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TECHNICAL

OMNITURE USER GUIDE

The following guide details what omniture is, accessing the Code manager screen, setting up e-Vars, generating & saving omniture Code, placing omniture Code inside Znode, and more.

April 2016

Omniture User Guide

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1 What is Omniture?

The Adobe Digital Marketing Suite (which includes Omniture) is a collection of web analytics and website optimization products that provide insight into the performance of online marketing initiatives, empowering organizations to make informed decisions, and ensure the success of online marketing programs.

For starters, you get actionable, real-time web analytics to help you form your digital strategy and marketing initiative. You'll be able to identify quickly the most profitable paths through your website, and segment your web traffic and spot high-value web visitors, determine where visitors are navigating away from the site, and identify critical success metrics for online marketing campaigns.

See Also

Accessing the Code Manager Screen
What are e-Vars?
How do e-Vars Help?
Setting Up your e-Vars
Generating & Saving Omniture Code
Uploading the JavaScript File
Placing Omniture Code inside Znode

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1.1 Why Use Omniture?

You're getting the robust analytical tool you would expect, like robust reporting with actionable data.

You'll also be able to track things like
- Site visits
- Page visits
- Variables and more

But, you're also getting stuff like. . .
- Hourly Updates
- Customized administrator profiles
- The ability to import data like video usage and traffic from mobile devices
- And it's also capable of tracking overall page views and unique visitors

See Also
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1.2 How Does Omniture Work?

1. First you set your analytic variables or statistic variable inside of Omniture (which are often referred to as e-Vars).
2. Next you generate the code you need inside of Omniture.
3. You upload the JavaScript file to your server (which ends in .jr)
4. Copy your page code into the Znode MultiFront Admin tool

See Also

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1.3 Prerequisites

Using Omniture with Znode does require some prior knowledge before you start using it.

Be sure that you know the following:

- How to use Omniture
- The basics of how web analytics work

NOTE: Customizing Omniture will require code-level

knowledge. See also
Accessing the Code Manager Screen
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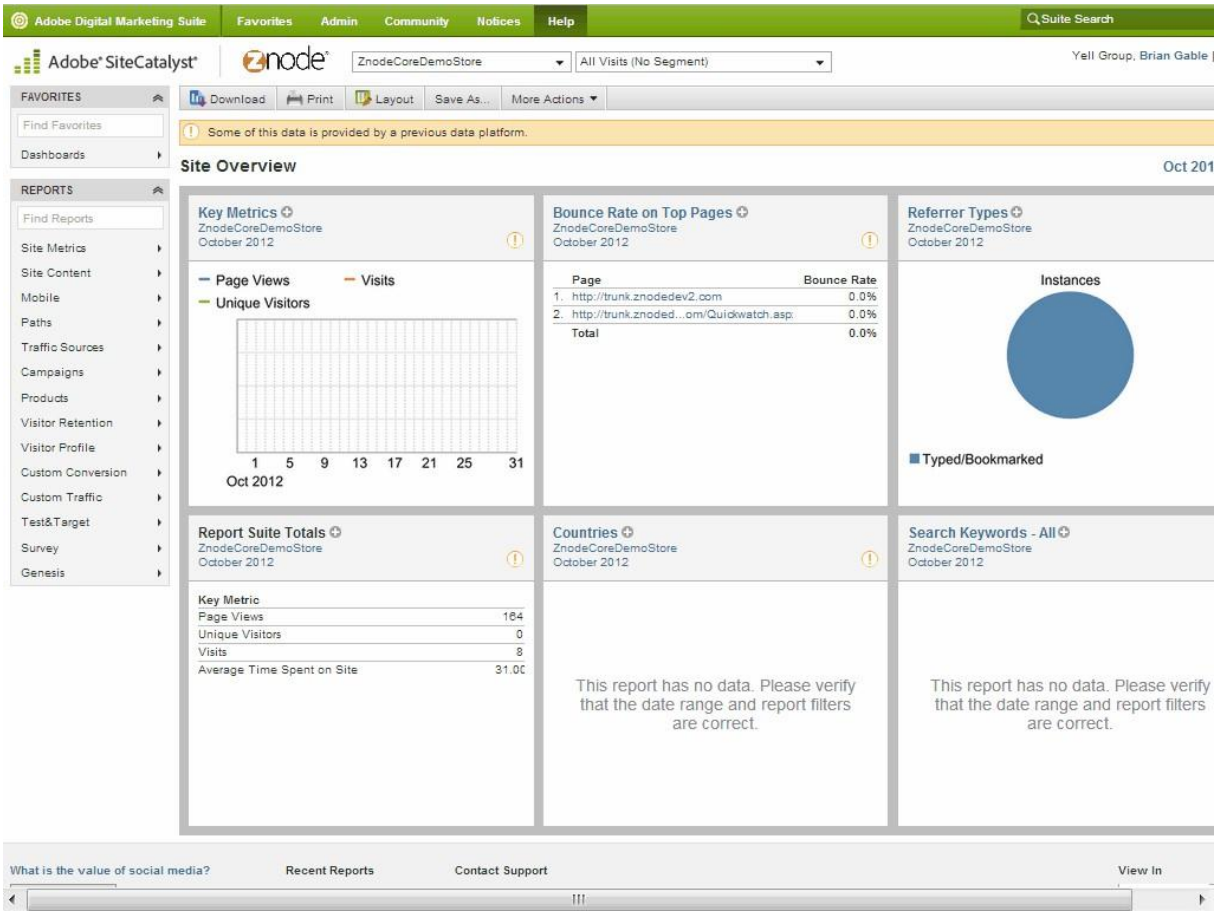
2 Accessing the Code Manager Screen

1. Go to https://my.omniture.com/login .

2. Enter your Company Name, Username and Password.
3. Select Site Catalyst 15 from the drop down menu.

4. Click Sign In.
5. Your Omniture Dashboard appears.



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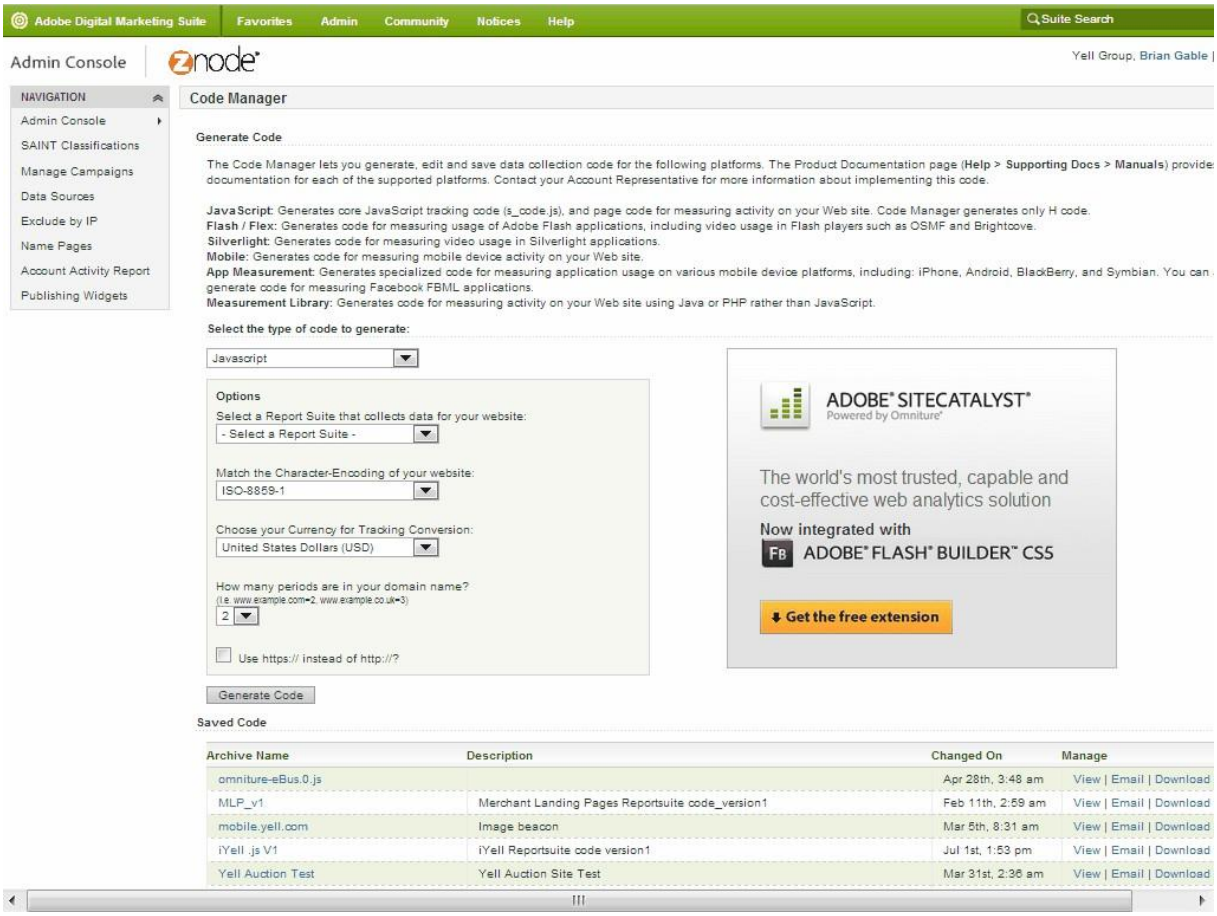
6. Select the Admin menu.
7. Select Admin Console.
8. Select Code Manager.
9. The Code Manager screen appears.



See also
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3 What Are e-Vars?

E-Vars are one of the more powerful tools that Omniture offers. They are, in a nutshell, customer e-commerce variables that help you track the constantly changing data of your online web store.

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4 How Do e-Vars Help?

e-Vars help you solve practical real-world problems.

Say that you had 79 page views of the shopping cart from 2 days ago, but only 64 of those views translated to actual checkouts.

So, wouldn't it be nice to have this information so you could convert more shopping cart views to checkouts? E-Vars make this kind of real-world analysis possible.

See also

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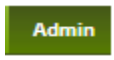
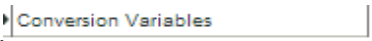
5 Setting up Your e-Vars

1. Select Admin. 

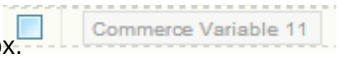
2. Then click Reporting Suites.

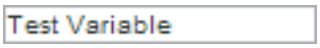
3. Select Edit Settings.

4. Select Conversion.

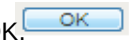
5. Select Conversion Variables. 

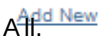
6. Click Add New.

7. Scroll down.
8. Check the Name box. 

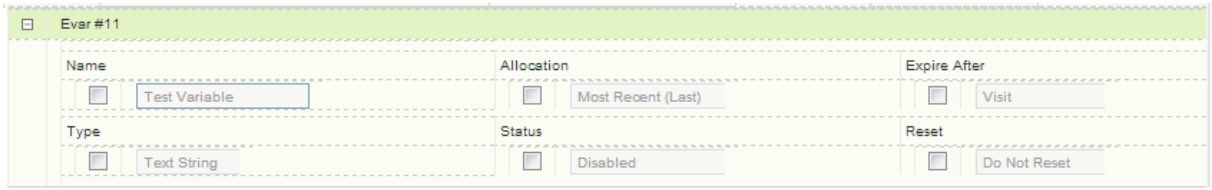
9. Give your Variable the desired name. 

10. Check the Type check box. You could also select Counter if your variable needs to tally hit rates or to record some kind of running total.
11. Click Save.

12. Click OK. 

13. To see your variable, click Show All. 

14. Your new e-Variable (e-Var) appears in the list.



See Also

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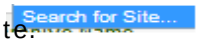
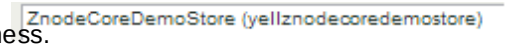
6 Generating & Saving Omniture Code

1. Click the Select the report suite that collects data for your website drop down menu.

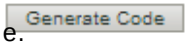
2. Scroll to the bottom.
3. Select Search for Site.



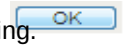
4. Search for your report suite.
5. Select the site name specific to your business.



6. Click OK.
7. Click Generate Code.



8. Click Okay after reading the warning.



Your new code appears.

9. Press Ctrl + C to copy the code to your memory.
10. Paste your code it into Znode.

Change the e-Vars (scroll down).

1. Also, show what e-Vars they have to choose from (see screen shot).
2. Click the Core Java Script File tab.

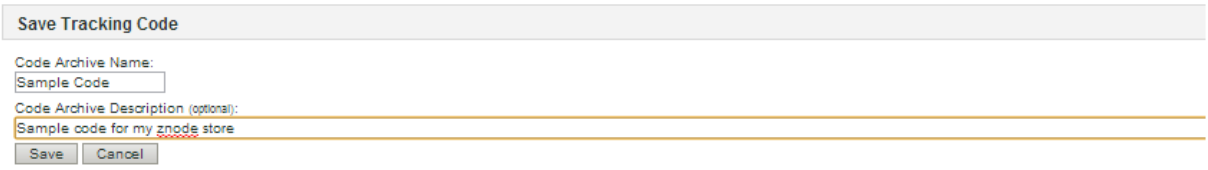
Saving Your Code

From here, you can copy and paste the text for other uses.

However, most times you will save the code to an archive and download the resulting .js file. Here's how. . .

1. Enter a name for your Code Archive and a description if needed. Then click Save.

   We'll save the content for both tabs into a single archive file.



2. Your code archive appears at the bottom of the list.

You can refer to this code anytime. You can view (and copy/paste), email. Or download the code.

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See also
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7 Uploading The JavaScript File

Upload the .js file to the server that is communicating with Omniture.

IMPORTANT: Be sure copy the file into your <server root>/js folder. If you don't have a js folder that exists off your server root, you'll have to create one.

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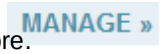
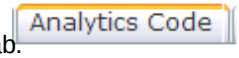
8 Placing Omniture Code Inside Znode

1. Select Settings.

2. Select Stores.

3. Click Manage for the desired store. 

4. Click the Analytics Code tab. 

5. Click Edit Analytics Code Setting.

6. Scroll down if needed.

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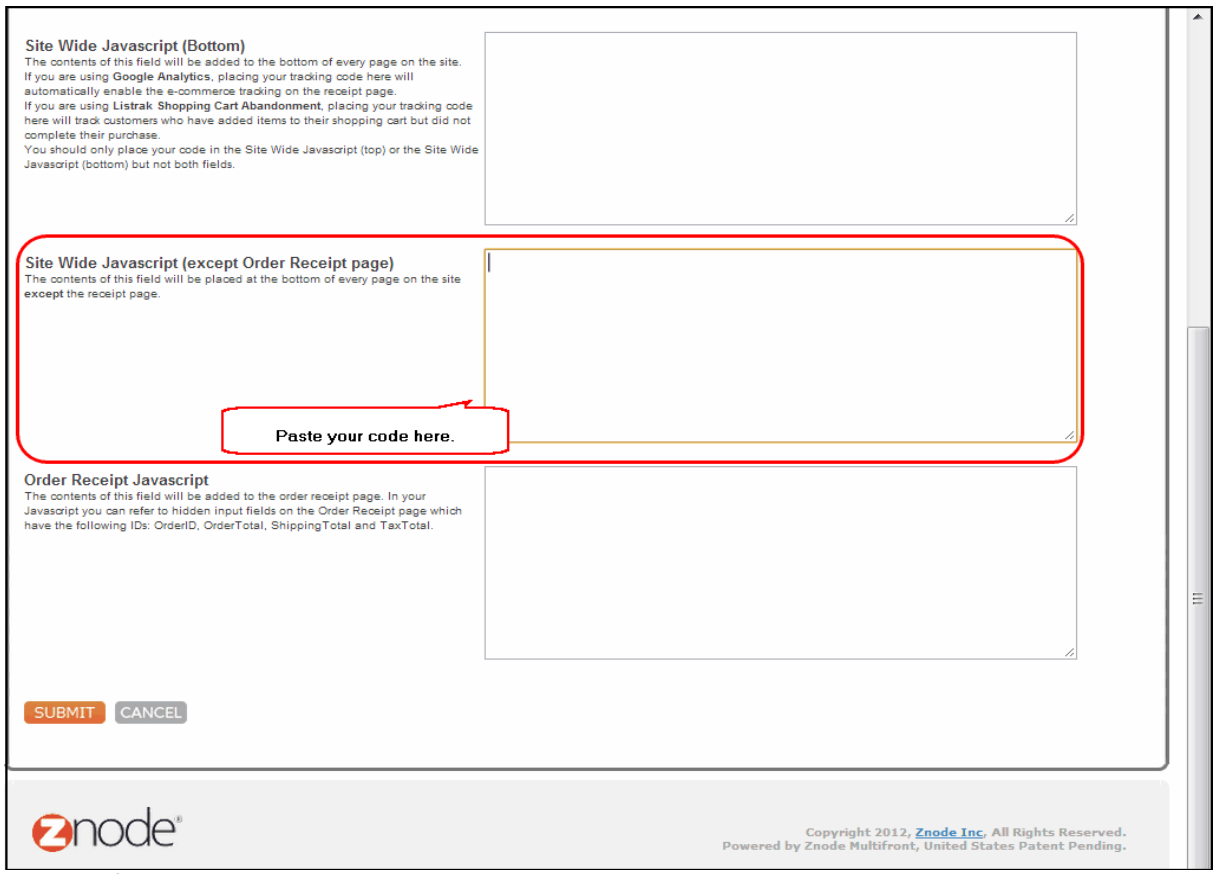
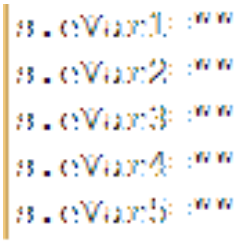


7. Press Ctrl + V.
8. Make sure that, in this section your variables are set to “null,” with nothing inside the quotes.



9. Click Submit when you are finished.

IMPORTANT: To modify order-receipt variables, you need to make changes to the C# source code.

See also

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[Uploading the JavaScript File]
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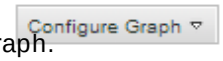
9 Interpreting Omniture Data

Here's how to look at your reports.

1. To access reports quickly, select Adobe Digital Marketing Suite.

2. Select Site Catalyst.
3. Select Site Catalyst Reporting.
4. Select Site Content.
5. Select Pages.
6. Select the desired range for your reports.
   - Click in the Start Date field, then select the desired date.
   - And do the same for the ending date.
7. And then click Run Report.

8. You can also change the type of graph by clicking Configure Graph. 

See also:
Selecting Date Ranges

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9.1 Tracking Mobile Data

One of the unique features of Omniture is that you can track visits to your web pages from users on mobile devices. Let's take a look.

1. Select Adobe Digital Marketing Suite.

2. Select Site Catalyst.
3. Select Site Catalyst Reporting.
4. Select Mobile.

5. And then select the desired report.

6. Your report appears.

See Also:
Selecting Date Ranges

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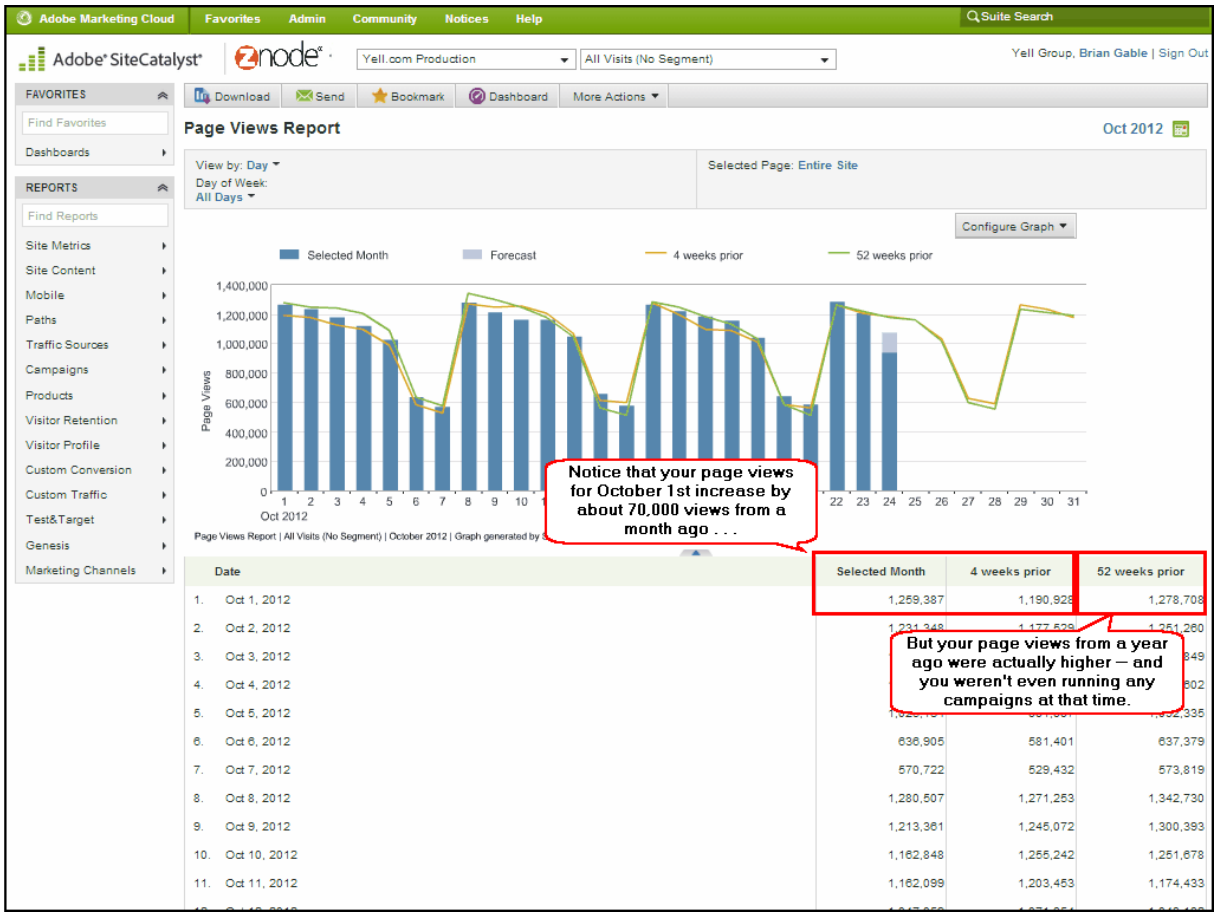
9.2 Seeing Page Views

Say that you launched a marketing campaign to increase your web traffic. After about a month you decide to measure the success of your campaign by looking at the Page Views report.

1. Select Site Metrics, then select Page Views.



See also:
Selecting Date Ranges

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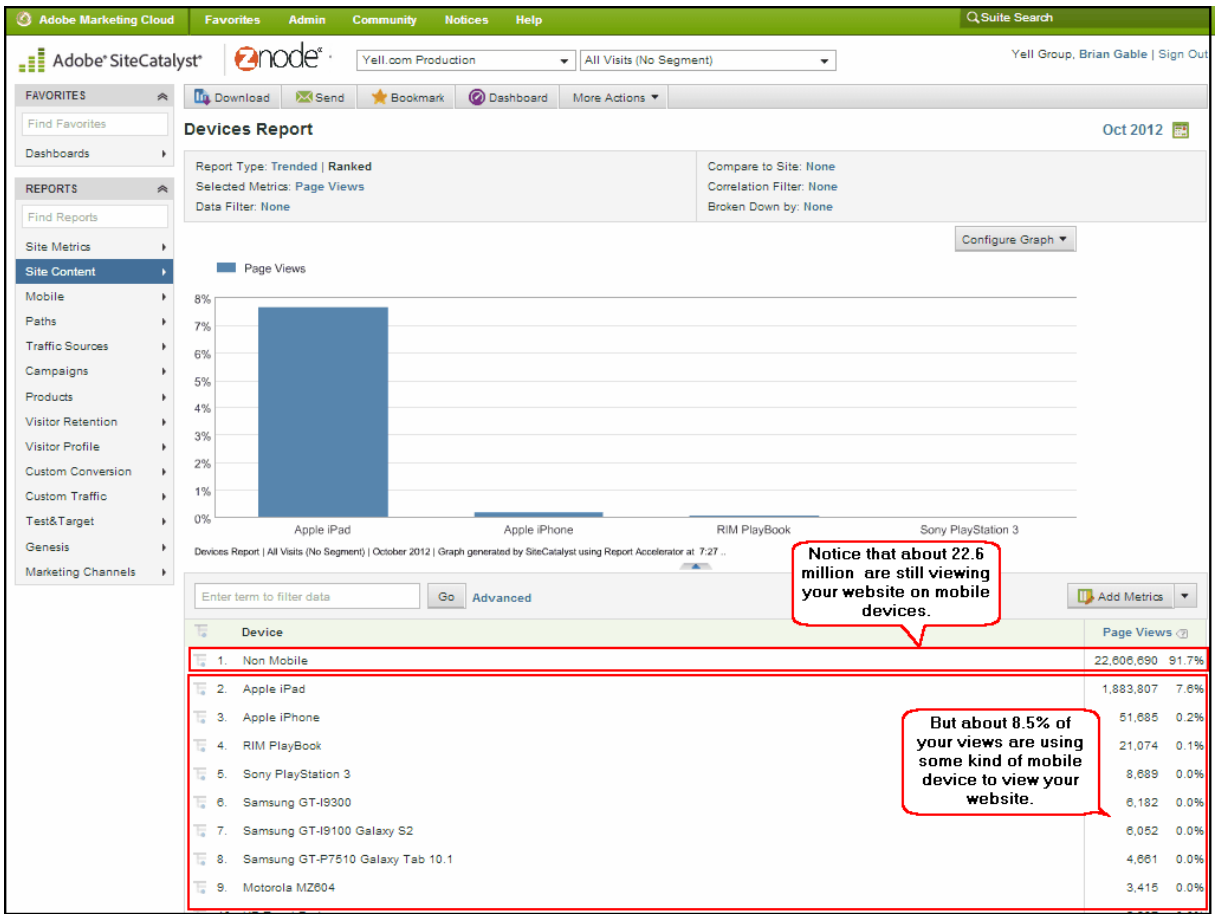
9.3 Seeing Views From Mobile Devices

1. Select Mobile.

2. Select Devices.



See also:
Selecting Date Ranges

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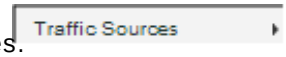
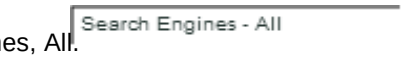
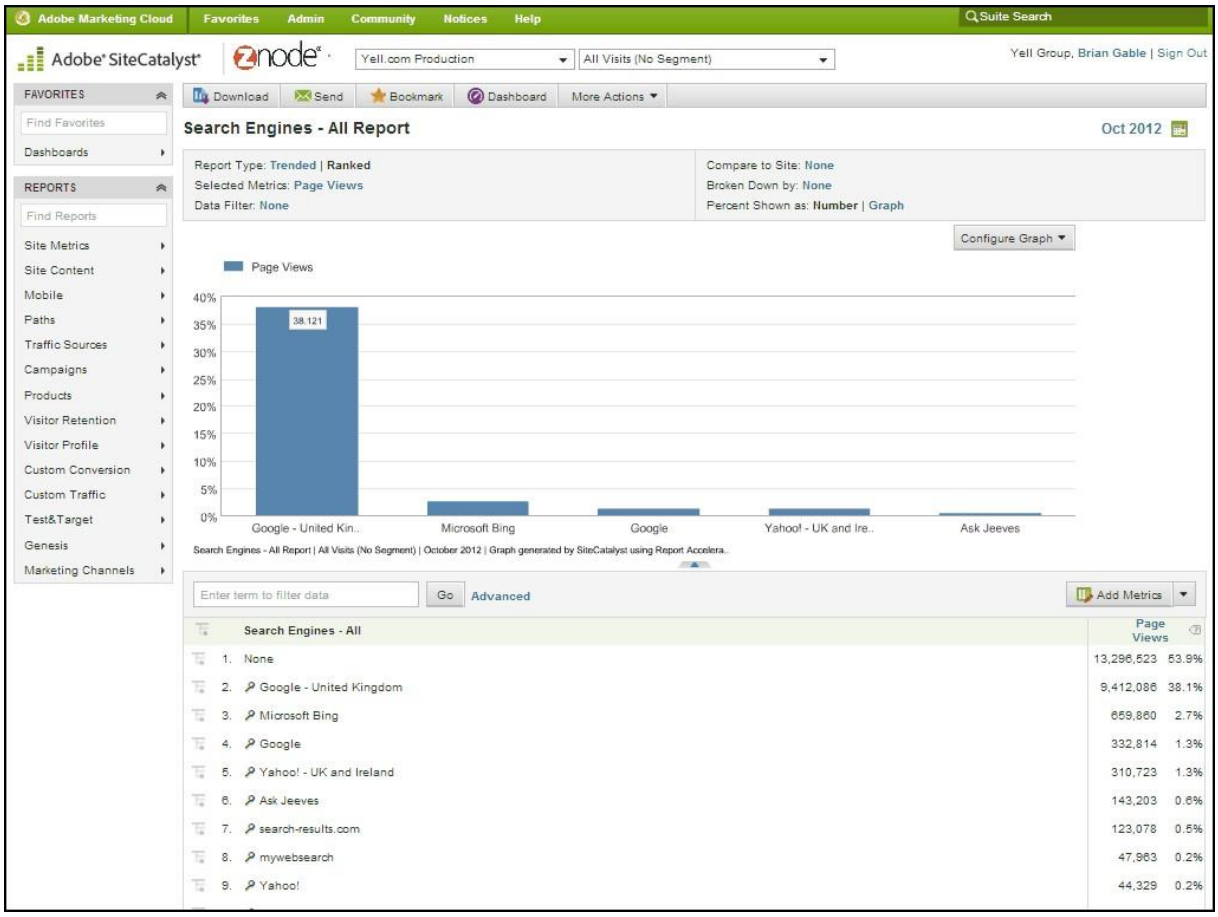
9.4 Viewing Traffic from Search Engines

1. Select Traffic Sources.



2. Select Search Engines, All.





See also:
Selecting Date Ranges

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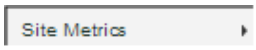
9.5 Seeing visits that have converted to purchases

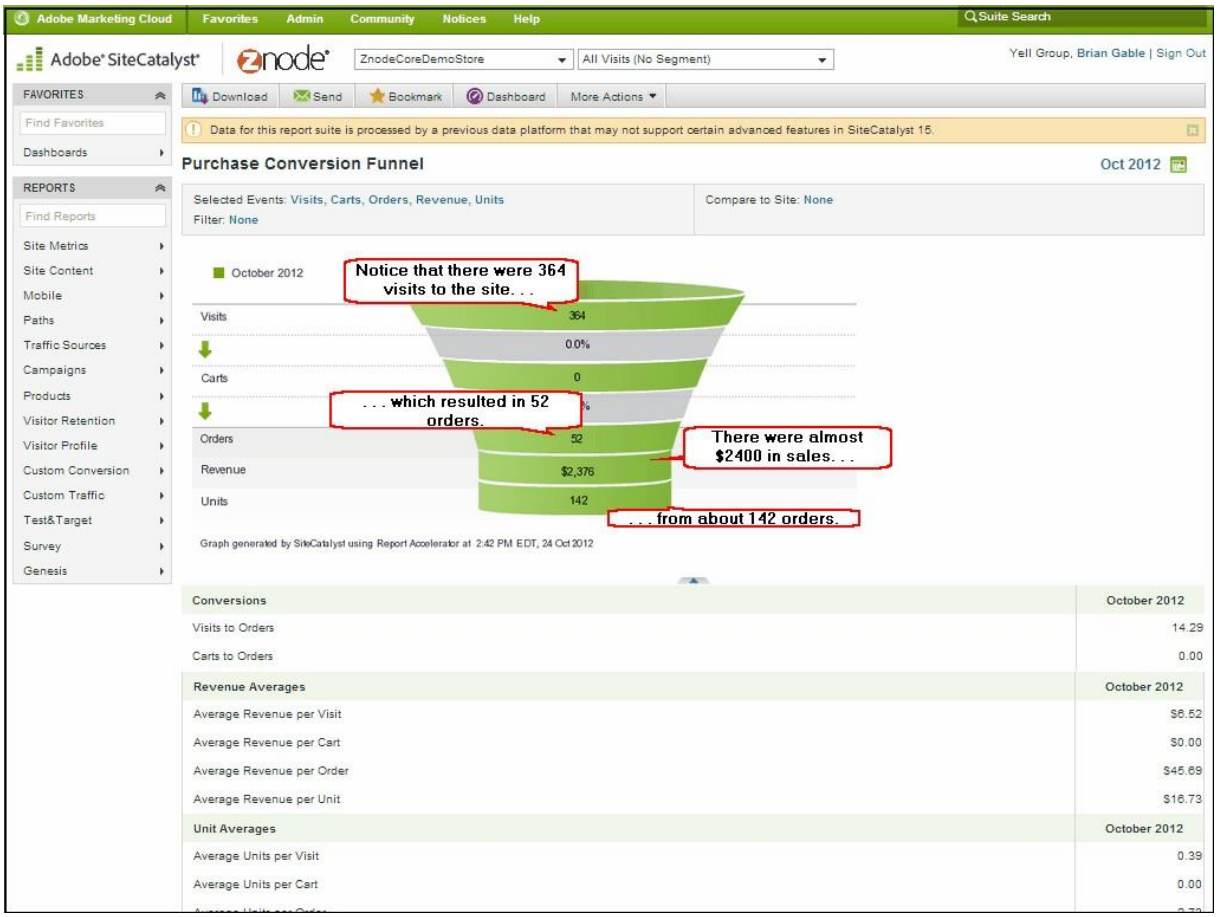
All of the analytics you get from Omniture provides useful, actionable data. But, with Omniture, you also can track how many site visits have translated into actual purchases.

To see site visits that has translated into purchases.

1. Select **Site Metrics**. 

2. Select **Purchases.**

3. Select **Conversion Funnel**.



See also:
Selecting Date Ranges

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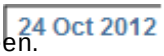
9.6 Selecting Date Ranges

You can also view analytics for a range of days — not just for a singular day. All reports inside of Omniture have this capability.

Here's how to select a date range:

1. Select the Date Field at the top-right of your screen. 

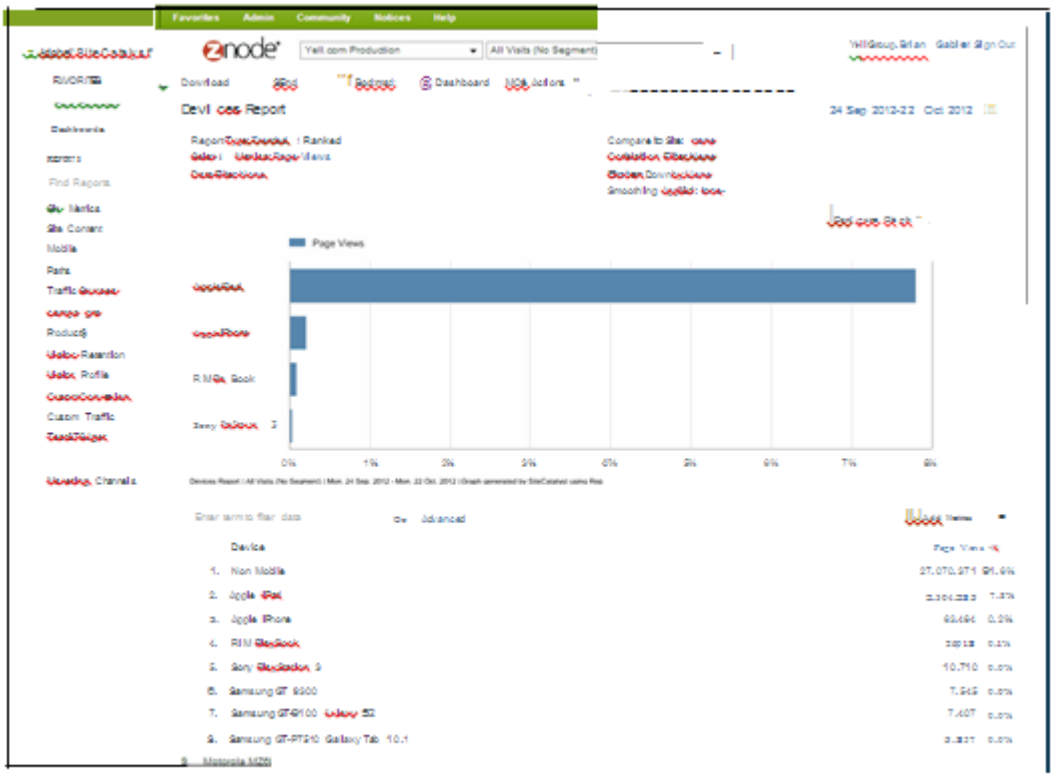
2. Click inside the first field before you select your starting date.

3. Select the desired date.
4. And then click inside the second field before you select your ending date.

5. Select the desired ending date.
6. And then click Run Report.

.

And your results appear.



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