



WHITE PAPER



SITECATALYST REFERRER REPORTS

Visitor Access to Your Site

August 20, 2008

Version 3.0



1 Referrers Reports

Two of the most frequently used reports in the Finding Methods Section are the Referring Domains and Referrers Reports, which are calculated based on business rules built into SiteCatalyst, and may be configured upon request.

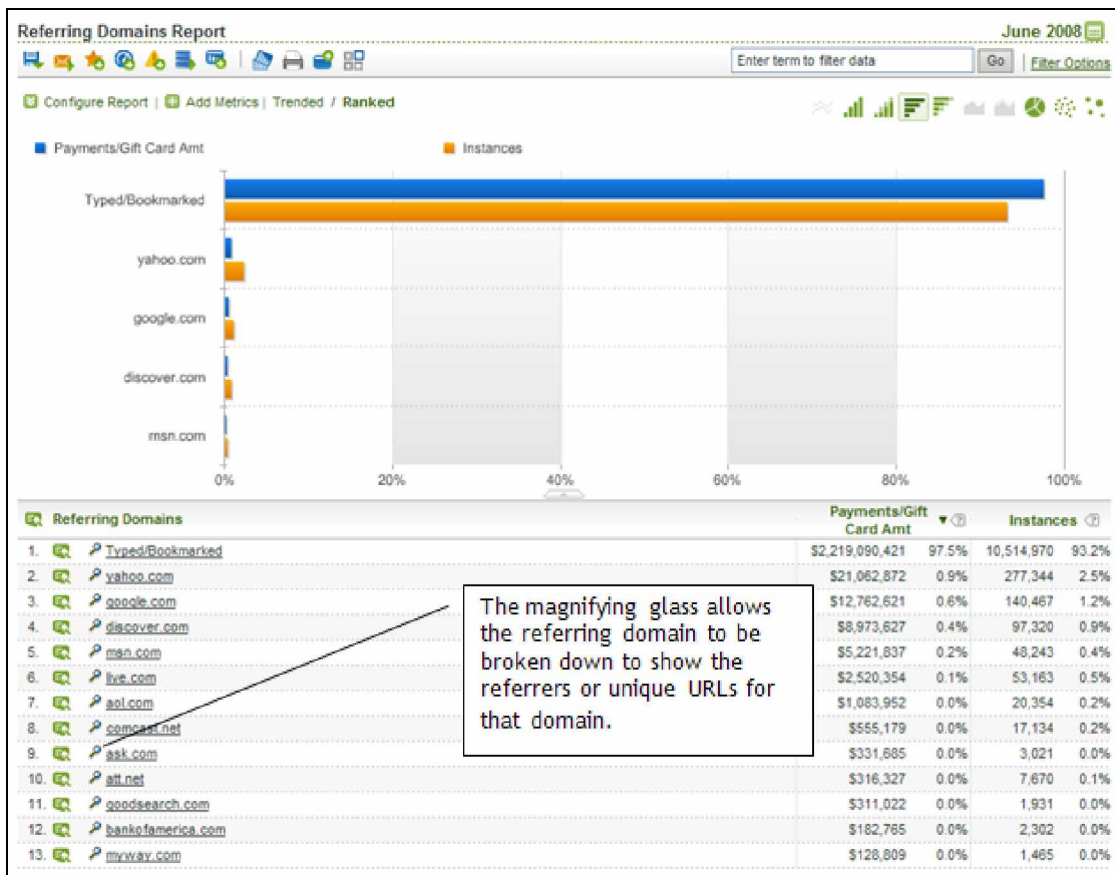
The Referring Domains and Referrers Reports are explained in detail below. These reports are based on data collected from the browser when the page executes (the "document.referrer" field). It is the browser that actually "decides" whether or not a referring URL exists, and the address of that URL. Note that typing a new URL in the address bar will cause the referring URL to be blank. Also, a redirect in most cases will also result in an empty referring URL (that includes both server-side and client redirects).

1.1 Referring Domain Report

A referrer is the Web page location your visitors were viewing before coming to your site. In order to qualify as a referrer, that web page also needs to have a link to your site, and the link must be clicked. Use of the Back or Forward buttons does not create a "referral", nor does the use of the History or Favorites (Bookmarks). The Referring Domains Report shows you the domains your visitors came from before they were on your site. The Referrers report is similar but shows you the complete URLs instead of only the domains.

The Referring Domains Report provides an overview, such as how many referrers are coming from "abcsite.com" versus "xyzsite.com." The Referrers report provides more detailed information about the unique referring URLs for each of these sites.

Figure 1-A: Referring Domains Report





NOTE: Visitors moving between pages in your own site are not considered referrers. To understand how visitors navigate your site, please see the Next Page and Previous Page reports located in the Path module of the SiteCatalyst interface.

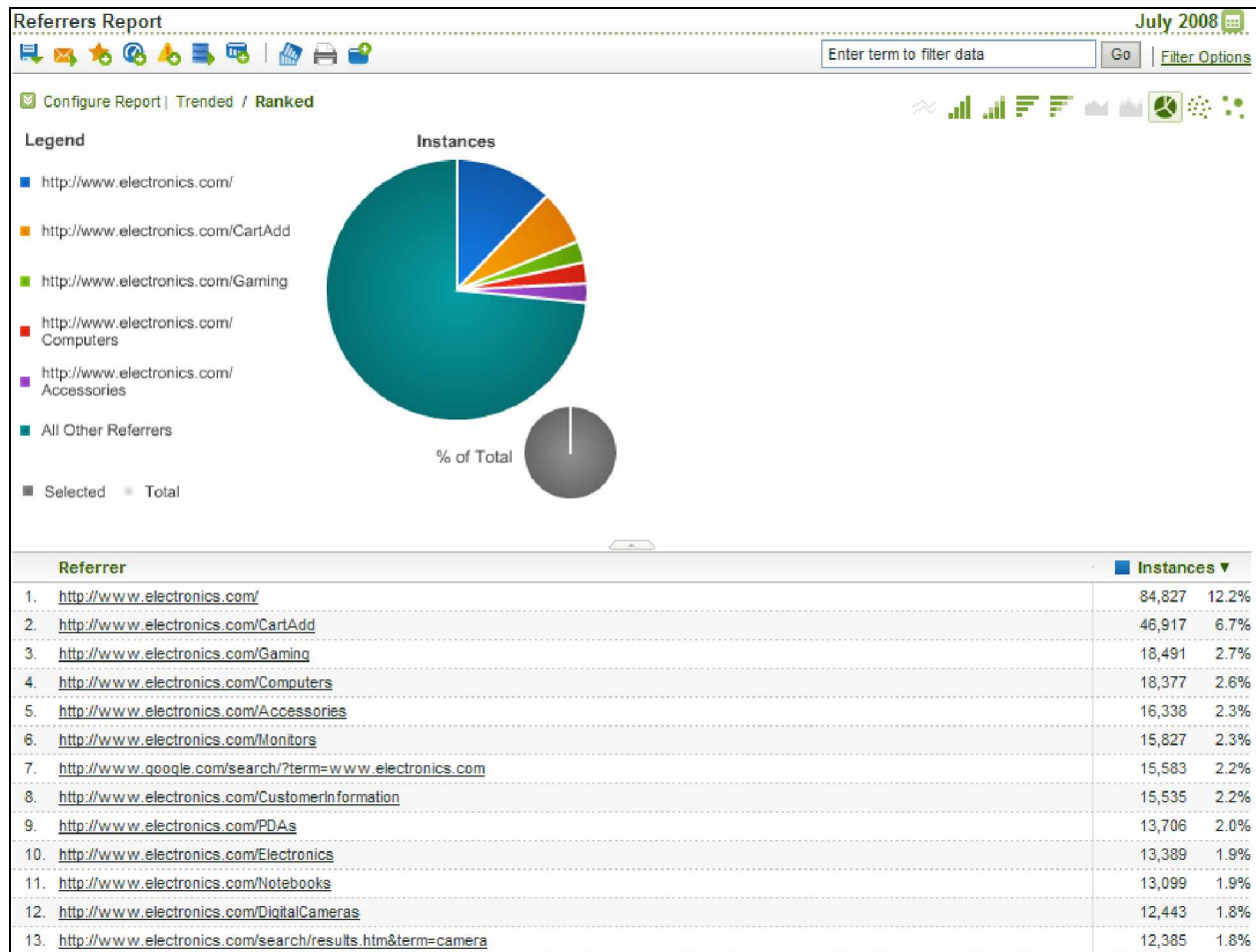
1.2 Referrers Report

The Referrers Report can show where visitors came from before they landed on your web site and can identify how people are finding web pages on the Internet. A referrer is the web page location (full URL) your visitors were at before coming to your site. This report shows more granular data related to the exact and/or unique URL the visitor was at prior to coming to the site.



NOTE: Referrers that come from one page of your site linking to another page of your site are not included in this report. To view referrer information from inside your own site, please see the Previous Page report located in the Path module of the SiteCatalyst interface.

Figure 1-B: Referrer Report



1.2.1 Implementing the Reports

SiteCatalyst's standard code automatically captures the Referring URL from the browser without any additional implementation effort. The browser's "document.referrer" field is captured on each page of the site, and compared to the domain/URL filters. The domain/URL filters are configured by your Implementation Engineer and list all domains

within the site. Any domains not matching the filters are considered "external" and will count as a referral to the site. See the details about the interaction of filters below.

The implementation of the referrer reports occur in the .JS file provided to each client, and is currently not a parameter or feature that may be modified. Contact your Implementation Engineer if you have any questions about this functionality.

1.3 Data Collection and Configuration

On every page of the visit, Omniture compares the current URL to the referring URL. If the referring URL is included in the Internal URL Filters specified in the Admin Console then the Finding Method reports are not impacted (including Referring Domains, Referrers, Referrer Types, etc.). If, on the other hand, the referring URL is NOT included in the Internal URL Filters then Omniture will record the appropriate referring domain, URL, type, etc. If at any time there is no referring URL; i.e., the "r" value in the debugger is empty, then Omniture will count an instance toward the Typed/Bookmarked bucket. Let's assume a visitor came to the web site via the following URL:

http://www.xyzsite.com/home.html?id=123. The visitor navigates through the site and then exits. The same visitor then returns to the site a few minutes later via a link from **http://www.abcsite.com/index.html?id=2333**. The same visitor then exits the site but returns a few more minutes later by typing in **www.xyz.site.com**. The reports would indicate the following.

Referring Domain Report	Instances
Typed or Bookmarked	0
abcsite.com	1
xyzsite.com	1

Referrers Report	Instances
Typed or Bookmarked	0
http://www.xyzsite.com/home.html?id=123	1
http://www.abcsite.com/index.html?id=2333	1



NOTE: The time difference between the visitor exiting and returning to the site is, in each case, less than 30 minutes. In the example above, SiteCatalyst will record a single Visit but 2 instances of Referrers or Referring Domains.

1.3.1 Visit Based Method

The Fallback Method of collecting referrers compares the current page URL to the Referring URL. If they are different, treats it as a referring URL. The reports only show the referrer from the first page of the first entry point. If the same example is used but the Fallback Method has been enabled, the reports will now show:

Referring Domain Report	Instances
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xyzsite.com

1

Referrers Report	Instances
http://www.xyzsite.com/home.html?id=123	1

1.3.2 Additional Options

SiteCatalyst also supports cross-visit referrer reporting, allowing referrers to be credited for success events, revenue, and orders for a specified number of Visits. This type of reporting allows reporting across the most recent number of visits you specify. To enable this tracking, please contact Omniture ClientCare.



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