



Adobe SiteCatalyst 15 Transition Guide

V 2.0

Semphonic
16 Digital Dr.
Novato, CA 94945
www.semphonic.com
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Why a Guide to SiteCatalyst 15?

Adobe Omniture announced the release of SiteCatalyst v15 in March 2011 at the annual summit. Many new features are included. However, as customers have started to see v15 and get a bit more under the hood, there has been hesitation over whether to simply jump into migration from v14 to v15 or to take a more planned approach.

We started to hear about this in meetings of the DC Omniture User Group that we attended in early summer 2012 as well as throughout our client base. We followed up with SiteCatalyst customers and also received an in-depth demo from Adobe Omniture directly to get an understanding of the features included, features to be rolled out and features that are missing.

The first version of this guide was published in August, 2011. Our goal was to provide a quick overview of v15 so that you could determine how to best migrate. We believe that that if you know what to expect and can prepare, as well as be able to communicate to your stakeholders anything that might impact their data, you'll be in good shape.

We held a webinar based on the guide on September 8, 2011 and got a tremendous response as well as lots of great questions. We decided it made sense to update the transition guide as a way to answer all of the questions and also include additional observations based on our work with SC15 and additional input from the larger market. With all of this as a backdrop, we're pleased to provide version, 2.0 of the SiteCatalyst 15 Transition Guide. As before, let us know if you have any questions and please drop us a line to share your experiences. Thanks!

Chris Meares
cmeares@semphonic.com
@chris_meares

Phil Kemelor
pkemelor@semphonic.com
@philkemelor

Paul Legutko
plegutko@semphonic.com
@plegutko



What's New?

Earlier this year Adobe released a new version of SiteCatalyst (15) with a plethora of new features. Some of these features include:

- Improved data accuracy with new data processing rules, SiteCatalyst (15) now stores raw data rather than summarizing data into pre-defined categories which was the case in version 14.
- Visits counting for all visitors (regardless of cookie acceptance). Version 14 reported only on visitors who accepted a tracking cookie whereas version 15 more accurately measures visits by including visitors who do not accept a tracking cookie.
- Time spent is more accurate due to full use of all image requests. For example, in version 14, if a visitor spent 1 minute and 15 seconds on a web page, the reported Time Spent on Page metric would be 2 minutes. Version 15 uses explicit values to calculate Time Spent so the reported Time Spent on Page in this example would be 1 minute and 15 seconds.
- Visits and Visitors will be de-duplicated in Classifications reports. Previously, SiteCatalyst did not remove duplicate visits and unique visitor metrics from classification-based reports.
- Merchandising eVar events are de-duplicated. Version 15 removes duplicate metrics for merchandising eVars by counting multi-product orders using a single merchandising eVar as a single order.
- All eVars are fully sub related (keep in mind sub-relations will only work between similarly configured variables.)
- Real-time Segmentation capabilities. Version 15 allows you to apply segments from the UI. It allows you to define custom data sets and generate reports using that data subset.



- Segmentation integration between SiteCatalyst, Discover and Data Warehouse. You can manage all of your segments from one place and they are available throughout the entire suite of products.
- Uniques exceeded will be handled similarly to Discover. Version 15 will display each value in a separate line item after the value exceeds the limit and display it as “unspecified”.
- Improved Video Reporting. Video metrics are available outside of the video report; video no longer lives in a silo.
- Admin Control over Data Processing. Administrators will now have the opportunity to control data processing through the UI, a function that was previously available only through the use of VISTA rules. You won’t be able to set product variables, but you will be able to control processing of everything else. There are currently training videos available in the Help section. Formal training will also be made available. Only those who pass online test will be allowed to use this functionality due to significant impacts on implementation if used incorrectly.
- Display of multiple metrics on a single graph. Now you’ll have a “Google Analytics-like” presentation of data points on one graph, such as visitors, visits and page view trends.

All of these features will be welcomed with open arms but at the same time there have been some features removed from version 15 which we will look into next.



What's Missing?

After you migrate to SiteCatalyst 15 you will notice some features that are no longer available. Here is a list of items that will not be a part of version 15:

- ASI segments – real time segmentation should take the place of ASI segments. This is potentially a large issue for clients who rely on ASI segments to populate dashboards. When you migrate to 15 you must have a plan in place in order to extract this data. For further information see “ASI Slots” in the next section.
- Missing reports – There are a handful of reports that won't be available such as Full Paths, PathFinder, Longest Paths, Original Entry pages, Days before first purchase, Days since last Purchase, Visitor Home Page, Netscape Plug-ins. There should be limited impact with the removal of these reports.
- SiteCatalyst 15 data will be available in versions 14 and 13.5, however, version 15 features, like segmentation, full sub relations and reporting on new metrics will not be available on any data collected prior to your migration.
- Roll up report suites are not yet supported by version 15. According to Adobe, This feature should be rolled out with some of the first updates to version 15. In the meantime you can login under version 14 to get this information.
- Excel Client and ReportBuilder can access SiteCatalyst 15 but new features, such as segmentation, will not be available. ReportBuilder should be available in the near future with segmentation capability according to Adobe. Until it is available, reports can be built using Discover or Data Warehouse data.

These are the features/reports that are no longer available in SiteCatalyst 15. Next we will explore some potential issues that may occur after your transition to version 15.



Potential Transition Issues

Migrating from SiteCatalyst 14 to 15 is fairly simple from a technical perspective; there is no need to retag your website, although there are a few of issues you should be aware of before undertaking the migration.

- Latency – in previous versions of SiteCatalyst, some data was updated every 90 seconds, such as page views and visits, whereas other data, such as conversion data, was on a 20 to 30 minute delay. After the migration to version 15, users will see all data update every 1-2 hours. SiteCatalyst 15 applies consistent data availability rules across all types of collected data.
- Dashboards
 - All of your current dashboards will migrate along into SiteCatalyst 15 but some of them might no longer be useful or accurate due to the updates in data collection. You will want to make sure all of your dashboards are NOT set for auto distribution before you migrate. This will allow you time to change, update or redo your current dashboards before they are distributed out to your organization.
 - Save, save, save. Dashboards are no longer auto-save so you must click 'save' after every change you make to a dashboard.
 - Expect fewer actions in the 'More Actions' dashboard menu. To view a full report, you must click out of the layout view of dashboard and then click on the reportlet title. To copy a dashboard, you now need to make changes to the initial dashboard and then save it under a new name using the 'Save As' functionality.
 - Beware of bugs. The UI doesn't seem to have too many bugs, but if you rely heavily on dashboards, you may need to run and distribute them manually the first few months to ensure they all update properly.
- No ASI slots – although the new segmentation capabilities will take the place of the ASI slots, you will have to make sure any reports that you have built on top of the ASI slots will need to be recreated as they will not carry over into SiteCatalyst 15. You will lose the ASI slots as soon as you migrate so much sure you have a plan in place to either segment your data, use a new report suite or some other way.



- Segmentation – In SiteCatalyst 15, you can create and run reports for any type of segment you create in any of the Adobe Omniture products. For example, if you create a segment in Discover, you can then use that segment in SiteCatalyst 15. The catch here is you cannot edit any of the segments created in other Adobe products; you can only edit the segments in SiteCatalyst 15 that were created in SiteCatalyst 15. Also, you will make sure you learn how to segment correctly. Be careful when choosing your segment containers (page view, visit or visitor container) because each one will yield very different results. Segmenting by IP address is not available although it is in Data Warehouse.



Summary

On the fly segmentation, additional variables and custom events, display of multiple metrics on a single graph and presentation of unique visitors, visits and page views on all reports are the upgrades that get most folks excited about SiteCatalyst 15. We have covered some of the less apparent transition issues in this guide with the goal of providing you with a “heads up” on what to expect and to know what to anticipate during your migration.

If you have any questions or additional experiences to share, we’d love to hear from you.

Chris Meares

cmeares@semphonic.com

@chris_meares

Phil Kemelor

pkemelor@semphonic.com

@philkemelor

Paul Legutko

plegutko@semphonic.com

@plegutko



Questions and Answers from the 9/9/2011 Webinar

Segmentation Questions

If SiteCatalyst 15 is using the same data, why does the segmented data differ in Data Warehouse vs. SiteCatalyst?

Segmented data in SC15 uses a different segmentation engine than segments in data warehouse. We are unclear why it was done this way, but it is the same issue as when you compare Discover segments to data warehouse segments.

Can you give an example of how Discover segments will be more flexible than those in V15? Also, with the new segmentation in SC, will there be a need for paying for discover?

Discover remains the analyst's play-tool. While single-dimension segmentation is now available in SC15, at a speed comparable to Discover, any deep-dive analysis into the data should more appropriately be done in Discover. This is because the metrics available for any given report are much more flexible in Discover, and the Discover interface allows segmentation-within-segments, with the ability to organize segmented data into different projects and views. Single-snapshot site behavior reports, Direct A-B segmented metrics comparisons, and multi-level cross-variable reports are only available in Discover. The segmentation feature of SC15 should be seen as a replacement for Data Warehouse reporting and ASI's (with its associated advantages and disadvantages), but should not be seen as replacement for Discover. If, however, your organization uses Discover mostly for straightforward, single-dimension segmentation, and not for deeper analysis, then SC15 is an appropriate replacement.

What are the options for creating custom segmentations?

The creation of segments in SC15 is very similar to the segment creation process in data warehouse. Segments can be based on page level, visit level or visitor level metrics. Some types of segmentation that were previously available in Data Warehouse, such as "previous" or "next" pages, are not available in the SC15 segment builder. Similarly, "Entry XYZ" segmentation that is available in Discover is not available in the SC15 segment builder.



Can visits be segmented by cookie acceptance?

Yes, by selecting in the rule definition "Cookies equals Enabled"



Technical Questions

Will there be any code changes necessary from a technical aspect when moving to SC15?

There are no code changes necessary except with regards to video tracking. In order to use the new video tracking in SC15, you will have to update your media module code and follow the new instructions for tagging video which can be found at:

http://microsite.omniture.com/t2/help/en_US/beta/video/index.html#Measuring%20Video%20in%20SiteCatalyst

Are there any reasons why you would recommend staying on Version 14?

Everyone should migrate to SC15 because the benefits outweigh the issues, especially if you are not a Discover client. Data will still be available in SC14 going forward for the time being. You might want to delay migration if your organization depends heavily on Excel-based reporting drawn from ASI slots, until resources can be allocated to create a new reporting infrastructure.

When will the majority have access to SC 15?

You need to contact Omniture to find out when you are scheduled for migration. Omniture will usually give you a two week advance notice of when your migration will take place.

How will we handle existing rollup suites in SC15?

Omniture has indicated that rollup suites will not be supported during the initial release of SC15 but may be supported in a future feature release. In the meantime you have two options, either create a global suite and incur additional server call costs populating that suite, or continue to use SC14 for rollup suite information.

Will historical data from ASI segments be retained and accessible even though the ASI segments are not supported in V15?

ASI slots will no longer process after you upgrade. However, you will still be able to login to SC14 and retrieve your historical data already processed by ASI slots that were currently active.



Is there any connection to worry about between ASI segments and report suites?

The only thing you need to worry about with regards to ASI segments is that they will no longer process after your migration. If you are using ASI segments to populate dashboards, those dashboards will no longer be of any use.

How should testing be approached in the face of the latency issue?

Testing can be approached in the same manner as the past. You should always check the image requests being sent through to Omniture to make sure your variables are being populated correctly. There will be a delay in seeing the data appear in the SC15 interface but the data in the image request will always be available in real time.

Due to the latency issues, will Hourly Alerts work?

Hourly Alerts will work the same way as in SC14, the difference will be the rate at which the data is populated into Omniture. For example, your 2 pm traffic may create an alert but the system will alert you once the data is populated which could be an hour or two later.

Does counting non-cookie visitors help w/ mobile/app or other tracking?

The counting of non-cookied visitors will give you a more accurate picture of your total visits and visitors, both in fixed web and on mobile sites and applications



Variable Questions

Is the standard GeoSegmentation data available for subrelating with other eVars or correlating with traffic vars (props)?

The GeoSegmentation data is available to be subrelated with eVars but not props out of the box. Our suggestion here would be to create Geo-segments and place them into traffic (prop) reports in order to gain this insight.

Will all props be enabled for path analysis?

Not out of the box. You will still have to contact Omniture in order to enable pathing on your prop variables.

Are all props fully correlated?

All props are NOT fully correlated out of the box in SC15. This was proposed as a feature that will be added to SC15 in a future release but no time table has been given.

Will v15 do anything to reduce "uniques exceeded" issues? Also, any possibility of having props/s.pagename allowing more than 100 characters?

SC15 will not reduce the uniques exceeded issue, however, it will be displayed differently. SC15 displays each value in a separate line item after the value exceeds the limit as opposed to how SC14 would sum the uniques exceeded value into one line item. It also displays them as "unspecified". As for the character limit in props and pagename variables, this has not changed in the new version.

How will the transition to SC15 affect time spent metrics?

Time spent is more accurate due to full use of all image requests. For example, in version 14, if a visitor spent 1 minute and 15 seconds on a web page, the reported Time Spent on Page metric would be 2 minutes. Version 15 uses explicit values to calculate Time Spent so the reported Time Spent on Page in this example would be 1 minute and 15 seconds.



Will we be able to track YouTube video metrics in SC15?

Yes by utilizing the new video tracking in SC15. To read more about how to track video in SC15 go to http://microsite.omniture.com/t2/help/en_US/beta/video/index.html

Data Processing/VISTA rule Questions

What will happen to VISTA rules that are already in place?



VISTA rules already in place in SC14 will be carried over to SC15. There will be no change.

How are processing rules different than VISTA rules?

Processing rules are created by you, the user, after you have been certified and will run before any VISTA rules. Also, once certified, they are free to use whereas utilizing a VISTA rule will run you a cost from Omniture.

Will data having gone through processing rules be available in data warehouse or does that processing happen afterwards?

Yes, your data will go through the process rules prior to entering data warehouse. The processing rules happen immediately after data collection and prior to any VISTA rules running.

What is the potential advantage of this data processing - can you give an example? i.e., why did they add this as a feature?

Processing rules let you make changes to the SiteCatalyst data as it is received and is supposed to simplify the interaction with IT groups and web developers. For example, with processing rules you can set an event on the product overview page without having to actually tag the page.

Can Processing Rules do a "DB Vista Rule?"

No, a DB VISTA Rule relies on a regularly updated lookup table that is provided by the client to Omniture. At this time, this is not an option with processing rules.

Are there any changes with how Data Sources are being processed in SC15?

No, there will be no changes to how data sources are processed in SC15

Will we have to reset-up our automated Data Warehouses?

No. The automated data warehouse requests will process as normal



Data Processing Rules, what does it take to get certified? Class(es)? Costs?

Omniure has yet to release any information. Make sure to check with your Omniure account manager for more information.

Do you know when the processing rules training/certification will be available?

We do not know when this will be available. It would be best to check with your Omniure account manager.

Reporting Questions

Do you know the reasoning behind removing the days before purchase and days since last purchase reports?



Omniure indicated the reason for removing the reports that are no longer in SC15 was due to the lack of use of the reports from its clients as a whole.

Dashboards scheduled in SC 14; will they still go out if no changes are made to them in SC 15?

Yes, dashboards scheduled will still be deployed if no changes are made. Be aware that even though they will be deployed, the data contained in them may not be correct. And if you make any changes to the dashboards within SC15, you have to re-schedule the dashboard from scratch.

Is there a way to see all Automated Reports across my Enterprise (Company Name)?

Unfortunately, the answer is no. You can only see the reports that you personally have scheduled in SC. You will have to make sure that anyone who creates automated reports knows about the migration issue.

If you do a timeframe including pre and post upgrade dates using a subrelation newly available will data show? If yes, will there be a notice that only post upgrade data is shown? Important for non-expert users.

Yes but only new data will be shown and there will NOT be a notice that indicates this information.

Overall Transition Question



What are the top 5 things we should know from an implementation point of view that will make the transition easier?

- 1. Turn off all automated dashboards. The data in these dashboards are going to be different than before migration in 95% of the instances. Make sure you do not automatically deliver dashboards prior to informing your organizations of the cause of the data discrepancies.*
- 2. Have a plan to deal with the loss of ASI slots if you are currently utilizing them. Most of the time, the new segmentation capabilities will allow you to obtain the same data as the ASI slots but they will need to be set up. Be prepared.*
- 3. If you rely on real time data to make decisions to your website, be prepared to not receive it anymore as the data will be delayed by up to 2 hours from collection time.*
- 4. If you rely on roll up suites, they are not supported in SC15 so make sure you login to SC14 in order to continue to receive the data in those particular report suites.*
- 5. Be mindful of bugs in the UI that may occur in SC15. Make sure to report them immediately to the Omniture customer care group*

About Semphonic

Semphonic is a recognized leader in the application of analytics and advanced measurement techniques to web marketing and web operational optimization and is the largest independent web analytics



consultancy in the United States. Founded in 1997 and based in San Francisco, Semphonic is a provider of web site reporting and analysis to a wide range of Fortune 500 companies and has offices in Boston, New York, Philadelphia, Washington, DC and Portland, OR.

Adobe Omniture is the solution of choice for many Semphonic clients and Semphonic is an Omniture partner. Semphonic regularly certifies its consultants in Omniture, and is represented on the Omniture Customer Advisory Board.

Among current clients, we are supporting or led SiteCatalyst implementations at American Express, Nokia, JPMorgan Chase, Genentech, National Cancer Institute, National Geographic, and Samsung.

Semphonic provides deep expertise in the full range of Omniture solutions – from SiteCatalyst and Discover, to Test & Target, the API and Genesis, Survey, Search Center, and Insight.

Semphonic also works with a wide range of measurement and analytics solutions including Voice of Customer solutions like OpinionLab, ForeSee and iPerceptions, conduct statistical analysis with tools like SPSS and SAS and reporting with tools like Business Objects, MicroStrategy and Tableau. We are deeply engaged in warehousing analytics data in range of advanced technology solutions and database technologies.

Web: www.semphonic.com

Phone: 888- 517-2171

Twitter: @semphonic

Blog: blog.semphonic.com