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Reports and Analytics Interface Help

Reports & Analytics provide a hosted, subscription-based solution for real-time website reporting and analysis. Here you can find product documentation for the Reports & Analytics interface.

New and Popular Topics

Last update: January 2016

- **Reports & Analytics Release History**
  Learn about what's new in Reports & Analytics
- **Unified Calculated Metrics**
  Learn how to use the new Calculated Metric tools.
- **Analysis Workspace**
  Learn how to use a robust, flexible canvas for building custom analysis projects.
- **Contribution Analysis**
  Learn how to analyze Anomaly Detection reports for all relevant contributing factors based on a selected metric.
- **Getting Started**
  Help on logging in, running a report, and editing a user's account.
- **Customizing Reports**
  Help on date ranges, breakdowns, and filtering.
- **Segmentation**
  Help on creating and managing segments across Analytics.
- **Marketing Channels**
  Help on setting up Marketing Channel reports.

Admin, Data Collection, and Implementation Help (Advanced Users)

- **Classifications**
  Help on creating classifications, the bulk importer, and the rule builder.
- **Admin Analytics Help & Reference**
  Reference help for reports & analytics administrators.
- **Analytics Implementation**
  Reports & analytics implementation help.
- **Data Warehouse**
  Help for data warehouse users working with unprocessed data.

Marketing Cloud Resources

- **Adobe Analytics Community**
- **Marketing Cloud Release Notes**
- **Product Documentation Home**
- **Developer**
- **Idea Exchange**
- **Adobe Training and Tutorials**
- **Featured Solutions Center**

Adobe Analytics Help

- **Ad Hoc Analysis Help**
- **Report Builder Help**
- **Data Workbench Product Documentation**
- **Visitor Click Map**
- **SiteCatalyst 14 (Legacy)**
- **SiteCatalyst 14**
Getting Started

Before running marketing reports, understand these basic login and setup tasks, and how to access account information. For advanced users and administrators familiar with the interface, the Analytics Help Reference is available.

Adobe Analytics - Key Concepts

This section contains the key concepts for Adobe Analytics, a brief description of the concept, and a specific documentation link with additional detail on the topic.

Analytics Products

<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
<th>Documentation Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Connectors (formerly Genesis)</td>
<td>Lets you import tracking data from third-party applications into Analytics, to give end-to-end visibility into performance in one central location.</td>
<td><a href="https://marketing.adobe.com/developer/documentation/genesis/c-overview-how-it-works">https://marketing.adobe.com/developer/documentation/genesis/c-overview-how-it-works</a></td>
</tr>
<tr>
<td>Ad Hoc Analysis (formerly Discover)</td>
<td>Offers more report flexibility than Reports &amp; Analytics. Helps identify high-value customer segments with unlimited real-time visitor information, allowing for drill down into the data to get deep, precise, and comprehensive views of your customers.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/discover/index.html">https://marketing.adobe.com/resources/help/en_US/discover/index.html</a></td>
</tr>
<tr>
<td>Dynamic Tag Management (DTM)</td>
<td>Helps you manage your Analytics, Target, and other tags across all of your sites, regardless of your number of domains.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/dtm/dtm_home.html">https://marketing.adobe.com/resources/help/en_US/dtm/dtm_home.html</a></td>
</tr>
<tr>
<td>Adobe Mobile Services</td>
<td>Brings together mobile marketing capabilities for mobile applications from across the Adobe Marketing Cloud, letting you understand and improve user engagement with your applications.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/mobile/">https://marketing.adobe.com/resources/help/en_US/mobile/</a></td>
</tr>
</tbody>
</table>
### Key Terminology

Click [here](#) for an expanded glossary of Adobe Analytics terms.

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Documentation Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Suite</td>
<td>Most fundamental level of segmentation in Analytics reporting - each report suite refers to a dataset that is considered a single site for reporting needs. Report suites are typically broken down into development/QA (internal testing site) &amp; production (public site).</td>
<td><a href="#">here</a></td>
</tr>
<tr>
<td>Global Report Suite</td>
<td>A view of all properties in one report suite. To create a global suite, multi-suite tagging is implemented, which sends image requests into a 'global' report suite in addition to individual report suites.</td>
<td><a href="#">here</a> Multi-suite tagging: <a href="#">here</a></td>
</tr>
<tr>
<td>Segmentation</td>
<td>Ability to build, manage, share, and apply powerful, focused audience segments to your Analytics reports. Segments are shared across Analytics products and can be shared across the Marketing Cloud.</td>
<td><a href="#">here</a></td>
</tr>
<tr>
<td>Admin Tools</td>
<td>An area of Analytics where Administrators can manage the settings of the tool &amp; variables, and access advanced tool features.</td>
<td><a href="#">here</a></td>
</tr>
</tbody>
</table>

### Key Reports

<table>
<thead>
<tr>
<th>Report</th>
<th>Description</th>
<th>Documentation Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Reports List</td>
<td>Definition of all reports available in Adobe Analytics.</td>
<td><a href="#">here</a></td>
</tr>
<tr>
<td>Custom Traffic (Prop)</td>
<td>Used to track page-by-page site traffic activity. Props do not persist between pages. Key applications of traffic variables:･To capture a value which can be associated with Page Views, Visits, Visitors or Instances.･To find the 'most popular' of a specific value.･To see how users are pathing through your site. Examples of traffic variables: Page Name, Site Sections, Browsers.</td>
<td><a href="#">here</a></td>
</tr>
<tr>
<td>Report</td>
<td>Description</td>
<td>Documentation Link</td>
</tr>
<tr>
<td>------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>---------------------</td>
</tr>
</tbody>
</table>
| Custom Conversion (eVar) | Primarily used to report on conversion events and persist for a period of time that is customized by you. Expiration options include event expiration, visit expiration, or X-day expiration and should be driven by the type of analysis that will be performed on that variable. Key differences between conversion variables & traffic variables:  
  - Custom Traffic Variables tie to traffic metrics, not conversion. They are often used for pathing analysis.  
  - Custom Conversion Variables can be tied to traffic and conversion, and are often used for conversion analysis.  
Examples of conversion variables: Internal Search Terms, Internal Promotions, External Campaigns (s.campaign).                                                                                   |                     |
| Success Events (s.events) | Measure key actions that we want to our visitors to take on our site. There are 3 types of events: Counter, Numeric, and Currency. Events are most useful when added to conversion variable (eVar) reports. The eVar provides the qualitative information about what happened and the Event gives quantitative information about what happened. Key differences between conversion variables & custom events:  
  - Conversion variables tell us who, what, or which affected conversion.  
  - Custom events measure how many conversions took place.  
Examples of conversion events: Orders, Application Starts, Leads, Revenue.                                                                                                                                         |                     |
<p>| Site Metrics           | Display quantitative information about your website, such as unique visitors, orders, revenue, etc. Each metric can be placed in other item-based reports.                                                                                                                                                                                                                                                                                                                                                                                                  |                     |
| Site Content           | Displays information about which pages and areas of your site are most active and which servers are getting the most use.                                                                                                                                                                                                                                                                                                                                                                                   |                     |
| Mobile                 | Displays information about websites accessed from a mobile device or tablet.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                     |</p>
<table>
<thead>
<tr>
<th>Report</th>
<th>Description</th>
<th>Documentation Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile App</td>
<td>Displays basic usage information related to your mobile apps. These reports are available once our SDK is implemented &amp; reporting is turned on. Additionally, Adobe Mobile Services has created a separate mobile app interface that provides more comprehensive app data, enabling you to understand and improve user engagement with your apps. Access the interface at: <a href="https://mobilemarketing.adobe.com">https://mobilemarketing.adobe.com</a></td>
<td>Adobe Mobile Services: <a href="https://marketing.adobe.com/resources/help/en_US/mobile/">https://marketing.adobe.com/resources/help/en_US/mobile/</a></td>
</tr>
<tr>
<td>Products</td>
<td>Identifies how individual products and groups of products (categories) contribute to your various conversion metrics, such as Revenue or Checkouts.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/reference/reports_products.html">https://marketing.adobe.com/resources/help/en_US/reference/reports_products.html</a></td>
</tr>
<tr>
<td>Visitor Retention</td>
<td>Displays information about your customer loyalty, such as how many &amp; how often visitors return to your site.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/reference/reports_visitor_retention.html">https://marketing.adobe.com/resources/help/en_US/reference/reports_visitor_retention.html</a></td>
</tr>
<tr>
<td>Visitor Profile</td>
<td>Reports that help you see purchasing patterns of customers from various profile categories, including countries, states, ZIP/postal codes and domains.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/reference/reports_visitor_profile.html">https://marketing.adobe.com/resources/help/en_US/reference/reports_visitor_profile.html</a></td>
</tr>
<tr>
<td>Marketing Channels</td>
<td>Reports that help you learn which external channels drive users to your site and which are most effective at driving conversion. First &amp; Last touch attribution views are provided. This is the preferred external traffic source report in Adobe Analytics (rather than Campaigns or Traffic Sources) because it is the most comprehensive look at both paid and organic channels.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/mchannel/index.html">https://marketing.adobe.com/resources/help/en_US/mchannel/index.html</a></td>
</tr>
</tbody>
</table>
## Key Metrics

<table>
<thead>
<tr>
<th>Metric Name</th>
<th>Definition</th>
<th>Documentation Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Views</td>
<td>A page view occurs when a visitor views a page on your web site.</td>
<td></td>
</tr>
<tr>
<td>Instances</td>
<td>The number of times a variable was defined. Each time Adobe Analytics sees a value within a variable, instances are incremented by one in that respective report.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/reference/metrics_instance.html">https://marketing.adobe.com/resources/help/en_US/reference/metrics_instance.html</a></td>
</tr>
<tr>
<td>Calculated Metrics</td>
<td>Custom metrics that you can create from existing metrics. For example, if you have the revenue and the number of visits, you can create a custom metric for average revenue per visit or revenue divided by visits (revenue/visits).</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/analytics/calcmetrics/">https://marketing.adobe.com/resources/help/en_US/analytics/calcmetrics/</a></td>
</tr>
</tbody>
</table>

## Import Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Documentation Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data Sources</td>
<td>Import offline metrics into Analytics against dimensions or simply by day.</td>
<td><a href="https://marketing.adobe.com/resources/help/en_US/sc/datasources/datasrc_home.html">https://marketing.adobe.com/resources/help/en_US/sc/datasources/datasrc_home.html</a></td>
</tr>
<tr>
<td>Data Connectors</td>
<td>See Products.</td>
<td></td>
</tr>
</tbody>
</table>

## Export Options

<table>
<thead>
<tr>
<th>Options</th>
<th>Description</th>
<th>Documentation Link</th>
</tr>
</thead>
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<td>Data Warehouse</td>
<td>See Products.</td>
<td></td>
</tr>
<tr>
<td>Report Builder</td>
<td>See Products.</td>
<td></td>
</tr>
<tr>
<td>Analytics API</td>
<td>Create your own customized queries of Analytics data.</td>
<td><a href="https://marketing.adobe.com/developer/documentation">https://marketing.adobe.com/developer/documentation</a></td>
</tr>
</tbody>
</table>
### Options

<table>
<thead>
<tr>
<th>Options</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clickstream data feeds</td>
<td>Most granular way to get data out of Analytics. Setup a hit-level feed out of Analytics.</td>
</tr>
<tr>
<td>Scheduling data</td>
<td>Most Adobe Analytics export options have features that allow you to schedule data &amp; reporting delivery to email or FTP sites.</td>
</tr>
</tbody>
</table>

### Data Collection and Validation

#### Method/Resource | Description | Documentation Link |
|--------------------|-------------|--------------------|
| App SDKs            | Customized package that includes a pre-populated version of the configuration file for Apps. | iOS: [https://marketing.adobe.com/resources/help/en_US/mobile/ios/?f=requirements](https://marketing.adobe.com/resources/help/en_US/mobile/ios/?f=requirements)  
| Dynamic Tag Management (DTM) | See *Products.* | |
| VISTA               | A server-side approach to populating report variables. VISTA uses visitor segmentation rules to create real-time segmentation of all online data. These rules enable you to alter or segment data in nearly any way that you choose, without the need for implementing complex logic on your site. | [https://marketing.adobe.com/resources/help/en_US/reference/VISTA.html](https://marketing.adobe.com/resources/help/en_US/reference/VISTA.html) |
| Debugger Options    | There are several debuggers & packet sniffers available to help validate your implementation. Our preferred debugger is Charles. Others include Adobe Debugger, HTTPFox, Firebug, Omnibug, Fiddler, and HTTPWatch. | Adobe Debugger:  
Browser and System Requirements

Browser and system requirements to log in to the Reports & Analytics interface.

• Browsers: Microsoft Internet Explorer 9 or later; latest versions of Firefox, Chrome, or Safari.

  Note: In January 2016, Adobe will end support for Internet Explorer 9 and 10. You can continue to use earlier browser versions, but Adobe will not be testing against earlier versions, and will not fix any issues with them. Your browser experience may degrade over time, and you run a security risk by using such a browser. Adobe strongly recommends that you upgrade to a supported version.

• Cookies and JavaScript must be enabled.
• Adobe Flash Player 10+
• 1024 x 768 monitor resolution with 16-bit color depth (or higher).

Logging In to Reports & Analytics

Learn how to log in using a standard login or through single sign-on.

Before accessing the interface, work with your Account Manager or Customer Care to set up your company’s account.

Logging In Using a Standard Login

Steps that describe how to log in.

After logging in for the first time, change your password. For more information, see Edit a user’s account settings.

1. On a computer with access to the Internet, start a browser.
2. Go to https://my.omniture.com/login/.
3. On the Sign In page, complete the following information, then click Sign In.
   - Company: Specify the company ID.
   - Username: Specify your account ID.
   - Password: Specify your account password.
   - Remember Me: Remembers your login settings for future log in attempts. This option makes it possible for anyone with access to your computer to access using your account.
4. Select the version of the service to which you want to log in.
   - The Marketing Cloud automatically logs you out after 30 minutes of inactivity.

Logging In Using Single Sign-On

Steps that describe how to log in using single sign-on.

1. On a computer with access to the Internet, start a browser.
2. Go to https://my.omniture.com/login/.
4. Complete the following information, then click Sign In.
Company: Specify the company ID.
Username: Specify your account ID.
Password: Specify your account password.

5. From the Marketing Cloud home page, click Reports & Analytics.
   The Marketing Cloud automatically logs you out after 30 minutes of inactivity.

**Run a report**

Steps that describe how to generate a report.

1. Log in to Reports & Analytics.
   The Site Overview report displays, or a dashboard displays, if you have set one up.

2. Click Site Content > Pages (for example).
Edit a user's account settings

Information about editing user accounts, resetting user passwords, and editing contact information.
You can view and edit contact information, specify a password, view web services information, and exclude this computer from data collection.

Click your login name at the top right, then click **Account Settings**.

All users have access to the **Account Information** page. The following information is available to view or edit:

<table>
<thead>
<tr>
<th>Type of Information</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact</td>
<td>Specify the following personal information for your account:</td>
</tr>
<tr>
<td></td>
<td>• First Name (Required)</td>
</tr>
<tr>
<td></td>
<td>• Last Name (Required)</td>
</tr>
<tr>
<td></td>
<td>• Title</td>
</tr>
<tr>
<td></td>
<td>• Email Address (Required)</td>
</tr>
<tr>
<td></td>
<td>• Phone Number</td>
</tr>
<tr>
<td>Login</td>
<td>Displays the account username, and lets you change the account password.</td>
</tr>
<tr>
<td>Web Service</td>
<td>Displays the web services username and shared secret associated with this account. Use these credentials when accessing Marketing Cloud through the web services APIs. For more information, see the <a href="#">Developer Connection</a>.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> This information is displayed only if the account is authorized as a web services user.</td>
</tr>
<tr>
<td>Exclude this Computer</td>
<td>Applies a cookie to the current computer to exclude it from data collection. This is useful if you do not want your on-line activities to affect Page View and Visitor counts in your domain.</td>
</tr>
<tr>
<td></td>
<td><strong>Note:</strong> To use this feature, your browser must have cookies enabled. If you delete cookies on your computer, you must reset the exclusion cookie.</td>
</tr>
</tbody>
</table>
Frequently Asked Questions

Provides answers and troubleshooting suggestions to some of the most frequently asked Analytics questions.

For frequently asked questions about Analytics Implementation, go here.

- Account/Access Issues
- Troubleshooting Reports
- Configuring Reports
- Interpreting Reports
- Customizing Reports
- Dashboards
- Events
- Segmentation
- Processing Rules
- Data Warehouse
- SAINT Classifications

Account/Access Issues

Q: My Analytics/Marketing Cloud account has been locked, how do I unlock it?
A: To reactivate the account, contact your organization’s Adobe administrator to unlock the account.

Q: How do I reset the password for a user?
A: You need to be an Admin user to be able to change passwords. Go to Admin > User Management > [Select the User Name] > Edit and enter the new password under Login. More...

Q: How do I know when a user logged in and what modifications they made?
A: You can access logs from Admin > Logs.

Admin logs let you see changes made by administrators. Usage and Access logs lets you view the account activity. Report Suite change logs lets you see modifications made to the report suites. More...

Troubleshooting Reports

Q: Why are reports not showing data even though it’s being sent to Adobe Analytics?
A: The most common reason traffic sources reports don’t populate data is that the Internal URL Filter List isn’t defined. To check which Internal URL Filters have been set up on a report suite, follow the steps below:

1. Go to Admin > Report Suites and select the report suite from the list of available suites.
2. Go to Edit Settings > General > Internal URL Filters.
3. Remove the rule listing a period (.) as a filter, and add your own site.

As your site collects data, there are many external factors that can drastically affect data collection or reporting. Here is a list of potential explanations as to why certain variables or overall traffic dramatically increases or decreases.

Q: Why am I unable to see a report/event in the menu?
A: If you cannot see a custom report or event or site section, go to Admin > Report Suite > Edit Settings > General > Customize menus. Check the ‘Toggle Visibility’ option for the menu item. Hidden items appear with a gray line pattern in the Menu Customization page. More...

Q: Why don’t full page names get captured?
A: Many Adobe Analytics reports are based on variables populated by each organization. The limitations for allowable characters in these variables are as follows:

- PageName and all custom traffic variables (props): 100 bytes
- Tracking Codes and all custom conversion variables (eVars): 255 bytes
- URL and Referrer: 255 bytes
- Hierarchy variables: 255 bytes total across all levels
- Purchase ID: 20 bytes

Q: Why are we experiencing latencies in our report suite?

A: Real-time reporting allows some traffic metrics to be available within minutes, while conversion and other processing-intensive data is usually available within 30-90 minutes. Though the Marketing Cloud platform is robust, there are a few situations that may lead to delays in reporting. This delay is referred to as report suite latency. Contributing factors to latency are:

- Unexpected traffic spike
- Normal hardware issues
- Abnormal data

Q: Why is the Reports & Analytics Interface slow/lagging/timing out?

The following factors contribute to longer report generation times. Increasing one of these factors might not result in a timeout for that report, but it might delay other reports in the report suite queue and cause a subsequent report to timeout: Report Time Range, Number of metrics, Number of breakdowns, Segment complexity, Number of unique values.

Q: Why do I see no referrer traffic in reports? How do I filter out internal traffic?

A: Internal URL filters identify the referrers that you consider internal to your site. This means that traffic coming from the web pages internal to your domain will not be counted as referrers.

Q: Mobile reports - Why is breakdown not available for iPhone device versions?

A: iOS devices report their firmware version in their user agent string, not the device version. Therefore, it is difficult to break down iPhones by their corresponding device versions. Because Adobe uses the device's user agent to populate mobile reports, it's currently impossible to obtain screen resolution without additional implementation.

Configuring Reports

Q: Why did some settings not work after copying Report suite settings?

A: When creating a new report suite based on an existing report suite in the Admin Console, there are several custom settings that are not copied over, as they are generally contract dependent.

Q: Does changing the Base Currency of a Report Suite affect historical data?

A: Once the report suite has been created, its currency is unalterable unless an Adobe representative alters the report suite's back end settings. If you created a report suite with the incorrect currency code, have one of your organization's supported users contact Adobe ClientCare. They will be able to correct the setting.

Q: What is Paid Search detection and how do I configure it?

A: Paid Search Detection differentiates paid from natural searches in the Search Engines and Search Keywords reports. You can specify the search engines where you use paid ads, and specify a character string found in the URL of a visit from a paid ad.

Interpreting Reports

Q: Why do my line items totals not match the report total?
Sometimes, the sum of line items may be higher than the report total. More...

Sometimes, the report total may be higher than sum of line items. Here are some potential reasons:

- Some reports, especially in previous versions of Adobe Analytics, report total metrics across the entire site as opposed to the specific variable you are looking at.
- If you exclude the None line item from reporting, it can make the sum of line items less than the total.
- In the context of some pathing reports (such as the Return Frequency report), data is displayed only for users who return for a second visit. The total, however, is site wide.

Q: How do the metrics "page views", "instances", and "occurrences" differ?

A: Page views display the number of times a variable was defined or persisted across all s.t() function calls within the given date range.

Instances show the number of times a given variable was defined in any image request, including s.t() and s.tl() functions.

Occurrences: This metric is exclusive to Ad Hoc Analysis, which counts the number times a variable was defined or persisted across both s.t() and s.tl() functions. More...

Q: What do None, Unspecified, Other, or Unknown line items in reports mean?

- None: This breakdown is seen fairly frequently in the Adobe Marketing Cloud. There are four main reasons for a None result: a) A conversion event fires without a conversion variable; b) Non-mobile hits in mobile reports; c) Mobile hits in technology reports; or d) Merchandising eVars that do not fire at or before a conversion event. More...
- Unspecified: Similar to "None," this result occurs when the breakdown is unobtainable or otherwise unavailable. This could be due to a) Unclassified data in classification reports; b) Correlation reports where only one variable fired; c) Non-browser hits when viewing Technology reports; or d) Hierarchy reports with different amounts of levels. More...
- Other: Though slightly less common in reporting, "Other" can occur when a) Pages fire outside your internal URL filters, or b) Visitors using an infrequently used browser. More...
- Unknown: This can indicate either a) Non-browser hits when viewing Technology reports, or b) You are using segments in which a variable in the rule is disabled. More...

Q: Why are the latest versions of Chrome/Firefox/Safari classified under 'unknown' versions?

A: When you view a Browsers report, it might contain a browser with an unknown version. Adobe Analytics uses a lookup table to populate the Browsers report. These lookup table entries are version specific. Therefore, when an organization (such as Mozilla) updates their browser, Analytics doesn’t recognize the exact version used. When this event occurs, it specifies the general browser followed with an unknown version.

Q: Why is traffic showing up under 'Low Traffic'?

A: When a report has a large number of unique values, Adobe Analytics reports provide functionality to ensure that the most important values appear in your report.

At the beginning of each calendar month, Analytics reports include the first 500,000 values received for any single variable in reports. This includes page names, and other traffic and commerce variables. For example, each unique page name on your site counts toward this total.

After 500,000 unique values are received, Analytics reports begin to optimize which values are displayed in reports. When new values are received after this threshold, the system initially groups these values in a single line item in reports titled "(Low-Traffic)". (Note: this line item was previously titled "Uniques Exceeded"). More...

Q: What are IAB Bot rules and where can I get a list of those that are being filtered (when enabled on the report suite)?

A: The IAB database is maintained by a third-party vendor with a standardized database that is updated at regular intervals. Once bot rules are enabled on the report suite, all the bots maintained by IAB automatically get filtered. The database can be accessed here: http://www.iab.net/sites/spiders/form.php.
Q: What are the main differences between a Tracking Codes report and a marketing channel that is configured to capture campaign variable values?
A: There are four main differences: a) Allocation, b) Prior marketing channels bucket data before the given rule, c) Other marketing channels can steal last-touch credit, and d) Expiration differences. More...

Customizing Reports
Q: How do I exclude data from a particular IP addresses in my report suite?
A: You can eliminate data from internal website activities, such as site testing and employee usage, from your reports. This feature allows you and your colleagues to visit your site without skewing your traffic data. You may exclude up to 50 different IP addresses. More...

Q: Is it possible to delete or hide a report suite?
A: No, it is not possible to delete a Report Suite once it has been created. However, you can be hide it if it's no longer required. More...

To hide a Report Suite, go to Admin > Company Settings and check Hide for the report suite. More...

Q: Can I configure the number of rows that get downloaded for a report?
A: Due to differences in processing mechanisms and platforms, the various types of downloadable and scheduled reports available in Adobe Analytics have different limitations regarding the maximum number of rows they can process in a single request. Here are the limits:

- Word, CSV, Excel, HTML and PDF: The same number of rows visible in the report. By default this limit is 50 rows but can increase up to 200. Breakdown reports have a hard limit of 50 rows.
- Data Extracts: 50,000 rows
- Data Warehouse: Unlimited

Dashboards
Q: How do I push dashboard to multiple users?
A: When you push dashboards to users, the dashboards become available in user's Shared Dashboards menu.

1. In the Dashboard Manager, locate the dashboard, then enable Shared.
2. Click Push To Users.
3. On the Push Dashboard page, select the target users or click Check All.
4. Click Save.

Q: How do I set a dashboard as the default landing page?
A:

1. Log in as the user who created the dashboard.

   Note: This user must have administrative privileges.

2. Navigate to Favorites > Dashboards > Manage Dashboards.
3. Click the icon next to the dashboard that you wish to designate as everyone's default landing page.
4. Check the box that reads Set as landing page for all users.
5. Click OK.
Events

Q: How does Event Serialization work?
A: Event serialization is the process of implementing measures to prevent duplicate events from entering Analytics reporting. This can commonly occur when a user refreshes the page multiple times, navigates to a certain page multiple times, or saves the web page to their computer (for example, if a customer saves a purchase confirmation page to their computer, every time they view it orders and revenue would be counted again if event serialization was not in place). More...

Q: How are eVars populated and allocated?
A: Allocation determines how Analytics assigns credit for a success event if a variable receives multiple values before the event. More... Supported values include:
• Most Recent: The last eVar value always receives credit for success events until that eVar expires.
• Original Value: The first eVar always receives credit for success events until that eVar expires.
• Linear: Allocates success events equally across all eVar values. Since Linear allocation accurately distributes values only within a visit, use Linear allocation with an eVar expiration of Visit.

Segmentation

Q: How do I determine which segmentation container I should use?
A: Data captured at each level of the Visitor > Visit > Hit container hierarchy affects how you build your segments. If you take the same segment applied to the same report using the same data set, you will get different values based on the container from which you generate the report. Factors such as container reporting level and persistence of values across hits can mean big changes in your reporting accuracy. More...

Q: Why are my segments not compatible in Data Warehouse?
A: You will get an error when you try to save a segment in the Data Warehouse folder where the segment contains elements not compatible with Data Warehouse. More...

To resolve this error, do one of two things:
• Save the segment in a different folder.
• Remove or change the incompatible portions of the segment.

Processing Rules

Q: Do I require a certification to create/modify Processing Rules?
A: Because Processing Rules permanently affect Analytics data, processing rule users must be well trained to prevent accidental deletion or alteration of data. Therefore, all users (including administrators) must pass the Adobe Processing Rule Certification test to acquire access to create and modify processing rules. More...

Q: How do I get authorized access to processing rules after passing the certification test?
A: After you have passed the certification exam, follow these instructions:
1. Share your username and certificate with the supported user in your company.
2. Have your supported user contact Adobe ClientCare with the request.
3. ClientCare will then enable your access to processing rules. More...

Q: How do I use Context Data Variables in Processing Rules?
A: The Context Variables list contains all variables that were sent to the report suite in the previous 30 days. If you know the context data variable name but have not sent it into the current report suite, you can add a value by typing the variable name and clicking Add variable name context data. More...

Data Warehouse
Q: How do I enable Data Warehouse for Users and Report Suites?
A: Enable Data Warehouse access by creating a user group and adding the report suites in the group. More...

SAINT Classifications
Q: How can I tell if a SAINT classification file has been completely processed/propagated?
A: If processing is not complete, either one of the following messages appear:
• The selected report has a SAINT import that is processing.
• The selected report has SAINT data that hasn't propagated to all servers yet. More...

Q: Why is classification data not visible in reporting even though it has been sent to FTP?
A: Classification Data takes time to upload to the servers and reflect into Reports & Analytics. The time this takes depends on the number of files uploaded and the size of the files. Data file processing has an SLA of 72 hours. More...
Overview of the Reporting Interface

An overview of the Reports & Analytics landing page and a standard report.

Reporting provides insights into your traditional web-based channels as well as evolving channels like mobile, video, and social networking. Some examples of marketing reports include:

- How many people visit your site
- How many of those visitors are unique visitors (counted only once)
- How they came to the site (such as whether they followed a link or came there directly)
- What keywords visitors used to search site content
- How long visitors stayed on a given page or on the entire site
- What links visitors clicked, and when they left the site
- Which marketing channels are most effective at generating revenue or conversion events
- How much time they spent watching a video
- Which browsers and devices they used to visit your site

About Data Collection

Learn about how data is collected for marketing reports and analytics.

Every page Adobe tracks has a small snippet of Adobe-authorized JavaScript code. Your account manager provides this code.

At a high level, the data collection process flows as follows:

1. A visitor visits a web page that contains the data collection code.
2. As the page loads, data collection code sends an image request (called a web beacon) to Adobe data collection servers. The image request contains the data you want to collect about the visitor’s interaction with your website.
3. Adobe stores the data in report suites. You can log in to access report suite data and generate reports related to visitor activity on your website.

Data collection is very quick and does not noticeably affect page load times. Collected data includes page views that result from clicking the browser Reload or Back buttons. The JavaScript code runs even when the page is retrieved from cache.

See Data Collection in Marketing Reports in Analytics Reference Help.

Reports Menu

An overview of the Reports menu in Reports & Analytics.

The Reports Menu provides:

- Access to the complete set of reports
- Ability to set favorite reports for quick access
• Frequently viewed reports
• Enhanced search

My Favorites, Frequently Viewed, and Report History are all report-suite specific. If you change report suites, all three lists will change.

Reports are navigated using a hierarchical column view. Click View All Reports, or press the Forward Slash key (/), and then press the Down Arrow key (?) to quickly display and navigate the menu using the Arrow keys. Press the Escape key to close the menu without changing the current report, or press Enter to load the selected report.

All reports, including bookmarks and dashboards, appear on this menu. For details on reports, see Report Descriptions.
The *Marketing Cloud Menu* continues to provide access to Admin tools, other components (such as Segment Builder and alerts), and other Analytics interfaces.

**Search for Reports**

The Reports menu provides an enhanced search experience. Click *View All Reports*, or press the Forward Slash key (/), and then begin typing to quickly find a report. The report search has been extended to include everything in the Analytics left navigation (Admin, Components, etc).

Press the Tab key or the Down Arrow key (?) to navigate through the list of reports. Press the Escape key to close the search without changing the current report, or press Enter to load the selected report.

*Note: You can also search the report list by prop, eVar, and event number. In the search bar, enter the prop, eVar, or event number.*

**Navigation Overview**

<table>
<thead>
<tr>
<th>Menu Item</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Toggle Reports Menu</strong></td>
<td>Clicking this button expands or collapses the Reports menu so you can view a report using the entire width of the browser window.</td>
</tr>
<tr>
<td><strong>Toggle Marketing Cloud</strong></td>
<td>Clicking this icon expands the Marketing Cloud menu to allow you to change tools in Adobe Analytics, access the Admin Console, or manage your segments, bookmarks, or dashboards.</td>
</tr>
<tr>
<td><strong>View All Reports</strong></td>
<td>All of your report-suite-specific reports, dashboards, bookmarks, calculated metrics, and targets are contained in the <em>View All Reports</em> sections. Click here at any time to navigate through everything that is available to you.</td>
</tr>
<tr>
<td><strong>Search Bar within View</strong></td>
<td>Lets you search for the resource you need. It uses so-called &quot;fuzzy&quot; search, so you don’t need to enter the exact wording you are looking for. The search results are displayed in a straight list that you can navigate using up, down, and side arrows. Pressing <em>Enter</em> on a search result takes you directly to that report.</td>
</tr>
<tr>
<td>Menu Item</td>
<td>Description</td>
</tr>
<tr>
<td>---------------</td>
<td>------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>My Reports</td>
<td>You can open or close Analytics navigation at any time by clicking My Reports. By default, the navigation is open.</td>
</tr>
<tr>
<td>Show Segments</td>
<td>Brings up the segment rail that lets you apply segments to reports. You can also access the Segment Builder and Segment Manager interfaces from the segment rail.</td>
</tr>
<tr>
<td>Favorited</td>
<td>Adobe Analytics lets you mark reports as favorites that appear under My Favorites. You can define a separate set of favorites for each report suite.</td>
</tr>
<tr>
<td>Download</td>
<td>Lets you download the report in PDF, CSV, Excel, and Word formats. (Advanced Download Options.)</td>
</tr>
<tr>
<td>Send</td>
<td>Lets you email the report immediately or schedule the email on a one-time or recurring basis. Format options include PDF, CSV, Excel, HTML, Word, or Mobile (text only). (Advanced Delivery Options.)</td>
</tr>
<tr>
<td>More...</td>
<td>Lets you perform the following actions: bookmark the report, add it to a dashboard, print it, add an alert to it, create a custom report, copy a graph, link to this report, and open a new window.</td>
</tr>
<tr>
<td>My Favorites</td>
<td>You can easily retrieve the reports you marked as Favorited from this area. On a per-user and per-report-suite basis, it shows ten Favorites and a More... link if you have more than ten favorites. Note that you can rename reports but not dashboards in My Favorites. Favorites are similar to bookmarks, but they are not stored in a folder or managed through the Bookmark Manager like bookmarks are.</td>
</tr>
<tr>
<td>Frequently Viewed</td>
<td>Adobe Analytics keeps track of the ten reports you have run most often during the last 90 days and shows them here, sorted by how frequently you run them. If you have not been in this report suite for more than 90 days, it populates the list with a general list of ten popular reports.</td>
</tr>
<tr>
<td>Report History</td>
<td>Here, you find the most recent ten reports or dashboards that you have accessed in the last 90 days. You can easily find your way back to a previous step in your analysis or reporting.</td>
</tr>
</tbody>
</table>

**Customizing the All Reports Menu**

Administrators can change the reports contained within the Reports menu. See Menu Customizing in Admin Help.

**Marketing Cloud Menu**

An overview of the Adobe Marketing Cloud menu.

The Marketing Cloud menu is hidden by default, and can be viewed by clicking the menu toggle. The Marketing Cloud menu provide access to Admin tools, other components (such as Segment Builder and alerts), other Analytics interfaces, and other Adobe Marketing Cloud solutions.
Report Features

An introduction to the features of a report, including the toolbar, calendar, and detail table.

This example shows a Pages Report. The configuration options may vary, depending on the report that you run. For example, rather than selecting Trended or Ranked in a Site Content report, you might specify the granularity and page name for a Site Metrics report.

• Example Pages Report
• Report Toolbar
• Report Header & Settings
• Calendar
• Graph Type
• Graph Display
• Metrics
• Detail Table

Example Pages Report

An example of a Pages Report (View All Reports > Site Content > Pages Reports > Pages).
Report Toolbar

Share your report data with the decision makers who can change your site or marketing strategies based on the data. For more information, see a description of the Reports Menu.

Also refer to Customizing Reports.

Report Header & Settings

Displays report settings and lets you configure the report type, select metrics, and more. The available options in this group changes depending on the report you run.

See Customizing Reports for more information.

Calendar

Specify the date by clicking the calendar button and selecting a date range. You can also select two time ranges to compare performance.
See **Select a date or date range** and **Compare dates**.

**Graph Type**

Select the type of graph or chart you want to see.

See **Change report graphs**.

**Graph Display**

Depending on the type of graph that you have selected, you typically see the top several items from the details list. If your graph is a trended graph showing different time periods, then all of the time periods display

See **Customizing Reports**.

**Metrics**

Add metrics to your report. Administrators can specify default metrics.
See *Metrics*.

**Detail Table**

The details are the bulk of the report data. In this case, you have pages listed, and they are being measured by Page Views, which is how many times they were loaded during the period.

In the detail table, you can filter data, create breakdowns, add metrics, and more.

See *Customizing Reports*.

**Common Terms**

An introduction to commonly used web analytics terms used in marketing reports.

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report Suite</td>
<td>A report suite defines the complete, independent reporting on a chosen website, set of websites, or subset of website pages. Usually, a report suite is one website, but it can be a global segment where you have combined several sites' numbers to get totals. Also, a report suite can be smaller than a website, if want to run reports for a portion of your site. For example, if logged-in users and non-logged-in users use your site differently, and you have different people looking at the reports for each group, you can categorize report suites based on pages that require authentication and pages that do not. When you log in, you select one report suite to use (except when you use roll-ups that combine report suites).</td>
</tr>
<tr>
<td>Metric</td>
<td>Quantitative information about activity on your website, such as Views, Click-throughs, Reloads, Average Time Spent, Date, Units, and so on. For more information, see <em>Metrics</em>.</td>
</tr>
<tr>
<td>Dimension</td>
<td>Descriptions or characteristics of metric data that can be viewed and compared, such as gender, month, age, loyalty, monitor resolution, and so on.</td>
</tr>
<tr>
<td>Report</td>
<td>The basis of marketing report functionality. You can run online reports on all data collected.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>----------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Page View</td>
<td>A single web page that loads in a visitor’s browser. A page view is one execution of the JavaScript for that page. The system accurately counts how many times a page is loaded, even if the visitor refreshes the page frequently or uses the Back and Reload browser buttons. A page view counts the entire page, not individual elements or hits.</td>
</tr>
<tr>
<td>Visit</td>
<td>A sequence of page views in a sitting. The visit ends only after 30 minutes of inactivity or after 12 hours of continuous activity. (This time measurement is the web analytics industry standard.) Visits are tracked by cookies. A visit begins when a viewer accesses a page. A visit is sometimes referred to as a session, but it is not a browser session. Going to a different site, closing the browser, or even rebooting the computer does not end a visit. If the inactivity time-out occurs while a visitor is reading a page, the visit closes and is processed. A new visit starts when the visitor clicks through to another page. If the date changes during a visit, such as when visiting a site at midnight, the visit is attributed to the day on which the visit began.</td>
</tr>
<tr>
<td>Unique Visitor</td>
<td>Unique Visitor reports denote the number of different people who visit your site during a chosen time. There are six different Unique Visitors reports: • Hourly • Daily • Weekly • Monthly • Quarterly • Yearly While one person might visit your site multiple times and views multiple pages during a specified period, the Unique Visitors report records that person as one unique visitor. <strong>Visitor De-Duplication:</strong> Data collection de-duplicates visitors based on the report title, independent of the calendar selection. For example, a visitor that visits four separate days in a reporting week is counted as one in the Weekly Unique Visitor Report. In a Daily Unique Visitors Report spanning that week, the same visitor is counted four times.</td>
</tr>
<tr>
<td>Conversion (Success) Events</td>
<td>Conversion events are the activities on your site that you want people to do (key performance indicators). For an e-commerce site, conversion events might be a detailed product view, a checkout, or a purchase. For a lead generation site, the event might be a form completion. Conversion events are counted on the site and have their own reports that show how many of them happened. These events also become metrics to put in other reports and can show why the conversion events happened, or what contributed to their happening.</td>
</tr>
</tbody>
</table>
The exception to the rule of one event becoming one metric is the Purchase event, which spawns three metrics: Revenue, Orders and Units.

More conversion metrics exist that are not defined here, but conversion metrics form the foundation of your Web analytics, upon which other metrics and reports are built.

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Channel</td>
<td>Defined sections or categories of your site. Web sites that have two main categories, such as weather and news, have two channels. You can group statistics for all page views that occur within any channel in your site.</td>
</tr>
</tbody>
</table>

See Metrics and Report Descriptions for more information.

**Adobe Analytics for iOS**

An introduction to the iPad application.

You can use Analytics for iOS any time or anywhere to view, present, or e-mail real-time trend data.
You can view trend data by day, week, or month, or up to 90 days. The clear, simple-to-use interface lets you quickly access and present trend data reports of up to three metrics.

Download Adobe Analytics for iOS from the App Store. If your iPad requires a newer version of the iOS, you can use iTunes to download the update. Always use the latest version of iTunes for best results.
Report Types

Information about the basic report types, including Traffic, Conversion, and Paths.

<table>
<thead>
<tr>
<th>Report Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>Traffic reports give you in-depth insight into how visitors interact with your website, and your customized traffic statistics. See Traffic Reports.</td>
</tr>
<tr>
<td>Conversion</td>
<td>Displays information about success indicators that you define. When you initially acquire licenses, you have an option to define metrics that indicate or give additional insight into successful sales or content deliveries. Reports here show numbers for these metrics. Examples include payment types, shipping costs, and online coupons used. See Conversion Reports.</td>
</tr>
<tr>
<td>Paths</td>
<td>Paths reports, such as Fallout and PathFinder, let you track and record entire browsing paths of visitors and customers. You can view your site traffic as it flows from one page or item to the next, discover new patterns and popular paths, or search out the specific paths that your visitors take. See Paths Reports.</td>
</tr>
</tbody>
</table>

See Report Features for information about interface features.

See Report Descriptions in Analytics Reference Help for descriptions.

Run a ranked report

In a ranked report, the table shows the rankings of the report pages in relation to the metric, according to number or percentage. Ranked reports can display multiple metrics in a report.

1. Generate a report, such as a Pages Report (Site Content > Pages).
2. In the report header, click Ranked.
3. To rank the report, click a column heading in the table.

Ranked reports can have up to 200 items listed in the table (such as products, categories, web pages, and so on) and ten metrics (revenue, orders, views, and so on).

Run a trended report

Trended reports display metrics over time. You use this report type when you want to see how a segment performs from one time period to the next.

Most Conversion and Traffic reports have a Trended view available. Using the Calendar, you can show improvement for any time period breakdowns, including days of a month, weeks of a year, weeks of a quarter, months of a year, and so on. Trended reports show trends for a single metric (revenue, orders, views, and so on) for up to five items (such as products, categories, web pages, and so on).
To run a trended report

1. Run a conversion or traffic report, such as Site Content > Pages.
2. Under Report Type, click Trended.

**Run a Conversion Funnel report**

Conversion Funnel reports display the percentage of visitors who progressed through a set of events in order to perform a desired action. For example, you can see how many visitors progressed from visiting your web page, through adding items to a cart, and then to purchasing an item. This report also shows the number who fell out along the way.

To run this report, select a report, such as a Pages report (Campaigns > Tracking Code > Campaign Conversion Funnel).

See Conversion Reports for a description.

**Run a Fallout report**

The Fallout Report shows the number of visitors who visited a pre-specified sequence of pages. It also shows conversion and fallout rates between each step.

1. In Reports & Analytics, click Paths > Pages > Fallout.
3. On the Define Checkpoints page, specify the checkpoints that you want to use for the report.
Run a Page Flow report

Page Flow reports show the order in which your visitors access pages and navigate through your site. This report helps answer Run a Paths report.

For example, click Paths > Pages > Next Page Flow.
You read this report from left to right, beginning with the selected page. The pages that were viewed after the selected page are illustrated as a branch extending to the right.

The percentage that each subsequent page was viewed is displayed beside the name of the page. The width of the line connected to each next-page depicts this relative percentage.

**Path Views**: Indicates the number of times a page was viewed, when constrained to the displayed paths.

For example, the Privacy Policy page could have 10,000 total page views, but only 500 of those page views occurred immediately following the Home Page. Thus, the term path view is used.

The relative percentage is depicted by the relative width of the line. By default, this report displays five 2nd-level branches and five 3rd-level branches. You can expand the number of branches to view up to ten 2nd-level branches and five 3rd-level branches. Doing so increases the height of the report and most likely requires scrolling to view the entire graph.
Run a Funnel report

You can select success events and add them to a Purchase Conversion Funnel report or a Product Conversion Funnel report.

Click Products > Products Conversion Funnel.

Run a marketing channel report

Marketing Channel reporting provides an overview report of the first and last-touch channel allocation, with standard reporting metrics like revenue, orders, and cost. These reports enable you to analyze how much revenue each channel generates.

See the Marketing Channel help system for more information.
Customizing Reports

After running a report, you can customize the report to view and analyze the data according to your needs. You can filter report data, change how data is presented graphically, change date granularity, and so on.

Create a custom report

Steps that describe how to save a report’s current configuration as a new custom report for all users to see.

Only administrators can create a custom report. When you create a custom report, it is added to the main reporting menu next to the report on which it is based.

To create a custom report

1. Run a report and configure it as necessary.
2. Click More > Create Custom Report.
3. Name the report, then click Save.
   
   Ensure that you do not duplicate an existing report name.

Change report graphs

Steps that describe how to customize the graph so that it is most useful for the intended audience.

The type of graphs available depend on the type of report you run. For example, Trend Line graphs are useful for trended reports, but you can also use a Vertical Bar graph with trend lines that clearly illustrate trends over days, weeks, months, and so on. Alternatively, you can choose a Pie chart to illustrate percentages for the pages viewed.

To change a report graph

1. Run a report.
2. Click Configure Graph.
3. Select a graph type.

   **Trend Line**: Trend lines show daily trends for the report metrics and are useful for trending one metric over time per line.

   ![Trend Line Graph](image)

   **Smooth Line**: You use this graph type with the Video Detail Report. It shows the numbers or percentages of views for specific segments of a video. A rise in views for a specific segment of the video indicates that viewers rewound and viewed that section of the video multiple times. If using percentages, the percentage shown in the graph is a percentage of all segments viewed, not a percentage of viewers who saw the segment. For example, in the graph the sum of all the report segments is
39. The number of views for the 0 to 10-seconds segment is 10. Therefore, the percentage of views for this segment is approximately 26 percent.

**Area**: The Area graph is similar to the Trend Line graph but fills in the area below the lines. You must be viewing a trended report to display the Area graph.

**Stacked Area**: Stacked Area charts are useful when trending a number of products or campaigns over time. For example, if you trend the top five products showing revenue, you can quickly see how much total revenue those products bring in over time. You can refine the view by using a search filter to include or exclude specific products.
Vertical Bar: The Vertical Bar chart shows relative percentages for the report metrics.

Stacked Vertical Bar: By stacking similar items you can get a quick view of the total influence of an item. For example, in a Campaign Report, you can stack similar success metrics and see which campaign is generating the most total success. Stacking makes it easier to find campaigns that are not the top performers in one metric but are top performers in a combination of metrics.

Horizontal Bar: The Horizontal Bar chart is similar to the Vertical Bar chart, but the columns are horizontal.
Stacked Horizontal Bar: The Stacked Horizontal Bar chart is similar to the Vertical Bar chart, but the columns are horizontal.

Pie: The Pie chart shows the top metric value percentages in relation to each other, and shows the percentage of the selected metrics in relation to the whole. You can display the Pie chart for ranked reports.

Scatter: The Scatter graph shows a scatter display of the metrics you select in relation to each other. Scatter graphs let you visualize data in two dimensions, so that you can identify which items are outliers.
**Bubble:** The Bubble graph shows a bubble display of the metrics you select in relation to each other. The location of the bubbles shows the relationships between the metrics on the horizontal and vertical axis, while the size of the bubble portrays the main report metric. Bubble graphs let you visualize data in two dimensions, so that you can identify which items are outliers.

**Copy a report graph**

Steps that describe how to copy a report graph as a file for use in presentations or other documents.

When you click the copy graph icon, the image opens in a new window. You can then use your browser functions to save the graph as an image.

**To copy a report graph**

1. Run a report.
2. Click More > Copy Graph.

**Select a date or date range**

Steps that describe how to use choose the time periods for your report data.
You can select specific days, weeks, months, or years. You can also run comparison reports.

When you open a dashboard with reportlets that have different date ranges, you can choose a new date range in the calendar. The changes apply to all reportlets in the dashboard.

**To select a date range**

1. Run a report.
2. Click the calendar.
3. Select a date.

   You can:
   - View days, months, or year periods (up to three).
   - Drag your cursor across dates to select a range.
   - Enter dates manually.
   - Click a month name to select a month.
   - Click **Select Preset** to select a preset date.
   - Compare dates. (See *Compare dates*.)

4. Click **Run Report**.

**Breakdowns**

Use breakdowns when you want to know more about how a report item or segment relates to other reports. This is often called “breaking down” a report by another report. A breakdown is the action of integrating two or more correlated items (traffic reports) or two sub-related items (conversion reports).

Two types of breakdowns exist:

<table>
<thead>
<tr>
<th>Breakdown</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traffic</td>
<td>(Often called <em>correlations</em>) These are relationships between two Traffic reports in a report suite. There are no standard correlations, because only you know which reports you would like to correlate. An administrator can set up relationships between the reports as needed. An example of a correlation report is a breakdown of a custom traffic report called Age Group, in which you have gathered site visitors’ ages from a survey. This report allows you to see which age group is responsible for the most traffic on your site. However, if you have gone to the trouble of capturing something like the age of a visitor, you might want to know about more than just page views. You can generate a breakdown report about which search engine they use, what keywords they use, or where they are located geographically. You are correlating the age group and the search engine. If you break down a correlation report by <em>Referrer Type</em>, you might see a data point for <em>Inside Your Site</em>. This value indicates a referrer page that is on the Internal URL Filters list. See <em>Internal URL Filters</em> in the Admin.</td>
</tr>
<tr>
<td>Conversion</td>
<td>(Often called <em>subrelations</em>.) These act the same as correlations, allowing you to relate one report to another. However, they are set up a differently on the back end. Instead of choosing two or more reports to hook together, sub-relations are set up for a single report, which then can either be broken down by everything or only by a few reports.</td>
</tr>
</tbody>
</table>
By default, there are no correlations when you first implement marketing reports. However, there are two sets of reports and an additional report that are set up with subrelations enabled. You can break down these subrelation reports by every conversion report, because conversion reports have the conversion metrics in them, such as registrations, form completions, sign-ups, orders, revenue, and so on.

**Traffic and Conversion Are Separate**

You can break down a Traffic report into another Traffic report. You can break down a Conversion report into another Conversion report. However, Traffic report cannot be broken down by a Conversion report.

Traffic report breakdowns are multi-level. Meaning, you can break down up to 20 reports by each other. The only applicable metric for Traffic breakdowns is Page View.

Conversion report breakdowns are single-level. Meaning, you can break down only one Conversion Report by another. All conversion metrics are applicable to this type of breakdown report.

Correlations are available for all traffic variables, which enables you to break down any traffic variable by any other in variable traffic reports.

**Run a breakdown report**

Steps that describe how to run a breakdown report.

1. Run a report that supports correlations or subrelations, such as Site Content > Pages.
2. In the report table, click the Breakdown By icon.
   If the Breakdown By icon is not visible, the feature is either not available or not enabled.

The Breakdown By menu displays all available correlation and conversion breakdown options available for the current report.

**Subrelations**

Full subrelations are enabled on all conversion reports, so you can break down any eVar by another eVar. The Breakdown By menu in the report table matches the standard Analytics reporting menu, keeping selections consistent.
How Subrelations Work

To help illustrate how subrelations work, consider the following example:

1. A user comes to your site via Campaign_A and arrives on the home page.
2. The user searches for 'cats', and is shown the search results. eVar1 keeps track of internal search terms.
3. The user subscribes to a mailing list, which is tracked using event1.
4. A different user comes to your site also via Campaign_A and arrives on your home page.
5. This user searches for 'kittens', and is shown search results (eVar1), and also subscribes to the mailing list (event1).

If you pulled a Tracking code report, you would see the following:

<table>
<thead>
<tr>
<th>Tracking Code</th>
<th>Sign-ups</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Campaign_A</td>
<td>2</td>
</tr>
</tbody>
</table>

If you pulled an eVar1 report, you would see the following:

<table>
<thead>
<tr>
<th>Custom Conversion 1</th>
<th>Sign-ups</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. cats</td>
<td>1</td>
</tr>
<tr>
<td>2. kittens</td>
<td>1</td>
</tr>
</tbody>
</table>

If you subrelated the Campaign report by eVar1, you would get the following:
If you subrelated the eVar1 report by Campaigns, you would get the following:

<table>
<thead>
<tr>
<th>Tracking Code by Custom Conversion 1</th>
<th>Sign-ups</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Campaign_A</td>
<td>2</td>
</tr>
<tr>
<td>1. cats</td>
<td>1</td>
</tr>
<tr>
<td>2. kittens</td>
<td>1</td>
</tr>
</tbody>
</table>

Due to the persistent nature of conversion variables, there are two data columns used to store eVar values; the value that is fired, and the value that persists. If we were to look at a raw data export for this example, it would look like this (simplified for this example):

<table>
<thead>
<tr>
<th>vis_id</th>
<th>page</th>
<th>campaign</th>
<th>post_campaign</th>
<th>evar1</th>
<th>post_evar1</th>
<th>events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Home Page</td>
<td>Campaign_A</td>
<td>Campaign-A</td>
<td>cats</td>
<td>cats</td>
<td>event1</td>
</tr>
<tr>
<td>1</td>
<td>Search Results</td>
<td>Campaign_A</td>
<td>Campaign_A</td>
<td>cats</td>
<td>cats</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Subscribe_Confirm</td>
<td>Campaign_A</td>
<td>cats</td>
<td></td>
<td>event1</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Home Page</td>
<td>Campaign_A</td>
<td>cats</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Search Results</td>
<td>Campaign_A</td>
<td>kittens</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Subscribe_Confirm</td>
<td>Campaign_A</td>
<td>kittens</td>
<td></td>
<td>event1</td>
<td></td>
</tr>
</tbody>
</table>

Our backend works by allowing post_campaign and post_evar1 to persist the values defined in campaign and evar1. Subrelation reports specifically only look at the hits containing success events (rows highlighted in light yellow). They then populate the subrelation reports based on the persisted values (in this case post_campaign and post_evar1, cells highlighted in bright yellow). In essence, subrelations follow these steps to populate your report:

- Isolate the image requests containing the success event(s) you are viewing in the report.
- Return the persisted values from each conversion variable used in the subrelation.
- Organize the values based on the order of subrelation. If a variable does not have a persisted value (such as if an eVar was never defined or expired), it will be bucketed under 'None'.

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Customizing Reports

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Filtering Report Data

Filters allow you to narrow the report to include or exclude line items that match a filter.

Simple Filter

The simple filter appears on most reports to let you quickly find specific line items. Simple filters do not use any special characters, so -, "", ′, + and other special characters match the literal value in the report. You can find line items that contain multiple terms using a space.

For example:

```
help search
```

Matches the following pages:

<table>
<thead>
<tr>
<th>help:Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>help:Paid Search Detection</td>
</tr>
<tr>
<td>help:Configure paid search detection</td>
</tr>
<tr>
<td>help:Search Keywords Report</td>
</tr>
<tr>
<td>help:Internal Search Term</td>
</tr>
</tbody>
</table>

Advanced Filters

Advanced filters let you control the scope of your search using a collection of filters. You can select to match all filters, or any filters.
Contains
Matches if the term is found anywhere in the line item. This operates the same as the simple filter.

💡 Note: Spaces cannot be used in filters, because spaces are delimiters in searches

Does not contain
Matches if the term is not found anywhere in the line item. You can filter "unspecified", "none", "keyword unavailable" and other special values from reports using does not contain.

<table>
<thead>
<tr>
<th>Does not contain</th>
<th>none</th>
</tr>
</thead>
</table>

For a more exact filter, you can use an Advanced (Special Characters) filter:

<table>
<thead>
<tr>
<th>Advanced (Special Character)</th>
<th>^none$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced (Special Character)</td>
<td>&quot;keyword unavailable&quot;</td>
</tr>
</tbody>
</table>

For example, the following line item is filtered by the "Does not contain" criteria, but is not filtered by the "Advanced (Special Character)" criteria:

help:Rename the None classification key

Contains One Of
Matches if any terms, separated by spaces, are found in the line item. The following filter shows all pages that contain "mens" or "sale":

<table>
<thead>
<tr>
<th>Contains One Of</th>
<th>mens sale</th>
</tr>
</thead>
</table>

Matches the following pages:

Womens
Mens
Mens:Desk & Travel
Jewelry & Accessories:Accessories:Hats:Mens
Sale & Values

Equals
Matches if the entire line item, including spaces and other characters, match the specified phrase.

<table>
<thead>
<tr>
<th>Equals</th>
<th>mens:desk &amp; travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mens:Desk &amp; Travel</td>
<td></td>
</tr>
</tbody>
</table>

Starts With
Matches if the line item, including spaces and other characters, starts with the specified phrase.

<table>
<thead>
<tr>
<th>Starts With</th>
<th>mens</th>
</tr>
</thead>
</table>
Matches the following pages:

<table>
<thead>
<tr>
<th>Mens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mens:Desk &amp; Travel</td>
</tr>
<tr>
<td>Mens:Apparel</td>
</tr>
<tr>
<td>Mens Perfume Spray</td>
</tr>
<tr>
<td>Mens Hemp/Bamboo Flip Flops</td>
</tr>
</tbody>
</table>

**Ends With**

Matches if the line item, including spaces and other characters, ends with the specified phrase.

<table>
<thead>
<tr>
<th>Ends With</th>
<th>jean</th>
</tr>
</thead>
</table>

Matches the following pages:

<table>
<thead>
<tr>
<th>Bell Bottom Jean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Velvet Dream Skinny Leg Jean</td>
</tr>
<tr>
<td>Dark Slimmer Jean</td>
</tr>
<tr>
<td>Bling Belt High Waist Jean</td>
</tr>
<tr>
<td>Ocean Blue Jean</td>
</tr>
</tbody>
</table>

**Advanced (Special Character)**

Advanced let you perform wildcard and other complex searches.

<table>
<thead>
<tr>
<th>Advanced (Special Character)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot; &quot;</td>
<td>Match exact phrase.</td>
</tr>
<tr>
<td>*</td>
<td>Wild card, greedy matching. For example, r*p matches &quot;Registration Signup&quot;.</td>
</tr>
<tr>
<td>^</td>
<td>Starts with. Do not include a space between the special character and the search phrase.</td>
</tr>
<tr>
<td>$</td>
<td>Ends with. Do not include a space between the special character and the search phrase.</td>
</tr>
<tr>
<td>-</td>
<td>Not. Do not include a space between the special character and the search phrase.</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Create report-specific filters**

Steps that describe how to create filters for reports.

Certain reports contain a filter that is specific to that report. For example, a **Purchase Conversion Funnel Report** lets you filter by web pages. A **Geosegmentation Report** lets you filter by geographical region. Additional reports have other filters specific to those reports.

When you access these filters, you can see report metrics for the items specified in the list.
To create report-specific filters

1. Generate a report, such as a Purchase Report (Site Metrics > Purchases > Purchase Conversion Funnel).
2. In the report header, click the Filter link.
3. On the Filter Selector page, click Apply a Filter, then select a filter type.
4. To search for an item, type a character string in the Search field.
5. Click OK.

Add a correlation filter

Steps that describe how to add a correlation filter.

Certain reports let you add custom correlation filters. For example, if you are viewing the Pages Report for a report suite that has Site Sections correlated with a Women’s page, you can create a filter rule that generates a report showing the most popular pages when Site Sections = Women.

You can filter the data shown in a correlation report using any available correlation. The example here shows how you add a search engine correlation filter.

To add a correlation filter

1. Run a report that supports correlations. (See Run a breakdown report.)
2. In the report header, click the Correlation Filter link.
3. Under Filter Rule Creator, select a category to correlate with an item.
4. Click OK.

Compare dates

Steps that describe how you can use the calendar to run date comparisons between ranked reports.

You cannot compare dates between trended reports.

⚠️ Note: If you want to perform a date comparison on key metrics in a dashboard, you can pull the data into Report Builder using two separate requests. You then use custom formulas in Excel to analyze the difference between the two.

To compare dates between ranked reports in Reports & analytics:

1. Run a report.
2. Click the calendar.
3. Click Compare Dates.
4. Select the dates you want to use.
5. Click Run Report.

Display a percent as a graph

Steps that describe how to specify whether to display the percent in a report table as a graph.

This visualization is available also in dashboard reportlets.

1. Run a report that supports percentages, such as a Pages Report.
2. Click **Percent Shown As: Graph**.

### Normalize report data

Steps that describe how to normalize report data.

After you run a report with compared dates, or for A/B comparisons, you can normalize the data to show the percent of change between the reports. The secondary data set is adjusted to compensate for differences in the number of selected days, or for different volumes of traffic.

**To normalize report data**

1. Run a report that supports date comparisons.
2. Click **Compare Dates**, then specify your date comparison.
3. Click **Run Report**.
4. Click **Normalize Data: Yes**.

### Select a page for a report

Steps that describe how to select a specific page from the pages of your website for a report.

1. Generate a report, such as a **Page Views Report (Site Metrics > Page Views)**.
2. Click the **Selected Page** link.
3. On **Choose Page**, select the pages you want to display.
4. Locate the page.
5. Click **OK**.

### Compare report suites

Steps that describe how to display reports from two report suites in the same report.

In addition to the graphical display, the table of the report gives you a percentage comparison. The following reports can be run with comparisons:

- Site Content
- Mobile
- Traffic Sources
- Campaigns
- Products
- Visitor Retention
- Visitor Profile
- Custom Conversion
- Custom Traffic
- Target
- Survey
To compare report suites

1. Generate a report that allows you to compare reports.
2. Click the Compare to Site link.
3. Locate the report suite.
4. Click OK.

Specify report granularity

Steps that describe how to view report totals on an hourly, daily, weekly, monthly, quarterly, or yearly basis.

The report's time period determines which granularity options are available. For example, you can select only Hourly if you have a one or two day time frame selected. You can select only Yearly granularity if you have more than one year selected.

To specify report granularity

1. Generate a trended report, such as Site Content > Pages.
2. Click the View by link, then click a granularity.

Run a day-of-week report

Steps that describe how to run reports on a specific day of the week, such as over each Monday in a given date range.

This feature applies only to trended reports filtered with a date range of Week or Day.

1. Run a trended report over a specified date range.
2. Click the Day of Week link, then click a day.
Analytics Segmentation

Segments are custom subsets of data, or data filtered by rules that you create. Segments are based on hits, visits, and visitors.

For in-depth information on Adobe Analytics Segmentation, please refer to the Segmentation Guide.
Bookmark Manager

Bookmarks give you access to the reports that you use the most. The bookmarks you create are added to the Marketing Cloud and are available in integrated capabilities like data connectors.

Create a bookmark

This procedure describes how to create a bookmark.

Run a report, then click **Bookmark**.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>A user friendly name for this bookmark.</td>
</tr>
<tr>
<td>Add to</td>
<td>Specifies the folder in which you want to place the bookmark.</td>
</tr>
<tr>
<td>Make Public</td>
<td>Makes this bookmark available for users with access to the report suite.</td>
</tr>
<tr>
<td>Add to DirectAccess</td>
<td>Makes the report available in the DirectAccess application.</td>
</tr>
<tr>
<td>Display report upon login</td>
<td>Displays the report when you log in.</td>
</tr>
</tbody>
</table>

Manage bookmarks

After you create report bookmarks, you can manage them in the **Bookmark Manager**. You can edit, delete, and organize your bookmarks and folders from a central location.

Analytics > Components > Manage Bookmarks.

**My Bookmarks**

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="folder_icon.png" alt="Folder" /></td>
<td>Creates a bookmark folder. Select the bookmark before clicking this option. You cannot create subfolders.</td>
</tr>
<tr>
<td><img src="trash_icon.png" alt="Trash" /></td>
<td>Deletes a bookmark folder. Select the bookmark before clicking this option.</td>
</tr>
<tr>
<td><img src="sort_icon.png" alt="Sort" /></td>
<td>Sorts a bookmark folder.</td>
</tr>
<tr>
<td><img src="edit_icon.png" alt="Edit" /></td>
<td>Lets you edit a bookmark. You can rename the bookmark and specify the bookmark folder in which you want the report to display. You can also specify whether you want the bookmark to display at login.</td>
</tr>
<tr>
<td><img src="delete_icon.png" alt="Delete" /></td>
<td>Deletes a bookmark.</td>
</tr>
<tr>
<td><img src="schedule_icon.png" alt="Schedule" /></td>
<td>Lets you know that this bookmark is scheduled for delivery. Click this option to configure the schedule, using Advanced Delivery Options.</td>
</tr>
</tbody>
</table>

**Public Bookmarks**
<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Public</td>
<td>Specifies that the bookmark is public. These bookmarks appear as a shared bookmark in <strong>Public Bookmarks</strong>.</td>
</tr>
<tr>
<td>Copy Me</td>
<td>Makes a copy of the bookmarks and places it in a default folder in the <strong>Bookmarks</strong> column.</td>
</tr>
<tr>
<td>On Menu</td>
<td>Places the bookmarked report on the marketing report menu on the landing page.</td>
</tr>
<tr>
<td>Info/Edit</td>
<td>Edits the bookmark name.</td>
</tr>
<tr>
<td>Make Private</td>
<td>Makes a public bookmark private.</td>
</tr>
</tbody>
</table>
Dashboards and Reportlets

A dashboard is a collection of thumbnail reports called reportlets. A dashboard is most useful when it contains related reportlets that give you complete overviews of certain aspects of your site, such as finding methods, visitor profiles, and so on.

You can add most marketing reports to a dashboard, including graphically intense reports like the Fallout Report, Conversion Funnel Report, and the Pathfinder Report.

You can also set a dashboard as your landing page, share dashboards with other users, and schedule them for delivery. If you do not set a dashboard (or a bookmark) as a landing page, the My Recommended Reports dashboard displays.

My Recommended Reports shows the Key Metrics report plus your five most frequently viewed reports. It is dynamic and based on the actual reports that you view the most.

Be aware that some frequently viewed reports cannot be dashboarded and will not show up. These include:

- Anomaly Detection reports
- Contribution Analysis reports
- Fallout reports
- Pathfinder reports
- Real-time reports
- Other dashboards

Note: The Site Overview dashboard is no longer listed in Reports & Analytics. However, there are still a couple of circumstances where you will see some or all of its reportlets.

- If you have, say, only three frequently viewed reports, Reports & Analytics will take two reports from the Site Overview dashboard to complete the My Recommended Reports dashboard.
- Brand new report suites will also initially still feature the Site Overview reportlets, until they get replaced by your frequently viewed reports. Even so, the dashboard will now be called My Recommended Reports.

In addition to the dashboards you create, the following prepackaged dashboards are included for each user:

<table>
<thead>
<tr>
<th>Dashboard</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>View All Reports &gt; Dashboards &gt; Shared Dashboards &gt; Local Sites</td>
<td>This customizable dashboard provides you a way to drop reportlets into the template provided.</td>
</tr>
<tr>
<td>View All Reports &gt; Dashboards &gt; Shared Dashboards &gt; Site Operations Dashboard</td>
<td>This dashboard provides you an overview of key metrics related to your website operations. Reports on this dashboard include: Exit Pages, Most Popular Pages, Most Popular Site Sections, KPI/Gauge Reportlet, Text Reportlet, Company Summary Reportlet</td>
</tr>
</tbody>
</table>

Use the Dashboard Manager to edit and manage dashboards, and enable them for DirectAccess. See Dashboard Manager.
Create a dashboard

Steps that describe how to create a dashboard.

Before adding a report (as a reportlet) to a dashboard, define the dashboard's layout.

1. Go to Analytics > Components > Manage Dashboards.
2. Click Add Dashboard.
3. Type a name for the dashboard.
4. Click 3 x 2 or 2 x 2 to specify how many reportlets you want on the dashboard page.
5. Configure the dashboard page layout:
   - Add Page: Adds a blank page to the dashboard, on which you can drag content to create reportlets.
   - Paper: Lets you specify a paper size, such as landscape, portrait, and A4.
   - Find Content: Lets you search for content in the Add Content and Dashboard Contents menus.
6. Add available content to the dashboard by dragging items to the reportlet canvas.
   See Create a reportlet and Add content to a dashboard.
7. Click Save.
   Saving a dashboard makes it available in the Dashboard menu. The new dashboard is also available in the Dashboard Manager (Favorites > Dashboards > Manager), where you can edit, organize, share, schedule, archive dashboards, and more. (See Dashboard Manager.)
8. (Optional) To set the dashboard as your landing page, click More Options > Set as Landing Page.

Create a reportlet

Steps that describe how to create a reportlet. Once you create a reportlet, it is available to display in a dashboard.

1. Run a report.
2. Click More... > Dashboard.
3. On the Add Reportlet page, name the report, then select a dashboard from Place in Dashboard.
4. (Optional) Configure the date range.
   - Rolling: Changes the date as time passes, according to the time span (daily, monthly, and so on). For example, if today is January 17, you might set the dates for January 15 - 16. Then if you select Rolling, on January 27 the reportlet displays data for January 25 - 26.
   - Fixed: Prevents the date from moving forward as time passes.
5. (Optional) Override the publishing distribution list.
   Publishing List Override: If you enable this option, the report suite referenced in this reportlet is always used when distributed to a publishing list. If you disable this option, the report suite identified in the publishing list replaces the report suite in this reportlet.
6. Click Create New.
   The reportlet is added to the Dashboard Contents menu in the dashboard editor.
Add content to a dashboard

Steps that describe how to add content from other dashboards, shared dashboards, and previous SiteCatalyst versions (legacy dashboards). You can also add content from custom and external sources, such as text and images.

1. Open a dashboard, then click **Layout**.
2. Click **Add Content**, then drag items to the dashboard.

The **Add Content** menu displays reportlet content from other dashboards, legacy dashboards, and shared dashboards.

**Note:** The current limit to the number of pages in a dashboard is 30.

<table>
<thead>
<tr>
<th>Content Menu</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom Reportlets</td>
<td>Data Content:</td>
</tr>
<tr>
<td></td>
<td>• <strong>Company Summary:</strong> Displays page views for multiple report suites and metrics that you select.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Metric Gauge:</strong> Displays a gauge that tells you where your metrics figures are in relation to the thresholds you specify.</td>
</tr>
<tr>
<td></td>
<td>You can select a metric, graph type, color range, and threshold values. If the count of the metric rises above the <strong>Greater Than</strong> threshold, the gauge indicates this in the reportlet, using the color above the <strong>Greater Than</strong> field. If the count of the metric is below the <strong>Less Than</strong> threshold, the gauge indicates this in the reportlet, using the color above the <strong>Less Than</strong> field. The values you specify in these fields is the countable value of the metric, such as number of page views, dollar amounts, cart views, and so on. (Do not use special characters.)</td>
</tr>
<tr>
<td></td>
<td>• <strong>Report Suite Summary:</strong> Displays a selected metric and its total or high and low values for a report suite.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Usage Summary:</strong> Shows data on interface access by people in your organization. This reportlet can show data by username access, report access, or report suite access.</td>
</tr>
<tr>
<td></td>
<td>You can create the following <strong>User Content</strong> reportlets by providing URLs. If an image or other resource URL does not begin with <strong>https://</strong>, Internet Explorer users might see a warning about mixed content. You can disable the warning for mixed content in your browser security settings.</td>
</tr>
<tr>
<td></td>
<td>User Content:</td>
</tr>
<tr>
<td></td>
<td>• <strong>External Report:</strong> Lets you add an external report in .xml and .csv formats.</td>
</tr>
<tr>
<td></td>
<td>• <strong>HTML:</strong> Lets you add a custom HTML reportlet. The URL must use HTTP or HTTPS. Otherwise, you see a specified URL could not be retrieved error. In the document's content, all tags with attributes using the data: and javascript: protocols are removed. Scripts, frames, applets, event handlers, flash, and other embedded objects are removed. If resources are specified using non HTTPS, IE users are issued a warning about mixed content.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Image:</strong> Lets you create a dashboard from an image URL. If the URL uses the HTTP protocol, Internet Explorer issues a mixed content warning. Using a URL with HTTPS removes the warning. All other protocols issue a specified URL could not be retrieved error.</td>
</tr>
<tr>
<td></td>
<td>• <strong>RSS:</strong> Lets you add an RSS web feed. Must be HTTP or HTTPS. Otherwise, you see a specified URL could not be retrieved error.</td>
</tr>
</tbody>
</table>
### Content Menu

<table>
<thead>
<tr>
<th>Content Menu</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Text</td>
<td>Lets you use XHTML code to create your own data. Use HTTP or HTTPS for a URL. Images used in the text reportlet content that have the HTTP protocol result in IE users receiving a warning about mixed content. Images included using other protocols do not display in the reportlet.</td>
</tr>
<tr>
<td>My Dashboards</td>
<td>Lists your upgraded dashboards from which you can move content to the new dashboard.</td>
</tr>
<tr>
<td>Legacy Dashboards</td>
<td>Lists your shared dashboards from which you can move content to the new dashboard.</td>
</tr>
<tr>
<td>Shared Dashboards</td>
<td>Lists legacy dashboards from which you can move content to the new dashboard. Legacy dashboards are useful if you want to preserve dashboard formatting from previous versions.</td>
</tr>
<tr>
<td>Dashboard Contents</td>
<td>Displays items you already added to the dashboard.</td>
</tr>
</tbody>
</table>

3. Click **Save**.

### Edit dashboard and reportlet data

You can change data settings at the dashboard or reportlet level. For example, you can change the report suite, locking the report suite, changing dates, applying segments, and so on. You can also personalize a dashboard by inserting your company's confidentiality statement, and include HTML, XML, Web API, and CSV data in customized reportlets.

**To edit dashboard and reportlet data**

1. Click **View All Reports > Dashboards > dashboard name** to open a dashboard.
2. Click **Layout**.

<table>
<thead>
<tr>
<th>To</th>
<th>Do this</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change a dashboard’s report suite</td>
<td>Click the menu in the Marketing Cloud header, then select a report suite.</td>
</tr>
<tr>
<td>Change a reportlet’s report suite</td>
<td>In the reportlet, click the report suite name, then select a report suite from the <strong>Report Suite</strong> menu.</td>
</tr>
<tr>
<td>Apply a segment to a dashboard</td>
<td>In the Marketing Cloud header, click <strong>Show Segments</strong>, then select a segment.</td>
</tr>
<tr>
<td>Apply a segment to a reportlet</td>
<td>In the dashboard, click <strong>Layout</strong> to edit a dashboard. If the report suite has been changed, the reportlet page updates automatically.</td>
</tr>
<tr>
<td>Lock a report suite (prevents changing the report suite in a reportlet)</td>
<td>In the reportlet, click the report suite name, then enable <strong>Lock Report Suite</strong>. Click <strong>Update</strong>.</td>
</tr>
<tr>
<td>Change a reporting date</td>
<td>For a dashboard, click the calendar. (All the reportlets in the dashboard reflect the change.)</td>
</tr>
</tbody>
</table>
To

Do this

For a reportlet, click the date link, then configure the calendar.

Name a dashboard

Open a dashboard, then click More > Rename.

View a dashboard archive

Click More > View Archive.

Set the dashboard as a landing page

In a dashboard, click More > Set As Landing Page.

Download a dashboard

In a dashboard, click More > Download.

Print a dashboard

In a dashboard, click More > Print.

Save a dashboard

In a dashboard, click Save As, then specify a name.

Co-brand a dashboard

Steps that describe how to upload an image to display in a dashboard.

1. Analytics > Admin > Company Settings.
2. On the Company Settings page, click Co-Brand the Adobe Marketing Cloud.
3. Click Enable Co-Branding.
4. Browse to upload the image, then click Save.

For best results when viewing the image in a browser, upload a 100px by 30px image. For best results in PDF output, upload a 417px by 125px (300 dpi) image. Oversized images are shrunk to size, while preserving aspect ratio.

Dashboard Manager

Use the Dashboard Manager to copy, share, archive, and schedule dashboards for delivery.

Click Analytics > Components > Manage Dashboards.

Dashboard Manager Descriptions

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dashboard Player</td>
<td>Displays the dashboard.</td>
</tr>
<tr>
<td>Shared</td>
<td>Shows whether the dashboard is shared.</td>
</tr>
<tr>
<td></td>
<td>See Share a dashboard</td>
</tr>
<tr>
<td>Scheduled</td>
<td>Lets you schedule the dashboard for delivery.</td>
</tr>
<tr>
<td></td>
<td>See Schedule a dashboard for delivery.</td>
</tr>
</tbody>
</table>
**Element** | **Description**
--- | ---
View Archive | Lets you view the dashboard archive.
Push to Users | Lets you share a dashboard.
Manage | Lets you edit, copy, and delete a dashboard.

### Manage shared dashboards

Steps that describe how to use the shared dashboard management options.

1. Go to **Analytics > Components > Manage Dashboards**.
2. Under **Shared Dashboards**, locate the shared dashboard (or legacy dashboard) you want to manage and choose one or more of the following options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>View Archive</td>
<td>Lets you view the report archive for the shared dashboard, if an archive exists.</td>
</tr>
<tr>
<td>Dashboard Player</td>
<td>Displays the dashboard.</td>
</tr>
<tr>
<td>Copy Me</td>
<td>Adds a copy to your list of dashboards, using the same name as the original. However, you cannot see any updates/changes made by the dashboard's owner. Copying a legacy dashboard opens a blank dashboard, in which you can add legacy content.</td>
</tr>
</tbody>
</table>

⚠️ **Important:** If shared users of your dashboard cannot see changes you made in the dashboard, check your Dashboard Manager to see if the users have chosen the **Copy Me** option. If they did, they cannot see the updates/changes made by you. To see all the changes/updates, shared users need to select the **On Menu** option in the Dashboard Manager.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>On Menu</td>
<td>Lets you see changes/updates made by the dashboard owner.</td>
</tr>
<tr>
<td>Unshare</td>
<td>Removes the dashboard from your list of shared dashboards.</td>
</tr>
</tbody>
</table>

### Migrate a legacy dashboard

Steps that describe how to migrate a legacy dashboard from version 13.5 or 14.x to the latest format.

When you copy the legacy dashboard, the system opens the legacy dashboard for edit, where you can add legacy content or new content. When you copy a legacy dashboard, the original is preserved in the list of legacy dashboards.

💡 **Note:** Adding legacy content to a dashboard creates a dashboard based on the latest dashboard functionality. However, the legacy reportlet might contain data that is based on the previous data platform.

#### To migrate a version 14.x legacy dashboard

1. Click **Analytics > Components > Manage Dashboards**.
2. In the **Manage** column, under **Legacy Dashboards**, click **Copy to New Dashboard**.
The copied dashboard opens in the dashboard layout editor.

See *Edit dashboard and reportlet data*.

**Share a dashboard**

Steps that describe how an administrator can share (or push) a dashboard to multiple users. When you push dashboards to users, the dashboards become available in user's Shared Dashboards menu.

1. In the Dashboard Manager, locate the dashboard, then enable Shared.
2. Click Push To Users.
3. On the Push Dashboard page, select the target users or click Check All.
4. Click Save.

If shared users of your dashboard cannot see changes you made in the dashboard, check your Dashboard Manager to see if the users have chosen the Copy Me option. If they did, they cannot see the updates/changes made by you. To see all the changes/updates, shared users need to select the On Menu option in the Dashboard Manager.

**Schedule a dashboard for delivery**

In the Dashboard Manager, you can see whether a dashboard is scheduled for delivery, and edit the schedule. The dashboard delivery options are identical to the report delivery options.

1. Open a dashboard.
2. Click More > Send.

   See *Report Schedule and Distribution* for more information.

**Archive a dashboard**

Steps that describe how to archive any sent dashboard as a PDF file. The system stores the archived file for two years, or until you reach a maximum limit of 4 GB of archived reports, whichever comes first.

1. Open a dashboard.
2. Click More > Send.
3. In the Email Report group, enable Archive.
4. Specify delivery options, then click Send.

   You can view archived dashboards in the Dashboard Manager. Alternatively, open a dashboard and click More > View Archive.
Data Extract

Data extracts let you choose the parameters you will view on both the X- and Y-axes of the report, as well as the item by which the report is filtered.

For example, you could place products along the left side of the report, dates across the top, and a metric as the overall data filter. The Data Extracts are delivered reports, and are only available in CSV format.

Data Extracts can process a maximum number of 50,000 rows in a single request.

Extract data from a report

Steps that describe how to extract data from a report and send it via email.

1. Run a report, then click More > Extract Data.
2. Follow the steps in the Data Extract wizard.
Report Data Viewers

Tools that let you view data on another web page or directly from your OS desktop

Adobe Analytics for iOS

Analytics for iOS lets you present or email real-time trend data on a tablet.

You can view trend data by day, week, or month, or up to 90 days. The clear, simple-to-use interface lets you quickly access and present trend data reports of up to three metrics.

Download the application from the App Store. If your iPad requires a newer version of the iOS, you can use iTunes to download the update. Always use the latest version of iTunes for best results.
Metrics

Metrics are the foundation of reports and help you view and understand data relationships and enable side-by-side comparisons of different data sets about your website. Metrics are quantitative information about visitor activity, such as views, click-throughs, reloads, average time spent, units, orders, revenue, and so on.

Metrics and associated data are displayed in the columns of reports. Traffic metrics show data about the volume of visitors. Conversion metrics show data about success events, such as purchases, downloads, or any other action that you want users to take on your website.

*Calculated metrics* are created by combining metrics.

For definitions, see *Metrics* in *Analytics Reference Help.*

Select default report metrics

Steps that describe how to select default metrics at the report level.

1. Run a report.
2. Add the metrics that you would like to save as the default metrics.
3. Click the *Add Metrics* drop-down list, then select *Set as Default.*
   
   The selected metrics are saved as the defaults for this report.

The following information applies to default metrics:

- Default metrics apply across all user accounts, but is per report and report suite. For example, all users viewing a specific report in the same report suite display the metrics set using the preceding procedure.
- If you move between reports, the metrics displayed in the most recently viewed report persist. To display default metrics in that new report, click the *Add Metrics* drop-down list, then click *Show Defaults.*
- Clicking *Clear Defaults* removes the default metrics for that report and reverts them to the original default metrics for that report (Page Views for props, and whatever you have set in Admin Tools for eVars).

For definitions, see *Metrics* in *Analytics Reference Help.*
Targets

Targets let you measure your website performance and track progress against target goals. For example, you might want to increase the number of visitors that come from a geographic region, the revenue per order, or the number of hits that come from a specific referrer.

When you create targets, you select which attribute metrics or eVars you want to measure or you can choose to measure your entire site against your selected metric.

For example, you can measure the number of unique visitors to your website, and use it as a target. In this case, choose the entire website. However, if you want to target the number of unique visitors to your website from Chicago, you can specify that eVar rather than look at your entire site.

Target Field Descriptions

Analytics > Components > Manage Targets.

Descriptions of the fields and options on the Add/Edit Target page.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Target Name</td>
<td>Provide a target name, which is displayed on the Target Manager page.</td>
</tr>
<tr>
<td>Apply To</td>
<td>Lets you apply the target to the entire site or to a selected attribute or eVar.</td>
</tr>
<tr>
<td>Select Item</td>
<td>Displays the selection form for the selected attribute or eVar, so that you can perform an Advanced search for related items. For example, if you select the eVar Countries, the item list lets you specify which country. If you select the eVar Products, the item list lets you specify which product. Custom insight variables are also listed in the menu. If you have a custom insight variable set up to measure visitor age ranges, then the item list displays the ranges of the ages, such as 18-24, 25-35, and so on.</td>
</tr>
<tr>
<td>Metric</td>
<td>Lets you apply the target to a metric. This menu displays only those metrics that apply to a given eVar. For example, if you select Products as the eVar, a metric such as Page Exits does not apply to it. The Page Exits metric can apply to a web page eVar.</td>
</tr>
<tr>
<td>Period</td>
<td>Lets you define the Date Range and Granularity settings of the target. Depending on your date range specifications, some granularity options do not apply. When typing values for your metrics, type a value for each granularity setting. For example, if your date range is the month of February, and your granularity selection is weekly, type a value for each week of the month of February. Target reports display for each granularity setting.</td>
</tr>
<tr>
<td>Values</td>
<td>Lets you specify target values for the time period and the selected metric. This value are the target numbers that you are attempting to reach. For example, if the target were based on revenue, and you were aiming for $10,000 of revenue for a given month, you would enter 10000 in the value field for the month.</td>
</tr>
</tbody>
</table>

Add a Target

Steps that describe how to add a target.

1. Click Analytics > Components > Manage Targets.
2. On the Target Manager page, click Add New.
3. Configure the options described in *Target Field Descriptions*.
4. Click OK.

**Edit a Target**

1. Click **Analytics > Components > Manage Targets**.
2. In the **Manage** column, click the **Edit** icon.
3. Configure the options described in *Target Field Descriptions*.
4. Click **OK**.
Alerts

Send an alert via email or to a mobile device when criteria that you specify are met. For example, if a report shows that data reached a specified high or low point, or the values have changed by a specified percentage, you will receive an alert.

Alerts are specific to the type of report you are viewing. For example, to set an alert for the Cart Views metric, you need to be in the Cart Views report. You can also assign alerts to classification reports.

💡 Note: Alerts still work when assigned to a report with a segment applied.

When you set up alerts, you can configure analytics reports to check your website statistics at the end of each day, week, or month. You can receive an alert when your metric reaches a high or low value that you set, or if it changes by a certain percentage (either up or down).

For the specified time frames, analytics reports uses the sum of the total amount for the alert. For monthly alerts, if the total of hits for the calendar month reaches the number you specify, then the alert is sent.

💡 Note: Alerts cannot be set on calculated metrics; they can only be set on default and custom metrics.

Unsupported Reports

All reports support alerts EXCEPT the following:

- Site Overview report and all dashboards.
- Key Metrics report
- All conversion funnel reports
- All hierarchy reports
- ClickMap report
- All pathing reports (except Path Length and Reloads, which are supported)
- All Visitor Retention reports (Except Visit Number and Customer Loyalty, which are supported)
- Marketing Channel Overview report

Alerts Field Descriptions

Descriptions of fields and options available for alerts.

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alert Name</td>
<td>Specify a name for the alert. The alert name might contain the name of the report or the metrics threshold.</td>
</tr>
<tr>
<td>Check values at the end of each</td>
<td>Specify when you want the metrics to be checked. You can specify Day, Week, or Month.</td>
</tr>
<tr>
<td>Assign Alert to</td>
<td>The metric for the alert to check at each interval. Option only available in reports with line items.</td>
</tr>
<tr>
<td>Apply the alert to</td>
<td>Can be applied to all items, the top 1000 items, or specific items. If the top 1000 items or specific items are selected, each individual line item triggers the alert, not the summed total. Option only available in reports with line items.</td>
</tr>
</tbody>
</table>

💡 Note: If you apply a segment to a report before creating the alert, the segment applies to the alert.
<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
</table>
| Rule             | Determine the threshold the metric must exceed before an alert is set. You can set this value to a threshold and then to one of the following conditions:  
|                  | • Is Above                                                                 |
|                  | • Is Below                                                                  |
|                  | • % Changes By                                                              |
| Delivery Options | Specify where the alert can be sent. An alert can be sent as an email or a mobile alert, or both, to addresses you specify in the fields provided for that purpose. When sending an alert to a mobile device, use the SMS email address appropriate to the carrier. For example, 8015550000@messaging.mycellphonecompany.com. |

**Add an Alert**

Steps that describe how to add an alert in marketing reports.

1. Open the report where you want to set an alert.
2. Click More > Add Alert.
3. Configure the options described in Alerts Field Descriptions.
4. Click Save.

**View or Edit Existing Alerts**

Go to Analytics > Components > Manage Alerts.
Calendar Events

Steps to add calendar events, and to manage shared events.

For reports trended over time, you can graphically display events and see whether campaigns or other events have affected your site traffic, revenue, or any other metric. The process of setting up a calendar event involves naming the event, setting the dates, adding notes, and setting an icon. For example, if you use Social, you can create a calendar event to show that there was a correlation between an increase in site traffic and the mention of a product by a celebrity using Twitter.

To add a calendar event

1. Click Analytics > Components > Calendar Events.
2. Click Add New.
   a) Under Title, name the calendar event.
   b) Specify the Event Date.
   c) Choose the Report Suite to which this event applies.
   d) (Optional) Add any Note Text for this event.
   e) Select a display icon and color.
   f) Click Save.
3. (Optional) Calendar events are user specific unless shared. To share this event, select Share.
4. (Optional) Push the calendar event to users. Calendar Events that have been marked as Shared now have an option to be "pushed" to other users. Pushing a Calendar Event will cause it to show up on the recipient users' trended and overtime graphs.
   a) Click Push To Users.
   b) Check All or check the box next to the user name/s.
   c) Click Save.
This makes Calendar Events much more usable. Analysts now have the ability to force an overlay onto their users' reports to provide more context.

To manage shared calendar events

1. Click Analytics > Components > Calendar Events.
2. Under Shared Calendar Events, specify one of these options:
<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copy Me</td>
<td>Adds a copy to your list of events, using the same name as the original. However, you cannot see any updates/changes made by the event's owner.</td>
</tr>
<tr>
<td>On Report</td>
<td>Lets you see changes/updates made by the event owner.</td>
</tr>
<tr>
<td>Unshare</td>
<td>Removes this event from your list of shared events.</td>
</tr>
</tbody>
</table>
Report Schedule and Distribution

Information about scheduling, downloading and distributing reports.

When you schedule a report for delivery in an Adobe Analytics application, you can use the Scheduling and Distribution tools to view what files have been automatically sent and modify or terminate the deliveries.

Due to differences in processing mechanisms and platforms, the various types of downloadable and scheduled reports available in Adobe Analytics have different limitations regarding the maximum number of rows they can process in a single request. Here are the limits of each:

- Word, CSV, Excel, HTML and PDF: The same number of rows visible in the report. By default this limit is 50 rows but can increase up to 200. Breakdown reports have a hard limit of 50 rows.
- Data Extracts: 50,000 rows
- Data Warehouse: Unlimited

Note that these limitations are for individual scheduled and downloaded reports; dashboards are limited to the amount of space available within a reportlet.

Send a report

Steps that describe how to download and email reports in a variety of formats, and schedule a report for delivery.

1. Run a report, then click **More > Send**.
2. Specify delivery options:

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Format</td>
<td>Select PDF or HTML.</td>
</tr>
<tr>
<td>Send To</td>
<td>Provide an email address to receive the report.</td>
</tr>
<tr>
<td>Subject</td>
<td>Subject of the email.</td>
</tr>
<tr>
<td>Scheduling</td>
<td>Select to send the report immediately or at a different interval.</td>
</tr>
</tbody>
</table>

3. Click **Advanced Delivery Options** to specify a delivery schedule.

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Report File Name</td>
<td>Specifies the name of the report. The default format is <code>&lt;report name&gt; for &lt;suite&gt; - &lt;report date range&gt;</code>. To specify a custom name, select <strong>Custom</strong>.</td>
</tr>
</tbody>
</table>
   | Report Format   | Lets you specify PDF, CSV, Excel, HTML, Word, or Mobile formats for delivery. If you select CSV, you can also specify the encoding for CSV:  
   |                 | • **Shift-JIS**: Japanese character encoding.  
Option                                      Description

Report Contents                             Number of rows in the table: Specifies the number of rows you want visible in the table of the report you are sending.

Language for header and footer: Specifies the language of the header and footer.

Comments: Specifies the text that appears at the beginning of the report.

Send Digital Signature File                  When you request a report, such as a bookmarked report or data warehouse requests, you can request a data signature. Adobe’s digital signature doesn’t restrict who has access to the data, but the purpose of the Digital Signature File (.sig) is to verify the validity of the delivered report file. Using the digital signature, report recipients can verify that the file came from Adobe and has not been altered.

Report Destination                          Email: Lets you configure email address settings, the subject line, and notes.

FTP: Lets you configure FTP settings, including the Host, Port, Directory, Username, and Password.

4. Click Scheduling Options.

Option                                      Description

Send Report Now                             Sends the report immediately.

Schedule for Later                          Displays options to specify a time frame and delivery options.

Report Time Frame                           Fixed: Prevents the date from advancing as time passes.

Rolling: Allows the date to advance as time passes. Some considerations:
• If you select rolling for both the start and end dates, and you select a daily report for the previous day, you receive an email each day with a report for the previous day.
• If you select fixed for the starting day, and rolling for the end day, you receive on the first day a report for the previous day. The second day you receive a report for the previous two days, and on the third day you receive a report for the previous three days, and so on.
• If you select fixed for both the beginning and ending dates, each day you receive an identical report for the days that you specified.
• You cannot select a rolling start and a fixed finish date.

Delivery Frequency                         Hourly: Delivers the email every hour, every other hour, or any other interval of hours.

Daily: Sends the email every day, every other day, every third day, or any other interval of days. You can also have it sent every weekday.

Weekly: Sends the email every week, other week, every third week, or any other interval of weeks. You can also specify which day of the week it is sent.

Monthly: Specifies the interval in numbers of months, and you can also select the day of the month on which it is sent, or the day of the week in a specific week of the month.
Option | Description
--- | ---
Yearly | Specifies the day of the year on which the report is sent, or you can send on a specific day of the week in any week of the year.
Time of Day | Applies to the time zone attached to the selected report suite.
End Delivery Options
Never end | Specifies no end.
End after \(<value>\) occurrences | Specifies the number of occurrences before ending delivery.
End on | Lets you specify a specific date.

If you want to process the data on the same date as the report data, the report contains only data that has been put in the database at the time the report is sent. Because complete processing for a day can take up to 24 hours, complete data might not be available at the time the report is sent. For complete data, always set the processing time for 24 hours after the end of the reporting period.

**Print a report**

Steps that describe how to print a report.

1. Run a report.
2. Click More > Print.

**Manage scheduled reports**

Information about managing scheduled reports.

In the Schedule Reports Manager, you can edit and delete recurring report deliveries. You can create delivery schedules that send your reports via email or FTP to a specified address. You can configure these schedules to automatically send the reports at specified intervals for a duration of time or indefinitely, or stop the delivery of a recurring report.

The Schedule Report Manager shows the items that a specific user has created. If the user account is disabled in the application, all scheduled deliveries stop.

To access the manager, click Analytics > Components > Scheduled Reports.

**Share a report link**

Steps that describe how to share a report by generating a report link (URL) to send to another user.

When the recipient clicks the link, the system requests login credentials (company name, user name, and password). After logging in, the recipient is shown the report generated by the original user. Standard permission restrictions apply.

To share a report link

1. Run a report.
2. Click More > Link to This Report.
Unsubscribe from scheduled reports

Users can unsubscribe from scheduled reports. They will no longer receive the report even if their user name is re-added to the scheduled report.

⚠️ Important: In order for the user to again receive the report, a new schedule needs to be created.

To unsubscribe from a scheduled report:

1. Bring up the email with the link to the report from which you want to unsubscribe.

2. Click the click here link next to To cancel automatic delivery of this report.

3. Confirm that you want to cancel the report delivery.

💡 Note: This workflow is the same whether you are the report scheduler or the report recipient.

Unsubscribing from a report does not cancel the scheduled report.

To cancel a scheduled report, navigate to the Schedule Manager and click on the red X next to the report name. More...
Report Display Settings

Settings that define how all reports appear.

*Analytics > Components > Report Settings*

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>General Settings</strong></td>
<td></td>
</tr>
<tr>
<td>Include related metrics section</td>
<td>Related metrics are closely related to the report you are currently viewing (for example, the top five pages in the page views report).</td>
</tr>
<tr>
<td>Show internet average in details section</td>
<td>Expresses the average value for a given statistic, taken across several thousand business websites. When enabled, this section appears as a separate column in the report summary and report details sections. This feature is used only by the traffic reports in the technology group, as well as the search engines, languages, and domains reports.</td>
</tr>
<tr>
<td>Show Adobe's default menu structure</td>
<td>Ignores the settings in the Admin Tools, where administrators customize report menus to fit user preferences, returning the report menu to default settings.</td>
</tr>
<tr>
<td>Force column widths when displaying reports</td>
<td>Forces report column widths to an aesthetically pleasing consistency. This setting is useful when more than three metrics are displayed.</td>
</tr>
<tr>
<td><strong>Graphs and Charts</strong></td>
<td></td>
</tr>
<tr>
<td>Highlight weekends on trending graphs</td>
<td>Vertically highlights the weekend dates of trended report graphs. Trended reports can be much easier to evaluate when the weekends are identified.</td>
</tr>
<tr>
<td>Include forecast in graph and summary</td>
<td>Estimates how much a particular statistic will occur in the future. The forecast appears in the report summary section when enabled.</td>
</tr>
<tr>
<td>Include Calendar Events in Reports</td>
<td>Tracks site performance relative to specific events. When enabled, these events appear on your reports.</td>
</tr>
<tr>
<td>Use Flash graphs</td>
<td>Enables Flash graphs in your reports. Flash graphs provide sharper, more interactive images for reports, but do not allow you to easily copy or save the images. For quick image copying or saving functionality, disable this option (images will be in .gif format). If you deselect this option, the copy graph button does not appear in the report toolbar.</td>
</tr>
<tr>
<td>Show &quot;All Others&quot; data in selected graphs</td>
<td>Displays all others below the top five grouped in a single object. (Bar charts show the top five web pages or other data within your report.)</td>
</tr>
<tr>
<td>Show &quot;None&quot;, &quot;Unspecified&quot; and &quot;Typed/Bookmarked&quot; data in report graphs</td>
<td>Shows metrics where no value received credit for the metric specified.</td>
</tr>
</tbody>
</table>
### Element Description

| Show sparklines on ranked reports | Displays a sparkline in the totals field of ranked reports. This provides a quick view of the overall trend without generating a separate report. |

| **Acceleration** |
| Enable Report Accelerator to view reports more quickly | Enables the report accelerator, which uses a time-based algorithm to cache recently requested reports and examines only the most frequently occurring unique items, resulting in even faster delivery of reports. By caching requested reports for 15 minutes, the report accelerator can retrieve those reports for subsequent requests almost instantaneously. This setting is helpful when browsing back and forth, printing reports, or for frequent access to the same reports. When disabled, the system regenerates reports each time they are requested. |

| Enable Dashboard Accelerator and display available cached versions | Enables the dashboard accelerator, which stores a cached version of your dashboard for subsequent viewing. By caching a view of your dashboard for 24 hours, the dashboard accelerator is able to retrieve that view almost instantaneously because the intensive database querying and processing is done ahead of time. If the available cached version is more than 24 hours old, a new dashboard is generated and a new, cached version created. Likewise, a new, cached version is created whenever you update the dashboard (or any reportlet displayed on the dashboard). The cache is user-based. Other users viewing a shared dashboard see a version based on their own use of dashboard accelerator and updating of the dashboard. |

| Enable network acceleration for improved report performance | Speeds delivery of the data to your location by optimizing the path between the Adobe infrastructure and your environment. |

| **Language/Currency/Encoding** |
| **Thousands Separator:** Select a separator for every thousands (decimal or comma). Many countries use a decimal to separate the thousands number. (This separator is applied to all numbers throughout the system, not just currency.) |

| **Use the report suite's default currency:** Specifies whether to use the report suite's default currency. |

| **Currency:** The currency to which you want to convert your data. When a value is selected in this setting, the data stored in the database is not affected, but is shown as a converted value based on the current day's currency conversion rate. When currency options are not configured (set to the defaults) no currency conversion takes place, and all values are stored and displayed in U.S. dollars (USD). To convert the currency when the data is processed (before it is displayed), contact your account manager. |


| **CSV Separator Character:** The character you want to use to separate CSV values. |

---

**Navigation Menu**

Maps the default menu options to their location in the simplified menu.
If you are used to the default menu, the following table makes it easier for you to find the menu options in the simplified menu.

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<thead>
<tr>
<th>Location in Default Menu</th>
<th>Location in Simplified Menu</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site Metrics</strong></td>
<td><strong>Location in Simplified Menu</strong></td>
</tr>
<tr>
<td>Site Overview</td>
<td>Metrics &gt; Site Overview</td>
</tr>
<tr>
<td>Key Metrics</td>
<td>Metrics &gt; Key Metrics</td>
</tr>
<tr>
<td>Page Views</td>
<td>Metrics &gt; Page Views</td>
</tr>
<tr>
<td>Visits</td>
<td>Metrics &gt; Visits</td>
</tr>
<tr>
<td>Visitors</td>
<td>Metrics &gt; Visitors</td>
</tr>
<tr>
<td>Time Spent per Visit</td>
<td>Metrics &gt; Time Spent per Visit</td>
</tr>
<tr>
<td>Time Prior to Event</td>
<td>Conversion &gt; Time Prior to Event</td>
</tr>
<tr>
<td>Purchases</td>
<td>Metrics &gt; Purchases</td>
</tr>
<tr>
<td>Shopping Cart</td>
<td>Metrics &gt; Shopping Cart</td>
</tr>
<tr>
<td>Custom Events</td>
<td>Metrics &gt; Custom Events</td>
</tr>
<tr>
<td>Bots</td>
<td>Audience &gt; Bots</td>
</tr>
<tr>
<td>Anomaly Detection</td>
<td>Metrics &gt; Anomaly Detection</td>
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<tr>
<td>Real-Time</td>
<td>Metrics &gt; Real-Time</td>
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<tr>
<td><strong>Site Content</strong></td>
<td><strong>Location in Simplified Menu</strong></td>
</tr>
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<tr>
<td>Site Sections</td>
<td>Content &gt; Site Sections</td>
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<td>Servers</td>
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<td>Links</td>
<td>Navigation &gt; Custom Links; Navigation &gt; Exit Links; Navigation &gt; ClickMap; Navigation &gt; File Downloads</td>
</tr>
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<td>Pages Not Found</td>
<td>Navigation &gt; Pages Not Found</td>
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<td><strong>Location in Simplified Menu</strong></td>
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<tr>
<td>Device Type</td>
<td>Audience &gt; Mobile &gt; Device Type</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>Audience &gt; Mobile &gt; Manufacturer</td>
</tr>
<tr>
<td>Screen Size</td>
<td>Audience &gt; Mobile &gt; Screen Size</td>
</tr>
<tr>
<td>Screen Height</td>
<td>Audience &gt; Mobile &gt; Screen Height</td>
</tr>
<tr>
<td>Screen Width</td>
<td>Audience &gt; Mobile &gt; Screen Width</td>
</tr>
<tr>
<td>Cookie Support</td>
<td>Audience &gt; Mobile &gt; Cookie Support</td>
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<tr>
<td>Image Support</td>
<td>Audience &gt; Mobile &gt; Image Support</td>
</tr>
<tr>
<td>Location in Default Menu</td>
<td>Location in Simplified Menu</td>
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<tr>
<td>--------------------------------</td>
<td>-------------------------------------------------</td>
</tr>
<tr>
<td>Color Depth</td>
<td>Audience &gt; Mobile &gt; Color Depth</td>
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<tr>
<td>Audio Support</td>
<td>Audience &gt; Mobile &gt; Audio Support</td>
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<tr>
<td>Video Support</td>
<td>Audience &gt; Mobile &gt; Video Support</td>
</tr>
<tr>
<td>Operating System</td>
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<tr>
<td><strong>Paths</strong></td>
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<tr>
<td>Pages</td>
<td>Navigation &gt; Paths &gt; Pages</td>
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<tr>
<td>Internal Search Terms</td>
<td>Navigation &gt; Paths &gt; Internal Search Terms</td>
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<tr>
<td><strong>Traffic Sources</strong></td>
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<tr>
<td>Search Keyword - All</td>
<td>Traffic Sources &gt; Search Keyword - All</td>
</tr>
<tr>
<td>Search Keyword - Paid</td>
<td>Traffic Sources &gt; Search Keyword - Paid</td>
</tr>
<tr>
<td>Search Keyword - Natural</td>
<td>Traffic Sources &gt; Search Keyword - Natural</td>
</tr>
<tr>
<td>Search Engines - All</td>
<td>Traffic Sources &gt; Search Engines - All</td>
</tr>
<tr>
<td>Search Engines - Paid</td>
<td>Traffic Sources &gt; Search Engines - Paid</td>
</tr>
<tr>
<td>Search Engines - Natural</td>
<td>Traffic Sources &gt; Search Engines - Natural</td>
</tr>
<tr>
<td>All Search Page Ranking</td>
<td>Traffic Sources &gt; All Search Page Ranking</td>
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<tr>
<td>Referring Domains</td>
<td>Traffic Sources &gt; Referring Domains</td>
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<tr>
<td>Original Referring Domains</td>
<td>Traffic Sources &gt; Original Referring Domains</td>
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<tr>
<td>Referrers</td>
<td>Traffic Sources &gt; Referrers</td>
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<tr>
<td>Referrer Types</td>
<td>Traffic Sources &gt; Referrer Types</td>
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<td><strong>Campaigns</strong></td>
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<tr>
<td>Campaign Conversion Funnel</td>
<td>Traffic Sources &gt; Campaigns &gt; Campaign Conversion Funnel</td>
</tr>
<tr>
<td>Tracking Code</td>
<td>Traffic Sources &gt; Campaigns &gt; Tracking Code</td>
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<tr>
<td><strong>Products</strong></td>
<td></td>
</tr>
<tr>
<td>Products Conversion Funnel</td>
<td>Conversion &gt; Products &gt; Products Conversion Funnel</td>
</tr>
<tr>
<td>Products</td>
<td>Conversion &gt; Products &gt; Products</td>
</tr>
<tr>
<td>Cross Sell</td>
<td>Conversion &gt; Products &gt; Cross Sell</td>
</tr>
<tr>
<td>Location in Default Menu</td>
<td>Location in Simplified Menu</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Visitor Retention</td>
<td></td>
</tr>
<tr>
<td>Return Frequency</td>
<td>Audience &gt; Visitor Retention &gt; Return Frequency</td>
</tr>
<tr>
<td>Return Visits</td>
<td>Audience &gt; Visitor Retention &gt; Return Visits</td>
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<tr>
<td>Daily Return Visits</td>
<td>Audience &gt; Visitor Retention &gt; Daily Return Visits</td>
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<tr>
<td>Visit Number</td>
<td>Audience &gt; Visitor Retention &gt; Visit Number</td>
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<tr>
<td>Sales Cycle</td>
<td>Audience &gt; Visitor Retention &gt; Sales Cycle</td>
</tr>
<tr>
<td>Visitor Profile</td>
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</tr>
<tr>
<td>GeoSegmentation</td>
<td>Audience &gt; Visitor Profile &gt; GeoSegmentation</td>
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<tr>
<td>Languages</td>
<td>Audience &gt; Visitor Profile &gt; Languages</td>
</tr>
<tr>
<td>Time Zones</td>
<td>Audience &gt; Visitor Profile &gt; Time Zones</td>
</tr>
<tr>
<td>Domains</td>
<td>Audience &gt; Visitor Profile &gt; Domains</td>
</tr>
<tr>
<td>Top Level Domains</td>
<td>Audience &gt; Visitor Profile &gt; Top Level Domains</td>
</tr>
<tr>
<td>Technology</td>
<td>Audience &gt; Visitor Profile &gt; Technology</td>
</tr>
<tr>
<td>Visitor State</td>
<td>Audience &gt; Visitor Profile &gt; Visitor State</td>
</tr>
<tr>
<td>Visitor ZIP/Postal Code</td>
<td>Audience &gt; Visitor Profile &gt; Visitor ZIP/Postal Code</td>
</tr>
<tr>
<td>Custom Conversion</td>
<td></td>
</tr>
<tr>
<td>Custom Conversion 1-10</td>
<td>Conversion &gt; Custom Conversion &gt; Custom Conversion 1-10</td>
</tr>
<tr>
<td>Custom Conversion 11-20</td>
<td>Conversion &gt; Custom Conversion &gt; Custom Conversion 11-20</td>
</tr>
<tr>
<td>Custom Traffic</td>
<td></td>
</tr>
<tr>
<td>Custom Traffic 1-10</td>
<td>Content &gt; Custom Traffic &gt; Custom Traffic 1-10</td>
</tr>
<tr>
<td>Test&amp;Target</td>
<td>Conversion &gt; Test&amp;Target</td>
</tr>
<tr>
<td>Survey</td>
<td>Audience &gt; Survey</td>
</tr>
<tr>
<td>Marketing Channels</td>
<td></td>
</tr>
<tr>
<td>Channel Overview Report</td>
<td>Traffic Sources &gt; Marketing Channels &gt; Channel Overview Report</td>
</tr>
<tr>
<td>Location in Default Menu</td>
<td>Location in Simplified Menu</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-----------------------------</td>
</tr>
<tr>
<td>First Touch Channel</td>
<td>Traffic Sources &gt; Marketing Channels &gt; First Touch Channel</td>
</tr>
<tr>
<td>First Touch Channel Detail</td>
<td>Traffic Sources &gt; Marketing Channels &gt; First Touch Channel Detail</td>
</tr>
<tr>
<td>Last Touch Channel</td>
<td>Traffic Sources &gt; Marketing Channels &gt; Last Touch Channel</td>
</tr>
<tr>
<td>Last Touch Channel Detail</td>
<td>Traffic Sources &gt; Marketing Channels &gt; Last Touch Channel Detail</td>
</tr>
</tbody>
</table>

**Mobile App**

<table>
<thead>
<tr>
<th>Mobile App Overview</th>
<th>Content &gt; Mobile App &gt; Mobile App Overview</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lifecycle Reports</td>
<td>Content &gt; Mobile App &gt; Lifecycle Reports</td>
</tr>
</tbody>
</table>

**Custom Reports**

<table>
<thead>
<tr>
<th>Custom reports show up only of you have any set up.</th>
<th>Custom Reports</th>
</tr>
</thead>
</table>
Visitor Click Map

Visitor Click Map is a plug-in for Internet Explorer and Firefox, and a module of Reports & Analytics.

Visitor Click Map allows Reports & Analytics clients to visually measure traffic, conversion and success metrics within the pages of a web site. You can browse your site and see graphical information about how visitors are interacting with your content - superimposed over the pages of the site. Links on the page are highlighted. The greater the intensity of the color, the more frequently the item is clicked on. These metrics are overlaid on top of the page’s links as a kind of ‘heat map’ to answer critical questions, including the following:

• What is the value of an individual page?
• What is the value of an individual element on a page?
• What is the most valuable ‘digital real estate’ on a page?

What do the "Loc #" and "Link Type" in the ClickMap report represent? The "Loc #" and "Link Type" data points help ClickMap identify the exact link on the page so that it can associate clicks to it correctly.

Location is determined by the document.all() method in IE browsers. Every element on the page has a location number in the DOM (Document Object Model); document.all() returns the entire DOM, and the Adobe Analytics JavaScript code can then find the specific location of the element that was clicked. In any browser other than IE (Firefox, Safari, etc.), this value defaults to 0 because these browsers do not support the document.all() method in JavaScript.

The Link Type data is determined by the type of tag that was clicked (e.g. anchor, image, Flash, area, button, etc.).

Install Visitor Click Map

Prerequisites and steps to install the Visitor Click Map plug-in.

• You must be logged in to your system with Administrator permissions.
• You must have administrative permissions within Reports & Analytics or belong to a group that has been granted ClickMap access.
• You must be logged in to Adobe Analytics.
• Minimum system requirements:
  • Windows XP, Windows Vista, or Windows 7.
  • OS X 10.3 or later
• Minimum browser requirements:
  • Microsoft Internet Explorer 6.0 or later.
  • Firefox 3.0 or later
• Adobe Analytics code requirements:
  • Adobe Analytics tracking code version G or later. For assistance, please contact your company’s supported users.

1. Navigate to Adobe Marketing Cloud > Analytics > Click Map.
2. Click Install Now.
3. Click Yes when asked if you want to install the Visitor Click Map plug-in.
4. After the installation has completed, reboot your machine.
5. You can verify that the plugin was successfully installed by doing the following:
   a) Internet Explorer: Ensure that the ActiveX plug-ins are enabled by going to Tools > Internet Options > Programs > Manage add-ons.
   b) Firefox: Ensure that the add-on is enabled by going to Tools > Add-ons > Extension tab.
Getting started with Visitor Click Map

Most default implementations already have everything you require to begin using Visitor Click Map.

How do I begin using Visitor Click Map?

In order to successfully collect data, the following must be present:

• `s.trackInlineStats` must be set to `true` within your core JavaScript file (`s_code.js`).
• The Page ID (ClickMap) and Object ID (ClickMap) variables must be present within a given image request after you click on at least one link. These variables are also known as the pid and oid variables. Generally, if `s.trackInlineStats` is set to true, these will automatically populate and can be seen in our DigitalPulse Debugger.

Once Visitor Click Map is installed, log in with your Adobe Analytics credentials and browse to the page on which you’d like to view the heatmap.

What are some common best practices and pitfalls to be aware of?

• Implementing the `s.objectID` variable on each link will greatly increase your accuracy for Click Map. Sometimes dynamic links or even links in different browsers report to Reports & Analytics differently, and therefore receives a different Object ID.
• URLs that appear to be similar may be different according to Adobe Analytics. For example, `mysite.com` and `www.mysite.com` can be recorded as different pages in Click Map. Again, using the `s.objectID` variable is the best way to ensure links are accurately recorded, even across browsers.
Data Warehouse Requests

Data warehouse refers to the copy of raw, unprocessed data for storage and custom reports, which you can run by filtering the data. You can request reports to display advanced data relationships from raw data based on your unique questions. Unlike most reports, which are displayed in the reporting interface, data warehouse reports are emailed or sent via FTP, and may take up to 72 hours to process. Processing time depends on the complexity of the query and the amount of data requested.

See Data Warehouse in the Analytics Reference for more help.
SiteCatalyst 14 (Legacy)

In the fall of 2016, SiteCatalyst 14 will be end-of-lifed (discontinued). This means that all access to the SiteCatalyst 14 user interface and several related features will be removed. To prepare for this event, here is a list of affected components, along with required user actions and suggestions on how to move forward with alternatives.

The following components will stop working on the end-of-life (EOL) date.

<table>
<thead>
<tr>
<th>EOL Component</th>
<th>Description and User Action</th>
<th>Alternative</th>
</tr>
</thead>
</table>
| SiteCatalyst 14     | The SiteCatalyst 14 and SearchCenter login options will no longer appear in the login options drop-down. (Since only one option will be left, we will completely remove the version selector from the login page.) User action required: You must now log in to Adobe Analytics/SiteCatalyst 15 or log in via the Marketing Cloud. | • Adobe Analytics/SiteCatalyst 15 Login  
• Marketing Cloud login |
| Login Options       |                                               |                                                |
| Legacy Dashboard    | Existing legacy dashboards will continue to be run and you can still edit, download, and schedule them; however, you can no longer create new legacy dashboards. User action required: You are strongly encouraged to upgrade existing legacy dashboards to the newer dashboard format. | Analysis Workspace projects (and their ability to be downloaded and scheduled) |
| Dashboard Player    | SiteCatalyst 14 servers will no longer respond to Dashboard Player data requests. Any dashboards currently being displayed in Dashboard Player can be accessed in the standard Reports & Analytics interface or recreated as a Real-Time Dashboard. Real-Time dashboards are specifically designed for continual display and include a full-screen mode to allow you to display on TVs or other large screen devices. User action required: You need to discontinue use of Dashboard Player. | • Real-time reports  
• Browser plug-ins to rotate web pages |
<p>| Direct Access       | SiteCatalyst 14 servers will no longer respond to Direct Access data requests. User action required: You need to discontinue use of Direct Access. | N/A                                             |
| ASI Slots           | You can no longer create and edit ASI slots, but reporting on ASI slots still works in the Adobe Analytics/SiteCatalyst 15 user interface. No user action is required. | Virtual Report Suites (coming soon)             |
| ExcelClient         | All ExcelClient features are implemented in Adobe Report Builder. This includes the ability to invoke plugin functionality through Microsoft Excel formulas or macros and the ability to schedule workbooks that include macros. | Adobe Report Builder                            |</p>
<table>
<thead>
<tr>
<th>EOL Component</th>
<th>Description and User Action</th>
<th>Alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Backward compatibility is fully supported: all ExcelClient workbooks can be opened in Report Builder.</td>
<td><strong>User action required:</strong> Convert your ExcelClient workbooks to ReportBuilder workbooks.</td>
<td></td>
</tr>
</tbody>
</table>
| Web Services API 1.2          | API servers will no longer respond to version 1.2 API requests. Any API requests made to the [https://api.omniture.com/admin/1.2](https://api.omniture.com/admin/1.2) endpoint will return a 404 error.  
Customers have until the end-of-life date to upgrade from the version 1.2 API to the version 1.4 API to prevent an outage in their API applications. | **Web Services API 1.4**         |
| SiteCatalyst 14 Bookmarks     | Bookmarks created in SiteCatalyst 14 will continue to be available in Adobe Analytics/SiteCatalyst 15.                                                                                                                      | **Adobe Analytics/SiteCatalyst 15 Bookmarks** |
| SiteCatalyst 14 Alerts        | Alerts created in SiteCatalyst 14 will continue to function and are editable in Adobe Analytics/SiteCatalyst 15.                                                                                                              | **Adobe Analytics/SiteCatalyst 15 Alerts** |
| SiteCatalyst 14 Notes         | Notes on reports in SiteCatalyst 14 will continue to be available in Adobe Analytics/SiteCatalyst 15.                                                                                                                                                  | **Adobe Analytics/SiteCatalyst 15 Notes** |
| SiteCatalyst 14 Calendar Events | SiteCatalyst 14 calendar events will appear correctly in Adobe Analytics/SiteCatalyst 15.                                                                                                                                                              | **Adobe Analytics/SiteCatalyst 15 Calendar Events** |
| SiteCatalyst 14 Targets       | Targets created in SiteCatalyst 14 will appear correctly in Adobe Analytics/SiteCatalyst 15.                                                                                                                                                                | **Adobe Analytics/SiteCatalyst 15 Targets** |
| SiteCatalyst 14 Data Warehouse requests | Data Warehouse requests created in SiteCatalyst 14 are accessible in Adobe Analytics/SiteCatalyst 15 and should continue to function correctly.                                                                                                             | **Adobe Analytics/SiteCatalyst 15 Data Warehouse requests** |
Scheduled reports created in SiteCatalyst 14 are accessible in Adobe Analytics/SiteCatalyst 15 and should continue to function correctly. No user action is required.

<table>
<thead>
<tr>
<th>EOL Component</th>
<th>Description and User Action</th>
<th>Alternative</th>
</tr>
</thead>
<tbody>
<tr>
<td>SiteCatalyst 14 Downloadable and Scheduled reports</td>
<td>Scheduled reports created in SiteCatalyst 14 are accessible in Adobe Analytics/SiteCatalyst 15 and should continue to function correctly. No user action is required.</td>
<td>Adobe Analytics/SiteCatalyst 15 Scheduled Reports</td>
</tr>
</tbody>
</table>

Feature Overview

Adobe Analytics/SiteCatalyst 15 provides several workflow and performance improvements. You can apply real-time visitor segmentation, integrate more data, and see complex reports return more quickly.

Site Overview Report

The new Adobe Marketing Cloud home page is a dynamically generated report called the Site Overview report.

This report displays high-level metrics and page-level data relevant to your report suite, immediately after you log in.

The Site Overview report is interactive. You can update individual reportlets, change dates and report suites, and apply segments. The Site Overview report does not override your dashboards, but you can save it as a dashboard. If desired, you can designate any dashboard or bookmark to display to all users upon log in.

To upgrade legacy dashboards see Migrating a Legacy Dashboard.
Suite Product Access

Accessing products and features has changed. To access Marketing Cloud products, click Adobe Marketing Cloud, located above the left navigation.

A drop-down menu provides access to Suite products:

Whenever you log in to the Adobe Marketing Cloud, you are returned to the landing page of the product you were in when you logged out during your previous session.

Segmentation

Segmentation lets you define custom data subsets and generate reports using that data subset.

For more information on Adobe Analytics segmentation, refer to the Segmentation Guide.

Full Subrelations

Full subrelations are enabled on all conversion reports, so you can break down any eVar by another eVar.

The Breakdown By menu in the report table matches the standard reporting menu.
Correlations on all Traffic Variables

Correlations are enabled on all traffic reports, which enables you to break down any traffic variable by any other in traffic reports.

Default Metrics on Reports

Administrators can apply default metrics at the report level.

In a report, click Add Metrics > Set as Default.
Metric Changes

Metric changes between SiteCatalyst 14 and Adobe Analytics/SiteCatalyst 15.

Page Views, Visits, and Unique Visitors: These metrics are available on all reports (with a few exceptions). The Unique Visitors metric represents unique visitors for the time period of the report, rather than the sum of daily unique visitors. Visits are available on all custom insight reports without enabling pathing.

Page Views and Instances in Custom Traffic (Prop) Reports: In SiteCatalyst 14, Custom Traffic reports displayed Instances as Page Views. In version 15, we added the Instances metric to Custom Traffic reports. Now, Page Views reflects the number of page views where a property variable is set. The Instances metric represents the number of times the variable is set, whether on link clicks, video views, page views, or other server calls.

Bounces: A new metric defined as a single hit visit with no other link event. For example, a single page visit is a bounce if a visitor does not interact with the page in way that sends data to Adobe, such as clicking a link or a video start.

Bounce Rate: A new metric defined as Bounces divided by Entries.

Lifetime Metrics: No longer available.

Unique Visitors: When reporting unique visitor across your migration date, the Unique Visitors count will start over. We recommend not spanning the migration date in reports utilizing quarterly and yearly Unique Visitors metrics.

Report Menu Search

You can quickly locate reports, metrics, and dashboards, using the menu’s Search field in the left navigation. Menus that you customize are also searchable.

Video Report Changes

Standard video reports have been replaced with new overview and detail reports.

Standard video reports have been replaced by the following:

- Video Overview
- Video data fully subrelated with all conversion data
- Video metrics in all conversion reports
• Video data in Data warehouse and ad hoc analysis

See *Migrating to Integrated Video Tracking*.

**Processing Rules**

Certified administrators can change reporting data as it is received, which simplifies interaction with IT groups and Web developers.

Processing rules let you:

• Populate variables using query string parameters.
• Copy an eVar into a Prop to see paths.
• Set an Event on a page or when a value is matched.
• Concatenate values for easier reporting.
• Use Context Data variables to simplify data collection.
• Clean up misspellings.

Certification training is required before you can create or edit processing rules. Contact your Account Manager for more information.

See *Processing Rules* in the Analytics Reference Help.

**Context Data Variables**

**Context Data** variables let you define variables that can be read by processing rules.

These values can be copied into Props and eVars to prevent Web developers from needing to set these values directly.

See *Processing Rules* in the Analytics Reference Help.

**List Variables**

List variables are a delimited list of values that are passed into a variable, then reported as individual line items for reporting.

For example, if your page includes three display ads (A, B, and C), and you want to track impressions, conversions, and viewing. You could implement a list variable, such as:

`s.list1=sidebarA,sidebarB,bannerC`

In marketing reports, you can view the revenue based on each ad ID:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>sidebarA</td>
<td>$40</td>
</tr>
<tr>
<td>sidebarB</td>
<td>$40</td>
</tr>
<tr>
<td>bannerC</td>
<td>$40</td>
</tr>
<tr>
<td>Total</td>
<td>$40</td>
</tr>
</tbody>
</table>

List variables are persistent like eVars and can be subrelated by any other eVar. There is no character limit to the length of the string. Each value, however, has a limit of 255 characters.

See *List Variables* in the Implementation Help.
User Management Enhancements
Transfer user privileges, log in as a different user, and see who is logged in to ad hoc analysis (Discover).
These features are available in Admin > User Management:

Login as this User: To support users, administrators can log in as a user.

Manage Ad Hoc Analysis Users: Administrators can see who is logged in to ad hoc analysis and terminate active sessions. See the New Features in Ad Hoc Analysis.

Bot Traffic Filtering
Traffic from known bots and spiders can now be removed from report suites.

Bot traffic is collected separately and displayed in two new reports: Bots report and Bot Traffic report.

See Bot Rules in the Analytics Reference Help.

Data Visibility in Other SiteCatalyst Versions
After you migrate to Adobe Analytics/SiteCatalyst 15, you can continue to view new and historical data in other versions.
SiteCatalyst 13, 14, and 15 all report the same data, as illustrated in the following figure:

To view segments and breakdowns, you must use the Adobe Analytics/SiteCatalyst 15 interface. Segments are available on data collected after your migration date.

Data Processing Differences Between SiteCatalyst 14 and Adobe Analytics/SiteCatalyst 15
Adobe Analytics includes several changes to processing and website metric calculation.
These changes result in more accurate reporting, which results in sudden changes to report data (particularly for **Trended** reports). Because of these changes, it might not be practical to view data trends that span the upgrade to Adobe Analytics/SiteCatalyst 15.

SiteCatalyst 14 relied on pre-processing mechanisms that summarized, aggregated, and categorized data into pre-defined reporting buckets. The Adobe Analytics/SiteCatalyst 15 data processing platform:

1. Stores raw data rather than summarizing data into pre-defined categories.
2. Uses massively parallel processing to collect and prepare data for timely report generation.
3. Supports custom data segmentation because raw data is available.

**Unavailable Reports**

The following reports are unavailable in Adobe Analytics/SiteCatalyst 15:

<table>
<thead>
<tr>
<th>Report Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Longest Paths</td>
<td>Paths &gt; Pages</td>
</tr>
<tr>
<td>Days Since Last Purchase</td>
<td>Visitor Retention &gt; Sales Cycle</td>
</tr>
<tr>
<td>Visitor Home Page</td>
<td>Visitor Profile</td>
</tr>
<tr>
<td>Netscape Plug-Ins</td>
<td>Visitor Profile &gt; Technology</td>
</tr>
<tr>
<td>Visitor Details</td>
<td>Visitor Profile &gt; Visitor Details</td>
</tr>
<tr>
<td>Path &gt; Page Analysis &gt; Page Depth</td>
<td></td>
</tr>
</tbody>
</table>

**Current Data**

The Include Current Data option on reports lets you view the latest Analytics data, often before data is fully processed and finalized. Current data displays most metrics within minutes, providing actionable data for quick decision making.

Fully-processed, finalized data is typically available 45 to 120 minutes after receipt.

The Include Current Data option is enabled by default for all users after you migrate. For more details, see *Include Current Data and Data Latency*. 
Visits Metric Includes Non-cookie Visitors

To calculate the Visits metric, SiteCatalyst 14 reported only on visitors who accepted a tracking cookie. Adobe Analytics/SiteCatalyst 15 more accurately measures Visits by including visitors who do not accept a tracking cookie. As a result, the Visits metric in most cases reports a larger value when compared to previous SiteCatalyst versions under the same circumstances.

This change affects any report that uses the Visits metric, including Path reports and calculated metrics. Calculated metric values can increase or decrease, depending on whether Visits is the denominator or numerator in the calculation. For example, in an Orders / Visit calculation the value is likely to decrease. In Visits / Visitor, the value is likely to increase.

To see the percentage of users who do not accept persistent cookies:

1. Click Site Metrics > Visitors > Unique Visitors.
2. Click Filter: Persistent Cookies.

The non-persistent cookie visitors are added to the results. You can download the report to CSV or Excel and divide the non-persistent cookie visitors by total visitors. This represents the percent by which the visits increase after you upgrade to Adobe Analytics/SiteCatalyst 15. This increase ranges from 0.2% (for report suites fed entirely by first-party cookies) to 11-14% for report suites entirely on third-party cookies.

Updated Visits Metric for Typed/Bookmarked in Referring Domains Report

If you had Visits enabled for conversion metrics in SiteCatalyst 14, you will notice a change to the Visit count on this report after upgrading to Adobe Analytics/SiteCatalyst 15.

In SiteCatalyst 14, a Typed/Bookmarked visit was counted anytime there was a server call with no referrer specified, regardless of where the server call occurred during the visit. In SiteCatalyst 14, a Typed/Bookmarked instance was counted only when the visit starts with a server call with no referrer specified.

Since the referrer can often be empty mid-visit due to actions such as Flash navigation and redirects, the instances and visits metric typically did not match in SiteCatalyst 14.

Adobe Analytics/SiteCatalyst 15 was improved to count Typed/Bookmarked only when a visit starts with a server call with no referrer specified.
With this change, in Adobe Analytics/SiteCatalyst 15 Instances of Typed/Bookmarked should match Visits, whereas, in SiteCatalyst 14, Instances were typically lower than Visits.

Updated Time Spent Calculation

In SiteCatalyst 14, if a visitor spent 00:01:15 on a Web page, the reported Time Spent on Page metric would be 00:02:00. The midpoint value of the 1 to 3 minute range.

Adobe Analytics/SiteCatalyst 15 uses explicit values (including link events and video views) to calculate Time Spent, so the reported Time Spent on Page value in this example would be 00:01:15.

The following table describes the differences in how Time Spent is calculated:

<table>
<thead>
<tr>
<th>SiteCatalyst 14</th>
<th>Adobe Analytics/SiteCatalyst 15</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time Stamp</strong>: Calculates a visitor’s Time Spent value based on Web beacon time stamps generated by the visitor’s page views.</td>
<td><strong>Time Stamp + Link Event</strong>: Calculates a visitor’s Time Spent value based on Web beacon time stamps generated by the visitor’s page views and link events (custom, download, exit, and video).</td>
</tr>
<tr>
<td><strong>Ranged Values</strong>: Reports Time Spent metrics using a midpoint value based on ten time buckets (or ranges), such as 30 to 60 seconds, 1 to 3 minutes, and 5 to 10 minutes.</td>
<td><strong>Explicit Values</strong>: Reports the explicit Time Spent value, eliminating the use of midpoint values and time buckets.</td>
</tr>
<tr>
<td><strong>Midpoint Average</strong>: Calculates average Time Spent metrics using the midpoint values rather than the explicit Time Spent values.</td>
<td><strong>Explicit Average</strong>: Calculates average Time Spent metrics using explicit Time Spent values rather than the midpoint Time Spent values.</td>
</tr>
<tr>
<td><strong>Attribution</strong>: All Time Spent values are attributed on the day that the visit ends, even if some of the page views were on a previous day.</td>
<td><strong>Attribution</strong>: All Time Spent values are attributed to the day on which each page view occurred.</td>
</tr>
</tbody>
</table>

Because of these changes in calculation, Adobe Analytics/SiteCatalyst 15 Time Spent metrics can vary significantly from previous versions of SiteCatalyst. Sites with a video implementation should see an increase.

Without non-page events like video views or exit links, time spent on the last page cannot be known.

Remove Duplicate Visitors and Unique Visits

Previously, SiteCatalyst did not remove duplicate Visits and Unique Visitors metrics from classifications-based reports. For example, if two video clips shared the same classification, a single visitor that viewed both clips generated two Visits and Unique Visitors in the classification-based report.

Adobe Analytics/SiteCatalyst 15 removes duplicate Visits and Unique Visitors from the classification-based report. This is a more accurate measure of Visits and Visitors, but typically results in a decrease in your Visits and Unique Visitors metrics for classification-based reports, when compared to data collected prior to upgrade.

Remove Duplicates from Merchandising eVars

Previously, SiteCatalyst did not remove duplicate metrics for merchandising eVars. For example, if two products share the same merchandising eVar value, a visitor that purchases both products in the same conversion event generated two Orders on the merchandising eVar.

Adobe Analytics/SiteCatalyst 15 removes duplicate metrics for merchandising eVars by counting multi-product orders using a single merchandising eVar as a single Order. The result is a more accurate measure of orders associated with a particular
merchandising eVar, but typically results in a drop in the **Orders** metric when compared to previous SiteCatalyst versions under the same circumstances.

**ASI and SiteCatalyst Segmentation Differences**

ASI slots no longer process after you upgrade.

Most use cases should be resolved through SiteCatalyst segmentation. Here are a few distinctions to be aware of:

- **Data Availability**
  - **ASI** processes from a specified date forward. Creating a segment for historical data is possible but time consuming.
  - Adobe Analytics/SiteCatalyst 15 segments apply to all data on the new platform, as of your upgrade date. After you create a segment, you can immediately apply it in a report.

- **Processing vs. Filtering**
  - ASI reprocesses data. This can cause some data discrepancies due to eVar persistence and similar factors. As such, VISTA rules running on the **ASI** report suite can change the data, rather than just filter out some traffic.
  - Adobe Analytics/SiteCatalyst 15 segments act as filters at the **Visit**, **Visitor**, or **Hit** level. Rather than re-processing data, the filters remove data that falls outside of the criteria. As such, VISTA rules cannot change the data in a Adobe Analytics/SiteCatalyst 15 segment. (If you need to re-process data after moving to Adobe Analytics/SiteCatalyst 15, contact Engineering Services.)

- **Permissions**
  - With **ASI**, users can be restricted to see just one or more **ASI** report suites, if needed.
  - Segments in Adobe Analytics/SiteCatalyst 15 do not allow any permissions by segment. A user can only see a segment if they have permission to see the report suite to which the segment applies.

**Conversion Reports - Counting Visits and Daily Unique Visitors**

All visits are counted in conversion reports, regardless of whether the visitor triggered a conversion event. In SiteCatalyst 14, **Visits** and **Daily Unique Visitors** metrics on conversion reports are limited to visits in which a conversion event (eVar instance or custom event) occurred.

**Improved Reporting Limits for Monthly Unique Values**

When a report has a large number of unique values, you can ensure that the most important values appear in your report.

At the beginning of each calendar month, reports include the first 500,000 values received for any single variable in reports. This includes page names, and other traffic and commerce variables. For example, each unique page name on your site counts toward this total.

After 500,000 unique values are received, reports begin to optimize which values are displayed. When new values are received after this threshold, reports initially group these values in a single line item titled **Uniques Exceeded**.

If one of these values begins to receive significant traffic, the value is reported as a separate line item in along with the first 500,000 values for the remainder of the month (the first 500,000 values are always reported separately regardless of traffic).

If the number of unique values exceed 1 million in a single month, a second threshold is applied which requires more traffic before a value is reported as a separate line item. For example, a new page that starts to receive 100 hits per day is reported as a separate line item, but a new page that receives fewer than 10 hits might not.
SiteCatalyst 14 and Adobe Analytics/SiteCatalyst 15 have the same threshold limits before management starts. These thresholds are 500,000 and 1 million unique values by default. All values, including each unique value in **Uniques Exceeded**, are available in data warehouse reports.

If you have a custom unique value limit, the following applies:

- If you have a uniques limit set to less than 500,000, your limit is used for both the lower and upper thresholds.
- If you have a uniques limit set between 500,000 and 1,000,000 today, your limit is used for the lower threshold and 1,000,000 for the upper threshold.
- If you have a uniques limit set above 1,000,000 today, your limit is used for both the lower and upper thresholds.

### How Mobile Traffic Displays in Technology Reports

Adobe Analytics/SiteCatalyst 15 includes mobile devices in all technology reports, but differentiates mobile technology from non-mobile technology.

For example, if you run a **Browsers** report (**Visitor Profile > Technology > Browser**) and apply a **Visits from Mobile Device** segment, the data displays under None in the report table. This functionality also applies to mobile reports that are broken down by **Browser**. In the affected reports, you might see an increase of visitors that do not accept cookies or JavaScript because visitors are using mobile devices.

### Non-Mobile Traffic in the Devices Report

Page Views and other metrics that do not come from a mobile device are included on the Mobile > Devices report under a "Non Mobile" line item.
Historical Data and Rollup Report Suites
Adobe Analytics/SiteCatalyst 15 features, like segmentation, full subrelations, and reporting on new metrics are not applicable to data collected before your upgrade date.

Rollup report suites are provided in Adobe Analytics/SiteCatalyst 15 with some limitations outlined in Rollup Report Suites.

Instances Metric on Merchandising eVars
The Instances metric on eVars configured as Merchandising eVars is de-duplicated, and is counted only when reported with an event. This causes some metric differences between SiteCatalyst 14.

Instances on standard eVars function as expected.

Category Section of the Product String
If you provided a category section in your product string, version 14 made a 1:1 association between the product and category.

For example:

`s.products=category;product;quantity;price;...`

In Version 14, the first category associated with a product in a calendar month would be tied to that product for the entire month.

Adobe Analytics/SiteCatalyst 15 allows multiple categories per product. If you have products in multiple categories in the product string, you might see different values in the category report than you did before.
Reports & Analytics Release History

The complete Reports & Analytics (formerly SiteCatalyst) 15 release history.

- Reports & Analytics - September 17, 2015
- Reports & Analytics - August 20, 2015
- Reports & Analytics - July 16, 2015
- Reports & Analytics - June 18, 2015
- Reports & Analytics - May 21, 2015
- Reports & Analytics - April 16, 2015
- Reports & Analytics - March 19, 2015
- Reports & Analytics - February 19, 2015
- Reports & Analytics - January 15, 2015
- Reports & Analytics - September 18, 2014
- Reports & Analytics - August 21, 2014
- Reports & Analytics - July 17, 2014
- Reports & Analytics - June 19, 2014
- Reports & Analytics - May 22, 2014
- Reports & Analytics - April 17, 2014
- Reports & Analytics - March 13, 2014
- Reports & Analytics - February 20, 2014
- Marketing Reports & Analytics - January 16, 2014
- Marketing Reports & Analytics - November 14, 2013
- Marketing Reports & Analytics - October 17, 2013
- Marketing Reports & Analytics - October 17, 2013
- Marketing Reports & Analytics - August 15, 2013
- Marketing Reports & Analytics (formerly SiteCatalyst) - July 18 2013
- SiteCatalyst 15.5 Maintenance Release - June 20 2013
- SiteCatalyst 15.5 - May 23 2013
- SiteCatalyst 15.4 Maintenance Release - April 18 2013
- SiteCatalyst 15.4 Maintenance Release - March 21 2013
- SiteCatalyst 15.4 Maintenance Release - February 21 2013
- SiteCatalyst 15.4 Maintenance Release - January 31 2013
- SiteCatalyst 15.4 Maintenance Release - November 8 2012
- SiteCatalyst 15.4 Maintenance Release - October 22 2012
- SiteCatalyst 15.4 Maintenance Release - October 22 2012
- SiteCatalyst 15.4 Maintenance Release - August 16 2012
- SiteCatalyst 15.4 - July 19 2012
- SiteCatalyst 15.3 Maintenance Release - June 21 2012
- SiteCatalyst 15.3 Maintenance Release - May 31 2012
- SiteCatalyst 15.3 - April 26 2012
- SiteCatalyst 15.2 Maintenance Release - March 29 2012
- SiteCatalyst 15.2 Maintenance Release - February 23 2012
## Reports & Analytics - May 22, 2014

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
</table>
| Improved navigation | Reports & Analytics now features a sliding menu instead of a fly-out menu to provide more space for menu items.  
Navigation search was enhanced to search all menus from anywhere in the interface, including favorites and admin tools. A search hotkey was added, you can press the slash key '/' to quickly jump to the search field.  
The new sliding menu also provides easy access to all Marketing Cloud solution menus. |
| Unified segment management and creation across Analytics | Segments are now created, managed, and used across Analytics interfaces and across report suites.  
A new Segment Builder interface lets you build simple, nested, and sequential segments. You can now apply multiple segments to a single report to prevent duplicating logic in multiple segments.  
A new Segment Manager lets you easily manage, approve, share, and tag segments. Segments can be published to the Marketing Cloud for Analytics-powered targeting.  
See the Unified Segmentation Transition Guide for details on these changes. |
| Enhanced Scheduled Reports Management | Better queue management and advanced filtering capabilities are now provided for scheduled reports. Admin-level users can now view, manage, and filter on all reports in their organization. |
| Custom text descriptions for reports | In marketing reports & analytics, you can now add a short description for all custom dimensions (props/eVars) and metrics (events). These dimensions are then displayed contextually in the web UI to help report viewers understand the data. |
| New OS Types Report | Rolls up the items in the existing Operating Systems Report into operating system types (Microsoft Windows, Apple Macintosh, UNIX, and so on) for simplified reporting.  
*Note:* Clickstream data feed customers that are currently receiving the "os" column will automatically receive an additional lookup file for OS types starting June 19, 2014. Before this date, ensure that your processing system is prepared to receive this additional lookup file. |

The May 2014 release includes the following fixes:

- Bounce rate did not show up as a metric for Mobile Device reports.
• Dashboards displayed in a vertical layout displayed only 28 days instead of 30 or 31.
• Days Before First Purchase and Days between Repeat Purchases reports displayed duplicate Days in the report output.
• Time zone for report notes defaulted to Mountain Standard Time. It now defaults to the time zone of the report suite.
• Dashboard was not showing the Hourly granularity option.
• CSV reports were not being delivered. This issue occurred when running reports with specific segments, and attempting to deliver them in email, then changing the CSV file names to the same name as the segments.
• Downloaded dashboards were showing incomplete notes.
• Text in PDF files had white lines through it and text was clipped at the top of characters.
• The attempt to edit a user group resulted in the error "Request includes invalid report ID."
• The login URL for a new user in reports & analytics is no longer data-center specific, but a generic http://my.omniture.com/login.
• Saving processing rules after having removed items from the Otherwise do the following section resulted the deleted items returning.
• Various Publishing widget issues were resolved:
  • Publishing Widget was not refreshing.
  • Publishing Widget was working in preview only, not in a live environment.
  • Publishing Widget was not showing all values for a filtered reportlet. It only showed one value.
• When logging in to edit an alert, the selected alert was blank.
• The attempt to enable App Reports for specific report suites in the Admin Console failed.
• Trying to delete classifications resulted in an error.
• Page View report did not show the forecasting line on some yearly reports.
• Fixed formatting issues on yearly Return Visits Reports with monthly granularity.

Marketing Reports & Analytics - April 17, 2014

The April 2014 release includes the following fixes:
• When applying a breakdown by a custom conversion variable, the search text was not clearing. This caused the graph to render incorrect data for the filtered breakdown report.
• When a next custom traffic flow report was sent via CSV scheduled delivery, the next flow items were removed from the delivered report.
• The key metrics report did not have weekends highlighted if you used a vertical bar chart (or a vertical stacked bar chart).
• Scheduled dashboard arrived with some empty reportlets. If you used the Send Now option, they were sent correctly.
• When using the Compare Dates feature and sorting by the Change column, recalculations occur when moving between report pages that caused some of the line items to be re-ranked. A fix was made to reduce the likelihood of this occurring.
• Fixed an issue on the Hierarchy Report with the View Current Data setting enabled that caused the View Next Level button to sometimes not appear.
• Fixed an issue that caused ClickMap page metrics to show zeros for total site Revenue and Page Participation metrics in some rare circumstances.
• Updated the social networks list so that the following domains are now recognized as social networks: answers.yahoo.com, avforums.com, friendsreunited.co.uk, mumsnet.com, yelp.co.uk.
• Fixed an issue on the Full Paths Report where the same path was being listed twice with path metrics split between the two paths. These paths now report correctly as a single path.
• Fixed an issue that caused the forecast line to not appear in some rare circumstances on the Page Views Report.
• Updated numeric classification breakdowns to correctly recognize report filters.
• Fixed an issue on yearly reports with the View Current Data setting enabled. This issue caused the Page Views metric to report different totals between the ranked and trended view.
• Updated the Operating Systems Report to separate Mac OS versions by release version. These OSs now report as [major version].[minor version].[update], for example: 10.9.2.
Marketing Reports & Analytics - March 13, 2014

The March 2014 release includes the following fixes:

- When turning on normalization for commerce metrics, the normalization factor was based on Visits and not on the specified metric. Normalization factors are now calculated per metric, instead of using the Visits factor for all commerce events.
- Global calculated metrics like Bounce Rate were not available in the Report Suite Total reportlet. Bounce Rate is now available for selection in the Company Summary, Report Suite Summary, and Metric Gauge reportlet types.
- Publishing Widgets were handling the reports & analytics calendar incorrectly. The fix applies the correct time zone to deployed publishing widgets.
- Unnamed bookmarks and dashboard reportlets could not be edited. The system now assigns the default name "Unnamed Report" to a report without a name. This allows it to be edited.
- Date format issues in Korean and Simplified Chinese that occurred with using a 2-digit year were fixed by using a 4-digit year like in other locales.
- Dashboard reportlets only showed 30 days in the reporting range. They now show all 31 days of a month.
- Garbled Japanese characters were displayed in the Correlation Filter window, and have now been fixed.
- Unlike the full report, the conversion funnel reportlet did not display conversions on the dashboard. This fix allows you to toggle summary data on and off in all funnel reportlets (Layout > wrench icon).
- Custom currency event values now show the decimal point on the Real Time Report.
- Fixed an issue that caused some non U.S. States to appear on the Geo > U.S. States Report.
- Fixed an issue that caused visitors to increase due to transaction ID data source uploads. Transaction ID uploads no longer increase visitor counts.
- The Next Pages and Previous Pages Reports no longer show additional report pages beyond the final page of the report.
- Current data was not being returned for some lifecycle metrics collected by the mobile SDKs.
- Fixed an issue that prevented breaking down page names by browser width.

Marketing Reports & Analytics - February 20, 2014

The February 2014 release includes the following fixes:

- Alerts for hourly visits were erroneously sending out alerts, even though the alert condition was not met. Alerts for hourly visits now work correctly.
- Fixed permission issue for Marketing Channel Overview report.
- Fixed an issue that prevented searching when a report was sorted by a numeric classification and was displaying a calculated metric.
- Adding bounce rate to a classification report caused the last line item to appear twice in the report.
- Fixed an issue in Classification Rule Builder that caused a "There are not classifications available" error to display and custom variables names to be changed when rules were edited after selecting a different UI display language.

Marketing Reports & Analytics - January 16 2014

The January 2014 release includes the following fixes:

- Fixed an issue where the Key Metrics report displayed incorrect totals for calculated metrics. Calculated metrics now always show "N/A" for the total in the Key Metrics report. This is consistent with all other reports where calculated metrics are used.
- Fixed an issue where, in Internet Explorer 8 and 9, the dashboard did not display fallout reports.
- Fixed an issue where the correlation between Referrer Type and Referring Domains was not available in the Data Extract wizard.
- Fixed an issue where the breakdown of a classification by a root value worked, but breaking down the root value by a classification did not work. The fix works only for v15 data.
- Fixed an issue that prevented new BOT rules from being created in Internet Explorer 9 or 10.
- Fixed an issue that caused a database error when a report suite ID started with a number.
- Fixed an issue that caused scheduled reports to fail for trended reports that had no data and where the delivery format was HTML.
• Fixed an issue where multi-byte characters strings that were sent to the s.pageName variable were truncated at 100 bytes. This prevented the character from being visible in the Pages report.
• Fixed an issue that prevented SearchCenter reportlets from showing up in dashboards.

Note: Beginning on April 17, 2014, Internet Explorer 8 will no longer be a supported web browser for users of the Adobe Analytics web user interface. Taking this step allows Adobe to continue to add new functionality which relies upon modern web technologies and is not available in older browsers (such as IE 8 and earlier). This change will not impact the measurement of your IE 8 web users within Adobe Analytics. Also, note that this change does not impact support for Firefox, Chrome, IE 9+, and other modern browsers. We recommend installing one of these browsers for use with Adobe Analytics.

Marketing Reports & Analytics - November 14 2013

This marketing reports & analytics maintenance release (11/14/2013) includes the following changes:

• Fixed the alignment of the Totals column for Test&Target > Campaigns reports that caused calculated metrics to misalign.
• Fixed an issue where totals in marketing reports & analytics (SiteCatalyst) did not match those in data warehouse, even though the same segment, time period, breakdowns and metrics were applied. The fix modifies the way cross-sell is "activated". Any time Product (no classification or classification X) is broken down by Product (classification Y), there is no cross-sell. ("Cross-sell" displays the relationship between products in the same order. For example, if a visitor purchased Item A, cross-sell will shows which other products were bought in the same order.)
• Fixed an issue where Custom Traffic was not listed in the breakdown menu for the Operating Systems report.
• Fixed the issue where a breakdown of products by product ID and name returned several values instead of just one expected value. The fix modifies the way cross-sell is "activated". Any time Product (no classification or classification X) is broken down by Product (classification Y), there is no cross-sell. ("Cross-sell" displays the relationship between products in the same order. For example, if a visitor purchased Item A, cross-sell will shows which other products were bought in the same order.)
• Fixed a display issue in marketing reports & analytics where selecting or changing dates on a Next Page or Previous Page reportlet resulted in the display of zeros.
• Fixed an issue that occurred after opening a bookmark, making changes and saving it under a new folder. There was no save confirmation and the bookmark did not appear in the left bookmark menu. However, it did show up in Manage Bookmarks.
• Fixed an issue where a bookmark, making changes and saving it under a new folder. There was no save confirmation and the bookmark did not appear in the left bookmark menu. However, it did show up in Manage Bookmarks.
• Fixed a dashboard issue in Reports & Analytics that prevented the download of the dashboard in PDF. The dashboard failed to create a PDF report and the Send option for PDF/HTML email did not work. The reason was that the export to PDF was unable to use an image's embedded ICC color profile.
• Fixed the issue where the Paths > Pages > Next Page report was not downloadable as a.csv or as an Excel file.
• Fixed an alphabetization issue within the Add Segment drop-down list. The entire list of dimensions is now sorted alphabetically.
• Fixed an issue that occurred when using the smoothing function on a trended items report: no changes to the top 5 values appeared on the report.
• Fixed the issue that prevented the pdf version of the Next Site Section report from being downloaded and emailed.

Marketing Reports & Analytics - October 17 2013

This marketing reports & analytics maintenance release (10/17/2013) includes the following changes:

Fixes:

• Fixed an issue that was causing participation metrics (such as revenue and revenue participation) to break tables when dates were compared. The issue caused extra columns to be added to the header and the footer. (In Firefox and Chrome browsers)
• This fix reduced load times that were reported when a) viewing segment definitions and b) when changing segments used in dashboards.
• Fixed an issue that prevented the breakdown (correlation) of Traffic Sources > Referring Domain by the dimension Traffic Sources > Referrer. (Breaking down Referrer by Referring Domain worked.)
• Fixed an issue that resulted in the segment definition to display a blank box when clicking the Information icon on a segment in the Segments drop-down menu.
- Fixed an issue that prevented changing a conversion classification to a list var. (Admin Console > Report Suite Mgr > Edit Settings > Conversion > Conversion Classification.)

**Marketing Reports & Analytics - September 12 2013**

This marketing reports & analytics maintenance release (09/12/2013) includes the following changes:

**Fixes:**

- Fixed an issue preventing you from adding classifications to List Variables. This issue occurred on the Conversion Classifications page in the Report Suite Manager. (Admin Tools > Report Suites > Edit Settings > Conversion > Conversion Classification.)
- Improved the Key Metrics Report so that it detects time-outs and will display an "incomplete data" error in this situation.
- Fixed an issue that was causing the Include Current Data option to disappear from reports. This issue occurred in isolated circumstances after changing the date range.
- Fixed an issue causing the Next Site Sections Flow Report to display an "incomplete data" error in certain circumstances. This issue occurred if 2nd-level branches were set to 8 or higher.
- Fixed an issue in Pathing reports, on the Filter Options page. The Does Not Contain filter was not removing matching line items from the report.
- Fixed an issue causing Search Engine reports to not identify searches that came from the Lycos, So-net, Rakuten, au, OCN, J-COM, JWord, Sleipnir, Lunascape, FMWORLD, My VAIO search engines. These search engines are now identified.
- Fixed an issue preventing the Single Access metric from returning data on the Site Sections Report.
- Fixed a character display issue occurring in non-English languages in the Referrer Type and Region/State reports. This issue prevented reports from displaying data when translated text was added to a data warehouse segment.

**Marketing Reports & Analytics - August 15 2013**

The marketing report and analytics release (08/15/2013) includes the following changes:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP Obfuscation</td>
<td>The IP Obfuscation options in Admin Tools have changed. You can now select the following options:</td>
</tr>
<tr>
<td></td>
<td>• Replace last octet with 0. The last octet is replaced before Geo lookup. As a result, if Geo Reporting is enabled, the accuracy of these reports might be impacted.</td>
</tr>
<tr>
<td></td>
<td>• Obfuscate or Remove IP Address. If Geo Reporting is enabled, Geo lookup is performed before the IP address is obfuscated or removed.</td>
</tr>
</tbody>
</table>

**Fixes:**

- Some legacy dashboards were showing a graph that were smaller than the containing boxes.
- Scheduled reports that contained a Geo Countries reportlet with details and the "Include the HTML version of the report" option selected were not being delivered.
- When viewing the Test&Target > Campaign report, changing the report suite caused unclassified values to display. The classified values now display after changing the report suite.
- The Show All button on the Success Events page in Admin Tools showed and selected all checkbox, instead of just showing each checkbox.
- List vars were not displayed in the processing rules interface drop down menus.
- For companies that do not have Ad Hoc Analysis enabled, the Save button did not save changes on the General Account Settings page in Admin Tools.
- Referrer Type filter was not applied to a detail only view of Referring Domains reportlet.
- When viewing hourly visit data for dates before the SiteCatalyst 15 migration date, daily data was displayed instead of hourly. Hourly visit data for dates before the migration date now show as 0 and a notification message is displayed since this data is unavailable before the migration.
• For report suites that have custom calendars, all weekly alerts will now be sent on the first day of the custom calendar week instead of Sunday of the week.
• Segment names were not displayed in the UI if they contained quotes. The segment was loaded and applied correctly, but the name did not appear in the Segment field.
• Revenue Participation did not display data on the trended view of the Referring Domains Report.
• Average Page Depth was updated to be calculated as Page Depth/Instances, instead of Page Depth/Visits to match Ad Hoc Analysis. This typically results in lower values for Average Page Depth across all pages. See Average Page Depth.
• Trended reports with monthly granularity were not showing data for the month in which the SiteCatalyst 15 upgrade occurred.
• The types "Unknown" "Supported" and "Not Supported" were not translated on Mobile reports.
• In custom traffic reports, total values of Unique Visitors and Monthly Unique Visitors for a month did not match even though the line items matched.
• On the Page Summary Report, the time spent on page showed 0, even though the metric was displayed for the selected page on the corresponding report.

Marketing Reports & Analytics (formerly SiteCatalyst) - July 18 2013

The Adobe Marketing Cloud was branded to integrate product solutions with core capabilities. The following table provides the new capability names and how they map to product names.

<table>
<thead>
<tr>
<th>Retired Product Name</th>
<th>Capability Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>SiteCatalyst</td>
<td>Reports &amp; Analytics</td>
</tr>
<tr>
<td>Discover</td>
<td>Ad hoc analysis</td>
</tr>
<tr>
<td>Insight</td>
<td>Data workbench</td>
</tr>
<tr>
<td>Genesis</td>
<td>Data connectors</td>
</tr>
<tr>
<td>DataWarehouse</td>
<td>Data warehouse</td>
</tr>
<tr>
<td>TagManager</td>
<td>Tag management</td>
</tr>
<tr>
<td>ReportBuilder</td>
<td>Report builder (for Excel)</td>
</tr>
<tr>
<td>ClickMap</td>
<td>Visitor click map</td>
</tr>
</tbody>
</table>

The marketing report and analytics release (07/18/2013) includes the following changes:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Updated interface</td>
<td>In preparation for future platform enhancements and capabilities, Adobe SiteCatalyst is being redesigned to join the integrated Adobe Marketing Cloud. The redesigned interface will provide enhanced navigation and superior functionality to deliver an improved user experience.</td>
</tr>
</tbody>
</table>
| Historical trend lines on custom date ranges | Historical trend lines are now displayed on more overtime reports.  
- Historical trend lines are displayed regardless of whether you select a period (e.g. click on the current day, week, month or year) or a range period (e.g. you select a range of days).  
- Historical trend lines are displayed for custom calendars.  
- Special column headers such as "Selected Day", "Selected Week", "Selected Month", "Selected Year" are now displayed on custom calendars.  
- Smoothing will be available on all reports and will support historical trend lines.  
- Historical trend lines are displayed when you select the day of week option. |
Social and Mobile App metrics can now be included in segments created in reports and analytics, ad hoc analysis, and data warehouse.

- Classification rule builder was updating classifications for only the previous month, instead of the previous six months.
- Renamed video events and metrics displayed the default name in the report navigation menu instead of the new name for some report suites.
- Fields that contained data that is in a right-to-left language was incorrectly displayed in left-to-right order in downloaded or scheduled PDF reports.
- A "You do not have enough ReportBuilder licenses" error was displayed when saving a user in the ARB group. This occurred if the maximum number of licenses was in use, even though the user was already licensed and the maximum was not exceeded.
- Advanced filters on breakdown reports were not being saved in the advanced search dialog. This prevented the search from being viewed or edited again after it was applied.
- When creating an advanced filter, pipe characters ("|") were being improperly escaped, which prevented searching for pipe as a literal character.
- On the Mobile Device Type report, applying a breakdown after a classification hierarchy drill-down caused the report to not display data.
- Summary reportlets that do not have an associated report generated an "Unable to retrieve reportlet" error when they contained metrics for which current data was not supported. These reportlets now display finalized data.
- The ClickMap Report displayed the same data on each page of a multi-page report.
- Mobile Device Type and Mobile Operating System reports were not filtering "Other" line items even when the correct filter was applied.
- The ranked Time Spent on Page report was not displaying data before the SiteCatalyst 15 upgrade date.
- The trended Key Metrics report was not displaying current data for revenue and carts metrics when current data was enabled.
- Compare dates on the Full Paths report displayed 0 for all values for one of the two dates based on the sort order of the report.

SiteCatalyst 15.5 Maintenance Release - June 20 2013

The SiteCatalyst 15.5 release (06/20/2013) includes the following changes:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Site metric correlations from the breakdown menu</td>
<td>You can now view Time Spent on Site for traffic variables, and Time Spent Per Visit and Time Prior to Event for commerce variables and events from the breakdown menu in reports.</td>
</tr>
<tr>
<td>Adobe Analytics for iOS App Coming Soon</td>
<td>Adobe Analytics for iOS provides mobile access to dashboards, bookmarked reports, and custom report generation with anomaly detection. Look for it soon in the Apple App Store.</td>
</tr>
</tbody>
</table>

Notices

- Internet Explorer 7 is no longer tested for compatibility with the SiteCatalyst UI. Data collection continues to work as expected for customers using Internet Explorer 7.
- In October 2013, the SiteCatalyst 13.5 interface will no longer be accessible. All scheduled reports that were created in SiteCatalyst 13.5 must be migrated to a supported version before this date.

Fixes

- When current data was enabled, revenue, orders, and other event reports were incorrectly duplicating values every other hour during the current day.
• Compare reports did not support more than one level of subrelations in a classification hierarchy. Compare reports now provide a comparison through each level.
• Conversion reports with hourly granularity were incorrectly showing that current data is available. This caused the value for the current hour to be displayed for all future hours of the report. The current data option is now correctly disabled for these reports.
• PDF downloads of text reportlets displayed an "HTML error on line 1: Malformed XHTML" error message.
• Some Excel reports were not emailed after clicking Send.
• In downloaded Excel reports, path length did not match the correct value that was displayed in SiteCatalyst.
• When viewing multiple report suites in different browsers or tabs as the same user, processing rules were saved to the last selected report suite by that user. Rules are now saved to the report suite that is selected in that tab or window.
• In the Admin Console, changing some variable settings across multiple report suites caused a "Report not Available at this Time" error. These changes are now correctly saved across the selected report suites.

See SiteCatalyst 15 Help for more information.

**SiteCatalyst 15.5 - May 23 2013**

The SiteCatalyst 15.5 release (05/23/2013) includes the following changes:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Include Current Data</td>
<td>Improves on the Current Data feature release in October 2012. You can now turn on this processing feature in the report header. Include Current Data lets you view data latency down to the minute in analytics reporting, occasionally even before this data has been processed by Adobe Analytics. See Include Current Data in Analytics Reference Help.</td>
</tr>
<tr>
<td>Classifications Rule Builder</td>
<td>Rather than maintaining and uploading classifications each time your tracking codes change, you can create automatic, rule-based classifications and apply them across multiple report suites. When you create rules, you can also use powerful regular expressions to match consistently formatted string values (such as those found in tracking codes) with a classification. See Classifications Rule Builder in Analytics Reference Help.</td>
</tr>
</tbody>
</table>
| New version of AppMeasurement for JavaScript | A new JavaScript AppMeasurement library is now available in Code Manager. This library provides the same core functionality of s_code.js, but is lighter and faster for use on both mobile and desktop sites.  
• 3-7x faster than the H.25 code.  
• Only 21k uncompressed and 8k gzipped (H.25 code is 33k uncompressed and 13k gzipped).  
• Native support to get query parameters, read and write cookies, and perform advanced link tracking.  
• Small and fast enough to be used with mobile sites, and robust enough to be used on the full desktop web, allowing you to leverage a single library across all web environments.  
See AppMeasurement for Javascript in the Analytics Implementation Guide. Note: Some plug-ins are not supported in this new version. See Plug-in Support for details. |
<p>| Classifications on List Variables | You can now rename and classify values that are captured in List Vars (s.list1, s.list2, s.list3).                                                                                                           |</p>
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classifications on Social and Mobile App dimensions</td>
<td>Social and Mobile App dimensions can now be classified.</td>
</tr>
<tr>
<td>Expanded Social and Mobile App reporting</td>
<td>Social and Mobile App metrics can now be reported in ReportBuilder, and the Web Services APIs.</td>
</tr>
</tbody>
</table>
| **Compare to Segment**                                       | In the report header, the new **Compare to Segment** option lets you select a segment for comparison against the current report’s data. This feature functions similarly to the **Compare to Site** feature.  
For example, you can run a **Pages Report**, then click **Compare to Segment** to instantly compare data. |
| Expanded settings control for report suites                  | Admin users can now enable or disable the following features for one or multiple report suites in the Admin Console:                                                                                    
  - **General > General Account Settings**                     
    - GeoSegmentation                                           
    - Transaction ID Storage                                   
    - DataWarehouse Display                                    
  - **Traffic > Traffic Variables**                           
    - Pathing on custom traffic variables                      
  - **Conversion > Success Events**                            
    - Participation on custom events                          
    - Unique Event Recording (event serialization)             
  - **Conversion > Conversion Variables**                     
    - **Enable Merchandising** on custom conversion variables  |
| Improve Report Suite Template                                | When creating a new report suite, additional settings are now copied, including GeoSegmentation, Japanese Keyword Processing, and DataWarehouse. In addition, **Localization** and **Marketing Channel Reports** are enabled by default. |
| Improved Search Filters on Reports                           | The way search filters work on reports has changed.  
Previously, the search field that is displayed on each report accepted special characters, such as dash "-" for "not". Special characters in this field needed to be escaped using backslash "\" to represent the literal value. This field is now a literal search field.  
The **Advanced Filter Options** now provides the following search options:  
  - equals  
  - contains one of  
  - starts with  
  - ends with  
Additionally, you can select an advanced search to search using special characters and wildcards. |
### Feature

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>All existing bookmarks that have saved searches continue to work as expected. These saved searches appear as advanced searches using special characters and wildcards.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>When the Selected Items for a trended dashboard or report is set to display Top Items, the report now correctly displays the top items for the selected date and/or segment. Previously, when you changed the date or segment, the top items stayed the same even when they were not the top items for that date range or segment.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adobe Analytics for iOS provides mobile access to dashboards, bookmarked reports, and custom report generation with anomaly detection. Look for it soon in the Apple App Store.</td>
</tr>
</tbody>
</table>

See [SiteCatalyst 15 Help](https://www.adobe.com/analytics) for more information.

### Fixes

- You can now set events to values other than 1 using processing rules.
- The Key Metrics Report now distributes instances correctly when hourly granularity is selected. Previously all instances were reported displayed in a single hour.
- When reporting across the SiteCatalyst 15 Upgrade date, the v14 Page Views metric is now reported as Instances. The v14 Page Views metric was renamed to instances in v15, when a new Page Views metric was introduced.
- Total calculated metrics (metrics that use the total for the reporting period in every line item) were reported incorrectly when a partial month was selected on overtime reports.
- When you break down a Traffic Sources Reports by a prop report, values are now non-persistent. This lets you use correlations to see the referring domain that brought users to a page.
- Fixed an issue that caused duplicate key values when using SAINT import due to case-sensitivity issues.
- Fixed an issue that prevented users from editing Targets.
- Fixed an issue that prevented data from displaying in the Site Hierarchy report for certain report suites.
- Classifications are now allowed for list variables.
- Fixed an issue that prevented certain users from being able to access scheduled reports.
- Fixed an issue that prevented Target reports from being displayed when delivered in HTML format.
- Fixed an issue that caused missing data when breaking down reports by Device Type.
- Fixed an issue that caused email messages to be delivered without the scheduled report attached.
- Fixed an issue that prevented users from creating calculated metrics containing both traffic and commerce metrics.
- Fixed an issue that prevented delivery of certain scheduled reports. These reports were delivered according to schedule before the April 2013 MR.
- Fixed user interface issues when using DataWarehouse on Google Chrome.
- Fixed Publishing List Manager to appropriately handle multiple email addresses when using multiple report suites.
- Fixed an issue that prevented users from using the Customize Menu option on Microsoft Internet Explorer 9.
- Fixed an issue that prevented users from using the Mobile Application Reporting feature in Admin Console.
- Fixed an issue that caused an error message to display when users with sufficient rights tried to edit menus using the Customize Menu option.

### SiteCatalyst 15.4 Maintenance Release - April 18 2013

The SiteCatalyst 15.4 maintenance release (04/18/2013) includes the following changes:
# New Features

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
</table>
| Coming Soon! New version of JavaScript AppMeasurement | A new JavaScript AppMeasurement library is coming soon. This library provides the same core functionality of `s_code.js`, but is lighter and faster for use on both mobile and desktop sites.  
  - 3-7x faster than the H.25 code.  
  - Only 21k uncompressed and 8k gzipped (H.25 code is 33k uncompressed and 13k gzipped).  
  - Native support for several common plugins (get query parameters, read and write cookies, encode URLs, and advanced link tracking).  
  - Small and fast enough to be used with mobile sites, and robust enough to be used on the full desktop web, allowing you to leverage a single library across all web environments.  
  This library is currently scheduled to be available in Code Manager in the May 2013 Maintenance Release.  
  **Note:** Some plug-ins won’t be supported in this new version. When the code is finalized, we’ll provide a plug-in compatibility list with the supported plug-ins. |
| Mobile Application Reporting in Analytics | SiteCatalyst now provides a pre-configured dashboard with mobile application statistics, that is based on the Application Lifecycle Metrics. |
| Conversion metrics in GEO Segmentation Reports | You can now report on conversion KPI based on geographies, which lets you identify your most valuable geographies by conversion event. |
| Internet Explorer 6 is no longer tested for compatibility with the SiteCatalyst UI | Internet Explorer 6 is no longer tested for compatibility with the SiteCatalyst UI. Data collection continues to work as expected for customers using Internet Explorer 6. |
| SiteCatalyst 15 is the default version in the login drop down | The login menu defaults to SiteCatalyst 15 if you have not previously selected a different version. |
| Increased maximum limit for single values in a hit | The maximum limit for a single value in a single hit was increased from 32-bit to 64-bit. The allows for much larger individual values for global currencies. For example, a 32-bit value can hold an assigned value of up to 2,147,483,648. Because two digits are required for decimal values (such as cents for dollars), the remaining maximum can only reach 21,474,836 as a single revenue value. The change to 64-bit now allows for much larger individual values required for global currency evaluations. |
| Added Social menu | Customers who have both Adobe Analytics and Adobe Social will see a new Social menu in the SiteCatalyst left navigation menu. This menu contains events and variables that have been deployed as part of your Social measurement. |

See **SiteCatalyst 15 Help** for more information.

## Fixes

- Calculated metrics that are calculated using metric totals were being reported incorrectly over custom date ranges.
- Fixed performance issues when loading large numbers of segments that caused the Segment Definition Builder to load slowly.
- Several Windows Phone devices were not being displayed as Windows devices on the Mobile Operating Systems Report.
- Fixed an issue that caused customers with special characters in the report suite name to display an error when accessing Admin Console.
- Fixed an issue in mobile application reporting that caused Lifecycle metrics from mapping correctly to reserved variables.
- Fixed an issue that caused a small number of breakdowns to not display properly in data extracts.
- Fixed an issue that prevented certain line items from displaying in data extract filters when trying to select specific items.
- Fixed an issue with date formats in scheduled and downloaded reports in non-English languages.
- Fixed an issue that caused the x axis to display incorrectly in trended reports with certain date ranges and granularity combinations.
- Fixed an issue that caused display issues in the Report Suite settings within the Admin Console for users with limited admin permissions.
- Fixed an issue with conversion permissions with events higher than 75.
- Fixed an issue that let customers add more users than available licenses to the ReportBuilder user group.
- Fixed an issue that caused processing rules to display differently depending on the logged-in user.
- Fixed a formatting issue in downloaded PDF reports from dashboards with text reportlets that included the HTML List tag.

SiteCatalyst 15.4 Maintenance Release - March 21 2013

The SiteCatalyst 15.4 maintenance release (03/21/2013) includes the following changes:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
</table>
| Correlations available for all traffic variables | Correlations are now available for all traffic variables, which enables you to break down any traffic variable by any other in SiteCatalyst traffic reports.  
Historic data for correlations that were not previously configured is available for all dates after the SiteCatalyst 15 upgrade date.  
Correlations that were configured before the SiteCatalyst 15 upgrade date continue to have historical data from the date when the correlation was enabled.  
Bookmarks, dashboards, and other reports that currently use correlations are not impacted and continue to work as expected.  
As part of this change, Correlation Manager was removed from Admin Console, as you no longer need to manually configure correlations. |
| Numeric/Currency Events outside of the products list | You can now provide a decimal value for Numeric/Currency Events in the events list.  
Previously, decimal values for these events were supported only within the product list.  
Numeric/Currency Event values in the events list apply to all products in the products list.  
This is useful to track order-wide discounts, shipping, and similar values, without modifying the product price or by tracking it in the product list separately. For example, if you configured event10 to contain order-wide discounts, a purchase with a 10% discount might appear similar to the following:  
s.events="purchase,event10=9.95"  
s.products=";Shoes;1;69.95,;Socks;10;29.50" |
On the order-wide discounts (*event10*) report, you would see the following:

<table>
<thead>
<tr>
<th>Product</th>
<th>Event10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shoes</td>
<td>9.95</td>
</tr>
<tr>
<td>Socks</td>
<td>9.95</td>
</tr>
<tr>
<td>Total</td>
<td><strong>9.95</strong></td>
</tr>
</tbody>
</table>

The report total represents the de-duplicated event total (the total amount of discounts during the reporting period), not the sum of the event values for each product.

If a value for a Numeric/Currency Event is specified in the products string and in the event string, the value from the event string is used.

**Changes to Visitor Migration**

If you are planning a migration from third-party to first-party cookies (or any other cookie migration), the visitor migration process has changed.

For enhanced security, visitor migration is now configured by ClientCare on the data collection server, rather than using data collection variables in your data collection code.

**Changes to Link Tracking Redirects**

In an upcoming release, restrictions are being enabled on the mechanism that lets you redirect using the `url` query parameter after tracking a link. For example:

```html
<a href="metrics.myco.com/b/ss/...&url=http://somesite.com"
```

For enhanced security, limitations are being placed on the domains to which redirects are allowed. After this change, you must specify a white list of domains where redirects are allowed. If a redirect is attempted to a domain not on this list, a 403 forbidden error is returned to the browser.

Adobe is currently auditing report suites that are using this functionality to pre-populate the white list based on the redirect URLs currently in use. To confirm and update the white list for your report suites, contact ClientCare.

Link tracking redirects will be disabled by default for all other report suites.

**International Geo Postal Codes**

Starting February 28th 2013, international postal codes will appear on the [Visitor Zip/Postal Code Report](#) for report suites that are configured to have the geo zip/postal code populated by Adobe data collection servers.

The IP-to-zip mapping mechanism was also upgraded to improve accuracy. This upgrade might affect metrics associated with some zip codes.

**Custom names for processing rules**

You can now provide a custom name for a processing rule. Previously, the name was automatically generated based on the operation and the selected variable.

**Internet Explorer 6 is no longer tested for compatibility with the SiteCatalyst UI**

Internet Explorer 6 is no longer tested for compatibility with the SiteCatalyst UI. Data collection continues to work as expected for customers using Internet Explorer 6.
The login menu defaults to SiteCatalyst 15 if you have not previously selected a different version.

Customers who have both Adobe Analytics and Adobe Social will see a new Social menu in the SiteCatalyst left navigation menu. This menu contains events and variables that have been deployed as part of your Social measurement.

**Fixes**

- Fixed an issue when downloading CSV reports that caused column headers to be blank.
- Fixed an issue that caused data extracts to take longer than expected to process or sometimes time out.
- Fixed an issue that caused the date to shift one day forward on dashboards and reportlets.
- Fixed an issue that caused justification differences between images when viewed on a dashboard versus a downloaded report in PDF format.
- Fixed an issue that prevented Test&Target campaigns from displaying in SiteCatalyst.
- Fixed an issue that prevented calculated metrics that include **Unique Visitor** from displaying in the **Calculated Metrics** menu list in the **Favorites** menu.
- Fixed an issue that prevented users from editing conversion variables using the Admin Console.
- Fixed an issue that prevented users from editing or removing members from a user group that contains a large number of members.
- Fixed an issue that prevented user groups with long names from displaying in the Admin Console. A validation mechanism is now in place to prevent users from creating user groups longer than 255 bytes.
- March 11th 2am data was missing (it appeared as 3am data) on trended reports (Page Views and Events) with hourly granularity for report suites that aren’t configured for daylight savings time.

**SiteCatalyst 15.4 Maintenance Release - February 21 2013**

The SiteCatalyst 15.4 maintenance release (02/21/2013) includes the following changes:

**New Features**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Update 2/28) International Geo Zip Codes</td>
<td>Starting February 28th 2013, international zip codes will appear on the <strong>Visitor Zip/Postal Code Report</strong> for report suites that are configured to have the geo zip code populated by Adobe Data Collection Servers. We also upgraded the IP-to-zip mapping mechanism, which improves accuracy. This upgrade may affect metrics associated with some zip codes.</td>
</tr>
<tr>
<td>Hourly Alerts</td>
<td>SiteCatalyst now considers data latency when triggering hourly alerts. If the previous hour’s data is not available at the end of the hour, the alert re-checks on a five minute interval for the complete data and then triggers the appropriate alerts.</td>
</tr>
<tr>
<td>Campaign Manager End of Life</td>
<td>The Campaign Manager (<strong>Admin &gt; Manage Campaigns</strong>) feature was removed.</td>
</tr>
</tbody>
</table>
The Search Engines and Keywords reports were changed by default to credit the most recent search engine or keywords for a visit if no finding methods allocation setting was selected. Previously the first values were credited. This behavior now matches Discover.

For example, if a customer visits through a paid keyword search, then later visits through a natural keyword search before the visit expires, previously the paid keyword search received credit.

Fixes

- In conjunction with the changes to the Search Engines and Keywords reports listed above, an issue was resolved that caused search metrics to be incorrectly allocated on these reports between January 17 and February 21. Natural Search Engine, Paid Search Engine, and Keywords reports that were retrieved during this period need to be re-run to show correct data.
- Added mobile devices with unknown carriers to an Unknown row to the Mobile Carriers Report, and updated the visits total to include all visits. This fixes discrepancies between the total visits on the Mobile Carriers Report and the total mobile visits on the Connections Type Report.
- Participation metrics now properly display as available metrics on List Variable reports.
- In Marketing Channel rules, added support for the empty, does not exist, and other special operators to the search keywords, search engine, and search track code hit attributes.
- Fixed report graphs that prevented normalized numbers from correctly displaying.
- Fixed an issue that caused inaccurate data to be returned when breaking down a traffic classification by its key value.
- Fixed an issue that prevented users from using numeric 2 metrics as part of a calculated metric.
- Added support for additional calculated metrics in the Key Metrics report.
- Added an error message that displays if you attempt to select Hourly granularity on reports, if that granularity is not available.
- Fixed an issue that caused inconsistent graph legends when deselecting metrics in the Key Metrics report.
- Dashboard column headers now display appropriate time periods when comparing dates.
- Fixed an issue that infrequently prevented users from updating reportlets in dashboards.
- Fixed an issue that caused the header in the Company Summary dashboard reportlet to display the number of the event rather than the number and its friendly name.
- Fixed an issue that prevented users from transferring SiteCatalyst settings from one user to another user.
- Fixed a processing issue in the VISTA upload script that caused files to indicate they were processed successfully but showed 0 rows processed.
- The Data Extract and ExcelClientReferring Domains Report now only include Typed/Bookmarked traffic if specifically requested.
- The Unspecified line item in the Mobile Devices Report can be filtered in ReportBuilder and ExcelClient.
- Fixed an issue in Geo Location Reports that caused the U.S. state of Connecticut to be improperly classified as Australian Capital Territory. This caused reports to not return data for Connecticut, and to return extra data for the Australian Capital Territory.

SiteCatalyst 15.4 Maintenance Release - January 31 2013

The SiteCatalyst 15.4 maintenance release (01/17/2013) includes the following improvements:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Prior to Event Report</td>
<td>A new report, Time Prior to Event, is now available in SiteCatalyst under Site Metrics. This report displays the amount of time that passes before a selected conversion event occurs during a visit. Revenue and other metrics on this report are displayed in the time slot when the event occurred. For example, if a visitor makes a $5 purchase in the 1-5 minute time slot, then an additional $10</td>
</tr>
</tbody>
</table>
purchase in the 5-10 minute time slot, $5 appears in the 1-5 minute time slot, and $10 appears in the 5-10 minute time slot. Visits are credited to the time slot in which the visit ends, so the visit appears in the 5-10 minute slot when the visit ended.

<table>
<thead>
<tr>
<th>Time Prior to Event</th>
<th>Revenue</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 5 minutes</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>5 - 10 minutes</td>
<td>10</td>
<td>1</td>
</tr>
</tbody>
</table>

Since the visit is displayed in the 5-10 minute time slot, you might see time slots with high metrics but low visits. This indicates that the event was part of a longer visit.

The **Time Spent Per Visit Report** was updated to not include bounces (a visit to your site that contain a single server call). **After this change, you'll see a reduction in the number of visits in the "less than 1 minute" time range.**

Revenue and other metrics displayed on this report are credited to the time slot in which the visit ended. For example, If a visitor makes a $5 purchase in the 1-5 minute time slot, then an additional $10 purchase in the 5-10 minute time slot, revenue for both of these purchases appears in the 5-10 minute time slot.

<table>
<thead>
<tr>
<th>Time Spent Per Visit</th>
<th>Revenue</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 5 minutes</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>5 - 10 minutes</td>
<td>15</td>
<td>1</td>
</tr>
</tbody>
</table>

Assigning all credit to the time slot in which the visit ends lets you view metric totals for visits of a certain length (customers who spend x time generate x overall revenue per visit).

On the **Time Prior to Event Report**, revenue and other events appear in the time slot in which it occurred, so use that report if you want to view when events occur during a visit.

In an upcoming release, Adobe Data Collection Servers will begin collecting page URLs longer than 255 characters. This change makes the entire page URL available in Processing Rules and Data Feeds.

You must upgrade to JavaScript H.25.3 (released January 2013) to enable this change.

A change was made to the way "None" is attributed when linear attribution is selected. "None" now receives credit only when it is the only value receiving credit. If other values are receiving credit, credit is allocated to those values and "None" receives no credit.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
</table>
| New Fallback Visitor Identification          | JavaScript H.25.3 contains a new fallback visitor identification method for visitors whose browser blocks the cookie set by Adobe’s data collection servers (called s_vi). Previously, if a cookie could not be set, visitors were identified using a combination of the IP address and user agent string during data collection.  
With this update, if the standard s_vi cookie is unavailable, a fallback first-party cookie is created with a randomly generated unique ID. This cookie, named s_fid, is set with a 2 year expiration and is used as the fallback identification method going forward. This change should result in increased accuracy in visit and visitor counts, especially for sites using third-party cookies. If the s_vi and the s_fid cookies cannot be set, visitors are identified using a combination of IP address and User Agent.  
After this change, SiteCatalyst 14 continues to include only visitors that are identified using the s_vi cookie in the visits total. Visitors identified by the fallback method are not included in the visits total.  
SiteCatalyst 15 visits total continues to include all visitors that are identified by the s_vi cookie or by using a fallback method.                                                                                      |
| All SiteCatalyst report suites now receive Test&Target report data | All SiteCatalyst report suites in your login company now receive Test&Target report data when the Test&Target to SiteCatalyst integration has been set up. Previously, this data was sent to a single report suite that was selected in Test&Target.                                                                                       |
| Campaign Manager End of Life                | The Campaign Manager (Admin > Manage Campaigns) feature is scheduled for removal in the February 21 Maintenance Release.                                                                                                                                                                                                                  |

**Fixes:**

- A permissions issue prevented some users from accessing Target reports, even when assigned the correct privileges.
- New segments created on a dashboard did not appear in the Segmentation drop-down list until a refresh, even though the segment was created and saved correctly.
- A data discrepancy was displayed between the top items on the Referring Domains Report and the line items in the report for the week that a report suite was upgraded to SiteCatalyst 15
- A breakdown based on an unspecified value in a classification displayed all classification values, rather than only values specific to the selected line item.
- Some line item values did not appear for selection in the Fallout Builder, even when the values appeared in the variable report.
- Line item totals were not displayed on the Geosegmentation Regions Report.
- On dashboards that were migrated from SiteCatalyst 14 to SiteCatalyst 15, some notes were not displaying in the printed version of the report.
- Legends were not displayed on bar charts in dashboards.
- Correlations launched from the Mobile Devices Report were limited to a maximum of 50 items. All report items now display in these reports.
- Some users were unable to view breakdowns on the Mobile reports, even when assigned the correct privileges.
- The Compare Dates feature did not work on Mobile breakdown reports.
- Added Instances as an available metric in the Server, Site Section, Visitor State, and Visitor ZIP/Postal Code reports.
- Traffic reports with daily granularity displayed different values in some circumstances for the carts metric in ReportBuilder and SiteCatalyst.
• Detail reports opened by clicking a referrer on the Referring Domains Report showed results for referrers that do not match the selected referrer. Now only the selected referrer shows results on these detail reports.

• In the Browser Type Report, some calculated metrics did not display in the trended view, but displayed correctly in the ranked view. Calculated metrics now display correctly in both views.

• When editing conversion variable expiration settings with multiple reports suite selected, variables with custom expiration lengths displayed "Day" instead of the custom length. These variables now display the custom expiration length.

• Changed the Total Visits on the Visits Report to display the total for the month listed in the heading. This row previously displayed 4 weeks of data and matched the totals row at the bottom of the report.

SiteCatalyst 15.4 Maintenance Release - November 8 2012

The SiteCatalyst 15.4 maintenance release (11/08/2012) includes the following improvements:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>TagManager</td>
<td>All SiteCatalyst customers received access to TagManager on 11/01/2012. TagManager is the standard deployment method for Adobe Marketing Cloud products. See <a href="#">TagManager</a>.</td>
</tr>
</tbody>
</table>

Fixes

• Fixed an issue that caused data to repeat when a different page was selected when viewing unique visitors on the Mobile Devices Report.

• (Adobe Social Customers only) Fixed an issue that caused some SiteCatalyst metrics to not appear on the Add Metrics window on reports that also contained Social metrics.

• Fixed an issue that caused totals on the trended Time Spent per Visit Report when crossing the SiteCatalyst 15 upgrade date to be calculated incorrectly.

• Fixed an issue on trended reports involving custom reporting periods that start or end with partial days, weeks, or months (based on the selected granularity). These periods reported incorrectly when crossing the SiteCatalyst 15 upgrade date.

• Fixed an issue that caused the Page Name tool to not work for report suites that first used the tool after the August Maintenance Release.

• Added line items "1680 x 1050," "1366 x 768," and "1920 x 1080" to the Monitor Resolution Report.

• Fixed an issue that caused trended Classification Hierarchy Reports to time-out in some circumstances.

SiteCatalyst 15.4 Maintenance Release - October 22 2012

The SiteCatalyst 15.4 maintenance release (10/18/12) includes the following enhancements:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Data reports in SiteCatalyst</td>
<td>SiteCatalyst now provides Current Data reports that let you see the latest report data with reduced latency. Traffic data displays on Current Data reports within 1 minute, while conversion data displays within 20 minutes. See <a href="#">Current Data</a>.</td>
</tr>
</tbody>
</table>

Case-insensitive traffic variables for existing report suites

You can now configure traffic variables to ignore case on existing report suites. This lets you report mixed-case variations of the same term as a single line item, and reduces cardinality. This change applies to data in SiteCatalyst, Discover, and DataWarehouse.

For each report suite, you can ignore case for all traffic variables, or for specific variables only. This can be configured by ClientCare.
### Impact on SAINT

If you are using SAINT to classify report suite data that is mixed case historically, we recommend that you do not ignore case for traffic variables at this time. Ignoring case for traffic variables might prevent you from editing classifications for historical case-sensitive data. The ability to edit these classifications for historical data is planned for a future release.

### Impact on DataWarehouse

Previously, DataWarehouse ignored case for page, channel, server, custom links, download links, and exit links. After October 18, 2012, unless specifically configured to ignore case, DataWarehouse traffic variables will be case-sensitive to match SiteCatalyst. This might impact the data you see in DataWarehouse reports after October 18, 2012.

If you configure ignore case for traffic variables, case is ignored for all date ranges in DataWarehouse reports. For example, if you enable case insensitive traffic variables in October, and then generate a DataWarehouse report for the month of September, case is ignored for this report.

### Fixes

- CSV reports are now in ISO 8601 compatible format. You can revert CSV reports to the previous format in **Admin > Company > Preferences**.
- Fixed an issue that caused CSV format to display incorrectly. 54084
- Fixed an issue that caused file corruption in compressed Excel report downloads in Internet Explorer 8.
- Fixed an issue that prevented global calculated metrics from being selected in mobile reports.
- Fixed an issue that prevented some calculated metrics from being selected on reports. SiteCatalyst now evaluates all calculated metrics when loading the **Metric Selector** and allows you to select any calculated metrics that are valid for the report.
- When displaying a report that has a segment applied to which the user does not have access (for example, a shared bookmark to a report with an unshared segment), the UI now displays "unknown segment" rather than a blank segment name.
- Fixed an issue that prevented Page Filters in the **Clickmap Report** from being displayed in the **Choose Page** window.
- Fixed an issue on the **Referrers Report** that caused Typed/Bookmarked referrers to display on this report as "Unspecified". This report now contains only non-Typed/Bookmarked referrers similar to SiteCatalyst 14.
• Fixed an issue that Caused the Time Spent on Page Report to show zero data after switching to a trended view.

SiteCatalyst 15.4 Maintenance Release - August 16 2012

The SiteCatalyst 15.4 maintenance release (08/16/12) includes the following enhancements and fixes:

Fixes

• Fixed an issue that caused the Exits Report to not show data after the SiteCatalyst 15 upgrade date.
• Fixed an issue that prevented Discover shared segments that were created before Discover 3.0 from being displayed in SiteCatalyst.
• Fixed an issue that caused trended reports on report suites that have a custom calendar to display an incorrect graph. The data returned was displayed correctly.
• Fixed an issue that caused users to be logged out after visiting Admin > Billing.
• Fixed an issue that caused Admin Console to display incorrect event numbers for Merchandising binding events when using events 51-100.
• Fixed an issue in the Marketing Channels Overview Report when a custom event is selected that caused the First and Last Touch channel detail values to appear the same.
• Changed how linearly allocated metrics in subrelated reports are calculated to match SiteCatalyst 14 processing methods.
• Fixed an issue that prevented the Key Metrics Report from showing Page Views when a single day was selected.
• Fixed an issue that caused instances and visits to have the same value in Test&Target Campaigns.
• Fixed an issue in ReportBuilder and ExcelClient that caused the breakdown of the Mobile Device Type Report by the Mobile OS Report to show data for only the first line.
• Fixed an issue that prevented the Mobile OS Report from being displayed in breakdown menu
• Changed the event name on correlation reports to “instances” instead of “page views” to match the actual metric being reported.
• Fixed an issue that caused breaking down a single Referrer Type by Referring Domains Report to return the full Referring Domains Report.
• Fixed an issue that caused the Video Overview Report to perform currency conversion on counter events when the Use report suite’s default currency option is disabled.
• Fixed an issue in Data Extracts Advanced Delivery Options that caused the current month to be selected even when a different month is selected.
• Fixed an issue on the Full Paths Report that caused the Entry Page and Paths containing filters to not apply. Data was shown correctly when Entire Site was selected.
• Fixed an issue when the SiteCatalyst widget was configured with a Fallout chart that caused the image to not initially appear when the widget is first loaded.

SiteCatalyst 15.4 - July 19 2012

The SiteCatalyst 15.4 release (07/19/12) includes the following enhancements and fixes:

Mobile Carrier Report

This report shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and app visitors. View this report at Visitor Profile > Technology.

Updated Connection Types Report

The Connection Types Report was enhanced to include mobile traffic.

Improved Reporting of Internet Explorer Compatibility Mode

When Internet Explorer runs in compatibility mode, IE 8 and IE 9 report the user agent as IE 7. This resulted in reports showing increased traffic from IE 7 browsers.

After July 19, 2012, IE 8 and IE 9 are reported as the actual browser version even when compatibility mode is enabled. After this change, you will likely see a significant drop in IE 7 traffic. IE 7 traffic could drop as much as 70%, depending on how many users are in compatibility mode, with a corresponding increase in IE8 and IE9 traffic.
Rollup Report Suites

Rollup Report Suites are now re-enabled in SiteCatalyst 15 and can contain up to 40 child report suites. See Rollup Report Suite for details and additional limitations.

Enhancement to Typed/Bookmarked Referrer type on Mobile Devices

(updated 7/31/2012) As of 7/12/2012, mobile devices now report a referrer type of typed/bookmarked if there is no referrer on the first hit of the visit. Previously, if a mobile device did not have a referrer on the first hit of the visit it was considered to not support JavaScript and no referrer was reported. This will typically result in a significant increase in Typed/Bookmarked in the Referrer Types report from that day forward.

Fixes:

• Added the ability to configure a report suite for Mobile Application Tracking as a beta feature.
• Fixed an issue that caused the First Touch and Last Touch Channel Detail reports to not appear in the menu on report suites with SearchCenter enabled and no classifications created on the Marketing Channel Detail variables.
• Fixed an issue that caused the Products Conversion Funnel Report to not retain applied filters when sending a link to a generated report.
• Fixed an issue that caused values for listvars to display incorrectly when building a segment using Segment Builder.
• Fixed an issue occurring when breaking down a single referrer type (Other Website) by referring domains. This bug returned the full Referring Domains Report instead of the breakdown.
• Fixed an issue displaying double-byte characters on the Video Overview Report.
• Fixed an issue on PDF exports of date compare reports that caused the date to appear in the column header instead of the metric name.
• Fixed an issue that prevented a calendar event from displaying in graphs on Internet Explorer 8.
• Fixed the way Average Time Spent is calculated when crossing the v15 upgrade date. The Average Time Spent now displays a weighted average of the pre-upgrade value and the post-upgrade value instead of the sum of the two values.
• Fixed an issue that caused values for some large numbers to be returned as negative numbers in ranked reports in ExcelClient, ReportBuilder, and in the Report.GetRankedReport API.
• Fixed an issue that caused a recent update to Unique Visitor reports to not work correctly.

SiteCatalyst 15.3 Maintenance Release - June 21 2012

The SiteCatalyst 15.3 maintenance release (06/21/12) includes the following enhancements and fixes:

• Added the ability to view the definition for any segment in the segmentation drop-down menu in SiteCatalyst 15. Segments that were created in SiteCatalyst 15 can be edited and deleted directly from the menu.
• Fixed an issue that cause some numeric classifications to display as 0 on reports with multiple metrics.
• Fixed an issue with segments that have an Exclude canvas that were created in Discover and saved to a local folder. This issue caused the Exclude canvas to move to an Include canvas when the segment was displayed in SiteCatalyst.
• Fixed an issue that caused a rendering error on PDF reports that displayed the Calendar Events icon.
• Fixed an issue that prevented calculated metrics that use the Single Access metric from being shared in global calculated metric.
• Fixed an issue in Data Extracts that prevented selecting Referring Domains when Specific was selected.
• Fixed an issue that caused the DataWarehouse duplication feature to not work correctly in the Japanese language UI. This issue prevented the duplicated request from properly inheriting the report date of the original request.
• Fixed an issue that caused commerce breakdowns to erroneously appear on prop reports. These breakdowns no longer appear.
• Fixed an issue in trended reports that might prevent selecting pages other than the default top 5 pages.
• Classifications on all Conversion Funnels (Cart Conversion Funnel, Purchase Conversion Funnel, Custom Events Funnel, Campaign Conversion Funnel, Products Conversion Funnel, etc.) Report filter now have the parent variable appended in parentheses to make it easier to differentiate between classifications.
• Fixed an issue that caused custom Marketing Channel Processing Rules that define SearchCenter to be locked. After this fix only the default SearchCenter rule is locked.
• Fixed an issue in group management in Admin Console that caused removing a single group member to remove all members after locating the user though search.
• Fixed an issue that caused the pipe character to truncate advanced search filters. The pipe character now operates as an or match, for example value1 | value2.
• Fixed an issue on Flow reports that caused totals to calculate incorrectly when crossing the SiteCatalyst 15 upgrade date.
• The Visits and Visitors metrics now display site-wide total when added to a Conversion report.
• Fixed an issue on the Product Views Reports when a subrelation is applied that caused the total displayed to not match the total for the individual line items.
• The Visitor State Report is available in SiteCatalyst 15.
• The Filter by IP Address page in Admin Console now lets you filter up to 50 unique IP addresses.

SiteCatalyst 15.3 Maintenance Release - May 31 2012

The SiteCatalyst 15.3 maintenance release (05/31/12) includes the following new features and fixes.

New Features:

Bounce Rate: The Bounces metric that is available on the Pages Report in SiteCatalyst 15 is now available on all commerce reports. A Bounce Rate metric based on Bounces is also available on all commerce reports. See Standard Metrics for a detailed explanation. If you have previously defined a custom Bounce Rate using a calculated metric, you can prevent the standard Bounce Rate metric from being displayed in the Add Metrics window. See Manage Access to Metrics and Reports.

Entries and Exits: Exits and Entries are now available on all commerce reports.

Total Time Spent: Total Time Spent metric is now available on traffic and commerce reports. Total time spent displays the total number of seconds spent by all visitors on the selected page or app, or on a page or app that set the reported value.

"Uniques Exceeded" renamed to "(low-traffic)"

As a result of the change described in Improved Reporting Limits for Monthly Unique Values in the April 26, 2012 release notes, the "Uniques Exceeded" line item is now replaced with a line item titled "(low-traffic)". If you have scheduled reports or other processes that filter "Uniques Exceeded", update them to filter "(low-traffic)" instead.

Reporting API

The following metrics are now available in the Report API.

Commerce Visits/Visitors:
• cVisits
• cVisitors

Commerce Pathing Metrics:
• cEntries
• cExits
• bounces
• bounceRate
• totalTimeSpent

Traffic:
• bots

Fixes:
• Added a new calendar preset of Last 13 Months.
• Fixed an issue that caused SearchCenter hierarchy reports to display incorrectly when added to a SiteCatalyst 15 dashboard.
• Fixed an issue that caused totals to display incorrectly when running a compare report with a filter applied.
• Fixed an error that prevented some pages from being removed using the Remove Pages feature in Admin Console.
• The Prod View event is now displayed in Processing Rules.
• Fixed an issue in Segment Builder that caused library components to not be saved.
• Fixed an issue that caused unique visitor metrics in Hierarchy Reports to drop after the April MR. The values now display correctly.
• Fixed an issue that caused keyword filters (such as none and unspecified) to not remove line items that contain these keywords.
• Fixed an issue that caused revenue conversion to not match between a Ranked report and a Trended report. This occurred on report suites that use multiple currencies.
• Fixed an issue that caused the mobile report to display the value of the unique visitors metric for page views, visits, or daily unique visitors.
• Fixed an issue that caused campaign classifications that are updated in the Campaign Manager to be double URL encoded. Spaces in these values would appear with a + instead of a space.
• Fixed an issue in the Pages not Found report where clicking on the magnifying glass results in an empty screen.
• Fixed an issue that caused the Unique Visitors reports to display an incorrect total when filtering by page. The Pages report displayed a correct value for the Unique Visitors metrics. The values on these reports now match.

SiteCatalyst 15.3 - April 26 2012

The SiteCatalyst 15.3 release (04/26/2012) includes the following enhancements and fixes:

New Reports

The following reports are re-enabled in SiteCatalyst 15:
• Pages Not Found
• Pathfinder
• Full Path
• Path Length
• Original Entry
• Days Before First Purchase
• All Search Page Ranking Reports

Bot Traffic Filtering

Traffic from known bots and spiders can now be removed from report suites. Bot traffic is collected separately and displayed in two new reports: Bots Report and Bot Traffic Report. See Bot Rules.

Improved Reporting Reporting Limits for Monthly Unique Values

When a report has a large number of unique values, SiteCatalyst now includes functionality to ensure that the most important values appear in your report.

At the beginning of each calendar month, SiteCatalyst includes the first 500,000 values received for any single variable in reports. This includes page names, and other traffic and commerce variables. For example, each unique page name on your site counts toward this total.

After 500,000 unique values are received, SiteCatalyst begins to optimize which values are displayed in reports. When new values are received after this threshold, SiteCatalyst initially groups these values in a single line item in reports titled "Uniques Exceeded". If one of these values begins to receive significant traffic, the value is reported as a separate line item in SiteCatalyst along with the first 500,000 values for the remainder of the month (the first 500,000 values are always reported separately regardless of traffic).
If the number of unique values exceed 1 million in a single month, a second threshold is applied which requires more traffic before a value is reported as a separate line item in SiteCatalyst. For example, a new page that starts to receive 100 hits per day will be reported as a separate line item, but a new page that receives fewer than 10 hits might not.

SiteCatalyst 14 and SiteCatalyst 15 have the same threshold limits before management starts. These thresholds are 500,000 and 1 million unique values by default. All values, including each unique value in "Uniques Exceeded", are available in DataWarehouse reports.

If you have a custom unique value limit, the following applies:

- If you have a uniques limit set to less than 500,000, your limit is used for both the lower and upper thresholds.
- If you have a uniques limit set between 500,000 and 1,000,000 today, your limit is used for the lower threshold and 1,000,000 for the upper threshold.
- If you have a uniques limit set above 1,000,000 today, your limit is used for both the lower and upper thresholds.

**Upcoming Terminology Change to "Uniques Exceeded"**

Due to the change described in *Improved Reporting Reporting Limits for Monthly Unique Values*, the "Uniques Exceeded" line item will be replaced in a future release with a line item titled "(low-traffic)".

If you have scheduled reports or other processes that filter "Uniques Exceeded", in a future release you will need to update them to filter "(low-traffic)" instead.

**Change to Unique Visitor Reports**

Changed SiteCatalyst 15 to match the SiteCatalyst 14 method of reporting Unique Visitors by day. A monthly Unique Visitors Report by day now shows the number of new Monthly Unique Visitors each day. Previously this report showed the Unique Visitors by day for each day of the month. Likewise, Daily, Weekly, Quarterly, and Yearly Unique Visitors, when trended by a granularity smaller than the Unique Visitor definition, will always show new Unique Visitors of the selected type during each time period.

**Visits on Custom Insight Reports**

The Visits metric is now available on all custom insight reports without enabling pathing.

**Case-Insensitive Traffic Variables in New Report Suites**

For new report suites that are created after April 26, 2012, values in traffic variables are no longer case sensitive. For these new report suites, case is ignored for props 1-75, page name, server, channel (site sections), download links, exit links, and custom links. SiteCatalyst reports will normally display the first version that was passed in during the month. Data warehouse will use the all-lowercase version.

**Fixes:**

- Segment names in SiteCatalyst are no longer case sensitive. This resolves issues where a Data Warehouse segment was defined using a lower case value and SiteCatalyst was not finding mixed case values.
- Fixed an issue that prevented some Discover segments from being displayed in SiteCatalyst 15 when they contained the ">" character.
- Change to the trended breakdowns to use visitors instead of visits for the breakdown table when looking at Daily, Weekly, Monthly, Unique Visitors. This fixes an issue where Unique Visitors for a given day and the Daily Unique Visitors value did not match.
- Fixed issue in ASI that caused eCommerce data to appear as zeros in some circumstances.
- Fixed an issue that prevented list variables from being filtered.
- Fixed an issue that caused some events that are enabled in ClickMap to not show data in ClickMap after v15 migration.
- Fixed an issue that caused visit totals to be doubled in some circumstances when crossing the v15 migration date.
• Fixed an issue that caused monthly granularity data in trended reports to not display in custom calendars that have over 36 days in a month.

**SiteCatalyst 15.2 Maintenance Release - March 29 2012**

The SiteCatalyst 15.2 maintenance release (03/29/2012) includes the following enhancements and fixes:

**Change to Referring Domain Allocation**

The allocation for referring domains was changed from original to most recent. This change applies to all data collected since your SiteCatalyst 15 upgrade date. Referring Domain allocation now matches Discover, but is changed from the Original Value allocation that is used in SiteCatalyst 14. After this release you will see a change to the credit assigned each referring domain in the Referring Domains report.

In SiteCatalyst 15, the allocation type for Referring Domains is no longer configurable. Any change you make to the Referring Domains Allocation setting on the Finding Methods page is not applied. See *Finding Methods* in the Admin Console Help.

**Fixes in this release:**

• Fixed an issue that prevented some non-admin users that belong to custom groups to see an error when trying to access the Exclude by IP page.
• Fixed an issue that caused some large reportlets to display an error when they were first accessed after being saved.
• Fixed an issue that caused some custom event totals to appear too high in the Referring Domains Report.

**SiteCatalyst 15.2 Maintenance Release - February 23 2012**

The SiteCatalyst 15.2 maintenance release (02/23/12) includes the following enhancements and fixes:

**Change to Linear Allocation**

Linear allocation in SiteCatalyst 15 now more closely matches linear allocation used in the SiteCatalyst 14 platform. Specifically, events are evenly distributed across all values of a variable set before the event during the visit.

For example, in a visit where four pages are visited before a success event, each page would receive credit for 25% of the event. If, in the same visit, campaign had two values, each campaign value would receive 50% of the credit for the event.

For details on how this change affects segments and breakdowns, see *Metric Calculations* in the SiteCatalyst User Guide.

**Product Fixes**

• Fixed allocation for the Site Sections Report to use Most Recent allocation instead of Linear. This behavior matches the behavior in SiteCatalyst 14.
• Fixed an issue that caused the trend line in the Unique Visitor Report to display incorrectly in some circumstances when the calendar is customized.
• Fixed an issue in Admin Console that prevented calculated metrics that combine total visits or total visitors with commerce metrics from being created or edited.
• Fixed an issue that caused PDF exports of the Video Overview Report to display a URL instead of data in the Totals area.
• Fixed an issue that prevented correlations from displaying in the UI for props 50 - 75.
• Removed custom segments that are not available to the current user from dashboards and bookmarks. This fix addresses an issue that caused data to appear as zeros if the user did not have access to the custom segment.
• Removed calculated metrics that are not available to the current user from the default view of a report. This fix addresses an issue where a report would not load if the user did not have access to the calculated metric.
• Fixed an issue that prevented data extracts from completing successfully if the report name or variable contains an apostrophe.
• Fixed an issue that occurred in Internet Explorer 8 that caused the date selection box to select an incorrect date.
• When filtering report data, "-none" filters line items that match "none" and "unspecified", as well as the translated equivalent to "none" and "unspecified". The translated equivalent to "none" and "unspecified" filter only line items that match the translated string. This change resolved an issue where translated equivalents could not be used to filter these items.
SiteCatalyst 15.2 Maintenance Release - January 19 2012

The SiteCatalyst 15.2 maintenance release (01/19/12) includes the following fixes:

- Fixed an issue that prevented scheduled reports that are based on reportlets that contain a fallout funnel from displaying correctly on emails.
- Fixed an issue that prevented Discover segments from working correctly in ReportBuilder and ExcelClient.
- Fixed an issue that caused some dashboards to load slowly for companies that have a large number of report suites.
- Fixed an issue that caused some calculated metrics that contain Visits or Visitors from being displayed in the drop down on the Pages Report.
- Fixed an issue that caused global calculated metrics that include the Unique Visitor metric from displaying in the metrics drop down.
- Fixed an issue that caused PDF downloads fail for Site Sections Depth Report.
- Fixed an issue that caused the maximum rows setting to not apply when generating a PDF report from a dashboard.
- Fixed an issue that prevented the "Require user to change password on next login" option from working correctly.
- Fixed an issue in ReportBuilder that caused a data discrepancy when a granularity is selected.
- Updated the SAINT log to show the default variable name in parenthesis in the log file.
- Fixed an issue that caused some alerts to trigger before the data is ready to calculate.
- Fixed an issue that caused the Data Extracts header to always display "No Segment” even if a segment was applied.
- Fixed an issue that prevented changing date ranges to Rolling from Fixed on dashboards, reports, or publishing widgets.
- Fixed an issue that cause the Video Details section on the Video Dashboard to show an "Unable to retrieve reportlet' error.
- Fixed an issue that caused duplicate values of "none” to appear in the metrics selector on some reports.
- Fixed an issue that prevented Excel reports from being downloaded due to an error resizing the logo provided for co-branding.
- Fixed an issue that caused reportlets to not load in some circumstances and display an "Unable to retrieve reportlet" error.
- Fixed an issue that caused some reportlets to display duplicate data for trended reports.
- Fixed an issue that prevented deleting segments in DataWarehouse.
- Fixed an issue that caused some legacy dashboard reports to be sent using email when FTP was selected.
- Fixed an issue that prevented the Last Touch Channel Detail metric from being displayed in the import file dialog for SAINT.

SiteCatalyst 15.2 Maintenance Release - November 3 2011

Keyword Reporting Change

The line item Keyword Unavailable will begin displaying in all applications that run Keyword reports, including:

- Search Keywords - Natural
- Search Keywords - All
- Search Keywords (DataWarehouse)
- Marketing Channel Detail Reports (First Touch and Last Touch)
- Organic to Paid Keyword (SearchCenter)

This change is to support Google's removing of keywords from encrypted searches.

Note: In the Data Feeds, Reporting API, and ReportBuilder, this line item displays as ::empty::. DataWarehouse might display ::empty:: in reports other than Search Keywords. For example, ::empty:: might appear in First Touch Channel Detail, Last Touch Channel Detail, or in an eVar that SearchCenter optionally uses to store natural search terms.

The Keyword Unavailable line item is not searchable in the report detail.

Fixes:

- Fixed an issue that prevented the use of the underscore character in terms that are used to filter data.
- Fixed an issue that caused some metric values to display as zero on the Marketing Channel Overview Report.
• Fixed an issue that caused the total for all line items to appear incorrectly when filtering a search for a Compare Date Range Report.
• Typed/Bookmarked hits are now counted as a referral only if that item began the visit. This change should result in Visits and Instances aligning on the Referring Domains Report.
• Fixed a character escape issue that prevented the Mobile Devices Report from displaying in French.
• Fixed an issue that caused a filter to not be applied on the Search Keywords Natural Report and Search Keywords Paid Report.
• Fixed an issue that caused dashboards that use multiple segments to load slowly. The load operation was optimized to display these dashboards more quickly.
• Fixed an issue that prevented a product classification from being used as a breakdown in the Product Category Report.
• Fixed an issue that prevented non-admin users from deleting bookmark folders in some circumstances in Bookmark Manager.
• Fixed an issue that prevented some large revenue values from displaying in the Product Report.
• Fixed an issue that caused some non-revenue based events to be divided by 100. This affected dashboards and some other reports such as Pages Report.
• Fixed an issue that caused a network acceleration timeout error to appear in some circumstances when navigating from SearchCenter to SiteCatalyst.
• Fixed an issue that prevented some State and Browser Type data collected before the SiteCatalyst 15 upgrade date from displaying correctly in SiteCatalyst 15 dashboards.
• Fixed an issue that caused the publishing list to not apply the report suite override for HTML dashboard reports.
• Fixed an issue affecting ReportBuilder, Data Extracts, and ExcelClient that caused data to appear incorrectly when multiple metrics and granularity are applied.
• Fixed an issue that caused Visit totals to appear incorrectly in a reportlet for dates that span the SiteCatalyst 15 upgrade date.
• Fixed an issue that caused the Typed/Bookmarked traffic in Referring Domains Report to drop after migrating to SiteCatalyst 15.
• Fixed an issue that prevented calculated metrics that include the Unique Visitor metric from displaying in the metrics drop down.
• Fixed an issue that caused a yellow message bar that does not contain a message to display in PDF reports. The yellow bar is now displayed only if there is a message.
• Made an update to not change the selected metrics for current DataWarehouse requests when a new report suite is selected in the drop down.
• Fixed an issue that caused numeric classifications to be sorted incorrectly when the Total Records metric is included.
• Fixed an issue that prevented some report formats from being listed for a scheduled report during editing.
• Fixed an issue that prevented some reports from being added to a dashboard.
• Fixed an issue that caused visit counts for non-mobile devices to change when multiple metrics are added to the Mobile Devices Report.
• Fixed an issue that caused the Referring Domains Report to sometimes display all zeroes when filtering by a single page in the report configuration.
• Updated dashboards to remove segments that are not available to the user before display. This prevents metrics based on segments to which the user does not have access from displaying zeros when a shared bookmark or other link is opened.
• Changed they way Average Time Spent is calculated in trended reports. This metric is no longer based on the date range when trending.
• Fixed an issue that prevented props from being correlated by referrer type.
• Fixed an issue in the Return Visits Report to correctly combine data when crossing the SiteCatalyst 15 upgrade date.
• Fixed an issue that caused columns to overlap when performing a date comparison in a reportlet.
• Fixed an issue with reports that contain the Unique Visitors metric and the Hierarchy metric that caused incorrect data to display when spanning the SiteCatalyst 15 upgrade date.
• Fixed an issue with the visit totals on reports that have granularity selected and the date crosses the SiteCatalyst 15 upgrade date.
• Fixed a discrepancy between the Fallout and Continued percentages in the Fallout Report when the selected date crosses the SiteCatalyst 15 upgrade date.
• Fixed an issue that caused unique visitor values in overtime reports to not display correctly for report suites that have custom calendars.
• Fixed an issue with Target Manager that caused the Shared checkbox to not work in browsers other than Firefox.
• Fixed an issue that caused dates to not display on the x axis for dashboards that use the area graph.
• Fixed a link in the Suite footer when German language is selected to redirect to the correct help location.

SiteCatalyst 15.2 - October 7 2011

New features in 15.2:

• **Device Type Report**: Quickly view details about the mobile phones, tablets, eReaders, and gaming consoles that access your site.
• **Cross-Device Visitor Identification**: Connect visitor profiles across computers, mobile phones, and other web-enabled devices.
• **Processing Rules**: Configure rules to make changes to SiteCatalyst data as it is received. Processing rules let you populate variables using the query string, trigger events, and access context data variables.
• **Segmentation in the Report API**: Retrieve reports programmatically based on SiteCatalyst, Discover, and DataWarehouse segments.
• **Improved Geo Accuracy**: A new location database provides more accurate location data.

See the *SiteCatalyst 15 User’s Guide* for additional details.

Fixes in SiteCatalyst 15.2:

• Fixed an issue that prevented segmenting SiteCatalyst data using a DataWarehouse segment that contains a custom event.
• Segments are now editable from the segments drop down menu if the user has the correct permissions.
• Updated segments that have a date range to report the total for the date range instead of the total overall.
• Fixed an issue that caused average time spent to calculate with too high of a value when other metrics are added to a report.
• Fixed an issue that caused some values to be sorted incorrectly on reports that contain the average time spent metric.
• Fixed an issue that caused the Average Time Spent on Site Report to not apply the segment.
• Fixed an issue that caused a SAINT export file to return an export file for each report suite. SAINT now returns one export file per import.
• Added functionality to allow newline characters in SAINT export files. This is enabled by selecting the Encoding checkbox on the Browser Export page.
• Fixed an issue that caused dashboards to no longer be shared after being edited by the owner.
• Fixed an issue that caused the selected metrics link to not apply changes when different metrics are selected.
• Fixed an issue that caused custom reports to stop working after the user session ended.
• Updated reports to not allow inline graphs to be selected for calculated metrics.
• Fixed an issue that caused an incorrect calculation for daily unique visitors.
• Fixed an issue that caused DataWarehouse line items to display incorrectly in the SiteCatalyst DataWarehouse Manager UI after changing the view setting.
• Updated the Publishing Widget to run in SiteCatalyst 15.
• Fixed an issue that caused return visits to be calculated incorrectly when crossing the SiteCatalyst 15 upgrade migration date.
• Fixed an issue that prevented correlation using hierarchies.
• Fixed an issue that caused the exclusion of specific traffic from a segment to not be applied correctly.
• Fixed an issue that prevented reports that contain a breakdown filter from displaying correctly in a dashboard.
• Fixed an issue that caused the metric headers to not align properly with the column headers in the Countries Report.
• Fixed an issue that caused dashboards to use the currently selected report suite even when the dashboard was for a different report suite.
• Fixed a JavaScript error that prevented dashboards from loading in some circumstances.
• When viewing a dashboard, the report suite selector in the suite header now defaults to none until a report suite is selected. This prevents the segments list from being populated incorrectly.
• Fixed path reports that cross the SiteCatalyst 15 upgrade migration date to return pre and post migration data.
• Fixed an issue that caused allocation on instance metrics in SiteCatalyst to not match the values in Discover.
Fixed an issue that caused incorrect line item values for video segments on a Classification Report. The line items are now equal to the total.

Fixed the currency sign in downloadable and scheduled reports to match the currency selected for the report suite.

**SiteCatalyst 15 Maintenance Release - September 2011**

- Fixed an issue that caused totals on eCommerce overtime reports with Daily granularity to be calculated incorrectly when crossing the Axle migration date.
- Fixed totals from being added together multiple times when multiple metrics across the SiteCatalyst 15 upgrade date were selected in the Account Summary Report.
- Fixed Weekly granularity data when crossing the SiteCatalyst 15 upgrade date.
- Fixed an issue that caused the Exits metric to be set equal to the Visits metric on some reports.
- Fixed an issue that caused the Marketing Channel Overview Report to not display data in some circumstances.
- Removed Bounce Rate as an available calculated metric from the Custom Traffic Report since the underlying metric is not available.
- Added Instances as an available metric on Custom Traffic reports.
- Fixed an issue that prevented DataWarehouse Rules from being displayed in the Segment Definition pop up window.
- Fixed an issue that caused Categories broken down by Product to not display correctly after migration to SiteCatalyst 15.
- Updated the Referring Domains Report to display the correct value for Typed/Bookmarked for the Trended View.
- Updated the Referring Domains Report to apply the selected page filter to the Instances metric.
- Updated the Referring Domains Report so that the Instances metric matches the Instances metric in Discover.
- Made a change to segment definition to correctly match segment definition in Discover.
- Fixed an issue with the Report Suite Summary reportlet that prevented data that was retrieved across the SiteCatalyst 15 upgrade date from being displayed correctly.
- Fixed an issue that prevented data from being extracted from a trended report with a breakdown applied. This issue affected Data Extract, ReportBuilder, and the ExcelClient.

**SiteCatalyst 15 Maintenance Release - August 2011**

- Fixed a dashboard bug, where reportlets failed to load in Google Chrome.
- Fixed a SAINT Classification eVar issue occurring when trying to export from SiteCatalyst. The issue caused the export to prematurely stop looking for data.
- Fixed an issue causing the Referring Domains Report to show no data when using Weekly granularity.
- Fixed list variables to display properly in the reporting menu, after list variables are enabled.
- Fixed an issue in which Trended and Ranked views in Custom Traffic reports displayed different data for the identical date range.
- Fixed a data discrepancy issue between trended and ranked views in Custom Traffic reports. The discrepancy occurred when using the Weekly Unique Visitors metric, an identical date range, and a search filter.
- Fixed an issue causing the Fallout Report to not display in a dashboard.
- Fixed an issue where filters were not applying properly to funnel reports in dashboards.
- Fixed an issue in the Hierarchy Report using the Monthly Unique Visitor metric, where a single line item was greater than the total for the entire site.
- In the Bounce Rate calculated metric, we fixed the Entries metric so that the formula would calculate properly classifications.
- Fixed an issue where trended Previous Page and Next Page path reports were not displaying data.

- Fixed an issue that prevented updates to the Metric Gauge reportlet when you change the report suite.
- Fixed a reportlet load error occurring on the Pages Report, when the Average Time Spent metric is applied in conjunction with a data filter.
- Fixed an issue causing segment definition differences in the Segment Builder between Discover and SiteCatalyst.
- Fixed the Next Site Section Report, in which data was returning zero if a date comparison was applied.
- Fixed a deduplication issue in Custom Conversion reporting totals, caused when a date range was used rather than date period.
- Fixed a character issue occurring when you edit a dashboard name in Internet Explorer 7.
SiteCatalyst 15 Maintenance Release - July 14 2011

- Added Google+ as a Social Referrer Type.
- Added Google+ to the list of social domains in Marketing Channel Processing Rules. If you already setup Marketing Channel rules for social referrers, add plus.google.com to the list of social domains.
- Fixed issue on trended reports, where certain precalculated metrics, like Average Time Spent, were not properly trending.
- Fixed an "Unable to retrieve reportlet" issue that caused certain reportlets to return no data.
- Fixed an error occurring on certain reportlets when you launched the full report from the reportlet.
- Fixed certain reportlets that displayed the error "There is no data for the selected criteria,” even when the data was properly configured and displaying in the full report.
- Fixed an issue that prevented newly created report suites from processing in version 15.
- Fixed a JavaScript error causing certain dashboards to improperly load.
- On the Next Page Flow Report, we fixed an issue in the graph causing the percent value to display without the corresponding value.
- On the Key Metrics Report, we removed hour granularity when applying the Visits metric. Visits is currently not supported with hourly granularity.
- On the Return Visits Report, we fixed a date range issue caused by using Weekly granularity with a Month date range. The final week was not displaying data.
- In scheduled reports, we fixed a rolling date problem occurring when you add a reportlet with a preset date.
- Fixed an issue causing a segment mismatch between Discover and SiteCatalyst.
- In the trended view of the Referring Domains Report, we fixed an issue causing the Typed/Bookmarked line item to display multiple times, when it should display once.
- Fixed a segment issue where segment edit options were not displaying if DataWarehouse was not enabled.
- Fixed an encoding issue displaying in reportlet notes in downloaded dashboards.
- Fixed an issue related to single sign-on that prevented non administrative users from logging in version 15.
- In CSV reports, we fixed an escape issue for text with quotation marks, which caused the cell to not properly display data.
- Updated the lookup table to properly locate Newfoundland as a region.
- Fixed an Excel rendering error for Page Flow reports in the tabular view.
- Page Views and Instances in Custom Traffic (prop) reports: In version 14, Custom Traffic reports displayed Instances as Page Views. In version 15, we added the Instances metric to Custom Traffic reports. Now, Page Views reflects the number of page views where a property variable is set. The Instances metric represents the number of times the variable is set, whether on link clicks, video views, page views, or other server calls.

Referrer Type Changes

We changed the Referrer Type logic to match other traffic sources reports (such as Referrers and Referring Domains). This change should reduce or eliminate the occurrences of the Inside Your Site and No JavaScript line items in the Referrer Type Report.

Customer Loyalty Changes

The Customer Loyalty report displays purchasing patterns of customers based on three categories of loyalty:

- New Customer
- Return Customer
- Loyal Customer

Although non-purchase metrics are viewable in this report (such as custom events, shopping cart events, and so on), the categories are always based on the number of orders placed. For example, a visitor might add a custom event named Internal Searches to
the report. The Return Customer line item would show the number of internal searches performed by visitors who have made two purchases previously, not the number of visitors who have made two internal searches.

The July 14 2011 logic change to Customer Loyalty aligns SiteCatalyst 15 processing with Discover2.96.

The following table defines how SiteCatalyst 14 currently processes Customer Loyalty:

<table>
<thead>
<tr>
<th>SiteCatalyst 14 Customer Loyalty (Current)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Customer</td>
<td>0 purchases</td>
</tr>
<tr>
<td>Return Customer</td>
<td>1 purchase</td>
</tr>
<tr>
<td>Loyal Customer</td>
<td>&gt;1 purchase</td>
</tr>
</tbody>
</table>

The loyalty state changes immediately following the purchase event within the same visit. For example, a New Customer (0 purchases) makes a purchase and then registers for a newsletter after that purchase within the same visit. The newsletter registration event is considered a Return Customer interaction, because the visitor’s customer loyalty state changed immediately after the purchase occurred.

The following table defines how SiteCatalyst 15 processes Customer Loyalty:

<table>
<thead>
<tr>
<th>SiteCatalyst 15 Customer Loyalty (New)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Customer</td>
<td>0 purchases</td>
</tr>
<tr>
<td>Return Customer</td>
<td>1 purchase</td>
</tr>
<tr>
<td>Loyal Customer</td>
<td>&gt;1 purchase</td>
</tr>
</tbody>
</table>

The loyalty state changes after the end of the visit where a purchase event occurs. For example, a New Customer (0 purchases) makes a purchase and then registers for a newsletter after that purchase within the same visit. The newsletter registration event is still considered a New Customer interaction, because the visitor’s Customer Loyalty state will not change until the next visit.

Related Information

- SiteCatalyst 15 Feature Overview
- SiteCatalyst 15 Upgrade Guide

SiteCatalyst 15 Maintenance Release - June 2 2011

- Improved report performance when loading complex segments.
- Fixed an issue causing a JavaScript error in the Countries reportlet in the Site Overview report.
- Improved the ability to view legacy dashboards in the Safari browser.
- Improved scrolling in iOS and Android devices when editing a dashboard’s layout.
- Fixed a Site Overview reportlet issue involving report suites that do not have Commerce enabled. In the Site Overview report, a reportlet now runs the Traffic version of the Search Keywords report if Commerce is not enabled.
- Fixed an issue causing SiteCatalyst Visualize (iPad) to crash when a metric with a blank name is added.
- Fixed an issue on the Idea Exchange Login page, where users were directed to SiteCatalyst 15 after authentication, rather than to the Idea Exchange.
- Removed invalid controls from the Advanced Delivery Options page for the Site Overview report.
- Fixed an issue causing a download and delivery failure with the Pages Report.
- Fixed how the Countries report displays in the Site Overview report. Now, when you click the reportlet, you can edit the reportlet rather than opening the full report.
• Disabled the ability for non-administrators to log in to SiteCatalyst if SAML 2.0 single sign-on is enabled.
• Fixed a truncation issue occurring on report suite names in Admin Console > User Management > Report Suites.
• Fixed an Event Type filtering issue in the Usage and Access Logs.
• Fixed an issue in dashboards, where the Referrer Type reportlet did not properly display the table detail.
• Fixed the Target New Campaign in T&T Using this Segment link.
• Fixed header display issues between SiteCatalyst versions 14 and 15, when launching the application from Genesis.

SiteCatalyst 15 Maintenance Release - May 5 2011
• Fixed an issue preventing scheduled reports from terminating after the four-hour time limit.
• Fixed issue preventing legacy dashboards from being delivered in PDF.
• Fixed certain reporting APIs to point to version 15 rather than version 14.
• Fixed issue that prevented breakdown icons to display.
• Fixed issue causing metrics to return zeros when the metric was the last one displayed in the report.
• Changed the DPI in PDF dashboards for proper display.
• Fixed an issue preventing the Referrers report from displaying the top row entry in the detail table.
• Fixed an issue causing the Visualize™ (iPad application) to crash issue when you view and change metrics.
• Improved the Edit Layout workflow when saving dashboards.
• Fixed a redirect issue occurring when you click Remember Me on the Login page.
• Fixed dashboard warning messaging displaying for data mismatches between version 15 and 14.
• Fixed an issue causing a different report suite to be selected when you access the Alerts page.
• Fixed the Company Summary reportlet so that it reports on report suites that are not enabled for version 15.
• Fixed an issue that prevented the Test&Target™ report from displaying breakdown hierarchy correctly in version 15.
• Added the none line item in the Classified Product Report and breakdown reports.
• Removed a de-duplication message that is no longer applicable.
• Fixed the Exit Pages Report to open a new page when you click the page name > Open URL in new window link.
• Fixed an issue causing a blank page to display if you delete a bookmark landing page. The Site Overview now displays by default.
• Improved performance of SAINT page loading when a report suite has a large number of classifications.
• Fixed a PDF rendering issue occurring when there is data but no chart. This issue occurred when the only line item was None.)
• Fixed a URL issue on shared bookmarks to include the bookmark ID, so that the bookmark can be located.
• On the Key Metrics Report, fixed Normalize Data to remove the Y axis on a Stacked Area chart.
• Removed reports that were not enabled for version 15.
• Fixed a saving issue in shared dashboards. The fix prompts you with a Save As dialog if you do not own the dashboard.
• Fixed a compatibility mode display problem in Internet Explorer, occurring when you expand the Add Metrics menu.
• Removed the ExcelClient download page from version 15. You can download ExcelClient from the SiteCatalyst 14 user interface. SiteCatalyst 15 users can use ExcelClient, but it does not support new SiteCatalyst 15 features, such as segmentation.
• Added the inline graph visualization to dashboard reportlets.
• Fixed an issue causing truncated metric data in reportlets.
• Fixed a chart display issue in Mobile breakdown reports, where displays contained no data.
• Fixed issue in the U.S. States report that caused the map to populate improperly when you specify a default metric.
• Fixed an access-not-granted issue occurring in dashboards if you change the report suite.
• Fixed a metric localization issue occurring in downloaded conversion reports. Affected only new metrics in version 15.
• Fixed PDF rendering in Gantt, Next Page Flow, and Previous Page Flow reports.
• Fixed dashboards so that they properly process publishing list data.
• Fixed the Comments feature in Advanced Deliver Options for downloaded reports in PDF and Excel. Comments were not displaying in the output.
• Fixed an issue in the Browser Type Report that caused zeros to display if it contained two or more metrics.
• Fixed an inability to save a date range in a dashboard reportlet if you click a different month in the calendar.
• Fixed a Japanese text wrapping issue in the dashboard layout editor.
• In the Next Page Flow Report (Tabular), fixed a pagination calculation issue.
• In the Unique Visitors report, fixed the total to reflect the value of the applied segment.
• Enabled the ability to add version 15 metrics to calculated metrics in the Admin Console.
• Fixed a login error occurring if you log into a different version after a session expiration.
• Fixed multibyte text flow issue in dashboard messaging.
• Fixed an issue occurring when requesting SearchCenter data through the Reporting API.
• Added a page title to the Account Activity Report.
• Fixed an issue where the Zero value was displayed as an empty string in Mobile reports.
• Changed the report search filter to display only reports, rather than folders.
• Added the seconds value to the Video Time Viewed metric.

SiteCatalyst 15 - April 7 2011

SiteCatalyst 15 offers real-time visitor segmentation, uniform metrics, and easier report navigation. For details, see the SiteCatalyst 15 Feature Overview and the SiteCatalyst 15 Upgrade Guide.

SiteCatalyst 14 Release History

The complete SiteCatalyst 14 release history.

 SiteCatalyst 14.9 Maintenance Release - October 17 2013
 SiteCatalyst 14.9 Maintenance Release - June 20 2013
 SiteCatalyst 14.9 Maintenance Release - May 23 2013
 SiteCatalyst 14.9 Maintenance Release - April 18 2013
 SiteCatalyst 14.9 Maintenance Release - March 21 2013
 SiteCatalyst 14.9 Maintenance Release - February 21 2013
 SiteCatalyst 14.9 Maintenance Release - February 21 2013
 SiteCatalyst 14.9 Maintenance Release - January 31 2013
 SiteCatalyst 14.9 Maintenance Release - November 8 2012
 SiteCatalyst 14.9 Maintenance Release - October 22 2012
 SiteCatalyst 14.9 Maintenance Release - October 22 2012
SiteCatalyst 14.9 Maintenance Release - October 17 2013

The SiteCatalyst 14.9 maintenance release (10/17/2013) includes the following change:

- This fix affects customers who have enabled ASI slots in more than one report suite in SiteCatalyst 14. Fixed an issue that prevented customers from seeing segments defined in a report suite different from the currently selected report suite. Part of the information displayed was related to the current report suite (availability of evars, traffic props, etc.). The fix re-generates the information for the report suite that the selected segment belongs to.

SiteCatalyst 14.9 Maintenance Release - June 20 2013

The SiteCatalyst 14.9 maintenance release (06/20/2013) includes the following change:

- The **Keyword Unavailable ASI** segment definition was not displayed in SiteCatalyst 14.

SiteCatalyst 14.9 Maintenance Release - May 23 2013

The SiteCatalyst 14.9 maintenance release (05/23/2013) includes the following changes:

**Fixes**

- On the **Site Sections Report**, you can now compare dates using the Entries metric. Previously, data was not displayed if this metric was compared between dates.
- Fixed an issue that caused a calculated metric’s statistics for a specific date to display different values when users alter the date range using the calendar.
- Fixed an issue that caused duplicate key values when using SAINT import due to case-sensitivity issues.
- Fixed an issue that prevented certain users from being able to access scheduled reports.
- Fixed an issue that caused missing data when breaking down reports by Device Type.
- Fixed an issue that caused email messages to be delivered without the scheduled report attached.
- Fixed an issue that prevented delivery of certain scheduled reports. These reports were delivered according to schedule before the April 2013 MR.
- Fixed user interface issues when using DataWarehouse on Google Chrome.
- Fixed **Publishing List Manager** to appropriately handle multiple email addresses when using multiple report suites.
- Fixed an issue that prevented users from using the **Customize Menu** option on Microsoft Internet Explorer 9.
Fixes

- Optimized the ClickMap reports to load faster.
- Fixed performance issues when loading large numbers of segments that caused the Segment Definition Builder to load slowly.
- Several Windows Phone devices were not being displayed as Windows devices on the Mobile Operating Systems Report.
- When monthly trending was selected on a rollup report, Video Views were incorrectly aggregated under an incorrect date that was before the reporting period.
- Fixed an issue that caused customers with special characters in the report suite name to display an error when accessing Admin Console.
- Fixed an issue that prevented certain line items from displaying in data extract filters when trying to select specific items.
- Fixed an issue with date formats in scheduled and downloaded reports in non-English languages.
- Fixed an issue that caused display issues in the Report Suite settings within the Admin Console for users with limited admin permissions.
- Fixed an issue with conversion permissions with events higher than 75.
- Fixed an issue that let customers add more users than available licenses to the ReportBuilder user group.
- Fixed a formatting issue in downloaded PDF reports from dashboards with text reportlets that included the HTML List tag.

SiteCatalyst 14.9 Maintenance Release - March 21 2013

The SiteCatalyst 14.9 maintenance release (03/21/2013) includes the following changes:

- The Metric Selector on the Report Suite Totals Report now displays only calculated metrics that are supported on that report (overtime metrics).
- Fixed an issue when downloading CSV reports that caused column headers to be blank.
- Fixed an issue that caused the date to shift one day forward on dashboards and reportlets.
- Fixed an issue that prevented Test&Target campaigns from displaying in SiteCatalyst.
- Fixed an issue that prevented users from editing conversion variables using the Admin Console.
- Fixed an issue that prevented users from editing or removing members from a user group that contains a large number of members.
- Fixed an issue that prevented user groups with long names from displaying in the Admin Console. A validation mechanism is now in place to prevent users from creating user groups longer than 255 bytes.
- March 11th 2am data was missing (it appeared as 3am data) on trended reports (Page Views and Events) with hourly granularity for report suites that aren’t configured for daylight savings time.

SiteCatalyst 14.9 Maintenance Release - February 21 2013

The SiteCatalyst 14.9 maintenance release (02/21/2013) includes the following changes:

- Added mobile devices with unknown carriers to an Unknown row to the Mobile Carriers Report, and updated the visits total to include all visits. This fixes discrepancies between the total visits on the Mobile Carriers Report and the total mobile visits on the Connections Type Report.
- Fixed a processing issue in VISTA upload script that caused files to indicate they were processed successfully but showed 0 rows processed.
- Fixed report graphs that prevented normalized numbers from correctly displaying.
- Dashboard column headers now display appropriate time periods when comparing dates.
- Fixed an issue that infrequently prevented users from updating reportlets in dashboards.
- The Data Extract and ExcelClient Referring Domains Report now only include Typed/Bookmarked traffic if specifically requested.
- The Unspecified line item in the Mobile Devices Report can be filtered in ReportBuilder and ExcelClient.
- Fixed an issue in Geo Location Reports that caused the U.S. state of Connecticut to be improperly classified as Australian Capital Territory. This caused reports to not return data for Connecticut, and to return extra data for the Australian Capital Territory.
SiteCatalyst 14.9 Maintenance Release - January 31 2013
The SiteCatalyst 14.9 maintenance release (01/17/2013) includes the following improvements:
  • The Compare Dates feature did not work on Mobile breakdown reports.
  • When editing conversion variable expiration settings with multiple reports suite selected, variables with custom expiration lengths displayed "Day" instead of the custom length. These variables now display the custom expiration length.

SiteCatalyst 14.9 Maintenance Release - November 8 2012
The SiteCatalyst 14.9 maintenance release (11/08/2012) includes the following improvements:
  • Added line items 1680 x 1050, 1366 x 768, and 920 x 1080 to the Monitor Resolution Report.

SiteCatalyst 14.9 Maintenance Release - October 22 2012
The SiteCatalyst 14.9 maintenance release (10/18/12) includes the following enhancements and fixes:

Fixes
  • If a dashboard is taking a long time to download, a message now displays that lets you select to email the dashboard.

SiteCatalyst 14.9 Maintenance Release - September 13 2012
The SiteCatalyst 14.9 maintenance release (09/13/12) includes the following enhancements and fixes:

Fixes:
  • Removed an internal check that prevented traffic and commerce metrics from being added in separate columns in DataExtracts and ExcelClient.
  • Fixed an issue that caused DataExtracts on the Search Keywords - All Report to return only line items with more than 5 instances.

SiteCatalyst 14.9 Maintenance Release - August 16 2012
The SiteCatalyst 14.9 maintenance release (08/16/12) includes the following enhancements and fixes:

Fixes:
  • Fixed an issue that caused data to not appear on some pages of a multi-page ClickMap Report.
  • Fixed an issue that prevented the Mobile OS Report from being broken by other reports.
  • Fixed an issue in Data Extracts Advanced Delivery Options that caused the current month to be selected even when a different month is selected.
  • Fixed an issue when the SiteCatalyst widget was configured with a Fallout chart that caused the image to not initially appear when the widget is first loaded.

SiteCatalyst 14.9 Maintenance Release - July 19 2012
The SiteCatalyst 14.9 maintenance release (07/19/12) includes the following enhancements and fixes:

Mobile Carrier Report
This report shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and app visitors. View this report at Visitor Profile > Technology.

Updated Connection Types Report
The Connection Types Report was enhanced to include mobile traffic.

Fixes:
• Fixed an issue that caused the 4 week trend line to disappear when changing the month on a custom calendar.
• Fixed an issue that caused an error when a filter was applied on the Usage and Access Logs page in Admin Console.
• Fixed an issue that caused the Products Funnel Report to not retain applied filters when sending a link to a generated report.
• Fixed an issue that caused the total values instead of the filtered values to appear when applying an advanced filter to Pathing, Traffic Sources, and Campaigns reports.
• Fixed an issue that caused some lines to not appear when the dashboard that contains an eVar broken down by another variable is exported in HTML format.
• Fixed an issue that caused the total value displayed on a SAINT report when a filter is applied to show the total of the items on the page instead of the filtered total.
• Fixed an issue that prevented some shared dashboards from being edited even when the correct permissions are assigned.
• Fixed an issue on PDF exports of Date Compare reports that caused the date to appear in the column header instead of the metric name.
• Fixed an issue that prevented a calendar event from displaying in graphs on Internet Explorer 8.
• Fixed the way Average Time Spent is calculated when crossing the v15 upgrade date. The Average Time Spent now displays a weighted average of the pre-upgrade value and the post-upgrade value instead of the sum of the two values.
• Fixed an issue that caused values for some large numbers to be returned as negative numbers in ranked reports in ExcelClient, ReportBuilder, and in the Report.GetRankedReport API.

SiteCatalyst 14.9 Maintenance Release - June 21 2012

The SiteCatalyst 14.9 maintenance release (06/21/12) includes the following enhancements and fixes:
• Fixed an issue that cause some numeric classifications to display as 0 on reports with multiple metrics.
• Fixed an issue that cause shared calendar event names to display incorrectly for some multibyte languages.
• Fixed an issue in Data Extract that prevented selecting Referring Domains when Specific was selected.
• Fixed an issue that caused commerce breakdowns to erroneously appear on prop reports. These breakdowns no longer appear.
• Fixed an issue in trended reports that might prevent selecting pages other than the default top 5 pages.
• Classifications on all Conversion Funnels (Cart Conversion Funnel, Purchase Conversion Funnel, Custom Events Funnel, Campaign Conversion Funnel, Products Conversion Funnel, etc.) Report filter now have the parent variable appended in parentheses to make it easier to differentiate between classifications.
• Fixed an issue that caused custom Marketing Channel Processing Rules that define SearchCenter to be locked. After this fix only the default SearchCenter rule is locked.
• Fixed an issue in group management in Admin Console that caused removing a single group member to remove all members after locating the user though search.

SiteCatalyst 14.9 Maintenance Release - May 31 2012

The SiteCatalyst 14.9 maintenance release (05/31/12) includes the following enhancements and fixes:
• Added a new calendar preset of Last 13 Months.
• Fixed an issue that prevented non-admins from viewing some pathing reports when they were granted permissions.
• Updated dashboard and PDF rendering in v14 so that large values would no longer be truncated using scientific notation.
• Fixed an issue that caused the wrong Custom Insight variable to be displayed in the Videos menu of SiteCatalyst. The displayed variable now matches the variable selected in Edit Settings > Video Management > Video Reporting.
• Names on Shared Calendar Events are now truncated if they if it exceed 50 bytes, and a warning is displayed if the event name exceeds this limit. This fix prevents these names from displaying incorrectly after creation. If you have encountered this issue for an existing event, you need to update the name.
• Fixed an error that prevented some pages from being removed using the Remove Pages feature in Admin Console.
• Optimized downloading of Excel report suites to prevent timeouts.

SiteCatalyst 14.9 Maintenance Release - April 26 2012

The SiteCatalyst 14.9 maintenance release (04/26/2012) includes the following enhancements and fixes:
• The change described in the SiteCatalyst 15 new features section, Improved Reporting Reporting Limits for Monthly Unique Values, also applies to SiteCatalyst 14.
• Fixed an issue that prevented sorting by change when using the compare dates feature.

SiteCatalyst 14.9 Maintenance Release - March 29 2012
The SiteCatalyst 14.9 maintenance release (03/29/2012) includes the following enhancements and fixes:
• Fixed an issue that prevented some non-admin users that belong to custom groups to see an error when trying to access the Exclude by IP page.

SiteCatalyst 14.9 Maintenance Release - February 23 2012
The SiteCatalyst 14.9 maintenance release (02/23/12) includes the following enhancements and fixes:
• Fixed an issue that caused the trend line in the Unique Visitor Report to display incorrectly.
• Fixed an issue in Admin Console that prevented calculated metrics that combine total visits or total visitors with commerce metrics from being created or edited.
• Fixed an issue that prevented data extracts from completing successfully if the report name or variable contains an apostrophe.
• When filtering report data, "-none" filters line items that match "none" and "unspecified", as well as the translated equivalent to "none" and "unspecified". The translated equivalent to "none" and "unspecified" filter only line items that match the translated string. This change resolved an issue where translated equivalents could not be used to filter these items.

SiteCatalyst 14.9 Maintenance Release - January 19 2012
The SiteCatalyst 14.9 maintenance release (01/19/12) includes the following fixes:
• Fixed an issue where orders added to merchandising eVars were not being de-duplicated properly. The calculation now matches SiteCatalyst 15.
• Fixed an issue that prevented some SearchCenter reports from being sent via email.
• Fixed an issue that caused some calculated metrics that contain Visits or Visitors from being displayed in the drop down on the Pages Report.
• Fixed an issue that prevented email delivery of some ReportBuilder and ExcelClient reports from being generated from large publishing lists.
• Fixed an issue that caused some legacy dashboard reports to be sent using email when FTP was selected.
• Updated the SAINT log to show the default variable name in parenthesis in the log file.
• Fixed the Quarterly Unique Customers Report to display the correct data.
• Fixed an issue that prevented participation metrics from displaying on the Keyword Paid Report.
• Fixed an issue using report suites names that contain multi-byte characters in SiteCatalystVisualize. The latest version is available in the iTunes App Store.

SiteCatalyst 14.9 Maintenance Release - November 3 2011
Keyword Reporting Change
The line item Keyword Unavailable will begin displaying in all applications that run Keyword reports, including:
• Search Keywords - Natural
• Search Keywords - All
• Search Keywords (DataWarehouse)
• Marketing Channel Detail Reports (First Touch and Last Touch)
• Organic to Paid Keyword (SearchCenter)

SiteCatalyst 14.9 Maintenance Release - October 7 2011
The following fixes and features apply to this maintenance release:
• **Device Type Report**: Quickly view details about the mobile phones, tablets, eReaders, and gaming consoles that access your site.
• Fixed an issue that caused a SAINT export file to return an export file for each report suite. SAINT now returns one export file per import.
• Added functionality to allow newline characters in SAINT export files. This is enabled by selecting the **Encoding** checkbox on the **Browser Export** page.
• Fixed an issue that caused custom reports to stop working after the user session ended.
• The "none" category was renamed to "non-mobile" on **Mobile Reports**.
• Fixed an issue in ReportBuilder that caused a pages subrelation breakdown by a commerce variable to return no data.
• Fixed the currency sign in downloadable and scheduled reports to match the currency selected for the report suite.
• Updated the Saint API to correctly handle report suites with uppercase characters. These reports suites were returning an access denied message for some calls.

**SiteCatalyst 14.9 Maintenance Release - September 2011**
• Fixed an issue that caused Report API requests to fail or to not return results.
• Fixed an issue that caused the Report API to return an "Invalid Element" error when requesting classifications for some elements.
• Fixed an issue that prevented Daily Unique Visitors from displaying on CustomTraffic variables when the name contains a hyphen.
• Fixed an issue that caused the time zone offset for the report suite to not apply if you schedule a bookmark to be sent via email.
• Fixed an issue that prevented roll-up report suites from displaying the Daily and Monthly Unique Visitors as individual line items.
• Fixed an issue that prevented traffic-only report suites from viewing the **Natural Search Engines** and **Paid Search Engines** reports.
• Updated the **Pages Report** to display Visits as an available metric when breaking down by an eCommerce variable.
• Fixed an issue that prevented results from being found when applying advanced filters to the **Customer Loyalty Report** broken down by the **Search Engine Natural Report**.
• Fixed an issue in ReportBuilder that caused an error while trending large numbers of items (20+).

**SiteCatalyst 14.9 Maintenance Release - August 2011**
• In SAINT Classifications, we added the ability to use the pound sign (#) as the first character of a key after the header row. This change prevents the text after the pound sign from being commented out of the report.
• Fixed an issue where trended **Previous Page** and **Next Page** path reports were not displaying data.
• Fixed an issue in ReportBuilder, where breakdowns by a classification were working intermittently.

**SiteCatalyst 14.9 Maintenance Release - July 14 2011**
• Reverted changes to Single Sign-On v.1 made in the last maintenance release, which prevented clients from logging in.
• Fixed an issue causing the SAINT export to fail for specific clients using a high volume of classifications.
• Updated the lookup table to properly locate Newfoundland as a region.
• Fixed a JavaScript error in ExcelClient, specific to Internet Explorer 9.
• ClickMap is now compatible with Firefox 5.

**SiteCatalyst 14.9 Maintenance Release - June 2 2011**
• Fixed header display issues between SiteCatalyst versions 14 and 15 when launching Genesis.
• In the CSV file format, we fixed an issue causing a character display problem for dates with commas, where the character separator was not properly escaped. Additionally, you can specify a different character separator for CSV files in **Favorites > Report Settings**.
Fixed the product links in Search&Promote, which were directing to SiteCatalyst instead of specific products.

Fixed a case sensitivity issue in Classifications on specific report suite IDs.

In Video reporting, fixed the formatting for time periods greater than 24 hours.

Fixed an issue preventing the ability to override a bookmark.

Fixed an Event Type filtering issue in the Usage and Access Logs.

Fixed an issue on Previous and Next Page Flow reports that were displaying boxes in Excel, rather than Japanese characters.

Fixed a Custom Calendar validation issue occurring when moving to a Custom Calendar. The error message was displaying "The Calendar Type -1 is not a valid option." The Custom Calendar is now properly saved.

Fixed bookmarked subrelation reports that were not rendering properly in PDF.

Fixed an issue in certain Visits reportlets, which were returning no data when data was available. This fix ensures that the granularity is valid before running the report.

**DataWarehouse**

Enabled improved Data Warehouse VISTA processing for most report suites. This change makes Data Warehouse reports using VISTA run much faster. In addition, the change provides better data consistency and enables SiteCatalyst 15 processing rules to be reflected in DataWarehouse reports.

Added support for the following segment operators:

- Starts with
- Does not start with
- Ends with
- Does not end with

Added support for list prop reporting.

Added support for prop51-prop75 and eVar51-eVar75 to ASI.

Fixed an issue where visit-based segments on merchandising eVars were not working.

Fixed an issue where multiple breakdowns from the same List Var (including Survey and T&T) were not working properly.

Fixed an issue where running a report using any of the new props and eVars (51-75) on a date range prior to when those props and eVars were available would return unpredictable results.

Fixed an issue where certain conditions could cause DataWarehouse jobs to fail.

**SiteCatalyst 14.9 Maintenance Release - May 5 2011**

Fixed an issue preventing a new bookmark or dashboard from displaying properly on the Publishing toolbar.

Fixed an issue preventing authentication to Discover when launching it from a report.

Fixed an issue causing bookmarks to be duplicated rather than overwritten when you save over the original bookmark.

Improved performance of SAINT page loading when a report suite has a large number of classifications.

Fixed a permission issue where a Compare to Site reportlet that was pulled from a shared dashboard displayed restricted site information.

Fixed multibyte character issue in the Update message when editing full report from a dashboard.

Fixed issue causing legacy dashboards to fail in Excel if a platform mismatch existed.

Fixed a dashboard PDF download issue occurring for dashboards that contain a Page Summary reportlet.

In the Referring Domains report, on the Referring Domains Details (displays after you click the magnifying glass) that shows the referrers were returning zeros, because the wrong metric ID was being used.
• Fixed garbled string issue in the language selector in the Advanced Download Options.
• Added a page title to the Account Activity report.
• The Custom Pathing menu was not showing up properly in the Menu Customization page in the Admin Console.
• Fixed a text wrap issue in the left navigation menu, if custom names included underscores with no breaks.
• Widened the calendar cells for the Year view to make better use of white space.
• Fixed the Search field to remember search criteria after clicking outside the Search field.
• Fixed an Admin Console (report suite manager) issue causing an error occurring when downloading multiple report suites in Excel format.