

Oracle® Web Analytics

Implementation and Administration Guide

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Oracle Web Analytics Implementation and Administration Guide, Release 12

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- Did you find any errors in the information?
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Preface

Intended Audience

Welcome to Release 12 of the *Oracle Web Analytics Implementation and Administration Guide*.

This guide is intended for those responsible for implementing and administering Oracle Web Analytics.

This guide assumes you have a working knowledge of the following:

- The principles and customary practices of your business area.
- Oracle Web Analytics
- Oracle iStore
 - If you have never used Oracle iStore, Oracle suggests you attend one or more of the Oracle iStore training classes available through Oracle University.
- Oracle Self-Service Web Applications

To learn more about Oracle Self-Service Web Applications, read the *Oracle Self-Service Web Applications Implementation Manual*.
- Oracle Applications Framework

To learn more about Oracle Applications Framework, consult the *Oracle Application Framework Personalization Guide*.
- The Oracle Applications graphical user interface
 - To learn more about the Oracle Applications graphical user interface, read the *Oracle Applications User's Guide*.

See Related Information Sources on page xi for more Oracle Applications product

information.

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Structure

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- 2 Verify Mandatory Dependencies**
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Related Information Sources

Oracle Web Analytics shares business and setup information with other Oracle Applications products. Therefore, you may want to refer to other guides when you set up and use Oracle Web Analytics. You can read the guides online by choosing Library from the expandable menu on your HTML help window, by reading from the Oracle Applications Document Library CD included in your media pack, or by using a Web browser with a URL that your system administrator provides. If you require printed guides, you can purchase them from the Oracle Store at <http://oraclestore.oracle.com>.

Documents Related to All Oracle Applications

Oracle Applications User's Guide

This guide explains how to enter data, query, run reports, and navigate using the graphical user interface (GUI). This guide also includes information on setting user profiles, as well as running and reviewing reports and concurrent processes. You can access this guide online by choosing "Getting Started with Oracle Applications" from any Oracle Applications help file.

Oracle Applications Concepts

This guide provides an introduction to the concepts, features, technology stack, architecture, and terminology for Oracle Applications Release 12. It provides a useful first book to read before an installation of Oracle Applications. This guide also introduces the concepts behind Applications-wide features such as Business Intelligence (BIS), languages and character sets, and Self-Service Web Applications.

Installing Oracle Applications

This guide provides instructions for managing the installation of Oracle Applications products. In Release 12, much of the installation process is handled using Oracle Rapid Install, which minimizes the time to install Oracle Applications and the Oracle technology stack by automating many of the required steps. This guide contains instructions for using Oracle Rapid Install and lists the tasks you need to perform to finish your installation. You should use this guide in conjunction with individual product user guides and implementation guides.

Oracle Applications System Administrator's Guide

This guide provides planning and reference information for the Oracle Applications System Administrator. It contains information on how to define security, customize menus and online help, and manage concurrent processing.

Oracle eTechnical Reference Manuals

Each eTechnical Reference Manual (eTRM) contains database diagrams and a detailed description of database tables, forms, reports, and programs for a specific Oracle Applications product. This information helps you convert data from your existing applications, integrate Oracle Applications data with non-Oracle applications, and write custom reports for Oracle Applications products. Oracle eTRM is available on

OracleMetaLink.

Oracle Trading Community Architecture Administration Guide and the *Oracle Trading Community Architecture User Guide*

These two documents contain setup and administration information for Oracle Trading Community Architecture. Oracle Trading Community Architecture is a data model that allows you to manage complex information about the parties, or customers, who belong to your commercial community, including organizations, resources, locations, and the network of hierarchical relationships among them.

Guides Related to This Product

Oracle Application Framework Personalization Guide

This guide describes how to personalize Oracle Application Framework-based Oracle E-Business Suite application pages as an end-user and as a personalization administrator using the Oracle Application Personalization Framework.

Note: Oracle Web Analytics does not contain any end-user personalizable regions, and there are no special considerations that you need to be aware of when creating administrator-level personalizations of its regions or pages. For general information about how to create personalizations, refer to the *Oracle Application Framework Personalization Guide*.

Oracle Daily Business Intelligence Implementation Guide and *Oracle Daily Business Intelligence User Guide*

These two documents provide details on implementing and using Oracle Daily Business Intelligence (DBI). For Oracle iStore Daily Business Intelligence information, refer to the *Oracle Web Analytics Implementation and Administration Guide*.

Oracle iStore Implementation and Administration Guide

Oracle Web Analytics integrates closely with Oracle iStore to track Oracle E-Business Suite Web sites. This guide provides implementation and administration information for Oracle iStore, which is a mandatory dependency for Oracle Web Analytics.

Integration Repository

The Oracle Integration Repository is a compilation of information about the service endpoints exposed by the Oracle E-Business Suite of applications. It provides a complete catalog of Oracle E-Business Suite's business service interfaces. The tool lets users easily discover and deploy the appropriate business service interface for integration with any system, application, or business partner.

The Oracle Integration Repository is shipped as part of the E-Business Suite. As your instance is patched, the repository is automatically updated with content appropriate for the precise revisions of interfaces in your environment.

Do Not Use Database Tools to Modify Oracle Applications Data

Oracle STRONGLY RECOMMENDS that you never use SQL*Plus, Oracle Data Browser, database triggers, or any other tool to modify Oracle Applications data unless otherwise instructed.

Oracle provides powerful tools you can use to create, store, change, retrieve, and maintain information in an Oracle database. But if you use Oracle tools such as SQL*Plus to modify Oracle Applications data, you risk destroying the integrity of your data and you lose the ability to audit changes to your data.

Because Oracle Applications tables are interrelated, any change you make using an Oracle Applications form can update many tables at once. But when you modify Oracle Applications data using anything other than Oracle Applications, you may change a row in one table without making corresponding changes in related tables. If your tables get out of synchronization with each other, you risk retrieving erroneous information and you risk unpredictable results throughout Oracle Applications.

When you use Oracle Applications to modify your data, Oracle Applications automatically checks that your changes are valid. Oracle Applications also keeps track of who changes information. If you enter information into database tables using database tools, you may store invalid information. You also lose the ability to track who has changed your information because SQL*Plus and other database tools do not keep a record of changes.

Introduction to Oracle Web Analytics

This chapter covers the following topics:

- Overview of Oracle Web Analytics
- Business Roles
- Web Tracking Infrastructure
- Reporting

Overview of Oracle Web Analytics

TESTINGToday's e-commerce environment necessitates that companies measure and understand online visitor interactions and customer purchasing behavior in terms of the impact of these activities on the revenue and profitability of their Web initiatives. Oracle® Web Analytics addresses this need by empowering managers with insights to deliver superior Internet campaigns and drive profitable customer interactions. Business managers are required to run their online businesses like their offline business. They need tools to answer tough questions on adoption and ROI for their online initiatives such as:

- Which sources bring the most customers, orders and revenue? What is my conversion funnel?
- Which navigational paths lead to the most conversions?
- Is my online channel profitable?
- Does my online channel have usability issues slowing down the adoption?
- How are my summary traffic statistics (visitors, pages, visits, etc.) changing over time?
- How can I leverage my customer analytics from the Web in my multi-channel process?

An integrated part of the Oracle E-Business Suite, Oracle Web Analytics answers these questions and more. Oracle Web Analytics is a flexible and robust tool for tracking and reporting on site activity. A comprehensive reporting system, Web Analytics can be used in both business-to business (B2B) and business-to-consumer (B2C) settings. With seamless integration to the e-commerce application, Oracle iStore, Oracle Web Analytics provides a complete Web tracking solution, reporting on the entire online customer flow, from clicks, to registration, to leads, to orders. Oracle Web Analytics, along with Oracle Marketing, provides marketing managers with a complete Web campaign optimization solution. By monitoring which Web campaigns translate into site visits, registrations, and revenue, Oracle Web Analytics is able to improve the ROI of marketing campaigns.

Business Roles

Oracle Web Analytics targets the following business roles:

- **Web Channel Business Owner:** The online sales business owner is responsible for the sales and customer activity on the site devoted to capturing purchases. This person may typically assume the title of Director of E-Business, with responsibility for an organization's e-commerce initiatives and its operational efficiency therein. In a B2B context, the individual would belong to a sales organization, while in a B2C scenario, the individual would typically report within a marketing organization.
- **E-Marketing Manager:** The e-marketing manager plays a key role in B2C Web environments: she/he is typically responsible for launching and monitoring web campaigns, as well as for the overall customer online experience. Her/His role would typically be the primary one in this type of organization. This function, however, depending on the size and business objectives of the organization, may not exist in a B2B scenario.
- **Usability Specialist:** The Usability Specialist would focus on specific transaction flows in a Web site to ensure optimal purchasing flow. Examples of typical flows are the checkout and registration.
- **System Administrator:** The System Administrator (also known as Operations Manager) would utilize Web traffic data to assist in scheduling optimal times to disable the site in order to perform maintenance or upgrades.

Web Tracking Infrastructure

Oracle Web Analytics captures in a scalable way online users' behavior and interactions. Following are key features of the Web tracking infrastructure:

- Web Tracking Functionality
- Web Analytics Administration Application

- Privacy Management
- Security
- Support for Additional Deployment Options

Oracle Web Analytics ships with out-of-the-box tracking of Oracle iStore sites, and can be configured to track legacy third-party sites.

These features are described in the sections that follow.

Web Tracking Functionality

Oracle Web Analytics provides an extensive tracking infrastructure, capturing customer browsing patterns and Web interactions, such as site registration, site searches, and online inquiries. Following are some key metrics being tracked by Web Analytics:

- **Visits:** Each visit is tracked, and a configurable time-out mechanism defines the visit time-out period.
- **Visitors:** A unique identifying cookie tracks each visitor. In addition, anonymous visitors are tracked across multiple visits.
- **Page Views:** Each individual page displayed to the customer is tracked, easily capturing the users' browsing patterns.
- **Web Referrals:** Advertisements or portal links on partner sites are counted.
- **Site Registrations:** Registration submissions are tracked, along with the visitors' browsing patterns prior to registration.
- **Cart and Online Order Creation:** Cart and order creation are tracked, in order to analyze which visits and visitors are converted into actual purchases.
- **Online Inquiries:** Payment, order, and invoice inquiries are tracked.

Important: Oracle Web Analytics does not track visitors who have disabled browser cookies. For more information on how Oracle Web Analytics treats browsers with JavaScript disabled, refer to the section "Tracking Visits for Browsers With JavaScript Disabled", below.

Tracking of Authenticated Visitors

Oracle Web Analytics tracks authenticated visitors persistently across visits, regardless of the Visit Time Out value in the administration setup, unless of course the visitor has selected to opt out. If at any time during a visit, a visitor authenticates himself, the entire visit is considered authenticated. The determination of whether a visitor is a new

or return visitor is based using the values obtained from the authenticated visitor state. The scenario below helps illustrate the behavior.

Tracking of Authenticated Visitors Scenario

Visit	Visitor ID	Party ID	Tracked
1	A	Anonymous	Start of Visit
1	A	X	At the end of visit 1, the visit is tracked as an authenticated visit made by new Party X
2	B	Anonymous	At the end of visit 2, the visit is tracked as an anonymous visit made by new visitor B
3	B	Anonymous	Start of Visit
3	B	X	At the end of visit 3, the visit is tracked as an authenticated visit made by returning Party X
4	B	Anonymous	At the end of visit 4, the visit is tracked as an anonymous visit made by returning Visitor B

Analysis:

- Number of Visits: 4
- Number of Visitors: 2
- Although we know from the sequence of events that Visitor B is really the same as Visitor A, and that there is probably only one visitor tied to Party X involved in the above sequence, in order to protect the privacy of the visitor Oracle Web Analytics does not relate the information across visits.

Tracking of Anonymous Visitors

Oracle Web Analytics tracks anonymous visitors for a period defined in days, as specified by the user in the administrator setup parameter, Persistent Cookie Expiration, unless an anonymous user opt-out is present. The expiration date for the tracking of anonymous visitors is re-set on every visit. For example if the visitor expiration is set to be 90 days, the visitor will be tracked as a new visitor if his next visit is 91 days after the original visit. If the visitor should return before the 90 day period, the visitor will be considered a return visitor, and the expiration date will be re-set for another 90 days.

Disabling Persistent Client-Side Visitor Tracking

Administrators can disable persistent cookies in the Administration UI. This, in effect, disables the tracking of anonymous visitors across visits. Thus, anonymous visitors are counted as distinct visitors with every new visit. The following scenarios help illustrate the behavior.

Visitor Tracking with Cookies Disabled Scenario

Visit	Visitor ID	Party ID	Behavior
1	A	Anonymous	At the end of visit 1, the visit is tracked as an anonymous visit made by new Visitor A
2	A	Anonymous	At the end of visit 2, the visit is tracked as made by a new, anonymous visitor even though it was made by Visitor A
3	A	X	At the end of visit 3, the visit is tracked as an authenticated visit made by new Party X
			<i>User shuts down browser, and clears session cookies. Visitor then re-starts browser, and continues with visit.</i>

Visit	Visitor ID	Party ID	Behavior
4	B	Anonymous	At the end of visit 4, the visit is tracked as an anonymous visit made by new Visitor B
5	B	X	At the end of visit 5, the visit is tracked as an authenticated visit made by returning Party X

Analysis:

- Number of Visits: 5
- Number of Visitors: 3
- Although we know from the sequence of events that Visitor B is really the same as Visitor A, and that there is probably only one visitor tied to Party X involved in the above sequence, in order to protect the privacy of the visitor Oracle Web Analytics does not relate the information across visits.

Note that the above scenario also applies to the following section, "Tracking Visitors Who Disable Persistent Cookies", since the effect of not using persistent cookies is the same -- regardless whether the cookies are disabled in the Oracle Web Analytics setup or on the client machine.

Tracking Visitors Who Disable Persistent Cookies

Visitors may browse a site with persistent cookies disabled in their browsers. Oracle Web Analytics supports this browser configuration and continues to track such visitors and visits by setting only session cookies. When session cookies are used, an anonymous visitor is considered a new visitor in every new visit where the session cookies have been removed.

Tracking Visits for Browsers With JavaScript Disabled

When a user has disabled JavaScript in his browser, following is the tracking behavior:

Tracking External Web Sites (Non-Oracle iStore)

- External Web sites are tracked based on the JavaScript code published in their Web pages. Thus, when JavaScript is disabled, no external sites will be tracked.

Tracking Oracle iStore/Oracle E-Business Suite Applications

- When Oracle Application Server Web Cache (Web Cache) is Not Enabled: Page tracking of Oracle iStore pages are handled by Oracle Web Analytics APIs, which are JavaScript-independent. Thus, they will be tracked normally. However the Page Duration is computed based on JavaScript code, so the duration of pages tracked on JavaScript-disabled browsers will be computed based on "Extended Calculation" methodology.
- When Oracle Web Cache is Enabled: Web-cached pages (for example, catalog pages) will not be tracked. This includes the partially Web-cached iStore pages as well. Non Web-cached pages (for example, order tracker pages) will be tracked. Thus, if JavaScript is disabled, Oracle Web Analytics tracks visits partially depending on page visited by the visitor. As in the above case, Page Duration will always be computed based on "Extended Calculation" methodology.

Supported Browsers for Client-Side Tracking

For tracking purposes, Oracle Web Analytics supports Microsoft Internet Explorer Version 5.5x, 5.0x and 6.0; AOL Netscape Version 4.7x and 7.2; and Mozilla Firefox Version 1.7 (where *x* is 3 or higher). Browsers with a lower version from the type described above or of a different type (e.g., Opera) are still tracked. However, if the JavaScript code fails to execute on these un-supported browsers, the visits will not be captured. Browsers of a higher version from the types described above are treated normally.

Web Tracking in Oracle Applications

Oracle Web Analytics features a seamless integration with the Oracle iStore site management infrastructure. In addition to tracking Oracle iStore sites, Oracle Web Analytics also by default tracks Oracle Partner Management sites set up using the Oracle iStore site infrastructure (Display Template management framework). In addition, Oracle Web Analytics integrates with other Oracle E-Business Suite applications for data capture and reporting purposes, including being able to report on Oracle Marketing campaigns.

Support for Oracle E-Business Suite Visits

Oracle Web Analytics tracks visitors who are registered users in the Oracle E-Business Suite, as well as those identified by the Oracle E-Business Suite as guest users. Authenticated users are tracked by their Oracle Trading Community Architecture (TCA) party. Anonymous visitors to both Oracle E-Business Suite and non-Oracle E-Business Suite sites are tracked using the Guest party in Oracle TCA. In the case where no party is found, the Oracle iStore Guest party is used. Setup of the Guest party would be an implementation step only in the case where Oracle Web Analytics is implemented for non-Oracle E-Business Suite sites; this setup is not required in the case where both Oracle E-Business Suite and non-Oracle E-Business Suite sites are present. A visitor to an Oracle E-Business Suite site will have all of the pages that he views

assigned to a single unique visit, during his active navigation of a site. The Oracle E-Business Suite session will be correctly identified as authenticated or anonymous by the Oracle Web Analytics tracking engine. When a visitor ends his Oracle E-Business Suite session by signing out, Oracle Web Analytics also ends the user's visit. An Oracle E-Business Suite visit is assigned to a single party. A visitor may have multiple parties across visits. For example, Visitor 123 in Visit 1 uses Username A which is tied to Party X. In visit 2, Visitor 456 uses Username B which is tied to Party Y.

Support for Oracle Single Sign-On Visits

A visit to a site managed through Oracle Single Sign-On Server (SSO) is tracked in the same manner as an Oracle E-Business Suite visit. The visit will be correctly identified as authenticated or anonymous. When a visitor ends his SSO session, Oracle Web Analytics also ends his visit. An authenticated SSO visit may be assigned to a TCA party; if so, the user will be tracked by the party ID. When no such link exists, the SSO visitor is tracked by the Guest party in Oracle TCA.

Support for Oracle Marketing Campaigns

Oracle Web Analytics supports the ability to track campaign visits created through Oracle Marketing Tracking solution, as well as scenarios where the customer directly links to a site from an external source.

Marketing Tracking Scenario

A marketer creates a marketing campaign in Oracle Marketing and sends it to users via e-mail. A user views his e-mail in Yahoo and clicks on the link in the e-mail. The user is then taken to the Oracle Marketing tracking page, which records his response using Oracle Interaction History. The marketing page then forwards the user to the target page, in this case an Oracle iStore product details page. In this scenario, Oracle Web Analytics will capture the visit, along with the campaign schedule source code, and the referral source, in this case Yahoo. If the visitor should later in the visit create a shopping cart, the cart will be identified with the campaign source code tracked in the visit.

Search Engine Marketing Scenario

A marketing manager creates a campaign in Oracle Marketing and retrieves the campaign source code from the campaign URL. The marketing manager creates a Google campaign and supplies a link to their site with the embedded the Oracle Marketing campaign schedule source code ID (e.g., www.somewebsite.com/thegrid&msource=1234). Visitors who click this link from Google are taken to the target site. Oracle Web Analytics track these visitors and assigns their visit to the appropriate campaign schedule based on the campaign source code in the URL. Oracle Web Analytics tracks the first campaign associated with the visit even when a visit is associated with multiple campaigns, and tracks only Oracle Marketing campaign schedules that are supported by Oracle iStore.

Integration with Oracle Application Server Web Cache

The Oracle Web Analytics tracking engine allows the tracking of visits and page views

for content that is cached by Oracle Application Server Web Cache.

Tracking of Third-Party Sites

Oracle Web Analytics allows Web managers to track non-Oracle E-Business Suite Web sites; these are known as third-party sites. Site designers can embed a JavaScript tracking tag into their site pages to track visits, visitors, page views, and site searches on their legacy Web properties. Static Web sites -- as well as dynamic Web sites (using Perl, JSP, ASP) -- can be tracked, as long as the JavaScript tracking tag is embedded in the site pages. For more information, see the chapter, *Integration with Third-Party Sites*, page 8-1.

Support for Secure Socket Layer Connections

Oracle Web Analytics supports the ability to track visits for pages using secure socket layer (SSL) connections (HTTPS protocol).

Visits and Visit Duration

The sections that follow discuss visits and visit duration.

Automatic Visit Termination for Inactive Sessions

A visit automatically ends after a period of inactivity defined in minutes, as specified by the user in the Oracle Web Analytics Visit Inactivity Period parameter. A visitor who navigates to pages not tracked by Oracle Web Analytics would accumulate inactivity time. Thus, although the visitor may be actively navigating these pages that are not tracked by Oracle Web Analytics, the Oracle Web Analytics engine, after a period of time, considers the visit to have ended due to inactivity. If a visitor is required to login twice during a visit, the second successful login would automatically end the visit. The user would start a new visit after successfully authenticating himself. This would ensure that a visit is only tied to a single party.

Visit Duration

Oracle Web Analytics tracks the duration of visits by adding the page view durations. When a visit ends (including visits that are automatically completed by Oracle Web Analytics due to inactivity), the duration of the last page view is excluded.

Tracking of Referring Sites

In partner scenarios, companies often have contractual agreements whereby they post advertisements or portal links on partner sites to generate traffic to their sites from the partner site. Each piece of counted traffic (whether a visit, a lead, or an order) is known as a referral. Administrators can create categories of referrals to group and track each referral. Using referrals is optional.

Tracking External Entry Traffic to a Page

Oracle Web Analytics tracks the source of traffic to a page for the following type of analysis:

- External sources of traffic: This refers to links from third-party sites used by a visitor to visit a page within a site. Oracle Web Analytics tracks the first external referral in a visit where a visit may contain multiple external referrals.
- Which pages are used by visitors to begin such visits?

The exit traffic to external pages and links are not tracked.

Traffic Filters

Each external (non-Oracle iStore) site is associated with a single domain. Every page view captured for external sites must be first validated against the domains specified by the administrator in the Oracle Web Analytics Administration Application. The logic used is all page view URLs which match one of the following:

- The domain name string matches exactly the domain of the page-view URL.
- <Any sub-domain string> plus period (.) plus <domain name>

If a matching site is not found, an exception will be logged, and Oracle Web Analytics ignores the page view (the page view is not reported). If a site code is provided within a page view, the validation of the domain to the page view URL still occurs; an exception is logged if the validation fails.

The following example illustrates the behavior.

External Sites Example

Site	Domain	URL
A	Oracle.com	oracle.com
B	Peoplesoft.com	www.Peoplesoft.com Store.peoplesoft.com
C	Oracleusa	Oracleusa

Note that site C contains a domain that is not in the correct format.

Behavior Based on Example Sites

PageView URL	Comments
oracle.com/product1.html	This would validate against Site A domain name
store.oracle.com/products.html	This would validate against Site A domain name
www.peoplesoft.com/products.html	This would validate against Site B domain name
www.oracleusa.com	This would not match any site, including Site C as the domain name specified for Site C does not contain the .com extension
Support.peoplesoft.com/index.htm	This page view would be validated against Site B; however, it would be rejected as it does not match any of Site B's Site URLs. An exception would be logged.

When a site has enabled the filtering of traffic, visits from IP addresses specified in the Oracle Web Analytics administration Traffic Filter box (in the Setup tab) are recorded by the tracking engine but not reported upon.

Tracking of Web Server and Client Information

Oracle Web Analytics captures the following minimum data from the standard HTTP protocol information.

Data Captured Once at the Start of the Visit

Attribute	Description
Client Name	The IP address of the client
Referrer	Used by a client to specify, for the server's benefit, the address (URI) of the resource from which the Request-URI was obtained.
Cookie Parameters	The information required by the tracking engine to track visits.

Attribute	Description
User Agent information	The type and version of the browser and operating systems (e.g., Microsoft Internet Explorer Version 6, Apple Mac Operating System)

Data Captured for Every Page View

Attribute	Description
URI	The resource being requested from the Web server
Date and Time	The date and time for the request
Visit Identifier	Visit identifier to flag unique visits
Visitor Identifier	Identifier to flag unique visitors

Extensibility of Client Tracking Code

The code used in the client browser provides an extensible interface where Oracle Web Analytics administrators may implement and plug-in their own unique code to override the default attributes captured in the browser. For example, if the client code captures the page name from the JavaScript variables, the client code provides a mechanism to override this method and allow administrators to plug in their own code that would retrieve, for example, the page name from the page URL. The architecture allows client code that is provided by the administrator to be supported in future Oracle Web Analytics releases. The code will not affect the ability of Oracle Web Analytics development to modify the default behavior of the client tracking code. The following set of attributes are exposed as a Java API interface to allow for the extensibility:

- Page Name
- Page Code
- Site Code
- Context ID (i.e., Product ID or Section ID)

Oracle Web Analytics Administration Application

Oracle Web Analytics features an easy-to-use administration user interface, allowing managers to do the following:

- **Tracking Engine Setup:** Configurable parameters include visitor and visit time-out definitions, as well as the definition of tracking filters to include or exclude traffic from certain sites.
- **Site Tracking Setup:** Configurations allow for tracking both external and Oracle iStore customer sites
- **Report Dimensions Setup:** Reporting dimensions can be set up for: pages, site areas, and Web referrals.

Privacy Management

Recent privacy laws passed in the U.S. and the European Union (EU) have set precedents for the use and control of customer data. These laws require compliance by companies that operate within these countries, a movement which affects almost all Oracle customers. In the EU, the new standards, which target the wrongful collection of PII (Personally Identifiable Information), are stricter than those mandated in the U.S. To ensure that Web Analytics customers comply with privacy laws, Web Analytics provides comprehensive opt-in/opt-out mechanisms, with support for disclosure and access.

Tracking preferences can be managed in the Web Analytics administration user interface, in order to comply with the variety of global privacy management requirements. Included in the configurable parameters are the following:

- Ability to define whether tracking cookies are persistent or non-persistent
- Ability to define the duration during which anonymous visitors are tracked
- Registered users as well as anonymous users can also opt-in or opt-out from Web tracking in the customer user interface

Security

Oracle Web Analytics has built in security features which prevent malicious attacks on the tracking system. Page views are collected only for content delivered from web servers. Malicious visitors cannot record page views by simply calling the tracking code from their computers or by executing the client tracking code from pages saved to their computers. Visitors tampering with the client tracking code in order to manipulate the page view information are also minimized. For example, a malicious visitor cannot create new page objects in Oracle Web Analytics simply by removing the page code information and supplying new page names in the page views.

Support for Additional Deployment Options

The Oracle Web Analytics tracking engine is compatible with various deployment options, for example:

- **Single Sign-On:** Full support is provided for integrating with the Oracle Single Sign-On Server.
- **Web Cache:** Web Analytics tracking can work along with Oracle Application Server Web Cache to allow companies to benefit from the performance improvements brought by Web Cache, without compromising Web tracking accuracy.

Reporting

Oracle Web Analytics features a dashboard and the following reports, which are described in the Reporting chapter.

- Visit Trend Report
- Visitor Conversion Report
- Web Referral Analysis Report
- Web Product Interest Report
- Web Customer Acquisition Report
- Web Customer Activity Report
- Web Customer Activity Trend Report
- Web Campaign Analysis Report
- Page Interest Report
- Page Interest Trend Report

Verify Mandatory Dependencies

This chapter covers the following topics:

- Overview of Verify Mandatory Dependencies Chapter
- Mandatory Dependencies

Overview of Verify Mandatory Dependencies Chapter

This chapter describes the tasks that must be performed before beginning your implementation of Oracle Web Analytics. The mandatory dependencies discussed in this chapter must be implemented in order for your implementation to be successful.

Mandatory Dependencies

The following applications are mandatory dependencies for Oracle Web Analytics:

- **Oracle iStore:** Oracle iStore supplies the customer stores user interface for Web tracking, and provides support for Web tracking opt in/opt out in the customer user interface. Be sure to perform all of the mandatory Oracle iStore implementation tasks. Oracle iStore implementation information can be found in the *Oracle iStore Implementation and Administration Guide*.
- **Oracle Performance Measure Viewer/Performance Measure Framework (PMV/PMF):** PMV/PMF provides support for creating new Oracle Web Analytics dimensions in the dashboards and reports.

Implementation Tasks

This chapter covers the following topics:

- implementation tasksPrerequisites
- Start Oracle Web Analytics Engine
- Set Up Privacy Policy
- Set Up Daily Business Intelligence
- Set Up User Management
- Run Request Sets
- Advanced Tasks and Optional Integrations
- Set Up Leads

Prerequisites

Ensure that you have set up the mandatory dependencies as outlined in the chapter, *Verify Mandatory Dependencies*, page 2-1.

Start Oracle Web Analytics Engine

Complete the mandatory steps required to start the Oracle Web Analytics Engine and begin capturing visits.

Set Profile Option

Set the profile option, IBW: Enable Web Analytics, to Yes, at site level.

Set Tracking Parameters

In the Oracle Web Analytics Administration Application Setup tab, set the following tracking parameters:

- **Visit Inactivity Period:** A visit automatically ends after the period of inactivity defined in this field, in minutes. Note that a visitor who navigates to pages outside of Oracle Web Analytics tracking accumulates inactivity time; thus, although the visitor may be actively navigating these other pages, the Oracle Web Analytics engine will consider the visit to have ended due to the specified period of inactivity in these other pages. When a visit ends (either through inactivity time-out or user actions), the duration of the last page view is excluded from the reporting. The default value for this field is 30 minutes.
- **Enable persistent browser cookies:** Set to Yes or No. Administrators can choose to disable tracking of anonymous visitors using persistent cookies by setting this flag to No. In this case, every new visit made to an Oracle Web Analytics-tracked site is attributed to a new, unique visitor. In addition, when this flag is No, administrators can no longer define the duration during which anonymous visitors are tracked (see the Persistent Cookie Expiration bullet point, below). For more details on the impact of setting this flag, refer to the disabling persistent client-side visitor tracking information in the section, "Web Tracking Infrastructure", in the chapter, Introduction to Oracle Web Analytics, page 1-1.
- **Persistent Cookie Expiration:** Set this to an integer (in minutes). For example, set it to 60 minutes. The integer must be greater than zero and no more than 999. The default value is 360 days. If the value for Enable persistent browser cookies is No, then this field is hidden.

Note: Any updates in the value of the visit and visitor information will only affect future visits and visitors. No changes will be made to recorded visits.

Set Up Traffic Filters

Using traffic filters, Oracle Web Analytics administrators can filter out any IP address from the reporting data. For example, administrators may wish to filter sites from within the corporate intranet. When an IP address is entered into the Traffic Filters screen, the tracking engine still tracks the IP address activity, but the activity is not reported on. Following is the high-level procedure:

1. Obtain the IP address(s).
2. Enter the IP address(s) in the Oracle Web Analytics Administration UI Setup page.
3. For sites for which you wish to enable traffic filters, enable the Traffic Filter flag in the Update Site page.

Refer to the chapter, Administering Tracking Features, page 4-1, for more information.

Set Up Privacy Policy

Each site collecting data on visitors is required to have a privacy policy and opt-in/opt-out options available to visitors. Guest visitors to a site will always be opted in until they opt out. The privacy policy is available via a hyperlink in the lower portion of Oracle iStore Customer Application pages. After reviewing the policy, visitors may opt in or opt out of being tracked. Each time the visitor leaves the site and the inactivity period has expired (for opted in users), or if the visitor has cleared cookies from his browser between visits, the visitor must re-select his privacy option. For registered users who are authenticated by a site, the opt-in/opt-out preference is picked up from the customer's preference setting, not from the cookie. If an anonymous user set his privacy preference and then registers, the preference is carried over his new account. When the user logs in, the system applies his last saved preference regardless of his behavior while in anonymous mode.

If the profile option, IBE: Display Privacy Statement, is Yes at site level, the Privacy Statement link displays on all Customer Application pages.

To enable the page that displays after the customer selects the Privacy Statement link, you must set up the following display template-JSP mapping using Oracle iStore Site Administration Application:

- Template name: Web tracking preferences
- Template Programmatic Access Name: STORE_IBW_PRIVACY_PREF_D
- Map template to the JSP: ibwCWadPrivacyPref.jsp

If Oracle Web Analytics is implemented and you have mapped the above template, this page following the Privacy Statement link selection displays a link, *Edit your privacy preferences*. Selecting this link takes the user to an Oracle Web Analytics page where he can select his opt-in/opt-out preference.

For additional information on implementing a privacy policy, see the "Privacy Policy" section in the "Administering Tracking Features" chapter of this guide, and the "Privacy Policy" topic in the chapter, "Implementing Site Management", in the *Oracle iStore Implementation and Administration Guide*.

Set Up Daily Business Intelligence

This section discusses the tasks required to set up the Oracle Daily Business Intelligence (DBI) framework for Oracle Web Analytics.

Implementation Considerations

Before implementing DBI, you may wish to give some thought to the following:

- For optimum accuracy in product category reports, add all published site products under the product hierarchy. For more information, refer to the topic about setting up the product catalog hierarchy in the *Oracle Daily Business Intelligence Implementation Guide*.
- Before performing the Site Migration, find a mapping of sites and operating units. See the section, "Run Site Migration Program", below, for more information.
- Before you perform the initial data load, you should verify that you have reviewed and met all of the implementation considerations and prerequisites for the features and intelligence products that you are implementing. For more information, refer to the topic about performing the initial data load in the *Oracle Daily Business Intelligence Implementation Guide*.
- For functional currency conversion, you must set the profile option, BIS: Treasury Rate Type. For more information, refer to the *Oracle Daily Business Intelligence Implementation Guide*.

Set Profile Options

Set the profile options listed in this section.

OM: DBI Installation

Oracle Web Analytics reports rely on Oracle Supply Chain Management to internally report data on booked orders, and this dependency requires setting the OM: DBI Installation profile option. When the profile option is Yes, Oracle Order Management records modified lines into a log table. The Update Order Management Base Summary process then picks up the changed records from the log table. If the profile is No, incremental collection of the data will not occur properly.

The profile option is used only by the reporting framework. The profile option provides the No option so that users using only Oracle Order Management do not unnecessarily log modified lines. The DBI concurrent processes used by Oracle Order Management purge the log table after every collection from it.

The system administrator can update this profile option at the user, responsibility, application, or site level; however, it should be set at the site level, since incremental collection should happen at the that level. The default value of this profile option is No.

IBE: DBI Top Activity Number of Rows

This profile option specifies the number of top carts, top orders, top customers, and top products to display in the drill-down reports accessible from the Site Top Sales Activity Dashboard. Set to an integer at site level. The default value is 25, and it is recommend to use the default value unless there exists a compelling business case to change the value.

If this profile is changed, implementers need to run the initial load again.

Run Site Migration Program

Oracle Web Analytics reports require that you run a semi-automated migration script -- available as the iStore Minisite Migration concurrent program -- to migrate customer data in pre-Release 11.5.9 Oracle iStore to higher versions and enable the appearance of historical data in intelligence reports. This script populates the site identifier (Minisite_ID) column at the header level in the ASO_QUOTE_HEADERS_ALL table. The script can be run in three modes.

Important: A user with the iStore Concurrent Programs responsibility should run the concurrent program.

iStore Minisite Migration Program: Running Mode

Values from the list of values are:

- **Evaluate:** This is the default value. It allows administrators to run the program in a mode that populates only the program output log. Since the data migration does not actually take place, this allows you the opportunity to view the results of the program before committing to the migration.
 - *To view the concurrent program output:* After the request is submitted, in Oracle Forms select View, Requests to retrieve the View Request screen. Input the request ID to see a specific request. On the View Request screen, select the View Output button to view the output of the concurrent request.
- **Execute:** In this mode, the data migration actually takes place.
- **Get List of Stores and Organization Identifiers:** Provides a list of site and operating unit identifiers. Names and numbers for both sites and operating units are displayed in the list.

Important: If "Only Use Auto Defaulting Rules" (see Use Migration Rules, below) option is not selected, run the program in this mode before running in either of the other two modes.

iStore Minisite Migration Program: Use Migration Rules

Values from the LOV are:

- **Only Use Auto Defaulting Rules:** This is the default value. Three rules are used: Cart Line, Organization to Store Mapping, and Unique Price List.
- **Only Use Organization to Store Mapping:** Only the Organization to Store Mapping input, prior to running the migration, is used.
- **Use Defaulting Rules and Organization to Store Mapping:** Initially the three auto

default rules are used, then for the remaining carts, the user defined Organization to Store Mapping rule is used.

iStore Minisite Migration Program: Organization to Store Mapping

Enter a string to map each operating unit with a default site, using the following convention:

```
<operating unit identifier>:<site identifier>
```

See the following examples:

- Operating Unit 1 Identifier (204) followed by Site 1 Identifier (10000), with a colon separating the two numbers: 204:10000
- Operating Unit 2 Identifier (301) followed by Site 2 Identifier (10008) 301:10008

Note: To determine the Operating Unit and Site identifiers, run the program in *Get List of Store and Organization Identifiers* mode.

Update Carts with Existing Store Identifier

This value is hidden by default, as this option should only be used if required to reduce the risk of overwriting valid Site IDs with incorrect ones. Values are:

- No (default): The concurrent program updates only carts having no site identifier at the cart header level.
- Yes: The concurrent program updates all carts.

Note: If the value is No, to use this feature, administrators need to change the concurrent program definition. To change the default value of a parameter, log into Oracle Forms as system administrator and navigate to Concurrent, Program, Define. Query for the program, iStore Minisite Migration Program, and then select the Parameters button. For more information, see the *Oracle Applications System Administrator's Guide*.

iStore Minisite Migration Program: Behavior After Running Program

After this program is run, the following migration rules are executed in this order:

1. If the cart line level is populated, the program populates the site identifier at the header level with the same value. The first line created in the cart is used to retrieve the site identifier.
2. Each shopping cart is attached to an operating unit at header level (the operating unit is defined in the MO: Operating Unit profile, set at responsibility level to a customer responsibility). A site may be associated either none or an unlimited number of customer responsibilities (each related to one operating unit). By using this information, the concurrent program retrieves the site associated with the

operating unit defined at the cart header level.

3. Each cart is attached to the price list that was used to price the cart for the given party and party type. If site-based pricing is used, the price list identifier is stored in the IBE_MSITE_CURRENCIES table. When using site-based pricing, four price lists are supported per currency: one for walk-in users, one for registered B2C users, one for registered B2B users, and one for users associated with Oracle Partner Management. Depending on party, party type, and price list identifier on the shopping cart, the concurrent program finds the candidate sites and price lists.

When a migration rule is executed for a cart, these things can happen:

- The migration rule retrieves one site. The cart site identifier column is updated accordingly and the rule evaluation stops for the cart.
- The migration rule retrieves no site. The next rule is evaluated for the cart.
- The migration rule retrieves multiple sites. If one unique site identifier is common to the two rules, the concurrent program stops there. If not, the next rule is evaluated.
- When the parameter, Use Migration Rules, is set to *Use Defaulting Rules and Organization to Store Mapping*, if no site is retrieved for the cart using the defaulting rules, the user-defined mapping rules (store-organization mapping) are used to find the Site ID.

Set Up User Management

To set up the Oracle Web Analytics Administrator, assign the Web Analytics Administrator responsibility to a user. The Oracle Web Analytics Administrator responsibility gives the user access to all of the administrative and reporting menus available in Oracle Web Analytics.

See the appendix, Seeded User Data, page B-1, for more information.

Run Request Sets

Oracle Web Analytics reports utilize the request sets (concurrent programs) created within the Daily Business Intelligence Administrator responsibility to populate the initial load of data. Refer to the *Oracle Daily Business Intelligence Implementation Guide* for more information.

Advanced Tasks and Optional Integrations

After you have set up the administration application and the tracking engine, you may wish to expand your implementation. An integral component in the 360-degree view

provided by the Oracle E-Business Suite, Oracle Web Analytics can optionally integrate the with following applications to extend its functionality:

- **Oracle Marketing:** Using Oracle Marketing, you can define, execute, and manage marketing campaigns, budgets, and segments across all channels, as well as define promotions. You also use Oracle Marketing to set up lead generation. See "Set Up Leads", below, for more information.
- **Oracle Applications Technology Foundation:** Using Oracle Applications Technology Foundation, you can manage users, set session time out parameters, set cookie properties, and more. See the *Oracle Applications CRM System Administrator's Guide* for more information.
- **Oracle Supply Chain Daily Business Intelligence:** Using Oracle Supply Chain Daily Business Intelligence (DBI), you can provide access to order base summary information.
- **Oracle Quoting Daily Business Intelligence:** Using Oracle Quoting Daily Business Intelligence (DBI), you can provide access to quote and cart base summary information.
- **Order Information Portal:** Use the order information portal to provide access to order details information from the Top Orders report.

Set Up Leads

Oracle Web Analytics reports contain counts on 'A' Leads retrieved from Oracle iStore orders and abandoned carts. Leads are generated for a specific time frame using the iStore Lead Import Concurrent Program Request Set, which pulls customer data (such as name, address, phone numbers, etc.) from:

- Submitted Oracle iStore orders
- Active shopping carts that have expired in an Oracle iStore specialty site -- so called "abandoned" carts
- Saved shopping carts that have expired in an Oracle iStore specialty site

The concurrent program set populates the lead import data into tables utilized by Oracle Sales and Oracle TeleSales. Oracle Sales and Oracle TeleSales users then run the Import Sales Leads program to complete the data-load process.

For more information on Oracle Sales and Oracle TeleSales, see the *Oracle Sales Implementation Guide* and the *Oracle TeleSales Implementation Guide*, available on Oracle *MetaLink*.

Set Up Lead Ranking

The ranking engine categorizes Oracle iStore-imported leads when the Import Sales Leads concurrent program is run. Refer to the *Oracle iStore Implementation and Administration Guide* for further details.

Mapping rules used to map ranked leads to 'A' leads for reporting are set up in Oracle Marketing. For instructions detailing how to set up lead qualification, refer to the *Oracle Daily Business Intelligence Implementation Guide* and the *Oracle Leads Management Implementation and Administration Guide*.

Set Up Lead Types

Oracle Marketing Daily Business Intelligence (DBI) provides the flexibility to determine 'A' leads from different types of leads (e.g., hot leads, cold leads, etc.) based on user (Marketing DBI/Web Analytics user) discretion. Refer to the *Oracle Daily Business Intelligence Implementation Guide* and the *Oracle Leads Management Implementation and Administration Guide* for additional information on setting up mapping rules for lead ranking.

Administering Tracking Features

This chapter covers the following topics:

- Oracle Web Analytics Administration Application
- Site Management Page
- Add/Update Site Pages
- iStore Site Update Page
- Referral Management Page
- Create/Update Referral Category Pages
- Content Pages Page
- Add/Update Template Pages
- Add/Update Non Template Page
- Content Site Areas Page
- Create/Update Site Area Pages
- Setup Summary Page
- Update Setup Page
- Business Events
- Privacy Policy
- Security
- Exception Reporting

Oracle Web Analytics Administration Application

Oracle Web Analytics administrators have access to the following tracking administration tabs within the application:

- **Sites:** In this tab, administrators can view sites that are being tracked and create new sites to be tracked, as well as update some parameters on sites created through Oracle iStore.
- **Content:** In this tab, administrators can add pages and site areas to be tracked and add tracked pages not associated with Oracle iStore templates (external pages).
- **Referrals:** In this tab, administrators can manage referral categories.
- **Setup:** In this tab, administrators can define visit inactivity period, enable/disable persistent browser cookies, and set persistent cookie expiration. See the "Start Oracle Web Analytics Engine" in the chapter, Implementation Tasks, page 3-1, for more information.

Site Management Page

The Site Management page allows you to:

- View a list of sites to be tracked by Oracle Web Analytics.
- Add external sites to be tracked by accessing the Add/Update Site Pages, page 4-2
- Update specific parameters on tracked sites (parameters available depend on the type of site) by accessing the Add/Update Site Pages, page 4-2
- Search for tracked sites - use the *Show Sites with Active Reporting Status* checkbox to filter the search results to only those sites whose Enable Reporting flag is active.

Note that you can only add external sites (non-Oracle iStore sites) from this screen. Oracle iStore sites are added from the Oracle iStore Site Administration Application. Refer to the *Oracle iStore Implementation and Administration Guide* for more details. After creation, Oracle iStore sites are immediately visible in the Oracle Web Analytics Administration Application. Likewise, external sites created in Oracle Web Analytics are immediately visible in the Oracle iStore Site Administration Application.

Add/Update Site Pages

Use Add Site and Update Site pages to add/update sites to be tracked. Use the following guidelines:

- **Site Name:** Enter a unique name for the site.
- **Organization:** This list of values retrieves all organizations defined in your implementation. Select an organization to associate with the site. Oracle Web Analytics limits access to metrics based on the site security model. Report users can view metrics for external sites only if they have access, in their security profiles, to

the operating units associated with the sites.

- **Code:** Enter a unique code for the site. Site codes can be used to associate Web pages with external sites.
- **Domain Name:** Enter the domain name for the site. Example: oracle.com. No wildcard characters are allowed. The domain names are used by the tracking engine to filter out unknown domains. For more information, see the "Traffic Filters" topic in the *Oracle Web Analytics Implementation and Administration Guide*.
- **Description:** Enter a description, if desired.
- **Start Date/End Date:** Start and end dates are a mechanism for administrators to classify whether a site is active or not. These dates have no bearing on the visibility of sites to external customers; entering values here does not disable/enabling tracking by Oracle Web Analytics. To disable tracking for an external site, you must disable the JavaScript tracking code from the external site. You cannot delete sites.
- **Enable Reporting:** Select to include this site's tracking data in the reports. This parameter sets a site's reporting status as Active/Inactive. Note that for all sites (external or Oracle iStore), if you disable the Enable Reporting flag, the site will still be tracked, but not reported upon, in Oracle Web Analytics.
- **Enable Traffic Filter:** Enabling this option filters visits from being reported on for the IP addresses specified in the Update Setup page. For more information, refer to the Update Setup Page, page 4-9.
- **Type:** This text designates whether the site is an Oracle iStore site or an external site.
- **Site URL:** Enter the URL for the site. Example: oracle.com. Each Site URL must contain the domain name (the exact string in some part of it) specified in the Domain Name field. For example, if the Domain Name field contains oracle.com, then the Site URL field also must contain oracle.com at a minimum. If the exact syntax is not present, an error message is displayed. All characters are allowed, including spaces and special characters. To capture several sites within a URL, you may use the asterisk character (*) as a wildcard. For example, enter oracle.com*.

Use the Update Site page to update parameters of tracked sites. Following are the guidelines:

- External sites are fully updateable (except for Code). Oracle iStore sites are only updateable in terms of reporting status and traffic filter parameters.
- To disable a site's metrics from being reported on in the reports, de-select the Enable Reporting checkbox.

iStore Site Update Page

Use the iStore Site Update page to update the Enable Reporting and Enable Traffic Filter functionality for Oracle iStore sites. See the Add/Update Site Page, page 4-2, topic for more information on these parameters.

Note that Oracle iStore sites cannot be created using the Oracle Web Analytics Administration Application; these must be created in the Oracle iStore Site Administration Application. After creation, Oracle iStore sites are immediately visible in the Oracle Web Analytics Administration Application.

Referral Management Page

The Referral Management Page allows you to:

- View a list of referral categories defined in your implementation
- Access the Create Referral Category Page, page 4-5, where you can create new referral categories.
- Access the Update Referral Category Page, page 4-5, where you can update existing referral categories.

Note that referral categories can be either system-generated or defined by users. System-generated referral categories are created when a referral visit occurs from a Web site that is not already present in the administration application.

Following are guidelines for using the Search LOV.

- **Referral Category:** Use to search for list of referral categories tracked by Oracle Web Analytics. When you select this criteria, the second LOV will contain All and User Defined:
 - All: Searches for all referral categories, both user-defined and system-generated.
 - User Defined: Searches only for user-defined referral categories.

Enter a search criteria in the textbox, using the percent sign (%) as a wildcard if desired. To capture all referral categories, simply enter the percent sign and select Go.

- **Creation Date:** When you select this option, additional options around date are available. Note that when using this option, you cannot filter by User Defined categories.

Create/Update Referral Category Pages

The Create Referral Category page lets you construct referral categories in order to capture information about visits from referring sites. Use the following guidelines:

- **Referral Category:** Enter a unique name for the referral category.
- **Description:** Enter a description, if desired.
- **Site URL:** Enter the site URL. All characters are allowed, including spaces, wild cards, and special characters.

A site URL may be composed of the following attributes:

- **Host name:** The core internet address of the category (for example: www.google.com)
- **Domain:** The domain of the category (for example: google.com)
- **Other parameters:** Other parameters in the URL (for example: catalog/pages/index.htm?q=1234)

Thus, an entire site URL might look like:

`http://www.google.com/catalog/pages/index.htm?q=1234`

The Update Referral Category page lets you modify existing referral categories. For system-generated categories, only the Description textbox may be updated.

Content Pages Page

The Pages page within the Content tab allows you to:

- Search for pages set up as trackable. Enter a search criteria in the textbox, using the percent sign (%) as a wildcard if desired. To capture all pages, simply enter the percent sign and select Go.
- Access the Add/Update Template Pages, page 4-6, where you can create new tracked pages or update existing tracked pages and associate them to template (Oracle iStore Display Template) pages.
- Access the Add/Update Non Template Pages, page 4-6, where you can create new tracked or update existing tracked pages and associate them to non-template-based pages.

Note: Each page you set up will be associated with either Oracle iStore templates or no template at all.

Add/Update Template Pages

Use the Add Template page to add tracked pages associated with Oracle iStore Display Templates. Use the following guidelines:

- **Reference:** Oracle iStore container templates that you associate to tracked pages will have a one-to-one relationship with the tracked pages.
- **Search and Select: Reference page:** In the Reference pop-up window, only those templates that have **not** been associated with an (active or inactive) Oracle Web Analytics tracked page will be shown. **Note:** Oracle Web Analytics tracks only container templates, not the templates associated with various bins in the container templates. However, the pop-up search displays all templates, including the bins in the container templates.
- **Populating Reference and Page Name fields:** After you select a template to associate to a page, the Reference field will be populated with the Display Template Programmatic Access Name, and the Page Name field will be populated with the Display Template name. Page Name is updateable.
- **Description:** After you select an Oracle iStore template, the Description field is populated with the template description and made read-only.
- **Site Area:** You may enter an exact Site Area name or use the search LOV to search and select one.
- **Context:** Select Product to have this tracked page flagged as a product-related page, or select Section to have this tracked page flagged as a section-related page. A selection of None mean that the page will not have business context objects associated, such as Display Type and Code.

Use the Update Template page to update template assignments and parameters for tracked pages. Use the following guidelines:

- For pages associated with seeded Oracle iStore Display Templates, only Page Name and Status are updateable.
- For pages associated with non-seeded Oracle iStore Display Templates, the following is updateable:
 - Page Name
 - Status
 - Context
 - Site Area: This is the category that a page should be associated with; the site

area is used as a way of categorizing pages for both context-sensitive and non-context-sensitive pages.

- Inactive pages may be made active only if the associated site area is active.
- A page can be made inactive only if no visits have been captured for that page. An error is displayed if you attempt to inactivate a page that has visits captured for it. To purge visit data, use the Purge Tracking Data concurrent program.

You can find a list of Oracle iStore templates in the *Oracle iStore Implementation and Administration Guide*.

Add/Update Non Template Page

Use the Add Non Template page to add pages not associated with Oracle iStore Display Templates. Use the following guidelines:

- **Page Name:** Enter a unique name for page.
- **Description:** Enter a description, if desired.
- **Code:** Enter a unique code. Page codes, if published, will be used to associate Web pages with the logical page name in Oracle Web Analytics. The code will be auto-generated if left empty.
- **Site Area:** You may either enter an exact Site Area name or use the search LOV to search and select one.
- **Context:** Select Product to have this tracked page flagged as a product-related page, or select Section to have this tracked page flagged as a section-related page. A selection of None means that the page will not have any business context objects associated with it, such as Display Type and Code.

Use the Update Non Template page to update parameters for tracked pages. Use the following guidelines:

- Only the following is updateable:
 - Page Name
 - Description
 - Status
- Context: Only updateable if no page views have been recorded for it. If page views have been recorded for the page, an error is displayed.

- **Site Area:** This is the category that a page should be associated with; the site area is used as a way of categorizing pages for both context-sensitive and non-context-sensitive pages.
- Reference information for non-iStore pages is displayed using the complete URL (without the query parameters) from the first page view that is associated with the page object. When no page view is recorded, the reference information is empty.
- Inactive pages may be made active only if the associated site area is active.
- A page can be made inactive only if no visits have been captured for that page. An error is displayed if you attempt to inactivate a page that has visits captured for it.

Content Site Areas Page

The Site Areas page within the Content tab allows you to:

- Search for established site areas.
- Access the Add/Update Site Area Pages, page 4-8, where you can create new site areas or update existing site.

Create/Update Site Area Pages

The Site Area is the category that a page should be associated with. Site Area is used as a way of categorizing pages, for both context-sensitive and non-context-sensitive pages.

Use the Create Site Area page to add site areas to associate with tracked pages. Use the following guidelines:

- **Site Area:** Enter a unique name for the site area.
- **Description:** Enter a description for the site area if desired.

Use the Update Site Area page to update site areas. Status is only updateable if there are no active pages assigned to the site area.

Setup Summary Page

The Setup summary page summarizes settings for:

- The visit inactivity period, as stored in the profile option, Web Analytics: Visit Inactivity Period
- Enable Persistent Cookie flag, which indicates whether persistent browser cookies are enabled, as stored in the profile option, Web Analytics: Enable Persistent Cookie

- The persistent cookie expiration duration stored in the profile option, Web Analytics: Visitor Cookie Expiration. Data for this parameter only displays if persistent browser cookies are enabled.
- Any traffic filters defined

See the Update Setup Page, page 4-9 for more information on these parameters.

Update Setup Page

Use the Update Setup page within the Setup tab to set:

- The visit inactivity period. This is the inactivity period in a Web visit after which a visit is tracked as new visit.
- Whether persistent browser cookies are enabled.
- The persistent cookie expiration duration (also defined in the profile option, Web Analytics: Visitor Cookie Expiration). Data for this parameter only displays if persistent browser cookies are enabled. A visitor visiting Oracle Web Analytics-tracked sites outside the period defined in this parameter is treated as a new visitor.
- Traffic filters: For the IP addresses specified, visits are filtered from being reported in Oracle Web Analytics.

Setting Visit Inactivity Period

The Web Analytics: Visit Inactivity Period parameter tells Oracle Web Analytics the inactivity period in a Web visit, after which a visit is tracked as new visit. You can enter a maximum of three positive integers.

Setting Persistent Browser Cookies Parameters

The Persistent Cookie Expiration value is the number of days since the last visit, after which the visitor is considered a new visitor. Select Yes in the *Enable persistent browser cookies* parameter to enable this feature. If set to No, then the Persistent Cookie Expiration field is disabled. Disabling persistent browser cookies will disable the tracking of anonymous visitors across visits.

Setting Traffic Filter Parameters

When you enable traffic filtering for a site, visits from IP addresses specified in the Update Setup page are recorded but not reported upon. Use the following guidelines to enter the addresses:

- IP Address: Enter the IP addresses you wish to filter, up to a maximum of 50 characters. Use the asterisk (*) character to express any value between 0-255. Example: 255.255.*.*. The IP Address field also supports IPv6, where IP address can be in the form, 255.255.100.24.12.*. Other than the asterisk (*) character, only

integers are allowed.

- Description: Enter a description if desired. If description is present, IP address field also must be populated.

Business Events

Oracle Web Analytics tracks and reports on both Oracle iStore and non-Oracle iStore business events.

Tracking Oracle iStore Business Events

Oracle Web Analytics tracks and reports on the following Oracle iStore business events:

- Order submissions
- Cart creations
- Order, payment, and invoice inquiries --- Customers typically first view a summary of their order, payment or invoice history and then select one or more links to view details about the history. Oracle Web Analytics counts each summary page as one inquiry and each detail view as one inquiry.
- User registration submissions --- Customer registrations are associated with the site where they originated in.
- Express Checkout submissions --- For Oracle Web Analytics to pick up all express checkouts the iStore - Express Checkout Order Submission concurrent program must be run before running Web Analytics: Fact Population Program concurrent program.

Tracking Non-Oracle E-Business Suite Business Events

Oracle Web Analytics tracks and reports on the following third-party-application business events:

- Order, payment, and invoice inquiries
- User registration submissions --- Customer registrations are associated with the site where they originated in.

In tracking the above business events, Oracle Web Analytics identifies the primary business object and the type of action being performed.

See the chapter, *Integration with Third-Party Sites*, page 8-1, for more information.

Privacy Policy

While visitors are tracked (opted in) by default, visitors can indicate their privacy preferences using privacy preference page supplied by Oracle Web Analytics. Following are some general rules about this functionality:

- Visitors who explicitly opt out are not tracked.
- A visitor who has not specified his privacy preference will be tracked by default.
- The tracking engine keeps a count of how many visitors opted out, and the date/time of the opt-out.
- A visitor is tracked up to the point that the opt-out occurs.
- Oracle Web Analytics supplies a privacy preference page which visitors use to opt-in or out. In addition to this supplied page, an HTML version of the page is provided as a sample page for customers to use when integrating with third-party Web sites.

Privacy Preference Business Flow

Following is the typical business process flow for visitor selection of privacy preference:

1. Visitor selects the Privacy Statement link available on all Oracle iStore Customer Application pages.
2. The Oracle iStore Privacy Statement page displays. The user reviews the terms and conditions displayed on the privacy statement page. See the *Oracle iStore Implementation and Administration Guide* for implementation details about this page.
3. The visitor clicks the *Edit your privacy preferences* link at the bottom of the Privacy Statement page, which retrieves the Oracle Web Analytics Online Privacy Selection page (see below for more details about this page).
4. In the Online Privacy Selection page, the visitor selects to either opt in or opt out of being tracked and selects the Apply button.
5. After the visitor selects the Apply button, the application returns him to the same page with a confirmation message: *You have successfully opted out* or *You have successfully opted in*.

Anonymous Visitors

As stated previously, anonymous visitors have the ability to opt in and opt out. When an anonymous visitor opts out, a browser cookie is placed on his machine to prevent

further tracking of the visitor. This browser cookie is persistent and has an expiration date of 10 years from the date of creation. The visitor's opt-out preference is honored as long as the browser cookie is maintained. The anonymous user may decide to opt back in; if this case, Oracle Web Analytics removes the browser cookie.

Privacy Preferences with Shared Browser

Privacy preferences cannot be guaranteed when multiple anonymous visitors share the same computer and browser. The following example illustrates the scenario where a browser is shared between two users.

Shared Browser Scenario

Visit	User	Tracked	Status	Scenario
1	A	Yes	Anonymous	Anonymous User A creates a user account
1	A	No	Authenticated	Authenticated User A opts out
2	B	No	Anonymous	Anonymous User B visits site
2	B	Yes	Anonymous	Anonymous User B opts in
3	A	Yes	Anonymous	Anonymous User A visits site
3	A	No	Authenticated	User A authenticates himself
4	B	No	Anonymous	Anonymous User A visits

Analysis: User A's privacy preference is not honored in visit 3 until he authenticates himself. Similarly, in visit 4, User B's privacy preference also is not honored.

Registered Visitors

Like anonymous visitors, registered visitors also have the ability to opt in and opt out. When a registered visitor opts out, his preference is stored in his user profile and in the

browser cookie. When an anonymous visitor registers, his privacy preference as an anonymous visitor is automatically transferred into his new account profile. Thus, a guest user's privacy preference is carried over to his registered user account. If the registration occurs using a third-party system, the third-party system may require extensions to honor the privacy preference from Oracle Web Analytics. The privacy preference is stored in a profile option, Web Analytics: Customer Privacy Preference, with the values of either Yes or No. When not specified, the default behavior is opt-in.

User Tracking Scenario Before and After Authentication

An anonymous user views the privacy statement for a site and elects to opt out. The user then decides to register for an account. While registering for an account, the privacy preference previously elected by the user when he was an anonymous user is stored in his profile. Subsequent visits by the user where the user identifies himself will use this stored privacy preference. When an anonymous user authenticates himself, the privacy setting stored in his user account is then used. If the two values are in conflict (e.g., anonymous user opted out but as registered user opts in) the stored privacy preference overrides the value stored in the browser cookie for the anonymous user.

Visit	Scenario	Tracked	Status
1	User creates account	Yes	Anonymous
1	User opts out	No	Authenticated
2	User visits site	No	Anonymous
2	User opts in	Yes	Anonymous
2	User logs in	No	Authenticated
3	User visits site	No	Anonymous

Analysis: In visit 2, although as an anonymous user he opted out, the user's privacy preference is overridden when he authenticates himself. The tracking engine at this time will use the stored preference, overriding the value stored in the browser.

Oracle Web Analytics Online Privacy Selection Page

The Online Privacy Selection page is available after a user selects the *Edit your privacy preferences* link on the Oracle iStore Privacy Statement page. A user hint at the top of the page displays differently depending on whether the user is an anonymous or authenticated user:

- **Tip for Anonymous Visitors:** *By default you are opted in as a tracked visitor. You may*

choose to change your current privacy setting by selecting another option and pressing 'Apply'. If you have an account, please log in prior to making your selection.

- **Tip for Authenticated Visitors:** *By default you are opted in as a tracked visitor. You may choose to change your current privacy setting by selecting another option and pressing 'Apply'.*

In addition to the hint, the following options display:

- **Opt-in select option:** This option is selected by default, meaning visitors are always opted in unless they explicitly opt out. The text for this option reads, *You are currently opted in. I understand that data from my browsing patterns in this site will be used for the purposes of improving my online experience by enhancing security and improving functionality. Persistent browser cookies may be set for a specific duration in order to help facilitate my return visits.*
- **Opt-out select option:** The text for this option reads, *Opt Out - I understand that no data about my visit to this site will be collected, besides the aggregated totals of visitors who choose to opt out. In order to enable my preference, a persistent browser cookie may be stored. As long as this browser cookie is maintained, my preference will be honored. If I choose to remove this cookie, I would need to re-apply it by visiting this page and re-selecting my desired privacy preference.*

Implementing Privacy Selection Page

The Privacy Selection page is available from the *Edit your privacy preferences* link on the Privacy Statement page if the Oracle iStore profile option, IBE: Display Privacy Statement, is set to Yes. See the *Oracle iStore Implementation and Administration Guide* for implementation details.

See also:

- "Set Up Privacy Policy" in the chapter, Implementation Tasks, page 3-1
- "Step 4 - Set Up Privacy Policy" in the chapter, Integration with Third-Party Sites, page 8-1

Security

The sections that follow discuss security and performance within Oracle Web Analytics.

Page and Page View Integrity

Page views are collected only for content delivered from Web servers. Malicious visitors cannot record page views by simply calling the tracking image from their PCs or by executing the client tracking code from pages saved to their PCs. Visitors tampering with the client tracking code in order to manipulate the page view information is also

minimized. For example, a malicious visitor cannot create new page objects in Oracle Web Analytics simply by removing the page code information and supplying new page names in the page views.

Preventing Browser Errors

Oracle Web Analytics prevents browser errors in the visitor browser when the tracking engine is unable to capture tracking data.

Exception Reporting

When an exception occurs in the tracking engine or there is a client browser issue, Oracle Web Analytics sends information to a log file. This exception reporting is discussed in this section.

Tracking Engine Logs

Oracle Web Analytics reports exceptions into the log files. The following exceptions are reported:

General Tracking Engine Exceptions

Exception Name	Description
Domain has been ignored: <Domain Name>	Logged when a page view does not correspond to any existing site
Client Browser Error: <Error Message>	Logged when Oracle Web Analytics encounters any browser error

The following exceptions are reported by the Fact Population concurrent program, which processes the raw click stream data collected offline:

Fact Population Concurrent Program Exceptions

Exception Name	Description
No sites matching page view <page URL>.	Logged when a page view does not correspond to any existing site.
No referral category matching referral site. Creating default category: <Category Name>.	Logged when no referral categories match a referral site.

Exception Name	Description
No page matching page view. Creating new page: <page name>	Logged when no pages match a page view URL.
Invalid page code <page code>: Unable to match existing page, creating new page: page name	Logged when a page code does not match any existing pages, or is invalid.
Invalid Context ID <context ID>, for page <page name>: Ignoring page view.	Logged when a context ID is invalid for a specified contextual page.
Missing Context ID for page <page name>: Ignoring page view.	Logged when a context ID is missing for a specified contextual page.
Web Tracking Fact Population program did not process any records	Logged when Fact Population program does not process any records.

The following attributes are captured along with the exception:

- **Exception Code:** This is a system-generated attribute.
- **Exception Name:** This is a system-generated attribute.
- **Time:** This is the standard DD-MON-YYYY HR:MM:SS reporting.

Reporting

This chapter covers the following topics:

- Reporting Overview
- Common Report Components
- Reports and Dashboards

Reporting Overview

Oracle Web Analytics provides multiple reports about the activity of visitors in your sites. Additional intelligence reports are available using Oracle Daily Business Intelligence. Refer to the *Oracle Daily Business Intelligence User Guide* for more information.

Common Report Components

The Oracle Web Analytics intelligence reports and graphs have several common features, as described in this section.

Dimension Objects

This section describes the dimension objects used in Oracle Web Analytics reports.

Campaign

The Campaign dimension is a hierarchical dimension that allows the drill-down of data along the following hierarchies:

- Program to Sub-Program
- Program to Campaign to Campaign Activity

The Campaign dimension displays programs/campaigns which are at the same

hierarchical level, and does not include Oracle Marketing events.

In the parameter portlet of the campaign dimension, only the promotional entity selected is displayed. No child entities or peer entities are displayed. To slice and dice data at any level in the campaign requires the users to first drill down to the level required and then change the View By.

Oracle Web Analytics only takes into account site dimension security. Data security applicable in the Oracle Marketing application is disregarded.

The following text and related graphic provide a scenario which illustrates the behavior of aggregation along the campaign dimension.

- User 1 has access to Operating Unit 1 (OU1) and User 3 has access to Operating Unit 2 (OU2). User 2 and User 4 have access to both OU1 and OU2.
- User 1, User 2 and User 3 belong to the same campaign team. User 4 does not belong to any campaign team.
- Site A belongs to OU1 and Site B belongs to OU2.

Following are the visit patterns observed.

Example: Campaign-related Visits

Number of Visits	Site	Marketing Source Code
10	A	Web Campaign Activity 1
5	B	Campaign Activity 2
7	A	Campaign Activity 3
8	B	Campaign Activity 3

Campaign Activity 1 drills to the following hierarchy: Program 1 to Campaign 1 to Web Campaign Activity 1.

Campaign Activity 2 has the following hierarchy: Program 2 to Campaign 2 to Campaign Activity 2.

Campaign Activity 3 has the following hierarchy: Program 3 to Campaign 3 to Campaign Activity 3

The following tables summarize the metrics available to User 1, User 2 and User 3 at various sites at various campaign hierarchy levels.

Metrics for Site A

	User 1	User 2 and User 4	User 3
Program 1	No. of Visits: 10	No. of Visits: 10	No Data
Campaign 1	No. of Visits: 10	No. of Visits: 10	No Data
Web Campaign Activity 1	No. of Visits: 10	No. of Visits: 10	No Data
Program 3	No. of Visits: 7	No. of Visits: 7	No Data
Campaign 3	No. of Visits: 7	No. of Visits: 7	No Data
Campaign Activity 3	No. of Visits: 7	No. of Visits: 7	No Data

Metrics for Site B

	User 1	User 2 and User 4	User 3
Program 2	No Data	No. of Visits: 5	No. of Visits: 5
Campaign 2	No Data	No. of Visits: 5	No. of Visits: 5
Web Campaign Activity 2	No Data	No. of Visits: 5	No. of Visits: 5
Program 3	No Data	No. of Visits: 8	No. of Visits: 8
Campaign 3	No Data	No. of Visits: 8	No. of Visits: 8
Campaign Activity 3	No Data	No. of Visits: 8	No. of Visits: 8

Metrics for All Sites

	User 1	User 2 and User 4	User 3
Program 1	No. of Visits: 10	No. of Visits: 10	No Data

	User 1	User 2 and User 4	User 3
Campaign 1	No. of Visits: 10	No. of Visits: 10	No Data
Web Campaign Activity 1	No. of Visits: 10	No. of Visits: 10	No Data
Program 2	No Data	No. of Visits: 5	No. of Visits: 5
Campaign 2	No Data	No. of Visits: 5	No. of Visits: 5
Campaign Activity 2	No Data	No. of Visits: 5	No. of Visits: 5
Program 3	No. of Visits: 7	No. of Visits: 15	No. of Visits: 8
Campaign 3	No. of Visits: 7	No. of Visits: 15	No. of Visits: 8
Campaign Activity 3	No. of Visits: 7	No. of Visits: 15	No. of Visits: 8

Attributing Campaigns to Visits

The first campaign in a visit is attributed to all site visits occurring in that visit. The following example shows how multiple visits by Visitor X get attributed.

Example: Attributing Campaigns to Visits (Single Visitor X)

Visit	Site	Site Visit	Date	Page	Marketing Source Code
1	A	S1	01-May-2004	Catalog Page	Campaign 1
1	A	S1	01-May-2004	Add to Cart	Campaign 2
1	A	S1	01-May-2004	Registration	
1	A	S1	01-May-2004	Billing	
1	A	S1	01-May-2004	Shipping	
1	B	S2	01-May-2004	Home Page	Campaign 3

Visit	Site	Site Visit	Date	Page	Marketing Source Code
1	B	S2	01-May-2004	Product Page	
2	A	S3	12-May-2004	Home Page	
2	A	S3	12-May-2004	Add to Cart	Up-Sell Campaign
2	B	S4	12-May-2004	Add to Cart	Cross Sell Campaign
2	B	S4	12-May-2004	Registration	
2	B	S4	12-May-2004	Billing	
2	B	S4	12-May-2004	Shipping	
3	A	S5	12-May-2004	Catalog Page	
3	B	S6	12-May-2004	Add to Cart	Campaign 4
3	B	S6	12-May-2004	Registration	

The following table lists campaigns and associated visits.

Campaigns and Associated Visits

Visit	Site	Site Visit	Campaign
1	A	S1	Campaign 1
1	B	S2	Campaign 1
2	A	S3	Up-Sell Campaign
2	B	S4	Up-Sell Campaign
3	A	S5	Campaign 4

Visit	Site	Site Visit	Campaign
3	B	S6	Campaign 4

Customer

The Customer dimension exposes parties defined in Oracle Trading Community Architecture (TCA), whether or not they have an account. This dimension includes both current or prospective customers.

Note: Only TCA parties of type Person and Organization are listed in the Customer dimension.

Customer Classification

The Customer Classification dimension represents categories of customers based on the Oracle TCA party classification. Customer Classification is set up as the Classification Type in global parameters. An Unassigned category exists by default in the Customer Classification dimension. Drilling down from the Unassigned category retrieves all customers who do not match any customer category. As a part of implementation (using Oracle Customers Online), the Guest party can be assigned to a specific classification or no classification. If not assigned to a classification, the Guest party is counted in the Unassigned category.

Referral Category

Referral Categories are categories set up to manage third-party Web sites that drive visitors to a site. For example, implementers might set up categories called "Search Engines" or "Partner Sites". The Referral Category dimension displays a list of active referral categories defined in the Oracle Web Analytics Administration Application. The alphabetical list of values is based on the referral category names defined in the administration application.

Visits (or any other type of activity) not generated by referrals are not included in the referral report (e.g., a user who accesses a site by a bookmark or by typing in the site URL would not be included). There is no concept of "unassigned" for the referral dimension. During the summarization process, the system will attempt to match the referral URL with the referral sites specified in each category. See information on referral assignment logic, below, for details on assigning referrals to a category. Both active and inactive categories are summarized; however, only active categories are being reported.

Attributes of Referral Categories

Following is a typical referral URL:

`http://www.google.com:catalog/pages/index.htm?q=1234`

- Host name refers to the string, "www.google.com"
- Domain refers to the string, "google.com"
- Sub-domain refers to the string, "www"

If no administrator-defined categories match a particular referral URL, a default category is created, using the following attributes:

- **Referral Name:** This is the host name from the referral URL. Example of the referral URL: http://www.google.com&q=thegrid. The referral name would be www.google.com
- **Description:** Default System Generated Category
- **Status:** Active
- **Referral Site URL:** http://www.google.com
- **Description (of Site URL):** Null

If an inactive category exists for the domain, the engine uses that category instead of creating a new one (but would not reactivate this category).

Referral Pattern Matching

Referral pattern matching uses the following rules:

1. If there is no asterisk (*) at the end of the referral pattern, an asterisk is assumed.
2. No asterisk (*) is assumed at the beginning of a referral pattern.

Examples:

- *.yahoo.co would be matched with www.yahoo.com
- google.co would be matched with google.com but not with www.google.com

Referral Assignment Process

The tracking engine first attempts to match referrals to active, administrator-defined referral categories. If no match is found to administrator-defined categories, the engine then tries to match referrals to system-generated referral categories (regardless of their active/inactive status). For administrator-defined categories, if a referral matches multiple categories, then the order of precedence is the following:

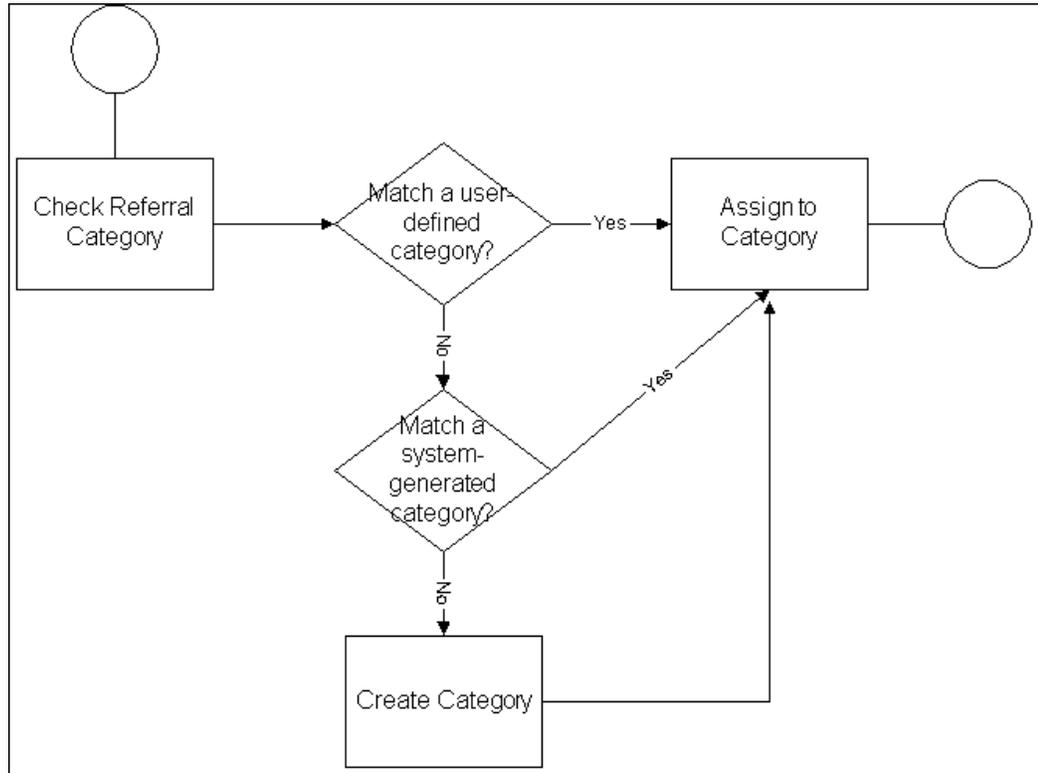
- The engine assigns referrals to referral categories having the matching referral pattern with the longest character string.
- If this criteria is not distinctive enough, the referral is assigned to the matching

referral pattern for the referral having the most recent creation date and time.

Referrals that cannot be matched to any administrator-defined or system-generated referral triggers the creation of a system-generated referral.

The following diagram illustrates the assignment process.

Referral Assignment Process



Referral Category Matching Scenario

User Defined	Referral Category	Status	Referral Sites
Yes	Yahoo Search	Active	search.yahoo.com, search.yahoo.uk
Yes	Yahoo Directory	Active	directory.yahoo.com
Yes	Yahoo Misc	Active	*.yahoo.*
Yes	Google	Active	google.co

User Defined	Referral Category	Status	Referral Sites
No	www.msn.com	Inactive	www.msn.com

Analysis: Using the above example of referrals, an implementation would see the categorization of the following URLs:

Referral URL	Referral Category	Comments
www.yahoo.com	Yahoo Misc	
Search.yahoo.com	Yahoo Search	
www.msn.com	www.msn.com	Assign to msn.com category – this category stays inactive
www.emc.com	www.emc.com	No matches found from above categories. Create new EMC.COM category in active status
google.co.uk	Google	
search.yahoo.fr	Yahoo Misc	

The following scenario illustrates the behavior of aggregation along the Referral dimension.

Referral Dimension Aggregation

Visit	Site	Site Visit	Date	Page	Referral Category	Visitor/ Party	Comments
1	A	S1	01-May-2004	Home Page	Google	Visitor X	
1	A	S1	01-May-2004	Product Description		Visitor X	Attributed to Google

Visit	Site	Site Visit	Date	Page	Referral Category	Visitor/ Party	Comments
1	A	S1	01-May-2004	Add to Cart		Visitor X	Attributed to Google
1	B	S2	01-May-2004	Product Page	Small Business Portal	Visitor X	Attributed to Google
1	B	S2	01-May-2004	Product Description		Visitor X	Attributed to Google
2	A	S3	03-May-2004	Home Page	Yahoo	Visitor X	
2	A	S3	03-May-2004	Login Page		Party A	Attributed to Yahoo
2	A	S3	03-May-2004	Product Page		Party A	Attributed to Yahoo
2	A	S3	03-May-2004	Add to Cart		Party A	Attributed to Yahoo
2	B	S4	03-May-2004	Home Page		Party A	Attributed to Yahoo
3	B	S5	04-May-2004	Home Page		Visitor X	No attribution since referral is not at the start of the visit

Visit	Site	Site Visit	Date	Page	Referral Category	Visitor/ Party	Comments
3	C	S6	04-May-2004	Product Description	Google	Visitor X	No attribution since referral is not at the start of the visit
3	A	S7	04-May-2004	Category Page		Visitor X	No attribution since referral is not at the start of the visit

Analysis: The following tables list the referral visits for all dates and sites:

Visit 1

Date	Referral Category	Site	Site Visit Count
01-May-2004	Google	A	1 (S1)
01-May-2004	Google	B	1 (S2)
01-May-2004	Google	All	2 (S1, S2)

Visit 2

Date	Referral Category	Site	Site Visit Count
03-May-2004	Yahoo	A	1 (S3)
03-May-2004	Yahoo	B	1 (S4)
03-May-2004	Yahoo	All	2 (S3, S4)

Visit 3

Date	Referral Category	Site	Site Visit Count
04-May-2004	Google	A	0
04-May-2004	Google	B	0
04-May-2004	Google	C	0
04-May-2004	Google	All	0

Site

The Site dimension refers to sites that track Web site visitors -- for example, Customer and Employee sites. The Site dimension displays a list of actively reporting sites. The alphabetical list of values is based on site name, and only sites with their Reporting status enabled appear in the list. However, data might still be present in the reports for inactive sites. Site dimension is a container for all of the page views and events that occur in a visit. A site visit and a page view always occur in the context of a site. Note that we are referring here to the order the list of sites is being displayed in the Site drop down list, not the order of the records appearing in the report when doing a View By site. The list of sites displayed to the user (list of value or in the view by of the report) will depend on the access granted to the user by the site security. See the section below for a further description of the security model. A default Oracle iStore site (Unassigned) is created to assign iStore visits and events that do not have a site. Activities for all sites (active or inactive sites) are summarized. However, only active sites are displayed in the dashboards and reports.

Additiveness of Measures in Site Dimension

Measures such as counts and amounts reported on the Site dimension are commonly additive on the Site dimension. For example, Visits, 'A' Leads, and Booked Orders Amount are filtered against the value chosen in the Site dimension. Some measures (such as counts or amounts, for example) are not additive on the Site dimension; these show the same measure value for any site (including All). Example of such measures: (a) Number of visitors who opted out; and (b) Total Booked Orders Amount (across all channels). Ratios are not additive on the Site dimension. However, the numerator and denominator used to compute the ratios fall into one of the categories described above; examples: Average Page View Duration or Percent Web Orders.

Site Dimension Security

Data access security for Oracle Web Analytics dimensions is only performed on the Site dimension. The sites which a user has access to depends on the following setups:

1. The list of organizations the user has access to is specified by the MO: Security profile set at user level.
2. For Oracle iStore sites, each the site-responsibility combination defined in Site Administration UI creates one specialty site in the customer-facing application; customer responsibilities, in turn, are linked to organization operating units using the profile option, MO: Operating Unit. Refer to the *Oracle iStore Implementation and Administration Guide* for more details on linking Oracle iStore sites to operating units.
3. All external sites are linked to an organization (operating unit) in the Oracle Web Analytics Administration Application.

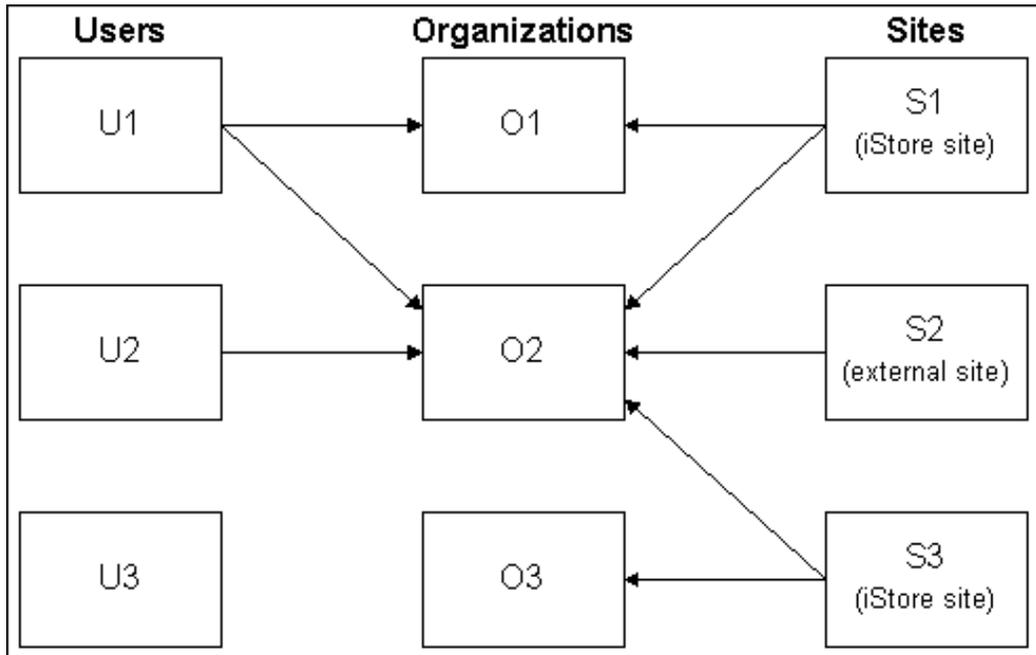
In essence, the user viewing the Oracle Web Analytics reports must have access to all of the operating units that a site is associated with; if not, he will not be able to view the site in the reports.

The following is a scenario illustrating site dimension security. In this scenario, it is assumed that a user is viewing the Oracle Web Analytics intelligence reports, and the following setups are done:

- The user-to-organization mapping is accomplished using the MO: Security profile option. In this scenario, the security profile is set to organizations O1 and O2 and attached at user level to the user, U1.
- Site-to-organization mapping is accomplished using the MO: Operating Unit profile option. In this scenario, organizations O1 and O2 are attached to two responsibilities, R1 and R2, respectively, using the MO: Operating Unit profile. In addition, the two responsibilities are attached to the Oracle iStore site, S1.
- When user U1 views the reports, he can access sites S1 and S2.
- When user U1 views the reports, he can access site S2.
- When user U3 views the reports, he will not have access to view any sites.

The following diagram illustrates the scenario:

Site Dimension Security Scenario



Note: The security model for Oracle iStore sites and external sites is the same. In the case of Oracle iStore, one or many operating units can be associated with a site. In the context of a third-party site, just one operating unit can be associated with the site. But the security rules are the same – see the "Security" section below for more details.

Example

Site Dimension Security

Oracle iStore Site A is associated with Responsibility X and Y. Responsibility X is assigned to Organization 1. Responsibility Y is assigned to Organization 2. Thus, Oracle iStore Site A is assigned to Organization 1 and 2.

The Unassigned pseudo-site is accessed by any user, regardless of the operating units the user has access to.

Example

Site Dimension Security

In this example, we see how a user's access to a site is determined:

Site A (an external web site) is assigned to Organization X. Site B is assigned to Organization Y and Organization Z. Site C is assigned to Organization Y. Site D is not assigned to any organization. Site E is assigned to Organization V.

User	Org. Assignment in MO: Security Profile Option	Sites User Can View in Site Parameter
User 1	Orgs. W and X	Site A, "Unassigned", and "All"
User 2	Orgs. Y and X	Site A, C, and "Unassigned" ('All' Sites will include Site A, C, and "Unassigned")
User 3	No org. assignments	"Unassigned" and "All"
User 4	Orgs. T and U	"Unassigned" and "All"

Note that the cases of User 3 and User 4 are exception cases. If a user has access to no specific site, either it is a set up issue or the user should not have access to the entire dashboard page/responsibility. We see that no user has access to Site E, since no user has Organization V listed in his profile, nor Site D, as it is not associated with any organization.

Web Page

This dimension refers to Web pages, categorized under site areas, that are viewed by visitors. An example of a site area might be a Catalog site area that contains product pages. The Page dimension is a container holding information on Web pages viewed under Site Area categories. The Web Page dimension is a pseudo-object container having two levels:

- **Site Area:** Refers to categories used to manage web pages. Refer to the "Site Area" topic, below, for more details.
- **Page:** Refers to different pages viewed by visitors. Refer to the "Page" topic, below, for more details.

Site Area

Site areas are categories to manage Web pages. For example, administrators might have "Catalog" and "Registration" site areas. A page can be categorized under various administrator-defined site areas. Administrators map the pages to categories in the administration application. A pseudo-category, Unassigned, will be created for pages without a category and is used for reporting purpose (but would not be displayed as a valid category that can be selected in the administration user interface). Drilling down from Unassigned site area will display all pages not assigned to site areas.

Only active site areas display in the Site Area dimension and View By.

Page

The Page dimension lists the pages available on the sites. As mentioned previously, a page can be categorized under various administrator-defined site areas. If not assigned to a site area, the page activities (views) will be assigned under the Unassigned pseudo-site area. Only active pages display in the Page dimension. In terms of summarization, inactive pages are not included in any summary. Pages displayed depend on the Site Area parameter. If a specific Site Area is selected, then only the pages assigned to those site areas are displayed.

The same page might be displayed on multiple sites. Example: A product detail page for the Envoy Laptop might be displayed on multiple pages. A page appears in the Page dimension after the page has been at least tracked one time (at least one page view for this page).

A page may or may not have a business context. If a page has a business context, the contextual information is displayed along with the page display name, to identify in which context a page has been displayed. For instance, the Product Detail page seeded with Oracle iStore is a contextual page. Thus, the Product Detail page will be displayed along with the product name (inventory product description).

The syntax for a contextual page is Page Display Name + colon (:) + Object Name (where + is the string concatenation operator). Examples:

- Product Details: Envoy Laptop
Envoy Laptop would be the product description in Oracle Inventory.
- Section Details: Desktop
Desktop would be the section name in Oracle iStore.

The syntax for a non-contextual page is simply the page display name. For instance, the Shipping page seeded with Oracle iStore is a non-contextual page; thus the page name is Shipping, with no additional contextual information.

Exception Cases

The following scenarios describe exceptions where a page would not be reported upon:

No Valid Business Context Passed When Displaying a Contextual Page

- This scenario can occur if no valid business context (e.g., no existing section ID or no existing product ID was passed when displaying a contextual page).
- In this case, the page/page view will not appear in any page report. The page view will not be counted as a valid page view.

Page has Section Context but Section has been Deleted from Oracle iStore

- In this scenario, a page view for a section detail page has been captured by the tracking engine, but the section has been deleted later.
- In this case, the section name (context) will still be displayed along with the page

name. Search will be still possible for this page as for any other pages.

See the "Page Interest Report" topic for more details.

Search on Page Dimension

The search on the Page dimension allows searching of any page based on the Page Display Name, including the business object name displayed in the page. For example (users can Search by Page Name, Product Name, or Section Name):

- When searching by Page Name using the string, `Product%`, the search results will retrieve: Product details: Deluxe Laptop and Product details: Standard Laptop.
- When searching by Product Name using the string, `%Standard%`, the search results will retrieve: Online privacy selection: Standard Desktop, Product details: Standard Laptop and Organization administrators: Standard Desktop.
- When searching by Section Name using the string, `%Desktop%`, the search results will retrieve: Section details: Dimension Desktops, Section details: Desktops, and Contact summary: Desktops.

Note that these examples assume the above pages, sections, and products are populated in the instance.

When the search results are returned, the product part number or section code is displayed to uniquely identify the business object displayed in the page (product or section). The reason is that products may have very similar names and/or sections may have the same names, making it impossible for the user to uniquely identify the object.

See the section, "Page Interest Report", for a full specification of the search functionality on the page dimension.

Display of Measures and Computation Standards

This section discusses in general the display of measures, standards for computations, and display elements for Oracle Web Analytics reports.

Grand Total Row

Trend reports do not include a Grand Total row. Non-trend reports include a Grand Total row, which displays the value for each measure included in the report for parameters selected (value not only for the records displayed on the screen or portlet, but all of the records satisfying the parameter selection). The Grand Total value is displayed for all measures, including measures which are not additive on the selected View By.

Example: Date: 10-May-2005; Period Type: Month; Site: US Site; View By: Product

Product	Visits	Amount	Average View Duration (Min.)
Envoy Laptop	100	50	2
Envoy Desktop	100	70	4
Grand Total	150 (non-additive)	120 (additive)	3 (non-additive)

Graphs

The following rules are observed for graphs:

- When a graph has one measure, there is no legend and no axis title.
- When a graph has two measures, there is one legend by measure.
- When a graph is a dual-axis graph, one axis title by axis is displayed.
- On horizontal dual-axis graphs, the left legend corresponds to the top axis and the right legend to the bottom axis.

Regarding trend graphs having a Compare To parameter: When Prior Year is selected, measure(s) are displayed for the current year and the prior year.

KPIs Table in Dashboards

The Key Performance Indicators (KPIs) tables in the Site Management and Site Sales Activity dashboards contain elements discussed below:

- **Name:** This column contains the name of performance indicator -- for example, Carts, Booked Web Orders, etc.
- **Change:** The Change column represents the difference between the current period and the time period selected for comparison. For example, if the period type is Month, and the comparison is Prior Year, this represents the change between this month and the same month last year. If the comparison is Prior Period, this is the change between this month and last month.

The comparison is always against data for the period to date. This means that if the As of Date were October 30 at Month level, then sequentially, the comparison would be against data for the period ending on September 29th. The logic used reflects the number of days from the end of the current period. In this case, October 30 and September 29 are one day from the end of the month. The same holds true

for Prior Year comparisons.

- **XTD:** Period-to-date. Can be either Week-to-date (WTD), Quarter-to-date (QTD), Year-to-date (YTD), or Month-to-date (MTD).
- **Compare Sites:** The Compare section gives a graphical representation of how sites compare to one another. By moving the mouse over the dot, the KPI values for the sites represented by the dot appear as alternate text. Each site accessible is symbolized by a dot. The selected site is represented as a circle. If no site is selected, then no circle will appear.

Measure Computations

All measures are computed from the Oracle E-Business Suite transactional data, if the data is available. In some cases, there may be no other way to compute the measure other than getting it by identifying a subset of visits; in this case, the measure computation is driven from visits (which would exclude visits for end-users who have opted out). Exception cases are specified at each individual report level. Two examples below help illustrate the behavior.

Example 1: Campaign Analysis Report; Booked Orders Amount Measure

The Booked Orders Amount measure can be retrieved from the existing Oracle E-Business Suite schema, since campaign source code is assigned to orders at the header level. In this case, there is no need to consider campaign visits to retrieve campaign orders.

Example 2: Web Referrals Report; Booked Orders Amount Measure

The Booked Orders Amount measure for referrals cannot be retrieved directly from the existing Oracle E-Business Suite schema. Referral sources are not tracked as such in the existing Oracle E-Business Suite schema. First, referral visits have to be selected. Then, orders placed from those referrals visits have to be selected to compute the Booked Orders Amount in the Web Referrals report.

Number of Rows

Following are the defaults for the display of rows in report and graphs:

- Non-trend reports with graphs display 10 rows.
- Non-trend reports without graphs display 25 rows.
- Trend reports display the number of rows corresponding to the number of periods.
- Table portlets display 10 rows.

Parameters

The following table lists the Oracle Web Analytics report parameters.

Oracle Web Analytics Report Parameters

Parameter	Type	Default Value	Dependency
Campaign	Single Select	All	
Compare To	Single Select	Prior Period	
Currency	Single Select	Primary	
Customer	Multi Select (LOV)	All	
Customer Classification	Multi Select (LOV)	All	
Page	Single-Select	All	Site Area
Product	Single Select	All	Product Category
Product Category	Single Select	All	
Referral Category	Multi-Select (LOV)	All	
Site	Multi-Select (Combo Box)	All	
Site Area	Single-Select	All	
		Prior Period	

Note that as soon as a dimension is multi-select and/or has some security where All represents a variable number of records in the dimension based on the number of

records the user accesses, then all the measures displayed along with this dimension should be additive for this dimension (or the measures displayed should not change based on the selection in the dimension).

Rounding

By default, all counts and amounts are rounded to the nearest integer, unless specified in the measure description.

Sorting

By default, all number and date columns are sortable in a report. The exception is for any VARCHAR columns that are specifically mentioned in each report. Typically, VARCHAR columns are not sort able, but may be made so if the list of values are small and the performance impact is minimal.

Zero versus Null

Most measures will display zero (0) instead of Null. For any count or value measure, no data is forced to zero. If a calculated measure comes from these types of measures, then normal mathematical logic is followed in showing N/A vs.zero. For example, zero divided by something would equal zero, but something divided by zero would be N/A. For change measures compared to a period where no data exists, N/A is used. For trend reports, rows are displayed even if all columns displayed in the report have blank, zero, or N/A values. Non-trend reports do not display rows with all columns having blank, zero, or N/A values.

Common Measures in Web Analytics Reports

This section discusses common measures and computations for Oracle Web Analytics reports.

Average Page Views

The Average Page Views is the average of the number of times a page was viewed for the selected time period and site(s). It is displayed as rounded to the nearest single decimal.

Computation: Total number of page views started in the selected period, occurring in the selected sites, divided by the total number of site visits for the selected sites and for visits which have started in the selected period. The following table illustrates the computation.

Example: Average Page Views

Visit	Site	Site Visit	Page View
1	A	S1	Home page
1	A	S1	Section detail page
1	A	S1	Product detail page
1	B	S2	Add to Cart
2	A	S3	Home page
2	B	S4	View Cart Contents
2	B	S4	Checkout Process
2	B	S4	Billing page
2	B	S4	Shipping page
2	C	S5	Home page
2	A	S3	Home page

Analysis: Average page views for Site A for the whole period = 5 (total page views for Site A) divided by 2 (number of site visits for site A) = 2.5

Average page views for all sites for the whole period = 11 (total page views) divided by 5 (number of site visits) = 2.2

Average Page View and Customer Classification/Customer Dimension

If a specific Customer Classification is selected, the page views and site visits counted are restricted to the following visits:

- Registered visits assigned to parties belonging to the Customer Classification
- Anonymous visits, as long as the Guest party belongs to the selected Customer Classification

A scenario could occur where an Oracle Single Sign-On (SSO) authenticated visitor visits a site and will not be associated with a TCA party; this may occur when he visits an external site where he is not required to be associated with a party. SSO visits not

linked to a party are assigned to the same Guest party as anonymous visitors (they are considered as any other anonymous visit). The same principle applies if a specific customer (party ID) is selected. In this case, visits are filtered based on the party assigned to those visits.

Average Visit Duration

Average Visit Duration is the number of minutes a visitor spends on a given site in a given visit. It is displayed as rounded to the nearest single decimal.

Computation: Total page view duration for all site visits started in the given period for the selected sites divided by the total number of site visits in the given period for the selected sites. If a specific site is selected, then durations for pages viewed in that site are selected for all visits that begin in that period. If a specific Customer Classification is selected, the page views and visits include identified visitors as well as anonymous visitors, as long as the Guest party belongs to the selected Customer Classification(s). The last page view is always counted as zero. The following example helps illustrate this measure.

Example: Average Visit Duration

Visit	Visit start date and time	Site	Site Visit	Total Page View Duration in Site Visit (in minutes)
1	01.May 11 p.m.	A	S1	10
1	01 May 11:30 p.m.	B	S2	5
2	01 May 11:30 p.m.	A	S3	5
3	01 May 11:30 p.m.	A	S4	4
4	01 May 11:30 p.m.	B	S5	8

The following table shows the calculations related to the above example:

Calculations for Average Visit Duration Example

Site	Average Visit Duration
A	$(10 + 5 + 4) / 3 = 19/3$ min
B	$(5 + 8) / 2 = 13/2$
All	$(10+5+5+4+8) / 5 = 32 / 5$ min

Average Web Order Amount

Average Web Order Amount is the average order amount from Web orders.

Computation: Sum (amount at sell price of booked sales order lines) divided by the number of distinct sales orders booked during the selected period, created in the selected store.

Example: Period from 1 JAN-2002 to 1 FEB 2002

Cart A has been created in the US Store on 30 December and booked as an order on 2 January. The order amount (selling pricing excluding shipping and taxes) is \$2000. Cart B has been created in the US Store on 30 December and booked into an order on 1 January. The order amount (selling pricing excluding shipping charges and taxes) is \$1000. The Average Web Order Amount for the US Store is \$1500 (3000/2).

Booked Web Orders

Booked Web Orders is the number of booked Web orders, including both fulfilled and unfulfilled (open) orders. Orders entered but not yet booked are excluded.

Included are:

- Booked orders (excluding published quotes)
- Fulfilled and unfulfilled (open) orders
- Mixed orders (having possibly one or many return lines)

Excluded are:

- Orders entered but not yet booked
- Cancelled orders
- Return orders

Web orders are assigned to a site if the Web order has been generated from a cart

created from the site.

Computation: Booked orders created within the period and selected site for customers in the given Customer Classification.

Booked Web Orders Amount

Booked Web Orders Amount is the total amount of booked Web orders, including both fulfilled and unfulfilled (open) orders. Orders entered but not yet booked are excluded.

The Booked Web Orders Amount is the value of all Oracle iStore order lines booked during the selected period. The selection of orders on the time dimension is based on the booked order date. The sell price on the sales order line reflects the customer's price after discounts are applied. The amounts do not include taxes and shipping charges.

Included are:

- Booked orders (excluding published quotes)
- Fulfilled and unfulfilled (open) orders
- Mixed orders (having possibly one or many return lines)

Excluded are:

- Orders entered but not yet booked
- Cancelled orders
- Return orders
- Recurring charges

Orders are assigned to a site if the order has been created from a cart created from the site.

Exception: Addition of lines in Oracle Order Management: Even if additional lines are created in order management after the order has been booked – e.g., to add a new line or for split shipment, those lines are still taken into account.

Computation: Booked orders amount = Sum (value at sell price of booked sales order lines) during the selected period.

Example: Period from 1st JAN-2002 to 1st FEB 2002

- Cart A was created in Site 1 on the December 30 and booked on the January 11; it has the following lines:
 - Line 1 – List price = \$1000 – Selling price = \$800
 - Line 2 – List price = \$2000 – Selling price = \$1900

- Cart B was created in Site 2 on December 20 and booked January 2; it has the following lines:
 - Line 1 – List price = \$1000 – Selling price = \$1000
 - Line 2 – List price = \$2000 – Selling price = \$2000

Booked Orders Amount = (\$800 + \$1900 + \$1000 + \$2000) = \$5700

Browse to Buy

Browse to Buy is the percentage of Web site visits with at least one order placed.

Computation: For a given time period and a list of site(s): The percentage of site visits in the selected site(s) for which at least one order was placed (whatever the subsequent order status is) compared against the total number of site visits. If a visitor has opted out, his visits (visits where an order has been placed or not) are not counted in the numerator and the denominator of the Browse to Buy ratio.

Browse to Buy for a given site = Number of site visits (for opted-in visitors) with at least one order placed divided by the total number of site visits (for opted-in visitors).

Carts

Carts is the number of shopping carts created within the selected period for the selected site, including both assisted and unassisted carts. Only carts created in the selected site are counted. Carts are quotes (from an order capture point of view) that have been created in a self-service mode, by an Oracle iStore user (either registered or anonymous). A cart is assigned to a single user who is listed as the cart owner, even if the cart is shared.

If the user requests sales assistance before placing the order, the cart is still considered a cart and not a quote, since the cart was initially created in a self-service mode. Both active and inactive carts are counted. Quotes created from Oracle Quoting by a sales representative are not counted as carts (even if published on Oracle iStore). Carts created for the purpose of facilitating punch-out users (integration with Oracle iStore and procurement systems) are included in the count of carts, and are considered regular carts.

Computation: For a given period and site Number of carts = total number of carts created in the selected site(s), and created within the selected period.

Example: Period from 1 JAN 2004 to 1 FEB 2004

- Cart A is created in Site 1 and has a creation date falling within the period.
- Cart B is created in Site 1 and has a creation date falling within the period.
- Cart C is created in Site 2 and has a creation date falling within the period.

Total number of carts in Site 1 between 1 JAN 2004 and 1 FEB 2004 = 2.

Anonymous Carts

Anonymous Carts is the number of new anonymous shopping carts created. Both active and inactive carts are counted. See the following example for more information:

Anonymous Carts Example

Site	Date	Cart (C)	Comments
A	01-May-2004	C1: Anonymous	
A	01-May-2004	C2: Anonymous	
A	02-May-2004	C3: Registered	Cart is not anonymous so not counted
B	02-May-2004	C4: Anonymous	
A	02-May-2004	C5: Anonymous	
B	03-May-2004	C6: Anonymous	
B	03-May-2004	C7: Registered	Cart is not anonymous so not counted
B	03-May-2004	C8: Anonymous	
B	03-May-2004	C9: Anonymous	
C	04-May-2004	C10: Registered	Cart is not anonymous so not counted
A	04-May-2004	C11: Anonymous	

Computation: In the above example for the period from 01-May-2004 to 04-May-2004 there are a total of eight anonymous carts created. Site A has four carts. Site B has four and Site C has zero anonymous carts. When using the Customer Classification view by parameter, the number of anonymous carts will be rendered as '0', unless the anonymous user himself belonged to a particular classification. If a cart is moving from anonymous to registered after the summarization concurrent programs have been run, the measures will be updated accordingly during the next incremental refresh. For instance, if cart C11 is newly registered, the total number of anonymous carts will be seven, and for site A will be three.

Registered Carts

Registered Carts is the number of new shopping carts created by registered visitors. Both active and inactive carts are counted. A cart will be assigned to a single user who is listed as the cart owner, even if the cart is shared. The following example helps illustrate the dimension count.

Site	Date	Cart	Comments
A	1 May 2004	Registered	
A	1 May 2004	Anonymous	Cart is anonymous so not counted
A	2 May 2004	Registered	
B	2 May 2004	Anonymous	Cart is anonymous so not counted
A	2 May 2004	Registered	
B	3 May 2004	Registered	
B	3 May 2004	Registered	
B	3 May 2004	Anonymous	Cart is anonymous so not counted
B	3 May 2004	Registered	
C	4 May 2004	Registered	
A	4 May 2004	Registered	

Computation: In the above example, for the period 1 May 2004 to 4 May 2004, we have a total of eight registered carts created. Site A has four carts, Site B has three carts, and Site C has one registered cart.

Cart Conversion

Cart Conversion is the ratio between the number of carts created and converted to orders (irrespective of the order status, entered or booked) and the total number of carts created within the period. Carts created for the purpose of facilitating punch-out users (Oracle iStore integration with procurement systems) are taken in account as any other carts in the cart conversion ratio.

Computation (for a given time period, site and Customer Classification): Total number of carts created within the period and site which are placed as an order at some point – irrespective of the order status, entered or booked (even if it is not in the considered period, but later) for customers in a given classification, divided by the total number of carts created within the considered period and site. Returns (order of type returns) are not included in this ratio, since they are not created from a cart.

Note: For the Customer Classification that includes anonymous customers (Guest party) the denominator includes carts that are attached to anonymous customers.

Daily Unique Visitors

Daily Unique Visitors is the number of unique visitors visiting the selected sites for each day of the considered time period.

Computation: The following table provides the authentication identifier to be used for calculating Daily Unique Visitors when multiple authentication mechanisms are available.

Authentication Identifiers Used When Multiple Authentication Mechanisms Exist

Anonymous (Cookie)	GUID (SSO)	FND_USER	Person Party (TCA Authentication)	Daily Unique Visitor Identifier
Visitor ID			GUEST	Visitor ID
Visitor ID		GUEST	GUEST	Visitor ID
Visitor ID	JDOE			JDOE
Visitor ID	JDOE	John D		John D
Visitor ID	JDOE	John D	John Doe	John Doe

Analysis: For one given site and time period: The sum, for each day of the considered time period, of the number of visitors who visit the considered site. For multiple sites, the number of Daily Unique Visitors is the sum of the number of Daily Unique Visitors for each site.

Example: Visits by Multiple Users with Multiple Identifiers

Visitor	Type	Visit	Site	Site Visit	Date
X	Anonymous	1	A	S2	01-May-2004
X	Anonymous	2	A	S2	01-May-2004
Y	Identified: Visitor Identifier A	3	A	S3	01-May-2004
Y	Identified: Visitor Identifier A	3	C	S4	01-May-2004
Y	Identified: Visitor Identifier A	3	B	S5	01-May-2004
Y	Identified: Visitor Identifier A	4	A	S6	10-May-2004
Y	Identified: Visitor Identifier A	5	A	S7	10-May-2004
Y	Identified: Visitor Identifier A	5	B	S8	10-May-2004
Z	Anonymous	6	B	S9	10-May-2004
Z	Anonymous	6	B	S9	10-May-2004
X	Anonymous	7	B	S10	10-May-2004
X	Anonymous	7	C	S11	10-May-2004
Z	Anonymous	8	A	S12	10-May-2004
W	Anonymous	9	A	S13	15-May-2004

Visitor	Type	Visit	Site	Site Visit	Date
Y	Identified: Visitor Identifier A	10	C	S14	15-May-2004
W	Anonymous	11	A	S15	17-May-2004
X	Anonymous	12	A	S16	17-May-2004
X	Anonymous	13	A	S17	17-May-2004

Computation for the example: Total number of Daily Unique Visitors as of date 15-May-2004, with period type of month is the following:

Analysis: Total Daily Unique Visitors as of 15-May-2004 with Period Type Month

Date	Daily Unique Visitors - All Sites	For Site A	For Site B	For Site C
01-May-2004	4	2 (X,A)	1 (A)	1 (A)
10-May-2004	6	2 (A,Z)	3 (A,Z,X)	1 (X)
15-May-2004	2	1 (W)	0	1 (A)
Count for the Period	12	5	4	3

Note that when multiple sites (or All sites) are selected, a visitor might be counted multiple times if he has visited multiple sites during the same day (as in the case above). This way of counting makes the measure additive on the Site dimension – which allows multi-selection on the Site dimension.

For computing this measure on the Customer Classification/Customer dimension, the same principle used for Visits apply here (filtering of visits based on parties belonging to the classification or based on the selected party).

New Web Customers

A New Web Customer is counted in a site if the customer has a cart (created in that site) which he converts into his first booked order. A new customer is always assigned to a single site (the site assigned to the first order booked by this customer). A customer is

not considered a new customer if he has previously purchased products via another Oracle E-Business Suite module (e.g., from Oracle TeleSales).

Computation: Number of sold-to customers having a first booked order within the considered period in the site selected.

Example

New Web Customers Example

Selected Time Period: from 1 January 2004 to 1 February 2004

Selected Customer Classification: Enterprise Customer

Business World (within Enterprise Customer Classification) has a first order booked (as a sold-to) on 15 January 2004, from a cart created in US Site. Business World will be counted as a new customer for the considered period for the US Site.

France Telecom (also within Enterprise Customer Classification) has a first order booked (as a sold-to) on 2 February 2004, from a cart created in FR Store on 15 January 2004. In this case, France Telecom is not considered as a new customer in the selected period, since their first order was placed after the end of the selected period.

Computer Point (also within Enterprise customer classification) has a first order booked (as a sold-to) on 2 December 2003, placed from Oracle TeleSales. It has a first Web order booked (as a sold-to) on 10 January 2004, from a cart created in US Site. Computer Point will not be considered as a New Web Customer for the considered period, since its first order was placed in December 2003 over the TeleSales channel

In addition, in terms of reporting on Customer Classification, even though both France Telecom and Business World belong to the Enterprise Customer Classification, only Business World will be reported as a new Web customer in that classification, since France Telecom was not a new Web customer in the selected time period.

Similarly, the percent new customers equals: (Number of sold-to accounts belonging to the selected Customer Classification having a first booked Web order within the considered period in the site selected <divided by> the number of sold-to accounts belonging to the selected Customer Classification having a first booked order within the considered period -- the order being booked from any channel) multiplied by 100.

Average Orders Amounts in Web Customer Acquisition Report

For the Booked Web Orders Amount, when a Customer Classification is selected, the booked orders are filtered accordingly for sold-to customers (organizations for B2B customers and individuals for B2C customers) in the selected classification. The Average (Web) Order Amount is the average value of booked orders placed. The value of a booked order is calculated using the same approach defined above for booked orders amount, and similarly of the number of booked orders. **Computation:** Average Web Order Value equals the total Booked Web Orders amount <divided by> the number of booked Web orders.

Opt Outs

Opt Outs is the number of times visitors have opted out from tracking. This is presented

as the total number of site visits in which a visitor has chosen to opt out. The following table helps illustrate this measure.

Opts Outs Example

Date	Site	Site Visits with at Least One Opt Out Event
1 May 2004	A	1
1 May 2004	B	1
1 May 2004	C	1
10 May 2004	A	2
10 May 2004	B	1
15 May 2004	A	2
Count	All	8

Analysis:

- With the as of date of 15 May 2004 and the selected Period Type as Month, the number of opt outs is 8.
- For Site A, with the as of date of 15 May 2004 and the selected Period Type as Month, the number of site visits with at least one opt out event is 5.
- For Site B, with the as of date of 15 May 2004 and a selected Period Type as Month, the number of site visits with at least one opt out event is 2.
- For Site C, with the as of date of 15 May 2004 and the selected Period Type as Month, the number of site visits with at least one opt out event is 1.

When a specific site is selected in the Site dimension, the opt out totals are displayed for that site over the time frame selected in the Period dimension. If a specific classification is selected in the Customer Classification dimension, the system filters the opt out counts belonging to the selected classification (this will include including anonymous visitors, if the Guest party belongs to the selected Customer Classification).

Page Views

Page Views is the number of page views for given Web page. See the "Page" topic, above, for more information on page views.

Computation: For a given page: Total number of times the page has been viewed in the selected site(s) and during the selected time period. A page view is counted as long as the page view start time and date are within the considered period. For a given site area: Total number of times pages have been viewed in the selected site area and during the selected period time. The number of page views for a site area is the sum of all page views for all the pages assigned to the site area.

Product Visits

Product Visits is the percentage of visits that include a page view of the product (for pages which have a product context). See the following example for more information.

Product Visits Example

Visit	Site	Site Visits	Product	Product Category
1	A	S1	A1	B1
1	A	S1	A2	B1
1	A	S1	A3	B2
1	B	S2	A1	B1
2	A	S3	A1	B1
2	B	S4	A2	B1
2	B	S4	A4	B1
3	C	S5	A3	B2
3	A	S6	A3	B2
3	B	S7	A2	B1
4	B	S8	Non Contextual Page	Non Contextual Page

Computation: The percentage of product site visits to product A1 for Site B = Number of site visits that include a visit to product A1 divided by the total number of site visits = 1 (S2) divided by 4 (S2, S4, S7,S8) = 25%. The percentage of product visits to product category B1 for Site B = Number of visits that include a visit to product category B1 for

that period divided by the total number of visits for that period = 3 (S2, S4, S7) divided by 4 (S2, S4, S7, S8) = 75%. The percentage of product visits is displayed with one decimal point.

Carts in Product Interest Report

For a given product or product category, carts are filtered to include only those carts that have at least one cart line for the product or product category.

Example

Carts for Product Interest Report Example

Site	Date	Cart ID	Product	Product Category
A1	01-May-2004	1	A	Z
		1	B	Y
		1	C	Y
B1		2	B	Y
B1	02-May-2004	3	A	Z
A1		4	B	Y
B1	03-May-2004	4	C*	Y
		5	A	Z
		5	B	Y
A1		6	C	Y
B1	04-May-2004	7	B	Y
		7	C	Y

*Product C is counted in the period 02-May when the cart was created, even if though it was added on 03-May-2004.

Computation:

In this example, for the period from 01-May-2004 to 04-May-2004, Oracle Web Analytics would count a total of :

Product	Number of Carts
A	3
B	5
C	4

Product Category	Number of Carts
Y	6
Z	3

In this example, for the period from 01-May-2004 to 02-May-2004, Oracle Web Analytics would count a total of:

Product	Number of Carts
A	2
B	3
C	2

Repeat Visits

A Repeat Visit is the second or more visit made by an anonymous visitor or an identified party in the selected period. The first visit may have been done in a previous period and on any other site. A site visit (visit in a given site) is counted as a repeat site visit if the visitor (anonymous user) or registered user assigned to the visit has made a visit to a site before, regardless if it is in the same period or not, and regardless if it is in the same site or not. The following example helps illustrate the measure counting.

Visit	Site	Site Visit	Date	Page	Visitor/Party	Comments
1	A	S1	1 April 2004	Home Page	Visitor Y	Start of visit
1	A	S1	1 April 2004	Product Description	Visitor Y	
1	A	S1	1 April 2004	Add to Cart	Visitor Y	
1	A	S1	1 April 2004	Login Page	Party X	Login – Visit 1 is now assigned to Party X
1	B	S2	1 April 2004	Shopping Cart	Party X	Shopping cart is created
2	A	S3	1 May 2004	Home Page	Visitor Y	Start of visit
2	A	S3	1 May 2004	Login Page	Party X	Login – now visit 2 is assigned to Party X
2	B	S4	1 May 2004	Shopping Cart	Party X	View cart contents
2	B	S4	1 May 2004	Billing	Party X	Checkout process
2	B	S4	1 May 2004	Shipping	Party X	
2	B	S4	1 May 2004	Order Confirmation	Party X	

Visit	Site	Site Visit	Date	Page	Visitor/Party	Comments
2	C	S5	1 May 2004	Order Status	Party X	View the status of order placed
3	A	S6	1 May 2004	Home Page	Visitor Y	This visit is not a repeat visit since site visit S1 is assigned to Party X – not Visitor Y
4	A	S7	15 May 2004	Home Page	Visitor Y	Start of visit
4	C	S8	15 May 2004	Product Description	Visitor Y	
5	A	S9	15 May 2004	Home Page	Visitor T	Start of visit
6	D	S10	15 May 2004	Home Page	Visitor U	Start of visit
7	D	S11	15 May 2004	Home Page	Visitor U	Start of visit
6	A	S12	15 June 2004	Home Page	Visitor Y	Start of visit
6	A	S13	15 June 2004	Login Page	Party X	Login - Visit 3 is assigned to Party X
6	A	S14	15 June 2004	User Profile Page	Party X	View Profile

Repeat Visits Computation: Example 1: Period selected is the entire month of May

and Customer Classifications is All

The number of repeat visits for Site A is two: Visit 2 is assigned to Site A (S3) for Party X on 1 May (repeat visit), and Visit 4 is assigned to Site A (S7) for Visitor Y. Visit 3 on Site A (S6) is not a repeat visit, since Visitor Y has never been assigned to a previous visit before. Visit 5 on Site A (S9) is not counted as a repeat visit since Visitor T has never visited any site

The number of repeat visits for Site B is one: Visit 2 is assigned to Site B (S4) for Party X.

The number of repeat visits for Site C is two: Visit 2 is assigned to Site C (S5) for Party X; Visit 4 is assigned to Site C (S8) for Visitor Y.

The number of repeat visits for Site D is one: Visit 7 is to Site D (S11) is a repeat, since Visit 6 (S10) was done by the same Visitor U .

The total number of repeat visits for all sites for the given period is six.

Repeat Visits Computation: Example 2: Period selected is the entire month of May and Customer Classification selected includes the Guest User but not Party X

In this case, all the visitors are counted against the same party, Guest.

The number of repeat visits for Site A is one: Visit 4 is assigned to Site A (S7) for Visitor Y.

The number of repeat visits for Site B is zero.

The number of repeat visits for Site C is one: Visit 4 is assigned to Site C (S8) for Visitor Y.

The number of repeat visits for Site D is one: Visit 7 is assigned to Site D (S7) and is a repeat, since Visit 6 was done by the same Visitor U.

The total number of repeat visits for all sites is three.

Regarding the Visits measure: If a specific Customer Classification(s) is selected in the report, all parties assigned to the class are selected, including anonymous visitors, as long as the Guest party belongs to the selected Customer Classification(s).

Visits

Visits is the number of Web site visits. A Visit is defined as all the pages viewed by a customer from the time he begins his visit to the time he leaves the site. A Visit has a start date and time. A Visit is either:

- A Registered Visit: These are linked to an Oracle TCA party (retrieved from the FND_USER table).
- An Anonymous Visit: These are linked to a specific (anonymous) visitor and linked to the same Guest party in Oracle TCA (all anonymous visits are linked to the Guest party).

A visit is considered registered if the user authenticates himself any time during the visit or registers during the visit and is approved for a new account.

Site Visit

A visit is attributed to every site included in it ("site visit"). A visit is assigned to a time period based on the start date and time of the visit. Even if the user comes back multiple times to the same site during the same visit in (e.g., Site A), one site visit will be counted for Site A. The selection of the number of site visits for Site A for a given time period will be based on the start date and time of the visit.

When a site has enabled the filtering of traffic, visits from IP addresses specified in the Traffic Filter are not counted for the site. The IP address from the host machine making the request to the tracking engine is matched against the IP addresses specified by the administrator. Each IP segment is matched separately, and the administrator can specify wildcards in them.

If a visit spans multiple sites and if the visit comes from an "internal" visitor (IP address matching the traffic filters defined in the administration application), site visits will be counted only in sites counting internal visitors, not in sites excluding internal visitors.

For example, the administrator can specify an address of 128.255.255.* so that any address with 128.255.255.[1-255] would be filtered from the relevant sites enabling traffic filtering. If the administrator decides later to disable the filtering of traffic for a site that was previously enabled, only new visits would be affected. Previously filtered visits would not be processed and re-introduced into the visit measure. This would also apply when enabling the filtering of visits for a site that was previously disabled.

The example below illustrates the behavior.

Example: Site Visits

Visit	Site	Site Visit	Page	Comments
1	A	S1	Home Page	Visit 1 Start 01-May 2004 at 11.55pm
1	A	S1	Product Description	
1	A	S1	Add to Cart	
1	B	S2	Shopping Cart	Shopping Cart is created
1	A	S1	Home Page	Visit ends 02-May at 0.20am

Visit	Site	Site Visit	Page	Comments
2	A	S3	Home Page	Visit 1 Start 01-May 2004 at 11.50pm
2	B	S4	Shopping Cart	View Cart Contents
2	B	S4	Billing	Checkout Process
2	B	S4	Shipping	
2	B	S4	Order Confirmation	
2	C	S5	Order Status	View the status of order placed
2	A	S3	Home Page	Visit ends 02-May at 0.15am

Analysis: In the above example, for the period of 01-May-2004, there were a total of five site visits that occur for all sites. For Visit 1, there is one site visit (S1) to Site A and one site visit to Site B (S2). In Visit 2, there was one site visit to Site A (S3), one site visit to Site B (S4), and one site visit to Site C (S5).

Note that even if visits 1 and 2 end on the May 2, five sites visits are still tracked for the May 1, since visits 1 and 2 started on the May 1.

Visits Based on Customer Classification/Customer Dimension

If a specific Customer Classification is selected, the site visits counted for a list of site(s) and for a given time period would be restricted by filtering visits in the following manner:

- Registered visits assigned to parties belonging to the Customer Classification(s)
- Anonymous visits, as long as the Guest party belongs to the selected Customer Classification(s)

The same principle applies if a specific customer (party ID) is selected. In this case, visits are filtered based on the party assigned to those visits.

Oracle Single Sign-On visits that are not linked to a party would be assigned to the

same Guest party as for anonymous visitors (in other words would be considered as any other anonymous visit).

Visits in Case of Opt Out Event

In case of opt out visits, the Oracle Web Analytics reports visit-related metrics until the visit was tracked. The following scenario clarifies computation of visits for opt out events.

Example: Visits in Opt Out

Visit	Site	Site Visit	Page	Comments
1	A	S1	Home Page	Default Privacy Preference (Opt In)
1	A	S1	Product Category	
1	A	S1	Add to Cart	
1	A	S1	Billing	
1	A	S1	Shipping	
1	A	S1	Order Confirmation (O1)	
1	B	S2	Home Page	
2	A	S3	Home Page	
2	A	S3	Product Description	
2	A	S3	Add to Cart	
2	A	S3	Billing	
2	A	S3	Shipping	

Visit	Site	Site Visit	Page	Comments
2	A	S3	Order Confirmation (O2)	
2	B	S4	Home Page	
2	B	S4	Product Page	
2	B	S4	Add to Cart	
2	B	S4	Billing	
2	B	S4	Shipping	
2	B	S4	Order Confirmation (O3)	
2	A	S3	Home Page	
2	A	S3	Product Description	
2	A	S3	Add to Cart	
2	A	S3	Privacy Preference	Opt Out
2	A	S3	Billing	Not tracked
2	A	S3	Shipping	Not tracked
2	A	S3	Order Confirmation (O4)	Not tracked
2	B	S4	Home Page	Not tracked
2	B	S4	Product Page B	Not tracked
2	B	S4	Add to Cart	Not tracked

The following table shows the analysis for Site A:

Site A Metrics

Metric	Value
Visits	2 (S1, S3)
Daily Unique Visitors	1 (X)
Browse to Buy	2/2
Orders	3 (O1, O2, O4)
Opted Out Counts	1 (X)

The following table shows the analysis for Site B:

Site B Metrics

Metric	Value
Visits	2 (S2, S4)
Daily Unique Visitors	1 (X)
Browse to Buy	1/2
Orders	1 (O3)
Opted Out Counts	0

Web Registrations

Registrations, or Web Registrations, is the total number of new submitted Web registrations for a given period, site(s), and Customer Classification(s). Submitted registrations (even if not approved) are counted. A registration that occurs outside the context of a site is assigned to the default Unassigned site. The registration submission date is used to assign a registration to a reporting period for all reports except Web Referral report, where the registration of the referral visit start time is used. Registration occurring during the opted out period of visit will not be accounted for.

Computation: Web Registrations = Total number of submitted registrations captured

using the registration submission date within the given period, regardless of when approved, for a given period, site(s), and Customer Classification(s).

Terminology in Site Sales Activity Reports

Note: All reports employ Dashboard parameters to display data. This means that the below metrics are filtered by the parameters selected by the user.

Site Sales Activity Reports: Selected Terms and Definitions

Term	Definition
Assisted Cart	Number of shopping carts for which the user requests sales representative assistance (on-line or off-line)
Average Web Order Amount	Average order amount from Web orders
Average Web Order Discount	Average discount on web orders
Booked Published Quote	Number of quotes published and converted into booked orders
Booked Web Orders Amount	Total amount of booked Web orders, including both fulfilled and unfulfilled (open) orders; orders entered but not yet booked are excluded
Campaign Carts	Number of carts having at least a line associated with a campaign
Campaign Orders	Number of Web orders (created from a store cart) having at least a line associated with a campaign
Carts	Number of shopping carts created within the selected period for the selected site, including both assisted and unassisted carts
Cart Conversion Ratio	Percentage of shopping carts converted to orders, both sales-rep assisted and unassisted, irrespective of the order status (entered or booked)

Term	Definition
Published Quote	Number of quotes published on iStore, at some point in the quoting process
Web Campaign Orders Amount	Total amount of booked orders associated with campaign

Reports and Dashboards

This section describes the reports and dashboards available in Oracle Web Analytics.

Site Management Dashboard

The Site Management Dashboard provides convenient access to all of the Oracle Web Analytics reports, including links to the Site Sales Activity Dashboard, where users can view at-a-glance summaries of site activities, and the Site Top Sales Activity Dashboard, which displays top Web orders, products, customers, and carts.

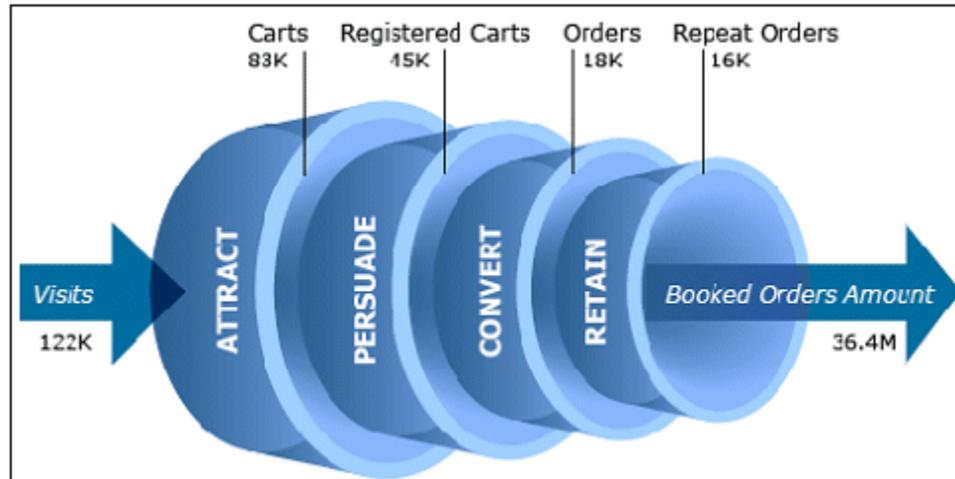
Optionally, you may implement the Site Conversion Funnel portlet on the Sales Management Dashboard. This funnel consists of a scalable vector graphic image generated using the Oracle Performance Management Viewer (PMV) framework. This image will contain the following KPIs identified from the subset of KPIs:

- Visits: The Visits KPI drills down to Visit Trend.
- Carts: The Carts KPI drills to the Cart and Web Order Activity Report.
- Booked Web Orders Amount: The Booked Web Orders Amount KPI drills down to the to Booked Web Orders Amount report.
- Registered Carts
- Orders
- Repeat Orders

Registered Carts, Orders (Booked Web Orders) and Repeat (Web) Orders all drill down to the Visitor Conversion Report.

The following graphic shows an example of the Site Conversion Funnel portlet.

Site Conversion Funnel Example



For more information, see the "Configuring Dashboards" topic within the chapter, Reporting. Also refer to the *Oracle Daily Business Intelligence Implementation Guide*.

Site Sales Activity Dashboard

The Site Sales Activity Dashboard allows you to monitor e-commerce productivity through several key performance indicators (KPIs), including new customer count, cart amounts and cart conversion to order ratios, average order value and discount, total booked and campaign-related order amounts. In addition to the KPI table (which allows drill-down into several metrics) the following reports and graphs are available on this dashboard:

- Cart and Web Order Activity
- Web Orders Amount Trend
- Average Web Order Amount Trend
- Average Web Order Discount Trend
- Web Activity by Product Category

Site Sales Activity Key Performance Indicators (KPIs)

The following KPIs appear on this dashboard:

- **Carts:** Number of shopping carts created within the selected period for the selected site, including both assisted and unassisted carts.
- **Cart Conversion Ratio:** Percentage of shopping carts converted to orders, both sales

representative-assisted and unassisted, and irrespective of the order status (entered or booked).

- **Average Web Order Amount:** Average order amount from Web orders.
- **Average Web Order Discount:** Average discount on Web orders.
- **Booked Web Orders Amount:** Total amount of booked Web orders, including both fulfilled and unfulfilled (open) orders. Orders entered but not yet booked are excluded.
- **Booked Web Orders:** Total booked Web orders
- **Web Campaign Orders Amount:** Total amount of booked orders associated with campaigns.

Site Top Sales Activity Dashboard

The Site Top Sales Activity Dashboard lists the top customers, products, carts, and orders for each store. The following reports are available:

- Top Web Orders by Sales Amount
- Top Web Products by Sales Amount
- Top Web Customers by Sales Amount
- Top Carts by Sales Amount

Site Management and Usability Reports

The site management and usability reports available through Oracle Web Analytics are described in this section.

They include:

- Visit Trend Report
- Visitor Conversion Report
- Web Referral Analysis Report
- Web Product Interest Report
- Web Customer Acquisition Report
- Web Customer Activity Report

- Web Campaign Analysis Report
- Page Interest Report

Visit Trend Report

This report and accompanying graphs provide information on the characteristics of site visitors and the key activities that they perform over time. For tracked sites, the following is presented through this report:

- Visits (both tabular display and graph)
- Repeat visits
- Average visit duration
- Average page views
- Daily unique visitors
- Visitor opt outs
- Browse to buy (both tabular display and graph)

This report also displays the percentage difference in the number of visits when compared to the prior period.

The information in this report can be used to evaluate the business performance of a site and to compare it to prior periods. It is also used to understand the behavior of various types of visitors in the site. Additionally, a marketing manager may utilize this data to understand the impact of any changes made to the site.

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Visitor Conversion Report

This report allows marketing and sales directors to analyze the channeling activity associated with driving site visitors to key business objectives. It communicates the effectiveness of leading visitors along the key steps to the goal of placing an order. For the tracked sites, the following is the information presented through this report:

- Visits (both tabular display and graph)
- Registered user carts (both tabular display and graph)
- Anonymous carts created
- Web registrations

- 'A' leads
- Cart conversions
- Repeat and booked Web orders (both tabular display and graph)
- Browse to buy

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Web Referral Analysis Report

This report provides visit, lead, order, and registration information by referring domain. In this report, measures are presented based on visits generated by referrals. The behavior of measures in this report are different from similar measures in other reports, in that measures such as booked orders and leads presented are directly tied to a visit. For instance, a booked order will be counted only if it is associated with a visit. For the affiliate Web sites, the following information is presented:

- Visits
- Average page views
- Leads
- Booked and average Web order amounts
- Web registrations
- Carts
- 'A' leads
- Cart conversions
- Browse to buy

The information in this report could be used by a marketing analyst to determine the nature of traffic from partner sites, and the value of such partnerships.

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Web Product Interest Report

This report provides information on the interest level of products and product categories for a particular site. A user is said to have viewed a product when he views the detailed or complete product description. For a given product or product category,

following is the information available:

- Views
- Visits
- Daily unique visitors
- Carts
- Cart conversions
- Booked Web orders amount
- Browse to buy

This information could be used by a sales business owner to understand the interests of visitors, in order to target them with the most applicable offerings. In addition, an e-marketing manager or usability specialist might use the data to optimize the product catalog and design the layout of a site.

Page Views for a Product in Product Interest Report

Page views are counted for a product only if the pages have a Product context with the selected product as a context.

Page Views for a Product Category in Product Interest Report

Page view count for a product category is the sum of page views for all products assigned below the category.

Product Visits in Product Interest Report

Product visits is the percentage of visits that include a page view of the selected product (for pages which have a product context), for the product or product category. The percentage is displayed with one decimal point.

Daily Unique Visitors in Product Interest Report

For a given product or product category, the definition of the Daily Unique Visitors is further refined to filter visitors whose visits include a visit to the selected product or product category. Computation: The number of daily unique visitors to product A1 for Site B = Number of daily unique visitors that include at least one site visit in Site B with at least a page view of product A1 in that visit and in that period. The daily unique visitors to product Category B1 for Site B = Number of daily unique visitors that include at least one site visit with at least one page view for at least one product assigned to Category B1 in that site and in that period.

Carts in Product Interest Report

For a given product or product category, carts are filtered to include only those carts that have at least one cart line for the product or product category.

Cart Conversion for Product Interest Report

For a given product or product category, carts are filtered to include only those carts that have at least one cart line for the product or product category.

Booked (Web) Orders for Product Interest Report

For a given product or product category, the orders are filtered to include only orders having at least one line within an order that belongs to the product or product category (same principle as for carts). The same applies for the Booked Web Orders Amount measure. Additionally, in the case of the Booked Web Orders Amount, the amount is additive on the product dimension (product and product category levels).

Browse to Buy for Product Interest Report

For a given product or product category, the lines within an order are filtered to include only those that belong to the selected product or product category. Thus, when calculating the Browse to Buy ratio, the following computation is used: Browse to Buy for a given site equals the number of site visits with at least one order placed (either entered or booked) containing at least one line in the selected product or product category divided by the total number of site visits containing at least one page view for the product or product category.

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Web Customer Acquisition Report

This report provides information about the characteristics of new customers a site acquires and its ability to maintain its growth. For tracked sites, this report provides the following:

- Web registrations (both tabular format and trend graph)
- New Web customers (both tabular format and trend graph)
- Percent new Web customers
- Booked Web orders amount
- Average Web order value

This report can aid in a business analysis of a site's performance and return-on-investment.

New Web Customers in Web Customer Acquisition Report

Within the Customer Acquisition Report, for a given site, time period, and Customer Classification, new Web customers equals the number of sold-to customers belonging to the selected Customer Classification having a first booked order.

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Web Customer Activity Report

This report provides information about the activities of organizations within the tracked sites. For a specific customer or Customer Classification, the report presents data on:

- Visits
- Carts
- 'A' leads
- Cart conversions
- Booked Web orders
- Percent Web orders (both tabular format and graph)
- Total booked orders amount (both tabular format and graph)
- Assisted orders
- Post-sales inquiries

Percent Web Orders in Web Customer Activity Report

Percent Web Orders measures how customers are using the Web channel compared to all the other channels; e.g., how often they are placing orders on the Web versus the total number of orders placed across all channels. Computation: (Number of booked Web orders in period, site and customer selected) divided by (Total number of booked orders, regardless of channel in period and customer selected) multiplied by 100.

Assisted Orders in Web Customer Activity Report

Assisted Orders shows the percentage of Web orders placed with sales representative assistance. The computation of Assisted Orders in this report is as follows: (Number of booked assisted Web orders in period, site and customer selected) divided by (the total number of booked Web orders in period, site and customer selected) multiplied by 100.

Total Booked Orders Amount in Web Customer Activity Report

The Total Booked Orders Amount measure includes all orders regardless of their entry method or channel in the period, and customer selected. This measure does not change with site selection, since it covers orders across all channels.

Order Inquiries in Web Customer Activity Report

Order Inquiries tracks the total number of times a customer or Customer Classification views order status, payment, or invoice details for orders.

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Web Customer Activity Trend Report

This report displays, over time, activity of an organization for a particular site. The data can be used by a sales account manager for specific customers to create leads, qualify opportunities, and better understand the online behavior of their respective accounts.

Web Campaign Analysis Report

This report provides data about the effectiveness of online marketing efforts, whether marketing campaigns, events, or programs. Marketing managers may use the metrics in this report to see the paths customers take from visits to orders. These analyses can improve Web campaign ROI. Filterable by Campaign or Site, this report has details for:

- Visits
- Average visit duration
- Average page views
- Unique visitors
- Registrations
- 'A' leads (tabular format and graph)
- Carts
- Cart conversions
- Booked orders amount (tabular format and graph)

This report can be valuable to sales and marketing directors who can use the information to evaluate and compare performance of multiple marketing activities in promoting the Web channel.

Visits in Web Campaign Analysis Report

This is a count of all campaign visits in a given period. A campaign visit is a special kind of a visit where a campaign source code is detected and all page views encountered in the visit are tagged to the campaign source code. It does not include visits for which the end user has opted out. For a single visit, the first campaign source code will be considered for reporting, even if multiple campaigns are accessed by the visitor.

Average Visit Duration in Web Campaign Analysis Report

The visit duration is the average number of minutes a visitor spends on a given site. It is displayed as rounded to the nearest single decimal. Computation: Total page view duration for all page views for site visits started and having a source code attributed to them in the given period, divided by the total number of site visits in the given period.

If a particular site is selected, the durations for pages viewed in that site are selected for all visits that begin in that period. If a particular campaign is selected, the page views and visits only include all pages attributed to the particular campaign.

Average Page Views in Web Campaign Analysis Report

The Average Page Views measure in this report is the count of all page views whose site visits have a campaign source code attributed to them.

Daily Unique Visitors in Web Campaign Analysis Report

The Daily Unique Visitors measure in this report includes only daily unique visitors for a site whose visits are tagged by a campaign source code.

Registrations in Web Campaign Analysis Report

The Registrations measure in this report includes only those registrations made during a campaign visit.

'A' Leads in Web Campaign Analysis Report

The 'A' Leads measure in this report includes only the Oracle iStore cart/order leads that have a marketing source code (set up through Oracle Marketing) attributed to them.

Carts in Web Campaign Analysis Report

The Carts measure in this report is collected from the Oracle E-Business Suite transactional data (carts created with a source code related to them, but not tied to a campaign visit).

Cart Conversion in Web Campaign Analysis Report

The Cart Conversion measure in this report is collected from the Oracle E-Business Suite transactional data (carts converted to orders that were created with a source code related to them, but not tied to a campaign visit).

Booked Orders Amount in Web Campaign Analysis Report

The Booked Orders Amount measure in this report is collected from the Oracle E-Business Suite transactional data (orders booked with a source code related to them, but not tied to a campaign visit).

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Page Interest Report

This report provides information about how often and for how long visitors are viewing site pages. It includes the following measures:

- Visits
- Page Views
- Average Page View Duration

- Daily Unique Visitors

Note: The Page LOV lists several pages and an option to select More pages. After you select this More option, a new window pops up where you can search for pages. The search should be based on the page display name. Use the percent sign (%) as a wildcard. When the search result is returned, the product part number or section code displays in order to uniquely identify the business object (product or section) displayed in the page. The reason for this is that products may have very similar names, and sections may have the same name, making it impossible for the user to uniquely identify the object if only the object name (product description or section name) were displayed.

The data in this report can be used to evaluate the business performance of a site and compare it to prior periods. A marketing manager might utilize this data to understand the impact of design changes made to a site.

Site View Parameter in Page Interest Report

When this report is viewed by Site Area, users can drill down from Site Area to all the pages under the selected site area.

Page Views in Page Interest Report

The number of page views for a given page is computed as follows:

- *For a given page:* Total number of times the page has been viewed in the selected site(s) and during the selected time period. A page view is counted as long as the page view start time and date are within the considered period.
- *For a given site area:* Total number of times pages have been viewed in the selected site area and during the selected period time. The number of page views for a site area is the sum of all page views for all the pages assigned to the site area.

Average Page View Duration in Page Interest Report

The average duration of page view for a given page is computed as follows:

- *For a given page:* Total time spent viewing the page for the selected site(s) and time period, divided by the number of times the page was viewed. A page view is counted as long as the page view start time and date are within the considered period.
- *For a given site area:* Total time spent viewing all the pages for the selected site(s) and time period for all the pages assigned to the site area, divided by the total number of times pages were viewed for all the pages assigned to the site area.

This measure may include one decimal point (example: 2.4 min.) since many average page views might be below one minute or slightly more than one minute.

Daily Unique Visitors in Page Interest Report

The daily unique visitors for a given page view is computed as follows:

- *For a specific page and site:* Number of daily unique visitors who have traversed the selected page at least one time during at least one site visit in the considered site in the time period. For multiple sites, the number of daily unique visitors is the sum of daily unique visitors for each site.
- *For a specific site area:* Number of daily unique visitors who have traversed at least one page assigned to the selected site area during at least one site visit in the considered site in the time period. For a specific page selection, as well as for a specific site area selection, for multiple sites, the number of daily unique visitors is the sum of daily unique visitors for each site.

Visits in Page Interest Report

The number of visits for a given page view are computed as follows:

- *For a specific page:* Number of site visits in which the selected page has been viewed at least one time.
- *For a specific site area:* Number of site visits in which at least one page assigned to the selected site area has been viewed.

Multiple pages or site areas visited by the same user in the same visit are considered a single visit for the particular site area or page. For example, when a user visits both the Product Detail and Home pages multiple times in the same visit, the grand total visit count will still show as one visit.

For more information about the measures displayed in the reports, see the "Common Report Components" topic.

Page Interest Trend Report

This trend report provides information on page views, average visit duration, and daily unique visitors. A marketing manager could utilize this data to understand the impact of any design changes made to a site.

For tracked Web pages over time, this report displays the following measures:

- Page Views
- Average Page View Duration
- Daily Unique Visitors
- Visits

Site Sales Activity Reports

The site sales activity reports include the following:

- Cart and Web Order Activity

- Web Orders Amount Trend
- Average Web Order Amount Trend
- Average Web Order Discount Trend
- Web Activity by Product Category
- Top Web Orders by Sales Amount
- Top Web Products by Sales Amount
- Top Web Customers by Sales Amount
- Top Carts by Sales Amount

These reports, along with their common components, are described in the sections that follow.

Cart and Web Order Activity Report

This report provides key performance indicators by Cart and Web Order Category. Where the cart conversion ratio does not apply, this value will not display. For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Web Orders Amount Trend

The Web Orders Amount Trend shows the trend of all orders and assisted orders, plotted over time, and based on the Period Type selected.

If Compare To is set to Prior Year, both prior and current order amounts are plotted as two lines, showing the current orders as well as the orders for the same period in the previous year.

For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Average Web Orders Amount Trend

The Average Web Orders Amount Trend shows the trend of all orders and assisted orders, plotted over time, based on the Period Type selected.

If the Compare To is set to Prior Year, both the prior and current average order values are plotted as two lines, showing the current orders as well as the orders for the same period in the previous year.

For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Average Web Order Discount Trend

The Average Web Order Discount Trend shows the trend of Order Discounts groups plotted over time, based on the Period Type selected.

If the Compare To is set to Prior Year, both the average order discount and the assisted average order discount are plotted as two lines, showing the current average discount as well as the average discount for the same period in the previous year.

For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Web Activity by Product Category Report

The Web Activity by Product Category report allows users to see products or product categories sorted by order amounts. This report shows only top categories in the first page, but shows totals for all categories.

Note: This report displays only booked orders, except in the conversion ratio; in the conversion ratio, the denominator includes booked and entered orders.

For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Top Web Orders by Sales Amount Report

This report lists the top orders for the selected period and store, ranked by the Booked Orders Amount. Only booked orders that have not been canceled are listed. In this report, users can drill into the transaction system from orders.

For more information, see the section, "Terminology in Site Sales Activity Reports", in the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Top Web Products by Sales Amount Report

This report lists the top products sold for the selected period and store, ranked by the Booked Orders Amount.

For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Top Web Customers by Sales Amount Report

This report allows users to view the top customers ranked by the Booked Orders Amount.

For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Top Carts by Sales Amount Report

This report allows users to view the carts ranked by sales amount.

For more information, see the *Oracle Web Analytics Implementation and Administration Guide* Reporting chapter.

Configuring Dashboards

Leveraging the Leveraging the Oracle Business Intelligence (BIS) Framework, implementers can configure the reporting dashboards to add or remove the following:

- Site Conversion Funnel
- Web Product Interest Table Portlet
- Product Views and Carts Graph
- Browse to Buy by Product Category Graph

To add or remove the configurable components:

1. In the Reporting UI, select Actions, then Add Content.
2. In the Type LOV, select the component to alter.
3. In the list of configurable items, select the items to add or remove.

Note that in order to perform the above steps, the user viewing the reports must have the Daily Business Intelligence Administrator responsibility.

For more information, refer to the "Configure Dashboards" section of the *Oracle Daily Business Intelligence Implementation Guide*.

Note: Other UI components can be configured through Oracle Application Framework (OAF). Refer to the *Oracle Application Framework Personalization Guide*.

Page View Architecture

This chapter covers the following topics:

- Modeling Pages, Page Views, Site Areas, and Business Context
- External Page Views
- Oracle iStore Page Views
- Page Context Capture
- Page Order
- Page View Duration
- Page View Tracking of Oracle iStore Pages

Modeling Pages, Page Views, Site Areas, and Business Context

The unique architecture of Oracle Web Analytics tracking infrastructure allows for page view capture components which gather data in an extensible and scalable way. The components that comprise this robust architecture are described below.

Page Instance

The page instance class represents the page views captured by the tracking engine.

Page

Every page view object is mapped to a single logical page class. A logical page class maps to one or more page views and is exposed to the user in reports and in the administrative application. Administrators can create new pages manually in the administrative application, and the tracking engine automatically creates new pages tracked for the first time. By default, all seeded Oracle iStore container templates that are rendered in the browser are created as Oracle Web Analytics pages.

Business Context

Oracle iStore site pages are displayed in the context of an Oracle E-Business Suite business object, such as a product or section. The business context specifies the following:

- Name of the Oracle E-Business Suite business object
- The type of the business object (product, section, etc.)
- The display method used by the page object to display the page name

The product and section business objects are supplied with the application.

Page Type

The page-matching methodology used to identify the page view to the logical page name depends on the page type defined. By default, in Oracle Web Analytics, the following page types are seeded:

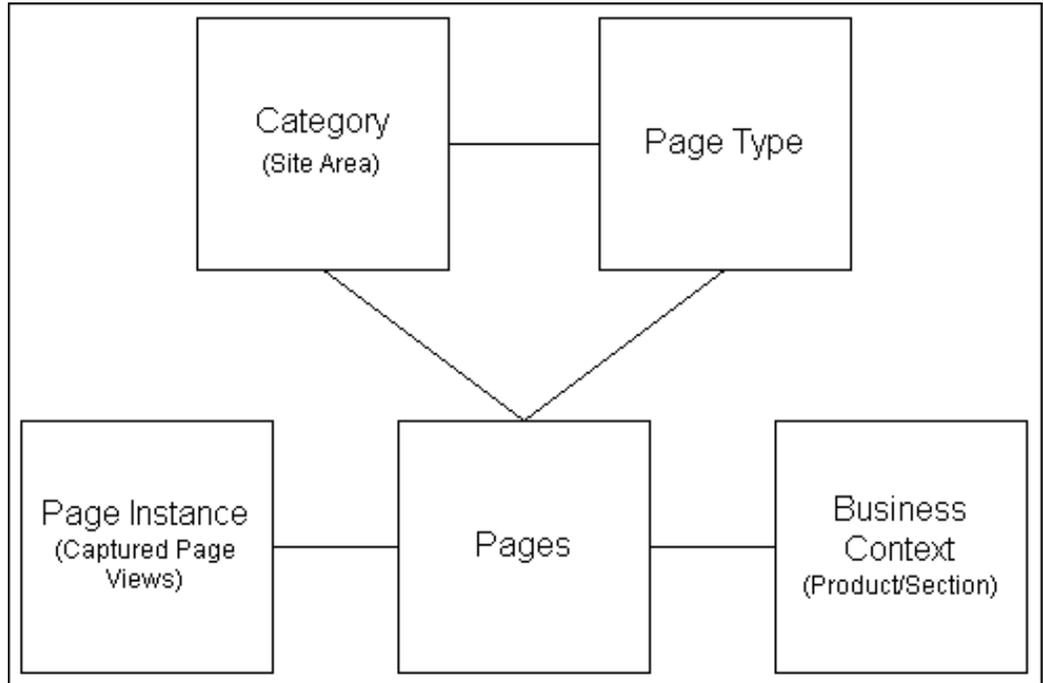
- **Template:** These types of pages are based on the Oracle iStore Display Template framework. Oracle Web Analytics recognizes these pages as based on the Display Template framework.
- **Non Template:** These types of pages typically are non-iStore pages. These are matched based on the tracking parameters published on the page.

Site Area

A page belongs to a single category, with a category having zero or more pages associated with it. The Site Area user interface in the administrative application allows administrators to categorize pages for both context and non-context sensitive pages. The tracking engine supplies default categories for seeded Oracle iStore pages. Administrators can create any number of additional categories.

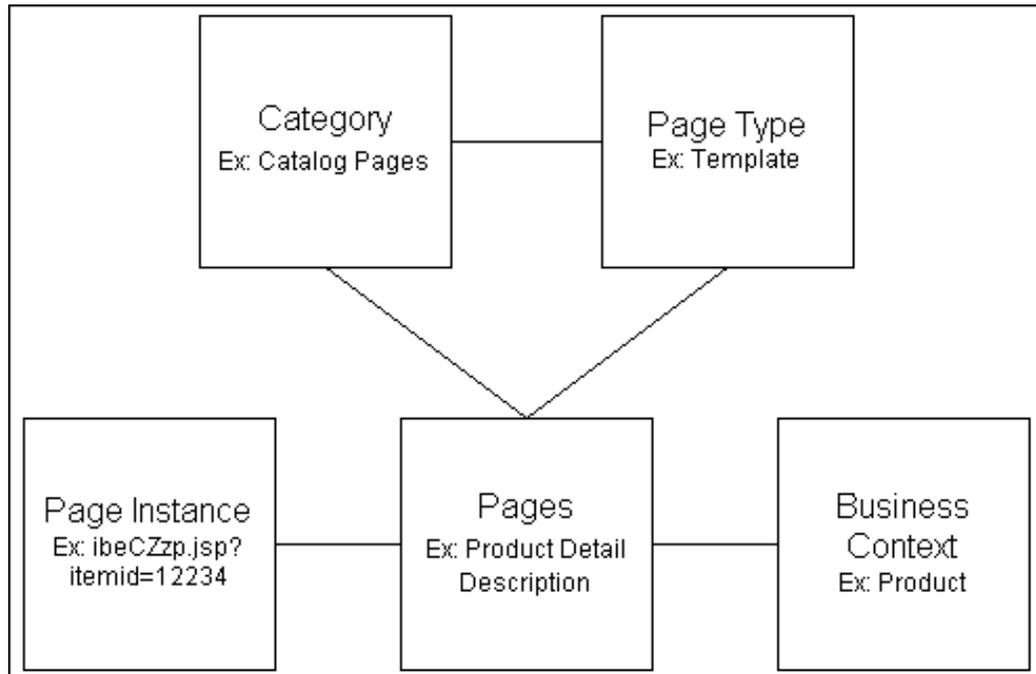
The following figure illustrates the concepts being presented here.

Page View Architecture



The following figure illustrates examples of the concepts. It shows, below each label, an example of each component. In the example, the page display name for the page instance is derived by using the business context and obtaining the name Product Detailed Description: Sentinel Deluxe Desktop. The mapping of the page to the iStore template is obtained via the application context object, and the site area in this case would be Catalog Pages.

Page View Architecture with Examples



External Page Views

Every page view occurs in the context of a site. Oracle Web Analytics accepts the Site Code from the meta tags in the page view. If these tags do not exist or if the supplied tag is invalid, the Oracle Web Analytics processing engine will attempt to assign a page view to a site based on the Site URL specified in each site. For each site URL specified, it will attempt to match it against the page view URL. The site URL may contain the wildcard character (*), which is used to match against the page view URL. The site URL specified gets mapped in order of the longest URL string (ignoring the wild card character); for example:

- Site A Site URL: acmedirectory.com (17 Characters)
- Site B Site URLs:
 - Acme.com*siteid=12456 (20 Characters)
 - Acme.com*siteid=18 (17 Characters)
- Site C Site URLs:
 - Searchacme.com (13 characters)

- acme (4 characters)

The following Site URL order is used to process page views:

1. Acme.com*siteid=12456 (Site B)
2. acmedirectory.com (Site A)
3. Acme.com*siteid=12 (Site B)
4. Searchacme.com (Site B)
5. acme (Site C)

Sample Acme Corporate Site is defined with the following Site URL:

- Acme.com
- Acmestore.com*storeid=1234

The following page views are matched accordingly:

Page View Matching Example

Page View	Site
http://www.acme.com/content/index..html?sessionid=1234	Matched to Acme Corporate Site based on rule 1
http://acmestore.com?sessionid=1234&storeid=1234&lang=en	Matched to Acme Corporate Site based on rule 2
www.oracle.com/thegrid/index.htm&id=1234	Un-Matched Page View. Engine logs an exception.

If no matches are made for a page view to a site, the processing engine will reject the page view and log an exception.

Oracle iStore Page Views

Every Oracle iStore page view that is captured should be assigned to the appropriate Oracle iStore site based on the siteID parameter captured from the request. If a siteID cannot be determined, either from the siteID metatag or the session parameter, the page will be assigned to a default seeded site for iStore. In the example below, the registration pages are not site specific:

1. A user navigates to an iStore registration page, completes registration, and logs out. The registration page views are assigned to the default site.
2. The user comes from Site A, goes to the registration page, completes registration, then goes to Site B. The registration page views are assigned to the default site.
3. The user goes directly to the registration page, completes registration then continues to Site B. The registration page views are assigned to the default site.

Oracle iStore page views also include visits made using the Oracle iStore deep link URLs, ensuring that parameters exposed in the deep link URL for site and product are captured.

Page Context Capture

Page views mapped to existing pages which are specified with a business or page context will have the context values extracted from the page views. The context values would depend on the specific context, either product or section. For example, if a product context is specified, the Oracle Inventory item ID is retrieved from the page view. If no context value is retrieved from the page view of a contextual page, or if the context ID is invalid, the page view is ignored and an exception is logged. If a context ID is included for a non-contextual page, the page is still treated as a non contextual page.

Page Order

Oracle Web Analytics tracks the order of pages viewed by a visitor in a visit. In the scenario where a user logs out, the last page viewed would be the page from which a visitor elects to log out, not the log out confirmation page or the page the user is taken to after the logout is processed. For example, if the visitor selects the Logout icon from the shopping cart, the last page viewed would be the shopping cart page, not the logout confirmation page provided to the visitor. If the visitor should continue to browse the site, after logging out this will be considered as a new visit, and the logout confirmation page will be considered as the referring page.

Page View Duration

Oracle Web Analytics tracks the amount of time a user spends in a page view. This is measured from the time the entire content is rendered on the user's browser to the time the user navigates to another page, or closes the browser window. This calculation would not include the network latency and page processing time, and is accurate for the actual time the page is rendered on the browser. This approach is termed the *standard calculation*. The non-Oracle E-Business Suite (Non-EBS) domains where the tracking engine is implemented will always have their page view durations calculated using standard calculation, except in the penultimate Oracle E-Business Suite (EBS) page

scenario mentioned below (see Example 3). For all other scenarios, page view duration is calculated using the page view start time of the next page, minus the difference of the page view start time of the previous page. This calculation would differ from the normal definition in that it would include the network latency and processing time for the page. This approach is termed the *extended calculation*. Extended calculation is applicable in the following scenarios:

- For non-Oracle E-Business Suite sites, when a domain shift occurs, extended calculation is applied to the page from where a user moves to the new domain (only when the tracking engine is not running from that domain). See Example 1, below.
- When a visitor moves from Oracle E-Business Suite sites to any non-tracked page/non-Oracle E-Business Suite page in any domain, extended calculation is applied to the page previous to the Oracle E-Business Suite page from where the user moved. See Example 2, below.
- A non-Oracle E-Business Suite site in the domain where the tracking engine is implemented will always have its page view duration calculated using standard calculation, except in the penultimate Oracle E-Business Suite page scenario mentioned below. See Example 3, below.
- Penultimate pages will use extended calculation only when last page view is an Oracle E-Business Suite page. See Example 4, below.

The following examples help illustrate page view duration calculations.

In Example 1, the page view moves from a Non-EBS site in Domain 2 to a Non-EBS site in Domain 1. Domain 1 has the tracking engine implemented.

Example 1: Page View Duration Calculation

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Oracle.com (Non-EBS ,Domain 1)	P1	T1	T2	T2-T1	standard calculation	

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Oracle.com (Non-EBS, Domain 1)	P2	T3	T4	T4-T3	standard calculation	Domain shift issue is not encountered, since the tracking engine is implemented in Oracle.com
Peoplesoft.com (Non-EBS, Domain 2)	P4	T7	T8	T8-T7	standard calculation	
Peoplesoft.com (Non-EBS, Domain 2)	P5	T9	T10	T11-T9	extended calculation	Due to domain shift
Oracle.com (Non-EBS, Domain 2)	P1	T11	T12	T12-T11	standard calculation	
Oracle.com (Non-EBS, Domain 2)	P6	T13	NA	0	Last Page	

In Example 2, the page view moves from an EBS site in Domain 1 to a Non-EBS site in Domain 1. Domain 1 has the tracking engine implemented.

Example 2: Page View Duration Calculation

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Oracle.com (Non-EBS, Domain 1)	P1	T1	T2	T2-T1	standard calculation	

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Oracle.com (Non-EBS, Domain 1)	P2	T3	T4	T4-T3	standard calculation	Domain shift issue is not encountered, since the tracking engine is implemented in Oracle.com
Store.oracle.com (EBS, Domain1)	P4	T7	T8	T9-T7	extended calculation	Moving from EBS to Non-EBS domain from next page
Store.oracle.com (EBS, Domain1)	P5	T9	T10	T10-T9	standard calculation	
Store.oracle.com (EBS, Domain1)	P1	T11	T12	T12-T11	standard calculation	
Oracle.com (Non-EBS, Domain 1)	P6	T13	NA	0	Last Page	

In Example 3, the Last Page is in an EBS site in Domain 1. The penultimate page is a Non-EBS page in Domain1. Domain 1 has the tracking engine implemented.

Example 3: Page View Duration Calculation

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Oracle.com (Non-EBS, Domain 1)	P1	T1	T2	T2-T1	standard calculation	

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Oracle.com (Non-EBS, Domain 1)	P2	T3	T4	T4-T3	standard calculation	Domain shift issue is not encountere d, since the tracking engine is implement ed in Oracle.com
Store.oracle .com (EBS, Domain1)	P4	T7	T8	T9-T7	extended calculation	Moving from EBS to Non-EBS domain from next page
Store.oracle .com (EBS, Domain1)	P5	T9	T10	T10-T9	standard calculation	
Oracle.com (Non-EBS, Domain 1)	P1	T11	T12	T12-T11	standard calculation	
Oracle.com (Non-EBS, Domain 1)	P6	T13	T14	T15-T13	extended calculation	Last page in visit is EBS
Store.oracle .com (EBS, Domain1)	P7	T15	NA	0	Last Page	

In Example 4, the Last Page is in an EBS site in Domain 1. The penultimate page is a Non-EBS page in Domain2. Domain 2 has the tracking engine implemented.

Example 4: Page View Duration Calculation

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Oracle.com (Non-EBS, Domain 1)	P1	T1	T2	T2-T1	standard calculation	
Oracle.com (Non-EBS, Domain 1)	P2	T3	T4	T4-T3	standard calculation	Domain shift issue is not encountere d, since the tracking engine is implement ed in Oracle.com
Store.oracle .com (EBS, Domain1)	P4	T7	T8	T9-T7	extended calculation	Moving from EBS to Non-EBS domain from next page
Store.oracle .com (EBS, Domain1)	P5	T9	T10	T10-T9	standard calculation	
Oracle.com (Non-EBS, Domain 1)	P1	T11	T12	T12-T11	standard calculation	
Peoplesoft. com (Non-EBS, Domain 2)	P6	T13	T14	T15-T13	extended calculation	Penultimat e page where tracking engine is not implement ed and last page is EBS domain

Domain	Page	Page View Start Time	Page View End Time	Duration	Comments	Reason
Store.oracle.com (EBS, Domain1)	P7	T15	NA	0	Last Page	Last page in visit is EBS

Page View Tracking of Oracle iStore Pages

Oracle iStore pages are tracked using the Programmatic Access Name available from Oracle iStore Display Templates. Each page view in an Oracle iStore site is mapped to a logical template. Page views from seeded Oracle iStore pages are mapped to seeded Oracle Web Analytics pages. Page views from newly created Oracle iStore templates are created as new pages within Oracle Web Analytics with the appropriate Oracle Web Analytics-to-Oracle iStore template mapping. If a page contains both a page code and Programmatic Access Name, the Programmatic Access Name takes precedence. If the Programmatic Access Name passed is invalid, the template is treated as an external page without a page code, using the above logic.

Track iStore Pages

As previously mentioned, Oracle Web Analytics tracks visits to Oracle iStore pages without any customization of the Oracle iStore pages. Using the profile option, IBW: Enable E-Business Suite Tracking, the administrator can enable or disable the embedding of the Oracle Web Analytics tracking code in the pages being tracked. Possible values for the profile option are Yes or No, with a default value of No. When a No value is present, the tracking engine is disabled. If the profile option is Yes, then any additional Display Templates created in iStore are available to be added as pages in Oracle Web Analytics. The values of the newly created iStore templates will be created with the attributes shown in the following table.

Newly Created Oracle iStore Display Template Mapping to Oracle Web Analytics Page Attributes

Oracle Web Analytics Page Attribute	Value
Reference	Programmatic Access Name
Page Name	iStore Template Name
Status	Active

Oracle Web Analytics Page Attribute	Value
Description	iStore Template Description
Site Area	Unassigned
Context	None
Type	iStore

Multiple template mappings in Oracle iStore are tracked only by the parent template in Oracle Web Analytics. External pages are unaffected by the above profile option and would need to be disabled by modifying the client JavaScript code (see below). The modification involves modifying a flag in one file for all external pages.

Ensure that Non-E-Business Suite or External Pages are Tracked

Oracle Web Analytics can track external (non-Oracle E-Business Suite) pages by allowing administrators to include a tracking code in external pages, along with the appropriate page identifiers. The JavaScript code embedded in these pages can be disabled by modifying a flag in the client code that is downloaded. By doing so, external pages will not be tracked. Oracle iStore pages will continue to be tracked, depending on the profile option, IBW: Enable E-Business Suite Tracking.

Identify Unique External Pages

Administrators may label pages based on page codes embedded in the HTML page. The page codes are specified in the Oracle Web Analytics Administration UI. Page codes are case-insensitive and stored in upper-case. When a page view does not contain a valid page code, Oracle Web Analytics generates a page based on the document title. If a document title does not exist, the document URL is used (without the query parameters). Thus, the following order is used when capturing the page name:

1. Oracle Web Analytics page code identifying the page name in the page view.
2. The page name meta tag specified in the HTML document. This meta tag is seeded with the document title by default, and is extensible by the administrator.
3. Page title as defined in the meta tag, <Title>.
4. The document URL without the query parameters.

The manner in which a page view is mapped using the above logic rules should be stored.

When external page views are captured without the appropriate page codes included in the request, the following logic is used to search the existing Oracle Web Analytics page objects for a matching page, using the following logic:

1. Search for all pages mapped to a page view using the above rule 2.
2. Search for all pages mapped to a page view using the above rule 3.

The full URL (including the query parameters) for the first page view captured for an external page is captured and stored in the Oracle Web Analytics page object. If a page is successfully identified but not matched against an existing page object in Oracle Web Analytics, a new page is created with the following attributes:

Oracle Web Analytics Page Attribute	Value
Page Name	<p>The following order of attributes are examined to determine the page name:</p> <ol style="list-style-type: none"> 1. Page name meta tag if defined by the administrator. 2. Page title as define in the meta tag 3. Page view URL without the query parameter; example: www.oracle.com/10g/support.html
Code	<p>If no page codes are provided or if the page code is not unique or cannot be parsed, then Oracle Web Analytics utilizes its internally-defined page prefix, OWA_PAGE_ plus an automatic sequence, beginning from 10000. For example: OWA_PAGE_10001. If an unrecognized page code is provided that is unique, then this is used instead.</p>
Status	Active
Description	Null
Category	Unassigned
Context	Null
Type	External

Oracle Web Analytics Page Attribute	Value
Reference	www.oracle.com/10g/support.html?pageid=1234

Concurrent Programs

This chapter covers the following topics:

- Overview of Concurrent Programs
- Purge Tracking Data
- Change Tracking Sequence Definition
- Fact Population Program
- Recategorize Referral

Overview of Concurrent Programs

Oracle Web Analytics concurrent programs include:

- Purge Tracking Data
- Change Tracking Sequence Definition
- Fact Population Program
- Recategorize Referral

Purge Tracking Data

The Oracle Web Analytics Purge Tracking Data concurrent program allows administrators to purge raw click stream data generated from visits. Within specified dates, the program deletes all visit, visitor, and page view data that occur for visits in that period. After the program runs, there is no way to recover reporting data for the purge period. Use the Oracle Web Analytics Administrator responsibility to run this concurrent program.

Running Modes

Administrators can run the program in two modes, either in execution or in evaluation mode. In execution mode the actual data purge is processed, whereas in evaluation mode, only the statistics of the data that would be purged are reported without the actual purge operation.

Input Parameters

This concurrent program allows a period input (start and end dates). The default start date is populated with an editable end date of the most recent purge. The end date is left empty. If no purges have been run, the start date is left empty. Both the start and end dates are required fields.

Program Output

The concurrent program generates a report output with the following information about the data purge:

- Date: This is the date the program was executed.
- Mode: This displays whether the program was run in evaluation or execution modes. True means execution mode, and False means evaluation mode.
- From: This shows the start and end dates of the purge.
- Report statistics area showing the following:
 - Number of page views purged
 - Number of visits purged
 - Number of visitors purged

Change Tracking Sequence Definition

This program sets the increment factor by which highest unique visit and visitor identifiers are determined. Rather than hitting the database each time a unique visit and visitor identifier is generated, Oracle Web Analytics caches a series of identifiers in the Web server and increments the visit and visitor identified until it reaches the upper bound. Reducing the database calls improves the efficiency of the tracking code and reduces the impact on the tracked Web applications.

Input Parameters

The following are the input parameters for the program:

- **Visit ID:** The value indicates the number of visit IDs cached by the tracking engine. The value is updated as the incremental factor for the database sequence, IBW_VISIT_COUNTER_S1.
- **Visitor ID:** The value indicates the number of visitor IDs cached by the tracking engine. The value is updated as the incremental factor for the database sequence, IBW_VISIT_COUNTER_S1.

Program Output

This program generates the unique visit and visitor identifiers to track and identify each unique visit and visitor.

Fact Population Program

This program migrates the data from temporary schema to the Oracle Web Analytics fact/transaction schema. The fact population program extracts, formats, and loads the raw click stream data and links it to the Oracle E-Business Suite metrics, enabling analysis along the conversion pipeline. Broadly, it does the following:

- Calculates page view metrics
- Validates and stores events
- Propagates campaigns and referrals along visits

Note: For Oracle Web Analytics to pick up all Express Checkout orders, the iStore - Express Checkout Order Submission concurrent program must be run before running Web Analytics: Fact Population Program concurrent program.

Recategorize Referral

This program re-categorizes referrals. Referrals are mapped to categories based on the referral URL specified. Referral URLs can be modified and associated with new categories. The changes are only affected for visits captured after the changes applied to the referral categories. To associate past referral URLs to new categories, administrators need to run the Recategorize Referral concurrent program. See the chapter, *Administering Tracking Features*, page 4-1, for more information on entering and updating referral categories.

Integration with Third-Party Sites

This chapter covers the following topics:

- Overview of Third-Party Integrations
- Implementation Overview
- Step 1 - Enable Page Tracking
- Step 2 - Publish Tracking Attributes
- Step 3 - Publish Business Events
- Step 4 - Set Up Privacy Policy

Overview of Third-Party Integrations

Oracle Web Analytics is pre-integrated with Oracle E-Business Suite applications, like Oracle iStore, to track user activities in those applications and report on the same. Oracle Web Analytics can also be used to track and report on user activities in non-Oracle E-Business Suite Web sites and applications. This chapter details the implementation steps required to use Oracle Web Analytics for tracking of user activities in non-Oracle E-Business Suite Web sites.

Implementation Overview

Following is the high-level process for implementing the Oracle Web Analytics integration with third-party Web sites.

1. Step 1 - Enable Page Tracking
2. Step 2 - Publish Tracking Attributes
3. Step 3 - Publish Business Events
4. Step 4 - Set Up Privacy Preference

Step 1 - Enable Page Tracking

The following three JavaScript files are needed to track page access:

- **ibwTrackingConfig.js:** This file contains configuration variables that need to be customized for the Web site. The variables are provided in the table below.
- **ibwTrackingFunction.js:** This file contains the tracking JavaScript code that will run every time the page is displayed on a browser. This file may change from version to version and hence should not be customized.
- **ibwTrackingMain.js:** This file includes the two files above.

Supplied by Oracle Web Analytics, these three files are present in the folder, <APPLICATION TOP>/html/, of an Oracle E-Business Suite instance. Copy these files over to the Web site being tracked.

Each page in the Web site to be tracked should contain the following line at the bottom of the page:

```
<script src="<path>/ibwTrackingMain.js"></script>
```

Example: If <path> is /admin for example, the actual line will be:

```
<script src="/admin/ibwTrackingMain.js"></script>
```

The following tables shows the JavaScript variables whose value you need to set in the file, ibwTrackingMain.js.

JavaScript Variables

Name	Description	Value
waAbsolutePath	This variable should be the absolute server path to access the ibwTrackingConfig.js and ibwTrackingFunctions.js files	<host>:<port>/<path>, where host and port correspond to the non-Oracle E-Business Suite instance.

The following table shows the JavaScript variables whose values you need to set in the file ibwTrackingConfig.js.

Name	Description	Value
WaServletUrl	Web Analytics Servlet URL over HTTP. The servlet will receive tracking requests from non-secure pages which have included JavaScript files provided by Web Analytics.	Value of the profile option, Apps Servlet Agent, plus the value of the profile option, Web Analytics: Relative Servlet URL for Tracking Cached Pages Example: http://host:port/OA_HTML/ibwTrackingServlet
waSecuredServletUrl	Web Analytics Servlet URL over HTTPS	The ibwTrackingServlet entry point in SSL enabled environments
waEnableTracking	Flag to enable or disable tracking	Y or N
waInstanceIdentifier	A unique string for the Web Analytics instance. This variable is used to name cookies to prevent multiple Web Analytics instances the same domain (e.g., a test environment and a production environment) overwriting cookies.	Value of the profile option, Applications Database ID
waEnableDebug	Flag to enable or disable debugging of client-side scripting. If enabled, any tracking errors will be sent to the Web Analytics servlet.	Y or N
waDomains	Array to store multi-domain PrivacyPreferenceServlet URL; this is only the definition; the value of this variable doesn't need to be set in this file. See the section about setting up the privacy policy for the appropriate values.	n/a

Step 2 - Publish Tracking Attributes

This is an optional step that can provide additional tracking information to the tracking engine.

JavaScript accepts certain parameters which can be exposed as JavaScript variables within Script tags in the output page. The output page refers to the third-party Web pages to be tracked. The Script tag containing the JavaScript variables can be placed anywhere in the output page. The following table lists the supported variables.

Supported JavaScript Variables

Name	Description	Allowed Values
waPageCode	Variable containing the Page Code	Any value
waPageName	Variable containing the Page Name	Any value -- Oracle Web Analytics uses the following rules to identify Page Name: <ol style="list-style-type: none">1. Use waPageName parameter exposed in a page2. Use document title
waSiteCode	Variable containing the Site Code	Site Code of the current page if already set up
waFwdPage	Variable containing forwarded URL in the case of a server-side forwards	The URL that is being rendered on the screen; this can be populated if the page rendered is different from what the user sought in the previous page; normally this situation occurs in the case of a server-side forwards.

Name	Description	Allowed Values
waContext	Variable containing context type and context ID for a page (separated by the period character (.))	Any valid value for the context ID Example: <code><script language>="JavaScript" waContext = 'SECTION:1002'</script></code>
waInventoryOrg	Variable containing the Inventory Organization ID of a product	The Inventory Organization ID of the product being published; this variable should be defined for product context Example: <code><script language>="JavaScript" waInventoryOrg = 'ORCL'</script></code>

Note: All of these variables are optional attributes that can be published for tracking purposes.

Step 3 - Publish Business Events

Sites need to publish Business Events just like publishing other attributes for tracking. Oracle Web Analytics supplies the waEvent variable for capturing Business Events. The value of the Event variable should adhere to the syntax mentioned in this section.

Event Variable

Parameter	Description	Allowed values
waEvent	Variable containing Event	Values mentioned for each Event, adhering to the syntax mentioned in the following section

Oracle Web Analytics tracks three kinds of events:

1. Inquiries
 - Order Inquiries

- Payment Inquiries
 - Invoice Inquiries
2. Site Search
 3. Registration

Syntax for Publishing Event Values

Event: [Event Attribute Name{=Event Attribute Value}]

Where:

- Brackets [] indicate zero or more
- Braces { } indicate 0 or 1

Also, 'Event' should be one of the values in the second column of the below table and 'Event Attribute Name' should be one of the values in the third column of the below table. The 'Event Attribute Value' could be anything that will have a meaning.

Example 1:

```
<script language="JavaScript">var
waEvent='ORDINQ:ORDID=219029';</script>
```

Example 2:

```
<script language="JavaScript">var
waEvent='SRCH:SRCHSTR=Webanalytics:SRCHSIZE=10:SRCHMORE';</script>
```

Oracle Web Analytics understands the following Events and Event Attribute Values:

Supported Event and Event Attribute Values

Event	Event Code	Event Attribute Name	Event Attribute Value
Order Inquiry	ORDINQ	ORDID	Order ID of the order queried
Payment Inquiry	PMTINQ	PMTID	Payment ID or equivalent of the payment queried
Invoice Inquiry	INVINQ	INVID	Invoice ID of the invoice queried

Event	Event Code	Event Attribute Name	Event Attribute Value
Site Search Event This Event should be exposed only when search was performed and not when user is clicking on next link to browse the search results.	SRCH	SRCHSTR	Value of the search string
		SRCHSIZE	Number of hits for this search string
		SRCHMORE	N/A This attribute should be used if the SRCSIZE is more than what is being displayed.
User Registration	USRREG	N/A	N/A

Configuring Single Sign-On for Event Capture

To ensure that Oracle Web Analytics is able to track Oracle Single Sign-On (SSO) authenticated visitors, the Oracle SSO Server and Oracle Web Analytics tracking servlet need to share the same lowest common domain.

Login Event

As a one-time implementation step, implementers must do the following to let Oracle Web Analytics understand the Login Event. This event is needed so that Oracle Web Analytics can honor the authenticated user privacy preference and identify the authenticated users for tracking purposes.

For third-party sites, implementers should follow these steps to publish the Login Event for Web Analytics.

Step 1 - Follow the steps for implementing the `IPASCustomCookieInterface` in the Third-Party Integration Modules in *Oracle Application Server Single Sign-On Administrator's Guide*.

Step 2 - Use the source code provided below to create the class file and deploy according to the Step 1.

```

import java.io.IOException;
import java.net.MalformedURLException;
import java.net.URLConnection;
import java.net.URL;

import java.util.StringTokenizer;
import java.util.HashMap;
import javax.servlet.http.HttpServletRequest;
import javax.servlet.http.Cookie;
import java.io.BufferedReader;
import java.io.InputStreamReader;
import java.io.InputStream;

import oracle.security.sso.ias904.toolkit.IPASUserInfo;
import oracle.security.sso.ias904.toolkit.IPASCustomCookieInterface;

public class CustomCookie implements IPASCustomCookieInterface
{
    private static String shortCookieDomain = null;

    public Cookie[] getCustomCookie(IPASUserInfo user, HttpServletRequest
req)
    {

        /*<-- OWA SSO LOGIN IMPLEMENTATION: Start -->*/

        /*

        * Value of this variable should be changed according to the
implementation.
        * The value of the profile 'Applications Database ID'
        */

String instanceIdentifier = "";

        /*

        * Value of this variable should be changed according to the
implementation.
        * Value of the profile 'Apps Servlet Agent' + Value of the profile 'Web
Analytics: Relative
        * Servlet URL for Tracking Cached Pages'
        * Ex:
        * "http://host:port/OA_HTML/ibwTrackingServlet"
        */

        String servletURL = "";

        /*<--- Don't change the code from here ---->*/

        Cookie[] cookieList = req.getCookies();
        Cookie visitCookie = null;
        Cookie visitorCookie = null;
        StringBuffer sbVisit = new StringBuffer("ORA_IBW_VT_");
        sbVisit.append(instanceIdentifier);
        StringBuffer sbVisitor = new StringBuffer("ORA_IBW_VR_");
        sbVisitor.append(instanceIdentifier);

        //Get the existing OWA cookies if present
        if (cookieList != null)

```

```

{
    for (int i = 0; i < cookieList.length ; i++ )
    {
        Cookie cookie = cookieList[i];
        if (sbVisit.toString().equals(cookie.getName()))
        {
            visitCookie = cookie;
        }
        else if (sbVisitor.toString().equals(cookie.getName()))
        {
            visitorCookie = cookie;
        }
        if (visitCookie != null && visitorCookie != null)
        {
            break;
        }
    }
}

//Send the data to OWA tracking servlet and get an appropriate
response
StringBuffer urlString = new StringBuffer(servletURL);
urlString.append("?ty=5$guid=");
urlString.append(user.getUserGUID());
if (visitCookie != null)
{
    urlString.append("$vtc=");
    urlString.append(visitCookie.getValue());
}

if (visitorCookie != null)
{
    urlString.append("$vrc=");
    urlString.append(visitorCookie.getValue());
}

StringBuffer outputFromServlet = null;
try
{
    URL url = new URL(urlString.toString());
    URLConnection conn = url.openConnection();
    if (conn == null)
    {
        return null;
    }

    conn.setDoOutput(false);
    conn.setRequestProperty("referer", req.getRequestURL().toString());

    InputStream inputStream = conn.getInputStream();

    BufferedReader rd = new BufferedReader(new
InputStreamReader(inputStream));
    String line;

    while ((line = rd.readLine()) != null)
    {
        if (outputFromServlet == null)
        {
            outputFromServlet = new StringBuffer();

```

```

    }

    outputFromServlet.append(line);
    }
    rd.close();
}
catch (MalformedURLException ex)
{
    return null;
}
catch (IOException ex)
{
    return null;
}

if (outputFromServlet == null)
{
    return null;
}

//Set the new cookies in the client browser.
StringTokenizer stringTokenizer = new
StringTokenizer(outputFromServlet.toString(),"$");

Cookie newVisitCookie = null;
Cookie newVisitorCookie = null;

HashMap attribMap = new HashMap(10);

while (stringTokenizer.hasMoreTokens())
{
    String cookieValue = stringTokenizer.nextToken();
    if (cookieValue.indexOf("=") != -1)
    {
attribMap.put(cookieValue.substring(0,cookieValue.indexOf("=")),cookieVa
lue.substring(cookieValue.indexOf("=") + 1,cookieValue.length()));

    }
}

if (attribMap.get("vtc") != null)
{
    newVisitCookie = new
Cookie(sbVisit.toString(),(String)attribMap.get("vtc"));
    newVisitCookie.setPath("/");
    newVisitCookie.setDomain(getLowestCommonDomain(req));
}

if (attribMap.get("vrc") != null && attribMap.get("vrp") != null)
{
    int age = 0;
    try
    {
        age = Integer.parseInt((String) attribMap.get("vrp"));
    }
    catch (NumberFormatException ex)
    {
        //exception we shouldnt set visitor cookie
    }
}

```

```

if (age != 0)
{
    newVisitorCookie = new
Cookie(sbVisitor.toString(), (String)attribMap.get("vrc"));
    newVisitorCookie.setPath("/");
    newVisitorCookie.setDomain(getLowestCommonDomain(req));
    newVisitorCookie.setMaxAge(age);
}
}

Cookie[] retVal = new Cookie[2];
if (newVisitCookie != null)
{
    retVal[0] = newVisitCookie;
}
if (newVisitorCookie != null)
{
    retVal[1] = newVisitorCookie;
}

return retVal;
} //END getCustomCookie

//Get the lowest common domain
public String getLowestCommonDomain(HttpServletRequest request)
{
    if (shortCookieDomain == null) {
        String server = request.getServerName();
        int dot1 = server.lastIndexOf(".");
        String topdomain = server.substring(dot1+1);
        if (topdomain.equalsIgnoreCase("com") ||
            topdomain.equalsIgnoreCase("edu") ||
            topdomain.equalsIgnoreCase("net") ||
            topdomain.equalsIgnoreCase("org") ||
            topdomain.equalsIgnoreCase("gov") ||
            topdomain.equalsIgnoreCase("mil") ||
            topdomain.equalsIgnoreCase("int")) {
            int dot2 = server.lastIndexOf(".", dot1-1);
            if (dot2 == -1)
                shortCookieDomain = server;
            else
                shortCookieDomain = server.substring(dot2);
        }
        else {
            int dot2 = server.lastIndexOf(".", dot1-1);
            int dot3 = server.lastIndexOf(".", dot2-1);
            if (dot3 == -1)
                shortCookieDomain = server;
            else
                shortCookieDomain = server.substring(dot3);
        }
    }
    return shortCookieDomain;
}

/*<-- OWA SSO LOGIN IMPLEMENTATION: End -->*/

```

Logout Event

The Logout Event from the Oracle SSO Server must also be understood by the Oracle Web Analytics servlet to end the visit of the user. Hence, this event should be communicated to the Oracle Web Analytics servlet.

For third-party sites, implementers should follow these steps to publish the Logout Event for Web Analytics.

- Step 1 - Follow the steps for customizing the logout page for the Oracle SSO Server as mentioned in the SSO documentation
- Step 2 - Customize the Logout page to embed an image that will allow the Oracle Web Analytics servlet to track the Logout Event. This image tag should be like this:

```

```

Where:

- src should be equal to the URL where Web Analytics servlet has been deployed, which is the value of the profile option, Apps Servlet Agent, plus the value of the profile option, Web Analytics: Relative Servlet URL for Tracking Cached Pages
- URL parameter (query string) should be the way it is mentioned in the SSO documentation
- <random number> could be the current system time or any number so that browser doesn't consider the image tag from its cache

Step 4 - Set Up Privacy Policy

Overview of Privacy Policy

Oracle Web Analytics supports allowing users to communicate their privacy preference, to opt-in or opt-out of being tracked. In third-party Web sites, several steps are required to implement the functionality. For an introduction to the privacy policy and privacy preference in Oracle Web Analytics, see the "Privacy Policy" section of the chapter, Administering Tracking Features, page 4-1.

Implementation Assumptions

This guide assumes that implementers are going to provide their own Privacy Statement page, which will contain a hyperlink to the Oracle Web Analytics Privacy Preference page.

Web Analytics ships a JSP for the privacy preference display: `ibwCWadPrivacyPref.jsp`.

Cookies in Multiple Domains

Since the blocking cookie (which tells Oracle Web Analytics to not track an anonymous user) is limited to storing only one domain, cookies established at the other domains have stale data. This can result in the dishonoring of the user's privacy preference, since the user might still be tracked on some of the sites even though his preference was not to be tracked or vice versa.

Example: A user is currently opted out and the cookies in all the domains have proper data. If he elects to "Opt In" on the Privacy Preference page, the blocking flag in one domain gets removed, but the cookies in all the other domains are not updated. So when this user visits any other site (different domain), he would not be tracked by Oracle Web Analytics (as the cookie in that domain has the blocking flag).

Addressing the Cookies in Multiple Domains Issue

Following is a summary of the steps that must be performed to address the cookies in multiple domains issue:

1. To synchronize the cookie in all the different domains, implementers should have some server-side component in every application server hosting the different domains.
2. Implementers should deploy a servlet to update the cookies in the domain different from that of the Oracle E-Business Suite. The following code should be compiled for the servlet (this servlet is referred to as "PrivacyPreferenceServlet".)

```

import java.io.UnsupportedEncodingException;
import java.net.URLDecoder;
import java.util.StringTokenizer;
import javax.servlet.http.Cookie;
import javax.servlet.http.HttpServlet;
import javax.servlet.http.HttpServletRequest;
import javax.servlet.http.HttpServletResponse;

/*
 * This servlet should be deployed in the application servers
hosting 3rd party site
 * in multi domain scenario. This will update the visitor cookie
for the block flag
 * in that domain
 */
public class PrivacyPreferenceServlet extends HttpServlet
{
    public PrivacyPreferenceServlet()
    {
    }

    public void doPost(HttpServletRequest request,
HttpServletResponse response)
    {
        doGet(request, response);
    }

    public void doGet(HttpServletRequest request, HttpServletResponse
response)
    {
        String queryString = request.getQueryString();
        boolean userPref = false;
        String instanceId = null;
        if (queryString == null)
        {
            return;
        }
        String preference = request.getParameter("op");
        if (preference != null)
        {
            userPref = "Y".equals(preference);
            instanceId = request.getParameter("instanceIdentifier");
        }
        else
        {
            //The querystring is not proper hence returning without
setting the cookie
            return;
        }
        if (instanceId == null)
        {
            //The querystring is not proper hence returning without
setting the cookie
            return;
        }
        Cookie[] cookieList = request.getCookies();
        if (cookieList != null)
        {
            for (int index = 0; index < cookieList.length; index++)
            {
                if (cookieList[index].getName().equals("ORA_IBW_VR_" +

```

```

instanceId)
    {
        //Found the cookie
        String cookieContent =
URLDecoder.decode(cookieList[index].getValue());
        StringTokenizer cst = new StringTokenizer(cookieContent,
"~");
        String visitorId = cst.nextToken();
        cookieList[index].setValue(visitorId +
((userPref)? "~Y": "~N"));
        cookieList[index].setPath("/");
        response.addCookie(cookieList[index]);
        return;
    }
}
}
//Cookie was not found hence not updating anything
}
}

```

3. To deploy the servlet, implementers should follow the steps particular to the application server being used.
4. If creating an equivalent server-side component due to restrictions in their application server, implementers should follow the logic or programming steps mentioned below:
 1. There will be two parameters sent in the request header:
 - op: This parameter specifies the user's option. Y = opted out; N = opted in.
 - instanceIdentifier: This is a string which identifies the unique instance of Web Analytics. This value will be equivalent to the value configured in the section, "Step 1 - Enable Page Tracking", above.
 2. If either of these parameters is null or empty, Web Analytics won't perform anything, and exits.
 3. If both parameters are present, Web Analytics will search the request header for the cookie whose name is ORA_IBW_VR_ concatenated with the instanceIdentifier string.
 4. If the cookie doesn't exist, Web Analytics won't perform anything, and exits.
 5. The cookie content could be either of the following two formats: 'a~Y' or 'a~N'.
 6. Web Analytics splits the cookie content string based on '~' as the separator if it is in the earlier format.
 7. Now the new cookie content will be either:
 - a if op = N

- a~Y if op = Y

8. Web Analytics sets this new cookie content in the response and exits.

5. Implementers must add a list of all the domains where the above server-side component can be reached in the array mentioned in the table in the section, "Step 1 - Enable Page Tracking", above. The sample HTML code given below represents the same:

```
//List of domains where the PrivacyPreferenceServlet is deployed
waDomains[0] =
'http://web.xyz.com/servlet/PrivacyPreferenceServlet';
waDomains[1]=
'http://store.abc.com/servlet/PrivacyPreferenceServlet' ;
waDomains[2]=
'http://site.pqr.com/servlet/PrivacyPreferenceServlet';
```

Profile Options

This appendix covers the following topics:

- Overview of Profile Options Appendix
- Oracle Web Analytics Profile Options
- Oracle iStore Profile Options

Overview of Profile Options Appendix

This chapter describes profile option settings that are required for successful implementation and administration of Oracle Web Analytics. See the *Oracle Applications System Administrator's Guide* for general information about setting profile options.

Oracle Web Analytics Profile Options

The following table lists the Oracle Web Analytics profile options.

Oracle Web Analytics Profile Options

Name	Description	Required	Default Value	Possible Values	Levels	Category
Web Analytics: Campaign URL Parameter	Campaign identifier URL parameter name	No	msource	Value should not change unless there is a implementation change in Oracle Marketing	Site	Deployment
Web Analytics: Customer Privacy Preference	E-Business Suite visitors' privacy preference permitting Web Analytics to track their visits	No	None; populated when the user selects his privacy preference	Y/N	User	Web Tracking
Web Analytics: Enable E-Business Suite Tracking	Enable tracking of iStore sites	Yes	Y	Y/N	Site	Deployment
Web Analytics: Enable Persistent Cookie	Enable or disable tracking of anonymous visitors across visits	No	Y	Y/N	Site	Web Tracking

Name	Description	Required	Default Value	Possible Values	Levels	Category
Web Analytics: Relative Servlet URL for Tracking Cached Pages	Relative IBW servlet URL in case of image tag for cached pages	No	/OA_HTML/ibwTrackingServlet	Value should not change, unless there is a change in the way servlet alias is deployed	Site	Deployment
Web Analytics: Visit Inactivity Period	Inactivity period after which the visit is automatically considered complete	Yes	30 (min.)	Maximum of 3 positive integers	Site	Web Tracking
Web Analytics: Visit Identifier Window Span	Highest unique identifier used to track visits	No	2000	Any integer value; typically decided based on the expected traffic on the implementer's Web site	Site	Deployment

Name	Description	Required	Default Value	Possible Values	Levels	Category
Web Analytics: Visitor Identifier Window Span	Highest unique identifier used to track visitors	No	1000	Any integer value; typically decided based on the expected traffic on the implementer's Web site	Site	Deployment
Web Analytics: Visitor Cookie Expiration	Time period after which an anonymous visitor is considered a new visitor	Yes	365 (days)	0 to 999 (days)	Site	Web Tracking

Oracle iStore Profile Options

The following Oracle iStore profile option is part of Oracle Web Analytics functionality.

IBE: Display Privacy Statement

This profile option specifies whether the privacy statement link is displayed on Oracle iStore Customer Application pages. The privacy statement link leads to the Oracle Web Analytics privacy statement. Possible values: Yes/No. Default value: No. Can be set at site level.

Seeded User Data

This appendix covers the following topics:

- Overview of Seeded User Data Appendix
- Understanding Oracle Applications Responsibilities
- Oracle Web Analytics Responsibilities

Overview of Seeded User Data Appendix

This appendix lists the seeded Oracle Web Analytics responsibilities necessary to implement and administer Oracle Web Analytics. You can create new users and responsibilities, and assign responsibilities as needed. See the *Oracle Applications System Administrator's Guide* and the *Oracle Applications CRM System Administrator's Guide* for more information.

Understanding Oracle Applications Responsibilities

User names and responsibilities are set up in Oracle Applications to secure access to the data and functionality within the applications. The key element in Oracle Applications security is the definition of a responsibility. A responsibility defines:

- Application database privileges
- An application's functionality that is accessible
- The concurrent programs and reports that are available

The system administrator defines application users and assigns one or more responsibilities to each user. In the Oracle Web Analytics context, the system administrator may be you or another person. See the *Oracle Applications System Administrator's Guide* and the *Oracle Applications User's Guide* for more information on how to set up user names and responsibilities. All Oracle Applications products are installed with predefined responsibilities known as seeded responsibilities. Consult the

implementation or reference guide for your Oracle Applications product for the names of those predefined responsibilities.

Oracle Web Analytics Responsibilities

The following responsibility is supplied for the Oracle Web Analytics administrator: Web Analytics Administrator. This responsibility gives the administrator access to Oracle Web Analytics Administration UI (see the chapter, *Administering Tracking Features*, page 4-1, for more details) and the Oracle Web Analytics concurrent programs (see the chapter, *Concurrent Programs*, page 7-1, for more details).

Legacy responsibilities are also available. These responsibilities give a user access to the reports and dashboards. The responsibilities are:

- Web Site Manager
- Daily eCommerce Intelligence

By assigning a user one of these function-based responsibilities, you can provide him access to all of the Oracle Web Analytics dashboards. (The same menu structure is assigned to both responsibilities. With these responsibilities, users can access identical data.)

Seeded Oracle iStore Data

This appendix covers the following topics:

- Overview of Seeded Oracle iStore Data
- Page Attribute Mapping
- Seeded Site Areas

Overview of Seeded Oracle iStore Data

The Oracle Web Analytics Administration Application displays all Oracle iStore Display Templates that function as container pages. The list, presented in the Content tab, is initially limited to those present at the time of implementation. The Oracle Web Analytics Administrator can add new Oracle iStore pages and update existing ones. For Oracle iStore pages, administrators can change the status and the page name only; all other attributes of the page are read-only.

Page Attribute Mapping

The following mapping occurs between the Oracle iStore and Oracle Web Analytics for template pages:

Oracle Web Analytics Page Attribute	Value
Page Name	iStore Page Title Name/ Web Analytics seeded page name
Description	iStore Description/ Web Analytics seeded description
Reference	iStore Programmatic Access Name

Oracle Web Analytics Page Attribute	Value
Status	Active
Type	Template
Site Area	As applicable; refer to the "Seeded Site Areas" topic, below
Context	As applicable; refer to the "Seeded Site Areas" topic, below

The following mapping occurs between the Oracle iStore and Oracle Web Analytics for non-template pages.

Oracle Web Analytics Page Attribute	Value
Page Name	Web Analytics seeded page name
Description	Web Analytics seeded description
Reference	iStore Programmatic Access Name
Status	Active
Type	Non Template
Site Area	As applicable; refer to the "Seeded Site Areas" topic, below
Context	As applicable; refer to the "Seeded Site Areas" topic, below

Seeded Site Areas

Following are the site areas seeded for use with Oracle iStore integration:

Seeded Site Areas

Site Area	Description
Catalog Search	Web catalog search pages
Checkout	Checkout pages
Configurator	Pages facilitating product configuration
Contact Point Setup	Address and contact information pages
Express Checkout	Pages facilitating Express Checkout flow
Install Base	Pages providing information about products purchased by customers
Order Cancellation	Order cancellation pages
Order Tracker	Pages facilitating tracking of order, invoice and payment inquiries
Organization Profile	Privacy preference pages enabling visitors to opt in or opt out of being tracked by Web Analytics
Product Details	Product detail pages
Registration	Registration pages
Returns	Pages facilitating order returns flow
Section Details	Web catalog section pages
Shopping cart	Pages facilitating shopping cart flow
Shopping List	Shopping list pages
Site Selection	Site selection pages
User Management	Pages facilitating administration of contacts

Site Area	Description
User Profile	Pages facilitating administration of user profiles
Error	Pages displaying error messages
Partner Profile	Pages facilitating administration of partner profile
Partner Program Enrollment	Pages facilitating partner program enrollment flow

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