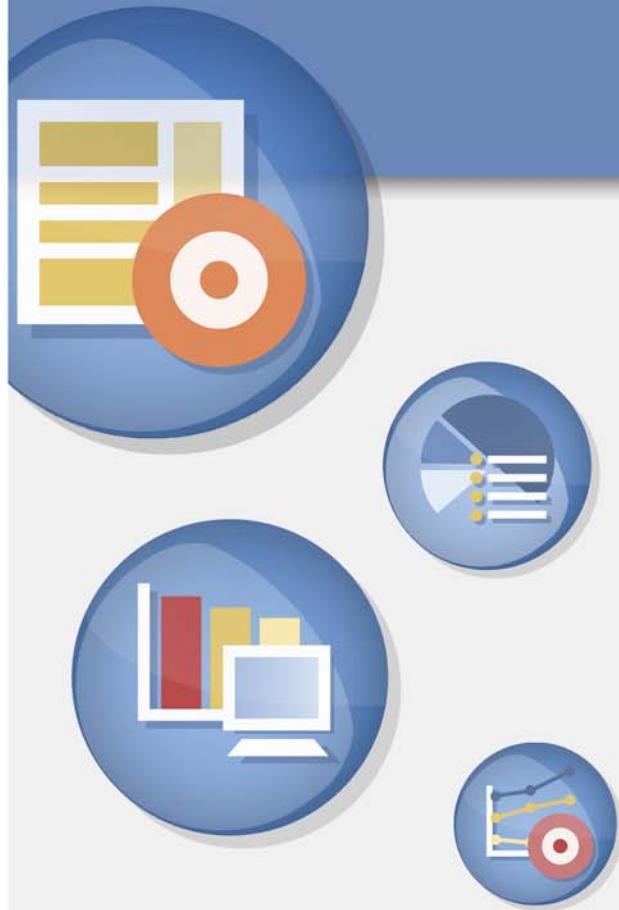


FatWire | Analytics 2.5

User's Guide

Document Revision Date: Jun. 26, 2009



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FatWire Analytics User's Guide

Document Revision Date: Jun. 26, 2009

Product Version: 2.5

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About This Guide

This guide contains procedures for using FatWire Analytics to generate reports on Content Server assets, Engage assets, and the visitors who browse them. It is intended for the business users of FatWire Analytics and anyone else who has permission to generate reports.

FatWire Analytics is a Content Server plug-in that monitors and statistically analyzes website traffic. Its reporting capability enables you to track visitors' interactions with published content from the time visitors start browsing your site, up to the time they leave your site.

Reports that you generate with FatWire Analytics present both technical and demographic information to help you understand the nature of your site visitors by the content they visit, their browsing technologies, and the locations from which they issue requests for content. Report metrics enable you to discover traffic patterns from which you can determine how your online site is performing from a marketing standpoint.

As FatWire Analytics helps you gauge the effectiveness of your site, it positions you to make the right decisions in response to business trends and to react quickly with sharp, relevant e-business strategies. With FatWire Analytics, you can stop guessing about visitors' wishes. Instead, you can systematically tune your site to visitors' expectations, attract new audiences, and keep their interest.

Requirements for using this guide include:

- A basic knowledge of the Content Server web application, such as ability to navigate Content Server's interfaces and access assets' "Inspect" screens.
- A good understanding of Content Server's assets and its published content.

Terms and Acronyms

This guide mentions Analytics constructs, such as the `Pageviews` object. These terms are explained in detail in the “Glossary” section at the end of this guide.

Related Publications

The FatWire library contains many publications for Content Server users, administrators, and developers. The publications are provided as product manuals with your Content Server installation kit. They are also posted on the Web, by version number, at the following URL:

<http://e-docs.fatwire.com>

Check the site regularly for updates.

Note

The e-docs site is password-protected. If you need to register for an account with e-docs, click the “Register for a New Account” link on the e-docs home page.

Other publications, such as case studies and white papers, provide information about Content Server’s feature set and business applications. To obtain these publications, contact sales@fatwire.com.

Chapter 1

Generating Reports

Once content is published, you will want to know about the site visitors' browsing habits. Some types of information—such as most-visited pages, views-per-day, or visitors' countries of origin—will be helpful in making business decisions for tailoring the content of your site more closely to your clients' tastes. Other types of information, such as users' browsers and IP addresses will help you optimize your site technology to reach the widest possible audience.

FatWire Analytics plugs into Content Server to provide you with a comprehensive collection of site traffic information, delivered to you in the form of customizable reports. This chapter explains the different kinds of reports that are available, how to generate the reports, and the types of statistics that are reported.

This chapter contains the following sections:

- [Overview](#)
- [Prerequisite Steps](#)
- [Report Generation Steps](#)
- [Viewing the Performance Indicator in Asset 'Inspect' Forms](#)
- [Viewing an Asset's Performance Indicator in the Dash Interface](#)

Overview

Report generation is permissions-based. Users must have the **Analytics** role in order to generate reports for the sites they log in to. If this role is not assigned to you, see your Content Server administrator.

FatWire Analytics comes with five report groups:

- **General Information**

This report group provides an overview of the traffic on a given site for the latest day, week, month, and year in which data was captured.

- **Content Information**

This report group lists which assets have been visited on a given site and how frequently during the reporting period.

- **Engage**

This report group provides information about the recommendations that have been made to site visitors and the segments that viewed those recommendations. This report group requires the Engage add-on offering to be installed on Content Server.

- **User Information**

This report group displays:

- Statistics on visitors of the online site
- Statistics on the technologies visitors used to browse a given site during the reporting period
- Session statistics, such as number of sessions in the reporting period, first and final pages to be visited during a session, and URLs that referred visitors to the current site during the reporting period

- **Audit Trail Information**

This is the only report group that provides internal information about the operations performed on assets in the Content Server interface. This report group provides an aggregated count of assets that have been created, edited, or deleted in your site, along with information about which users performed those operations on the assets.

For more information about report groups and their individual reports, see [Chapter 2, “Report Groups.”](#) For information about individual reports, see [chapters 3–7.](#)

For instructions on generating reports, see “[Report Generation Steps](#),” on page 12.

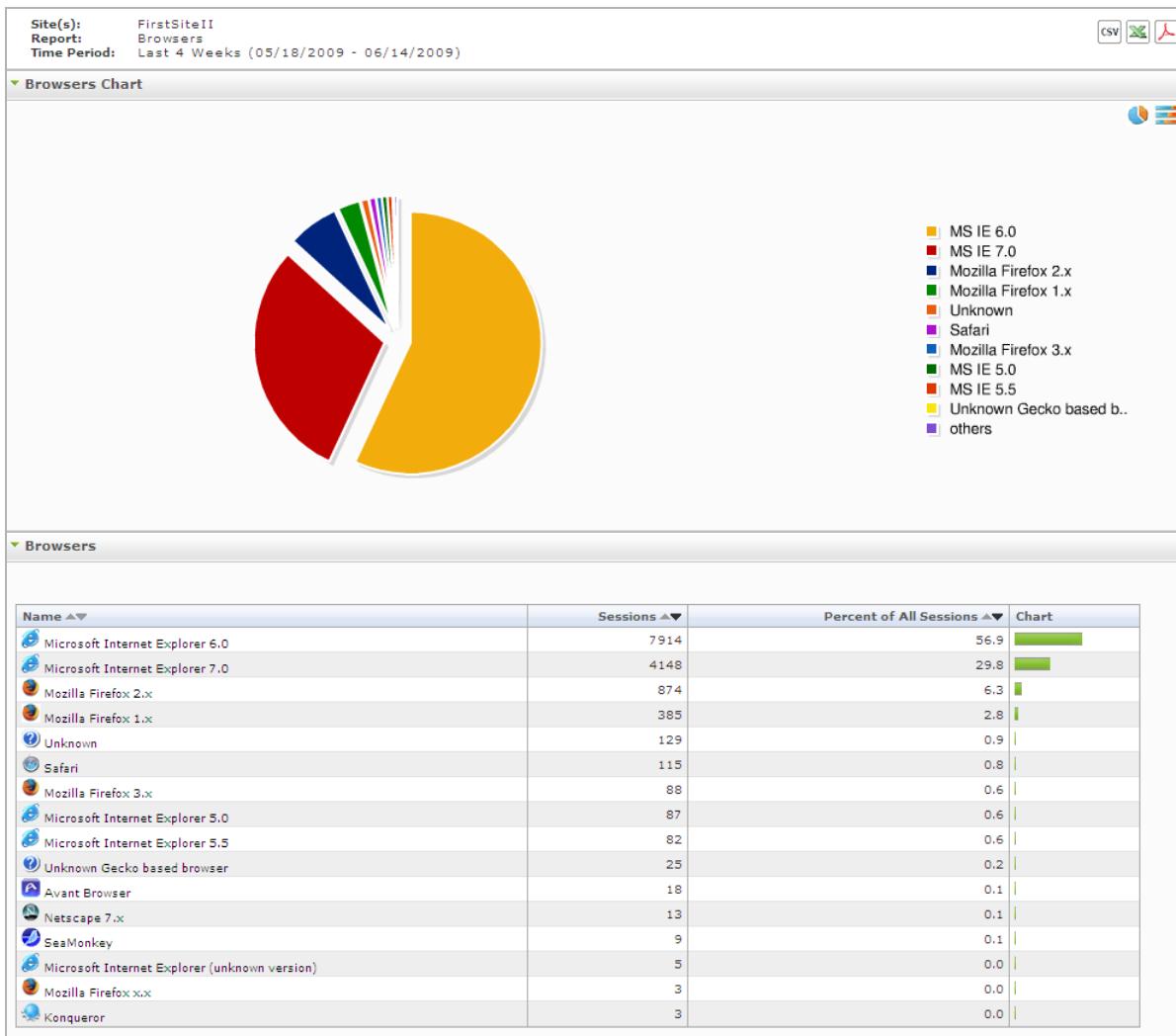
Prerequisite Steps

1. Determine whether you have permissions to generate reports. You can either follow the steps on [page 12](#), or see your Content Server administrator.
2. Some reports contain charts (such as the one shown in [Figure 1](#)). To be displayed, they require Adobe Flash Player to be installed on your local computer. You can obtain a free copy from the following URL and install it before you run reports:

<http://www.adobe.com/go/getflashplayer>

You can also download a copy after you generate a report with a chart. Simply click the **download plugin** link that is displayed in place of the chart. When the download is complete, the chart will be displayed.

Figure 1: Sample “Browsers” report (identifies browsers used to visit FirstSite II)



Report Generation Steps

The steps below apply to all Content Server installations (including the JSK).

Note

Reports that you generate with FatWire Analytics display site traffic *statistics*, rather than raw data. Because of computation time, the statistics cannot be immediately available for report generation. Availability depends on the data processing schedule, which is configured by the administrator of the Analytics application. For information about data capture and processing, see your Analytics administrator. (A summary about data capture and processing can be found on [page 19](#).)

To generate a report

1. Make sure you have completed “[Prerequisite Steps](#),” [on page 11](#).
2. Log in to the Content Server site for which you will generate a report.

Note

Descriptions of default reports are given later on in this guide. For information about custom reports, see your Content Server administrator.

3. In the top bar in the Content Server interface, click the **Analytics** button.

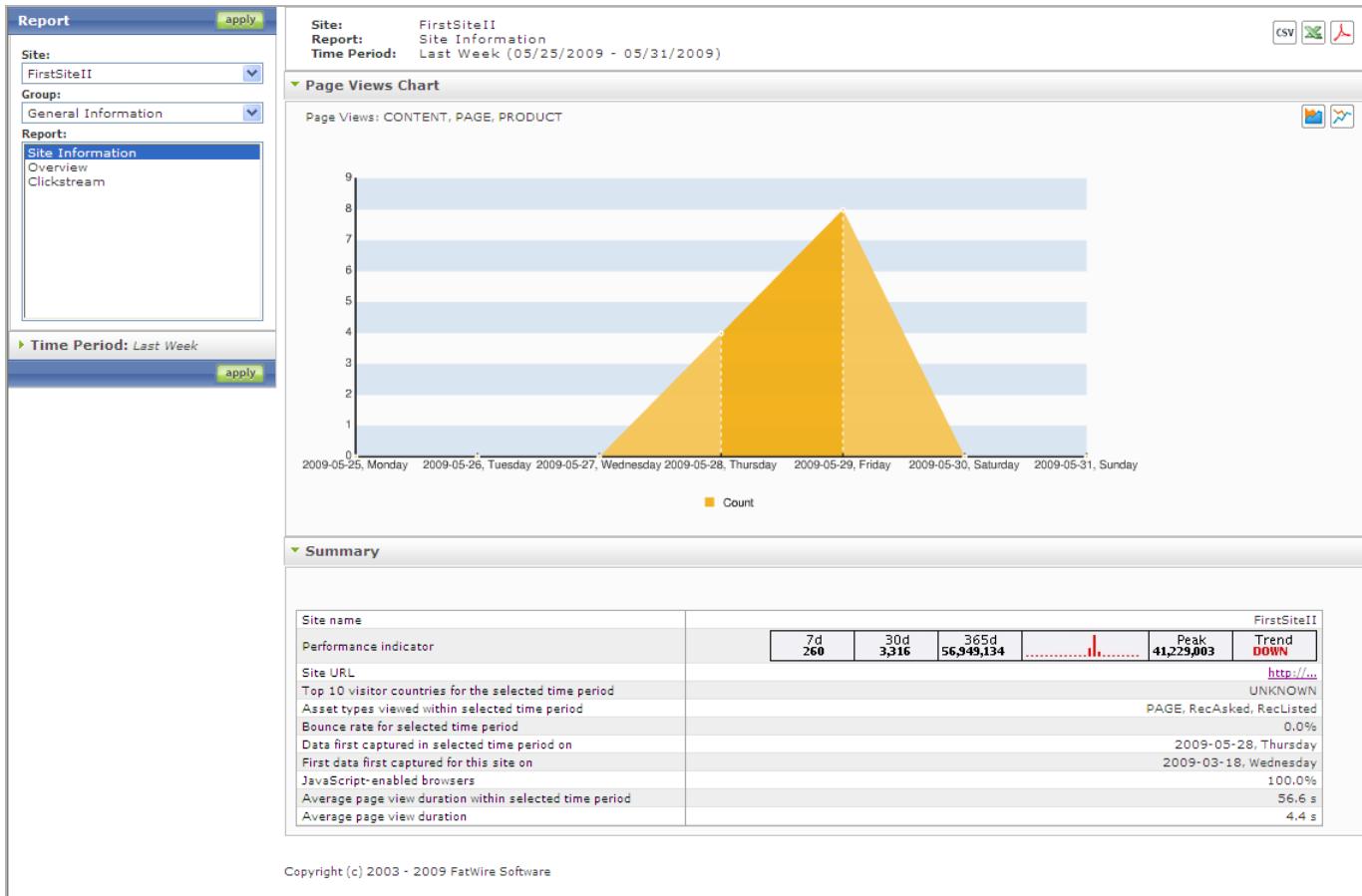


Note

If the **Analytics** button is grayed out in your interface, or an error message appears when you click it, stop here. You are not enabled for report generation.

If you need further information about your permissions, see your Content Server administrator.

The “Analytics” interface opens in a new browser window:



4. Go to the “Report” section of the navigation pane (on the left) to generate the report:
 - a. From the “Site” menu, select the content management site for which you wish to generate the report.
 - b. From the “Group” menu, select the group that contains the type of report you wish to generate. If you need descriptions of the report groups, see [Chapter 2, “Report Groups.”](#)
 - c. From the “Report” menu, select the report you wish to generate. If you need descriptions of the individual reports, see chapters [3–7](#).
 - d. If the **Time Period** task bar is displayed, expand it and set the reporting period. You can either choose a pre-set period or specify a custom period by selecting “from-to” dates from the calenders.
 - e. If the **Display Mode** task bar is displayed, expand it and select an option. Some or all of the following options are possible, depending on the report:
 - **Daily** creates a report in “Daily” mode, which displays site traffic statistics for each day in your time period.
 - **Weekly** creates a report in “Weekly” mode, which displays site traffic statistics for each week in your time period.

- **Monthly** creates a report in “Monthly” mode, which displays site traffic statistics for each month in your time period.
- **Sum by Hours** creates a report in “Sum by Hours” mode, which lists the average frequency with which a given event on the site occurred during each of the 24 hours. The average is computed over the reported time period.
- **Sum by Weekdays** creates a report in “Sum by Weekdays” mode, which lists the average frequency with which a given event on the site occurred during each day of the week (Monday, Tuesday, and so on). The average is computed over the reported time period.
- **Assets** creates a report in “Assets” mode, which lists the assets that were visited on the site, or the queries that were made from the site’s native search function. This mode also lists usage statistics for the assets and queries. (The “Assets” mode applies to the “Page Views” report.)

5. If the **Recommendations** task bar is displayed (if you selected the “Segments” report, in the “Engage” group), expand it and select a recommendation that was accessed by the segments.

5. Generate the report by clicking **Apply** (in the “Report” panel).

6. Review your inputs and optimize the report as necessary:

- a. Specify filtering, if your report supports filtering. (Look for this feature in the report header.)
- b. If your report supports a chart, set the chart mode by clicking one of the chart mode icons (in the upper right-hand corner of the report):
 - For line charts, the icons are:  (Clicking the first icon creates a chart in which the area under the line is filled in, and a dotted line connects each data point to its value on the x-axis.)
 - For pie, and bar charts, the icons are: 

7. To save the report data, click one of the following icons (in the upper right-hand corner of the report):

-  saves the report data (without the chart) as a `csv` file (in Microsoft Excel)
-  saves the report data (without the chart) as an `xls` file (in Microsoft Excel)
-  saves the report (with its chart and format) as a PDF file

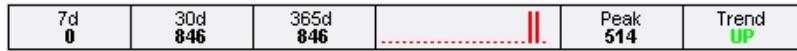
8. Once the report is generated, you can do the following:

- a. If the report displays a chart, you can toggle between chart modes to replot the data without having to regenerate the report.
- b. If you need to print the report, use the browser’s **File > Print** menu.

9. If you need a description of the report and its statistics, refer to the chapter that corresponds to your report.

Viewing the Performance Indicator in Asset 'Inspect' Forms

Most FatWire Analytics reports display site traffic statistics, rather than raw site traffic data. Some of the statistics are presented in a graph called the “performance indicator,” shown below:



The performance indicator is displayed in an asset’s “Inspect” form (at the administrator’s discretion), so that users of the asset have a quick reference from which to gauge the overall performance of the asset. To view the performance indicator, follow the steps in this section.

Note

Administrators who need instructions on displaying or hiding the performance indicator can refer to the guide *Installing and Configuring Analytics*.

For descriptions of the data in the performance indicator, see “[‘Summary’ List](#),” [on page 31](#).

Viewing an Asset’s Performance Indicator in the Advanced Interface

To view the performance indicator in an asset’s “Inspect” form in the Advanced interface

1. If you are not sure as to which assets are enabled to display the performance indicator, contact your Content Server administrator before starting this procedure.
2. Log in to Content Server’s Advanced interface and select the site of interest.
3. Locate the asset type of interest:
 - a. In the button bar, click **Search**.
 - b. In the list that Content Server returns, go to the “Name” column, locate the asset type for which the performance indicator has been enabled and click **Find Asset_Type**. (This action opens the “Simple Search” form.)

Note

If you wish to perform an advanced search, click the **Advanced Search** link to open the “Advanced Search” form, with additional search criteria.

Search forms are asset-type dependent. If you have questions about the options they display, see your Content Server administrator.

c. In the “Simple Search” form, enter search criteria as shown below:

Search for Content

Search for

Search Options:

Show up to items per page

Sort results by

[► advanced search](#)

Total Content: 11



d. Click in the **Search** field and select a search parameter from the drop-down list.

e. Enter the text you want to search for (you can also leave this field blank).

f. Select the number of matching assets to display per page (the incremental range is 10-300).

g. Select a value on which to sort the results.

If you enter no criteria, the search retrieves all instances of the asset (up to 1,000) and displays them 20 to a page in the default sort order.

h. Click **Search**.

i. In the list of results, locate the asset of interest and click its inspect icon.

4. In the asset’s “Inspect” form, look for the performance indicator in the upper right-hand corner. If performance data is not available for the asset, you will see the message “No data available!” and the name of the site.

For descriptions of the data in the performance indicator, see “[‘Summary’ List](#),” on [page 31](#).

Content (FSII Article): FSIIAbout

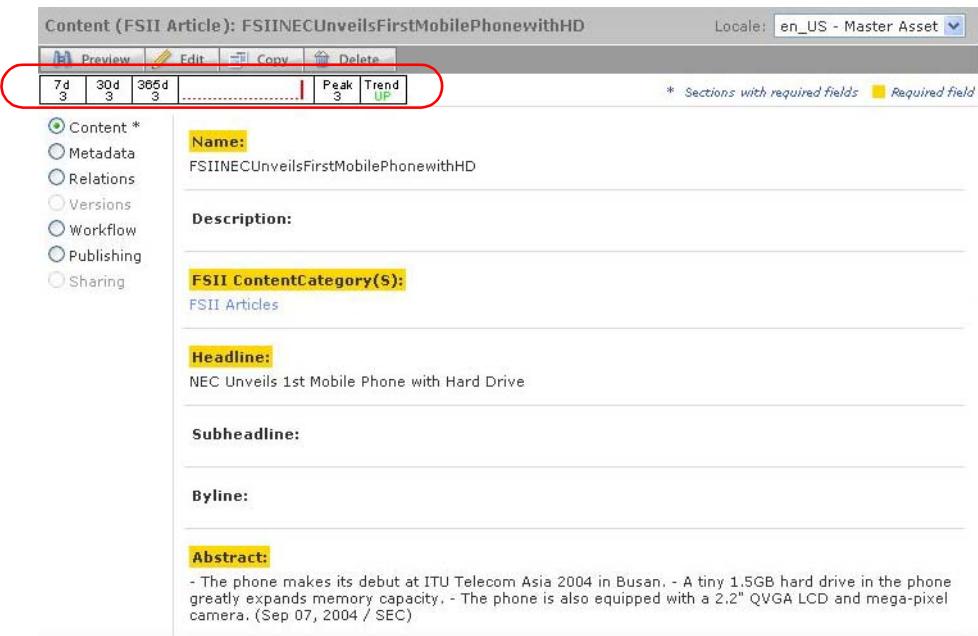
		Preview	Inspect	Edit	Delete	more...	7d	30d	365d	Peak	Trend
Name:	FSIIAbout	1	8	8							3	UP
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External Item ID:												
Content Definition:	FSII Article											
Parents:	FSII Articles											
*FSIIHeadline:	About FirstSiteII											
FSIISubheadline:	FatWire's FirstSite Provides the Tools and Techniques for a Fast and Cost-Effective Implementation											
FSIIByline:	Barton P. Fooman											
*FSIIAbstract:	FatWire's FirstSite Provides the Tools and Techniques for a Fast and Cost-Effective Implementation											
*FSIIBody:	It's a fact: Many content management projects are expensive to implement, disruptive to the organization, and prone to failure. Yet FatWire Content Server has been deployed successfully at over 450 customers for a wide range of solutions: corporate Web sites, product marketing sites, partner extranets, and employee intranets to name a few. To help immunize customers from potential problems, FatWire offers FirstSite, which leverages the experience and best practices of our many successful customers. FirstSite is a quick-start program that includes a collection of standard templates and site components that are common to most sites, combined with documentation, training, a rich developer community, and a best practices methodology. FirstSite helps ensure that your site is implemented the right way, right away.											
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Viewing an Asset's Performance Indicator in the Dash Interface

To view the performance indicator in an asset's “Inspect” screen in the Dash interface

1. If you are not sure as to which assets are enabled to display the performance indicator, contact your Content Server administrator before starting this procedure.
2. Log in to Content Server's Dash interface and select the site of interest.
3. Find and open the asset of interest:
 - a. Do one of the following:
 - In the **Search** field in the top bar, enter search criteria identifying the asset and click **Search**.
 - If you previously added the asset to a tag, select the tag that contains the asset in the **Tags** tree in the navigation pane. (If the **Tags** tree is not already visible, expand it by clicking the **Tags** bar.)
 - b. In the search results list, navigate to the desired asset and click its name.

Content Server displays the asset in the “Inspect” form.



The screenshot shows the 'Content (FSII Article): FSIINECUnveilsFirstMobilePhonewithHD' inspect form. The top bar includes 'Preview', 'Edit', 'Copy', 'Delete', and performance indicators for '7d', '30d', '365d', 'Peak', and 'Trend'. The 'Trend' indicator is highlighted with a red circle. The 'Content' category is selected in the sidebar. The main form fields are: **Name:** FSIINECUnveilsFirstMobilePhonewithHD; **Description:** (empty); **FSII ContentCategory(S):** FSII Articles; **Headline:** NEC Unveils 1st Mobile Phone with Hard Drive; **Subheadline:** (empty); **Byline:** (empty); **Abstract:** - The phone makes its debut at ITU Telecom Asia 2004 in Busan. - A tiny 1.5GB hard drive in the phone greatly expands memory capacity. - The phone is also equipped with a 2.2" QVGA LCD and mega-pixel camera. (Sep 07, 2004 / SEC)

4. In the asset’s “Inspect” form, look for the performance indicator in the upper left-hand corner, underneath the action bar. If performance data is not available for the asset, you will see the message “No data available!” and the name of the site. For descriptions of the data in the performance indicator, see “[‘Summary’ List](#),” on [page 31](#).

Availability of Report Statistics

Most of the reports that you generate with FatWire Analytics display site traffic statistics rather than raw site traffic data. Because statistical computation takes time, especially on large amounts of data, the results cannot be immediately available for reports. Their availability depends on when the computation is scheduled and how long it lasts.

Typically, computation is performed on the latest 24 hours of site traffic data according to a schedule that makes report statistics available by the time the work day begins. Interested readers can learn more about data capture and analysis in the rest of this section.

Data Capture

As visitors click through your sites, FatWire Analytics records each visitor’s clicks and the associated information—the date and time of each click, the assets that are clicked, the IP address from which the clicks are issued, the site being visited, and so on. Each piece of

information about a site visitor is a piece of raw data (unprocessed data), captured by the sensor. This is the data on which statistics are calculated for display in reports.

Note

For data capture to take place, several conditions must be met. For example:

- Asset types hosted on Content Server sites must be registered with FatWire Analytics in order to enable generation of reports on assets of those types.
- Content Server pages displaying assets whose asset types are registered must be tagged with data capture code. Otherwise, empty reports will be generated.

In your installation, some asset types might not be registered with FatWire Analytics. Some pages might not be tagged for data capture. The decision is related to business requirements and implemented by the Content Server administrator. For more information, contact your Content Server administrator.

Data Processing

Once a certain amount of raw data is captured by the Analytics system, it is processed by data analysis jobs into statistical data (such as the average number of requests for a piece of content per unit time). Statistics are injected into the Analytics database, where they are available for reports.

Note

Data analysis jobs are scheduled by the administrator of the Analytics system in order to shorten report generation time.

Because statistical computation is a resource intensive and time consuming task, it is performed not on-the-fly, each time a report is generated, but on a schedule that makes report data available by the time it is needed. The most efficient schedule for the data analysis job is during off-peak hours (typically at night, when content management operations are negligible and site visits are minimal).

During data analysis, raw data that was captured during the latest period (for example, the past 24 hours) is processed to provide the following information:

- Current statistics, such as total hits to each site, visiting countries, total number of visits from a given country, types of browsers, and average session duration.
- Historical results, including:
 - Daily, weekly, and monthly statistics—for example, the total number of requests for a given asset on a given site during a certain month in the reporting period.
 - Yearly statistics—a histogram in the performance indicator (see “[Summary List](#),” [on page 31](#)) indicating the frequency with which certain assets were accessed during each week of the past year.

How long the data analysis jobs run depends on several factors, including site activity within the latest data capture time frame, the cumulative volume of captured data, and the

type of computer that is used for analysis. When data analysis is complete, the resulting statistics are available, at any time, for report generation.

Note

The Analytics database is independent of the database used by Content Server for content management. The Analytics database is reserved strictly for the storage of statistical data. It does not have Content Server's functionality.

Chapter 2

Report Groups

This chapter summarizes the report groups that are provided with FatWire Analytics.

The report groups are:

- General Information
- Content Information
- Engage
- User Information
- Audit Trail Information

Table 1: Default Report Groups

Report Group	Description
General Information	<p>This report group provides data on the latest full day of traffic on a given content management site. It also provides a longer-term overview of site traffic, i.e., during the latest week, month, and year in which data was captured.</p> <p>The default reports are:</p> <ul style="list-style-type: none"> • Clickstream Provides an interactive graphical depiction of the clickstream data recorded for the pages on your site. • Overview Analyzes visitors' usage of Content Server assets during user-defined reporting periods. • Site Information Analyzes visitors' usage of Content Server assets during user-defined and system-defined reporting periods. <p>Notes: For information about individual reports in this group, see Chapter 3, “General Information Reports.”</p>
Content Information	<p>This report group identifies which Content Server assets have been visited on a given site and how frequently during the reporting period.</p> <p>The default report is:</p> <ul style="list-style-type: none"> • Page Views Displays usage statistics on a site's page view (i.e., a group of assets of different asset types; for example article assets and product assets). A site's page view is defined by the <code>Pageview</code> object, which is in turn defined by the Content Server administrator. For more information about the <code>Pageview</code> object, see the “Glossary” section, on page 83. • Internal Searches Displays statistics on the search words and phrases that visitors entered into the site's native search function during the reported time range. <p>Notes:</p> <ul style="list-style-type: none"> • The “Page Views” report and the “Internal Searches” report will not appear in the list of “Content Information” reports until you configure them. For information about these reports, see Chapter 4, “Content Information Reports.” • The “Internal Searches” report is named at your Analytics administrator's discretion. Therefore, the display name of an internal searches report will not necessarily be “Internal Searches.”

Table 1: Default Report Groups (*continued*)

Report Group	Description
Engage	<p>This report group identifies the recommendations that have been made to site visitors and the segments that viewed/clicked those recommendations.</p> <p>The default reports are:</p> <ul style="list-style-type: none"> • Recommendations Analyzes the recommendations that visitors viewed/ clicked during the user-defined time period. • Segments Analyzes the segments whose members viewed/clicked recommendations during the user-defined time period. <p>Notes: For information about individual reports in this group, see Chapter 5, “Engage Reports.”</p>
User Information	<p>This report group displays:</p> <ul style="list-style-type: none"> - Statistics on the technologies visitors used to browse a given site during the reporting period. - Statistics on visitors' IP addresses and locations. - Session statistics such as number of sessions in the reporting period, first and final pages to be visited during a session, and URLs that referred visitors to the current site during the reporting period. <p>The default reports are:</p> <ul style="list-style-type: none"> • Browsers Browsers that were used to visit pages on the site. • Countries Site visitors' countries. • Entry/Exit Pages First/final page view of the visitor's session. • External Search Engines Search engine that was used to lead visitors to the current site. • Hosts Names of computers from which requests for content were issued. • IP Addresses IP addresses from which requests for content were issued. • Operating Systems Operating systems of computers from which requests were issued. • Referrers Referring URLs (sites from which visitors followed a link to the current site). • Screen Resolutions Percentage of client browsers using a horizontal resolution less than 1024 pixels. • Sessions Number of sessions. • Visitors Unique visitors who accessed the site's page view within the reporting period. <p>Note: For information about individual reports in this group, see Chapter 6, “User Information Reports.”</p>

Table 1: Default Report Groups (*continued*)

Report Group	Description
Audit Trail Information	<p>This is the only report group that provides information about internal operations performed on assets in your Content Server interface. This report group identifies which assets in your site have been created, edited, or deleted during a given time period, along with which users performed those operations on the assets.</p> <p>The default reports are:</p> <ul style="list-style-type: none">• CS Assets Audit Trail Overview Displays an aggregated count of the assets that have been created, edited, and deleted within the selected time period.• CS Assets Displays all assets that have been created, modified, and deleted in your site.• CS Users Lists all users that have performed internal operations on assets in your site. <p>Note: For more information about individual reports in this group, see Chapter 7, “Audit Trail Information Report (Internal Statistics).”</p>

Chapter 3

General Information Reports

“General Information” reports display the latest full day’s traffic statistics, along with historical traffic statistics for a given site.

“General Information” reports are described in this chapter. They are:

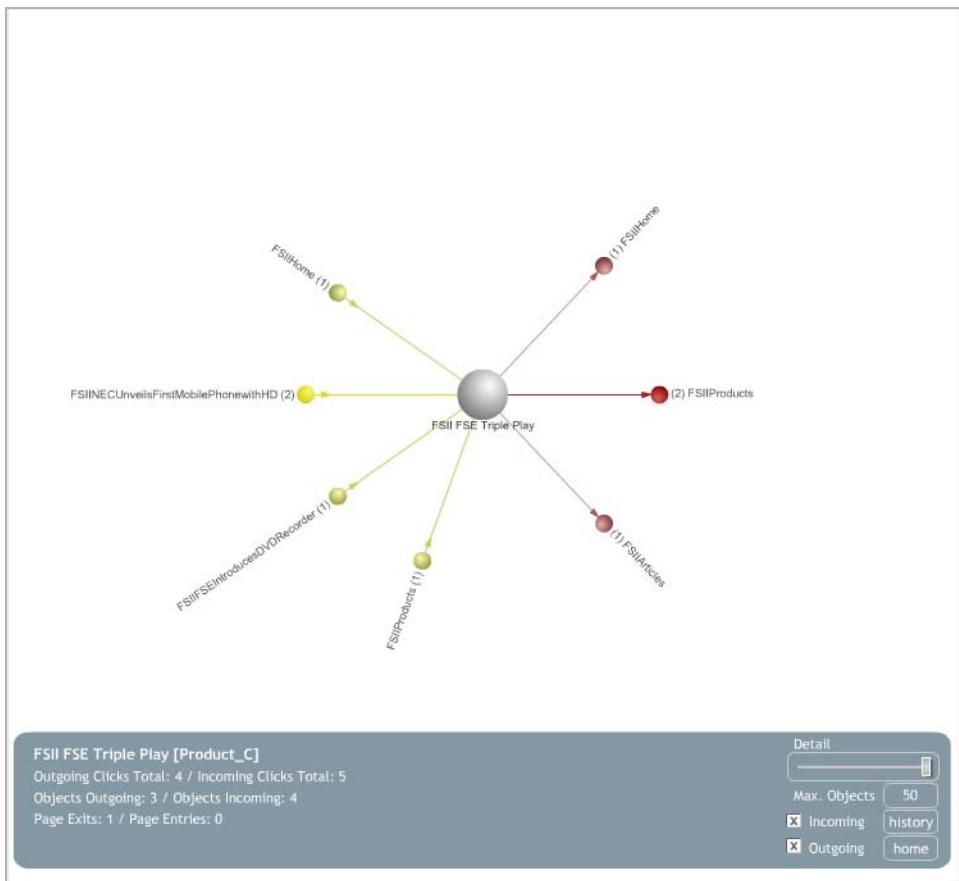
- [‘Clickstream’ Report](#)
- [‘Overview’ Report](#)
- [‘Site Information’ Report](#)

Notes

“General Information” reports present statistics based on the `Pageview` object. For more information about the `Pageview` object, see the “Glossary” section, on [page 83](#).

'Clickstream' Report

FatWire Analytics collects and analyzes data describing which pages visitors visit and in what order. The clicks each visitor makes to move from one page to the next form a **clickstream** – the path that the user takes through the site to arrive at a page. The “Clickstream” report depicts this path for each page on your site that has been enabled for data capture (through the `Pageview` object) in an interactive map. You navigate the map to obtain clickstream data for different pages on your site. An example of the “Clickstream” report is shown below:



When you access this report, a node representing the page on your site with the highest number of visits registered by Analytics is displayed in the center of the map – in most cases, this would be your site’s home page.

The pages which users can access from the home page (through **outgoing clicks**), and pages from which users can access the home page (through **incoming clicks**) are depicted as stem nodes connecting to the center node (the home page). (See [Table 2, on page 27](#) for information on how to choose which data will be shown in the map).

The number next to each stem node indicates how many clicks have been registered for this page (in other words, how many times the page has been accessed by a visitor following a link on the home page.)

Clicking a stem node places it in the center of the map, and the display is updated to reflect the way the pages are linked to one another. If there is no link leading back to the home page, no number is displayed next to the home page node (which has become a stem node).

When interacting with the report map, the following functions are available:

Table 2: "Clickstream" map display options

Function	Description
Incoming check box	Shows or hides pages from which incoming clicks to the currently selected page originated. (An incoming click is registered when a user follows a link leading to the target page from another page.)
Outgoing check box	Shows or hides pages to which outgoing click data originated from the currently selected page. (An outgoing click is registered when a user follows a link leading from the target page to another page.)
Detail slider	Adjusts the level of detail shown in the clickstream map. The level of detail is the minimum number of recorded clicks required for a page to appear in the map for the selected mode (incoming or outgoing). The higher the level of detail, the less recorded clicks are required for a page to appear in the map.
Max. Objects button	Set the maximum number of pages to display in the clickstream map. Do not set this too high, or the map will become too crowded to be readable. The default value is 50.
History button	Shows a history of the pages you have selected in the map.
Home button	Resets the map to display your site's home page as the center node.

In addition to the graphical depiction of the clickstream, the report displays the following information:

Table 3-1: Fields displayed in the "Clickstream" report

Field	Description
<i>Page Name</i>	The name of the page currently selected as the center node of the clickstream map.
Incoming Clicks Total	Total number of incoming clicks recorded for all pages displayed in the map.
Outgoing Clicks Total	Total number of outgoing clicks recorded for all pages displayed in the map.

Table 3-1: Fields displayed in the “Clickstream” report (*continued*)

Field	Description
Objects Incoming	Number of links that lead from other pages to the currently selected (center node) page.
Objects Outgoing	Number of links that lead from the currently selected (center node) page to other pages.
Page Entries	Number of times visitors have entered the currently selected (center node) page (in other words, how many incoming clicks have been recorded for that page).
Page Exits	Number of times visitors have left the currently selected (center node) page (that is, how many outgoing clicks have been recorded for that page).

'Overview' Report

The “Overview” report analyzes visits to a site’s page view during the reported time period.

Site(s):	FirstSiteII	Report:	Overview	Time Period:	Last 7 Days (06/11/2009 - 06/17/2009)	CSV	XML	PDF		
▼ Page Views Summary by Site										
Site Name ▲▼	Country ▲▼	Page Views (PV) Within Time Period ▲▼	PV/MIO ▲▼	PV Total ▲▼						
FirstSiteII	UNITED STATES	36	0.1	87910			15	25	50	100

'Page Views Summary by Site' List

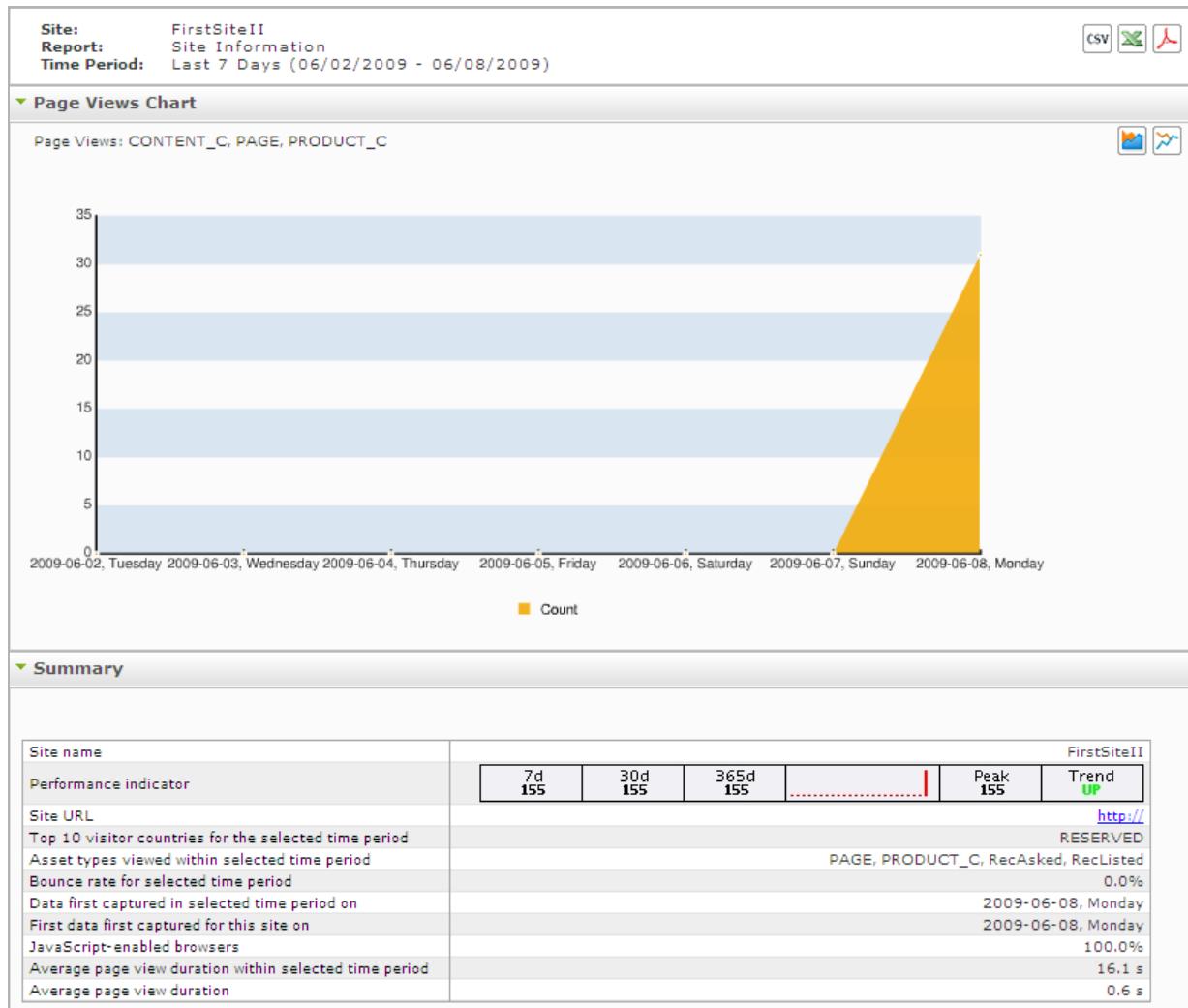
The “Page Views Summary by Site” list displays usage statistics on the site’s page view during the weeks or months in the reported time period. For a description of each statistic, see [Table 3](#).

Table 3: “Page Views Summary by Site” List

Row Title	Description
Site Name	Name of the content management site for which the report was generated. Clicking the site name opens the online site.
Country	Country from which the site’s page view was accessed during the reported time period (displayed in the report header).
Page Views (PV) within Time Period	Total number of times the site’s page view was accessed by visitors in the given country during the reported time period (displayed in the report header).
PV/ MIO	Number of times the site’s page view was accessed by one million of the country’s population. “PV” is the “Page Views within Time Period” statistic (described in the preceding row). “MIO” is the population of the given country in millions of inhabitants.
PV Total	Total number of times that the site’s page view was accessed by visitors in the given country <i>since the time data capture began</i> .

'Site Information' Report

The “Site Information” report analyzes visitors’ activity on a given site during the time intervals specified in the report.



'Page Views Chart'

The “Page Views Chart” plots the number of times that the site’s page view was accessed versus the date on which the number was observed. (If the reported time period is one month or less, the x-axis reports each day in the time period.)

'Summary' List

The “Summary” list tabulates statistics on the usage of the site’s page view and Engage assets in the reported time period and for system-defined time intervals. For a description of each statistic, see [Table 4](#).

Table 4: “Summary” List

Row	Description
Site name	The name of the content management site for which the report was generated.
Performance indicator	<p>A set of panels containing page view statistics for system-defined time intervals:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> 7d 0 </div> <div style="text-align: center;"> 30d 846 </div> <div style="text-align: center;"> 365d 846 </div> <div style="text-align: center;"> </div> <div style="text-align: center;"> Peak 514 </div> <div style="text-align: center;"> Trend UP </div> </div> <ul style="list-style-type: none"> The first three panels (7d, 30d, and 365d) display the number of times that the site’s page view was accessed in the last 7 days, 30 days, and 365 days, respectively. The current day is excluded from the reported time intervals. The fourth panel displays a histogram, which shows the number of times that the site’s page view was accessed during each week in the last 365 days (excluding the current day). Each bar represents a single week. The fifth panel displays the “Peak” statistic, which reports the peak of the histogram (maximum number of pageview accesses). The sixth (and final) panel displays the “Trend” statistic, indicating whether the histogram rises or falls by the end of the 365-day reporting period.
Site URL	URL of the online site. (The back end of this site is identified by the “Site name” entry.)
Top 10 visitor countries for the selected time period	Top 10 countries from which site visitors issued requests during the reported time period (displayed in the report header). A value of RESERVED means that a country (or countries) could not be identified.
Asset types viewed within the selected time period	Types of Content Server and Engage assets on which data was captured within the reported time period.
Bounce rate for selected time period	Percentage of sessions that registered only a single request on the given site during the reported time period.
Data first captured in selected time period on	The date on which the first data point in the reported time period was captured.
First data first captured for this site on	The date on which data capture for this site has begun.

Table 4: "Summary" List (*continued*)

Row	Description
Javascript-enabled browsers	Percentage of all visits to the site that were made using Web browsers that support JavaScript.
Average page view duration within selected time period	The average duration of a page view on this site, calculated for the reported time period.
Average page view duration	The average duration of a page view on this site, calculated from the time data capture for this site has begun until the present.

Chapter 4

Content Information Reports

“Content Information” reports display usage statistics on published assets.

The “Content Information” reports are:

- ‘Internal Searches’ Report
- ‘Page Views’ Report

'Internal Searches' Report

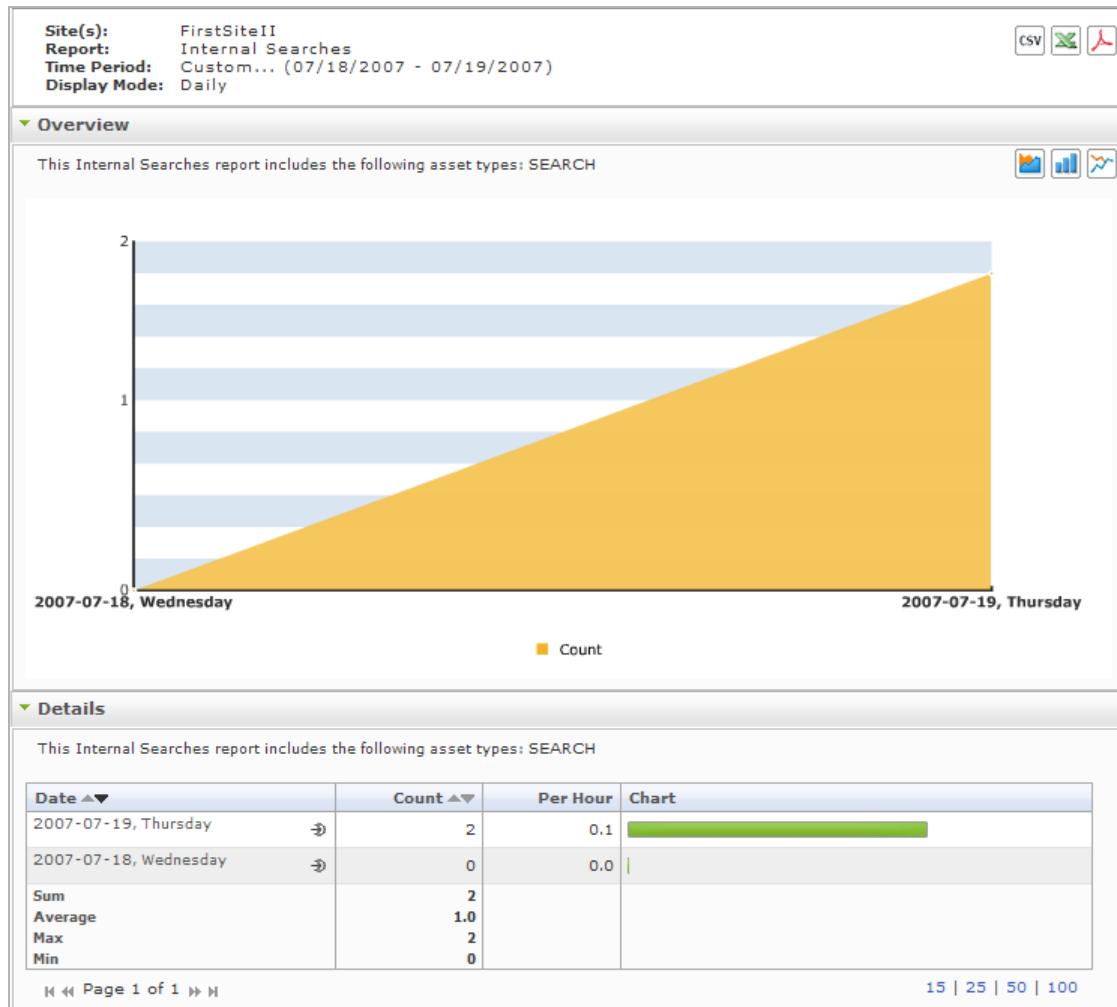
The internal searches report displays statistics on the search words and phrases that visitors entered into the site's native search function during the reported time range. This report can be generated in six display modes: daily, weekly, monthly, sum by hours, sum by weekdays, and asset mode.

Note

If you do not see an internal searches report listed in the Content Information report group, keep in mind that this report is optional and is only made available to users if the Analytics administrator configures the report.

Also note that the internal searches report is named at your Analytics administrator's discretion. Therefore, the display name of an internal searches report will not necessarily be "Internal Searches."

If you do not know what name the internal searches report was given, or if you do not see an internal searches report listed in the "Content Information" report group, then contact your Analytics administrator.



'Overview' Chart

The “Overview” chart plots the number of times that queries were entered into the site’s native search function versus the date (or time interval) when the number was observed.

'Details' List

The “Details” list tabulates statistics on queries in the site’s native search function. For a description of each statistic, see [Table 5](#).

Table 5: “Details” List

Mode	Column Title	Description
Daily, Weekly, Monthly	Date	<p>The x-axis of the “Overview” chart in this mode.</p> <p>Day (week or month) on which the internal search was performed.</p> <ul style="list-style-type: none"> • In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Clicking the Drill down icon () opens the report in “Assets” mode (see the “Assets” row of this table).</p>
	Count	<p>The y-axis of the “Overview” chart in this mode.</p> <p>Number of times that internal searches were performed on the given date.</p>
	Per Hour	Average number of times that internal searches were performed per hour on the given site, on the given date.
	Chart	<p>Horizontal bar whose length expresses the value in the “Count” column (or the value in the “Per Hour” column), for the given date.</p> <p>When two or more line items are displayed, the bars in the “Chart” column define a histogram (Count [or Per Hour] vs. Date).</p>
Sum by Hours	Hour	<p>The x-axis of the “Overview” chart in this mode.</p> <p>Hour in which internal searches were performed.</p> <p>“00 hours” is defined as 12:00 a.m.</p>
	Count	<p>The y-axis of the “Overview” chart in this mode.</p> <p>Average number of internal searches that were performed during the given hour. The average is computed over the reported time range.</p>

Table 5: “Details” List (*continued*)

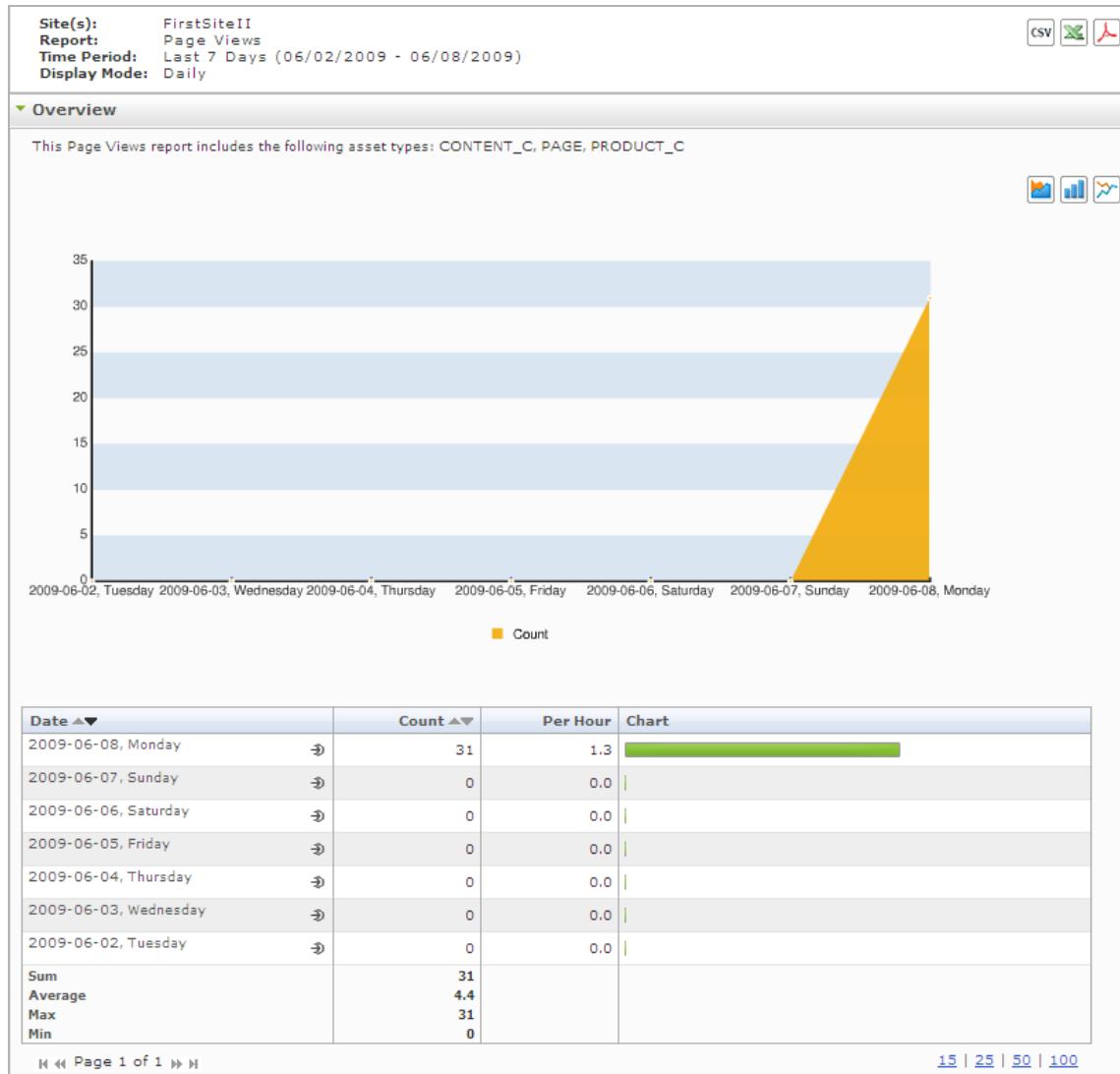
Mode	Column Title	Description
Sum by Weekdays	Weekday	The x-axis of the “Overview” chart in this mode. Day of the week (Monday, Tuesday, etc.) on which internal searches on this site were performed.
	Count	The y-axis of the “Overview” chart in this mode. Average number of times that internal searches were performed on the given weekday, during the reported time range.
	Per Hour	Average number of internal searches that were performed hour on the given site, on the given weekday. The average is computed over the reported time range.
	Chart	Horizontal bar whose length expresses the value in the “Count” column (or the value in the “Per Hour” column), for the given date. When two or more line items are displayed, the bars in the “Chart” column define a histogram (Count [or Per Hour] <i>vs.</i> Weekday).
Assets	Search Keyword	Search word or phrase that was entered during the reported time range (specified in the report header).
	Count	Number of times that the query was entered during the reported time range.
	Asset Type	Asset types tracked by the report. The only value displayed in this column is SEARCH.
	Min. Results	The smallest number of results that were returned for the given query in the reported time range. (The number of results varies as the content of the site is changed.)
	Max. Results	The greatest number of results that were returned for the given query in the reported time range. (The number of results varies as the content of the site is changed.)

'Page Views' Report

The “Page Views” report displays usage statistics on a site’s page view and the assets it specifies. This report can be generated in six display modes: daily, weekly, monthly, sum by hours, sum by weekdays, and asset mode.

Note

The “Page Views” report returns statistics on the `Pageview` object. The object is defined by the Content Server administrator. A `Pageview` object can be either a single asset type or multiple asset types on a given content management site. The “Page Views” report is generated for assets of those types. For more information about the `Pageview` object, see your Analytics administrator. (A definition for the `Pageview` object is available from the “Glossary” section, on [page 83](#).)



'Overview' Chart

The “Overview” chart plots the number of times a site’s page view was accessed versus the date (or time interval) when the number was observed.

'Overview' Details List

The “Overview” details list tabulates statistics on the usage of a site’s page view during the reported time period. For a description of each statistic, see [Table 6](#).

Table 6: “Overview” Details List

Mode	Column	Description
Daily, Weekly, Monthly	Date	<p>The x-axis of the “Page Views” chart in this mode.</p> <p>Day (week or month) for which page view statistics are being reported.</p> <ul style="list-style-type: none"> • In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Clicking the Drill down icon () opens the report in “Assets” mode. The report identifies which assets in the site’s page view were visited on the given date.</p> <p>In the “Assets” mode, clicking the clickstream  icon in an asset’s “Clickstream” column opens the Clickstream report with the selected asset as the starting point. For more information, see “‘Clickstream’ Report,” on page 26.</p>
	Count	<p>The y-axis of the “Page Views” chart in this mode.</p> <p>Number of times that the site’s page view was accessed on the given date.</p>
	Per Hour	Average number of times that the site’s page view was accessed per hour on the given site, on the given date.
	Chart	<p>Horizontal bar whose length expresses the value in the “Count” column (or the value in the “Per Hour” column), for the given date.</p> <p>When two or more line items are displayed, the bars in the “Chart” column define a histogram (Count [or Per Hour] vs. Date).</p>

Table 6: "Overview" Details List

Mode	Column	Description
Sum by Hours	Hour	<p>The x-axis of the "Page Views" chart in this mode.</p> <p>Hour in which the site's page view was accessed.</p> <p>"00 hours" is defined as 12:00 a.m.</p>
	Count	<p>The y-axis of the "Page Views" chart in this mode.</p> <p>Average number of times that the site's page view was accessed during the given hour. The average is computed over the reported time period.</p>
Sum by Weekdays	Weekday	<p>The x-axis of the "Page Views" chart in this mode.</p> <p>Day of the week (Monday, Tuesday, etc.) on which the site's page view was accessed.</p>
	Count	<p>The y-axis of the "Page Views" chart in this mode.</p> <p>Average number of times that the site's page view was accessed on the given weekday during the reported time period.</p>
	Per Hour	<p>Average number of times that the site's page view was accessed per hour on the given site, on the given weekday. The average is computed over the reported time period.</p>
	Chart	<p>Horizontal bar whose length expresses the value in the "Count" column (or the value in the "Per Hour" column), for the given date.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Count [or Per Hour] vs. Date).</p>
Assets	Asset Name	<p>Name of the asset that was accessed during the reported time period.</p> <p>Note: Mousing over the asset name displays the Object ID.</p>
	Objectdetails	Provides detailed information about a specific asset, along with its page view information, when the Drill down () icon is clicked for that asset.
	Asset Type	Type of asset that was accessed during the reported time period.
	Count	Number of times that the asset was accessed during the reported time period (displayed in the report header).
	Clickstream	View the page views for a specific asset in Clickstream mode when you click the Clickstream () icon.

Chapter 5

Engage Reports

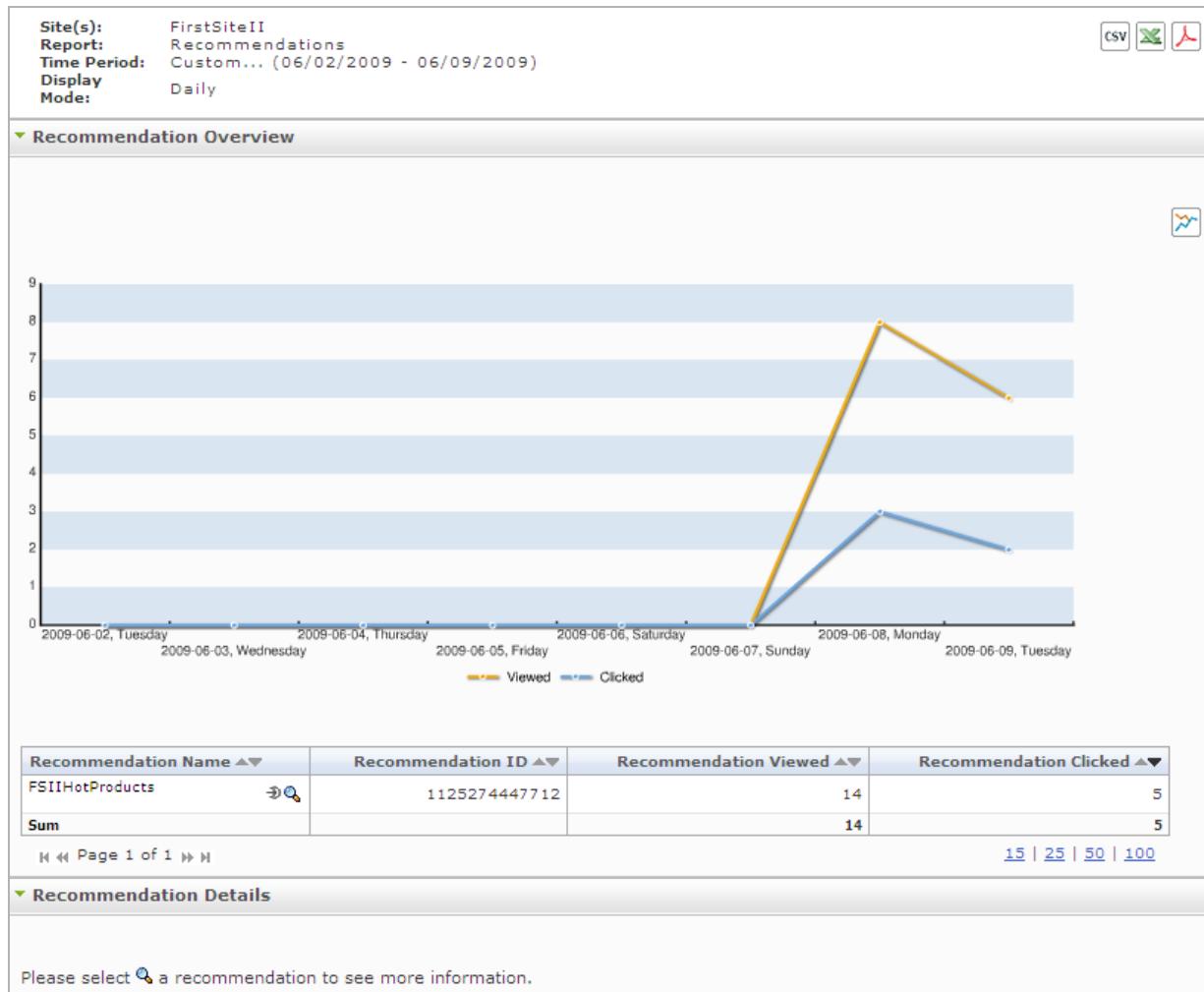
“Engage” reports display statistics on the usage of recommendations and recommended assets by segment.

The “Engage” reports presented in this chapter are:

- [‘Recommendations’ Report](#)
- [‘Segments’ Report](#)

'Recommendations' Report

The “Recommendations” report analyzes the recommendations that visitors accessed on the given site during the reported time period. The report can be generated in three display modes: daily, weekly, and monthly.



'Recommendation Overview' Chart

The “Recommendation Overview” chart plots the data shown in the table directly underneath it:

- Each point on the yellow “Viewed” graph represents the sum of the number of times the recommendations listed in the table below the chart were viewed on the corresponding day, during the reported time period.
- Each point on the blue “Clicked” graph represents the sum of the number of times the recommendations (and the assets they reference) listed in the table below the chart were clicked on the corresponding day, during the reported time period.
- The x-axis reports the date on which the number was observed.

This chart tabulates the total number of times that a given recommendation was accessed during the reported time period. For a description of each statistic, see [Table 7](#).

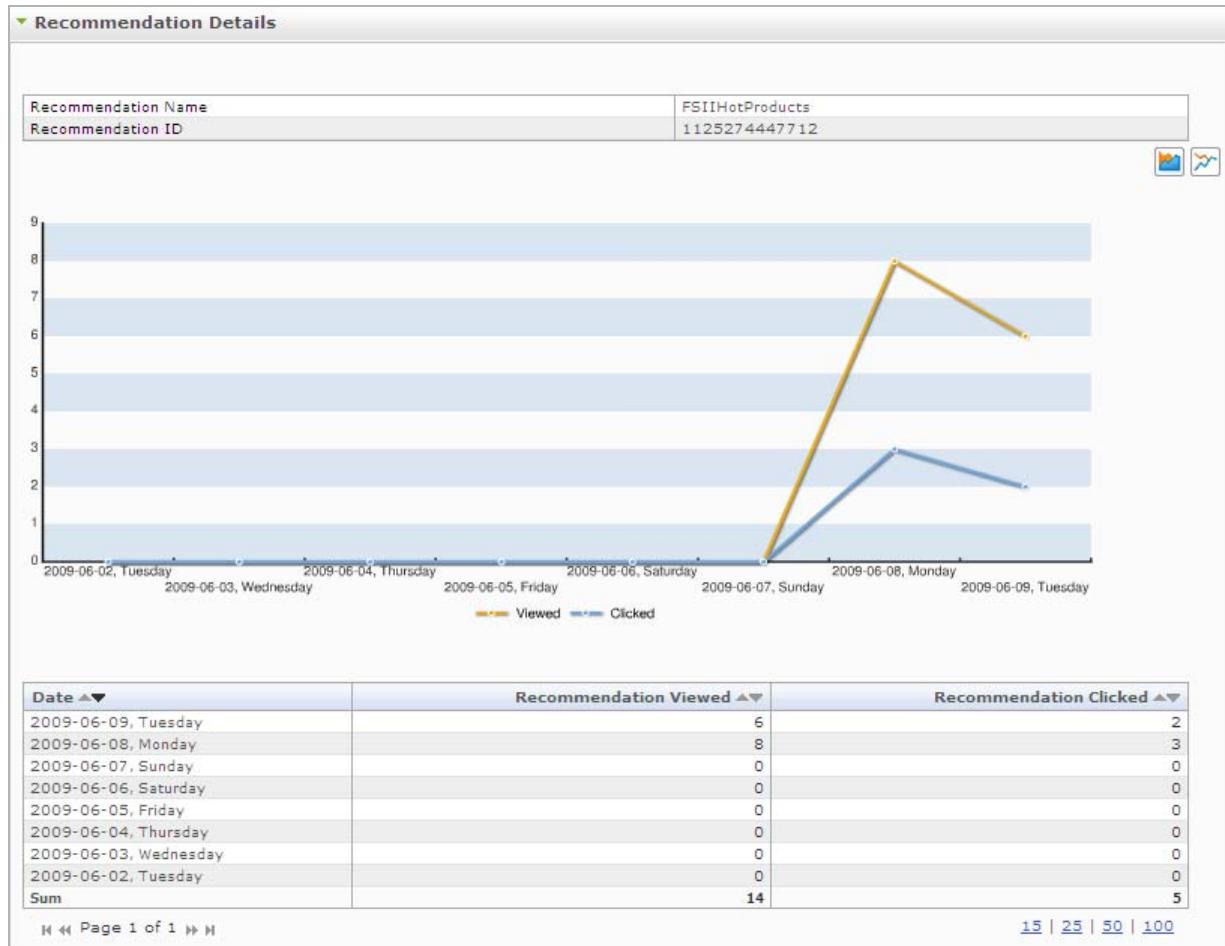
Table 7: “Recommendation Overview” Chart

Mode	Column	Description
Daily, Weekly, Monthly	Recommendation Name	<p>Name of the recommendation that was accessed during the reported time period (specified in the report header).</p> <p>Clicking the Drill down icon (🔍) opens the “Segments” report to correlate the recommendation with the interested segments (see “Segments’ Report,” on page 46).</p>
	Recommendation ID	<p>Randomly generated number that Engage and Content Server use to identify the recommendation.</p>
	Recommendation Viewed	<p>Number of times that visitors were referred to the recommendation during the reported time period. Note that the visitors do not actively select or browse the recommendation. Rather, they are led to the recommendation by links on other sites.</p>
	Recommendation Clicked	<p>Number of times that visitors clicked the recommendation (or one of the assets referred by it) during the reported time period. Each click registers an impression on the page, indicating that the recommendation was actively selected by the visitor.</p>

For each recommendation listed in this table, you have the following options available:

- Click a recommendation’s **Drill Down** (bullet-head) icon, to display the [‘Segment Chart’](#) and [‘Segments’ List](#) for the recommendation.
- Click a recommendation’s **Details** (magnifier) icon to display data pertaining to this recommendation in the [‘Recommendation Details’ Chart](#).

'Recommendation Details' Chart



The “Recommendation Details” chart plots the data shown in the table underneath it:

- Each point on the yellow “Viewed” graph represents the number of times the given recommendation was viewed on the corresponding day, during the reported time period.
- Each point on the blue “Clicked” graph represents the number of times an asset recommended by the given recommendation was clicked on the corresponding day, during the reported time period.
- The *x*-axis reports the date on which the number was observed.

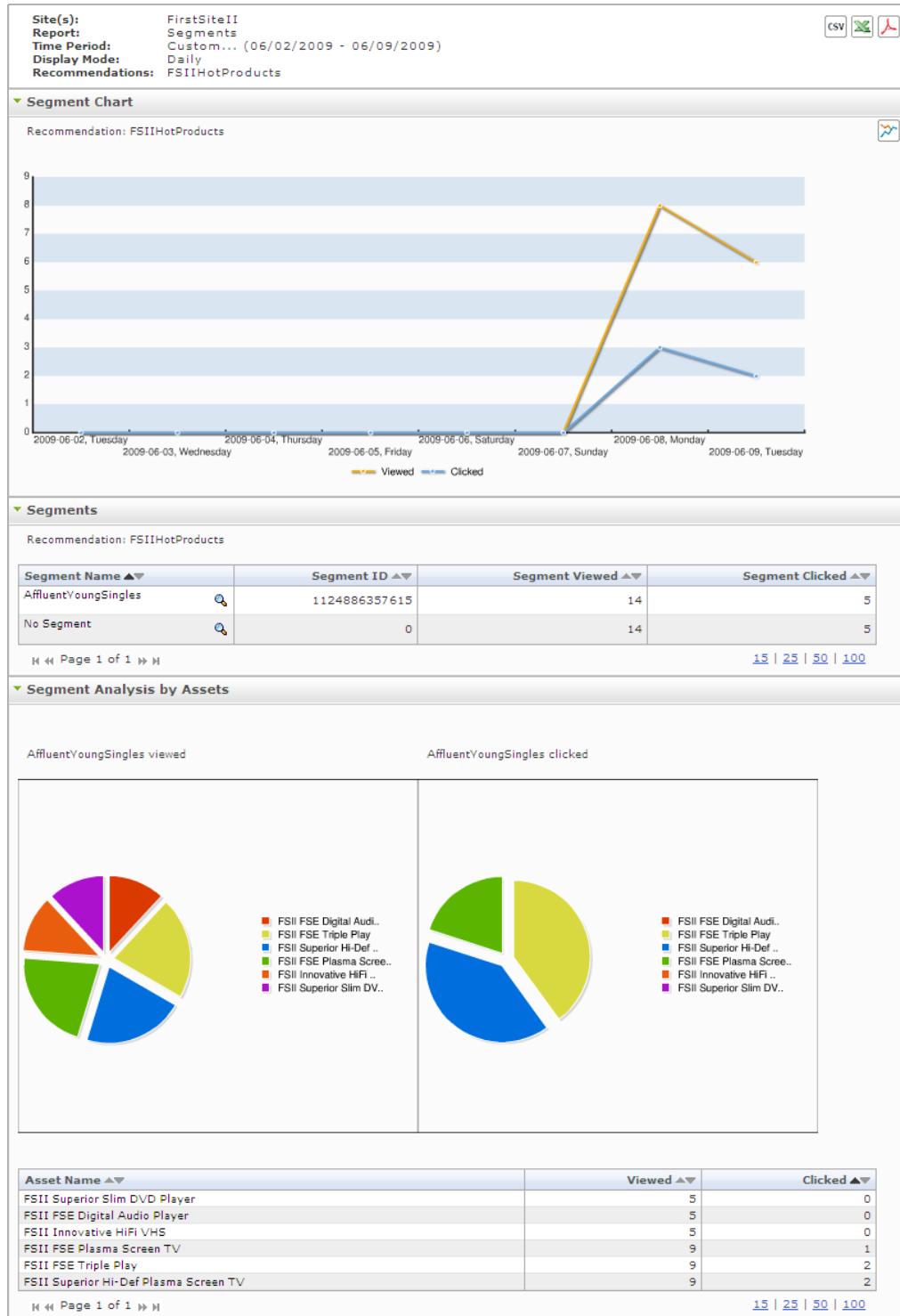
The “Recommendation Details” chart tabulates how many times recommendations were viewed or clicked during each day (week or month) in the reported time period. For a description of each statistic, see [Table 8](#)

Table 8: “Recommendation Details” Chart

Mode	Column	Description
Daily, Weekly, Monthly	Date	<p>Day (week or month) on which recommendations were accessed.</p> <ul style="list-style-type: none"> • In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date.
	Recommendation Viewed	<p>Number of times that visitors were referred to the recommendation during the reported time period. Note that the visitors do not actively select or browse the recommendation. Rather, they are led to the recommendation by links on other sites.</p>
	Recommendation Clicked	<p>Number of times that visitors clicked the recommendation (or one of the assets it references) during the reported time period. Each click registers an impression on the page, indicating that the recommendation was actively selected by the visitor.</p>

'Segments' Report

The “Segments” report analyzes the segments whose members accessed Engage assets during the reported time period. The report can be generated in three display modes: daily, weekly, and monthly.



'Segment Chart'

The “Segment Chart” is a line chart that plots the number of times that a given segment viewed or clicked the recommendation that is named below the “Segment Chart” label. The *x*-axis reports the date on which the number was observed. For a definition of *viewed* and *clicked*, see [Table 9](#).

'Segments' List

The “Segments” list tabulates statistics for the individual segments that issued requests for recommendations. For a description of each statistic, see [Table 9](#).

Table 9: “Segment Analysis by Assets” Chart

Display Mode	Column Title	Description
Daily, Weekly, Monthly	Segment Name	<p>Name of the segment that issued requests for the recommendation. (The recommendation is identified directly below the “Segment Analysis” label.)</p> <p>Clicking the chart icon () opens an additional chart named “Segment Analysis by Assets,” showing which recommended assets were clicked and visited by segment members, and in which proportions the recommended assets were clicked and visited.</p>
	Segment ID	Randomly generated number that Engage uses to identify the segment.
	Segment Viewed	Number of times that members of this segment were referred to recommendations during the reported time period. Note that the members do not actively select or browse the recommendations. Rather, they are led to the recommendations by links on other sites.
	Segment Clicked	Number of times that members of this segment clicked recommendations on the site during the reported time period. Each click registers an impression on the page, indicating that the recommendation was actively selected by the member.

'Segment Analysis by Assets' Chart

The “Segment Analysis by Assets” chart analyzes a segment in terms of the recommended assets its members viewed (were led to) and clicked. For example, the left-hand pie chart on [page 46](#) shows which recommended assets were *viewed* by the segment during the reported time period, and in which proportions. The right-hand pie chart shows which recommended assets were *clicked* and in which proportions.

Chapter 6

User Information Reports

“User Information” reports display statistics pertaining to visitors of a given site. Statistics include:

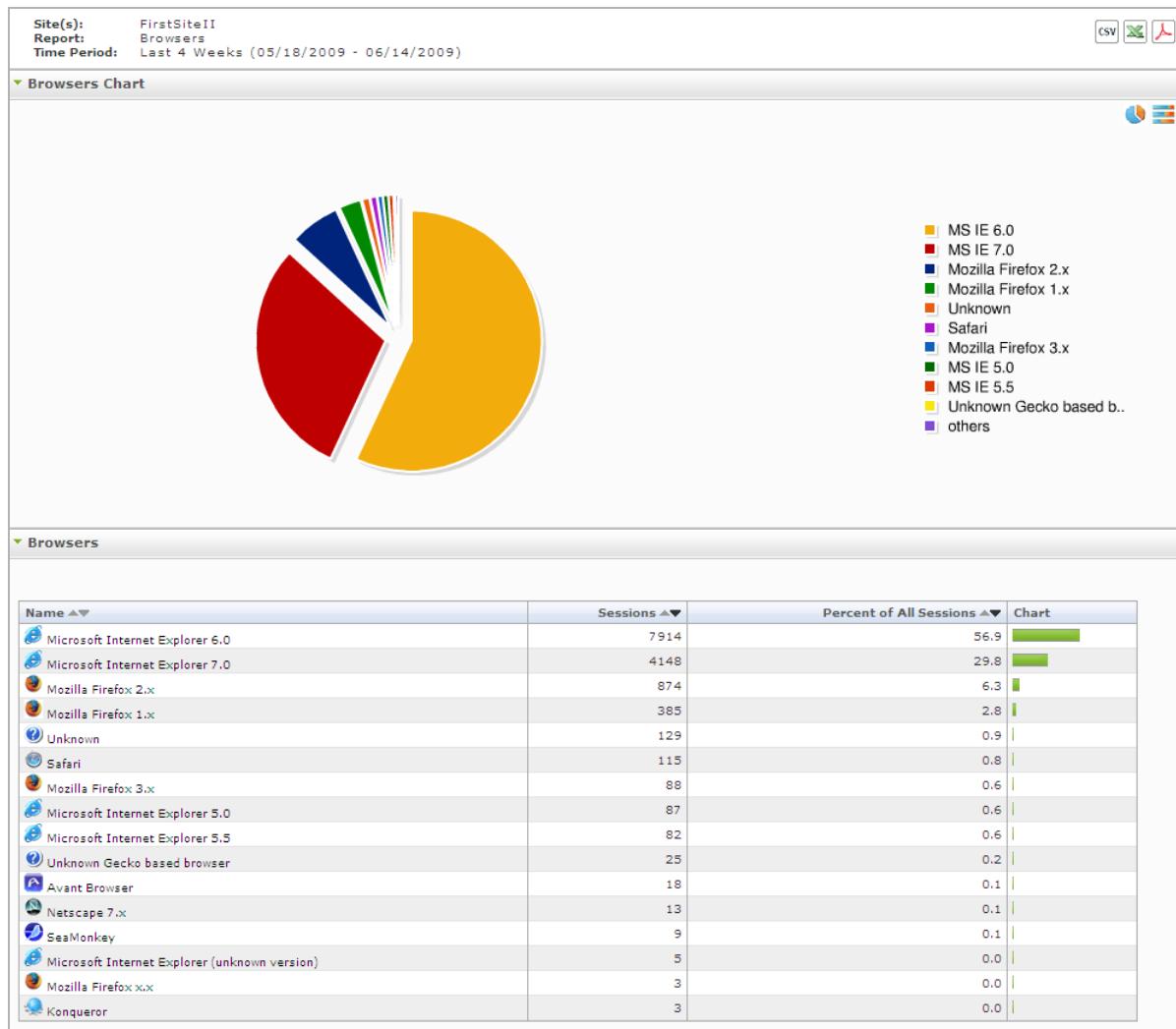
- Technical information, such as the browsers that were used and the IP addresses from which content was accessed.
- Demographic information, such as the visitors’ countries of origin and the countries’ populations.

The following “User Information” reports can be generated on all sites in all Content Server installations:

- ‘Browsers’ Report
- ‘Countries’ Report
- ‘Entry/Exit Pages’ Report
- ‘External Search Engines’ Report
- ‘Hosts’ Report
- ‘IP Addresses’ Report
- ‘Operating Systems’ Report
- ‘Referrers’ Report
- ‘Screen Resolution’ Report
- ‘Sessions’ Report
- ‘Visitors’ Report

'Browsers' Report

The “Browsers” report identifies the browsers that visitors used to access a given site’s page view within the reported time period.



'Browsers Chart'

The “Browsers Chart” shows how often a given browser was used to access the site’s page view during the reported time period. Each sector (or bar) represents the percentage of sessions that ran with a given browser on the given site during the reported time period.

'Browsers' List

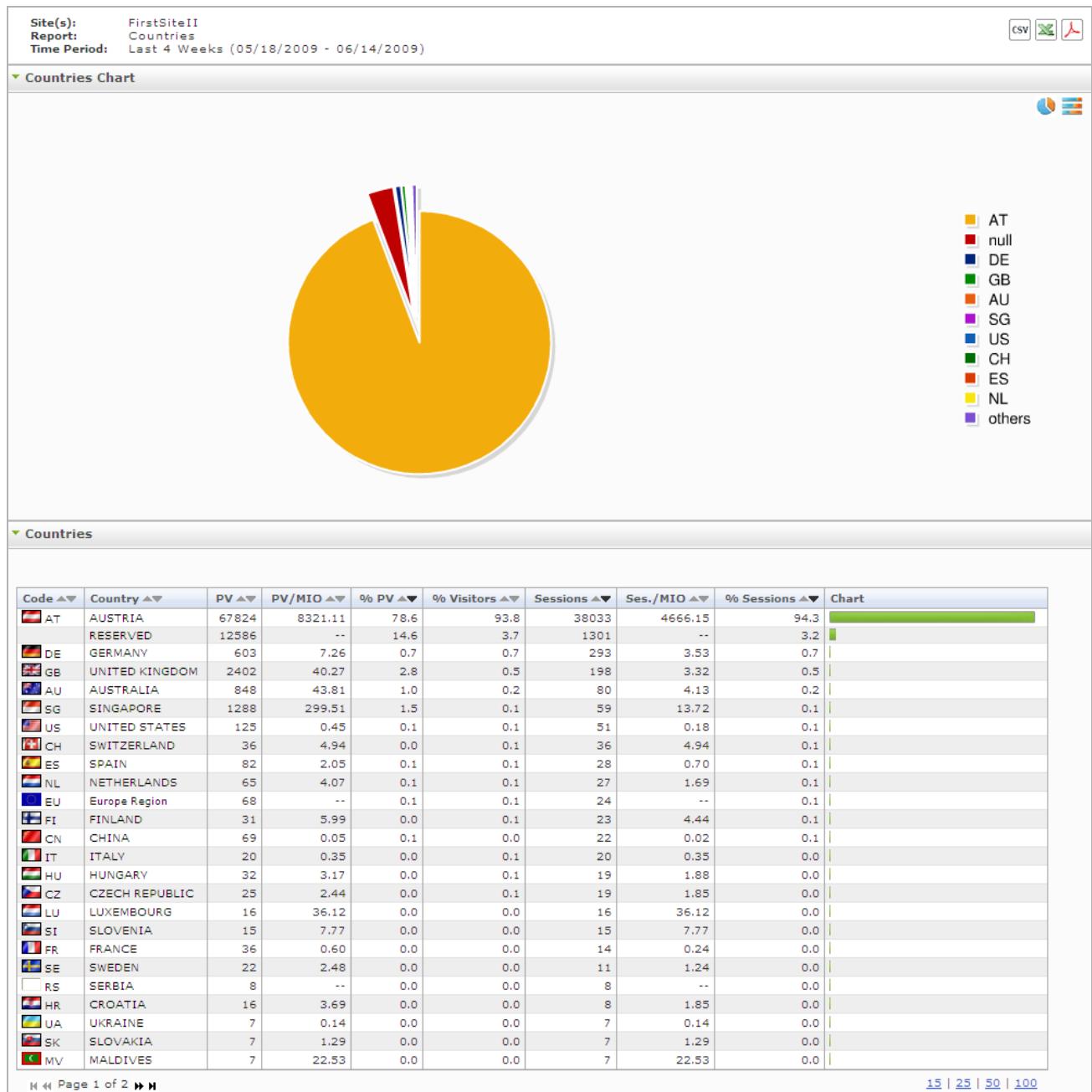
The “Browsers” list tabulates statistics on the browsers that visitors used to browse the given site during the reported time period. For a description of each statistic, see [Table 10](#).

Table 10: “Browsers” List

Column Title	Description
Name	Browser that visitors used to access the site’s page view within the reported time period (displayed in the report header).
Sessions	Number of sessions in which a given browser was used during the reported time period.
Percent of All Sessions	<p>Displayed as a sector in the “Browsers” pie chart (bar in the bar chart).</p> <p>Number of times that the site’s page view was accessed by a given browser, divided by the total number of page view accesses by all browsers. The result is multiplied by 100 and plotted as a sector in the pie chart (a bar in the bar chart).</p> <p>Note: The chart allocates a sector (bar) to any browser with at least 10% usage. Browsers with usage values below 10% are combined into a sector (bar) labeled “Other.”</p>
Chart	<p>Horizontal bar whose length expresses the value in the “Sessions” column (or the “Percent of all Sessions” column), for the given browser.</p> <p>When two or more line items are displayed, the bars in the “Chart” column define a histogram (Sessions [or Percent of all Sessions] vs. Name of browser).</p>

'Countries' Report

The “Countries” report identifies the countries from which visitors accessed the page view of a given site within the reported time period.



'Countries Chart'

The “Countries Chart” shows how frequently visitors in a given country accessed the site’s page view during the reported time period. Each sector (or bar) of the chart represents the percentage of sessions that originated in a given country and ran on the given site during the reported time period.

'Countries' List

The “Countries” list tabulates statistics on the countries from which visitors browsed the given site during the reported time period. For a description of each statistic, see [Table 11](#).

Table 11: “Countries” List

Column	Description
Code	Country code and flag-icon of the visiting country determined from visitors’ IP addresses.
Country	Name of the visiting country, determined from visitors’ IP addresses. Any IP address that does not return country information is listed at the bottom of the report as “RESERVED.”
PV	Number of page views that originated from the given country.
PV/MIO	Number of page views per one million of the country’s population during the reported time period: “PV” is the statistic described in the preceding row, and “MIO” is the population of the country in millions of inhabitants.
% PV	Percentage of total page views recorded for the site that originated from the given country.
% Visitors	Percentage of the total number of visitors recorded for the site that originated from the given country.
Sessions	Number of browser sessions that originated in the given country during the reported time period, on the given site.
Sessions/MIO	Number of browser sessions per one million of the country’s population during the reported time period: “Sessions” is the statistic described in the preceding row, and “MIO” is the population of the country in millions of inhabitants.
% Sessions	Displayed as a sector in the “Countries” pie chart (bar in the “Countries” bar chart). Percentage of browser sessions that originated in the given country during the reported time period, on the given site.

Table 11: "Countries" List

Column	Description
Chart	Horizontal bar whose length expresses the value in the "Sessions" column (or "% Sessions" column), for the given country. When two or more line items are displayed, the bars in the "Chart" column define a histogram (Sessions [or % Sessions] vs. Country).

'Entry/Exit Pages' Report

The "Entry/Exit Pages" report identifies the beginning and ending pages of the sessions that ran on the given site within the reported time period.

Note

The "Entry/Exit Pages" report provides you with a filter which enables you to filter the report results by page name.

Site(s): FirstSiteII
Report: Entry/Exit Pages
Time Period: Last 7 Days (06/12/2009 - 06/18/2009)
Filter: Filter by Page Name:

Entry Pages

Asset Name	Count
FSIIHome	4
Name	3
Sorama - Flat-Panel LCD HDTV	1

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Exit Pages

Asset Name	Count
Name	3
FSIIHotItems	3
n/a	1
FSII FSE Triple Play	1
FSIIAbout	1
FSIIHome	1
Sorama - Flat-Panel LCD HDTV	1
FSII Superior Hi-Def Plasma Screen TV	1

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'Entry Pages' List

The “Entry Pages” list tabulates statistics on the beginning pages of the sessions on the given site during the reported time period. For a description of each statistic, see [Table 12](#).

Table 12: “Entry Pages” List

Column Title	Description
Asset Name	Name of the page that was accessed as the session’s beginning page during the reported time period (displayed in the report header).
Count	Number of times that the page was accessed as the session’s beginning page during the reported time period.

'Exit Pages' List

The “Exit Pages” list tabulates statistics on the final pages of the sessions that ran on the given site during the reported time period. For a description of each statistic, see [Table 13](#).

Table 13: “Exit Pages” List

Column Title	Description
Asset Name	Name of the page that was accessed as the session’s ending page during the reported time period (displayed in the report header).
Count	Number of times that the page was accessed as the session’s ending page during the reported time period.

'External Search Engines' Report

The "External Search Engines" report lists search phrases that led visitors to the given site. This report also identifies the search engine that was used. All the search phrases were entered into sites that are external to Content Server.

Note

The "External Search Engines" report provides you with a filter which enables you to filter the report results based on keyword and/or the search engine used.

The screenshot shows the 'External Search Engines' report interface. At the top, there are filter options: Site(s) (FirstSiteII), Report (External Search Engines), Time Period (Last 7 Days (05/29/2009 - 06/04/2009)), and two dropdown filters for 'Filter by keyword' and 'Filter by search engine' (both set to 'Select...'). Below these are 'CSV', 'XLS', and 'PDF' export buttons. The main content area has a section titled 'Search Phrases' with a table showing search keywords and their counts. The table has columns for 'Keyword' and 'Count'. The data is as follows:

Keyword	Count
firstsite	107
route plan	105
games	12
dsl	5

Below this is a page navigation bar with links for 15, 25, 50, and 100 results. The next section is titled 'External Search Engines' with a table showing search engines and their counts. The table has columns for 'Name' and 'Count'. The data is as follows:

Name	Count
google.at	471
google.de	33
google.com	12
google other	10
google.se	5
Yahoo	5
google.ch	4

Below this is another page navigation bar with links for 15, 25, 50, and 100 results.

'Search Phrases' List

The “Search Phrases” list tabulates statistics on the searches that visitors performed on an external site, using external search engines. For a description of each statistic, see [Table 14](#).

Table 14: “Search Phrases” List

Column Title	Description
Keyword	Search word or phrase that was entered. Search phrase information is captured when a click on the search engine’s results list converts to a hit.
Count	Number of times that the keyword was entered during the reported time period.

'External Search Engines' List

The “External Search Engines” list tabulates statistics on the external search engines that visitors used while browsing the given site during the reported time period. For a description of each statistic, see [Table 15](#).

Table 15: “External Search Engines” List

Column Title	Description
Name	URL of the search engine that executed the search phrase.
Count	Number of times in the reported time period that the search engine was invoked to search on the keyword in the “Search Phrases” list (Table 14, on page 58).

'Hosts' Report

The "Hosts" report identifies the hosts from which visitors accessed the site's page view within the reported time period. For a description of each statistic, see [Table 16](#)

Note

The "Hosts" report provides users with a filter which enables you to filter report results by host name.

Site(s): FirstSiteII
Report: Hosts
Time Period: Last 7 Days (05/29/2009 - 06/04/2009)
Filter: Filter by Host Name:

Hosts

Host Name or IP Address	Count
192.168.199.1	425
195.3.97.222	291
195.3.97.221	89
213.162.66.71	80
10.120.12.143	76
62.47.178.151	70
81.136.153.140	58
193.170.250.75	57
62.47.2.82	55
140.78.165.78	41
88.117.77.112	38
80.120.179.10	35
193.170.250.70	33
124.179.231.140	32
81.217.46.145	30
195.3.113.169	29
195.3.113.167	25
80.122.13.30	25
80.120.26.154	24
212.31.69.5	24
212.183.13.231	24
195.3.113.170	21
194.138.12.144	20
62.47.56.101	20
80.121.0.242	20

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'Hosts' List

The "Hosts" list provides information and statistics on the host or IP Address of the machine a visitor used to access the given site during the reported time period. For a description of each statistic, see [Table 16](#).

Table 16: "Hosts" List

Column Title	Description
Host Name or IP Address	Host name or IP address of the machine from which visitors accessed the site's page view within the reported time period. Any IP address that does not return country information is listed at the bottom of the report as "Reserved."
Count	Number of times that the site's page view was accessed from the given host within the reported time period (displayed in the report header).

'IP Addresses' Report

The "IP Addresses" report lists the IP addresses from which visitors accessed the site's page view within the reported time period.

Note

The "IP Addresses" report provides users with a filter which enables the user to filter the report results based on IP address.

Site(s): FirstSiteII
Report: IP Addresses
Time Period: Last 7 Days (05/29/2009 - 06/04/2009)
Filter: Filter by IP Address:

IP Addresses

IP Address	Count
192.168.199.1	425
195.3.97.222	291
195.3.97.221	89
213.162.66.71	80
10.120.12.143	76
62.47.178.151	70
81.136.153.140	58
193.170.250.75	57
62.47.2.82	55
140.78.165.78	41
88.117.77.112	38
80.120.179.10	35
193.170.250.70	33
124.179.231.140	32
81.217.46.145	30
195.3.113.169	29
195.3.113.167	25
80.122.13.30	25
80.120.26.154	24
212.31.69.5	24
212.183.13.231	24
195.3.113.170	21
194.138.12.144	20
62.47.56.101	20
80.121.0.242	20

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'IP Addresses' List

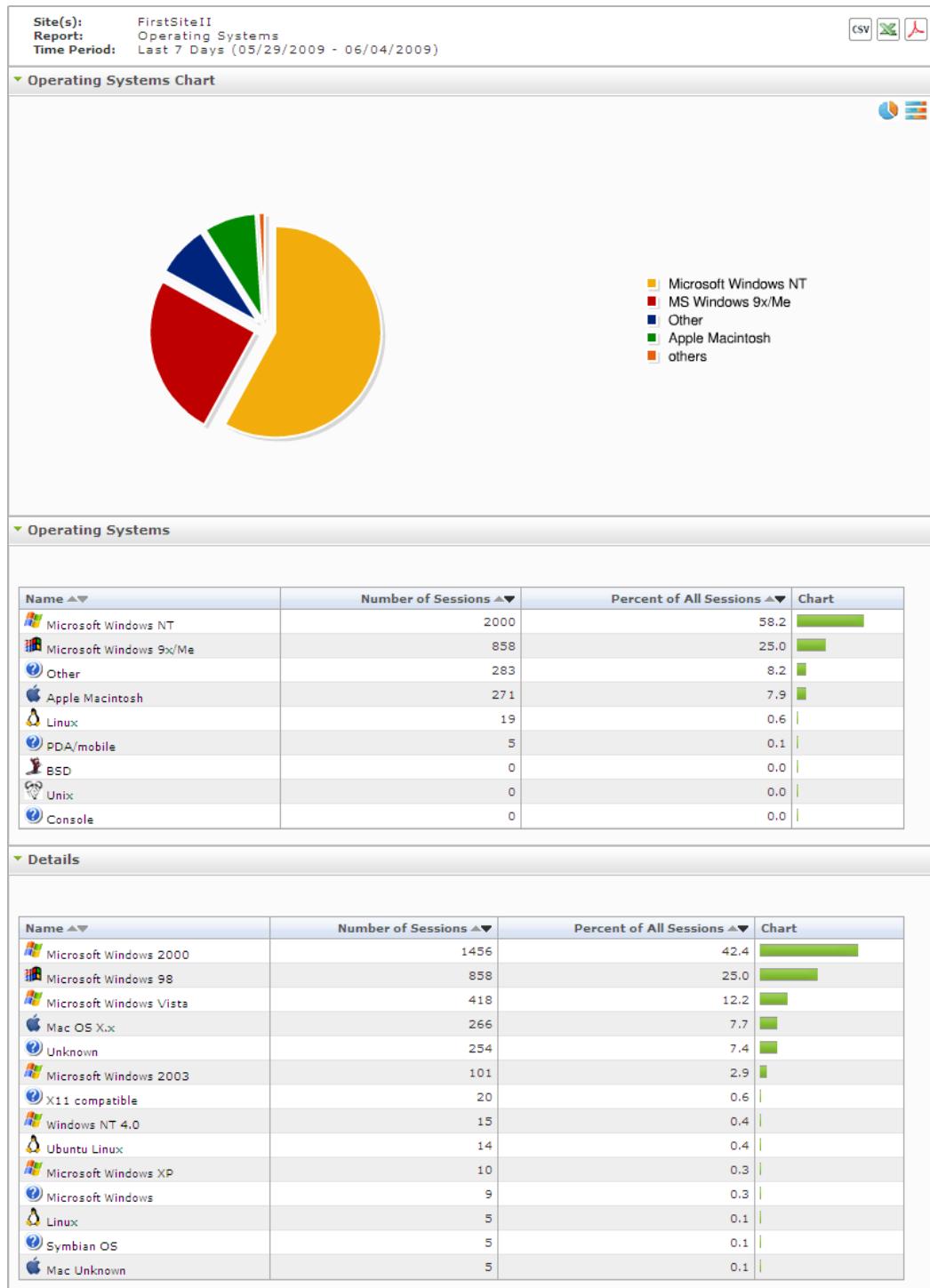
The “IP Addresses” list provides information and statistics about which IP addresses were used by visitors to access the site’s page view during a reported time period. For a description of each statistic, see [Table 17](#).

Table 17: “IP Addresses” List

Column Title	Description
IP Address	IP address from which visitors accessed the site’s page view during the reported time period. Clicking the IP address displays detailed information about the IP address, including the country of origin. An IP address that does not return country information is listed at the bottom of the list as “Reserved.”
Count	Number of times that the site’s page view was accessed from the given IP address during the reported time period (displayed in the report header).

'Operating Systems' Report

The “Operating Systems” report identifies the operating systems from which visitors accessed the page view of a given site during the reported time period.



'Operating Systems' Chart'

The “Operating Systems Chart” shows how often a given operating system was used to access the site’s page view. Each sector (or bar) represents the percentage of sessions that ran with the given operating system on the given site during the reported time period.

'Operating Systems' List

The “Operating Systems” list tabulates statistics on the operating systems that were used to browse the given site during the reported time period. For a description of each statistic, see [Table 18](#).

Table 18: “Operating Systems” List

Column Title	Description
Name	Operating system that visitors used to access the site’s page view within the reported time period.
Number of Sessions	Number of sessions in which the given operating system was used during the reported time period.
Percent of All Sessions	<p>Displayed as sectors in the “Operating Systems” chart.</p> <p>Number of times that the site’s page view was accessed by a given operating system, divided by the total number of accesses by all operating systems. The result is multiplied by 100 and plotted as a sector in the pie chart.</p> <p>Note: The pie chart allocates a sector to any operating system with at least 1% usage. Operating systems with usage values below 1% are combined into a sector labeled “Other.”</p>
Chart	<p>Horizontal bar whose length expresses the value in the “Number of Sessions” column (or the value in the “Percent of Sessions” column), for the given operating system.</p> <p>When two or more line items are displayed, the bars in the “Chart” column define a histogram (Number of Sessions [or Percent of Sessions] vs. Name of the Operating System).</p>

'Details' List

The “Details” list tabulates statistics on the sub-systems of the operating systems that are named in [Table 18](#). For a description of each statistic, see [Table 18](#).

'Referrers' Report

The “Referrers” report lists referring URLs—external sites from which visitors followed links to the given site within the reported time period.

Note

The “Referrers” report provides users with a filter. When the user selects the checkbox “do not display local referrers”, all local referrers are filtered out of the report results, leaving only external referrers listed. You can also filter report results by a specific referrer.

Site(s):	FirstSiteII	CSV
Report:	Referrers	XML
Time Period:	Custom... (06/02/2009 - 06/09/2009)	PDF
Filter:	Filter by referrer: <input type="text"/>	
	<input type="checkbox"/> do not display local referrers	
	<input checked="" type="button"/> Apply	
▼ Referrers		
Referrer ▾		Count ▾
http://www.firstsite.com/		1647
http://www.firstsite.com/portal/site/firstsite/menuitem.45083459c11608ac6cf83f1014a041ca/?vonextoid=f38178ef46ac6010VqnVCM100000410a14acRCRD		118
http://www.firstsite.at		92
http://www.google.at/search?hl=de&q=firstsite&meta=		74
http://www.firstsite.com/portal/site/firstsite/menuitem.fa5cb3c8080ac9e9d01f2e9814a041ca/?vonextoid=571178ef46ac6010VqnVCM100000410a14acRCRD		44
http://communicator.firstsite.com/a/homepage		43
http://www.google.at/search?hl=de&q=routenplaner&btnG=Google-Suche&meta=cr%3DcountryAT		42
http://localhost:7001/cs/Satellite		42
http://localhost:7001/cs/Satellite?AssetType=Page		37
http://www.firstsite.com/Content.Node/flash.php		35
http://www.firstsite.com/portal/site/firstsite/menuitem.fa5cb3c8080ac9e9d01f2e9814a041ca/?vonextoid=47a518f41d437010VqnVCM100000410a14acRCRD		33
http://kundenbereich.firstsite.com/telbuch/index.php		24
http://www.firstsite.com/portal/site/firstsite/menuitem.96ca9c4a5c8418ac6cf83f1014a041ca/?vonextoid=9e3278ef46ac6010VqnVCM100000410a14acRCRD		24
http://www.firstsite.com/portal/site/firstsite/menuitem.f9b29abbf0bb02f04ed7fe1014a041ca/?vonextoid=902cd21b0a956010VqnVCM100000410a14acRCRD		23
http://www.firstsite.com/portal/site/firstsite/menuitem.fa5cb3c8080ac9e9d01f2e9814a041ca/?vonextoid=1101d21b0a956010VqnVCM100000410a14acRCRD		22
http://www.firstsite.com/portal/site/firstsite/menuitem.fa5cb3c8080ac9e9d01f2e9814a041ca/?vonextoid=026ad21b0a956010VqnVCM100000410a14acRCRD		19
http://www.google.at/search?hl=de&q=routenplaner&btnG=Suche&meta=cr%3DcountryAT		19

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'Referrers' List

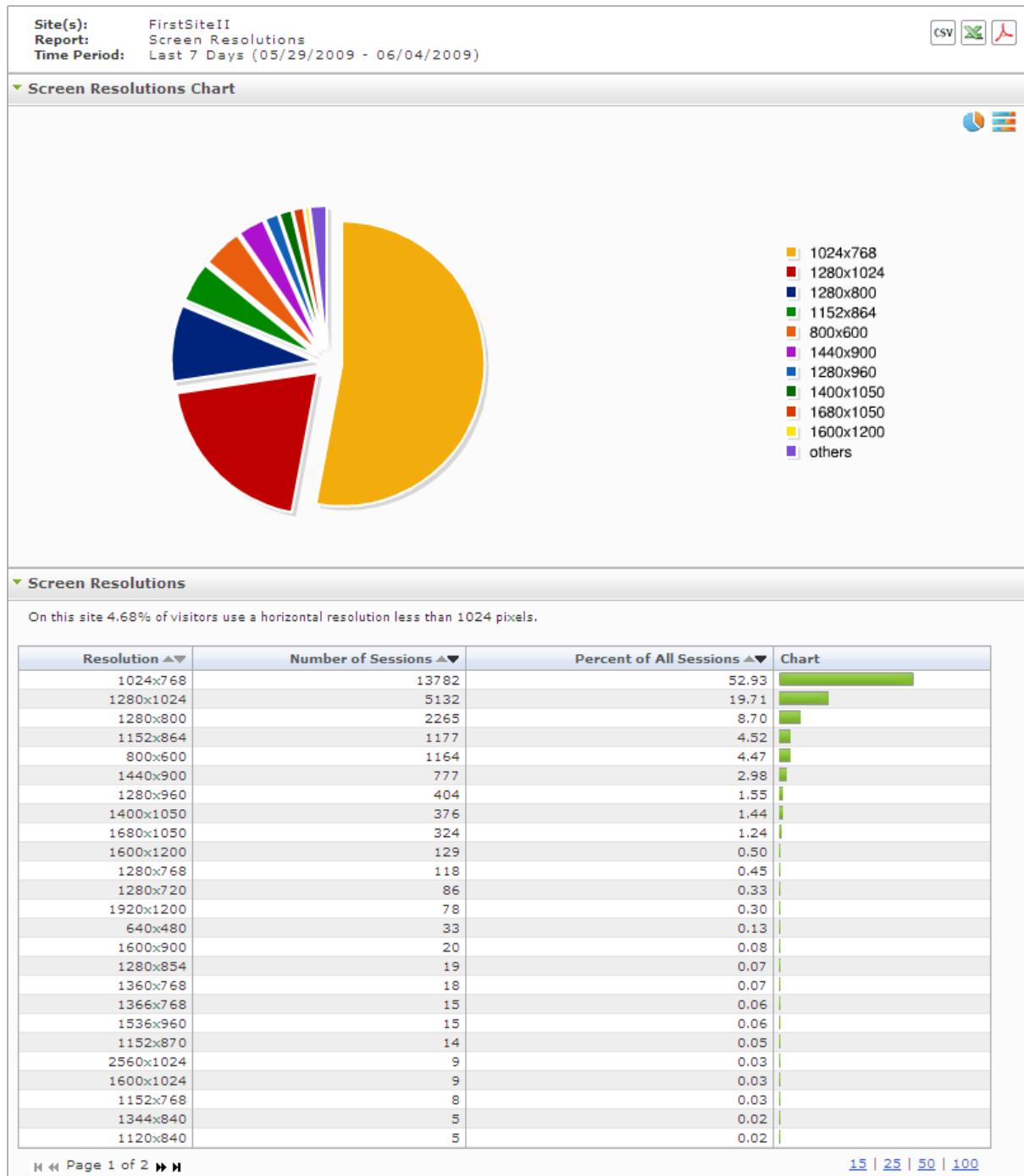
The “Referrers” list provides information and statistics about the URL that was used to lead the visitor to the given site during the reported time period.

Table 19: “Referrer” List

Column Title	Description
Referrer	URL of the external site that led visitors to this site.
Count	Number of times that the referring URL triggered the current site’s page view within the reported time period.

'Screen Resolution' Report

The "Screen Resolution" report provides information about the screen resolutions used by visitors to access the site during the reported time period.



'Screen Resolutions Chart'

The “Screen Resolutions chart” shows how often a given screen resolution was used to access content on the site in a given time period. Each sector (or bar) represents the percentage of client browsers that used a horizontal resolution of less than 1024 pixels to access content on the given site during the reported time period.

'Screen Resolutions' List

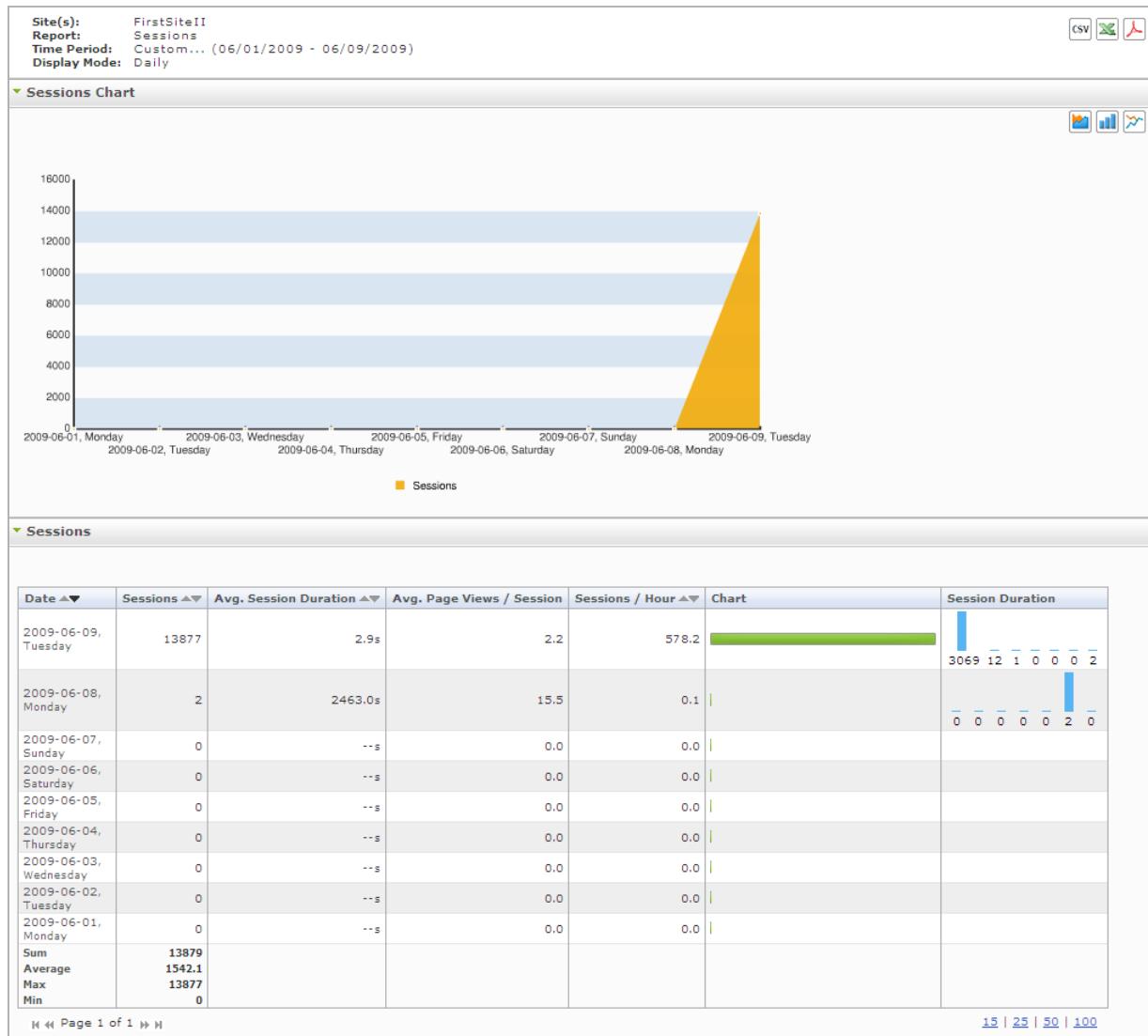
The “Screen Resolution” list tabulates statistics about which screen resolution visitors used while accessing the given site during the reported time period. For a description of each statistics, see [Table 20](#).

Table 20: “Screen Resolution” List

Column	Description
Resolution	Horizontal density of pixels across the browser’s screen.
Number of Sessions	Number of sessions during which the given resolution was used, in the reported time period.
Percent of All Sessions	Percentage of sessions during which the given resolution was used.
Chart	Horizontal bar whose length expresses the value in the “Number of Sessions” column (or the value in the “Percent of all Sessions” column), for the given resolution. When two or more line items are displayed, the bars in the “Chart” column define a histogram (Number of Sessions [or Percent of all Sessions] vs. Resolution).

'Sessions' Report

The “Sessions” report lists the frequency and duration of the browser sessions that ran on a given site within the reported time period.



'Sessions Chart'

The “Sessions Chart” plots the frequency of browser sessions versus the date (or time interval) when the frequency was observed.

'Sessions' List

The “Sessions” list tabulates statistics on the browser sessions that ran on the given site during the reported time period. For a description of each statistic, see [Table 21](#).

Table 21: “Sessions” List

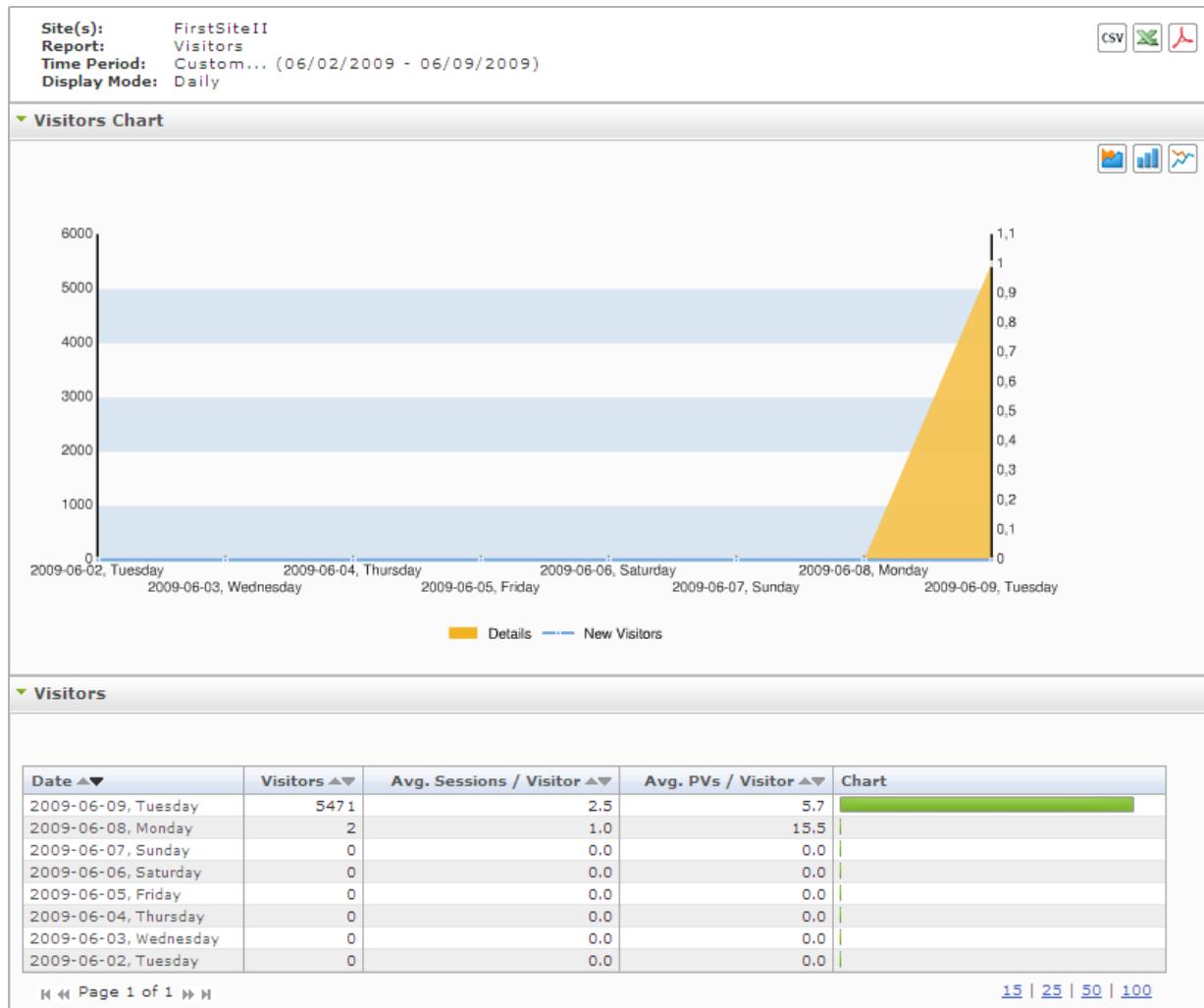
Mode	Column Title	Description
Daily, Weekly, Monthly, Sum by Weekdays	Date	<p>The x-axis of the “Sessions” chart.</p> <p>Day (week or month) in which data was captured and for which statistics are being reported.</p> <ul style="list-style-type: none"> • In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date.
	Sessions	<p>The y-axis of the “Sessions” chart.</p> <p>Number of browser sessions that ran on the given date.</p>
	Avg. Session Duration	Average session length (in seconds) on the given date.
	Avg. Page Views / Session	Average number of page views per session on the given date.
	Sessions / Hour	Average number of sessions per hour on the given date.
	Chart	<p>Horizontal bar whose length expresses the value in the “Sessions” column, for the given date.</p> <p>When two or more line items are displayed, the bars in the “Chart” column define a histogram (Sessions vs. Date).</p>
	Session Duration	<p>Vertical bar chart showing the distribution of session duration on the given date.</p> <p>From left to right, the quantiles (in seconds) are as follows:</p> <p>0–30 31–120 121–300 301–900 901–1800 1801–3600 3601–43200</p> <p>Results are interpreted as shown in the following example:</p> <p>Example: A value of “15” in the 31–120 quantile means that 15 sessions on the given date lasted from 31 seconds up to and including 120 seconds.</p>

Table 21: "Sessions" List (*continued*)

Mode	Column Title	Description
Sum by Weekdays	Date	<p>The x-axis of the "Sessions" chart.</p> <p>The day of the week in which data was captured and for which statistics are being reported.</p> <p>In sum by weekdays mode, the date identifies a day of the week, defined as 24 hours, beginning at 12:00 a.m. on the given weekday.</p>
	Sessions	<p>The y-axis of the "Sessions" chart.</p> <p>Number of browser sessions that ran on the given weekday.</p>
	Avg. Session Duration	Average session length (in seconds) on the given weekday.
	Avg. Page Views / Sessions	Average number of page views per session on the given weekday.
	Sessions / Hour	Average number of sessions per hour on the given weekday.
	Chart	<p>Horizontal bar whose length expresses the value in the "Sessions" column, for the given weekday.</p> <p>When two or more line items are displayed, the bars in the "Chart" column define a histogram (Sessions <i>vs.</i> Date).</p>
	Session Duration	<p>Vertical bar chart showing the distribution of session duration on the given weekday.</p> <p>From left to right, the quantiles (in seconds) are as follows:</p> <p>0–30 31–120 121–300 301–900 901–1800 1801–3600 3601–43200</p> <p>Results are interpreted as shown in the following example:</p> <p>Example: A value of "15" in the 31–120 quantile means that 15 sessions on the given weekday lasted from 31 seconds up to and including 120 seconds.</p>

'Visitors' Report

The "Visitors" report shows how many visitors accessed a site's page view during the days (weeks or months) in the reported time period.



'Visitors Chart'

The "Visitors Chart" plots the number of visitors who accessed the site's page view versus the date (or time interval) when the number was observed.

'Visitors' List

The “Visitors” list tabulates statistics on the visitors who browsed the given site during the reported time period. For a description of each statistic, see [Table 22](#).

Table 22: “Visitors” List

Mode	Column	Description
Daily, Weekly, Monthly	Date	<p>The x-axis of the “Visitors” chart.</p> <p>The date for which session information is being reported.</p> <ul style="list-style-type: none"> • In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date.
	Visitors	<p>The y-axis of the “Visitors” chart.</p> <p>Number of unique visitors who accessed the site’s page view during the reported time period.</p>
	Avg. Sessions / Visitor	Average number of sessions per visitor.
	Avg. PVs / Visitor	Average number of page views per visitor.
	Chart	<p>Horizontal bar whose length expresses the value in the “Visitors” column, for the given date.</p> <p>When two or more line items are displayed, the bars in the “Chart” column define a histogram (Visitors <i>vs.</i> Date).</p>

Chapter 7

Audit Trail Information Report (Internal Statistics)

The “Audit Trail Information” report provides statistics on content contributors’ activities on a content management site—the actions they performed on assets on a content management site, along with information about the particular users who have performed those actions on the assets (for example, created, edited, or deleted assets in your site). This is the only Analytics report that provides information about internal users and the actions they perform on assets on a content management site.

Audit Trail Information reports are described in this chapter. They are:

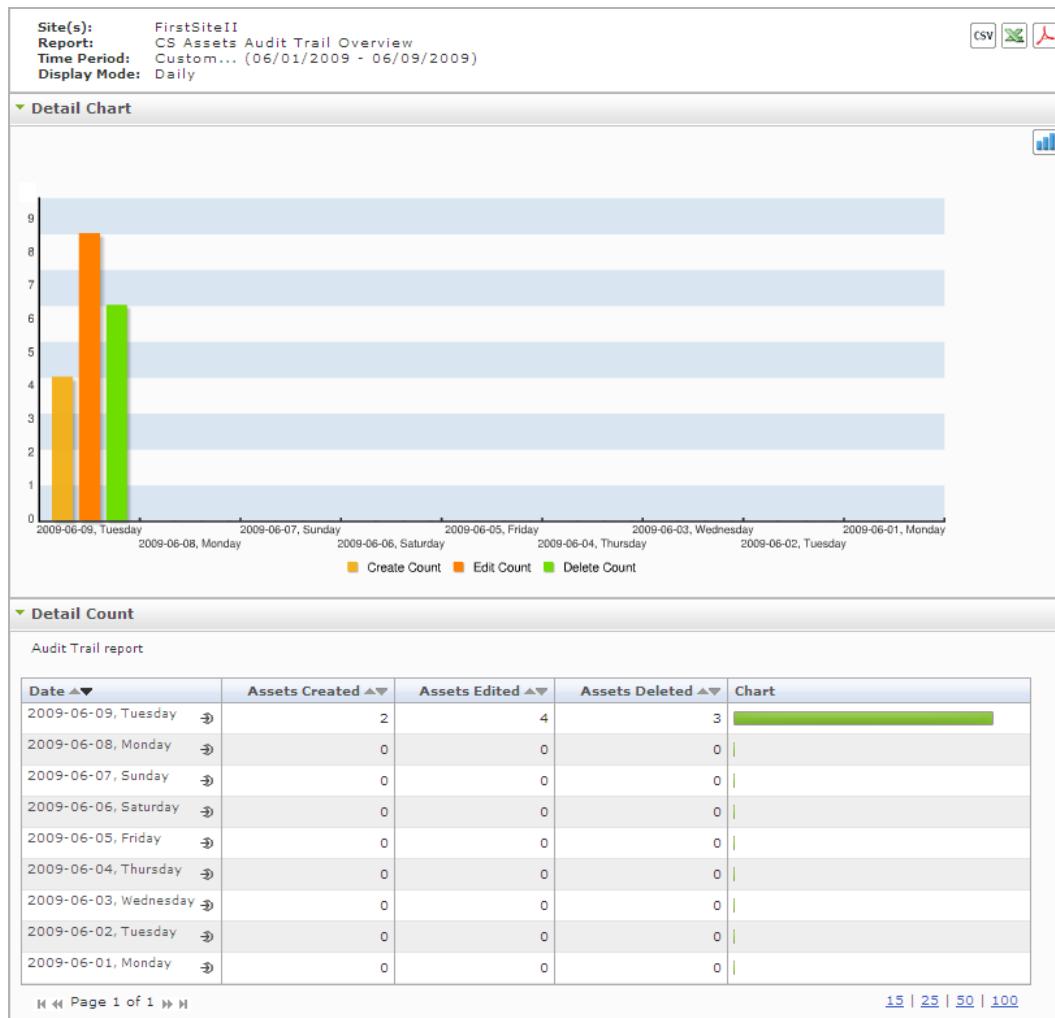
- [‘CS Assets Audit Trail’ Report](#)
- [‘CS Assets’ Report](#)
- [‘CS Users’ Report](#)

'CS Assets Audit Trail' Report

FatWire Analytics displays an aggregated count of all assets that have been created, edited, or deleted within a given time period on a given content management site. The report can be generated in four different display modes: Daily, Weekly, Monthly, and Operations on Assets.

Note

When you select the “Operations on Assets” mode, the “CS Assets Audit Trail” report provides users with a filter which enables a user to filter the report results by asset type and/or asset name.



'Detail Chart'

The “Detail Chart” plots the number of times assets were created, edited, and deleted on the content management site, for the given time period.

'Detail Count' List

The “Detail Count” list tabulates statistics of the site’s modified assets in the reported time period.

Table 23: “Detail Count” List

Mode	Column Title	Description
Daily, Weekly, Monthly	Date	<p>The x-axis of the “Details” chart in this mode.</p> <p>Day (week or month) on which assets were created, modified, or deleted.</p> <ul style="list-style-type: none"> • In daily mode, the date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date. • In weekly mode, the date identifies a week, defined as 7 consecutive days beginning at 12:00 a.m. on the given date. • In monthly mode, the date identifies a calendar month, beginning at 12:00 a.m. on the given date. <p>Clicking the Drill down icon (⊕) opens the report in the “Operations on Assets” mode (see “Operations on Assets,” in this table).</p>
	Assets Created	<p>The y-axis of the “Details” chart in this mode.</p> <p>Number of assets that were created on the given date.</p>
	Assets Edited	<p>The y-axis of the “Details” chart in this mode.</p> <p>Number of assets that were edited on the given date.</p>
	Assets Deleted	<p>The y-axis of the “Details” chart in this mode.</p> <p>Number of assets that were deleted on the given date.</p>
	Chart	Horizontal bar whose length represents the total number of assets that have been created, edited, or deleted for the given date.

Table 23: "Detail Count" List

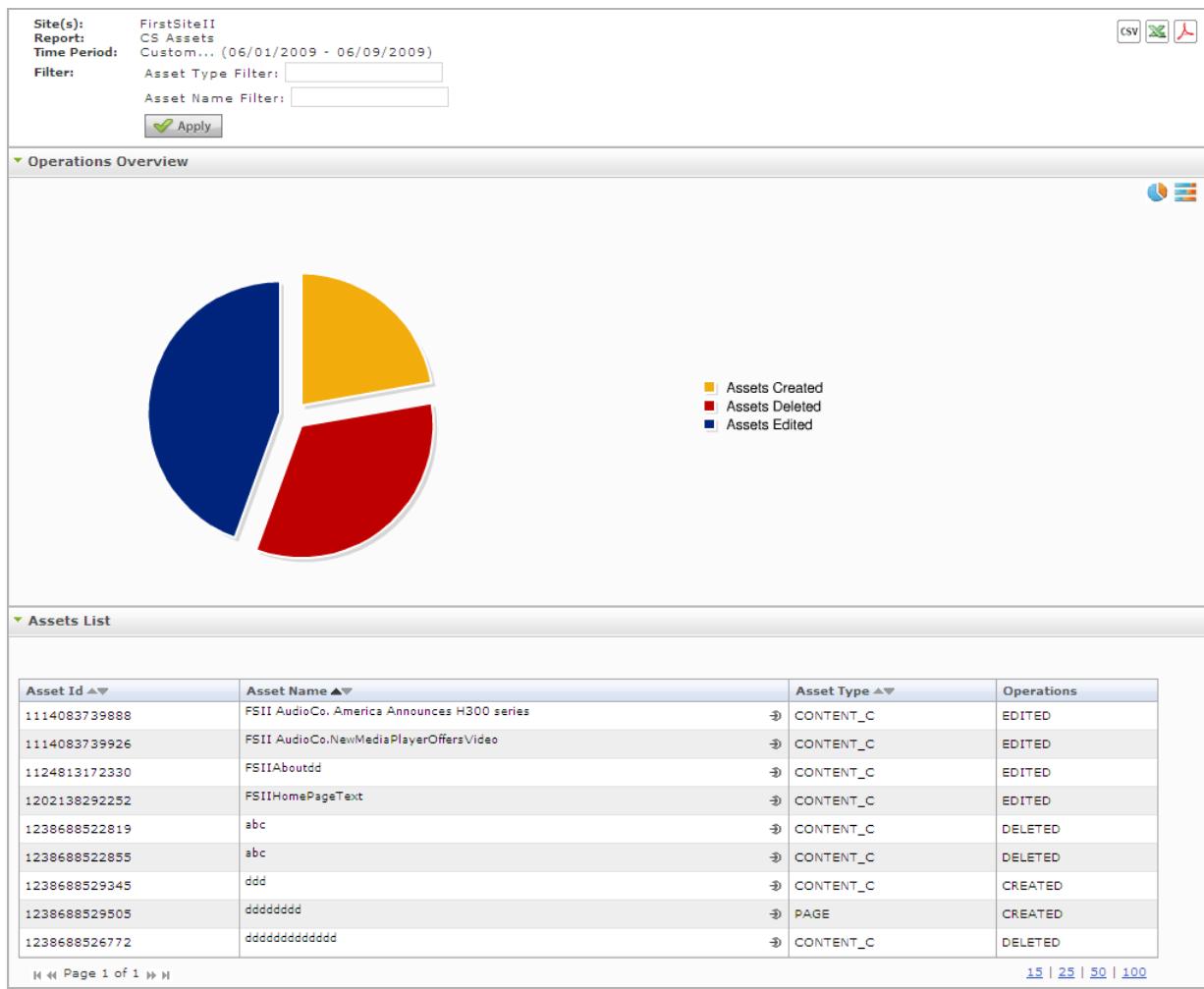
Mode	Column Title	Description
Operations on Assets	Created Assets	Displays a table summarizing all assets that were created in the given time period. (This table provides information about the: asset name, asset type, date of creation, and the user who created the asset.)
	Edited Assets	Displays a table summarizing all assets that were modified in the given time period. (This table provides information about the: asset name, asset type, date of modification, and the user who modified the asset.)
	Deleted Assets	Displays a table summarizing all assets that were deleted in the given time period. (This table provides information about the: asset name, asset type, date of deletion, and the user who deleted the asset.)

'CS Assets' Report

The “CS Assets” report displays statistics on the different operations (create, modify, and delete) that users performed on assets during the reported time period, on the given content management site.

Note

The “CS Assets” report provides users with a filter which enables the user to filter report results based on asset type and/or asset name.



'Operations Overview' Chart

The “Operations Overview” chart displays percentages of different operations (create, modify, and delete) that users performed on assets during the reported time period, on the given content management site.

'Assets List'

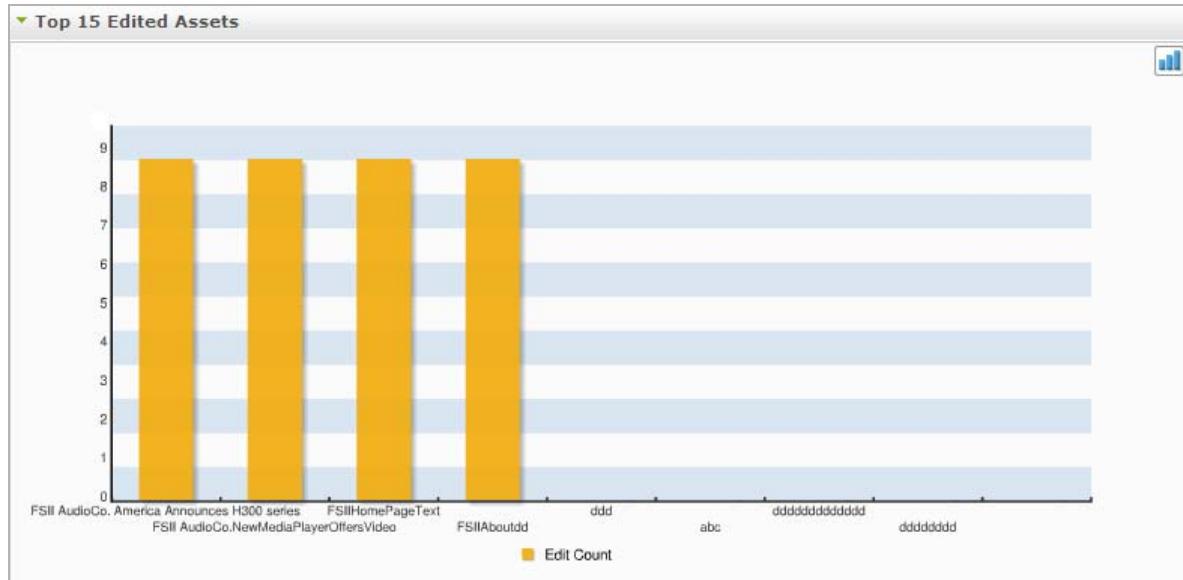
The “Assets List” displays a summary of the assets on which operations were performed, and provides information about the operations that were performed on each asset listed.

Table 24: “Asset List”

Row Title	Description
Asset id	ID of the asset on which an operation was performed, in the given time period.
Asset Name	Name of the asset on which an operation was performed, in the given time period.
Asset Type	Type of asset on which an operation was performed, in the given time period.
Operations	Type of operation(s) performed on a given asset in the given time period.

'Top 15 Edited Assets' Chart

The “Top 15 Edited Assets” chart displays the top fifteen assets that were modified by users in the given time period.

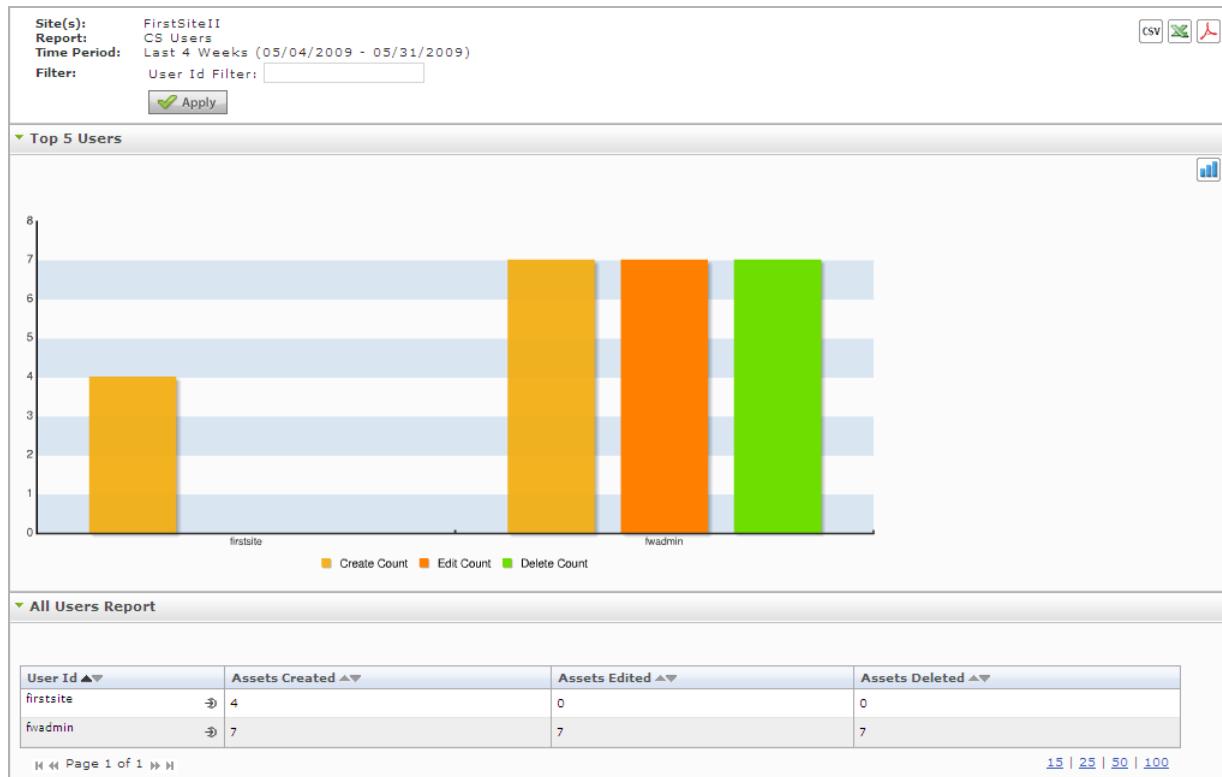


'CS Users' Report

This report displays information about the users who created, edited, or deleted assets in the given time period, on the given content management site.

Note

The “CS Users” report provides users with a filter which enables a user to filter report results by user Id.



'Top 5 Users' Chart

The “Top 5 Users” chart names the users that performed operations on assets in the given time period. This chart shows which operations the user(s) performed on the asset(s), and how many times the user(s) performed those operations on the asset(s).

'All Users Report' List

The “All Users Report” list displays a table that shows which operation(s) a user performed on an asset, and how many times they performed the operation(s) on the asset in the given time period. For a description of each column of the “All Users Report” list, see the table below.

Table 25: “All Users Report” List

Mode	Row	Description
All Users	User Id	User name of the user who either: created, edited, or deleted an asset in the given time period. Clicking the Drill down icon (☞) opens the report in “User Detail” mode (see the “User Detail” row of this table).
	Assets Created	Number of assets a given user created in the given time period.
	Assets Edited	Number of assets a given user edited in the given time period.
	Assets Deleted	Number of assets a given user deleted in the given time period.
User Detail	Date	Day on which the asset was created, edited, or deleted by the user. The date identifies a single day, defined as 24 hours, beginning at 12:00 a.m. on the given date.
	Time	The time of day that the user performed the operation on the asset.
	Asset Name	The name of the asset that the user performed the operation on.
	Asset Type	The asset type of the asset that the user performed the operation on.
	Asset ID	The ID number of the asset that the user performed the operation on.
	Operation Type	The type of operation that the user performed on the asset.

Glossary

This glossary explains the terms used throughout this guide that are specific to FatWire Analytics.

Internal Search

A search performed by a visitor using the site's built in search engine. This search returns results from within the site's contents.

Object

A FatWire Analytics construct. The subject of a report.

When storing and processing information, Analytics uses objects, whereas Content Server uses assets and asset types. To allow Analytics to recognize a Content Server asset type and track assets of that type, administrators define an Analytics object in terms of a Content Server asset type. They do so by configuring an Analytics report for the object and assigning the desired asset type to that object. The process of configuring a report defines the underlying asset.

Note

A special instance of an object is the [Pageview Object](#), which administrators must configure (by configuring the “Page Views” Report) in order for reports in the “General Information” group to work.

The “Page Views” report supports multiple asset types.

Pageview Object

A default Analytics object which you configure through the “Page Views” report. The Pageview object is the basis for the “Page Views,” “Site Information” and “Clickstream” reports, and thus it should be assigned asset types whose assets make the most sense (from the marketing standpoint) to be included in these reports.

A Pageview object can be assigned multiple asset types. The “Page Views” report will contain statistics on the usage of those asset types.

Page View

A FatWire Analytics construct. A group of one or more assets, whose asset types are enabled for tracking by the Analytics data capture application.

Asset types are enabled for tracking when they are defined in the [Pageview Object](#) and when published pages displaying those asset types are tagged with the `AddAnalyticsImgTag` (data capture tag).

“Page Views” Report

A report, based on the [Pageview Object](#). The “Page Views” report displays statistics on [Page View](#) activity on your site.

Processed Data

Visitor activity data that has been processed by Hadoop Jobs into statistical data. When processing is complete, the data is injected into the Analytics database, where it is immediately available for the reports that users request from the Analytics reporting interface.

Raw Data

Unprocessed data describing visitor activity on the site, recorded during the data capture process and stored in the local file system for future processing. This is the data on which statistics are calculated for display in reports. (This data cannot be directly used for report generation.)

Statistical Data

See [Processed Data](#).