



WebTrends 7

User Guide

May 2004 Edition
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Chapter 1


Introduction

Overview

This guide is intended to help you, the end user, understand and use WebTrends reports. This guide will briefly discuss how WebTrends works, how to access your reports, and how to interact with them to find the information that you need.

WebTrends and WebTrends On Demand both offer a variety of powerful analysis and reporting options. The features and reports available to you are dependant on how your company is licensed to use WebTrends, and what product edition they have implemented. If you have questions about the WebTrends edition you are using, please see your WebTrends administrator.

How to use this guide

You will find icons for each WebTrends edition throughout the documentation. If a feature or content section applies to your edition of WebTrends, you will find the appropriate icon at the beginning of the section. For example, if you are licensed as a WebTrends On Demand, Small Business Edition user, features and content areas applicable to you include this icon: 

If the content does *not* apply to your WebTrends edition, you will see a “not applicable” version of your product icon: 

Important: Note that while your edition of WebTrends may include a feature, your ability to use it may be restricted by either licensing or your WebTrends administrator. If you do not have access to a feature that is included in your edition, please see your WebTrends administrator.

Table 1-1. Edition Icons

| This icon: | Represents this product: |
|---|--|
|  | WebTrends Small Business Edition |
|  | WebTrends Professional Edition |
|  | WebTrends Enterprise Edition |
|  | WebTrends On Demand Small Business Edition |
|  | WebTrends On Demand Professional Edition |
|  | WebTrends On Demand Enterprise Edition |

Minimum System Requirements for the WebTrends Desktop

- 256MB of RAM
- Microsoft Internet Explorer v5.5 or higher
- Microsoft Office 2000 or higher (required for Report Exporter)
- Sun Java Runtime Environment v1.3.1_11

Large environments will require multiple machines. Additional RAM improves performance. SCSI RAID 10 (also known as RAID 0+1) is recommend for the best disk performance.

Note: If you want to convert WebTrends reports to alternate formats, or use WebTrends SmartReports for Microsoft Excel, WebTrends also requires Office 2000 or above.

Documentation

WT - SB | WT - Pro | WT - Ent | WTOD - SB | WTOD - Pro | WTOD - Ent

There are a variety of online help resources and manuals—such as this one—to help you install, configure, and use WebTrends to its full potential.

- The online resources are detailed in the following section.
- See “[Additional Documentation Resources](#)” on page 10 for a list of other manuals that are available as *.pdfs to WebTrends users.

Getting help in the program

WebTrends includes detailed online help to guide you through configuring and using WebTrends and WebTrends On Demand. Various information resources include:

- **The Admin Console Help**

If you are logged into WebTrends, open this by selecting **Help** from the left pane of the Admin Console, then **Contents & Index** from the right pane.

Context-sensitive help is also available from most dialogs within the program. Select **Help** from the upper right-hand corner of the dialog to open the pertinent help page. You can then select **Show Navigational Controls** to open the Table of Contents, if you want to browse elsewhere in the help system.

- **The Desktop Help**

WebTrends users view reports, and descriptions of the elements of the reports, through the WebTrends Desktop. For help on navigating and working with the Desktop Viewer, select **Help>Contents** from the upper right corner of the Desktop.

- **SmartView and Express Viewer Help**

These new WebTrends features each include a standalone help system. To open these help systems from within each program, select **Help** from the upper right corner of these panels.

Note: For installation instructions for SmartView, see “[Installation](#)” on page 56. For installation instructions for the Express Viewer, please see the Express Viewer chapter of the *WebTrends Installation and Configuration Guide*.

- **Glossary**

From the WebTrends Desktop, select **Help>Glossary**. A detailed WebTrends glossary opens in a new browser window.

Providing Feedback

Your comments are very important to us. Please take the time to let us know about your WebTrends experience by doing one of the following:

- From the Admin Console, select **Help** in the left pane, then **Feedback** from the right pane.
- From the WebTrends Desktop, select **Help>Feedback** from the upper right-hand corner of the report.

The Feedback page of the WebTrends web site opens in a new browser window. There you can rate different aspects of our product and provide your comment.

Additional Documentation Resources

In addition to this *User Guide*, there is additional documentation available to help you maximize the effectiveness of your company’s WebTrends implementation. The other major documents for this release of WebTrends include:

- **The Implementation Guide**

A comprehensive guide for both administrators and non-administrators providing general information and best practices for a successful WebTrends implementation. Topics covered in this guide include how to collect web traffic data, how to get optimal performance with your web analysis, considerations to make when setting up your organization to run web analysis and how to configure WebTrends to give you the information you need.

- **The Installation and Configuration Guide**

A step-by-step guide for administrators who are responsible for installing, setting up and providing basic configuration of the WebTrends software or service. This guide will provide everything needed to get WebTrends up and running.

- **The Technical Reference Guide**

This guide serves as a technical reference for administrators who are responsible for maintaining the WebTrends software or service.

These manuals can be found in the Documentation directory on your WebTrends installation CD, or downloaded from our website.

To download the *.pdf files from the WebTrends web site, do either of the following:

- If you are logged into WebTrends:
 - 1) From the Admin Console, select **Help** from the left pane of the Admin Console, then select **Documentation and Release Notes** from the right pane.
 - 2) The Documentation page of the WebTrends web site opens in a new browser window. Browse to the *.pdf you want to download.
- Paste the following URL into your browser's address bar:
`http://product.webtrends.com/
ptw.aspx?action=14&prodtype=rcent&version=7.0&os=win32`

Visual cues in WebTrends Documentation

The following table describes the typographic changes used in this and other guides to using WebTrends:

| This text | Represents |
|------------------------|---|
| Bold | The name of an icon or button (New), a text box (Base Time text box), or check box (Save User ID check box in the user interface). |
| Title Case | The name of a dialog box (Edit Connection dialog box), |
| Lucinda Console | Source code examples, program output, or anything typed by the user. |
| “in quotes” | The title of a chapter or section. |

Note: Please see the “[Edition Icons](#)” table on [page 8](#) for details on using the WebTrends edition logos to determine which features apply to the WebTrends edition you are using.

Chapter 2

The WebTrends Desktop

WT - SB | WT - Pro | WT - Ent | WTOD - SB | WTOD - Pro | WTOD - Ent

Introduction

Regardless of which WebTrends edition you are working with, you view the reports through the WebTrends Desktop console. If you have administrative rights, you may be using the WebTrends Admin Console to configure how your profiles are generated, and what data they will include. The Admin Console is beyond the scope of this book; this *User Guide* explains how to navigate the Desktop report viewer.

If you are looking for more detailed and step-by-step information about program administration, configuration, maintenance, and troubleshooting, please see the Admin Console online help, or see the WebTrends *Installation and Configuration Guide*, available for download at:

[http://product.webtrends.com/
ptw.aspx?action=14&prodtype=rcent&version=7.0&os=win32](http://product.webtrends.com/ptw.aspx?action=14&prodtype=rcent&version=7.0&os=win32)

Note: You may not have administrative rights to edit certain WebTrends settings. Please contact your WebTrends administrator if you have questions regarding your ability to add and edit information in the program.

Getting Started

Terms and Definitions

Here are some common terms that you will see used throughout the WebTrends user interface and documentation:

- The two main consoles of the product: the WebTrends **Admin Console** (see below), and the **WebTrends Desktop** (see [page 15](#)).

Some WebTrends On Demand users also work with an Account Console. For details, please see the User Accounts chapter of the WebTrends *Installation and Configuration Guide*, available both on your WebTrends product CD, or for download from

[http://product.webtrends.com/
ptw.aspx?action=14&prodtype=rcent&version=7.0&os=win32](http://product.webtrends.com/ptw.aspx?action=14&prodtype=rcent&version=7.0&os=win32)

- The "building blocks" that WebTrends uses for report creation: **Profiles** (see [page 16](#)) and **Templates** (see [page 16](#)).
- The generated **Reports** (see [page 17](#)) and the summary **Dashboards** included in them (see [page 17](#)).

WebTrends Admin Console

There are two main consoles used to interact with the WebTrends. The first is the WebTrends Admin Console (shown on [page 15](#)), the screen used by the administrator and power users to configure analysis settings, control scheduled processes, delegate user permissions, and other administrative tasks. The options and menus available when viewing the Admin Console depend on your user permissions. Most business users will use only a small subset of the Admin Console tools to launch the WebTrends Desktop.

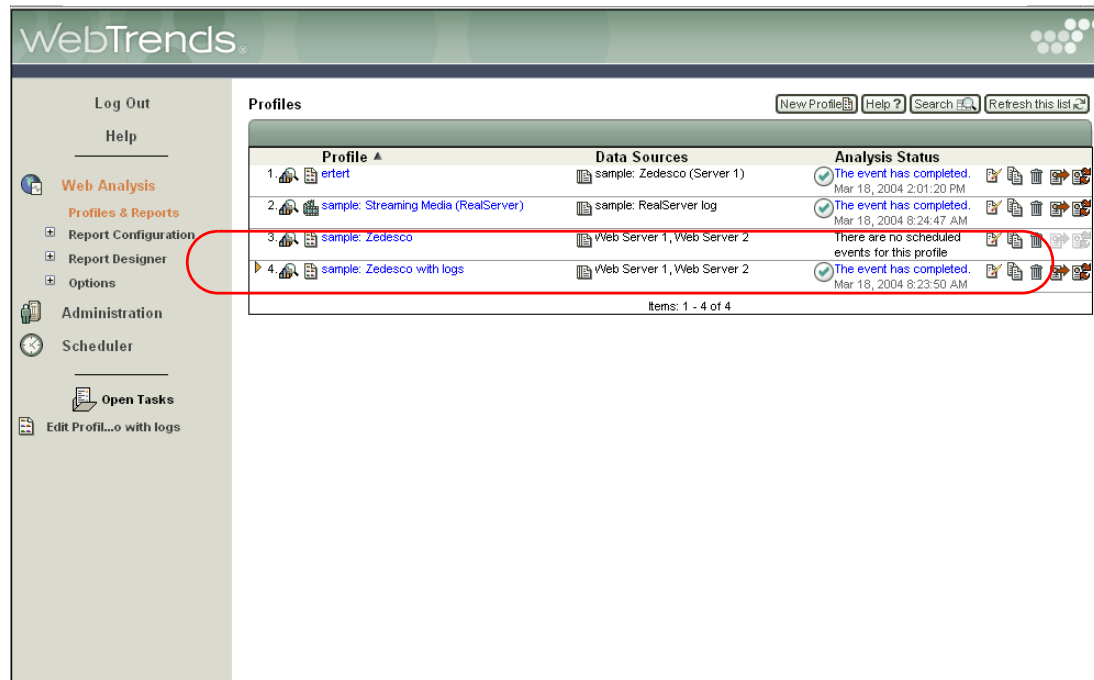




Figure 2-1. WebTrends Admin Console with the selected profile highlighted

WebTrends Desktop

The WebTrends Desktop (shown on page 16) allows you to view and interact with the reports themselves. Open this console from the Admin Console by clicking the **View Reports** icon ( or  , if the profile is Express Analysis) to the left of the profile name.

Most business users will spend the majority of their time using the WebTrends Desktop.

The Desktop is kept current with new data on a scheduled basis, so whenever you bring up the Desktop, the most up to date reports are always at your fingertips. In the Desktop you can choose various reports, view data across various time ranges, export the report to Microsoft Word or Excel format, or to a .pdf or comma-delimited text file.

For further details on WebTrends reports, see “Working with Profiles” on page 27, or the WebTrends online help systems.

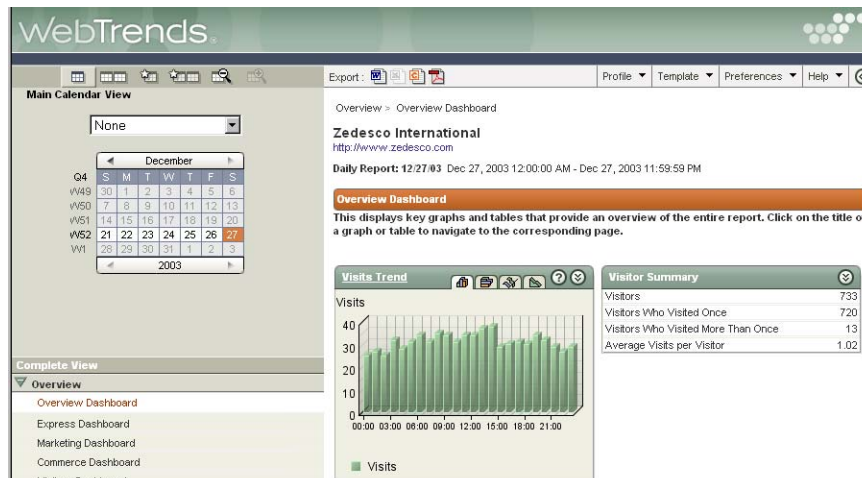


Figure 2-2. Desktop of a sample WebTrends report

WebTrends profiles

Profiles are used to control certain settings about how your analysis will run, such as location of web data log files, how often the reports are updated, which users have access to them, settings for archiving report data, etc. Each profile generates and maintains a set of reports for a specific set of data, such as a particular web site or segment of a web site. For more information on profiles, see the WebTrends online help, or the WebTrends *Installation and Configuration Guide*.

WebTrends templates

Templates control which reports are visible and how they are organized in the WebTrends Desktop. Each profile has one or more templates that can be changed on the fly to switch quickly between different views of the same profile's data. Multiple views are commonly used for different audiences or for varying levels of detail of the same information.

The preceding [Figure 2-2](#) shows an example of a Streaming Media profile that has been analyzed using a Complete Streams view template.

WebTrends reports

A report, as defined in WebTrends, is a single table and graph set that conveys the same information in one or more ways. Examples include the Top Pages report, containing a trend graph over time, a top items graph, and a top items table, all on the same screen page. A profile might generate 50, 100, or more reports in a single analysis cycle, and each time period (day, week, month, etc.) might have many reports associated with it. When you choose an item from the table of contents in the WebTrends Desktop, you are viewing either a report or a dashboard.

Create a report to answer your most specific business questions. Predefined reports provide much of the general information today's businesses need. But ultimately, specific business activities will drive the need for more customization. WebTrends products are designed to give users the information, reports and metrics that are specific to their purposes. Custom Reports—available in Enterprise Edition—give users unlimited flexibility to create reports on the information they need through a multitude of reporting criteria to design reports with information tailored to a company's web site goals. Using Custom Reports, users will be able to focus on the exact dimensions that will give them insight into the performance of their initiatives.

Segmentation Analysis utilizes the Custom Reports capability and high level anonymous information stored on individual visitors to offer marketers the ability to segment their visitors based on recency and frequency of visit, or on lifetime value. This capability helps to understand how visitor behavior varies by segment, and how well specific campaigns, and other critical factors that drive visitors to a web site, work over time.

Any of these custom reports can be added to customized templates or dashboards to focus on the most critical metrics that help optimize business initiatives. Ask your WebTrends administrator for more information on the capabilities of Custom Reports and Segmentation Analysis to start answering specific business questions today.

WebTrends Dashboard

The Dashboard—a collection of "thumbnails" of many different reports—is a visual summary of the most significant information for that template over a particular time range. Typically, there is only one Dashboard per report template. It is the first thing that appears when launching the Desktop. For example, [Figure 2-2 on page 16](#) shows the Dashboard of the Web view of this report.

Click the title of a thumbnail to drill down to more complete information. For example, you can click the title of the "Visits Trends" thumbnail on the Dashboard, and the detailed Visits Trends report opens in a new browser window as shown in the following figure.

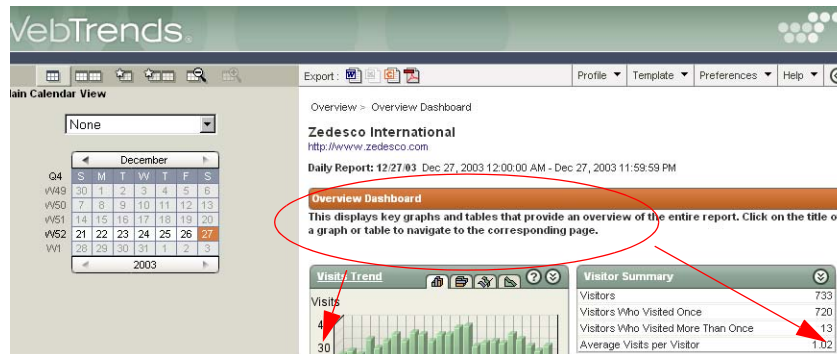


Figure 2-3. Dashboard showing Visits Trends

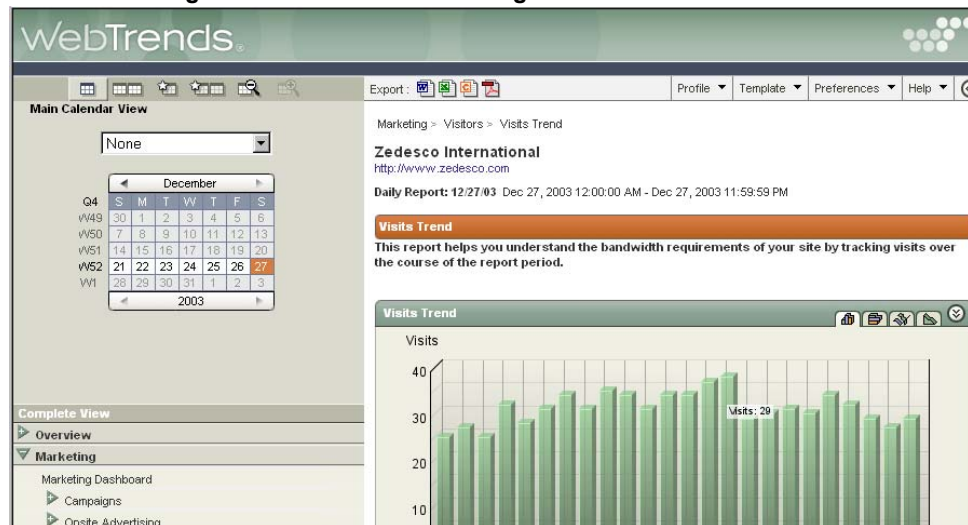


Figure 2-4. Dashboard expanded to show full Visits Trends Report

How it Works

In order to get the most out of your WebTrends reports, it is helpful to understand how WebTrends works.

- **WebTrends Small Business, Professional, and Enterprise Editions**

WT - SB | WT - Pro | WT - Ent

The WebTrends analysis engine is usually installed on a server-class machine somewhere in your organization's data center. Since WebTrends is a browser-based application, the only software you need on the client side is a supported web browser, such as Microsoft's Internet Explorer. (Additionally, you will need the appropriate software installed if you are planning on converting your reports to an alternate format such as Microsoft Excel or Word documents, CSV [comma separated text files] or .pdf documents.) The WebTrends administrator gives you privileges to view your own reports without interfering with other users' reports.

- **WebTrends On Demand Small Business, Professional, and Enterprise Editions**

WTOD - SB | WTOD - Pro | WTOD - Ent

Similar to the description above, you need a supported web browser on the client side. Either WebTrends or a third-party hosts the analysis engine servers and the additional software needed for report conversion, however.

For every product edition, the WebTrends administrator—or other users with appropriate rights—configures profiles to collect web traffic data, analyze it, and produce sets of reports, all on a scheduled basis. Most often, profiles are created for each major division of information corresponding to the organization's needs. For example, a profile might be created for each web site, department, product line, or major content area within a very large web site. As a user, you may be given access to one or more of these profiles, depending on your areas of responsibility.

Log onto WebTrends, and launch the WebTrends Desktop to view reports. You can choose current or historical reports over varying time ranges (days, weeks, months, quarters, or years). Once you are logged into the WebTrends Desktop, you can either open individual reports by clicking on the appropriate title in the Table of Contents in the lower left corner of your browser window (highlighted in [Figure 2-5 on page 20](#)), or click through the WebTrends Dashboard (shown on [page 18](#)) to work with reports in various ways to increase your understanding of the data.

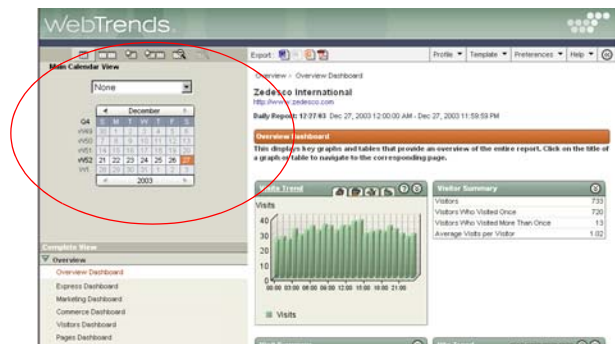


Figure 2-5. Table of Contents of the WebTrends Desktop

Logging in to WebTrends

Your administrator will give you a web address, a username, and a password that you use to log in to WebTrends.

To view your reports:

1. Launch your web browser.
2. Type one of the following addresses into the address bar of your browser window:
 - The hostname followed by the port that WebTrends is running on. For example, `server:7099`
 - The host IP address followed by the port that WebTrends is running on. For example, `192.168.0.99:7099`

- "localhost" followed by the port number if WebTrends is installed locally. For example,

localhost:7099

Tip: If your WebTrends administrator has given you a bookmark, desktop icon, or email with a link to WebTrends, use that instead.

Important Notes:

—The browser treats each method of connecting as a separate realm. To log in as two different users in the same browser, use a different method to access WebTrends.

—Depending on your network configuration, you may not be able to access WebTrends outside your company's network (i.e., from a home computer or from a computer on a customer's network) for security reasons. If you encounter firewall issues, see your WebTrends administrator for details on accessing the company's servers from outside the corporate network.

3. The login screen of the WebTrends opens (shown below). If you do not already have a bookmark of this page, you may find it helpful to create one now.

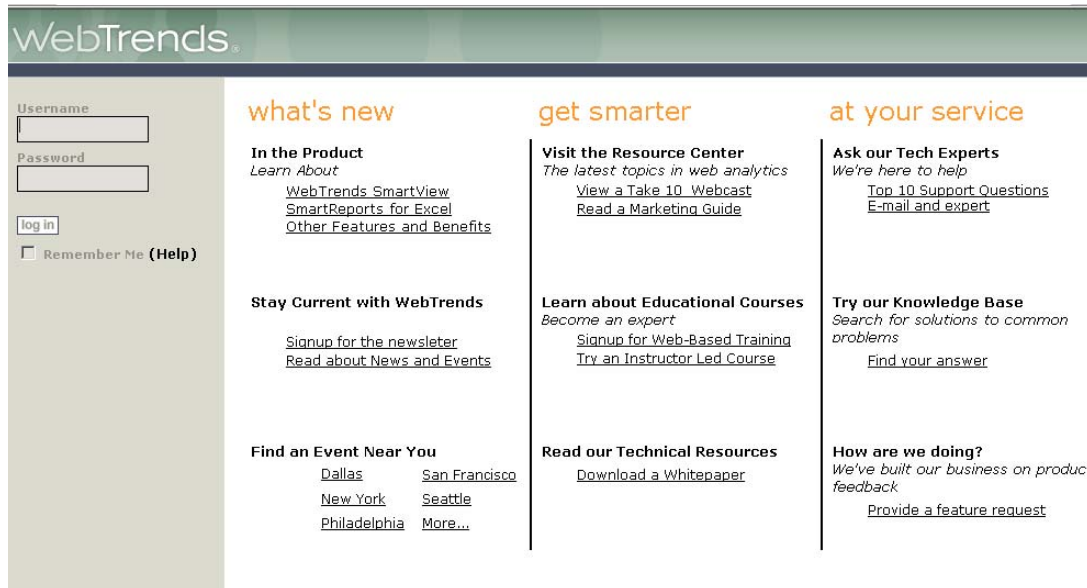


Figure 2-6. The WebTrends log in window

4. Click **Log in** on the left panel. When prompted, enter your username and password.
5. The Admin Console opens (shown on the next page) listing the profiles you have access to. The tools and features available to you depend on your administrative and viewing rights.

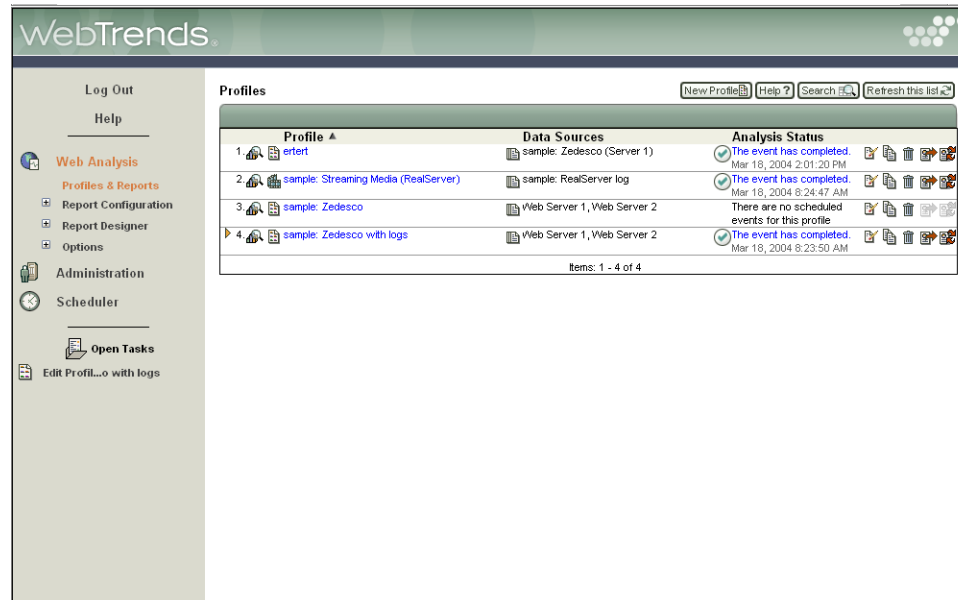


Figure 2-7. The WebTrends Admin Console

Note: This view of the Admin Console shows the options you have available to you if you've been granted Profile Add, Edit, and Delete rights. If you have been granted additional rights, you will see additional menu options.

Contact your WebTrends administrator if you have questions about the WebTrends features available for you to use.

- Highlight the profile you want to work with, and click the **View Reports** icon (or) to the left of the profile name. The WebTrends Desktop (shown on the following page) opens.

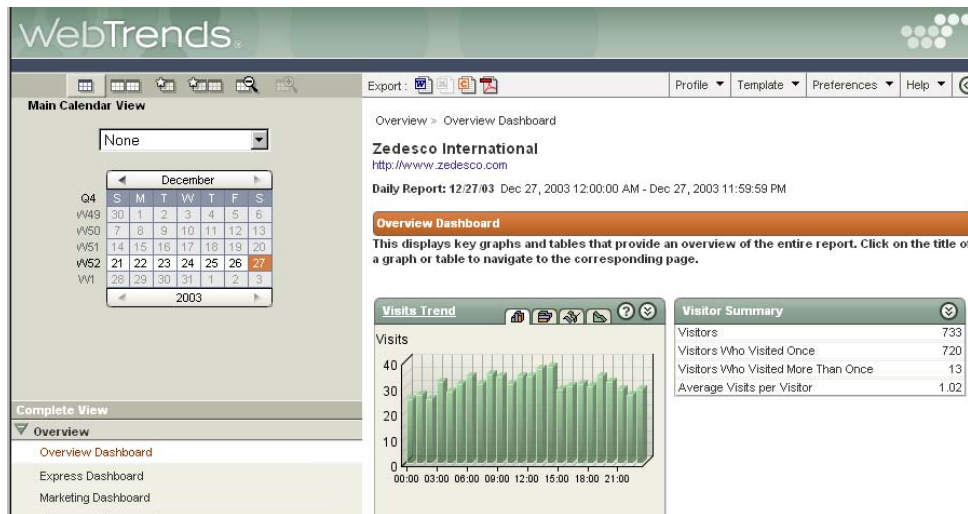


Figure 2-8. The WebTrends Desktop

See “Working with Profiles” on page 27 for details on navigating through the reports that are available to you.

Using Help

Use this menu to open WebTrends online help, a product glossary, and more.

| This selection ... | ... opens this resource: |
|-----------------------------|---|
| Help>Show Help Cards Inline | Help card text detailing the element of the report appears beneath the report tables/ graphs. |
| Help>Contents | The WebTrends Desktop online help. |

| This selection ... | ... opens this resource: |
|--------------------|---|
| Help>Glossary | A WebTrends product glossary. |
| Help>Feedback | The Feedback page from the WebTrends web site. Select from the following: <ul style="list-style-type: none">—General Product Feedback—Report a Bug—Request a Feature. |

Chapter 3

Working with WebTrends Profiles and Reports

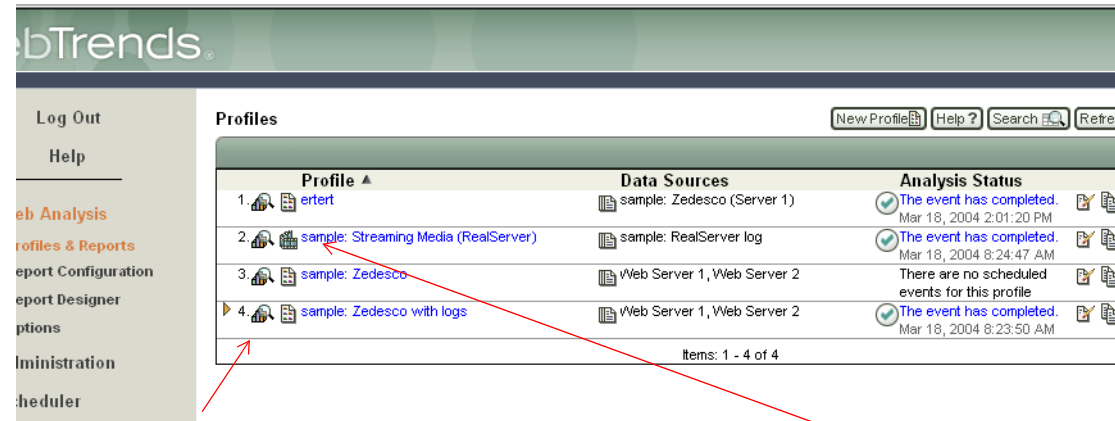
WT - SB | WT - Pro | WT - Ent | WTOD - SB | WTOD - Pro | WTOD - Ent

Working with Profiles

The Profile menu

Once you have logged into WebTrends, you see the Admin Console displaying a list of profiles that you have been given access to. If you have many profiles, only a certain number can be displayed on the screen at once.

Select a profile you want to edit. The icons to the left of the profile name identify which type of profile this is, and also connect you to that profile's reports.








The screenshot shows the WebTrends Admin Console interface. On the left is a navigation menu with options like 'Log Out', 'Help', 'Web Analysis', 'Profiles & Reports', 'Report Configuration', 'Report Designer', 'Options', 'Administration', and 'Scheduler'. The main area is titled 'Profiles' and contains a table with the following data:

| Profile | Data Sources | Analysis Status |
|---|----------------------------|---|
| 1. ertert | sample: Zedesco (Server 1) | The event has completed. Mar 18, 2004 2:01:20 PM |
| 2. sample: Streaming Media (RealServer) | sample: RealServer log | The event has completed. Mar 18, 2004 8:24:47 AM |
| 3. sample: Zedesco | Web Server 1, Web Server 2 | There are no scheduled events for this profile |
| 4. sample: Zedesco with logs | Web Server 1, Web Server 2 | The event has completed. Mar 18, 2004 8:23:50 AM |

At the bottom of the table, it says 'Items: 1 - 4 of 4'. There are also buttons for 'New Profile', 'Help?', 'Search', and 'Refresh' at the top right of the table area. Red arrows in the original image point to the profile names and the 'sample: Zedesco with logs' entry.

If you have been given rights to work with these profiles, you may see some or all of these icons to the right of the profile name:

-  Copy Profile
-  Edit Profile
-  Delete Profile
-  Analyze Now
-  Clear Analysis Data

From the Admin Console, you can search for specific profiles, navigate multiple page profile listings, refresh the profiles list, and sort the profiles list by column.

See the online help for further information on working with profiles.

Note:

—WebTrends Small Business Edition users cannot create or use Streaming Media Profiles.

—WebTrends On Demand users cannot create or use WAP/Palm Profiles.

For information on the different profile types you can build with WebTrends, please see the online help, or the Profiles chapter of the WebTrends *Installation and Configuration Guide*.

Adding New Profiles


If you have been given the rights to add additional profiles, select from the following two ways to do so:

Add a new profile

1. Click the **New Profile** button . The New Profile Wizard opens.
2. Follow the onscreen instructions to build your profile.

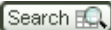
Copy, then edit a profile

It may be more efficient for you to copy an existing profile you are familiar with, rename it, then edit the settings to create a unique profile. To do this:

1. Find the existing profile you want to base your new profile on.
2. Click the **Copy Profile** button to the left of the profile name . The profile editor opens, showing the settings of your base profile.


3. Rename this profile copy, and complete your changes.
4. Click **Save**. Your new profile is added to your profile list.

Searching for profiles

Click the **Search** button  at the top of the profile list. Use the Search Profile Listing dialog that opens to locate the profile you want to work with. Your search tools include:

- Selecting from these options:
 - Search for Profiles that are disabled
 - Search for Cluster Profiles
 - Search text of Profile Descriptions
 - Search text of Profile Log File Paths
- A text-based search. Enter a text string in the text box; select the **Case Sensitive Search** option if you want to limit your search.

These search options can also be used as an “exclude filter” of sorts. You can enter detailed criteria, and ask for results outside of your settings by selecting the **Only show elements that do not fit the criteria above** option.

You can cancel your current search at any time by clicking the **Cancel Search** button .

Profile Status

Status information for each profile is listed in the Analysis Status column of the Admin Console.

If profile data is not currently being analyzed, this column includes the time the next scheduled analysis will occur. If it is currently being analyzed, it displays information about the status of the current run.

You can view reports while a profile is running, provided at least one report has been created by a previous run (in other words, if reports exist).

This column is sortable by analysis status—click on the header text to do this.


For additional help

Details on working with profiles can be found in the Desktop Help system (**Help>Contents** from the upper right corner of the screen)

Because profiles are built from the WebTrends Admin Console configuration UI, there is extensive information on profiles in the Admin Console Help System.

To open the Admin Console's Help system:

- Select **Web Analysis>Profiles** from the Admin Console's left pane. The list of profiles you have access to appears in the right pane.

Select **Help**  from the top of the profile list.

Working with Reports

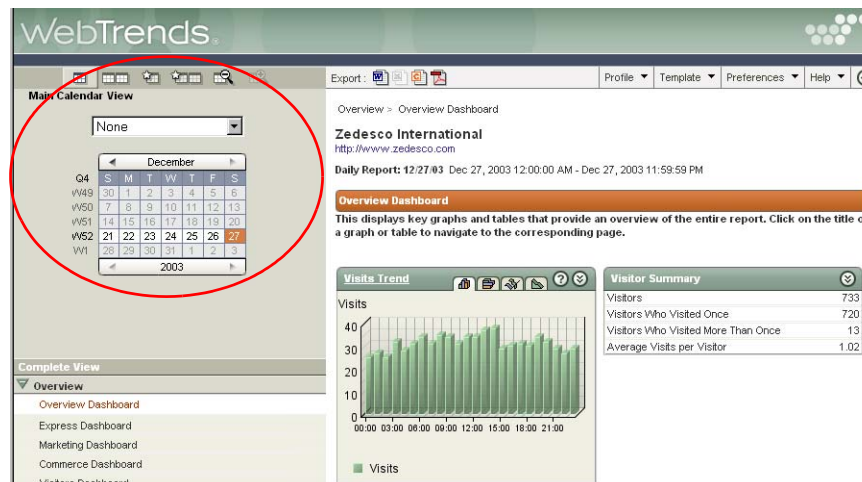


Figure 3-1. The Dashboard of a sample profile with the calendar circled

To view reports

To view reports:

1. Highlight the profile you want to view reports for.
2. Select **View Reports** from the left profile menu. The report opens (shown on [page 30](#)) showing the calendar of available reports and a Table of Contents to the left, and an Overview Dashboard—a clickable synopsis of report data—to the right.

Use the calendar, the Table of Contents, or click on the title of a graph or table in the Dashboard to navigate to the content you want to view.

Report structure

All reports consist of a title, a short description, and a table of results. Most reports also include a trend graph over time and a top items graph, but there are a small handful of reports that do not have associated graphs (such as the URL parameter analysis reports).

In most reports, each table and graph is color-coded to allow you to relate items in the table to items in the graph. If there are more results than can be displayed in the table or graph, you can cycle through to the next 1, 5, 20, or even zoom to the end of the results by using the VCR-like controls at the bottom of the table or graph.

Similar to the dashboard elements described above, each table or graph shown on a report can be collapsed by clicking on the small arrow button on the far right of the graph or table title bar.

For each graph displayed, options appear at the top right of the graph to change graph type. Options available vary by the type of information displayed.

Finding additional help

You can find details on the report content itself in the help card text that accompanies each report.

To view a report's help cards:

- Select **Help>Show Help Cards Inline** from the upper right corner of the report. Scroll to the bottom of the graph and table data to read details on the elements of your report.

Note: If you have questions about changing the report name, or the scope of the data, this is done on the profile level. If you have not been given rights to edit or add additional profiles, please see your WebTrends administrator.

Common Report Tasks

Changing the language of a report

At any time while using the WebTrends Desktop, you can reconfigure the display language from the drop-down menu near the title of the report. All items in the Desktop will update to reflect the choice of language until you choose a different language.

The standard languages available are English, French, German, and Spanish. Other languages may be available from your local distributor.

Note: The default language is set in each profile's Template configuration. If you have not been given rights to edit profiles, please see your WebTrends administrator.

Changing the report template

When you first enter the WebTrends Desktop, you are presented with a default template, shown in the template drop-down menu near the title bar at the top of the report pane. To change templates at any time, you can simply choose another option from the drop-down menu. By choosing a template, you are changing the table of contents and its organization. In many cases, you have a template assigned to you that is appropriate to your department or area of responsibility. Other times, you are assigned a template that contains an overview of certain reports and to get to a more comprehensive list of reports and dashboards, you will need to change templates. Simply choose the template that best suits your needs from this drop-down menu.

Using the Dashboard to browse reports

Dashboards appear in the report frame. They consist of a title, a short description, and a two-column arrangement each containing a variety of summaries, called dashboard elements, from reports available in this profile. There can be any number of elements in either column. Dashboard elements are either short tables, small graphs, or small blocks of external HTML code from other sources. If the dashboard element leads to more information, the title of the element will be a hyperlink. Click the link for more information about that element. (See the Figure 2-4 on [page 18](#) for an example of this.)

Each dashboard element has a “collapse” button on the far right of its title bar which can collapse the element, allowing more to be seen on one screen. This can be useful for visually comparing two dashboard elements that do not appear next to each other in the columns.

For dashboard elements that display a graph, you can change the graph type, depending on the subject matter in the dashboard element. For “top items” elements, you can choose between a bar chart and a pie chart. For “trend” elements showing information over time, you can choose between bar chart, line graph, or area graph.

Choosing the Calendar View


The **Calendar Toolbar** at the top of the calendar contains icons that change your calendar view. Each of these views has these elements in common:

- You can select from: Day, Week, Month, Quarter, Year.
- You can also use the **drop-down list** above the calendar to quickly specify time periods such as "A year ago last week" or "A year ago this month."


Choose from:

- **Main Calendar View** 

The Main Calendar View displays the current calendar for the specified profile. By default the calendar opens highlighting the day in which analysis was most recently completed. If analysis was done for a week/month/quarter, then that most recent week/month/quarter is highlighted.

- **Calendar Compare View** 

The Calendar Compare View lets you select periods of time on two calendars, so that you can compare the resulting data. You can apply the options from the dropdown list for each calendar. Your selection causes the dashboards and reports to display information that corresponds to the calendars.


- **Custom Calendar View** 

The Custom Calendar View allows you to specify periods of time that are more specific to your needs. For example, instead of specifying the standard 7-day week, you can specify a range of 9 days. Or you can select an extended block of weeks from one month to the another. The reports then generated from the Custom Calendar View reflect the periods of time that are more tailored to your needs.

To use the Custom Calendar View, click the Select a Date icon  and then select the time period in the calendar that opens. Click **Generate Report** to create the report.

- **Custom Calendar Compare View** 


The Custom Calendar Compare View allows you to compare two custom calendars. Note that if you adjust the range for one calendar, it will automatically adjust the dates for the other calendar. Each custom calendar allows you to select periods of time that are specific to your needs.

Click the Select a Date icon  and then select the time period in the calendar that opens. Click **Generate Report** to create the report.

Navigational tools include:

- **Zoom Out/Zoom In** 

The Zoom Out/Zoom In icon allows you to adjust the detailed view of your calendar. For example, you can zoom out to a quarterly or yearly view and zoom in to a daily view.

- **Transpose Comparison** 

By clicking this icon, you can automatically swap the dates between two calendars (standard or custom). The resulting reports can help to deepen your understanding of your web traffic data.

Chapter 4

Exporting Reports

WT - SB | WT - Pro | WT - Ent | WTOD - SB | WTOD - Pro | WTOD - Ent

Using the Report Exporter

WebTrends reports are provided in HTML format. They can be easily converted to Microsoft Word or Excel documents, a CSV (comma separated values) text file, or to PDF. This makes it easier to include the report's information in presentations or other documentation, or—in the case of the CSV file—for import into a database.

This conversion is possible only if the workstation where you are running the WebTrends Desktop meets the following criteria:

- The system requirements must be met:
 - Windows 2000 SP3 or higher, XP SP1 or higher, or 2003
 - Microsoft Internet Explorer v5.5 or higher
 - Sun Java Runtime Environment v1.3.1_11

Note: See the WebTrends *Technical Reference Guide* or the online help for a complete list of hardware and system requirements for the WebTrends server.

- Microsoft Office 2000 or above must be installed on the workstation.
- Both Word and Excel's macro security settings need to be set to allow the WebTrends Report Exporter to function. This is explained in the section below.
- Windows XP users need to edit the WebTrends Scheduler Service before exporting reports to Word. See [page 36](#) for these instructions.

Adjusting Macro settings

WebTrends users who want to export report data to either Microsoft Word or Excel need to check that their Microsoft macro security settings allow WebTrends to be able to successfully complete scheduled exported reports.

Before exporting data, users must check that their macro security settings in both of these products are set to allow the WebTrends exporting feature to work.

To do this:

(Office 2000, 2003)

1. In Word, open these settings via **Tools>Macro>Security**. Select **Low**.
2. Repeat the previous step for Excel.

(Word 2002, Excel 2002)

1. In Word, open these settings via **Tools>Options>Security tab>Macro Security**. Select **Low**.
2. Repeat the previous step for Excel.

Editing the WebTrends Scheduler Service (XP users only)

Office XP users cannot use scheduled Microsoft Word reports with the default installation. This is because the WebTrends Scheduler Service needs to launch Word in order to run macros to complete its tasks, and it cannot do this if it only has default system user privileges. (This does not affect Batch Exports or On Demand Exports; in those cases Word is being launched by the user, not the system account.)



To address this, Office XP users must configure the WebTrends Scheduler Service to log in as a user rather than a system account. To do this:

1. Select **Start>Programs>Administrative Tools>Services**. Select the WebTrends Scheduler Service from the list that opens.
2. Click the **Properties** icon.

- a. From the Log On tab, select the **This Account** option.
 - b. Enter the login and password of any user on the WebTrends server (including domain users that have been added as local users). If you are unsure which user to select, contact your system administrator.
 - c. Once this information is complete, click **OK** to save your changes and close this window.
3. Highlight the WebTrends Scheduler service, and **right-click>Restart**.
Scheduled Word reports will now be able to be processed.

To convert reports to an alternate format

Complete these steps:

1. From the Admin Console, select a profile.
2. To the left of the profile name, click **View Report** .
(If you have selected an Express Analysis Profile, the icon will look like this: )
3. You can convert all of the reports in the template or just the currently displayed report. If you want to export only a specific report, navigate to it now.
4. Under Export, at the top of the Report Calendar, click the appropriate icon for your desired output: Word, Excel, CSV, or PDF.

Note: Exporting to Excel creates a SmartReport that provides additional analysis capabilities. For more information on SmartReports, see [Chapter 5, “SmartReports for Excel”](#) on page 41.

You see a dialog box for specifying export preferences.

- For **Generate**, specify whether to convert all of the reports or just the currently selected report.
- For **Number Of Rows To Export** specify how many rows for the first and second dimension.
- Click **Generate Report**.

Follow the additional prompts to complete the installation and conversion process.

5. The WebTrends Report Exporter is installed (if necessary) and the report is downloaded and converted to the specified format. You may be asked to provide your user name and password during the installation of the utility.

Note: If you are using Microsoft Internet Explorer and experience trouble downloading the Report Exporter, it may be due to your security settings (found under **Tools>Internet Options** in most versions of IE). For more information, contact your WebTrends administrator.

To uninstall the Report Exporter

Note: This only uninstalls this utility, not the entire WebTrends program.

Windows users

Complete this process:

Use the Window's Add/Remove Programs utility to remove the Report Exporter from your system.

The default location of the installation directory is

`C:\Program Files\WebTrends Document Utility II.`

Mac OS X users

Complete this process:

1. From the command prompt of the Report Exporter's installation directory, type `uninstall.bat`.

The default location of the installation directory is

`C:\Program Files\WebTrends Document Utility II.`

2. Type **Enter**.

The Report Exporter is deleted from the system.

Chapter 5

SmartReports for Excel



SmartReports are complete WebTrends reports fully formatted and designed for the Excel environment. They take advantage of Excel's features to leverage analysis tools such as PivotTables. This enables you to move beyond standard reporting to dig deeper into your analysis and compare variables.

A typical use for SmartReports is to verify whether a correlation between several variables exists so that you can then structure your web analysis to generate periodic reports on those variables and track them over time. Another useful application of SmartReports occurs when performing visitor segmentation and typing visitor attributes to specific web activity. After you have used SmartReports to reveal specific trends, those variables can be tracked over time, using custom reporting provided in many web analysis software applications.

If you find that your reports do not fully cover what you're interested in examining, or do not view the data from the perspective you wish to view it, you can create new reports interactively, on the fly. Through SmartReports, you can also develop graphs and charts that correspond to the tables of data.

SmartReports can be created from any WebTrends HTML report as long as the reports contain only tables and graphs. They can not be created from reports containing dashboards. To create a SmartReport, export an WebTrends HTML report to Excel by clicking the Export to Excel icon, shown in [Figure 5-1 on page 42](#). For more information on exporting reports, see [Chapter 4, "Exporting Reports" on page 35](#).

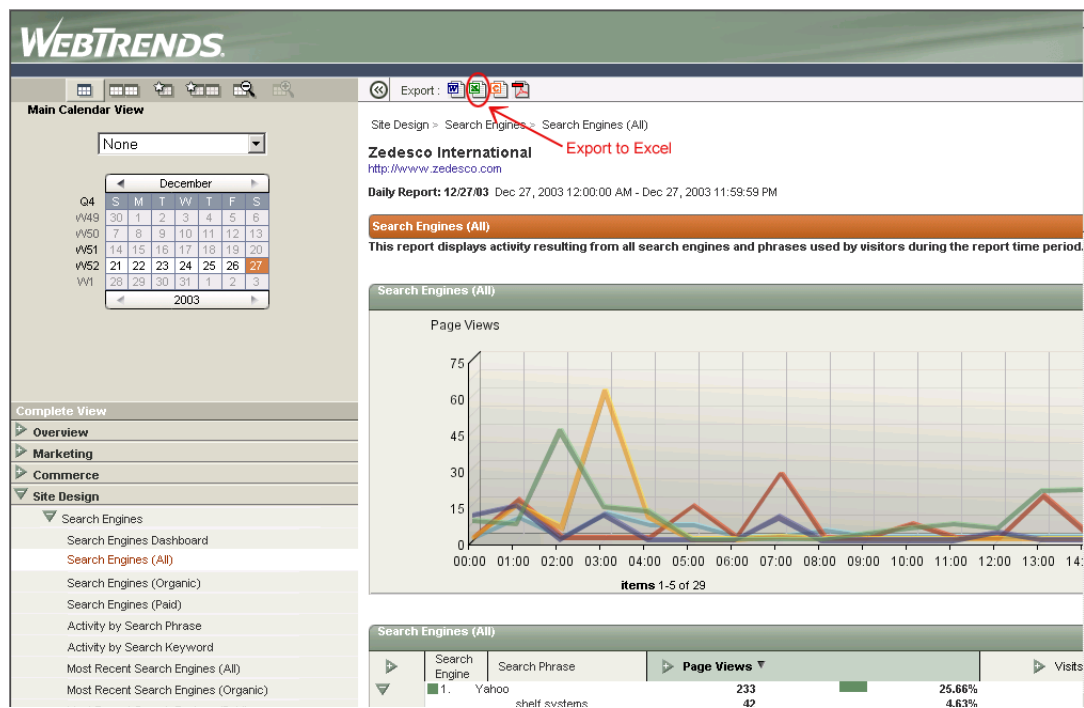


Figure 5-1. Exporting to Excel

An Excel Wizard takes you through several easy-to-use steps before generating the report. [Figure 5-2 on page 43](#) shows a sample SmartReport for Search Engines.

| Most Recent Search Engine | Most Recent Search Phrase | Page Views* | % Page Views* | Visits* | Daily Visitors* | Daily Buyers* | % of Total |
|---------------------------|---------------------------|-------------|---------------|---------|-----------------|---------------|------------|
| @nifty | | 2 | 1.64% | 2 | 2 | 0 | |
| | memory | 1 | 0.82% | 1 | 1 | 0 | |
| | non | 1 | 0.82% | 1 | 1 | 0 | |
| AltaVista | | 6 | 4.92% | 6 | 6 | 0 | |
| | analog | 1 | 0.82% | 1 | 1 | 0 | |
| | batteries | 1 | 0.82% | 1 | 1 | 0 | |
| | direct | 1 | 0.82% | 1 | 1 | 0 | |
| | electronics | 2 | 1.64% | 2 | 2 | 0 | |
| | kp53s75 | 1 | 0.82% | 1 | 1 | 0 | |
| AOL NetFind | | 4 | 3.28% | 4 | 4 | 0 | |
| | home audio | 1 | 0.82% | 1 | 1 | 0 | |
| | personal stereo | 1 | 0.82% | 1 | 1 | 0 | |
| | portable audio | 1 | 0.82% | 1 | 1 | 0 | |
| | televisions | 1 | 0.82% | 1 | 1 | 0 | |
| Ask Jeeves | | 2 | 1.64% | 2 | 2 | 0 | |
| | digital cameras | 1 | 0.82% | 1 | 1 | 0 | |
| | personal audio | 1 | 0.82% | 1 | 1 | 0 | |
| CadA | | 2 | 1.64% | 2 | 2 | 0 | |
| | dvd players | 1 | 0.82% | 1 | 1 | 0 | |
| | speakers | 1 | 0.82% | 1 | 1 | 0 | |
| dmoz | | 3 | 2.46% | 3 | 3 | 0 | |
| | a/v | 1 | 0.82% | 1 | 1 | 0 | |
| | panasonic | 1 | 0.82% | 1 | 1 | 0 | |
| | projection | 1 | 0.82% | 1 | 1 | 0 | |
| Excite | | 4 | 3.28% | 4 | 4 | 0 | |
| | blank media | 1 | 0.82% | 1 | 1 | 0 | |
| | component | 1 | 0.82% | 1 | 1 | 0 | |
| | home audio | 1 | 0.82% | 1 | 1 | 0 | |
| | video accessories | 1 | 0.82% | 1 | 1 | 0 | |
| Find.dk | | 5 | 4.10% | 5 | 5 | 0 | |
| | 2100dg | 1 | 0.82% | 1 | 1 | 0 | |

Figure 5-2. SmartReport for Search Engines (All)

It's important to be aware that the more dimensions and the longer the time period you specify, the more calculations that must be performed and the harder your system has to work.

Important: Excel is limited to 65,000 rows of data.

Benefits of SmartReports

Benefits of SmartReports include:

- You can run calculations not available in standard HTML reports and correlate with data imported from other data bases. For example, create additional metrics, such as Cost Per Visit or Gross Margin ROI, enabling you to evaluate campaign performance, merchandising effectiveness, and overall profitability.
- PivotTables are used for data containing two dimensions, organizing it in useful ways. They enable you to drill down into categories for more in-depth analysis and to specify settings and organize data on the fly.
- Ability to select any date range for a SmartReport and automatically pull in data from WebTrends to update your report.
- Providing the mechanics to integrate e-mail addresses, which can be fed automatically to your e-mail provider. By taking the information collected by WebTrends, you can easily export opt-in respondents to a marketing campaign for repeat marketing.
- Ability to save the report's customized settings so when you update the data, it's presented how you want it.
- SmartReports can display up to 65,000 items. HTML reports are limited by the rendering speed of HTML.
- All measures displayed side-by-side.

Drill Down capability

With SmartReports, you can drill down to discover more critical pieces of information. This capability can be especially useful when you are dealing with a hierarchy within the dimensions you're analyzing. For example if you had an outdoor gear store, each product category might have a subcategory, and within that subcategory, you might have a further division. The following table shows how this might look:

Table 5-1. Categories and Subcategories

| Product Category | Subcategory Level 1 | Subcategory Level 2 |
|-------------------------|----------------------------|----------------------------------|
| Camping | Tents | 3-season 4-season |
| | Camp Stoves | Backpacking Car Camping |
| Hiking | Boots | Men's Women's |
| | Clothing | Men's Women's |
| | Backpacks | Internal Frame External Frame |
| Boating | Kayaks | Inflatable Non-inflatable |
| | Canoes | Inflatable Non-inflatable |

Within reports, you can interactively click on a given dimension and drill down to the next level. For example, if instead of examining all product categories—Camping, Hiking, and Boating—you only wanted to view information about the Hiking category, you could click on a the Hiking Product category, and view information about Boots, Clothing, and Backpacks.

With SmartReports, you can drill as deep into your site as its hierarchy of pages allows. For instance, within the Hiking product category, you could drill down three levels, and examine visits to pages in the Internal Frame subcategory of the Backpacks subcategory.

Figure 5-3 on page 46 shows an Excel spreadsheet with categories and subcategories.

| WebTrends | | | | | | | | | | |
|--|---------|-------------------|--------------------|-------|-------------|------------|-------------|----------------|-----------|-------------|
| Client: Zedesco International Date Range: Weekly Report Week 52 2003 | | | | | | | | | | |
| Campaigns Start: 12/24/2003 00:00:00 AM End: 12/27/2003 11:59:59 PM | | | | | | | | | | |
| Demand Channel | Partner | Marketing Program | Marketing Activity | Offer | Campaign ID | Visits* | Page Views* | Clickthroughs* | Orders* | Revenue* |
| Advertising Partner | | | | | | 339 | 4149 | 329 | 23 | 2256 |
| BizRate | | | | | | 114 | 1583 | 112 | 9 | 1119 |
| Bizrate 2003 | | | | | | 114 | 1583 | 112 | 9 | 1119 |
| Datafeed | | | | | | 2 | 13 | 2 | 1 | 70 |
| Promotional Datafeed | | | | | | 2 | 13 | 2 | 1 | 70 |
| 12/24/03 | | | | | | 2 | 13 | 2 | 1 | 70 |
| Electronics Store | | | | | | 112 | 1570 | 110 | 8 | 1048 |
| Zedesco Anniversary Sale | | | | | | 112 | 1570 | 110 | 8 | 1048 |
| 12/24/03 | | | | | | 14 | 205 | 14 | 1 | 14 |
| 12/24/03 | | | | | | 16 | 198 | 16 | 1 | 8 |
| 12/24/03 | | | | | | 23 | 335 | 22 | 1 | 70 |
| 12/24/03 | | | | | | 20 | 321 | 20 | 1 | 6 |
| 12/24/03 | | | | | | 13 | 191 | 13 | 0 | |
| 12/24/03 | | | | | | 26 | 320 | 25 | 4 | 754 |
| My Simon | | | | | | 225 | 2566 | 217 | 14 | 1136 |
| My Simon 2003 | | | | | | 225 | 2566 | 217 | 14 | 1136 |
| Datafeed | | | | | | 27 | 324 | 26 | 2 | 98 |
| Computer Datafeed | | | | | | 8 | 109 | 8 | 0 | |
| 12/24/03 | | | | | | 8 | 109 | 8 | 0 | |
| Electronics Datafeed | | | | | | 9 | 81 | 9 | 1 | 21 |
| 12/24/03 | | | | | | 9 | 81 | 9 | 1 | 21 |
| Promotional Datafeed | | | | | | 10 | 134 | 9 | 1 | 70 |
| 12/24/03 | | | | | | 10 | 134 | 9 | 1 | 70 |
| Electronics Store | | | | | | 198 | 2242 | 191 | 12 | 1037 |
| Gift Check Promotion | | | | | | 198 | 2242 | 191 | 12 | 1037 |
| 12/24/03 | | | | | | 32 | 312 | 31 | 2 | 98 |
| 12/24/03 | | | | | | 34 | 413 | 34 | 1 | 70 |
| 12/24/03 | | | | | | 32 | 312 | 31 | 2 | 98 |

Figure 5-3. Example of categories—Campaign Drilldown

Working with dimensions and measures

By exporting to Excel you can display up to 65,000 items. The captured measures allow you to group dimensions to get a less fragmented view of the data, but you cannot drill down further than the data that you have captured. For example, as is shown in [Figure 5-4 on page 47](#), you can capture traffic and revenue information by product SKU (in this case, the model number), and then you can use translation and augmentation (either in WebTrends or in Excel) to group these SKUs into class, subclass, department, family or other category.

You can calculate actual gross margin by product by importing web analytics data containing revenue by product into Excel and then augmenting that data with external product costs. By determining these patterns, you can target the placement of products on your site for better impact.

Dimensions **Measures**

| Channel | Program | Activity | Campaign | Department | Class | Sub-Class | Brand | Model Number | Visits | Unit Sales | Revenue | Orders | Cost |
|------------|--------------|---------------|----------|-------------|-------|-------------------------|------------------------|---------------|--------|------------|----------|--------|-------|
| Portal | MSN FY02 | Search | S12345 | Accessories | A/V | Connected A/V | Intercon Monster Cable | HT200 | 19 | 1 \$ | 59.95 | 1 \$ | 37.24 |
| Affiliate | Crutchfield | eShopping | E23456 | Accessories | A/V | Connected A/V | Intercon Monster Cable | I203ASVP1M | 16 | 1 \$ | 39.95 | 1 \$ | 22.31 |
| Email | Spam | List A | L34567 | Accessories | A/V | Connected A/V | Intercon Monster Cable | I203ASVP2M | 18 | 1 \$ | 49.95 | 1 \$ | 27.90 |
| Ad Partner | ADL Partner | Home Page | H45678 | Accessories | A/V | Connected Antenna W/in | Monster Cable | MV3FMINI12M | 41 | 2 \$ | 89.90 | 2 \$ | 25.11 |
| Portal | MSN FY03 | Banner | H45679 | Accessories | A/V | Connected Antenna W/in | Monster Cable | MV3FMINI2M | 344 | 78 \$ | 1,556.10 | 94 \$ | 11.14 |
| Affiliate | 800.com | Search | S12346 | Accessories | A/V | Connected Antenna W/in | Monster Cable | MV3FMINI4M | 1277 | 29 \$ | 723.55 | 53 \$ | 13.93 |
| Email | Customer Err | Support Conl | C56789 | Accessories | A/V | Connected Antenna W/in | Monster Cable | MV3FMINI6M | 353 | 28 \$ | 838.60 | 31 \$ | 16.73 |
| Ad Partner | MSN Partner | New Visitors | N67890 | Accessories | A/V | Connected Antenna W/in | Monster Cable | MV3FMINI9M | 1021 | 31 \$ | 1,083.45 | 59 \$ | 19.52 |
| Portal | TechMall | Frequent Visi | F78901 | Accessories | A/V | Connected Antenna W/in | Recoton | TSDV620 | 1181 | 29 \$ | 172.55 | 47 \$ | 2.25 |
| Affiliate | ZDNet | eShopping | E23457 | Accessories | A/V | Connected Antenna W/in | Recoton | TSDV621 | 92 | 9 \$ | 80.55 | 17 \$ | 3.01 |
| Email | Spam | List B | L34568 | Accessories | A/V | Connected Antenna W/in | Recoton | TSDV622 | 212 | 7 \$ | 83.65 | 8 \$ | 4.78 |
| Ad Partner | Yahoo Partn | Search | S23457 | Accessories | A/V | Connected Antenna W/in | Recoton | TSDV623 | 168 | 10 \$ | 179.50 | 17 \$ | 8.03 |
| Portal | MSN FY02 | Thank You | T89012 | Accessories | A/V | Connected Antenna W/in | Recoton | TSVG300 | 1895 | 62 \$ | 244.90 | 115 \$ | 1.51 |
| Affiliate | Crutchfield | Search | S23458 | Accessories | A/V | Connected Antenna W/in | Recoton | TSVG301 | 1209 | 65 \$ | 321.75 | 109 \$ | 1.74 |
| Email | Spam | New List | L34569 | Accessories | A/V | Connected Antenna W/in | Recoton | TSVG302 | 539 | 17 \$ | 101.15 | 22 \$ | 2.05 |
| Ad Partner | ADL Partner | Frequent Visi | F78902 | Accessories | A/V | Connected Antenna W/in | Recoton | TSVG313BLK | 217 | 9 \$ | 71.55 | 15 \$ | 2.39 |
| Portal | MSN FY03 | Home Page | H45679 | Accessories | A/V | Connected Antenna W/in | Recoton | TSVG314BLK | 164 | 17 \$ | 203.15 | 24 \$ | 4.13 |
| Affiliate | 800.com | Search | S12346 | Accessories | A/V | Connected Antenna W/in | Recoton | TSVG315BLK | 10 | 6 \$ | 137.70 | 9 \$ | 8.24 |
| Email | Customer Err | Support Conl | C56789 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2015WHT12M | 28 | 1 \$ | 79.95 | 1 \$ | 37.22 |
| Ad Partner | MSN Partner | New Visitors | N67890 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2015WHT12.5M | 140 | 14 \$ | 419.30 | 14 \$ | 13.94 |
| Portal | TechMall | Search | S12346 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2015WHT4M | 618 | 24 \$ | 958.80 | 39 \$ | 18.59 |
| Affiliate | ZDNet | eShopping | E23457 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2015WHT6M | 329 | 11 \$ | 549.45 | 22 \$ | 23.25 |
| Email | Spam | List A | L34568 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2015WHT8M | 105 | 7 \$ | 419.65 | 9 \$ | 27.91 |
| Ad Partner | Yahoo Partn | Home Page | H45680 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2501M | 2373 | 69 \$ | 1,721.55 | 84 \$ | 13.93 |
| Portal | MSN FY02 | Banner | H45681 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2502M | 2114 | 70 \$ | 2,096.50 | 74 \$ | 16.73 |
| Affiliate | Crutchfield | Search | S12347 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2504M | 72 | 20 \$ | 799.00 | 33 \$ | 22.31 |
| Email | Spam | Support Conl | C56790 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2506M | 18 | 5 \$ | 249.75 | 7 \$ | 27.90 |
| Ad Partner | ADL Partner | New Visitors | N67891 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I2508M | 133 | 8 \$ | 479.60 | 11 \$ | 33.49 |
| Portal | MSN FY03 | Frequent Visi | F78902 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I300MKII1M | 6564 | 182 \$ | 5,450.90 | 240 \$ | 16.73 |
| Affiliate | 800.com | eShopping | E23458 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I300MKII2M | 3030 | 106 \$ | 4,234.70 | 195 \$ | 22.31 |
| Email | Customer Err | List B | L34569 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I300MKII4M | 1082 | 34 \$ | 1,698.30 | 40 \$ | 27.90 |
| Ad Partner | MSN Partner | Search | S23458 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I300MKII6M | 44 | 2 \$ | 139.90 | 3 \$ | 39.07 |
| Portal | TechMall | Thank You | T89013 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I400MKII1M | 289 | 9 \$ | 359.55 | 11 \$ | 22.31 |
| Affiliate | ZDNet | Search | S23459 | Accessories | A/V | Connected Audio Interoc | Monster Cable | I400MKII2M | 147 | 5 \$ | 249.75 | 7 \$ | 27.90 |

Figure 5-4. SmartReport with dimensions and measures

Data exploration

With Excel's tools, you can choose the exact dimensions and measures you want to compare, and you can use these tools to discover significant correlations between dimensions. These tools use automated machine learning and statistics to uncover trends, which Excel can present in a variety of graphs, tables and charts.

Figure 10-6 shows an Excel chart with trend data mapping campaigns by sum of gross revenue for December 2003. This is an example of charting data augmented that is calculated in Excel and shown in a graphical format.

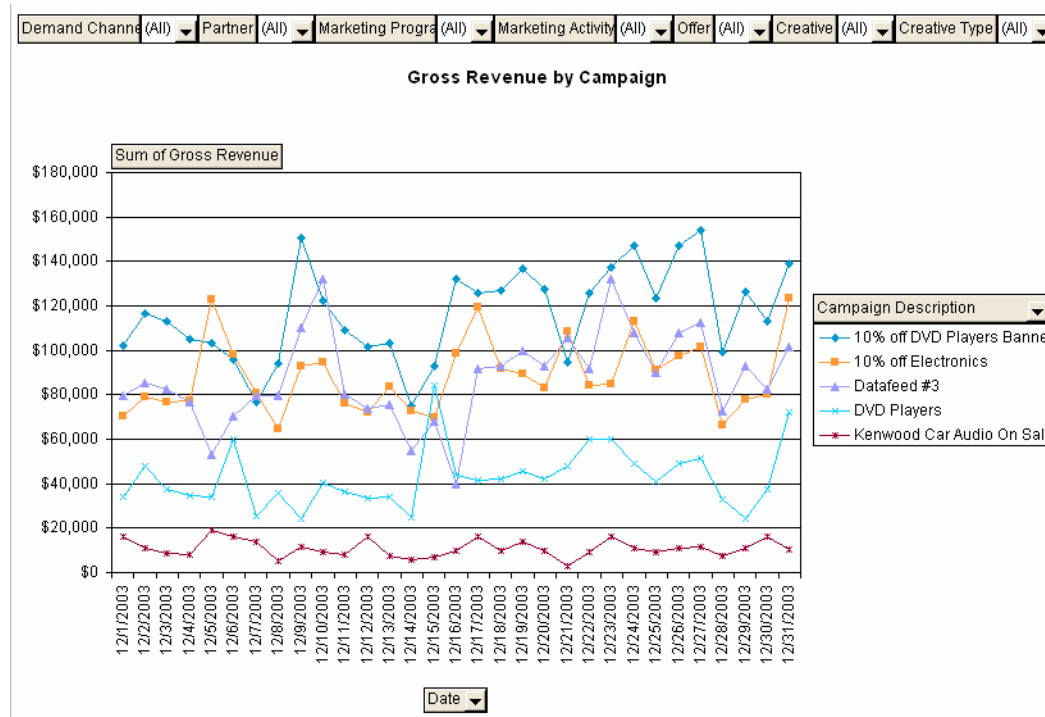


Figure 5-5. Gross revenue by campaign

Figure 10-7 presents another Excel chart of trend data mapping. Note that you can use Pivot-Table reports to filter the data by group, department, etc., and with this filtering change the

visual representation in the graph.

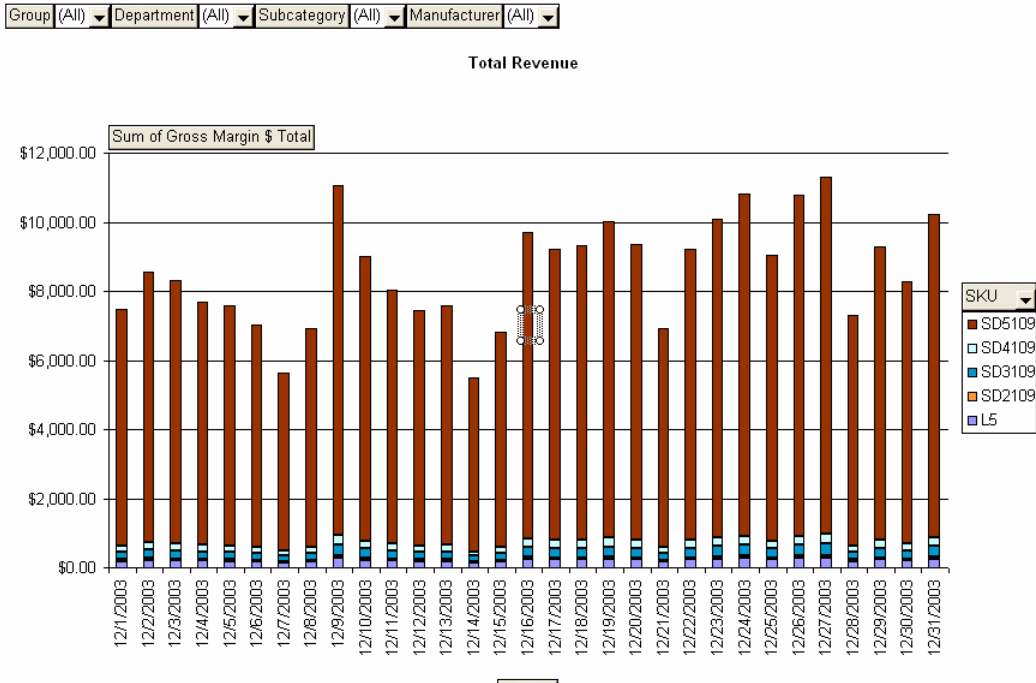


Figure 5-6. Sum of gross margin by product

Figure 10-8 shows the calculation of Gross Margin Return on Investment for various demand channels. External data such as Marketing Cost Per Click and actual product costs were added to the original WebTrends data and then used to calculate the GMROI.

| webTrends | | | | | | | | | | | | | |
|--------------------------------|-------------|--------------|----------------|--|-------------|------------|--------------|---------------|-----------------|----------|--------|--------------|-------|
| Profile: Zedesco International | | | | Date Range: Monthly Report: December 2003 | | | | | | | | | |
| Products by Demand Channel | | | | Start: 12/1/2003 00:00:00 AM End: 12/31/2003 11:59:59 PM | | | | | | | | | |
| Demand Channels | Products | ClickThrough | Monthly Visits | Orders | Revenue | Conversion | Product Cost | PPC Mktg Cost | Total Mktg Cost | Mktg ROI | GM% | GM\$ | GMROI |
| Advertising Partner 1 | All | 1,457,130 | 134,175 | 5,689 | \$1,593,752 | 4.24% | \$69.91 | \$0.30 | \$437,139.00 | 265.00% | 28.00% | \$446,250.56 | 163% |
| Advertising Partner 1 | KENWOOD AU | 24,618 | 54,452 | 1,653 | \$189,349 | 3.98% | \$179.37 | \$0.30 | \$19,445.40 | 264.59% | 17.00% | \$37,869.80 | 192% |
| Advertising Partner 1 | DIGIMAX 2MP | 19,164 | 57,134 | 2,457 | \$294,234 | 2.94% | \$35.01 | \$0.30 | \$14,430.36 | 873.75% | 15.00% | \$58,846.80 | 231% |
| Advertising Partner 1 | DVDA120 | 9,997 | 34,239 | 855 | \$109,435 | 1.47% | \$62.59 | \$0.30 | \$12,404.16 | 359.00% | 23.00% | \$121,567.29 | 198% |
| Advertising Partner 1 | TV65H80 | 5,126 | 11,325 | 984 | \$168,349 | 3.11% | \$45.10 | \$0.30 | \$17,096.58 | 782.24% | 19.00% | \$33,669.80 | 283% |
| Advertising Partner 1 | All | 1,676,559 | 196,592 | 4,786 | \$945,465 | 2.43% | \$29.34 | \$0.11 | \$184,421.00 | 413.00% | 24.00% | \$226,911.60 | 290% |
| Advertising Partner 2 | DVDA120 | 9,239 | 28,234 | 245 | \$540,232 | 2.91% | \$62.59 | \$0.11 | \$224,691.30 | 412.67% | 18.00% | \$108,046.40 | 92% |
| Advertising Partner 2 | P428PS | 5,234 | 11,247 | 956 | \$139,349 | 3.03% | \$15.39 | \$0.11 | \$13,639.64 | 140.43% | 21.00% | \$27,869.80 | 179% |
| Advertising Partner 2 | DIGIMAX 2MP | 5,120 | 10,298 | 852 | \$248,295 | 1.76% | \$35.01 | \$0.11 | \$15,043.06 | 921.65% | 22.00% | \$49,659.00 | 379% |
| Advertising Partner 2 | JAMCAM 2.0 | 4,395 | 9,346 | 348 | \$238,936 | 1.52% | \$5.29 | \$0.11 | \$17,117.22 | 237.00% | 21.00% | \$47,787.20 | 157% |

Figure 5-7. Products by demand channel

Another data exploration exercise might involve examining relationships between visitor attribute data: income level, zip code, gender and the content groups and ad campaigns visited. To do this, you would have Excel compare each visitor attribute and combination of visitor attributes against content groups, against the combination of content groups and ad campaigns, and then against ad campaigns.

But practically speaking, what are the benefits of data exploration?

Data exploration can be used is to reveal significant trends in customer behavior. For example, with an online travel site, women from zip code 97215 with an annual income of \$70K visit the last minute deals page and respond to e-mail ad campaigns more than any other visitor population segment does. Knowing this, you might choose to send out a targeted email for a last minute deal, and then use standard web analysis reporting to see if that email campaign is effective.

Overhead and monetary costs

Data exploration is much more resource intensive than looking at web analysis data in the standard way. Getting the greatest results out of data exploration requires personnel who can look at all of the possible information that they can mine from your data and understand which correlated segments are worth pursuing. They must thoroughly understand data statistics and data interpretation to make the most of your investment.

Another major cost regarding data exploration involves computing power. Data exploration can exhaust computing power very quickly, because you have to do all sorts of cross tabulations of various dimensions to find which ones correlate.

Your web site does not have to register a million hits to make data exploration cost effective. It's more about the money attached to your traffic than the total amount of traffic. Data exploration can be a cost effective solution for web sites with a lot of money riding on a small amount of traffic.

Data exploration will give you a lot more insight at a higher (and deeper) level, but the exploration involved can be expensive. You may be exploring many avenues before you reach the right one(s) (for example, by using A/B testing); so you'll need some intelligence to figure out which way to go. Since data exploration is very open-ended, you need to narrow down the many possibilities and achieve meaningful results.

Consequently, a data exploration solution for your company doesn't mean that you merely purchase more software, plug it in and watch your income grow. You will have to look hard at adding the right kind of personnel who will work hard to interpret the data.

Using reports for continuous improvement

The purpose of reporting on your web site activity is to have easily interpreted information that allows you to make improvements to your site, marketing campaigns, or other aspects of your business that are tied to your web site traffic. Just as in any continuous improvement cycle, you need to determine your objectives for your site, plan how to implement those objectives, execute that plan, then generate reports that allow you to assess the success of that plan. As you discover what works and what doesn't, you make small, incremental changes. To complete the cycle, you measure the impact of those changes with other comparative reports.

Using the WebTrends toolbar

When a SmartReport is created, a WebTrends toolbar integrates into the Excel user interface and enables the user to update and append WebTrends information instantaneously into the Excel environment. The WebTrends toolbar also offers the ability to change the settings of your SmartReport with a simple click. With this powerful functionality, you don't need to go into the WebTrends environment to view information; you can work exclusively in Excel with constant WebTrends updates.


WebTrends toolbar provides access to the following features:

- **Change Dates** - 

Use this to get information about a desired date. After you make your changes, click Update Data to retrieve the information for the specified dates.

- **Update Data** - 


Use this to retrieve analysis data from WebTrends to repopulate the report. The data will display with your customized formatting intact.

- **Reset** - 

Use this to return the report to its original state when it was first exported from WebTrends. This loses any changes that have been made but you are returned to a point where you know the formatting contains no errors.


- **Clean Copy** - 

Use this to send summary information to people you don't want to have access to the full data. For example, you want to share the number of users registered but you don't want to provide access to the revenue data. **Clean Copy** creates a report containing only the summary data, all of the background data used to create the report is eliminated. Because the background information is removed, reports generated as clean copies do not have the ability to update or reset their data.

- **Settings** - 

Use this to configure the following settings for the report.

- **Report Format** - Specify whether to automatically create WebTrends default tables, charts, and PivotTables on updates or to just retrieve the latest data and create no reports.
- **Login Information** - Specify whether to require a password for each update or to save the user name and password as part of the report.
- **Server Address** - Specify the address of WebTrends server. This information is automatically filled in when the report is exported from WebTrends and should not be changed unless you are sure of the new address.
- **Save Options** - Specify whether, after updating, to overwrite the currently open report or to save the updated data to a specified location and leave the data in the open report unchanged.


- **Create Extended** - 

Use this to translate the data into more meaningful descriptions and create an Extended Report within Excel. For example:

- The original report contains product SKUs that are more useful after they're translated into more easily recognizable product names.

- You have a WebTrends HTML report on your products. In your own database, there is information about cost and other revenue information. SmartReports can import the cost information into Excel and run different computations. For example, costs versus revenue to examine margins.

Once the Extended Report is created, the WebTrends toolbar changes slightly. Most of the buttons remain but **Create Extended** is replaced by the following buttons:

- **Augment** - 

Use this to select an augmentation file and define how to associate additional data with the WebTrends report. This allows you import data from another file for use in your reports.

- **Create Pivot** - 

Use this to configure and create a PivotTable. This is where you will specify which information goes in the Page, Rows, Columns, and Data areas of the PivotTable.

Chapter 6

Installing and Using SmartView

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Introduction

SmartView is a visualization tool that merges pertinent web analytics data about your web site with your web browsing experience. Once you have SmartView installed and configured to work with your WebTrends server, you can enable SmartView any time you are browsing your web pages. SmartView not only shows the report pertinent to web page you are on, but it also shows the report data on the web page itself. Instead of needing to refer to a separate program for pertinent information, SmartView superimposes this data directly on to the page you are viewing. You are able to tell at a glance, for example, the Top Page Views figures for any given page in your website that includes data.

For example, in the right pane of the screen shot on the next page, the visual cues of both the colored links and the superimposed number of view counts transpose the data of the visual path graph on the left.

As you browse your website page-by-page, this visual rendering of the web analytics and paths analysis information can be a powerful tool to help you quickly ascertain the effectiveness of certain areas of your site, enabling you to make pertinent decisions quickly.

Note: SmartView can only be used with WebTrends version 7.x or greater.

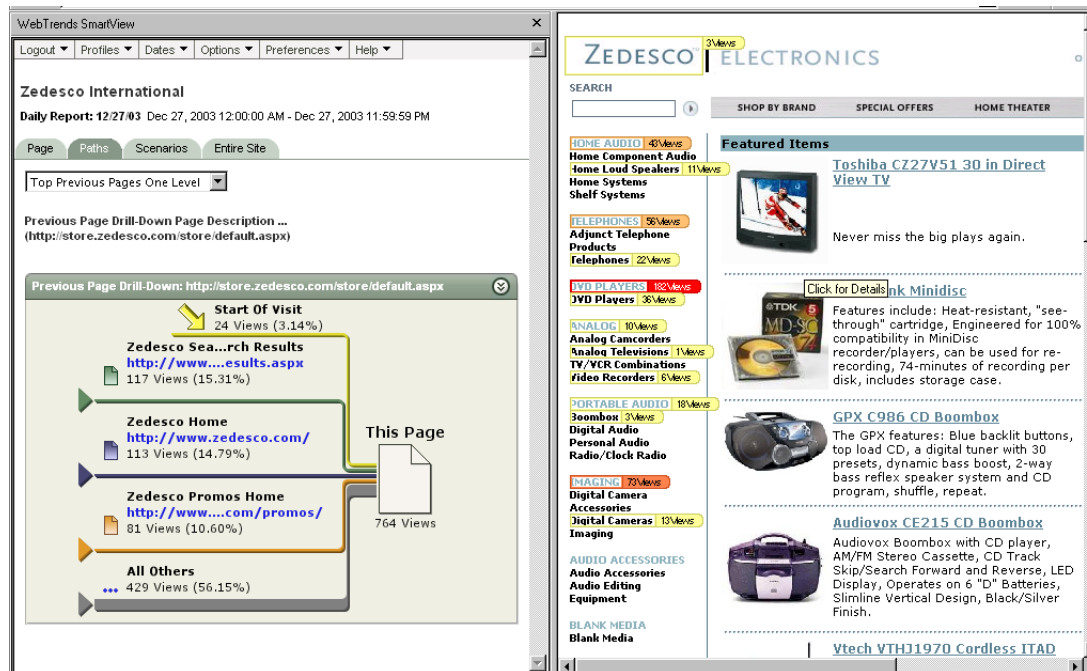


Figure 6-1. Visual Path view

SmartView, on the left, showing a Visual Path view of a Previous Page Drill-Down report, with that data tagged and highlighted on the web page itself.

Installation

To install SmartView, complete these steps:

1. Once you are logged into the Admin Console, select **Help** from the left pane, and **Install SmartView** from the right pane. This launches the SmartView Installation Wizard.
2. The Welcome screen opens. Click **Next**.

3. Select the **I accept the terms of the license agreement** option. (You cannot continue installing this feature without accepting the license agreement.) Click **Next**.
4. The Destination Folder window opens, showing the default installation folder for SmartView. The default location is:
`C:\Program Files\WebTrends SmartView`
Do either of the following:
 - To install to this folder, click **Next**.
 - Alternately, if you prefer to install to another location, click **Change** and browse to it.
5. Click **Install** to complete the installation. You are prompted when the installation is complete. Click **Finish** to close the Installation Wizard.
6. You will need to restart your system in order to use SmartView. Select **Yes** to restart your system and begin using the feature.

Working With SmartView



You need to configure SmartView to recognize the WebTrends server that is handling the analysis for the reports you want to work with. Once connected, you can customize your SmartView experience as you learn how the overlay tags work.

After you have successfully installed it, you need to complete three configuration steps before being able to view your report data through SmartView. These are explained in the subsections below:

- Adding a new connection
- Customizing SmartView
- Enabling SmartView

Adding a New Connection

Complete these steps:

1. Launch your browser. (SmartView requires Microsoft's Internet Explorer IE 5.5 or better.)
2. Click the WebTrends SmartView icon . (By default, when you first install SmartView, new buttons appear to the rightmost of your IE toolbar.) SmartView opens in the left panel.
3. Click **New Connection** . The New Connection dialog box opens.
 - a. Enter a description for this connection. This value will be used in the list of recognized connections that SmartView opens at launch.
 - b. Enter the URL of the WebTrends server which analyzes the profile(s) you will be working with. (You must have at least View Only rights to a profile in order to be able to view its reports using SmartView.)

Note: If you are not sure which URL to use, please see your company's WebTrends administrator.

- c. Click **Save**  .
4. Repeat step 3 to add additional connections.

You can now browse to a recognized URL and begin using SmartView. If you close the utility, the connections you have added will be available at next logon.

As you browse your web site with SmartView enabled, you can change what report—or report preferences—you are viewing through SmartView's tabbed pages, or toolbar. The data available on the tabs as well as through the toolbar is dependant on what WebTrends profile you are using, as well as your rights to this profile.

If you have questions about profile access, please see your WebTrends administrator.

Note: SmartView is a tool that helps present web analysis data as easy-to-interpret visuals on the web page you are actively viewing. You cannot edit profiles or make global updates to WebTrends settings through the SmartView user interface.

Activating the overlay information

The overlay information that appears on the right-hand side of your screen (refer to Figure 6-1 on page 56) must have session tracking enabled for the corresponding profiles.

To activate session tracking for a profile

1. Click **Web Analysis>Options>Session Tracking>New Session Tracking Definition**
2. Make sure to select an alternative method (such as cookie) that will be used in addition to IP/Agent.

To change data included in each profile, you need to edit the profile via the WebTrends Admin Console. Please see the Admin Console online help, or the Profiles chapter of the *WebTrends Installation and Configuration Guide* for more instructions about editing profiles.

Customizing SmartView's visual aids

You can customize how SmartView renders report data in on the web pages you are browsing. These settings are on the **Options** drop-down menu.

To customize what data the tags include:

- **Options > Show Link Tags**

By default, SmartView shows the link tags in the right frame. For any given report, you can select which numbers SmartView displays. In working with a Top Next Pages report, for example, you may find more value in viewing WebTrends statistics by percentage rather than the number of visits themselves. To change what data these tags include, select from the following settings:

– **Options>Link Tag Display**

Select from:

Clicks

Displays the number of clicks from the current web page to (or from, if the WebTrends Report you are working with handles such data) the web page the link is pointing to.

Percent of Clicks

Displays the click data as a percentage.

Percent of Visits

Displays the visit data as a percentage.

Visits

Displays the number of visits to this web page.

- **Options > Link Tag Filter > Show All** (default setting).
To refine the amount of data highlighted on the web page, select from:
 - **Show Top 10**
 - **Show Top 5**

To customize what the tags look like:

- **Customize Link Colors.** The Tab color selector opens

SmartView's link tags are color-coded according to the value of the measure that link is currently showing. For any report measure you are viewing, you can control the link colors in two ways:

Let SmartView assign color variants for you:

- 1) From the SmartView toolbar, select **Options>Customize Link Tag Colors**.
- 2) Select the **Generate colors in-between high and low color** option.
 - a. Click the **High** color selection, and make your selection from the color palette that opens.
 - b. Click the **Low** color selection, and make your selection from the color palette that opens.
 - c. Click **Save**. SmartView automatically assigns a range of colors between your two choices for the measure you are currently viewing.

You can customize each individual link's color:

- 1) From the SmartView toolbar, select **Options>Customize Link Tag Colors**.
- 2) Select the **Manually select all colors** option.
 - a. Click each of the five color settings, and make your selection from the color palette that opens for each one.
 - b. Click **Save**. SmartView applies your choices to the links you are currently viewing.

Enabling SmartView

To use SmartView in subsequent browser sessions:

1. Launch your browser.
2. Select the WebTrends SmartView icon  from the Internet Explorer toolbar.
3. Click the description of the connection you want SmartView to use.

SmartView connects to the server if the server is available. (If a WebTrends server is down, SmartView will not be able to return report data, nor tag the web page you are browsing.)

Once the connection is established, you can browse through reports using the SmartView tabs or toolbar on the left pane, or browse web pages. If there is WebTrends report data for any given web page, SmartView will display the pertinent report or graph to the left, and tag the web page itself on the right.

Uninstalling SmartView



SmartView is a separate installation from WebTrends. While you are prompted to include SmartView's installation directory when uninstalling WebTrends, you do not need to do so at that time.

To remove SmartView from your system, use the Windows Add/Remove Programs utility. (Start>Settings>Control Panel>Add/Remove Programs.)

