

SeeWhy Abandonment Tracker

Getting Started

Version 2.1

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Getting Started

What do I need to do

The SeeWhy tag comes in two parts - a JavaScript file that does all the work, and a few lines of code on your web pages that trigger it.

The JavaScript file has been emailed to you as a file called, e.g. *WebEvent.0000000000.txt*. Where the 10 digit number is your unique Service Code.

All you need to do is

- Rename this file to be *WebEvent.js*
- Save it somewhere convenient on your web site
- Add a few lines of JavaScript code to your selected web pages to trigger the tag.

However, unlike other tag based products you may be familiar with, simply placing the same SeeWhy tag code on all of your web pages will not produce the desired result. So after reading the Getting Started guide make sure you review the Configuration section of the Abandonment Tracker or Conversion Manager User Guide before placing your tags.

If you are using multiple tags you will need to give each JavaScript file a unique name and modify the *src* parameter in the page code accordingly. See the Tagging Reference Guide for more details on the use of multiple tags.

Example Page Code

Here is an example of the simplest page code you might have. The Funnel Level will need setting according to your web site structure, see the Configuration Section of the Abandonment Tracker or Conversion Manager User Guide for full details.

```
<!-- SeeWhy Abandonment Tracking Tag -->  
<img id="cy_image" width=1 height=1 border=0 alt="">  
<script src="WebEvent.js" type="text/javascript">  
</script>  
<script type="text/javascript">  
<!--  
cy.FunnelLevel="0";  
cy_getImageSrc();  
/-->  
</script>
```

For more detailed examples including page code with headers and footers, and tagging in conjunction with a Content Management System, see the Tagging Reference Guide.

Common Problems

Below are some of the most common problems we have encountered. Remember you can also use the SeeWhy 'Tag Tester' service to check your tags once you have applied them, contact us if you would like to use this.

Funnel Levels

As already mentioned, unlike other tag based products you may be familiar with, simply placing the same SeeWhy tag code on all of your web pages will not produce the desired result.

Specifically, if you tag a Home or Landing Page as Funnel Level 3, you are likely to receive too many individual abandonments to deal with.

If you do want to tag a Home or Landing Page, use Funnel Level 0, though if it receives a very high volume of hits you may wish to leave it untagged.

Make sure the goal of the process you are tracking ends with a page tagged as Funnel Level 7 or greater, as otherwise all processes will be reported as abandoned.

Session IDs

The SeeWhy service relies on session IDs to track individual visits. SeeWhy will determine Session ID automatically if possible, but under certain circumstances you may need to explicitly assign it in the SeeWhy tag page code. See the Configuration section for more details.

If Session ID is not determined correctly, then the transactions for multiple visits may be combined. For example if all Session IDs are the same or blank, then SeeWhy will treat this as a single visit to your site.

If the SessionID changes during a web site visit, SeeWhy will not see this as a single visit and the funnel sequence will be broken, potentially causing false abandonments.

Further information on funnel levels and session IDs can be found in the User Guide.

User IDs

Correct funnel level and session IDs will allow you to track your overall abandonment statistics but you will only be able to follow up if you also know

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who your visitors are. This information should be captured by setting `cy.UserID` explicitly in your page code. You do not need to do this on every page, once during each visit is sufficient.

Until the User ID is captured any abandonment that occurs will be anonymous, therefore this should be done as soon as possible in the session, for example on the first page after log in, or when an email address is entered during a registration or checkout.

User ID is particularly important in Conversion Manager where it is used to drive automated follow up actions.

Dynamic Pages and Page Names

If you have dynamically generated pages you may find the reported page name is not very useful. SeeWhy automatically captures the page name from the URL. For example, the URL `www.seewhy.com/generatePage.php?id=login`, would set `Pagename` to `/generatePage.php`. However, in this case, the more meaningful page name is in the parameter `?id=login`. In this case you could override this by setting `cy.Pagename` in the page code e.g. `cy.Pagename='Login Page'`.

Tags and Frames

If your web pages use frame sets and frames, then make sure you place your tag page code in the page content for the frame, not in the frameset. Code in the frameset will not be executed.