sales during the time period
- **Top Marketing Search Terms:** Reports the top 5 Marketing Vendor/Category combinations by sessions during the time period.
- **Top On-site Promotions:** Reports the top 5 lowest level on-site promotion categories by click-through rate during the time period. The lowest level categories have no child categories.
- **Top Products:** Reports on the top 5 Products purchased during the time period
- **Top Products Categories:** Reports the top 5 lowest level product categories by sales during the time period. The lowest level categories have no child categories.

Natural Search Effectiveness

- **Conversion Rate:** Percentage of visitors who completed a purchase that can be attributed to a given natural search term during selected time period
- **Sessions:** Number of sessions driven by search engine / search string combinations during selected time period
- **Sales:** Total sales driven by search engine / search string combinations during selected time period
- **Orders:** Total orders driven by search engine / search string combinations during selected time period
- **New Visitor %:** The percent of unique, first time visitors to the site as a result of coming from a search engine / search string combination during selected time period. This includes visitors who have never received a Coremetrics permanent cookie from your website as well as visitors that have deleted their cookie
- **Orders:** Total number of orders in sessions driven to the site by search engine/ search string combinations during a selected time period

On-site Search Effectiveness

- **Searching Sessions:** Total number of unique sessions where the term was searched for
- **Average Number of Results:** Average number of returned search results that a specified search term generates selected time period
- **Sales:** Total sales generated in the same session in which buyers searched on specified term during selected time period
- **Orders:** Total number of orders received in the same session in which buyers searched on specified term during selected time period
- **Orders/Searching Sessions:** Average number of orders completed per searching session during specified time period

Visitor Conversion

Coremetrics Five Conversion Points

- **Visitor:** Any cookie ID who initiates a session during selected time period
- **Browser:** Every visitor that views a product detail page, adds a product to shopping cart, or places an order
- **Shopper:** Every visitor that adds a product to the shopping cart or places an order
- **Buyer:** Every visitor that purchases a product
- **2X Buyer:** Every visitor that places 2 or more orders during the selected time period

Visitor Geography

- **Sessions:** Total number of sessions initiated during selected time period in that region
- **Sessions/1 million people:** Sessions/1 million people

Activity Atlas

- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders placed during the sessions initiated from the specified geographic location during selected time period
- **First Time Orders:** The number of first purchases initiated from the specified geographic location during selected time period
- **New Visitor Sessions:** The number of first visits initiated from the specified geographic location during selected time period
- **Orders/Session:** (Total Orders / Total Number of Sessions) Average number of orders placed during the sessions initiated from the specified geographic location during selected time period
- **Page Views/Session:** (Total number of pages viewed / Total Number of Sessions) Average number of pages viewed during the sessions initiated from the specified geographic location
- **Repeat Visitor Session:** Any session initiated after the first session for a visitor during selected time period
- **Sales:** Total Sales on website placed from the specified geographic location during selected timer period
- **Orders:** Total number of orders placed from the specified geographic location during selected time period
- **Page Views:** Number of pages viewed by the specified geographic location during the selected time period
- **Average Session Length:** Average length of session by same session visitors who came from a specified geographic location during selected time period

Technical Properties

The Technical Properties Dashboard contains three reports to help you understand metrics based on your users individual settings or preferences. These reports are explained below.

Browser Report:

Top Browsers

- **Percentage of Total:** Percentage of your Web site visitors who are using a particular Web browser
- **Top Error Pages:** A list of the top 20 error pages

Java

- **Percentage of Total:** Total percentage of visitors who have Java enabled versus disabled. Java is enabled or disabled using a Web browser's security settings

JavaScript Versions

- **Percentage of Total:** The percentage of JavaScript 1.3, 1.2 and versions supported by the browser for a date range selected from the calendar menu. Each browser version is designed to support all existing Java script versions upon its release

Top Netscape Plug-ins

- **Percentage of Total:** The percentage of up to 20 and Other most commonly installed Netscape Plug-ins present in the browser for a date range selected from the calendar menu

System Report

Top Monitor Depths

- **Percentage of Total:** The percentage of your Web site visitors who have a particular monitor color depths selected for their screen display. This is set in the Display settings for their operating system. The report lists the monitor color depths from most to least used

Top Monitor Resolutions

- **Percentage of Total:** This section of the report lists the percentage of your Web site visitors who have a particular monitor resolution set in the Display settings for their operating system. The report lists the monitor resolutions from most to least used

Top Operating Systems

- **Percentage of Total:** This section of the report lists the percentage of the your Web site visitors who are using a particular operating system. The report lists the operating systems from most to least used.

Demographic Report

Top Languages

- **Percentage of Total:** This section of the report lists the percentage of the your Web site visitors who have a particular language selected in the Languages option of their Web browser. The report lists the languages from most to least used

Time Zones

- **Percentage of Total:** The top 20 time zones of visitors to your Web site. For each language listed, the report indicates what percent of the total number of languages that this language represents. The time zone is based on the time zone selected as the default for the visitor's operating system

Marketing

Configurable Metrics- Attribution Window

The Attribution Window within the configurable metrics shows you how much of the sales on your site from the current reporting time frame should be attributed to early marketing actions. For example, if a visitor clicked on a paid keyword on Monday, and came back to your site on the following Thursday through a direct load and made a purchase for \$120.00, that transaction would be reflected in the Attribution Activity Window metrics. This allows you to measure the true value of different types of marketing activity by accurately attributing the residual or follow-on sales. Please note that these transactions are attributed only to the last marketing link that started a session for this visitor, so a single transaction is only counted once in the Attribution Window metrics.

Attribution Window is divided into different time frames. By default, these time frames are same day, last 7 days, last 14 days, and last 30 days. These time frames can be changed if needed, and you can ask to use a smaller number of time frames. The MMC does not support more than five Attribution Window Activity windows.

Attribution Window Activity time frames are cumulative. For example, the 14 day window includes all of the activity from the same session, same day, and 7 day windows, as well as the data from the 14 day window.

Example Attribution:

Visitor clicked on a paid keyword on Monday, came back to your site on Thursday through direct load and made a purchase of \$120. Below are examples of how the sale would be attributed within the Attribution Activity windows.

- Same Session: Credit direct load with \$120.00
- Same Day: Credit direct load with \$120.00
- 7-Day: Credit paid keyword campaign because it is the most recent MMC interaction
- 14-Day: Credit paid keyword campaign because it is the most recent MMC interaction
- 30-Day: Credit paid keyword campaign because it is the most recent MMC interaction

Channel Summary:

- **Percentage of Sales:** Percentage of total sales driven by the marketing channel
 - **Conversion Rate:** (Same Session Buyers / Total Visitors) Percentage of tracked visitors who completed an order within the session driven by the channel
 - **Estimated Conversion Rate:** (Buyers within Selected Attribution Window / Same Session Visitors) Percentage of visitors who complete an order within the selected attribution window driven by the channel
 - **Sales:** Total sales during selected time period that can be attributed to the channel within the attribution window
 - **Sales – Same Session:** Total sales within sessions initiated by a visitor arriving through a channel during the selected time period
 - **Orders:** Total orders placed during selected time period that can be attributed to the channel within the attribution window
 - **Orders – Same Session:** Total orders placed within sessions initiated by a visitor arriving through a channel during a selected time period
 - **Buyers:** Number of buyers that come through the specified channel during selected time period
 - **Visitors:** Number of visitors during selected time period that can be attributed to a channel within the attribution window
- NOTE: This is not a unique visitor count. The report sums the unique visitor counts for each marketing vendor within that channel. The total number of visitors given in this report may be higher than the number of unique visitors given in the Topline Summary report due to this sum. This situation would occur if an individual arrived at the site via a channel activity on multiple days during the specified time period or via multiple channel activities. Please note this is only displayed for same session tracking*
- **Visitors – Same Session:** Number of visitors that initiated a session through the channel during the selected time period
 - **Buying Sessions-Same Session:** The number of sessions initiated through the channel during the selected time period that completed an order

- **Total Shipping & Handling:** The total shipping and handling spent during the report period that can be attributed to the buyer coming through this marketing channel during this attribution window
- **Total Shipping & Handling-Same Session:** The total shipping and handling spent within sessions initiated through the channel during the selected time period

Marketing Programs:

- **Vendor/ Category/ Placement/ Item:** These are four parameters used to put link information into a manageable 4 level hierarchy. Although Coremetrics recommends using each level for specific information it can be completely customized by the client.
- **Coremetrics Link Generator:** This is the tool used to help create your new marketing links using the MMC parameters. Ask your Coremetrics Account Team for more information about this tool.
- **Vendor:** Automatically group marketing links by external vendor for comparison and audit.
- **Category:** Group links by internal categories such as campaign name or business unit for individual analysis
- **Placement:** Group links by creative for comparison across versions
- **Marketing Item:** Name the marketing link so that it is easily recognizable
- **Conversion Rate:** (Same Session Buyers / Total Visitors) Percentage of tracked visitors who completed an order within the session driven by the channel
- **Estimated Conversion Rate:** (Buyers within Selected Attribution Window / Same Session Visitors) Percentage of visitors who complete an order within the selected attribution window driven by the channel
- **Sales:** Total sales during selected time period that can be attributed to the channel within the attribution window
- **Sales – Same Session:** Total sales within sessions initiated by a visitor arriving through a channel during the selected time period
- **Orders:** Total orders placed during selected time period that can be attributed to the channel within the attribution window
- **Orders – Same Session:** Total orders placed within sessions initiated by a visitor arriving through a channel during a selected time period
- **Buyers:** Number of visitors that have completed an order during the selected time period that can be attributed to a channel within the attribution window
- **Buyers – Same Session:** Number of visitors that have completed an order within sessions initiated through the channel during the selected time period
- **Visitors:** Number of visitors during selected time period that can be attributed to a channel within the attribution window
- **Visitors – Same Session:** Number of visitors that initiated a session through the channel during the selected time period
- **Buying Sessions-Same Session:** The number of sessions initiated through the channel during the selected time period that completed an order
- **Total Shipping & Handling:** The total shipping and handling spent during the report period that can be attributed to the buyer coming through this marketing channel during this attribution window
- **Total Shipping & Handling-Same Session:** The total shipping and handling spent within sessions initiated through the channel during the selected time period

Natural Search:

- **Conversion Rate:** Percentage of visitors who completed a purchase that can be attributed to a given natural search term during selected time period
- **Sessions:** Number of sessions driven by search engine / search string combinations during selected time period
- **Sales:** Total sales driven by search engine / search string combinations during selected time period
- **Orders:** Total orders driven by search engine / search string combinations during selected time period
- **New Visitors:** Number of visitors who made their first visit to website as a result of coming from a search engine / search string combination during selected time period
- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders completed
- **Buyers:** Number of visitors who made a purchase in their session who came from a search engine / search string combination during selected time period
- **Visitors:** Number of unique visitors who came from a search engine / search string combination during selected time period

Referring Sites:

- **Conversion Rate:** Percentage of visitors who completed a purchase that can be attributed to referring site
- **Sessions:** Number of sessions driven by referring site during selected time period
- **Sales:** Total sales driven by referring site during selected time period
- **Orders:** Total orders driven by referring site during selected time period
- **New Visitors:** Number of visitors who made their first visit to website as a result of coming from referring site during selected time period
- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders placed during selected time period
- **Buyers:** Number of visitors who made a purchase in their session during selected time period
- **Visitors:** Number of unique visitors who came from a referring site during selected time period

Merchandising

Merchandising Report:

- **Item:** The name that is sent within the tags of each item purchased by a visitor during selected time period
- **Product ID:** Client-provided identification for each product on website
- **Items Sold:** Number of units sold for the item(s) during selected time period
NOTE: At least one unit of a given item must be viewed to appear in the Merchandising Report.
- **Average Item Price:** (Total Item Sales/ Number Items Sold) Average price paid for the item(s) during selected time period
- **Item Sales:** Total sales of the item(s) during selected time period
NOTE: If you are using the "By Category" view for this report, the item sales will be total sales of the item from the selected category
- **Items Abandoned:** Number of items added to a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session
- **Items Added to Cart:** (Items Purchased + Items Abandoned) Total number of items added to the cart that were purchased, plus items that were added to a cart that were either removed from the cart or part of an order that was not complete during the given session
- **Abandonment Rate:** (Items Abandoned/Items Added to Cart) Percentage of items placed into a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session
- **Average Abandoned Item Price:** (Abandoned Sales / Items Abandoned) Average price of all abandoned items during selected time period
- **Abandoned Sales:** (Items Abandoned * Average Abandoned Item Price) Sales lost on items abandoned during selected time period
- **Buying Sessions:** Number of sessions initiated during a specified time period that included the purchase of the item(s) during selected time period
- **New Buyers:** Number of unique visitors who made their first purchase on the item(s) during selected time period
NOTE: These may be new or repeat visitors
- **Viewing Sessions:** Number of sessions during selected time period that included a product page view, an add to cart, or a purchase of the item(s)
- **Product Views:** Number of product page views of the item(s) during selected time period
NOTE: If a visitor views the same product page twice, it counts as two product page views. Using the Back, Forward, Print, or Refresh/Reload buttons on a browser also increments the product page view count.
- **Product Views/Viewing Sessions:** (Product Views/Viewing Sessions) Average number of product page views per viewing session for the item(s) during selected time period
- **Buying Sessions/Viewing Sessions:** (Buying Sessions/Viewing Sessions) Average number of viewing sessions where the item(s) was purchased by a session during selected time period
- **Product Views/Items Sold:** (Product Views/Items Sold) Average number of times a product was viewed before it sold

Merchandising Zoom:

Channels

- **Item Sales:** The value of sales for the selected category or item that was attributable to this channel, during the selected time period
- **Items Sold:** The quantity of items sold that were attributable to this channel, during the selected time period
- **Average Item Price:** The average price at which items were sold for this channel during the selected time period
- **Items Abandoned:** The quantity of items that were put in the shopping cart and then abandoned for this channel during the selected time period
- **Abandonment Rate:** The ratio of items abandoned to those put into a shopping cart for this channel during the selected time period
- **Abandoned Sales:** The value of abandoned sales for items that were attributable to this channel during the selected time period
- **Average Abandoned Item Price:** The average price of items abandoned for this channel during the selected time period

Cross Sold Items

- **Cross Sold Items:** The name of each item that was sold with the selected item
- **Product ID:** The product Id for the cross-sold item
- **Overlapping Sessions:** The number of sessions in which both items were sold

On-Site Search Terms

- **Items Sales:** The value of the sales for this item that were attributable to this on-site search term during the selected time period
- **Items Sold:** The quantity of this item sold that were attributable to this on-site search terms during the selected time period
- **Average Item Price:** The average price at which this item was sold where the sale was attributable to this on-site search term during the selected time period
- **Items Abandoned:** The quantity of this item that was put into a shopping cart for this search term during the selected time period
- **Abandonment Rate:** The ratio of items abandoned to those put into a shopping cart for this search term during the selected time period
- **Abandoned Sales:** The value of abandoned sales for this item that were attributable to this search term during the selected time period
- **Average Abandoned Item Price:** The average price at which this item was abandoned for this search term during the selected time period

Conversion Events:

- **Conversion Event Parent Category:** The parent category for the conversion event. A row will appear for each parent category summing the totals of metrics for all conversion events in the category
- **Conversion Event:** The name of the conversion event being tracked
- **Completions:** The total number of conversion events completed during the specified time period
- **Points:** The total conversion points collected during the specific time period
- **Initiations:** The number of conversions initiated during the specified time period
- **Abandonment:** The number of conversions initiated but not completed during the specific time period
- **Completion Rate:** (Completed conversions/initiated conversions) The ratio of completed conversions to initiated conversions during the specific time period
- **Abandonment Rate:** $[(\text{Initiated conversions} - \text{Completed conversions}) / (\text{Initiated conversions})] * 100$. The ratio of abandoned conversions to conversions initiated during the specific time period
- **Initiating Sessions:** The number of sessions in which this conversion event was initiated during the specific time period
- **Completing Sessions:** The number of sessions in which this conversion event was completed during the specific time period

Top Browsed Items:

- **Product Views:** Number of product page views of the items during selected time period
NOTE: If a visitor views the same product page twice, it counts as two product page views. Using the Back, Forward, Print, or Refresh/Reload buttons on a browser also increments the product page view count
- **Items Added:** Number of displayed items placed in a shopping cart during selected time period
- **Items Abandoned:** Number of items added to a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session
- **Items Sold:** Number of items purchased during selected time period
- **Abandonment Rate:** (Items Abandoned/Items Added To Cart) Percentage of items placed into a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session
- **Conversion Rate:** (Items Sold / Items Added) Percentage of items added that were ultimately purchased
- **Items Added/Product View:** Percentage of product page views that resulted in an item being added to the cart

Top Abandoned Items:

- **Average Abandoned Item Price:** (Abandoned Sales / Items Abandoned) Average Price of all abandoned items during selected time period
- **Items Abandoned:** Number of items added to a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session
- **Abandoned Sales:** (Shopping Cart Items Abandoned * Average Abandoned Item Price) Sales lost on items abandoned during selected time period

Cross Sold Items:

- **Item:** (Unique Buyers) The 20 items with the highest common buyer overlap for the selected time period, sorted by number of unique buyers for that item; for each of the 20 items (primary item), up to 5 items (secondary items) purchased by the same buyer are listed to the top other
- **Common Buyers:** The number of buyers who bought both the primary and secondary items during selected time period
- **Buyer Overlap Percentage:** The percentage of all buyers purchasing the primary item represented by those purchasing the secondary item
- **Shopping Cart Overlap:** The number of buyers who bought both the primary and secondary items within the same buying session during selected time period
- **Shopping Cart Overlap Percentage:** The percentage of all buyers purchasing the primary item represented by those purchasing the secondary item
- **Unique Buyers:** Total unique buyers who purchased the primary item during selected time period

On-Site Search:

- **Search Term:** Word, phrase, or pattern match expression entered in the search box on website
- **Searching Sessions:** Total number of unique sessions where the term was searched for
- **Average Number of Results:** Average number of returned search results that a specified search term generates selected time period
- **Items Sold:** Number of items sold in the same session in which buyers searched on specified term
- **Sales:** Total sales generated in the same session in which buyers searched on specified term during selected time period
- **Orders:** Total number of orders received in the same session in which buyers searched on specified term during selected time period

- **Average Order Value:** Average dollar value of orders placed in the same session in which buyers searched on specified term during selected time period
- **Items Sold/Order:** Average number of items sold per order during selected time period
- **Orders/Searching Sessions:** Average number of orders completed per searching session during specified time period
- **Sales/Searching Sessions:** (Sales / Number of Searches) Average amount of Sales per session generated by a unique search

Content Analysis

Content Categories:

- **Page Views:** Number of times a page is viewed by visitors during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Percentage of Total Page Views:** (Page Views for a specified page / Total Page Views) Percentage of all page views driven by the specified category or specified page
- **Entry Page Views:** Number of sessions that begin with either a page within the displayed category or the specified page during selected time period
- **Percentage of Total Entry Page Views:** Percentage of all sessions that begin with either a page within the displayed category or the specified page during selected time period
- **Departure Page Views:** Number of sessions that end with either a page within the displayed category or the specified page during selected time period
- **Percentage of Total Departure Page Views:** Percentage of all sessions that end with either a page within the displayed category or the specified page during selected time period
- **Sessions:** Number of sessions that include either a page within the displayed category or the specified page during selected time period
- **Percentage of Total Sessions:** Percentage of all sessions that include either a page within the displayed category or the specified page
- **Buying Sessions:** Number of sessions where an order is placed in the same session by a visitor to either a page within the displayed category or the specified page during selected time period
- **Sales:** Total Sales on website that occurred in the same session that a visitor interacted with either a page within the displayed category or the specified page during selected time period
- **Orders:** Number of orders placed in the same session that a visitor interacted with either a page within the displayed category or the specified page during selected time period
- **Average Order Value:** (Total Sales / Total Orders) Average dollar value of orders placed in the same session that a visitor interacted with either a page within the displayed category or the specified page during selected time period
- **Total Shipping & Handling:** Total shipping and handling charges for each order in the same session that a visitor interacted with a page within the displayed category or specified page during selected time period
- **Average Shipping & Handling:** Average shipping and handling charges for each order in the same session that a visitor interacted with either a page within the displayed category or the specified page during selected time period
- **Sales/Session:** (Total Sales / Total Number of Sessions) Average sales per session that included a buyer interacting with either a page within the displayed category or the specified page
- **Session Conversion:** The rate at which visitors of that page or category convert into buyers during a session

Top Visited Pages:

- **Unique Visitors:** Number of unique visitors who visit the specified web page during selected time period as determined by the Coremetrics permanent cookie
- **Page Views:** Number of views for the specified page during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Average Time on Page:** Average time from when the page finishes loading until the visitor clicks to go to the next page
- **Page Views/Unique Visitor:** Average number of page views by a unique visitor for the specified page during selected time period

Top Entry Pages:

- **Unique Visitors:** Number of unique visitors who initiated their session within the specified web page during selected time period as determined by the Coremetrics permanent cookie
- **Page Views:** Number of views of the specified page during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Entry Page Views:** Number of sessions that begin with a specified page during selected time period
- **Percentage of Entries:** (Entry Page Views / Total Sessions) Percentage of all sessions that began with the specified page during selected time period
- **Entry Rate:** (Entry Page Views / Total Page Views) Percentage of all page views for the specified page that are entry page views

- **Page Views/Unique Visitor:** Average number of page views by a unique visitor for the specified page during selected time period

Top Departure Pages:

- **Unique Visitors:** Number of unique visitors who ended their session with the specified web page during selected time period as determined by the Coremetrics permanent cookie
- **Page Views:** Number of views of the specified page during selected time period
NOTE: If a visitor views the same page twice, it counts as two page views. Using a Back, Forward, Print, or Refresh/Reload button on a browser will also increment the page view count
- **Departure Page Views:** Number of sessions that end with the specified page during selected time period
- **Percentage of Departures:** (Departure Page Views / Total Sessions) Percentage of all sessions that ended with the specified page during selected time period
- **Departure Rate:** (Departure Page Views / Total Page Views) Percentage of all page views for the specified page that are departure page views
- **Page Views/Unique Visitor:** Average number of page views by a unique visitor for the specified page during selected time period

LIVEview:

- **Page views:** The number of times visitors to your site viewed this page during selected time period
- **Sales:** The dollar amount of all sales in sessions that viewed this page during selected time period
- **Orders:** The number of orders placed in sessions that viewed this page during selected time period
- **Conversion:** The number of applications per session that viewed this page during selected time period
- **Clicks:** The number of clicks tracked on this page during selected time period
- **Entry Page views:** The number of sessions that began with this page during selected time period
- **Departure Page views:** The number of sessions that ended with this page during selected time period
- **Sessions:** The number of individual visits to your site to this page during selected time period
- **One-Page Sessions:** The number of sessions that viewed only this page during the session and then departed the site immediately
- **Average Time on Page:** The average time from when the page finishes loading until the visitor clicks to go to the next page
- **Clickthrough Percent:** (clicks for specific link / total page views) The percentage of page views that clicked this link
- **Clickthrough Rank:** An ordered ranking of every link on the page by clicks
- **Clickthrough Change:** The percentage change in clicks of this link compared to the same link in the previous time period
Example: In a weekly view this compares the current week to the previous week
- **Percent of Sales:** The percentage of sales in sessions that clicked this link compared to the same link in the previous time
- **Rank of Sales:** An ordered ranking of every link on the page by orders
- **Change in Sales:** The percentage change in sales generated by this link compared to the same link in the previous time period
- **Percent of Orders:** The percentage of orders generated by specific link versus the total orders generated by this page
- **Rank by Orders:** An ordered ranking of every link on the page by on generated orders
- **Change in Orders:** The percentage change in orders of this compared to the same link in the previous time period
- **Conversion Percent:** The total number of applications in sessions that clicked this link divided by the number of sessions that clicked this link (the download contains raw session numbers for every link in the page)
- **Rank by Conversion:** An ordered ranking of every link on the page by conversion
- **Change in Conversion:** The current conversion rate for this time period minus the conversion rate for the same link in the previous time period

Real Estate:

- **Page:** Page ID for the page the link appears on
NOTE: This value is automatically determined by the tag library based on the page name contained in the page view tag for the page. You can click on the icon next to the page name and be directed to this page on website
- **Page Views:** The number of times visitors to your site viewed this page during selected time period
- **Clicks:** Number of times the specified link is clicked during selected time period
- **Conversion Rate:** Percentage of unique visitors who click on specified link and make a purchase during the same session
- **Sales/Click:** Average sales generated by buyers clicking on specified link divided by all clicks on link
- **Sales:** Total Sales from sessions generated by a click on link during selected time period
NOTE: This report looks at all sales from the session that clicks on this link, including sales that may have happened before link was clicked
- **Orders:** Total number of orders from sessions generated by click on link
- **Average Order Value:** Sales divided by orders for sessions generated by a click on link
- **Average Shipping & Handling:** Average amount of shipping & handling included for sessions generated by a click on link
- **Clicking Sessions:** Number of sessions that click on link, or link within the page, version, area
NOTE: Only one click per distinct link will be reported for each session

- **Buying Sessions:** Number of sessions that click on link and include a purchase

Site Promotions:

- **Page:** Page ID for the page the link appears on
NOTE: This value is automatically determined by the tag library based on the page name contained in the page view tag for the page. You can click on the icon next to the page name and be directed to this page on website
- **Impressions:** Number of times the link appears on a viewed page by visitors during selected time period
- **Clicks:** Number of times a particular link is clicked during selected time period
- **Click Through Rate:** (Clicks/Impressions) Percentage of impressions that result in a click
- **Conversion Rate:** (Buyers/Visitors) Percentage of unique visitors who click on specified link and make a purchase during the same session
- **Sales/Click:** Average sales generated by buyers clicking on specified link divided by all clicks on link
- **Sales:** Total Sales from sessions that click on link during selected time period
NOTE: This report looks at all sales from the session that clicks on this link, including sales that may have happened before link was clicked
- **Orders:** Total number of orders from sessions that click on link
- **Average Order Value:** Sales divided by orders for sessions that click on link
- **Average Shipping & Handling:** Average amount of shipping & handling included for sessions that click on link
- **Clicking Sessions:** Number of sessions that click on link, or link within the page, version, area during selected time period
- **Buying Sessions:** Number of sessions that click on link and include a purchase during selected time period

Scenario Analysis

Clickstream:

- **Sessions:** Number of sessions that match path criteria during specified time period
- **Buying Sessions:** Count of sessions following each path that result in a purchase; the purchase might have occurred at any time during the session
- **Sales:** Revenue from the buying sessions during specified time period
- **Departures:** Sessions that leave the site immediately after viewing the specified page
- **Arrivals:** Sessions that arrive the site directly on the specified page
- **Date Range:** Start and End Dates for a particular Clickstream Report. The difference between the start and end date can not exceed 93 days

Report Type

- **Backward Looking:** Displays information on the top clickstream paths leading to a given page in addition to direct entries to this page
- **Forward Looking:** Displays information on the top clickstream paths following a given page in addition to departures from this page

Type of Visitor

- **All Visitors:** All visitors who browse the specified page within the specified time period
- **Buying Visitors:** Visitors who bought in the same session in which they browsed the targeted page
- **Specific Item Buyer:** Buyers who purchase a specific item
- **From Specific Segment:** Visitors matching the criteria of a previously defined segment

TruePath Summary:

NOTE: The TruePath Reports displays breaks down activity by both new and repeat visitors

- **New Visitor:** Number of unique, first-time visitors during selected time period
- **Repeat Visitor:** Number of unique visitors who, in a previous time period, have retained the Coremetrics cookie from the website
- **Percentage of Sessions Completing:** The percentage of sessions that completed the TruePath out of all sessions that started the TruePath during selected time period
- **Percentage of Sessions Departing:** 1 - Percentage of Sessions Completing
- **Number of Step:** Total number of individual steps in the TruePath
- **Cumulative Sample Rate:** When the number of visitor sessions exceeds the sampling threshold, the system uses a random sample of visitors to generate the TruePath report
- **Actual Sales:** The total sales for all sessions that completed the TruePath
- **Sessions on First Step:** The total number of session that reached the first step of the TruePath
- **Sessions on Last Step:** The total number of sessions that completed the TruePath

TruePath Analysis:

- **Sessions on This Step:** The total number of sessions that reached the selected step in the TruePath during selected time period
- **Sessions Continuing:** The total number of sessions that proceeded to the next required step or the next optional step (e.g., the total number of sessions that did not depart the path)
- **Departing TruePath:** The total number of sessions that did not proceed to either the next required step or the next optional step
- **Sessions Continuing Directly:** The total number of sessions where the visitor moved directly from the selected step to the very next step in the path without viewing any other pages in between
- **Departing Site:** The total number of sessions where the last page view in the session was one for the selected step
- **Percentage Completed TruePath:** The percentage of sessions that reached the selected step that also completed all steps in the TruePath
- **Potential Sales:** The total dollar value of the shopping carts for all sessions that reached the selected step
- **Percentage of Continuing Sessions Continuing Directly:** The percentage of all sessions that proceeded immediately to the next optional or required step in the TruePath (e.g., didn't view any other pages in between steps) out of all sessions that continued to the next optional or required step
- **Percentage of Sessions Continuing:** Displays the percentage of sessions that proceeded to the next step out of all sessions that successfully reached the selected step (or steps if optional steps are included) in the path
- **Percentage of Sessions Continuing Directly:** Displays the percentage of sessions that proceeded directly to the next optional step or the next required step out of all sessions continuing
- **Percentage of Sessions Departing:** Displays the percentage of sessions that did not proceed to the next step in the path out of all sessions that successfully reached the selected step
- **Actual Sales:** Displays the sum of the sales for all sessions that completed the path. This value is only displayed for the last step in the path. All other steps will have null values (--) shown
- **Sessions Completing:** Displays the number of sessions from the selected step that ultimately completed the path. This number will be the same for all required steps in a path, but some subset for any optional steps in a path

Form Analysis:

- **Page views:** The number of times visitors to your site viewed this page containing the selected form
- **Submits:** Captures every instance of a visitor submitting a form, whether the form was successfully submitted or not.
- **Unloads:** Captures the number of instances when a visitor exits a page containing a form without submitting the form.
- **Average Time:** The average amount of time in minutes: seconds that visitors spent on the page or pages containing the named form
- **Max Time:** the longest amount of time (in minutes: seconds) that a visitor spent on the page or pages containing the named form.
- **Min Time:** the shortest amount of time (in minutes: seconds) that a visitor spent on the page or pages containing the named form.

Form Field Analysis

- **Field Edited:** The number of times a visitor edited a named field on the selected form for the specified time period
- **Field Edited Percentage:** The total number of times a visitor edited a named field on the selected form divided by the total edits for all fields in the in the named form for the user specified time period.
- **Unload Field:** The total number of times where the selected field was the last form field edited prior to a visitor unloading the form for the user specified time period.
- **Unload Field Percentage:** The total number of times a visitor unloaded a particular form from the named field divided by the total number of times the form was unloaded for the specified time period.

Funnel Analysis:

- **Sessions Reaching This Step:** Number of sessions that included the specified step in the funnel during selected time period
- **Potential Sales:** The sales that would be achieved if all shopping carts associated with sessions reaching the specified step were ultimately purchased during the given session
- **Sessions Continuing to the Next Step:** Number of sessions that included the next step in the funnel
- **Percentage of Sessions Continuing to the Next Step:** The percentage of sessions that proceeded to the next step out of all sessions that reached the selected step
- **Percentage Completing Funnel:** The percentage of sessions including the specified step that also include the final step in the funnel
- **Sessions Departing Funnel:** Number of sessions that include the specified step, but did not include any subsequent steps in the funnel
NOTE: Includes sessions leaving immediately
- **Percentage of Sessions Departing Funnel:** The percentage of sessions that departed the funnel from this step
- **Sessions Leaving Immediately:** Number of sessions that ended (no more page views) at the specified step in the funnel
- **Percentage of Sessions Leaving Immediately:** Percentage of sessions that departed the funnel and site all together from this step within the funnel
- **Departing Potential Sales:** The sales that are associated with all of the Sessions Departing Funnel at the specified step

Profile Mining Segmentation

Report Setup

- **Segment Name:** Name of identified segment
- **Input Date Range:** Select a specific date range that describes the time frame over which your target segment fulfilled your input criteria. The time between the start and end date cannot be greater than 93 days.
NOTE: The default is 93 days, but this can be changed on a per client basis
- **Report Date Range:** Select a specific date range that describes the time frame from which you would like to see the activity of your target segment

Recency

- **Most Recent Visit:** Indicates visitors who visit website between a specified Start Date and End Date
- **Most Recent Purchase:** Indicates customers who make a purchase between a specified Start Date and End Date
- **Initial Visit:** Indicates visitors who visit the website for the first time between a specified Start Date and End Date
- **Initial Purchase:** Indicates customers who purchased something for the first time between a specified Start Date and End Date

Frequency

- **Number of Visits:** Indicates visitors who make a range of visits during the input date range
- **Number of Purchases:** Indicates customers who make a range of purchases during the input date range

Monetary

- **Dollars Spent:** Indicates customers who spent a range of dollars during the input date range
- **Category(s) Purchased:** Indicates customers who made a purchase from up to three specified category(s) on website during the input date range
- **Item(s) Purchased:** Indicates customers who purchase up to three different items during the input date range
- **Item(s) Abandoned:** Indicates visitors or customers who abandon up to three different items in the same session the item was added to their cart during the input date range

Acquisition Source

- **First Time Acquisition Source:** Indicates the source from which visitors were referred to website for the first time during the input date range
- **Referral Source:** Indicates the source from which visitors were referred to website during the input date range
- **Campaign Referral:** Indicates the marketing campaign from which visitors were referred to website during input date range
NOTE: The Campaigns are selected from previously by created Advanced Campaign Reports.

Behavior

- **Page(s) Browsed:** Indicates visitors who browse up to three different pages on website during the input date range
- **Item(s) Browsed:** Indicates visitors who browse up to three different items during the input date range
- **Category(s) Browsed:** Indicates visitors who browse up to three specified category(s) on website during the input date range
- **Page(s) of Entry:** Indicates visitors who enter website on a specified page during the input date range
- **Page(s) of Departure:** Indicates visitors who depart website from a specified page during the input date range

Technical Properties

- **Browser Type:** Indicates visitors using a specified browser type (version) during the input date range

Demographics

- **Age:** Indicates visitors or customers during the input date range whose age is within specified age range
- **Gender:** Indicates visitors or customers during the input date range who are the specified gender in the segment during the input date range
- **City(s):** Indicates registered users during the input date range who are from a specified city
- **State(s):** Indicates registered users during the input date range who are from a specified state
- **Zip(s):** Indicates registered users during the input date range who are from a specified zip code
- **Country(s):** Indicates registered users during the input date range who are from a specified country

Report Output

- **Unique Visitors Fitting Input Criteria:** Number of unique visitors who met input criteria, where the input and output date ranges are different
- **Unique Visitors:** Number of unique visitors who met the input criteria and visited website during the Output Date Range
- **Unique Buyers:** Number of unique registrants who met the input criteria and who made at least one purchase during the Output Date Range
- **Percentage of Total Buyers (Segment Unique Buyers / Total Site Unique Buyers):** Percentage of website's total buyers during the Output Date Range who belong to the defined segment

- **Buyers with Multiple Orders During Output Time Period:** The number of unique buyers who placed more than one order during the Output Date Range
- **Average Days On Site:** The average time elapsed between segment new visitors' first visit and the end of the Output Date Range
- **Average Number of Sessions:** Average number of sessions each unique visitor initiated during the Output Date Range
- **Total Page Views:** Total number of pages viewed by visitors included in the defined segment during the specified Output Date Range
- **Average Number of Sessions Before New Purchase:** (number of sessions of all visitors who made their first purchase in the Output Date Range / Total Unique Buyers in the segment) Average number of sessions initiated by buyers in the defined segment during the Output Date Range before making their first purchase during the Output Date Range
- **Average Number of Page Views Before New Purchase:** (number of Page Views of all visitors who made their first purchase in the Output Date Range / Total Unique Buyers) Average number of pages viewed by buyers in the defined segment during the Output Date Range before making a first purchase during the Output Date Range
- **Orders:** Number of orders placed by buyers in the defined segment during the output date range
- **Items:** Number of items ordered by the defined segment during output date range
- **Abandoned Items:** Number of items placed in a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session during output date range
- **Items/Order:** Average number of items ordered, per order, by buyers in the defined segment during output date range
- **Abandonment Rate:** (Shopping Cart Items Abandoned / Items Sold + Shopping Cart Items Abandoned) Percentage of items placed into a shopping cart that were either removed from the cart or were part of an order that was not completed within a given session during output date range
- **Average Order Value:** (Total Amount of Sales in a Defined Segment / Total Orders in a Defined Segment) Average monetary value of orders placed by buyers in the defined segment during output date range
- **Average Amount Spent on Site:** (Total Amount Spent by Segment Buyers during the Output Date Range / Number of Segment Buyers) Average amount spent by buyers in the defined segment on website during output date range
- **Total Sales:** Total Sales on website by buyers in the defined segment during output date range, excluding shipping and handling
- **Shipping & Handling/Order:** Average dollar amount of shipping charges for each placed order during the output date range
- **Shipping & Handling/Visitor:** Average dollar amount of shipping charges per visitor in the defined segment
- **Percentage Male:** Percentage of registrants meeting the segment input criteria and visiting website during output date range who are male
- **Percentage Female:** Percentage of registrants meeting the segment input criteria and visiting website during output date range who are female
- **Average Age:** Average age of registrants meeting the segment input criteria and visiting website during output date range
- **Percentage<30:** Percentage of registrants meeting the segment input criteria and visiting website during Output Date Range who are younger than thirty (30)
- **Percentage 30-40:** Percentage of registrants meeting the segment input criteria and visiting website during Output Date Range that are between the ages of thirty (30) to forty (40)
- **Percentage>40:** Percentage of registrants meeting the segment input criteria and visiting website during Output Date Range who are older than (40)

Top Buyers

- **Buyer ID:** The unique identification of a top buyer whose recent transaction was one of the top-valued transitions for website during Output Date Range
- **Sales:** Total dollar value of the order(s) placed during Output Date Range

Recent Visitors

- **Visitor ID:** The unique identification a top visitor who visited your website the most times during Output Date Range
- **number of Lifetime Visits:** The number of times a specific visitor visited your website during Output Date Range

Acquisition Sources

- **Referring Site:** The source from which segment visitors were initially acquired
- **Number of Visitors Acquired:** Number of visitors who met segment criteria that were acquired from specified referring site

Top Items

- **Item:** The name of the top 50 items purchased by segment visitors during the Output Date Range
- **Items Sold:** Number of units sold for the item(s) during the Output Date Range

Top Pages

- **Page:** The name of the top 50 pages viewed by segment visitors during the Output Date Range
- **Unique Visitor:** Number of segment visitors who viewed the page during the Output Date Range

Key Segments:

Provides a filter for the [Topline Summary Report](#), [Topline Sessions Report](#), [the Marketing Tab](#), and [the Merchandising Report](#)

Top Line

- **Sales:** Indicates sessions in which visitors purchase a selected amount in sales
- **Number of Items Ordered:** Indicates sessions in which visitors purchase a select number of items
- **Buyer:** Indicates visitors who match a particular buyer type (buyer, Not a Buyer, New Buyer, Repeat Buyer)
- **New Buyer:** Indicates sessions containing visitors' initial purchase
- **Repeat Buyer:** Indicates visitors sessions making a purchase who have made purchases in a previous time period
- **Items in Shopping Cart:** Indicates sessions containing select number of items in the shopping basket
- **Abandoned Shopping Cart Items:** Indicates sessions with a select number of items abandoned (added to cart but did not complete the purchase)

Channel Summary

- **Marketing Channel:** Indicates sessions initiated by Marketing Campaigns (destination URL contains a marketing code)
- **Referring URL:** Indicates characters contained in the Referring URL when the session was initiated on the website
- **Destination URL:** Indicates characters contained in the Destination URL when session is initiated on the website

Marketing Program

- **Marketing Program:** Indicates the Marketing Program, utilizing the naming conventions used in the marketing parameters as seen in the Marketing Programs Report, credited when the session was initiated on the website

Natural Search

- **Natural Search Engine:** Indicates sessions referred to the website by a specific Search Engine
- **Natural Search Term:** Indicates sessions referred to the website by a specific Natural Search Term

Merchandising

- **On-Site Search Term:** Indicates sessions utilizing a selected search term in the on-site search engine

Conversion Events

- **Conversion Event Name:** Indicates sessions where the selected Conversion Event was completed
- **Conversion Category Name:** Indicates sessions where a Conversion Event was completed from within the selected Conversion Category
- **Conversion Event Completed:** Indicates sessions where the selected number of conversion events were completed in a session
- **Conversion Event Points:** Indicates sessions where the visitor's total number of assigned points, accumulated by initiating and completing Conversion Events, is within the selected amount

Advanced Campaign:

Report Input

- **Campaign Name:** Name given to campaign that describes the campaign report
- **Campaign Line Name:** Name of the specific campaign element being tracked
Example: two different cells within an email campaign might have their own campaign lines
- **Referring Site Name:** The domain name of the website or page on which ads of the campaign will run
- **Referring URL:** The URL of the web page/site in which ads of the campaign will run
*NOTE: Can use * to indicate any referring URL or to isolate a unique portion of the URL*
- **Destination URL:** The URL of the destination/landing page that the campaign will direct your visitors to
*NOTE: Can use * to indicate any destination URL or to isolate a unique portion of the URL*
- **Cost:** Marketing costs associated with campaign element
- **Number of Impressions:** Number of emails sent or impressions purchased for campaign element
- **Start Date:** Chosen date to start data collection for report
- **End Date:** Chosen date to end data collection for report
- **Tracking Activity Until:** Chosen date at which to stop tracking the activity of visitors who participate in the campaign element between the Start and End dates

Report Output

Session Specific

- **Sessions:** Number of sessions driven by campaign element between campaign start and end dates
- **Unique Visitors:** Number of unique visitors driven by campaign element between campaign start and end dates

- **Unique Buyers:** Number of registrants who made a purchase during a session driven by the campaign element between campaign start and end dates
- **Orders:** Total orders placed during sessions driven by campaign element between campaign start and end dates
- **Sales:** Total sales generated during sessions driven by campaign element between campaign start and end dates
- **(Sales - Cost)/Order:** Average same session return per order driven by campaign element between campaign start and end dates
- **Average Order Value:** Total Sales / Total Orders
- **Average Shipping & Handling:** Average shipping and handling cost for visitors placing an order during the selected time period
- **Cost:** Marketing costs associated with campaign element
- **Estimated Click Through Rate:** Percentage of impressions or emails sent that resulted in a click through to the site
- **Orders/Unique Visitor:** Average orders per visitor driven by campaign element
- **Sales-Cost:** Same session sales generated from campaign element less marketing costs associated with campaign element; this is also referred to as the return on marketing investment (ROMI)
- **Sales/Session:** Average sales per session driven by campaign element
- **Sales/Unique Buyer:** Average sales per unique buyer during sessions driven by campaign element
- **Sales/Unique Visitor:** Average sales per unique visitor during sessions driven by campaign element
- **Average Shipping & Handling:** (Total Shipping and Handling / Total Orders) Average shipping and handling charges per order

Session Sales

- **Items Sold:** Number of items sold during sessions driven by campaign element
- **Item Sales:** Total sales generated by items sold during sessions driven by campaign element
NOTE: This amount does not include tax or shipping.
- **Average Item Price:** (Item Sales / Items Sold) Average price of items sold during sessions driven by campaign element
NOTE: Drilling into each campaign line will expose the name and units sold for all items sold during sessions driven by campaign element

All Visitors

- **Unique Visitors:** Number of unique visitors driven by campaign element between campaign start and end dates
- **2x Visitors:** Number of unique visitors who initiate two or more sessions between the campaign start date and track activity until date
- **5x Visitors:** Number of unique visitors who initiate five or more sessions between the campaign start date and track activity until date
- **Unique Buyers:** Number of visitors who made a purchase between the campaign start date and track activity until date
- **2x Buyers:** Number of unique buyers who complete two or more purchases between the campaign start date and track activity until date
- **5x Buyers:** Number of unique buyers who complete five or more purchases between the campaign start date and track activity until date
- **Orders:** Total orders placed between the campaign start date and track activity until date
- **Sales:** Total sales generated between the campaign start date and track activity until date
- **Average Shipping & Handling:** (Total Shipping and Handling / Total Orders) Average shipping and handling charges per order

New Visitors

- **New Visitors:** Number of first time visitors driven by campaign element between campaign start and end dates
- **2x Visitors:** Number of new unique visitors who initiate two or more sessions between the campaign start date and track activity until date
- **5x Visitors:** Number of new unique visitors who initiate five or more sessions between the campaign start date and track activity until date
- **New Buyers:** Number of new visitors acquired via this campaign that make a purchase between the campaign start date and track activity until date
- **2x Buyers:** Number of new unique visitors who complete two or more purchases between the campaign start date and track activity until date
- **5x Buyers:** Number of new unique visitors who complete five or more purchases between the campaign start date and track activity until date
- **Lifetime Orders:** Number of orders placed by new buyers between the campaign start date and track activity until date
- **Lifetime Sales:** Total sales generated by new buyers between campaign start date and track activity until date
- **New Buyers/New Visitors:** Percentage of new visitors acquired via this campaign element who make a purchase between the campaign start date and track activity until date
- **Lifetime Sales/New Buyers:** Average sales per buyer between campaign start date and track activity until date
- **Orders/New Buyer:** Average number of orders placed by new buyers between the campaign start date and track activity until date
- **Cost/New Buyer:** Average cost to acquire a new visitor making a purchase via campaign element
- **Cost/New Visitor:** (Cost of Campaign Line / New Visitors) Average cost to acquire a new visitor via campaign element
- **Lifetime Sales-Cost:** Total sales generated by new buyers between campaign start date and track activity until date less the cost of the campaign line
- **(Lifetime Sales-Cost)/New Buyers:** Average return per buyer between campaign start date and track activity until date
- **Lifetime Shipping & Handling:** Total dollar amount of shipping and handling charges associated with orders completed between the campaign start date and track activity until date
- **New Visitors/Impressions:** The average number of impressions or emails needed (with respect to this campaign element) to acquire a new visitor
- **Newsletter Subscribers:** Number of new visitors acquired via this campaign who opt-in to client's promotional email marketing program(s)

Link Analysis:

Report Input

- **Report Name:** Name given for description of report
- **Link Name:** Name used to identify combination of referring and destination URL parameters to be tracked
- **Referring URL:** The internal URL for the starting page to be analyzed
*NOTE: Can use * to indicate any referral URL or to isolate a unique portion of the URL*
- **Destination URL:** The internal URL for the landing page to be analyzed
*NOTE: Can use * to indicate any destination URL or to isolate a unique portion of the URL*
- **Start Date:** Chosen date to start data collection for report
- **End Date:** Chosen date to end data collection for report
- **Track Activity Until:** Chosen date at which to stop tracking the activity of visitors who participate in the campaign element between the Start and End dates

Report Output

After Click

- **Sessions:** Number of sessions that click on link being tracked between campaign start and end dates
- **Unique Visitors:** Number of unique visitors that click on link being tracked between campaign start and end dates
- **Unique Buyers:** Number of unique buyers that make a purchase within the current session after hitting the link being tracked between campaign start and end dates
- **Orders:** Number of orders that were placed by buyers within the current session after click on link being tracked between campaign start and end dates
- **Sales:** Total sales generated within the current session after a click tracked link between campaign start and end dates
- **Orders/Unique Visitors:** Number of orders placed within the current session after link clicked per unique visitor that clicks on link
- **Sales/Unique Visitors:** Average sales generated within the current session after a click tracked link per unique visitors that click on link between campaign start and end dates
- **Shipping & Handling:** Charges incurred by buyers who placed orders within the current session after click on link being tracked between campaign start and end dates

After-Click Sales

- **Items Sold:** Number of a specific items sold within the current session after the link was clicked between campaign start and end dates
- **Item Sales:** Average price paid for each item sold after the link was clicked between campaign start and end dates
NOTE: This does not contain tax or shipping & handling charges
- **Average Item Price:** (Sales / Items Sold) Average price paid for each item sold after the link was clicked between campaign start and end dates
NOTE: drilling into each campaign line will expose the name and units sold for all items sold within the current session after the link was clicked between campaign start and end dates

Entire Session:

- **Sessions:** Number of sessions that click on link being tracked between campaign start and end dates
- **Unique Visitors:** Number of unique visitors that click on link being tracked between campaign start and end dates
- **Unique Buyers:** Number of unique buyers that make a purchase within the current session, irrespective of when they click the link being tracked, between campaign start and end dates
- **Orders:** Number of orders that were placed by buyers within the current session, irrespective of when they click the link being tracked, between campaign start and end dates
- **Sales:** Total Sales generated by buyers within the current session, irrespective of when they click the link being tracked, between campaign start and end dates
- **Orders/Unique Visitors:** Number of orders placed within the current session, irrespective of when they click the link being tracked, per unique visitor that clicks on link between campaign start and end dates
- **Sales/Unique Visitors:** Sales booked by buyers within the current session, irrespective of when they click the link being tracked, per unique visitors that click on link between campaign start and end dates
- **Shipping & Handling:** Charges incurred by buyers who placed orders within the current session , irrespective of when they click the link being tracked, between campaign start and end dates

Entire Session-Sales

- **Items Sold:** Number of a specific items sold within the current session, irrespective of when the link being tracked was clicked, between campaign start and end dates
- **Item Sales:** Total sales for all sold within current session, irrespective of when the link being tracked was clicked, between campaign start and end dates
NOTE: This does not contain tax or shipping & handling charges
- **Average Item Price:** (Sales / Items Sold) Average price paid for each item sold within the current session, irrespective of when the link being tracked

was clicked, between campaign start and end dates

***NOTE:** drilling into each campaign line will expose the name and units sold for all items sold within the current session, irrespective of when the link being tracked was clicked, between campaign start and end dates*

All Visitors:

- **Unique Visitors:** Number of unique visitors that click on link being tracked between campaign start and end dates
- **2x Visitors:** Number of unique visitors who initiate two or more sessions between the campaign start and track activity until date
- **5x Visitors:** Number of unique visitors who initiate five or more sessions between the campaign start and track activity until date
- **Unique Buyers:** Number of unique buyers that make a purchase between the campaign start and track activity until date
- **2x Buyers:** Number of unique buyers who complete two or more purchases between the campaign start date and track activity until date
- **5x Buyers:** Number of unique buyers who complete five or more purchases between the campaign start date and track activity until date
- **Orders:** Number of orders that were placed by buyers between the start date and track activity until date
- **Sales:** Total sales generated by buyers between the start date and track activity until date
- **Shipping & Handling:** Charges incurred by buyers who placed orders between the start date and track activity until date