



WHITE PAPER



# DATA RELATIONSHIPS

Correlations and Subrelations

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Version 3.0





# 1 Data Relationships

SiteCatalyst offers two types of data relationships: traffic correlations and conversion subrelations. Both options enable you to combine values in a single variable so that different combinations can be reported by other metrics. Each relationship type is described in detail in the following sections.



**NOTE:** For more information on using correlations and subrelations in SiteCatalyst, refer to the SiteCatalyst User Guide.

## 1.1 Traffic Correlations

Correlation Reports are particularly useful for understanding the relationships between two or more Traffic Custom Insight variables, or other system variables. Correlations come in three sizes (2, 5, and 20), based on the number of items that are correlated together at the same time. Correlation groups with more than 500,000 unique combinations of values cannot be correlated within the real time interface.



**NOTE:** For values to correlate, they must be set on a single page, which creates the correlating link between the data points. For instance, if Custom Insight Report 1 (prop1) is populated with the value "User ID 1234" on the Home page, and if Custom Insight Report 2 (prop2) is populated on another page with "Category 4500," there is no correlation between the two (when "User ID 1234" is correlated in another report by prop2, the value "Category 4500" will not appear).

If the values are sent in the same page view or custom link tag, then a data correlation will exist between the two values.

To enable data correlations, you may choose any of the two or more SiteCatalyst reports listed in this document to be correlated together. Once you have chosen the reports that you would like to correlate, contact Omniture Live Support to assist you in setting up the correlation. Data correlation is accomplished at the time of data capture. Once the feature is enabled, previously captured data is not correlated. The current month's data correlation begins the date that data correlation is enabled.



**NOTE:** In the current version of SiteCatalyst, the metrics that may be selected for data correlation reports are limited to Page Views.

The following list displays the variables and traffic properties that you can correlate in SiteCatalyst.

- browser
- browser\_height
- browser\_width
- color
- connection\_type
- cookies
- country
- domain
- geo\_city
- geo\_country
- geo\_dma
- geo\_region
- hierarchies
- host

- java
- javascript\_ver
- keywords
- language
- os
- page name
- channels
- servers
- custom insight 1-50 (traffic variables)
- page URLs
- custom links
- file downloads
- exit links
- persistent cookies
- ref\_domain
- referrer
- resolution
- search\_engine
- timezone
- top level domain



**NOTE:** Your SiteCatalyst administrator can access this list in the SiteCatalyst Admin Console by clicking **Admin Console > Report Suites**. Select a report suite and then click **Edit Settings > Traffic > Data Correlations**. Either drop-down box contains the variables/traffic properties that can be correlated.

## 1.2 Conversion Subrelations

While many variables within SiteCatalyst support data correlation, other variables support a different type of data relationship, called a subrelation, which includes Campaign, Products, Custom Conversion Variables and Events, and Traffic Sources (such as Search Engines and Keywords Reports). Subrelations are different from data correlations because the related variables are not set on the same page, as with data correlations. An example of a subrelation is the relationship between Campaigns (which is captured on the initial page in the site) and Products, which are viewed and purchased later in a visit.

Subrelation breakdowns are similar to data correlations in that they enable one variable to be broken down by another. In addition to "Page Views," a number of metrics are available for subrelations, as shown below. Some of the metrics shown below may require additional fees, and may be enabled by Omniture Live Support.

**Table 1-A: Subrelation Breakdowns**

Variable	Break Downs	Metrics (Showing)
Campaign Variable <b>(Full Subrelations)</b>	Products Products Categories Campaigns	Purchase Revenue Order Units

	Tracking Code Campaign (name) Other classifications Customer Loyalty Sales Cycle Days Before First Purchase Days Before Last Purchase Visit Number Traffic Sources Referring Domain Original Referring Domain Search Engines Keywords Visitor Profile Countries Languages Time zones Visitor State Visitor Zip/Postal Code Domains Technology Browser OS Monitor Resolution Site Path Entry page Original Entry Page Pages per Visit Time Spent on Site Content Groups Conversion Custom Insight	Carts (scOpen) Cart Additions (scAdd) Cart Removals (scRemoval) Cart View (scView) Checkout (scCheckout) Report Specific Click Throughs Custom Events 1 - 20 Daily Unique Visitors Visits Participation Orders Participation Revenue Participation Units Participation Lifetime Metrics Lifetime Carts, Cart Additions, Cart Removals, Cart View Lifetime Checkouts Lifetime Revenue Lifetime Orders Lifetime Units Lifetime Visitors Lifetime Visits Lifetime Custom Events 1-20
Conversion Custom Insight Variable (eVar1 - 20)	Products Products Categories Campaigns	Purchase Revenue Order Units

<p><b>(Basic Subrelations)</b></p>	<p>Tracking Code                  Campaign (name)                  Other classifications                  Customer Loyalty</p>	<p>Carts (scOpen)                  Cart Additions (scAdd)                  Cart Removals (scRemoval)                  Cart View (scView)                  Checkout (scCheckout)                  Report Specific                  Instances                  Custom Events 1 - 20                  Daily Unique Visitors                  Visits                  Participation                  Orders Participation                  Revenue Participation                  Units Participation                  Lifetime Metrics                  Lifetime Carts, Cart Additions, Cart Removals, Cart View                  Lifetime Checkouts                  Lifetime Revenue                  Lifetime Orders                  Lifetime Units                  Lifetime Visitors                  Lifetime Visits                  Lifetime Custom Events 1-20</p>
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### 1.2.1 Enabling Basic Subrelations

Only administrators can enable basic subrelations in the SiteCatalyst Admin Console. Follow the steps below to enable basic subrelations on an eVar.



**NOTE:** You cannot enable full-subrelations through the Admin Console. You must contact Omniture Live Support and have them enable it for you.

1. Log in to SiteCatalyst.
2. Click **Admin** and select your desired report suite.
3. Select the desired report suite.
4. Click **Edit Settings > Conversion > Conversion Variables**.
5. Within the selected eVar, click the check box to the left of the Status check box.
6. Select **Basic Subrelations**.
7. Click **Save**.

## 1.2.2 Understanding Full Subrelations

Conversion subrelations enable you to combine values in a single variable so that different combinations can be reported by other metrics. An example of a subrelation is the relationship between Campaigns (which are captured on the initial page in the site) and Products, which are viewed and purchased later in a visit.

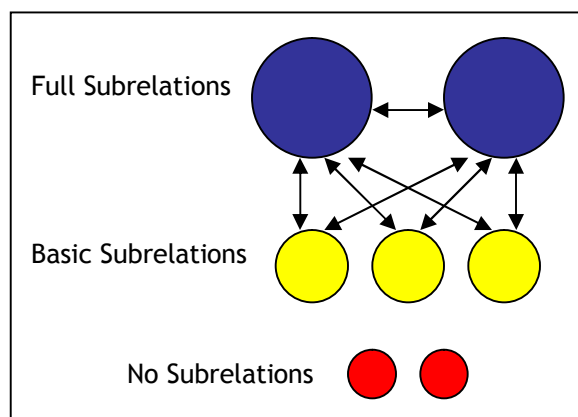
Omniure has three different levels of subrelations which define which variables can be broken down in the SiteCatalyst reports. The three levels are defined as full subrelations, basic subrelations, and no subrelations.

A variable with full subrelations can be broken down by any other conversion variable that is enabled with either full or basic subrelations. The campaign and products variables are enabled with full subrelations out-of-the-box. eVars should be enabled with full subrelations when a business requirement can only be answered by breaking down the value of one eVar variable by another eVar variable. Using Omniure Discover is a preferred alternative to enabling full subrelations.

Conversion variables with basic subrelations can be broken down by variables with full subrelations, but not other variables with basic subrelations. This is the most common configuration for conversion variables in SiteCatalyst.

When a conversion variable has no subrelations it cannot be broken down by other conversion variables. It is a flat report that will only show event metrics. The following illustration shows the ability to break down data in SiteCatalyst reports.

**Figure 1-A: Breaking Down Data in SiteCatalyst Reports**





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