

Data Sources

SiteCatalyst 14.5

OMNITURE.


USER GUIDE

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Preface

The Omniture® SiteCatalyst® *Data Sources User Guide* describes how to use Omniture Data Sources to import data into the Omniture platform for reporting and optimization. The *Data Sources User Guide* includes the following sections:

- [Introduction](#)
- [Working with Data Sources](#)
- [Data Sources Types](#)

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1.2 Intended Audience

This Reference is intended for Web site developers and engineers that are familiar with Omniture SiteCatalyst, and implementing SiteCatalyst to track Web pages.

1.3 Account Support

Omniture's support team is available to help you:

- Answer specific product questions.
- Use SiteCatalyst reports to their maximum benefit.
- Resolve any technical difficulties you might have.
- Configure SiteCatalyst variables (eVars, events, props).

1.4 Service and Billing Information

Depending on the service level you have purchased, some of the options described in this guide might not be available to you. Additionally, each account has unique billing needs. Please refer to your contract for pricing, due dates, terms and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Omniture Account Support Manager.

Omniture welcomes any suggestions or feedback you might have regarding the contents of this guide. Send comments to your Omniture Account Support Manager.

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Introduction

Omniure® Data Sources lets you import data into SiteCatalyst® for reporting and optimization. Once imported, most Data Sources data is available throughout the Omniure ecosystem, including SearchCenter, Discover, and Data Warehouse. These products can analyze Data Sources data separate from, or in addition to, data from traditional Omniure data collection mechanisms.

Data Sources provides the following advantages:

- Integrate multi-channel or offline data with data collected on your Web site.
- Collect data from web servers, call centers or other systems and import it into the Omniure platform to utilize conversion, pathing and unique visitor analysis.
- Analyze custom data with Omniure's business optimization tools.
- Optimize keyword bid management based on offline lead fulfillment through SearchCenter.

There are several different types of data sources, each with its particular formatting requirements. To assist you with correct formatting, the Data Sources Wizard provides a downloadable template to assist you with formatting your data source information. Additionally, SiteCatalyst provides you with an interface to let you track your data source uploads to see processing status, error messages, or other data.

This section includes the following topics:

- [How Data Sources Works](#)
- [Requirements](#)
- [Constraints](#)
- [The Data Sources Manager](#)

1.1 How Data Sources Works

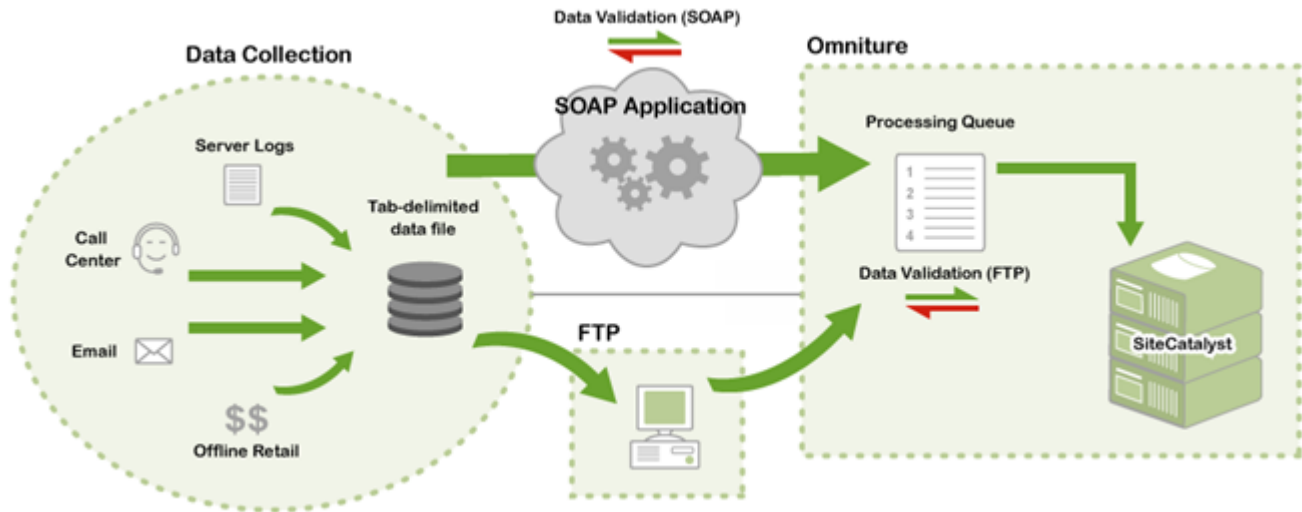
Omniure provides access to Data Sources through two mechanisms. [Figure 1.1](#) illustrates how Data Sources data import can occur.

WARNING: Once submitted via the Data Sources, imported data is indistinguishable from SiteCatalyst data gathered using other methods (JavaScript beacon, ActionSource, Data Insertion API, etc.). You cannot remove the data once it is imported.

FTP-based: The *Data Sources User Guide* (this Guide) describes this Data Sources mechanism. You can create and manage FTP-based data sources through SiteCatalyst, which leverages FTP file transfer to import data files into Data Sources. After creating a data source, Omniure provides you with an FTP location that you can use to upload Data Source files. Once uploaded, Data Sources automatically locates and processes them. Once processed, the data is available for SiteCatalyst reporting.

API-based: Omniure offers a Data Sources API that lets you programmatically link your applications into Data Sources. This eliminates the need for an intermediary FTP server, and transfers data via HTTP and SOAP. For more information, see the [Data Sources API](#) in the [Omniure Developer Connection](#).

Figure 1.1: How Data Sources Works



[Table 1.1](#) answers a few common Data Sources questions.

Table 1.1: Frequently Asked Questions

QUESTION	ANSWER
How much does it cost to use the Data Source feature?	There is a small fee to use this functionality. Contact your Omniture account representative for pricing details.
How do I include comments in Data Sources files?	Each row in a Data Sources file that begins with a pound sign (#) is treated as a comment. For more information, see "Creating a Data Sources File" on page 11 .
How do I structure my data into something SiteCatalyst can understand?	<p>The easiest way is to use the Data Source Activation Wizard to create a template and then download it. When adding additional columns or changing existing columns keep in mind the following categories of data:</p> <ul style="list-style-type: none"> • Date: This is a required column and must be labeled "Date." • Data Dimensions: These are the descriptive elements of your data and should not be variables that can be summed, but rather are descriptive in nature such as names, places, etc. SiteCatalyst uses Tracking Code, Evar 1, Evar 2, etc. to store these values (Note: Evar 1 = s_eVar1 in the SiteCatalyst HTML code (replace s_ with s. if using H code)). • Events: Unlike Data Dimensions, Events are the quantifiable metrics such as Units Sold or Monthly Sales that SiteCatalyst can sum over time. SiteCatalyst uses variables such as Purchase, Event 1, ScAdd, etc. to store these values (Note: Event1, for example, is actually s_event1 in the SiteCatalyst HTML code (replace s_ with s. if using H code)).
Do I need a date column in my spreadsheet data?	Since many SiteCatalyst reports are keyed from the date column, Data Sources requires a data column. The format is MM/DD/YYYY (date only) or MM/DD/YYYY/HH/mm/SS (date/time).

QUESTION	ANSWER
Can I store data in existing SiteCatalyst variables that I'm already using?	Omniture strongly recommends you select a set of new variables that you are not currently using to import data using Data Sources. If you do not, and use variables that are already in use (i.e. s_events="checkout" for your Check Out page (replace s_ with s. if using H code)), then this data will be overwritten. If you are uncertain regarding the configuration of your data file, or would like to understand whether a danger exists, consult Omniture Live Support. Once existing data is overwritten it is extremely expensive and difficult to reverse.
Once uploaded, how do I delete data that was imported using Data Sources?	Once uploaded, data that was imported using Data Sources cannot be deleted.

1.2 Requirements

Make sure that your report suite meets the following requirements before enabling and using Data Sources:

- Contact your Omniture Account Representative to enable Conversion if you plan on submitting data to populate Conversion reports.
- Use the SiteCatalyst Admin Console to create any eVars or Custom Events needed to receive Data Sources data.
- Configure Custom Events so they are compatible with the Data Sources grouping ([See "Data Source Groupings" on page 18.](#)) where you want to use them.
 - **Generic and Integration Data Sources:** Custom Events should be Numeric or Currency.
 - **Full Processing Data Sources:** Custom Events should be Counter.

1.3 Constraints

The following constraints apply to Data Sources, and data imported into SiteCatalyst:

Size limits

- There is no limit to the number of files you may submit, but each Data Sources file cannot exceed 50MB (approximately 200,000 rows).
- Each value imported into conversion variables (eVars) cannot exceed 100-characters in length. Values longer than 100 characters are truncated.
- To limit delays in generating reports, do not upload more than 30 days of data per day.

Dates

- Only data with current or past dates can be imported. Do not attempt to use future dates in your Data Sources data.
- All rows must have a date specified to enable SiteCatalyst graphing capabilities. The date must be in the format: MM/DD/YYYY (example: 06/15/2008). If a row does not include a date, Data Sources generates an error and rejects the file. Full Processing Data Sources files ([See "Full Processing" on page 19.](#)) use the ISO 8601 date format (example: 2008-07-25 14:55), or Unix time format (seconds since January 1, 1970).
- Standard and Integration data sources use the following date format: MM/DD/YYYY/HH/mm/SS. For example: 07/27/2008/14/55/00.

General

- When you upload a Data Sources file, Data Sources performs basic data validation to make sure the file does not contain formatting errors. You can decide if Data Sources should stop processing a file when it encounters an error. For more information, see ["Manage Tab" on page 6](#).
- Data fields cannot contain semi-colons. Data Sources skips records that contain a semi-colon.
- You cannot pass negative values into SiteCatalyst through Data Sources.
- Data from Web Log, Traffic, and some Generic Data Sources groupings are not available in Data Warehouse or Discover. For more information, see ["Data Source Groupings" on page 18](#).

Multi-Byte Support

Data Sources supports multi-byte encoding. Data Sources attempts to detect the format of the incoming Data Sources file, and when necessary, converts it to a supported format. For example:

UTF-8: Supported. The report suite used with Data Sources must have multi-byte character support enabled. For more information, see "Creating a Report Suite" in the [Administration Console User Guide](#), which is available in the [SiteCatalyst Help System](#).

UTF-8 with Byte Order Mark (EF BB BF): Supported. This is non-standard, but a lot of Windows applications save in this format. For example, WordPad saves in this format if you pick "UTF-8".

ISO-8859-1 (aka Latin-1 or Windows-1252): Supported. Microsoft Excel saves in this format when you pick a "tab delimited" export. The Report suite MUST be using the ISO-8859-1 locale.

UTF-16 Little-endian, with Byte Order Mark (FF FE): Converted to ISO-8859-1 or UTF-8, as determined by your report suite configuration. Microsoft Excel saves in this format when you pick a "unicode" export.

UTF-16 Big-endian, with Byte Order Mark (EF FF): Converted to ISO-8859-1 or UTF-8, as determined by your report suite configuration.

UTF-16 with no byte-order mark: Not supported.

If you submit a UTF-8 or ISO-8859-1 file and your report suite is not configured to support it, one of the following happens:

- The error is detected during conversion, in which case you receive a message such as "Found bad character in file at position 18 while converting from UTF-8 to ISO-8859-1".
- The conversion of the file results in garbled data that Data Sources catches during file processing. The error message you see varies by data source type).
- The file is processed with no errors, but you see garbled data in the report.

Uploading Web Log Files

- The most useful reports for viewing Web Log data are traffic reports, such as page views.
- Page names are displayed as the entire URL, including the query-string.
- Each file request appears as a separate page view, including style sheets and image files.
- If you append information to the URL, files might be recorded as separate pages. For example, SiteCatalyst records the following URLs as two separate pages:

```
/jokes/misc/snail_joke.html?userid=12345  
/jokes/misc/snail_joke.html?userid=98765
```

1.4 The Data Sources Manager

The Data Sources Manager is part of SiteCatalyst. It lets you create, manage, and view the use of data sources in a report suite.

To access the Data Sources Manager

1. Log in to the Omniture Suite.
2. On the Omniture Suite home page, select **Admin > Data Sources**.

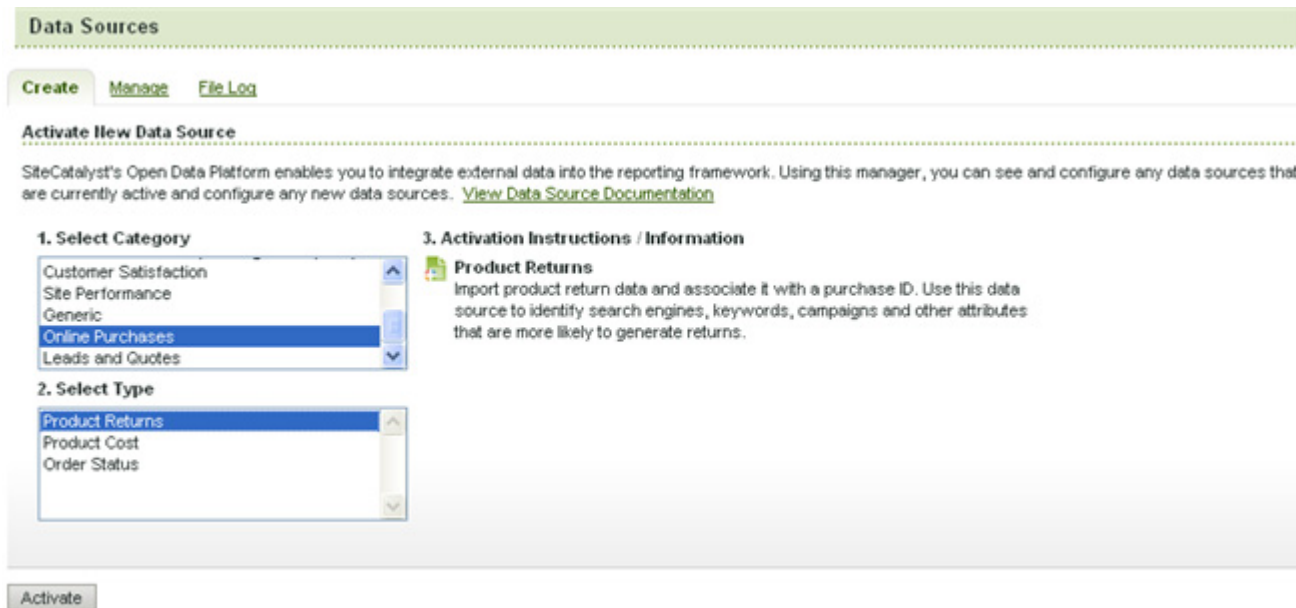
The Data Sources Manager has three tabs used to create, manage and view historical usage of Data Sources.

- [Create Tab](#)
- [Manage Tab](#)
- [File Log Tab](#)

Create Tab

The Create tab lets you configure a new data source for the currently selected Report Suite. When you activate a data source, the Data Sources Wizard guides you through the process of creating a Data Sources template, and creates an FTP location for uploading data.

Figure 1.2: The Data Sources Manager Create Tab



For information about Data Sources categories and types, see ["Data Sources Types" on page 14](#).

Manage Tab

The Manage tab shows all active Data Sources for the currently selected a report suite.

Figure 1.3: The Data Sources Manager Manage Tab

Data Sources

Create Manage File Log

Manage Data Sources

Transaction ID Recording is Enabled
Transaction IDs sent via JavaScript are recorded for use with Integration Data Sources. See the [Data Sources User Guide](#) for details.

SiteCatalyst Web Beacon
Type: SiteCatalyst Web Beacon
Activated: 2003-03-13

Campaign Costs
Restart Processing Complete Processing Deactivate
Type: Generic Data Source (Summary Data Only)
Activated: 2004-06-22
Stop processing on errors
Configure FTP Info

Email campaign
Restart Processing Complete Processing Deactivate
Type: Generic Email Campaign Server
Activated: 2004-07-07
Stop processing on errors
Configure FTP Info

FastClick AdServer
Restart Processing Complete Processing Deactivate
Type: Generic Ad Server
Activated: 2004-09-05
Stop processing on errors
Configure FTP Info

Each active data source has the following management links:

Restart Processing: Restarts data source processing that previously stopped due to errors or warnings. Processing continues until the next error is encountered. Data Sources halts processing of a Data Sources file only when you select **Stop Processing on Errors**.

Complete Processing: Instructs Data Sources to finish processing of the Data Sources file as if it is complete. This is useful when you have visits that span multiple Data Sources files. This applies only to Full Processing Data Sources ([See "Full Processing" on page 19.](#))

Deactivate: Deactivating a Data Source will delete it. If any files on the server have begun to process, that processing will continue until complete. Files that have not yet begun processing will not be processed.

Stop processing on errors/warnings: Instructs the Data Sources Processing Engine to stop processing when it encounters an error. The data source does not resume processing until you select **Restart Processing**. The **Stop processing on warnings** option applies only to Full Processing Data Sources ([See "Full Processing" on page 19.](#))

When Data Sources encounters a file error, it notifies you of the error, and moves the Data Sources file with the error into a folder called `files_with_errors` on the FTP server. Once you have resolved the problem, resubmit the Data Sources file for processing.

Configure: Lets you modify the data source template, or other settings specific to this data source.

FTP Info: Displays the FTP information for this data source. Use this information to access the data source template, and send Data Source data.

The Manage tab lists recent Data Sources files (currently processing, or received in the last week), and provides the following information about each file:

File Name: The name of the file uploaded

Status: The current status of the file. Possible status values include the following:

- **In Queue (step 1 of 3):** The file exists, but has not begun processing. If the file doesn't appear within 30 minutes, check that the associated .fin file is present
- **Preparing (step 2 of 3):** The file is being checked for errors or warnings
- **Processing (step 3 of 3):** The file is being processed
- **Failed:** The file was not processed due to errors
- **Success:** The file was completely processed

File Log Tab

The File Log displays information about all of your previously submitted data sources.

Figure 1.4: The Data Sources Manager Log File Tab

The screenshot shows the 'Data Sources' interface with the 'File Log' tab selected. It displays a 'Historical Log' with a search bar and a table of data source uploads. The table has columns for Data Source Name, Type, Filename, Rows, Errors, Warnings, Received, and Status. The data is as follows:

Data Source Name	Type	Filename	Rows	Errors	Warnings	Received	Status
1. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL494b6b83e7212-1252.tab	1	0	0	2008-12-19 01:38:00	Success
2. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL491acecf6f78b-1252.tab	1	0	0	2008-11-12 04:40:00	Success
3. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL491ace4b726f2-1252.tab	1	0	0	2008-11-12 04:39:00	Success
4. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL4919733f2881c-1252.tab	2	0	0	2008-11-11 03:57:00	Success
5. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL49197307a33c8-1252.tab	2	0	0	2008-11-11 03:57:00	Success
6. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL4907d01cc5c5d-932.tab	0	0	0	2008-10-28 19:53:00	Failed
7. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL48e071ac00171-1252.tab	7	0	0	2008-09-28 23:13:00	Success
8. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL48c5bca47ae93-1252.tab	1	0	0	2008-09-09 11:13:00	Success
9. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL486b933b69b3d-1252.tab	1	0	0	2008-07-02 07:40:00	Success
10. Email Metrics (DGrounds)	Generic Data Source (Summary D	June08Campaigns2.txt	2393	0	0	2008-06-09 23:17:00	Success
11. eCost Sample Load	Traffic Data Source	eCost1c.txt	93	0	0	2008-06-09 22:29:00	Success
12. Email Metrics (DGrounds)	Generic Data Source (Summary D	June08Campaigns.txt	0	0	0	2008-06-09 20:29:00	Failed
13. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL484852fc13709-1252.tab	1	0	0	2008-06-04 01:32:00	Success
14. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL483300071de00-1252.tab	7	0	0	2008-05-20 09:45:00	Success
15. SearchCenter Bulk Upload	SearchCenter Bulk Upload	SEMXL4832e73eda15d-1252.tab	15	0	0	2008-05-20 07:59:00	Success
16. Campaign Costs	Generic Data Source (Summary D	1.txt	126	0	0		Failed
17. Campaign Costs	Generic Data Source (Summary D	SF_Integration Data Source 200	126	0	0		Failed

The file log includes a search feature that lets you search for information by Data Source Name, Data Source Type, file name, date received, or status. Click on the links in the file log to open a window that provides additional information that uploaded Data Sources file.

Working with Data Sources

This section describes creating and configuring data sources in your report suite, and contains the following sections:

- [Preparing to Use Data Sources](#)
- [Creating a Data Sources Template](#)
- [Creating a Data Sources File](#)
- [Uploading a Data Sources File](#)

2.1 Preparing to Use Data Sources

Preparation is a very important part of a successful Data Sources data import. You must know the goals of the data import, the reports that will use the imported data, and how to configure SiteCatalyst Properties, eVars, and Events to receive the Data Sources data. Consider the following before implementing a new Data Source:

- [Identify the Metrics](#)
- [Identify the Data Dimensions](#)
- [Identify a Valid Date Range for Data Source Data](#)

Identify the Metrics

You must understand the metrics or measurements that the Data Sources data provides? For example: Off-line Sales Revenue by Product, Returns by Product, or Ad Impressions by Campaign.

While each of these examples has only a single imported metric, broken down by a single data dimension, you can import several metrics at a time. However, you must assign each metric that you want to import to a SiteCatalyst event (typically a custom event). For example, you can assign off-line orders to Custom Event 1 and Ad Impressions to Custom Event 2. Omniture strongly recommends using new, empty events with Data Sources data, but in rare cases it might make sense to use a pre-existing event.

Once you have determined the appropriate metric-to-event mappings for the Data Sources data, rename the events with descriptive names appropriate for the associated Data Sources metric. You can do this from the SiteCatalyst Admin Console. For more information, see "Configuring a Report Suite" in the [Admin Console User Guide](#), which is available in the [SiteCatalyst Help System](#).

Identify the Data Dimensions

You must identify and gather the data (reports) that you want to use to breakdown the metrics imported through Data Sources. This data is known as *Data Dimensions*. For example, if a Data Source metric measures ad impressions, your data dimension is likely the Campaign tracking code. If you are measuring off-line sales, you might want to use product code (or SKU) as your data dimension.

You can define multiple data dimensions to a metric, but each metric must provide a relevant value, or combination of values, for each associated data dimension. For example, if you import an Off-line Sales metric and associate it with Product and Partner data dimensions, the Off-line Sales metric must be relevant for each combination of Product and Partner (for example, total revenue).

NOTE: It is possible to import Total metrics that cannot be broken down by any data dimension.

Once you have defined the data dimensions to use with a data source, you must integrate the dimensions data into SiteCatalyst by mapping it to a SiteCatalyst variable, either standard reports (for example, Product, Tracking Code, Search Keyword) or Conversion Traffic variables (eVars). When using eVars, you can use either existing eVars or new eVars as data dimensions. After selecting an eVar to receive a data dimension from Data Sources, make sure you name them appropriately. For more information, see "Configuring a Report Suite" in the [Admin Console User Guide](#), which is available in the [SiteCatalyst Help System](#).

Identify a Valid Date Range for Data Source Data

Once you have defined your Data Sources metrics (Custom Events) and data dimensions (eVars), review the date range of the Data Source data that you want to import. You cannot import Data Sources that fall outside the range of your existing SiteCatalyst data. For example, you cannot import Data Source data from before you implemented SiteCatalyst on-line data tracking. Data Sources data should be broken down by day.

2.2 Creating a Data Sources Template

A Data Sources template provides a data framework suitable for submitting a specific set of external data to Omniture Data Sources. Once created, you can download the template, input your data into the template, then upload the data to the Data Sources FTP site. Once processed by the Data Sources server, the imported data is available for use in your SiteCatalyst reports. For more information, see "[Creating a Data Sources File](#)" on page 11.

To create a new data source template

1. Log in to the Omniture Suite.
2. In the Omniture Suite header, select **Admin > Data Sources**.
3. On the Data Sources Create tab, select a template category and type.

Figure 2.1: Activate a Data Source

4. Review the Activation Instructions/Information, then click **Activate**.
This opens the Data Source Activation Wizard.
5. On each page of the Wizard, provide the required information, then click **Next**.

The specific steps for creating the Data Source template vary based on the selected category and type. [Table 2.1](#) describes the information requested on each page of the Wizard.

6. On the Summary page, review the Data Source template configuration details, then click **Save**.
7. On the Download Template page, click **Download** to save a copy of the new Data Source template locally.
This screen also gives you the information you need for accessing and uploading data to the Data Sources FTP server. You can access this information at any time by selecting **FTP Info** next to the Data Source entry in the Data Sources **Manage** tab.
8. Click **Close** to exit the Data Source Activation Wizard.

Table 2.1: Information Needed for the Data Source Activation Wizard

WIZARD PAGE #	FIELD	DESCRIPTION
0	Don't show this screen again	The initial wizard page describes the Data Source activation process. Select the check box to skip this page in the future.
1	Name	The template name that SiteCatalyst displays in The Data Sources Manager .
1	Email	The email address that receives all notifications related to the use of this Data Source template.
1	Check box	Select the check box to indicate your acceptance of the fees associated with using this Data Source template.
2	Choose Metrics	Select the metrics to import using this Data Source. SiteCatalyst recommends certain metrics based on the Data Source Category and Type selected in Step 3. To specify a different metric, type its name in a blank field, then select the check box to enable the metric.
3	Map Metrics*	Select a SiteCatalyst Event to receive each imported metric selected in Wizard page 2. These should be new, unassigned Events that you have previously assigned names that correspond to the imported metric data they will receive through Data Sources.
4	Choose Data Dimensions	Select the data dimensions to breakdown the imported metrics from this Data Source. SiteCatalyst recommends certain data dimensions based on the Data Source Type selected in Step 3. To specify a different data dimension, type its name in a blank field, then select the check box to enable the data dimension.
5	Map Data Dimensions	Select a standard report or eVar to receive each imported data dimension selected in Wizard page 4.

* If an eVar, Product, or Tracking Code variable is a destination variable, and the uploaded values match existing captured values, the uploaded events essentially add metrics to existing values. For example, you might create an "Offline Orders" metric with a Products data dimension that already has Product Views, Checkouts, and Orders as existing metrics.

2.3 Creating a Data Sources File

The Data Sources file contains the data that you want to upload to SiteCatalyst. This section contains information about preparing a Data Sources file for upload, and contains the following topics:

- [The Data Source Template](#)
- [Copy Data into the Data Sources File](#)

NOTE: You must create a separate Data Sources file for each report suite where you want to import data.

The Data Source Template

In order for Data Sources to process external data and import it into SiteCatalyst, it must be formatted in a specific way. The Data Source template provides the basic framework and structure for a Data Sources data submission.

The Data Source template is a `.txt` file that you can open with any text editor. However, it is easiest to work with the template using Microsoft Excel or another spreadsheet application. The template content varies based on your selections in the Data Source Activation Wizard (see [Figure 2.2](#)).

Figure 2.2: Sample Data Sources Template

	A	B	C	D	E
1	# Product Returns template file (user: 2573893 ds id: 407)				
2	#	Products	Returned Revenue	Units	Purchase ID
3	Date	Evar 15	Checkouts	Quantity	transactionID
4					

The Data Source template includes the following data.

NOTE: A pound symbol (#) identifies that row as a comment (see rows 1 and 2 in [Figure 2.2](#)). You can add additional comments to the file, as needed.

- A comment that lists the template file title.
- A comment that lists the external metric and data dimension names specified in the Data Source Activation Wizard.
- Column headings used to identify the data in each column of the Data Source file. There are three types of column headings:

Date: (Required) A time stamp for each data row in the file. Every row must have a valid date in the format: MM/DD/YYYY.

Variables: The names of the SiteCatalyst variables mapped to the data source's data dimensions (see column B in [Figure 2.2](#)). For more information, see ["Identify the Data Dimensions" on page 8](#). For a complete list of valid data dimensions, see ["Supported Metrics and Dimensions" on page 22](#).

Events: The names of the SiteCatalyst events mapped to the data source's metrics (see column D - E in [Figure 2.2](#)). For more information, see ["Identify the Metrics" on page 8](#). For a complete list of valid metric names, see ["Supported Metrics and Dimensions" on page 22](#).

Copy Data into the Data Sources File

Use the Data Source template to create a Data Sources file that contains data that you want to upload to SiteCatalyst. When creating a Data Sources file, remember the following:

- Effectively, each row in the Data Sources file contains one data record, where each record is made up of a series of tab-separated fields. The column headers in the Data Source template define the order of these fields. For example:

```
#Sample data file for mycorp_report_suite
#Imported data for ad impressions applied to Event 6
Date          Tracking Code  Event 6
1/1/2009      NYT8453A       8754
1/1/2009      WSJ4453B       9492
1/1/2009      BHG44563       10553
1/2/2009      NYT8453A       6452
1/2/2009      WSJ4453B       7237
1/2/2009      BHG44563       9031
```

- FTP accounts have a 50MB limit, so Data Sources files must not exceed this size. To upload more than 50MB of data, use multiple data files.
- If you upload multiple data files, Data Sources loads them in alphabetical order. Files that need to be in processed chronologically must be named such that their alphabetical order corresponds to their chronological order. For example:

```
log_2009-01-01_13:00.txt
log_2009-01-01_13:15.txt
log_2009-01-01_13:30.txt
```

- To speed processing of your Data Sources file, Omniture recommends aggregating event (metric) data into a single row per date. For example, if your Data Sources file maps ad impression data to Event 6, create a single data row that includes the total number of ad impressions for each day, rather than creating a separate data row entry for each ad impression that occurred on a particular day.
- If you need to upload data from dates prior your report suite's creation date, contact your Omniture account representative to change the oldest date for which you can run reports.

To create a Data Sources file

- Open the Data Source template.
- Copy data into the appropriate columns of the Data Source template, making sure to adhere to the data format required for that data column.
- Save the Data Sources file using a naming convention of your choice.

Omniture recommends using a consistent naming convention for all Data Sources files. Use a common file extension such as `.txt` or `.tsv` (or don't use any extension).

2.4 Uploading a Data Sources File

Once you have prepared a Data Sources data file, submit it to Data Sources for processing. Omniture maintains several Data Sources FTP servers where you can upload Data Sources files. Remember the following about the Data Sources FTP servers:

- Select **FTP Info** next to the Data Source entry in the Data Sources Manager's [Manage Tab](#) to see the FTP Host, Login, and Password information for the data source's FTP account. Anyone with access to this information can upload data into your report suite.
- For security purposes, FTP accounts are closed after 30 days of inactivity.
- FTP accounts are data source-specific. You cannot use one FTP account to upload Data Sources files to multiple data sources.

To upload a Data Sources file

1. Use an FTP client to send the data to your Data Sources FTP site (Available in the **FTP Info** link in the Data Sources Manager).
2. Upload a `.fin` file to notify Omniture that the Data Sources file upload is complete.
The `.fin` file must have the exact same name as the Data Sources file, except for the file extension. Omniture does not queue the Data Sources file for processing until you upload the `.fin` file.

NOTE: Do not upload the `.fin` file until all Data Sources files have finished uploading, or Data Sources might attempt to process an incomplete file.

3. Watch for any messages during the Data Sources file processing.
Data Sources Manager displays any errors that occur during the file processing.

Data Sources Types

As you start working with Omniture® Data Sources, it is important to understand the terminology used to describe the various types of data sources that are available for importing data into Omniture collection servers. Different data sources have different capabilities and requirements, and you must be able to identify the data source most appropriate for you, based on the type of data you want to import and the way you want to use the data in SiteCatalyst.

Omniture uses the following terms when talking about types of data sources:

- [Data Source Categories and Types](#)
- [Data Source Groupings](#)

A.1 Data Source Categories and Types

Data source categories identify different data source types that provide similar functionality. Categories provide a way to group data sources from a user's perspective. When creating a data source through the Data Sources UI in SiteCatalyst, you first select a data source category, then a specific data source type (See "[Creating a Data Sources Template](#)" on page 8.). Each category contains types of data sources that support similar types of data. Data Sources has the following data source categories:

- [Web Site Usage](#)
- [Ad Campaigns](#)
- [Customer Relationship Management \(CRM\)](#)
- [Customer Satisfaction](#)
- [Site Performance](#)
- [Generic](#)
- [Online Purchases](#)
- [Leads and Quotes](#)

Web Site Usage

DATA SOURCE TYPE	DESCRIPTION
SiteCatalyst Web Beacons (N/A)	Web beacons represent the primary data collection method for SiteCatalyst. This data source cannot be activated or removed through this interface. If you wish to change or add a Web beacon data source, please contact your Omniture Account Representative.
Web Server Log Files (Web Log)	Most Web servers generate log files that record every page served. Using this data source, you can process the log files from most Web server data and add this data to your reports.
SiteCatalyst Rollups (N/A)	SiteCatalyst can "roll up" data from multiple sites into a single suite of reports. These reports then reflect the activity across all the associated Web sites. This data source cannot be activated or removed through this interface. If you wish to change or add a SiteCatalyst Rollup data source, please contact an Omniture Representative.
ASI (N/A)	By using the Segment Wizard, you can leverage SiteCatalyst's ASI technology to build reports that reflect the activity of a particular segment. For example, using the Wizard you might create a segment showing only the visits that resulted in a purchase.
SearchCenter Bulk Upload (Standard)	This data source provides manual and excel-automated bulk uploads within SearchCenter.
Site-level Traffic Data Source (Traffic)	Imports Traffic data for your entire Web site. For example, Page Views.
Breakdown Traffic Data Source (Traffic)	Imports Traffic data broken down by another Web site variable. For example, Page Views by Product.

Ad Campaigns

DATA SOURCE TYPE	DESCRIPTION
Generic Ad Server (Standard)	This data source will allow you to integrate impressions and other top-line metrics about your ad serving activities from your ad server into SiteCatalyst. This is the generic ad server data source and should be used if your specific ad server is not supported.
Generic Email Campaign Server (Standard)	The email campaign data source allows the integration of metrics from your email campaign server into SiteCatalyst. Commonly incorporated metrics include the number of messages sent, messages delivered and messages read. This is the generic email campaign data source and should be used if your specific email campaign server is not supported.
Generic Pay-Per-Click Service (Standard)	This data source will allow you to import data about your pay-per-click performance including impressions, clicks, and costs. This is the generic pay-per-click data source and should be used if your specific pay-per-click service is not supported.

Customer Relationship Management (CRM)

DATA SOURCE TYPE	DESCRIPTION
Generic Call Center (Standard)	The call center data source allows you to integrate information about your call center into the SiteCatalyst reporting. Metrics more commonly imported include the number of calls, time on the phone, the agent, and total sales. This data source is the generic call center data source and should be used if your specific call center software is not supported.
Generic Customer Support Application (Standard)	This data source will facilitate the integration of information from your customer support software into the SiteCatalyst reporting interface. It includes metrics such as the number of new incidents, number of incidents resolved, and the time spent resolving incidents. This is the generic customer support data source and should be used if your specific customer service application is not supported.

Customer Satisfaction

DATA SOURCE TYPE	DESCRIPTION
Generic Survey Data (Standard)	This survey data source will allow you to integrate survey results from a third-party tool into SiteCatalyst showing overall how satisfied customers are by their interactions with your site. This is the generic survey data source and should be used if your specific survey data service is not supported.

Site Performance

DATA SOURCE TYPE	DESCRIPTION
Generic Site Download Speed (Standard)	This data source will integrate data from an application or service that tracks the speed of your downloads with your SiteCatalyst data. This is the generic download speed data source and should be used if your specific download speed software or service is not supported.

Generic

DATA SOURCE TYPE	DESCRIPTION
Generic Data Source (Summary Data Only) (Standard)	This generic data source should be used when there is no closer match to the type of data you'd like to import into SiteCatalyst.
Generic Data Source (Full Processing)	The generic full data source allows you to import log file data into SiteCatalyst. This data will be processed as if it were received by Omniture servers at the time specified (each hit receives a timestamp).
Generic Data Source (Transaction ID) (Integration)	Use this data source to tie any offline event to an online event. The transaction ID acts as a key between the offline and online events. For more information, see "Integration" on page 18 .

Online Purchases

DATA SOURCE TYPE	DATA SOURCE ID	DESCRIPTION
Product Returns	26	Import product return data and associate it with a purchase ID. Use this data source to identify search engines, keywords, campaigns and other attributes that are more likely to generate returns.
Product Cost	27	Use this data source to provide the actual cost of products purchased and shipped from your site. Once cost or profit is associated with products, you can accurately report on the most profitable campaigns, keywords and internal promotions for your site.
Order Status	28	Use metrics to identify the status of every order made - including orders canceled, shipped, completed, or deemed fraudulent. Order status reporting can identify which acquisition methods generate the highest order completion rate.

Leads and Quotes

DATA SOURCE TYPE	DATA SOURCE ID	DESCRIPTION
Lead Generation	29	For every lead generated on your site, upload information about the results of the leads, including actual revenue generated. Once revenue is accurately attributed to lead IDs, you can identify your most profitable campaigns and promotions.
Online Quote	30	If your site generates online quotes, followed up by offline transactions, use this data source to record offline transaction revenue and other metrics. Once metrics are provided you can identify the most profitable campaigns and promotions leading to quotes.
Call Center Data	31	If your web site generates call center transactions, you can upload those transactions to identify the situations (campaigns, promotions, etc.) that lead customers to pick up the phone.

A.2 Data Source Groupings

Data Source Groupings identify different data sources types that have similar underlying capabilities and requirements. Groupings provide a way to categorize data sources from the perspective of the back-end systems that process data sources. This is particularly important if you consider using the [Data Sources API](#) to integrate your offline systems with Omniture collection servers. The Data Sources API lets you create data sources based on grouping rather than category and type.

Data Sources has the following data source groupings:

- [Integration](#)
- [Full Processing](#)
- [Web Log](#)
- [Standard](#)
- [Traffic](#)

Integration

Integration data sources let you link offline, multi-channel, or internally processed data to an online transaction. This data can appear in Conversion reports, such as Campaigns, Keywords, Search Engines, and eVars. For example, an online lead might be fulfilled offline through a call center.

Integration data source types include the following:

- Product Returns
- Product Cost
- Order Status
- Lead Generation
- Online Quote
- Call Center Data
- Generic Data Source (Transaction ID)

Integration data sources also let you tie offline or multi-channel data to an online visitor. You can connect the offline and online data through the `transactionID` variable. When uploading data to an Integration data source, you must specify the `transactionID`.

The `TransactionID` is available in version H.10 of Omniture's JavaScript code and version 1.3 of ActionSource. The `transactionID` is an alphanumeric value up to 100 characters long.

By default, Omniture stores transaction IDs for 90 days. Any data uploaded to a deleted transaction ID is attributed to "None" in SiteCatalyst reports. If you need to store transaction IDs for a longer than 90 days, contact your Omniture account representative to change the number of days for which transaction IDs are stored.

When you import an Integration data source, it updates the following reports automatically:

Campaign	eVars 1 - 50	Paid, Natural and All keywords
Referring Domain	Entry Page	Paid, Natural and All search engines
Original Referring Domain	Visit Number	Customer Loyalty*
Days Since First Purchase*	Days Since Last Purchase*	Product-associated Merchandising eVars***
Products**		

- * Metrics imported via data sources will be tied to the visit number and purchase number at the time the transaction ID was recorded. However, purchase events recorded via data sources will not update a visitor's purchase or visit number.
- ** If no products are specified, the metrics and variables specified in the data source will be tied to any products on the page at the time of the transactionID. If products are specified, only those products will be associated with variables and metrics supplied in the data sources file.
- *** Merchandising eVar values associated with products will be updated for the products updated (either those specified in the Data Sources file, or those associated with the original transactionID). Metrics specified in the Data Sources file eVars that use Linear allocation will not be updated via data sources. Likewise, Participation metrics are not available for offline events. In other words, events populated via the Integration Data Source will not be counted in participation metrics for the page name or other reports.

Automatically Linking Offline Metrics to Specific Products

One useful aspect of Integration data sources and transaction IDs is that you can use them to automatically associate offline metrics to products in an existing transaction.

When SiteCatalyst records a transaction ID, it also records details surrounding the transaction, including active campaigns, eVars, and the products listed on the page. You can have SiteCatalyst use the transaction ID as a look-up value to identify the products in the transaction, then tie offline metrics to the related products in SiteCatalyst.

To automatically associate offline metrics with products

1. Enable a new Counter event to store offline metrics.

You must use a Counter event. SiteCatalyst cannot use Numeric and Currency events to automatically look-up products associated with an existing transaction.

NOTE: Changing an existing event's type from Currency or Numeric to Counter erases all historical data for that event.

2. Upload an Integration Data Source file that includes the transaction ID, the Counter event, relevant eVars and other metrics.

Do NOT specify products in the Data Source file.

If you specify products, then SiteCatalyst associated Events with the product listed on the same line, and no others. If you specify products on one line, and Counter events on the next, then the Counter event will tie to the stored products.

Full Processing

Full processing allows data collected on any system to be processed as if it were collected by Omniture. This is often used to process data collected via an internal Web server or an in-store kiosk. Every row in the file represents a page view or link click for a visitor. Full processing data sources let you view pathing and correlation data. Full data sources are similar to submitting Web logs with a main difference being that you can adjust the data in a full data source, where you cannot within a Web log data source.

Full Processing Data Source types include the following:

The following tables give the column name equivalents for full data sources.

Table A.1: Full Processing Data Dimensions

COLUMN NAME	EQUIVALENT FOR FULL DATA SOURCES
date	date
category	product category

COLUMN NAME	EQUIVALENT FOR FULL DATA SOURCES
tracking code	campaign
product	products
state	state
zip	zip
channel	channel
evar 1 - evar 50	eVar 1 - eVar 50
evar 1 views - evar 50 views	eVar 1 instances - eVar 50 instances

Table A.2: Full Processing Metrics

COLUMN NAME	EQUIVALENT FOR FULL DATA SOURCES
occurrences	***
price	revenue
orders	orders
quantity	units
product views	prodView
cart opens	scOpen
cart adds	scAdd
cart removes	scRemove
cart views	scView
checkouts	scCheckout
clickthroughs	campaign instances
event 1 - event 80	event1 - event80

Web Log

Web Log data sources let you import standard web server log files. The following common Web server log types are supported:

COLUMN NAME	DESCRIPTION
NCSA Common Log	Apache Default
NCSA Extended (Combined)	Apache
W3C Extended Log	Used by IIS 4.0 and later
Microsoft IIS Log	Used by IIS 3.0 and earlier

The primary log file fields that Data Sources processes include IP Address, Date/Time of the request, and the URL. In a few cases, such as the NCSA Extended format, Data Sources also processes the Referrer and the User Agent fields.

You can view WebLog data using standard SiteCatalyst reports for Page Views, Visits, and Visitors. Since SiteCatalyst metrics are primarily based on cookies, and Web server logs are based on the IP address, Omniture recommends importing the web server logs into a separate report suite specifically for that purpose.

For more information about your Web server log files, consult your Web server documentation.

Standard

Use Standard data sources to record page views, visits, visitors, eVars or props. These are for conversion data only.

Traffic

Traffic data sources are used to import simple traffic metrics. For example, hits on a Web page or most visited page data. Traffic data sources do not support conversion data, and cannot do data correlation.

Supported Metrics and Dimensions

It is important to understand the Omniture® Data Sources terminology used to describe the types of data sources that are available for importing data into Omniture collection servers. Different data sources have different capabilities and requirements, and you must be able to identify the data source most appropriate for you, based on the type of data you want to import and the way you want to use the data in SiteCatalyst.

- [Conversion Dimensions and Metrics](#)
- [Traffic Dimensions and Metrics](#)
- [Data Source Variables](#)

B.1 Conversion Dimensions and Metrics

Data Sources supports the following Conversion data dimensions and metrics as column headings in a Data Sources file:

COLUMN NAME	DESCRIPTION
Conversion Dimensions*	
Tracking Code Campaign	Tracking code name.
Category	Category name.
Channel	Channel name.
eVar n	eVar n name. Valid values for n are whole number 1 - 50.
Product	Product name.
State	State name.
Zip	Zip name
Tracking Code Campaign	Tracking code name.
Conversion Metrics**	
Clickthroughs	Number of tracking code views.
Cart Adds	Number of cart additions.
Cart Opens	Number of cart opens.
Cart Removes	Number of cart removals.
Cart Views	Number of cart views.
Checkouts	Number of checkouts.
Event n	Number of times event n occurred. Valid values for n are whole number 1 - 80.
eVar n Views	Number of times eVar n was viewed. Valid values for n are whole number 1 - 50.
Price	Product price.

COLUMN NAME	DESCRIPTION
Orders	Number of orders placed.
Product Views	Number of product views.
Quantity	Number of units sold.

*If you specify a category, then you must also select a product. The number of eVars supported by a report suite is contract-dependent and varies between companies.

**If you specify a View event, you must also specify the corresponding data dimension (eVar). For example, if you include eVar2 views, then you must list eVar2 with a value. The number of custom events and eVar views supported by a report suite is contract-dependent, and varies between companies.

B.2 Traffic Dimensions and Metrics

Data Sources supports the following Traffic data dimensions and metrics as column headings in a Data Sources file:

WARNING: Use caution when using any event other than a custom event. Before using non-custom events in a Data Sources file, Omniture strongly recommends discussing your Data Sources strategy with your Omniture account representative.

COLUMN NAME	DESCRIPTION
Traffic Dimensions*	
Channel	Channel name.
Page	Page name.
Property n	Property n name. Valid values for n are whole number 1 - 50.
Server	Server name.
Site Level	For the entire site.
Traffic Metrics**	
Page Views	Number of page views.
Hourly Visitors	Number of hourly unique visitors.
Daily Visitors	Number of daily unique visitors.
Weekly Visitors	Number of weekly unique visitors.
Monthly Visitors	Number of monthly unique visitors.
Quarterly Visitors	Number of quarterly unique visitors.
Yearly Visitors	Number of yearly unique visitors.
Visits	Number of visits.

*The number of properties supported by a report suite is contract-dependent, and varies between companies. You can import metrics either at the site level or at the individual dimension level (for example, Page). The dimension that you select determines the metrics that you can import.

**The selected data dimensions determine the metrics that are available for import. For example, the "Hourly Visitors" metric is only available if the data dimension is "Site Level".

B.3 Data Source Variables

Data Sources supports the following variables when submitting data through a Data Sources file:

JAVASCRIPT VARIABLE	FULL PROCESSING COLUMN VARIABLE	DESCRIPTION
campaign	campaign	Conversion campaign tracking code.
channel	channel	Channel string (for example, Sports Section).
currencyCode	currencyCode	Revenue currency code (for example, USD).
	NOTE: This variable is also supported by Standard data sources as <code>currency code</code> .	
eVar <i>N</i>	eVar <i>N</i> , i.e. <eVar2>...</eVar2>	Conversion eVar name. You can have up to 50 eVars (eVar1 - eVar50). You can specify the default eVar name (eVar12) or a friendly name (Ad Campaign 3).
event <i>N</i>	event <i>N</i> , i.e. <event5>...</event5>	Conversion event name. You can have up to 80 events (event1 - event80). You can specify the default event name (event1) or a friendly name (purchase).
hier <i>N</i>	hier <i>N</i> , i.e. <hier2>...</hier2>	Hierarchy name. You can have up to 5 hierarchies (hier1 - hier5). You can specify the default hierarchy name (hier2) or a friendly name (Yankees).
linkName	linkName	Name of link.
linkType	linkType	Type of link. Supported values include: d : Download link e : Exit link o : Custom link.
linkURL	linkURL	HREF of link.
pageName	pageName	Page Name.
pageType	pageType	Page Type ("Error Page").
pageURL	pageURL	Page URL (for example, http://www.mysite.com/index.html).
products	products	Product list (for example, "Sports;Ball;1;5.95").
prop1 – prop50	prop <i>N</i> , i.e. <prop2>...</prop2>	Property# string (for example, Sports Section).
purchaseID	purchaseID	Purchase ID number.
s_account	reportSuiteID	Report suite ID(s) to which to attribute the hit.
server	server	Server string.
state	state	Conversion state string.

Appendix B - Supported Metrics and Dimensions

JAVASCRIPT VARIABLE	FULL PROCESSING COLUMN VARIABLE	DESCRIPTION
zip	zip	Conversion zip code.
N/A	browserHeight	Browser height in pixels (for example, 768).
N/A	browserWidth	Browser width in pixels (for example 1024).
N/A	charSet	The supported cahracter set for your Web site. For example, UTF-8, ISO-8859-1, and so forth. See the <i>Multi-Byte Character Sets (Internationalization)</i> whitepaper for a complete list.
N/A	clickAction	Object identifier for ClickMap (oid)
N/A	clickActionType	Object identifier type for ClickMap (oidt)
N/A	clickContext	Page identifier for ClickMap (pid)
N/A	clickContextType	Page identifier type for ClickMap (pidt)
N/A	clickSourceID	Source index for ClickMap (oi)
N/A	clickTag	Object tag name for ClickMap (ot)
N/A	colorDepth	Monitor color depth in bits (for example, 24).
N/A	connectionType	Visitor's connection type ("lan" or "modem").
N/A	cookiesEnabled	Y or N for if the visitor supports first party session cookies.
N/A	currencyCode	The default currency code used on your Web site. For example, USD=U.S. dollars, EUR = Euros, JPY = Japanese Yen, etc.
N/A	homePage	Y or N -- is the current page the visitor's homepage.
N/A	javaEnabled	Y or N -- does the visitor have Java enabled.
N/A	javaScriptVersion	JavaScript version (for example, 1.3).
N/A	plugins	Semicolon separated list of browser plug-in names.
N/A	propN	Property values for your properties.
N/A	referrer	URL for page referrer.
N/A	resolution	Monitor resolution (for example, 1024x768).
N/A	scXmlVer	SiteCatalyst XML request version number (for example, 1.0).
N/A	timezone	Visitor's time zone offset from GMT in hours (for example, -8).
N/A	visitorID	Visitor ID number.

Table B.1: Variable to Report Mapping

VARIABLE	REPORTS POPULATED
pageName	Conversion Reports > Path Reports > Page Value Conversion Reports > Path Reports > Entry Page Conversion Reports > Path Reports > Original Entry Pages Traffic Reports > Site Traffic > Page Views Traffic Reports > Site Traffic > Hourly Unique Visitors Traffic Reports > Site Traffic > Daily Unique Visitors Traffic Reports > Site Traffic > Monthly Unique Visitors Traffic Reports > Site Traffic > Yearly Unique Visitors Traffic Reports > Visitor Profile > Pages Viewed by Key Visitors Traffic Reports > Segmentation > Most Popular Pages Path Reports > Pages > Page Summary Path Reports > Pages > Page Value Path Reports > Pages > Most Popular Pages Path Reports > Pages > Reloads Path Reports > Pages > Click to Page Path Reports > Pages > Time Spent on Page Path Reports > Entries & Exits > Entry Pages Path Reports > Entries & Exits > Exit Pages Path Reports > Entries & Exits > Exit Links Path Reports > Complete Paths > Full Paths Path Reports > Complete Paths > Longest Paths Path Reports > Complete Paths > Path Length Path Reports > Complete Paths > Time Spent per Visit Path Reports > Complete Paths > Single-page Visits Path Reports > Advanced Analysis > Previous Page Path Reports > Advanced Analysis > Next Page Path Reports > Advanced Analysis > Previous Page Flow Path Reports > Advanced Analysis > Next Page Flow Path Reports > Advanced Analysis > PathFinder Path Reports > Advanced Analysis > Fall-out NOTE: In all of the Traffic Reports listed above, with the exception of the Most Popular Pages Report, if the pageName variable is not set, the URL is used.
server	Traffic Reports > Segmentation > Most Popular Servers
pageType	Path Reports > Pages > Pages Not Found

Appendix B - Supported Metrics and Dimensions

VARIABLE	REPORTS POPULATED
channel	Conversion Reports > Site Path Reports > Site Section Traffic Reports > Segmentation > Most Popular Site Sections
prop1 - propN	Traffic Reports > Custom Insight > Custom Insight 1-50
campaign	Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Campaigns > Tracking Code
state	Conversion Reports > Visitor Profile > States
zip	Conversion Reports > Visitor Profile > ZIP/ Postal Codes
events	Conversion Reports > Purchases > Conversion & Averages Conversion Reports > Purchases > Revenue Conversion Reports > Purchases > Orders Conversion Reports > Purchases > Units Conversion Reports > Shopping Cart > Conversion & Averages Conversion Reports > Shopping Cart > Carts Conversion Reports > Shopping Cart > Cart Views Conversion Reports > Shopping Cart > Cart Additions Conversion Reports > Shopping Cart > Cart Removals Conversion Reports > Shopping Cart > Checkouts Conversion Reports > Custom Events > Custom Event 1-50 Conversion Reports > Products > Conversion & Averages Conversion Reports > Products > Cross Sell Conversion Reports > Products > Categories Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Customer Loyalty > Customer Loyalty Conversion Reports > Sales Cycle > Days Before First Purchase Conversion Reports > Sales Cycle > Days Since Last Purchase Conversion Reports > Sales Cycle > Visit Number Conversion Reports > Sales Cycle > Daily Unique Customers Conversion Reports > Sales Cycle > Monthly Unique Customers Conversion Reports > Sales Cycle > Yearly Unique Customers Conversion Reports > Site Path > Page Value

Appendix B - Supported Metrics and Dimensions

VARIABLE	REPORTS POPULATED
products	<ul style="list-style-type: none"> Conversion Reports > Purchases > Conversion & Averages Conversion Reports > Purchases > Revenue Conversion Reports > Purchases > Orders Conversion Reports > Purchases > Units Conversion Reports > Shopping Cart > Conversion & Averages Conversion Reports > Products > Conversion & Averages Conversion Reports > Products > Cross Sell Conversion Reports > Products > Categories Conversion Reports > Campaigns > Conversion & Averages Conversion Reports > Customer Loyalty > Customer Loyalty Conversion Reports > Sales Cycle > Days Before First Purchase Conversion Reports > Sales Cycle > Days Since Last Purchase Conversion Reports > Sales Cycle > Visit Number Conversion Reports > Sales Cycle > Daily Unique Customers Conversion Reports > Sales Cycle > Monthly Unique Customers Conversion Reports > Sales Cycle > Yearly Unique Customers Conversion Reports > Site Path > Page Value
purchaseID	<ul style="list-style-type: none"> Conversion Reports > Purchases > Conversion & Averages Conversion Reports > Purchases > Revenue Conversion Reports > Purchases > Orders Conversion Reports > Purchases > Units Conversion Reports > Shopping Cart > Conversion & Averages Conversion Reports > Products > Conversion & Averages Conversion Reports > Products > Cross Sell Conversion Reports > Customer Loyalty > Customer Loyalty Conversion Reports > Sales Cycle > Days Before First Purchase Conversion Reports > Sales Cycle > Days Since Last Purchase Conversion Reports > Sales Cycle > Visit Number Conversion Reports > Sales Cycle > Daily Unique Customers Conversion Reports > Sales Cycle > Monthly Unique Customers Conversion Reports > Sales Cycle > Yearly Unique Customers Conversion Reports > Site Path > Page Value
eVar1 - eVarN	Conversion Reports > Custom Variables > Customer eVar 1-50
linkName	Traffic Reports > Custom Insight > Custom Links
hier1 - hier5	Traffic Reports > Hierarchies > Hierarchy 1-5