



relevant ecommerce™

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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Table of Contents

Part 1 What is Omniture?	4
1 Why Use Omniture?.....	5
2 How Does Omniture Work?.....	6
3 Prerequisites.....	7
Part 2 Accessing the Code Manager Screen	8
Part 3 What Are e-Vars?	10
Part 4 How Do e-Vars Help?	10
Part 5 Setting Up Your e-Vars	12
Part 6 Generating & Saving Omniture Code	13
Part 7 Uploading The JavaScript File	15
Part 8 Placing Omniture Code Inside Znode	16
Part 9 Interpreting Omniture Data	18
1 Tracking Mobile Data.....	19
2 Seeing Page Views.....	20
3 Seeing Views From Mobile Devices.....	21
4 Viewing Traffic from Search Engines.....	22
5 Seeing visits that have converted to purchases.....	23
6 Selecting Date Ranges.....	24

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](#)

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

[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](#)

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

[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](#)

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](#)

[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](#)

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.

Adobe Digital Marketing Suite Favorites Admin Community Notices Help Suite Search

Adobe SiteCatalyst Znode ZnodeCoreDemoStore All Visits (No Segment) Yell Group, Brian Gable

Download Print Layout Save As... More Actions

Some of this data is provided by a previous data platform.

Site Overview Oct 2012

Key Metrics
ZnodeCoreDemoStore
October 2012

Page Views Visits
Unique Visitors

1 5 9 13 17 21 25 31
Oct 2012

Bounce Rate on Top Pages
ZnodeCoreDemoStore
October 2012

Page	Bounce Rate
1. http://trunk.znodev2.com	0.0%
2. http://trunk.znode...om/Quickwatch.asp	0.0%
Total	0.0%

Referrer Types
ZnodeCoreDemoStore
October 2012

Instances

■ Typed/Bookmarked

Report Suite Totals
ZnodeCoreDemoStore
October 2012

Key Metric	Value
Page Views	184
Unique Visitors	0
Visits	8
Average Time Spent on Site	31.00

Countries
ZnodeCoreDemoStore
October 2012

This report has no data. Please verify that the date range and report filters are correct.

Search Keywords - All
ZnodeCoreDemoStore
October 2012

This report has no data. Please verify that the date range and report filters are correct.

What is the value of social media? Recent Reports Contact Support View In

6. Select the Admin menu.

7. Select Admin Console.

8. Select Code Manager.

9. The Code Manager screen appears.

Adobe Digital Marketing Suite | Favorites | Admin | Community | Notices | Help | Suite Search

Admin Console | Znode | Yell Group, Brian Gable |

NAVIGATION

- Admin Console
- SAINT Classifications
- Manage Campaigns
- Data Sources
- Exclude by IP
- Name Pages
- Account Activity Report
- Publishing Widgets

Code Manager

Generate Code

The Code Manager lets you generate, edit and save data collection code for the following platforms. The Product Documentation page (Help > Supporting Docs > Manuals) provide documentation for each of the supported platforms. Contact your Account Representative for more information about implementing this code.

JavaScript: Generates core JavaScript tracking code (s_code.js), and page code for measuring activity on your Web site. Code Manager generates only H code.
Flash / Flex: Generates code for measuring usage of Adobe Flash applications, including video usage in Flash players such as OSMF and Brightcove.
Silverlight: Generates code for measuring video usage in Silverlight applications.
Mobile: Generates code for measuring mobile device activity on your Web site.
App Measurement: Generates specialized code for measuring application usage on various mobile device platforms, including: iPhone, Android, BlackBerry, and Symbian. You can generate code for measuring Facebook FBML applications.
Measurement Library: Generates code for measuring activity on your Web site using Java or PHP rather than JavaScript.

Select the type of code to generate:

JavaScript

Options

Select a Report Suite that collects data for your website:
 - Select a Report Suite -

Match the Character-Encoding of your website:
 ISO-8859-1

Choose your Currency for Tracking Conversion:
 United States Dollars (USD)

How many periods are in your domain name?
 (i.e. www.example.com=2, www.example.co.uk=3)
 2

Use https:// instead of http://?

Generate Code

Saved Code

Archive Name	Description	Changed On	Manage
omniture-eBus 0.js		Apr 28th, 3:48 am	View Email Download
MLP_v1	Merchant Landing Pages Reportsuite code_version1	Feb 11th, 2:59 am	View Email Download
mobile.yell.com	Image beacon	Mar 5th, 8:31 am	View Email Download
iYell.js V1	iYell Reportsuite code version1	Jul 1st, 1:53 pm	View Email Download
Yell Auction Test	Yell Auction Site Test	Mar 31st, 2:36 am	View Email Download

See also

[What is](#)

[Omniture? 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](#)

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.

See also

[What is Omniture?](#)

[Accessing the Code Manager Screen](#)

[How do e-Vars](#)

[Help? Setting Up](#)

[your e-Vars](#)

[Generating & Saving Omniture Code](#)

[Uploading the JavaScript File](#)

[Placing Omniture Code inside Znode](#)

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

[What is Omniture?](#)

[Accessing the Code Manager Screen](#)

[What are e-Vars?](#)

[Setting Up your e-](#)


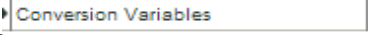


[Vars](#)

[Generating & Saving Omniture Code](#)

[Uploading the JavaScript File](#)

[Placing Omniture Code Inside Znode](#)

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.

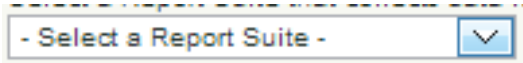
Evar #11			
Name	Allocation	Expire After	
<input type="checkbox"/> Test Variable	<input type="checkbox"/> Most Recent (Last)	<input type="checkbox"/> Visit	
Type	Status	Reset	
<input type="checkbox"/> Text String	<input type="checkbox"/> Disabled	<input type="checkbox"/> Do Not Reset	

See Also

- [What is Omniture?](#)
- [Accessing the Code Manager Screen](#)
- [What are e-Vars? How do e-Vars Help?](#)
- [Generating & Saving Omniture Code](#)
- [Uploading the JavaScript File](#)
- [Placing Omniture Code Inside Znode](#)

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 JavaScript 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.

Save Tracking Code

Code Archive Name:

Code Archive Description (optional):

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

Sample Code	Sample code for my znode store	Oct 1st, 1:20 pm	View Email Downl
-----------------------------	--------------------------------	------------------	--

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

See also

[What is Omniture?](#)

[Accessing the Code Manager Screen](#)

[What are e-Vars?](#)

[How do e-Vars](#)

[Help? Setting Up](#)

[your e-Vars](#)

[Uploading the JavaScript File](#)

[Placing Omniture Code inside Znode](#)

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.

See also

[What is Omniture?](#)

[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](#)

8 Placing Omniture Code Inside Znode

1. Select Settings.



SETTINGS

2. Select Stores. **STORES**
3. Click Manage for the desired store. **MANAGE »**
4. Click the Analytics Code tab. **Analytics Code**
5. Click Edit Analytics Code Setting. **EDIT ANALYTICS CODE SETTING**
6. Scroll down if needed.

Site Wide Javascript (Bottom)
The contents of this field will be added to the bottom of every page on the site. If you are using **Google Analytics**, placing your tracking code here will automatically enable the e-commerce tracking on the receipt page. If you are using **Listrak Shopping Cart Abandonment**, placing your tracking code here will track customers who have added items to their shopping cart but did not complete their purchase. You should only place your code in the Site Wide Javascript (top) or the Site Wide Javascript (bottom) but not both fields.

Site Wide Javascript (except Order Receipt page)
The contents of this field will be placed at the bottom of every page on the site except the receipt page.

Order Receipt Javascript
The contents of this field will be added to the order receipt page. In your Javascript you can refer to hidden input fields on the Order Receipt page which have the following IDs: OrderID, OrderTotal, ShippingTotal and TaxTotal.

Paste your code here.

SUBMIT CANCEL

Znode
Copyright 2012, [Znode Inc](#), All Rights Reserved. Powered by Znode Multifront, United States Patent Pending.

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

```
$.eVar1: ""
$.eVar2: ""
$.eVar3: ""
$.eVar4: ""
$.eVar5: ""
```

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

- [What is Omniture?](#)
- [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](#)

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.

A rectangular button with the text "Run Report" in a light gray font.

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



A rectangular button with the text "Configure Graph" and a downward-pointing triangle icon.

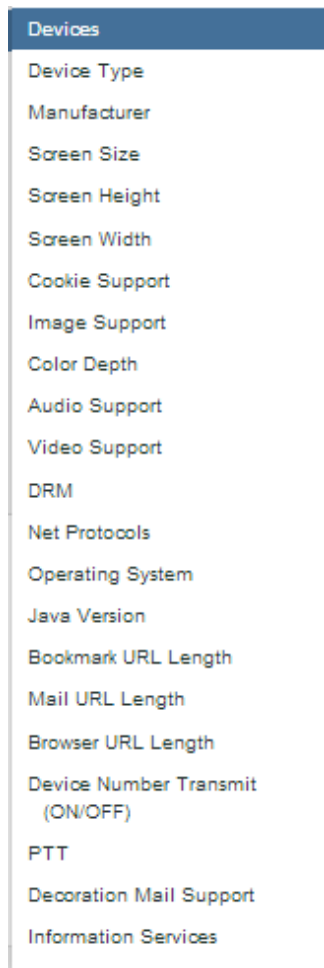
See also:

[Selecting Date Ranges](#)

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.

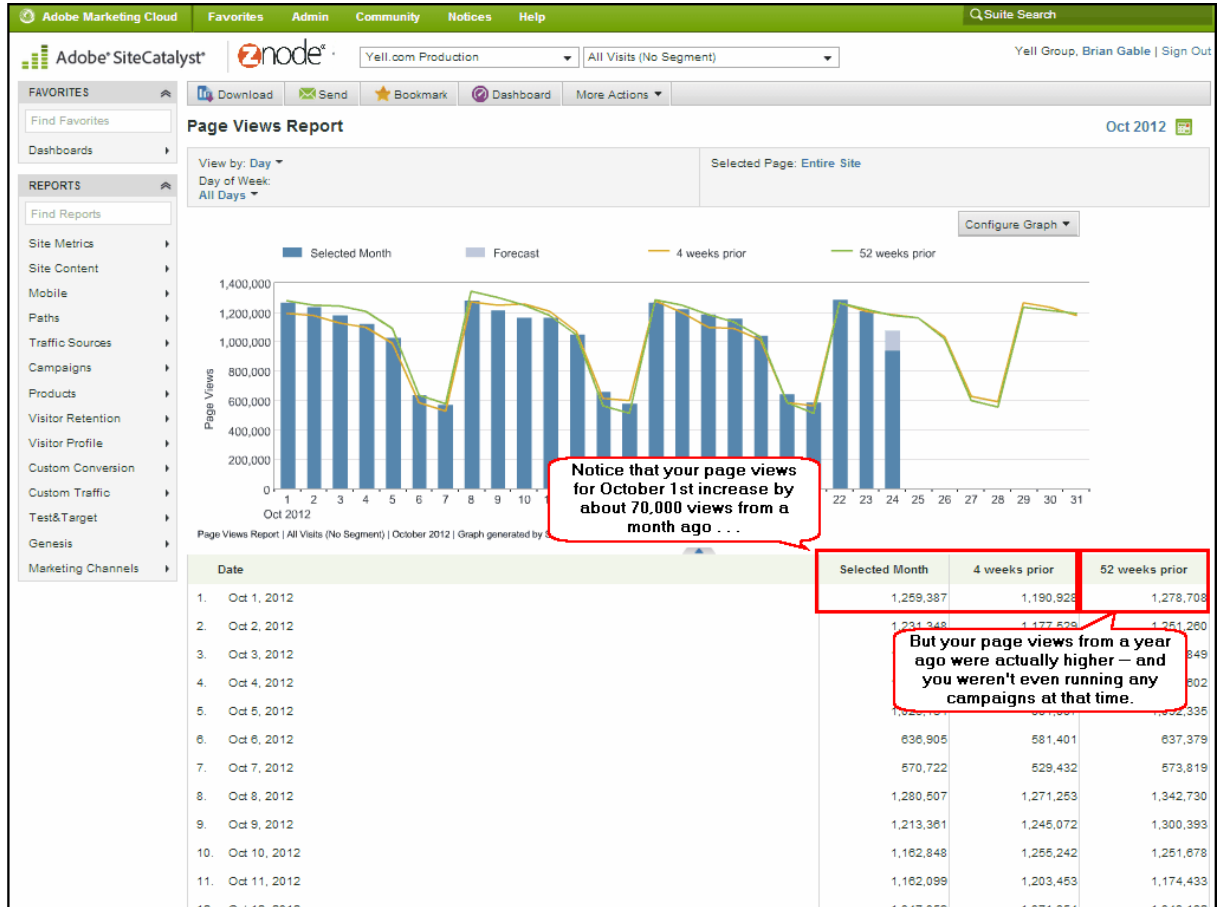
See Also:

[Selecting Date Ranges](#)

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](#)

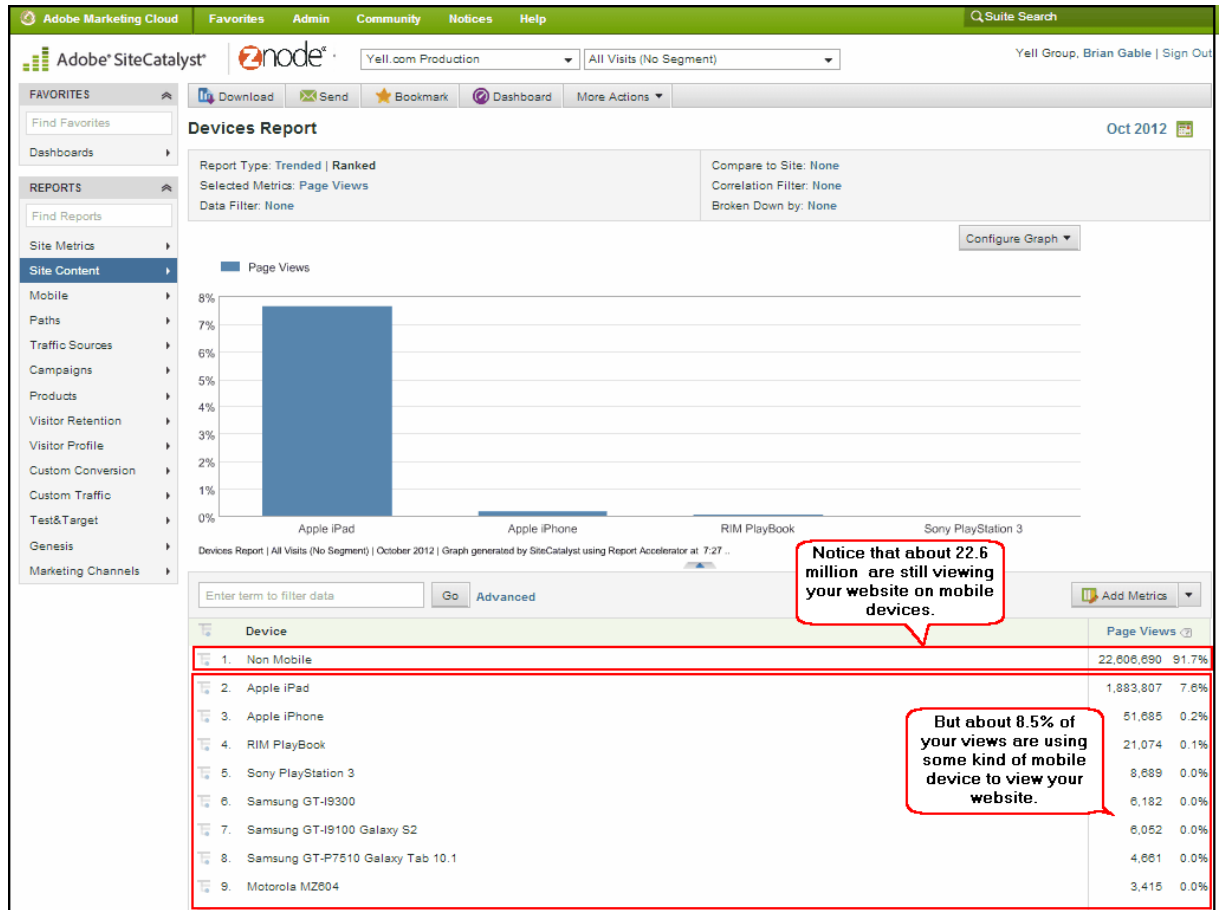
9.3 Seeing Views From Mobile Devices

1. Select Mobile.

Mobile

2. Select Devices.

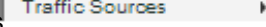

Devices

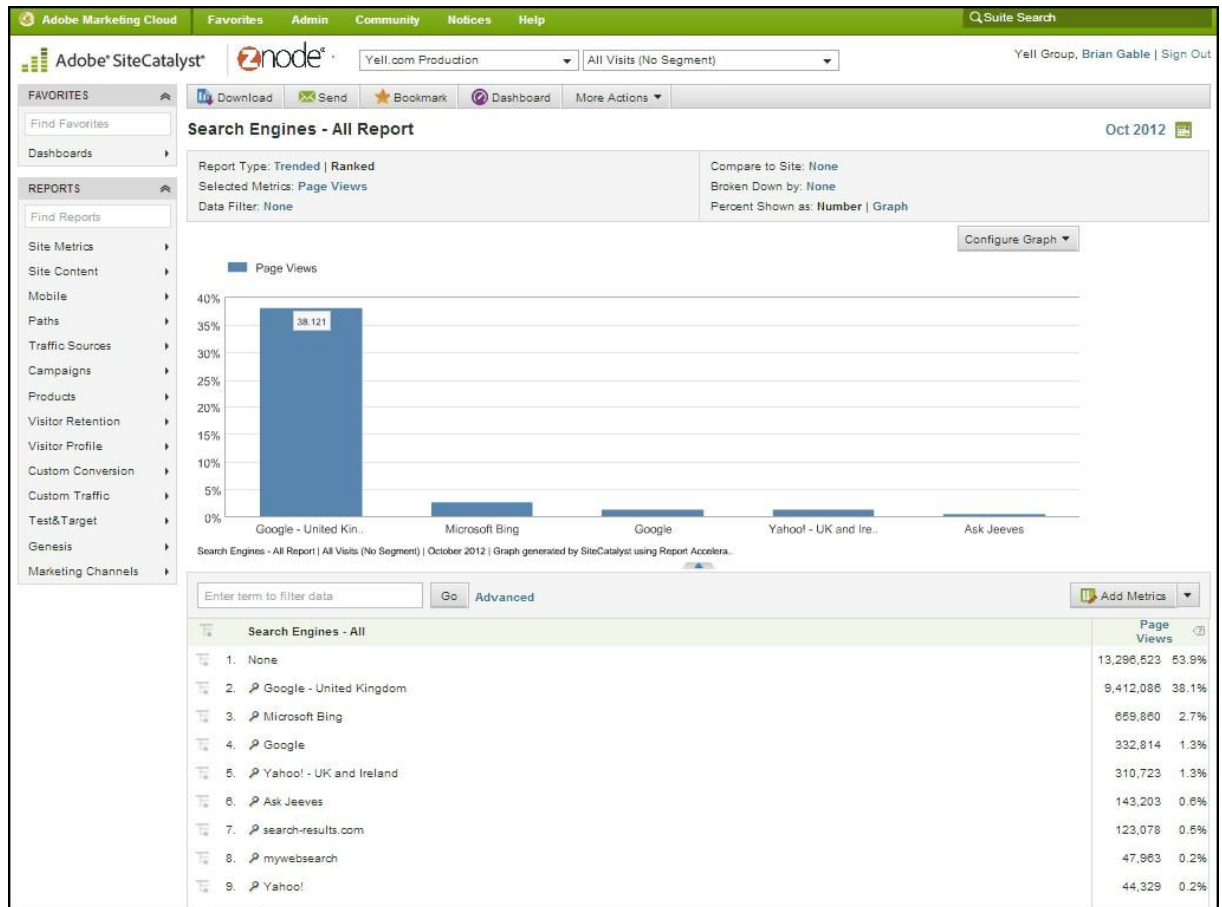


See also:

[Selecting Date Ranges](#)

9.4 Viewing Traffic from Search Engines

1. Select Traffic Sources. 
2. Select Search Engines, All. 



See also:

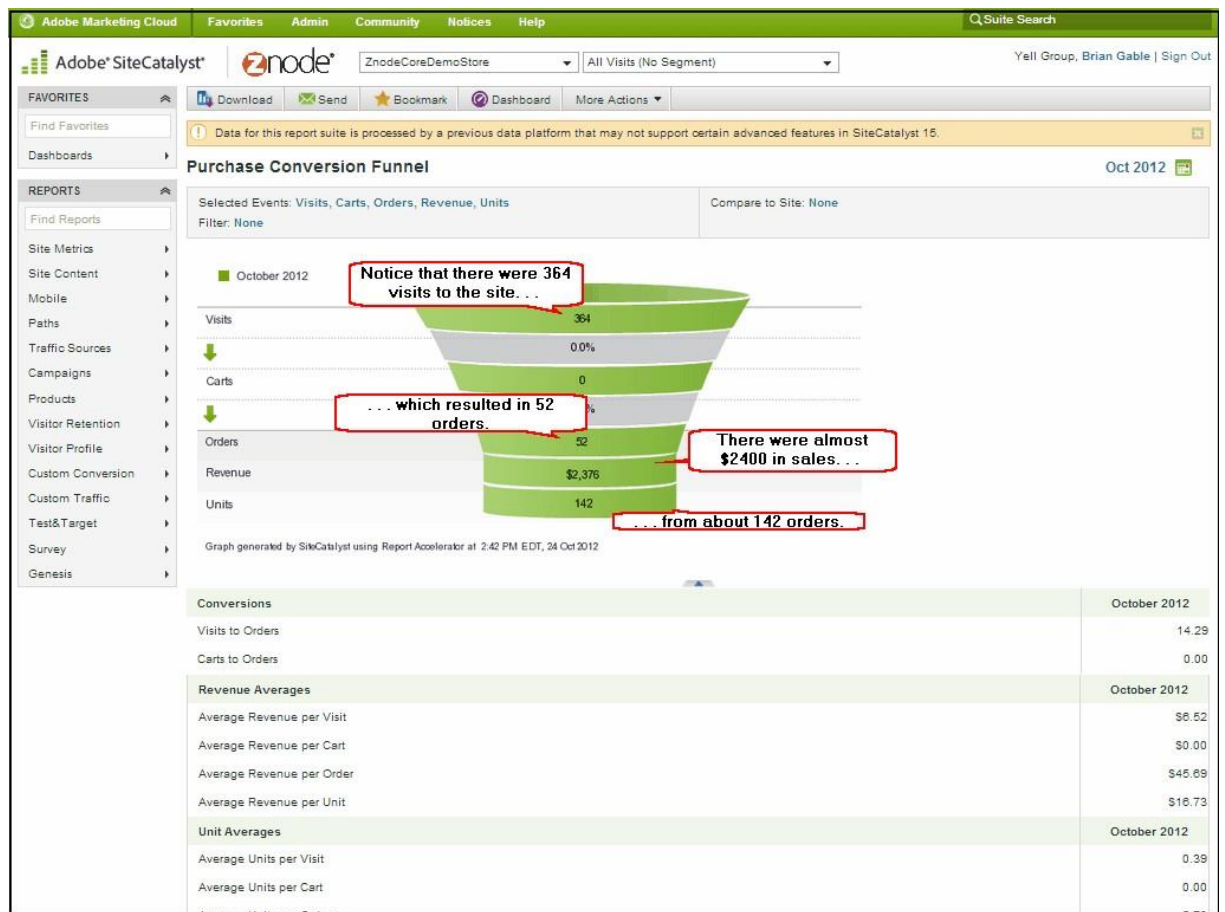
[Selecting Date Ranges](#)

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](#)

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.

