Configuring Your Web Site to Collect Marketing Warehouse Data

As the WebTrends administrator, you need to work with your organization’s web developers to capture web event, visit, and visitor data in your Marketing Warehouse. At the root of data collection is the WebTrends JavaScript tag that collects information about visits and visitors to your site. Make sure that your JavaScript tag is configured to collect first-party cookies in order to identify visits and visitors. Once you determine the web events important to your business, you need to implement the WebTrends query parameters designated to collect them. Also, if you plan to integrate on-site data with off-site data, ensure that your web site identifies visitors using unique, non-personally identifiable IDs. This chapter covers these concepts in detail.

Implementing the WebTrends JavaScript Tag

In order to populate the Marketing Warehouse with the event data important to measuring performance for your business, you need to implement a WebTrends JavaScript tag. Marketing Warehouse requires a JavaScript tag created using WebTrends Analytics v8 or higher. You can create a WebTrends JavaScript tag by creating a SmartSource data source in WebTrends Analytics software or by creating a data source in WebTrends On Demand. For information about implementing the tag on your web site, see “Client-side JavaScript Integration” in Administration User’s Guide.

Using Cookies to Identify Visits and Visitors for Marketing Warehouse

Marketing Warehouse relies on first-party cookies supplied by the WebTrends JavaScript tag for identifying visits and visitors. First-party cookie tracking is enabled by default when you create a SmartSource data source. You can configure the JavaScript tag to use the cookie tracking method of your choice. The tag can generate a first-party cookie for you, use your company’s first-party cookie (or your method of uniquely identifying visitors), or use the cookie generated by the WebTrends Cookie Plug-in. For more information, see “Tracking Visitor Sessions” in the WebTrends Administration User’s Guide.

The WebTrends JavaScript tag generates the following query parameters that Marketing Warehouse uses to identify first-party cookies:
If first-party cookie tracking is enabled in the WebTrends JavaScript tag, this query parameter is passed on every hit, unless the customer has opted out of cookie tracking. The parameter value is a unique identifier for the visitor. The format of the unique identifier depends on the first-party cookie tracking method you specified in the SmartSource Data Source settings.

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**Note**

If you used a version of WebTrends Analytics earlier than v8, you need to edit your SmartSource data sources and update your WebTrends JavaScript tag. For more information, see “Defining a Data Source for a Marketing Warehouse Profile” in the *Marketing Warehouse Software Administrator’s Guide*.

Keep in mind that without cookie tracking, the Marketing Warehouse tracks events only. Visitors without cookies are considered “unknown visitors.”

### Acceptable Date Formats

When using a date with a query, the supported date formats include whatever SQL Server natively supports. Some of these formats are listed here:

- `'01/05/2006'`
- `'1/5/2006'`
- `'01-05-2006'`
- `'01 05 2006'`
- `'1 5 2006'`
- `'05-01-2006'`
- `'2006-01-05'`
- `'2006-1-5'`
- `'20060105'`
- `'060105'`
- `'05-Jan-06'`
- `'05 Jan 2006'`
- `'Jan 1 2006'`
- `'Jan 1, 2006'`

Date formatting also requires that you configure settings in WebTrends Administration to specify if month precedes day or vice-versa. The configuration user interface provides this choice on an attribute-by-attribute basis. For more information, see “Working with Custom Events” in the *Marketing Warehouse Software Administrator’s Guide*.

### Visitor Identification

The Marketing Warehouse uses query parameters generated by the WebTrends JavaScript tag for tracking visits and unique visitors. You must have configured some method of cookie tracking for these parameters to be set. If you disable cookie tracking, this parameter is not generated or passed in the query string.

**WT.vt_sid**

Identifies unique visitor sessions. It is passed with every hit to either SmartSource Data Collector (SDC) or WebTrends On Demand. If you enabled first-party cookie tracking in the JavaScript tag, the JavaScript generates this parameter. Otherwise SDC or WebTrends On Demand generates this parameter if it is not present on the incoming hit.
Configuring Your Web Site to Collect Marketing Warehouse Data Using WebTrends Query Parameters to Collect Event Data

WT.vt_f_s
Identifies the start of a visitor session when a first-party cookie value is available. If first-party cookie tracking is enabled in the WebTrends JavaScript tag, this parameter is set to 1 for the first hit of a new session.

WT.vt_s
Identifies the start of a visitor session when only a third-party cookie is available. This parameter is generated and set to 1 for the first hit for a new session.

WT.vt_f_tlv
Identifies the time of the visitor’s last visit when a first-party cookie is available. SDC and WebTrends On Demand both set this parameter at the start of each new visit. On a visitor’s first visit, the value is set to zero. The Marketing Warehouse uses this parameter to populate event roll up tables.

WT.vt_tlv
Identifies the time of the visitor’s last visit when only a third-party cookie is available. SDC and WebTrends On Demand both set this parameter at the start of each new visit. The Marketing Warehouse uses this parameter to populate event rollup tables.

WT.dcsvid
Identifies visitors. The Marketing Warehouse uses this query parameter to populate the ExternalVisitorID field of the Visitor table, which allows you to link to external visitor data in the Extended Attributes Database.

Using WebTrends Query Parameters to Collect Event Data

Marketing Warehouse also requires the presence of certain WebTrends query parameters in your SmartSource data files in order to collect event data. For more information about the complete set of WebTrends query parameters, see “WebTrends Query Parameters” in WebTrends Administration User’s Guide.

This section introduces and describes query parameters that are associated with WebTrends Marketing Warehouse events. If a parameter is not marked as optional, it is required.

Collecting Content Group Events

A Content Group event occurs when visitors access a page configured as belonging to a group of related pages. The Marketing Warehouse uses the following query parameter values to populate the ContentGroupEvent table:

WT.cg_n
WT.cg_n=Name[;...]
Identifies the name of a content group. The maximum length for each Name is 64 bytes.

This parameter passes data to the Content Group Name attribute, which segments visitors by the Content Group they view.

WT.cg_s
Optional: Identifies the name of a sub-content group. The maximum length is for each SubName is 64 bytes.
Using WebTrends Query Parameters to Collect Event Data Configuring Your Web Site to Collect Marketing Warehouse Data

This parameter passes data to the Content Sub-Group Name attribute, which segments visitors by the name of the Content Sub-group they.

**Note**

If \( \text{WT.cg_s} \) is present, the number of Content Group values for both parameters must match.

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**Collecting External Visitors**

The Marketing Warehouse uses this query parameter to populate the \( \text{ExternalVisitorID} \) field of the Visitor table, which links to extended attribute data in the Extended Attributes Database.

\( \text{WT.dcsvid} \)

\( \text{WT.dcsvid=anystring} \)

Identifies visitors using the unique visitor ID you assign to your visitors.

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**Collecting On-Site Search Events**

On-site search events occur when visitors use your on-site search engine. These events track keywords and the number of results the search returned.

\( \text{WT.oss} \)

\( \text{WT.oss=Search Phrase} \)

Identifies a word or a phrase that visitors submit for an on-site search event. \( \text{Search Phrase} \) can be any string used by a visitor in an on-site search tool.

This parameter provides data for the Search Term attribute, which allows you to segment visitors by the search terms they submitted.

\( \text{WT.oss_r} \)

\( \text{WT.oss_r=number of results} \)

Identifies whether or not an on-site search is successful. This parameter should be specified on the same hit as \( \text{WT.oss} \) and should be set to the number of results whenever the on-site search is successful, or to 0 when the search fails (no result).

This parameter passes data to the Number of Results attribute, which allows you to segment visitors by the number of results returned.

**Note**

A missing \( \text{WT.oss_r} \) parameter in the presence of the \( \text{WT.oss} \) parameter is interpreted as the same as \( \text{WT.oss_r=0} \) (search failure).

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**Collecting Product View Events**

Product View events occur when visitors visit a page configured to track products. These events track the web site activity for each product page. The Marketing Warehouse uses the query parameters values in this section to populate the \( \text{ProductViewEvent} \) table. These parameters must be present in the hit in order for the Marketing Warehouse to recognize the hit as a product view.
Use the following query parameters to populate the Viewed SKU attribute:

WT.pn_sku
WT.pn_sku=productSKU[;…]

Identifies the SKU (a unique numeric identifier) of a product.

This parameter passes data to the Product SKU attribute, which segments visitors by the product SKU that they viewed.

WT.pn_id
WT.pn_id=productID[;…]

Optional: Identifies the product identifier of a product. If possible, product IDs should be unique values to preserve lookup data integrity.

This parameter passes data to the Product ID attribute, which segments visitors by product identifier.

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**Note**

Product IDs typically map to multiple Product SKUs. For example, a sporting goods company might have an item with a specific ID and several SKUs corresponding to various colors.

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WT.tx_e=v

Identifies a product view.

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**Note**

Marketing Warehouse assumes that WT.tx_u has a value of 1 (units) when passed in a hit with WT.tx_e.

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### Collecting Purchase Events

Purchase events occur when visitors complete a purchase on your web site that is triggered by the creation of a product invoice identifier. These events track the products purchased, the units sold for each product, and cost of each product. The Marketing Warehouse uses the query parameters in this section to populate the PurchaseEvent table, the PurchaseEventOrderType table, and the PurchaseLineItemEvent table.

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**Note**

The number of values provided in WT.tx_s, WT.tx_u, and WT.pn_sku must match. For example, if you pass two values for WT.pn_sku, you should pass two values for WT.tx_s and WT.tx_u. Otherwise, Marketing Warehouse does not recognize the hit as a purchase event.

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WT.pn_sku
WT.pn_sku=productSKU[;…]

Identifies the SKU (a unique numeric identifier) of a product. When you pass multiple values, the order of the values is important because they correlate to the number of units passed in the WT.tx_u parameter.
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This parameter passes data to the Product SKU attribute, which segments visitors by the product SKU purchased.

WT.pn_id
WT.pn_id=productID[;…]

Optional: Identifies the product identifier of a product. If possible, product IDs should be unique values to preserve lookup data integrity.

This parameter passes data to the Product ID attribute, which segments visitors by product identifier.

Note
Product IDs typically map to multiple Product SKUs. For example, a sporting goods company may have an item with a specific ID and several SKUs corresponding to various colors.

WT.tx_i
WT.tx_i=InvoiceNumber

Identifies the invoice number for the purchase.

This parameter passes data to the Invoice Number attribute, which segments visitors by the invoice number of their purchase.

WT.tx_s
WT.tx_s=Subtotal[;…]

Identifies the total cost for each product in the order. Do not include a currency symbol. Be sure to pass the value in dollars.cents format. If an order contains multiple products, separate the totals for each product using a semi-colon.

This parameter passes data to the Revenue and Total Amount attributes, which segment visitors by the amount of revenue attributed to their purchase.

WT.tx_t
WT.tx_t=type[;…]

Identifies an event as the type Order. An example of this is “Credit Card.” The maximum length is 64 bytes.

This parameter passes data to the Order Type attribute, which segments visitors by purchase type. For example, the payment method.

WT.tx_u
WT.tx_u=Units[;…]

Optional: Identifies the quantity in the transaction. Pass a positive integer for this value. If an order contains multiple products, separate the numbers of units for each product using a semi-colon. When multiple values are passed, the order of the values is important because they correlate to the number of units passed in the WT.pn_sku parameter.

This parameter passes data to the Units attribute, which segments visitors by the number of units purchased.

WT.tx_e
WT.tx_e=p

Identifies an event as a purchase event. Pass only one value for WT.tx_e per hit. If you pass multiple values, the hit is not identified as a purchase event.
Collecting Registered Visitors

The Marketing Warehouse uses this query parameter to set the `IsRegistered` column in the `Visitor` table.

```
WT.rv
WT.rv = 1
```

Your web server should pass this parameter with a value of 1 on a hit when a visitor completes a registration process.

This parameter passes data to the Registered attribute, which segments visitors as registered visitors of the website.

Collecting Scenario Events

Scenario events occur when visitors visit a page configured to track a step in a preconfigured process on your site such as a registration process or a purchase process. Marketing Warehouse uses the query parameters in this section to populate the `ScenarioEvent` table.

```
WT.si_n
WT.si_n = Name[; ...]
```

Identifies the name of the Scenario. The maximum length for each `Name` value is 64 bytes.

This parameter passes data to the Scenario Name attribute, which allows you to identify visitors by the name of the scenario they view.
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\( WT.si_x \)
\( WT.si_x= \text{StepPosition}[;...] \)

Identifies the Scenario Analysis step by number.

This parameter passes data to the Step Number attribute, which allows you to identify visitors by the Scenario step they view.

\( WT.si_cs \)
\( WT.si_cs=1/0[;...] \)

This optional parameter identifies whether the page is the step in which conversion occurs when the value is 1. Typically, this page is the last step in your Scenario. In addition to this parameter, the web server must also pass \( WT.si_x \) for this page.

Multiple values are supported. If multiple values are passed for this parameter and other Scenario event parameters, the Marketing Warehouse correlates the values.

This parameter passes data to the Is Conversion Step attribute, which segments visitors according to whether they view a page defined as a Scenario conversion step.

To implement shopping cart scenario parameters using \( WT.si_x \):

1. Configure the product detail pages where visitors can click a button to buy a product. These pages differ from the shopping cart basket page that contains all items in the cart.
   a. Use \( WT.si_n=\text{ShoppingCart} \) to identify tagged pages with your shopping cart scenario.
   b. Use \( WT.si_x=1 \) to identify tagged pages with the first step in the scenario.

2. Configure the pages where your visitors add or remove items from the shopping cart.
   a. Use \( WT.si_n=\text{ShoppingCart} \) to identify tagged pages with your shopping cart scenario.
   b. Use \( WT.si_x=2 \) to identify tagged pages with the second step in the scenario.

3. Configure the pages where your visitors start the checkout process.
   a. Use \( WT.si_n=\text{ShoppingCart} \) to identify tagged pages with your shopping cart scenario.
   b. Use \( WT.si_x=3 \) to identify tagged pages with the third step in the scenario.

4. Configure the pages where your visitors have successfully completed the purchase.
   a. Use \( WT.si_n=\text{ShoppingCart} \) to identify tagged pages with your shopping cart scenario.
   b. Use \( WT.si_x=4 \) to identify tagged pages with the fourth step in the scenario.
   c. If you want to track the purchase complete page as the conversion step for use in WebTrends Marketing Warehouse, use \( WT.si_cs=1 \)

**Note**
To provide useful names for WebTrends Explore users, you also need to create a Scenario Analysis definition through WebTrends Administration. Ensure that you configure a step name for each step.
Collecting Search Events

Search events occur when visitors come to your site through a search engine. These events capture the search engines used and individual key words that your visitors submitted. Marketing Warehouse identifies search events by inspecting the referrer on the first page of a visit. Search events are populated in the *SearchEvent* table. The parameters in this section help to characterize the search event.

**WT.srch**

*WT.srch=SearchEngineType*

Categorizes the search event as either *paid* (if *WT.srch=1*) or *organic* (*WT.srch* is not passed or is empty).

This parameter passes data to the Search Type attribute, which segments visitors by type of search (paid or organic).

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**Note**

Search engine results using *WT.srch=1* are limited to only those search engines that are listed on the WebTrends search engine availability list. Using *WT.srch=1* will not produce search engine campaign results for search engines that are not recognized by WebTrends.

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Collecting Shopping Cart Events

Shopping cart events occur when visitors add or remove items from their shopping carts. These events track which products and the number of units that are added or removed. Marketing Warehouse uses the query parameters in this section to populate the *CartEvent* table:

**WT.tx_e=a/r**

Identifies when an item is added or removed. A value of *a* indicates that an item was added to a shopping cart. A value of *r* indicates that an item was removed from a shopping cart.

**WT.tx_cartid**

*WT.tx_cartid=CartIdentifier*

Identifies a visitor’s cart with a unique value. The Marketing Warehouse uses this parameter to identify events associated with a specific cart.

This parameter passes data to the Cart ID attribute, which segments visitors who add or remove items from shopping carts.

**WT.pn_sku**

*WT.pn_sku=productSKU[;…]*

Identifies the SKU (a unique numeric identifier) of the product.

This parameter passes data to the Product SKU attribute, which segments visitors by the SKU of products that they add or remove from their shopping carts.

**WT.tx_u**

*WT.tx_u=Units[;…]*

Identifies the quantity in the transaction. Note that the values for *WT.pn_sku* and *WT.tx_u* are tied together item-for-item in sequential order.

This parameter passes data to the Units attribute, which segments visitors by the number of units that they add or remove from their shopping carts.
Using Unique IDs to Identify Visitors for Marketing Warehouse

Marketing Warehouse also requires the `WT.dcsvid` query parameter, which identifies visitors using a value generated and maintained by your web server. The Marketing Warehouse uses this query parameter to populate the `ExternalVisitorID` field of the Visitor table, which allows you to link to external visitor data in the Extended Attributes Database.

Ensuring Privacy Using Anonymous Visitor IDs

As a best practice, you should identify visitors for the Marketing Warehouse using an anonymous unique ID that you create. Use a visitor ID that you can match with an email address in your organization’s information system, such as a CRM or email campaign tool. Ideally, you should assign the same visitor ID that your email campaign tool uses. This practice allows you to seamlessly integrate WebTrends Marketing Lab email lists with the email campaign tool that you use. Pass the visitor ID as part of the external visitor attributes, which you can upload from the information system where they are stored to the Marketing Warehouse using the WebTrends Web Services API. Because an email address is personally identifiable information, we strongly discourage using an email address as a unique visitor id.

For information about WebTrends Web Services, see https://api.webtrends.com/Services/AttributeUploadService.asmx.

Adhering to Organizational Privacy Policies

Make sure that your WebTrends Marketing Warehouse implementation adheres to your organization’s privacy policy. Most standard privacy policies do not allow personally identifiable information to be shared with third parties such as WebTrends On Demand.

Document Revision History

Table 5: Document Revision History contains a summary of changes made to this document beginning with the release of MLW, version 8.7.

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