

OneStat.com

Using a direct url to measure pageviews

There are a number of situations where it is not possible to use the OneStat javascript code to measure pageviews. Examples are:

- Measuring pageviews in an html-email. (Due to various security restrictions, JavaScript is not allowed in html-emails)
- Measuring pageviews in a framed site and https.

In these situations it is possible to use a fixed url to the OneStat.com registration servers to measure the pageviews.

Implementation instructions

1. You must include the html image tag to the onestat measurement image. This image is a transparent 1x1 invisible image and won't distort the layout of your html-page. The base html-image tag consists of the following html-code.

```

```

You must replace <accountid> with the actual OneStat.com account id you want to measure. I.e. 227441.

If you want to measure a pageview on an https website use the following base value of the src attribute of the html-image tag

```
src="https://stat.onestat.com/stat.aspx?sid=<accountid>"
```

2. Additional url parameters for the html-image src tag.
When using the base image tag as described under 1. All the pageviews will be registered on the "other" page of the OneStat.com account and no additional information is available for the reports. This section describes the additional url parameters you can add to the html-image src attribute to improve the quality of the measurements and reports.

Important: All the values of the additional parameters should be URL-escaped so that any special characters (i.e. &, :, /, \ etc.) are handled properly.

The following table lists the additional parameters:

Parameter	Description
url	The url of the measured page. If you don't provide the url parameter the pageview will be registered on the 'other' page in the OneStat.com reports.
ti	The title of the measured page
section	The section of the measured page
rf	The referrer of the measured page. Usually the referrer is detected by the javascript. In this situation you must provide the referrer yourself.
cma	The commerce action
cmt	The commerce transaction
cmm	The commerce amount
cmp	The commerce productcode
cmg	The commerce productgroup

I.e. if you want to measure a pageview on the page-url:
"http://www.mydomain.com/homepage.html" you should provide the following src attribute to the image-tag:

```
src="http://stat.onestat.com/stat.aspx?sid=<accountid>&url=http%3a%2f%2fwww.mydomain.com%2fhomepage.html"
```