



WHITE PAPER



VARIABLES

Campaign, eConversion, and Traffic

May 22, 2007

Version 1.1



1 Campaign, eConversion, and Traffic Variables

The following table displays the breakdowns and metrics for each campaign, e-Conversion, and traffic variable.

Variable	Break Downs	Metrics (Showing)
<p>Campaign Variable</p> <p>(var s_campaign) or (s.campaign for H code)</p> <p>(Full Subrelations)</p>	<ul style="list-style-type: none"> ▪ Products <ul style="list-style-type: none"> ○ Categories ▪ Campaigns ▪ Customer Loyalty ▪ Sales Cycle <ul style="list-style-type: none"> ○ Days Before First Purchase ○ Days Before Last Purchase ○ Visit Number ▪ Finding Methods <ul style="list-style-type: none"> ○ Referring Domain ○ Original Referring Domain ○ Search Engines ○ Keywords ▪ Visitor Profile <ul style="list-style-type: none"> ○ Countries ○ Languages ○ Time zones ○ States ○ Zips ○ Domains ▪ Technology <ul style="list-style-type: none"> ○ Browser ○ OS ○ Monitor Resolution • Site Path <ul style="list-style-type: none"> ○ Entry page ○ Original Entry Page ○ Pages per Visit ○ Time Spent on Site ○ Content Groups ○ Conversion Custom Insight 	<ul style="list-style-type: none"> ▪ Purchase (Purchase, var s_product or s.product for H code) <ul style="list-style-type: none"> ○ Revenue ○ Order ○ Units ▪ Carts (scOpen) ▪ Cart Additions (scAdd) ▪ Cart Removals (scRemoval) ▪ Cart View (scView) ▪ Checkout (scCheckout) ▪ Report Specific <ul style="list-style-type: none"> ○ Click Throughs (s_campaign or s.campaign for H code) ▪ Custom Events ▪ Events 1-5
<p>Conversion Custom Insight Variable</p> <p>(var s_evar) or (s.evar for H code)</p> <p>(Basic Subrelations)</p>	<ul style="list-style-type: none"> ▪ Products ▪ Categories ▪ Campaigns ▪ Customer Loyalty 	<ul style="list-style-type: none"> ▪ Purchase (Purchase, var s_product or s.product for H code) <ul style="list-style-type: none"> ○ Revenue ○ Order ○ Units ▪ Carts (scOpen) ▪ Cart Additions (scAdd) ▪ Cart Removals (scRemoval) ▪ Cart View (scView) ▪ Checkout (scCheckout) ▪ Report Specific <ul style="list-style-type: none"> ○ Instances



		<ul style="list-style-type: none"> ▪ Custom Events <ul style="list-style-type: none"> ○ Events 1-5
<p>Traffic Custom Insight (s_prop) or s.prop for H code</p>	<ul style="list-style-type: none"> ▪ Breakdowns via Data Correlation, including multi-level ▪ If correlated, they cannot have multiple values (list variable) ▪ You can Path the Values in Traffic Custom Insight Reports 	<ul style="list-style-type: none"> ▪ Page Views ▪ Instances ▪ Visits ▪ Unique Visitors (enable in Visitors by Page Manager – Dr. Teeth)



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