Sitecore EI 1.0 for CMS & DMS 6.6

Dimensions and Measures Reference

TARGIT Analyzer source data reference for Business Intelligence Consultants.

Table of Contents

Chapter 1

Introduction

This document provides business intelligence consultants with a complete list, including examples, of all dimensions and measures used in the TARGIT Analyzer, Smartpad, Source data tab.

You can use dimensions and measures when you create objects and analyses using the OLAP cube and Sitecore DMS. The TARGIT Analyzer allows you to drag and drop dimensions and measures when creating analyses without the need to write complex SQL queries.

This reference document contains the following chapters:

- **Chapter 1 — Introduction**
  This chapter contains a brief overview of dimensions and measures.

- **Chapter 2 — TARGIT Analyzer - Dimensions and Measures**
  This chapter contains tables with a description of each dimension and examples of how to use them in combination with measures. It also contains a list of SQL Server tables and columns used in the TARGIT Analyzer.

1.1 Overview

This overview provides definitions of the terms '*dimension*' and '*measure*' which both appear in the source data section of the TARGIT Analyzer and which you can use to filter the data that you display in your analyses.

1.1.1 Dimension

"A general source of data that can be used to define various types of segments or counts and represents a fundamental dimension of visitor behavior or site dynamics".
Definition from the Web Analytics Association (WAA) 2007

In the TARGIT Analyzer, there are several dimensions that refer to tables and columns in the Sitecore DMS Analytics database. *Dimensions* are like categories. For example, in *Sitecore.com*, these categories include *Browser*, *Business Unit*, *Keyword* or *Campaign*.
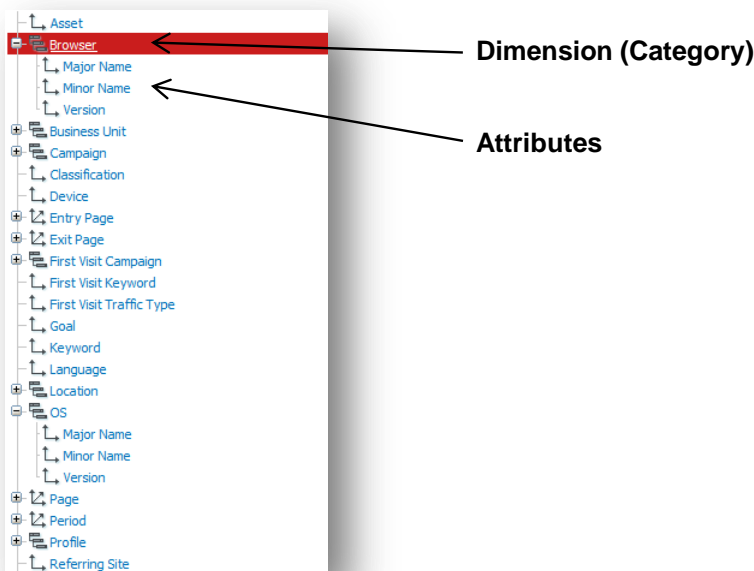
1.1.2   Measure

Measures are metrics or numbers that you can use to make calculations in combination with dimensions, for example in *Sitecore.net* these could include the number of *Visits*, *Unique Visitors* or *Page Views*.
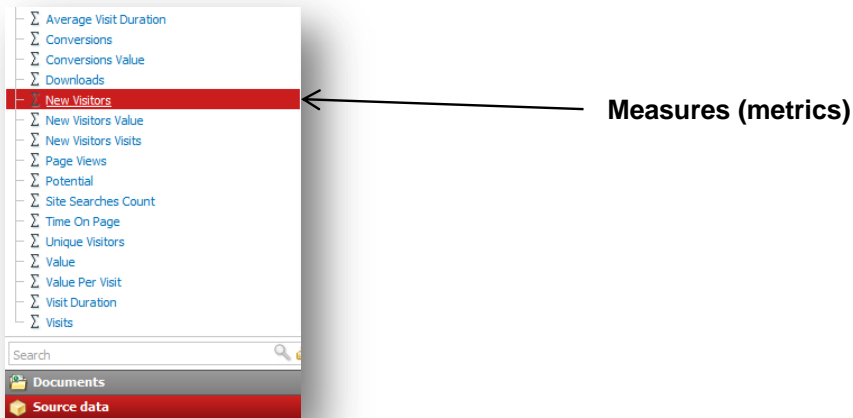
You can use dimensions to categorize and filter measures. For example, in *Sitecore.net*, some dimensions have additional attributes, such as *Classification*, *Device* or *Goal*.

Chapter 2

TARGIT Analyzer - Dimensions and Measures

This chapter contains a table describing the dimensions and measures in the TARGIT Analyzer. It also includes examples of how each dimension can be combined with each measure.

It includes the following sections:

- Dimensions

- Measures

- SQL Server Tables and Columns

2.1 Dimensions

This section includes a list of dimensions, attributes, and measures that appear in the TARGIT Analyzer, Smartpad, Source data tab.

With each dimension on this list there is also a table of measures. The *Example* column illustrates how each dimension can be used in combination with measures to create analyses in the TARGIT Analyzer.

2.1.1 Assets

An asset is an item such as a brochure, price list, or whitepaper that you can download from a website.

Use the *Asset* dimension to analyze the visits of visitors that download assets from your website.

Measure	Example
Downloads	The number of downloads of this asset.
Conversions	The number of goal conversions during visits where this asset has been downloaded.
Page Views	The number of page views in visits where this asset has been downloaded.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics, where this asset has been downloaded.
Unique Visitors	The number of unique visitors who downloaded this asset at least once.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where visitors have downloaded this asset during their first visit to the website.
Potential (%)	Future potential of this asset represented as a percentage.

2.1.2 Browser

Browser refers to the type of web browser a visitor uses to view a website.

Use the *Browser* dimension to analyze the visits of visitors using different types of browsers.

Attributes:

- Major Name – Full name of browser, for example *Mozilla Firefox* or *Google Chrome*.
- Minor Name – Version number, for example 15.0.1
- Version – Same as minor name.

Measure	Example
Downloads	The number of downloads of an asset using this browser.
Conversions	The number of goal conversions achieved using this browser.
Page Views	The number of page views using this browser.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics using this browser.
Unique Visitors	The number of unique visitors using this browser.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics, where visitors used this browser during their first visit to the website.
Potential (%)	Future potential of this browser represented as a percentage.

2.1.3   Business Unit

A business unit is a company or organization that makes a visit to a website.

Use the *Business Unit* dimension to analyze the visits of companies or other organizations that visit your website.

Attributes:

- Business Name – name of company/organization.

- Country – country of origin of the visit.

Measure	Example
Downloads	The number of asset downloads from this business unit.
Conversions	The number of goal conversions achieved in visits from this business unit.
Page Views	The number of page views from this business unit.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics from this business unit.
Unique Visitors	The number of unique visitors who visited the site at least once from this

	business unit.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visits from this business unit.
Potential (%)	Future potential of this business unit represented as a percentage.

2.1.4   Campaign

A campaign is marketing activity designed to encourage the recipients to follow a specific course of action, such as, buying a product. Campaigns can appear in different media across a specific time frame.

Use the *Campaign* dimension to analyze and assess the campaigns on your website.

Campaigns can have a maximum of three categories.

Attributes:

- Category 1 – top level category
- Category 2 – 2nd level category
- Category 3 – 3rd level category

Measure	Example
Downloads	The number of downloads in visits where this campaign was triggered.
Conversions	The number of goal conversions triggered in visits to this campaign.
Page Views	The number of page views in visits triggered by this campaign.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics generated by this campaign.
Unique Visitors	The number of unique visitors who triggered at least one campaign.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where visitors triggered a campaign in their first visit.
Potential (%)	Future potential of this campaign represented as a percentage.
Cost, Cost Base, Cost Per Click, Cost Per Day	Costs associated with this campaign.

2.1.5 Classification

Classification is the sorting of site visitors into different categories such as business, competitor, ISP or robots, to help improve visitor segmentation.

Use the *Classification* dimension to analyze the activities of different classification categories.

Measure	Example
Downloads	The number of downloads by visitors with this classification value.
Conversions	The number of goal conversions by visitors with this classification value.
Page Views	The number of page views by visitors with this classification value.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors with this classification value.
Unique Visitors	The number of unique visitors making at least one visit with this classification value.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors with this classification value.
Potential (%)	Future potential of this classification value represented as a percentage.

2.1.6 Device

A device is the hardware device that a visitor uses to view web pages. For example, iPhone, Android phone, laptop or iPad. A web crawler is also a device.

Use the *Device* dimension to analyze the activity of visitors coming to your website using different devices.

Measure	Example
Downloads	The number of assets downloaded by visitors using this device.
Conversions	The number of goal conversions achieved by visitors using this device.
Page Views	The number of page views by visitors using this device.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of),	The number of visits and related metrics by visitors using this device.

Average Visit Duration	
Unique Visitors	The number of unique visitors who made at least one visit using this device.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics by visitors using this device during their first visit.
Potential (%)	Future potential of this represented as a percentage.

2.1.7 Entry Page

An entry page is the first page a visitor opens in a visit to a website.

Use the *Entry Page* dimension to analyze the activity of visitors that enter your website on specific entry pages.

Measure	Example
Downloads	The number of downloads in visits where the first page of the visit has this URL.
Conversions	The number of goal conversions in visits where the first page of the visit has this URL.
Page Views	The number of page views in visits where the first page of the visit has this URL.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics where the first page of the visit has this URL.
Unique Visitors	The number of unique visitors where the first page of the visit has this URL.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where the first page of the visit has this URL.
Potential (%)	Future potential of this entry page represented as a percentage.

2.1.8 Exit Page

An exit page is the last page on a site accessed during a visit, signifying the end of a visit/session.

Use the *Exit Page* dimension to analyze the activity of visitors that leave your website on specific pages.

Measure	Example
Downloads	The number of downloads in visits where the last page of the visit has this URL.
Conversions	The number of goal conversions in visits where the last page of the visit had this URL.
Page Views	The number of page views in visits where the last page of the visit has this URL.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics where the last page of the visit has this URL.
Unique Visitors	The number of unique visitors where the last page of the visit has this URL.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where the last page of the visit (so far) has this URL.
Potential (%)	Future potential of this exit page represented as a percentage.

2.1.9   First Visit Campaign

If a visitor has triggered multiple campaigns, a first visit campaign is the campaign they visited and triggered first. First Visit Campaigns can have a maximum of three categories.

Use the *First Visit Campaign* dimension to analyze the first visit campaigns on your website.

Attributes:

- Category 1 – top level category
- Category 2 – 2nd level category
- Category 3 – 3rd level category

Measure	Example
Downloads	The number of downloads by visitors where this was their first visit campaign.
Conversions	The number of goal conversions by visitors where this was their first visit campaign.
Page Views	The number of page views by visitors where this was their first visit campaign.
Visits, Value (sum of visits' value),	The number of visits and related metrics for visitors where this was their first visit campaign.

Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	
Unique Visitors	The number of unique visitors where this was their first visit campaign.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where this was their first visit campaign.
Potential (%)	Future potential of this first visit campaign represented as a percentage.

2.1.10   First Visit Keyword

If a visitor has made multiple visits to a website, each time using different search engine keywords, the first visit keyword is the keyword used on the very first visit.

Use the *First Visit Keyword* dimension to analyze the first visit keywords on your website.

Measure	Example
Downloads	The number of downloads by visitors where this was their first visit keyword.
Conversions	The number of goal conversions by visitors where this was their first visit keyword.
Page Views	The number of page views by visitors where this was their first visit keyword.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors where this was their first visit keyword.
Unique Visitors	The number of unique visitors where this was their first visit keyword.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where this was their first visit keyword.
Potential (%)	Future potential of this first visit keyword represented as a percentage.

2.1.11   First Visit Traffic Type

If a visitor makes multiple visits to a website, each time the DMS could classify them as a different traffic type. The *First Visit Traffic Type* is the traffic type classification assigned on the very first visit.

Use the *First Visit Traffic Type* dimension to analyze the first visit traffic types on your website.

Measure	Example
Downloads	The number of downloads by visitors where this was their first visit traffic type.
Conversions	The number of goal conversions by visitors where this was their first visit traffic type.
Page Views	The number of page views by visitors where this was their first visit traffic type.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors where this was their first visit traffic type.
Unique Visitors	The number of unique visitors where this was their first visit traffic type.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where this was their first visit traffic type.
Potential (%)	Future potential of this first visit traffic type represented as a percentage.

2.1.12   Goal

A goal is a specific activity (page event) on a website that indicates success to the site owner. For example, filling in and submitting a form could be a goal.

Use the *Goal* dimension to analyze the goals achieved by visitors to your website.

Measure	Example
Downloads	The number of downloads in visits where this goal was converted.
Conversions	The number of conversions of this goal.
Page Views	The number of page views in visits where this goal was converted.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors that converted this goal.
Unique Visitors	The number of unique visitors who converted this goal at least once.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of	The number of new visitors and related metrics where this goal was converted during their first visit.

Value)	
Potential (%)	Future potential of this goal represented as a percentage.

2.1.13 Keyword

A keyword is the word or phrase that a visitor enters into a search engine to find a web site.

Use the *Keyword* dimension to analyze the keywords used by visitors to find your website.

Measure	Example
Downloads	The number of downloads in visits triggered using this search keyword.
Conversions	The number of conversions in visits triggered using this search keyword.
Page Views	The number of page views in visits triggered using this search keyword.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visits triggered using this search keyword.
Unique Visitors	The number of unique visits triggered using this search keyword.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where the first visit was triggered using this search keyword.
Potential (%)	Future potential of this keyword represented as a percentage.

2.1.14 Language

Language is the language that a visitor chooses to view pages on a website. For example, you can see how many downloads a page in Danish receives during a specific period.

Use the *Language* dimension to analyze the actions of visitors using different language versions of your web pages.

Measure	Example
Downloads	The number of downloads in visits where pages are displayed in a specific language.
Conversions	The number of goal conversions in visits for pages displayed in a specific language.
Page Views	The number of page views in visits for pages displayed in a specific language.

Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for pages displayed in a specific language.
Unique Visitors	The number of unique visits for pages displayed in a specific language.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for pages displayed in a specific language.
Potential (%)	Future potential of this language represented as a percentage.

2.1.15   Location

Location is a website visitor's place of origin at the time of making a visit.

Use the *Location* dimension to analyze the visits of visitors coming from different locations. For example, you can compare how many visitors downloaded the same asset from different locations.

Attributes:

- Country
- Region
- City

Measure	Example
Downloads	The number of downloads by visitors from a specific location.
Conversions	The number of goal conversions by visitors from a specific location.
Page Views	The number of page views by visitors from a specific location.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors from a specific location.
Unique Visitors	The number of unique visitors coming from a specific location.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors coming from a specific location on their first visit.

Potential (%)	The future potential of this location represented as a percentage.

2.1.16   OS

OS is the operating system of a visitor's computer.

Use the *OS* dimension to analyze the actions and behavior of visitors using specific operating systems. For example, you can see how many visitors download assets using *Windows 7 Enterprise*.

Attributes:

- Major Name – Full name of OS, for example *Microsoft Windows 7 Enterprise*
- Minor Name – Version number, for example Version 6.1 (Build 7601: Service Pack 1)
- Version – Same as minor name.

Measure	Example
Downloads	The number of downloads by visitors using a specific OS.
Conversions	The number of goal conversions achieved by visitors using a specific OS.
Page Views	The number of page views by visitors using a specific OS.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics of visitors using a specific OS.
Unique Visitors	The number of unique visitors using a specific OS.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors using a specific OS on their first visit.
Potential (%)	Future potential of visitors using this OS represented as a percentage.

2.1.17   Page

Page refers to any page on a website.

Use the *Page* dimension to analyze and assess the performance of pages on your website.

Measure	Example
Downloads	The number of assets downloaded when viewing this page (URL).
Conversions	The number of goal conversions achieved when viewing this page (URL)
Page Views	The number of views of this page (URL)

Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors who viewed this page (URL).
Unique Visitors	The number of unique visitors to this page (URL).
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors who viewed this page (URL) during their first visit
Potential (%)	Future potential of this page (URL) represented as a percentage.

2.1.18   Period

Period refers to the categories for different time periods (see attributes below).

Use the *Period* dimension to analyze website visits and activity between different time periods.

Attributes:

- Year
- Quarter
- Month
- Week
- Day

Measure	Example
Downloads	The number of downloads within a specific time period.
Conversions	The number of goal conversions within a specific time period.
Page Views	The number of page views within a specific time period.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics recorded within a specific time period.
Unique Visitors	The number of unique visitors during a specified time period.
New Visitors, New Visitors Visits (sum	The number of new visitors and related metrics for visitors who made their first visit during a specified time period.

of Visits), New Visitors Value (sum of Value)	
Potential (%)	Future potential for this time period represented as a percentage.

2.1.19 Profile

In Sitecore DMS you can create content profiles and visitor profiles. Profiling enables you to characterize the content on your website and the behavior of website visitors. You can use this information for the purposes of segmentation and personalization.

Use the *Profile* dimension to analyze visits to pages that have profile values or pattern cards assigned to them.

Attributes:

- Name – Name of profile

- Pattern – Name of pattern card.

Measure	Example
Downloads	The number of downloads in visits to pages which have profile values assigned or where there is pattern a card match.
Conversions	The number of goal conversions in visits to pages which have profile values assigned or where there is pattern a card match.
Page Views	The number of page views in visits to pages which have profile values assigned or where there is pattern a card match.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits, value, value per visit, visit duration and average visit duration to pages which have profile values assigned or where there is pattern a card match.
Unique Visitors	The number of unique visitors to pages which have profile values assigned or where there is pattern a card match.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors to pages which have profile values assigned or where there is pattern a card match.
Potential (%)	Future potential for profiles and pattern cards represented as a percentage.

2.1.20   Referring Site

A referring site is an external website that contains a link to your website enabling you to see where the current visitor originated. This could be any kind of website or a search engine, such as google.com.

Use the *Referring Site* dimension to analyze the behavior of visitors coming to your website from referring sites.

Measure	Example
Downloads	The number of downloads in visits that originated from a referring site.
Conversions	The number of goal conversions in visits that originated from a referring site.
Page Views	The number of page views in visits that originated from a referring site.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits, value, value per visit, visit duration and average visit duration that originated from a referring site.
Unique Visitors	The number of unique visitors that originated from a referring site.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors that originated from a referring site.
Potential (%)	The potential of this referring site.

2.1.21   Screen

Screen is the screen size and dimensions of the device a visitor uses to view the pages on a website.

Use the *Screen* dimension to analyze the behavior of visitors using different screen sizes and resolutions.

Attributes:

- Dimensions
- Height
- Width

Measure	Example
Downloads	The number of downloads by visitors using this screen resolution.
Conversions	The number of goal conversions by visitors using this screen resolution.
Page Views	The number of page views by visitors using this screen resolution.

Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics by visitors with this screen resolution.
Unique Visitors	The number of unique visitors using this screen resolution.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors who used this screen resolution during their first visit.
Potential (%)	The potential of this screen resolution.

2.1.22   Site

Site is the current website or sites you are viewing in the TARGIT Analyzer dashboard. Your business or organization could have one or multiple websites. For example, Sitecore has several different country specific websites, such as *Sitecore Denmark* and *Sitecore Japan*. In the TARGIT Analyzer it is possible to view dashboards for all websites simultaneously or select one site.

Use the *Site* dimension to analyze the actions and behavior of visitors coming to each of your websites.

Measure	Example
Downloads	The number of assets downloaded from the selected website.
Conversions	The number of goal conversions on the selected website.
Page Views	The number of page views on the selected website.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for the selected website.
Unique Visitors	The number of unique visitors on the selected website.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for the selected website
Potential (%)	Potential of this website.

2.1.23   Site Search Keyword

The site search keyword is the word or phrase that a visitor enters in a search engine when they are looking for a website.

Use the *Site Search Keyword* dimension to analyze the actions and behavior of visitors using different search keywords.

Measure	Example
Downloads	The number of downloads in visits, in which this keyword was used in a site search.
Conversions	The number of goal conversions in visits where this keyword was used in a site search.
Page Views	The number of page views in visits where this keyword was used in a site search.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics in visits where this keyword was used in a site search.
Unique Visitors	The number of unique visitors that have made at least one visit where this keyword was used in a site search.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics where this keyword was used in a site search during their first visit.
Potential (%)	The potential of this site search keyword.

2.1.24   Tag

In Sitecore DMS, you can tag fields on web forms to get additional information on the site visitors that appear in your visit session reports.

Use the *Tag* dimension to analyze the behavior and actions of visitors with tags associated with their visits.

Attributes:

- Tag Name

- Tag Value

Measure	Example
Downloads	The number of downloads by visitors with a tag.

Conversions	The number of goal conversions by visitors with a tag.
Page Views	The number of page views by visitors with a tag.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors with a tag.
Unique Visitors	The number of unique visitors with a tag.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors with a tag.
Potential (%)	Potential of visitors with a tag.

2.1.25 Traffic Type

Traffic type is the channel through which a visitor came to a website.

Use the *Traffic Type* dimension to analyze which traffic types perform best on your website. For example, which traffic types generate the most engagement value?

Measure	Example
Downloads	The number of downloads in visits with this traffic type.
Conversions	The number of goal conversions in visits with this traffic type.
Page Views	The number of page views in visits with this traffic type.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visits of this traffic type.
Unique Visitors	The number of unique visitors who made at least one visit with this traffic type.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors whose first visit had this traffic type.
Potential (%)	Potential of this traffic type.

2.1.26 Visit Attributes

Use the *Visit Attributes* dimension to get a more detailed breakdown of each site visit. You can use visit attributes to create analyses that show, for example average visit duration or the average number of pages viewed in a typical site visit.

Attributes:

- Days Since First Visit – the number of days since the first visit.

- Duration – the duration of a visit.

- Number – the total number of visits.

- Page Count – the total number of pages visited during a visit.

- Value – the total engagement value generated during a visit.

Measure	Example
Downloads	The number of downloads in visits with these attributes.
Conversions	The number of goal conversions in visits with these attributes.
Page Views	The number of page views in visits with these attributes.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visits with these attributes.
Unique Visitors	The number of unique visitors who have at least one visit with these attributes.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visitors whose first visit had these attributes.
Potential (%)	N/A

2.1.27 Visitor Attributes

Use the *Visitor Attributes* dimension to get a more detailed breakdown of the behavior of each site visitor. You can use visitor attributes to create analyses that show, for example value per visit or total number of visits.

Attributes:

- Value – Total engagement value generated by a visitor.

- Visits – Total number of visits made by a visitor.

Measure	Example

Downloads	The number of downloads by visitors with these attributes.
Conversions	The number of goal conversions by visitors with these attributes.
Page Views	The number of page views by visitors with these attributes.
Visits, Value (sum of visits' value), Value per Visit (sum/sum), Visit Duration (sum of), Average Visit Duration	The number of visits and related metrics for visitors with these attributes.
Unique Visitors	The number of unique visitors with these attributes.
New Visitors, New Visitors Visits (sum of Visits), New Visitors Value (sum of Value)	The number of new visitors and related metrics for visits with these attributes.
Potential (%)	N/A

2.2 Measures

This section contains a list of measures that you can use in combination with dimensions to create charts and analyses in the TARGIT Analyzer. Each measure has an associated SQL table, expression and some measures also have a filter expression.

2.2.1 Average Visit Duration

Description	Table	Expression	Filter
Average Visit Duration is the average length of time of a visit to a website.	Visits	SUM(DATEDIFF([SECOND], [Visits].[StartDateTime], [Visits].[EndDateTime])) / COUNT(*)	N/A

2.2.2 Conversions

Description	Table	Expression	Filter
Conversions occur when a visitor completes a target action on a website which has goal associated with it. For example, filling in and submitting a webform typically results in a goal being converted. A conversion can be viewed and counted like any other event. The best conversions indicate that a visitor has successfully completed an objective of the site or business.	PageEvents	COUNT(*)	WHERE PageEventDefinitions.IsGoal = 1

2.2.3 Conversions Value

Description	Table	Expression	Filter
Conversion Value is the accumulation of engagement value points generated by conversions made during a site visit.	PageEvents	SUM(PageEventDefinitions. Value)	WHERE PageEventDefinitions.IsGoal = 1

2.2.4 Downloads

Description	Table	Expression	Filter
Downloads is a count of the number of times a visitor has downloaded one or more assets from a website.	PageEvents	COUNT(*)	WHERE PageEventDefinitionId = 'FA72E131-3CFD-481C-8E15-04496E9586DC' (download)

2.2.5 New Visitors

Description	Table	Expression	Filter
New Visitors is a count of the number of visitors that have come to a website for the first time.	Visitors	COUNT(*)	INNER JOIN Visits ON Visitors.VisitorId = Visits.VisitorId AND Visits.VisitorVisitIndex = 1

2.2.6 New Visitors Value

Description	Table	Expression	Filter
New Visitors Value is the accumulation of engagement value points generated by new visitors to a website.	Visitors	SUM(Visitors.Value)	INNER JOIN Visits ON Visitors.VisitorId = Visits.VisitorId AND Visits.VisitorVisitIndex = 1

2.2.7 New Visitors Visits

Description	Table	Expression	Filter
New Visitors Visits is a count of the number of visits made to a website by new visitors.	Visitors	SUM(Visitors.VisitCount)	INNER JOIN Visits ON Visitors.VisitorId = Visits.VisitorId AND Visits.VisitorVisitIndex = 1

2.2.8 Page Views

Description	Table	Expression	Filter
Page Views is a count of the number of times a page (an analyst-definable unit of content) has been viewed.	Pages	COUNT(*)	N/A

2.2.9   Potential

Description	Table	Expression	Filter
Potential identifies pages that have a lower value per visit than the average value per visit of all the pages on a website, and also have a high volume, and therefore have potential for improvement. It is a measurement based on two formulas that calculate how much value you could gain if you were to increase the Value per visit of an underperforming page.	Visits	N/A	N/A

2.2.10   Site Searches Count

Description	Table	Expression	Filter
Site Searches Count is a count of the number of site searches made by a visitor while visiting a website.	PageEvents	COUNT(*)	WHERE PageEventDefinitionId = '0C179613-2073-41AB-992E-027D03D523BF' -- Search

2.2.11   Time On Page

Description	Table	Expression	Filter
Time On Page calculates the amount of time spent on the current page by the site visitor.	Pages	SUM(Duration)	N/A

2.2.12   Unique Visitors

Description	Table	Expression	Filter

Description	Table	Expression	Filter
Unique Visitors are the number of people (filtered for spiders and robots), within a designated reporting timeframe, with activity consisting of one or more visits to a site. Each individual is counted only once in the unique visitor measure for the reporting period.	Visitors	COUNT(*)	N/A

2.2.13 Value

Description	Table	Expression	Filter
Value is a measurement used in Engagement Analytics to determine the degree of commitment exhibited by visitors to a website. It is the accumulated sum of engagement value points generated during one or more visits. Engagement Value is often simply referred to as value	Visits	COUNT(*)	N/A

2.2.14 Value Per Visit

Description	Table	Expression	Filter
Value Per Visit measures how efficient the elements on your website are in generating value. Value per Visit = Value/Visits	Visits	SUM(Visits.Value) / COUNT(*)	N/A

2.2.15 Visit Duration

Description	Table	Expression	Filter

Description	Table	Expression	Filter
Visit Duration is the length of time in a session. Calculation is typically the timestamp of the last activity in the session minus the timestamp of the first activity of the session. When there is only one activity in a session (a single-page visit or single event visit), no visit duration is reported.	Visits	SUM(DATEDIFF([SECOND], [Visits].[StartDateTime], [Visits].[EndDateTime]))	N/A

2.2.16   Visits

Description	Table	Expression	Filter
Visits are an interaction, by an individual, with a website consisting of one or more requests for an analyst-definable unit of content. This includes all the actions a visitor takes from the moment they enter a website until the moment they leave and consists of all the pages viewed, and resources consumed, such as campaigns triggered and conversions achieved. Visitors must have cookies enabled to allow Sitecore to accurately track visitor sessions.	Visits	COUNT(*)	N/A

2.3 SQL Server Tables and Columns

This section outlines the SQL Server tables and column names, from the Analytics database for each dimension in the TARGIT Analyzer. This information is useful if you create your own SQL queries.

Dimension Name	Attribute	DMS Table	Key Column	Name Column
Asset		PageEvents	DataKey	DataKey
Browser		Browsers	BrowserId	BrowserId
	Major Name Minor Name Version	Browsers Browsers Browsers	MajorName Minor Name Version	MajorName Minor Name Version
Business Unit		Locations	LocationId	LocationId
	Business Name	Locations	Name	Name
	Country	Locations	Country	Country
Campaign		Campaigns	CampaignId	
	Category1	Campaigns	Category1Id	Category1Label
	Category2	Campaigns	Category2Id	Category2Label
	Category3	Campaigns	Category3Id	Category3Label
	Campaign	Campaigns	CampaignId	CampaignName
Classification		VisitorClassifications	VisitorClassifications	Text
Device		Visits	DeviceName	DeviceName
Entry Page		ItemUrls	ItemId	Url
Exit Page		ItemUrls	ItemId	Url
First Visit Campaign		Campaigns	CampaignId	
	Category1	Campaigns	Campaign1Id	Category1Label
	Category2	Campaigns	Campaign2Id	Category2Label
	Category3	Campaigns	Campaign2Id	Category3Label
	Campaign	Campaigns	Campaign3Id	CampaignName
First Visit Keyword		Keywords	KeywordsId	Text

Dimension Name	Attribute	DMS Table	Key Column	Name Column
First Visit Traffic Type		TrafficTypes	TrafficType / Text	TrafficType / Text
Goal		PageEventDefinitions	PageEventDefinitionId	Name
Keyword		Keywords	KeywordsId	Text
Language		Pages	ItemLanguage	ItemLanguage
Location		Visits		
	Country	Visits	Country	Country
	Region	Visits	Region	Region
	City	Visits	City	City
OS		OS	OSId	
	Major Name	OS	MajorName	MajorName
	Minor Name	OS	Minor Name	Minor Name
	Version	OS	Version	Version
Page		ItemUrls	ItemId	Url
Period				
	Year	[Calculated]	[Calculated]	[Calculated]
	Quarter	[Calculated]	[Calculated]	[Calculated]
	Month	[Calculated]	[Calculated]	[Calculated]
	Week	[Calculated]	[Calculated]	[Calculated]
	Day	[Calculated]	[Calculated]	[Calculated]
Profile		Profiles	ProfileId	ProfileId
	Name	Profiles	ProfileName	ProfileName
	Pattern	Profiles	PatternLabel	PatternLabel
Referring Site		ReferringSites	ReferringSites/Host	ReferringSitesId/Host
Screen		Screens	ScreenId	ScreenId
	Dimensions	Screens	Text	Text
	Height	Screens	Width	Width
	Width	Screens	Height	Height
Site		Visits	Multisite	Multisite
Site Search Keyword		PageEvents	DataKey	DataKey
Tag		VisitorTags	Tag Name/Tag Value	Tag Name/Tag Value
	Tag Name	VisitorTags	TagName	TagName

Dimension Name	Attribute	DMS Table	Key Column	Name Column
	Tag Value	VisitorTags	TagValue	TagValue
Traffic Type		Traffic Types	Traffic Type/Text	Traffic Type/Text
Visit Attributes		Visits		
	Days Since First Visit	[Calculated]	[Calculated]	[Calculated]
	Duration	[Calculated]	[Calculated]	[Calculated]
	Number	Visits	VisitorVisitIndex	VisitorVisitIndex
	Page Count	Visits	VisitPageCount	VisitPageCount
	Value	Visits	Value	Value
Visitor Attributes		Visitors		
	Value	Visitors	Value	Value
	Visits	Visitors	VisitCount	VisitCount