



WHITE PAPER



# CALCULATED METRICS

Popular Calculated Metric Formulas and Descriptions

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## 1 Overview

Calculated metrics are custom metrics that you can create from existing metrics, for example, if you have the total revenue and the total number of visits, you can create a custom metric for average revenue per visit or revenue divided by visits (revenue/visits). You can create both Conversion and Traffic-specific calculated metrics. Pathing reports do not have calculated metrics. For information on creating calculated metrics, refer to the SiteCatalyst User Guide.

Once the calculated metric has been completed, you can use it in any of your conversion reports (or you can use traffic calculated metrics in your traffic reports). Since calculated metrics are user defined, the list shown on the following page is in no way comprehensive. However, the list does show some of the more popular calculated metrics that are used by many Omniture customers.

## 2 Calculated Metrics

Traffic			
Name	Formula	Metric Type	Description
Bounce Rate	Single Access/Entries	Percent	When a given page is the entry page, how often do visitors leave the site without accessing any other pages?
Weighted Bounce Rate	(Single Access/Entries) * (Page Views/Total Page Views)	Percent	Same as Bounce Rate, but gives a higher value to pages that are viewed more often on the site, thus pushing your most popular pages with this problem to the top of the list.
Page Views per Visit	Page Views/Visits	Numeric	When applied at a site level: What is the average number of pages per visit? When applied in the Most Popular Pages report: What is the average number of times a specific page was viewed per visit?
Page Views per Visitor	Page Views/Daily Unique Visitors, etc.	Numeric	What is the average number of pages per unique visitor (daily uniques, weekly uniques, monthly uniques, etc.)?
Exit Rate	Exits/Visits	Percent	In the Most Popular Pages report, when a certain page is part of a visit, how often is it an exit page?
Entry Rate	Entries/Visits	Percent	In the Most Popular Pages report, when a page is part of a visit, how often is it an entry page?
Multi-Page Visit Entry Rate	(Entries – Single Access) / Entries	Percent	In the Most Popular Pages report, when a page is the entry page, how often does it lead to at least one other page?
Visits per Visitors	Visits/Daily Unique Visitors, etc.	Numeric	What is the average number of visits per unique visitor (daily, weekly, monthly, etc.)?
Page Views/No Reloads	Page Views – Reloads	Numeric	How many page views did a page get, not counting reloads, but counting Back button or additional path views to the page?
Reload Percentage	Reloads/Page Views	Percent	What percentage of the page views were reloads of that page?
Entry to Exit Ratio	Entries/Exits	Percent	What is the ratio per page of how often it is the entry page vs. how often it is the exit page?

Conversion			
Name	Formula	Metric Type	Description
Average Order Value	Revenue/Orders	Currency	Average revenue per order
Order Conversion	Orders/Visits	Percent	What percentage of visits results in an order?
Buyer Conversion	Orders/Visitor	Percent	What percentage of visitors results in an order?
Checkout Conversion Rate	Orders/Checkouts	Percent	What percentage of checkouts results in an order?
Checkout Initiation Rate	Checkouts/Visits	Percent	What percentage of visits results in a checkout?
Average Order Size	Units/Orders	Numeric	How many items are purchased in an order, on average?
Event Conversion	Orders/Event	Percent	Usable for ANY custom success event, what is the percentage of visits that result in that success event? (For example,

			registrations per visit, form completion per visit, download per visit, etc.)
Product View Conversion	Orders/Product View	Percent	Available in the product reports only. What percentage of product views resulted in an order?
Abandoned	Cart Adds – Orders	Numeric	How many cart additions did not result in an order? (Effective at a product level as well as a site level.)
Abandonment Rate	1 – (Orders/Cart Adds)	Percent	What percentage of visitors added an item to their cart and then didn't purchase it? (This can be very interesting at a product level.)
Abandoned Revenue	(Revenue/Orders) * (Cart Adds – Orders)	Currency	What is the general amount of revenue that has been abandoned? (Revenue is based on the value of the average order.)
Custom eVar Conversion Rate	Orders/Instances	Percent	In a custom eVar report, what percentages of instances (or setting the variable) resulted in an order? For example, when setting a custom eVar upon internal search, what percentage of searches on this keyword resulted in an order?
Campaign Conversion Rate	Orders/Click-throughs	Percent	(Available in Campaign reports.) What percentage of click-throughs resulted in an order? (Can also be used with ANY success event, not just orders. When using Event 1 for registrations, Event 1/Clickthroughs would give you the percentage of campaign click-throughs that resulted in a registration).
Revenue per "Action"	Revenue/Instances	Currency	In an eVar reports, when that eVar is set when someone clicks something (like an internal promotion or specific navigation), this will show the amount of revenue that was a direct result.
Average Item Value	Revenue/Units	Currency	What is the average revenue per item purchased?
Event to Event Ratio	Event 2/Event 1	Percent	What is the percentage of custom event 1's that resulted in a custom event 2? (For example, if you have a sign-in that may lead to a download, and they were set to Event 1 and Event 2 respectively, you could see downloads per sign-in.)
"Unrounded" Revenue	Revenue	Currency to the second decimal place	Revenue by default rounds to the dollar in SiteCatalyst. If you want to see Revenue to the cent, create a calculated metric with two decimal places.



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