SeeWhy Abandonment Tracker

User Guide

Version 2.1

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Abandonment Tracker User Guide

Introduction

The free Abandonment Tracker service from SeeWhy provides you with both statistical information and the details of individual abandoned transactions.

Details are sent to SeeWhy via tags you place in your web site pages. When you register you will be provided with your SeeWhy tag details by email, this will include your unique customer code.

Once your site is tagged and sending information to SeeWhy, you then receive a daily email summary with details of your abandonment rate, where in the process abandonments are taking place, and if appropriate, session details for each identifiable abandoner. Dependent on how you configure your tags this may include user details, when and where the abandonment took place and other user defined context information.

If a valid email address is being captured in the user details, and you have configured your service to allow follow up emails to be created, you will be able to send these by clicking the relevant links in your daily summary.

Configuration

How do I add my tag

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 set parameters and 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 JavaScript code to your selected web pages to trigger the tag.

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.

The simplest form of SeeWhy tag page code for Abandonment Tracker would be:

```
<!-- 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>
```

Note: you may need to change the script *src* variable dependent upon the location you choose for your WebEvent.js.

To execute on page load, this tag should be added at the end of your web page.

The tag can also be used in association with other web page events.

Other variables can be added to the tag page code as follows :

```
<!-- 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.Section="Registration";
cy.UserId="myvisitor@seewhy.com";
cy.Product="DownLoad";
cy.Quantity=1;
cy.Value=0.0;
cy.Custom1="TestCustom1";
cy.Custom2="TestCustom2";
cy.Custom3="TestCustom3";
cy.Custom4="TestCustom4";
cy.PageName="Registration Start";
cy.FunnelLevel="3";
cy.ReturnToLink="www.mysite.com/completebasket?id=2afee1245"
cy_getImageSrc();
//-->
</script>
```

If these context variables are set, when an abandonment occurs the values from the latest event will be included in your daily summary. The exception to this is UserId which will remain associated with the session once it has been set, and so only needs to be sent once per session.

If you are setting these using variables from your web page, then to avoid problems with special characters such as '@' you should quote the assignment as shown in the JSP example below:

```
cy.UserID="<%=saved_email%>";
```

If you need to set SessionID, as discussed in the '*What data do I send*' section, you must add and set the variable cy.SessionID on each page you wish to track.

The same tags can be used for the Abandonment Tracker and Conversion Manager services.

What data do I send

The following information is automatically collected when the SeeWhy tag code is executed:

- CustomerCode - this is your unique customer service code and should not be changed. Changing this will prevent the service from working.
- PageName - derived from the URL of the page being viewed when the event occurs. This excludes the domain and query string portions of the URL.
- TrafficSource - the most recent external domain that referred this visitor to your site during this session.
- SessionID - the current client session ID, if this is available.

For the service to function you must also set the following in your page code:

- FunnelLevel - the level within the conversion funnel that this event represents. For abandonment tracking, events that represent the start of the process you are interested in should have a funnel level of '3', and those that represent the goal, '7'. Other funnel levels can be used for earlier, later and intermediate events as appropriate. Abandonment Tracker will then report every session with a process that starts, but does not reach a goal. For more details on the use of FunnelLevel see "*The Conversion Funnel*".
- UserID - if you want to send follow up emails then this must be a valid email address. If a UserID is not associated with a session then any abandonment will be anonymous, so make sure it is set as early in the session as possible.

You may also have to set SessionID. SeeWhy will try to determine the client session ID via the relevant cookie, dependent on the web technology you are using. If this is not available, then for Abandonment Tracker to function you must set the following, either on every page or in the WebEvent.js file:

- SessionID - either the client session ID, or some other unique value to identify the session

Additionally, you can set the following for further context:

- PageName - to override the default page name derived from the URL
- Section - the section of the web site this event relates to.
- Product - the product that the event relates to.
- Quantity - the quantity of goods that this event relates to.
- Value - the value associated with this event.

- ReturnToLink - the URL to resume this transaction should it be abandoned at this point.
- Custom1 to 4 - fields for custom context values.

If you intend to send any personal information relating to your web site visitors, remember to make sure it complies with the conditions set out in our terms and conditions and that you have complied with any relevant local regulations.

The Conversion Funnel

SeeWhy Abandonment Tracker is built around the concept of the conversion funnel. This represents the process of visitors travelling through your web site. Many people arrive at the landing page, but proportionately fewer complete transactions, with people dropping out at different levels - this is the conversion funnel.

To avoid the problems associated with detailed mapping of the conversion process, SeeWhy simply requires that every page or event of interest is assigned a 'Funnel Level', with '0' representing the earliest part of the process.

For abandonment two funnel levels have a special meaning. These are level '3' (intent) which indicates that the visitor has shown sufficient interest for you to want to know if they now do not complete, and level '7' (goal) representing that completion.

Daily Summary

Time Zones

SeeWhy records all times as GMT, but you can choose the time zone you wish to use.

Your chosen time zone will be used for:

- the time of day you receive you daily summary
- all times reported in your daily summary

Timing

Abandonment Tracker provides an email notification once per day, at a time you choose. It will provide summary information on your site activity and show where abandonment occurred, along with details for all identifiable abandoners in the previous 24 hours, but with a 12 hour delay. So, for example, if you choose to receive your notification at 09:00, it will include details for the 24 hours up to 21:00 the preceding day.

More frequent notifications, and notifications without a delay, are available as part of Conversion Manager.

Addressing

You provide a single email address, to which the daily notification will be sent.

Follow Up Actions

If a valid email address is being captured in the User ID field , and you have configured your service to allow follow up emails to be created, you will be able to send these by clicking the relevant links in your daily summary.

The Service configuration, accessed via your account pages on the web site, allows you specify the text to include in these emails along with the tracking options you wish to use.

You should also provide a return to link allowing the visitor who abandoned your web site to resume where they left off. SeeWhy will then track follow up success, and you can also optionally include Google tracking codes to allow tracking via your Google Analytics account.

If the return link for visitors to resume activity on your web site changes with each abandonment, it should be included in the ReturnToLink field sent in the final tag event before abandonment. If it is fixed, e.g. if a cookie is used to determine where to resume, then this address can be configured in the Service configuration.

Remember that any emails you send must comply with your local regulations.

Content

For the 24 hour period covered by the daily summary you will see:

Summary Statistics

- *Tagged Page Views*, the total number of tagged page events
- *Processes Started*, the total number of sessions reaching funnel level '3' or greater
- *Goals Achieved*, the total number of sessions reaching funnel level '7' or greater
- *Abandonment Rate*, the ratio of Processes Started to Goals Achieved
- *Total Unique Sessions*, the number of sessions on your site, identified by SessionID
- *Total Unique User IDs*, the number of identified visitors your site received. Visitors are identified once a UserID is seen during a session
- *Total Unique Pages Visited*, the number of your pages that where visited, identified by PageName
- *Users Who Have Abandoned*, the number of identified visitors who reached funnel level '3' or greater, but did not reach funnel level '7' or greater
- *Returning Users Reaching Goal*, the number of identified visitors returning in response to a follow up email who then reached funnel level '7' or greater

For the Top 5 Abandoned Pages

- *Page Name*, the page which was abandoned
- *Count*, the number of times the page was abandoned

For each Level of the Conversion Funnel

- *Funnel Level*
- *No. Sessions this Level*, the number of sessions that reached this level
- *Abandonment Rate*, the ratio of sessions at this level compared to the next level

For each Identifiable Abandoner

- *User ID*, if configured to do so, this will be an actionable link to send a follow up email
- *Referrer*, the latest external referrer to your site for this session
- The earliest and latest time for events in this session
- *Maximum Funnel Level* achieved during the session

For their last event in the period

- *Funnel Level*
- *Page Name*
- *Product*, *Quantity* and *Value*
- *Custom 1* & *2*

If the same identified visitor abandons multiple times in the period, you will still see only one line in the report with details of their latest abandonment. This avoids any confusion when following up.

Abandonments for visitors who subsequently complete a transaction in the period covered will not be shown. This also means that the number of individual abandonments shown may be less than the difference between Processes Started and Goals Achieved. For example, if the same User ID starts the process 3 times and completes once, no abandonment will be listed in relation to this, but it will show 3 processes started and only 1 goal achieved.

The daily summary will only show up to 100 individual abandonments. If you have more abandonments than this, only the first 100 alphabetically by User ID will be shown.

Applications

Example Applications

Abandonment Tracker can be used for many purposes.

As we will see in more detail later, Abandonment Tracker works by placing tags on the web pages or events that mark the start and end of the process you are interested in. Most obviously this could be an e-commerce transaction, such as registration or a purchase, but it could also relate to simpler goals, e.g. who arriving at my home page looks at my contact details.

The following sections describes the various ways these, and other problems may be addressed.

General Considerations

The following may be relevant whatever your application.

- Intermediate pages. Although you must tag the pages at the start and end of your process, you may also tag other pages for further context and to ensure that any prolonged period of time spent on such pages does not result in a false abandonment being recorded.

- Multiple Processes. Abandonment Tracker does not distinguish between different processes, as long as some process is completed in the session for which a process started, no abandonment will be reported. Abandoned transactions for multiple processes in a session can be tracked in Conversion Manager, you may also register more than once and tag each process with a different company code.

- Capturing User ID. When placing your tags bear in mind that if a user ID has not been reported to SeeWhy before the abandonment takes place then the session will only appear in the summary numbers. No session details will be shown in the Identifiable Abandoners section.

Shopping Carts

To track shopping carts that do not complete, tag a page or event that represent the start of the cart, and one that can only occur after completion of the transaction e.g. a 'Thank-you for your order' page.

If cart processing or payment involves handing over to a third party site, ensuring this returns to your tagged 'Thank-you' page will allow this step to be included in the abandonment analysis.

If you have a user ID available, either from the user logging in or a cookie, pass that to SeeWhy as early in the session as possible to allow reporting on an abandonment.

Registrations

To track registrations that do not complete, tag a page or event that represent the start of registration, but after the capture of an email or other user ID, and one that can only occur after successful registration e.g. a 'Welcome' page.

The UserID is important to allow follow up actions to be initiated.

Signs of Interest

For non-transactional sites abandonment may still be relevant. For example if your web site exists to draw people to make contact, you may tag all of the pages a prospect may land on your site at the start of the process, and your contact details page, or contact event, the end of the process.

Support

Changing your Preferences

If you wish to change the email address to which your notifications are sent, the time it is sent, or the time zone used for reports go to your account details page at www.seewhy.com.

Support

If you can't find the answer to your question in this document, or via the web site, then email us at abandonment_support@seewhy.com or give us a call on one of the following numbers:

US: 1 - 617-502-2077
Europe: +44 (0) 845 838 2900