

Omniture + ColdFusion



ACFUG February 2010
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What is Omniture?

The Omniture Suite

Measure, analyze and automate customer interactions to optimize your business.





So What?

Can we track....

- ...the views of videos on our site?
- ...social media?
- ...form abandonment?
- ...slow pages?

Video Tracking

Real Questions:

Can we track video views on the site?

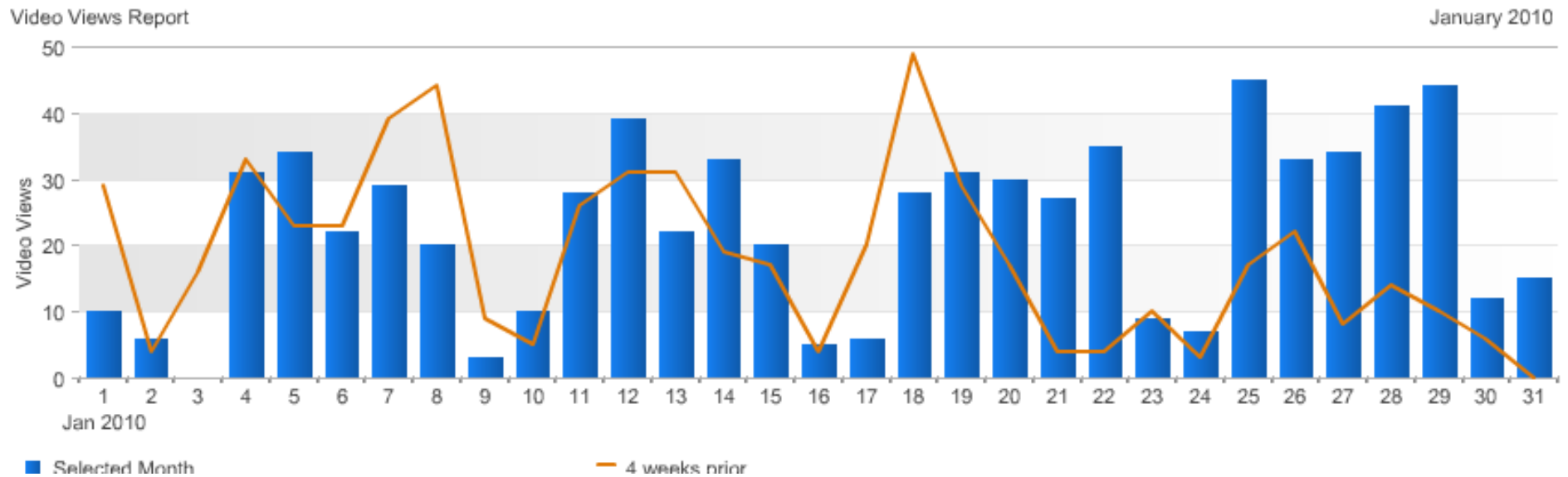
Can we determine how much of the video they are watching?

JW Player Demo

Video Tracking Code Samples

The Results..

Total video views



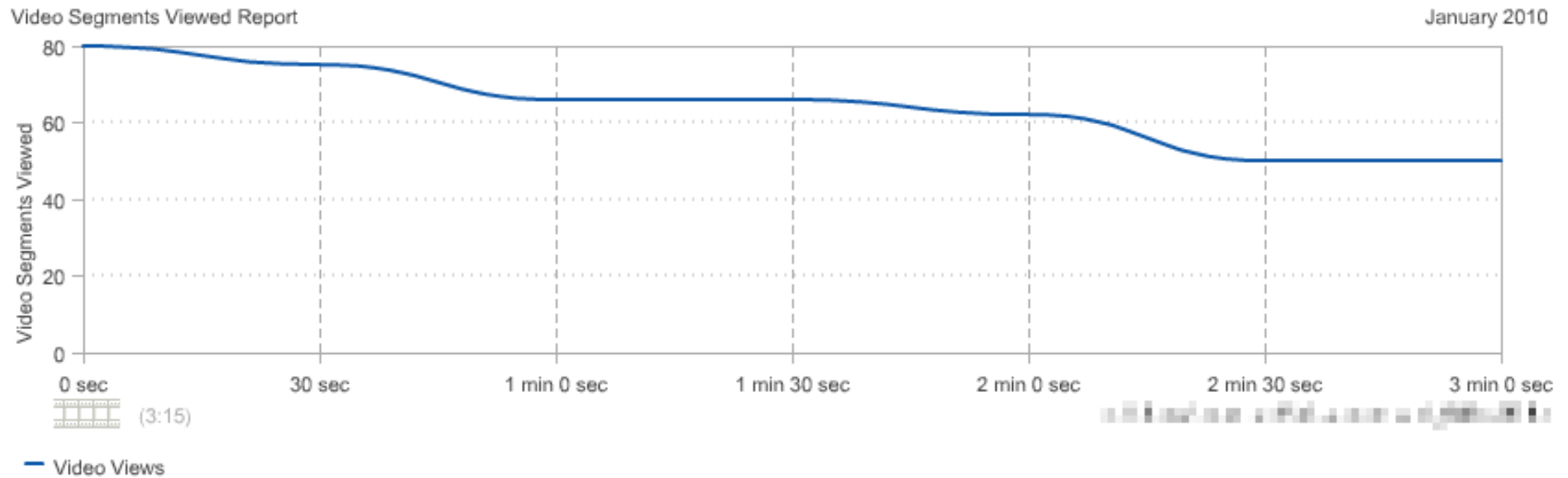
The Results..

Conversions by video

Videos		Video Views	Contact Me Form	Email This Page Form
1.	Rick Roll Video	333 47.0%	2 1.1%	2 1.6%
2.	Demo Video 1	80 11.3%	0 0.0%	0 0.0%
3.	Demo Video 2	55 7.8%	0 0.0%	1 0.8%
4.	Promo Video 1	29 4.1%	0 0.0%	0 0.0%
5.	Promo Video 2	18 2.5%	0 0.0%	0 0.0%
6.	AutoTune The News Video	15 2.1%	0 0.0%	0 0.0%

The Results..

Video Segments Viewed



Graph Generated by SiteCatalyst using Report Accelerator at 12:46 PM EST, 2 Feb 2010

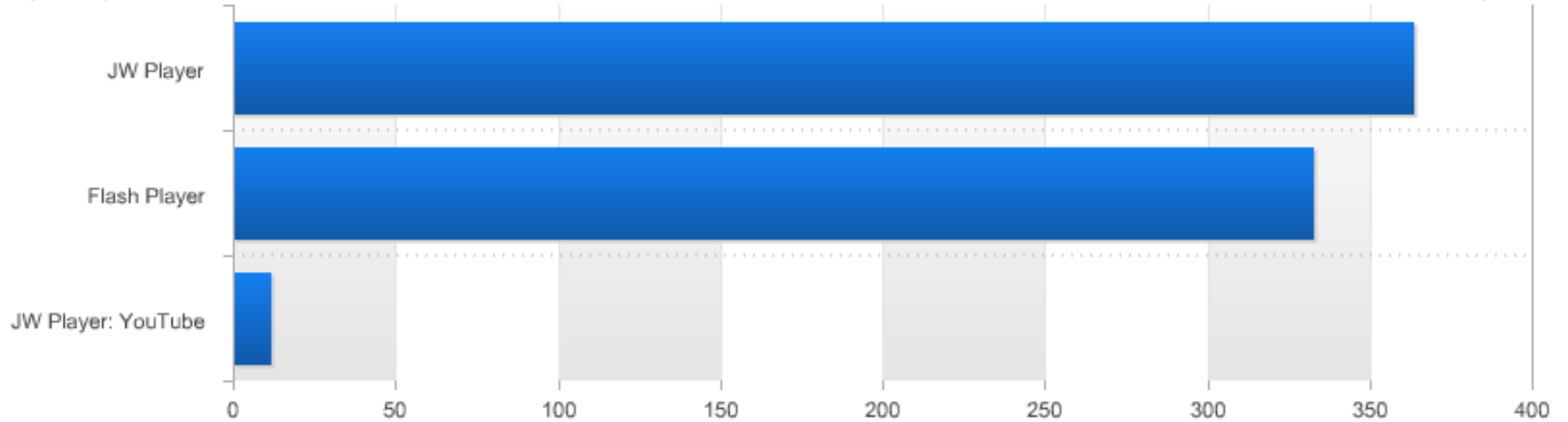
Video Segments Viewed	Video Views
1. 0 sec	80
2. 30 sec	75
3. 1 min 0 sec	66
4. 1 min 30 sec	66
5. 2 min 0 sec	62
6. 2 min 30 sec	50
7. 3 min 0 sec	50

The Results..

Views by player

Video Players Report

January 2010



■ Video Views

Graph Generated by SiteCatalyst using Report Accelerator at [redacted]

Video Player	Video Views	
1. JW Player	364	51.3%
2. Flash Player	333	47.0%
3. JW Player: YouTube	12	1.7%
	709	

Social Media Tracking

Real Questions:

Can we get a historical view of buzz on terms and accounts?

Can we overlay the data to see if our marketing campaigns had any impact on the "buzz"?

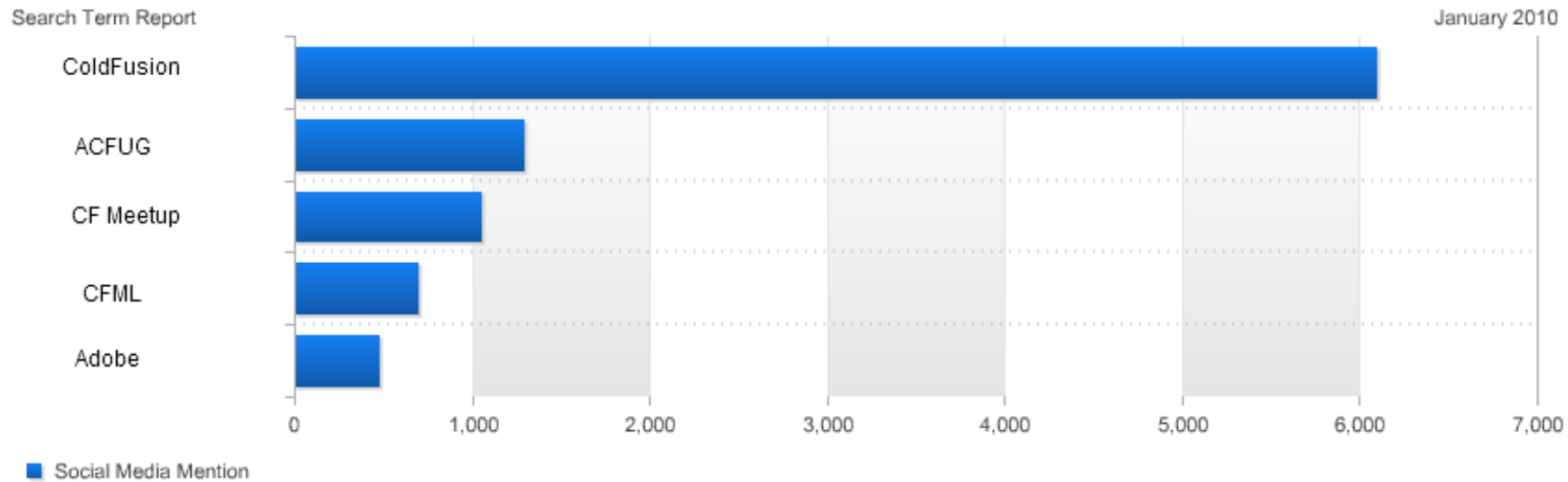
Can we find out who is talking about us, and talking about the phrases we are interested in?

Social Media Code Samples

[Yahoo! Pipes](#)

The Results..

Social Media Mentions by phrase



Graph Generated by SiteCatalyst using Report Accelerator at [REDACTED]

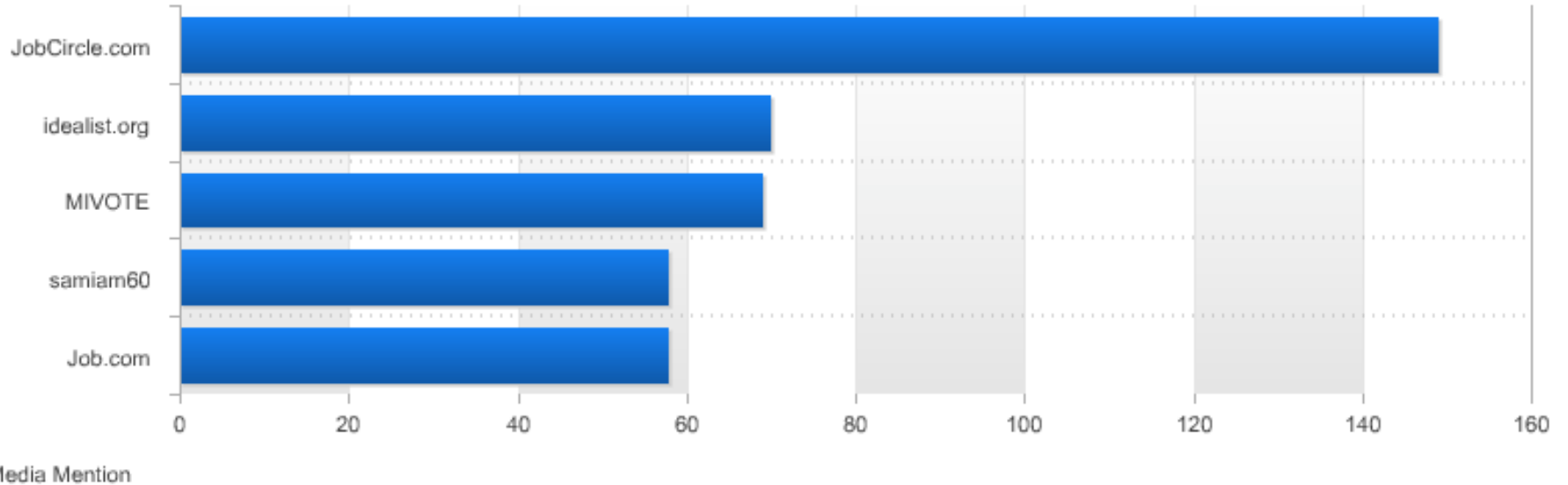
Search Term	Social Media Mention
1. ColdFusion	6,103 62.3%
2. ACFUG	1,293 13.2%
3. CF Meetup	1,054 10.8%
4. CFML	702 7.2%
5. Adobe	480 4.9%

The Results..

Social Media Mention by Author

Search Term Report

January 2010



Graph Generated by SiteCatalyst using Report Accelerator at [\[Link\]](#)

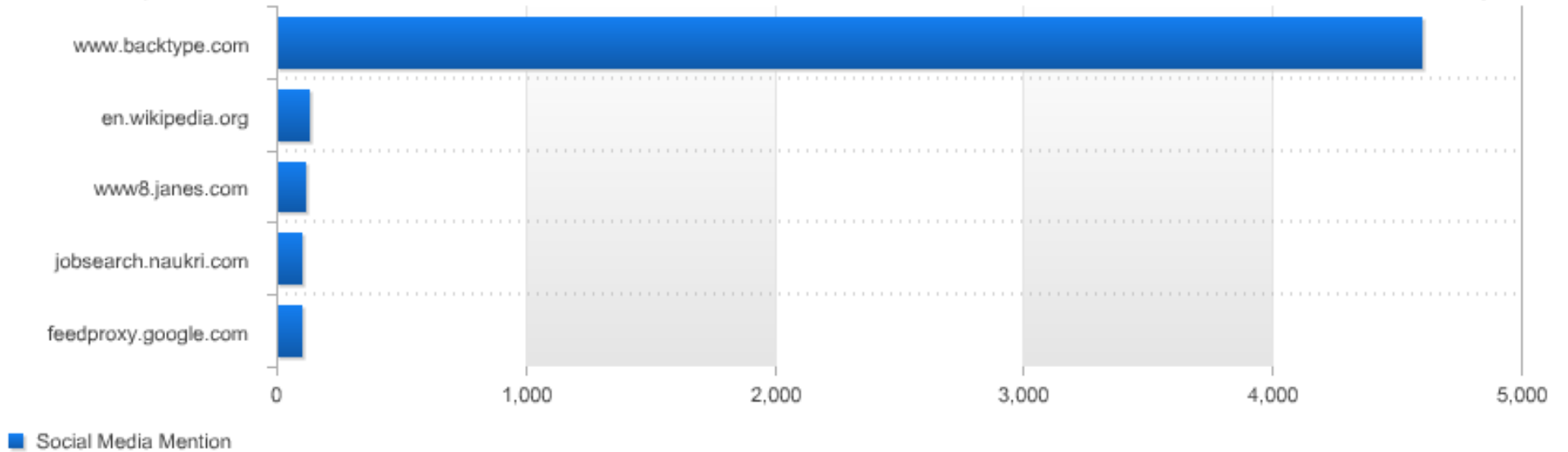
Search Term by Author		Social Med Mention
1.	Procurement	6,103
1.	None ?	200
2.	JobCircle.com	149
3.	idealist.org	70
4.	MIVOTE	69
5.	samiam60	58

The Results..

Social Media by source

Search Term Report

January 2010



Graph Generated by SiteCatalyst using Report Accelerator at      

Search Term by Source		Social Med Mention
1.	 Procurement	6,103
1.	www.backtype.com	4,605
2.	en.wikipedia.org	134
3.	www8.janes.com	116
4.	jobsearch.naukri.com	107
5.	feedproxy.google.com	106

Form Abandonment

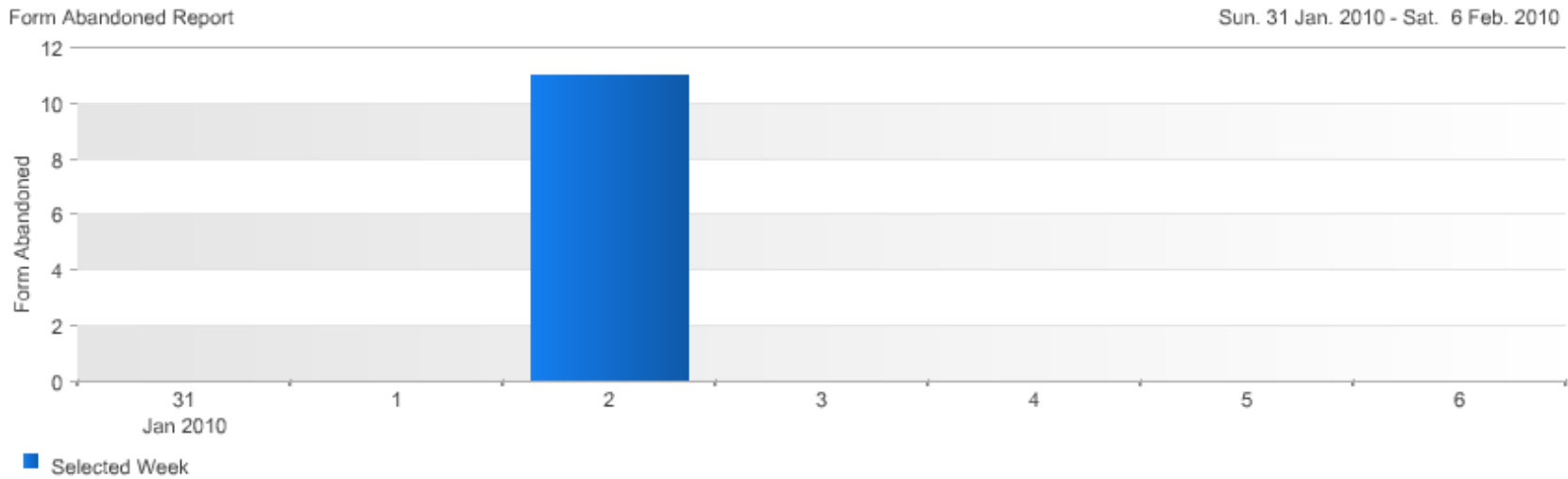
Real Question:

Can we get a better overall picture of form abandonment?

Form Abandonment Code Samples

The Results..

Total Form Abandonment

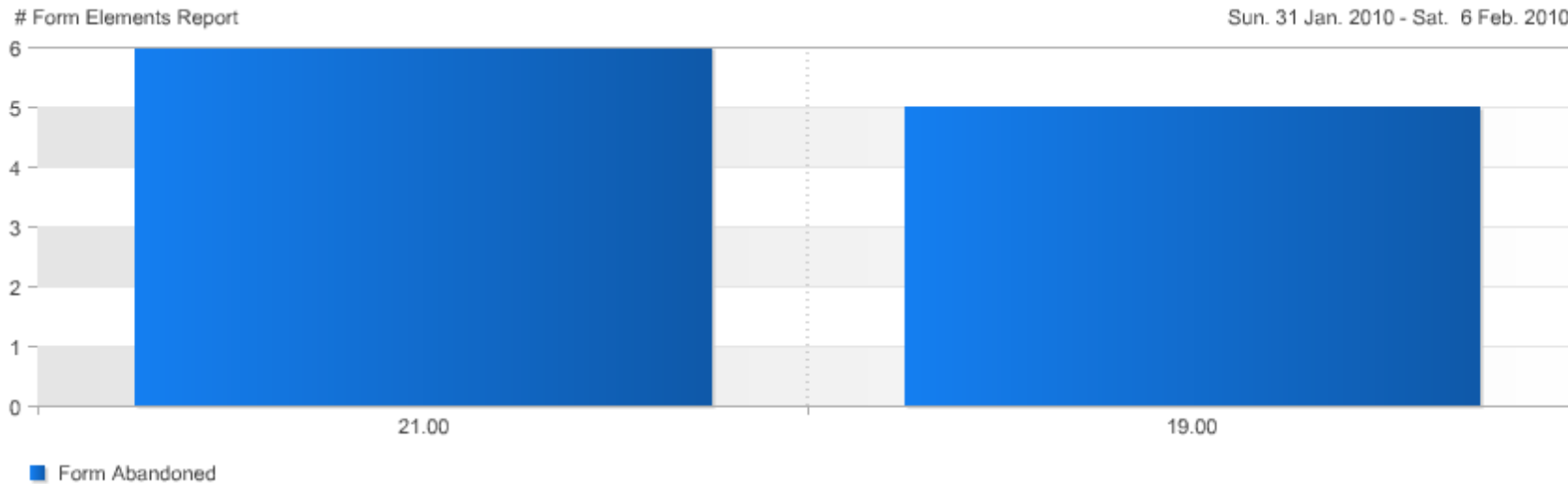


Graph Generated by SiteCatalyst using Report Accelerator at 1:16 PM EST, 2 Feb 2010

Date	Selected Week
1. 🗑️ Jan 31, 2010	0
2. 🗑️ Feb 1, 2010	0
3. 🗑️ Feb 2, 2010	11
4. 🗑️ Feb 3, 2010	0
5. 🗑️ Feb 4, 2010	0
6. 🗑️ Feb 5, 2010	0
7. 🗑️ Feb 6, 2010	0
Total	11

The Results..

Number of elements in abandoned forms

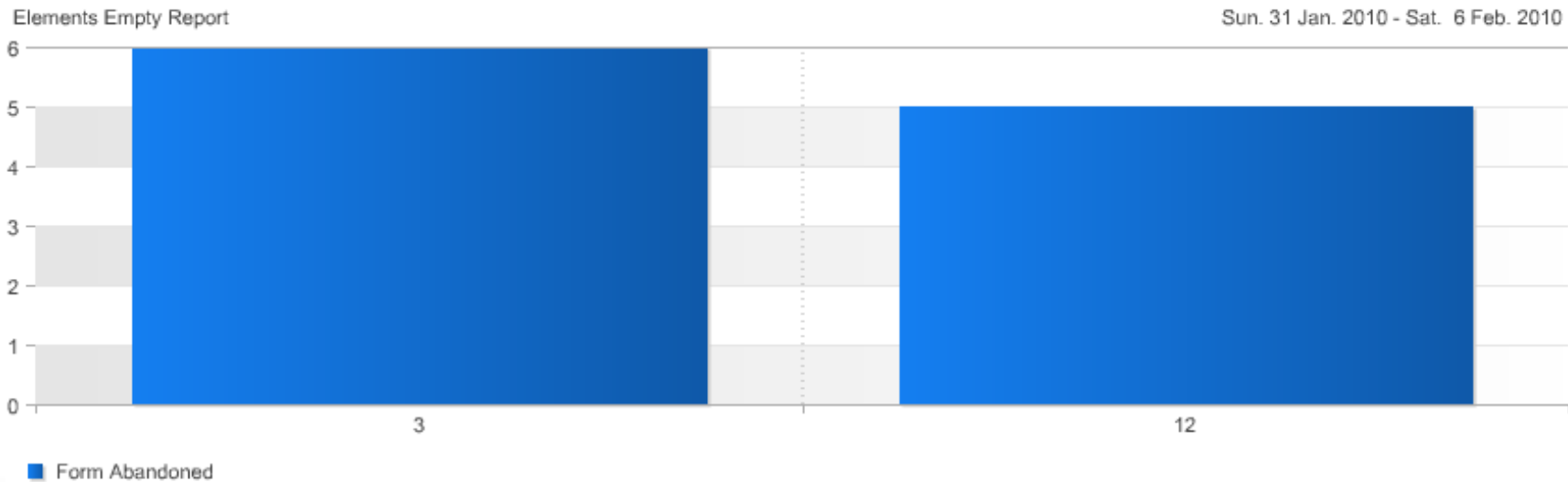


Graph Generated by SiteCatalyst using Report Accelerator at 1:17 PM EST, 2 Feb 2010

# Form Elements		Form Abandoned
1.	21.00	6 54.5%
2.	19.00	5 45.5%

The Results..

Number of empty form elements



Graph Generated by SiteCatalyst using Report Accelerator at 1:19 PM EST, 2 Feb 2010

Elements Empty		Form Abandon
1.	3	6
2.	12	5
Total		11

Page Load Times

Real Questions:

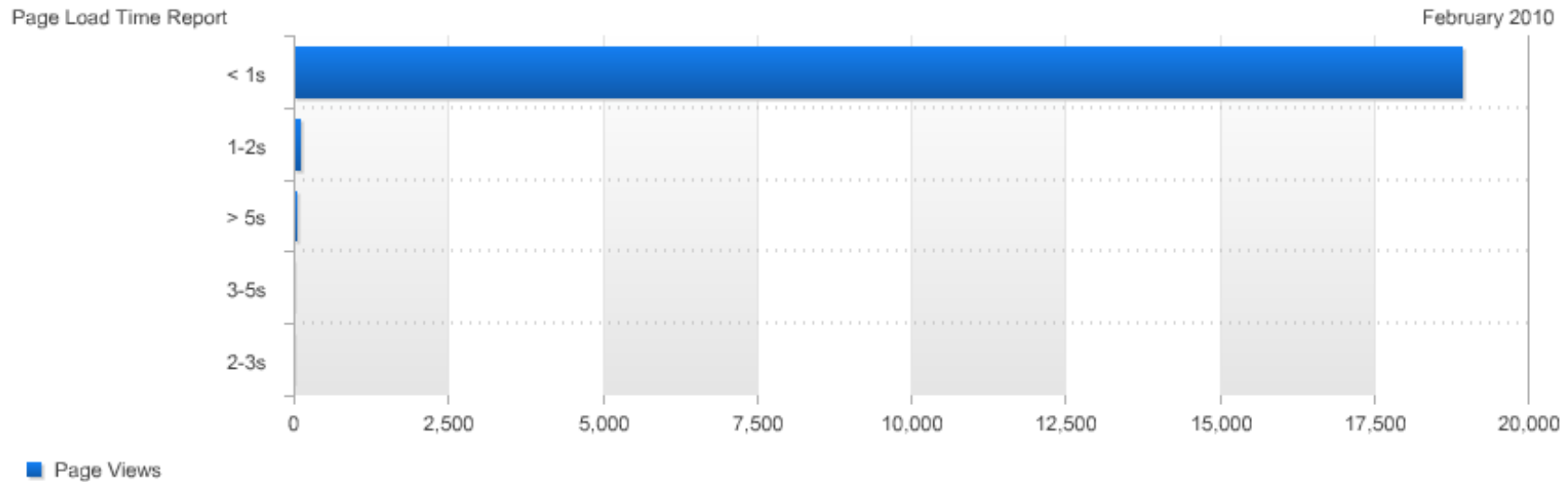
Can we track the performance of our site from a users perspective and identify problem areas?

Page Load Times

Code Samples

The Results..

Page Load Times

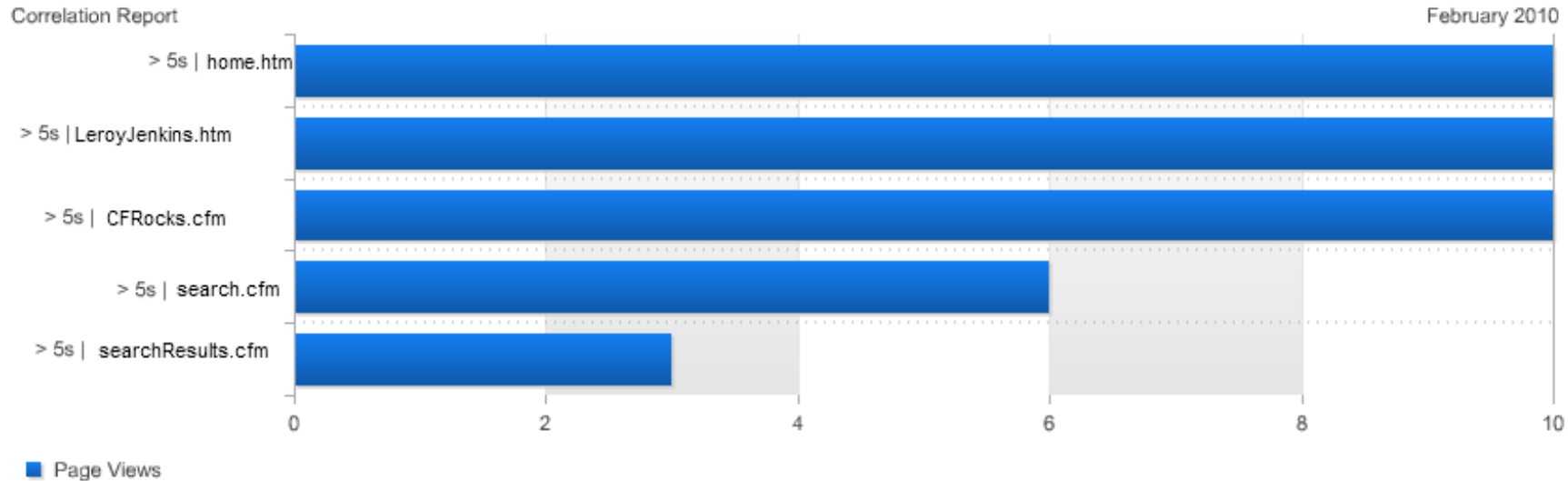


Graph Generated by SiteCatalyst using Report Accelerator at [redacted]

Page Load Time		Page Views
1.	≤ 1s	18,949
2.	1-2s	131
3.	> 5s	53
4.	3-5s	26
5.	2-3s	19

The Results..

Slow Pages



Graph Generated by SiteCatalyst using Report Accelerator at 1/28/2010 11:00:00 AM

Correlation Summary		Page Views
Total		22,856
Page Load Time = > 5s		52
Page Load Time by Page		Page Views
1.	> 5s home.htm	10
2.	> 5s LeroyJenkins.htm	10
3.	> 5s CFRocks.cfm	10
4.	> 5s search.cfm	6
5.	> 5s searchResults.cfm	3



What is next?
What else could we track?

Contact Info

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Presentation Materials will be @

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