

Sitecore 6.5 or later

Engagement Analytics API Reference Guide

A developer's reference guide to the Engagement Analytics API



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Chapter 1

Introduction

This guide describes the Sitecore Engagement Analytics API. It is useful for developers who are looking for information about the Analytics API. It describes the class functionality and important properties/methods.

This document contains the following chapters:

- Chapter 1 Introduction This chapter is an introduction to the guide.
- Chapter 2 The Analytics API This chapter is an API reference.



Chapter 2

The Analytics API

This chapter describes the most frequently used classes in the Sitecore Engagement Analytics API. Each section in this chapter presents an important class in the API. Each section contains the class diagram and the tables that describe the properties and methods of the class.

This chapter contains the following sections:

- Sitecore.Analytics.Tracker
- Sitecore.Analytics.Data.DataAccess.Visitor
- Sitecore.Analytics.Visit
- Sitecore.Analytics.TrackerDataContext
- Sitecore.Analytics.Data.TrackerChanges
- Sitecore.Analytics.Data.DataAccess.DataAdapters.SqlBase
- Sitecore.Analytics.Data.DataAccess.DataSets.VisitorsRow
- Sitecore.Analytics.Data.DataAccess.DataSets.VisitsRow
- Sitecore.Analytics.Data.DataAccess.DataSets.PagesRow
- Sitecore.Analytics.Data.DataAccess.DataSets.PageEventsRow
- Sitecore.Analytics.Data.DataAccess.DataSets.AutomationStatesRow
- Sitecore.Analytics.Data.DataAccess.DataSets.GeolpsRow
- Sitecore.Analytics.Data.DataAccess.DataSets.LocationsRow
- Sitecore.Analytics.Data.DataAccess.DataSets.CampaignsRow
- Sitecore.Analytics.Data.DataAccess.DataSets.ProfilesRow



Sitecore.Analytics.Tracker 2.1

The Sitecore. Analytics. Tracker is a static class that is used to track each visitor. You do not have to construct it or retrieve it from a factory or a provider. It provides access to the Analytics context.

| Tracker 🛞 Static Class | The most important properties of the Tracker class are: | | |
|---|---|---|--|
| □ Fields | Property | Description | |
| TrackerActive Properties CurrentPage CurrentVisit DataContext DefinitionDatabase DefinitionItems SActive | static Visitor Visitor | Represents the visitor that is tracked during a visit. Is an instance of the Sitecore.Analytics.Data.DataAccess.Visit or class. | |
| Guery Sampling SharedData Status Visitor | static VisitorDataSet.Visit sRow CurrentVisit | Represents the current visit. It corresponds directly to a record in the database represented by the VisitorDataSet.VisitsRow class. | |
| Methods DeployDefinition EndTracking | | Is an instance of the VisitorDataSet.VisitsRow class. | |
| HasDataChangedEvents InvalidateVisitorCache Load (+ 3 overloads) RaiseDataChanged StartTracking | static VisitorDataSet.Pages Row CurrentPage | Represents the current page request. | |
| Submit Submit Svents DataChanged | static TrackerDataContext DataContext | Exposes utility methods for working with visit data. | |
| Nested Types DataChangedDelegate Delegate | static bool IsActive | Indicates whether the Analytics add-on is enabled for the current request. | |
| sender e | static Database DefinitionDatabase | Gets the definition database. | |
| LJ | <pre>static AnalyticsItems DefinitionItems</pre> | Gets the definition items. Returns a reference to the analytics definitions in the DefinitionDatabase property. | |



The most important methods of the Tracker class are:

| Method | Description |
|--|---|
| <pre>static void Submit()</pre> | Submits the changes made in the current context to the analytics database. |
| | Note The Engagement Analytics automatically submits every change made during a request at the end of the request. Therefore, it is not necessary to call this method in an HTTP Request context. |
| <pre>static void StartTracking()</pre> | The StartTracking pipeline initializes the Tracker class with information about the current visit and page view. |
| | It also processes query string parameters that trigger page events or campaigns. |
| | This method can also be used to call the ParseReferrer pipeline to associate the visit with a search engine and search keywords. Processors receive an argument of type StartTrackingArgs. |
| <pre>static void EndTracking()</pre> | Ends the tracking process, sets the IsActive property to false and submits the changes to the visitor dataset that was created during the page request. |
| static void | |
| Load(VisitorLoadOptions visitorVisitorLoadOptions) | These methods load data about previous visits. They load the data in |
| static void Load(LoadOptions loadOptions) | the dataset of the Visitor class. |
| <pre>static void Load(SharedDataLoadOptions sharedDataLoadOptions)</pre> | LoadOptions is a wrapper class around VisitorLoadOptions that provides more convenient API to create the options object. |
| <pre>static void Load(VisitorLoadOptions visitorVisitorLoadOptions, SharedDataLoadOptions sharedDataLoadOptions)</pre> | |



| Method | Description |
|--|---|
| <pre>static bool DeployDefinition(Item</pre> | Deploys the definition from the specified item. |
| item) | Returns <i>true</i> if the deployment was successful. |



2.2 Sitecore.Analytics.Data.DataAccess.Visitor

The visitor class is used to manage the visits of a certain visitor.

Note

Visito Class

🤏 CreateVisit

👒 GetVisits 🔹 Invalidate 🕸 Load (+ 1 overload) 🔷 LoadAll (+ 1 overload) SetVisitorClassification

🔷 Submit 🔷 Visitor ■ Nested Types VisitorSettings

> Class Fields 💉 visitor ⊨ Properties 😤 IsFirstRequest 😤 IsGeneratingCampaign...

1 IsNew 🔄 IsTransient IsVisitorClassificationG...

Methods VisitorSettings \$

CreateVisitor EnsureVisitorClassification

GetCurrentVisit GetOrCreateCurrentVisit 🔷 GetVisit (+ 1 overload)

You can directly access the properties and methods of the Visitor class.

The most important properties of the Visitor class are:

| Visitor 🖄 | | I |
|--|--|--|
| ≓ Properties | Property | Description |
| AuthenticationLevel CookieVisitld CurrentVisit | Guid VisitorId | Is a GUID that is unique for every visitor. |
| DataContext DataRow DataSet ExternalUser HasCurrentVisit IntegrationId IntegrationLabel OverrideVisitorClassification Totage | VisitorDataSet.VisitsRow CurrentVisit | Is an instance of the VisitorDataSet.Visits class. Represents the current visit — corresponds directly to a record in the database represented by the VisitorDataSet.VisitsRow class. |
| Tags ✓ VisitCount ✓ VisitorClassification ✓ VisitorId ✓ Methods | TrackerDataContext DataContext | Exposes utility methods for accessing the visit data. |
| 🌳 Cancel | | |

The most important methods of the Visitor class are:

| Method | Description |
|---|--|
| <pre>void Load(VisitorLoadOptions visitorLoadOptions)</pre> | Loads data about previous visits — Loads the data in the dataset of the Visitor class. |
| <pre>void LoadAll(VisitLoadOptions visitLoadOptions, VisitorOptions visitorOptions)</pre> | Loads data about all the visits. |
| <pre>virtual void Submit()</pre> | Accepts the changes and commits them in the database. |
| <pre>virtual void Cancel()</pre> | Rejects the changes. |

i



2.3 Sitecore.Analytics.Visit

A visit represents a session. It is the sequence of pages accessed by a single Web client during a single browsing session, including any events associated with those pages. For more information about the visits, see the section *Sitecore.Analytics.Data.DataAccess.DataSets.VisitsRow*.

| Properties AspNetSessionId BrowserId EndDateTime Ip |
|---|
| BrowserId EndDateTime |
| EndDateTime |
| 🚰 EndDateTime |
| 🖙 In |
| |
| IpAddress |
| 🚰 KeywordsId |
| 🚰 LocationId |
| MultiSite |
| 🚰 OsId |
| RDNS |
| ReferringSiteId |
| 🚰 ScreenId |
| StartDateTime |
| 🚰 VisitId |
| 🚰 VisitorId |
| VisitorVisitIndex |
| 😁 VisitPageCount |

Visit

The most important properties of the Visit class are:

| Property | Description |
|------------------------|--|
| Guid VisitId | Is a GUID that is unique for each visit. |
| Guid VisitorId | Is a GUID that is unique for each visitor. |
| Guid BrowserId | Is a GUID that is unique for each browser such as Internet Explorer, Mozilla and Google Chrome. |
| Guid ScreenId | Is a GUID that is unique for each screen such as the settings 1024x768 and 1280x900. |
| Guid ReferringSiteId | Is a GUID that is unique for each site the visitor is redirected from. |
| Guid OsId | Is a GUID that is unique for each operating system. |
| Guid LocationId | Is a GUID that is unique for each location the visitor belongs to. |
| int VisitorVisitIndex | Used to number the visits made by an individual visitor. |
| int VisitPageCount | Is a counter for each page that counts the number of visits to each page that is registered to be counted. |
| byte[] Ip | The IP of the visitor. |
| DateTime StartDateTime | The start time of the visit. |
| DateTime EndDateTime | The end time of the visit. |



2.4 Sitecore.Analytics.TrackerDataContext

The TrackerDataContext is the visitor context querying class. It is used to get and update the properties of the current visitor.

| TrackerDataContext | The most important properties of the TrackerDataContext class are: | |
|---|---|---|
| □ Fields | Property | Description |
| of sharedDataSet of visitorDataSet | IEnumerable <visitordatase< td=""><td>Stores analytics attributes about</td></visitordatase<> | Stores analytics attributes about |
| Properties AutomationStates Campaigns PageEventDefinitions PageEvents Pages | t.VisitorTagsRow> Tags | visitors. For more information about the visitors, see the section <i>Sitecore.Analytics.Data.DataAccess.</i> <i>DataSets.VisitorsRow.</i> |
| Profiles Status Tags Visitors Visits | | Important Analytics tags differ from security profiles and analytics profiles ¹ . Analytics tags apply to visitors rather |
| Methods | | than visits. |
| GetBrowser | | |
| =♥ GetGeoIp =♥ GetKeywords | | |
| GetLocation | | Note |
| GetLocationData | | Analytics tag values apply to visitors. |
| GetOperatingSystem | | |
| GetReferringSite | | If a visitor uses two different user |
| GetReferringSiteData | | agents to access the Web site, the |
| = GetScreen | | analytics engine records two sessions |
| ■ GetUserAgent | | with separate tag values. |
| a TrackerDataContext | | |
| UpdateAutomation | | |
| UpdateCampaign | IEnumerable <visitordatase< td=""><td>See the Profiles description in the</td></visitordatase<> | See the Profiles description in the |
| UpdatePageEventDefinition | t.ProfilesRow> Profiles | section |
| B UpdateSharedData <t></t> | C.FIOIIIESKOW/ FIOIIIES | |
| UpdateTestDefinition | | Sitecore.Analytics.Data.DataAccess. |
| UpdateTrafficType | | DataSets.VisitsRow. |
| UpdateVisitorClassification | | |

The most important methods of the TrackerDataContext class are:

| Method | Description |
|--|--|
| VisitorDataSet.BrowsersRo w GetBrowser(string majorName, string minorName, string version) | Gets or creates the specified browser record in the memory dataset. |
| VisitorDataSet.GeoIpsRow GetGeoIp(byte[] ip) | Gets or creates the GeoIP record in the memory dataset for the specified IP address. |

¹ For more information about user profiles, see the Security Reference at <u>http://sdn.sitecore.net/Reference/Sitecore%206/Security%20Reference.aspx</u>.

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| Method | Description |
|---|---|
| VisitorDataSet.KeywordsRo w GetKeywords(string keywords) | Gets or creates the search keyword record in the memory dataset. |
| VisitorDataSet.LocationsR ow GetLocation(string name, string country) | Gets or creates the specified location record in the memory dataset. |
| VisitorDataSet.LocationsR ow GetLocationData(Guid locationId) | Gets the location record from the memory dataset identified by ID. |
| VisitorDataSet.OSRow GetOperatingSystem(string majorName, string minorName, string version) | Gets or creates the specified Operating System record in the memory dataset. |
| VisitorDataSet.ReferringS itesRow GetReferringSite(string host) | Gets or creates the specified referring site record in the memory dataset. |
| VisitorDataSet.ReferringS itesRow GetReferringSiteData(Guid referringSiteId) | Gets the referring site record by ID. |
| VisitorDataSet.ScreensRow GetScreen(string dimensions) | Gets or creates the screen record in the memory dataset for the specified screen resolution. |
| VisitorDataSet.UserAgents Row GetUserAgent(string userAgent) | Gets or creates the specified user agent record in the memory dataset. A user agent is any software that is sued to access the website such as web browsers, E-mail clients, RSS readers, download managers and robots. |

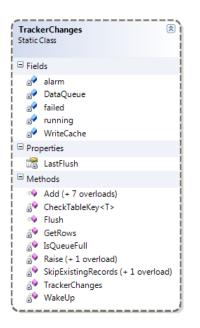


2.5 Sitecore.Analytics.Data.TrackerChanges

The TrackerChanges is a static class that acts as a queue for all of the changes submitted by the pipeline through the tracker class. The main reason for engaging the TrackerChanges class in this process is to minimize the database access occurrences. Any visitor related property that is changed must be queued first in the TrackerChanges before it is committed to the database later on according to the set rules.

Note

This class is rarely used by the Analytics developers. It is used to improve the performance.





2.6 Sitecore.Analytics.Data.DataAccess.DataAdapters.SqlBase

The SqlBase is an abstract class that contains methods which developers use to build custom queries on the Analytics database. You can access the instance of this class implementation using the following static property:

Sitecore.Analytics.Data.DataAccess.DataAdapters.DataAdapterManager.Sql

The standard data provider implements this class via

Sitecore.Analytics.Data.DataAccess.DataAdapters.Sql.Sql

| SqlBase 🛞 Abstract Class | The most important methods of the | SqlBase class are: |
|---|---|---|
| Properties | Method | Description |
| DataApi Methods Execute (+ 1 overload) GetBytes GetDateTime GetDouble | <pre>virtual int Execute(string commandText, params object[] parameters)</pre> | Executes the query and returns the number of rows affected. |
| GetBouid GetInt GetLinqTranslator GetLong GetString GuidToRawString RawStringToGuid ReadMany (+ 5 overloads) ReadOne<t> (+ 3 overloads)</t> | <pre>virtual T ReadOne<t>(string commandText, Func<dataproviderreader, T> selector, Func<t> defaulter, params object[] parameters)</t></dataproviderreader, </t></pre> | Reads one instance of type T. |
| | <pre>virtual List<t> ReadMany<t>(string commandText, Func<dataproviderreader, t=""> initializer, int maxEntries, params object[] parameters)</dataproviderreader,></t></t></pre> | Reads many instances of type T. |

Note

To make your queries independent of the SQL provider, you can use the *pseudo* SQL syntax provided by the methods in the SqlBase class.

Pseudo SQL Syntax

The main difference between normal SQL expressions and pseudo SQL expressions is that:

In pseudo SQL expressions, you must wrap all table and field names in special symbols which Sitecore then uses to insert appropriate quotes and brackets into the SQL expression. For instance:

• You must use the symbols {0} and {1} around all table and field names.

```
Example
"select {0}Campaigns{1}.{0}CampaignId{1} from {0}Campaigns{1}"
```

• You must use the symbols {2} and {3} around parameters.

```
Example
"where {0}CampaignId{1} = {2}campaignId{3}"
```

• You must use the symbol {4} to insert a quote and symbol {5} to insert a wildcard.

```
Example
"where {0}Path{1} LIKE {4}/sitecore/{5}{4}"
```



• You must use the symbol {6} to insert an empty string literal.

```
Example
"where {0}Value{1} != {6}"
```

Note

To get the Visit ID of the latest registered visit in DMS, use the ReadOne method:

```
string query = "select
top 1 {0}Visits{1}.{0}VisitId{1} from {0}Visits{1} order by {0}StartDateTime{1} desc;"
Guid visitorId = DataAdapterManager.Sql.ReadOne< Guid >(query, reader =>
DataAdapterManager.Sql.GetGuid(0, reader), new object[0]);
```

To get the list of the IDs of the latest visits where any failures were registered, use the ReadMany method:

```
string query = "select distinct {0}Pages{1}.{0}VisitId{1}"
+ "from {0}Pages{1}, {0}PageEvents{1}, {0}PageEventDefinitions{1}"
+ "where "
+ "DATEDIFF(day, {0}Pages{1}.{0}PageEventDefinitions{1}]"
+ "{0}PageEvents{1}.{0}PageId{1} = {0}Pages{1}.{0}PageId{1} and"
+ "{0}PageEventDefinitions{1}.{0}PageEventDefinitionId{1} =
{0}PageEvents{1}.{0}PageEventDefinitions{1}.{0}PageEventDefinitionId{1} =
{0}PageEvents{1}.{0}PageEventDefinitions{1}.{0}IsFailure{1} = 1";
List<Guid> visitsId = DataAdapterManager.Sql.ReadMany<Guid>(query, reader =>
DataAdapterManager.Sql.GetGuid(0, reader), new object[0]);
var listResult = new StringBuilder();
visitsId.ForEach(g => listResult.Append(g).Append(","));
Page.Response.Output.WriteLine("visitsID: [" + listResult.ToString() + "]");
```

To get the list of visited pages for a specific visit, use the ReadMany method with the corresponding Visit ID passed as a parameter:

```
string query = "select {0}Pages{1}.{0}Url{1}"
    + "from {0}Pages{1}"
    + "from {0}Pages{1}"
    + "where "
    + "{0}Pages{1}.{0}VisitId{1} = {2}visitId{3}";
List<string> visitedPages = DataAdapterManager.Sql.ReadMany<string>(query, reader =>
DataAdapterManager.Sql.GetString(0, reader), new object[] { "visitId",
Tracker.CurrentVisit.VisitId });
var listResult = new StringBuilder();
visitedPages.ForEach(g => listResult.Append(g).Append(", "));
Page.Response.Output.WriteLine("URLs: [" + listResult.ToString() + "]");
```



2.7 Sitecore.Analytics.Data.DataAccess.DataSets.VisitorsRow

The VisitorsRow is a partial class within the VisitorsDataSet class. You can use this class to access the data gathered about any visitor in the tracker. For more information about the visitors, see the section *Sitecore.Analytics.Data.DataAccess.Visitor*.

A visitor represents multiple individual visits from a single user agent. For more information about the visits, see the section *Sitecore.Analytics.Data.DataAccess.DataSets.VisitsRow*.

Note

The web client cookie allows visitors sessions to expire in one year.

| VisitorsRow (⋧) Class → DataRow | | |
|---------------------------------------|--------------------------------------|--|
| Fiel | ds | |
| e ? | tableVisitors | |
| 🗏 Pro | perties | |
| 1 | AuthenticationLevel | |
| 1 | ExternalUser | |
| 1 | IntegrationId | |
| 1 | IntegrationLabel | |
| | IsFirstRequest | |
| 1 | IsGeneratingAutomationStates | |
| | IsNew | |
| | OverrideVisitorClassification | |
| | Value | |
| | VisitCount | |
| | VisitorClassification | |
| | VisitorId | |
| Methods | | |
| =0 | IsIntegrationIdNull | |
| ≡Ŵ | IsIntegrationLabelNull | |
| =0 | SetIntegrationIdNull | |
| = | SetIntegrationLabelNull | |
| <u>a</u> | VisitorsRow | |
| | | |

The most important properties of the VisitorsRow class are:

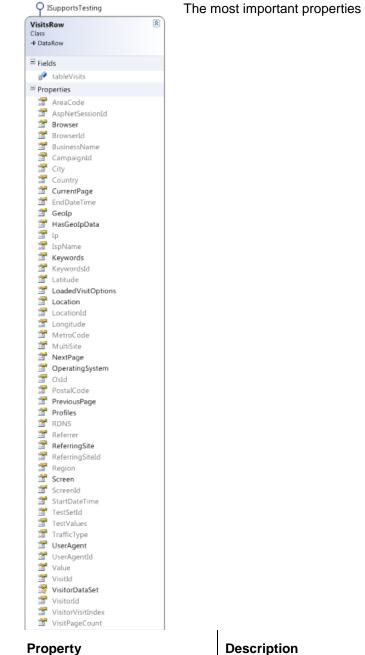
| Property | Description |
|---------------------|--|
| bool IsFirstRequest | Sets or gets a value that indicates whether this instance is the first request in the row. |
| bool IsNew | Sets or gets a value that indicates whether this instance is a new request in the row. |



2.8 Sitecore.Analytics.Data.DataAccess.DataSets.VisitsRow

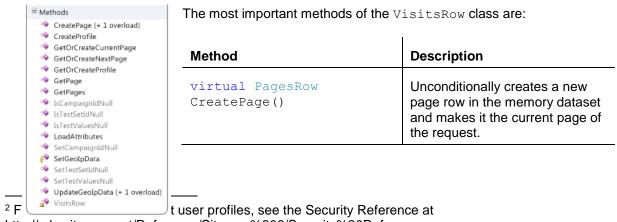
The VisitsRow is a partial class within the VisitorsDataSet class. You can use this class to access the data gathered for any visit in the tracker through this class. It implements the ISupportsTesting interface. For more information about the visits, see the section Sitecore.Analytics.Visit.

The most important properties of the VisitsRow class are:





| Property | Description |
|---|---|
| IEnumerable <profilesro w> Profiles</profilesro | Contains information gathered during each analytics' visit. You can assign analytics profile values to content items and automatically update the user's analytics profile when the user accesses that content. For more information about the visits, see the section <i>Sitecore.Analytics. Visit.</i> |
| | Important Analytics profiles differ from security profiles and Analytics tags ² . Analytics profiles apply to individual visits in individual web clients rather than to users or visitors. For more information about analytics tags, see the description of the Tags property in the section <i>Sitecore.Analytics.TrackerDataContext</i> . |
| | Note The Analytics profile values apply to individual visits in individual web clients. If a visitor uses two different user agents to accesses the web site, the analytics engine records two visits with separate profile values. |



http://sdn.sitecore.net/Reference/Sitecore%206/Security%20Reference.aspx.



| Method | Description |
|--|---|
| ProfilesRow CreateProfile(string profileName) | Creates a new profile row for the specified profile name. |
| PagesRow GetOrCreateCurrentPage() | Gets the page row for the current page and creates the row if it does not exist. |
| PagesRow GetOrCreateNextPage() | Gets the page row for the "next" page and creates the row if it does not exist. |
| ProfilesRow GetOrCreateProfile(string profileName) | Gets the profile row for the specified profile and creates the row if it does not exist. |
| virtual PagesRow GetPage(int pageNumber) | Gets the page with the specified page number. |
| <pre>virtual IEnumerable<pagesrow> GetPages()</pagesrow></pre> | Gets all the pages for this visit. |
| <pre>void LoadAttributes()</pre> | Loads the attributes of the visit that are stored in separate tables |
| | such as the user agents, browser, operating system, screen, keywords and referring site. |

IsTestSetIdNull
 IsTestValuesNull
 PagesRow

Register (+ 3 overloads)
 SetDataNull
 SetDurationNull
 SetTestSetIdNull
 SetTestValuesNull



2.9 Sitecore.Analytics.Data.DataAccess.DataSets.PagesRow

The PagesRow is a partial class within the VisitorsDataSet class and implements the ISupportsTesting interface. You can access the data gathered about any visitor in the tracker through this class.

A page represents a page in a session. You can associate events with the previous, current, and next pages in the user's visit.

You can associate events with the previous, current, and next pages in the user's session. For more information about analytics pages, see the section Page Request Tracking.

| O ISupportsTesting | The most important properties of the PagesRow class are: | |
|---|--|--|
| PagesRow | | 5 |
| Class → DataRow | Property | Description |
| ∃ Fields | | • |
| isCancelled pageEventTimestamps tablePages | bool CanSetDuration | Gets or sets a value indicating whether this instance can set the |
| ≓ Properties | | time that the visitor spent viewing a |
| CanSetDuration Data DateTime DeviceId Duration IsCancelled ItemId | | page. The duration can be set for all regular pages. The Media and the VisitorIdentification.asp x page should not set duration. |
| ItemLanguage ItemVersion PageEvents | | <i>True</i> : If this instance can set the duration. |
| PageEventTimestamps PageId TestSetId TestValues | bool IsCancelled | Gets a value indicating whether this page is cancelled. |
| III Url III UrlText Visit | | <i>True</i> : If this page instance is cancelled. |
| Visitld VisitorDataSet VisitorId VisitorRow VisitPageIndex | <pre>IEnumerable<pageeventsrow> PageEvents</pageeventsrow></pre> | Gets the page events. |
| Methods | | |
| AggregateValue | VisitsRow Visit | Gets the visit. |
| Cancel CreatePageEvent (+ 2 overloads) | VisitorsRow VisitorsRow | Gets the visitors row. |
| IsDataNull IsDurationNull | | |



The most important methods of the PagesRow class are:

| Method | Description | |
|---|---|--|
| virtual PageEventsRow CreatePageEvent(PageEven tDefinitionsData pageEventDefinition) | Creates a page event and adds it to a page event row instance. | |
| PageEventsRow Register(PageEventData data) | Associates a page event with a page and updates the corresponding page event row instance. | |
| | Parameter: data — all the attributes that can be stored with a page event. | |
| | Example You can use the following snippet to register the event Rate and fill its attributes using the PageEventData class. | |
| | <pre>PageEventData ped = new</pre> | |
| PageEventsRow Register(PageEventItem eventItem) | Associates a page event with a page and updates the corresponding page event row instance. | |
| | Parameter: eventItem — the event item to be associated. | |
| <pre>PageEventsRow Register(string name, string text)</pre> | Associates a page event with a page and updates the corresponding page event row instance. | |
| | Parameters: | |
| | name — the name of the page event | |
| | • text — the associated textual description. | |
| <pre>void Cancel()</pre> | Cancels a page from being tracked and sets the IsCancelled property to true. | |



2.10 Sitecore.Analytics.Data.DataAccess.DataSets.PageEventsRow

The PageEventsRow is a partial class within the VisitorsDataSet class. You can access the data gathered for any visitor in the tracker through this class.

A page event represents an event, goal, or failure associated within an Analytics page.

| PageEventsRow (இ) Class → DataRow | The most important property of the PageEventsRow |
|---|--|
| □ Fields | |
| 🔗 tablePageEvents | |
| Properties | |
| CustomSortingDataDataDataCodeDataKeyDateTimeIntegrationIdIntegrationLabelItemIdPagePagePageEventDefinitionPageEventDefinitionIdPageIdTimestampVisitIdVisitorDataSetVisitorId | |
| Methods | |
| Cancel IsIntegrationIdNull IsIntegrationLabelNull PageEventsRow SetIntegrationIdNull SetIntegrationLabelNull | |
| Property | Description |
| string Name | Gets the name of the page event definition. |

The most important method of the PageEventsRow class is:

ī

| Method | Description |
|--------------------------|--|
| <pre>void Cancel()</pre> | Cancels a page event from being tracked. |
| | Rejects all the changes made to the page events row since AcceptChanges. AcceptChanges is a nested method within the CreatePageEvent method of the PagesRow class. |



2.11 Sitecore.Analytics.Data.DataAccess.DataSets.AutomationStatesRow

The AutomationStatesRow is a partial class within the VisitorsDataSet class. You can access the data gathered about any visitor in the tracker through this class. It implements the ISupportsTesting interface.

Note

Class → DataRow Fields

■ Properties AutomationId AutomationStateId CreatedDateTime 쭐 Data 🚰 DataCode EntryDateTime 👕 IsDue

😭 State 🖀 StateId 🚰 StateName 🖀 TestSetId 🖀 TestValues 😭 UserName 🚰 VisitorId WakeupDateTime

○ ISupportsTesting AutomationStatesRow

LastAccessedDateTime

You will rarely use the AutomationStates class directly.

\$

The most important properties of the AutomationStatesRow class are:

| Property | Description |
|----------------------------------|--|
| System.Guid AutomationStateId | Is a GUID that is unique for every automation state. |
| bool IsDue | Set or gets a value indicating whether this automation state is due. |
| | Returns true if the instance is due. |

The most important methods of the AutomationStatesRow class are:

| 2 2 2 2 | UserName VisitorId WakeupDateTime | Method | Description |
|---|--|--|---|
| Image: WakeupDateTime Image: WakeupDateTime Image: WakeupDateTimeNull Image: WakeupDateTimeNull | hods AutomationStatesRow CreateAutomationState IsLastAccessedDateTimeNull IsStateIdNull IsTestEidANull IsUserNameNull IsUserNameNull IsVisitorIdNull IsWakeupDateTimeNull | <pre>static AutomationStatesRow CreateAutomationStat e(AutomationStatesDa taTable automationStatesData Table, Guid automationStateId)</pre> | Creates an automation state. |
| | void SetVisitor(Visitor visitor) | Binds a specific visitor to the automation state. | |
| | SetVisitor SetVisitorIdNull SetWakeupDateTimeNull | <pre>static AutomationStatesRow Update(AutomationSta tesDataTable automationStatesData Table, Guid automationStateId, Guid automationId, DateTime dateTime, string data, Guid stateId)</pre> | Updates a specified automation state. The properties to be updated are: • AutomationStateId • AutomationId • CreatedDateTime • Data • StateId |

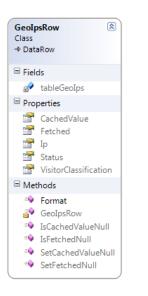


2.12 Sitecore.Analytics.Data.DataAccess.DataSets.GeolpsRow

The GeoIpsRow is a partial class within the VisitorsDataSet class. This class acts as a caching table.

Note

You will rarely use the GeoIpsRow class directly. The GeoIP information is available on the VisitsRow class.



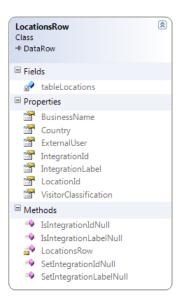


2.13 Sitecore.Analytics.Data.DataAccess.DataSets.LocationsRow

The LocationsRow is a partial class within the VisitorDataSet class. This class acts as a reporting table.

Note

You will rarely use the LocationsRow class directly. The LocationsRow information is available on the VisitsRow.





2.14 Sitecore.Analytics.Data.DataAccess.DataSets.CampaignsRow

The CampaignsRow is a partial class within the SharedDataSet class. This class acts as a reporting table that contains campaign information.

A campaign is a marketing effort to promote awareness of a product, service, or other offering through one or more media channels. The Analytics Engagement users can filter analytics data by campaign.

The developer can access the campaign information by using the CampaignId property of the VisitsRow class.

| CampaignsRow (இ) Class → DataRow | | |
|--|-------------------------|--|
| 🗆 Fiel | ds | |
| | tableCampaigns | |
| 🗏 Pro | perties | |
| <u> 1</u> | CampaignId | |
| <u>r</u> | CampaignName | |
| 1 | Category1Id | |
| 1 | Category1Label | |
| 1 | Category2Id | |
| | Category2Label | |
| r | Category3Id | |
| 1 | Category3Label | |
| | Cost | |
| | CostBase | |
| | CostPerClick | |
| 1 | CostPerDay | |
| | Data | |
| | EndDate | |
| | IntegrationId | |
| | IntegrationLabel | |
| | IsActive | |
| r | | |
| Met | | |
| <u>a</u> | CampaignsRow | |
| | | |
| -=Q | 5, | |
| =0 | IsCategory2IdNull | |
| ≡ ∳ | IsCategory2LabelNull | |
| =0 | 15concegor, jonantan | |
| =0 | IsCategory3LabelNull | |
| =0 | | |
| =0 | | |
| =0 | SetCategory1IdNull | |
| =0 | | |
| =0 | | |
| =0 | | |
| ≡ ∳ | | |
| =0 | | |
| =0 | 2 | |
| - 🌳 | SetIntegrationLabelNull | |

Score (+ 2 overloads)

SetPatternIdNull SetPatternLabelNull UpdatePattern

=0



2.15 Sitecore.Analytics.Data.DataAccess.DataSets.ProfilesRow

The ProfilesRow is a partial class within the VisitorsDataSet class.

The most important property of the ProfilesRow class are:

| ProfilesRow Class → DataRow | Property |
|--|-------------------------------------|
| Fields | |
| MinimalProfileScoreCount tableProfiles values | VisitProfile Va |
| Properties | |
| PatternId PatternLabel PatternValues ProfileId ProfileName Values VisitId VisitorId | The most important m |
| Methods | |
| GetValue IsPatternIdNull IsPatternLabelNull G[™] Oncore | Float GetValue(s profileKeyName) |
| 😽 ProfilesRow | |

| Property | Description |
|---------------------|---|
| VisitProfile Values | Is a storage for key/value pairs. For example: OrganicFood=10, Meat=200, Vegetables=10 and Dairy=50. |

nethods of the ProfilesRow class are:

| | Method | Description |
|--|--|---|
| | <pre>Float GetValue(string profileKeyName)</pre> | Gets the Key/value pair of a profile key. |
| | <pre>void Score(Dictionary<string ,="" float=""> profile)</string></pre> | |
| | <pre>void Score(string key, float value)</pre> | These methods score a specific profile. |
| | <pre>void Score(ContentProfile profileName)</pre> | |