



WHITE PAPER



# VISTA

Addressing Segmentation Challenges in Data Collection

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Version 2.0





## 1 VISTA

Omniture's Visitor Identification, Segmentation and Transformation Architecture (VISTA) allows for the creation of real-time segmentation of online data. The typical implementation uses JavaScript to set variables and events, while VISTA is a backend Omniture process that allows you to accomplish many of the same tasks. VISTA also provides a variety of solutions to problems that would be difficult or impossible to solve via implementation. The tasks that can be accomplished by VISTA fall into two basic categories, segmentation (moving data between reports suites) and transformation (manipulating the data before it is collected in a report suite). Examples of each type are listed below:

### Segmentation

- Data can be separated or duplicated into multiple report suites based on user type. For example, traffic coming from registered users or internally within the company could be copied to separate report suites.
- Domain names, URL patterns, directories or any other variable may be used to segment data into separate report suites. This feature is very useful for large, static HTML sites.

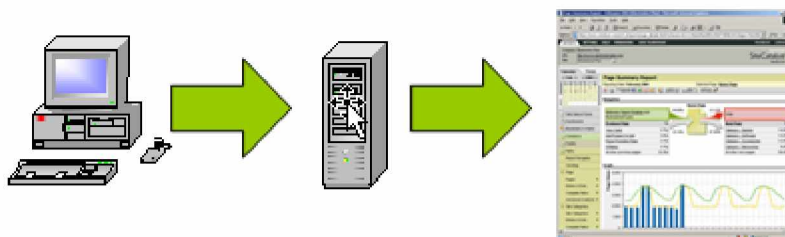
### Transformation

- VISTA may use the JavaScript variables as a lookup value in a database. This allows additional attributes to be assigned to the collected data from offline systems. For instance, a known user ID could be used to look up associated values such as Company Name, Country, or User Status and populate additional variables.
- Encrypted incoming data can be decrypted prior to storage, providing secure and usable data.

### 1.1 Data Collection Process

The following diagram illustrates the process of data collection. The SiteCatalyst JavaScript collects data that is embedded in web pages, and transmits the data to SiteCatalyst data collection servers. The data is processed and available in reports within minutes.

Figure 1-A: Data Collection Process

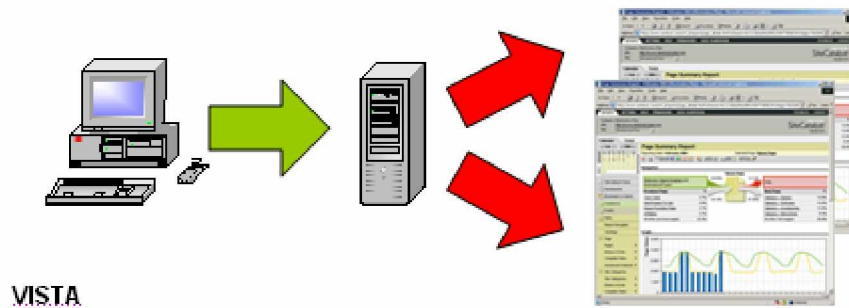


#### Typical Data Collection

Data is collected from visitor's browser, processed by SiteCatalyst and made available in real time reports.

In the following scenario, VISTA is used to transform or segment data after SiteCatalyst data collection servers have received the image request, but before it is processed by the reports. The transformation may be based on data elements within the collected data.

**Figure 1-B: Data Collection Process with a VISTA Rule**



**VISTA**

VISTA can segment data into multiple reports, transform data based on algorithms or databases, and identify business-critical segments. VISTA transforms and segments data in real time directly into SiteCatalyst reports.

In the example above, data is segmented into two different report suites. This might be necessary in order to separate internal traffic from external traffic, and create two separate report suites, for instance. This may be accomplished by segmenting traffic based on internal IP addresses.

## 1.2 Sample VISTA Rules

### 1.2.1 Segmentation Example

VISTA rules are unique for each report suite. Report suites are defined initially in the JavaScript implementation. The JavaScript may be used in conjunction with a VISTA rule to control data flow to a report suite. For instance, assume you have a web site “mysite.com” which has a Beta and Production version. The only difference is that the Beta site is located at “mysite.com/beta/”. Now let’s assume you want to compare external use of the Beta site between Internal and External visitors, to determine if visitors are behaving as expected. Four report suites will be required.

Report Suite	Definition
mysitebetainternal	Beta site, internal traffic
Mysitebeta	Beta site, external traffic
mysiteprodinternal	Production site, internal traffic
Mysiteprod	Production site, external traffic

The JavaScript can be used to segment between “mysitebeta” and “mysiteprod”, based on the current URL, but JavaScript is unable to determine an IP address for the browser (the IP is assigned further down the network). VISTA is used to separate the Internal from the External traffic based on this address.

### 1.2.2 Transformation Example

VISTA rules can also be used to obtain additional value from current report suites. Geosegmentation, as provided by Omniture, helps determine the source country, region, city and DMA of incoming traffic. This makes available reports on the number of visitors coming from different geographical areas. You may also desire to view metrics other than visitors such as which cities produced the most revenue or which countries have the highest rate of conversion for one of your custom metrics. These reports would not be available by default, but can be provided using VISTA.

VISTA can be used to populate the geosegmentation values into conversion (evar) and traffic (prop) variables to provide valuable reports. By using VISTA to populate an evar with the geosegmentation data, you would gain access to all reports normally associated with an evar such as revenue, orders and conversion rates all broken down by geographical location. Time spent on site, pathing and keyword reporting per country, region or city could all be obtained if VISTA was used to populate the geosegmentation data into a prop variable.

### 1.2.3 Implementing and Maintaining VISTA Rules

VISTA rules are written, tested, and deployed on Omniture’s servers. Since VISTA rules interact only at the point of data collection, there is no maintenance or effort required by Omniture clients. Your Omniture representative will work with you to define the VISTA rule and create a specification from which the rule will be programmed, review the requirements with you, test the rule in a development environment, and deploy the validated rule into production.

VISTA rules require time to design, approve, test, and deploy. Since VISTA rules modify the data collected by SiteCatalyst, new rules as well as changes to existing rules are made carefully and tested extensively. In most cases, the data of affected report suite(s) are duplicated onto a separate server, and the VISTA rules applied to this test data. Once the data has been validated and the performance verified, the rule can then be promoted to production servers.

Data is stored in the data warehouse before pre-VISTA format, in the original state in which it was received. Data warehouse reports can be run on pre- or post-VISTA data.

## 1.3 Data points available to VISTA

The following is a list of commonly used data points that VISTA uses to segment or transform data.



**NOTE:** Standard VISTA rules cannot act on data in previous page views or data in other image requests.

Data Points	
pageName	User Agent (browser name/version, operating system>
channel	Referrer (referring URL)
server	URL (URL stem or query string)
pageType	IP address
prop1 – prop50	Geosegmentation (Country, Region, City, DMA)
evar1 – evar50	Language
products	campaign
hier1-hier5	state
events	zip



**NOTE:** Contact your Omniture representative for a complete list of data points available to VISTA.

## 1.4 VISTA Solutions

Your Omniture representative can provide you with a list of standard VISTA solutions or work with you to create a custom solution. Here is a list of some standard VISTA solutions.

VISTA Solution	Description
Data Value Encryption	Decrypts sensitive data points that have been encrypted prior to being sent to Omniture (before they are delivered into report suites).
Cost of Goods Sold	Inserts the actual product cost (as provided by the client) of every order into the product list to provide Net Profit / Gross Margin reporting.
Unified Sources	Moves "Finding Methods" data into eVars like the campaign variable, allowing "Finding Methods" to have event credit and be tracked similar to tracking codes.
Site Search to Page	Correlates the page name and search terms to see the search terms generated by specific pages and how searches on specific pages generate revenue.
Geo-Commerce	Enables additional reporting and segmentation based on the geographic location of your audience by populating conversion and traffic variables.
Bots/Spiders	Excludes traffic coming from automated search engine indexing processes into a separate report suite, providing more accurate visitor profiling.
Fraudulent Orders	Detects potentially fraudulent orders and isolates them to a separate report suite for future analysis and to help prevent spikes in marketing data.
Internal Traffic	Filters out data from an organization's internal users based on the IP addresses used within an organization.
Unauthorized Sources	Prevents data coming from "copycat" websites (sites that have copied your website code, including your SiteCatalyst code) from skewing your data.
Monitoring Agents	Separates incoming data from automated monitoring systems (like Keynote or Gomez) from the rest of your report suite data.



**NOTE:** Additional information regarding the benefits and requirements of each of these VISTA solutions can be obtained from your Omniture Representative.



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