

WebAbacus 6.0 Interface Guide

Overview

Quickly access report data using the **Quick Report Generator**, or select a **Site** or **Date** from the drop-downs to its right.

Access and apply your **saved filters** at any time.

Personal settings, change your: password, default site and report, email address, Favourite reports, etc.

View **configuration options** and **online help**

Toggle between your **Favourites** and the full report list.

Report list: Select a report from the expandable report menus

Add or Remove the selected report from your **Favourites**

Report tools: Search, Print, Download, Email, Edit, and Refresh

Toggle visibility of **Report Description** box.

Click on the **Single-Click Analytics** button to: apply category as a **filter**, view comparative **trends**, or compare underlying **segments**.

Hover over chart segments to see values. Click on chart segments to view the **Single-Click Analytics** pane.

Click on column headers to **reorder** categories

Marketing Source	Visits	Added to Basket	Conversions	Conversion Value	Conversion Rate (%)
No Marketing	9,296		2,044		0.23%
Affiliate	5,743		2,756		0.56%
Search (Natural)	2,510		1,199		
E-mail	1,999		1,175		
(Paid)	1,262		917		
ising (Post-impression)	578		1,187		
ising (Post-click)	220		520		

The diagram above shows the WebAbacus 6 interface.

Below is a brief description of the key features:

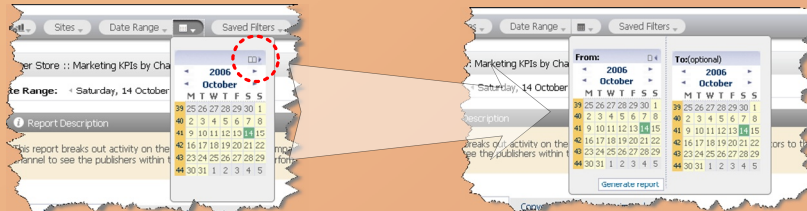
Report List

Out of the box, WebAbacus offers approximately 50 reports, which are grouped into report menus. This area can also be collapsed, giving more space to the 'Report Data' area, by clicking on the arrow in the top right.

Data Selection

Sites: A drop-down containing all relevant sites being analysed. You can also categorise sites to make select easier if you're analysing many sites. Categorised sites can also be dynamically aggregated to show traffic across multiple site.

Date Range: A drop-down of pre-defined date ranges, such as 'Yesterday', and 'Last Month'. New date ranges can also be created from this menu. The calendar icon to the right of the 'Date Range' drop-down, allows for a specific date, week, month or even year to be selected. Ad hoc date periods can also be selected, by selecting the calendar drop-down and clicking on the 'two panel' icon, as shows below:



Saved Filters: Once you have saved a filter, it will appear in this drop-down list. This is personal to your user account, unless opened to a wider audience by an administrator.

Configuration & Personal Settings

Configuration: Access to the back-end *Configurator*, and other configuration options

Personal settings: Allows users to define which site, report, and filter, they wish to be applied by default. In addition, they can change their password, set the 'Report Description' display options, define an email address, and configure their 'Favourite' reports.

Report Tools

Search allows you to find particular categories within your reported data. You can select different search criteria, and search for multiple items by separating each term with a comma, e.g. 'jeans,jacket,dress'.

Print opens a new window with a printer friendly version of the report.

Refresh allows the report to be reloaded from scratch, forcing WebAbacus to reapply all the transforms.

Report Description Toggle which will hide/show the report description. Default setting is controlled within your personal settings.

Download allows the report to be downloaded in a variety of formats (CSV, RTF, PDF, and XML).

Email allows you to send the currently viewed report to various email address (separate address using a comma). The 'to' field will default to the email address defined in your personal settings.

Edit opens a new window with the report's configuration settings. If you have access you can edit it directly, or if in 'read-only' mode you can create a personal copy.

Favourites

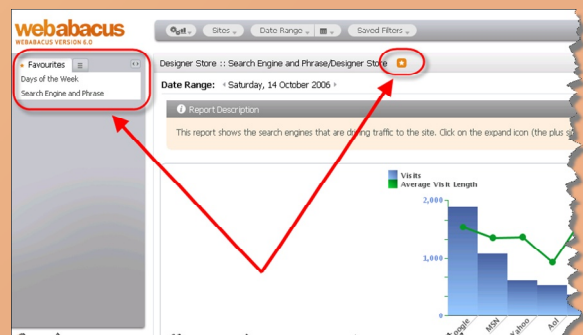
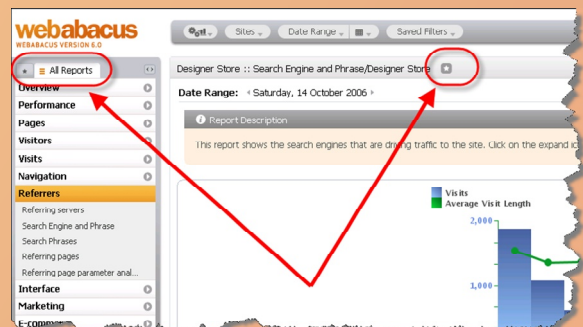
You can add any report to your own personal 'Favourites' list by either clicking on the star to the right of the report name, or from within your personal settings.

On clicking the Favourites icon (★), you'll be asked for confirmation, at which point the screen will reload. The left-hand report menu will automatically switch to the 'Favourites' tab with your report added to the bottom of the list.

You can now navigate between your 'Favourite' reports without ever having to see the full list. If you do need to access a non-favourite report, then simply click on the 'All Reports' tab (≡), on the top of the report list.

If you wish to remove a report from your Favourites, simply click on the Favourites icon (★), or access your personal settings.

Favourite reports are not only a navigational aid, but can also make your life easier. Your administrator can automatically pre-cache your favourite reports over common reporting periods saving you time.



Single-Click Analytics

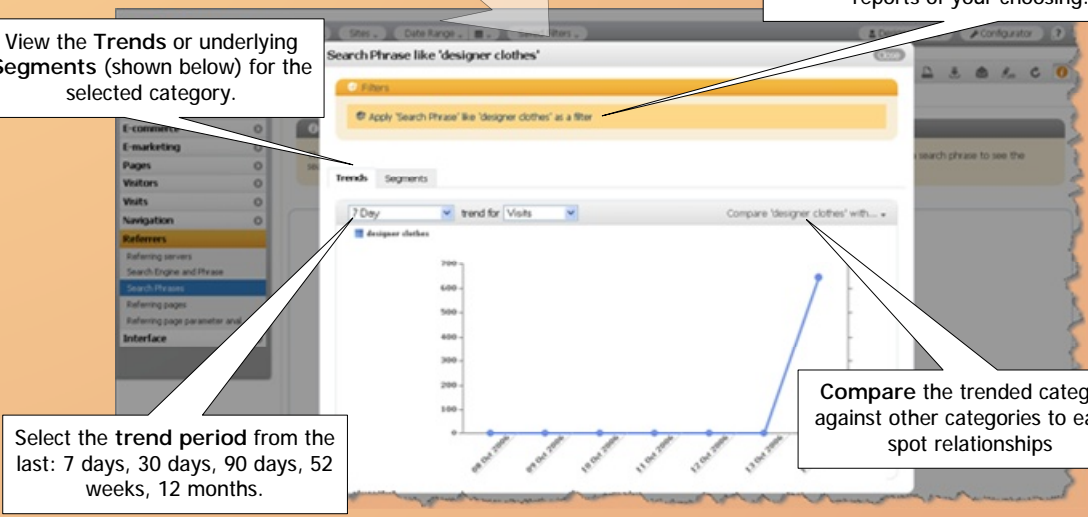


Hover over chart categories to see the specific values.

Click on the **Single Click Analytics** button or chart category to display detailed analytical information.

View the Trends or underlying Segments (shown below) for the selected category.

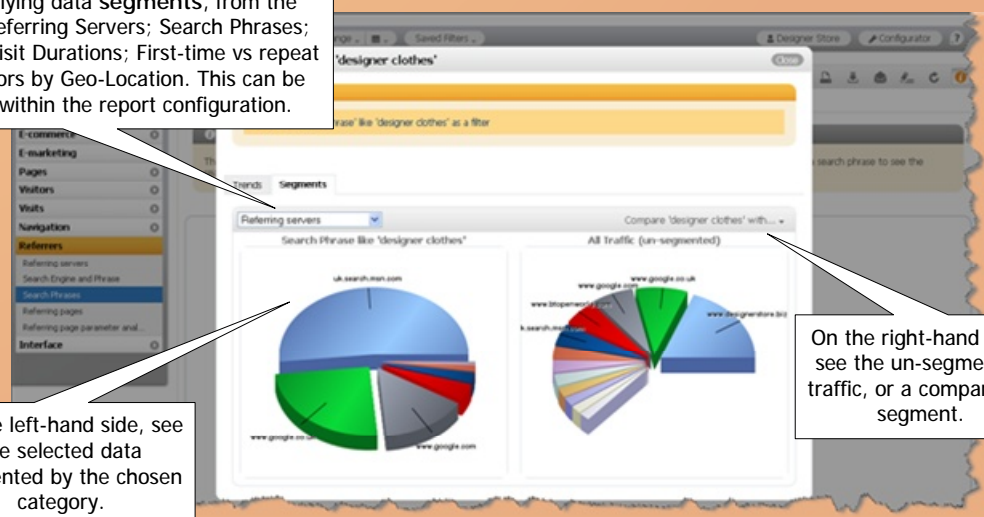
Apply the selected category as a filter, to segment you data. This allows you to view any report with the filter(s) in place. In addition, you can configure the report to automatically take you straight to reports of your choosing.



Select the trend period from the last: 7 days, 30 days, 90 days, 52 weeks, 12 months.

Compare the trended category against other categories to easily spot relationships

Select underlying data segments, from the default list: Referring Servers; Search Phrases; Visit Depths; Visit Durations; First-time vs repeat Visitors; Visitors by Geo-Location. This can be customised within the report configuration.



On the left-hand side, see the selected data segmented by the chosen category.

On the right-hand side, see the un-segmented traffic, or a comparative segment.

Report Creation: Content Grouping

WebAbacus provides a rich analytical environment simply by cross-filtering between reports. However, you may also wish to create your own reports. Below is a very brief overview of creating a content grouping report.

Content Groups

Creating a report to show the traffic to sections of your site by grouping URLs into content groups.

Step 1: To start, you'll need to define your content groups. For example you may wish to group all pages within a site section, such as 'Electronics'. You can have as many groups as you like (and even sub-groups), but remember that you will need to maintain the groupings so try to keep it as simple as possible. Once you have a list of groups, you'll need to work out how to identify them within your data. Many sites have descriptive URLs which we can use to identify which group the page should be in.

Using the 'All Pages' report, you can find URLs for each of your groups by searching, e.g.:

Electronic Pages may have URLs like '/products/electronics/product.asp?id=abcd'

You can therefore group URLs into my 'Electronics' group using the following match:

'Electronics=/electronics/*'*

Once you have created your groups and their corresponding matches, you're ready to create your report. From the reporting interface, click on the 'Configurator' button, which should take you to the 'Reports' page within the 'Reporting' section of the Configurator.

Step 2: To create a new report, click on the 'New Report' icon on the tool bar. This will open a new window containing a tabbed list of various reports.

Step 3: Click on the 'Advanced Tab' and select the 'Category' report template. You'll now be presented with a blank report template. Give your report a meaningful name and description, and then select a menu for your report from the 'Report Menus' tab.

Step 4: Click on the 'Report Data' tab, where you can configure how WebAbacus reports on the underlying data. We want to create our content group, which is achieved by using *Transforms*. To create a new transform, click on the 'Create New' button within the 'Transforms' section. This will open a new window with all of the available transforms. Click on the 'Segmentations' tab, and select the 'Data Group' transform.

Step 5: You'll now see a blank Data Group transform. As before give the transform a meaningful name – you will need to find it from a drop-down so make sure you can remember it! Now click on the 'Settings' tab. Select 'Resource' as the *Input Field*, and type 'Content Grouping' (or a field name of your choice) as the *Output Field*. In the *Patterns* textbox write out the names of each content group (each on its own line) along with the pattern need to match it within the data. For example:

```
Home=/
Home=/index.asp
Electronics=*/electronics/*
Cooking=*/cooking/*
Other=*
```

The Data Group transforms works from the top down, so start with the most specific matches and work down to the more general. In the above example, we finish with 'Other=*' meaning that any URL not matched will be put into the 'Other' category. Additionally, we've repeated the 'Home' category to allow for two different matches.

Once you have finished, click on the 'Save & Close' button. This will close the transform, and reload your report. Finally, you must now link the transform and report, by clicking on the 'Add Existing' button, and then selecting your transform from the drop-down list.

Step 6: Click on the 'Summary Fields' tab to configure how the data is aggregated in the report. Typically, you may have 'Page Impressions', 'Visit', and 'Unique Visitors', as shown in the diagram to the right, which would be configured:

Page Impressions	[Count]
Visits	[Distinct Count] [Visit ID]
Unique Visitors	[Distinct Count] [Visitor ID]

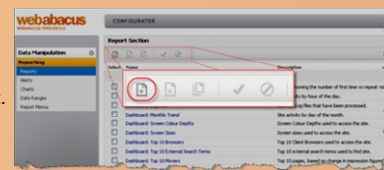
Step 7: It's good practice to save your work as you go along, so click on the 'Save' button. Now that you have created your calculations, we need to configure how the report is structured and displayed. The 'Category' tab allows us to select how our data is categorised. Under the 'Field 1' section, select your transformed field (created in step 5) from the first drop-down. You can then select how the categories are sorted – typically this would be by Page Impressions in a descending order. We'll leave the 'Category' tab now, but there are many additional configuration options that you may wish to experiment with.

Step 8: The presentation of the report is handled by the 'Table' and 'Chart' tabs. The 'Table' tab allows you to configure how the table is formatted and how the **Single-Click Analytics** feature is configured. The 'Chart' tab allows you to add in up to four chart tabs, each of which can have various chart configurations. For this report, we will likely want a 'Pie' chart, which can be configured as follows: Select 'Pie' in *Chart* drop-down, 'Category' in the *Label Field* drop-down, and 'Page Impressions' in the *Data Field* drop-down.

Step 9: You've now finished configuring you report, so click on the 'Save & Close' button. This will close the report, and return you to the 'Configurator'. Click on the 'Reporter' button, and navigate to your report, which should look something like the report shown here.



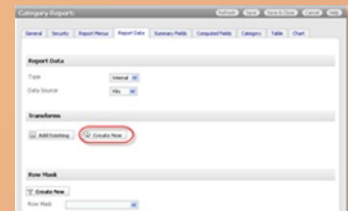
Step 1: Click on the 'Configurator' button



Step 2: Click on the 'New Report' button



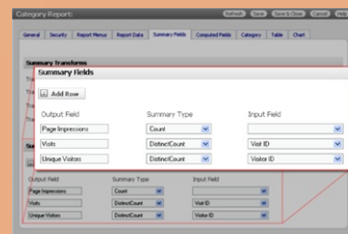
Step 3: Select 'Category' report on the 'Advanced' tab.



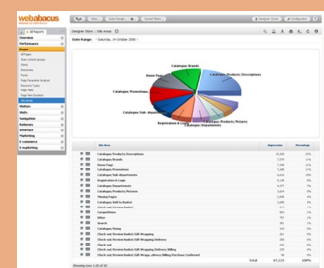
Step 4: 'Create New' transform



Step 5: Create a Data Group transform



Step 6: Create your summary fields



How your finished report might look...

Report Creation: Funnel Reporting

WebAbacus provides a rich analytical environment simply by cross-filtering between reports. However, you may also wish to create your own reports. Below is a very brief overview of creating a funnel report for analysing process flows.

Funnel Reporting

Creating a report to show the effectiveness of a process on your site, such as a e-commerce checkout process.

Step 1: To start, you'll need to establish how each step in your process can be identified. Many processes have distinct URLs for each step in the process, but if you're using tagging then you can also use the Page Title or a custom field.

Once you have established how each step in your process can be identified, you're ready to create your report. From the reporting interface, click on the 'Configurator' button, which should take you to the 'Reports' page within the 'Reporting' section of the Configurator.

Step 2: To create a new report, click on the 'New Report' icon on the tool bar. This will open a new window containing a tabbed list of various reports.

Step 3: Click on the 'Advanced Tab' and select the 'Funnel' report template. You'll now be presented with a blank report template. Give your report a meaningful name and description, and then select a menu for your report from the 'Report Menus' tab.

Step 4: Click on the 'Funnel' tab to configure how your process should be analysed. Here you can define how many steps are in the process, along many links in/out of the process should be shown in the report. You can also specify how the report calculates visits to each stage, as defined below:

Unordered

Here the stages are independent from one another, and the report simply counts the number of visits for each stage. It would therefore be possible for a visitor to view the stages in any order, and at any time during their visit. This will result in the highest visit figures of the methods listed here.

Ordered

Here the stages must be viewed in order, i.e. stage one followed by stage two at some point later in the visit. This means that visits to stage two will only be included if they have been to step one at some point prior to viewing stage two. The stages can have other pages between them, but must be viewed in order. This will result in visit figures between methods one and three.

Sequential

Here the stages must be viewed in order and directly after the previous step. A visit to a stage will only be included if the previous page was a previous stage (or is the initial stage). This will therefore give the lowest visit figures of the above methods.

For each stage, you can define a name, along with how the stage you should be identified. Typically, this will be based on matching a URL and can be based on an exact match or by using wildcard. For example, you might have the following steps:

Product Pages	= */products/product.asp?id=*
Add to basket	= /store/add_to_basket.asp*
Billing	= /store/billing.asp*
Purchase Completion	= /store/confirmed.asp*

Step 5: The presentation of the report is handled by the 'Table' and 'Chart' tabs. The 'Table' tab allows you to configure how the table is formatted and how the **Single-Click Analytics** feature is configured. A variety of fields are automatically calculated by the funnel report, and are described below:

Average Depths	- The average* number of pages into a visit when the relevant stage was viewed.
Average Views	- The average* number of times that the relevant stage was viewed in the visit.
Average Time	- The average* number of seconds into a visit when the relevant stage was viewed.
Stage	- The name of the relevant stage as entered on the 'Funnel' tab.
Stage Number	- The number of stage as entered on the 'Funnel' tab.
Onward Visit Count	- The number of visits that progress onto the next sequential step.
Success Count	- The number of visit for the relevant stage that complete the process.
Total Visit Count	- The total number of visits involved in the process.
Total Links To	- The total number of visits driving traffic into the relevant stage.
Total Links Away	- The total number of visits driving traffic away from the relevant stage.
Links To	- A list containing the defined number of links into the relevant stage.
Links Count To	- A list containing the number of visits for each link defined in 'Links To'
Links Away	- A list containing the defined number of links away from the relevant stage.
Links Count Away	- A list containing the number of visits for each link defined in 'Links Away'
Visit Count	- The number of qualifying visits to the relevant stage.

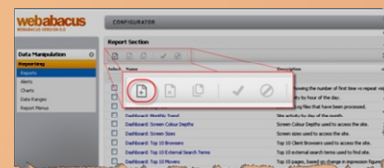
The 'Chart' tab allows you to add in up to four chart tabs, each of which can have various chart configurations. For this report, we will likely want the 'Funnel' chart, which can be selected within the 'Chart 1' drop-down.

Step 6: You've now finished configuring you report, so click on the 'Save & Close' button. This will close the report, and return you to the 'Configurator'. Click on the 'Reporter' button, and navigate to your report, which should look something like the report shown here.

*Average calculated as the Mean Average.



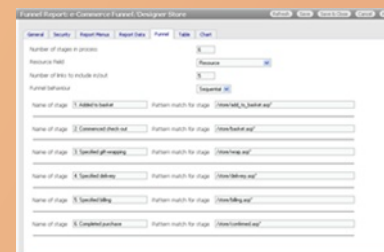
Step 1: Click on the 'Configurator' button



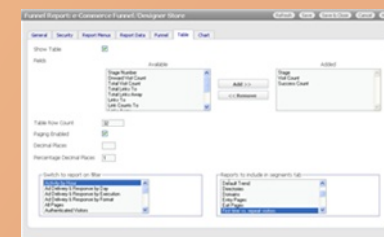
Step 2: Click on the 'New Report' button



Step 3: Select 'Funnel' report on the 'Advanced' tab.



Step 4: Define your process



Step 5: Define the table



How your finished report might look...