Webtrends Analytics Reports User’s Guide
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<td>Webtrends Home Page:</td>
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<td>Caribbean: 1-503-223-3023</td>
<td>Webtrends Support Center:</td>
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<td></td>
<td><a href="http://www.Webtrends.com/">http://www.Webtrends.com/</a></td>
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<td></td>
<td>resources</td>
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Webtrends Support Center: http://www.Webtrends.com/support
Webtrends Professional Services
Online Customer Center: http://www.Webtrends.com/resources
About This Book and the Library

This guide provides users who primarily use Webtrends Analytics Reports with the information they need to navigate, customize, save, and export reports and report data

Intended Audience

This book provides information for Webtrends users who interact with Webtrends Analytics Reports. Webtrends administrators can find additional information about Webtrends Analytics report configuration, exports, and troubleshooting in the Webtrends Administration User's Guide.

Other Information in the Library

The library provides the following information resources:

Help
Provides context-sensitive information and step-by-step guidance for common tasks, as well as definitions for each field on each window.

Webtrends Administration User's Guide
This guide provides complete information for using Webtrends Administration to set up and customize core operations such as data collection, analysis, report content and style, and visitor session tracking. It includes conceptual and procedural information about features such as custom reports, data filtering, scenario analysis, and Express Analysis; assistance with common administrative concerns such as job scheduling and table limiting; and reference information such as the Webtrends Query Parameter Reference.

Webtrends Analytics Reports User's Guide
This guide provides users who primarily use Webtrends Analytics Reports with the information they need to navigate, customize, save, and export reports and report data.

Note
Users who only have View Reports permissions automatically use Webtrends Analytics Reports instead of Webtrends Administration. While they can view the reports, they may not have access to any of the other controls. We recommend distributing the Webtrends Analytics Reports User’s Guide to these users as a introduction to navigating Webtrends reports and report data.

Webtrends Marketing Warehouse Software User's Guide
This guide includes information about using Webtrends Marketing Warehouse for ad hoc data analysis, using Webtrends Explore to analyze web business events by segment, and using Webtrends Score to identify qualified users based on their web site actions. Webtrends administrators can also find information about installing, implementing and using Webtrends Marketing Warehouse.

This guide includes information about using Webtrends Visitor Intelligence for ad hoc data analysis, using Webtrends Explore to analyze web business events by segment, and using Webtrends Score to identify qualified users based on their web site actions. It also provides a detailed reference to Visitor Intelligence report data. Webtrends administrators can also find information about implementing and using Webtrends Marketing Warehouse.
Webtrends Analytics Software Implementation and Maintenance Guide
A step-by-step guide for administrators who are responsible for installing, setting up and maintaining Webtrends Analytics Software. It includes information about licensing, JavaScript tagging, profile setup, security, cookie implementation, performance tuning, and system backups. It also includes the Webtrends Query Parameter Reference.

Webtrends Analytics On Demand Implementation Guide
A step-by-step guide for administrators who are responsible for implementing Webtrends Analytics On Demand. It includes information about licensing, JavaScript tagging, and profile setup. It also includes the Webtrends Query Parameter Reference.

Webtrends SmartSource Data Collector User's Guide
This guide provides instructions for installing, configuring, and maintaining Webtrends SmartSource Data Collector, including information about client- and server-side JavaScript tags and cookie tracking.

Webtrends SmartView User's Guide
A guide to installing and using SmartView and configuring Webtrends to work effectively with SmartView reporting.

Webtrends SmartReports User’s Guide
A guide to using Webtrends SmartReports with Webtrends Analytics reporting for powerful data integration and analysis in the Microsoft Excel environment.

Webtrends Visitor Data Mart Schema Reference (formerly Webtrends Marketing Warehouse Schema Reference)
Provides an overview of the Marketing Warehouse databases for experienced database administrators. This guide helps you understand the data in the Marketing Warehouse, giving you the foundation you need to use the data productively. It provides instructions for populating the Marketing Warehouse databases using Webtrends Administration and for viewing the data once it is available. It also describes how the databases are constructed and how that affects the function of the different types of data.

Webtrends Programmer's Reference
This guide provides conceptual, procedural, and referential information that allows experienced programmers to customize Webtrends data collection and reporting. It provides instructions for using the Webtrends ODBC Driver to query both the Marketing Warehouse and the Webtrends Analytics Report databases. It also includes documentation for the Active X, C, and Post Plug-Ins that can communicate with Webtrends Analytics.

Webtrends Guide to Web Analytics
This guide provides an introductory conceptual overview of web analytics, supplemented with examples, graphics, and practical worksheets to help you understand Webtrends architecture and create a strategy for customizing Webtrends Analytics for your key business metrics. Topics covered in this guide include collecting web activity data, understanding visitor behavior, filtering and analyzing your data, measuring acquisition, conversion, and retention, and integrating web analytics data with other business data.

Providing Feedback
Your comments are very important to us. Please take the time to let us know about your Webtrends experience by doing one of the following:

- Click Customer Center in the upper right corner of the Webtrends banner. Then click Contact Us and click Submit Product Feedback in the right pane.
- From Webtrends Analytics Reports, click Help > Feedback from the upper right corner of the report.

The Feedback page of the Webtrends web site opens in a new browser window. You can use it to report a bug, request a feature, or give general feedback about your user experience.
Documentation Center

The Webtrends Documentation Center brings together a variety of materials and references to help you learn to use Webtrends products more effectively. To access the Documentation Center, go to webtrends.com, click Support, then click Product Documentation (under Documentation and Downloads).

Conventions

The library uses consistent conventions to help you identify items throughout the documentation. The following table summarizes these conventions.

<table>
<thead>
<tr>
<th>Convention</th>
<th>Use</th>
</tr>
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<tbody>
<tr>
<td><strong>Bold</strong></td>
<td>• Window and menu items</td>
</tr>
<tr>
<td></td>
<td>• Technical terms, when introduced</td>
</tr>
<tr>
<td><strong>Italic</strong></td>
<td>• Book and CD-ROM titles</td>
</tr>
<tr>
<td></td>
<td>• Variable names and values</td>
</tr>
<tr>
<td></td>
<td>• Emphasized words</td>
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<tr>
<td><strong>Lucida Console</strong></td>
<td>• File and folder names</td>
</tr>
<tr>
<td></td>
<td>• Commands and code examples</td>
</tr>
<tr>
<td></td>
<td>• Text you must type</td>
</tr>
<tr>
<td></td>
<td>• Text (output) displayed in the command-line interface</td>
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Chapter 1
Understanding Analytics Reports

You can use this chapter to understand common concepts and tasks associated with using Webtrends Analytics Reports.

What Is a Report?
In Analytics Reports, a report generally includes a table and one or more graphs. The tables present the information in the form of dimension and measures.

Reports provide meaningful information about web activity data, and from these reports you can make informed decisions. Some reports can help you determine whether your web site or a part of your web site is meeting its objective. Other reports can pinpoint whether or not an ad campaign has succeeded in bringing new visitors to your web site. There are many kinds of reports that can provide a variety of meaningful information.

Types of reports include dashboards, performance dashboards, two-dimensional reports, and drilldown reports.

- For more information about dashboards, see “What Is a Dashboard?” on page 1.
- For more information about Performance Dashboards, see “What Is a Performance Dashboard?” on page 2.
- For more information about drilldown reports, see “What Is a Drilldown Report?” on page 2.

What Is a Dashboard?
A dashboard is a specialized report that consists of a collection of thumbnails of many different reports, providing a visual summary of the most significant information for that template over a particular time range. You can click the title of a thumbnail in the dashboard to view more complete information.

Each dashboard provides a quick overview of several reports that interest you, so that you don’t have to find and open each individual report. You can look at a dashboard and easily open it.
What Is a Report?

What Is a Performance Dashboard?
A Performance Dashboard is a specialized report that allows you to evaluate your progress in meeting marketing goals, and explore the key factors that can help you meet those goals. For example, you can use the Key Metrics Performance Dashboard to investigate Marketing performance for your web site. With this Performance Dashboard, you can change the selected measures on the Key Metrics tab to see different data in the graph. You can also use the Goals tab to set goals for a time period. Use the What If? tab to determine the effect of changes to site conversion and visitor statistics on other measures including revenue.

What Is a Drilldown Report?
Drilldown reports show information in a hierarchy so you can navigate from a highly summarized level of data to access specific information in depth. For example, the Campaigns drilldown report allows you to view overview data at the level of campaign type, drill down into specific campaigns, offers, and creatives, and isolate data at a specific level.
Navigating Reports

The following graphic shows the main areas of Analytics Reports:

The following table describes each numbered area.

<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Calendar</td>
</tr>
<tr>
<td>2</td>
<td>Table of Contents</td>
</tr>
<tr>
<td>3</td>
<td>Bookmarks area</td>
</tr>
<tr>
<td>4</td>
<td>Profiles menu</td>
</tr>
</tbody>
</table>
Selecting a Report
To view a report in the right pane (the report pane), click its name in the left pane (the Table of Contents). Reports are arranged as a Table of Contents with chapters. Click plus (+) to expand a chapter and minus (-) to collapse it. The time period shown in the report pane corresponds to the dates selected in the Calendar.

The Table of Contents only shows reports available for the currently selected profile and template. You can change these settings using the Profile and Template menus. For more information, see “Understanding Profiles and Templates” on page 6.

Navigating Reports

Selecting Dates Using the Calendar
The Calendar allows you to select a date or date range for the report shown in the report pane. The clickable dates in the Calendar correspond to the dates for web activity that Webtrends has finished analyzing. You can use a simple date range such as a day, week, or month, select a custom range of dates, or compare data for two date ranges.

The Calendar Toolbar at the top of the calendar contains icons that change your calendar view. In each of these views you can select from Day, Week, Month, Quarter, and Year. You can also select a standard date range from the Report Period list above the Calendar. For more information about each Calendar mode, see “Calendar Modes” on page 5.

Calendar Modes
The following table describes the selections on the Calendar Toolbar.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Templates menu</td>
</tr>
<tr>
<td>6</td>
<td>Export Reports menu</td>
</tr>
<tr>
<td>7</td>
<td>Bookmarks menu</td>
</tr>
<tr>
<td>8</td>
<td>? (Help) and Preferences menu</td>
</tr>
<tr>
<td>9</td>
<td>Report Tearout button</td>
</tr>
<tr>
<td>10</td>
<td>Report pane</td>
</tr>
<tr>
<td>11</td>
<td>Search button</td>
</tr>
<tr>
<td>12</td>
<td>Query button</td>
</tr>
</tbody>
</table>

Table 1: Calendar Modes
Main Calendar View
Displays the current calendar for the specified profile. By default the calendar opens highlighting the day for which analysis was most recently completed. If analysis was done for a week/month/quarter, then that most recent week/month/quarter is highlighted.

Calendar Compare View
Allows you to select periods of time on two calendars, so that you can compare the resulting data. Note that if you adjust the range for one calendar, the range for the other calendar adjusts automatically.

Custom Calendar View
Allows you to specify time periods other than the standard day, week, month, and year. For example, instead of specifying the standard 7-day week, you can specify a range of 9 days. Or you can select an extended block of weeks from one month to the other.

Custom Calendar Compare View
Allows you to compare time periods other than the standard day, week, month, and year. Note that if you adjust the range for one calendar, the range for the other calendar adjusts automatically.

Zoom Out/Zoom In
Allows you to adjust the detailed view of your calendar. For example, you can zoom out to a quarterly or yearly view and zoom in to a daily view.

Understanding Profiles and Templates

Table 1: Calendar Modes

<table>
<thead>
<tr>
<th>Icon</th>
<th>Function</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Icon]</td>
<td>Main Calendar View</td>
<td>Displays the current calendar for the specified profile. By default the calendar opens highlighting the day for which analysis was most recently completed. If analysis was done for a week/month/quarter, then that most recent week/month/quarter is highlighted.</td>
</tr>
<tr>
<td>![Icon]</td>
<td>Calendar Compare View</td>
<td>Allows you to select periods of time on two calendars, so that you can compare the resulting data. Note that if you adjust the range for one calendar, the range for the other calendar adjusts automatically.</td>
</tr>
<tr>
<td>![Icon]</td>
<td>Custom Calendar View</td>
<td>Allows you to specify time periods other than the standard day, week, month, and year. For example, instead of specifying the standard 7-day week, you can specify a range of 9 days. Or you can select an extended block of weeks from one month to the other.</td>
</tr>
<tr>
<td>![Icon]</td>
<td>Custom Calendar Compare View</td>
<td>Allows you to compare time periods other than the standard day, week, month, and year. Note that if you adjust the range for one calendar, the range for the other calendar adjusts automatically.</td>
</tr>
<tr>
<td>![Icon]</td>
<td>Zoom Out/Zoom In</td>
<td>Allows you to adjust the detailed view of your calendar. For example, you can zoom out to a quarterly or yearly view and zoom in to a daily view.</td>
</tr>
<tr>
<td>![Icon]</td>
<td>Transpose Comparison</td>
<td>In Calendar Compare or Custom Calendar Compare view, allows you to flip the order in which the calendars are displayed.</td>
</tr>
</tbody>
</table>

Calendar Limitations

The calendar has the following limitations:
• You cannot use comparison mode for comparing dashboards.
• You cannot compare two unequal date ranges.

Understanding Profiles and Templates
Profiles and templates are definitions created in Webtrends Administration that determine the reports and report data that report users can see. A profile determines the source of web activity data for a group of reports. A template determines the subset of reports that are accessible for a specific profile. Templates can provide smaller, focused report sets that target specific performance areas or user needs. A single profile can have multiple templates associated with it. You can change the profile and the template from within Analytics Reports to access a different selection of reports and report data.

The reports that are available for your viewing have been requested by the Administrator or Report Manager who configures the profile with the anticipated reports of interest for Report Users (such as yourself), and assigns your user permission to view these reports.

If a particular dashboard or report is not available, it is either one that you have not been granted access to view, or the administrator did not configure the profile to prepare the report during analysis. In either case, you will want to contact your account administrator to desired reports.

The profiles and templates you can select are determined by your user rights in Webtrends Administration. If you cannot see the reports, profiles, or templates you need in the Profile and Template menus, contact your Webtrends administrator.

To see the location of the Profile and Template menus in Analytics Reports, see “Navigating Reports” on page 3.

How Often Are Reports Generated?
Reports are generated after Webtrends analyzes your web activity data. If you have just started using Webtrends, you may have to wait up to 24 hours to view your first reports, because Webtrends typically analyzes a day’s worth of web activity.

Analysis occurs on a schedule that is set by a Webtrends administrator. If you know that traffic has occurred on your web site, and you cannot access reports or you do not see the data you expected, you should contact your administrator.

Who Can View Reports?
Rights to Webtrends Analytics reports are set in Webtrends Administration. Webtrends administrators can grant rights to all reports or only to specific profiles and templates.

For more information, see “Troubleshooting” on page 21.
Understanding Analytics Reports

If you need to share reports with users who do not have rights to use the Analytics Reports interface, you can export data into a different format such as a Microsoft Word file, an Excel spreadsheet, or a PDF file. For more information, see “Exporting Reports” on page 7.

You can also send a user a direct link to a report in the Analytics Reports interface. For more information, see “Accessing Reports from a Direct Link” on page 12. To access a report using Direct Report Access, the user needs to have a Webtrends user account and have rights to the profile and template associated with the report.

Exporting Reports

If you need to use the data in Webtrends Analytics Reports outside the Analytics Reports interface, you can export the data into another format. Exporting reports allows you to share report data with users who do not have a Webtrends user account and include it in different kinds of documents and presentations. You can export a report once to capture the current state of data, or you can schedule a recurring export that sends updated data in a specified format to a location you specify. For more information, see “One-Time Report Exports” on page 8 and “Scheduled Exports” on page 9.

As part of the export process, you need to install the Webtrends Report Exporter on your local computer. The Webtrends Report Exporter converts your report to the output format you specify.

For the location of the Export Reports menu that allows you to export reports, see “Navigating Reports” on page 3.

Export Formats

You can export reports to the following formats:

- Microsoft Word
- Adobe PDF
- Comma-separated value (CSV)
- Database

Database exports are used as the basis for Webtrends SmartReports, a database-driven, dynamically updatable report format based on Microsoft Excel technology. You cannot export dashboards to database format. For more information, download the SmartReports User’s Guide from the Customer Center.

Distributing Exported Reports

You can distribute reports by saving them to a file, sending them as an email attachment, or transferring them using FTP.

Exporting Reports

Email is available as a distribution option for reports only when a Webtrends administrator provides server information in Webtrends Administration. To enable this options, contact your Webtrends administrator.
Exporting Report Customizations
When you export a report, the following settings are preserved as they are displayed in the report you are exporting:

- Selected date range
- Selected report measures
- Column sorting
- Graph style
- Graph and table maximize/minimize settings
- Scenario Funnel view
- Query or search results

One-Time Report Exports
You can export the report you are currently viewing in any of the supported formats for the type of report you are viewing. One-time exports capture the current data you are viewing and allow you to save it, share it, or incorporate it into a different presentation.

To export the report you are viewing:
1. Make sure your report includes the selections you want to export, including graph configurations, searches, and queries. For more information, see “Exporting Report Customizations” on page 8.
2. Click the Export Reports menu and select a report export format.
3. In the Export Report dialog, provide information about the delivery method, destination, and the number of reports and data rows you want to export. For more information, see the Help.
4. Enter the destination file name.

When saving a report export to a file, you can dynamically name files based on standard date macros. To append the file name dynamically with the desired date indicator, add the date macro to the end of the file name as shown below (date macros must be wrapped by %). The date macros that are available include:

- %yyyy% = {YEAR}
- %mm% = {MONTH}
- %dd% = {DAY}
- %hour% = {HOUR}
- %minute% = {MINUTE}
- %second% = {SECOND}

Example:

```
c:\reports\TopPages_ExportedOn_%yyyy%-%mm%-%dd%-%hour%-%minute%.pdf
```
5. Click Export Now. If you are exporting a report for the first time, Analytics Reports prompts you to download the Report Exporter.

Scheduled Exports
You can create an export schedule in Analytics Reports to deliver an exported report in the format you prefer. Scheduling exports allows you to provide updated data regularly without interacting with Webtrends Analytics Reports. For example, you can schedule a weekly report to be saved to a public directory or email it to one or more email addresses every week at the same time. If you scheduled data to be exported to an MDB database, you can use Webtrends SmartReports to pull the latest data into a presentation on demand.

The scheduled exports you create in Analytics Reports become Scheduled Reports that can be tracked and modified in the Scheduler in Webtrends Administration. Later changes to scheduled report settings can be made in either location. To schedule an export:

1. Make sure your report includes the selections you want to export, including graph configurations, searches, and queries. For more information, see “Exporting Report Customizations” on page 8.

2. On the Export Reports menu, click Schedule Export.

3. In the Export Report dialog, provide information about the delivery method, destination, and the number of reports and data rows you want to export. Click Next. For more information, see the Help. If you need to send reports using email or FTP and those options are not available in the Delivery Method menu, contact your Webtrends administrator.

4. In the Time Range dialog, specify whether to export a standard or comparative report and the time range(s) for the data you want to include in the export. Not all reports support the comparative option. Click Next.

5. In the Schedule dialog, specify when and how often you want to export the report. Click Next.

6. In the Summary dialog, review the export settings. Click Save to save the export settings or Previous to go back and change them. Click Cancel to exit without saving your settings.

Managing Scheduled Exports
If you have one or more scheduled exports assigned to you, you can view, edit, or delete them using the Manage Scheduled Exports dialog. This dialog shows all the scheduled exports for which you have user rights. To access the Manage Scheduled Exports dialog, click Manage Scheduled Exports on the Export Reports menu.

If you change or delete a scheduled export using the Manage Scheduled Exports dialog, you are also changing or deleting the scheduled report configuration in Webtrends Administration. Do not delete an exported report unless you want to delete the configuration permanently.

Exporting Reports
Exporting Drilldown Reports
If you are exporting a drilldown report, be aware that Webtrends does not expand drilldown reports when you export more than one report at a time. To export drilldown reports in expanded form, export each drilldown report separately. Fully expanded drilldown reports can affect performance because of their large size.

Note
If you select Use Unicode (UTF-8), you cannot export the report to a SmartReports database. SmartReports exports do not support UTF-8 encoding.

For Word, PDF, and CSV exports, you can convert all of the reports in the template or just the currently displayed report. For SmartReports you must export one report at a time. You cannot export dashboards.

Supported Export Formats for Localized Reports
You can export localized versions of Webtrends reports to other formats. The following table shows which export formats are supported for operating systems in different languages.

<table>
<thead>
<tr>
<th>Language/Operating System</th>
<th>Microsoft Word</th>
<th>Database (SmartReports) or CSV</th>
<th>PDF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western European language/ Western European language OS</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Western European language/ Asian language OS</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Asian language/ Western European language OS</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Asian language/ Same Asian language OS</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Asian language/ Different Asian language OS</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>UTF-8/Any OS</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Using Bookmarks
Exporting to Western European Languages
You can export Webtrends reports in any of the following Western European languages, just as you would export English-language reports:

- French
- German
- Italian
- Spanish

Exporting to Asian Languages
Exporting to Asian languages requires a language-compatible operating system and fonts. If you have trouble exporting reports in Asian languages, contact your Webtrends administrator or see the Webtrends Administration User’s Guide for detailed information about localization.

Using Bookmarks
A bookmark is a shortcut that allows you to save commonly viewed reports with your preferred viewing customizations. For example, you may typically view a report with certain graphs and tables expanded, or you may use specific queries when you view a report. Bookmarks let you add the customized report to the Table of Contents and display the latest data in the customized view with one click. You can reserve bookmarks for your personal report viewing or share them with other users who can access the report template.

Report bookmarks capture the following report customizations:

- The measure selected for each report column
- The sort order of each report column
- Which graphs, tables, and drilldown items are collapsed or expanded
- The style of graph(s) (for example, pie charts or bar graphs)
- Any search or query used to create the current report view

For more information about bookmarks, see “Creating a Bookmark” on page 11. For the location of the Bookmarks area in Analytics Reports, see “Navigating Reports” on page 3.

Creating a Bookmark
The following steps describe how to create a report bookmark or to update the settings in an existing bookmark. Bookmarks are stored in your template settings. If you cannot find a saved bookmark, make sure you are viewing the correct report template.

To create a bookmark:

1. Configure the report exactly as you wish to view it.
2. Click **Create Bookmark** in the Table of Contents or click **Bookmark This Report** on the Bookmarks menu.

**Accessing Reports from a Direct Link**

3. In the **Bookmark Name** text box, type a name for the bookmark. Webtrends uses this name to identify the bookmark in the report Table of Contents and in the Managing Bookmarks dialog.

4. *If you want to add the bookmarked view to the Table of Contents for other users who have user rights to the current template*, select the **Share Bookmark** check box.

5. *If you want the bookmarked view to be available only in your own reports*, clear the **Share Bookmark** check box.

6. Click **Save**.

**Updating a Bookmark**

*To update a report bookmark with new view settings:*

1. Open an existing bookmark.

2. Navigate to the exact report view you want to bookmark. For a list of settings you can save in a bookmark, see “Using Bookmarks” on page 11.

3. Click **Create Bookmark**.

4. Click **Update Current Bookmark**.

5. *If you want to add the bookmarked view to the Table of Contents for other users who have user rights to the current template*, select the **Share Bookmark** check box.

6. *If you want the bookmarked view to be available only in your own reports*, clear the **Share Bookmark** check box.

7. Click **Save**.

For more information about bookmarks, see “Using Bookmarks” on page 11.

**Accessing Reports from a Direct Link**

Direct Report Access (DRA) is a feature that gives you direct access to a Webtrends report without further configuration, and without providing any navigational information. For example, you may want to provide the link to a specific report in Calendar Compare mode through a portal. Using DRA, you can construct a URL that sends users to the exact report page and dates you are currently viewing. Users who access the report through your link have full access to the report set and can view the report interactively by changing the calendar, language and template settings.

*To use Direct Report Access to construct a direct access URL:*

1. Navigate to the exact report you want users to see when they click the link, including the correct calendar view and date range(s).
2. On the ? menu, click **Show DRA Parameters**.

3. Construct the URL using the parameter values shown in the DRA Parameters dialog. When you specify a parameter value, use the form `parameter=value`. For example, specify `startdate=2001.m03.d10`.

4. If you are using Webtrends software, use the following syntax to create the URL:

   ```plaintext
   http://host:port/wrc/bin/OnDemandWRCReport/profile?template=queryparameters
   ```

   where: `host` is the name of the Webtrends User Interface server. `port` is the port used by the Webtrends User Interface Server, such as 7099. `profile` is the file name of the report profile, such as `zedesco.wlp`. `query parameters` are the parameter values shown in the Direct Report Access dialog.

5. If you are using Webtrends On Demand, use the following syntax to create the URL:

   ```plaintext
   http://ondemand.webtrends.com/quicklogin.asp?queryparameters
   ```

   where `query parameters` are the specific parameter values to include.

---

### Parameters Recognized by Direct Report Access

You can use the following parameters to construct a Direct Report Access URL. If you want to specify a custom date range, use the single-day format to specify the start and end days for the range. **dra**

Set the value of this parameter to 0 to hide the calendar and table of contents.

**startdate**

- Specifies the beginning of a report period.

  **Format 1:**
  - Day: `YYYY.MM.DD`
  - Week: `YYYY.WWW`
  - Month: `YYYY.MMM`
  - Quarter: `YYYY.QQQ`
  - Year: `YYYY.y YYYY`
  - Example: `2004.m12.d14`

  **Format 2:**
  - Day: `YYYY.MM.DD`

  Use this format to specify a custom date range.

**enddate**

- Specifies the end of a report period.

  **Format:**
  - Day: `YYYY.MM.DD`
Use this format in conjunction with `startdate` to specify a custom date range such as Monday through Friday.

**comparisonstartdate**

Specifies the report period for a comparison report.

Format 1: Use this format when creating standard date range comparisons.

- **Day**: `YYYY.MM.DD`
- **Week**: `YYYY.WWW`
- **Month**: `YYYY.MM`
- **Quarter**: `YYYY.QQQ`

**Using Report Queries**

- **Year**: `YYYY.YYYYY`

Format 2:

- Use this format when creating custom date range comparisons.
- **Day**: `0 YYYY.MM.DDD`

**report**

Specifies the unique ID of the report you want to generate.

**template**

---

**Using Report Queries**

Report queries allow you to precisely define the report content you want to see or export. For example, you can combine any dimensions and measures found in a report, or choose a range of report content based on minimum or maximum values. You can bookmark report queries for quick reference or export the results of a query to a different format.

For more information about report queries, see “Creating a Report Query” on page 14.

---

**Creating a Report Query**

The following instructions describe how to query a report.

**To create a report query:**

1. Click **Query**.
2. Drag and drop dimensions, measures, and operators into the Query window to create a search expression. Dimensions are shown in gray. Measures are shown in tan. To specify a value, drag **Value** into the Query window, double-click it, and type a value in the **Enter value** text box. To remove an item from a query expression, drag the item onto the trash can or drag another item directly on top of it to replace it.

Make sure each report query consists of one or more equations. All equations include:

- A dimension or measure
- An operator such as `= or >`
A numeric or text value

as in the following example:

3. If you want to specify case-sensitive matching for text values, select the String matches are
casesensitive check box.

4. Click Run Query.

5. If you want to change your query and run it again, click Query a second time. When you change a
query, it searches the entire report, not just the report returned by the original query.

6. If you want to export your query results, click your preferred export format on the Export Reports
menu. To export your query results, you must select Current report when you export.

7. If you want to save a frequently-used query so you can return to it quickly, click Create Bookmark in
the left pane. For more information, see “Creating a Bookmark” on page 11.

8. To return to the original report, click Undo Query.

Tips for Creating Queries

Consider the following guidelines when you create report queries:

• Typically, dimensions are non-numeric and measures are numeric. When you specify the value of a
dimension, you specify a text string. When you specify the value of a measure, you specify a
number. You cannot use comparative operators such as > or < with dimension values. Commas (,) and
nonnumeric symbols such as $ are not supported in numeric values.

• You cannot save a query. However, Webtrends remembers the queries you use for each report. You
can retrieve these queries using the Most Recent Queries list. This list is linked to your user
account. Other report users cannot see the queries in your Most Recent Queries list.

Querying 2-Dimensional and Drilldown Reports

Two-dimensional and drilldown reports contain multiple dimensions and thus multiple levels. To search
at a specific level, you should first identify the level you want to search. To open an ordered list of the
dimension levels included in the drilldown, click the arrow icon as shown in the following graphic:
For example, the sample Campaigns report shows Email Campaign, Portal, Advertising Partner, and Affiliate Network at the top level. This level corresponds to Demand Channel, which is the top level dimension in the drilldown, as well as the first dimension listed in the Dimensions and measures column of the Query box. If you want to drill down into a specific level, you can include an expression such as Demand Channel=Email Campaign. You can use this expression to drill down into email campaign data by creating a query such as Demand Channel=Email Campaign AND Clickthroughs > 2000.

Using Report Queries

To search for a measure at a specific dimension level, drag a measure into the query window and doubleclick the icon next to the measure name as shown in the following graphic:

Then select a drilldown level from the list. By default, Webtrends queries the measure at all dimension levels. For example, if you want to see which marketing activities resulted in orders starting at a certain dollar value, drag the Orders measure into the query window and select Marketing Program from the list to query Orders at the Marketing Activities level as shown in the following graphic:
## Query Examples

The following examples show how to construct report queries based on the **Sample: Zedesco (with SDC files)** report. If you want to use this sample data, contact your Webtrends administrator.

<table>
<thead>
<tr>
<th>Required Information</th>
<th>Report</th>
<th>Query</th>
</tr>
</thead>
<tbody>
<tr>
<td>All search engines for which the search phrase electronics generated more than 1000 hits</td>
<td>Most Recent Search Engines (All)</td>
<td>Most Recent Search Phrase = electronics AND Hits... (Most Recent Search Phrase) &gt; 100</td>
</tr>
<tr>
<td>All cities that generated more than 100 visits and also generated more than 2,000 page views</td>
<td>Geography Drilldown</td>
<td>Vists... (City) &gt; 100 AND Page Views... (City) &gt; 100</td>
</tr>
<tr>
<td>All marketing programs in the Email Campaign demand channel that generated more than $1,000,000 in revenue</td>
<td>Campaigns</td>
<td>Demand Channel = Email Campaign AND Revenue... (Marketing Program) = 1,000,000</td>
</tr>
<tr>
<td>All marketing activities such as Direct Email that resulted in more than 150 orders</td>
<td>Campaigns by New and Repeat Buyers</td>
<td>Orders... (Marketing Activity) &gt; 150</td>
</tr>
</tbody>
</table>
Using Calculated Measures in Analytics Reports

In Analytics Reports, you can use calculated measures to create a formula that is shown as a column in an analytics report table. After you define a formula in the New Calculated Measure dialog, Webtrends uses this formula to compute values in the Calculated Measures column of any report table.

You can access the Calculated Measures dialog from existing reports and bookmarked reports in Analytics Reports. For more information about creating a calculated measure from an existing or bookmarked report, see “Adding a Calculated Measure to an Existing or Bookmarked Report” on page 18.

You can also add a calculated measure in new custom reports in Administration. For more information about creating a calculated measure from a new custom report, see “Adding a Calculated Measure to a New Custom Report” in the Webtrends Administration User’s Guide.

Adding a Calculated Measure to an Existing or Bookmarked Report

To create a calculated measure from existing or bookmarked reports:

1. In Analytics Reports, open an existing or bookmarked report that uses a report table.
2. In the report table, click New Custom Measure. The New Calculated Measures dialog opens.
3. Type a name for the calculated measure.
4. Select a format of currency, numeric, or percentage.
5. Select the number of decimal places for the calculated value.
6. Drag and drop a combination of measures and values to make up a formula in the right pane of the New Calculated Measures dialog.
7. Click Apply.

Finding Related Reports

Related reports navigation allows you to perform simple queries that identify similar or related data by clicking in the report table. For example, you can narrow a report to show only rows of data equal to the currently selected value. You can also navigate to reports with related content but a different breakdown of information. For example, you can activate the Related Reports menu for a specific demand channel within the Campaigns report and select Campaigns by Region to see the Campaigns by Region report filtered to show only information for that demand channel.

To activate the Related Reports menu, click on the arrow next to a report or report dimension as shown in the following graphic:
Navigating through related reports is the equivalent of applying a query. To return to the original report, click **Undo Query**.

### Changing Report Display Preferences

Webtrends Analytics Reports provides a number of settings for customizing how your reports are displayed. For example, you can change the display language and show or hide graph, tables, and Help card information.

### Changing the Language of a Report

You can change the language if your preferred language is compatible with the language specified for the profile. Profiles can provide report data in English, French, German, Italian, Spanish, Chinese Traditional, Chinese Simplified, Korean, or Japanese. The profile is typically configured to use a language compatible with the encoding of your web site data. Viewing reports in each language requires the appropriate fonts installed on your local computer.

At any time while using Analytics Reports, you can change the display language by selecting **? > Preferences > Language** from the toolbar. All items in the Analytics Reports are updated to reflect your language choice. If your site uses the Unicode UTF-8 encoding, you can select **Use Unicode (UTF-8)** from this menu.

---

**Note**

If you select **Use Unicode (UTF-8)**, you cannot export the report to a SmartReports database. SmartReports exports do not support UTF-8 encoding. Unicode is a character code that defines every character in most of the speaking languages in the world.

---
The default language is set in each profile’s configuration. If you have not been given rights to edit profiles, see your Webtrends administrator. For more information, see “Troubleshooting” on page 21.

Changing Regional Number Display
To change the way dates and numbers are displayed to match the conventions of a geographic region, click Preferences > Locale on the ? menu and select a region. This setting affects how decimal numbers and dates are displayed. The options in the Locale menu change depending on the selected report language.

Changing Report Display Preferences

Changing Graph Display
You can use the Graphs selections to control how graphs are displayed in reports.

To change the graph display for your reports:

• On the ? menu, click Preferences > Graphs > Show Graphs to enable or disable graphs in reports. Graphs in dashboards are always enabled.

• On the ? menu, click Preferences > Graphs > Minimize All Graphs to enable or disable minimized graphs in reports. Graphs in dashboards are always maximized.

• On the ? menu, click Preferences > Graphs > Show Graph Legends to enable and disable legends in dashboards. Legends provide a guide that explains what each graph color means. You may want to disable legends if you need to fit more dashboard graphs on the screen.

• On the ? menu, click Preferences > Tables > Diagram Rows to set the number of paths displayed in Path Analysis butterfly graphs.

Changing Table Display
You can use the Tables preferences to control how tables are displayed in reports.

To change the table display for your reports:

• On the ? menu, click Preferences > Tables > Show Tables to enable or disable tables in reports.

• On the ? menu, click Preferences > Tables > Default Rows to set the number of first-dimension rows in a table.

• On the ? menu, click Preferences > Tables > Default Sub-Rows to set the number of second-dimension rows in a table for a 2-dimensional report.

• On the ? menu, click Preferences > Tables > Diagram Rows to set the number of diagram rows in Path Analysis reports. Diagram rows show the pages users access after each entry page.

Keep in mind that displaying more rows may require more processing time.
Showing and Hiding Help Cards
The Help cards associated with each report provide information about the terms used in the report. You can show or hide the Help cards by selecting Preferences > Show Help Cards Inline on the ? menu.

Changing Your Start Page
The Start page can be customized to show a report of your choosing. To select a report as your start page, click Set This Report As My Home Page on the Bookmarks menu. To restore the default start page, “Home”, as your start page, click ? > Preferences > Restore Default Home Page.

If you were using a different, non-report start page that was set by a Webtrends administrator, clicking Restore Default Home Page does not restore this start page. You can restore your original start page in Webtrends Administration.

“Tearing Out” a Report
If you want to open a report page in a separate window, if you are using more than one report and you want to refer back to a previous report for reference, you can display the report in its own browser window without the report Table of Contents or frame, but including any tables, graphs, and Help cards you have enabled. The “torn out” report remains the same no matter what changes you make in the original report window.

Troubleshooting
This section describes what to do if you have problems generating, viewing, or exporting reports.

Problems Viewing Reports
If you see the following message:
There are no reports available at this time.

one of the following may be true:

• If you are a Webtrends On Demand user, the SmartSource Data Collector server has not collected enough data yet to create a report. Depending on your service agreement, data collection may take up to 24 hours.

• Webtrends has not finished analyzing your data.

• If you are a software customer, a data source may be incorrectly configured.

Problems Viewing the Correct Reports
If you were able to view reports, but you cannot see specific reports that you expected to see (such as custom reports), try the following troubleshooting steps:
1. Make sure the correct template is selected in the Template menu. Note that the default Complete View template does not include all possible reports.

2. Contact your Webtrends administrator. You administrator may need to add the required reports to the profile and template you are viewing.

Problems with Missing Report Data
In certain cases you may see the reports that you expected to see, but they do not reflect the data that you expected. This occurs because, when certain reports become very large, Webtrends Analytics limits the number of entries in a table and rolls additional data up into summary form. For example, you may know that certain pages on your site are receiving traffic. However, if your Pages reports have met the limit set by your administrator, these pages may not be listed individually in the Pages report.

For more information about problems with missing data, see the Webtrends Administration User’s Guide or contact your Webtrends administrator.

Problems Viewing Scenario Analysis Reports
If the funnel graph in your report (for example the Email Conversion Funnel report) is not displayed, you may have both Java Runtime Environment v1.3 and Java Runtime Environment v1.5 installed on your computer. If you encounter this issue, do one of the following:

- If you do not need multiple versions, uninstall all versions of the Java Runtime Environment, restart the computer, and then reinstall the latest version. (When you first launch a Webtrends report, it will prompt you to install the latest version of the Java Runtime Environment.)

- If you are using another application that requires Java Runtime Environment v1.3, you need to clear the Java cache for both versions. To clear the caches, close all browsers, open the Windows Control Panel and select each version of Java Runtime Environment to open its Java Control Panel. For Java Runtime Environment v1.3, click the Cache tab, then click Clear JAR Cache. For Java Runtime Environment v1.5, click Delete Files on the General tab under Temporary Internet Files.

In general, Webtrends does not recommend using Java Runtime Environment v1.3 with Webtrends software because of its known instabilities.

Problems Exporting Reports
If you have trouble exporting reports, you should check the system requirements for the Report Exporter. If your computer meets the system requirements, you should contact a Webtrends administrator for help with troubleshooting configuration.

Database Exports to Paths with Non-Supported Characters
If you are manually exporting a report to an MDB (SmartReports) database, and the destination path contains characters that cannot be encoded in the output character set, the startup wizard opens and you must select the database to open. For example, this problem can occur if an English language report is
exported on a Korean operating system to a database that contains Korean characters in the path. In this case, the file that Microsoft Excel macros normally use to open the report automatically could not be created, because the non-Latin characters in the path cannot be represented in the data file. In such cases, you must manually specify the database to open, rather than have it open automatically.

Document Revision History

Table 3: Document Revision History contains a summary of changes made to this document beginning with the release of Webtrends Analytics, v8.7.

<table>
<thead>
<tr>
<th>Software Version</th>
<th>Date of Last Update</th>
<th>Summary of Changes</th>
</tr>
</thead>
</table>
| Fall 2009 Release| November, 2009      | • Incorporated Webtrends branding changes  
|                  |                     | • Changed document versioning from incremental numerical indicator to seasonal release indicator (Fall 2009 Release) |
| v8.7c            | June, 2009          | • Added information on how to dynamically append export report filenames with date and time stamp.  
|                  |                     | • Added Document Revision History section.  
|                  |                     | • Updated version and release date information. |
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Custom Calendar View 5
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