

# Introduction to IBM Digital Analytics™ Michigan.gov

# Introduction to IBM Digital Analytics™ at Michigan.gov

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# Introduction to IBM Digital Analytics™ at Michigan.gov

Digital Analytics (DA) is the statistical package that is used to analyze the traffic on the Michigan.gov portal. This introduction is meant to get you started. It is not meant to be a comprehensive guide. The manual is available on-line at the Digital Analytics Web site.

## Overview

### Accessing Digital Analytics

To access Digital Analytics, open a browser and go to the following URL:  
<https://welcome.coremetrics.com/>

The login credentials for class are:

**Client ID:** 90259631

**Logon:** (ask Instructor)

**Password:** (ask Instructor)

Permanent logins will be provided by eMichigan or the Instructor. Or, please contact your *site administrator* to request login credentials. Also, the first time you login at your desktop, click the “Remember Client ID and User Name” checkbox.

### System Requirements

All Digital Analytics users should maintain:

- Flash v10 -- <http://get.adobe.com/flashplayer/>
- Browser: Internet Explorer (v7 and v8), Firefox (v2 through 3.5)
- RAM: 1G+

### Main Page

After you have logged on the first time, you will see the **Welcome** screen.

The screenshot displays the Coremetrics Analytics dashboard. At the top, there is a navigation bar with the Coremetrics logo, the text 'Analytics™', and the URL 'eMichigan - michigan.gov'. The dashboard itself is divided into several sections. On the left, there is a sidebar with a search bar and a 'Find Report' button. Below this are sections for 'Dashboards' (with a sub-section for 'Standard Dashboards' including Commerce, Content, Design, KPIs, and Marketing Overview) and 'Reports', 'Workbooks', and 'Manage' sections. The main content area features a 'Welcome to Coremetrics Analytics' message with a prompt to pick a report. Below this are four main tiles: 'Take the Product Tour' with a video player, 'Continuous Optimization' with a grid of analytics tools like Anticipate, Automate, and Synthesize, 'Get Started' with a 'Users Guide' download button, and 'Resources' with links to support center, case studies, white papers, webinars, and conferences. The bottom of the page shows a footer with 'Messages (1) | 90259631 | About | Copyright © 2010 Coremetrics. All rights reserved.'

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## Top Navigation

The navigation bar at the top of **CA's** pages gives you quick access to the various user support functions.



## My Profile

A dropdown menu that allows you to edit your account and edit the default view of available reports. My Reports turns on/off which reports to display on login to reduce the clutter in the Left Navigation pane. My Preferences allows you set which report on login and number of rows, etc.

## Admin

Edits your account. It should launch a new window. You can change your name, title, department, password etc. Make sure to click the 'Save' button and then close the window. You cannot change your username.

**My Account**

Name*	Teacher01	User Name*	Teacher01
Title		Password*	*****
Department	e-Michigan	Confirm Password*	*****
Phone		Password Last Changed	1/20/2011
Email*	estillj@michigan.gov	Password Update Required	No Expiry

Grant Login Access by clicking one or more checkboxes below and assigning a user group

Search  Search Q All ▼

Access	Client ID	Client Name	User Group
<input checked="" type="checkbox"/>	90259631	eMichigan - michigan.gov	Report Manager
<input type="checkbox"/>			

## Help

A quick link to the Digital Analytics PDF user guides.

## Feedback & Support Menus

Please contact your site administrator who may contact e-Michigan for support. These menus should only be utilized by e-Michigan staff.

## Logout

Takes you back to the login screen.

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## Work Area/Workbook Pane

This area contains all the action. Depending on what you select in the Left Navigation area, you will see your Dashboards or Reports.

The screenshot shows the Coremetrics Analytics dashboard. At the top, it says "Workbook: Default" and "Actions". Below this is a "Welcome to Coremetrics Analytics" message with instructions to pick a report from the left pane. The main content area is divided into four sections: "Take the Product Tour" (with a play button), "Continuous Optimization" (with a grid of icons for Anticipate, Automate, and Syndicate), "Get Started" (with a "Users Guide" link and a "Download Our User Guide" button), and "Resources" (with links to Support Center, Case Studies, White Papers, Webinars, Conferences, and Coremetrics Blog). A footer at the bottom right says "Messages (1) | 90259631 | About | Copyright © 2010 Coremetrics. All rights reserved."

## Left Navigation

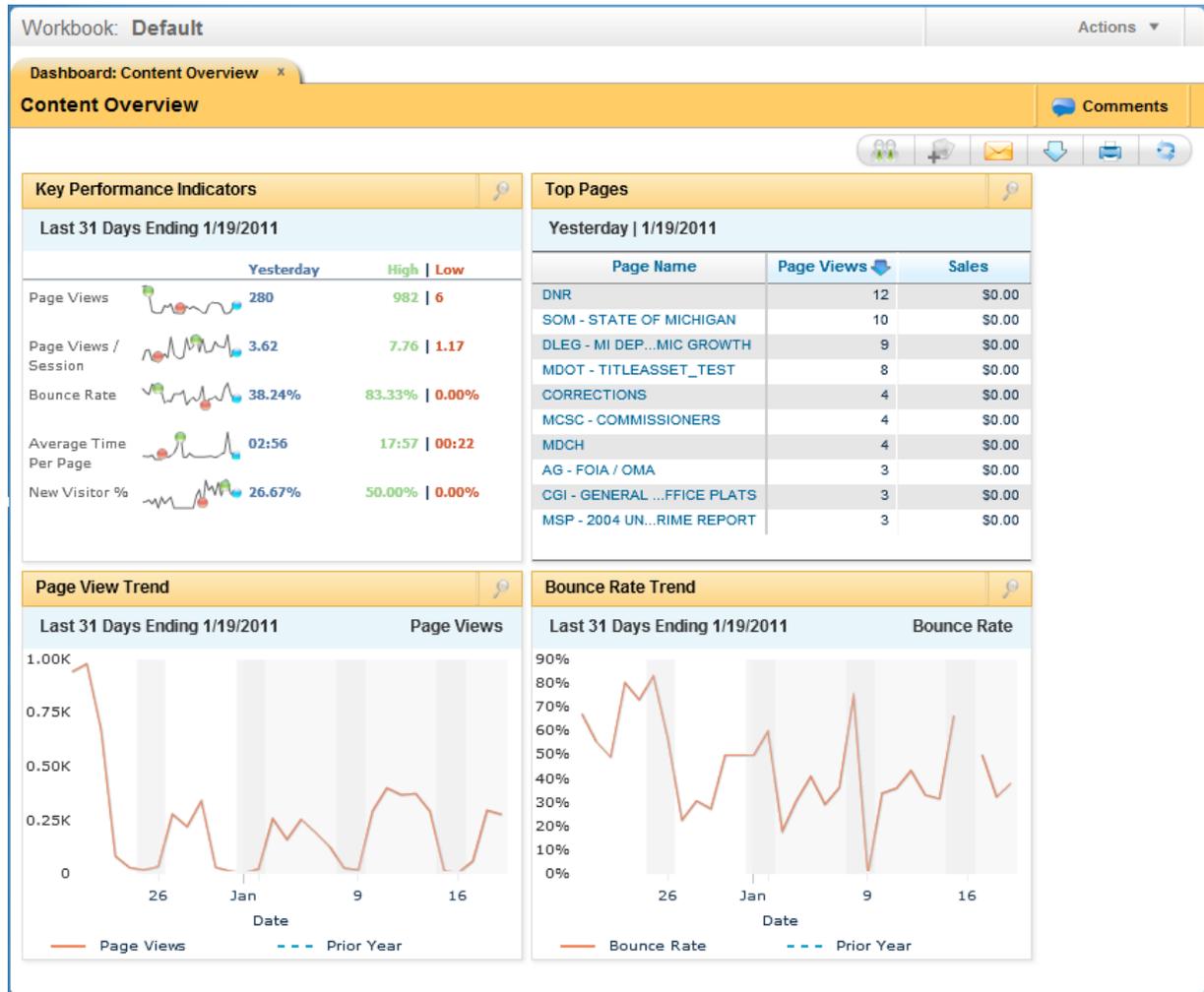
The left navigation column gives you access to the dashboards, reports and other data tools.

The screenshot shows the left navigation pane. It starts with a "Find Dashboard" search bar. Below that are sections for "Dashboards" (with an "Actions" dropdown), "Reports" (with an "Actions" dropdown), "Workbooks" (with an "Actions" dropdown), and "Manage". At the bottom is a "Guide Me" button. The "Dashboards" section is expanded to show "Standard Dashboards" with a list of items: Commerce Overview, Content Overview, Design Overview, Key Performance Indicators, and Marketing Overview.

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## Dashboards

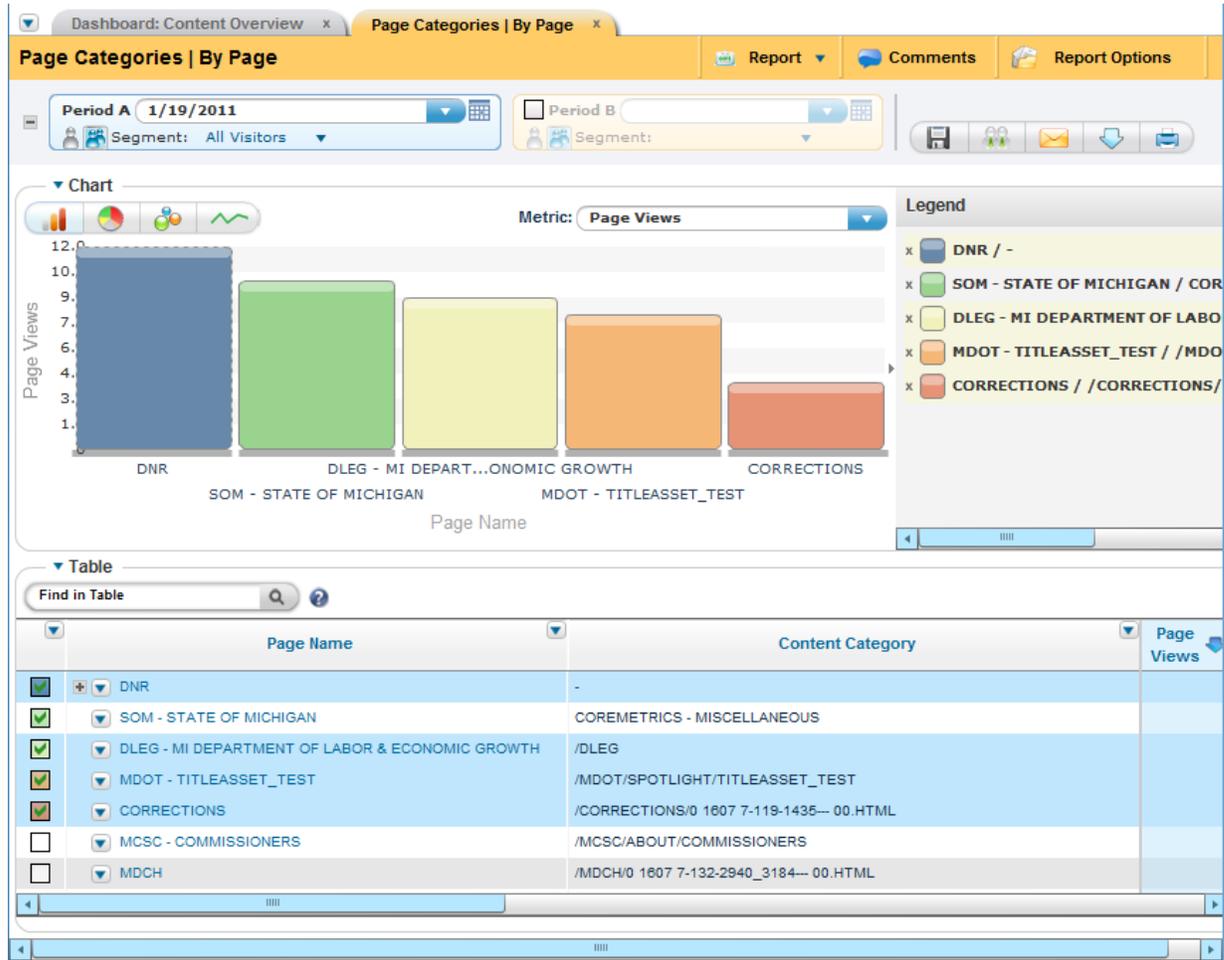
Dashboards provide you with a snapshot overview of Michigan.gov. Key performance indicators, real time metrics, benchmarks, funnels, top performers, and much more can be combined into a single view. You start with the default group, but can customize as needed.



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## Reports

Reports contain your site metrics, visitor demographics, visitor paths, system profiles, etc. You can just use the generic reports provided or create and save custom reports. These reports can be marked private or shared with the group.



## Workbooks

Workbooks allow you to group various reports together. Each workbook can have ten tabs (reports).

## Manage

The Manage tab allows you to schedule reports that can be emailed to you, create alerts, manage programmatic access APIs (unused), marketing channels (unused), how to use the Excel download API, access links to the CA Mobile Apps, and download CA browser plugins.

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## Guide Me

This is a context sensitive “Help” menu. Depending on whether you have a Dashboard, Report, or Workbook open, it will pop up a help and best practices guide.

**Guide Me: Page Categories | By Page**
✕

- 1: Purpose
- 2: Analysis
- 3: Creation
- 4: Action
- 5: Use Cases
- 6: Resources

User Guide

Glossary of Terms

Guide Me Best Practices

**Action**

What actions are commonly taken as a result of this report?  
 The Page Categories report is commonly used to identify a website's underperforming pages of entry and uncover opportunities to enhance landing-page effectiveness.  
 You can identify the top ten pages of entry, noting average time-on-page and bounce rate for each.

**Page Categories | By Page**
Summary
Comm

Period A: 3/7/2010 Period B:

Segments: All Visitors Segments:

▼ Chart Select Metric: Entry Page Views

▼ Table

Find in Table

Page Name	Content Category	Entry Page Views	Average Time On Page	Boun
COREMETRICS HOME PAGE	HOME	260	00:53	
BUSINESS WEEK MICRO SITE	BW MICRO SITE	26	00:17	
BW 1 WBR SURVIVAL2SUCCESS	BW MICRO SITE	23	00:51	
INDUSTRY REPORT	SOLUTIONS	17	05:24	

Close

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## e-Michigan Specifics

### ***Basic Requirements***

Digital Analytics supports Internet Explorer (versions 7&8) and Firefox (version 3 or higher) browsers and **requires Adobe Flash 10** or greater. *At this time, Digital Analytics does not certify using Google Chrome.* The tab browsing within Explorer 7 is designed such that the browser will use the same session. Should you use the different tabs for a Digital Analytics session, closing one tab will effectively end your session and you could be timed out of the remaining tab reports.

### ***What You Can See and Why***

Content in the Michigan.gov web site is set up in Site Categories. These site categories loosely translate to Content Categories in Digital Analytics. When working with a report, you can filter on Categories/Site Areas. Your agency can be broken up into different categories or consolidated into one category. E-Michigan will help you determine how your agency is categorized and will recommend reporting strategies.

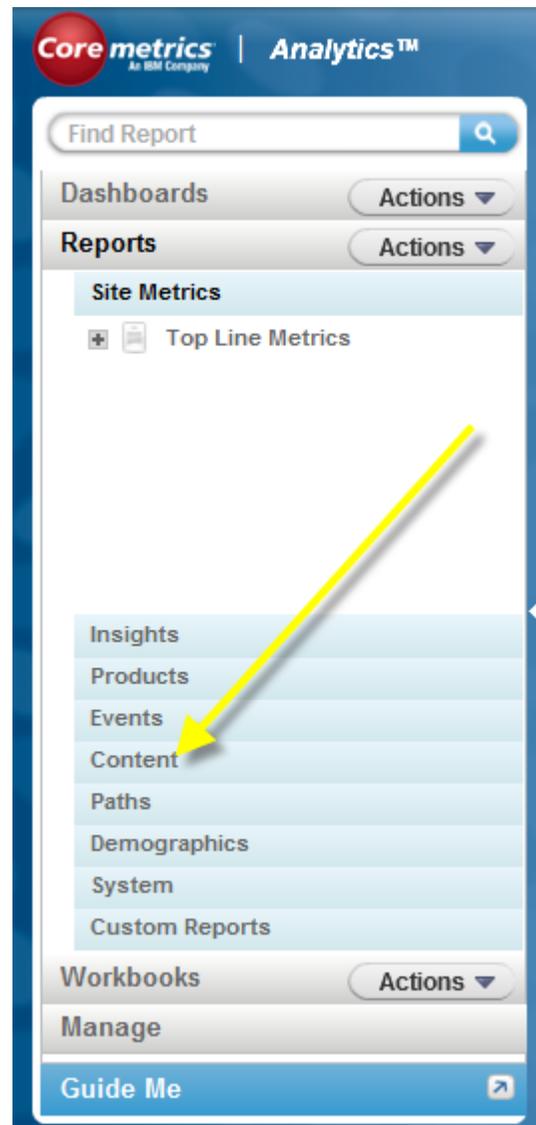
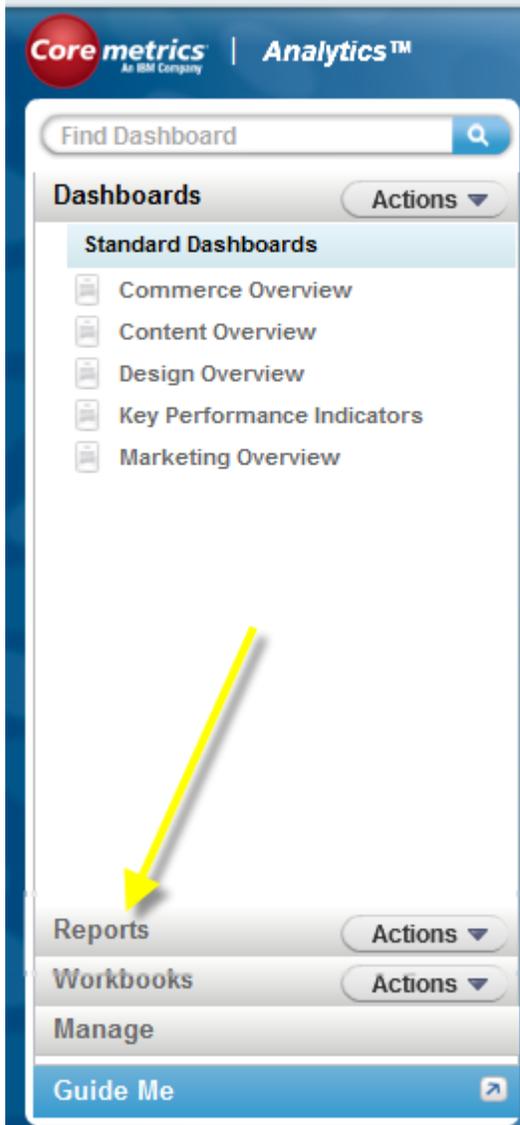
### ***Assets – Finding Number of Views***

Digital Analytics handles finding view counts on files quite differently than SurfAid. You can now go directly to the page that hosts the file and view click counts and request automated emails be generated. You no longer need to have a special category created by e-Michigan. To do this, you need to download and install Digital Analytics Tools and utilize LIVEview.

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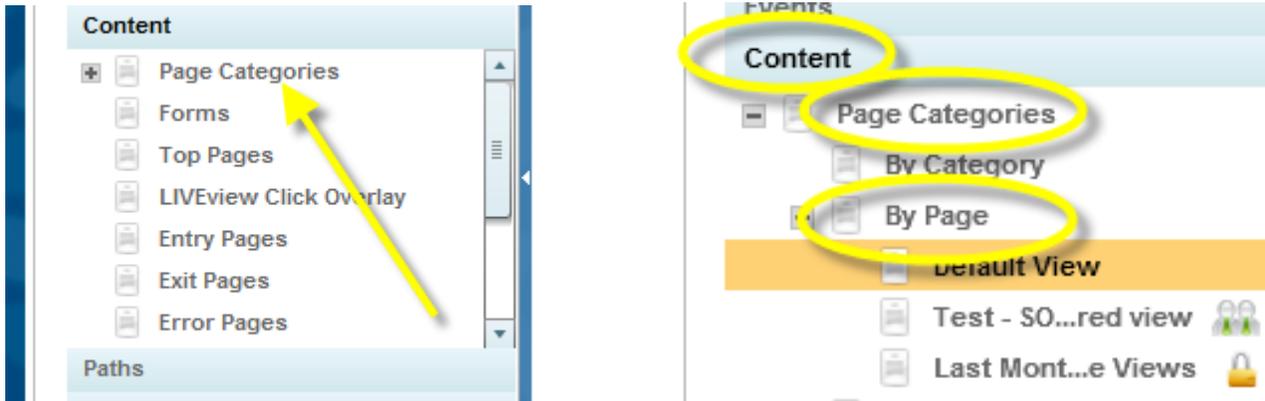
## Exercise: Navigate to Default Report by Content Category

Click Reports and then click on Content.

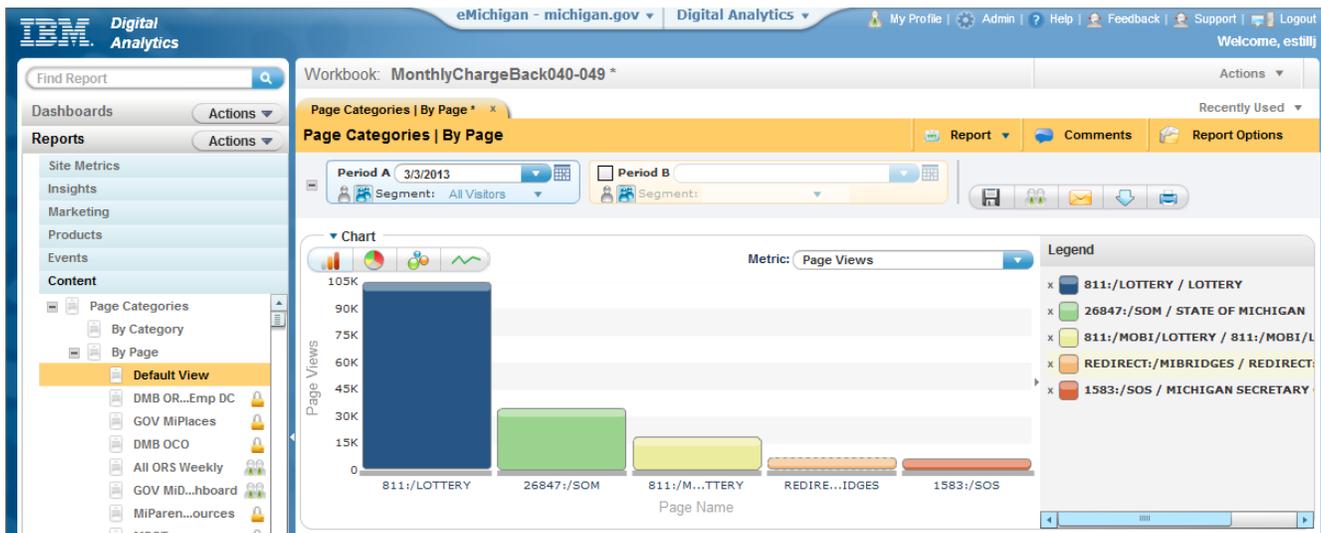


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In Content, expand **Page Categories** and then expand **By Page** (If the plus sign doesn't appear, just click on the words.)



Once "By Page" is expanded, Digital Analytics should be displaying a "Default View" report similar to the one below. If not, just click on **Default View**. The chart will not have the same data as this screen capture, but there will be a bar graph with a table of data below it.



This screen shows the Page Views of the whole Michigan.gov portal. From here you can narrow it down by Category. The next exercise will illustrate how to find your agency.

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## Exercise: Changing Default Report to Custom Report

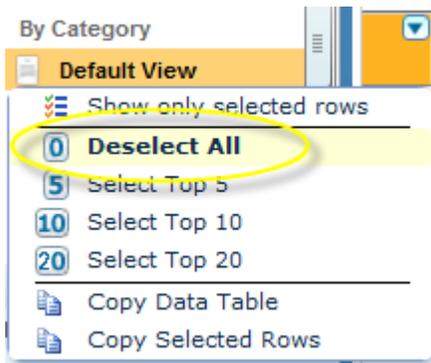
To give yourself more working room, click on the triangle or the word “Chart.” This will minimize the chart so that you can view more of the table data.



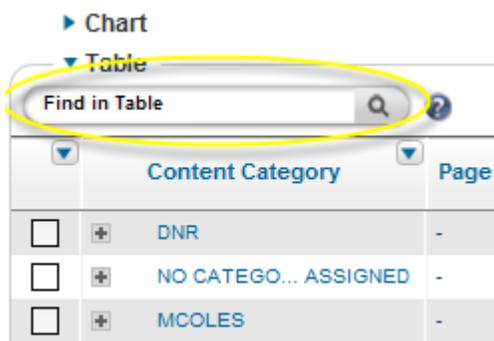
Click the dropdown arrow above the column of check boxes.

▼ Table																
Find in Table																
	▼	Content Category	▼	Page Name	▼	Page Views	▼	Sessions	▼	Orders / Session	▼	Sales	▼	Bounce Rate	▼	Page Views / Session
<input checked="" type="checkbox"/>	+	DNR	-			26		3		0.00%		\$0.00		33.33%		8.67
<input checked="" type="checkbox"/>	+	NO CATEGO... ASSIGNED	-			18		4		0.00%		\$0.00		50.00%		4.50
<input checked="" type="checkbox"/>	+	MCOLES	-			6		1		0.00%		\$0.00		0.00%		6.00

Click on Deselect All

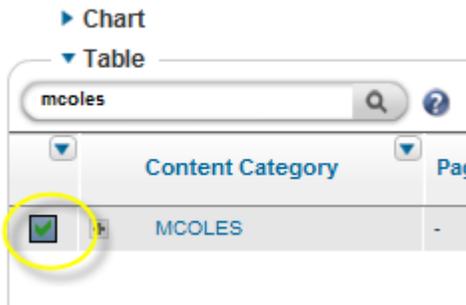


Use the search box to find your agency

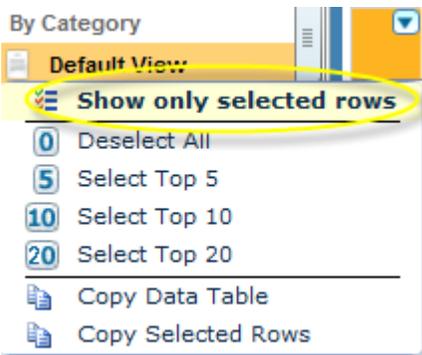


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Click the check box next to your agency

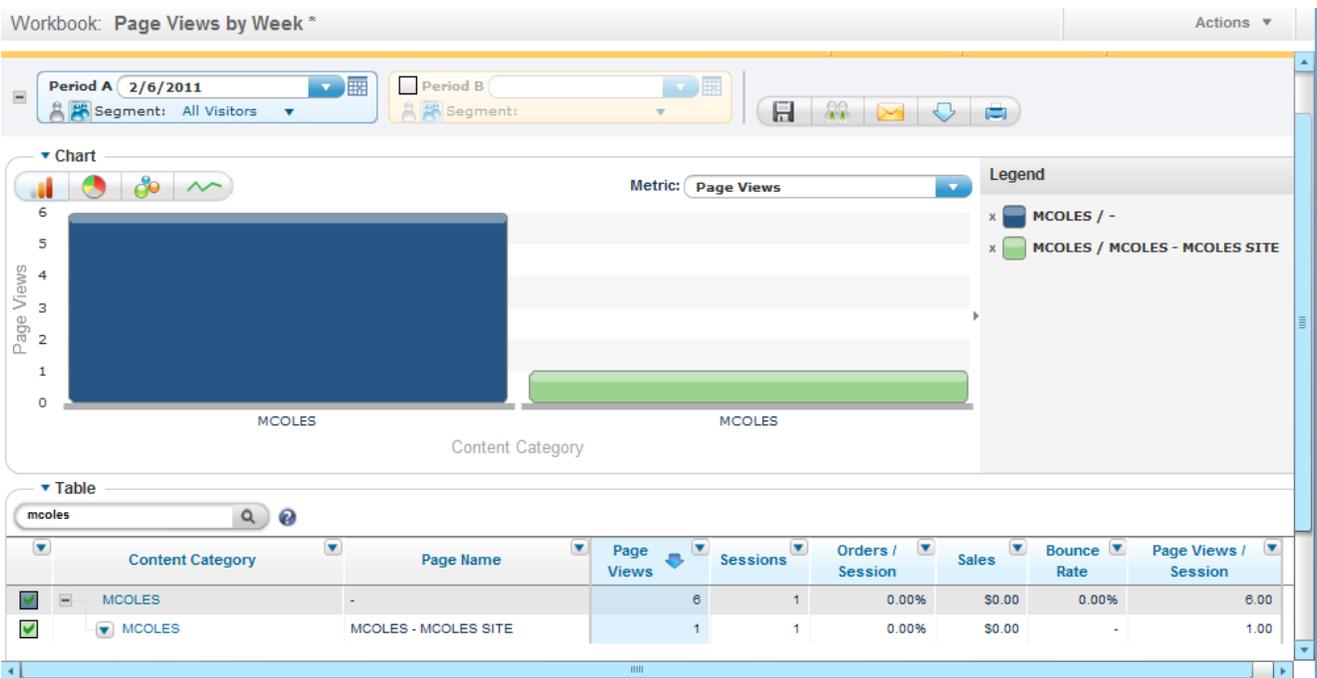


Click the drop down window again and select Show Only Selected Rows. You can expand the Chart by clicking on the words and it will only display your agency.



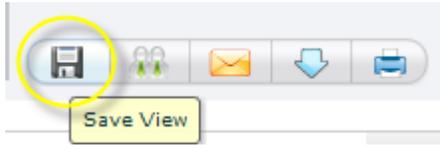
From there, expand the plus sign and all other plus signs

Displayed will be all the data for your agency based on the date selected.

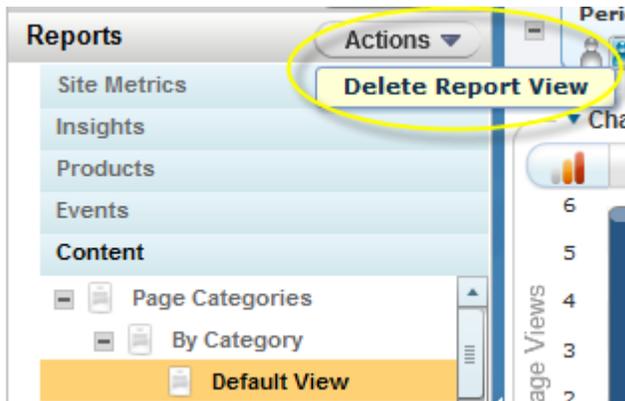


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From here, you can save the report view. It will save to the Content by Page Categories by Category navigation area.



Delete a report – Click on Actions in the Reports header. It will bring up a menu allowing you to choose which report to delete.



Side Note: You can change the column size. Unfortunately, when you refresh the window, the columns return to default width.

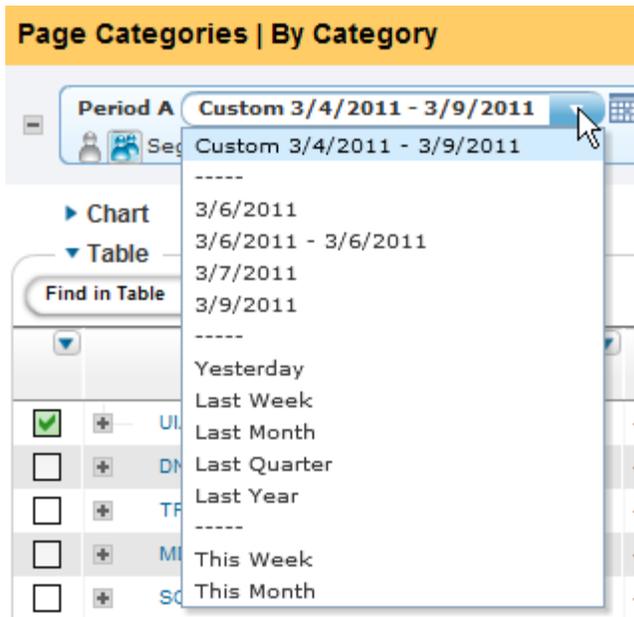
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## Exercise: Report Options

### *Changing the date*



By clicking on the down arrow, you get a list of recently used dates and preset date ranges.

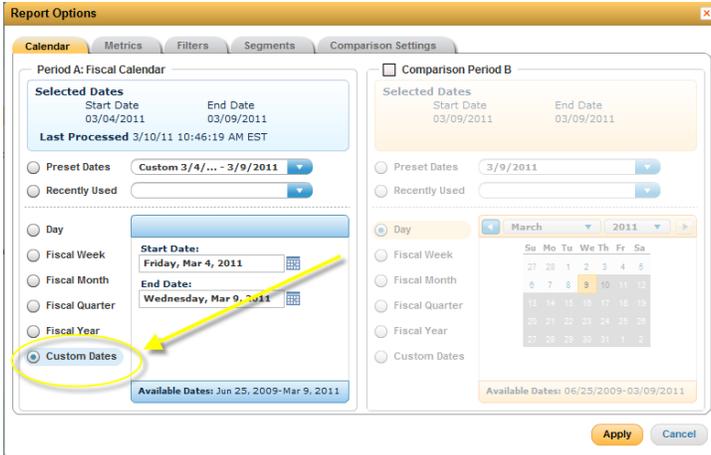


By clicking the calendar icon:



You will open the Report Options screen where you can select a custom date range.

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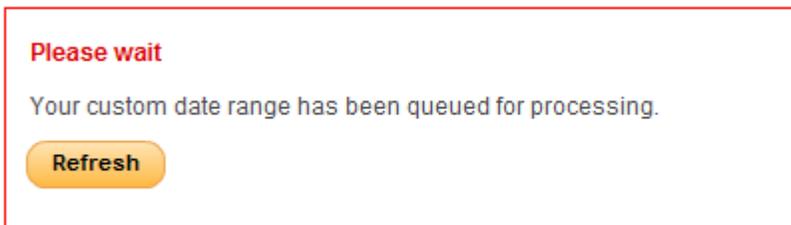


Use the calendar icons to select the dates.



Click the 'Set Start Date' or 'Set End Date' buttons as needed then click the 'Apply' button at the bottom of the Report Options screen.

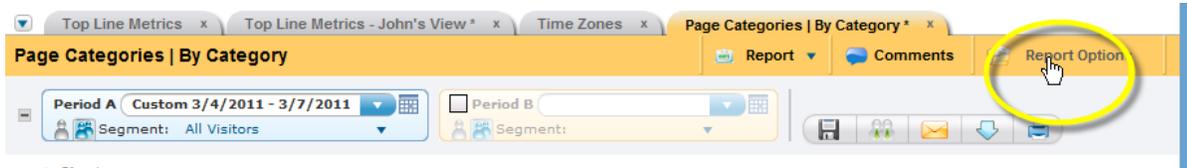
You may get a message that says 'Please wait.' With a little patience, your report will generate shortly.



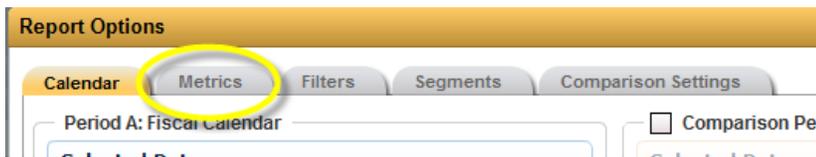
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## Adding or removing a metric

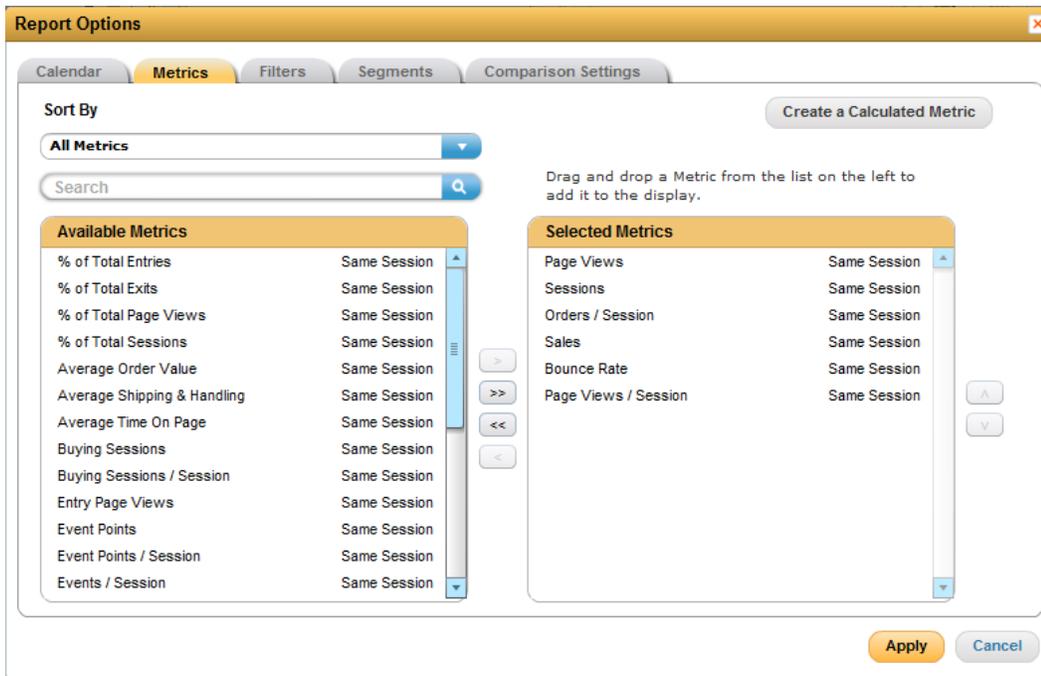
Click the 'Report Options' menu.



And you will get the basic Report Options screen. Click on the 'Metrics' tab.



The Metrics screen:



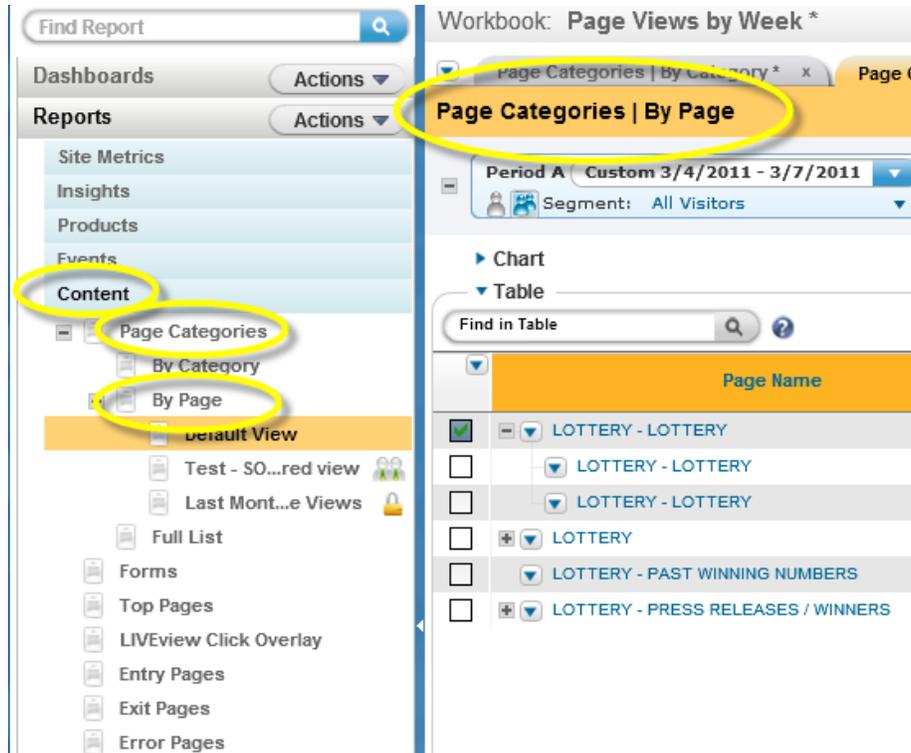
Add and remove the different metrics as needed. 'Sales' and 'Orders/Session' are not useful in the SOM context. Just move them back by clicking on them and clicking the left arrow on the bottom. A very useful Metric to add is 'Page URL'. (Needed if you want to Filter on it.) Also, change the order by clicking on a metric on the right side and clicking the up or down arrow to move them. This changes the column order they appear in on your table.

When finished moving the metrics around, you can go to the Calendar and change dates or apply a Filter. Just remember to click 'Apply' when finished. The column headers of your Table should now match the metrics you just changed.

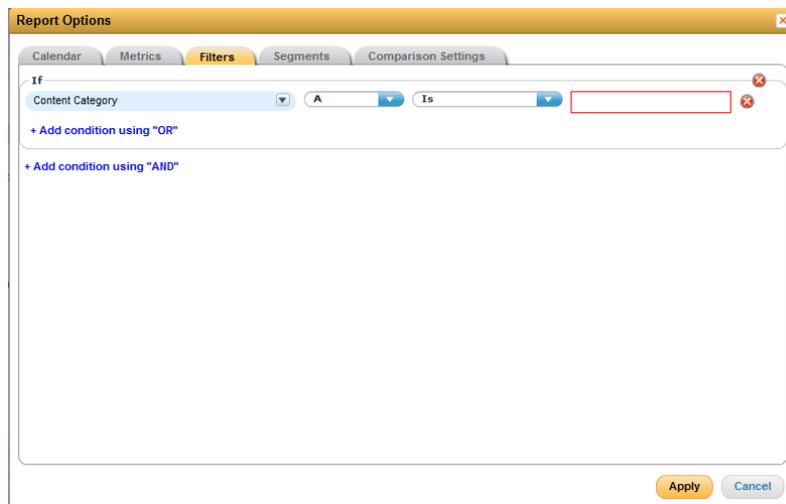
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## Apply a filter

In this example, we will apply a filter based on a URL. In order to do that, the report needs to be changed to Content -> Page Categories -> By Page. Do this from your left navigator.

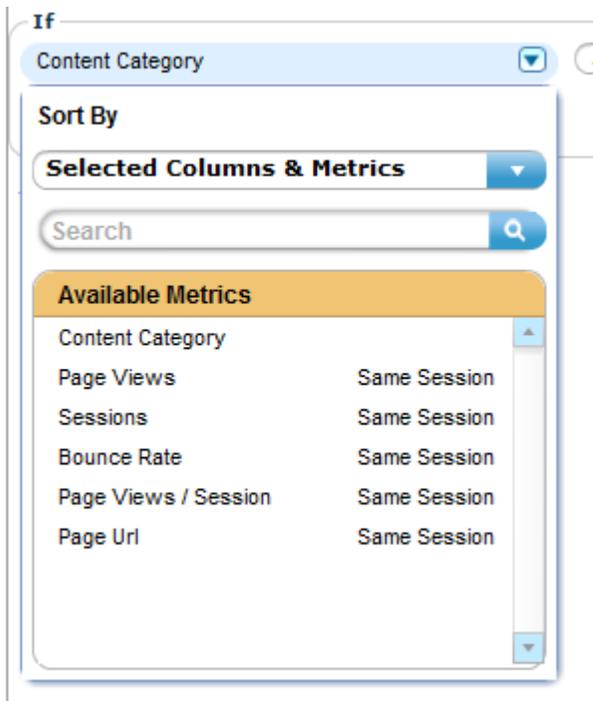


Click on Report Options to bring up the Options screen.

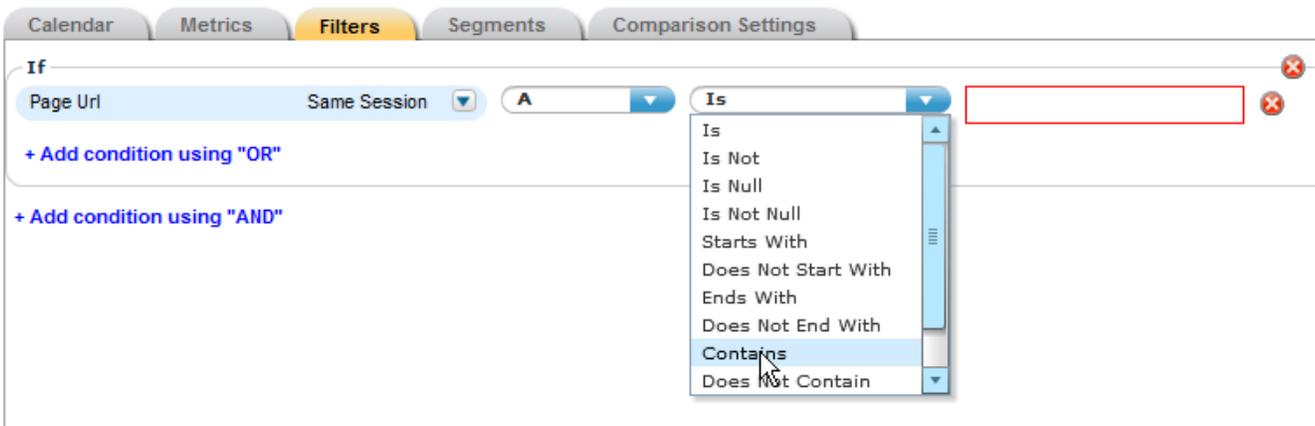


Click the down arrow beside "Content Category" to get a list of the Metrics you have available for this report. If you do not see the one you want, click on 'Selected Column & Metrics' and add it to the list. Once you have the list displayed, just click on the Metric you want to filter by. In this case, it will be Page URL. Page Categories by Category doesn't allow you to filter by URL. Page Category by Page will.

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Select 'Contains' from the next dropdown. Leave the default 'A' option.



In the text box type something relevant to the URL. We are going to use 'Lottery' as an example. When completed, your filter should look like the following screen shot.



Continue to apply filters as needed. The results in this example are also filtered by Page View greater than 10,000. Also, you may click on the red/white 'X' to remove an unneeded filter.

Click 'Apply' and check out the results.

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Result of filtering by Page URL containing 'Lottery' and Page Views greater than 10,000:

The screenshot shows the IBM Digital Analytics interface. The main report is titled "Page Views by Week" and is filtered for "Page Categories | By Page". The report shows data for the period "Custom 3/4/2011 - 3/7/2011" for "All Visitors". The table below displays the results of the filter, showing page names, content categories, page views, sessions, orders per session, and sales.

Page Name	Content Category	Page Views	Sessions	Orders / Session	Sales
LOTTERY - LOTTERY	-	341,489	237,261	0.00%	\$0
LOTTERY - LOTTERY	/LOTTERY	308,780	210,836	0.00%	\$0
LOTTERY - LOTTERY	/LOTTERY/	33,483	25,625	0.00%	\$0
LOTTERY	-	43,957	38,999	0.00%	\$0
LOTTERY - PAST WINNING NUMBERS	/LOTTERY/DRAWINGRESULTS	17,740	13,584	0.00%	\$0
LOTTERY - PRESS RELEASES / WINNERS	-	14,331	2,068	0.00%	\$0

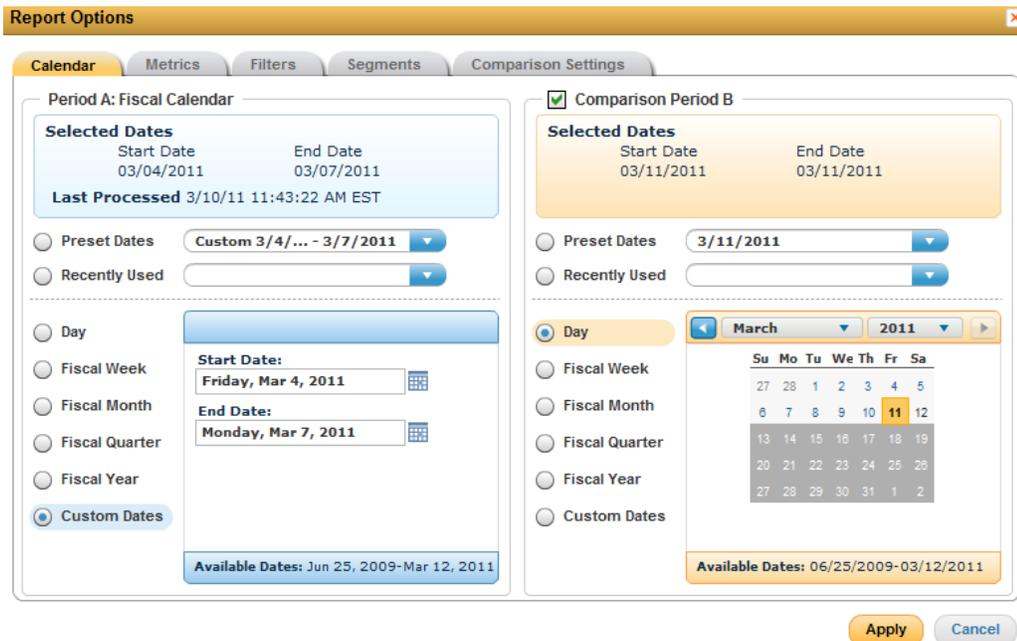
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## Compare one time period to another

You can compare two different time periods to analyze trends. Do this by clicking on the check box in "Period B". Report Options will automatically open with Comparison Period B active.



Or, from inside Report Options, click Comparison Period B.



From here, manipulate both dates as needed. Then, click Apply and view the results.

Workbook: Page Views by Week \*

Page Categories | By Page \* x Page Categories | By Category \* x

**Page Categories | By Page** Report Comments Report Options

Period A 3/6/2011 Segment: All Visitors  Period B 3/7/2011 Segment: All Visitors Filter Applied...

Chart Table

Find in Table

	Page Name	Content Category	Page Views		Sessions		Orders / Session		
			(A)	B	(A)	B	(A)	B	(A)
<input checked="" type="checkbox"/>	LOTTERY - LOTTERY	-	128,746	50,491	92,642	39,148	0.00%	0.00%	\$
<input type="checkbox"/>	LOTTERY - LOTTERY	/LOTTERY	114,799	45,040	82,153	34,826	0.00%	0.00%	\$
<input type="checkbox"/>	LOTTERY - LOTTERY	/LOTTERY/	13,476	5,213	10,179	4,174	0.00%	0.00%	\$
<input type="checkbox"/>	LOTTERY	-	16,286	7,322	14,892	6,297	0.00%	0.00%	\$

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## Exercise: Setting up Automatic email

Digital Analytics has the ability to automatically send reports on a daily/weekly/monthly basis. The report you use should have the time period set up as weekly or monthly.

Using the previous exercises, customize your report as needed. Then, click on the email icon.



The Email Report View screen allows you to choose multiple ways to get the data to your inbox.

- Report File Type: Native Excel format or CSV
- Frequency: Depends on date range of report.
- Turn on or off the comparison range
- File name
- Email Recipients, Title of email message, Message Body

### Email Report View

**Delivery Details**

Frequency\* **Instantly & Only Once** Report File Type\* **EXCEL**

Note: This file type includes up to 65,535 rows.

Compare To

Relative Period 1 week(s) prior

Fixed Period 2/20/2011 - 2/26/2011

Do not include B Range

File Name\*

90259631\_Page\_Categories\_By\_Category

NOTE: If the file size is greater than 15 MB the recipient will receive a link from which to retrieve the file.

**Email Details**

Recipients\* (enter emails separated by commas)

estillj@michigan.gov

Subject\*

90259631\_Page\_Categories | By Category - Weekly

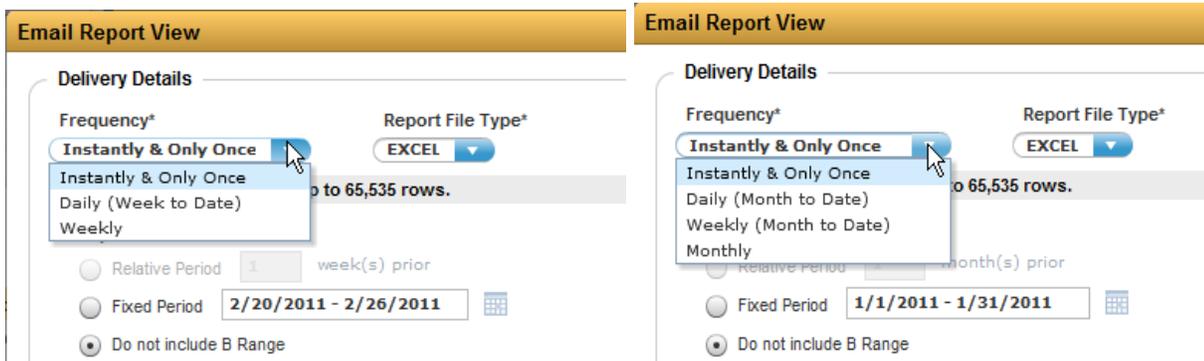
Message

Please find the attached report/dashboard view.

Save Cancel

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The frequency can be One time, Daily, Weekly, or Monthly. It can depend on the date ranges you have set up for the report. Look at the two screen shots below. The left image has a date range based on a week. The right image has date range based on a month. Notice the Frequency options are different. Your report needs to have the right date range selected before you click the email icon.



The Manage Emails button will open a screen where you can see your automated emails. You may:

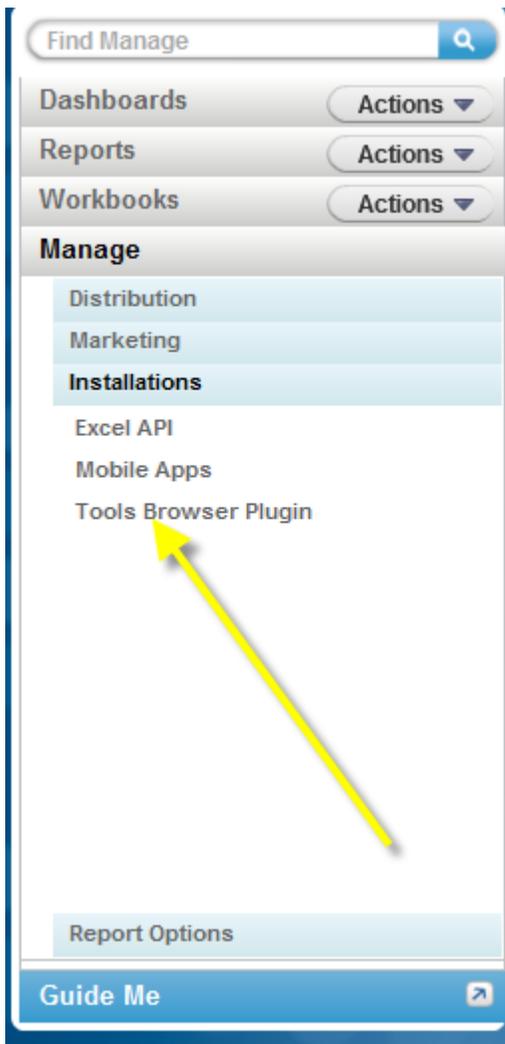
- Manually run reports
- Make changes to the email addresses, file name, subject line.
- Delete Reports

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## ***Exercise: Using LIVEview***

In order to use LIVEview, Digital Analytics tools need to be installed. LIVEview is a browser plugin. Once it is installed, you may need to quit & restart IE or even restart the computer depending on the message.

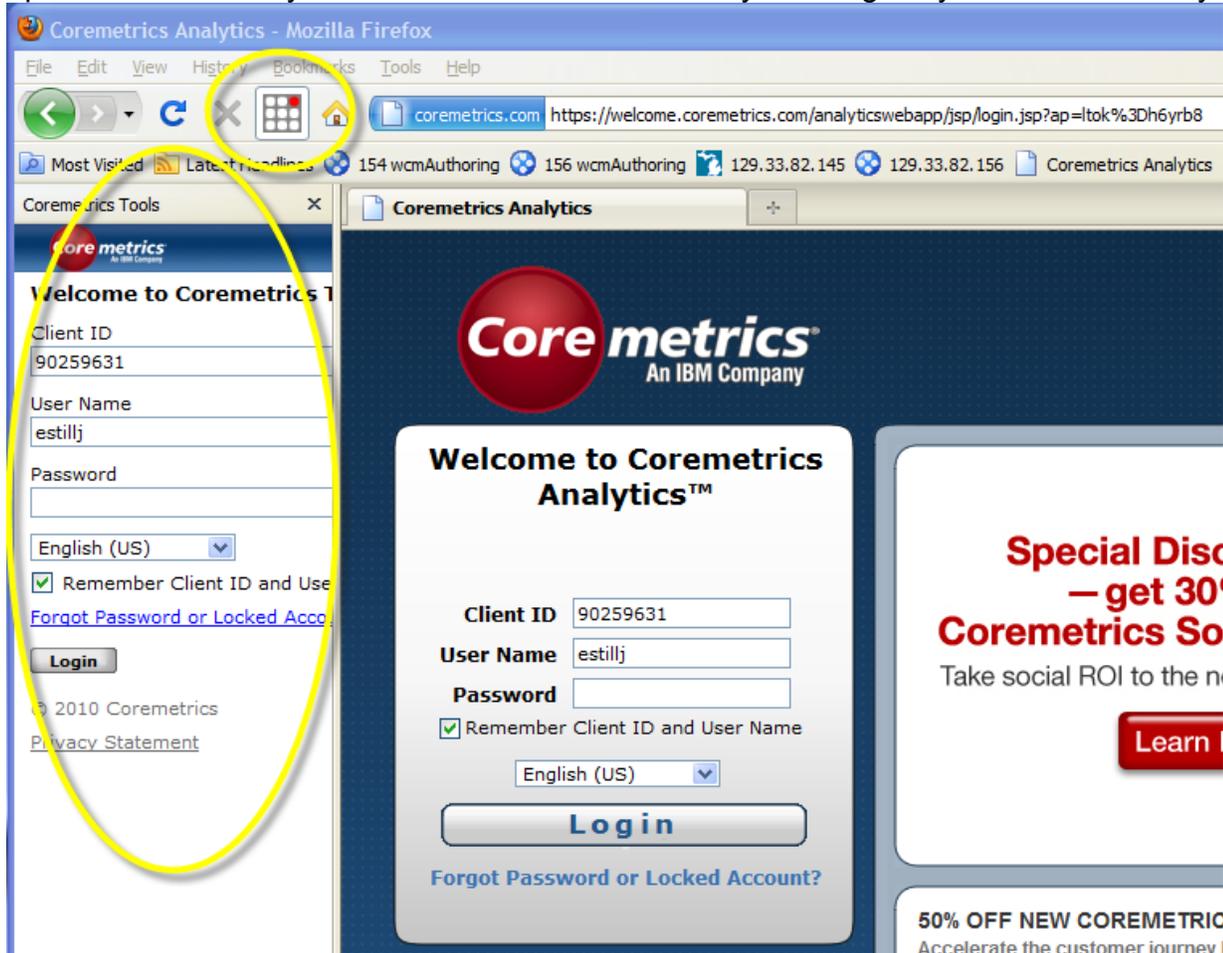
***Request the HelpDesk to install this package -> APP\_CoremetricsPlugin***



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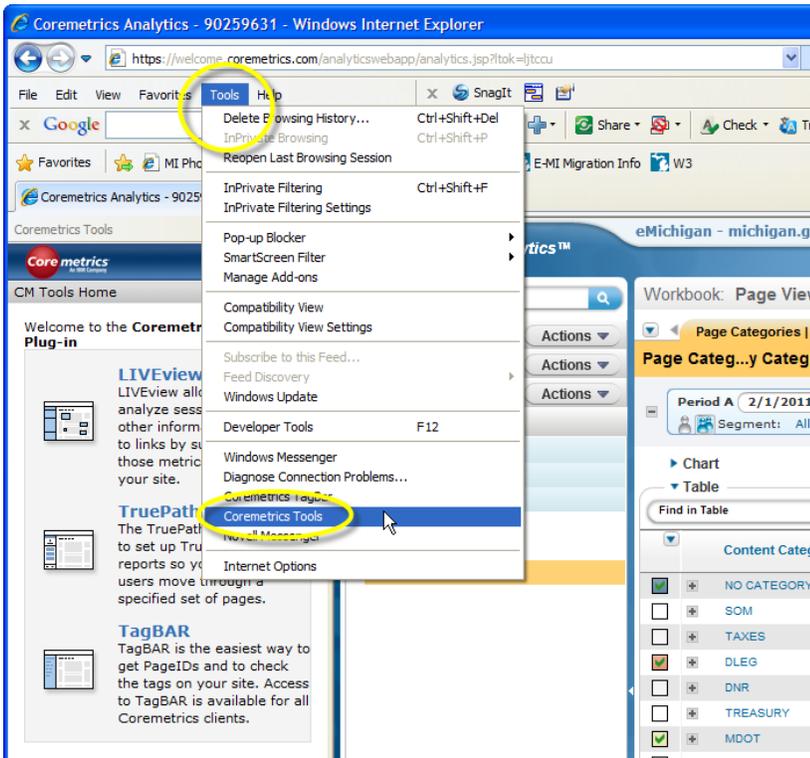
Installation is a one-time thing. After installing and restarting the application, the LIVEview tool is available from your browser's tool menu. The first screen is from Firefox. The second is from IE 8

In Firefox, you access LIVEview by clicking the "9-dot Icon" in the navigation bar. This will open a left menu in your browser window. It will ask you to login if you haven't already.

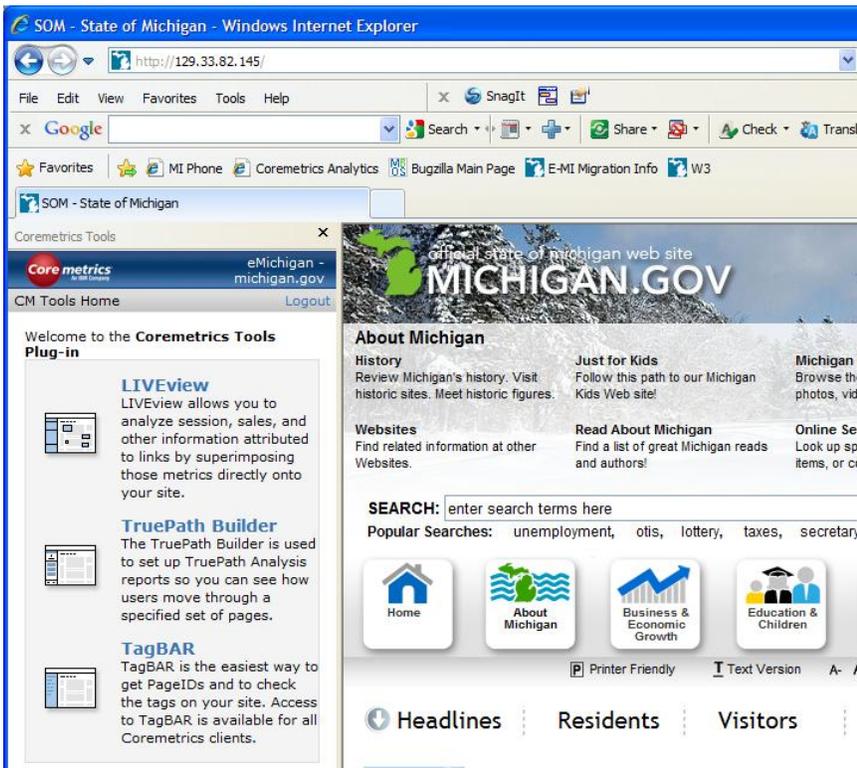


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In Internet Explorer 8, you access LIVEview by clicking in the Tools Menu and selecting Coremetrics Tools.

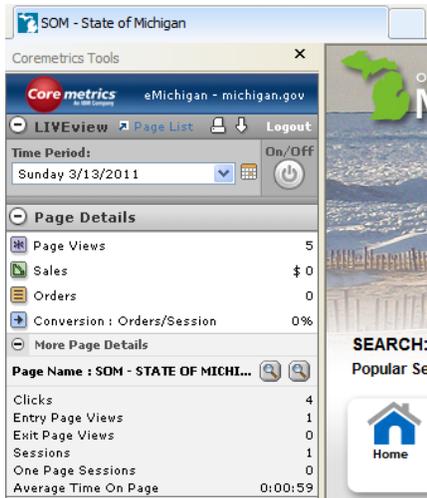


Once you have logged in, the screen should look like:

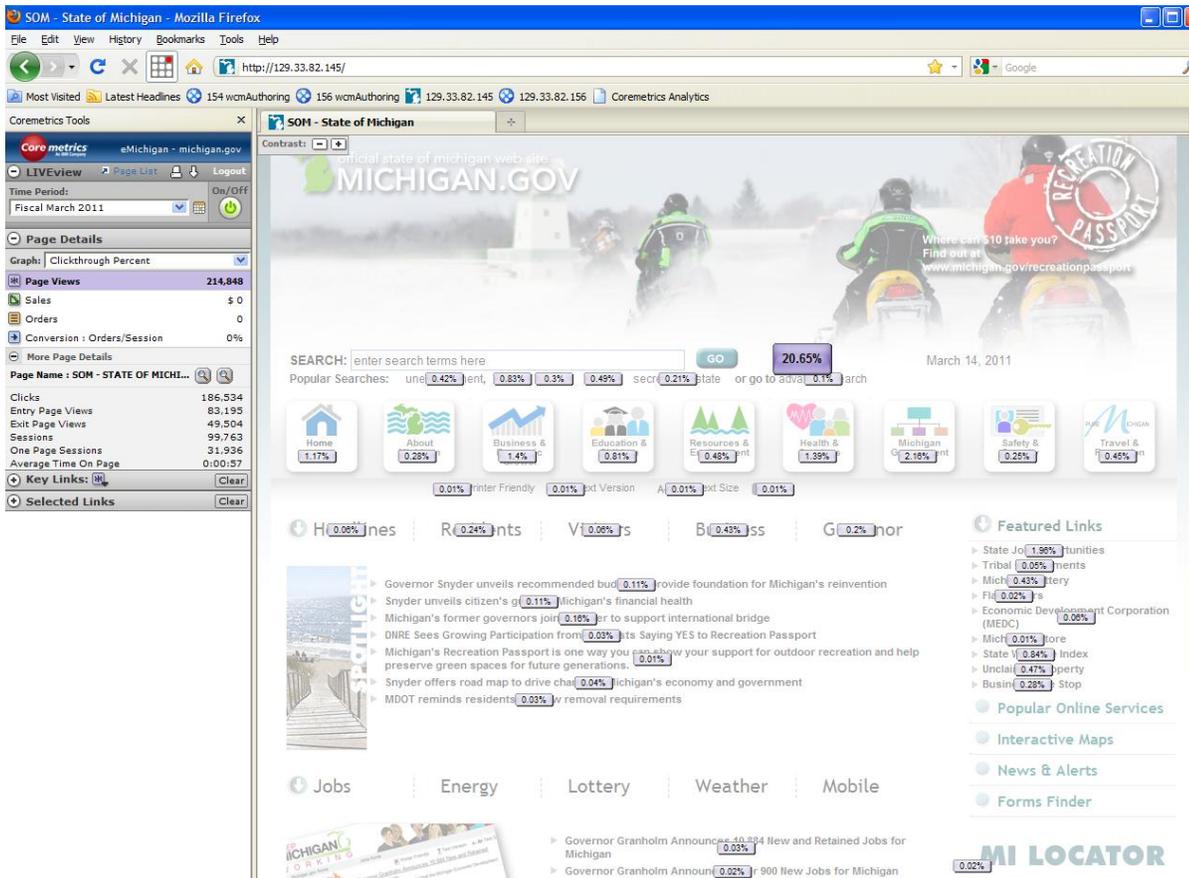


# Introduction to IBM Digital Analytics™ at Michigan.gov

Click on LIVEview. The basic screen will load and will look similar to the screen shot below. You may need to extend the width of the left area so that all of the LIVEview window is shown. Just drag the divider to the right.

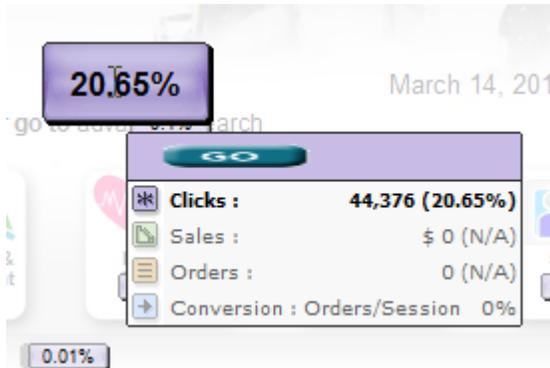


This left area will show basic page data. Number of items clicked, sessions, page views, etc. But, a nice feature is to set the date to a wider range than just the default and turn on LIVEview. Notice the page goes to a 50% gradient with an overlay of percent tags.

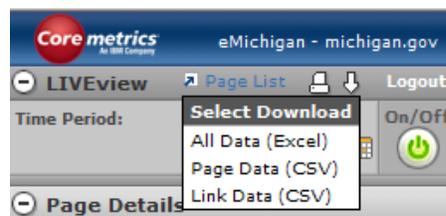
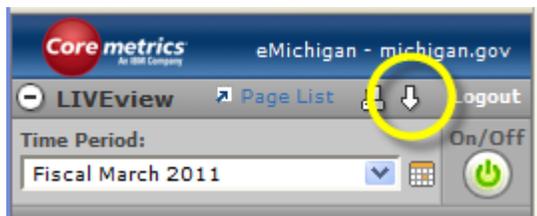


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You are now able to see what people are clicking on within the page. Now, hover over one of the percentages. In this case, it is the large 20% button near the “Search” Go button. It shows that nearly 21% of the clicks on the SOM home page were for searches.



Go to the left menu and click the down arrow. It will ask how you want it downloaded. Excel or separate csv files.



Downloading the Excel file will give you something that looks like:

Link Url	Link Name	Clicks	Clickthrough Percentage	Clickthrough Change
/emiSearch	form2	44,376	20.65%	443,660.00%
#WEATHER	-	11,760	5.47%	-
#LOTTERY	-	9,156	4.26%	457,700.00%
#JOBS	-	6,441	3.00%	644,000.00%
/wps/portal/som/migov	-	4,636	2.16%	10,938.10%
/emiSearch	UNDEFINED	4,363	2.03%	-
/wps/portal/mdcs/employment/employment_defaultcontent	-	4,202	1.96%	420,100.00%
javascript: submitform(taxes)	-	3,595	1.67%	-
/wps/portal/som/business	-	3,003	1.40%	24,925.00%
/wps/portal/som/health	-	2,989	1.39%	49,716.67%
/corrections/0.1607.7-119-1409---KEY.00.html	-	2,919	1.36%	-

Note the first data point in row 12 is the URL for the Search box.

This is useful to determine high traffic links that might be placed in Quicklinks or on your Agency’s homepage.