

Conversion Analysis Feature Guide

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Conversion Analysis

Conversion Analysis enables you to define and track actions that have value to your business. Typical actions you might want to track include an online sale, a registration form, a newsletter subscription, or a contact page. Certain actions are predefined (sales, signup, newsletter and contact) but you can also define custom actions. By default, you get ten actions, but we can increase the number of actions upon request.

Conversion Analysis also enables you to define and track marketing campaigns, including email, banner, affiliate, referral and custom defined marketing campaigns.

Package & pricing

Conversion Analysis is a feature included in the E-Business edition:

E-Business edition price: \$49.95 per month

Price includes: 50,000 page views per month

Additional page views: \$0.60 per thousand

Typical client

Online merchants, marketers

Solves the following

With Conversion Analysis, you can determine the effectiveness of an online marketing campaign, and troubleshoot critical actions such as site registrations, newsletter signups, file downloads, and more.

Once you define an action, you can analyze your web users' behavior in the context of that action. This usually means asking a question. For example, in the report below we asked how many visitors who entered the website through a given search engine ended up purchasing products.

FILTER SETTINGS						
ACTION	[01] - Sale					
<i>Move your mouse over the ⊕ sign for drill down options.</i>						
Search Engines	First Time	Returning	Visitors	Action	Revenue	Conversion
⊕ 1. Google	86704	18839	105543	464	56025.04	0.44%
⊕ 2. Yahoo	7445	1729	9174	56	8338.77	0.61%
⊕ 3. MSN Search	5356	2032	7388	52	7336.60	0.70%
⊕ 4. Ask Jeeves	969	558	1527	9	663.25	0.59%
⊕ 5. Tiscali	778	274	1052	8	1657.90	0.76%
⊕ 6. Altavista	827	325	1152	5	940.95	0.43%
⊕ 7. NTL World	677	299	976	5	299.00	0.51%
⊕ 8. BBC	291	125	416	4	605.50	0.96%
⊕ 9. Freeserve	79	293	372	4	482.45	1.08%

With Conversion Analysis, you can also define marketing campaigns and analyze a defined action (say, an email newsletter subscription) against that campaign. For example, you might ask how many visitors from a given banner advertising campaign signed up for an email newsletter subscription. You can analyze the conversion of your campaigns against any reporting metric in the system.

The 'sales' action has a special significance in Conversion Analysis because it can be associated with the revenue generated by the sale (as defined by a variable in your shopping cart). This allows you to track the sales revenue generated by one or more online marketing campaigns. The Campaign Summary report details the results of each marketing campaign in terms of revenues earned.

Implementation

Setting up an action

In order to define an action for the purpose of Conversion Analysis, you need to edit the tracking code, on a specific page, to activate the 'action' variable.

The selection of this page is critical, because every time that page is loaded an action will be recorded. This means you need to choose a page that is only displayed when the desired action has been completed. In the case of a sale, this is usually a 'thank you', or 'confirmation' page.

Here is an example of how to edit the tracking code to activate the 'action' variable:

```
//var DOCUMENTGROUP='';  
//var DOCUMENTNAME='';  
  
var ACTION='01';  
var AMOUNT='$salesprice';
```

Removing the double forward slash activates the 'action' variable. In order to identify the action as a sale, you must use the designation '01'.

Please note that when using the 'sales' action, you should also include the 'AMOUNT' variable, which associates the monetary value of a purchase with the 'sales' action, for display in the Campaign Summary report.

Also note that in the example above, '\$salesprice' is the variable employed by our fictional shopping cart to display the price that is associated with a given sale. The actual name of this variable depends on the specific shopping cart software you use.

Setting up a marketing campaign

In order to track a marketing campaign, you must add a tracking string to the promotional web address, and then identify that string in the Settings. This is best illustrated with an example:

<http://theclientwebsite.com/promotion.html?campaign=banner12>

The above example shows a tracking URL that might be used in a banner advertising campaign. The question mark has special significance, in that it instructs a web server to ignore everything that appears to the right.

In other words, the above URL delivers the viewer to this web address:

<http://theclientwebsite.com/promotion.html>

And the URL reports this tracking string to us: 'campaign=banner12'

To track this address in Conversion Analysis, you must identify the campaign in the Settings. In 'Campaigns and PPC Tracking,' you create a new campaign of the type 'banner campaign' and enter the string 'campaign=banner12'.

Finally, you must ensure that the banner advertisement is published with the correct URL, including the tracking string, so that we can identify visitors arriving from this campaign.

Common misconceptions or issues

Yahoo! Store and Miva (and some other shopping cart softwares) require a custom installation, which is described in detail in the Yahoo! Store and Miva installation guides.

In some cases you may need to employ ORDERID tracking to avoid duplicate tracking of sales. The ORDERID variable operates in a manner similar to the AMOUNT variable and inflates a variable defined by your shopping card software.

Troubleshooting discrepancies

The most common issues with Conversion Analysis have to do with discrepancies in counting actions and (in the case of a sales action) associating revenue with those actions. Follow these steps in order to troubleshoot your discrepancy.

Problem: The action is not tracking correctly

Identify which page has been tagged for the purposes of action tracking. This should be a page that is only loaded when the action has been completed. If the action is tagged on multiple pages, then the action will (erroneously) be tracked as many times as those pages are loaded.

Check that the action variable and tracking code are set up correctly on the tagged page. The javascript syntax is important, so please refer to the Implementation section of this guide for the correct syntax. The position on the page is also important. Ideally, the tracking code should appear in at the top of the HTML body section of the page. If the code appears in the header section it may not track properly. If the code appears at the bottom of the page, you may experience discrepancies when pages do not load completely.

Problem: Revenue is not tracking correctly

Make sure you are using the sales (01) action code. This significance of the sales (01) code is that it can be associated with variables from your shopping card (AMOUNT, ORDERID) in order to track revenue.

Check that your AMOUNT variable is inflating properly. AMOUNT must associate with the correct variable from your shopping cart software in order to display the correct data. Conduct a test purchase to determine whether your page is properly configure and view source to verify the result.

Consider using the ORDERID variable. ORDERID should be set up on the same page as the AMOUNT variable, and in the same manner, it should be associated with a variable from your shopping cart software. The value of using ORDERID is that it tags each sale with unique ID, so that even if a

visitor triggers the sales action repeatedly, only one sale will be tracked for each purchase processed by your shopping cart.

What to do if Conversion Tracking still doesn't work

If you've followed these troubleshooting steps and are still having problems, please send us a dummy credit card number so that we can conduct a test purchase and troubleshoot your Conversion Analysis setup. If that option isn't available, then send us the HTML source of the 'thank you' or 'sales confirmation' page.