

Hi. Welcome to XMPie.

This video will introduce the new website analytics report that was added to Circle version 8.8 released in August 2021.

Simply click the analytics icon on one of the webpage touchpoints.

The first thing to note is that the website report covers all web page touchpoints in the project,

so each web page touchpoint will open the same report.

This is different to the Email and SMS touchpoint analytics.

When you open the analytics for this touchpoint, you see only the data that relates to this specific email.

So what information is available on the website report? This first statistic is the number of potential visitors.

This is the number of recipients in your project that have been sent an email or an SMS, or for whom you have printed a document - and presumably sent it out to the recipient.

Any other recipients are not considered to be potential visitors because you have not communicated with them

to tell them how to access the project's website.

Here is the percentage and the number of unique recipients to visit the website.

If the recipient has visited the site multiple times, they are counted only once.

The interacted statistic reports the percentage and number of recipients that visited the site,

and who clicked a button or link, or visited other pages in the site.

In other words, these are the visitors who interacted or performed an action on the website.

The opposite of this is the bounce statistic. These are visitors who did nothing once they got to the website.

So, interacted and bounced figures add up to the visited number.

New recipients are those added to the project " for example via a refer-a-friend form " and were not in the database at the start of the campaign.

These recipients are also counted in the potential visitors because they have been sent an email inviting them to the campaign.

When viewing all data, the web performance report shows the visited, interacted, and bounced statistics in a donut chart.

This changes when you a specific date range " I'll show that in a moment.

The page performance report lists every web page in the site which has the XMPL tracking code added to the HTML,

and gives non-unique visit and click counts for each page.

Each button and link on the page that has the action tracking code, will also give non-unique click counts.

If there are more pages and links than will fit, a scroll bar will appear.

Performance over time shows non-unique visits and clicks over time.

By default, the period will start from the first process of a print, email or SMS.

Down at the bottom are two important new additions. The source by media and source performance charts.

These graphs show what referred the recipients to the website. Each link to the website can contain information that includes the source.

For example, the link to the website from an email can include a parameter that lets the website tracking know

that this link came from the email.

Another link that you post in Facebook can have a different source parameter

so that the website will report visits from Facebook with a different source.

I will explain more about the link parameters later in this video.

Similar to the Email and SMS analytics, many of the website reports offer a link to download the relevant recipients.

For example, I could download the list of recipients who clicked the "add friend" link on the "refer a friend" page.

Or download the list of recipients who visited the website and didn't do anything further.

By default, the report shows all current website data since the first print, email or SMS production was run.

But you can select a specific date range if desired.

If you do, then notice that all the metrics are updated and the web performance chart changes from a donut to a bar chart.

If you want to share this report with clients who don't have credentials to login to Circle, you can get a link here.

And, you can decide if clients should be able to download the list reports or not.

Clicking this icon will refresh the data behind the reports.

And, if this is an older project and you had linked Marketing Console reports to your touchpoint, you will now find them here.

Now, let me go back to the new source reports and talk about the URL parameters required to track the source or referral information.

There are two ways to achieve this. The first is automatically with PersonalEffect version 10.2.

Once you upgrade to 10.2, you will find new "Special ADORs".

For example, if creating an email after the uProduce upgrade, you will find Special Link ADORs for each of the web pages in your project.

These are similar to the XMPierURL ADOR and will return a link to the webpage.

If a friendly URL is defined on the touchpoint, the friendly URL will be returned.

At the end of the URL, these Special Link ADORs will automatically add a parameter that identifies the media and source of the link.

In this case, we are adding the Special ADOR to email touchpoint E1, so the media will be "Email", and the source will be this email touchpoint.

The same options will also appear when creating a SMS message.

To add the link to a print document, version 10.2 uCreate Print and uPlan

have a new QLingo function called GetTouchpointData().

Simply give it the touchpoint ID and request the URL from Circle.

This ADOR will now return a link to the webpage that has the parameter to identify the media and source of the click

when the document is attached to a PDF touchpoint or Print touchpoint in Circle.

In addition to the automated links, you can manually create links by adding the required parameters.

You can also do this to take advantage of the new feature before upgrading to v10.2 PersonalEffect.

The parameters needed are "xmpmedia" and "xmppsrc".

For example, you could create a link to your website's friendly or unfriendly URL, by appending these two parameters like this.

The xmpmedia parameter should be the type of media where the link was used –

like web, email, sms, corporateWebsite, socialMedia or any other custom media type.

The xmppsrc should be the specific source where the link was used.

For example, for a link used in Facebook, the xmpmedia could be "SocialMedia" and the xmppsrc could be "Facebook".

Once someone has clicked the link to the website on Facebook, then these values would then appear in the report.

As you can see, the website report is another big step towards making Circle the central place for analytics

as we move closer to replacing Marketing Console.