



WHITE PAPER



VARIABLES AND REPORTS (H CODE)

Report Variable Usage

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Version 2.0



1 Report to Variable Mapping

The tables in this chapter are used to display the report to variable mapping, or the SiteCatalyst reports and the variables that are used in them.

1.1 Conversion Reports

The following table lists the conversion variables that are used to populate each report within SiteCatalyst.

Purchases		
Conversions and Averages	s.events, s.products, s.purchaseID	Set "s.events" to "purchase", product detail, order number
Revenue	s.events, s.products, s.purchaseID	Set "s.events" to "purchase", product detail, order number
Orders	s.events, s.products, s.purchaseID	Set "s.events" to "purchase", product detail, order number
Units	s.events, s.products, s.purchaseID	Set "s.events" to "purchase", product detail, order number
Shopping Cart		
Conversions and Averages	s.events, s.products, s.purchaseID	
Cart	s.events	Set "s.events" to "scOpen"
Cart Views	s.events	Set "s.events" to "scView"
Cart Additions	s.events	Set "s.events" to "scAdd"
Cart Removals	s.events	Set "s.events" to "scRemove"
Checkouts	s.events	Set "s.events" to "scCheckout"
Custom Events		
Custom Event 1	s.events	Populate with "event1" - "event20"
...	...	Populate with "event1" - "event20"
Custom Event 20	s.events	Populate with "event1" - "event20"
Products		
Conversions and Averages	s.events, s.products, s.purchaseID	
Products	s.products, s.events	(may vary depending on right column)

		metrics)
Cross Sell	s.products, s.events, s.purchaseID	may vary depending on right column metrics)
Categories	s.products	may vary depending on right column metrics)
Campaigns		
Conversions and Averages	s.products, s.events, s.campaign	
Tracking Code	s.campaign	
Creative Elements	N/A	Defined in SiteCatalyst
Campaigns	N/A	Defined in SiteCatalyst
Customer Loyalty		
Customer Loyalty	s.products, s.events, s.purchaseID	Variables set on the Order Confirmation (Thank You!) page
Sales Cycle		
Days Before First Purchase	s.products, s.events, s.purchaseID	Variables set on the Order Confirmation (Thank You!) page
Days Since Last Purchase	s.products, s.events, s.purchaseID	Variables set on the Order Confirmation (Thank You!) page
Visit Number	s.products, s.events, s.purchaseID	Variables set on the Order Confirmation (Thank You!) page
Daily Unique Customers	s.products, s.events, s.purchaseID	Variables set on the Order Confirmation (Thank You!) page
Monthly Unique Customers	s.products, s.events, s.purchaseID	Variables set on the Order Confirmation (Thank You!) page
Yearly Unique Customers	s.products, s.events, s.purchaseID	Variables set on the Order Confirmation (Thank You!) page
Finding Methods		
Referring Domains	N/A	Automatically set by the .JS file
Original Referring Domains	N/A	Automatically set by the .JS file
Search Engines	N/A	Automatically set by the .JS file
Search Keywords	N/A	Automatically set by the .JS file

Visitor Profile		
Top Level Domains	N/A	Automatically set by the .JS file
Languages	N/A	Automatically set by the .JS file
Time Zones	N/A	Automatically set by the .JS file
States	s.state	Variable set on the Order Confirmation (Thank You!) page
Zip/Postal Codes	s.zip	Variable set on the Order Confirmation (Thank You!) page
Domains	N/A	Automatically set by the .JS file
Technology		
Browsers	N/A	Automatically set by the .JS file
Operating Systems	N/A	Automatically set by the .JS file
Monitor Resolutions	N/A	Automatically set by the .JS file
Site Path		
Page Value	s.pageName, s.products, s.events, s.purchaseID	
Entry Pages	s.pageName	
Original Entry Pages	s.pageName	
Pages Per Visit	N/A	Calculated by business rules in SiteCatalyst
Time Spent on Site	N/A	Calculated by business rules in SiteCatalyst
Site Sections	s.channel	Same as "Channel" report in Traffic reports section
Customer Variables		
Customer eVar 1	s.eVar 1	
Customer eVar 2	s.eVar 2	
Customer eVar 3	s.eVar 3	
...		

Customer eVar 20	s.eVar 20	
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1.2 Traffic Reports

The following table lists the traffic variables that are used to populate each report within SiteCatalyst.

Calculated Metrics		
N/A	N/A	N/A
Site Traffic		
Page Views	N/A	Calculated by business rules in SiteCatalyst
Hourly Unique Visitors	N/A	Calculated by business rules in SiteCatalyst
Daily Unique Visitors	N/A	Calculated by business rules in SiteCatalyst
Monthly Unique Visitors	N/A	Calculated by business rules in SiteCatalyst
Yearly Unique Visitors	N/A	Calculated by business rules in SiteCatalyst
Visits	N/A	Calculated by business rules in SiteCatalyst
File Downloads	N/A	Automatically tracked by .JS file (depends on .JS variable settings)
Finding Methods		
Referring Domains	N/A	Automatically set by the .JS file
Referrers	N/A	Automatically set by the .JS file
Search Engines	N/A	Automatically set by the .JS file
Search Keywords	N/A	Automatically set by the .JS file
Return Frequency	N/A	Calculated by business rules in SiteCatalyst
Daily Return Visits	N/A	Calculated by business rules in SiteCatalyst
Return Visits	N/A	Calculated by business rules in SiteCatalyst

Visit Numbers	N/A	Calculated by business rules in SiteCatalyst
Visitor Profile		
Domains	N/A	Automatically set by the .JS file
Top Level Domains	N/A	Automatically set by the .JS file
Languages	N/A	Automatically set by the .JS file
Time Zones	N/A	Automatically set by the .JS file
Visitor Details	N/A	Automatically set by the .JS file
Last 100 Visitors	N/A	Calculated by business rules in SiteCatalyst
User Home Page	N/A	Automatically set by the .JS file
Key Visitors	N/A	Based on visitor's IP address
Pages Viewed by Key Visitors	N/A	Based on visitor's IP address
GeoSegmentation		
Countries	N/A	Based on visitor's IP address
U.S. States	N/A	Based on visitor's IP address
DMA	N/A	Based on visitor's IP address
International Cities	N/A	Based on visitor's IP address
U.S. Cities	N/A	Based on visitor's IP address
Technology		
Browser Types	N/A	Automatically set by the .JS file
Browsers	N/A	Automatically set by the .JS file
Mobile Devices	N/A	Automatically set by the .JS file
Browser Width	N/A	Automatically set by the .JS file
Browser Height	N/A	Automatically set by the .JS file
Operating Systems	N/A	Automatically set by the .JS file

Monitor Color Depth	N/A	Automatically set by the .JS file
Monitor Resolutions	N/A	Automatically set by the .JS file
Netscape Plug-ins	N/A	Automatically set by the .JS file
Java	N/A	Automatically set by the .JS file
JavaScript	N/A	Automatically set by the .JS file
JavaScript Version	N/A	Automatically set by the .JS file
Cookies	N/A	Automatically set by the .JS file
Connection Types	N/A	Automatically set by the .JS file
Segmentation		
Most Popular Pages	s.pageName	
Most Popular Site Sections	s.channel	
Most Popular Servers	s.server	
Custom Insight		
Custom Links	s.linkName	Requires custom implementation
Custom Insight 1	s.prop1	
...	...	
Custom Insight 20	s.prop20	
Hierarchies		
Hierarchy 1	s.hier1	
...	...	
Hierarchy 5	s.hier5	

1.3 Pathing Reports

The following table lists the pathing variables that are used to populate each report within SiteCatalyst.


Pages		
Page Summary	s.pageName (or other pathed variable)	Also depends on internal business rules
Page Value	s.pageName (or other pathed variable)	Also depends on internal business rules

Most Popular Pages	s.pageName (or other pathed variable)	Also depends on internal business rules
Reloads	s.pageName (or other pathed variable)	Also depends on internal business rules
Clicks to Page	s.pageName (or other pathed variable)	Also depends on internal business rules
Time Spent on Page	s.pageName (or other pathed variable)	Also depends on internal business rules
Pages Not Found	s.pageName (or other pathed variable)	Also depends on internal business rules
Entries and Exits		
Entry Pages	s.pageName (or other pathed variable)	Also depends on internal business rules
Exit Pages	s.pageName (or other pathed variable)	Also depends on internal business rules
Exit Links	s.pageName (or other pathed variable)	Also depends on internal business rules
Complete Paths		
Full Paths	s.pageName (or other pathed variable)	Also depends on internal business rules
Longest Paths	s.pageName (or other pathed variable)	Also depends on internal business rules
Path Length	s.pageName (or other pathed variable)	Also depends on internal business rules
Time Spent per Visit	s.pageName (or other pathed variable)	Also depends on internal business rules
Single-page Visits	s.pageName (or other pathed variable)	Also depends on internal business rules
Advanced Analysis		
Previous Page	s.pageName (or other pathed variable)	Also depends on internal business rules
Next Page	s.pageName (or other pathed variable)	Also depends on internal business rules
Previous Page Flow	s.pageName (or other pathed variable)	Also depends on internal business rules
Next Page Flow	s.pageName (or other pathed variable)	Also depends on internal business rules
PathFinder	s.pageName (or other pathed variable)	Also depends on internal business rules
Fall-out	s.pageName (or other pathed variable)	Also depends on internal business rules

2 Variable to Report Mapping

The table below displays variable to report mapping for the variables used to populate SiteCatalyst reports. Each variable is listed, and the reports that use the variable are listed next to it.

Variable	Reports Populated
s.pageName	Conversion Reports > Path Reports > Page Value Conversion Reports > Path Reports > Entry Page Conversion Reports > Path Reports > Original Entry Pages Traffic Reports > Site Traffic > Page Views Traffic Reports > Site Traffic > Hourly Unique Visitors Traffic Reports > Site Traffic > Daily Unique Visitors Traffic Reports > Site Traffic > Monthly Unique Visitors Traffic Reports > Site Traffic > Yearly Unique Visitors Traffic Reports > Visitor Profile > Pages Viewed by Key Visitors Traffic Reports > Segmentation > Most Popular Pages Path Reports > Pages > Page Summary Path Reports > Pages > Page Value Path Reports > Pages > Most Popular Pages Path Reports > Pages > Reloads Path Reports > Pages > Click to Page Path Reports > Pages > Time Spent on Page Path Reports > Entires & Exits > Entry Pages Path Reports > Entires & Exits > Exit Pages Path Reports > Entires & Exits > Exit Links Path Reports > Complete Paths > Full Paths Path Reports > Complete Paths > Longest Paths Path Reports > Complete Paths > Path Length Path Reports > Complete Paths > Time Spent per Visit Path Reports > Complete Paths > Single-page Visits Path Reports > Advanced Analysis > Previous Page Path Reports > Advanced Analysis > Next Page Path Reports > Advanced Analysis > Previous Page Flow Path Reports > Advanced Analysis > Next Page Flow Path Reports > Advanced Analysis > PathFinder Path Reports > Advanced Analysis > Fall-out

	 NOTE: In all of the Traffic Reports listed above, with the exception of the Most Popular Pages Report, if the s.pageName variable is not set, the URL is used.
s.server	Traffic Reports > Segmentation > Most Popular Servers
s.pageType	Path Reports > Pages > Pages Not Found
s.channel	Conversion Reports > Site Path Reports > Site Section Traffic Reports > Segmentation > Most Popular Site Sections
s.prop1 s.prop20	- Traffic Reports > Custom Insight > Custom Insight 1-20
s.campaign	Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Campaigns > Tracking Code
s.state	Conversion Reports > Visitor Profile > States
s.zip	Conversion Reports > Visitor Profile > ZIP/ Postal Codes
s.events	Conversion Reports > Purchases > Conversion & Averages Conversion Reports > Purchases > Revenue Conversion Reports > Purchases > Orders Conversion Reports > Purchases > Units Conversion Reports > Shopping Cart > Conversion & Averages Conversion Reports > Shopping Cart > Carts Conversion Reports > Shopping Cart > Cart Views Conversion Reports > Shopping Cart > Cart Additions Conversion Reports > Shopping Cart > Cart Removals Conversion Reports > Shopping Cart > Checkouts Conversion Reports > Custom Events > Custom Event 1-20 Conversion Reports > Products > Conversion & Averages Conversion Reports > Products > Cross Sell Conversion Reports > Products > Categories Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Customer Loyalty > Customer Loyalty Conversion Reports > Sales Cycle > Days Before First Purchase Conversion Reports > Sales Cycle > Days Since Last Purchase Conversion Reports > Sales Cycle > Visit Number Conversion Reports > Sales Cycle > Daily Unique Customers Conversion Reports > Sales Cycle > Monthly Unique Customers

	<p>Conversion Reports > Sales Cycle > Yearly Unique Customers</p> <p>Conversion Reports > Site Path > Page Value</p>
s.products	<p>Conversion Reports > Purchases > Conversion & Averages</p> <p>Conversion Reports > Purchases > Revenue</p> <p>Conversion Reports > Purchases > Orders</p> <p>Conversion Reports > Purchases > Units</p> <p>Conversion Reports > Shopping Cart > Conversion & Averages</p> <p>Conversion Reports > Products > Conversion & Averages</p> <p>Conversion Reports > Products > Cross Sell</p> <p>Conversion Reports > Products > Categories</p> <p>Conversion Reports > Campaigns > Conversion & Averages</p> <p>Conversion Reports > Customer Loyalty > Customer Loyalty</p> <p>Conversion Reports > Sales Cycle > Days Before First Purchase</p> <p>Conversion Reports > Sales Cycle > Days Since Last Purchase</p> <p>Conversion Reports > Sales Cycle > Visit Number</p> <p>Conversion Reports > Sales Cycle > Daily Unique Customers</p> <p>Conversion Reports > Sales Cycle > Monthly Unique Customers</p> <p>Conversion Reports > Sales Cycle > Yearly Unique Customers</p> <p>Conversion Reports > Site Path > Page Value</p>
s.purchaseID	<p>Conversion Reports > Purchases > Conversion & Averages</p> <p>Conversion Reports > Purchases > Revenue</p> <p>Conversion Reports > Purchases > Orders</p> <p>Conversion Reports > Purchases > Units</p> <p>Conversion Reports > Shopping Cart > Conversion & Averages</p> <p>Conversion Reports > Products > Conversion & Averages</p> <p>Conversion Reports > Products > Cross Sell</p> <p>Conversion Reports > Customer Loyalty > Customer Loyalty</p> <p>Conversion Reports > Sales Cycle > Days Before First Purchase</p> <p>Conversion Reports > Sales Cycle > Days Since Last Purchase</p> <p>Conversion Reports > Sales Cycle > Visit Number</p> <p>Conversion Reports > Sales Cycle > Daily Unique Customers</p> <p>Conversion Reports > Sales Cycle > Monthly Unique Customers</p> <p>Conversion Reports > Sales Cycle > Yearly Unique Customers</p> <p>Conversion Reports > Site Path > Page Value</p>



s.eVar1 s.eVar20	-	Conversion Reports > Custom Variables > Customer eVar 1-20
s.linkName		Traffic Reports > Custom Insight > Custom Links
s.hier1 s.hier5	-	Traffic Reports > Hierarchies > Hierarchy 1-5



CALL 1.877.722.7088
1.801.722.0139

www.omniture.com
info@omniture.com

550 East Timpanogos Circle
Orem, Utah 84097

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