



# Visit Scoring – how to measure visit engagement

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## Introduction

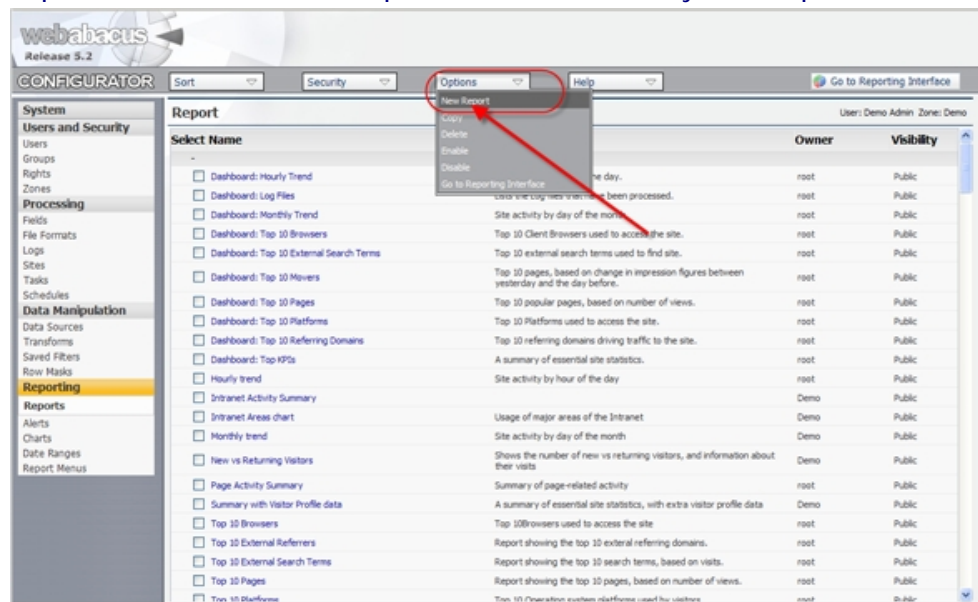
The concept of 'visit scoring' is to create a unified scoring mechanism, allowing you to see how effective your web site is at delivering on your business objectives. Essentially, each action is given a score relative to other actions. For example the search results page could be given a score of 50 points, whereas the home page could be given a less generous score of 10 points. Each visit is then given a total score based on the cumulative scores of the actions taken during the visit.

This allows you to compare the relative benefit of visits based on a common scoring mechanism. Finally, visits can be grouped together based on score bandings. For example, any visit with a score less than 50 points would not have included any actions considered to be of benefit to the overall web site goals. These visits could therefore be classified as 'Time waster' visits.

Webabacus' flexibility, easily allows you to create a report to show how the visits breakdown based on your criteria.

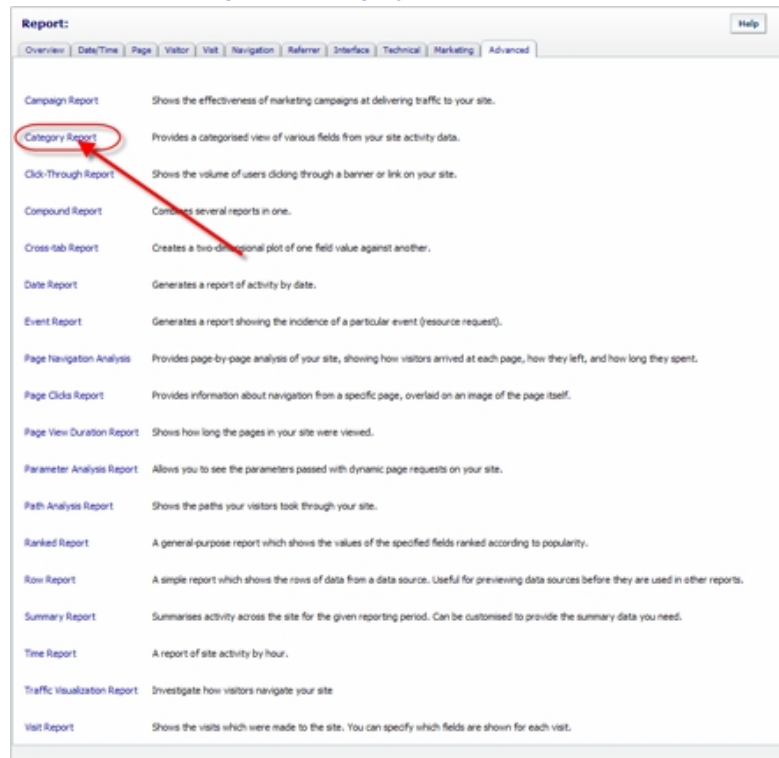
Below are step-by-step instructions on how to create this report:

1. To begin, you will need to create a new report (e.g. a Category report). Reports can be created from the 'Configuration' drop-down within the reporting interface or within the 'Configurator', as detailed below:
  - a. Within the WebAbacus Configurator, ensure that you are in the 'Reporting > Reports' list, and click on the 'Options' button, followed by 'New Report'.

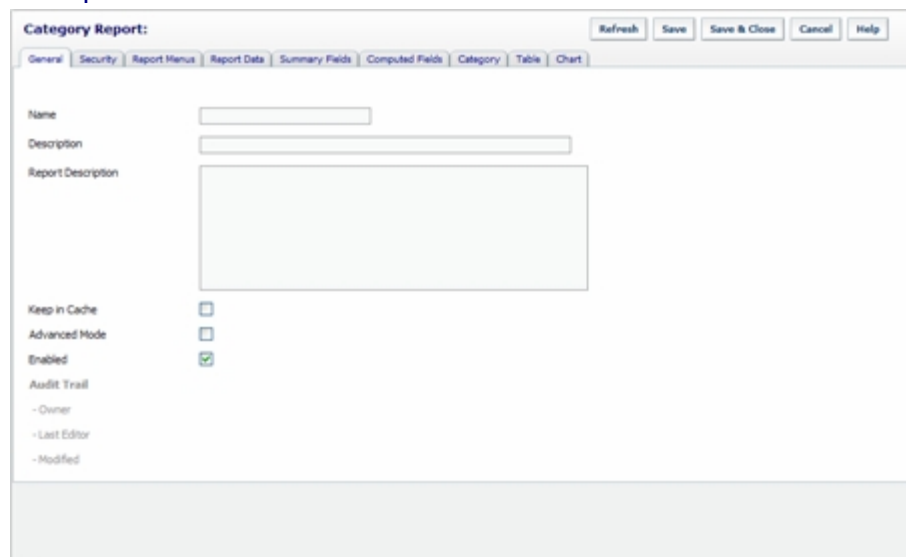


- b. The 'New Report' wizard will open in a new window. Partially completed reports can be found within the various tabs. Blank report templates can be found on the

'Advanced' tab, e.g. the 'Category Report'.

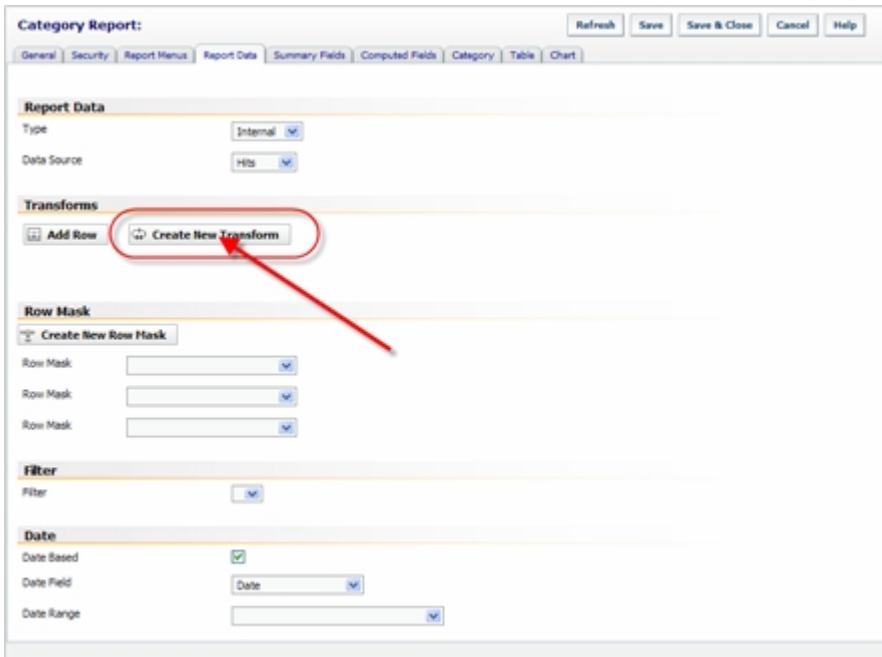


- c. The selected report will now open, for example the 'Category Report' shown below. Give your report a meaningful 'Name', 'Description', and 'Report Description'.



2. Now add your report to a report menu by clicking on the 'Report Menu' tab, and select a report menu, by adding the relevant report menu to the 'Added' section.

- On the 'Report Data' tab, click on the 'Create New Transform' button, which will open the Transform wizard.



**Category Report:** Refresh Save Save & Close Cancel Help

General Security Report Menu Report Data Summary Fields Computed Fields Category Table Chart

**Report Data**

Type: Internal

Data Source: HDS

**Transforms**

Add Row **Create New Transform**

**Row Mask**

Create New Row Mask

Row Mask:

Row Mask:

Row Mask:

**Filter**

Filter:

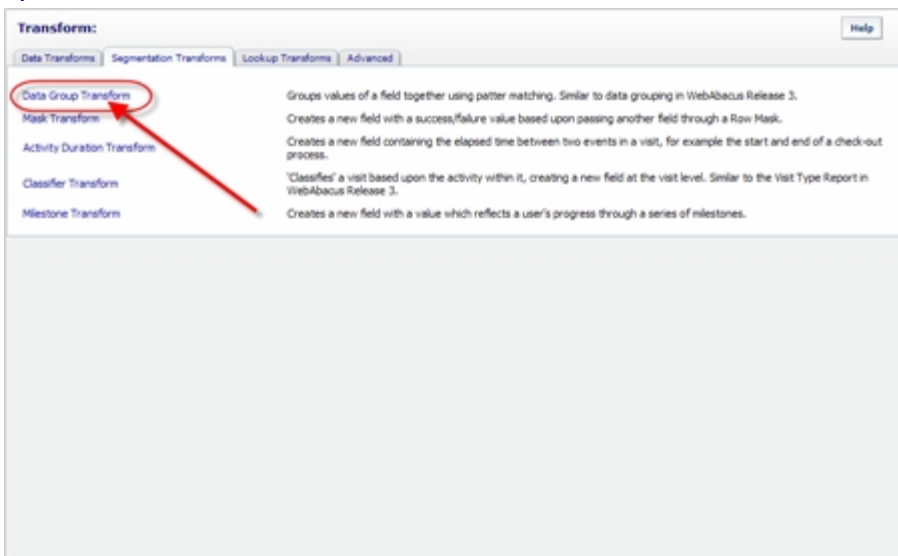
**Date**

Date Based:

Date Field: Date

Date Range:

- Click on the 'Segmentation Transforms' tab, and click on the 'Data Group Transform', will open in the window,



**Transform:** Help

Data Transforms Segmentation Transforms Lookup Transforms Advanced

**Data Group Transform**

Mask Transform

Activity Duration Transform

Classifier Transform

Milestone Transform

Groups values of a field together using pattern matching. Similar to data grouping in WebAbacus Release 3.

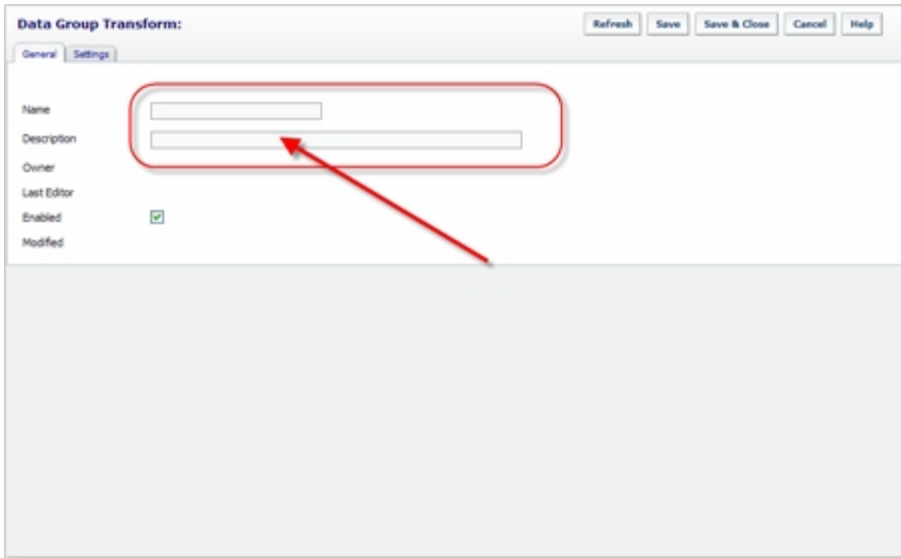
Creates a new field with a success/failure value based upon passing another field through a Row Mask.

Creates a new field containing the elapsed time between two events in a visit, for example the start and end of a check-out process.

'Classifies' a visit based upon the activity within it, creating a new field at the visit level. Similar to the Visit Type Report in WebAbacus Release 3.

Creates a new field with a value which reflects a user's progress through a series of milestones.

5. On the 'General' tab, give your transform a meaningful name and description, as you'll need to find it later.

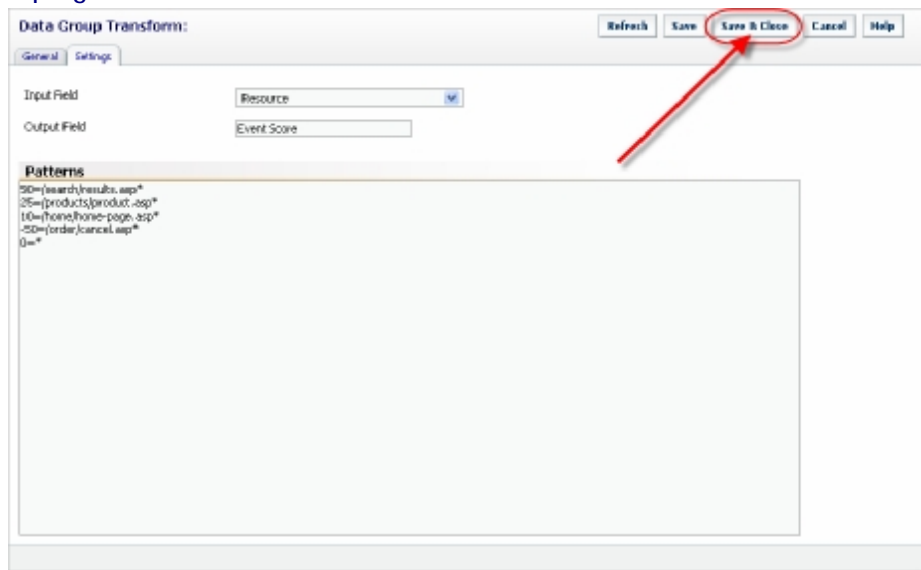


The screenshot shows a dialog box titled 'Data Group Transform:'. It has two tabs: 'General' (selected) and 'Settings'. At the top right are buttons for 'Refresh', 'Save', 'Save & Close', 'Cancel', and 'Help'. On the left side, there are labels for 'Name', 'Description', 'Owner', 'Last Editor', 'Enabled' (with a checked checkbox), and 'Modified'. The 'Name' and 'Description' input fields are enclosed in a red rounded rectangle, and a red arrow points to the 'Description' field.

6. Now click on the 'Settings' tab
  - a. Select the 'Resource' field as your input and specify 'Event Score' as the output field. If you leave this blank, the output field will be the name of the Data Group Transform.
  - b. Next, use the 'Patterns' section to enter your event scores. The Data Group transform works from the top downwards, therefore start with specific matches, and end with more general.
    - i. For example:
 

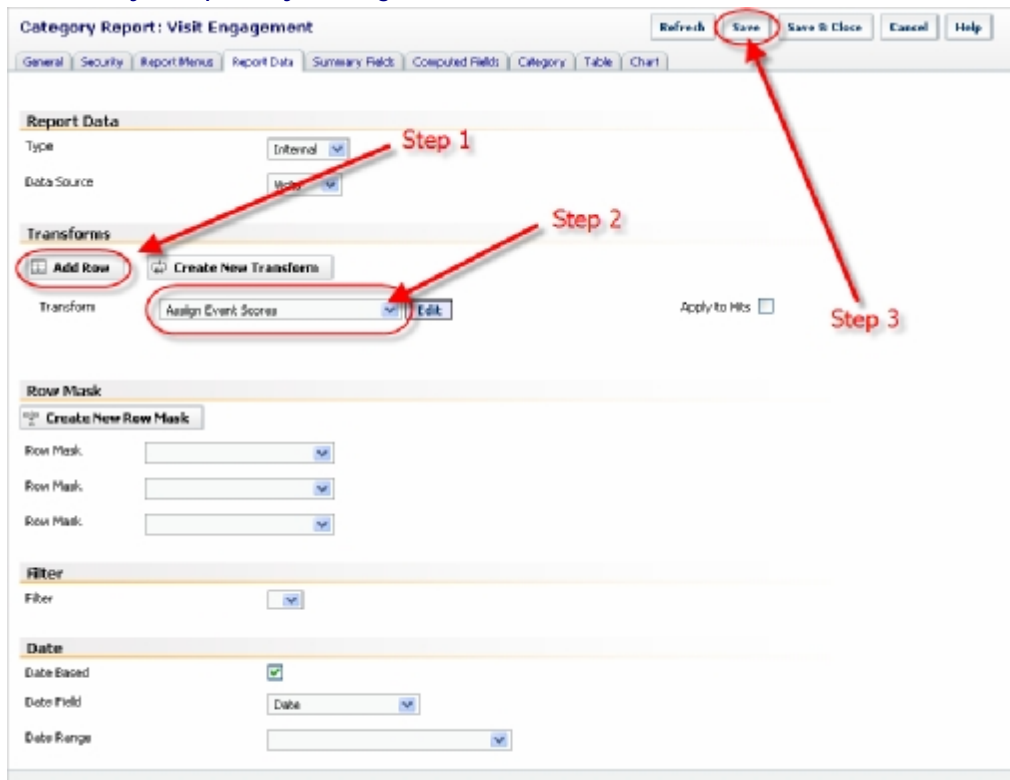
```
50=/search/results.asp*
25=/products/product.asp*
10=/home/home-page.asp*
-10=/order/cancel.asp*
0=*
```
    - ii. Note that the final match has been set to '0=\*'. This acts as a catch-all category, whereby any results not explicitly scored will be given a score of zero. This is important as it ensures that only pages of value have a positive score. Further note, that negative scores can also be stated, in the above example we've given an order cancellation a score of negative 50 points.

- c. Once you have added in your patterns, click on the 'Save & Close' button, on the top-right.



7. Once your transform has been created, you'll need to add it into you report. Back, within the reports 'Report Data' tab, click on the 'Add rows' button, and select your newly created transform from the list, which is ordered alphabetically ('123#\$', then 'A-Z', and then 'a-z').

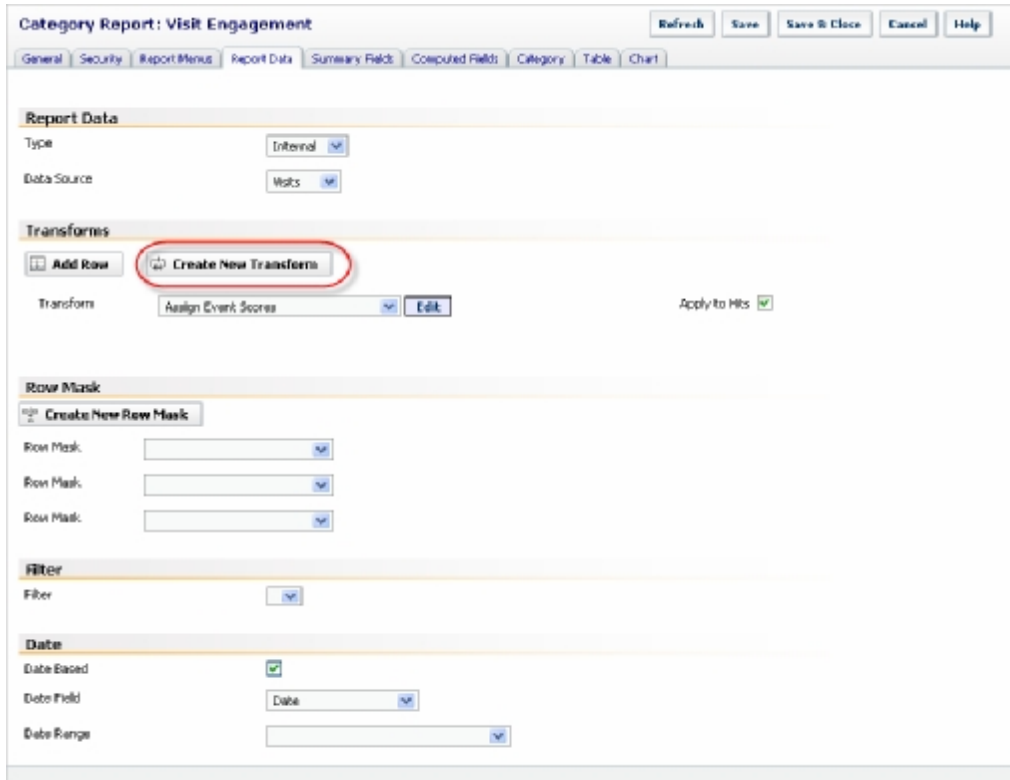
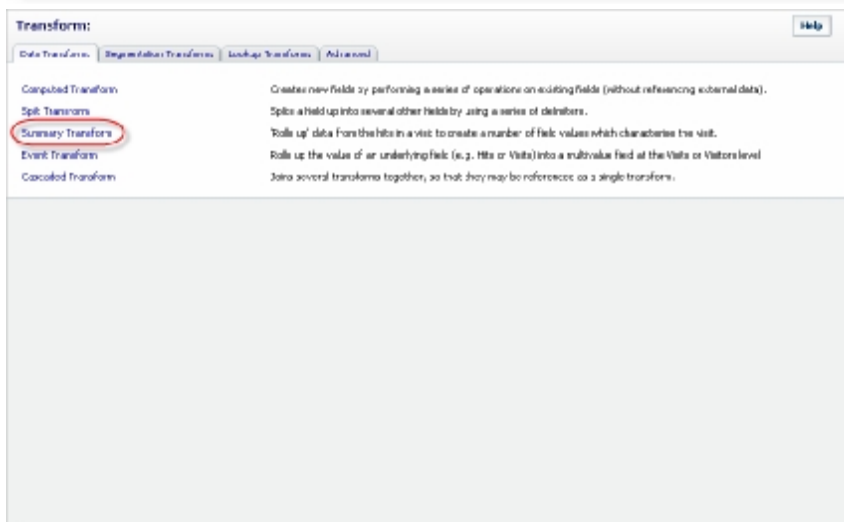
8. Now save you report, by clicking on the 'Save' button.



9. Once the scores have been allocated, you'll need to sum the cumulative event scores for the visit. Before we can do this, we need to tell WebAbacus to report at the visit level, but

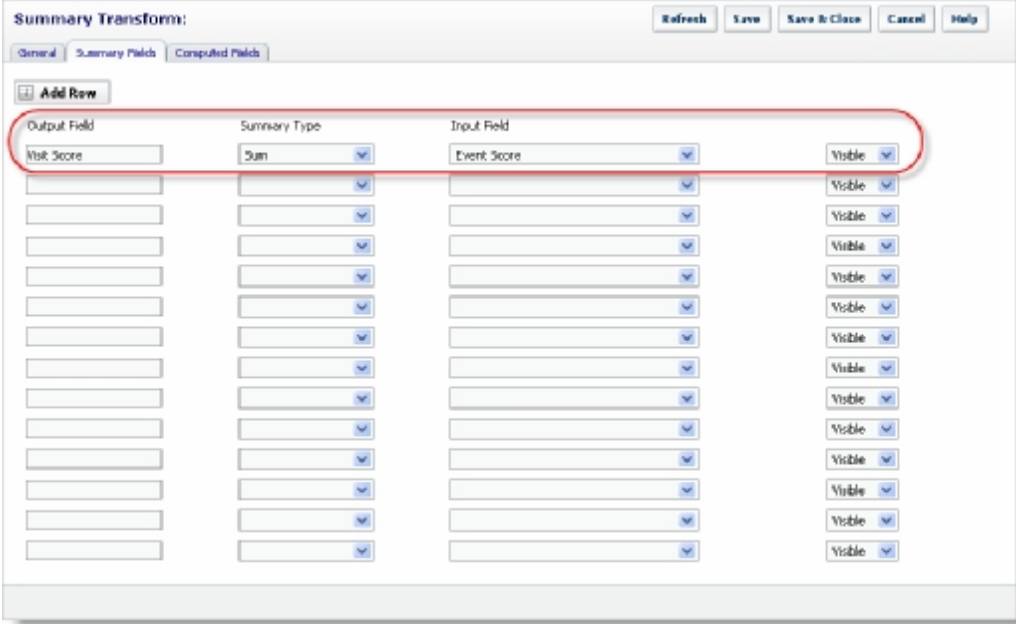
that the score allocation should be conducted at the 'HIT', i.e. page impression level. To do this, you will need to select 'Visits' as the 'Data Source', and then to tick the 'Apply to Hits' checkbox.

- To summarise the scores for each visit, you need to create a new transform to sum the events for each visit. To do this click on the 'Create New Transform' button, and select the 'Summary Transform'.

- Within the 'Summary Transform', give your new transform a meaningful name, such as 'Summarise Visit Scores', and then click on the 'Summary Fields' tab. Here you will need to specify how fields are transferred from the 'HIT' level to the 'VISIT'. Create a new output field called 'Visit Score', select the 'Sum' operator, and then select the field you created

during steps 4-6, in this example 'Event Score', as shown below:



Summary Transform:

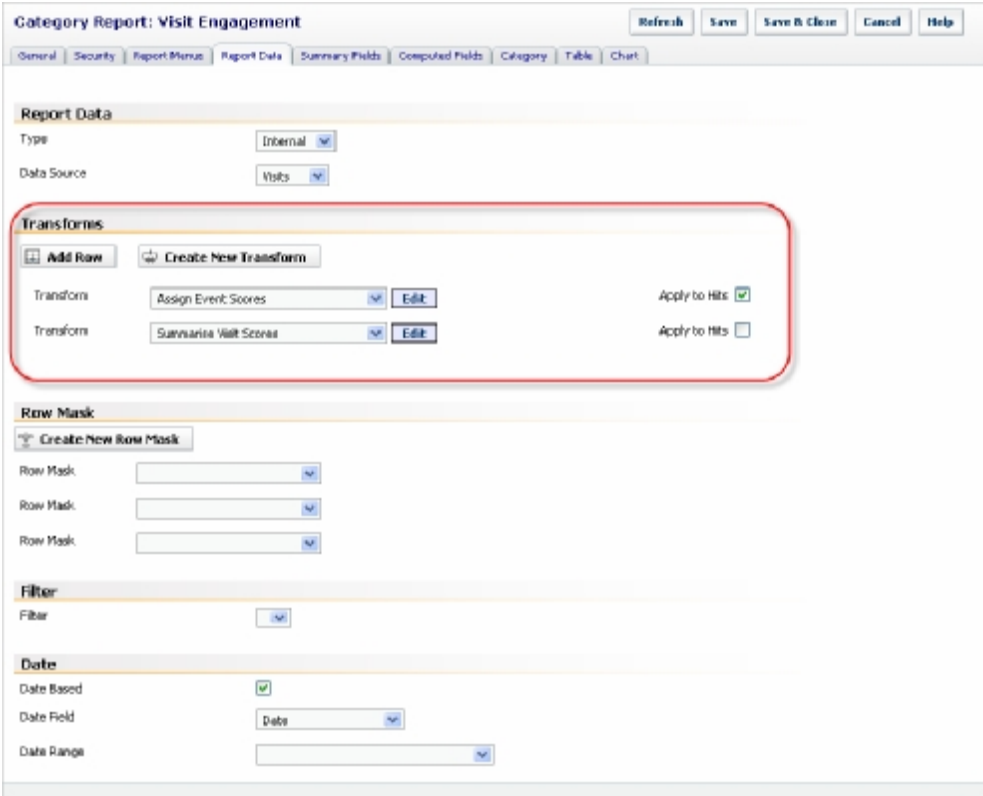
Refresh Save Save & Close Cancel Help

General Summary Fields Computed Fields

Add Row

Output Field	Summary Type	Input Field	Visible
Visit Score	Sum	Event Score	Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible
			Visible

- Once complete, 'Save & Close' the transform, remembering to take note of the name you gave the transform.
- As with the initial transform, you will need to select the new transform by clicking on the 'Add row' button, and then selecting the transform. In this case however, the output field is at the same level as the report, i.e. the VISIT level, and so we do not need to check the 'Apply to Hits' option, as shown below:



Category Report: Visit Engagement

Refresh Save Save & Close Cancel Help

General Security Report Menu Report Data Summary Fields Computed Fields Category Table Chart

Report Data

Type: Internal

Data Source: Visits

Transforms

Add Row Create New Transform

Transform	Assign Event Scores	Edit	Apply to Hits <input checked="" type="checkbox"/>
Transform	Summarize Visit Scores	Edit	Apply to Hits <input type="checkbox"/>

Row Mask

Create New Row Mask

Row Mask: [ ]

Row Mask: [ ]

Row Mask: [ ]

Filter

Filter: [ ]

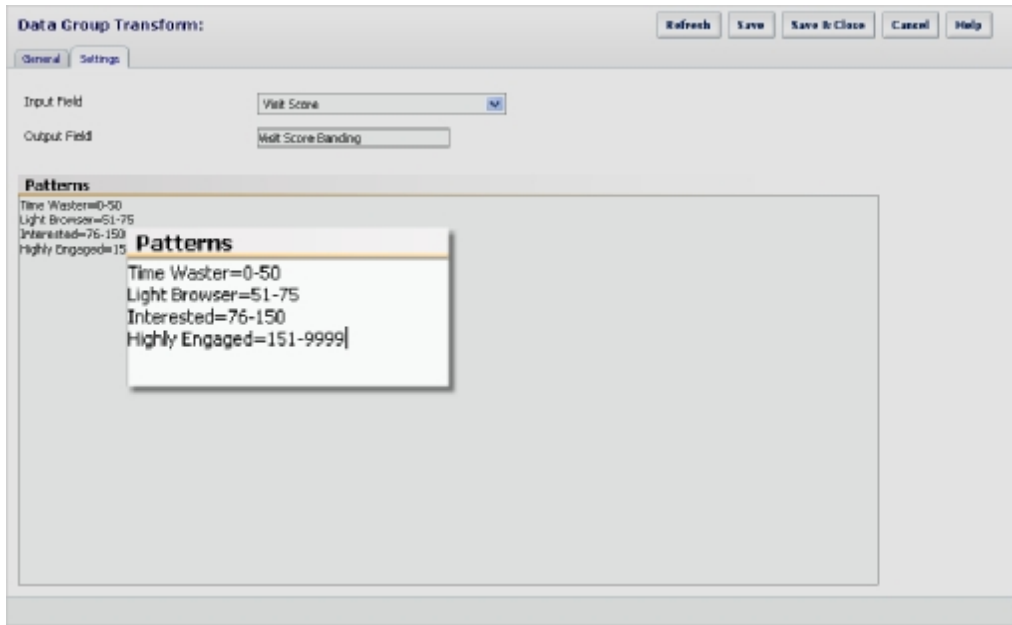
Date

Date Based:

Date Field: Date

Date Range: [ ]

14. The final transform that we need to create, is to band visits together based on their score. This step requires some thought, and you will want to return to this step a few times, to ensure that you have the bandings correct. As with the previous steps, click on the 'Create New Transform' button to create a new transform, and select the 'Data Group Transform' from the 'Segmentation' tab. Whereas in the previous step, this transform was used to allocate a score, here we are going to use it to give a label to a range of scores - in essence the 'Data Group Transform' is simply a labelling transform. The main difference here, is that we now want to reference the 'Visit Score' as the input field. To label a range of values, state the label, and then the range you wish to match, for example "Time Waster=0-40", putting each banding on a new line, as shown below:



**Data Group Transform:**

Refresh Save Save & Close Cancel Help

General Settings

Input Field: Visit Score

Output Field: Visit Score Banding

**Patterns**

Time Waster=0-50  
Light Browser=51-75  
Interested=76-150  
Highly Engaged=151-9999

**Patterns**

Time Waster=0-50  
Light Browser=51-75  
Interested=76-150  
Highly Engaged=151-9999

15. Now that the transforms have been added into your report, you will need to configure how the data is treated. You can use the 'Summary Field' and 'Computed Fields' tabs to create columns of calculations. Typically, you may wish to show the number of 'Visits', 'Unique Visitors', and the 'Visits %', as shown below:

- a. For the 'Summary Fields' tabs:



**Summary Fields**

Add Row

Output Field	Summary Type	Input Field
Visits	Count	
Unique Visitors	DistinctCount	Visitor ID

- b. For the 'Computed Fields' tabs:

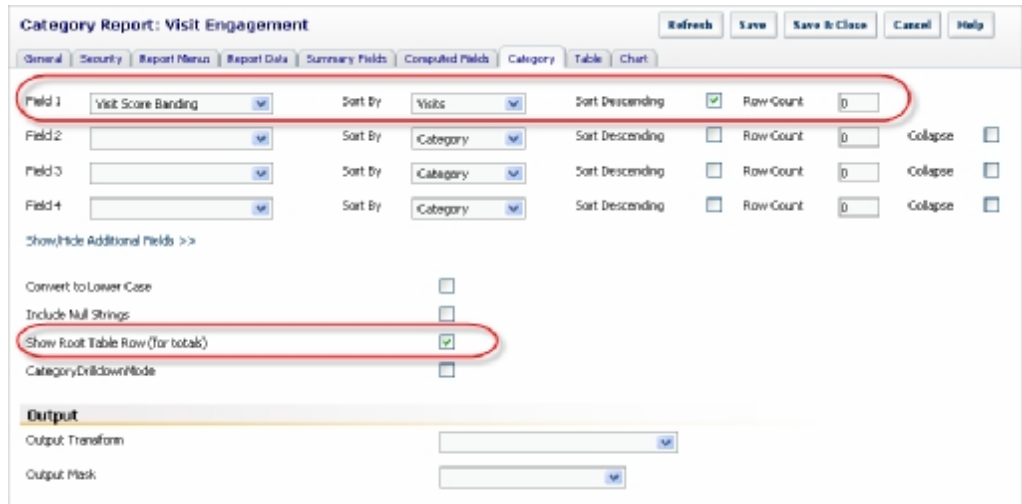


**Computed Fields**

Add Row

Field	Operator	Parameters
Visits %	Arithmetic	{Visits}/{*Visits} Expression

- c. Once you have created your columns of data, click on the 'Save' button.
- d. You will now have to create the categorisation of the data. Click on the 'Category' tab, and for the 'Field 1' drop-down, select the output from your final transform (which will be shown near the bottom of the list), which in this case is 'Visit Score Banding'.
- e. You can then chose how the data should be sorted, based on the fields you created on the 'Summary Fields' and 'Computed Fields' tabs. Remember to check the 'Sort Descending' option to have the sorting from high numbers to low numbers.
- f. You may also wish to all a total row to the bottom of the report, which can be achieved by checking the 'Show Root Table Row (for totals)'.



**Category Report: Visit Engagement** [Refresh] [Save] [Save & Close] [Cancel] [Help]

General | Security | Report Menu | Report Data | Summary Fields | Computed Fields | **Category** | Table | Chart

Field	Field Name	Sort By	Sort Descending	Row Count	Row Count Value	Collapse
Field 1	Visit Score Banding	Visits	<input checked="" type="checkbox"/>	Row-Count	0	<input type="checkbox"/>
Field 2		Category	<input type="checkbox"/>	Row-Count	0	<input type="checkbox"/>
Field 3		Category	<input type="checkbox"/>	Row-Count	0	<input type="checkbox"/>
Field 4		Category	<input type="checkbox"/>	Row-Count	0	<input type="checkbox"/>

Show/Hide Additional Fields >>

Convert to Lower Case

Include Null Strings

Show Root Table Row (for totals)

Category Drilldown Mode

**Output**

Output Transform: [ ]

Output Mask: [ ]

- g. Further modifications can be made to the report, on the 'Table' and 'Chart' tabs, which will allow you to configure how the final data are displayed. For example, on the 'Charts' tab, you may wish to add a pie chart showing the breakdown of visits into each category, which is shown below:



General | Security | Report Menu | Report Data | Summary Fields | Computed Fields | Category | **Table** | **Chart**

Show Chart

**Chart 1**

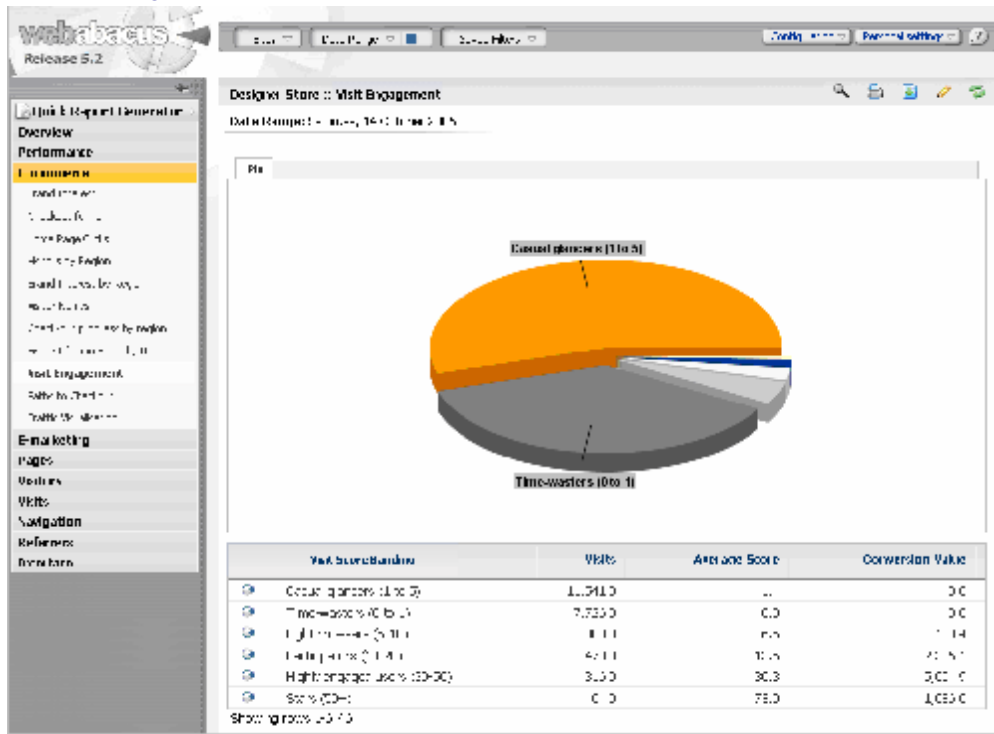
Chart: Pie [ ] Description: [ ]

Label Field: Category [ ] Element Count: [ ]

Data Field: Visits % [ ]

**Chart 2**

16. The resulting report should appear some like the one shown below:



- a. For more information, please consult the 'WebAbacus User Guide', or contact Foviance Support:
  - i. Email: [helpdesk@foviance.com](mailto:helpdesk@foviance.com)
  - ii. Tel: +44 (0)845 054 6566