



Webtrekk **CAMPUS**

User-centric Data

1 User-centric data

For every user Webtrekk calculates data, that depict frequencies and intervals.

There are different kinds of user-centric data:

- Focus on frequencies
- Focus on intervals

Which information can be generated by a user?



For the example of frequencies of visits the following information could be relevant:

- What was the number of the visit at a date (e.g. of the first order)?
- How many visits did a user make in total?
- How many visits did a user make in the analysis time period?

Besides the regular metric *customer* and *customer profile* views are differentiated:

- **Customer:** The value a user had at a specific **date**.
- **Customer Profile:** Focusses on the **current status** of the users (until his last visit). For doing so, the last visit does not necessarily have to be within the analysis time period.
- **[Regular]:** How often did the value occur in the analysis time period.

Example: „Customer Visits“ vs. „Customer Profile Visits“ vs. „Visits“



Days ↑	URM - Customer Visits	URM - Customer Profile Visits	Visits
2017-02-13	1	3	1
2017-02-14	2	3	1
2017-02-15	3	3	1

- Even though the last visit was not made within the analysis time period, „Customer Profile“ shows the value of the last visit.

Example:



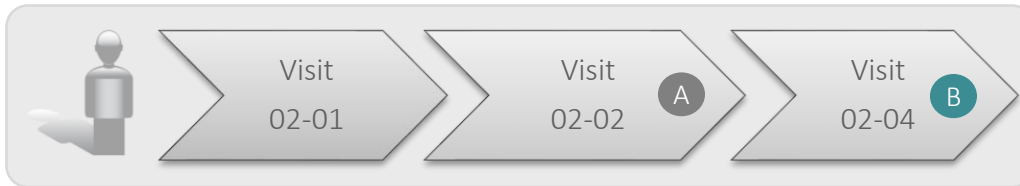
Days ↑	URM - Customer Visits	URM - Customer Profile Visits	Visits
2017-02-13	1	3	1
2017-02-14	2	3	1



Customer profile views are not suitable for a time-based analysis.

Webtrekk calculates intervals of visits and orders.

- Calculation of visit intervals
 - For each visit the amount of days that passed since the previous visit is calculated.
 - The days are calculated based on the date, the time is not taken into account.
 - The first visit is not considered for calculation.



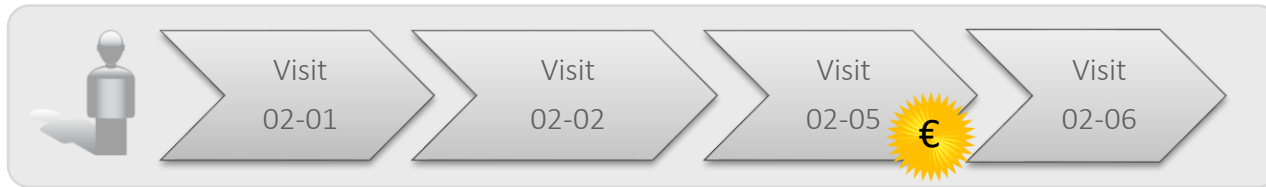
	URM - Days between contacts	Visits	Visits %
A	1	1	50.00 %
B	2	1	50.00 %



By using cohorts Webtrekk provides the possibility to analyze days/weeks/months since the first visits (e.g. „Cohorts (Lifespan Weeks)“).

- By using the filter engine the analysis can be limited to specific events/visits.

Example: Calculation days between contacts with filtering



How many days prior to the last order users accessed the website?

Auto

URM - Last Visit with a Purchase equal Yes

URM - Days between contacts	Visits
3	1

An orange arrow points from the filter configuration to the resulting data table.

How many days prior to the last visit users accessed the website?

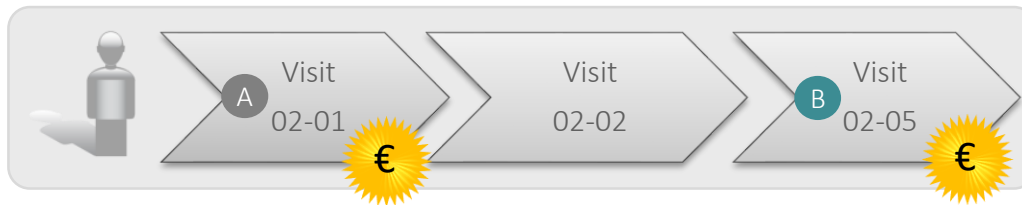
Auto

URM - Last Visit equal Yes

URM - Days between contacts	Visits
1	1

An orange arrow points from the filter configuration to the resulting data table.

- Calculation of order intervals
 - For each order the the amount of days that passed since the previous order is calculated.
 - The days are calculated based on the date, the time is not taken into account.
 - For the first order the amount of days passed since the first visit is depicted.



	URM - Days between orders	Qty Orders
A	0	1
B	4	1

1.3 Overview dimensions and metrics

The following dimensions and metrics are calculated automatically:

- Traffic view

Metric/value	Designation	Description	Available as	
			Metric	Dimension
Page impressions	URM – Customer Page Impressions	Total page impressions to date in intervals of ten		
	URM – Customer Profile Page Impressions	Total page impressions (Object: intervals of ten)		
Visits	URM – Customer Visits	Total visits to date		
	URM – Customer Profile Visits	Total visits		
Days	URM – Days since Contact	Days since a visit		
	URM – Customer Profile Days since Last Contact	Days since the last visit to date		
	URM – Customer Profile Days since First Contact	Days since the first visit to date		
	URM – Customer Profile Visit Frequency Avg. (Days)	Avg number of days between visits		
	URM – Days between contacts	Number of Days between visits		
Yes No	URM – Last Visit	Shows whether something occurred within a visitor’s last visit		

1.3 Overview dimensions and metrics

The following dimensions and metrics are calculated automatically:







- Order view (1/2)

			Available as	
Metric/value	Designation	Description	Metric	Dimension
Orders	URM – Customer Orders	Total orders to date		
	URM – Customer Profile Orders	Total orders		
	URM – Customer Orders w. Discounts	Total number of discounted orders to date		
	URM – Customer Profile Orders w. Discount	Total number of discounted orders		
Order value	URM – Customer Order Value	Total order value to date		
	URM – Customer Profile Order Value	Total order value		
	URM – Customer Profile Order Value Avg	Avg total order value		
Discount value	URM – Customer Discount Value	Total discount value to date		
	URM – Customer Profile Discount Value	Total discount value		
Discount rate %	URM – Customer Profile Discounts %	Percentage of discounted orders out of total orders		

1.3 Overview dimensions and metrics

The following dimensions and metrics are calculated automatically:

- Order view (2/2)

Metric/value	Designation	Description	Available as	
			Metric	Dimension
Customer Lifetime Value	URM – Campaign New Visitor CLV	Total order value to date for new visitor with campaign click		
Days	URM – Days since Order	Days since the previous order (or first visit in case of the first order)		
	URM – Customer Profile Days since Last Order	Days since the last order		
	URM – Days between orders	Days between two orders		
Yes No	URM – Last Visit with a Purchase	Shows whether an order was placed during the last visit		

Why is much information available as dimension, even though figures are depicted?

- For lots of user-centric data it can be helpful to use it as dimensions, even though figures are depicted. Only by doing so further metrics and formulars can be viewed in this context.

Example for using the dimentions „URM – Customer Profile Visits“:

URM - Customer Profile Visits ↑	Visitors	% of All Visitors
1	14,129	85.13 %
2	1,855	11.18 %
3	347	2.09 %

Allows the analysis of the question: „How many users did make only 1 visit in total?“

Example for using the metric „URM – Customer Profile Visits“:

Channel	Visits ↓	URM - Customer Profile Visits
Direct	39,465	47,750
SEO	36,105	40,870
Display	15,085	18,590

Allows the analysis of the question: „How many visits did users make in their lifetime, when they had at least one access via the channel „Direct“?“

User-centric data of users who have no login information (i.e., no Customer ID) are cleaned up automatically.

By default, user-centric data is automatically cleaned up if a user has

- exactly one visit and exactly one page impression: after 30 days
- exactly one visit and more than one page impression: after 180 days
- more than one visit: after 360 days

Consequently, users who are registered are not deleted automatically.

Customer ID	Customer Profile Visits	Customer Profile Page Impressions	Will be deleted when?
168456	1	1	never
none	1	2	after 180 days
none	2	2	after 360 days
none	1	1	after 30 days

 The number of days after which the single rules will be applied can be adjusted by Webtrekk.

2 Integration of additional data

Additional data can be integrated arbitrarily via URM categories.

Several options arise on how to submit this data:

- **Onsite data collection**
Submission of the information directly on the website.
- **Data import**
Via SOAP, JSON, Excel, Datafeed information can be imported.

2.1 Predefined URM categories

Numerous categories are already predefined in Webtrekk.

- These categories and key figures do not have to be set up separately in Webtrekk.
- Some categories can be populated automatically with the survey widget available in Tag Integration.

The following predefined categories exist: (1/2)

Predefined URM categories	Description	How can data be captured?
URM - Age	Specifies the current age of a visitor in 5-year increments. Calculated using the recorded date of birth.	Pixel, import, widget
URM - E-Mail Opt-in	Specifies whether a user has registered for a newsletter. The following are differentiated: unknown (default), yes, no.	Pixel, import
URM - Email Receiver Id	Contains a unique ID of the newsletter recipient and thereby enables newsletter remarketing.	Pixel, import
URM - Gender	Shows the visitor's gender that was passed to Webtrekk.	Pixel, import, widget

2.1 Predefined URM categories

The following predefined categories exist: (2/2)

Predefined URM categories	Description	How can data be captured?
URM - Country	The country where the visitor resides.	Import
URM - City	The city where the visitor resides.	Import
URM - Postal Code	The postal code where the visitor resides.	Import
URM - Street	The street where the visitor resides.	Import
URM - Custom Visitor ID	Transfer of the login permits more accurate visitor counting and interface to CRM data.	Pixel, import
URM - Discount Value	Discount amount granted for the order.	Pixel, import

Individual information from CRM can be integrated with URM categories.

- Here the transferred customer ID serves as the key.

Examples:

- Creditworthiness
- Qty of offline orders
- Lead status

Customer ID	Qty of offline orders	Creditworthiness
168456	1	Green
168457	0	Green
168458	2	Red

3 Predictions



Predictions are used to make forecasts based on the usage behavior.

- What is the likelihood that a specific visitor will never come back to the website?
- What is the likelihood that a specific visitor will buy something during one of the subsequent visits?
- What order value will a specific visitor generate with his next order/in the next 30 days/lifetime?

This information is relevant in order to derive individual marketing measures.

- The costs of marketing measures should not exceed the expected profit.
- Only spend money on customers with high potential!

A self-learning system continuously analyses influences and takes them into account for the calculation.

- The system is configured individually for each customer.
- In the first 2-3 months in particular, the predictions are automatically adapted on a customer-specific basis.

Various criteria are analyzed:

- Number of visits
- Number of orders
- Purchases / visit
- Visit duration Avg
- Page impressions / visit
- Product views / visit
- Value of product views / visit
- Order value Avg
- Order value
- Days since first / last visit
- Days since first / last purchase
- ...

The following prediction metrics / dimensions are available:

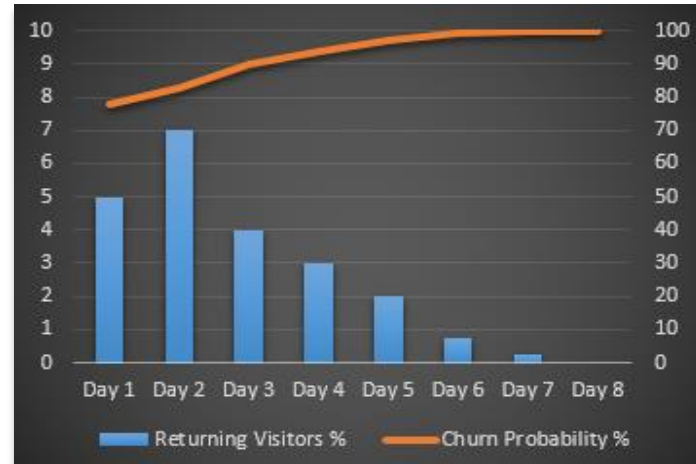
Metric/ Value	Label	Description	Available as	
			Metric	Dimension
Churn Probability	URM – Predicted Churn Probability % (interval 10)	Indicates how high the probability is that a visitor will not visit the website again.		
	URM - Predicted Churn Probability %			
Conversion Probability	URM – Predicted Conversion Probability % (interval 10)	Indicates how high the probability is that a visitor will buy during one of the subsequent visits.		
	URM – Predicted Conversion Probability %			
Order Value	URM – Predicted Order Value Next 30 Days	The predicted order value, that a user will generate in the next 30 days.		
	URM – Predicted Next Order Value	The predicted order value, that a user will generate in his next order.		
Customer Lifetime Value	URM – Predicted Customer Lifetime Value (interval 50)	The predicted order value, that a user will generate in addition to the already measured order value.		
	URM – Predicted Customer Lifetime Value			

- To calculate the churn probability, all that is needed is for each page to be captured in Webtrekk.
- To calculate the probability of all other metrics and objects, orders and products have to be measured as well.

3.1 Calculating the churn probability

Example:

Days	Returning visitors %	Churn probability %
Day 1	5 %	78 %
Day 2	7 %	83 %
Day 3	4 %	90 %
Day 4	3 %	94 %
Day 5	2 %	97 %
Day 6	0.75 %	99 %
Day 7	0.25 %	99.75 %
Day 8	-	100 %
Total	22 %	



Day 1

5 percent of all visitors come back to the website on the day of the first visit.

The churn probability on day 1 is: $100 \% - \text{sum of all returning visitors (Day 1 - Day 8)} = 100 \% - 22 \% = 78 \%$

Day 2

7 percent of all visitors come back to the website one day after the first visit.

The churn probability on day 2 is: $100 \% - \text{sum of all returning visitors (Day 2 - Day 8)} = 100 \% - 17 \% = 83 \%$

- The overall churn probability for a period takes into account when visitors were last active on the website.

Individual behavior patterns are now considered in the calculation.

For example:

- Visit duration Avg
- Page impressions / visit
- Number of visits
- ...

For example, if there were ten page impressions during the first visit, only visitors with a similar number of page impressions would be included in the calculation.

To help us improve the training documentation we request an evaluation.

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

To do so scroll down on the article page in the Support Center.

To the evaluation