

# Configuring Sitecore Experience Analytics

## The Ultimate Guide

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# Assets

DASHBOARD > Assets

10 Nov '18 - 7 Feb '19 All sites

## Top asset groups by downloads

No data to display

## Top asset groups by downloads

No data to display

## Top asset groups by value per visit

No data to display

## TODAY'S QUESTION

# Why Are My Experience Analytics Reports Empty?

Every business is unique, the platform must be shaped to fit organizations and their customers:

- Some reports require the intervention of the development team
- Others require to set up Sitecore for marketing

# Inside

- Today's focus: How to configure Experience Analytics Reports
- Recommendation on how to get started



# Reports that Require Developer Intervention

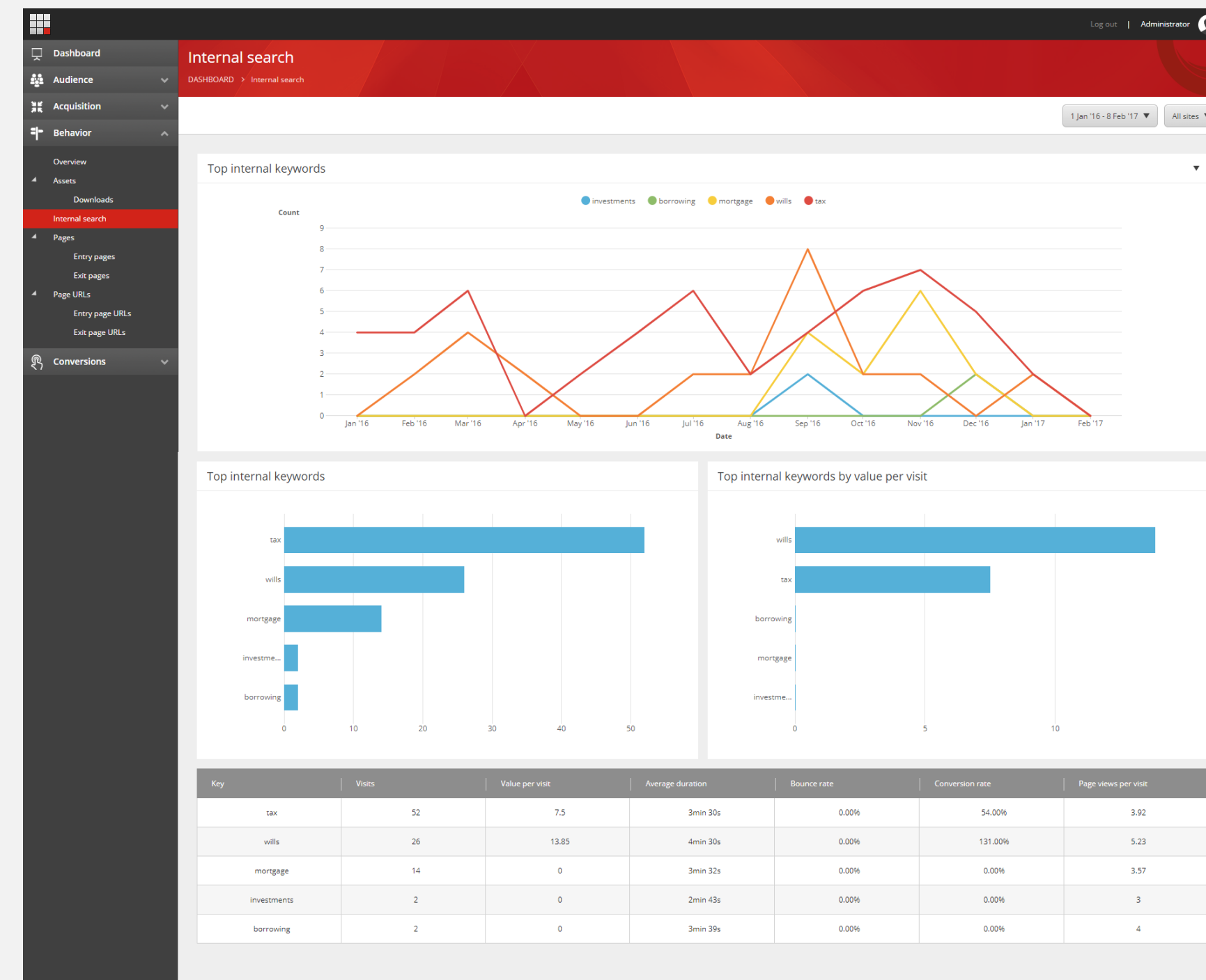
DEVELOPER INTERVENTION

# Internal Search

Since Sitecore doesn't know how your site search is going to work, it can't do the data capture part of the process. However it is fairly simple for a developer to configure it

## How?

- Register the Search page event in the analytics tracker



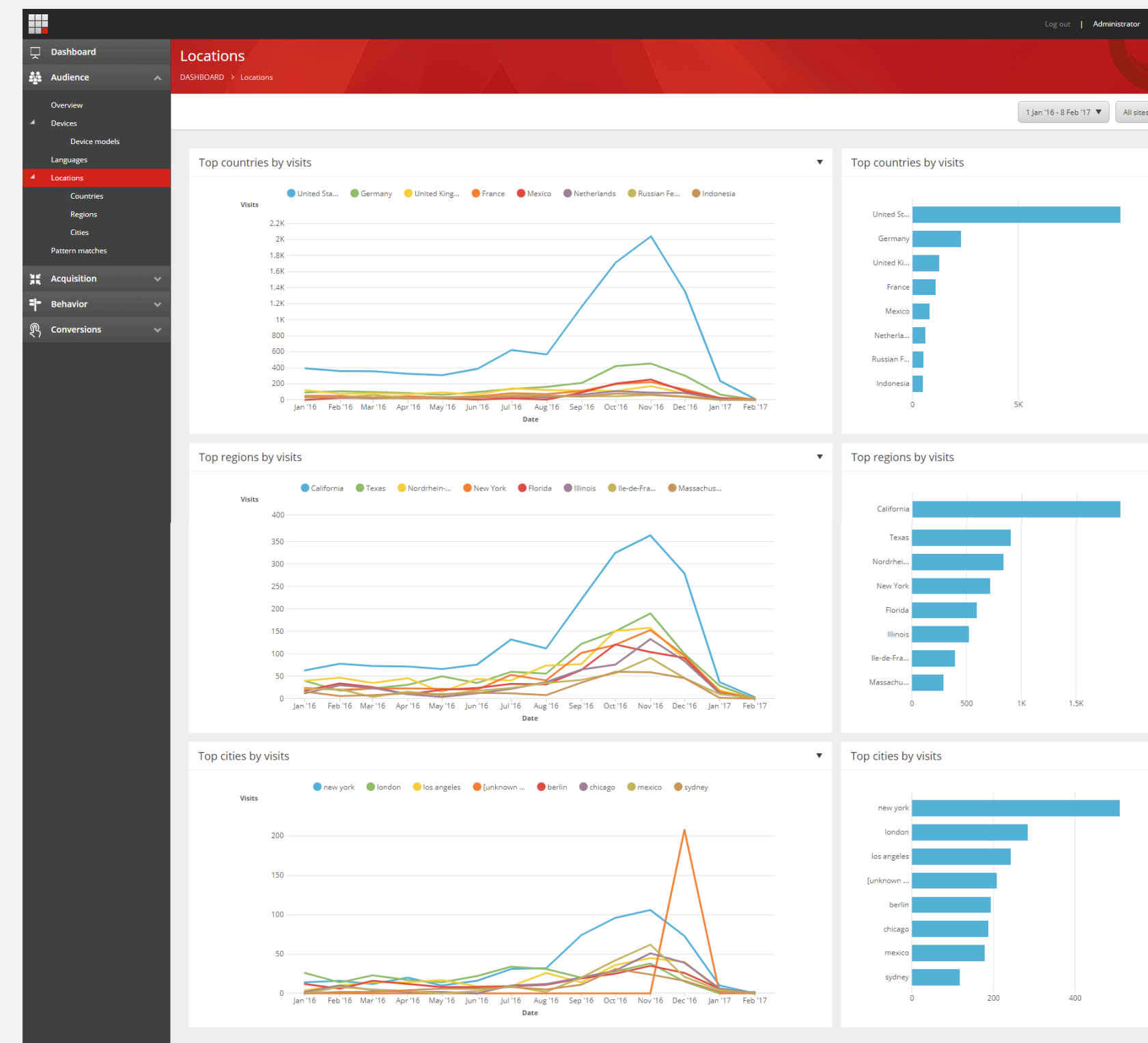
DEVELOPER INTERVENTION

# Locations

The Sitecore IP Geolocation service wires directly into Experience Analytics  
 It allows to see analytics grouped by: countries, regions & cities

## How?

- Sign up for the location service



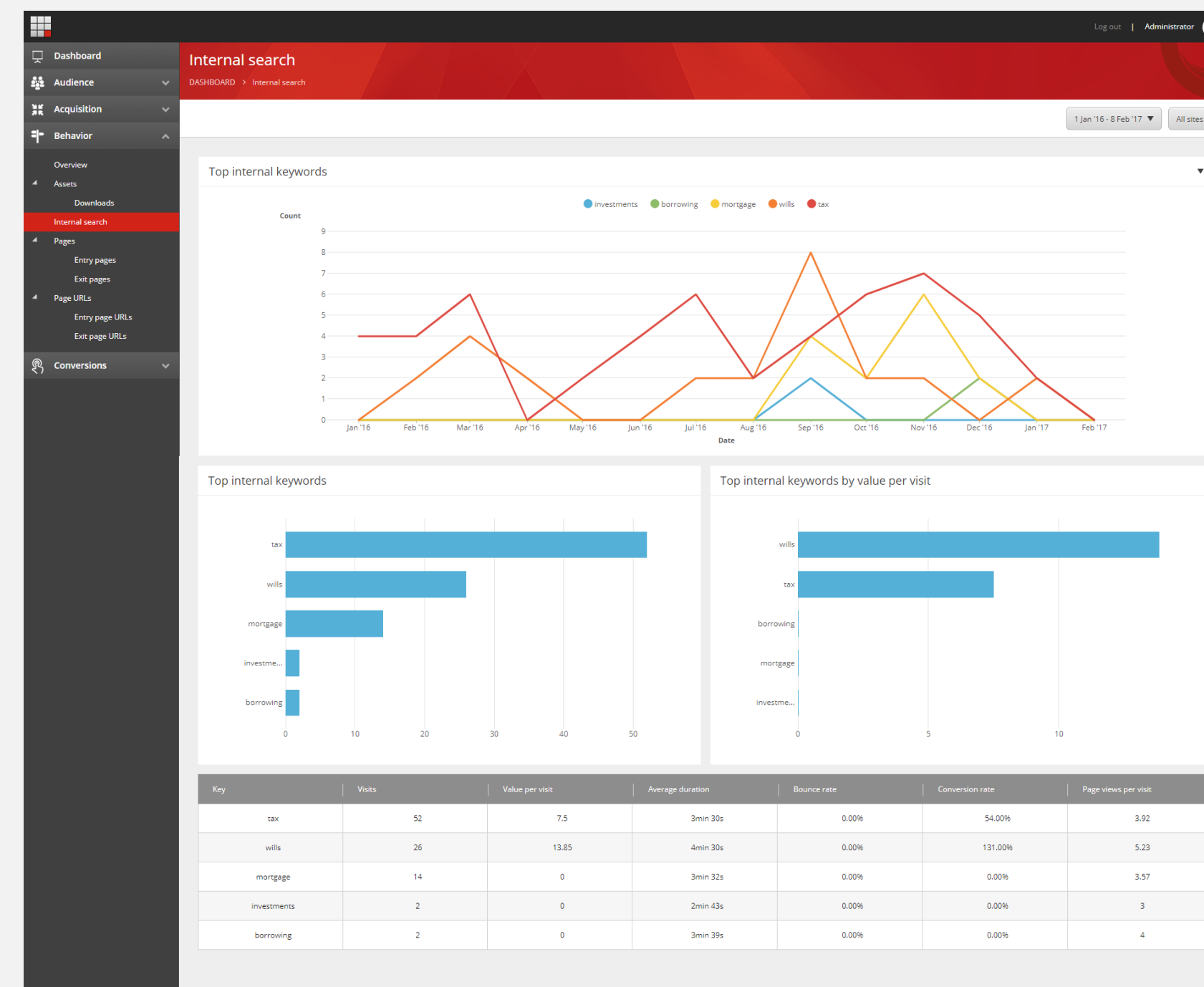
DEVELOPER INTERVENTION

# Devices

The Sitecore Device Detection Service also feeds Experience Analytics. It shows analytics grouped by device

## How?

- Enable the service in Sitecore XP 9.0 or later. Users with older versions of Sitecore won't be able to use the service.





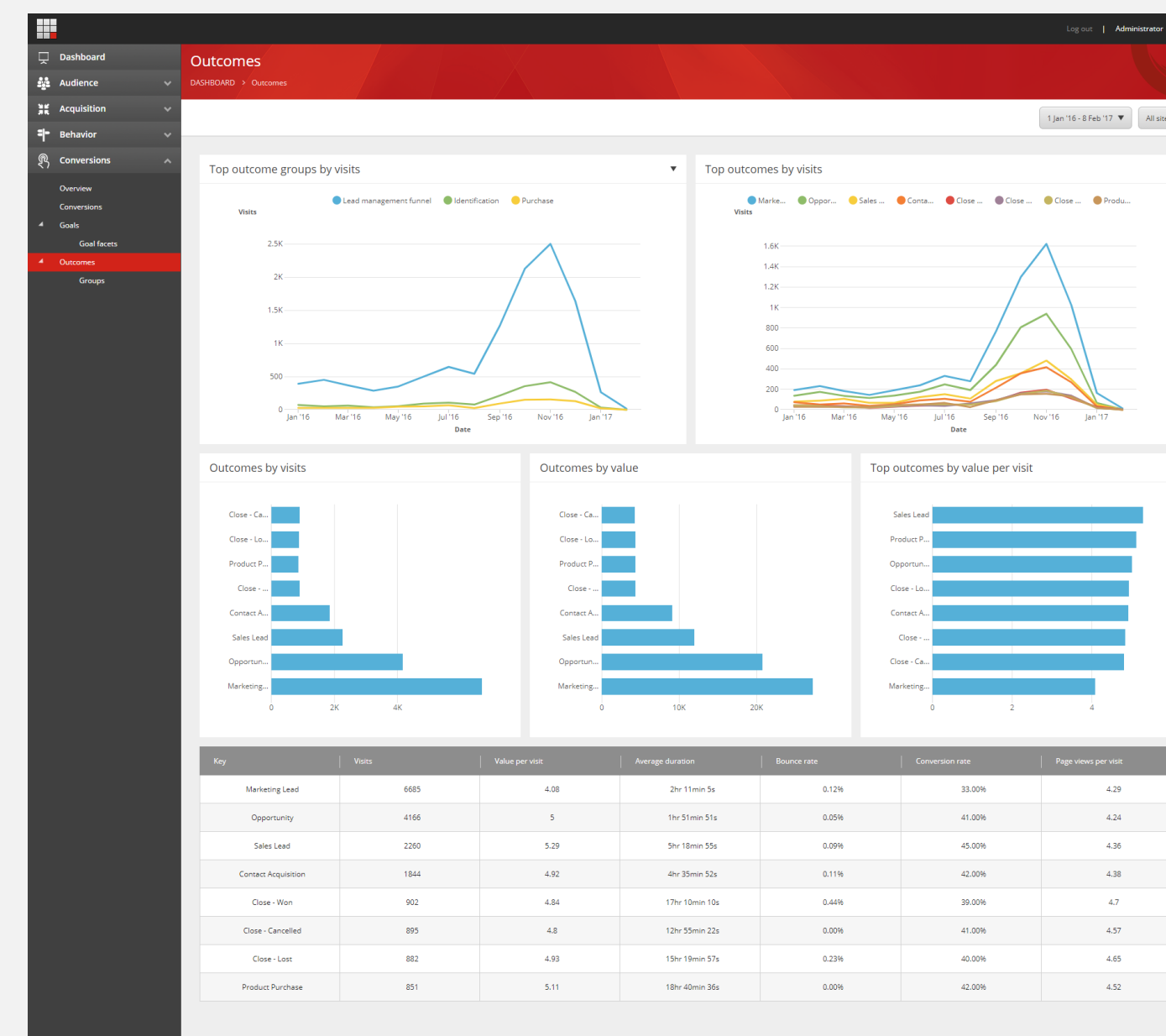
DEVELOPER INTERVENTION

# Outcomes

Marketers can configure outcomes and their facets in Sitecore but outcomes must be triggered programmatically

## How?

- Marketing Operations API classes:
- TrackerExtensions: Sitecore site sessions
- OutcomeManager – external data sources





# Reports that Pull from Marketing Elements



**Goals**

## GOALS

# Marketers Use Goals To Understand Engagement Value

## Why?

- Engagement Value (EV) allows to measure the commitment of website visitors with an organization and the website's relevance to a visitor's interests and needs

## How?

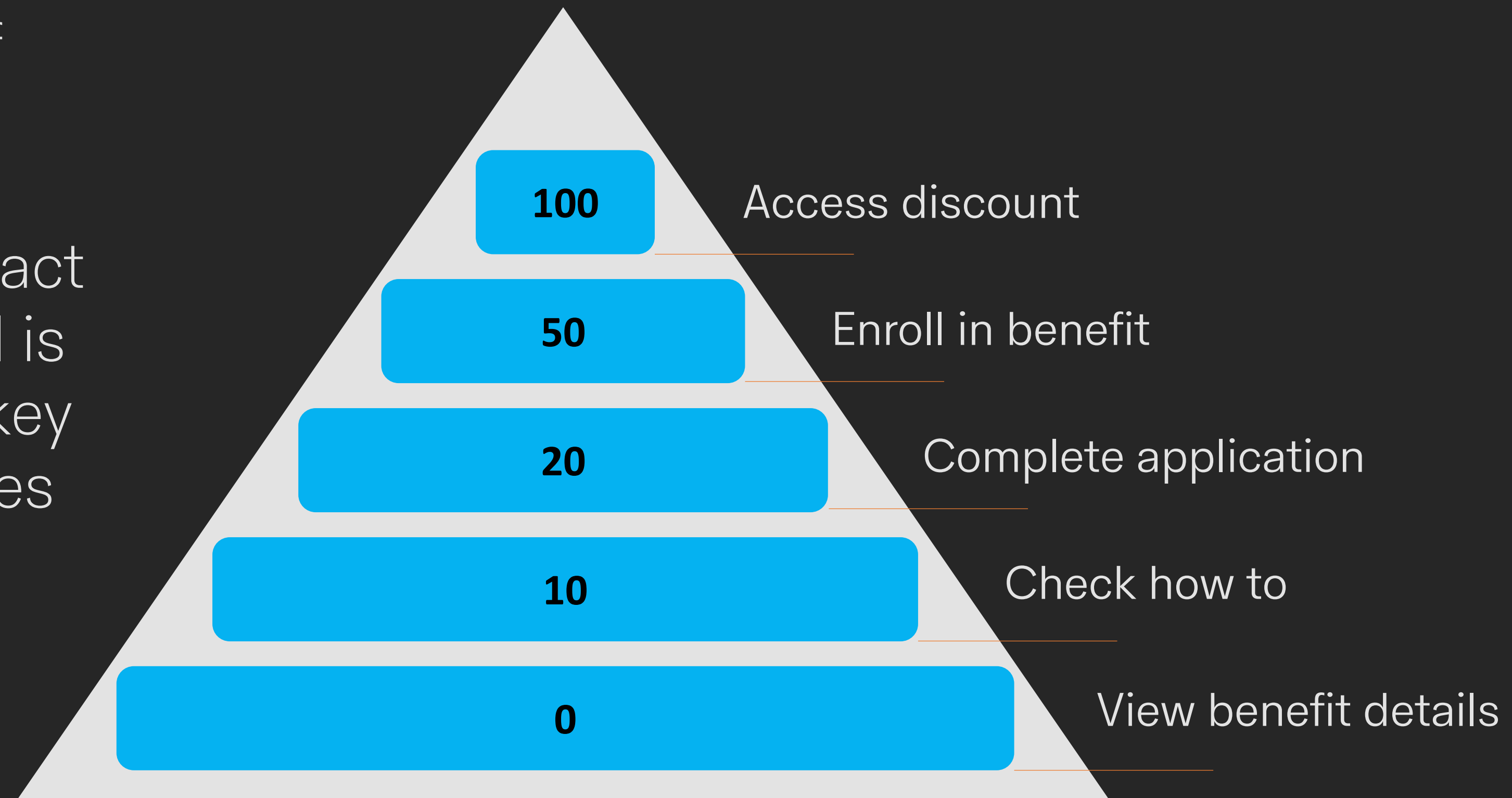
- In Sitecore, EV is tracked by the triggering of goals on the site pages

GOALS

# Engagement Value Scale

Weigh the value of digital goals

The estimated impact of each digital goal is directly related to key marketing objectives

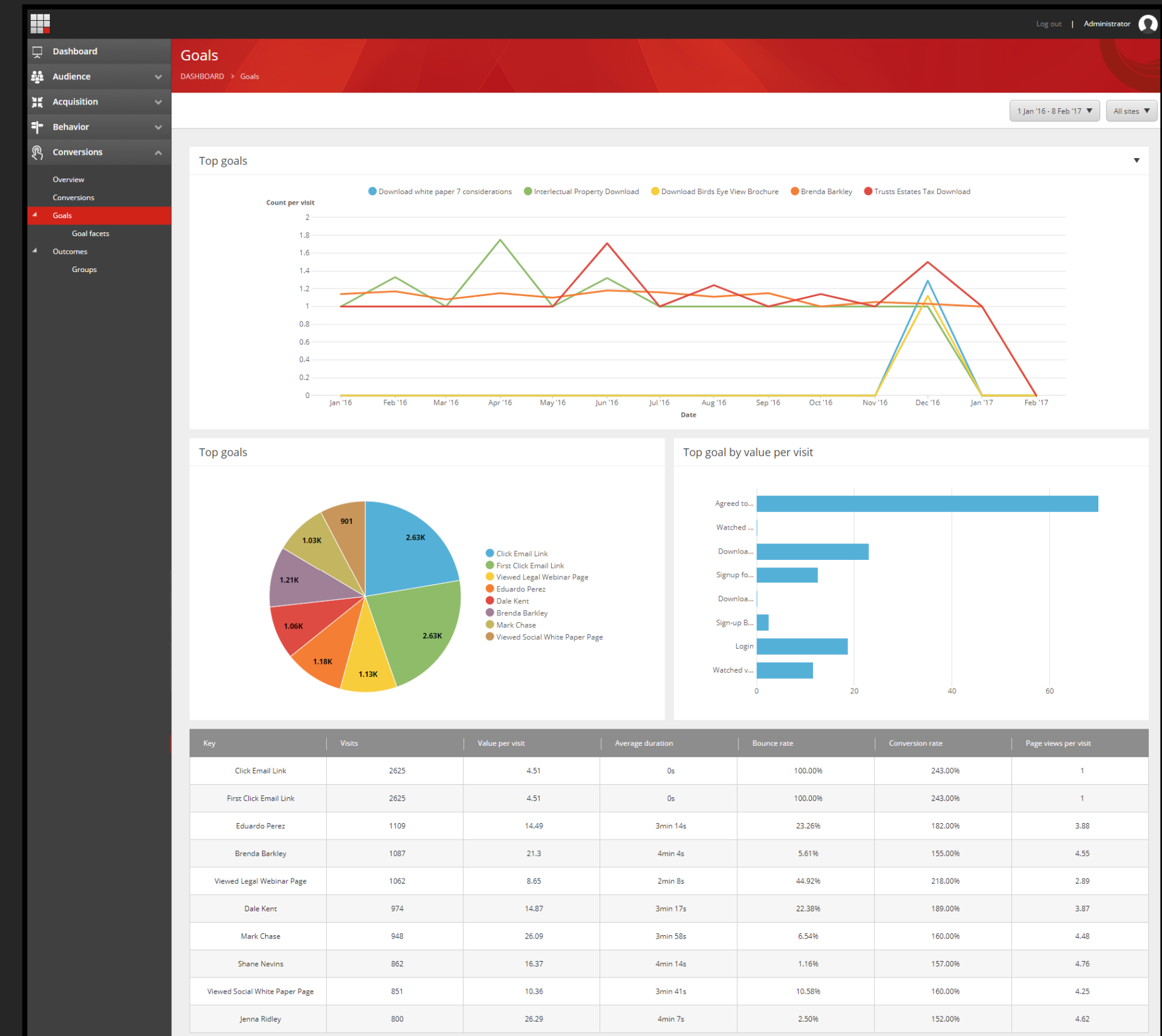


GOALS

# Result

Every time an item with a goal associated to it is viewed by a site visitor the interaction is stored in xDB

- Goals and Goal facets reports are populated
- EV is used to calculate the Value per visit metric shown in multiple reports





# Assets & Downloads

## ASSETS &amp; DOWNLOADS

# Assets Are A Piece Of Content That Cost Something To Create

## Why?

- Tracking visitor interactions with assets and their download helps measuring the return of the investment made to create that content

## How?

- Define marketing assets taxonomy
- Associate assets and media items
- Assign a download event to downloadable media items

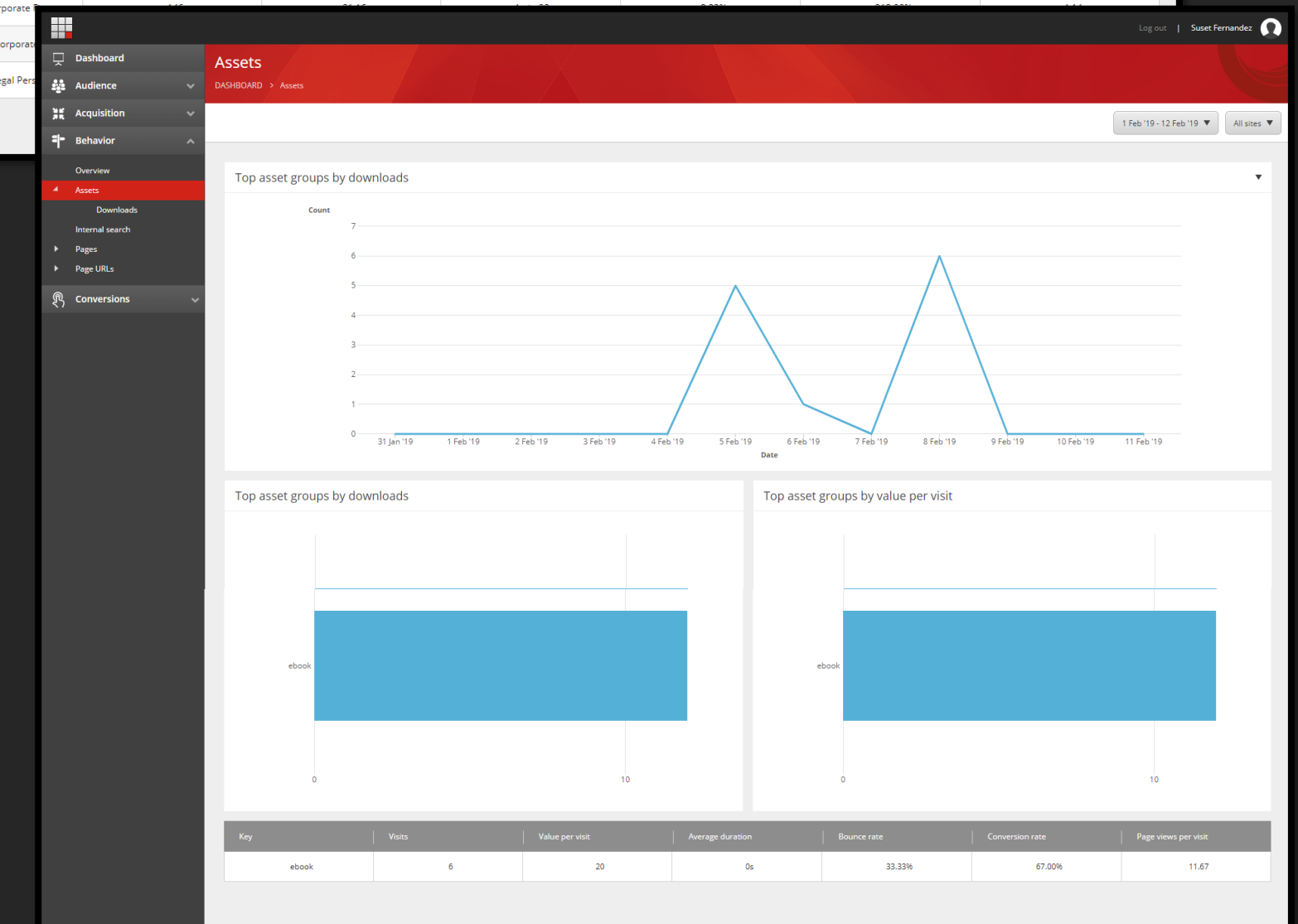
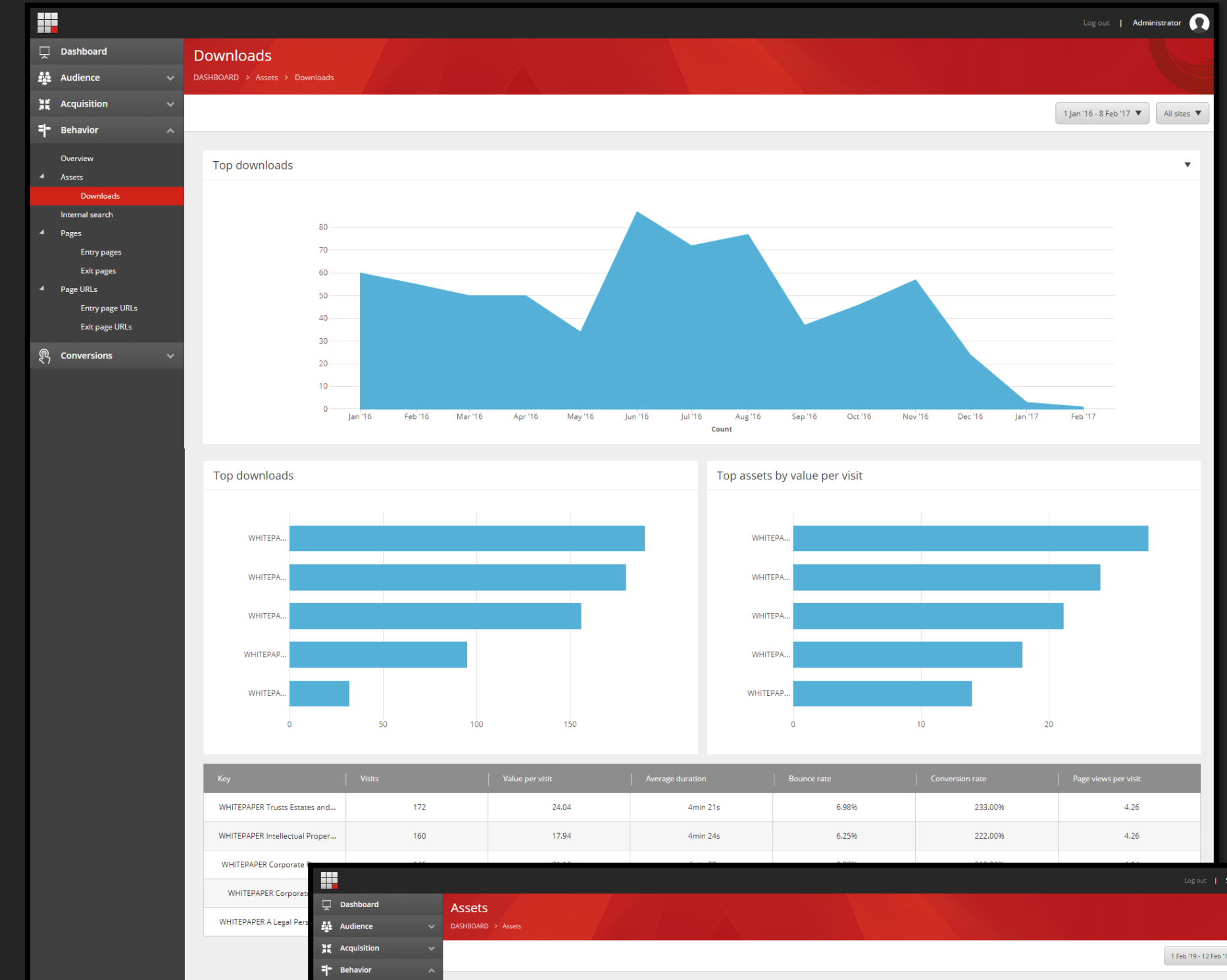


## ASSETS & DOWNLOADS

# Result

Every time an assets is downloaded the event is stored in xDB

- Assets and Downloads reports are populated
- Interactions are aggregated using the groups defined on the taxonomy
- Media item names are used as labels on the Downloads report





# Campaigns



## CAMPAIGNS

# Marketing Initiatives To Attract Visitors To A Website

## Why?

- Being able to measure the success of a campaign is important to calculate ROI and better plan future efforts

## How?

- Configuring:
  - Campaign groups
  - Campaign facets
  - Channel
  - Asset
- Using Sitecore's Campaign Creator



CAMPAIGNS

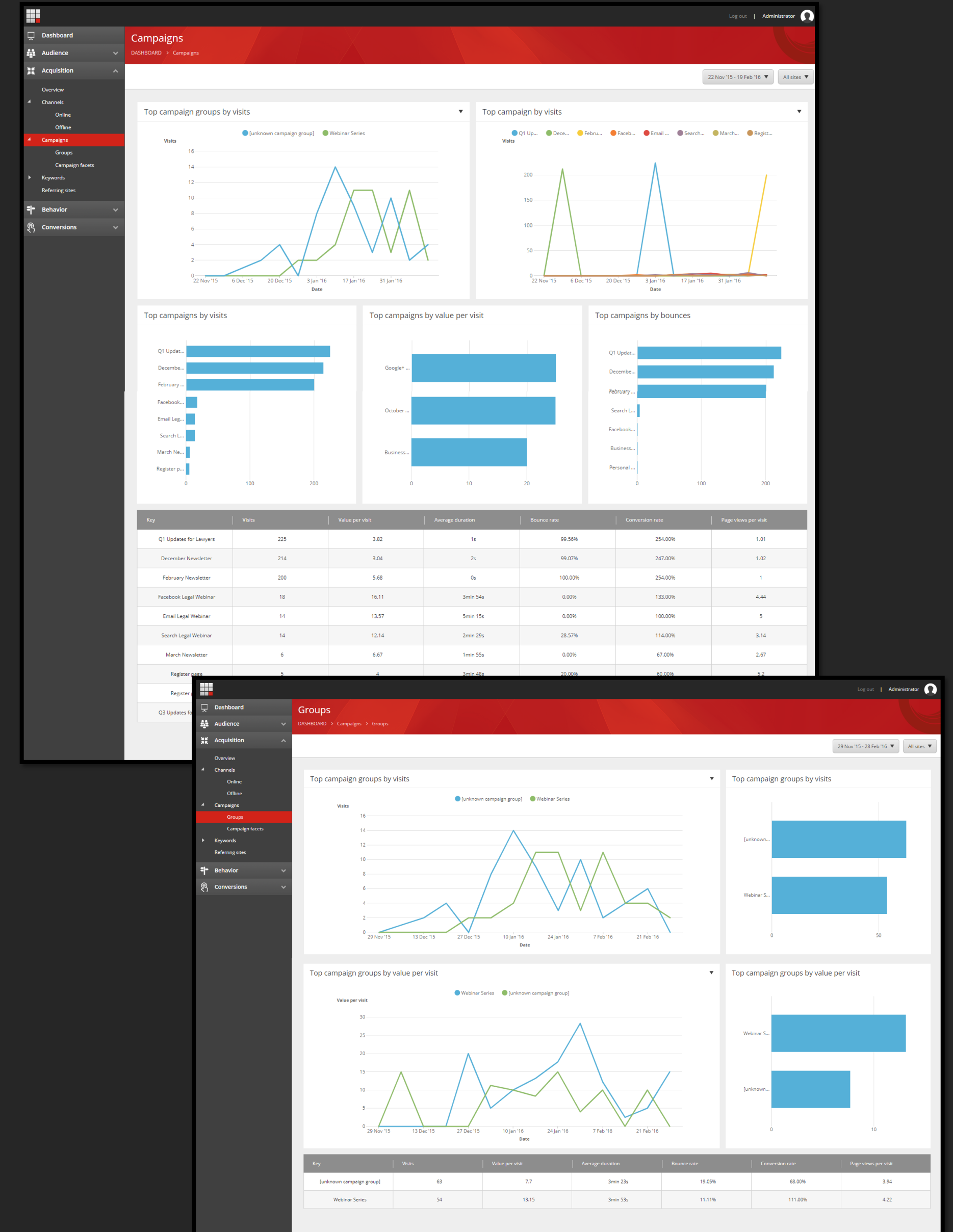
# Result

Interactions from website visitors arriving via campaigns are recorded in xDB.

Campaigns' info is be available on the

Acquisition tab reports:

- Campaigns
- Groups
- Campaign facets



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# Patterns



## PATTERNS

# Identify Types Of Typical Website Activity

## Why?

- To personalize visitor's experience on the website based on pattern matches

## How?

- Configuring:
  - Profiles
  - Profile Keys
  - Profile Cards
  - Patterns
- Profiling the site content

PATTERNS

# Three P's of Sitecore Personalization

## Profiles

Categories.

The reason you are tracking the visitor's behavior.

What you want to measure.

## Profile Cards

The types of content consumed by your visitors

## Patterns

A known type of visitor

PATTERNS

# Result

As website visitors navigate and browse the

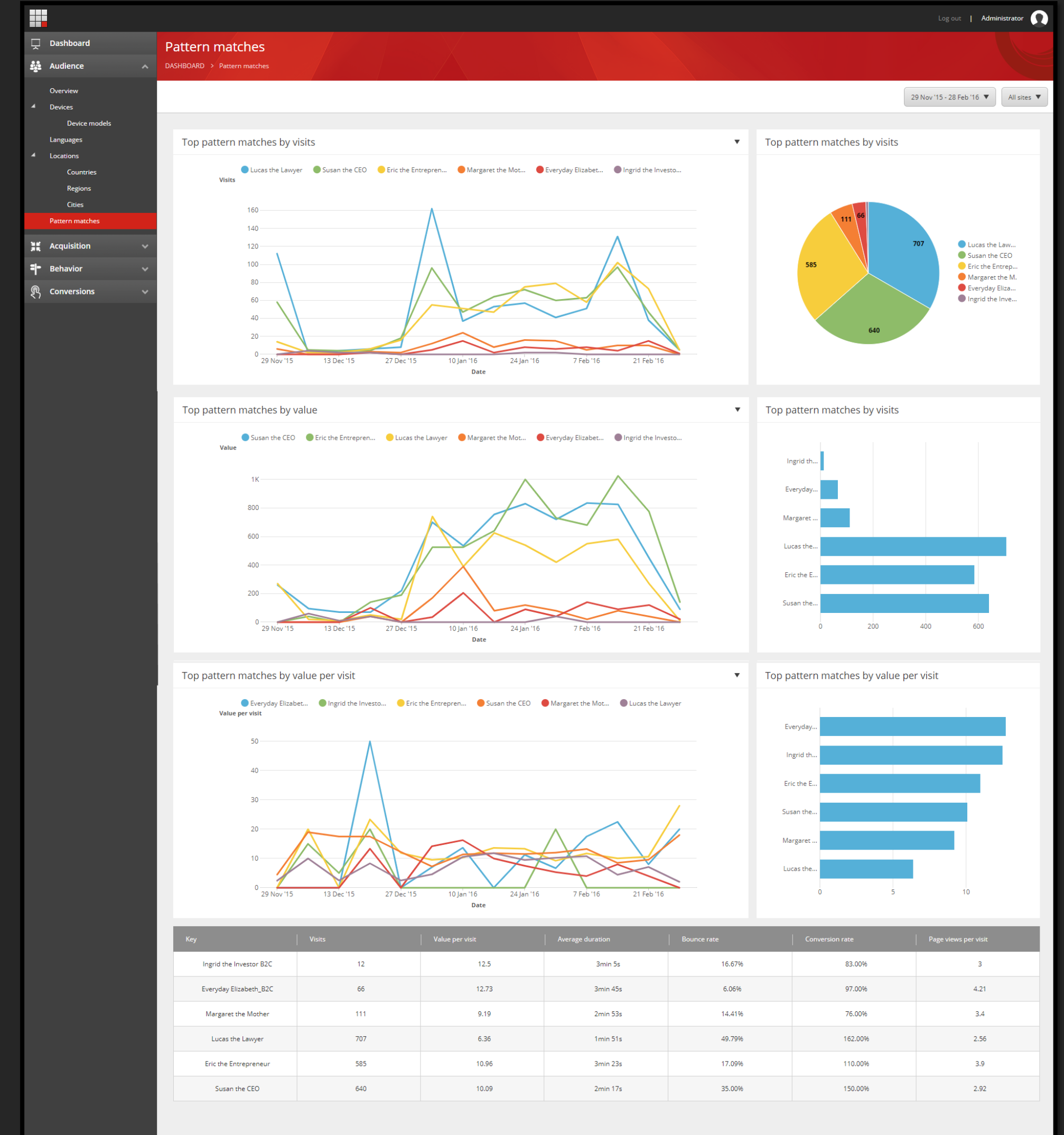
website content associated to profile cards

Sitecore will add the corresponding points

to their profiles and will match them to the

proper profile pattern.

The **Pattern matches** report is populated.







# Where to start

WHERE TO START

# In Summary

## Reports that require developer intervention:

- Internal Search
- Locations
- Devices
- Outcomes

## Reports that pull from marketing elements:

- Goals
- Assets & Downloads
- Campaigns
- Patterns
- Keywords

WHERE TO START

# We Recommend

## A crawl, walk, run, fly approach:

- Enable Experience Analytics
- Implement Engagement Value and Campaigns Tracking

## Consider:

- Offering a data retention plan

**Thanks**

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