



OneStat.com

Number One Real-time Intelligence Web Analytics

Manual version: 2.1

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1. Introduction

Thank you for using OneStat, the standard for advanced intelligence web analytics. Massively scalable and easy to use, OneStat provides a detailed, real-time overview about in-depth online visitor behavior plus information that can be used to improve your marketing ROI such as keyword & banner campaigns and to optimize the experience of visitors on your site. The service is designed for sites with sophisticated marketing analysis needs or medium to large volumes of visitor traffic.

OneStat develops advanced real-time intelligence web analytics to help businesses make smart decisions faster and improve their marketing ROI.

OneStat's reports are conveniently grouped by categories, including thousands report combinations to complement the individual needs of online businesses. The web analytics of OneStat provide fast answers to important business questions such as:

- ✓ What is the return on investment of my advertising campaigns?
- ✓ What content, products or services do visitors prefer?
- ✓ How do my visitors navigate on the web site?
- ✓ Which search engines and portals are referring the most visitors to my site?
- ✓ How do I identify significant trends?
- ✓ How many pageviews, visits and visitors do I have?

This manual describes how you can make a success of your web site and optimize the experience of visitors on your web site with OneStat. It describes which is the best way to implement the OneStat script, how the OneStat account manager works, the definition of unique visitors, the report periods, how to export data plus e-mail reports and everything about the reports.

If something is not clear for you or if you have any remarks, please do not hesitate to contact us. Only with your help we will be able to improve our services and to maximize the level of customer satisfaction.

Thank you for using OneStat web analytics!

The OneStat.com Corporation

2. The OneStat user-interface

2.1 The Pro, Premium, eBusiness, AdWorks and Platinum user-interface

The screenshot shows the OneStat.com web analytics dashboard. The interface includes a navigation menu on the left, a main content area with a 3D bar chart and a statistics summary table, and a footer with a copyright notice. Callout boxes point to various features:

- Change your settings in the account manager.** (points to the account manager link in the navigation menu)
- Receive a weekly or monthly overview by e-mail.** (points to the email icon in the navigation menu)
- Download the latest manual in pdf format.** (points to the manual icon in the navigation menu)
- Buttons to export data to Microsoft Excel and to print reports.** (points to the 'Print', 'Export', and 'Info' buttons on the report headers)
- Info Boxes to read a description of the report.** (points to the 'Info' buttons on the report headers)
- Ask us a question.** (points to the question mark icon in the navigation menu)
- Interactive 3D charts.** (points to the 3D bar chart)
- Select a period in the calendar.** (points to the calendar widget)
- Select a standard time or specific time report period.** (points to the 'Period' and 'Show' dropdowns)
- Navigation menu to select reports.** (points to the navigation menu)
- Tables with report information.** (points to the statistics summary table)

Pageviews per hour of 23 January 2003 (Yesterday)

Hour	Pageviews
0:00	80
1:00	30
2:00	25
3:00	65
4:00	20
5:00	15
6:00	35
7:00	40
8:00	85
9:00	60
10:00	95
11:00	110
12:00	105
13:00	115
14:00	100
15:00	105
16:00	145
17:00	100
18:00	115
19:00	120
20:00	100
21:00	105
22:00	115
23:00	80

Statistics Summary for 23 January 2003 to 23 January 2003 (Yesterday)

Statistics		Most popular	
Total pageviews:	1.792	Country:	Netherlands
Total visits:	903	Language:	English (United States)
Daily Unique Visitors:	701	Continent:	Europe
Hourly Unique Visitors:	892	Entry page:	
First Time Visitors:	374	Browser:	MS Internet Explorer 6.0
Avg. pageviews per hour:	75	Operating System:	Windows XP
Pageviews per Visit:	1,98	Search engine:	Google
Pageviews today:	1.728	Keyword:	Google
Visits today:	778	Referring URL:	bookmark
Prognosis today:	2.066	Hour:	16:00 - 16:59
Busiest day:	12/17/2002	Day:	Thursday

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2.2 The OneStat Enterprise user-interface

Change your settings in the account manager.

Create tailor made reports or schedule e-mail reports

Download the latest manual in pdf format.

Buttons to export data to Microsoft Excel and to print reports.

Info Boxes to read a description of the report.

Create User Groups and manage access.

Interactive 3D charts.

Select a period in the calendar or standard time period.

Select the custom reports you made yourself.

Navigation menu to select reports.

Tables with report information.

The screenshot displays the OneStat Enterprise 3.0 interface. At the top, the OneStat.com logo and the title 'Number One Real-time Intelligence Web Analytics' are visible. Below the title, there are navigation icons and a 'Print' button. The main content area is divided into several sections:

- Calendar:** A calendar for July 2005 is shown, with a 'Period' dropdown set to 'Today' and a 'Show' dropdown set to 'Hours'.
- 3D Chart:** A 3D bar chart titled 'Pageviews per hour of 7/4/2005 (Today)' shows pageview counts for each hour of the day. The y-axis ranges from 0 to 540. The x-axis shows hours from 12 AM to 11 PM. A 'Back to top' link is at the bottom right of the chart.
- Statistics Summary:** A table titled 'Statistics Summary of 7/4/2005 (Today)' provides a detailed overview of website performance. It includes a 'Statistics' table and a 'Most popular' table.

Statistics		Most popular	
Total pageviews:	1,780	Country:	Belgium
Total visits:	533	Language:	French
Daily Unique Visitors:	508	Continent:	Europe
Hourly Unique Visitors:	529	Entry page:	...toerisme/en/index.htm
First time visitors:	395	Browser:	MS Internet Explorer 6.0
Avg. pageviews per hour:	161	Operating System:	Windows XP
Pageviews per visit:	3.34	Search engine:	Google
Pageviews today:	1,780	Search keyword:	bruges
Visits today:	533	Referring URL:	http://www.brugge.be
Prognosis today:	9,333	Hour:	10:00 AM - 10:59 AM
Busiest day:	5/19/2004	Day:	Monday

At the bottom of the page, the user is identified as 'System Account' and the copyright notice reads '© 2002 - 2005 OneStat.com All rights reserved'.

To go to the OneStat user-interface:

1. Surf with your browser to: <http://www.onestat.com/asp/login.aspx?lang=en> This URL is also mentioned on the right top of the OneStat.com web site.

2. Fill in your account ID and password. If you have lost your password go to:

<http://www.onestat.com/asp/lostpassword.aspx> and fill in your account ID and e-mail. You will receive an e-mail with your password.

Note: The OneStat user-interface is optimized for Microsoft IE 5.0 or higher, Netscape 4.0 or higher and Mozilla 1.0 or higher and FireFox 1.0 or higher. Users with a Microsoft IE on an Apple Macintosh platform may experience difficulties to view the reports.

3. How we measure

IT professionals are concerned when any change takes place on their web site. This page explains the technical details of how OneStat.com functions. The method of tracking of OneStat.com is more accurate and reliable than any other solution. OneStat.com releases the full power of the Internet to help your online efforts succeed.

Real-time tracking and reporting

OneStat.com is remotely hosted, which means that our servers perform all tracking and reporting functions. Conventional software used by other services does not have the capacity to perform real-time tracking and reporting; remote hosting allows us to track, compile and make your data available to you in real time as visitors come to your site. Plus, you can access your reports from anywhere simply by logging in.

Scalable to accommodate high-traffic sites

Our remote hosting provides the server and support infrastructure needed to accommodate the tracking of high-traffic sites as well as any rapidly growing sites. OneStat.com can accommodate large increases in traffic, allowing your company to reach any level of growth and still be accurately tracked.

No software to install or download

Because OneStat.com is remotely hosted, there is no software for you to install or download. This means no wasted time installing, maintaining or analyzing complex log files required by other site tracking services. You simply paste a section of HTML code into each page you wish to track; after that, your statistics will be instantly updated every time your page is loaded. Plus, you won't need to hire additional staff to analyze log files and run software applications. We do all of that work for you.

The OneStat.com Data Capture Technology

The key to OneStat.com is our custom JavaScript code placed onto every web page to be tracked. Transparent to site visitors, these unique, coded page markers convey visitor data to secure OneStat.com report servers. Registered subscribers log on for a real-time view of their site's activity and to access hundreds of detailed reports with insights into the effectiveness of marketing campaigns, eCommerce, and visitor/customer loyalty.

With all its powerful capabilities, the innovative technology behind OneStat.com remains transparent to users and site firewalls, poses no security vulnerabilities, and carries no visitor identity or privacy-related information.

Visitors are tracked based on IP address in combination with a cookie. When the cookie has been deleted we track visitors based on IP address in combination with a browser string.



1. Visitors access a website subscribed to OneStat.com.
2. When visitors access individual site pages containing the OneStat.com Javascript code, the OneStat.com' servers measure the page activity
3. Non-sensitive non-privacy sensitive information relayed to OneStat.com' servers includes:
 - o individual site visit data (pages viewed, paths taken, products ordered, etc.)
 - o visitor's browser program
 - o visitor's operating system
4. OneStat.com servers aggregate the information into total numbers (no information is collected about individual users)
5. Registered OneStat.com subscribers log on to browse and analyze scores of formatted reports on their site activity

The differences between the real-time method & log files analysis

The traditional methodology of server log analysis has been surpassed by a more accurate and meaningful method of measuring user behavior, regardless of the device used.

Log files have been the data source for visitor analysis tools ever since the first days of the Internet. However, did you know that log files were originally designed for IT personnel to trouble-shoot web server problems and NOT to solve marketing issues critical to your business? Log files can give you an idea of what is happening on your site, but fall short when it comes to giving you detailed, actionable marketing information. In fact, information from a log file can have up to a 100% error rate because no standardized method for customer identification is in place! OneStat.com's products eliminate this problem by integrating directly with your site, monitoring traffic from within a visitor's browser. This helps you understand your business from the customer perspective, not the log file perspective.

Server log files measure activity at the server, rather than at the client. The server logs are unable to pick up information relating to both PC and RAM cache and proxy servers. Server logs will also count all users behind a firewall as one user. All of the above mean that server log files fundamentally undercount site traffic.

OneStat.com measurement avoids these difficulties by using a quantitative activity measurement technology, known as instrumentation, which allows activity to be measured from the browser. Our system requires the touch-point device (browser or wireless device) to actually view the whole page before it activates, meaning it doesn't count misleading activity from bots or spiders. This e-metrics functionality offers the most accurate measurement of activity available.

Current issues with analytical tools

Feature	OneStat	Log file
No additional software required	Yes	No
No additional hardware required	Yes	No
No IT support required for creating reports	Yes	No
No web server processing time required to generate reports	Yes	No
Real-time reports	Yes	No
Reports available from anywhere on the Internet	Yes	No
Drill-down & drill-up reports on demand	Yes	No
Tracks first-time, repeat, and unique visitors	Yes	No
Determines visitor's click path for different visit numbers	Yes	No
Scaleable with your web site traffic	Flexible	Restricted
Seamless integration across multiple web servers	Yes	No
Reduces errors for cached pages not seen as page views	Yes	No
Determines browser special features - java, cookies, display	Yes	No

4. Script Implementation

To start the measurements you have to implement a small piece of javascript in each HTML page you want to measure. If you are using frames, you have to implement the script in the content frame. The OneStat script can be implemented in several ways. You can implement the script with the OneStat script manager, paste the script in every page or generate the script from a server side scripting language. In this manual we describe the different possibilities. OneStat measures URLs and Titles.

4.1 Implementing the OneStat generic script

The easiest way to activate your OneStat account is to put the OneStat generic tracking script in every html page of your website. You have received the script as attachment of your application e-mail. If you do not have this go to the account manager (click on tools icon above the menu) and select "get script" to retrieve the latest version of the script. This is the standard generic script which you have to implement and you can put this script unmodified on every page of your website. Note: this script has no name. Use this script if you want OneStat to use the URL and Title of your HTML pages. Automatically the page-url including the parameters and the associated page title are being used to register the HTML page in OneStat. By viewing the report "Most visited pages" you can exactly see the different pages that are being measured.

Include the generic script in every page of your website.

1. In the file where you saved it, highlight the tracking code.
2. On your keyboard, press **Ctrl-c** to copy the code.
3. Open each of your web pages and Press **Ctrl-v** to paste the code after the **<body>** tag and before the **</body>** tag in the HTML pages. The best place to put the script is just before the **</body>** tag.
4. Upload your pages to your web server.

Note: Some HTML editors such as Frontpage and Dreamweaver reformat code, and they can break JavaScripts. Therefore we advise you to use Notepad, available for free in each Windows version.

4.2 In what situations should the Onestat.com script be modified?

In some situations the generic OneStat script is not appropriate to measure your site and you want to have more control over the exact urls that are being tracked. The following list gives some examples when to modify the OneStat script.

1. When using a content manager system or a database generated website that uses the same URL to publish different web pages with different content and the pages can not be uniquely identified by the url-parameters.
In this situation all the statistics will be measured on the same page-url and it is not possible to analyze the behavior and navigation of the website visitors
2. When using a content manager that generates cryptic and difficult to analyze pageurls.

In this situation the database driven website or content manager generates cryptic and difficult page-urls to analyze. By modifying the page-urls to logical urls it is much easier to analyse the website with OneStat.com.

3. When the urls of your website contain a unique session id.

In this situation all the pages that are being measured are unique for each visitor. You are not able to analyze the overall navigation trends of your visitors. By modifying the page-urls to logical urls it is much easier to analyse the website with OneStat.com.

4. When using multiple domain-names for the same information.

In this situation you are using multiple domain-names to present the same information and you want to analyze the website visitors with one account and add up the visits on the various domains.

4.3 How does the OneStat.com script determine the page-url.or title

On lines 13 and 14 of the script (counting from the first line), the following javascript occurs:

```
var osp_URL= d.URL;  
var osp_Title= d.title;
```

The javascript function **d.URL** retrieves the page url, ie 'http://www.onestatdemo.com/home.html'. The javascript function **d.title** retrieves the title of the page ie 'Onestat Demonstration'.

4.4 OneStat Script Manager

With the OneStat Script Manager you have more control of the urls that are being tracked. The script manager gives each page its own page-url and page-title. If you have for example a lot of "other" pages in the report "Most visited pages", you can use the script manager and overrule the script. You can find the script manager in the account manager. To go to the account manager you have to log-in and click on the tool icon above the menu. If you have clicked on the tool icon you will enter the account manager. Then you have to choose the script manager. Just do the following:

1. Select add custom page;
2. Fill in the page URL for example http://www.onestat.com/manual.html. If you are using directories you have to fill in this directory. For example http://www.onestat.com /product/manual.html. Directories are only tracked with the Platinum and Enterprise version.
3. Give the page a name. You will see this name appear in the reports of OneStat service.
4. If you don't use directories but you want to see which section is most visited just fill in the name of the section that you want to appear.
5. Click ok and select the script with your mouse and click on copy.
6. Open the html page where you want to implement the script in and paste the script between body and body and save the page.
7. Click to continue if you want to create more OneStat scripts and continue with the same procedures as described above.
8. Upload your pages to your web server.

4.5 Instructions for specifying and overruling the OneStat.com document-name (page url)

The OneStat.com java-script (*'the script'*) measures all pageviews and visits of the visitors of the website. The default behavior of the script is to automatically determine the URL of the page that is activated by the website visitor. In this way it is possible to put the same script on every webpage of the

website and the Onestat.com statistical engine processes these page-urls. For most webmasters this default behavior is convenient, however there are a few cases where the webmaster wants to control the page-urls himself. This article describes how to modify the default Onestat.com script in this situation.

4.6 How to modify the default OneStat.com script.

To overrule the default behavior of OneStat.com you have to modify lines 13 and 14 of the script and determine the correct name of the URL yourself by assigning a page-url to the variable `osp_URL` and a title to the variable `sp_Title`. I.e.:

```
var osp_URL= "http://www.myowndomain/mypagename.html";  
var osp_Title= "The latest news";
```

- Make sure that you enclose the page-url in double quotes.
- We advise you to start the URL with <http://> although this is not necessary. Also notice that the page-url you assign to the `osp_URL` variable does not have to be an existing URL. It can be any URL you like.

If you overrule the page-url as described above, you have to modify the script and assign a different page-url for each page you want to measure. When you are using a server-side script technology (i.e. ASP, CGI, PHP, JSP or ColdFusion) you can automate this as described in section E. Select the section "Modify account options" in the account manager if you want OneStat to show URLs or Titles in your reports.

4.7 Measuring directories

OneStat Platinum and Enterprise can present information on a directory basis. Directories are automatically determined based on the page-urls. In the following example 6 page-urls are measured:

```
http://www.onestatdemo.com/products/page1.html  
http://www.onestatdemo.com/products/page2.html  
http://www.onestatdemo.com/helpdesk/page3.html  
http://www.onestatdemo.com/helpdesk/page4.html  
http://www.onestatdemo.com/helpdesk/page5.html  
http://www.mydemo.com/helpdesk/page6.html
```

The OneStat engine automatically assigns two directories to these urls: "products" and "helpdesk". Notice that the last two pages have the same directory name but another domainname. An unlimited number of directory levels are supported. I.e. the following page-url contains 3 directory levels.

```
http://www.onestatdemo.com/firstlevel/secondlevel/thirdlevel/page.html
```

By assigning your own page-urls as described in section C, you can also assign your own directory names and fine-tune the measurement of your pages.

4.8 How to generate the default OneStat.com script from a server-side scripting language

In this section we describe an extension of the overruling method as described above in the situation that you are using a server-side scripting technology (i.e. ASP, CGI, PHP, JSP or ColdFusion). The following examples are using the Microsoft Active Server Pages. When you develop a server-side

function to generate the OneStat.com script code it is possible to re-use that function on every page of your website and provide the page-url as a parameter. The page-url parameter can be provided by a database or content management system or an other method. The output of the function is the complete script as provided by OneStat.com but generated by the server-side scripting technology.

In the example below the lines in **BOLD** are the Microsoft ASP statements.

```
<%
Sub WriteOneStatTag(strPageName)
Dim strURL
Dim strAccountID
strURL = "http://www.onestat.com/asp/" & strPageName
strAccountID = "155454"
%>
<!--ONESTAT SCRIPTCODE START-->
<SCRIPT LANGUAGE="JavaScript">
<!--
// Modification of this code is not allowed and will permanently disable your account!
// SiteName: www.onedemostat.com
// Copyright (C) 2002-2005 OneStat.com All Rights Reserved
function OneStat_Pageview()
{
    var d=document;
    var sid="<%=strAccountID%>";
    var CONTENTSECTION="";
    var CUSTOMDATA="";
    <%if strPageName = "" then%>
        var osp_URL= d.URL;
    <%else%>
        var osp_URL= "<%=sURL%>";
    <%end if%>
    var osp_Title= d.title;
    var t=new Date();
    var p="http"+(document.URL.indexOf('https:')==0?'s:'):+"//stat.onestat.com/stat.aspx?tagver=2&sid="+sid;
    p+="&url="+escape(osp_URL);
    p+="&ti="+escape(osp_Title);
    p+="&section="+escape(CONTENTSECTION);
    p+="&custom="+escape(CUSTOMDATA);
    p+="&rf="+escape(parent==self?window.document.referrer:top.document.referrer);
    p+="&tz="+escape(t.getTimezoneOffset());
    p+="&ch="+escape(t.getHours());
    p+="&js=1";
    p+="&ul="+escape(navigator.appName=="Netscape"?navigator.language:navigator.userAgent);
    if(osp_URL!=d.URL) p+="&ol="+escape(d.URL);
    if(typeof(screen)=="object"){
        p+="&sr="+screen.width+"x"+screen.height;p+="&cd="+screen.colorDepth;
        p+="&jo="+(navigator.javaEnabled()?"Yes":"No");
    }
    d.write('<img border="0" width="1" height="1"
SRC="http://stat.onestat.com/stat.aspx?tagver=2&sid=<%=strAccountID%>&js=No&">
```

```
</A>  
</NOSCRIPT>  
<!--ONESTAT SCRIPTCODE END-->  
<%  
end sub  
%>
```

5. Commerce and Advertising Script Implementation

OneStat AdWorks, eBusiness, Platinum and Enterprise have the ability to track the revenue of your online business, customer behavior and conversions of your online advertising campaigns. In this section we describe the implementation of the commerce script and how to activate tracking of your online advertising campaigns.

5.1 Brief explanation of the concept

This section describes the various concepts that are used in the OneStat.com Web Analytics solutions.

Visitor

A visitor is someone who visits your website. Visitors are identified by their IP-address and a unique visitor code on their system. This unique visitor code is stored as a cookie on the visitors system. For privacy reasons no personal information of visitors is stored by the OneStat.com service. All visitors are completely anonymous.

Unique Visitor

A unique visitor is the number of different individuals who visit your site during a given period. The number of unique visitors depends on the reporting period. OneStat.com measures:

Hourly Unique Visitors:

Daily Unique Visitors

Weekly Unique Visitors

Monthly Unique Visitors

Yearly Unique Visitors

Example: Suppose a visitor visits your website for the first time on July 31 and visits your website again two times on August 20 at 10 AM and 5 PM. This visitor is then counted once as a yearly unique visitor, once as a monthly unique visitor for July and August. On August 20 this visitor is once counted as a daily unique visitor and twice as a hourly unique visitor.

Due to this measuring system the number of hourly unique visitors is per definition greater or equal than the number of daily unique visitors. Also the number of daily unique visitors is greater or equal than the number of weekly unique visitors, which is greater than or equal than the number of monthly unique visitors, which is greater than or equal than the number of yearly unique visitors.

Pageview

A pageview is measured each time a visitor views a page of your website. To measure pageviews it is necessary to implement the OneStat Script on that page of your website.

Visit

A visit (also sometimes called a session) is measured each time a visitor visits your website. A new visit is counted when the visitor return to your website after a given timeout period. This visit timeout period is by default set to 30 minutes and can be modified in the OneStat account manager. If a visitor visits multiple pages within the visit timeout period than these pageviews are part of the current visit and the system measures the click path of this visit.

Example:

Suppose a visitor visits your website 3 times a day on 9:00 AM and views 3 pages, on 9:15 AM and views 2 pages and on 4:00 PM and views 4 pages. In this example the OneStat system measures 2 visits. The first visit from 9:00 AM to 9:45 AM having 5 pageviews., and the second visit from 4:00 PM to 4:30 PM of 4 pageviews. Because the second time the visitor visits your website is within in the visit time period of 30 minutes all the pages viewed from 9:00 AM to 9:45 AM are considered one visit.

OneStat scriptcode

The Onestat scriptcode is a small piece of HTML and Javascript code you include with all the pages on your website you want to measure. You can retrieve the OneStat scriptcode in the account manager. You can choose between a generic script that you can put unmodified on each page, or you can use the script manager to generate a specific page for that page. To measure conversion and commerce you have to modify the OneStat scriptcode for that specific page and action.

Commerce action

A commerce action is a specific action a visitor performs on your website. I.e. a subscription to a newsletter, a request for an offer, a purchase of a product. You measure these transaction by defining commerce actions in the OneStat account manager and by modifying the OneStat script on that specific page.

5.2 Campaign Tracking

With campaign tracking you can easily track the visitors coming from your advertising suppliers. You should use campaign tracking for the measurement of organic and paid search engine listings and for the tracking of your advertising campaigns. The method to track campaigns is by adding an extra url-parameter to the target url on your advertising links. The extra url-parameter must have the name 'osadcampaign'. The onestat tracking script will detect the extra url-parameter and will register the visit to the correct campaign.

For example to track visitors from your google adwords campaign you use the following url:

<http://www.mywebsite.com/advertising.html?osadcampaign=google>

When the visitor clicks on this URL he is redirected to the url <http://www.mywebsite.com.advertising.html> page. The OneStat system detects the additional url-parameter osadcampaign and assigns this visit to the google adwords campaign.

In the OneStat account manager you must define a campaign to match the used url-parameters. In the example above you must add a campaign with the campaign identifier set to the value 'google'.

Step by step implementation**Step 1: Add your campaigns**

Use the account manager to manage the campaigns you want to track. In the account manager select the 'campaign manager' option. Next click on the "Add Campaign" button to add a new campaign.

Modify Advertising Campaign

1. Identifier *

2. Description*

3. Cost method* None Per click Per period Per date range

Day

Start:

End:

4. Price (\$)

In the campaign form you can enter the following fields:

- **Campaign Identifier**
This is the matching value of the 'osadcampaign' url-parameter for this campaign.
- **Description**
The description for this campaign that will be displayed in the various reports.
- **Cost method**
Select the cost method that apply for this campaign. The following settings can be used:
 - None: no cost is defined for this campaign
 - Per Click: costs are calculated on a per click basis. The price field determines the price per click.
 - Per Period: costs are calculated on a per period basis. You can select a period of one day, week, month, quarter or year. The price field determines the price in the selected period.
 - Per Date Range: costs are calculated on a per date range basis. Enter the start and end date of the date range. The price field determines the price in the selected period.
- **Price**
The price of the campaign. This value relates to the chosen cost method. In the example above the costs are defined as 0.25 per click.

Step 2: Modify your target urls

Modify your target urls by adding the additional url-parameter 'osadcampaign'. Make sure that the value of the osadcampaign parameter matches the campaign identifier field in the campaign definition form.

5.3 Conversion Tracking

Conversion tracking is the tracking of specific behavior of your visitors that lead to a specific action or transaction. I.e. the tracking of a signup to a newsletter or the tracking of product purchases. With OneStat you can define your own various actions you want to track to a conversion. By modifying the OneStat scriptcode you can identify pages on your website that correspond to a specific action. I.e. the order confirmation screen of a product purchase identifies an order.

Conversion tracking is not limited to the tracking of actual sales. You can use conversion tracking to track all the actions that are important to your website. Some examples are:

- The signup for a newsletter
- Signup for a trial version of your product
- A request for more information
- The registration to the restricted content of your website
- The sale of a product
- A download of an article

With conversion tracking the OneStat system measures additional information about your website visitors. The detailed information of the FIRST (initial) visit of a visitor (entry page, referring url, referring domain, search engine, search phrase, country and location) are stored. By the use of this additional information it is possible to calculate a report to analyze the initial visit information to an action. I.e. to display the search phrases the customers used to initially find your website. To uniquely identify a visitor a unique cookie with a visitor-id is stored on the system of the visitor.

Step by step implementation

Step 1: Activate the Commerce module

To measure the additionally visitor information you must activate the Commerce module for your account. Go to the account manager and selected the option "Account options". Next activate the commerce module. For OneStat AdWorks or OneStat e-Business users the Commerce module is activated automatically.

Step 2: Define your campaigns

To track conversions from your advertising campaigns set up the campaigns in the account manager and add the url-parameter 'osadcampaign' to your target urls. For more information about setting up campaigns refer to page 184.

Step 3: Define your actions

Use the account manager to manage the actions you want to track. In the account manager select the 'commerce action manager' option. Next click on the "Add Action" button to add a new action.

Modify Commerce Action

1. Action number **03**

2. Description *

3. Customer identifying *

4. Scenario

5. Scenario Step

After you have defined an action, the system automatically assigns a unique action-number to your new action. This action-number must match the `osp_ACTION` variable in the OneStat script on the pages that correspond to the action.

In the action form you can enter the following field:

- Description

A description for your action that is being displayed in various reports.

- Customer identifying

Check this checkbox if this action identifies a customer on your website. This value is used in the customer reports to identify customers from non customers. In a situation where you have 2 actions (trial and order) you would check the customer identifying field on the order-action and not on the trial-action.

- Scenario and scenario step

Use the scenario field to combine multiple actions to a scenario. I.e. if you have a sales trajectory of the actions trial, offer and order you assign the scenario name sales to your action. The scenario step field determines the position of this action in your sales scenario. Based on the scenario and scenario steps it is possible to compute the conversion rates from step to step. In this example the conversion from lead to offer and from offer to order. You can define multiple scenario's for your account.

Step 4: Modify the OneStat script

First identify the pages of your website that should be tagged for this action. On these pages you have to modify the OneStat script to include the ACTION variable. This can be done in the following steps:

- Get the latest version of the Commerce and Conversion tracking OneStat script. Go to the account manager and select the option "Latest script". Copy and paste the script to the html-source of your

webpage. Put the script immediately after the <body> tag or just before the closing </body> tag.

- The `osp_ACTION` variable holds the action number of the action. Refer to the commerce manager for the action numbers of the actions you have defined. The `osp_ACTION` variable is mandatory for tracking actions. Example

```
var osp_ACTION = "1";
```

5.4 Commerce Tracking

Commerce tracking is an extension to the conversion tracking features as described in the section "Conversion Tracking". With commerce tracking you can extend the tracked actions with additional properties such as:

- Transaction ID

The unique transaction ID you assign to an action. The transaction id can be the unique order number the back office of your website generates.

- Product-code

The product code of the action.

- Product-group

The product group of the action

- Transaction amount

The transaction amount of this action.

Step by step implementation

Step 1: Activate the Commerce module

To measure the additionally visitor information you must activate the Commerce module for your account. Go to the account manager and selected the option "Account options". Next activate the commerce module. For OneStat AdWorks or OneStat e-Business users the Commerce module is activated automatically.

Step 2: Define your campaigns

To track conversions from your advertising campaigns set up the campaigns in the account manager and add the url-parameter 'osadcampaign' to your target urls. For more information about setting up campaigns refer to page 18.

Step 3: Define your actions

Use the account manager to manage the actions you want to track. In the account manager select the 'commerce manager' option. Next click on the "Add Action" button to add a new commerce action.

Modify Commerce Action

1. Action number **03**

2. Description *

3. Customer identifying *

4. Scenario

5. Scenario Step

After you have defined an action, the system automatically assigns a unique action-number to your new action. This action-number must match the `osp_ACTION` variable in the OneStat script on the pages that correspond to the action.

In the action form you can enter the following field:

- **Description**
A description for your action that is being displayed in various reports.
- **Customer identifying**
Check this checkbox if this action identifies a customer on your website. This value is used in the customer reports to identify customers from non customers. In a situation where you have 2 actions (trial and order) you would check the customer identifying field on the order-action and not on the trial-action.
- **Scenario and scenario step**
Use the scenario field to combine multiple actions to a scenario. I.e. if you have a sales trajectory of the actions trial, offer and order you assign the scenario name sales to your action. The scenario step field determines the position of this action in your sales scenario. Based on the scenario and scenario steps it is possible to compute the conversion rates from step top step. In this example the conversion from lead to offer and from offer to order. You can define multiple scenario's for your account.

Step 4: Modify the OneStat script

First identify the pages of your website that should be tagged for this action. On these pages you have to modify the OneStat script to include the ACTION variable. This can be done in the following steps:

- Get the latest version of the Commerce and Conversion tracking OneStat script. Go to the account manager and select the option "Latest script". Copy and paste the script to the html-source of your webpage. Put the script immediately after the `<body>` tag or just before the closing `</body>` tag.
- Modify the commerce script variables to reflect the exact commerce properties of this action. The following commerce variables can be specified.

Script Variable	Description
osp_ACTION	The osp_ACTION variable holds the action number of the commerce action. Refer to the commerce manager for the action numbers of the actions you have defined. The osp_ACTION variable is mandatory for tracking commerce actions.
osp_TRANSACTION	The osp_TRANSACTION variable specifies the transaction id you assign to this commerce action. I.e. you can use your order-number or invoice-number as the transaction id. The transaction id is used to match different actions in a scenario. The osp_TRANSACTION variable is optional, if you don't use the transaction-id leave the field empty.
osp_AMOUNT	The osp_AMOUNT variable specifies the amount of the transaction. This variable is optional, if you don't use an amount leave the field empty. The amount must be specified using a decimal-point as the numeric decimal separator and <u>without</u> a currency symbol. The currency used can be setup in the commerce section of the account options.
osp_PRODUCTCODE	The osp_PRODUCTCODE variable specifies the product-code of the transaction. This variable is optional, if you don't use a productcode leave the field empty. The product-code can be any combination of letters and digits.
osp_PRODUCTGROUP	The osp_PRODUCTGROUP variable specifies the product-group of the transaction. This variable is optional, if you don't use a product-group leave the field empty. The product-group can be any combination of letters and digits.

The following example specifies a transaction with a transaction-id of 67001, an amount of 195.90, a product-code of 'SONYDSC-P72' and a product-group of 'DIGITAL CAMERAS'

```
var osp_ACTION = "1";
var osp_TRANSACTION = "67001";
var osp_AMOUNT = "195.90";
var osp_PRODUCTCODE = "SONYDSC-P72";
var osp_PRODUCTGROUP = "DIGITAL CAMERAS";
```

5.5 Account Setup Currency / Visitor timeout

In the account manager you can setup various specific settings for the Advertising and Commerce module. To modify these settings go to the Account Options section in the account manager. Next activate the commerce module and the additional options for the commerce module will become visible. The following options can be set:

Currency symbol

The commerce module has the ability to track the amount of an order. Set the currency symbol to the correct country specific currency that matches your settings.

Visitor Stickiness Timeout

The commerce and advertising module tracks detailed information of the first visit of a visitor (i.e. the initial search engine and search phrase a visitor used to reach our site). The visitor stickiness timeout determines the period the detailed information of the first visit are remembered. If a visitor does not visit your site within the visitor stickiness timeout then the following first visit of that visitor is treated as a first visit and the initial visitor details are overwritten. The default timeout is set to 30 days.

5.6 Manage click-ins & click-outs and banner campaigns

OneStat Platinum and Enterprise measure link click in & out, banners and banner campaigns. The definition of a click-in is that you want to measure a link on another site than yours which is forwarding to your web site. The definition of a click-out is a link on your own web site which is forwarding to another site as yours. To measure click-ins or click-out please take the following steps:

- Go to the account manager
- Select Click-in / click-out links
- Select click-out link or click-in link
- Fill in the name you want to give to the link
- Fill in the description you want
- Fill in the destination URL. This is the URL where the link will forward when visitors click on the link.
- Select link page when it is a link on your own web site.
- Click OK and go to modify of the particular link
- Here you can select 5 codes:
 - The URL itself
 - URL in a textlink
 - URL in an image link
 - To hide the URL in the status bar in a text link
 - A code to hide the URL In the status bar in an image link

OneStat Platinum and Enterprise measure also click-in banners, click-out banners and banner campaigns. The definition of a click-in is that you want to measure a banner on another site than yours which is forwarding to your web site. The definition of a click-out is a link on your own web site which is forwarding to another site as yours. To measure banner click-ins / click-outs and banner campaigns please take the following steps:

- Go to the account manager
- Select manage banner campaigns
- Select click-out banner or click-in banner
- Fill in the name you want to give to the banner
- Fill in the description you want

- Fill in the destination URL. This is the URL where the banner will forward when visitors click on the banner.
- Banner image: fill in the URL where banner image can be found
- Fill in the Alt Text
- Fill in the name of the campaign. The name of the banner and campaign can be different.
- Click OK and go to modify of the particular banner
- Here you can select 5 codes:
 - The URL itself
 - URL in a textlink
 - URL in an image link
 - To hide the URL in the status bar in a text link
 - A code to hide the URL In the status bar in an image link

You can also measure dynamic parameters to OneStat Link URLs:

This section of the manual describes the advanced feature to pass dynamic parameters to the OneStat click-in and click-out links and banner-links. You can use this feature in a server-side script to extend in runtime the defined link-urls of an OneStat Link.

OneStat Links are defined in the Account Manager with the Click-in/Click-out option or the Banner Campaign option. The following is an example of a click-out link:

OneStat Account: 175000

Click-out Link: My Click Out Link

Target URL: <http://www.clickout.com>

Link URL: <http://stat.onestat.com/asp/link.aspx?sid=175000&linkid=1>

Whenever you put the Link URL in your website and a visitor clicks on the hyperlink, OneStat counts a click-out on that specific link. In the example above the visitor is redirected to <http://www.clickout.com>.

In some situations you need a dynamic link URL. A dynamic link URL is an URL that is extended in runtime by a server side script (i.e. ASP, PHP, JSP or CGI). Examples are: passing account information or passing product and price information.

If you add the extra parameters to the Link URL the contents of these extra parameters are added to the Target URL. I.e. in our example if we add the value "myparam=123" to the Link URL.

The new Link URL is:

<http://stat.onestat.com/asp/link.aspx?sid=175000&linkid=1&myparam=123>

If the visitor clicks on the hyperlink he is redirected to:

<http://www.clickout.com?myparam=123>

The following is an example of passing multiple parameters to a Link URL:

param1=one¶m2=two

The new link URL is:

<http://stat.onestat.com/asp/link.aspx?sid=175000&linkid=1¶m1=one¶m2=two>

If the visitor clicks on the hyperlink he is redirected to:

<http://www.clickout.com?param1=one¶m2=two>

FAQ Commerce and Advertising Tracking

1. My campaigns are not being tracked

Verify that you have set up the campaigns in the account manager and that the campaign identifier matches with the url-parameter 'osadcampaign' on your target urls.

2. My paid search engine listings are not being tracked.

Solution: Paid search engine listings are tracked by defining campaigns for your account and by implementing the correct target urls in your banner advertising system.

3. I am not able to add campaigns or actions in the account manager. The campaign manager and commerce manager are not available.

Activate the commerce module in the "Account options" section of the account manager.

4. The system measures duplicate actions

Make sure that you only place the customized java script code of the action on the page or pages of that action.

6. Tracking of Flash web sites

For tracking of flash sites you need to implement a specific OneStat script. This section of the manual describes how to do this.

To measure flash with OneStat.com you have to implement a specific flash script. By using the OneStat.com flash script you are able to measure individual flash movies and flash pages. This manual describes the procedure to implement the OneStat flash script.

Requirements:

The OneStat.com flash script code works only for Flash Versions 6 and 7. Flash 5 is not supported.

OneStat can be accessed from Macromedia Flash files v6 and up using the following files:

- onestat.as (to receive this file, please send an email to support@onestat.com)
- onestat flash sample.html

A. How to implement the flash script

1. Place the above files onestat.as and "onestat flash sample.html" in the same directory as your flash file. Add the following line of code to your main flash file:

```
#include "onestat.as"
```

onestat.as creates an object at the _global level. The object is called "oneStat" and contains all OneStat variables.

2. Enter your OneStat account ID in onestat.as

To register pageviews on your account you have to modify the code line:

```
onestat.sid="XXXXXX";
```

to contain your OneStat account ID. Replace the XXXXXX with your account ID i.e. 223677. If you don't know your account ID, refer to the application email you received when applying for your OneStat account.

3. Call the OneStat object in your flash code

The oneStat object is created by calling:

```
oneStat.oneStatLoad();
```

This function creates the oneStat object, initializes variables including title, URL and referrer from the browser (via a javascript/fscommand call). You only need to call this function once within the scope of your application. After the object is created, you can register a pageview anywhere in your application by calling:

```
oneStat.oneStatPageview();
```

The `oneStatPageView` function registers a pageview based on the contents of the `oneStat` object.

The proper strategy for using this function is changing the available variables such as `osp_URL`, `osp_Title`, `CONTENTSECTION`, `PRODUCTCODE` etc. and then calling `oneStatPageview()`.

For example, if you load a new movie into `_level0`, the new movie referenced as "About Us" should include the following code:

```
oneStat.URL = "About Us";
oneStat.oneStatPageview();
```

Keep in mind that every time the playhead passes the frame with the included code, a pageview will be registered. The function can also be called within click event handlers, scenes, etc.

An alternative strategy is to implement listeners which call the function as needed. By using listeners you can check if a (sub) file is completely loaded before registering a pageview.

4. Modify the onestat flash sample html file

When displaying your flash file in a browser, you must use the included "onestat flash sample.html". Replace all instances of "myFlash" in this file with the name of your Flash (swf) file. This file is needed for forwarding referrer information to the `oneStat` object. The referrer information is used to detect search engine information, search engine phrases and basic referrer info from the visitors of the site.

B. Variables of the oneStat object.

The following variables can be set. Please refer to the OneStat manual for more explanation about the OneStat script variables and using the OneStat Commerce module.

<code>osp_Url</code> (required)	The url registered for this flash movie. You can freely select a url i.e. "Homepage", "About", "News". URLs must be unique for each flash section you want to measure. When 2 flash sections use the same url the pageviews are added to each other.
<code>osp_Title</code>	The title of the flash section. You can freely select a title i.e. "Home", "Latest News". It is not required to select a unique title for each flash section.
<code>osp_ACTION</code>	The e-Commerce Action (optional)
<code>osp_TRANSACTION</code>	The e-Commerce Transaction (optional)
<code>osp_AMOUNT</code>	The e-Commerce order amount (optional)
<code>osp_PRODUCTCODE</code>	The e-Commerce productcode (optional)
<code>osp_PRODUCTGROUP</code>	The e-Commerce productgroup (optional)
<code>osp_ADCAMPAIGN</code>	The e-Commerce ad campaign (optional)

7. OneStat Account Manager

With the OneStat account manager you can manage all the settings of your account, modify your e-commerce actions and campaigns and retrieve the latest version of the OneStat javascript. The account manager is divided into several sections (depends on what kind of service you are using):

- A. **Modify Account:** Use this option to modify your basic account information such as name and e-mail address of the main contact, timezones, language and URL of the domain.
- B. **Modify Billing Information:** Use this option to change the billing details such as address or contact person.
- C. **Modify Account Options:** Use this option to customize various options of your account:
 - Select if you want to view the reports on 800 x 600 or 1024 x 768 pixels
 - Select if you want to display the URL or page title in your reports.
 - Select if you want to track the complete url (including the parameters) or to track only the base urls with out the parameters.

For the commerce reports you can select the currency and the visitor stickiness in days (standard 30 days)

- D. **Modify Account Domains and Homepage:** Use this option to modify your account domains and the homepage information. The account domains are the 'http://www.' prefixes of your website. I.e. a valid entry is 'onestat.com'. The account domains are used by the system to automatically determine the valid page URLs of your pageviews. Most websites use one domain. However if your website is linked to multiple domains you can enter up to 9 account domains. Pageviews that cannot be matched to an account domain are registered on the 'unknown / other' page.
- E. **Change Password:** Use this option to change the password of your account.
- F. **Block IP Numbers:** Use this option to block specific IP numbers from registering pageviews on your website. You can use this option for example to block the pageviews of your own organisation for more accurate measurements.
- G. **Set visit timeout:** Enter the visit timeout in minutes. The visit timeout is used to determine when to start a new visit. If a visitor returns to your website within the visit timeout then the pageviews are considered to be part of the SAME visit. If a visitor returns to your website at a time after the visit timeout then the pageviews are part of a NEW visit. The minimum value is 5 minutes. The maximum value is 720 (12 hours).
- H. **Remove Obsolete Pages:** Use this option to remove pages from your account that are no longer current pages of your website. Select a page from the pagelist combobox and press DELETE. The page will be deleted and the pageviews of the deleted page will be added to the 'unknown' page.
- I. **Reset Account:** Use this option to reset your account. Use this option carefully because you will delete all the registered information of this account. Your account will still be active after resetting. By using this option you will reset all the registered pageviews, visitors and other measurements of this account. AFTER RESETTING AN ACCOUNT IT IS NOT POSSIBLE TO RETRIEVE THE DELETED INFORMATION. USE THIS OPTION CAREFULLY!

- J. **Get Script:** Use this option to get the latest generic version of the OneStat JavaScript Code for your account. Select the script with Control-a and use Copy (Control-c) to put the script on the clipboard. Paste the script in your HTML editor with Control-v.
- K. **Script Manager:** Use this option to manage the OneStat JavaScript Code for multiple custom pages of your account.
- L. **Campaign Manager:** Use this option to manage the advertising campaigns of your account.
- M. **Manage Click ins / outs:** Use this option to manage your click-in and click-out links.
- N. **Manage Banners:** Use this option to manage your click-in and click-out banners.
- O. **Commerce Manager:** Use this option to manage the Commerce Actions of your account. Select add commerce action. Then fill the description, scenario and scenario step.
- P. **User Groups:** Use this option to define the user groups and rights per group. This option is only available in the OneStat Enterprise version.
- Q. **User Manager:** Use this option to manage the users. This option is only available in the OneStat Enterprise version.

8. Definition of pageviews, visits and unique visitors

A useful analogy for understanding visitors and their behavior is to think of your web site as a physical location, such as a store. When visitors come in, we "virtually" follow them around and watch what they do. Then, we tell you about it in our reports.

Due to our concern for the privacy of your visitors, we don't ask them for their name or any personal information, but we can count them as they come through the door, and determine if they've been in before, if they have come in a number of times, if they easily find what they're looking for and if they buy anything.

The "value" of visitors to your store depends on when they came in as well as what they do. For example, if you're having a one-week, year-end-sale, you are interested in visitors for that week. With our report for the week, you can evaluate your sale. On the other hand, if you have a one-day special, our report is focused on just that one day.

What is the value of customers who come in every day? It depends on which of the two events we're evaluating. They are unique potential customers, counted once, in each of the reports on the individual days, and they are unique potential customers, counted once, in the sale week report.

Unique Visitors and many other statistics in the OneStat reports depend on the period of time that you are evaluating.

A fundamental statistic for the analysis of your web site is the number of individuals who visit in any selected report period. It is important to know if they have been there before, and if and when they come back.

It is also important to separate visitors from their visit behavior. The count and averages of *visitors* tell you one thing about your web site, and the numbers or averages of *visits* tell you something else.

For example, increasing numbers of new visitors tells you that the web site is attracting visitors. Returning visitors tell you if they like what they saw.

First-time visitors are easy for OneStat to count; they arrive without a cookie. Returning visitors are recognized by their cookie; subsequently, their first appearance within the current report period is counted. The sum of first-time visitors and returning visitors is the total of unique visitors for the report period.

Since the definition of unique visitors depends on the report period, unique visitors are called hourly unique visitors, daily unique visitors, weekly unique visitors, monthly unique visitors, and yearly unique visitors. Unique visitors are counted when they first arrive in the report period, and thereafter, should they visit during the report period again, are counted as repeat visitors.

Unique Visitors

When comparing reports of different periods, it is important to remember that not all of the statistics compare directly. For example, visitors who visit once on every day of a week are unique visitors in each day report. However the unique visitor totals for all of the day report periods do not add up to the same numbers as the week report period totals.

Returning Visitors

Similarly, returning visitors are defined in the context of their time frame. Until a web site has accumulated some history, it is not unusual for the returning visitor total to diminish as the report period grows longer. If your web site is one year old and your report period is one year, you couldn't have any returning visitors—those who visited before the current report period and return. On the other hand, as your web site matures, the returning visitors total should grow.

Counting Visits

An accurate count of individual visitors for a report period is essential in understanding their visit behavior. First-time and returning visitors are counted only once for the period of the report; however, all of their visits are counted.

Each time a visitor enters your web site is counted as a visit. It does not matter whether the visitor is there for the first time, has come back within the report period or is a returning visitor—all visits are counted.

A high ratio of visits to visitors may be a good thing, but then again, it may not. If your web site makes an announcement each day that you want your visitors to see, an average of seven visits for each unique visitor in a weekly report is a perfect record. However, if you want your visitors to make a purchase and the average of visits per unique visitor is seven, there may be a problem with your site or promotion, unless they made a purchase on each visit.

Another way of looking at visits is to examine the visit frequency—a different measure from the average visits per visitor statistic. Remember, counting visit frequency is not the same as counting returning visitors.

Once you have identified your potential customers as unique visitors, you can use the many other statistics in OneStat to understand how well you are achieving the objectives of your web site—or what you might need to do to see improvement. Visitor behavior, as measured in number of visits, average visits per unique visitor and frequency of visits, is a fundamental key to this understanding. How you interpret these numbers and the conclusions you draw depends on your web site and on your objectives.

- **First-Time Visitor:** A first-time visitor is there for the first time.
- **Returning Visitors:** A returning visitor is someone who has visited your web site at some time previous to the current report period, and returns to visit the site during the current report period.
- **Unique Visitors:** Unique visitors are individuals who are different from any other visitors within the report period.
- **A single visit, also called a visitor session:** includes all of a visitor's activity from the first page view until he or she either exits the web site or remains inactive for 30 minutes.

9. Report Periods

Measure your web site with OneStat and get the most detailed information about visitor behavior in 50 periods time slices. You can also select the data for the precise dates you want with the calendar or with the custom date selection (not available in OneStat Pro). You can view the specific time periods when you select custom in the pull down menu. All the reports can be selected on:

Standard Time Reports



Specific Time Ranges Reports



Standard Time Period Reports

- Today
- Yesterday
- 1 Day
- 1 Week
- 4 Weeks
- 1 Month
- 1 Year
- This week
- This month
- This quarter
- This year
- Last week
- Last month
- Last 12 months
- Last 24 months
- Last 30 days
- Last 60 days
- Last 90 days
- Last 180 days
- Last year
- Last 2 years
- 1st Quarter
- 2nd Quarter
- 3rd Quarter
- 4th Quarter
- Last quarter

Above time periods can be divided into several time slices for each report

- Hours
- Days
- Weeks
- Months

Specific Time Ranges Reports

With specific time ranges reports, you will be able to select the data for the precise dates you want.

With specific time ranges reports you can view each report in the following time slices:

- Days
- Weeks
- Months

10. E-mailing, exporting and printing of the reports

With OneStat you will be able to receive an overview of your reports by e-mail, export data to Microsoft Excel or easily print your reports. If you are using OneStat Enterprise please read the following section because the instructions are different. If you want to receive a weekly or monthly overview of your reports by e-mail please take the following steps:

- Log-in
- Click on the e-mail icon which is above the calendar
- Select add e-mail report
- You can select a weekly or monthly report
- Select an executive, marketing, webmaster or detailed report.
- Fill in your e-mail address. For multiple e-mail addresses separate with semicolon.
- Click OK.

You will receive on the first day of the week or month an HTML report about the last week or month. This report is best viewed in Microsoft Outlook. Please notice that you have activated HTML in Microsoft Outlook.

Executive report:

pageviews graph, visitors graph, most visited pages, domain referrer.

Marketing report:

pageviews graph, visits graph, visitors graph, most visited pages, country report, domain referrer, url referrer, search engines, search engines keyword.

Webmaster report:

pageviews graph, visitors graph, url referrer, search engines, browsers, operating systems, screen resolution, color pallets.

Detailed report:

pageviews graph, visits graph, visitors graph, most visited pages, domain referrer, url referrer, search engines, search engines keyword, browsers, operating systems, screen resolution, color pallets.

OneStat supports also exporting data of your reports to Microsoft Excel. On the top of each report you will find the export button. To export data to Microsoft Excel please click on this button. OneStat will generate your report. After processing the data, click on the link to download your report in Excel. You should have installed Microsoft Excel on your computer to view the reports in Excel.

If you want to print the reports without seeing the navigation menu select the print button which is mentioned on the top of each report. The printing process will automatically start.

11. OneStat Enterprise additional features

11.1 Custom reports

With OneStat Enterprise you can create your own custom reports. For example if you only use marketing reports you can select which reports are interesting for you and save these reports. The advance of this feature is that the next time you login you will be able to get all your favorite reports in one overview without clicking in the navigation menu all the time. To activate the custom reports:

1. Login and click on the stats icon above the calendar
2. Select add custom report
3. Fill in the report name, description and time period
4. Add your favorite reports to the list
5. Click on ok
6. Click on custom reports and select your favorite report

11.2 E-mail reports

Create with OneStat Enterprise your own reports and receive them in HTML, Excel, CSV or text format by e-mail. You can define a specific time when you want to receive the email reports. You can send it to multiple people. To active the e-mail reports:

1. Login and click on the stats icon above the calendar
2. Select add custom report
3. Fill in the report name, description and time period
4. Add your favorite reports to the list
5. Select e-mail setting and scheduled yes
6. Fill in e-mail address or in case you have multiple e-mail addresses separate with semicolon
7. Select format HTML, Microsoft Excel, CSV or text
8. Select the day of the week or month when you want to receive the report. Of course you can also select each day.

11.3 User Groups and access management

Create with OneStat Enterprise user groups and manage who have access to what kind of reports and the settings of your OneStat Enterprise account. To activate access management:

1. Login and click on the tools icon above the calendar
2. Select User Groups
3. Select add user groups
4. Create a group name and decide which reports you want to add to the group.
5. Select ok

To grant a person access to the user group perform the following steps:

1. Login and click on the tools icon above the calendar
2. Select User Manager
3. Select add user
4. Use as username a valid e-mail address
5. Create a password and add the user to the user group
6. Click ok

At the left bottom of the stats overview the login name will appear as soon as a user has logged in.

12. The Reports

12.1 Custom Reports (Enterprise version only)

Here you can select your favorite reports that you made with the report builder. For more details how to set up custom reports please read the previous page.

12.2 Summary

The summary informs you about the pageviews of today, statistics and most popular items on your web site. The summary provides you general information about your web site in clear numbers. The hourly visitors will be higher as the daily visitors in general. This is because of our accurate methodology to measure visitors. If an unique visitor will visit your site for example on 2 o'clock and 6 o'clock it will be 2 hourly visitors but one daily visitor.

12.3 Pageviews

A pageview is the number of times your visitors viewed a page. This report provides an overview of pageviews, perccntual average per hour or percentual average per weekday of a complete site or per individual page during a particular period. The grey area on the background of the graph shows the average number of pageviews. If you move your cursor to each bar you will be able to view the particular number of pageviews per hour, weekday etc. On the bottom of table of pageviews per period you will be able to view the total numbers of pageviews. Depending on which OneStat version you have you can select pageviews in period, average per hour, average per week and per directory.

12.4 Visits

Includes all of a visitor's activity from the first page view until he or she either exits the web site or remains inactive for 30 minutes. This report provides an overview of visits, percentual average per hour or percentual average per weekday of a complete site or per individual page during a particular period. The grey area on the background of the graph shows the average number of visits. If you move your cursor to each bar you will be able to view the particular number of visits per hour, weekday etc. On the bottom of table of visits per period you will be able to view the total numbers of visits. Depending on which version you have you can select visits in period, average per hour and average per week.

12.5 Unique Visitors

(not OneStat Pro and some reports may only available in Platinum & Enterprise version)

- **Visitors in period:** Unique visitors are individuals who are different from any other visitors within the report period. This report provides an overview of unique visitors during a particular period. The grey area on the background of the graph shows the average number of visitors. If you move your cursor to each bar you will be able to view the particular number of visitors per hour, weekday etc. On the bottom of table of visitors per period you will be able to view the total numbers of visitors. In the table below the graph you will be able to view the unique visitors in the selected period.
- **First time visitors:** A first-time visitor is there for the first time. This report provides an overview of first time visitors during a particular period. The grey area on the background of the graph shows the average number of first time visitors. If you move your cursor to each bar you will be

able to view the particular number of first time visitors per hour, weekday etc. On the bottom of table of first time visitors per period you will be able to view the total numbers of first time visitors. In the table below the graph you will be able to view the first time visitors in the selected period.

- **Returning visitors:** A returning visitor is someone who has visited your web site at some time previous to the current report period, and returns to visit the site during the current report period. This report provides an overview of returning visitors during a particular period. The grey area on the background of the graph shows the average number of returning visitors. If you move your cursor to each bar you will be able to view the particular number of returning visitors per hour, weekday etc. On the bottom of table of returning visitors per period you will be able to view the total numbers of returning visitors. In the table below the graph you will be able to view the returning visitors in the selected period.
- **Returning vs First time visitors:** This graph and table provide an overview of returning vs first time visitors. The blue bar is the number of first time visitors and the white bar is the number of returning visitors.
- **Last 100 visitors:** This reports gives you an overview of who your last 100 visitors are. If your visitors do not have an own connection with the internet, OneStat shows you which dial in connection they use. OneStat always detects from which country your visitors come from, also if they have a .com, .net, . edu, .org, .biz or .info domain even if we cannot detect what the name of the domain is. In this situation you will see other as the name of the country.
- **Visitors Segmentation:** This graph and table shows you the segmentation of your visitors in the selected period, based on the following selection criteria:
 - Browser details
 - Browser overview
 - Continents
 - Countries
 - Languages
 - Time zone
 - Operating Systems detail
 - Operating Systems overview
 - Referrer domain
 - Referrer URL
 - Screen color
 - Screen resolution
 - Search engine

With visitor segmentation you can segmentate your visitors and see how often they visit your web site during a particular period. When you select the filter you can get an extra in-depth overview of your visitors. When you select breakdown by you can cross above criteria by the criteria mentioned below:

- Browser details
- Browser overview
- Continents
- Countries
- Languages
- Time zone
- Operating Systems detail
- Operating Systems overview
- Referrer domain
- Referrer URL
- Screen color

- Screen resolution
- Search engine

Example: you want to get an overview of how many people that arrive from Google at your site from a particular country.

1. In the segmentation field you select search engine.
2. As filter you select Google.
3. As breakdown by you select countries.

Result: You will get a complete and detailed overview of how many unique visitors from which countries arrived at your site from Google.

12.6 Pages

- **Most requested pages:** this report provides you a top x overview of the pages that are most viewed during a particular period. If you want to view an individual page please go select an individual page in the section pageviews. Depending on which version you have we provide a specific top list with a particular number of pages.
- **Most requested directories:** (only Platinum and Enterprise) this report provides you an overview of the directories that are most viewed during a particular period. You can click on each directory to view the most popular pages of each directory.
- **Sections:** (only Platinum and Enterprise) this report provides you an overview of the most popular content section during a particular period.

12.7 Navigation (Reports depend on the OneStat version)

- **Click path analysis:** (OneStat Pro, Premium and AdWorks have a different click path navigation report as the eBusiness, Platinum and Enterprise) this report provides you an overview of the top x click paths of visits to your web site in the selected period. Top Paths lists the top paths visitors take through your Web site. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature (only eBusiness, Platinum and Enterprise). Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.
- **Entry pages:** lists the top pages that have been viewed as the entry page and the number of times it was viewed as the entry page. An entry page is defined as the first page the visitor views on the web site at the start of a new visit.
- **Exit pages:** lists the top pages that have been the exit page and the number of times it was viewed as the exit page. An exit page is defined as the last page a visitor views on the web site during a visit.
- **Time spent on site:** this report shows how long a typical visit lasts on your site for any given report period. The graph illustrates the average visit length in seconds.
- **Time spent on pages:** Time Spent on Pages lists the amount of time spent by visitors on each page of your Web site.
- **Single access pages:** This report lists the names of pages and the number of visits by visitors who visited only that one page.

- **Bounce rate:** A bounce rate on a page is detected when a visitor starts a visit on that page and immediately leaves your web site.
- **Page click depth:** This report shows the average number of clicks a visitor uses to get to each page.
- **Click paths to a page:** this report provides you an overview of the top 100 click paths of visits to a particular page in the selected period. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature. Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.
- **Click paths from a page:** this report provides you an overview of the top 100 click paths of visits from a particular page in the selected period. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature. Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.

12.8 Referrer (Reports depend on the OneStat Version)

- **Domain referrer:** Referring Domains lists the top domain names that have referred visitors to your Web site. The "Bookmarks or directly referred URLs" list item indicates the number of visitors who do not have a referring domain. Many things—including typing the URL directly into the browser, using a Bookmark or Favorite, or following a link from an e-mail or newsgroup when using Outlook or Outlook Express—can cause this.
- **Referring URL:** Referring URLs measures the top URLs that have referred visitors to your Web site. The "Bookmarks or directly referred URLs" list item indicates the number of visitors who do not have a referring URL. Many things—including typing the URL directly into the browser, using a Bookmark or Favorite, or following a link from an e-mail or newsgroup when using Outlook or Outlook Express—can cause this.
- **Top Referring domain Click paths:** this report provides you an overview of the top 100 click paths of visits from a particular referring domain in the selected period. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature. Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.
- **Top Referring URL Click paths:** this report provides you an overview of the top 100 click paths of visits from a particular referring URL in the selected period. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature. Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.

12.9 Search Engines

You can select in most search engine reports the feature paid or organic search to view how many visits you get from example your Google AdWords etc. Use the pull down menu to select this feature. You have to activate a campaign to see the results of the paid search engine visits. Not available in OneStat Pro and Premium.

- **Search Engines:** Search Engines lists the top search engines that have referred visitors to your Web site. Visitors coming to the site from search engines that are not listed in OneStat's search engine group will not be measured in this statistic. If want us to measure a particular search engine that we do not list, please send us a request.
- **Search Engines in Period:** this reports shows you the number of visits you receive from search engines during a specific period. You can select a total overview of all search engines or an individual search engine.
- **Search Engine Phrases:** The Search Phrases statistic gives you a list of the most popular phrases used by visitors to find your web site.
- **Search Engine Keywords:** The search keywords statistics gives you a list of the most popular keywords used by visitors to find your web site.
- **Phrases by Search Engine:** This reports shows you the top list of phrases per search engine that were used to find your web site.
- **Keywords by Search Engine:** This report shows you the top list of keywords per search engine that were used to find your web site.
- **Search Engines by Phrase:** This report shows you the top list of the search engines per search phrase.
- **Search Engines by Keyword:** This report shows you the top list of the search engines per keyword.

12.10 Commerce (not OneStat Pro and Premium)

- **Commerce Summary:** this report shows you an overview of the commerce actions activity and revenue in the selected period. It displays the number of transactions, revenue, first time and repeat transactions, and visitor conversion.
- **Latest Transactions:** This report shows you the latest 100 transactions, click on icon to focus and see more details about the transaction.
- **Transactions in Period:** A transaction is registered each time a visitor performs a specific action you have defined in the account manager.
- **Revenue:** you can view the revenue in period, by action, by product or product group. Revenue is registered each time a visitor performs a transaction with an amount. You have to modify the script to implement this.
- **Commerce Behavior:** With the commerce behavior report you can view unique customers, first time customers, repeat customers, first time vs repeat customers and the average order size. A customer is identified by an unique visitor performing a transaction.

12.11 Marketing (not OneStat Pro and Premium)

- **Conversion by campaign:** this report shows you the conversions by campaign. The conversion is computed based on the number of transactions divided by the number of visits of that ad campaign.
- **Campaign ROI:** shows you the return on investment of your online advertising campaigns.

- **Conversions:** these reports shows you the conversions of search engines, search phrases, search phrase per search engine, referrer domain and URL, by country and by entry page. The conversion is computed based on the number of transactions divided by the number of visits of that search engine, phrase, referrer domain etc.

The following reports are only available in the Platinum & Enterprise version:

- **Link click-in / out in period:** this report shows you the total or individual number of click-in / out per link during a particular period. With the pull down menu you can select if you want to view the results of all the click-ins / outs in or per link. You can also select with the pull down menu if you want to view a link click-in or a link click-out. The definition of a click in is that you want to measure a link on another site than yours which is forwarding to your web site. The definition of a click-out is a link on your own web site which is forwarding to another site as yours.
- **Link click-in / out by breakdown:** this report gives a breakdown of click-in / out links during a particular period. With the pull down menu you can select if you want to view a click-in or a click-out. The definition of a click-in is that you want to measure a link on another site than yours which is forwarding to your web site. The definition of a click-out is a link on your own web site which is forwarding to another site as yours.
- **Click-in navigation paths:** this report shows you how the visitors navigate on your site after they have clicked on a link on another web site which is forwarding to your web site. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature. Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.
- **Banner click-in / out in period:** this report shows you the total or individual number of click-in / out per banner during a particular period. With the pull down menu you can select if you want to view the results of all the click -ins / outs in or per banner. You can also select with the pull down menu if you want to view a banner click-in or a banner click-out. The definition of a click-in is that you want to measure a banner on another site than yours which is forwarding to your web site. The definition of a click-out is a banner on your own web site which is forwarding to another site as yours.
- **Banner click-in / out by breakdown:** this report gives a breakdown of click-in / out per banner during a particular period. With the pull down menu you can select if you want to view a click in or a click-out. The definition of a click-in is that you want to measure a banner on another site than yours which is forwarding to your web site. The definition of a click-out is a banner on your own web site which is forwarding to another site as yours.
- **Banner click-in navigation paths:** this report shows you how the visitors navigate on your site after they have clicked on a banner on another web site which is forwarding to your site. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature. Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.
- **Banner Campaign click-in / out in period:** this report shows you the total or individual number of click-in / out per campaign during a particular period. With the pull down menu you can select if you want to view the results of all the click-ins / outs in or per campaign. You can also select with the pull down menu if you want to view a campaign click-in or a link click-out. The definition of a banner click-in is that you want to measure a link on another site than yours which is

forwarding to your web site. The definition of a banner click-out is a link on your own web site which is forwarding to another site as yours.

- **Banner Campaign click-in / out by breakdown:** this report gives a breakdown of click-in / out per campaign during a particular period. With the pull down menu you can select if you want to view a click-in or a click-out. The definition of a banner click-in is that you want to measure a link on another site than yours which is forwarding to your web site. The definition of a click-out is a banner on your own web site which is forwarding to another site as yours.
- **Banner Campaign navigation paths:** this report shows you how the visitors navigate on your site after they have clicked on one of the banners of a campaign on another web site which is forwarding to your web site. A path is defined as the order in which different pages on a Web site are viewed by a single visitor with no more than 30 minutes of inactivity between page views. Each top path has a zoom feature. Top Paths detail view provides you with a Full Path display, which is a text listing of all the pages that make up each top path. In the legend at the bottom of the page you can view which color is which page. You can also go to each click path page with your mouse and see the name of the page in the status bar.

12.12 Trending Analysis (OneStat Platinum & Enterprise)

The trending analysis feature of OneStat gives you an in-depth overview of significant developments of your web site or software that is be used to view your site during a particular period. This period should be longer than 1 day. The trend analysis shows the trends in three series, based on the selection criteria. You will be able to view trends in absolute values or in percentages. The trending analysis feature shows trends of:

- Browser details
- Browsers overview
- Continent
- Country
- Directory
- Language
- Operating System detail
- Operating System overview
- Pages
- Referring domain
- Referring URL
- Screen color
- Screen resolution
- Search engine
- Timezone

Of every subject mentioned above you can select and compare 3 selection criteria. Each criteria has its own color and series. You can identify the most significant trends if you select a longer period.

12.13 Geography

- **Countries:** this report shows you the origin of the visitors who visit your web site. OneStat always detects from which country your visitors come from, also if they have a .com, .net, .edu, .org, .biz or .info domain even if we cannot detect what the name of the domain is. In this situation you will see other as the name of the country.

- **Continents:** this report lists the origin of continent of the visitors who visit your web site.
- **Language:** this report lists the origin of your visitors per language.
- **Timezones:** this report lists the origin of your visitors per timezone.
- **Cities:** this report shows you the origin of cities of your visitors.
- **Regions:** this report lists the most popular regions where your visitors come from
- **ISPs / organizations:** this reports shows the ISPs or organizations that your visitors use to establish their internet connection with.

12.14 Technology

- **Operating systems:** Operating Systems provides a breakdown in general of the operating systems rolling daily unique visitors had running on the computers they used when they visited your Web site.
- **Operating systems detail:** Operating Systems provides a breakdown of the operating systems rolling daily unique visitors had running on the computers they used when they visited your Web site.
- **Browsers:** Browser Versions lists the browser applications that rolling daily unique visitors used to visit your Web site.
- **Browsers detail:** Browser Versions lists the browser applications—including versions—that rolling daily unique visitors used to visit your Web site.
- **Screen resolutions:** The Screen Resolutions statistic provides you with a breakdown of the screen resolution settings rolling daily unique visitors were using when they visited your Web site.
- **Color palettes:** The Color Palettes statistic shows the color palette settings rolling daily unique visitors were using when they visited your Web site.

12.15 Statistics

The statistical reports are about measurements since the start, averages, minimums & maximums since the start of the measurement and a prognosis. The prognosis is an estimate to see how many pageviews or visits your site will have today, this week and month. The technology is based on the results of an earlier period.

13. Contact OneStat.com

If you have questions you can select the questions mark icon mentioned on the viewstats above the calendar. You can also send us an e-mail. OneStat.com will always try to answer you within 24 hours.

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