

# Social commerce insights<sup>TM</sup>



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# Analytics integration

Analytics integration from Bazaarvoice automatically measures the value of onsite social interactions on your existing key performance indicators (KPIs). Specifically, analytics integration injects tags that describe visitor interaction with Bazaarvoice-hosted, user-generated content (UGC) into your web analytics provider. These tags ultimately allow for the displaying of performance metrics for the following types of visitors to your site:

- Visitors who interact with UGC
- Visitors who do not interact with UGC but reach a page on which UGC appears

These reports appear in the interface of your web analytics tool and allow you to analyze the conversion rates and other success metrics that are already associated with these groups of visitors.

Provided that your web analytics integration meets the analytics integration prerequisites, the implementation of analytics integration requires no effort by your IT department.

This document is intended primarily for marketing and web analysts who have already implemented analytics integration and who want to maximize the benefits of this feature. If you have not implemented analytics integration but are interested in doing so, contact our Support team via the [Spark](#) portal.

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## Note

### Upgrades to latest version of the Bazaarvoice User Interface (UI)

If you already have Bazaarvoice's analytics integration but do not have a feature listed in this document, you might need to be upgraded to the latest version of the Bazaarvoice UI and analytics integration. Submit a request to our Support team by opening a support ticket via Bazaarvoice's [Spark](#) portal.

If you do not have a Spark account, call or email our Support team. Their contact information is available on the [Spark login page](#).

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# Overview of analytics integration

The phrase *web analytics* describes the principal vehicle by which, among other things, you can measure the return on investment (ROI) of your Bazaarvoice products and solutions. Web analytics involves the collection, analysis, and reporting of data that helps you to complete the following tasks:

- Identify the types of users who visit your site
- Determine the value of the actions performed during those visits

When visitors to your site interact with Bazaarvoice-hosted UGC, our analytics integration injects vendor-specific JavaScript tags that relay data to your web analytics provider. Because we also set up segmentation and reporting in your web analytics system, you can compare the actions of visitors who interact with UGC to the actions of visitors who do not.

This approach provides you with the information that is necessary to answer such business questions as the following examples:

- How many visitors to my site are viewing UGC, contributing UGC, and sharing UGC with others?
- How does visitor interaction with UGC affect my most important business performance metrics?
- What types of visitor interactions with UGC are most valuable to my business?
- Does interaction with UGC differ across my product categories or marketing channels?
- Do the effects of UGC on my business change as the volume of UGC grows?
- Are my marketing efforts helping to increase the usage of UGC on my site?

Analytics integration grants you the ability to answer these questions and to develop short- and long-term strategies that help you reach your business goals. You can measure the value of UGC interactions on your site by examining the manner in which visitor interaction with UGC affects your KPIs. Business performance metrics differ greatly by industry, it is recommended that you use the most appropriate method for your particular business.

When determining the impact of UGC on your site, consider examining the following metrics:

- For e-commerce clients:
  - e-commerce or add-to-cart conversion rate
  - Average order value
  - Revenue per visitor
  - Cart abandonment rate
  - New and repeat buyer percentages
- For non-e-commerce clients:
  - Percent of visits that locate a store or are referred to an online retailer
  - Percent of visits that sign up for email
  - Percent of visits that submit a lead form
  - Percent of visits that request a quote

Additionally, campaign tracking is available for analytics integration. Default tracking configurations are available for the major web analytics providers, and custom configurations are available upon request. For more information, contact your CSD.

## Web analytics providers

Analytics integration integrates with the following web analytics providers:

- Adobe SiteCatalyst
- IBM Coremetrics
- Google Analytics

Analytics integration works with these providers to track the following user actions on your site:

- Clicking all Bazaarvoice-hosted links, including the following examples:
  - Read
  - Write
  - Sort
  - Paginate
  - Filter
- Clicking client-defined tabs or links that contain Bazaarvoice content, if applicable

Tagging methodologies, segment types, and other details that are associated with tracking, categorizing, and displaying metrics depend on your web-analytics provider.

## How it works

With analytics integration, every time a visitor interacts with Bazaarvoice-hosted UGC, Bazaarvoice executes a JavaScript tag to send information to your web analytics system. This tag identifies the type of interaction that occurred. Bazaarvoice then sets up segmentation and reporting in your web analytics system to show the performance of your visitors who interacted with UGC versus visitors who did not.

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### Note

Analytics integration is a conservative measurement strategy and cannot track visitors who read UGC if they do not explicitly interact with content by clicking it. Consequently, analytics integration underestimates the percentage of visitors who use UGC as well as the overall impact of UGC on your site.

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The following details are specific to your web analytics provider:

- Tagging – Indicates a user has clicked a Bazaarvoice-hosted link or a tab that contains Bazaarvoice content
- Segmentation – Although the segment types that you apply to your reports depend on your provider, they always identify the following groups:

- Visitors who interact with UGC
- Visitors who reach a page that features Bazaarvoice content but who do not interact with UGC
- Categorization – Methods for categorizing tag values as human-readable elements, allowing you to view categorizations like the following examples:
  - Visitor interacted with UGC
  - Product with which the visitor interacted
  - Type of user interaction that occurred
  - Specific event that occurred

The following table identifies the tagging, segmentation, and categorization methods that are specific to the major web analytics providers.

Vendor	Tagging Method	Segmentation Method	Categorization Method
Adobe SiteCatalyst	eVar conversion variables and success events via custom link tracking	DataWarehouse, ASI Slot, or Discover	SAINT classification table
IBM Coremetrics	Custom page-view tags*	Report segments or Explore	Category definition file (CDF)
Google Analytics	Event tracking	Advanced segments	Category, Action, and Label event-tracking reports

\*Custom page views can inflate page-view metrics

The following sections describe these vendors-specific methods in more detail.

## Tagging methods

Analytics integration uses the following methods to track user actions:

- For Adobe SiteCatalyst, the following tag types are used:
  - eVar – Captures information about user interactions with Bazaarvoice and ties the interactions back to your success metrics
  - Success event – Counts the number of times that a visitor interacted with Bazaarvoice-hosted UGC.
- For IBM Coremetrics, custom page-view tags capture visitor interaction with UGC. The custom page-view tag allows for more reporting types, such as Page Categories and True Path, than other tags.

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### Note

The strategy of using custom page-view tags inflates the total number of page views. However, accurate page-view counts can be calculated by subtracting Bazaarvoice page views from your reporting data.

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- For Google Analytics, custom event-tracking tags capture visitor interaction with UGC. Event-tracking tags allow for the easy tracking of information without inflating page views.

Your entire site must be tagged with web analytics to use analytics integration. Incomplete tagging of a site may not allow you to tie Bazaarvoice interaction back to all of your success metrics.

### Related Links

[Reporting dimensions and values on page 22](#)

## Segmentation methods

The term *segment* refers to a subset of visitors whose behavior you want to view and analyze. If you want to analyze traffic subsets like Paid Traffic, Visits with Conversions, and Organic Traffic – or even to compare such subsets side by side in reports – segmentation allows you to isolate and analyze such subsets.

The ability to compare visitors who interact with Bazaarvoice-hosted UGC to visitors who do not is a key aspect of analytics integration. This analysis is achieved by setting up segmentation in your web analytics system. Ideally, a segment is defined for all visitors who interacted with UGC and then compared to visitors who had viewed UGC but did not interact with it.

The segmentation method that analytics integration uses depends on your web analytics provider, as described in the following sections.

### Adobe SiteCatalyst

When Bazaarvoice sets up reports in Adobe SiteCatalyst, comparisons are made between visitors who interacted with Bazaarvoice and all of your site visitors. To compare visitors who interacted with UGC to visitors who only viewed product pages, you must provide Bazaarvoice with one of the following permissions:

- Access to DataWarehouse to create a segment that looks only at product page visitors
- Access to SiteCatalyst v15 to create a segment that looks at product page visitors

If you have access to Adobe SiteCatalyst's add-on segmentation tool, Discover, you can also perform this type of segmentation there.

### IBM Coremetrics

For IBM Coremetrics, Bazaarvoice uses *report segments* to perform segmentation. Of the two types of report segments that are available, ongoing segments are preferable to one-time segments for ongoing reporting and analysis.

If you have access to IBM Coremetrics' add-on segmentation tool, Explore, you can use it instead of report segments to perform segmentation. Explore is ideal for the multisession tracking of visitors who make several visits to your site before ultimately making a purchase.

### Google Analytics

For Google Analytics, Bazaarvoice uses *advanced segments* to perform segmentation. The segments that Bazaarvoice sets up for you are not visible in your account until we email them to you and you save them in your account.



## Categorization methods

The term *categorization* refers to the process of making user interactions more human-readable by classifying them into predefined buckets, such as Bazaarvoice product or type of interaction.

Depending on your web analytics provider, Bazaarvoice categorizes visitor interactions by uploading one of the following files, neither of which overwrites your existing categories:

- For Adobe SiteCatalyst, Bazaarvoice uploads a SiteCatalyst Attribute Importing and Naming Tool (SAINT) classification table
- For IBM Coremetrics, Bazaarvoice uploads a category definition file (CDF)
- The Google Analytics event tag that is used to pass information consists of the following comma-separated parameters:
  - Category
  - Action
  - Label

These parameters provide built-in categorization. After interaction-specific information is passed into these parameters, Google Analytics automatically inserts it into the appropriate reports within the UI.

## Volume of server calls

The phrase *server call volume* represents the number of server requests that you send to your web analytics provider. This concept is important because, like many web analytics solutions, Bazaarvoice measurements rely primarily on server calls. Specifically, analytics integration generates additional server call volume because Bazaarvoice sends interaction-related information to your web analytics provider every time a visitor interacts with Bazaarvoice-hosted UGC.

With the exception of Google Analytics, most web analytics vendors typically charge their customers according to a system that is based on the number of server calls that they generate every month. If their customers exceed the contracted amount, they pay significantly more for additional server calls. Both vendors also feature a tiered-pricing plan in which their customers can purchase a bucket of server calls.

When you track visitor engagement with Bazaarvoice, you can expect an increase in server calls of around two percent. Unless you are at high-contract utilization, these additional server calls are not likely to raise your existing fees. Consult your IBM Coremetrics or Adobe SiteCatalyst representative if you have billing concerns.

This issue does not pertain to Google Analytics, which does not charge clients based on server call volume.

# Creating and viewing reports

Analytics integration allows for the continuing analysis of the impact of visitor interaction with Bazaarvoice-hosted UGC on your key metrics. This information is immediately available on demand through your web analytics provider. Additionally, Bazaarvoice provides a report on the impact of UGC on your site approximately one month after analytics integration is enabled.

This section describes how to generate reports that provide access to the information passed into your web analytics provider. Although each analytics provider captures and displays the information sent by analytics integration in a different manner, the following six dimensions are used to capture information regardless of your provider:

- **Group** – Answers the question *“With what site content did the visitor interact?”* and always contains the value `Bazaarvoice`.
- **Product** – Answers the question *“Where is the user?”* or *“Which feature is being used?”* and contains one of the following values:
  - `RatingsAndReviews`
  - `AskAndAnswer`
  - `Campaigns`
  - `Profiles`
- **Event Target** – Answers the question *“With what type of Bazaarvoice content is the visitor interacting?”* and contains one of the following values:
  - `Review`
  - `Question`
  - `Answer`
  - `Comment`
  - `Campaign item`
  - `Profile`
  - `Product`
  - `Gallery`
- **Event Source** – Answers the question *“What caused the event?”* and contains one of the following values:
  - `Display` – Indicates that the page was displayed or updated dynamically. This typically indicates that a visitor viewed a page in the content submission process.
  - `Action` – Includes everything that `Display` does not cover, indicating that the user performed an action, such as clicking Bazaarvoice UGC.
- **Event Type** – Answers the question *“What general type of event occurred?”* and contains one of the following values:
  - `Write` – Indicates the submission of content, such as a review, question, answer, campaign item, profile, product link, or comment.

- `Support` – Indicates the contribution of supporting data, such as feedback, social button, or identifying UGC as helpful or inappropriate.
- `Read` – Indicates the consumption of data without the contribution of UGC, such as clicking a tab with UGC, paginating, sorting, filtering by tag, or expanding.
- `Event Name` – Optional dimension that answers the question “*What specific kind of event is this?*” If the Event Name dimension is used, more than 15 values are available, including the following examples:
  - `ReadAll` – Indicates that the user clicked on the Read All link for any Bazaarvoice product
  - `Paginate` – Indicates that the user clicked to another page of Bazaarvoice content for a particular type of `contentType`; loaded content results from paginating.
  - `ProductLink` – Indicates that the user clicked an existing product link to navigate to it or has clicked to link to a new product.
  - `Sort` – Indicates that the user clicked to sort Bazaarvoice content for a particular `contentType`.
  - `Confirm` – Indicates that the user reached the confirmation page of the content-submission process, indicating the successful submission of UGC.
  - `WhiteSpace` – Indicates that the user clicked text or white space. Our tests have shown that users who engage with reviews by clicking on non-active elements within Bazaarvoice containers convert nearly as high as users who click actionable Bazaarvoice links.

The tracking of white space clicks increments the server call volume. Evaluate your existing server call volume and consult your web analytics contract before opening a Bazaarvoice Client Care request to enable this functionality. This feature is turned off by default for clients on Adobe SiteCatalyst and IBM Coremetrics. Because Google Analytics clients are not charged for additional server call volume, this featured is enabled by default.

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### Note

If a user interaction is assigned an event name – such as `ReadAll`, `Sort`, `Paginate`, or `Write`, for example – it can be viewed as a dimension in a report. Interactions that are not assigned event names appear with the hardcoded value of `Default`.

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The following sections provide additional, vendor-specific information about these dimensions, their values, and the metrics that you can view with your analytics integration reports.

### Related Links

[Reporting dimensions and values on page 22](#)

## Adobe SiteCatalyst reporting

This section describes the tagging methodology that is associated with Adobe SiteCatalyst, identifies the analytics-integration bookmark that Bazaarvoice provides, and includes an example Group report.

## Tagging methodology

Bazaarvoice uses a custom link to pass information into a SiteCatalyst eVar. When this tag is sent to Adobe SiteCatalyst, Bazaarvoice uses the following five-dimension structure to populate the eVar:

```
[Group]^[Product]^[Event Source]^[Event Type]^[Event Target]^[Event Name]
```

Depending on the type of interaction a visitor had with UGC, Bazaarvoice will populate each of the 6 dimensions with a value. For example, if a visitor clicked to sort reviews, Bazaarvoice would populate the eVar with values for each of those dimensions which would be passed to SiteCatalyst like the following:

Depending on the manner in which a visitor interacts with UGC, Bazaarvoice populates each dimension with a value. For example, if a visitor clicks to sort reviews, Bazaarvoice populates the eVar with the following values for each dimension:

```
Bazaarvoice^RatingsAndReviews^Action^Read^Review^Sort
```

Because Bazaarvoice passes a limited set of combined values into the eVar, the values can easily be categorized by using a SiteCatalyst Attribute Importing and Naming Tool (SAINT) classification file. The act of uploading a SAINT file combines values that are passed to the eVar into meaningful buckets that you can use to examine the manner in which visitors interact with UGC on your site.

### Related Links

[Reporting dimensions and values on page 22](#)

## Reporting details

Because Bazaarvoice passes information about visitor activity with UGC into an eVar, reporting about Bazaarvoice activity can be found in the Custom Conversion reports within SiteCatalyst or through a public bookmark that Bazaarvoice creates in your account.

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### Note

The information in this section pertains to the standard SiteCatalyst user interface (UI). If you have made customizations to the UI, specific names might vary in the steps that you perform as well as in the reports that you create. However, the general workflow in a customized UI is similar the workflow in the standard UI.

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In the navigation panel, choose **Custom Conversion** > <eVar\_Number> > **Bazaarvoice Reports** > <Report\_Type>, where the following conditions are satisfied:

- <eVar\_Number> is the number that corresponds to the Bazaarvoice-provisioned eVar
- <Report\_Type> is one of the following report types:
  - Group report – Displays the metrics that correspond to the default Bazaarvoice value of the Group dimension, providing for the easy comparison of Bazaarvoice visitors to and non-Bazaarvoice visitors.
  - Product report – Displays the metrics that correspond to the values captured by the Product dimension.
  - Event Source report – Displays the metrics that correspond to the values captured by the Event Source dimension.

- Event Type report – Displays the metrics that correspond to the values captured by the Event Type dimension.
- Event Target report - Displays the metrics that correspond to the values captured by the Event Target dimension.
- Event Name report – Displays the metrics that correspond to the values captured by the Event Name dimension.
- eVar Report – Lists the values that are passed to the eVar. This report is typically named 'Bazaarvoice'.

When viewing these reports, the word *none* refers to all visitors to your site who did not engage with Bazaarvoice. It is recommended that you apply an ASI segment to the Group report to analyze the data by visitors who viewed a product page during their visit or segment visitors through Data Warehouse. This approach provides a more accurate comparison of the performance of visitors who did and did not engage with Bazaarvoice-hosted UGC.

Drill into the hierarchies under Bazaarvoice to view detailed information about visitor interactions. For example, in the Group report, you can drill into a group to view the following information, which provides shortcuts to each report type:

- Bazaarvoice products with which visitors interacted
- Whether actions were user-initiated or page-loaded
- Types of actions that visitors completed
- Type of Bazaarvoice content the user interaction with
- Elements with which visitors interacted

If you are using SiteCatalyst v15 or Adobe SiteCatalyst's add-on segmentation tool, Discover, you can apply segments to the Bazaarvoice report and view visitors who viewed a product page.

eVar values and success event values are set upon each visitor interaction with Bazaarvoice UGC. It is recommended that you set the attribution of the eVar to *Most Recent (Last)* to give credit to any success event to a visitor's last interaction with Bazaarvoice before completing the success event.

#### Related Links

[Example Group report](#) on page 14

## Analytics integration bookmark

Adobe SiteCatalyst allows for the creation of *bookmarks* that define the metrics, chart types, search filters, and other configuration settings that are associated with specific reports. Bookmarks allow you to save these settings so that you can retrieve data quicker than by using the default reporting options. Bazaarvoice provides a bookmark that defines a report with the metrics that you are most interested in viewing. Typically, this bookmark is named **Social Commerce Insights** and resides in the bookmark folder named **Bazaarvoice**.

## Example Group report

The following image shows an example Group report.

The screenshot displays the Adobe SiteCatalyst Group Report interface. The report is titled "Group Report" and covers the period from 14 Aug 2011 to 20 Aug 2011. The report type is "Trended | Ranked" and the selected metrics are "Visits, Orders, Revenue, Site Conversion and Avg Order Value". The data filter is set to "None".

Group	Visits	Orders	Revenue	Site Conversion	Avg Order Value
1. None	800,000 78.8%	20,000 66.7%	\$3,000,000 63.2%	2.50%	\$150.00
2. Bazaarvoice	215,000 21.2%	10,000 33.3%	\$1,750,000 36.8%	4.65%	\$175.00
<b>TOTAL</b>	<b>1,015,000</b>	<b>30,000</b>	<b>\$4,750,000</b>	<b>n/a</b>	<b>n/a</b>

## IBM Coremetrics reporting

This section describes the tagging methodology that is associated with IBM Coremetrics and provides an example Top Line Metrics report.

### Tagging methodology

Bazaarvoice uses the `cmCreateManualPageviewTag` function to pass analytics-related information to IBM Coremetrics. When this tag is passed, Bazaarvoice populates the following parameters with information about a visitor's interaction with UGC.

- `categoryID` – Bazaarvoice uses the following five-dimension structure to populate the `categoryID` parameter:

```
[Group]^[Product]^[Event Source]^[Event Type]^[Event Target]^[Event Name]
```

Depending on the manner in which a visitor interacts with UGC, Bazaarvoice populates each dimension with a value. For example, if a visitor clicks to sort reviews, Bazaarvoice populates the `categoryID` parameter with the following values for each dimension:

```
Bazaarvoice^RatingsAndReviews^Action^Read^Review^Sort
```

Because Bazaarvoice passes a limited set of combined values into the `categoryID` parameter, the values can easily be categorized by using a category definition file (CDF). The act of uploading a CDF combines values

that are passed to `categoryID` into meaningful buckets that you can use to examine the manner in which visitors interact with UGC on your site.

- `pageID` – Bazaarvoice uses the following structure to populate the `pageID` parameter:

```
BV^[Product ID]^P^[Product URL]
```

For example, the following `pageID` is passed to IBM Coremetrics for a product with an ID or stock keeping unit (SKU) of 12345678 and a URL of `http://client.com/clientProductPage.html`:

```
BV^P^12345678^clientProudctPage.html
```

The passing of product-specific information into the `pageID` parameter allows you to drill into any type of visitor interaction with Bazaarvoice and identify the products with which the interaction occurred.

## Related Links

[Reporting dimensions and values on page 22](#)

# Reporting details

In IBM Coremetrics, use the left navigation pane to access analytics integration reports. Because Bazaarvoice passes information about visitor interaction with UGC into the `categoryID` parameter of `cmCreateManualPageviewTag`, you can find the relevant reporting in the Page Categories report.

The Page Categories report displays the metrics that correspond to the default Bazaarvoice value of the Group dimension. Details about visitor interaction with Bazaarvoice-hosted UGC appear hierarchically beneath the Bazaarvoice page category.

To access the Page Categories report, choose **Reports > Content > Page Categories > By Category** under the Bazaarvoice Category ID in the navigation panel.

Drill into the Bazaarvoice categories to view the visitor-interaction metrics and page ID associated with the values that were captured by the following analytics integration dimensions:

- Bazaarvoice Product
- Event Source
- Event Type
- Event Target
- Event Name

Bazaarvoice enables report segments that can be applied to the reports in the following table.

Report	Description	Path
Top Line Metrics	Highlights changes in the measurements that drive your site's business results. Use this report to compare the high-level differences between visitors who used UGC and visitors who did not. The Top Line Metrics report is one of the most valuable reports because it displays KPI impact. Bazaarvoice recommends that you use it on an ongoing basis to analyze your data. To view a sample Top Line Metrics report, see the REF <a href="#">_Ref264273231 \h \* MERGEFORMAT Example Top Line Metrics Report on page PAGEREf _Ref264273231 \h 19</a> .	Reports > Site Metrics > Top Line Metrics
Marketing Channels	Highlights the performance of your site's standard marketing channels as well as any custom marketing channels that you have specified from the Channel Summary report of IBM Coremetrics Analytics. Use this report to compare the manner in which visitors from various marketing channels consume UGC.	Reports > Marketing > Marketing > Channels
Products	Provides a means for understanding, analyzing, and optimizing such metrics as product interaction and conversion. Use this report to understand the manner in which interaction with UGC impacts specific products or categories.	Reports > Products > Product > Categories

For each metric in the Marketing Channels, Product, and Page Categories reports, column **A** displays the values to which the segment Engaged with Bazaarvoice was applied, and column **B** displays the values to which the segment Not Engaged with Bazaarvoice was applied. For any row in a report, add the values in columns **Period A** and **Period B** to determine the total value for all visitors who viewed at least one product page.

Use the report options area or the **Report Options** dialog box to perform the following steps:

- Apply the Engaged with Bazaarvoice report segment to Period A. If you use the **Report Options** dialog box to perform this step, click the **Segments** tab to view the list of segments that you can apply.
- Apply the Not Engaged with Bazaarvoice report segment to Period B. If you use the **Report Options** dialog box to perform this step, click the **Segments** tab to view the list of segments that you can apply.
- Check the **% Difference** check box on the **Comparison Settings** page of the **Report Options** dialog box.

Performing these steps allows you to make side-by-side comparisons between the two report segments.

Reports open as tabs between which you can toggle for easy comparative analysis. You can save a collection of tabs as a single unit called a *workbook*. It is recommended that you save your analytics integration reports as a workbook.



## Example Top Line Metrics report

The following image shows an example Top Line Metrics report.

\* Top Line Metrics x

**Top Line Metrics** Report Comments Report Options

Period A 6/13/2010 Segment: Engaged with Bazaarvoice

Period B 6/13/2010 Segment: Not Engaged Bazaarvoice

Table

		Period A	Period B	% Difference
<b>Commerce Metrics</b>				
Sales		\$7,298.79	\$17,182.58	-57.52%
Orders		9	25	-64.00%
Average Order Value		\$810.98	\$687.30	17.99%
Product Views		4,742	10,272	-53.84%
Items Ordered		20	35	-42.86%
Items / Order		2.22	1.40	58.73%
Cart Abandonment Rate		89.66%	86.70%	3.41%
Buyer / Visitor		0.88%	0.58%	51.43%
Orders / Session		0.85%	0.57%	48.99%
<b>Event Metrics</b>				
Events Completed		0	0	-
Events / Session		0.00	0.00	-
Event Points		0	0	-
Event Points / Session		0.00	0.00	-
<b>Visitor Metrics</b>				
Unique Visitors		1,024	4,135	-75.24%
Unique Buyers		9	24	-62.50%
Registrants		0	0	-
<b>Acquisition Metrics</b>				
New Visitors		763	3,195	-76.12%
New Visitor %		74.51%	77.27%	-3.57%
New Sessions		0	0	-
New Buyers		9	21	-57.14%
New Buyer %		0.88%	0.51%	73.06%
<b>Retention Metrics</b>				
Repeat Visitors		261	940	-72.23%
Repeat Sessions		0	0	-
Repeat Buyers		0	3	-100.00%
Repeat Buyer %		0.00%	0.07%	-100.00%
<b>Activity Metrics</b>				
Page Views		18,299	39,313	-53.45%
Total Sessions		1,053	4,358	-75.84%
Page Views / Session		17.38	9.02	92.04%
Sessions / Visitor		1.03	1.05	-2.43%
Bounce Rate		0.00%	6.91%	-100.00%
Average Session Length		-	-	-
Average Time Per Page		00:51	00:49	4.17%
On-Site Searches		76	594	-87.21%
Element Views		0	0	-
Element Views / Sessions		0.00	0.00	-
Server Calls		23,050	49,610	-53.54%

## Google Analytics reporting

This section describes the tagging methodology that is associated with Google Analytics, explains how to import an advanced segment, and provides an example Ecommerce Overview report.

## Tagging methodology

Bazaarvoice uses the `_trackEvent()` function for event tracking to pass information to Google Analytics. When this tag is sent to Google Analytics, Bazaarvoice populates the following parameters of the `_trackEvent()` function with information about a visitor's interaction with UGC:

- **Event Category** - Bazaarvoice uses the following two-dimension structure to populate the `Event Category` parameter:

```
[Group] [Product]
```

For example, if a visitor interacts with reviews on a product page, the following values are passed into the `Event Category` parameter:

```
Bazaarvoice RatingsAndReviews
```

- **Event Action** – Bazaarvoice uses the following three-dimension structure to populate the `Event Action` parameter:

```
[Event Source] [Event Type] [Event Target] [Event Name]
```

For example, if a visitor sorts the displayed reviews, the following values are passed into the `Event Action` parameter:

```
Action Read Review Sort
```

- **Event Label** – Bazaarvoice populates the `Event Label` parameter with information about the page a visitor was viewing when the interaction with UGC occurred:

```
BV^[Product ID]^P^[Product URL]
```

For example, the following `pageID` is passed to Google Analytics for a product with an ID or SKU of 12345678 and a URL of `http://client.com/clientProductPage.html`:

```
BV^P^12345678^clientProudctPage.html
```

Bazaarvoice also passes an event to Google Analytics the first time a page that contains Bazaarvoice code loads for a visitor. This event is sent only once per Bazaarvoice product per visit and is useful for identifying visitors who view pages that contain UGC.

Bazaarvoice populates the `Event Category` and `Event Action` parameters of the `_trackEvent()` function when a product like ratings and reviews or question and answer loads for a visitor for the first time during a visit. For this tag, Bazaarvoice always passes the following values into the `Event Category` parameter:

```
Bazaarvoice Content Loaded
```

Similarly, Bazaarvoice passes the following information into the `Event Action` parameter:

```
Bazaarvoice [Product] Display
```

where `[Product]` represents the Bazaarvoice product to which the visitor is exposed.

---

## Note

**Impact on Bounce Rate** The 'Bazaarvoice Content Loaded' tag is essential to identifying whether visitors viewed pages with Bazaarvoice content during their visit. It is triggered the first time a visitor views a page with Bazaarvoice content each visit. However, because it uses the [Google Analytics non-interaction flag](#) it will not impact the bounce rate for your site.

---

Access analytics integration reporting in Google Analytics through the event-tracking reports that reside in the **Content** section.

The Event Category report displays the metrics that correspond to the values captured by the following analytics integration dimensions:

- Group (always contains the value `Bazaarvoice`)
- Product

The Event Action report displays the metrics that correspond to the values captured by the following dimensions:

- Event Source
- Event Type
- Event Name

## Related Links

[Reporting dimensions and values on page 22](#)

# Reporting details

To access a report, choose **Content > Event Tracking >** `<Report_Type>` in the navigation panel, where `<Report_Type>` is one of the following report types:

- Categories report – Displays the Bazaarvoice products with which visitors interacted. Click a category to view the different types of visitor interactions with Bazaarvoice-hosted UGC on a product.
- Actions report – Displays the types of interactions with UGC that visitors performed. Click an action to view the product page on which an interaction occurred.
- Labels report – Displays the product page URL that a user was viewing while interacting with Bazaarvoice-hosted UGC.

Use the **Site Usage** and **Ecommerce** tabs for these reports to compare the manner in which visitors who interacted with different elements of UGC performed against your site-usage metrics and ecommerce metrics.

# Importing an advanced segment

Google Analytics uses advanced segments to perform segmentation. Bazaarvoice sets up a pair of advanced segments to identify the following types of visitors to your site:

- Visitors who interacted with UGC
- Visitors who viewed UGC but did not interact with it

Follow the instructions below to create custom segments in order to differentiate between the traffic that interacted with Bazaarvoice products and the traffic that did not.

## Segment 1: Visitors that used Bazaarvoice

1. Select **Advanced Segments**
2. Select **+ New Custom Segment**
3. Name the segment **Used Bazaarvoice**
4. Set dropdowns as follows (also shown in the image below):
  - a) Include (1st)
  - b) Event Category (2nd)
  - c) Matching RegExp (3rd)

**Name:**

Used Bazaarvoice

The screenshot shows a configuration interface for a custom segment. It features three main dropdown menus: 'Include' (set to 'Include'), 'Event Category' (set to 'Event Category'), and 'Matching RegExp' (set to '^Bazaarvoice (RatingsA...'). Below these are buttons for 'Add 'OR' statement' and 'Add 'AND' statement'. At the bottom of the configuration area is a 'Preview Segment' button.

Preview Segment

Save Segment Cancel

5. Paste the following in for the expression:

```
^Bazaarvoice (RatingsAndReviews|AskAndAnswer|Stories|Profiles)$
```

6. Save segment

## Segment 2: Visitors that did not use Bazaarvoice

1. Select **Advanced Segments**
2. Select **+ New Custom Segment**
3. Name the segment **Did Not Use Bazaarvoice**
4. Set the first set of dropdowns as follows (also shown in the image below):

- a) Include (1st)
- b) Event Category (2nd)
- c) Matching RegExp (3rd)

5. Paste the following in for the expression:

```
^Bazaarvoice (RatingsAndReviews|AskAndAnswer|Stories|Profiles)$
```

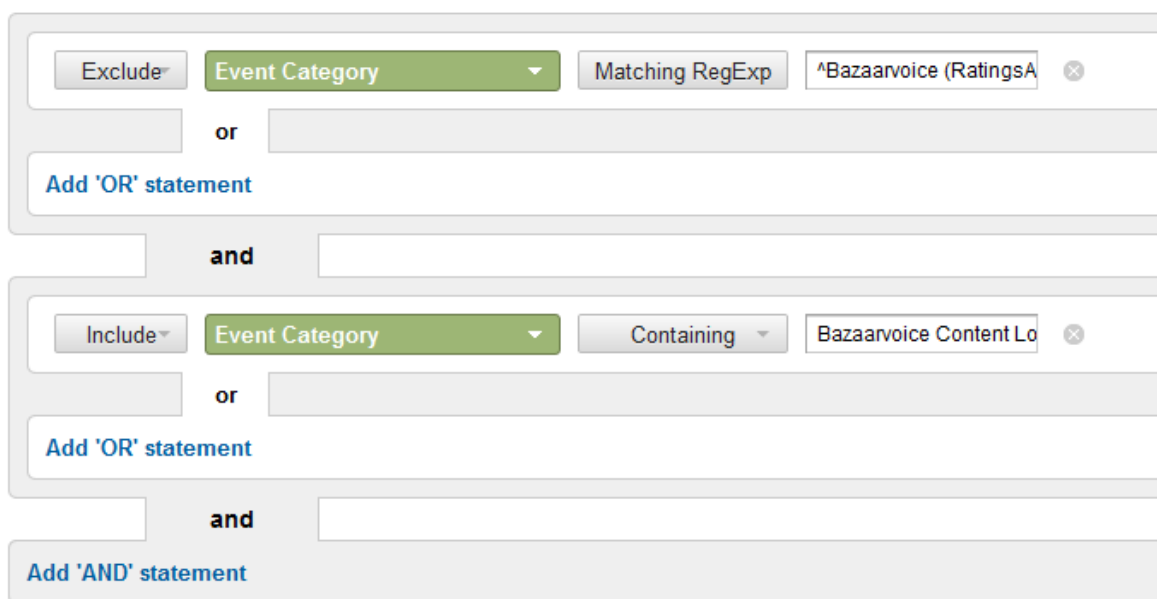
6. Click **Add 'AND' Statement**

7. Set the second set of dropdowns as follows (also shown in the image below):

- a) Include (1st)
- b) Event Category (2nd)
- c) Containing (3rd)

**Name:**

Did Not Use Bazaarvoice



8. Paste the following in for the expression:

```
Bazaarvoice Content Loaded
```

9. Save segment

After you save these advanced segments in your account, you can apply them to most reports to make side-by-side comparisons between visitors who interacted with UGC and visitors who did not.

**Note**

Bazaarvoice advanced segments can be applied to any report, most notably the Visitors Overview and the Ecommerce Overview reports. The Ecommerce Overview report is one of the most valuable reports because it displays KPI impact. Bazaarvoice recommends that you use it on an ongoing basis to analyze your data.

Non-commerce clients can apply these advanced segments to the Conversion Rate goal report to determine the degree to which the use of UGC affects conversion-rate metrics. Like the Ecommerce Overview report, the Conversion Rate goal report provides great value because it displays KPI impact.

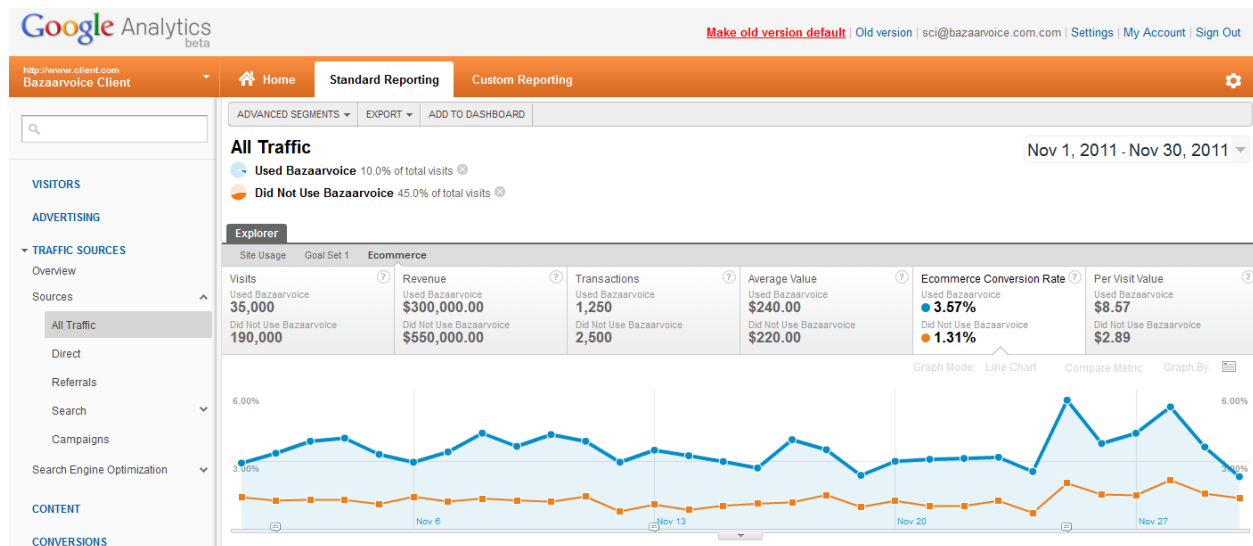
Alternatively, the All Traffic Sources report, which is located in the Traffic section, lets Ecommerce clients and non-Ecommerce clients alike analyze the impact of UGC. After you apply the Bazaarvoice advanced segments to the All Traffic Sources report, you can toggle easily between the Site Usage, Goal Set, and Ecommerce tabs to view the different ways in which UGC impacts your site.

**Related Links**

[Example Ecommerce Overview report](#) on page 22

## Example Ecommerce Overview report

The following image shows an example **All Traffic** report to which Bazaarvoice advanced segments have been applied.



## Reporting dimensions and values

Each of the following dimensions is assigned a value every time a visitor interacts with Bazaarvoice:

- Group
- Product
- Event Source
- Event Type

- Event Target
- Event Name

Bazaarvoice then passes the assigned values into your web analytics provider.

The following table identifies and describes the reporting metrics captured by analytics integration.

Variable	Value	Description
Group Verifies that the recorded event occurred with Bazaarvoice UGC	Bazaarvoice	Indicates that the recorded event occurred with Bazaarvoice UGC
Product Identifies the Bazaarvoice product being used	RatingsAndReviews	Current feature is ratings and reviews
	AskAndAnswer	Current feature is question and answer
	Stories	Current feature is campaigns
	Profiles	Current product is profiles
Event Source Identifies the cause of the event	Display	Page was displayed or updated dynamically; often used to measure content submission page loads
	Action	An action was invoked by a user click or hover
Event Type Identifies the general type of event that occurred	Read	Content was read or otherwise consumed
	Write	User is engaged with a step in the content-submission process.
	Support	User is engaged with additional submission processes, such as helpfulness voting, social buttons, or reporting content as inappropriate

Variable	Value	Description
Event Target  Identifies the type of content interacted with	Review	Action is being performed on a review
	Question	Action is being performed on a question
	Answer	Action is being performed on an answer
	Comment	Action is being performed on a comment
	Story	Action is being performed on campaign content
	Profile	Action is being performed on a user profile
	Product	Action is being performed on a product level
	Gallery	Action is being performed on the media gallery



Variable	Value	Description
Event Name (Non-Submission related events)  Identifies the specific type of event that occurred	ReadAll	Clicked on link to read all of the content for a content type such as reviews
	Write	Clicked a Write a(n) X link to start the content submission process
	Sort	Clicked to sort Bazaarvoice content in another method – by most recent or highest rated, for example
	Paginate	Clicked to another page of Bazaarvoice content for a particular content type
	AttributeFilter	Clicked on the filter for implemented products; enables the tracking of clicks on attribute filters as specific interactions
	Associate	Clicked to associate a positive or negative helpfulness vote with UGC
	ShoutIt	Clicked a social button or link
	ProductLink	Clicked a link to a product recommended by another visitor
	CustomClick	Clicked a tab or other client-hosted custom link that links to Bazaarvoice UGC.
	Inappropriate	Clicked to submit an inappropriate vote
	WhiteSpace	Clicked white space or something other than a link in a Bazaarvoice-hosted container
	Media	Viewed a hosted photo or video either within the media gallery or alongside Bazaarvoice content, such as within a review
	Search	Typed a search query and clicked Search within a review, question, or campaign item
	ProductFollow	Clicked on product-recommendation link or photo provided by another customer

Variable	Value	Description
	ProfileLink	Clicked on a user-profile link
	Default	Bazaarvoice does not define the name of every interaction that occurs with UGC on your site; events that are not explicitly defined are given a placeholder name of Default, which most often identifies a hover over the review snapshot

Variable	Value	Description
Event Name (Submission related events)  Identifies the specific type of event that occurred	Input	Reached the first page of the content-submission process
	Preview	Reached the preview page of the content-submission process
	PreviewShortReview	Previewed a review less than 100 characters
	PreviewMediumReview	Previewed a review between 101 and 300 characters
	PreviewLongReview	Previewed a review more than 300 characters
	Confirm	Reached the confirmation page of the content-submission process, indicating the successful submission of UGC
	ViewTC	Reached the terms and conditions page of the content-submission process
	Edit**	User clicked on the edit button during the content submission process
	Cancel**	User clicked on the cancel button during the content submission process
	Submit**	User clicked on the submit button during the content submission process
	InputValidationError	User received a validation error on the input (first) page of the content submission process as a result of not filling out all required fields correctly
	PreviewValidationError	User received a validation error on the preview page of the content submission process as a result of not filling out all required fields correctly
	Rating	User clicked one of the rating stars on the review submission form to rate a product
RatingDimensions		

Variable	Value	Description
		User clicked on a rating value on one of the rating sub-dimensions for a product on the review submission form
	Title	User entered two or more characters in the review title field on the review submission form
	Reviewtext	User entered two or more characters in the review text field on the review submission form
	Recommend	User selected either yes or no to the question "Would you recommend this to a friend?" on the review submission form
	Usernickname	User entered two or more characters into the nickname field on the review submission form
	ContextData	User selected at least one contextual data value (i.e. age, gender, experience) on the review submission form
	Userlocation	User entered a location in the my location field on the review submission form
	ProTags	User selected a pro tag checkbox or typed two or more fields into a user defined pro field on the review submission form
	ConTags	User selected a con tag checkbox or typed two or more fields into a user defined con field on the review submission form
	SocialAlerts	User clicked a checkbox during the content submission process to opt-in or opt-out to notification emails
	SocialConnect	User clicked to opt-in or opt-out of sharing their submission on Facebook during the content submission process
	SocialRecommendations	

Variable	Value	Description
		User clicked to recommend a product to their content submission
	FacebookAuthLogin	User clicked the Facebook Login box
	FacebookAuthAllow	User confirmed Facebook credential authorization, allowing Bazaarvoice to programmatically access their profile data

*\* If a user interaction is assigned an Event Name – such as Sort , Paginate , ReadAll , or Write , for example – it can be viewed as a dimension in a report. Interactions that are not assigned Event Names appear with the hardcoded value of Default .*

*\*\* These values are not enabled by default. Contact Bazaarvoice to enable. The tracking of white-space clicks increases overall server call volume, so evaluate your existing server call volume and consult your web analytics contract before opening a Bazaarvoice Client Care request to enable this functionality. This functionality is enabled by default for all Google Analytics clients.*

# Appendix: Requirements

Regardless of your web analytics provider, the following requirements must be satisfied before analytics integration can be implemented:

- Your Bazaarvoice implementation must be a hosted solution instead of an API-only solution.
- You must already be tracking KPIs through a web analytics provider.

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## Note

An ecommerce-enabled site is not required, but you must already have defined and be measuring some type of conversion metrics on your site.

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- The contract addendum for analytics integration must be signed and returned to your CSD. Your CSD can answer any questions you might have about the addendum.
- Provide Bazaarvoice with logon access to your web analytics provider. Bazaarvoice uses this access to accomplish the following tasks:
  - Set up the required reports and other items in your web analytics system to ensure that analytics integration functions appropriately.
  - Ensure that the data being sent to your web analytics system is recorded in a fashion that does not adversely affect other web analytics data that you might be capturing.
  - Provide ongoing ROI reporting.
  - Optional: Allow Bazaarvoice to anonymously benchmark your results, which provides information about your performance relative to your industry. This information helps Bazaarvoice make recommendations for your business that are based on the successes of other clients.

Your contract addendum outlines the ways in which Bazaarvoice can and cannot use your data. We take your privacy seriously and have implemented precautions to ensure that only authorized, internal personnel can access your data.

For more information about providing Bazaarvoice with logon access to your web analytics provider, see the *Requirements* section that pertains to your web analytics provider.

- Alert Bazaarvoice of changes to your site design or to your web analytics configuration if those changes might affect the manner in which Bazaarvoice-hosted UGC is displayed. For example, if you want to place UGC behind a tab or use a custom link to reveal it, we must update our tags to avoid interruptions to the reporting process.

The following sections describe additional, vendor-specific requirements that need to be satisfied.

# Adobe SiteCatalyst requirements

If Adobe SiteCatalyst is your web analytics provider, the following requirements must also be satisfied before analytics integration can be implemented:

- Currently using Adobe SiteCatalyst H code.
  - Provide your CSD with the eVar and success event that you want to use for analytics reporting.
  - Provide Bazaarvoice with a logon account to SiteCatalyst. Send the appropriate information, including your company name and the appropriate user name and password, to [webanalytics@bazaarvoice.com](mailto:webanalytics@bazaarvoice.com). Ensure that the account has been granted the following permissions:
    - Temporary administrator-level access to complete the following tasks:
      - Provision an event
      - Provision an eVar
      - Set up conversion classification
      - Set up a SAINT classification table
- Bazaarvoice typically requires this level of access for one week.
- Ongoing user-level access to allow data monitoring and reporting

It is also recommended that you have access to the following components:

- Adobe SiteCatalyst Discover
- SiteCatalyst v15
- Adobe SiteCatalyst DataWarehouse, which allows you to perform segmentation

# IBM Coremetrics requirements

If IBM Coremetrics is your web analytics provider, the following requirements must also be satisfied before analytics integration can be implemented:

- You must be able to create two persistent report segments or use IBM Coremetrics Explore to perform segmentation. Explore is ideal for the multisession tracking of visitors who make several visits to your site before ultimately making a purchase.
- Provide Bazaarvoice with a logon account to your web analytics provider. Send the appropriate information, including your client ID and the appropriate user name and password, to [webanalytics@bazaarvoice.com](mailto:webanalytics@bazaarvoice.com). Ensure that the account has been granted either administrator-level access or the permissions necessary to complete the following tasks:
  - Create report segments or access Explore
  - Upload a CDF
  - View the Page Categories and Top Line Metrics reports

# Google Analytics requirements

If Google Analytics is your web analytics provider, the following requirements must also be satisfied before analytics integration can be implemented:

- The tracking code `ga.js` must be used because it supports the event-tracking tag into which information is passed. Both the legacy `ga.js` code and the newer asynchronous methods are supported. Google's legacy Urchin JavaScript code is not supported.
- Share your access to Google Analytics with the case-sensitive Bazaarvoice email address [bazaarvoice.measurement@gmail.com](mailto:bazaarvoice.measurement@gmail.com).
- Provide Bazaarvoice with View Reports Only access to your system.



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# Glossary

This section defines terms that are specific to IBM Coremetrics, Google Analytics, and Adobe SiteCatalyst.

## Adobe SiteCatalyst terms

### **conversion classification**

Allows each of the eVar parts, such as the Bazaarvoice product or the interaction type, to appear separately in Adobe SiteCatalyst reporting. Analytics integration sends information about visitor interaction with Bazaarvoice into an eVar by way of a lengthy string of information with several different parts.

### **conversion hierarchy**

Allows conversion classifications to be displayed hierarchically. Analytics integration places the different classifications in a logical hierarchy, which allows users to drill into reports.

### **Data Warehouse**

Stores the raw data in Adobe SiteCatalyst and allows for greater segmentation capabilities. Analytics integration uses DataWarehouse to create a subset of visitors who viewed a product page for comparison against visitors who used Bazaarvoice. To apply the DataWarehouse segment to the analytics integration activity report, Bazaarvoice creates an ASI slot based on the DataWarehouse segment and applies it to the report. Alternatively, this segment can be applied to reports if you use the add-on segmentation tool Discover.

### **Discover**

Add-on segmentation tool that allows Adobe SiteCatalyst customers to create reports that SiteCatalyst does not provide. You can use Discover instead of an ASI slot to perform segmentation for analytics integration.

### **eVar**

Captures information about user interactions with Bazaarvoice and ties these interactions back to your success metrics. Because Adobe SiteCatalyst provides a limited number of eVars, you must specify the eVar number into which you want information passed for analytics integration. eVars are also known as conversion variables.

### **SAINT**

Acronym for *SiteCatalyst Attribute Importing and Naming Tool*, a classification tool that defines the interactions that Bazaarvoice sends to Adobe SiteCatalyst for use in analytics integration. All information about a user interaction is sent within a lengthy string of information and separated into meaningful buckets, such as the product with which a visitor interacted. This separation is accomplished by the use of a SiteCatalyst Attribute Importing and Naming Tool (SAINT) classification file that Bazaarvoice uploads into your Adobe SiteCatalyst account.

### **success events**

Counts the number of times visitors interacted with Bazaarvoice content. Because Adobe SiteCatalyst provides a limited number of success events, you must specify the success event number to which you want information sent upon each visitor interaction with Bazaarvoice-hosted UGC.

# IBM Coremetrics terms

## **category definition file (CDF)**

Uploaded file that categorizes visitor interactions with Bazaarvoice. User interactions are passed to IBM Coremetrics by using a Category ID that contains all the elements that describe the interaction. The category definition file (CDF) classifies the Category ID into meaningful buckets, such as the product with which a visitor interacted. The process of uploading this file does not overwrite or interfere with your existing CDF file.

## **custom page view**

Tag that is used to pass information back to IBM Coremetrics about visitor interaction with analytics integration. Bazaarvoice uses this tag type over conversion events because it allows for visitor pathing and Page Categories reports. The following parameters are populated:

- Page ID – Identifies the page on which the interaction occurred
- Category ID – Identifies the location to which Bazaarvoice sends information about the interaction that occurred

Bazaarvoice uses the uploaded CDF to categorize all interactions in the Category ID into human-readable elements. This information ultimately appears in the Page Categories report.

## **Explore**

Spontaneous reporting and analysis tool that provides for the building, distributing, and analyzing of user-defined reporting. If you use Explore, you can use it instead of report segments to set up segmentation for analytics integration. Additionally, Explore allows for the tracking of visitors across multiple visits, unlike report segments.

## **Page Categories report**

Report that Bazaarvoice populates with data for analytics integration. Use this report to view the detailed usage of the manners in which visitors interact with Bazaarvoice, including the products that they use and the types of interactions that occur.

## **report segments**

Offer the ability to filter existing reports to isolate data for a specific population of users. IBM Coremetrics provides a limited number of report segments, two of which are used by analytics integration to isolate visitors who interacted with Bazaarvoice from visitors who viewed a product page but did not interact with any of its content. Of the two types of report segments that are available, ongoing segments are preferable to one-time segments because they allow for the continuing analysis of visitor activity as well as for the trending of behavior. One-time segments can be used if ongoing segments are unavailable. However, they expire after a predefined period of time and do not allow for continuing analysis. If you use IBM Coremetrics Explore, you can use it instead of report segments to perform segmentation.

## **Top Line Metrics report**

Report that displays the high-level results of analytics integration. The Top Line Metrics report includes a summary of your most important metrics, such as visitors, conversion rates, and the average order value. If you apply the Bazaarvoice report segments to this report, you can measure the lift of visitors who use Bazaarvoice products.

# Google Analytics terms

**advanced segments**

Offer the ability to filter existing reports to isolate data for a specific population of users. Bazaarvoice sets up two advanced segments to compare visitors who used Bazaarvoice versus visitors who did not.

**event tracking**

Type of tracking tag that is used to pass information into Google Analytics. Information about visitor interactions with Bazaarvoice-hosted UGC can be found in the Content section of the Event Tracking report. Event-tracking tags do not inflate the number of page views.

**goals**

Measure the number of times that visitors completed a desired action, such as signing up for email, locating a store, or submitting an information request. Goals are useful for measuring the impact of a Bazaarvoice product or solution when you do not sell an actual product.



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