



Webtrekk **CAMPUS**



Digital analytics in companies

- 1 Integration Phases
- 2 Process Methodology
- 3 Responsibilities within the company

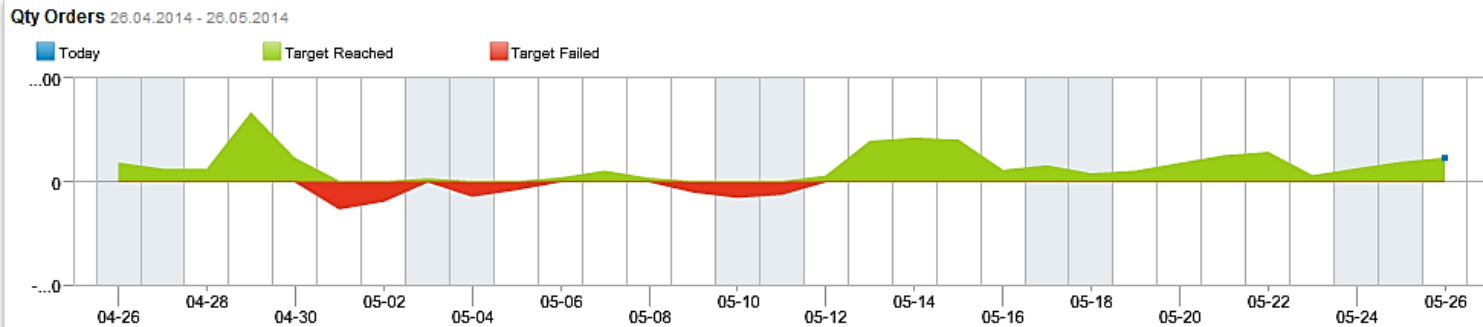
The following 5 phases describe all steps of creating the requirements to effective analysis of the data.

- The phase training documents are listed, each providing in-depth information.

A list of requirements is to be defined within the company across all departments.

The following items must be taken into consideration:

- **Goals of the website**
e.g. more orders, fewer returns, new customers, newsletter subscribers
- **What is to be measured?**
e.g. marketing campaigns, number of internal search hits, error messages
- **Recommendation: Formulate example analyses as questions**
e.g. "Which search phrases yielded the most orders?"



The implementation concept shows how the items defined in the list of requirements can be mapped with Webtrekk.

- Matching of the list of requirements with mapping options in Webtrekk Workshop recommended

- Creation of documentation

Content:

- Defined requirements
- Example values per page/page type
- Configuration of Webtrekk

The screenshot displays the Webtrekk Workshop interface with several tables and configuration options. A central table maps requirements to Webtrekk IDs and labels.

ID	Label
1	CG 01 - Country
2	CG 02 - Main Menu
3	CG 03 - Sub Menu
4	CG 04 - Sub Menu 2

Below this, there are configuration tables for 'Konfiguration - Webtrekk' and 'Konfiguration - Webtrekk - CG 01 - Country'. The 'Konfiguration - Webtrekk' table includes columns for ID, Name, Description, and Page Type. The 'Konfiguration - Webtrekk - CG 01 - Country' table includes columns for ID, Name, Description, and Page Type.

At the bottom of the screenshot, there is a navigation bar with three tabs: **Concept**, **Organisation**, and **Pixel Example**.

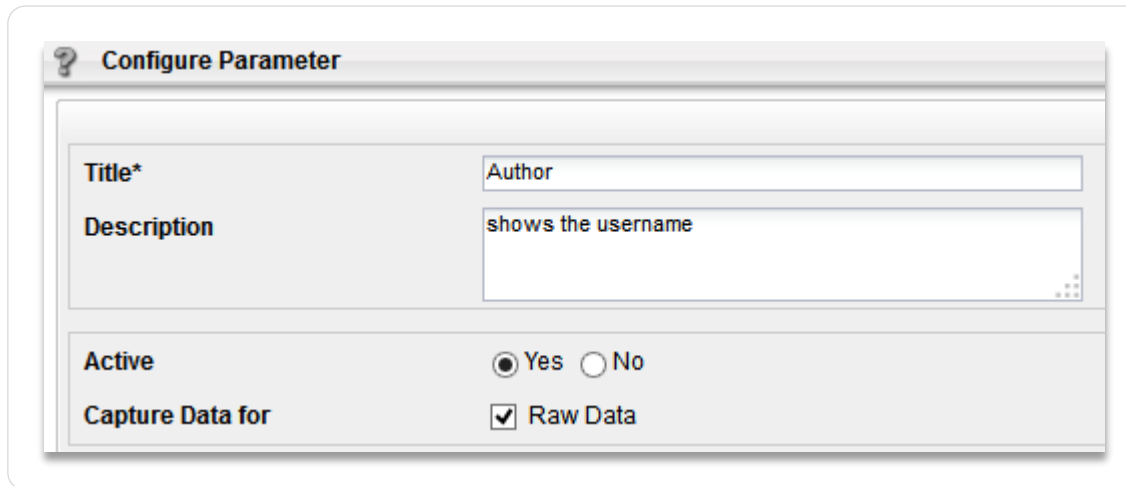


Recommended documents:

- Webtrekk Tag installation guide
- Implementation 2 – Data collection

Setup of the components in Webtrekk that are necessary prior to the data collection.

- Configuration according to implementation concept
- The following must be configured:
 - Categories (e.g. content groups, product categories)
 - Custom parameters



Configure Parameter

Title*

Description

Active Yes No

Capture Data for Raw Data

Installation of the tags according to the implementation concept.

- **Operational concept**
If necessary, development of functions to fill the tag parameters
tag configuration for every page according to concept specifications
- **Integration of the tags**

B.1 Site Specific Configuration

```
<!-- Webtrekk 3.2.2, (c) www.webtrekk.com -->
<script type="text/javascript" src="webtrekk_v3.js"></script>
<script type="text/javascript">
<!--
var pageConfig = {

};

var wt = new webtrekkV3(pageConfig);

wt.contentId = "de.kurztrips-kurzreisen";

wt.contentGroup = {

};

wt.sendinfo();
//-->
</script>

<script type="text/javascript" src="webtrekk_v3.js"></script>
<script type="text/javascript">
<!--
var pageConfig = {
  linkTrack : "standard",
  heatmap : "0",
  form : "0"
};
var wt = new webtrekkV3(pageConfig);

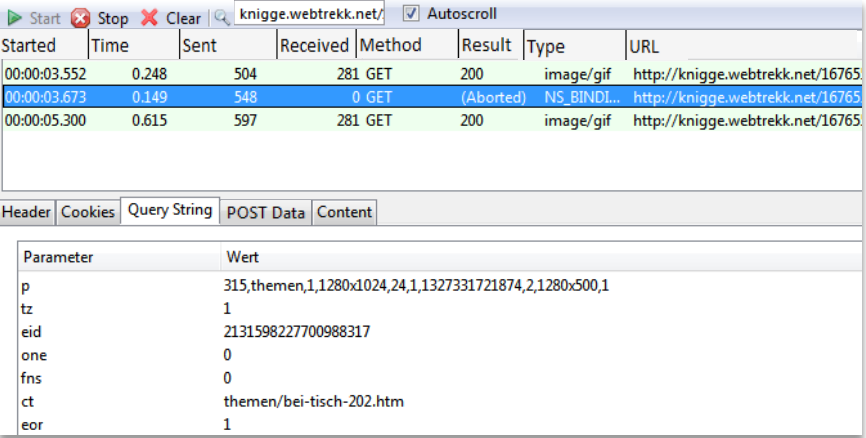
wt.contentId = "de.kurztrips-kurzreisen";

wt.contentGroup = {
  1 : "de",
  2 : "kurztrips-kurzreisen"
};

wt.sendinfo();
//-->
</script>
```

Comprehensive testing of the implementation

- **Onsite tests**
Testing of the transmitted data on the website, e.g. with http-Fox
- **Basic test**
Are data collected in the basic analyses (e.g. pages, campaigns)?
- **Data comparison**
e.g. with internal DWH
- **Expanded test**
Expanded analyses to check validity
(e.g. processes (funnels), click paths)



Started	Time	Sent	Received	Method	Result	Type	URL
00:00:03.552	0.248	504	281	GET	200	image/gif	http://knigge.webtrekk.net/16765
00:00:03.673	0.149	548	0	GET	(Aborted)	NS_BINDL...	http://knigge.webtrekk.net/16765
00:00:05.300	0.615	597	281	GET	200	image/gif	http://knigge.webtrekk.net/16765

Parameter	Wert
p	315,themen,1,1280x1024,24,1,1327331721874,2,1280x500,1
tz	1
eid	2131598227700988317
one	0
fns	0
ct	themen/bei-tisch-202.htm
eor	1



Recommended training chapter:

- Implementation 3 - Review of Data Collection

Understanding the user interface, analyses and metrics

- Which functions can I find where?
- Which analyses do I need and what metrics are useful for me?

No.	Ad Media Path
1	direct ► Display ► Microsites
2	Display ► Microsites ► Display ► Microsites
3	SEO ► Microsites ► Display ► Microsites

- Recommendation: book a workshop for individual training.



Recommended training chapters:

- How to Use the Interface 1 - Q3 User interface
- How to Use the Interface 4 - Basic metrics
- Understanding Specific Analyses 1 - Analyses Overview

The following points should be configured individually in Webtrekk:

■ Campaigns

- Which campaigns are to be logged?
- Are existing URL parameters to be used?
- Is the Google Adwords interface to be used?
- Are campaign costs to be logged?
- Which attribution model is desired?

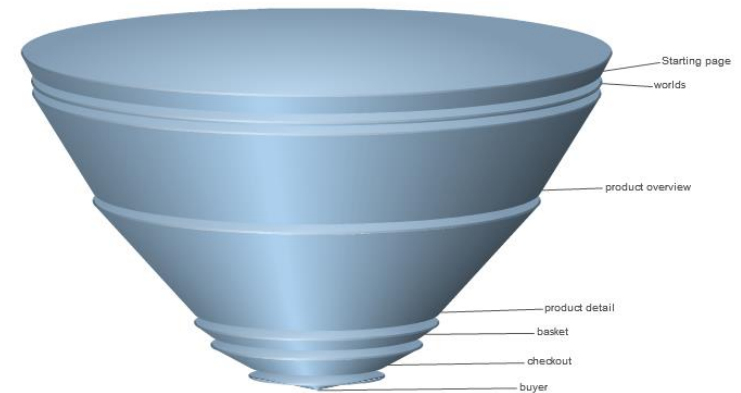
■ Penetration depths

Shows the target achievement within a visit

■ Processes/funnel

Shows aborts on important page paths (e.g. checkout)

Traffic Source	Campaign Clicks
Country	
Service	
Partner	
Campaign	
Ad	
Display	11,796
None	4,383
Feeds	1,463
SEO	1,327
Referrer	683
Email-Marketing	12
Total	19,664



- **Creation of custom metrics/formulas**
Missing metrics can be created individually.
- **Setup of separate logins**
A separate login should be created for every user.

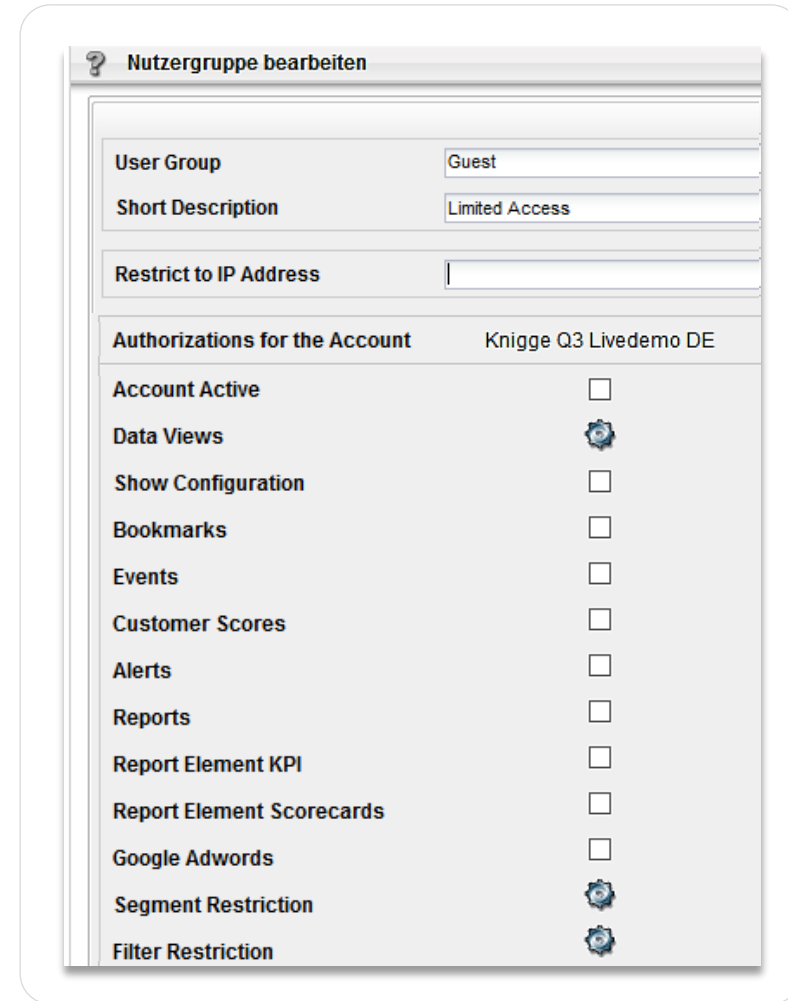


Recommended training chapters:

- Understanding Specific Analyses 2 - Referrer Analyses
- Understanding Specific Analyses 3 - Campaign Analyses
- Understanding Specific Analyses 4 - Paths, Page Paths, Processes and Depths of Engagement
- Understanding Specific Analyses 5 - Overlay and Heatmap
- How to Use the Interface 5 - Search and Filter Functions
- How to Use the Interface 6 - Metrics and Formulas
- How to Use the Interface 7 - Campaign Configuration (Basic)
- How to Use the Interface 7 - Campaign Configuration
- How to Use the Interface 8 - User Management

This phase comprises many steps that ensure efficient use of Webtrekk.

- Hide irrelevant information
- Limit logins in the user administration
Hide unnecessary Analysis, Metrics and Functions
(e.g. Entitled to the preparation of reports)
- Individual visibility within the logins
Hide unnecessary information under:
"Configuration > System Configuration > Visibility"



- Set up analyses that are needed regularly as reports (e.g. for automatic e-mail transmission) or bookmarks (if no transmission or sharing is desired)
- Separate reports for reviewing errors in the data collection or allocation
- Use alerts for automatic notification when defined limits are reached (e.g. conversion rate slump, deviation of orders in comparison to the shop system)



Recommended training chapters:

- How to Use the Interface 2 - Reports & Dashboards
- How to Use the Interface 3 - Efficient Work

The screenshot shows the 'Alerts (0/10)' configuration window. It is divided into two main sections: 'Metric and Formula Selection' and 'Observer Options'. The 'Observer Options' section is currently active and contains the following settings:

- Compare Time Intervals:** Set to 'last full day'.
- Execute Alert if:** A list of conditions with checkboxes. The first condition, 'The score is greater than 2,00', is selected with a checked checkbox. Other conditions include 'The score is less than', 'The score increased by', and 'The score decreased by', each followed by an empty input field.
- Perform Check:** A dropdown menu set to 'Daily'. Below it, another dropdown is set to 'Every Day' at '(HH:MM)'. The time is set to '0:00'.

Separate use of live and test accounts in Webtrekk is recommended

- The following steps are necessary before the go-live:
 - Separate configuration of the live account
 - Copy any existing reports from the test account to the live account
 - Use a separate track ID in the pixel
- Usually, the own access is excluded from the live account by means of an IP filter (Configuration > System Configuration > Data Collection).

The screenshot displays a configuration window with three sections:

- IP Address Filter:** A text input field containing the IP address "130.94.122.195".
- Parameter Internal Search:** A text input field containing the character "q".
- Domain Filter:** A section with two radio buttons: "Blacklist" (selected) and "Whitelist". Below the radio buttons is a text input field containing the wildcard pattern "*dev.webtrekk.*".

After the go-live, the focus is on the interpretation of the data.

Webtrekk can offer you the following support:

- **Comprehensive supervision by a personal consultant**

A personal consultant will help you to use the full potential of Webtrekk as speedily as possible and avoid misinterpretations. Requires the booking of a consulting package.

- **Help in the user interface**

Every analysis and metric has a help function.

- **Free online training**

Online Training

- ▶ [Webtrekk Q3 Basics of the Interface](#)

10 June 2014, 13:00 CET

- ▶ [E-Commerce Basics](#)

24 June 2014, 13:00 CET

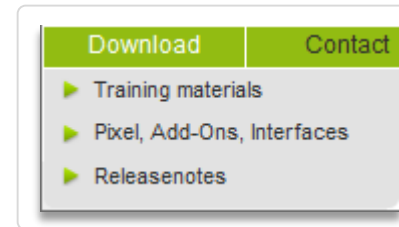
- ▶ [Webtrekk Q3 Basics of the Interface](#)

8 July 2014, 13:00 CET

■ Support Center

The support center, which can be accessed via the Webtrekk user interface, offers the following:

- Comprehensive search function
- Videos
- FAQs
- Training documents
- Technical document/pixels
- Product news
- Ways to sign up for online training



■ Individual workshops

We would be pleased to discuss your requirements and set up a custom-tailored agenda in a personal conversation.

- Test your knowledge and get certified as a professional Webtrekk user or agency.

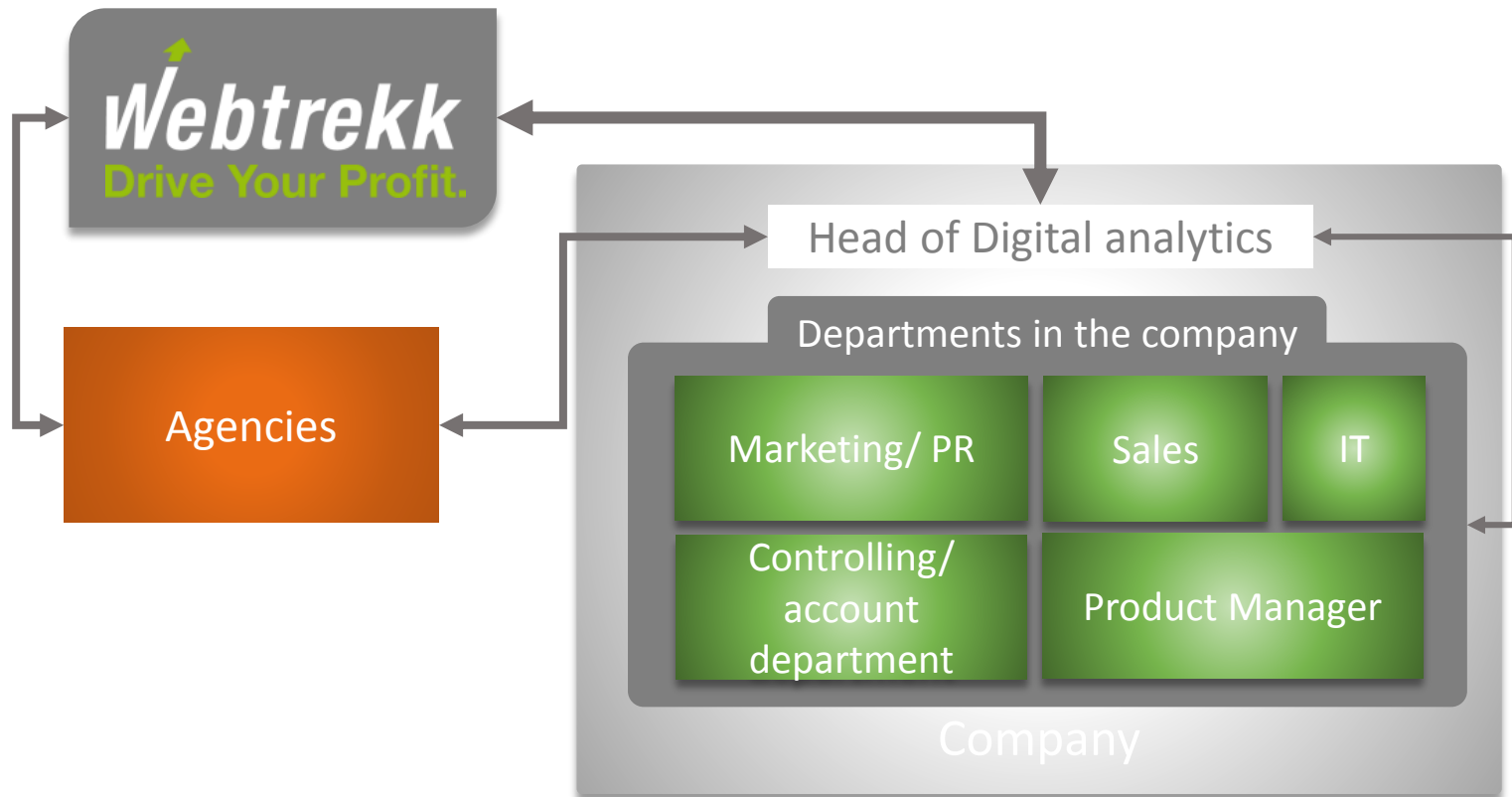
Digital analytics requires continuous adaptation and optimization.



3. Responsibilities within the company

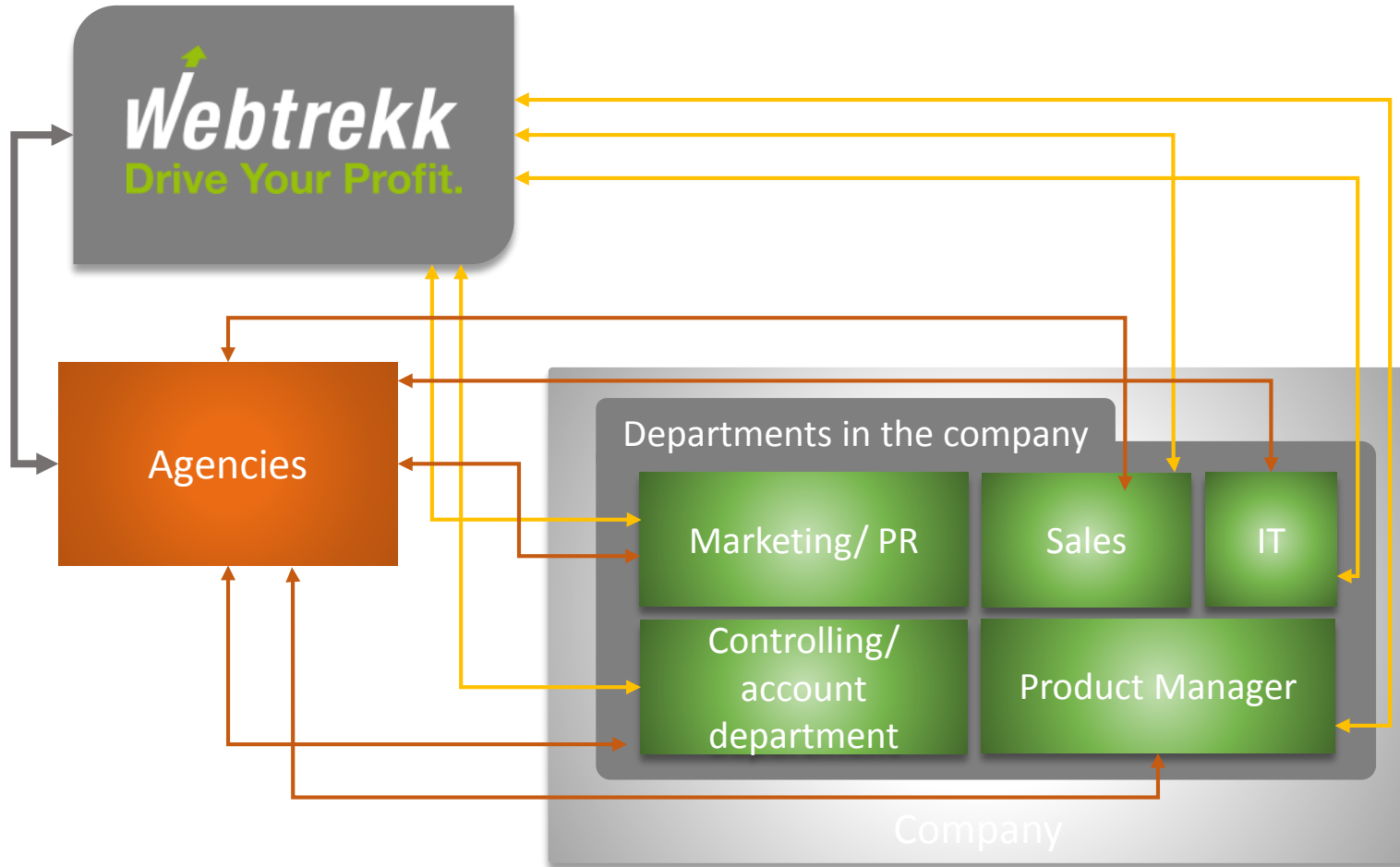
A central contact person is recommended for internal issues as well as an interface between Webtrekk, and agencies.

- It simplifies communication and facilitates ideal processes within the company.



3. Responsibilities within the company

Decentralized communication leads to contributed knowledge in the company.



Thank you for your interest in Webtrekk!

To help us improve the training documentation, we request an evaluation.
Your feedback assists us with the further optimisation of the training documentation.



Evaluate here!