



WHITE PAPER



METRIC DEFINITIONS

Metrics for SiteCatalyst, and Discover

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Version 3.0



1 SiteCatalyst Metrics

Each metric in the table below shows definitions for traffic and conversion in SiteCatalyst, and for Discover. In many cases, the definition for traffic is the same for conversion and for Discover. However, several cases also show that a metric can have different definitions for all three. Therefore, do not assume that the definitions for the metrics are always the same.



NOTE: Omniture has metrics for mobile tracking and media tracking that are a variation on existing metrics. For example, Video Views (SiteCatalyst v.14 and later) is the same as Page Views, with the exception that it is used for viewing videos instead of pages. Similarly, Daily Unique Video Visitors is the equivalent to Daily Unique Visitors.

Table 1-A: SiteCatalyst Metrics

Metric	Definition
Page Views	<p>Traffic A page view occurs when a visitor accesses a page on your web site.</p> <p>Conversion A page view occurs when a visitor accesses a page on your web site.</p> <p>Discover A page view occurs when a visitor accesses a page on your web site.</p>
Visits	<p>Traffic A visit occurs when a visitor comes to and navigates around your web site. A visit may consist of multiple page views. The visit persists until 30 minutes of inactivity or 12 hours of continuous activity. Requires a persistent cookie.</p> <p>Conversion A visit occurs when a visitor comes to your web site and completes a conversion-related event; i.e. registers for a newsletter, purchases a product, etc.</p> <p>Discover A visit occurs when a visitor comes to and navigates around your web site. A visit may consist of multiple page views. The visit persists until 30 minutes of inactivity or 12 hours of continuous activity, but does not require a persistent cookie.</p>
Visitors	<p>Traffic A visitor is a person that comes to your web site. Does not require a persistent cookie.</p> <p>Conversion A visitor is a person that comes to your web site. Is counted when a conversion-related event or action occurs.</p> <p>Discover A visitor is a person that comes to your web site. Does not require a persistent cookie.</p>

Metric	Definition
Daily	<p>Traffic Unique visitor that accesses your site for a single day. Multiple visits in one day count for a one daily unique visitor.</p> <p>Conversion Supports only daily unique visitors. Same definition as traffic, except only counted if there is a conversion-related event.</p> <p>Discover Unique visitor that accesses your site for a single day. Multiple visits in one day count for a one daily unique visitor.</p>
Weekly	<p>Traffic Unique visitor that accesses your site for a single week. Multiple visits in one week count for a one weekly unique visitor.</p> <p>Conversion N/A</p> <p>Discover Unique visitor that accesses your site for a single week. Multiple visits in one week count for a one weekly unique visitor.</p>
Monthly	<p>Traffic Unique visitor that accesses your site for a single month. Multiple visits in one month count for a one monthly unique visitor.</p> <p>Conversion N/A</p> <p>Discover Unique visitor that accesses your site for a single month. Multiple visits in one month count for a one monthly unique visitor.</p>
Quarterly	<p>Traffic Unique visitor that accesses your site for a single quarter. Multiple visits in one quarter count for a one quarterly unique visitor.</p> <p>Conversion N/A</p> <p>Discover Unique visitor that accesses your site for a single quarter. Multiple visits in one quarter count for a one quarterly unique visitor.</p>

Metric	Definition
Yearly	<p>Traffic Unique visitor that accesses your site for a single year. Multiple visits in one year count for a one yearly unique visitor.</p>
	<p>Conversion N/A</p>
	<p>Discover Unique visitor that accesses your site for a single year. Multiple visits in one year count for a one yearly unique visitor.</p>
Instances	<p>Traffic The number of times a specific value is captured, for example, eVar1 is set to "girl." Each time the value "girl" is captured, an instance is counted.</p>
	<p>Conversion The number of times a specific value is captured, for example, eVar1 is set to "girl." Each time the value "girl" is captured, an instance is counted.</p>
	<p>Discover The number of times a specific value is captured, for example, eVar1 is set to "girl." Each time the value "girl" is captured, an instance is counted.</p>
Entries	<p>Traffic The number of times a page is captured as the first page of a visit.</p>
	<p>Conversion Not a metric. Report that gives you all standard success events for a particular page.</p>
	<p>Discover The number of times a page is captured as the first page of a visit.</p>
Exits	<p>Traffic The number of times a page is captured as the last page of a visit.</p>
	<p>Conversion N/A</p>
	<p>Discover N/A</p>
Average Page Depth	<p>Traffic Calculation of page views divided by visits. Shows how far or "deep" an average person navigates into the site.</p>
	<p>Conversion N/A</p>
	<p>Discover Calculation of page views divided by visits. Shows how far or "deep" an average person navigates into the site.</p>

Metric	Definition
Average Time Spent	<p>Traffic The amount of time (in minutes) that a visitor spends on a page. Also can show the amount of time a visitor spent on a site; also called visit length.</p> <p>Conversion N/A</p> <p>Discover The amount of time (in minutes) that a visitor spends on a page. Also can show the amount of time a visitor spent on a site; also called visit length.</p>
Reloads	<p>Traffic Counted when the same pageName is loaded twice; i.e., page is refreshed.</p> <p>Conversion N/A</p> <p>Discover Counted when the same pageName is loaded twice; i.e., page is refreshed.</p>
Path Views	<p>Traffic Not an entire visit length; usually a collection of paths, each of which is usually 3-4 pages long. Shows the frequency of visits on that particular path.</p> <p>Conversion N/A</p> <p>Discover Not an entire visit length; usually a collection of paths, each of which is usually 3-4 pages long. Shows the frequency of visits on that particular path.</p>
Click-throughs	<p>Traffic N/A</p> <p>Conversion Instance of a campaign variable being set. Same as an instance in standard eVar reporting.</p> <p>Discover Instance of a campaign variable being set. Same as an instance in standard eVar reporting.</p>
Product Views	<p>Traffic N/A</p> <p>Conversion Instance of the product view being set. Occurs when the Product Detail page is viewed.</p> <p>Discover Instance of the product view being set. Occurs when the Product Detail page is viewed.</p>

Metric	Definition
Carts	<p>Traffic N/A</p> <p>Conversion Instance of the cart view event being set. Occurs when a new shopping cart is created.</p> <p>Discover Instance of the cart view event being set. Occurs when a new shopping cart is created.</p>
Cart Additions	<p>Traffic N/A</p> <p>Conversion Instance of the cart add event being set. Occurs when an item is added to the shopping cart.</p> <p>Discover Instance of the cart add event being set. Occurs when an item is added to the shopping cart.</p>
Cart Removals	<p>Traffic N/A</p> <p>Conversion Instance of the cart remove event being set. Occurs when a product is removed from the shopping cart.</p> <p>Discover Instance of the cart remove event being set. Occurs when a product is removed from the shopping cart.</p>
Cart Views	<p>Traffic N/A</p> <p>Conversion Instance of the cart view event being set. Occurs when the items in a shopping cart are viewed.</p> <p>Discover Instance of the cart view event being set. Occurs when the items in a shopping cart are viewed.</p>

Metric	Definition
Checkouts	<p>Traffic N/A</p> <p>Conversion An event where customers arrived at the checkout stage of a purchase. Though the checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information), you have complete control over which events on your site qualify as checkouts.</p> <p>Discover An event where customers arrived at the checkout stage of a purchase. Though the checkout stage usually occurs just before a purchase is finalized, and usually involves the customer entering personal information (such as their shipping and billing information), you have complete control over which events on your site qualify as checkouts.</p>
Revenue	<p>Traffic N/A</p> <p>Conversion Revenue is captured on the purchase event, and is defined as the total dollar amount for the sum of the order and each product.</p> <p>Discover Revenue is captured on the purchase event, and is defined as the total dollar amount for the sum of the order and each product.</p>
Order	<p>Traffic N/A</p> <p>Conversion Order is the number of times the purchase event is set.</p> <p>Discover Order is the number of times the purchase event is set.</p>
Units	<p>Traffic Unit is a definition of the product, and is set on the purchase event. It is the number of items purchased for a product, or the sum of total items for all products.</p> <p>Conversion Unit is a definition of the product, and is set on the purchase event. It is the number of items purchased for a product, or the sum of total items for all products.</p> <p>Discover Unit is a definition of the product, and is set on the purchase event. It is the number of items purchased for a product, or the sum of total items for all products.</p>

Metric	Definition
Custom Events (Counter)	<p>Traffic Each time an event is set, an instance is counted for the event. Uses allocation only.</p> <p>Conversion Each time an event is set, an instance is counted for the event. Does not use allocation.</p> <p>Discover Each time an event is set, an instance is counted for the event. Does not use allocation.</p>
Custom Events (Incrementor)	<p>Traffic Each time an event is set, a certain value is counted for that event. Uses allocation only.</p> <p>Conversion Each time an event is set, a certain value is counted for that event. Does not use allocation.</p> <p>Discover Each time an event is set, a certain value is counted for that event. Does not use allocation.</p>
Participation	<p>Traffic Total success of events is contributed to each page (or prop value) of the visit.</p> <p>Conversion Total success of events is contributed to each page (of eVar value) of the visit.</p> <p>Discover Total success of events is contributed to each page (of eVar value) of the visit.</p>
Calculated Metrics	<p>Traffic Value created from a calculation of standard SiteCatalyst metrics; i.e., page views divided by visits.</p> <p>Conversion Value created from a calculation of standard SiteCatalyst metrics; i.e., orders divided by revenue.</p> <p>Discover Value created from a calculation of standard SiteCatalyst metrics; i.e., orders divided by revenue.</p>
(Total)	<p>Traffic The value of all report line items for a reported period.</p> <p>Conversion The value of all report line items for a reported period.</p> <p>Discover N/A</p>

Metric	Definition
(Lifetime)	<p>Traffic Total value of line items from beginning of SiteCatalyst tracking on your web page.</p> <p>Conversion Total value of line items from beginning of SiteCatalyst tracking on your web page.</p> <p>Discover N/A</p>
Occurrences	<p>Traffic N/A</p> <p>Conversion N/A</p> <p>Discover The number of times a specific value is captured, for example, eVar1 is set to "girl." Each time the value "girl" is captured, an instance is counted.</p>
Single Access	<p>Traffic The number of times a page or value is captured as the only value; i.e. page A is the only page visited, and then the visitor left your site.</p> <p>Conversion Single access is not a conversion metric.</p> <p>Discover Same as Traffic.</p>
Video Views	<p>Traffic The number of times a video (or media) is opened and viewed from your site.</p> <p>Conversion The number of times a video (or media) is opened and viewed from your site.</p> <p>Discover N/A</p>



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