



WHITE PAPER



DATA COLLECTION

SiteCatalyst Data Collection Variables

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Version 3.0



1 SiteCatalyst Data Collection Variables

SiteCatalyst data collection occurs as a result of HTML code that is added to a web site's pages, and a JavaScript library file that is included by that code.

The HTML code contains variables and other identifiers that facilitate the data collection process. These variables may be dynamically populated with server or application variables. The HTML code snippet also calls the JavaScript library file, which contains SiteCatalyst-specific JavaScript functions used during metrics collection.

The JavaScript creates an image request for a 1x1 GIF image (also called a web beacon). The query string, which is part of the URL, contains the data variables that are collected. Some of these variables are set specifically in the HTML code and some variables are set automatically within the .js file. Additionally, the image request contains a number of variables in the HTTP header. All of these variables constitute the sum of the data collection elements.

1.1 Variables

SiteCatalyst variables are usually populated in the HTML code, on each page or template of the site, as mentioned above. Additionally, plug-ins and global code may be added to the .js file that also populates the variables, or overrides the values set in the HTML pages. The variables that are populated include the following.

Variable	Description
pageName	The name of the page. Uniquely identifies the page and URL in plain English (i.e., "homepage").
channel	The section of the site, or "channel" (i.e., "electronics", "news")
server	Server name or vanity domain to be tracked.
prop1 - prop50	Custom values. The specific meaning of each variable may be defined uniquely for each web site.
hier1 - hier5	Hierarchy variables, used to record visits and visitors for a hierarchically structured site.
campaign*	The campaign variable tracks advertising or email clickthroughs to the site. Campaigns are also correlated to many values throughout the system, such as to conversion and custom events, referring domains, and search engines.
eVar1 - eVar50*	Custom variables that will be tracked and correlated to any events. The specific meaning of each variable may be defined uniquely for each web site. s.eVar values are stored, and correlated to events that happen afterward.
products*	List of products, used in conjunction with the "events" variable
events*	The list of events that occurred on the current page. Examples include: scOpen, scAdd, scCheckout, prodView, purchase, or any custom event from "event1" to "event20."
purchaseID*	Up to 20 character code to uniquely identify the purchase, to be used on the order confirmation ("thank you") page, in conjunction with the "purchase" event

state*	State name or ID, to be used on the order confirmation ("thank you") page, in conjunction with the "purchase" event
zip*	Zip code, to be used on the order confirmation ("thank you") page, in conjunction with the "purchase" or other event
linkName	Optionally used to identify the name of a link when sending in custom, download or exit link data.
linkType	Used to identify the type of link: Custom, Download or Exit
s_objectID	A ClickMap variable used to uniquely identify links on a page
pageType	Used on 404-Page Not Found error pages
pageURL	Optionally used to override the URL of the page as recorded in SiteCatalyst
referrer	Optionally used to override a page's referrer as recorded in SiteCatalyst
transactionID	Integration Data Sources utilize a transaction ID to tie offline data to an online transaction (like a lead or purchase generated online)
visitorID	Visitors may be identified by the visitorID variable, or by IP address/User Agent



NOTE: *Conversion variable. These variables require that the Conversion module be enabled within SiteCatalyst.

1.2 Control Variables

Control variables, which control data collection, are contained in the .js file, but they are not considered data collection elements. Control variables are not included in any SiteCatalyst report, but they may affect the data that SiteCatalyst collects, or the appearance of the reports. Control variables include the following.

Control Variable	Description
s_account	The SiteCatalyst account(s) that the pageview will be reported in. This is referred to as the "Report Suite ID(s)".
charSet	The character set used on the page (default is assumed to be ISO-8859-1). A list of available character sets is available from your Omniture Implementation Engineer.
currencyCode	The currency code used in the s.products and s.events variables (default is assumed to be "USD" – U.S. Dollars). A list of supported currency codes is available from your Omniture Implementation Engineer.
cookieDomainPeriods	The number of sections in a domain on which the Omniture visitor ID cookie will be set

fpCookieDomainPeriods	The number of sections in a domain on which cookies will be set by the JavaScript file. This overrides the value of cookieDomainPeriods for JavaScript cookies.
cookieLifetime	Establishes the lifetime of the SiteCatalyst visitor cookie (s.vixxxx). Configuration of this variable is completed by the Omniture Implementation Engineer and should not be modified by client personnel.
doPlugins	The function that should be called before data is sent to SiteCatalyst.
dynamicAccountSelection	Set to "true" if "s.dynamicAccountList" contains a list of domain/report suite ID pairs to be used to dynamically select the report suite ID based on domain, host, or directory name.
dynamicAccountList	A list of domains and which report suite ID should be used for each (i.e., "abc.com=reportabc").
dynamicAccountMatch	The section of the URL that all filters in dynamicAccountList are applied to
trackDownloadLinks	Set to "true" in order to track clicks on links that have extension names listed in "s.linkDownloadFileTypes."
trackExternalLinks	Set to "true" in order to track clicks on links that are external. External links are domains not listed "s.linkInternalFilters."
trackInlineStats	Set to "true" to capture data for ClickMap reporting.
linkDownloadFileTypes	The list of download file types (list file file extensions).
linkInternalFilters	List all internal domain names, or sub-strings of the domain name ("sample" matches "www.sample.com", "sample.com", and "sample.net").
linkExternalFilters	The list of all domains which should be considered external. This is used to <i>limit</i> the number of external links that will be used, not to specify specific links as external.
linkLeaveQueryString	Whether or not the query string of ClickMap (internal links), external links, and download links should be included for tracking purposes.
linkTrackVars	The variables that should be sent on custom links, download links, and external links. By default, this variable is set to "None" so that variables set on the page are not recounted by link clicks.
linkTrackEvents	The events to be sent on custom links, download links, and external links. By default, this variable is set to "None" that variables set on the page are not recounted by link clicks.
usePlugins	If set to "true", s_doPlugins() will be called by the .JS code prior to creating the

	image request.
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1.3 Automatic Variables

Automatic variables are obtained by the .JS code either automatically, or they are populated in the .JS file as a result of the control variables explained above. The names of these variables are defined only within the query string of the image request. There is no equivalent HTML-based variable. The automatic variables include the following.

Automatic Variable	Description
r (Referring URL)	The referring URL as defined by the browser. This value includes all query string parameters for the referring URL, including search strings and other information.
g (Current URL)	The current page's URL. This value may include all query string parameters, depending upon the account settings and configuration.
ClickMap data (various)	Various information about the page ID, link clicked, including destination URL, link number, etc.
t	The time and date that the event request occurred, in local time.
v	Whether Java is enabled (Y/N).
j	The version of JavaScript supported by the browser.
bw, bh	The width and height of the browser window.
s	The width and height of the screen (the physical monitor).
c	Monitor depth (number of available colors).
ct	Connection type, including LAN, modem, etc.
p	Netscape plug-ins (if running Netscape, the list of plug-ins installed in the browser)
k	Cookies enabled (whether or not cookies are enabled in the browser based on a test cookie)
hp	Whether the current page is set as the browser's Home page

1.4 Direct Variables

Direct variables are those set directly by the browser in the HTTP header of the image request sent to SiteCatalyst. These variables are set in each request that is made for any content on the Internet and include some of the most basic user information. The variables are reported directly or indirectly in a number of SiteCatalyst reports. Direct variables include the following.

Direct Variable	Description
IP address	<p>The IP address is the Internet Protocol address of the user's browser or machine. Note that IP addresses may be "pooled" among multiple users, and that a single user may also use more than one IP address from page to page.</p> <p>The user's IP address is resolved to geographic location based on data provided by Digital Envoy through a partnership with Omniture.</p>
domain	The domain from which the user is requesting data. In many cases, this is a company or an Internet Service Provider (ISP) such as AOL.
user agent string	The user agent string indicates the browser and version, and the Operating System used. In some cases, it may also contain major plug-in or customization features (i.e., .NET). The Browser, Browser Version, and Operating System reports are based on the user agent string.
language	The preferred language setting of the browser
cookies	The names and values of all cookies that have been set by SiteCatalyst.



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