



WHITE PAPER



CAMPAIGN MANAGEMENT (H CODE)

Measuring and Optimizing Campaign Performance

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Version 2.0



1 Campaign Management

No doubt you have a good handle on your bottom line, but what about your individual marketing efforts? With a myriad of concurrent campaigns running and even more campaign elements and variables affecting their performance, do you know how specific marketing activities are contributing to overall profitability?

Whether you're selling material goods or online content, maximizing the value of your marketing investments is smart. However, you need to be able to measure the effectiveness of your marketing efforts and identify those that drive the most business to your website and convert to revenue. You then need to focus your time, money and energy on refining and optimizing those ongoing efforts.

Enabling SiteCatalyst to track your online marketing campaigns is as simple as following these six easy steps.

1. Define a URL campaign parameter (known as a *query string parameter*)
2. Generate campaign tracking codes
3. Configure the SiteCatalyst code
4. Create classifications
5. Use SAINT to classify tracking codes
6. Change allocation and cookie expiration

1.1 Step 1: Define a URL Campaign Parameter Name

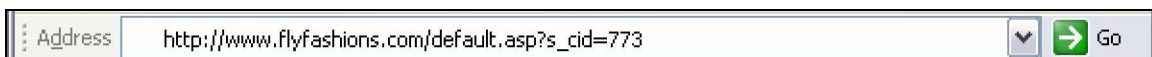
The URL Campaign parameter is the container (within the URL) that defines which specific campaign tracking code a visitor has clicked. SiteCatalyst will be configured to look for this value and, if found, set the campaign variable. If you have previously used a campaign tracking system, then you have also probably already defined one or many standard URL campaign parameters. Therefore, the first step would be to determine what the parameters or identifiers are. If you aren't sure, ask someone in your organization who would know; i.e., a marketing manager, website engineer, IT staff, etc. SiteCatalyst is very flexible and can be configured to look for the parameter names you have already defined within your current system.

Figure 1-A: Sample Campaign Parameter



In the example above, "identifier" is the parameter and "708" is the tracking code.

Figure 1-B: SiteCatalyst Campaign ID



In this example, "s_cid" is the parameter and "773" is the tracking code.

1.2 Step 2: Generate Campaign Tracking Codes

The next step is to determine how you want to generate the tracking codes that identify the individual creative elements of your campaigns. These tracking codes will be the values contained after the parameter. Every campaign creative element that you want to track must be associated with a unique tracking code. Your choices for generating tracking codes are listed below.

Option	Description
Existing Script or Program	Your company may already have a process to generate campaign tracking codes. If you are already using an existing script and you are happy with it, skip to the next section to ensure that the SiteCatalyst code will automatically pull

	the value from the URL parameter. If you're using an existing script to generate tracking codes, and you are not happy with it, consider letting Campaign Manager handle the load.
Generate them manually	When assigning tracking codes manually, it best to use the Campaign Manager to ensure that each value is unique.
Campaign Manager	SiteCatalyst's advantages are that it's quick and easy, and there's no chance for duplication.
Omniture SAINT	Another way you can generate tracking codes or classify existing tracking codes is to use Omniture SAINT, which is especially useful if you have a large number of creative elements to track. See <i>Using SAINT</i> in this document. Once you have decided which method(s) your company will used to generate your tracking codes, try to create a consistent process that prevents tracking code duplication, which can result in tracking errors. Regardless of which method you choose for generating your tracking codes, you will probably want to classify those values for more robust reporting. Omniture offers both the Campaign Manager and SAINT to help you classify your tracking code values.

Follow the steps below to generate tracking codes with the Campaign Manager.

1.3 Step 3: Configure SiteCatalyst Code

Check the Code to Paste to see if campaigns were configured during the discovery phase of your SiteCatalyst implementation. If the campaigns were not configured, since the campaign parameter name is defined and the tracking codes are generated, you may need to add some programming code to your SiteCatalyst code. These lines of HTML capture the tracking code and forward it to the Omniture servers whenever a visitor clicks through to your web-site from one of your tracking codes.

Several methods are available for capturing the tracking code from the URL campaign parameter. Your web designers can write their own script to look for the tracking code and pass it into SiteCatalyst (use the campaign variable). You can also leverage the `getQueryParam` JavaScript Plug-in, which can be included with your JavaScript file that resides on your web server, to look for the URL campaign parameter and tracking code, and automatically populate the campaign variable.

```

/***** CONFIG SECTION *****/
/* You may add or alter any code config here. */
/* Link Tracking Config */
s.trackDownloadLinks=false
s.trackExternalLinks=false
s.trackInlineStats=false
s.linkDownloadFileTypes="exe,zip,wav,mp3,mov,mpg,avi,wmv,doc,pdf,xls"
s.linkInternalFilters="javascript:.,/"
s.linkLeaveQueryString=false
s.linkTrackVars="None"
s.linkTrackEvents="None"

/* Plugin Config */
s.usePlugins=true
function s_doPlugins(s) {
    /* Add calls to plugins here */
    /* External Campaign Tracking */
    s.campaign=s.getQueryParam('s_cid');
}
s.doPlugins=s_doPlugins
    
```



NOTE: Request the getQueryParam plug-in through Omniture ClientCare directly.

From the code above, you can see that the campaign variable is first declared and initialized. The getQueryParam plug-in then sets the campaign variable to the value of s_cid (pulled from the current URL, when present), which is the tracking code. For more information on configuring the SiteCatalyst code to capture the campaign parameter values, contact Omniture ClientCare.

1.4 Create Classifications

A classification is defined as a means by which you can group your tracking codes into customized categories. There are three types of classifications, as shown in the table below.

Classification Type	Definition
Text	A text classification groups your variables together, and is the most common of the classification types.
Date Enabled	A date enabled classification adds an additional column to specify a date range for which a variable is active.
Numeric	A numeric classification is used to create an additional customized metric that can be used only for that classification.

To create classifications in SiteCatalyst, follow the steps below.

1. Log in to the Omniture Suite.
2. Click **Admin > Report Suites**.
3. Select your desired report suite.
4. Click **Edit Settings > Conversion > Conversion Classifications**.
5. Select **Campaigns** from the drop-down menu.
6. Hover your cursor over the arrow of the desired destination level.
7. Click **Add Classification**.



NOTE: In order to create a numeric classification, you must select the arrow corresponding to an existing classification.

8. When the secondary window opens, type the name of the classification.



NOTE: If the classification you are creating needs to include a date range, click the Date Enabled check box.

9. Click **Save**.

The classification you create will immediately display in the list of campaigns in the Admin Console. Concurrently, SiteCatalyst will show a new report with the name of the classification you created. The report will display under Campaigns > Tracking Codes in the left navigation.

1.5 Use SAINT to Classify Tracking Codes

The SiteCatalyst Attribute Importing and Naming Tool (SAINT) allows users to bulk-import additional data attributes, or dimensions, to the data collected about web site activity instead of manually entering it with the SiteCatalyst Attribute Manager. By augmenting the data elements collected by SiteCatalyst with these attributes, the user can access much deeper and more complex reporting capabilities. You can download a SAINT template from the Offline


Campaign Builder Tools section of the Campaign Manager. To download a SAINT template, click the [Campaign Manager](#) link from the Campaigns item in the Conversion section of the main navigation menu, click the Access SAINT button, and then click the Download Template button.

The following instructions are intended to provide a better understanding of this template, or to assist in the creation of your own file from scratch.

1.5.1 SAINT Template Files

SAINT data files are best used with Microsoft Excel, and must be saved in tab-delimited (.tab) format. Comments can be placed below line 5 in the spreadsheet. Any lines which begin with a “## SC” are SiteCatalyst headers and should be ignored. In other words, DO NOT ALTER THEM.

A	B	C	D
	Tracking Codes for Campaigns		
Key	Creative Elements	Campaigns	Campaigns^~period~
126	Banner Ad in Google	Summer Sale	2008/07/05 - 2008/07/15
127	First Email Blast Scandals Link	Summer Sale	2008/07/05 - 2008/07/15
128	Keyword Purchase	Google Paid Search	2008/03/05 -

Field	Description
Key	This header field consists of data that represents the campaign tracking code. Each value MUST be unique. Data that could be included below this header include “~autogen~” or any other tracking code.
Headers (such as creative elements or campaigns)	<p>The “Creative Elements” and “Campaigns” fields allow you to group friendly names to the tracking codes.</p> <p> NOTE: The header value needs to match what is shown in the Admin Console. When in doubt, download the most recent version of the template.</p>
Classifications	A friendly name you assign to a tracking code within a column/report.
Subclassifications	<p>A header field may reference a classification within a domain using the “^” character to separate the name of the domain and the classification.</p> <ul style="list-style-type: none"> Subclassification headers are indicated simply with the “^” character. For example, “Campaigns^Owner” would be the header for the column containing Campaign Owner values. Another sample Classification header is “Creative Elements^Size” (references the “Size” classification of the Creative Elements domain). Beneath the header row will be the actual data instances for that subclassification. Examples of data for these classifications might include “468x60” for “Creative Elements^Size” or “John Doe” for “Campaigns^Owner.” Subclassifications can only group together items and not “ungroup” them. If you need to “ungroup” a classification, you must do it from the parent level instead of from the subclassification level.

Immediately following the header line of a SAINT data file are several lines of data, which were explained above. Each line of data should contain one data field for each column header. These data fields can contain the following control characters.

Control Characters	Description
<Carriage Return or New Line>	These “invisible” characters are used to separate each record. They usually “appear” in a data file by starting a new line of data on the page. Unless writing a program to generate SiteCatalyst data import files automatically, users do not generally need to be concerned about these characters.
~autogen~	If in the data section of a file, this character sequence requests that SAINT automatically generate a unique id for this element. In the campaign context this is often used to have SAINT assign an identifier to each creative element.
~period~	If in the header line, this character sequence designates that the field represents the date range associated with the item. For example, the header element “Campaigns^~PERIOD~” refers to the flight dates associated with a particular campaign.
PER Modifiers	Immediately following any header field referencing a custom data column there must always be a modifier header. These PER Modifier fields describe the unit of measurement for which the attribute should be applied. For example, the field “Campaigns^~Cost” will be followed by the field “Campaign^~Cost~per.” When running a SiteCatalyst report, the value of the custom data column will be automatically multiplied by the number of units that apply to the value in its current context. For example, the cost field would be multiplied by a “CLICK” per modifier, giving you a total cost calculation based on the number of clicks performed with that campaign. Valid values for the PER Modifier field are defined in the following table.

Value	Description
FIXED	Fixed value. No scaling should be performed.
DAY	Multiply the value by the number of days in the report.
ORDER	Multiply the value by the number of orders for the line item in the report.
CHECKOUT	Multiply the value by the number of checkouts for the line item in the report.
UNIT	Multiply the value by the number of units for the line item in the report.
REVENUE	Multiply the value by the revenue amount for the line item in the report.
SCADD, SCREMOVE	Multiply the value by the number of times the shopping cart add, or shopping cart remove event was called per line item in the report.
INSTANCE	Multiply the value by the number of instances for the line item in the report.

Control Characters	Description
CLICK	Multiply the value by the number of clicks for the line item in the report.
EVENT 1-20	Multiply the value by the number of times the specified custom event occurred per line item of the report.



Note: These characters have special meaning in a SAINT data file and as a general rule should be avoided in the attribute names and data.

	A	B	C	D	E	F	G	H	I
1	## SC	SiteCatalyst SAINT Import File	v.1.0						
2	##SC	## SC indicates a SiteCatalyst pre-process header. Please do not remove these lines							
3	##SC	D:2003-08-12 12:18:06	A:2275496:53						
4	Code	Creative Elements	Campaigns	Creative Elements^Size	Campaigns^Owner	Campaigns^^period^	Campaigns^^Cost^	Campaigns^per	
5	~autogen~	Buy Now	Handheld Promo	468x60	Bill Smith	2003/05/01-2003/05/31	5000	FIXED	
6	~autogen~	Steep Discount	Handheld Promo	120x90	Bill Smith	2003/05/01-2003/05/31	5000	FIXED	
7	~autogen~	Free Jade Pendant	Handheld Promo	468x60	Bill Smith	2003/05/01-2003/05/31	5000	FIXED	
8	~autogen~	Flashing Vegas	SIMS Vacation	468x60	John Kershaw	2003/05/01-2003/05/31	0.1	CLICK	
9	~autogen~	Singing Cow	SIMS Vacation	160x600	John Kershaw	2003/05/01-2003/05/31	0.1	CLICK	
10	~autogen~	Click for Prize	SIMS Vacation	160x600	John Kershaw	2003/05/01-2003/05/31	0.1	CLICK	
11	~autogen~	20% Off	Father's Day	120x90	Francis Jones	2003/06/01-2003/06/30	500	DAY	
12	~autogen~	Free Tie	Father's Day	120x90	Francis Jones	2003/06/01-2003/06/30	500	DAY	
13	~autogen~	Snoring Dad	Father's Day	160x600	Francis Jones	2003/06/01-2003/06/30	500	DAY	
14	~autogen~	Flashing Banner	Father's Day	468x60	Francis Jones	2003/06/01-2003/06/30	500	DAY	
15									



NOTE: Remember to save the file in tab-delimited (.tab) format. SAINT does not process native Excel (.xls) files.

Once this information has been placed in a SAINT file, you can import the data directly into the system.

1.5.2 Importing SAINT Data

1. Log in to the Omniture Suite.
2. Click **Admin > SAINT Classifications**.
3. Click **Import File**.
4. Specify data set and report suite.
5. Browse for the .tab file.



NOTE: Be sure to select the Overwrite Data on Conflicts check box to ensure data accuracy.

6. Click **Import File**.



NOTE: A successful import will immediately show the appropriate changes in an export, while the data changes in SiteCatalyst will take up to four hours with a browser import and up to 24 hours with an FTP import.

1.5.3 Export Campaign Information

You can also export all campaign information in a tab-delimited file. Exporting campaign information allows you to save a file containing all campaign, classification, and campaign-specific metric information in a SAINT-formatted, tab-delimited file.

1. Log in to the Omniture Suite.
2. Click **Admin > SAINT Classifications**.
3. Click **Export File**.
4. Select the data set and report suite.
5. Click **Export File**.

The data that will be exported will include all data that is currently contained within SiteCatalyst.

1.6 Step 4: Changing Allocation and Cookie Expiration

One very important step that you don't want to overlook is ensuring that your settings for tracking campaigns are set up the way you want them. Follow the steps below to change allocation and cookie expiration.

1. Log in to the Omniture Suite.
2. Click **Admin > Report Suites**.
3. Select the desired report suite.
4. Click **Edit Settings > Conversion > Conversion Variables**.
5. Click the plus sign (+) to the left of Tracking Codes.
6. Click the check box for the item you want to manipulate.
7. Click **Save**.

Field	Description
Name	The report name within the SiteCatalyst interface
Allocation	Determines if the most recent or the original value receives credit for clicks to the campaign, or allocation that distributes the success to both the original and most recent
Expire After	Determines how long SiteCatalyst stores the values set in the variable before all values expire. If you aren't sure, you should discuss how to set these values with Omniture ClientCare.
Reset	Resets the cookie for the expired after time period



NOTE: Making edits to your conversion variable settings changes the way in which SiteCatalyst collects data. New settings do not affect historical data.

2 Classifying Campaigns Using Additional Variables

Classifications are not limited to campaigns alone. You can also classify conversion and traffic variables, as described in the following sections.

2.1 Conversion Variables

To create classifications for other conversion variables within SiteCatalyst, follow the steps below.

1. Log in to the Omniture Suite.
2. Click **Admin > Report Suites**.
3. Select your desired report suite.
4. Click **Edit Settings > Conversion > Conversion Classifications**.
5. Select the desired conversion variable from the drop-down menu (options include, but are not limited to, products, links, videos, and eVar)
6. Hover your cursor over the arrow of the desired destination level.
7. Click **Add Classification**.



NOTE: In order to create a numeric classification, you must select the arrow corresponding to an existing classification.

8. When the secondary window opens, type the name of the classification.



NOTE: If the classification you are creating needs to include a date range, click the Date Enabled check box.

9. Click **Save**.

2.2 Traffic Variables

To create classifications for traffic variables, follow the steps below.

1. Log in to the Omniture Suite.
2. Click **Admin > Report Suites**.
3. Select your desired report suite.
4. Click **Edit Settings > Traffic > Traffic Classifications**.
5. Select the desired conversion variable from the drop-down menu (options include, but are not limited to, page, channel, server, videos, links, and props)
6. Hover your cursor over the arrow of the desired destination level.
7. Click **Add Classification**.



NOTE: In order to create a numeric classification, you must select the arrow corresponding to an existing classification.

8. When the secondary window opens, type the name of the classification.



NOTE: If the classification you are creating needs to include a date range, click the Date Enabled check box.

9. Click **Save**.

3 Frequently Asked Questions

What do I do if the data I imported is not showing in my Site Catalyst reports?

1. Download an export. If you see the appropriate information you imported in an export, then you just need to give it more time to process in SiteCatalyst.
 - a. Up to 4 hours for Browser Import
 - b. Up to 24 hours for an FTP import
2. Make sure the file you imported was in tab-delimited format with a .tab extension.
3. Check **Overwrite data on conflicts** and try importing the document again.
4. If you are using subclassifications, be sure that they are grouping the parent classifications, and not ungrouping.

Incorrect – The parent classification is the Creative Element column. Thus, ABC cannot be ungrouped.

	A	B	C	D
1	## SC	SiteCatalyst SAINT Import File	v:2.0	
2	## SC	## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.		
3	## SC	D:2008-04-17 10:54:48	A:2701971:150	
4	Key	Creative Element	Creative Element^Name	
5	123	ABC	Apple	
6	456	ABC	Banana	
7				

Correct – The parent classification is the Key column. Thus, you can classify the individual key values in any way you need.

	A	B	C	D
1	## SC	SiteCatalyst SAINT Import File	v:2.0	
2	## SC	## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.		
3	## SC	D:2008-04-17 10:54:48	A:2701971:150	
4	Key	Creative Element	Name	
5	123	ABC	Apple	
6	456	ABC	Banana	
7				

How do I import via FTP?

When you go to the Import tab within Omniture’s SAINT Classifications, you have the option of setting up an FTP import. When selecting this option, you have to create an FTP through this interface by following the prompts. Once the FTP has been created, you upload your tab delimited (.tab) file to the FTP, followed by a file with the exact same name, and a .fin extension.

Example:

Import File: Site Catalyst Classifications.tab

Finish File: Site Catalyst Classifications.fin

The .fin file is our way of knowing that you are done with your import, and we will promptly remove both files off of the FTP and begin processing it.

**Why is there so much information under “None” in my Classification Reports?**

Anything that has not yet been classified through SAINT will show up under a “None” bucket. To ensure that everything has been classified properly, do a SAINT export and see if there are any items that are not classified.

What do I use under the Creative Elements and Campaigns columns?

You can use any value you want. Creative elements and Campaigns are just default names that Omniture has given these classification reports. If you would like, you can delete or even rename these to be something else that would be more recognizable to your organization, for example, “Campaign Type” or “Search Engine.”



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