



Webtrekk Analytics Training Chapter

Review of Data Collection

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1 Onsite Tests

With onsite tests you can directly check on your website which data is passed to Webtrekk.



1.1 Tools

Checking the source code of a page does often not suffice to know which data is passed to Webtrekk. There are various tools available to analyze the data traffic. Webtrekk recommends the following solutions:

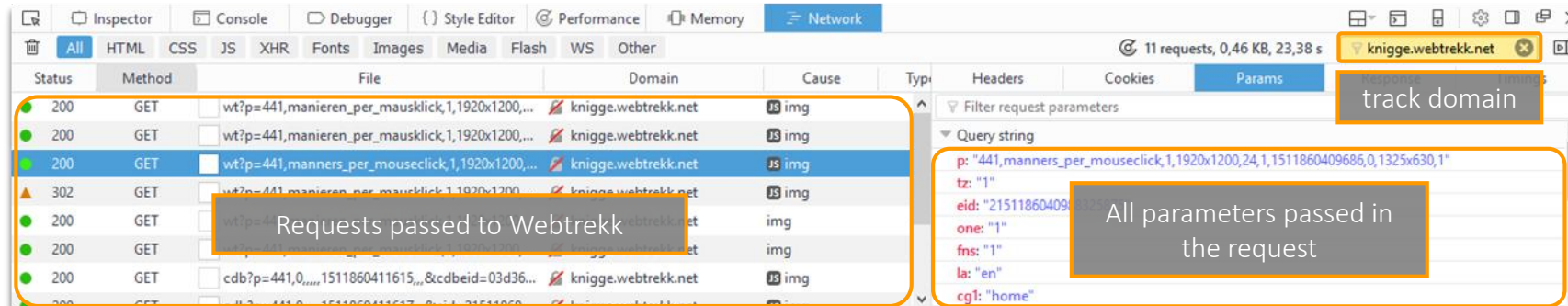
- Browser extensions:
 - Firefox Web Developer Tools
 - Chrome Developer Tools
 - Webtrekk Tracker

- Browser-independent Software:
 - Fiddler

1.1.1 Firefox Web Developer Tools

Firefox provides the possibility to examine requests with the help of an internal tool.

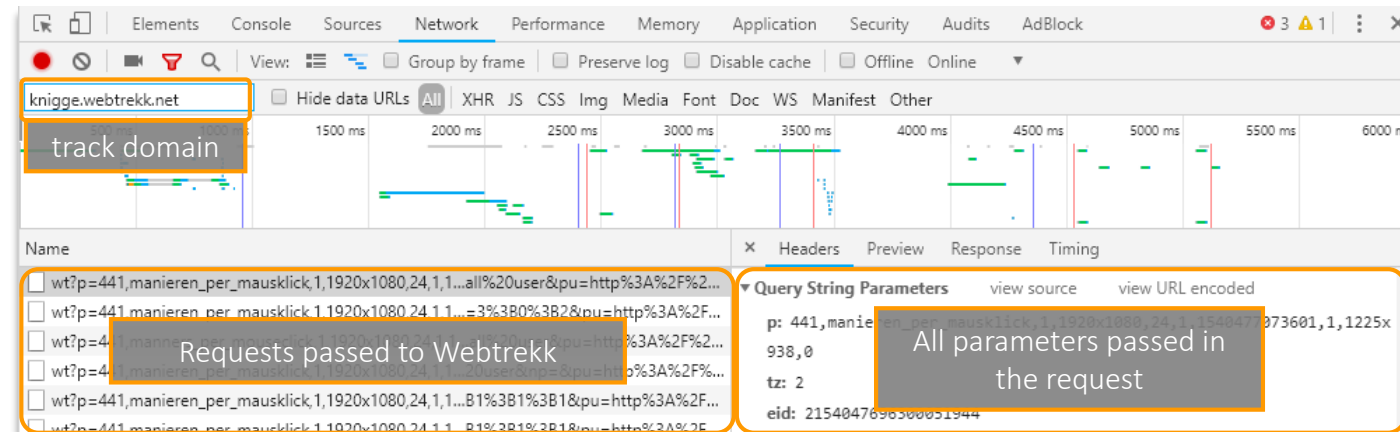
- Open Firefox and Click on „☰ > Web Developer > Network“ or use the shortcut `Ctrl+Shift+E`.
- Open the website you want to analyze and filter the data traffic on your individual track domain
- Choose a request. The parameters passed to Webtrekk are shown at „Params“.



1.1.2 Chrome Developer Tools

Google Chrome provides the possibility to examine requests with the help of an internal tool.

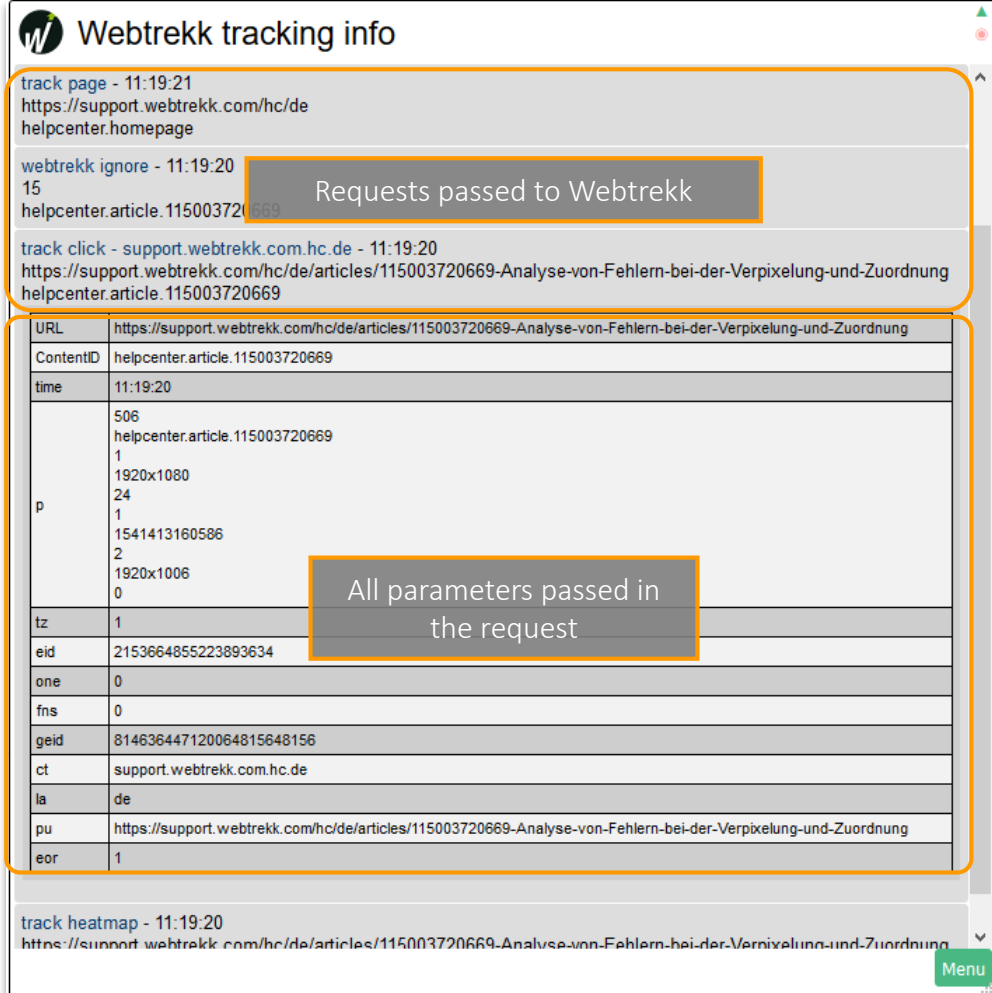
- Open Google Chrome and press „F12“ to open the Developer Tools. Choose the tab „*Network*“.
- Open the website you want to analyze and filter on your track domain.
- Choose a request.
The parameters passed to Webtrekk are shown at „*Headers > Query String Parameters*“.



1.1.3 Webtrekk Tracker

The Pixel Check Plugin developed by the Webtrekk Community is available as Chrome extension and as Firefox Add-On.

- It directly shows the kind of request (incl. separately showing „webtrekk ignore“).
- The plugin is available in the [Chrome Web Store](#) and as [Firefox Add-on](#).
- Please note that custom track domains have to be entered at „Go to options“.

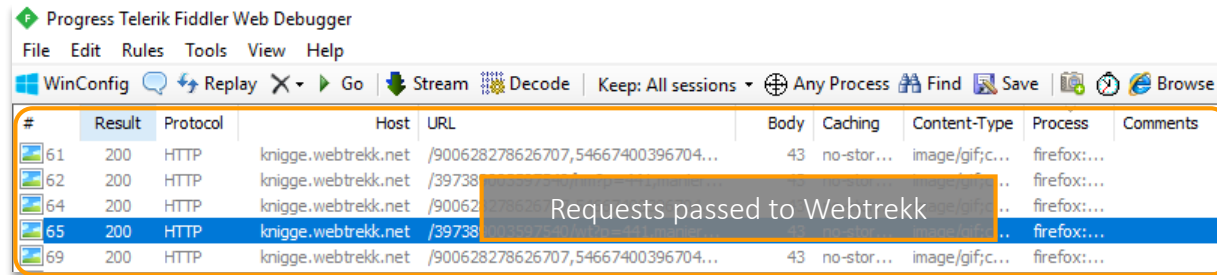


The screenshot displays the 'Webtrekk tracking info' extension interface. It shows a list of tracking events and a detailed view of a specific request. Two callout boxes highlight key information: 'Requests passed to Webtrekk' and 'All parameters passed in the request'.

URL	https://support.webtrekk.com/hc/de/articles/115003720669-Analyse-von-Fehlern-bei-der-Verpixelung-und-Zuordnung
ContentID	helpcenter.article.115003720669
time	11:19:20
p	506 helpcenter.article.115003720669 1 1920x1080 24 1 1541413160586 2 1920x1006 0
tz	1
eid	2153664855223893634
one	0
fns	0
geid	814636447120064815648156
ct	support.webtrekk.com.hc.de
la	de
pu	https://support.webtrekk.com/hc/de/articles/115003720669-Analyse-von-Fehlern-bei-der-Verpixelung-und-Zuordnung
eor	1

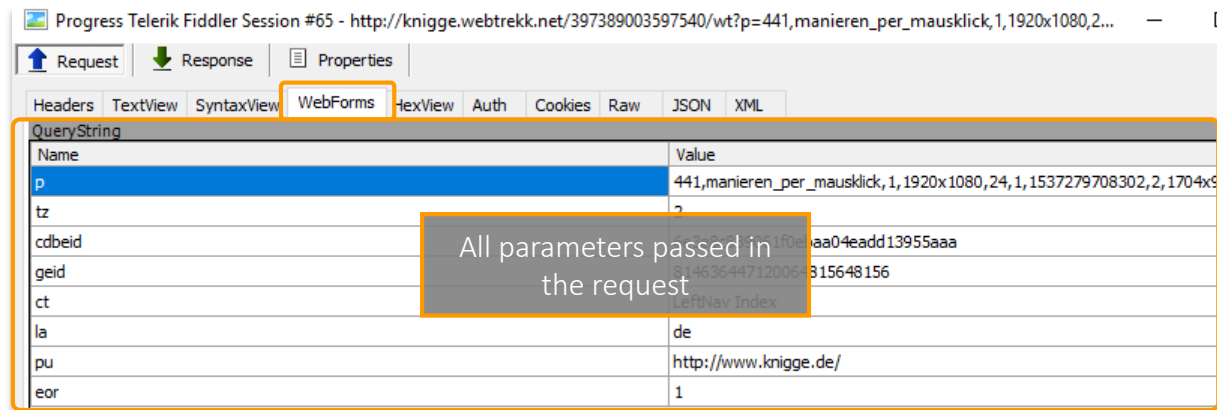
1.1.4 Fiddler

Fiddler is an HTTP debugging proxy server application. It allows for browser independent testing.



Progress Telerik Fiddler Web Debugger

#	Result	Protocol	Host	URL	Body	Caching	Content-Type	Process	Comments
61	200	HTTP	knigge.webtrekk.net	/900628278626707,54667400396704...	43	no-stor...	image/gif;c...	firefox:...	
62	200	HTTP	knigge.webtrekk.net	/39738...				firefox:...	
64	200	HTTP	knigge.webtrekk.net	/90062...				firefox:...	
65	200	HTTP	knigge.webtrekk.net	/39738...				firefox:...	Requests passed to Webtrekk
69	200	HTTP	knigge.webtrekk.net	/900628278626707,54667400396704...	43	no-stor...	image/gif;c...	firefox:...	



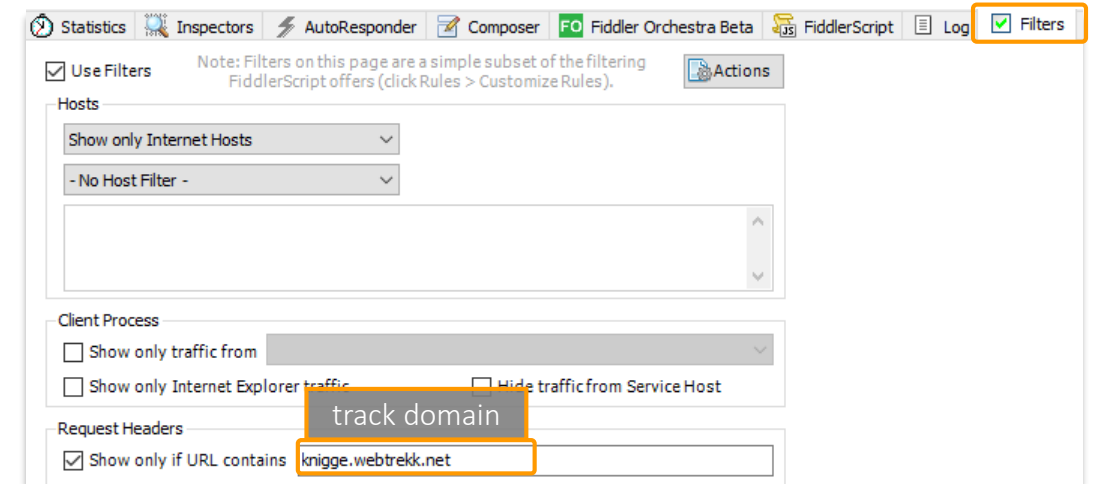
Progress Telerik Fiddler Session #65 - http://knigge.webtrekk.net/397389003597540/wt?p=441,manieren_per_mausklick,1,1920x1080,2...

Request | Response | Properties

Headers | TextView | SyntaxView | WebForms | HexView | Auth | Cookies | Raw | JSON | XML

Name	Value
p	441,manieren_per_mausklick,1,1920x1080,24,1,1537279708302,2,1704x...
tz	?
cdbeid	1fdebaa04eadd13955aaa
geid	14636447120064815648156
ct	LeftNav Index
la	de
pu	http://www.knigge.de/
eor	1

All parameters passed in the request



Statistics | Inspectors | AutoResponder | Composer | Fiddler Orchestra Beta | FiddlerScript | Log | Filters

Use Filters Note: Filters on this page are a simple subset of the filtering FiddlerScript offers (click Rules > Customize Rules). Actions

Hosts

Show only Internet Hosts

- No Host Filter -

Client Process

Show only traffic from

Show only Internet Explorer traffic Hide traffic from Service Host

Request Headers

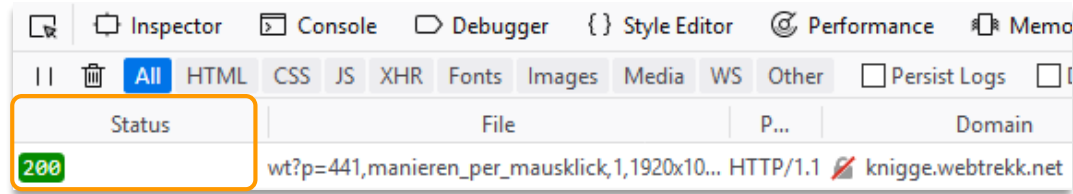
Show only if URL contains **knigge.webtrekk.net**

track domain

- When inspecting https connections, „Decrypt HTTPS traffic“ has to be activated in the options.

1.2 Status Codes

The „Status“ or „Result“ codes provide information whether the data was transmitted correctly.



Example statuses:

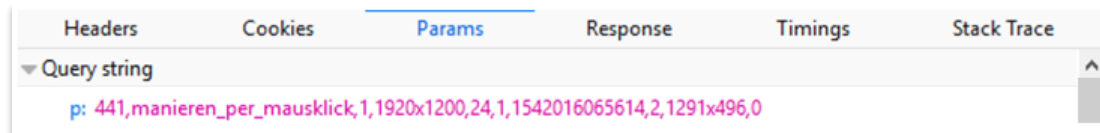
- „200“ = successfully tracked
- „Cache“ = successfully tracked
- „404“ = data transmission was not successful. TrackID or track domain do not exist.
- „(Aborted)“ = in most cases the request was measured.
 - Usually occurs with heatmap or event requests.
Technical background: The browser establishes a connection to the server (track request) in order to load the picture requested from there. As soon as the query reaches the server, the request is measured. But the server then has to return the picture, which in part is then no longer possible due to leaving the page.

1.3 Parameter Overview

There are several parameters that pass different information.

A description of all parameters can be found in the [Webtrekk Support Center](#).

- **Example:** Information passed in the parameter „p“



Parameter	Description	Analysis path
p	Pixel version, Name of the page, Javascript activated, Screen resolution, Color depth in bit, Cookies activated, Time stamp of the client (in milliseconds), Referrer (otherwise the coded URL), Visible area of the browser window, Java installed	- Navigation > Pages > Pages, Visitors > Technology > Javascript Visitors > Technology > Screen resolution Visitors > Technology > Colour depth Visitors > Technology > Cookie - Marketing > Referrers Visitors > Technology > Browser resolution Visitors > Technology > Java

1.4 Requests

Webtrekk tracks the following requests:

- Page Requests
- Event Requests
- Form Requests
- Media Requests
- Heatmap Requests

1.4.1 Page Request

In a page request, information on a page view is passed. Thus, a page impression is counted. With further parameters, other information can be passed.

Parameter	Value	
p	315,manieren_per_mausklick,1,1280x1024,24	[Pixel-Version] , [Page name], ...
tz	1	
eid	2131598227700988317	
one	0	
fns	0	
la	de	
cg1	home	Content Group 1
cp5	7654	Page Parameter 5

- The following information is tracked in the example:
 - The page “*manieren_per_mausklick*”.
 - Content group 1 with the value “*home*”.
Attention: A page is assigned to a content group only when it is viewed for the first time!
 - The page parameter 5 includes the ID “7654”.

1.4.2 Event Request

In an event request, information on an page view is passed; thus, a click is counted. With further parameters, other information can be passed.

- Event requests can be identified by the parameter “ct” (Click Tracking).

Parameter	Value
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

Event

- The following information is tracked in the example:
 - The event “*themen/bei-tisch-202.htm*”.
The event is automatically assigned to the page that was tracked last within the visit (i.e., not necessarily to the page “themen” that you see in the request).

1.4.3 Form Request

In a form request, information on an form and the included form fields is passed; thus, “Qty Form Started” is counted.

- Form requests can be identified by the parameter „fn“.

Parameter	Value	
p	315,manieren_per_mausklick,1,1280x1024,24,1,1	
tz	1	
eid	2131598227700988317	
one	0	
fns	0	
ct	Neuanmeldung	
fn	manieren_per_mausklick 0	Form Status (0=not send, 1= send)
ft	catchword.text empty 0	Formfield Value Status last focus (0=not last focus)
eor	1	

- The following information is tracked in the example:
 - The form “*manieren_per_mausklick*” with submit status “0” (not send).
 - The form field “*catchword.text*” with form field value “*empty*”.

1.4.4 Media Request

In a media request, information on a medium is passed. Thus, a media view is counted.

- Media requests can be identified by the parameter „mi“.

Parameter	Value	
p	320,st,1,1366x768,24,1,1385629129338,1,1366x93,1	
mi	arbeiten_in_reports	Name of the video
mk	pause	Current action of the media blayer
mt1	40	Current position in the medium (Seconds)
mt2	1159	Maximum Run Time of the Video (Seconds)
x	1385629129338	

- The following information is tracked in the example:
 - The medium “*arbeiten_in_reports*”.
 - The medium is paused at second 40 and has a total duration of 1159 seconds.

1.4.5 Heatmap Request

In a heatmap request coordinates of a single click are tracked.
This data can be visualized in the heatmap representation (only available in Webtrekk Q3).

- Heatmap requests can be identified by the parameter „hm_ts“.

Parameter	Value
p	315,manieren_per_mausklick,-246,-121
tz	1
eid	2131598227700988317
one	0
fns	0
eor	1
hm_ts	1327330757459

[X-coordinates] , [Y-coordinates]

- The following information is tracked in the example:
 - The coordinates of the clicks.
The click is automatically assigned to the page that was tracked last in Webtrekk.

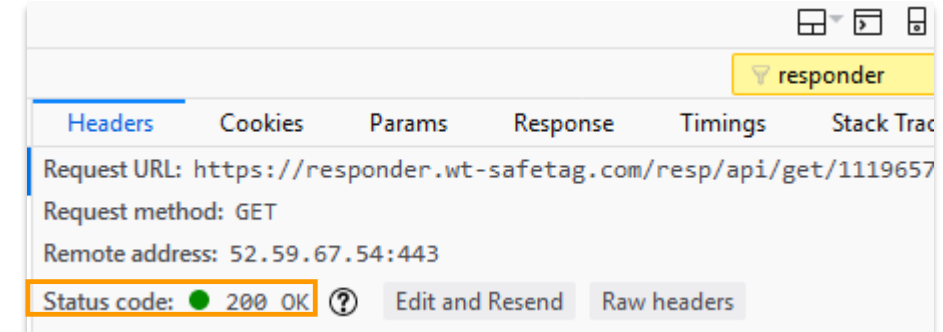


Webtrekk needs a minimum number of clicks until the heatmap can be depicted in an aggregated view.
Alternatively, you can choose the view type „detailed“ in the overlay center.

1.5 Checking Tag Integration

Is Webtrekk Tag Integration loaded?

- The check is done based on the request.
- When using the default setup filter on „responder.wt-safetag.com“. Alternatively, use the Tag Integration ID.
- Status Codes
 - 200
If the script **is not in cache** (e.g., at the first request of a user or after again publishing a container): Successfully loaded and container is delivered.
If the script **is in cache**: Account ID not found.
 - 204
No container was found for the current domain.
 - 304
Successfully loaded and container is delivered (only from the second request on).





2 Testing

In this chapter we describe how it can be checked whether tracking data is coming in correctly. This way, you can check whether the implementation concept is realized properly.

2.1 Crawlers

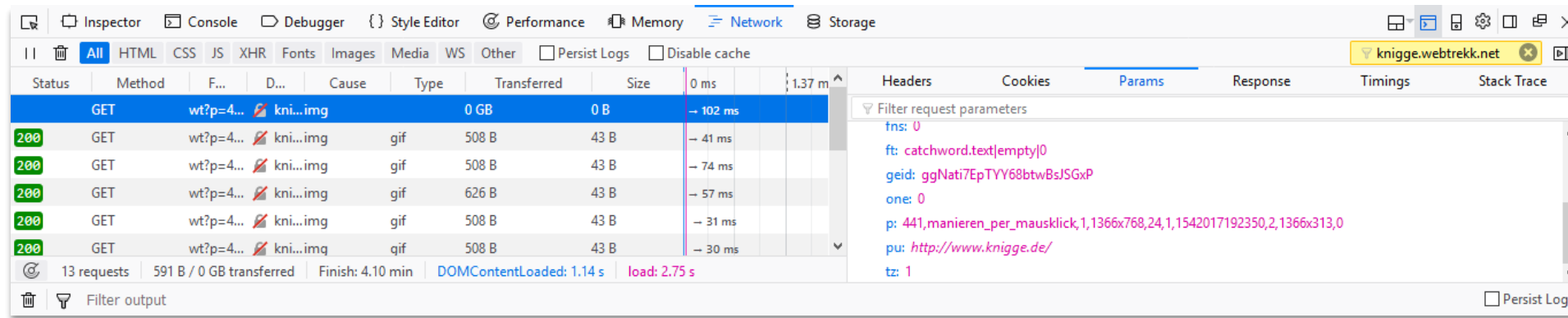
Is the Webtrekk tracking pixel integrated on all websites?

- Automated audit using a crawler is advisable to check for pixel integration.

E.g. Screaming Frog SEO Spider (subject to charge), Tagalyzer

2.2 Checking Requests

Use one of the tools presented in section 1.1 and check whether the corresponding requests are created when, e.g., a page is viewed or a link is clicked.



The screenshot displays the Network Inspector in a browser's developer tools. The top toolbar includes tabs for Inspector, Console, Debugger, Style Editor, Performance, Memory, Network, and Storage. The Network tab is active, showing a list of requests. The selected request is a GET request to `wt?p=4...` from `kni...img`. The details pane on the right shows the request parameters.

Status	Method	F...	D...	Cause	Type	Transferred	Size	0 ms	1.37 m
200	GET	wt?p=4...	kni...img		gif	508 B	43 B	- 41 ms	
200	GET	wt?p=4...	kni...img		gif	508 B	43 B	- 74 ms	
200	GET	wt?p=4...	kni...img		gif	626 B	43 B	- 57 ms	
200	GET	wt?p=4...	kni...img		gif	508 B	43 B	- 31 ms	
200	GET	wt?p=4...	kni...img		gif	508 B	43 B	- 30 ms	

Summary: 13 requests | 591 B / 0 GB transferred | Finish: 4.10 min | DOMContentLoaded: 1.14 s | load: 2.75 s

Request Parameters:

- ft: catchword.text|empty|0
- geid: ggNati7EpTYY68btwBsJSGxP
- one: 0
- p: 441,manieren_per_mausclick,1,1366x768,24,1,1542017192350,2,1366x313,0
- pu: <http://www.knigge.de/>
- tz: 1

2.3 Basic Tests in Webtrekk

The following tests are performed directly in Webtrekk Analytics.

- Generally, there's a 60 minutes update interval of the system. The exact point of time of the last data update can be found in the lower right of the analysis window.

Last raw data update: 2018-11-08 09:50

When using Live analytics, you can see the values of the chosen dimensions and metrics a few seconds after opening the analysis in Webtrekk.

- If the test is performed in the live environment and several persons are using the test environment, you have to filter on your test data out of all data that was tracked. To do this, you have several options:

Restrict on:

- End device Visitor Ids
- Order ID
- Campaign

2.3 Basic Tests in Webtrekk

- End device Visitor Ids
Filtering using the End device Visitor Id. It can be read out by the parameter „eid“ (only available if first-party cookies are used).

```
▼ Query string
ck5: manieren_per_mausklick|90
ct: wt_ignore
eid: 2154290004700491982
```

The analysis is not restricted to a single visit, but to a visitor. Use the calendar to restrict your analysis on test sessions of a single day.

Example: Filtering on auf eine End device Visitor Id

Auto

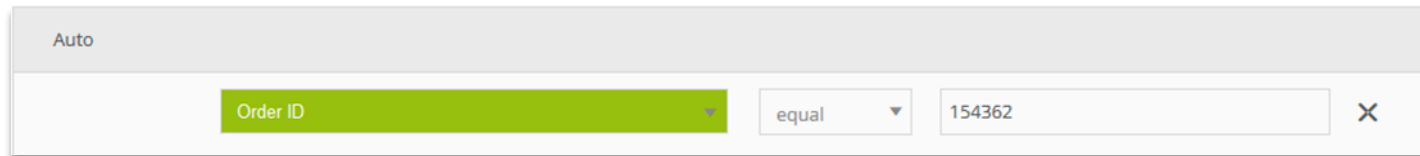
End device Visitor Ids equal 2131598227700988317 X

2.3 Basic Tests in Webtrekk

- Order ID: Filtering on the basis of an order ID generated in the test.

Using the scope in the filter engine, you can define whether you want to restrict your analysis on a single page, on a visit or on a visitor.

Example: Filter with an order ID.



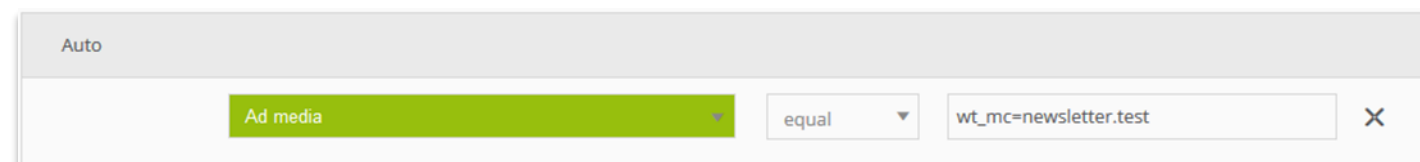
The screenshot shows a filter configuration window with a grey header labeled "Auto". Below the header, there is a filter rule: a green dropdown menu set to "Order ID", followed by a "equal" operator dropdown, and a text input field containing "154362". A small "X" icon is located to the right of the input field.

- Campaign: Filtering on the basis of a campaign used in the test (e.g. media code).

The campaign can be configured in Webtrekk.

Using the scope in the filter engine, you can define whether you want to restrict your analysis on a single page, on a visit or on a visitor.

Example: Filtering an advertising media "wt_mc = newsletter.test"



The screenshot shows a filter configuration window with a grey header labeled "Auto". Below the header, there is a filter rule: a green dropdown menu set to "Ad media", followed by an "equal" operator dropdown, and a text input field containing "wt_mc=newsletter.test". A small "X" icon is located to the right of the input field.

2.3 Basic Tests in Webtrekk

Are Visits and Page Impressions tracked correctly?

- View some pages and check whether the number of pages that you viewed is the same as the number of Page Impressions.

Analysis: Visitors > Traffic

Days ↑	Visits	Page Impressions
2018-10-16	1	4
Total	1	4



If there are more than 30 minutes between two page views, another browser is used or differing login information is sent, a new visit is generated.

2.3 Basic Tests in Webtrekk

Are pages tracked correctly?

- Is the number of viewed pages the same as the number of page impressions?
- Is the naming of the pages the same as defined in the implementation concept?

Analysis: Navigation > Pages > Pages

Pages	Page Impressions ↓
en.checkout.cart	3
en.home	2

2.3 Basic Tests in Webtrekk

Are events tracked correctly?

- Click the links on your website and check whether the number of clicks is the same as shown in Webtrekk.
- Is the naming of the pages the same as defined in the implementation concept?

Analysis: Navigation > Events

Events	Clicks ↓
demoshop.webtrekk.com.customer-service.	2
demoshop.webtrekk.com.	1



Events with the name „webtrekk_ignore“ are not shown in the analysis.

2.4 Extended Tests in Webtrekk

The following analyses can be used for in-depth data review:

- Entry pages
For which pages are entries measured?

Pages	Entries
en.women.jeans	5
en.woman.skirts	5
en.women.dresses	3

- Source of error: Session interruption
When using First-Party cookies different domains lead to several visits and accordingly several entry pages.
- Please note: After a Session timeout (no action for longer than 30 minutes) the next page is also counted as an entry page.

2.4 Extended Tests in Webtrekk

- Path Analysis
Are pages etc. called in the expected order?

Pages ▶ Follower Pages ▶ Second Follower Pages	Page Impressions ↓
▼ en.checkout.cart	857,590
▶ en.checkout.cart	263,355
▶ en.checkout.onepage	231,590
▶ en.home	86,920
▶ en.men.shoes	44,555
▼ en.men	41,965
en.men.shoes	18,090

- Sources of error: missing or multiple measurement

2.4 Extended Tests in Webtrekk

- Browser Tests

Does the tracking work (e.g. pages, actions, orders) in all browsers?

Browser Pages	Page Impressions
▶ Internet Explorer 11.x	120
▼ Safari 8	60
en.home	13
en.checkout.cart	8

- Source of Error: Tracking does not work in particular browsers

2.4 Extended Tests in Webtrekk

- Events per Page
Are events measured on the correct page?

Pages Events	Clicks ↓
▶ mainmenu.product	912
▼ teaser.sale813	294
en.home	165
en.productcatalog	98

- Sources of Error:
 - Measurement of the events does not occur on all pages.
 - Events are assigned to the wrong page (Multitab browsing is not activated)

2.4 Extended Tests in Webtrekk

- Parameters per Dimension:
 - On which pages are page parameters tracked?
 - For which events are event parameters tracked?
 - For which products/orders are E-Commerce-Parameters tracked?
 - For which sessions/visits are session parameters tracked?
 - For which advertising media are campaign parameters tracked?

Example: On which pages is the parameter „Error Message“ passed?

Error Message Pages	Page Impressions ↓
▶ title missing	267
▼ wrong login - password	179
en.home	89
en.login	42

- Source of Error: Parameters are not set for all defined objects

2.4 Extended Tests in Webtrekk

- Category per dimension:
 - Which pages are assigned to content groups?
 - Which products are assigned to product categories?
 - Which media are assigned to media categories?
 - Which Customer IDs are assigned to URM categories?
 - Which ad media are assigned to campaign categories?
 - Which times are assigned to time categories?

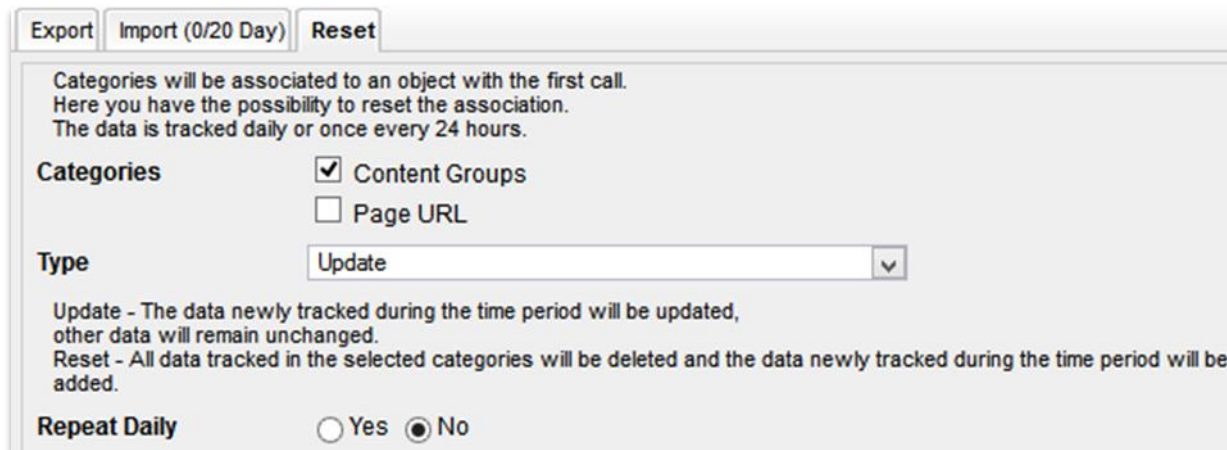
Page Hierarchy 1 Pages	Page Impressions ↓
▶ checkout	52.628
▶ home	33.690
▶ men	23.819
▶ women	16.866
▶ catalogsearch	8.840
▼ -	7.890
demoshop_webtrekk_com.women.t-shirts.basic-slub-jersey-t-shirt_html	1.773

- All dimensions not assigned to a category appear under “-”.

2.4 Extended Tests in Webtrekk

- Source of Error: No assignment
- Categories (e.g. content groups) are only assigned once, on the first track request (e.g. page). If the category was not configured in Webtrekk during the first request or not transferred in pixels, it is shown as “-” (not assigned).
To assign these objects, you can carry out an import (Excel, JSON interface...) or activate a renewed categorization (reset function). The latter function can be activated optionally by your supervising consultant.

Function for renewed reading of categories (“Webtrekk Q3 > Configuration > Categories > Import-Export”)



The screenshot shows a web interface for configuring category imports. At the top, there are three tabs: 'Export', 'Import (0/20 Day)', and 'Reset'. The 'Reset' tab is active. Below the tabs, there is a text block explaining that categories are associated to an object with the first call and that data is tracked daily or every 24 hours. Under the heading 'Categories', there are two checkboxes: 'Content Groups' (checked) and 'Page URL' (unchecked). Below this is a 'Type' dropdown menu currently set to 'Update'. A detailed explanation follows: 'Update - The data newly tracked during the time period will be updated, other data will remain unchanged.' and 'Reset - All data tracked in the selected categories will be deleted and the data newly tracked during the time period will be added.' At the bottom, there is a 'Repeat Daily' section with two radio buttons: 'Yes' (unchecked) and 'No' (checked).



3 Data Comparison

Data Comparison is another important building block to check validity of the data.

3 Data Comparison

Web analysis will never measure 100 percent of all accesses. A key factor for a meaningful analysis is that deviations remain consistent.

- Reasons for missing data in Webtrekk:
 - Page not completely loaded or interrupted before the pixel was sent.
Occurs frequently in the case of large websites or slow Internet connections (e.g. mobile access).
 - IP address or domain excluded from measurement in system configuration.
 - Tracking blocker active and no custom track domain in use.
 - User has excluded himself from measurement by opt-out.
 - Access occurs without activated JavaScript and no NoScript is integrated.
 - Technical Errors
 - No pixel integrated, wrong track domain / TrackID, JS file not linked correctly, missing function call, ...

3 Data Comparison

You could compare the data from Webtrekk with internal data, other Web Analytics tools or Marketing tools.

- Comparison with internal data (e.g., DWH/CRM)
 - number of online orders VS. orders in Webtrekk
 - newsletter registrations according to newsletter tool VS. newsletter registrations in Webtrekk
 - recorded logins VS. Customer-IDs in Webtrekk



Hint: Import key figures (e.g., number of online orders) on a daily basis and use the alert function in Webtrekk in order to have insights into data validity at all times.

3 Data Comparison

- Comparison with other web analytics tools

In general, other web analysis systems should provide similar data. Deviations of up to 10 percent are to be regarded as normal.

For an initial comparison, an individual page should be considered for a limited period and the metric page impressions should be used.

Example: Comparison of the page impressions of the homepage for the last seven days on a daily basis.

Days	Page Impressions (en.home)	Page Impressions (en.home)	Comparison Webtrekk/Tool
2018-11-12	64	60	106,7%
2018-11-13	67	63	106,3%
2018-11-14	75	74	101,4%
2018-11-15	3	3	100,0%
2018-11-16	10	9	111,1%
2018-11-17	43	42	102,4%
2018-11-18	62	59	105,1%
Total	324	310	104,5%

- Are the deviations between the tools per day consistent?
- In the next step the comparison can also be extended to other pages/content groups.

3 Data Comparison

- Comparison with marketing tools

Two methods that measure at different places of the site using different techniques will, in general, never show the exact same numbers. It is important that the deviation is consistent and within reasonable limits.

Usually different tools measure at different “spots”. While – for example – your marketing tool measures clicks on an advertisement, Webtrekk measures users who viewed or loaded the landing page completely (until the pixel was sent).

Users who click back and forth very fast cannot be tracked by Webtrekk.

If the marketing tool aggregates clicks done quickly after each other, use the metric “*Visits*” or alternatively “*Campaign Clicks*” in Webtrekk.

Summary

You should now be able to answers questions like these:

- In which parameter are page parameters sent in a request?
- Several information is submitted via the parameter "p". Which information is NOT included?

Get your certification!

We offer several certifications to prove your expertise ranging from Basic to Admin level.

Click [here](#) for more information.



Thank you for your interest in Webtrekk!

We'd like you to evaluate this training document to improve our training.

Your feedback assists us with the further optimization of the training documentation.

To evaluate, please scroll down on the article page.

[To the evaluation](#)

