

Oracle Responsys Support for Website Analytics

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Contents

Setting up external tracking parameters	2
Vendor-specific parameters	3
WebSideStory HBX Analytics	4
Coremetrics Marketing Management Center (basic)	5
Coremetrics Marketing Management Center (single-string)	5
Omniture SiteCatalyst	7
WebTrends	8
G	8
Google Analytics (Marketing Dimensions)	9
Custom configuration	10
Using external tracking parameters in campaigns	12
Example: Using external tracking with dynamic parameters	17
Example: WebSideStory setup and use	20
Examples: Coremetrics setup and use	22
Campaign ID	22
Marketing Management Center (MMC)	22
Basic	24
Single string	25
Example: Coremetrics LIVE Profiles setup and use	26
Example: Omniture setup and use	27
Example: WebTrends setup and use	28
Examples: Google Analytics setup and use	29
Marketing Dimensions	30
Master ID	30

Introduction to the external tracking feature

Note: Support for third-party (“external”) tracking tools is a controlled feature in Oracle Responsys version 4.1 and later. To have this feature enabled for your account, please contact Customer Support or your Oracle Responsys Account Manager.

If you use a third-party website analytics service that relies on the use of tracking parameters that are appended to the URLs for links in your campaigns, Oracle Responsys can simplify your workload by automatically appending these tracking parameters to the link URLs for you.

At the most basic level, you may just want to have a campaign ID parameter appended to all links that lead to your web site, as in:

```
http://xyz.com/webpage?campid=abc123
```

Or maybe you would like to append a campaign ID and another parameter that signifies that the campaign is one of several types you’ve defined, such as news, alert, and promotion:

```
http://xyz.com /webpage?campid=abc123&camp_type=news
```

These two examples represent cases where the external tracking parameters are the same for all selected links in an outbound campaign. A more sophisticated approach involves specifying dynamic values for campaign- or link-specific parameters.

For example, you might want to specify information about a link’s placement within the e-mail message and dynamically insert the recipient’s ID in external tracking links, as in:

```
http://xyz.com /webpage?  
campid=abc123&camp_type=news&link_pla=top&custID=1234
```

Prior to the introduction (in version 4.1) of the external tracking feature, you had to code these URLs manually. Using the external tracking feature, you can have these parameter values inserted automatically for links that are tracked by Oracle Responsys.

Starting with version 5.5, Oracle Responsys makes it even easier to get started setting up external tracking for several major vendors: Coremetrics, Google, Omniture, WebSideStory, and WebTrends.

To summarize, Oracle Responsys supports the assignment of tracking parameters at the campaign and link levels, it greatly facilitates configuration of standard parameters for major vendors, and it automatically inserts the required parameters when an e-mail recipient clicks on a Responsys-tracked link.

Note that the use of external tracking parameters involves three steps: enabling of the feature by Responsys personnel, selection of vendor and configuration of parameters by the account manager (described in *Setting up external tracking parameters* on page 4), and application of the feature to individual campaigns by account users (described in *Using external tracking parameters in campaigns* on page 15).

Setting up external tracking parameters

Once the external tracking feature is enabled for your account, the account manager needs to define the parameters that can be appended to link URLs.

1. Log in to Oracle Responsys as account manager.
2. Near the upper right corner of the Oracle Responsys window, click **Account**; then choose **Manage Account**.

Account Management
Select a management function.

E-mail Message Footers <ul style="list-style-type: none"><input type="radio"/> Customize footers<input type="radio"/> Preview footers<input type="radio"/> Reset to default footers	Response Pages <ul style="list-style-type: none"><input type="radio"/> Add a logo graphic<input type="radio"/> Upload an HTML template<input type="radio"/> Reset to default response pages
Account Management <ul style="list-style-type: none"><input type="radio"/> Create an account<input type="radio"/> Edit an account<input type="radio"/> Log in to an account	Soft Bounces <ul style="list-style-type: none"><input type="radio"/> Specify soft bounce parameter values
Account Settings <ul style="list-style-type: none"><input type="radio"/> Set campaign auto-dose default<input type="radio"/> Set character set and recipient locale defaults	Account Monitoring <ul style="list-style-type: none"><input type="radio"/> Check usage<input type="radio"/> View summary
Campaign Categories <ul style="list-style-type: none"><input type="radio"/> Specify campaign category values	
Link Categories <ul style="list-style-type: none"><input type="radio"/> Specify link category values	
External Tracking <ul style="list-style-type: none"><input checked="" type="radio"/> Specify external tracking parameters	
Default Campaign Segment Tracking <ul style="list-style-type: none"><input type="radio"/> Specify default fields	

3. On the Account Management page, select the **Specify External Tracking Parameters** option; then click the Next button.

External Tracking Parameters

[Back](#)

Web Analytics Service Configuration

- WebSideStory® HEx™ Analytics
- Coremetrics™ Marketing Management Center
- Omniture SiteCatalyst™
- WebTrends™
- Google™ Analytics
- Custom Configuration - No Specific Vendor

[Save](#)

Available External Tracking Parameters

No external tracking parameters are currently defined for this account.

[Add Parameter](#)

Here you define the link-tracking parameters you want to make available to users of your account.

Vendor-specific parameters

Each configured vendor includes prompts for the required and optional information that helps integrate its link-tracking features with your Oracle Responsys account.

Some vendors have specific requirements, which Oracle Responsys helps you set up correctly, while others are more free-form. As account manager, you should select the vendor whose tracking tool you actually use.

After you select a vendor, click [Save](#) to see a list of standard parameters. In that list of available external tracking parameters, click the [Edit](#) links to supply values and make any other changes needed.

Caution: If you click [Save](#) after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

WebSideStory HBX Analytics

Supply the API-user information, and click the Save button.

Web Analytics Service Configuration

WebSideStory® HBX™ Analytics

API Account:

API User Name:

API Password:

Coremetrics™ Marketing Management Center

Omniure SiteCatalyst™

WebTrends™

Google™ Analytics

Custom Configuration - No Specific Vendor

Available External Tracking Parameters

Name	Required	Value	Action
CMP	Yes		Edit Remove

[Add Parameter](#)

Under Available External Tracking Parameters, click [Edit](#) to supply a value or make any other changes. See page 23 for details.

Caution: If you click Save after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

Coremetrics Marketing Management Center (basic)

Select **Basic Parameter Setup**, optionally set up the LIVE Profiles parameter, and click the Save button.

Web Analytics Service Configuration

WebSideStory® HBox™ Analytics

Coremetrics™ Marketing Management Center

- Basic Parameter Setup (4 Parameters: cm_ver, cm_cat, cm_pfa, cm_lfe)
- Single String Parameter Setup (1 Parameter: cm_mmc)
- Create Parameter for Coremetrics LIVE Profiles Default Value: (optional)

Omniture SiteCatalyst™

WebTrends™

Google™ Analytics

Custom Configuration - No Specific Vendor

Configuration saved

Available External Tracking Parameters

Name	Required	Value	Action
cm_ver	Yes	<input type="text" value="Responsys"/>	Edit Remove
cm_cat	No	<input type="text"/>	Edit Remove
cm_pfa	No	<input type="text"/>	Edit Remove
cm_lfe	Yes	<input type="text"/>	Edit Remove

[Add Parameter](#)

Under Available External Tracking Parameters, click Edit to supply values or make any other changes. See page 27 for details.

Caution: If you click Save after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

Coremetrics Marketing Management Center (single-string)

Select **Single String Parameter Setup**, optionally set up the LIVE Profiles parameter, and click the Save button.

Web Analytics Service Configuration

WebSideStory® HBX™ Analytics

Coremetrics™ Marketing Management Center

Basic Parameter Setup (4 Parameters: cm_ver, cm_cat, cm_pla, cm_tba)

Single String Parameter Setup (1 Parameter: cm_mmc)

Create Parameter for Coremetrics LIVE Profiles Default Value: (optional)

Omniture SiteCatalyst™

WebTrends™

Google™ Analytics

Custom Configuration - No Specific Vendor

Configuration saved

Save

Available External Tracking Parameters

Name	Required	Value	Action
cm_mmc	Yes	Responsys*InsertCat*Tr	Edit Remove

[Add Parameter](#)

Under Available External Tracking Parameters, click Edit to supply values or make any other changes. See page 28 for details.

Caution: If you click Save after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

Omniture SiteCatalyst

Supply the parameter values, and click the Save button.

Web Analytics Service Configuration

WebSideStory®/HEX™ Analytics

Coremetrics™ Marketing Management Center

Omniture SiteCatalyst™

Omniture supports a flexible naming convention for tracking parameters.
Enter the parameter names that you use for campaign and visitor tracking.

Campaign tracking parameter:

Visitor tracking parameter: (optional) Default Value: (optional)

WebTrends™

Google™ Analytics

Custom Configuration - No Specific Vendor

Configuration saved

Available External Tracking Parameters

Name	Required	Value	Action
cmp_ID	Yes	<input type="text"/>	Edit Remove
vis_ID	No	<input type="text" value="defaultValue"/>	Edit Remove

[Add Parameter](#)

Under Available External Tracking Parameters, click [Edit](#) to supply a value or make any other changes. See page 30 for details.

Caution: If you click Save after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

WebTrends

Optionally set up the visitor tracking parameter, and click the Save button.

The screenshot shows the 'Web Analytics Service Configuration' window. Under the 'WebTrends™' radio button, the 'Create Parameter for Visitor Tracking' checkbox is selected. A text input field for the 'Default Value' is present, followed by '(optional)'. Below this, the 'Save' button is visible. The 'Available External Tracking Parameters' section contains a table with one row: 'WT.nic_jd', 'Yes', an empty text input field, and 'Edit Remove' links. An 'Add Parameter' link is located below the table.

Name	Required	Value	Action
WT.nic_jd	Yes	<input type="text"/>	Edit Remove

[Add Parameter](#)

Under Available External Tracking Parameters, click [Edit](#) to supply a value or make any other changes. See page 31 for details.

Caution: If you click Save after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

Google Analytics (Master ID)

Select **Master ID Parameter Setup**, and click the Save button.

The screenshot shows the 'Web Analytics Service Configuration' window. Under the 'Google™ Analytics' radio button, the 'Master ID Parameter Setup' radio button is selected. The 'Save' button is visible. The 'Available External Tracking Parameters' section contains a table with one row: 'utm_jd', 'Yes', an empty text input field, and 'Edit Remove' links. An 'Add Parameter' link is located below the table.

Name	Required	Value	Action
utm_jd	Yes	<input type="text"/>	Edit Remove

[Add Parameter](#)

Under Available External Tracking Parameters, click [Edit](#) to supply a value or make any other changes. See page 33 for details.

Caution: If you click Save after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

Google Analytics (Marketing Dimensions)

Select **Marketing Dimensions Parameter Setup**, and click the Save button.

The screenshot shows the 'Web Analytics Service Configuration' section with the following options:

- WebSiteStory® HBX™ Analytics
- Coremetrics™ Marketing Management Center
- Omniture SiteCatalyst™
- WebTrends™
- Google™ Analytics
 - Master ID Parameter Setup
 - Marketing Dimensions Parameter Setup
- Custom Configuration - No Specific Vendor

Below the configuration options, it says 'Configuration saved' in red text and has a 'Save' button.

The 'Available External Tracking Parameters' section contains a table with the following data:

Name	Required	Value	Action
utm_source	Yes	<input type="text"/>	Edit Remove
utm_medium	Yes	<input type="text" value="email"/>	Edit Remove
utm_term	No	<input type="text"/>	Edit Remove
utm_content	No	<input type="text"/>	Edit Remove
utm_campaign	Yes	<input type="text"/>	Edit Remove

Below the table is a link: [Add Parameter](#)

Under Available External Tracking Parameters, click [Edit](#) to supply values or make any other changes. See page 33 for details.

Caution: If you click Save after editing the available external tracking parameters, Oracle Responsys will reset any vendor-specific parameters to their default values, and your edits will be lost.

Custom configuration

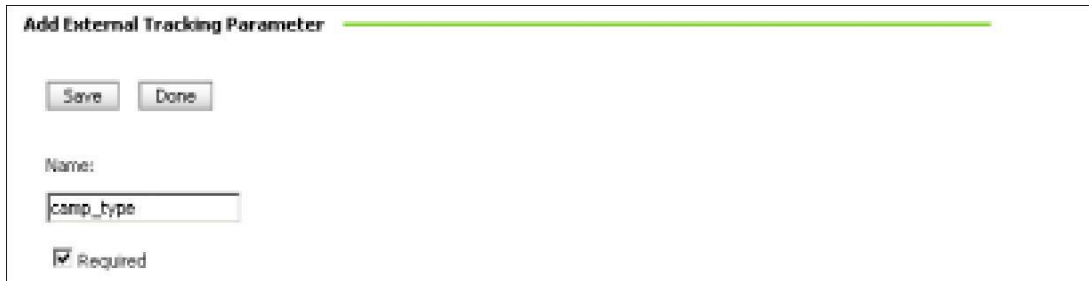
Under Available External Tracking Parameters, click [Add Parameter](#).

Follow these steps for each parameter you plan to use:

1. Provide the name for the external tracking parameter.

These names are usually defined by your website analytics service.

Note: Parameter names cannot include spaces.



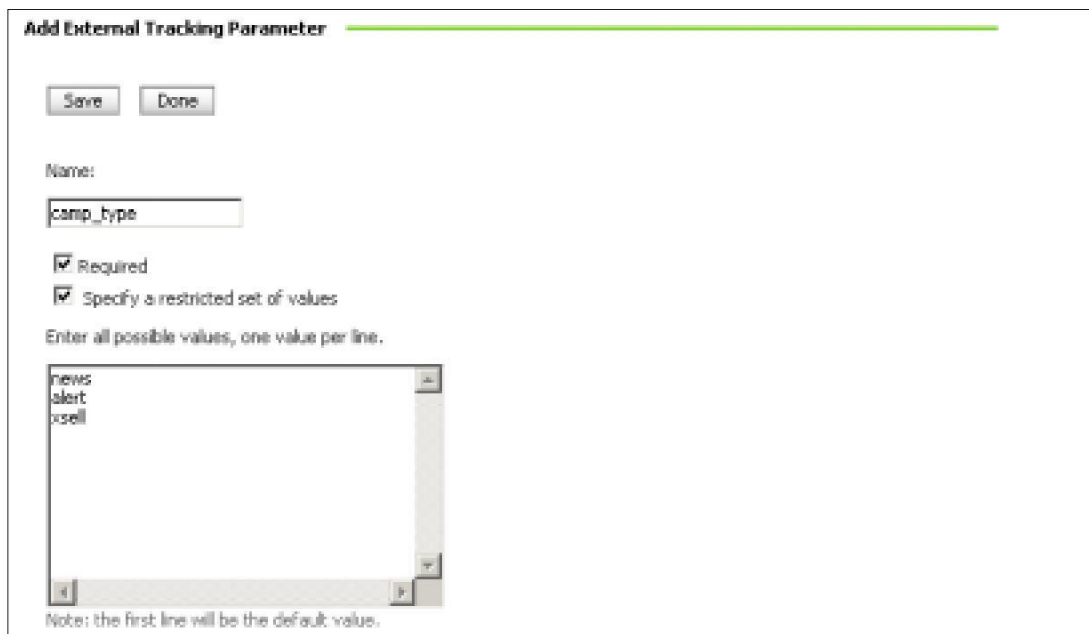
The screenshot shows a dialog box titled "Add External Tracking Parameter". At the top left are "Save" and "Done" buttons. Below them is a "Name:" label followed by a text input field containing "camp_type". At the bottom, there is a checked checkbox labeled "Required".

Select whether the parameter is *required* for insertion in campaign link URLs or simply *optional*.

If the parameter is optional, you will be able to specify for each campaign whether or not it is to be inserted.

2. Select whether the parameter's value will be selectable from a list of predefined values or freely edited in a text input field.

An example of a restricted set of values is shown below. In this example, when you create a campaign you will select from a menu containing **news**, **alert**, and **xsell** to specify the value of the `camp_type` parameter for the campaign.



The screenshot shows the same dialog box as above, but with an additional checked checkbox labeled "Specify a restricted set of values". Below this checkbox is a text area with the instruction "Enter all possible values, one value per line." and a list box containing the values "news", "alert", and "xsell". At the bottom, there is a note: "Note: the first line will be the default value."

Note: The first value listed (“news” in this example) will be the default selection for this parameter.

As an alternative, you may want the parameter to be specified freely with any desired text value at the time of campaign creation. Simply uncheck the **Specify a restricted set of values** option, as shown in the following image, to use a free-form text field for specifying the parameter.

For free-form parameters, you can also specify a default value that can be changed when the campaign is created. The default value may be helpful if you want to provide a format for other users to follow when specifying the parameter value for a specific campaign.

Add External Tracking Parameter

Save Done

Name:
campid

Required
 Specify a restricted set of values

Default value:

3. Click the Save button to save the settings for this parameter.

4. Continue creating external tracking parameters as described above; click the Done button when you're finished.

Oracle Responsys displays the set of external tracking parameters that you have created.

External Tracking Parameters

Back

Web Analytics Service Configuration

WebSideStory® HBX™ Analytics
 Conometrics™ Marketing Management Center
 Omniture SiteCatalyst™
 WebTrends™
 Google™ Analytics
 Custom Configuration - No Specific Vendor

Save

Available External Tracking Parameters

Name	Required	Value	Action
camp_type	Yes	news ▾	Edit Remove
campid	Yes		Edit Remove
link_pla	Yes	top ▾	Edit Remove

[Add Parameter](#)

Using external tracking parameters in campaigns

Once the external tracking parameters are set up by the account manager, you will be able to specify the parameters for each link-tracking campaign you create, either at the campaign level (where all parameters are the same for every link in the e-mail message), the link level (where parameters can vary from link to link within the message), or both.

While building or editing a campaign, you arrive at the External Tracking page.

Newsletter_DynamicContent: [Dashboard](#)

Back Next

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters:
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

	Parameter Name	Value	Required
<input checked="" type="checkbox"/>	comp_type	news	Yes
<input checked="" type="checkbox"/>	compid	nl_dc-?	Yes
<input checked="" type="checkbox"/>	link_pla	top	Yes

Click Generate String to set the tracking parameters for this campaign

Generate String `comp_type=news&compid=nl_dc-?&link_pla=top`

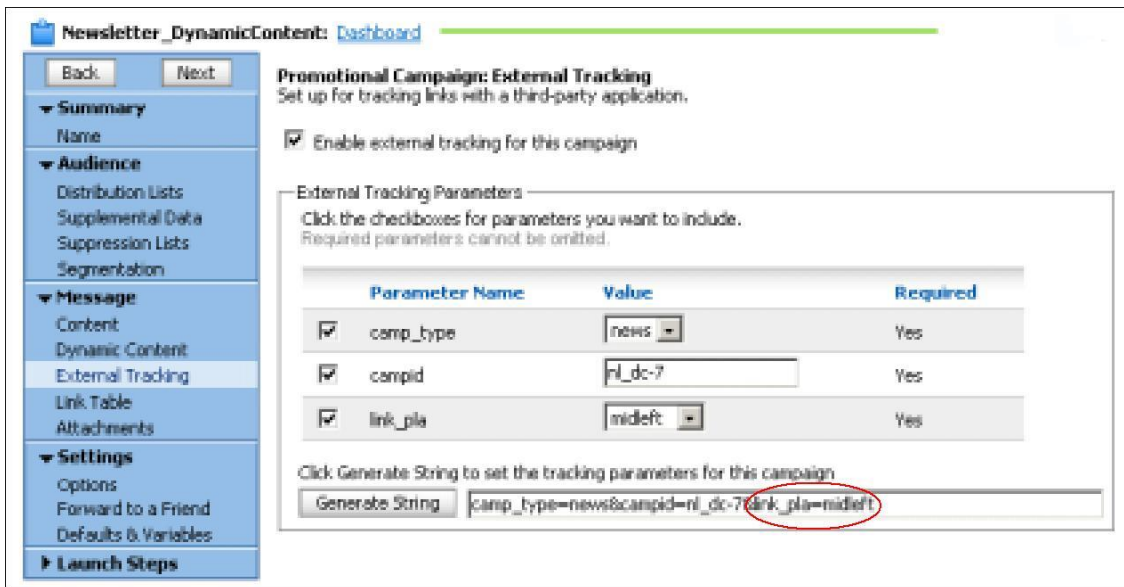
On this page, take the following steps:

1. Enable external tracking for the campaign by selecting the **Enable external tracking...** option.
2. Check the box to the left of each parameter you want to be active for the campaign, and select or provide a value.

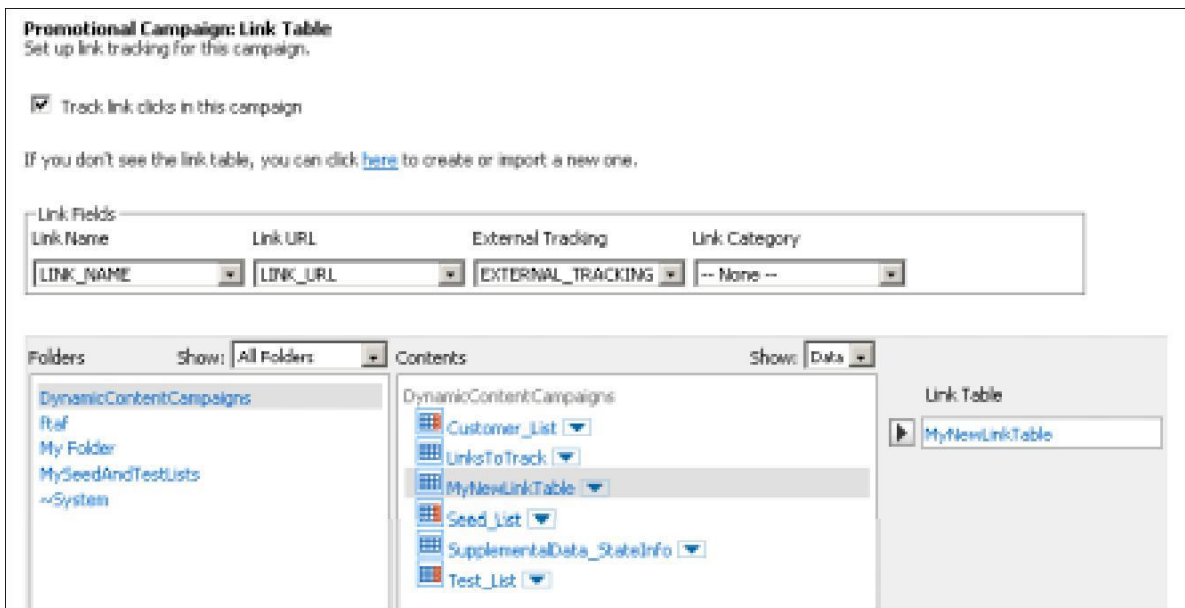
Required parameters are clearly indicated as such.

3. Click the Generate String button to see what name-value pairs will be appended to the query string of each link URL in the campaign document.

In this example, a different value has been selected for the third parameter, link_pla, and that change is reflected in the new query string.



4. Click the Next button.



5. Use the Folders and Contents lists to select the link table (or click the [here](#) link to create a new table).

At this point, you can decide whether you want to control external tracking parameters at the link level. There are two questions associated with this decision:

- Do you want to disable the insertion of external tracking parameters for certain links?
- Do you want to provide specific parameters at the link level that override values set for the campaign?

A column in your link table will contain information about these decisions; that column should be selected under External Tracking in the Link Fields section shown in the preceding image.

If you use the Link Table Builder to create the link table for the campaign, you will see a page similar to the one shown in this image.

Link Table Builder
Use the checkboxes to select the links you want to include in your link table, and modify the link names as needed.

Link Name	Link Category	Link URL	External Tracking	Disable External Tracking
<input checked="" type="checkbox"/> img_Home Page	-- none --	http://responsysdemo.server.us/brickstone/	link_pla=top	<input type="checkbox"/>
<input checked="" type="checkbox"/> textlink_manage subscri	-- none --	\$prefilledform/Form_EmailPreferences/\$	disable	<input checked="" type="checkbox"/>
<input checked="" type="checkbox"/> lick for more information	-- none --	http://sjollivier.com/responsys/catalog/index.php?cPath=1	link_pla=midleft	<input type="checkbox"/>
<input checked="" type="checkbox"/> img_Click for more inform	-- none --	http://sjollivier.com/responsys/catalog/index.php	link_pla=midright	<input type="checkbox"/>
<input checked="" type="checkbox"/> img_Click for more inform	-- none --	http://sjollivier.com/responsys/catalog/index.php?cPath=1	link_pla=bottom	<input type="checkbox"/>

You should disable external tracking for links that you plan on tracking with Oracle Responsys but that *do not* lead to your web site.

To disable the insertion of external tracking parameters for a given link, select the corresponding checkbox in the **Disable External Tracking** column in the Link Table Builder, or type the word `disable` in the column of your link table that holds information about external tracking parameters.

You can also insert and override parameters for each link as shown above using the form `parameterName=value`. Separate multiple name-value pairs with ampersand (&) characters, as in this example:

```
parameterName1=value1&parameterName2=value2&parameterName3=value3
```

Note: You can use text replacement strings (as in `parameterName=$fieldName$`) in the column that holds external tracking information.

Once you finish creating the link table, you should select the column that contains information about how links should be handled for external tracking parameters. By default, this is the EXTERNAL_TRACKING column that is created by the Link Table Builder. (If you didn't use the Link Table Builder to create the link table, you might have used a different column name; just select that column from the list under External Tracking.)

Promotional Campaign: Link Table
Set up link tracking for this campaign.

Track link clicks in this campaign

If you don't see the link table, you can click [here](#) to create or import a new one.

Link Fields

Link Name	Link URL	External Tracking	Link Category
LINK_NAME	LINK_URL	EXTERNAL_TRACKING	-- None --

Note: To ignore link categories, set that field to **--None--**, as shown above.

When you return to the Campaign Dashboard, you see a line item for the external tracking settings that indicates that the feature is selected for the campaign, as shown below. Click [External Tracking](#) to see the name-value parameter pairs.

Summary			
Description: Example newsletter with dynamic content. For demo purposes of RI 5.0 release.			
Purpose:	Promotional	Last Modified:	Thu, 29 Dec 2005 9:18 AM
Recipient Locale:	English	Created:	Sat, 28 May 2005 12:37 PM
Categorization:	Marketing Strategy: none Marketing Program: none	Created By:	solivier
Audience			
Distribution List:	Customer_List ▼	Test Distribution List:	Test_List ▼
Supplemental Data:	SupplementalData_State... ▼	Test Supplemental Data:	SupplementalData_State... ▼
Suppression Lists:	#Unsubscribed ▼	Seed Distribution List:	Seed_List ▼
Segmentation:	PurchaseSegmentation ▼		
Message			
Subject Line:	Latest Summer Arrivals	Content:	campaignBodyTemplate.htm ▼ campaignBodyTemplate.txt ▼
Sender Name:	Responsys Product Marketing	Dynamic Content:	Yes
From Address:	f-from0@brown-inc.com	Link Table:	MyNewLinkTable ▼
Reply To:	l@interactexpress.com	External Tracking:	Yes
		Attachments:	
Settings			
Skip Duplicates:	Yes	Unsubscribe Options:	standard unsubscribe form
Track HTML Opens:	Yes	Auto-close:	Close 90 days after launch
Track Conversions:	Yes	Sent Log:	Newsletter_DynamicCont... (system will create)
Account-wide Autosense:	No	Clicked Link Log:	Newsletter_DynamicCont...
HTML Unknown, Send Text:	No	Failed Log:	Newsletter_DynamicCont... (system will create)
Forward to a Friend:	No	Defaults & Variables:	
Send Referenced Media:	No	Campaign-close:	

▼ Launch Steps

- 1. Preview
- 2. Test Links
- 3. Deliverability
- 4. Test Launch
- 5. Launch
- 6. Live Report
- 7. Overlay Report

A quick test of the links in the campaign document should indicate how these parameters are being inserted for the campaign.

In the navigation menu, click Test Links.

Note: For campaign testing, you may want to use an additional parameter to indicate whether clickthrough activity should be tracked by the third-party website analytics tool.

Campaign Link Test Results: Alert - New Styles - Dashboard
Testing links in campaign. [Preview](#)

[Back](#)

Recipient Record #1 - sollivier@responsys.com

Links Tracked by Responsys in HTML document

Status	Destination URL	Link Text	Link Name & Tracking URL
working	http://responsysdemo.se...us@rickstone/default.asp		Home Page
working	http://responsysdemo.se.../products.asp?cat=mens	ing_Click for more information	Main Offer
working	http://responsysdemo.se...ult.asp?offer=incentive1	ing_Click for more information	Incentive
working	http://responsysdemo.se...products_detail.asp?id=383	ing_Click for more information	Polo Products
working	http://morc41dbrown/s...EHsspQqUkPqLhgRlD3t	Manage Subscription	Profile Form

Links NOT Tracked by Responsys in HTML document

Status	Destination URL	Link Text
working	http://morc41dbrown/s...PkQJhu/WcWRM4HwW4Hupthg	Send to a Friend

Links Tracked by Responsys in Text document

Status	Destination URL	Link Text	Link Name & Tracking URL
working	http://responsysdemo.se...us@rickstone/default.asp	http://morc41dbrown/servlet/cc5? HQTRQqUkhttpNplpqLkngPkQJhuW2VR	Home Page
working	http://responsysdemo.se.../products.asp?cat=mens	http://morc41dbrown/servlet/cc5? HQTRQqUkhttpNplpqLkngPkQJhuW2V5	Main Offer
working	http://responsysdemo.se...ult.asp?offer=incentive1	http://morc41dbrown/servlet/cc5? HQTRQqUkhttpNplpqLkngPkQJhuW2VT	Incentive
working	http://responsysdemo.se...products_detail.asp?id=383	http://morc41dbrown/servlet/cc5? HQTRQqUkhttpNplpqLkngPkQJhuW2VU	Polo Products
working	http://morc41dbrown/s...EHsspQqUkPqLhgRlD3t	http://morc41dbrown/servlet/cc5? HQTRQqUkhttpNplpqLkngPkQJhuW2VW	Profile Form

Links NOT Tracked by Responsys in Text document

Status	Destination URL
working	http://morc41dbrown/s...PkQJhu/WcWRM4HwW4Hupthg

Example: Using external tracking with dynamic parameters

Assume that your account is set up with the following external tracking parameters.

Available External Tracking Parameters

Name	Required	Value	Action
best	No	<input type="text" value="yes"/>	Edit Remove
cust_id	No	<input type="text"/>	Edit Remove
camp_id	Yes	<input type="text"/>	Edit Remove
camp_type	Yes	<input type="text" value="promo"/>	Edit Remove
link_pla	No	<input type="text" value="top"/>	Edit Remove
segment	Yes	<input type="text"/>	Edit Remove
Add Parameter			

You would like to create a campaign that has the `cust_id` and `segment` parameters inserted in all links directed to your web site. Since these values are different for each recipient, you need to use Oracle Responsys's text replacement functionality to dynamically insert the appropriate profile attributes.

Assume too that your distribution list has a column named `CUSTID` that holds the recipient's customer identifier, and that you have created an Oracle Responsys segment group called `Purchase_Band` that you want to use for the external tracking segment parameter.

The following image shows your segment group definition.

Segment Group Properties

Segment Group: ProfileData/Purchase_Band
Data Sources: ExternalTrackingExamples/RecipientProfiles

	Segment	Count	Percent
1.	P0	3	23.1%
2.	P1	3	23.1%
3.	P2	1	7.7%
4.	P3-5	1	7.7%
5.	P6orMore	4	30.8%
6.	Default	1	7.7%
	Total	13	

Segment Group Table Complete

When setting up the campaign's external tracking parameters, you can include text replacement strings (*\$text\$*) in the values for the parameters, as shown in this image.

ExtTracking6: Dashboard

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input type="checkbox"/> test		No
<input checked="" type="checkbox"/> cust_id	<input type="text" value="\$lookup(custid)\$"/>	No
<input checked="" type="checkbox"/> camp_id	<input type="text" value="a5"/>	Yes
<input checked="" type="checkbox"/> camp_type	<input type="text" value="news"/>	Yes
<input type="checkbox"/> link_pla	<input type="text" value="top"/>	No
<input checked="" type="checkbox"/> segment	<input type="text" value="\$purchase_band\$"/>	Yes

Click Generate String to set the tracking parameters for this campaign

`cust_id=$lookup(custid)$&camp_id=a5&camp_type=news&link_pla=top&segment`

Assume that you have set up your link table to disable parameters on links that do not lead to your web site, as shown in the following image.

ExternalTrackingExamples / cLinkTables

Data Extraction Key not defined

[Select All] [Clear All] Page 1 [100] lines per page [Record Count] Charset: [UTF-8]

LINK_NAME	LINK_URL	LINK_CATEGORY	EXTERNAL_TRACKING
<input type="checkbox"/> img_Home Page	http://responsys.com		disable
<input type="checkbox"/> testlink_ProfileForm	\$profileform/profileform/\$		disable
<input type="checkbox"/> testlink_Personalizedform	\$personalizedform/ProfileForm/\$		disable
<input type="checkbox"/> testlink_Link 0	http://spolvier.com/responsys/catalog/index.php		test=\$lookup(name)\$
<input type="checkbox"/> testlink_Link 1	http://spolvier.com/responsys/catalog/product_info.php?products_id=12		
<input type="checkbox"/> testlink_Link 2	http://spolvier.com/responsys/catalog/product_info.php?products_id=11		
<input type="checkbox"/> testlink_Link 3	http://spolvier.com/responsys/catalog/product_info.php?products_id=23		
<input type="checkbox"/> testlink_Link 4	http://spolvier.com/responsys/catalog/product_info.php?products_id=26		
<input type="checkbox"/> testlink_Link 5	http://spolvier.com/responsys/catalog/product_info.php?products_id=19		test=\$lookup(name)\$&link_pla=\$lookup(name)\$
<input type="checkbox"/> testlink_Yahoo 1	http://www.yahoo.com		disable
<input type="checkbox"/> testlink_Gmail	http://www.gmail.com		disable

Testing the links for this campaign demonstrates how the parameters are dynamically inserted for a tracked link, while other links are unchanged.

Campaign Link Test Results: EstTracking6 - Dashboard
Testing links in campaign. [Review](#)

[Back](#)

Recipient Record #1 - 104@interactexpress.com

Links Tracked by Responsys in HTML document

Status	Destination URL	Link Text	Link Name & Tracking URL
working	http://responsys.com	ing_Home Page	ing_Home Page
working	http://mpra411drcwv/s.../soll_H0Ldfj16Q7uVvYS	Profileform	textlink_Profileform
Failed	http://mpra411drcwv/s.../website/Personalizedform?	Personalizedform	textlink_Personalizedform
working	http://sjollvier.com/t.../segment=P3-S&test=sam 4	Link 0	textlink_Link 0
working	http://sjollvier.com/t.../mp_type=news&segment=P3-S	Link 1	textlink_Link 1
working	http://sjollvier.com/t.../mp_type=news&segment=P3-S	Link 2	textlink_Link 2
working	http://sjollvier.com/t.../mp_type=news&segment=P3-S	Link 3	textlink_Link 3
working	http://sjollvier.com/t.../mp_type=news&segment=P3-S	Link 4	textlink_Link 4
working	http://sjollvier.com/t.../sam 4&link_id=7411&ord	Link 5	textlink_Link 5
working	http://www.yahoo.com	Yahoo 1	textlink_Yahoo 1
working	http://www.gmail.com	Gmail	textlink_Gmail

Links NOT Tracked by Responsys in HTML document
None

msCommerce - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Address http://sjollvier.com/responsys/catalog/product_info.php?products_id=12&cust_id=104&camp_id=458&camp_type=news&segment=P3-S Go
Brickstone
Top » Catalog » Men » Dress Shirts » 468
RESET DEMO My Account Cart Contents Checkout
Categories **Long Sleeve 140s Broadcloth Shirt** \$55.99 Notifications
Internet

Example: WebSideStory setup and use

On selecting WebSideStory HBX Analytics, the account manager specifies the WebSideStory-provided account, user name, and password for API access. The next image shows that setup and the tracking parameter created by Oracle Responsys when the account manager clicks the Save button.

External Tracking Parameters

[Back](#)

Web Analytics Service Configuration

WebSideStory® HBX™ Analytics

API Account:

API User Name:

API Password:

Coremetrics™ Marketing Management Center

Omniture SiteCatalyst™

WebTrends™

Google™ Analytics

Custom Configuration - No Specific Vendor

[Save](#)

Available External Tracking Parameters

Name	Required	Value	Action
CMP	Yes		Edit Remove

[Add Parameter](#)

When you create or edit a campaign, the External Tracking page looks something like this.

ExtTracking6: Dashboard

[Back](#) [Next](#)

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters

Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input checked="" type="checkbox"/> CMP		Yes

Click: Generate String to set the tracking parameters for this campaign

[Generate String](#)

WebSideStory HBX Campaign

No WebSideStory HBX Campaign assigned to this Email Campaign.

[Assign](#)

Click the Assign button, and either select an existing campaign...

WebSideStory HBX Campaign
No WebSideStory HBX Campaign assigned to this Email Campaign.

Existing HBX Campaign:

New HBX Campaign Name:

- EML-HolidaySale
- EMC-BiggestSaleEver
- EMC-XmasPromo
- EMC-reactivation
- EML-EML-newRLCompn
- EML-HolidaySale
- EML-SummerSale

...or create a new HBX campaign...

WebSideStory HBX Campaign
No WebSideStory HBX Campaign assigned to this Email Campaign.

Existing HBX Campaign:

New HBX Campaign Name:

Response-Conversion Campaign

Response-Lead-Conversion Campaign

...then click the Save Setup button.

Newsletter_DynamicContent: Dashboard

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input checked="" type="checkbox"/> CMP	EML-newRLCompn	Yes

Click Generate String to set the tracking parameters for this campaign

WebSideStory HBX Campaign
WebSideStory HBX Campaign "EML-newRLCompn" was associated with this email on Jan. 04, 2006

Examples: Coremetrics setup and use

Coremetrics customers have a choice of using either a campaign ID parameter or the hierarchically related series of parameters available for its Marketing Management Center (MMC), which can themselves be specified either individually or as a single string.

Campaign ID

If you use a campaign ID parameter, it's fairly simple to configure the external tracking parameters in Oracle Responsys. Just create a cmid parameter (the actual parameter name may differ), and set this parameter each time a campaign is created.

The next two images show how the account manager sets up this parameter and then how it is used for a campaign.

External Tracking Parameters
Add External Tracking Parameter.

Save Cancel

Name:

Required
 Specify a restricted set of values

Default value:

ExtTracking6: Dashboard

Back Next

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input checked="" type="checkbox"/> cmid	<input type="text" value="news11-05"/>	Yes

Click: Generate String to set the tracking parameters for this campaign

Generate String

It should be noted that Coremetrics prefers the other method, using the predefined parameters as described under *Marketing Management Center (MMC)* starting on page 26.

Marketing Management Center (MMC)

The Coremetrics MMC uses four parameters:

cm_ven Required parameter that identifies the vendor associated with a campaign; typically set to "Responsys"

cm_cat Optional parameter that typically groups campaigns by category or type

cm_pla Optional parameter that typically provides information about the campaign segment or the link's location within the e-mail message

cm_ite Required parameter that identifies the link (similar to the Link Name from the campaign's link table in Oracle Responsys) or campaign; uniqueness not required, though possibly useful

With these four parameters, Oracle Responsys users can take advantage of Coremetrics MMC hierarchical reports that track campaign activity by vendor, category, placement, or individual link.

Coremetrics provides two ways to specify these MMC parameters:

- **Basic Parameter Setup** involves specifying and appending to link URLs one name-value pair for each of the four parameters, as in this example:

```
http://site.com/page.php?product=123&cm_ven=responsys&cm_cat=newsletter&cm_pla=P0&cm_ite=home
```

Technically, name-value pairs can be specified in any order, but Oracle Responsys specifies them in the order shown above.

- **Single-String Parameter Setup** shortens URL length by appending a single name-value pair, in which the values of the MMC parameters are delimited by asterisks:

```
http://site.com/page.php?product=123&cm_mmc=responsys*newsletter*P0*home
```

To be correctly interpreted by Coremetrics MMC, the asterisk-delimited values have to be specified in the correct order, and Oracle Responsys provides prompts to help you do that.

Basic and single-string setup are described in the rest of this section.

Basic

Setting up and using external tracking with the Coremetrics basic parameter might look like this.

Available External Tracking Parameters

Name	Required	Value	Action
cm_ver	Yes	Responsys	Edit Remove
cm_cat	No	news	Edit Remove
cm_pla	No		Edit Remove
cm_lte	Yes		Edit Remove

[Add Parameter](#)

ExtTracking6: Dashboard

Back Next

Summary

Name

Audience

Distribution Lists

Supplemental Data

Suppression Lists

Segmentation

Message

Content

Dynamic Content

External Tracking

Link Table

Attachments

Settings

Options

Forward to a Friend

Defaults & Variables

Launch Steps

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input checked="" type="checkbox"/> cm_ver	Responsys	Yes
<input checked="" type="checkbox"/> cm_cat	news	No
<input checked="" type="checkbox"/> cm_pla	{purchase_band}	No
<input checked="" type="checkbox"/> cm_lte		Yes

Click Generate String to set the tracking parameters for this campaign

Generate String cm_ver=Responsys&cm_cat=news&cm_pla={purchase_band}&cm_lte=

Since the cm_lte parameter identifies individual links, it must be entered at the link level, as shown in the following image.

ExternalTrackingExamples / ctiLinkTable7

Data Extraction Key not defined

Pick View Columns Pick View Form Download

Edit Delete New Record Upload Find

[Select All] [Clear All] Page 1 [100] lines per page [Record Count] Charset: [UTF-8]

LINK_NAME	LINK_URL	LINK_CATEGORY	EXTERNAL_TRACKING	TIMESTAMP_
<input type="checkbox"/> img_Home Page	http://responsys.com		cm_lte=home	Dec 30, 2005 05:09 PM
<input type="checkbox"/> textlink_Profile Form 0	{profileform(ProfileForm)}		disable	Dec 30, 2005 05:02 PM
<input type="checkbox"/> textlink_Profile Form	{personalizedform(ProfileForm)}		disable	Dec 30, 2005 05:03 PM
<input type="checkbox"/> textlink_Responsys Solutions	http://www.responsys.com/solutions/index.asp		cm_ltesolutions	Dec 30, 2005 05:05 PM
<input type="checkbox"/> textlink_Profile Form 2	{personalizedform(ProfileForm,lookup(CUSTID))}		disable	Dec 30, 2005 05:04 PM

Single string

Setting up external tracking with the Coremetrics single-string parameter might look like this.

External Tracking Parameters

Edit External Tracking Parameter.

Name:

Required
 Specify a restricted set of values

Default value:

You would enter a value for the cm_mmc parameter for the campaign like this.

ExtTracking6: Dashboard

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input checked="" type="checkbox"/> cm_mmc	{Responsys*news*\$purch	Yes

Click Generate String to set the tracking parameters for this campaign

Specifying the link-level parameters would look like this.

ExternalTrackingExamples / ctLinkTable7

Data Extraction Key **not defined**

[[Select All](#)] [[Clear All](#)] Page 1 [100] lines per page [[Record Count](#)] Charset: [[UTF-8](#)]

LINK_NAME	LINK_URL	LINE_CATEGORY	EXTERNAL_TRACKING	
<input type="checkbox"/> img_Home Page	http://responsys.com		cm_mmc=Responsys*news*\$purchase_band}*home	1
<input type="checkbox"/> textlink_Profile Form 0	\$(prefilledform(ProfileForm))\$		disable	1
<input type="checkbox"/> textlink_Profile Form	\$(personalizedform(ProfileForm))\$		disable	1
<input type="checkbox"/> textlink_Responsys Solutions	http://www.responsys.com/catalog/index.asp		cm_mmc=Responsys*news*\$purchase_band}*catalog	1

Example: Coremetrics LIVE Profiles setup and use

Coremetrics also offers a service called Lifetime Individual Visitor Experience (LIVE) Profiles that tracks a known visitor's behavior on your web site. You can integrate an e-mail campaign into this service by appending a parameter to links in the campaign document that lead to your web site. This parameter is typically a unique customer or recipient identifier.

Providing this information in a link enables Coremetrics to track an individual's behavior on your web site and respond with targeted follow-up messages in response to those behaviors (product browsing, purchases, cart abandonment, and so on).

As account manager, you set this up by selecting the **Create Parameter for Coremetrics LIVE Profiles** option on the External Tracking Parameters page of the Account Management section. Assuming your distribution list stores customer IDs in a CUSTID column, the external tracking setup and use would look something like this.

Available External Tracking Parameters

Name	Required	Value	Action
cm_ver	Yes	<input type="text" value="Responsys"/>	Edit Remove
cm_cat	No	<input type="text" value="news"/>	Edit Remove
cm_pla	No	<input type="text"/>	Edit Remove
cm_lte	Yes	<input type="text"/>	Edit Remove
cm_emid	No	<input type="text" value="{CUSTID}"/>	Edit Remove

[Add Parameter](#)

ExtTracking6: Dashboard

[Back](#) [Next](#)

Promotional Campaign: External Tracking
Set up for trading links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters:
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

	Parameter Name	Value	Required
<input checked="" type="checkbox"/>	cm_ver	<input type="text" value="Responsys"/>	Yes
<input checked="" type="checkbox"/>	cm_cat	<input type="text" value="news"/>	No
<input checked="" type="checkbox"/>	cm_pla	<input type="text" value="{purchase_band}"/>	No
<input checked="" type="checkbox"/>	cm_lte	<input type="text"/>	Yes
<input checked="" type="checkbox"/>	cm_emid	<input type="text" value="{CUSTID}"/>	No

Click Generate String to set the tracking parameters for this campaign

[Generate String](#)

Example: Omniture setup and use

Omniture allows greater flexibility than other vendors in parameter names.

The next two images show how the account manager might set up these parameters (including a default value of \$CUSTID\$ for the optional visitor tracking parameter because the CUSTID field contains the unique “member ID” by which each recipient is known to Omniture), and then how they are used for a campaign.

Available External Tracking Parameters

Name	Required	Value	Action
cid	Yes	<input type="text"/>	Edit Remove
vid	No	<input type="text" value="\$CUSTID\$"/>	Edit Remove

[Add Parameter](#)

ExtTracking6: Dashboard

Back Next

Summary

Name

Audience

Distribution Lists
Supplemental Data
Suppression Lists
Segmentation

Message

Content
Dynamic Content
External Tracking
Link Table
Attachments

Settings

Online

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters:
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input checked="" type="checkbox"/> cid	<input type="text" value="false"/>	Yes
<input checked="" type="checkbox"/> vid	<input type="text" value="\$CUSTID\$"/>	No

Click Generate String to set the tracking parameters for this campaign

Example: WebTrends setup and use

The following image shows how the account manager might set up these parameters (including a default value of \$CUSTID\$ for the optional visitor tracking parameter).

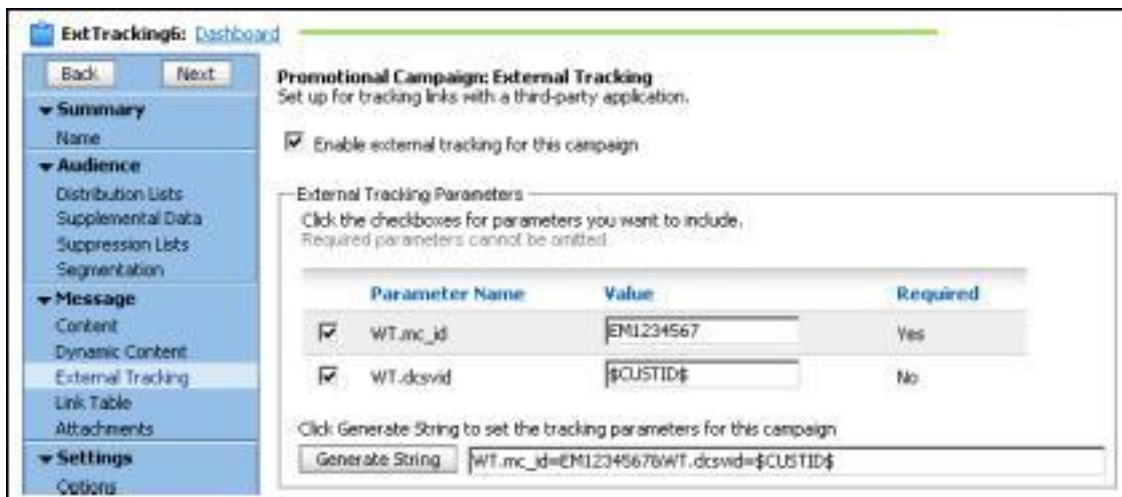


A screenshot of a web interface titled "Available External Tracking Parameters". It displays a table with four columns: Name, Required, Value, and Action. The first row shows "WT.mc_id" as required with an empty value field and "Edit" and "Remove" actions. The second row shows "WT.dcsvid" as not required with a value field containing "\$CUSTID\$" and "Edit" and "Remove" actions. Below the table is a link labeled "Add Parameter".

Name	Required	Value	Action
WT.mc_id	Yes		Edit Remove
WT.dcsvid	No	\$CUSTID\$	Edit Remove

[Add Parameter](#)

The WT.mc_id parameter specifies the unique WebTrends campaign identifier for this e-mail campaign, so you specify that value for each e-mail campaign.



A screenshot of a web interface titled "ExtTracking6: Dashboard". The main heading is "Promotional Campaign: External Tracking" with the subtext "Set up for tracking links with a third-party application." There is a checkbox labeled "Enable external tracking for this campaign" which is checked. Below this is a section for "External Tracking Parameters" with the instruction "Click the checkboxes for parameters you want to include. Required parameters cannot be omitted." A table shows two parameters: "WT.mc_id" (checked, value "EM1234567", required "Yes") and "WT.dcsvid" (checked, value "\$CUSTID\$", required "No"). At the bottom, there is a "Generate String" button and a text field containing the generated string: "WT.mc_id=EM1234567&WT.dcsvid=\$CUSTID\$".

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include.
Required parameters cannot be omitted.

Parameter Name	Value	Required
<input checked="" type="checkbox"/> WT.mc_id	EM1234567	Yes
<input checked="" type="checkbox"/> WT.dcsvid	\$CUSTID\$	No

Click: Generate String to set the tracking parameters for this campaign

WT.mc_id=EM1234567&WT.dcsvid=\$CUSTID\$

Examples: Google Analytics setup and use

As explained in the Google Analytics Help Center, Google Analytics tracks online campaigns using a combination of the following five marketing dimensions:

Source Every referral to a web site has an origin, or source. Examples of sources are the Google search engine, the AOL search engine, the name of a newsletter, and the name of a referring web site.

Medium The medium helps to qualify the source; together, the source and medium provide specific information about the origin of a referral. For example, in the case of a Google search engine source, the medium might be “cost per click,” indicating a sponsored link for which the advertiser paid, or “organic,” indicating a link in the unpaid search engine results. In the case of a newsletter source, examples of medium include “email” and “print.”

Term The term or keyword is the word or phrase that a user types into a search engine.

Content The content dimension describes the version of an advertisement on which a visitor clicked. It is used in content-targeted advertising and Content (A/B) Testing to determine which version of an advertisement is most effective at attracting profitable leads.

Campaign The campaign dimension differentiates product promotions, such as “Spring Ski Sale” or slogan campaigns such as “Get Fit For Summer.”

Google provides two ways to specify these Google Analytics parameters:

- **Marketing Dimensions Parameter Setup** involves specifying and appending to link URLs one name-value pair for each of the five parameters you want to use, as in this example (using only three parameters):

```
http://www.example.com/?utm_source=overture&utm_medium=email&utm_campaign=springpromo
```

Name-value pairs can be specified in any order.

- **Master ID Parameter Setup** shortens URL length by appending a single name-value pair, in which the value of the single parameter specifies an entry in a table that you have previously submitted by e-mail to Google Analytics support (analytics-support@google.com):

```
http://www.example.com/?utm_id=2
```

The table specifies a combination of source, medium, term, content, and campaign values that corresponds to a particular utm_id value.

Marketing Dimensions and Master ID setup are described in the rest of this section.

Marketing Dimensions

The account manager doesn't have to do any additional setup for this parameter, because the required values are typically campaign-specific. The following image shows how these parameters are used for a campaign.

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include. Required parameters cannot be omitted.

	Parameter Name	Value	Required
<input checked="" type="checkbox"/>	utm_source	overture	Yes
<input checked="" type="checkbox"/>	utm_medium	email	Yes
<input type="checkbox"/>	utm_term		No
<input type="checkbox"/>	utm_content		No
<input checked="" type="checkbox"/>	utm_campaign	springpromo	Yes

Click Generate String to set the tracking parameters for this campaign

utm_source=overture&utm_medium=email&utm_campaign=springpromo

Master ID

The account manager doesn't have to do any additional setup for this parameter, either, because the value a user specifies simply corresponds to entries in the table submitted to Google Analytics. The following image shows how the parameter is used for a campaign.

Promotional Campaign: External Tracking
Set up for tracking links with a third-party application.

Enable external tracking for this campaign

External Tracking Parameters
Click the checkboxes for parameters you want to include. Required parameters cannot be omitted.

	Parameter Name	Value	Required
<input checked="" type="checkbox"/>	utm_id	2	Yes

Click Generate String to set the tracking parameters for this campaign

utm_id=2