User Manual
VizTracker

Version 2.0

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Using this Manual

The following manual is designed to familiarize new users with the VizTracker interface and to provide extra knowledge for current users. This manual will focus on the tasks involved with putting together, and maintaining a web site.

About the Project

VizTracker is a business web tracking package dedicated to help online business by tracking your customers' routes, improve online advertising campaigns as well as enhancing site popularity.

VizTracker is a service that explores the needs, motivations and behaviors of visitors to your website.

This is an online service primarily used to view and track customers who are interested in your products or services. It's also designed to keep an eye on noisy competitors, media and measures the results of your various types of ad campaigns.

Since the real value of site statistics lies in tracking visitors, not just visits, our unique web site analyzer VizTracker is designed around web visitors and their onsite habits.

The greatest advantage of VizTracker is that it can track real time customers through browsers not server requests.

VizTracker also records your visitors if they return to the same page more than once.

Demo Users

Using Demo you need to enter the username, password, email and website URL. After the successful registration, the registration details will be sent to you via mail. Then you can login into VizTracker site and see the Demo reports about your registered website. While using Demo you can’t do anything with your account other than add the Employee’s under you to maintain your account.

Free Trial Users

Free Trial is offered for one month, if you are registered as a trial user. For this, you need to enter the Name, Username, password, website URL details. After successful registration, the registration details and the script information will be sent to you via mail.

You need to follow the steps which we are provided in the mail like where to place the script and how to place the script. If you place the script in your landing pages, then VizTracker starts tracking the information of your website.

You can use your Username, password for login in to VizTracker and you can see the reports about your website. You can not add more than one websites in VizTracker in the Free Trial. Once you come as a regular customer, then you can add a number of sites.

Note: *If you like to track the campaign wise information then you need to create campaigns and campaign groups. Then you can get the query string which has to be placed in your ad words (Google, Yahoo, and MSN).*

Customer Registration

If you are a new customer or Existing Trial customer then you can register as a regular customer in VizTracker. If you are an existing customer then you can login directly. For the Sign up process you have to provide your username, password details, the next step is Payment. Here you have to give the credit card information, and then you can select the product. Here the payment will be made via Authorized .Net. After successful payment, the registration details and script details will be sent to your email.

All you need to do is to follow the steps which we have provided in the mail like where to place the script and how to place the script. After placing the script in your landing pages VizTracker will start to track the visitor information of your website. Use your Username, password to login in VizTracker and you can see the reports.

Note: *If you like to track the campaign wise information then you need to create campaigns, campaign groups. Then you can get the query string which has to be placed in your ad words (Google, Yahoo, msn).*

Registering More Websites under your account

If you are a registered customer then you can register more than one website in VizTracker. For each site a unique WEBID will be generated and sent to you. The Scripts are based on the "WEBID". You should be make sure that how to place the scripts in their web sites.

If you have more than one website in VizTracker then you have to choose the website in the Header after login. All the websites will be displayed in the drop down. You can select the website for which you want to see the reports. You can check your account details by click the My Account button in the Header.

Limitations in Creating Employee

You can add any number of employees to manage your account in VizTracker. All the employees have equal rights. They will act as same as you. No difference between you (actual Customer) and your employees except the ability to create the employees (i.e.) you can create employees to manage your account but an employee can not create a subordinate under him.

Campaign Management

- The objective of maintaining campaigns in VizTracker is to calculate ROI (Return on Investment) and calculate the campaign wise clicks, sales, profit or loss.
- In Google, Yahoo or MSN, the ad words are grouped by ad groups and the ad groups are grouped by campaigns.
- In VizTracker we have provided the option to manage campaigns and see the campaign wise reports.

- The customer had to create a campaign group in VizTracker with which the campaigns can be grouped. If you want to create a Google campaign in VizTracker, you have to create the campaign group first. For each campaign you have to mention the average pay per click or sales percentage.

- For Example:

Campaign Group	Campaign
Google Campaigns →	1. Salon Towels 2. Barmop Towels 3. Hand Towels
Yahoo Campaigns →	1. Salon Towels 2. Barmop Towels 3. Hand Towels

- After creating campaign groups and campaigns, you can take query string of a particular campaign and give it in Google or yahoo or msn ad word links.

- Now VizTracker will provide the campaign Click Summary, Sales Summary. You can identify which campaigns are getting more sales, and which campaigns are getting more clicks.

How to detect search Engines' ad words in VizTracker

1. Let's say you have the ad words in Google or yahoo or msn.
2. Only you can change the query string of the exiting URL's.
3. First you have to create campaigns in VizTracker same like Google campaigns.
4. After creating the campaigns you will get the query string.
5. Now you can place the query string in Google or yahoo or msn.

   For Example if a campaign id is '12' then do the following,
   Google: http://www.domain.com/landingpage.aspx?adcampaign=12&source=googleadwords
   Yahoo: http://www.domain.com/landingpage.aspx?adcampaign=12&source=wt1002
   MSN: http://www.domain.com/landingpage.aspx?adcampaign=12&source=wt1003

6. Now VizTracker can track the campaign wise clicks & sales so that you can see the ROI (Return on Investment) in VizTracker.

Fraud Click Management

1. In VizTracker we are tracking the fraud clicks.

2. Default settings for fraud is:
   Suspected clicks per day: 2
   Suspected clicks per week: 5
   Suspected clicks per Month: 10
   Minimum visited pages per click: 2

3. You can reset the fraud settings.

   Let's say, from an IP address two clicks came for the day. But total visited pages <= 2 then it consider as a Fraud Clicks.

   Like wise, 5 clicks came for the week, but total visited pages <= 10 (5 * 2) then it consider as Fraud Clicks.

   Like wise, 10 clicks came for the week, but total visited pages <= 20 (10 * 2) then it consider as Fraud Clicks.

4. In the Fraud Report, there is an option to send the report in an excel format as a mail to corresponding search engines.

5. There is an option to sort the report by IP, Keyword, and Date. There is an option to see the report based on the search engines (Google, yahoo, msn).

VizTracker.Com Operation Menu Items

VizTracker Website Operation Manual contains the following modules to operate easily.

- **Summary**
  - **Summary**
  - **Direct referrer**
  - **Ad referrer**
  - **Organic Search**
  - **Organic keywords**
  - **Ad Keyword**
- **Visitors**
  - **All Visitors**
  - **Live Visitors**
  - **Offline Visitors**
  - **1st Time Visitors**
  - **Repeated Visitors**
  - **Converted Visitors**
  - **Registered Visitors**
  - **Existing Customer Visit**
- **Geography**
  - **Country**
  - **Region**
  - **City**
- **Search**
  - **Search**
  - **No of page visited**
- **Technologies**
  - **Summary**
  - **Browser**
  - **OS**
  - **Screen Size**

- **Campaign**
  - Sales Summary
  - Click Summary
  - Create Campaign
  - Edit Campaign
  - Delete Campaign
  - Create Group
  - Edit Group
  - Delete Group
  - Campaign Script
- **Fraud**
  - Fraud Summary
  - Fraud Report
  - Fraud Settings
- **AdTrack**
  - AdGroup Summary
  - AdGroup Create
  - AdGroup Edit
  - AdGroup Delete
  - Adword Create
  - Adword Edit
  - Adword Delete

Icons for Operation

On click of this image it will show the corresponding referral profile details.

On click of this image it will show the order placed details.

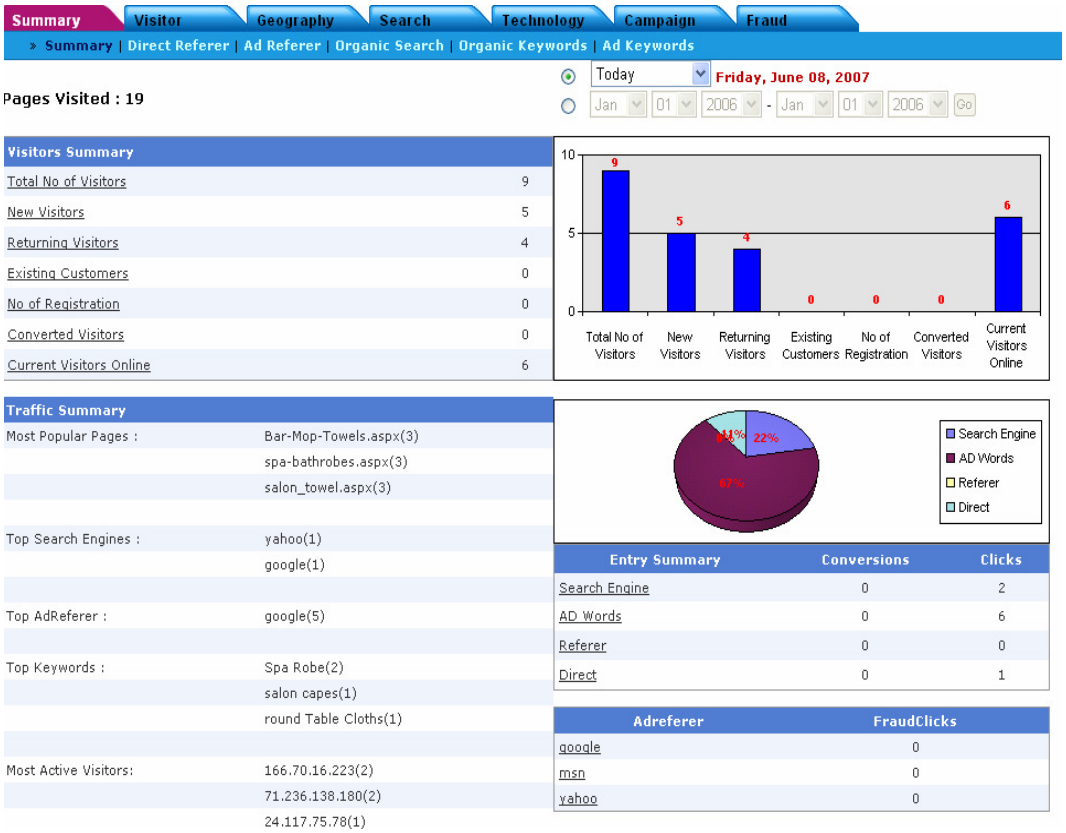
On click of this image it will show what keyword we are using to visit our site.

On click of this image it will show the corresponding region details.

On click of this image it will show the corresponding city of that region.

SUMMARY

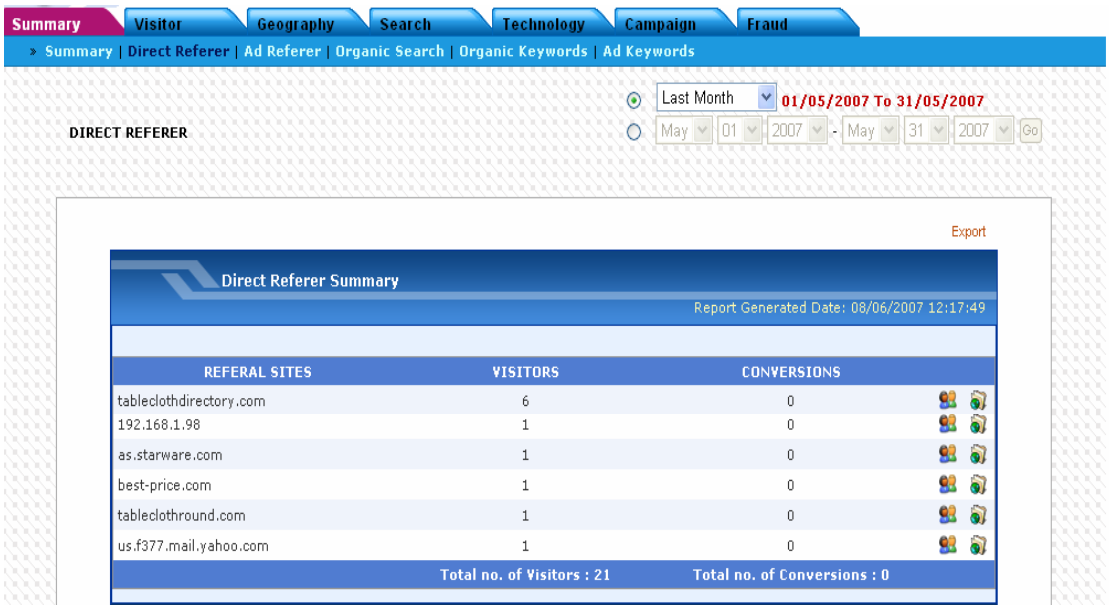
After successful login into VizTacker.com you will be redirected to the dash board screen as the following will be displayed with visitors' summary, Traffic Summary, Entry summary, Ad referrer like Total no. of visitors, Converted visitors, Top Search Engines, Top Keywords and so on. If you click the links, it will go to the corresponding page to display the detailed reports. You can select the date in all the reports. The displaying details are belongs to that selected date.



Under the Summary tab you have the following tabs

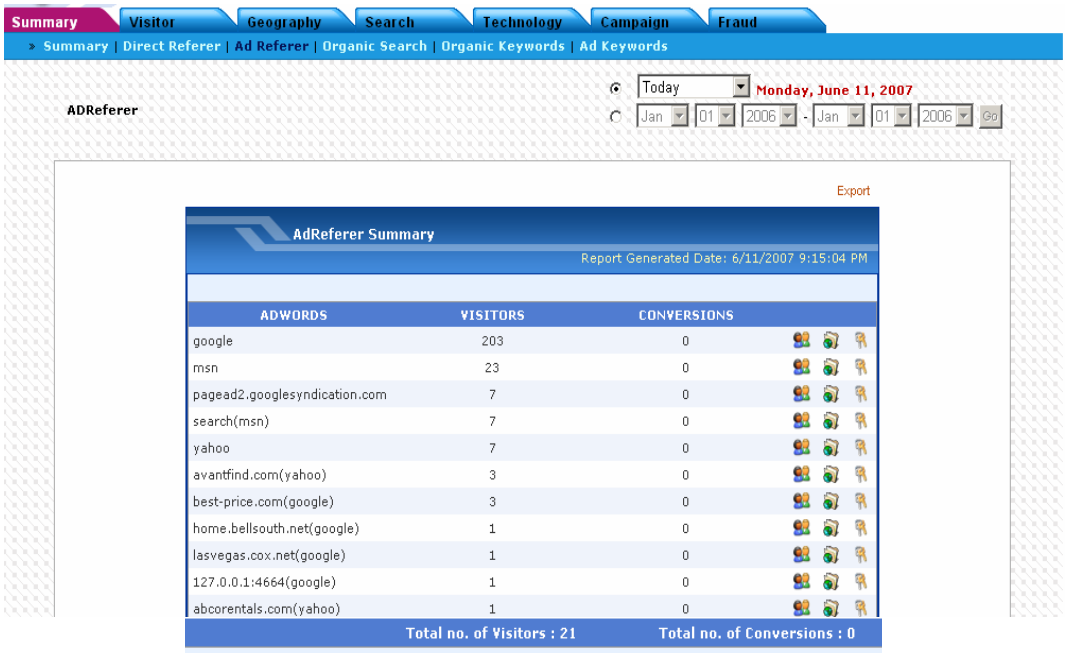
- **Direct referrer:**

  This menu displays the direct referrer which is the summary of all visitors, who visited via referrals. This report contains list of Referral sites, number of visitors from these referrals, and their conversions.



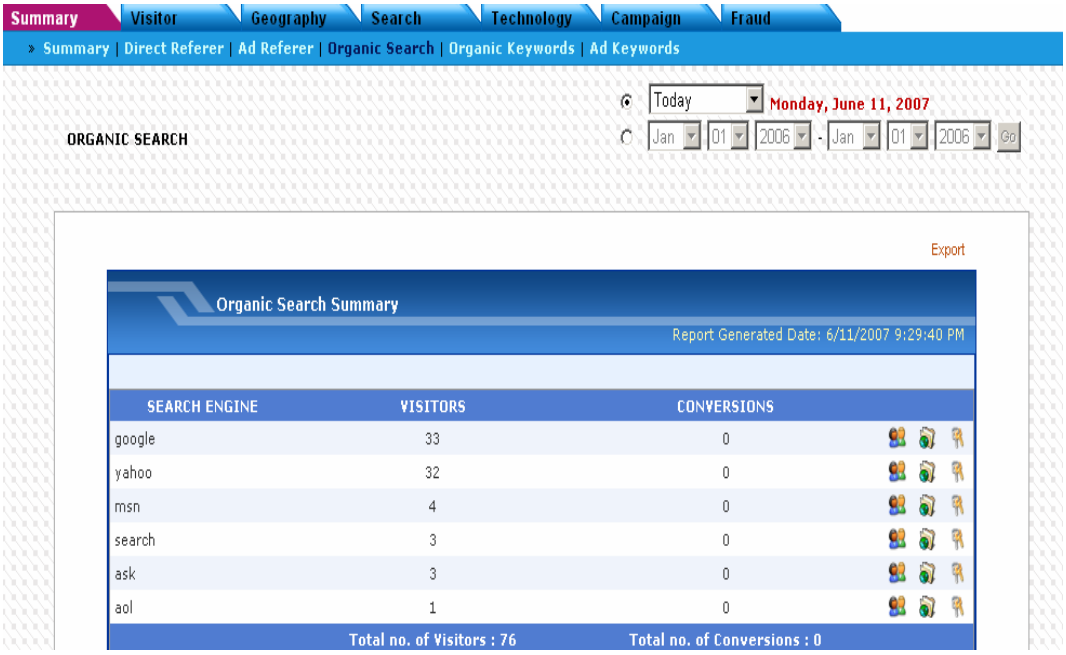
Ad Referrer Summary:

This menu displays the list of Ad referrers from where your visitors have visited your site. The number of visitors and converted visitors (visitors who made business with you) are shown here.



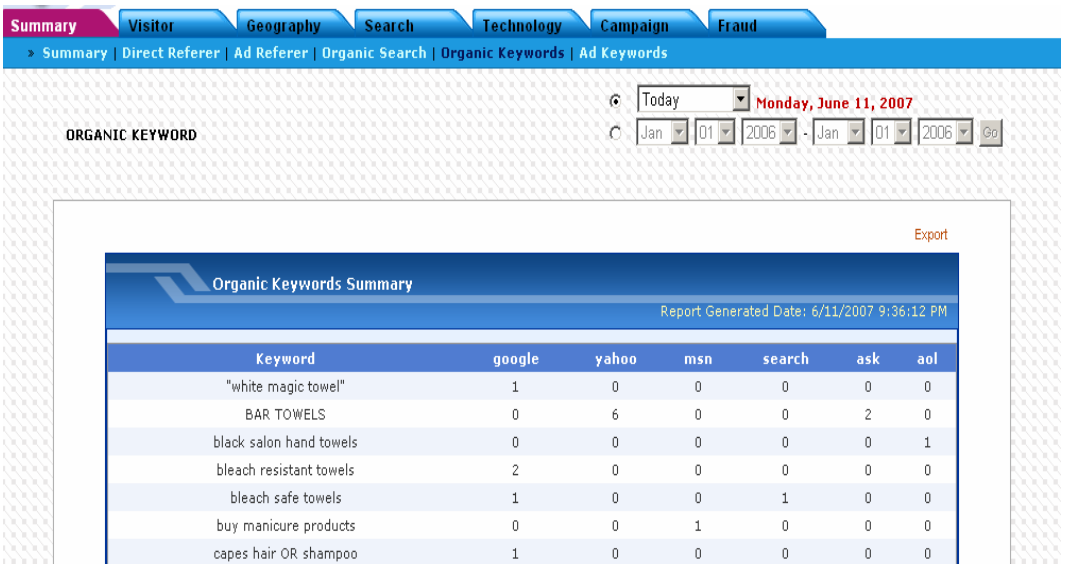
Organic Search:

This menu is used to display the search engines which were used by the visitors to visit your site.



Organic keyword summary:

This tab displays the keywords used in the search engine by your visitors to visit your site. The keywords are summarized with respect to their search engines.



Keyword	google	yahoo	msn	search	ask	aol
"white magic towel"	1	0	0	0	0	0
BAR TOWELS	0	6	0	0	2	0
black salon hand towels	0	0	0	0	0	1
bleach resistant towels	2	0	0	0	0	0
bleach safe towels	1	0	0	1	0	0
buy manicure products	0	0	1	0	0	0
capes hair OR shampoo	1	0	0	0	0	0

Ad Keyword Summary:

This menu displays the Ad Keywords and the number of times they have been used in the search engines.

Ad Keywords Summary

Keyword	google	msn	pagead2.googlesyndication.com	search (msn)	yahoo	avantfind.com (yahoo)	best-price.com (google)	search.ebay.com (yahoo)	shopping.com (google)	shopzilla.com (google)	vinylt
16 by 28 salon towels 5 lbs per dozen	2	0	0	0	0	0	0	0	0	0	
"banquet table cloth"	1	0	0	0	0	0	0	0	0	0	

VISITORS

This tab displays the list of visitors with their IP address. It displays “Yes” if they used ad words, also displays the referrer and the keyword. If that particular visitor has made business then the Conversion will show “Yes”. If the visitor is still browsing our web site the current status will be “Online”.

Under this tab you have contain the following tabs

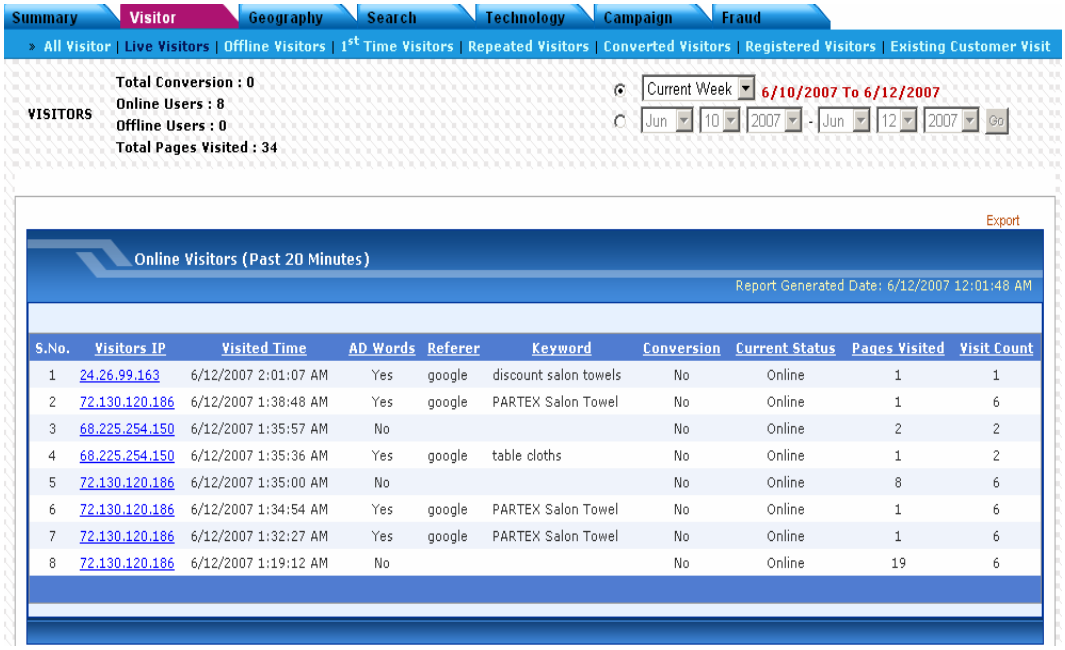
➢ All visitors:

This tab displays the Summary of all visitors like offline online first time visitors and etc.

S.No.	Visitors IP	Visited Time	AD Words	Referer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	65.78.183.95	6/11/2007 11:50:13 PM	No			No	Offline	1	1
2	65.107.175.95	6/11/2007 11:28:17 PM	Yes	google	round table cloth	No	Offline	1	1
3	72.222.147.60	6/11/2007 11:18:09 PM	Yes	google	spa robes	No	Offline	1	1
4	69.211.136.72	6/11/2007 11:15:26 PM	No	yahoo	washing salon towels	No	Offline	1	1
5	70.13.40.128	6/11/2007 11:15:21 PM	Yes	search.ebay.com(yahoo)		No	Offline	1	2
6	72.0.187.161	6/11/2007 11:14:07 PM	No			No	Offline	1	4

➢ Live Visitors:

This tab displays the online visitors summary who are all visited your site on past 20mins.



S.No.	Visitors IP	Visited Time	AD Words	Referer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	24.26.99.163	6/12/2007 2:01:07 AM	Yes	google	discount salon towels	No	Online	1	1
2	72.130.120.186	6/12/2007 1:38:48 AM	Yes	google	PARTEX Salon Towel	No	Online	1	6
3	68.225.254.150	6/12/2007 1:35:57 AM	No			No	Online	2	2
4	68.225.254.150	6/12/2007 1:35:36 AM	Yes	google	table cloths	No	Online	1	2
5	72.130.120.186	6/12/2007 1:35:00 AM	No			No	Online	8	6
6	72.130.120.186	6/12/2007 1:34:54 AM	Yes	google	PARTEX Salon Towel	No	Online	1	6
7	72.130.120.186	6/12/2007 1:32:27 AM	Yes	google	PARTEX Salon Towel	No	Online	1	6
8	72.130.120.186	6/12/2007 1:19:12 AM	No			No	Online	19	6

Offline Visitors:

This tab displays all the offline visitors' summary who has visited your site.

Summary | Visitor | Geography | Search | Technology | Campaign | Fraud

» All Visitor | Live Visitors | Offline Visitors | 1st Time Visitors | Repeated Visitors | Converted Visitors | Registered Visitors | Existing Customer Visit

VISITORS
Total Conversion : 0
Online Users : 0
Offline Users : 20
Total Pages Visited : 47

Today Tuesday, June 12, 2007
Jan 01 2006 - Jan 01 2006 Go

Export

Offline Visitors

Report Generated Date: 6/12/2007 12:15:08 AM

S.No.	Visitors IP	Visited Time	AD Words	Referer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	72.130.120.186	6/12/2007 1:38:48 AM	Yes	google	PARTEX Salon Towel	No	Offline	1	6
2	68.225.254.150	6/12/2007 1:35:57 AM	No			No	Offline	2	2
3	68.225.254.150	6/12/2007 1:35:36 AM	Yes	google	table cloths	No	Offline	1	2
4	72.130.120.186	6/12/2007 1:35:00 AM	No			No	Offline	8	6
5	72.130.120.186	6/12/2007 1:34:54 AM	Yes	google	PARTEX Salon Towel	No	Offline	1	6

1st Time Visitors:

This tab displays summary of visitors who visited your site for the 1st time.

Summary | Visitor | Geography | Search | Technology | Campaign | Fraud

» All Visitor | Live Visitors | Offline Visitors | 1st Time Visitors | Repeated Visitors | Converted Visitors | Registered Visitors | Existing Customer Visit

VISITORS
Total Conversion : 0
Online Users : 1
Offline Users : 7
Total Pages Visited : 8

Today Tuesday, June 12, 2007
Jan 01 2006 - Jan 01 2006 Go

Export

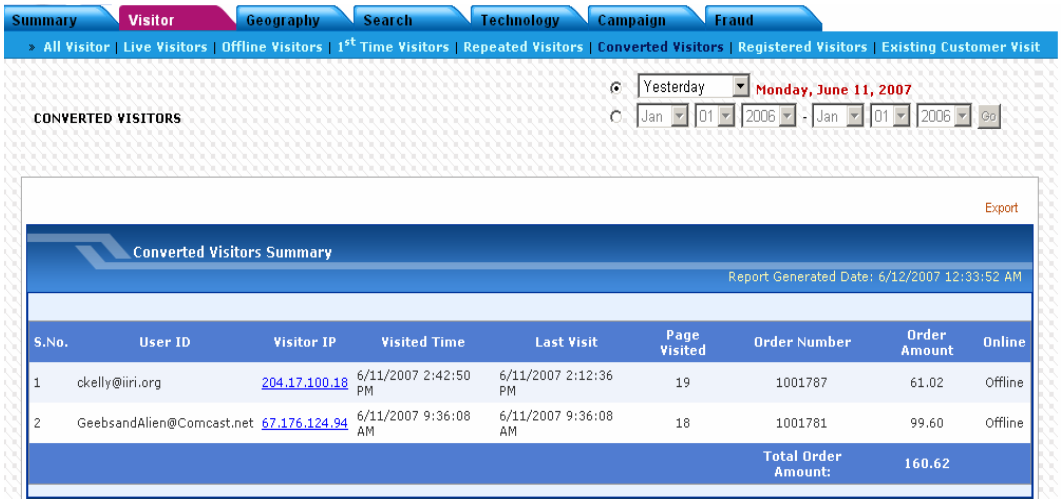
New Visitors

Report Generated Date: 6/12/2007 12:18:50 AM

S.No.	Visitors IP	Visited Time	AD Words	Referer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	24.26.99.163	6/12/2007 2:01:07 AM	Yes	google	discount salon towels	No	Online	1	1
2	12.164.196.100	6/12/2007 1:08:48 AM	No			No	Offline	1	1
3	70.134.82.154	6/12/2007 12:36:02 AM	Yes	google	132 round tablecloth	No	Offline	1	1
4	24.94.22.66	6/12/2007 12:30:31 AM	Yes	msn	table cloth	No	Offline	1	1
5	76.209.238.112	6/12/2007 12:17:13 AM	No			No	Offline	1	1
6	64.12.116.130	6/12/2007 12:14:06 AM	No			No	Offline	1	1
7	58.88.227.205	6/12/2007 12:13:50 AM	No	premiereshows.com		No	Offline	1	1
8	66.180.82.89	6/12/2007 12:13:50 AM	No	premiereshows.com		No	Offline	1	1

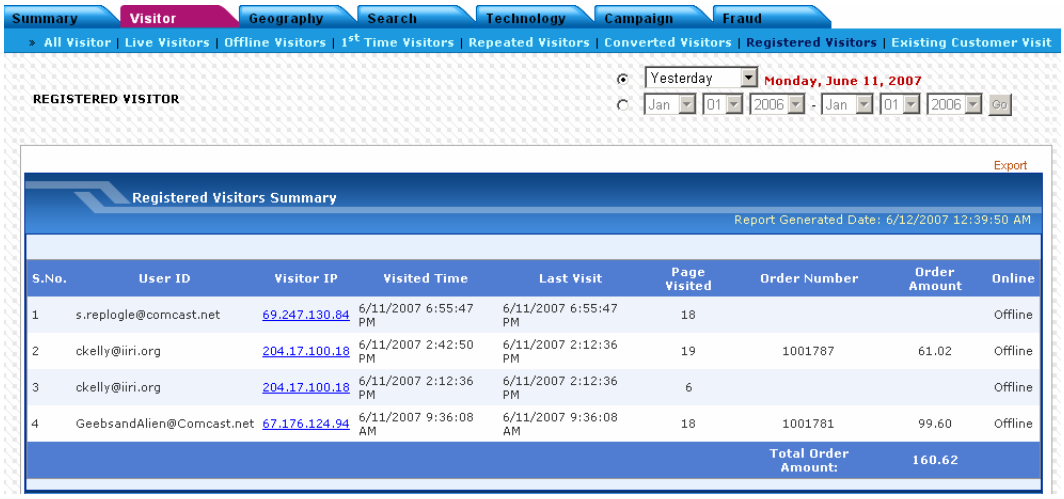
Converted Visitors:

This tab displays all the visitors who made business in your site and their details.



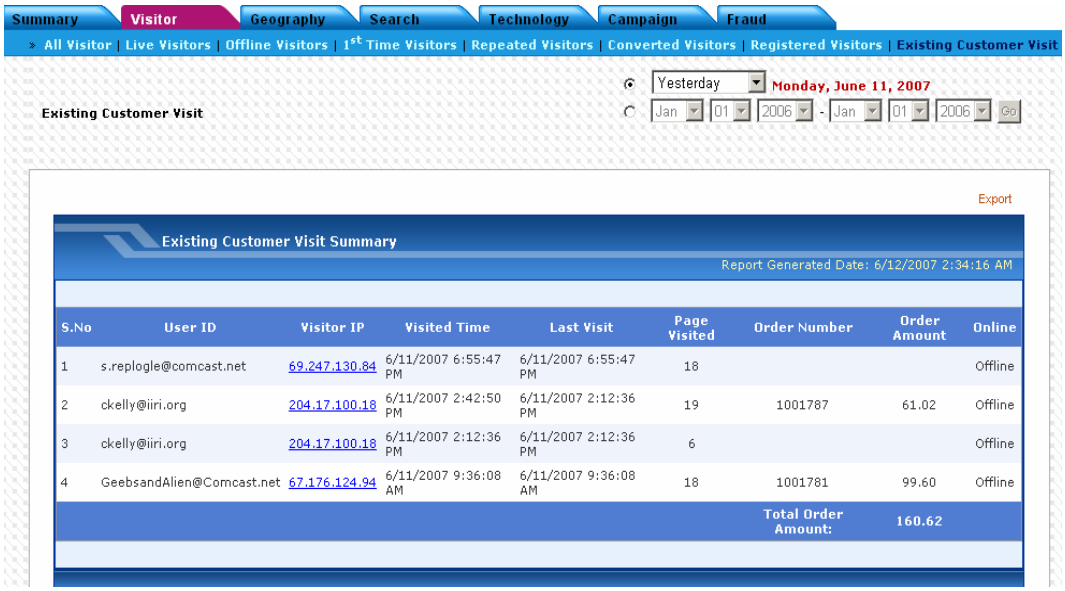
Registered Visitors:

This tab displays the summary of visitors who are all registered under your site.



Existing Customer Visit:

This tab displays the summary of who are all already registered under your site.



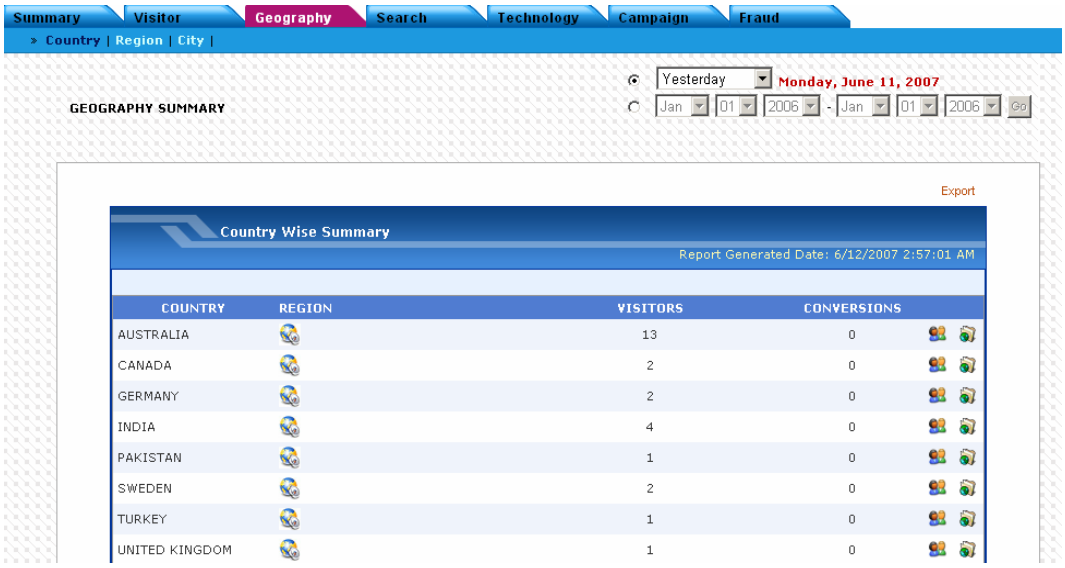
GEOGRAPHY

This tab displays the geographical information of your visitor like their country, region & city

Under this tab you have the following Tabs.

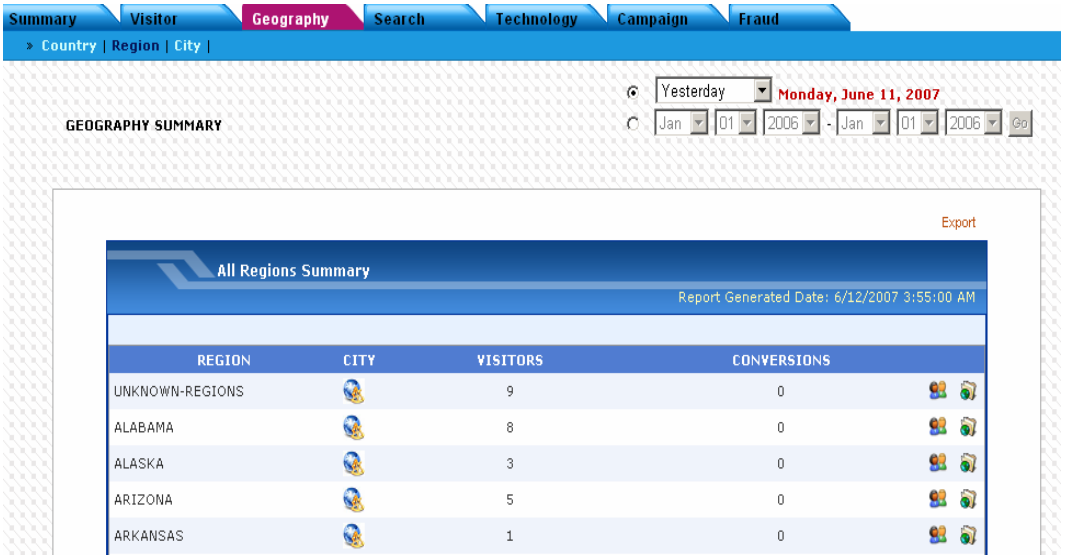
Country:

This tab displays the summary of country wise visitors and their conversions.



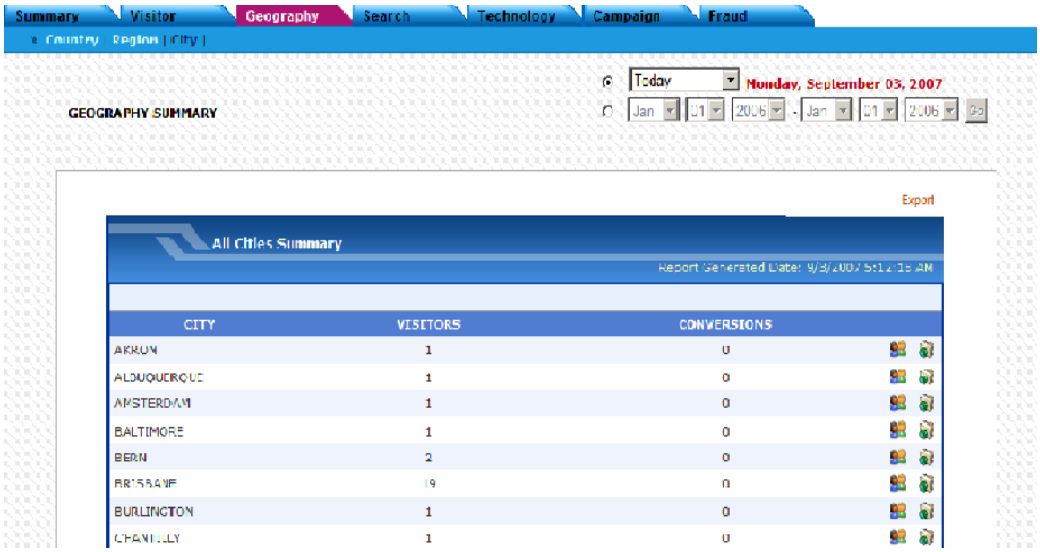
Region :

This tab displays the summary of region wise visitors and their conversions.



City :

This tab displays the summary of city wise visitors and their conversions.



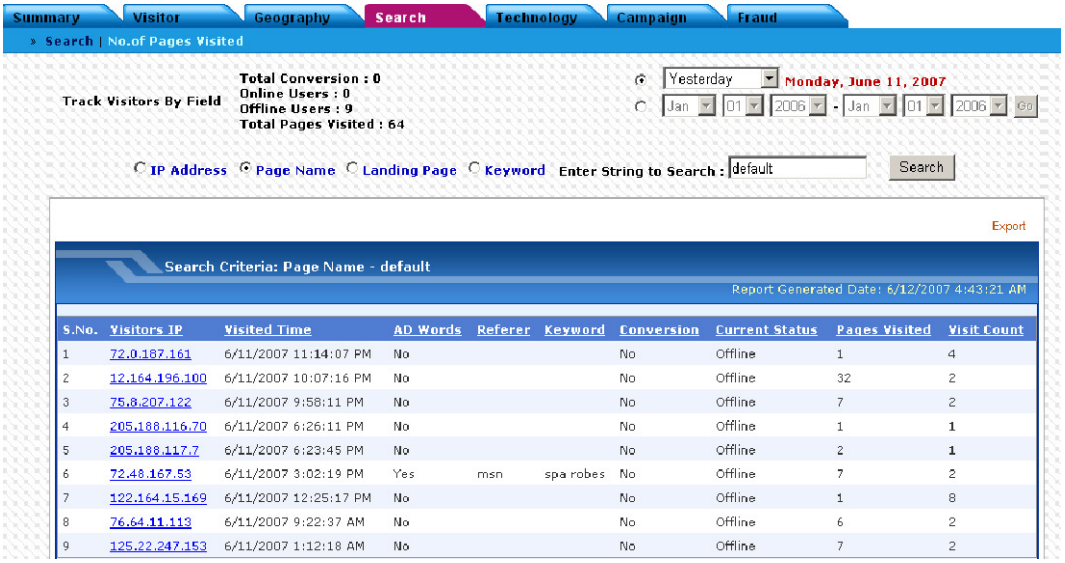
SEARCH

In this tab it displays the option buttons like IP address, Page name, Landing Page, Keyword and a Search Text Box which is used to search based on certain criteria. For example, if you want to search particular IP address details then, you have to select the IP address option button and to enter the IP address to text box then click the search button it will show the details of that particular IP address. In the same way we can search with page name, landing page and keyword.

Under this tab we have Search and Number of page Visited

- **Search:**

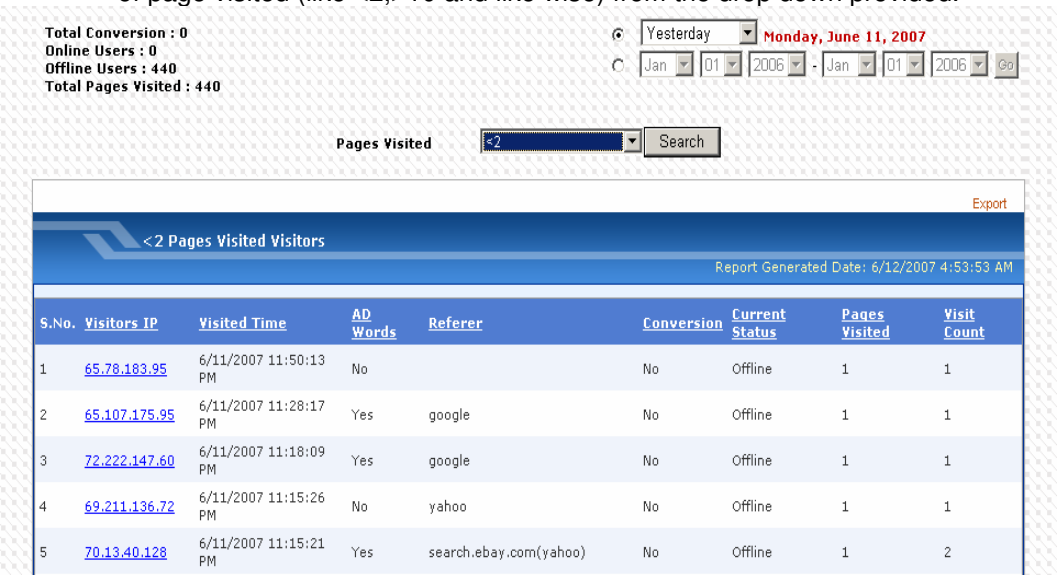
  This tab displays the option to search based on the criteria such as IP Address, Page Name, Landing Page, Keyword.



S.No.	Visitors IP	Visited Time	AD Words	Referer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	72.0.187.161	6/11/2007 11:14:07 PM	No			No	Offline	1	4
2	12.164.196.100	6/11/2007 10:07:16 PM	No			No	Offline	32	2
3	75.8.207.122	6/11/2007 9:58:11 PM	No			No	Offline	7	2
4	205.188.116.70	6/11/2007 6:26:11 PM	No			No	Offline	1	1
5	205.188.117.7	6/11/2007 6:23:45 PM	No			No	Offline	2	1
6	72.48.167.53	6/11/2007 3:02:19 PM	Yes	msn	spa robes	No	Offline	7	2
7	122.164.15.169	6/11/2007 12:25:17 PM	No			No	Offline	1	8
8	76.64.11.113	6/11/2007 9:22:37 AM	No			No	Offline	6	2
9	125.22.247.153	6/11/2007 1:12:18 AM	No			No	Offline	7	2

- **No of Page Visited:**

  This tab displays the Page visited count of each and every visitor. You can select the count of page visited (like <2,>10 and like wise) from the drop down provided.



S.No.	Visitors IP	Visited Time	AD Words	Referer	Conversion	Current Status	Pages Visited	Visit Count
1	65.78.183.95	6/11/2007 11:50:13 PM	No		No	Offline	1	1
2	65.107.175.95	6/11/2007 11:28:17 PM	Yes	google	No	Offline	1	1
3	72.222.147.60	6/11/2007 11:18:09 PM	Yes	google	No	Offline	1	1
4	69.211.136.72	6/11/2007 11:15:26 PM	No	yahoo	No	Offline	1	1
5	70.13.40.128	6/11/2007 11:15:21 PM	Yes	search.ebay.com(yahoo)	No	Offline	1	2

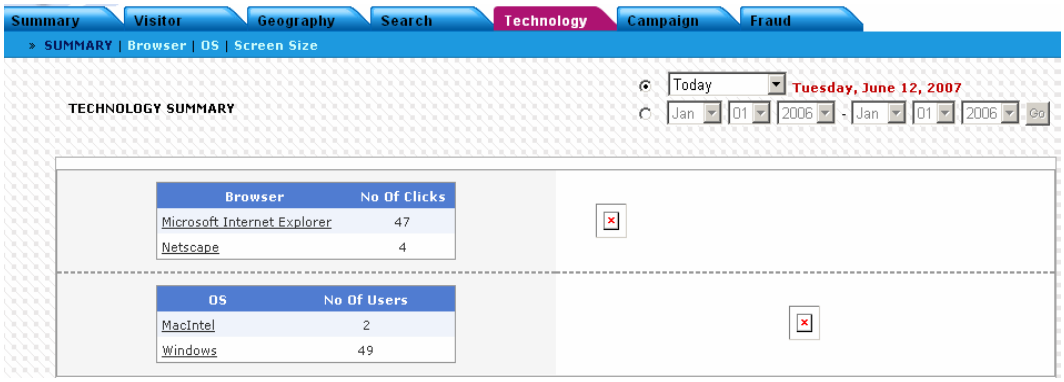
TECHNOLOGY

This tab displays the summary of technology like which browser, OS and screen size which was used by the visitor to visit your site. If you click the summary link, it will show the corresponding Technology summary report.

Under this tab you have the following tabs

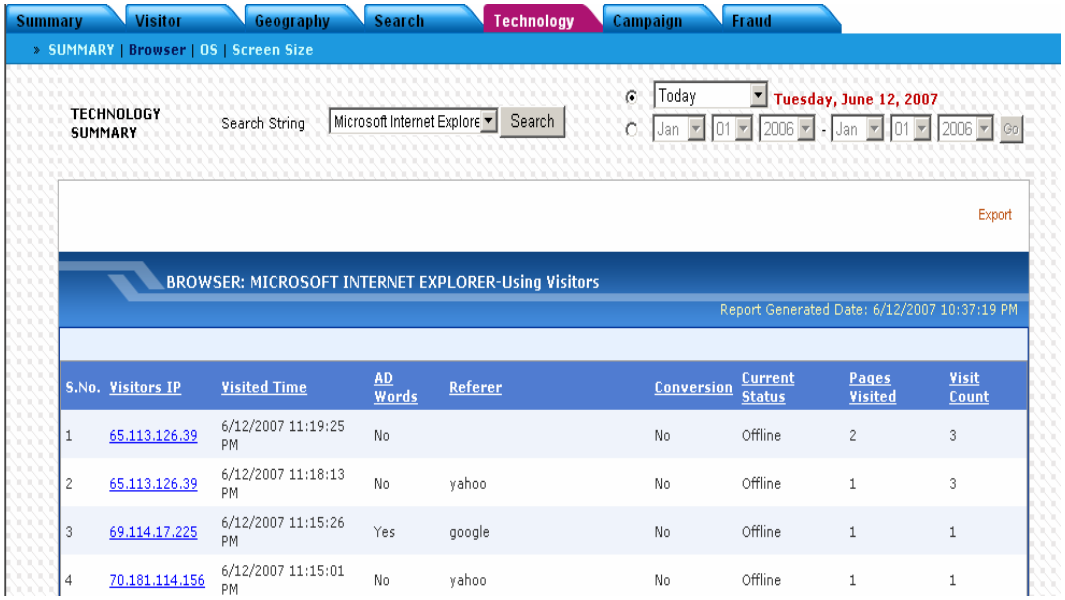
- **Summary:**

  This tab displays the summary of the technology which was used by the visitors to visit your site.



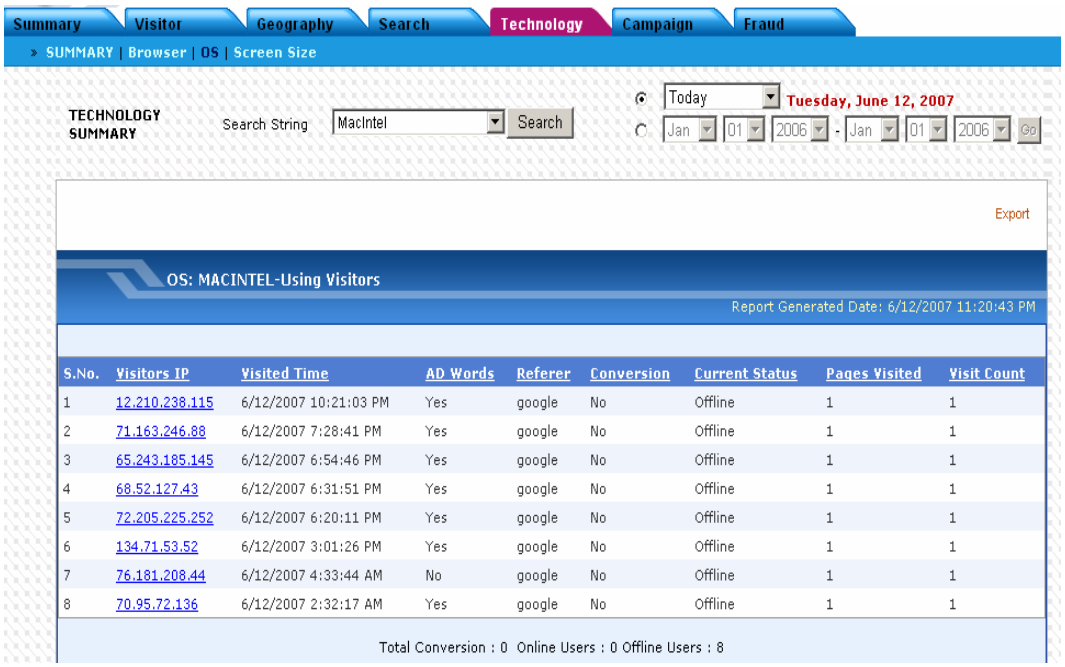
- **Browser :**

  This tab displays the following screen; it contains the drop down named Search string to select the type of browser that the visitor used to visit your site.



➢ OS:

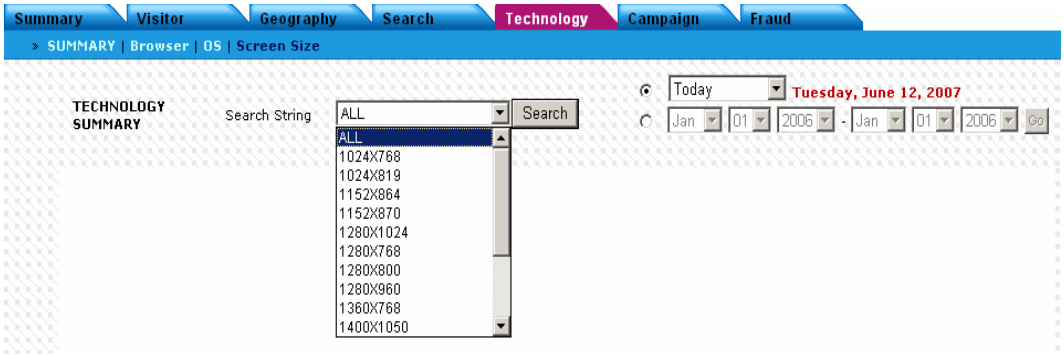
This tab displays the following screen. By using this screen you can see the visitors report based on their operating system.



S.No.	Visitors IP	Visited Time	AD Words	Referer	Conversion	Current Status	Pages Visited	Visit Count
1	12.210.238.115	6/12/2007 10:21:03 PM	Yes	google	No	Offline	1	1
2	71.163.246.88	6/12/2007 7:28:41 PM	Yes	google	No	Offline	1	1
3	65.243.185.145	6/12/2007 6:54:46 PM	Yes	google	No	Offline	1	1
4	68.52.127.43	6/12/2007 6:31:51 PM	Yes	google	No	Offline	1	1
5	72.205.225.252	6/12/2007 6:20:11 PM	Yes	google	No	Offline	1	1
6	134.71.53.52	6/12/2007 3:01:26 PM	Yes	google	No	Offline	1	1
7	76.181.208.44	6/12/2007 4:33:44 AM	No	google	No	Offline	1	1
8	70.95.72.136	6/12/2007 2:32:17 AM	Yes	google	No	Offline	1	1

➢ Screen Size

This tab displays the following screen. By using this screen you can see the visitors report based on their screen size.



CAMPAIGNS

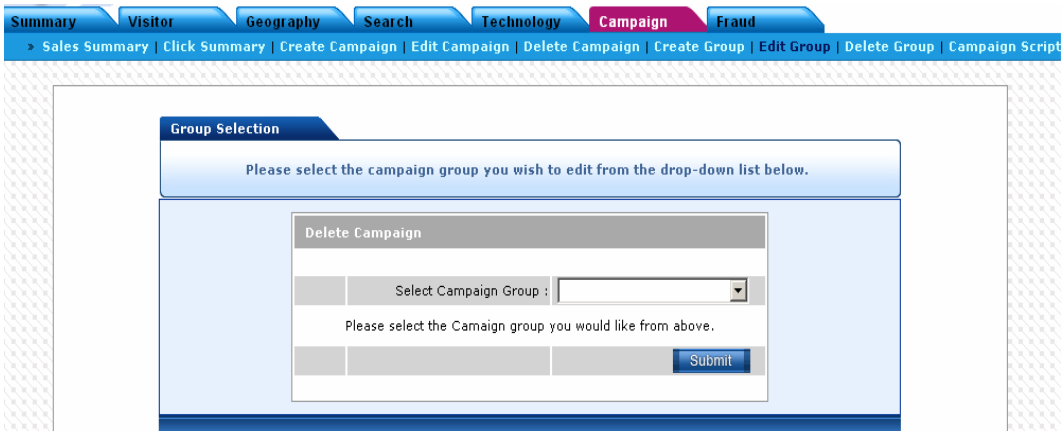
Campaign management is used to find out the over all sales summary of a particular campaign group. Under this tab you have the following tabs

- **Create Group:**

  Enter the Campaign group name in text box which has to be created and just click "Create Group" button. This campaign group can be used to group the campaigns available.

- **Edit Group:**

  This tab displays the following screen which is used to edit the Campaign Group that was created earlier. It will take you to a screen where the campaign name, its group, cost type, campaign cost, its description can be edited and saved.



Delete Campaign Group:

This tab is used to delete the campaign group in case you don't need it in future. Note the warning message that if a group is deleted then all the related information with respect to the group will also be lost.

Create Campaign:

To track your advertising, you need to create a new campaign for every ad that you want to monitor. This form contains the fields of Campaign Name, Group, Cost Type, Campaign Cost and campaign description.

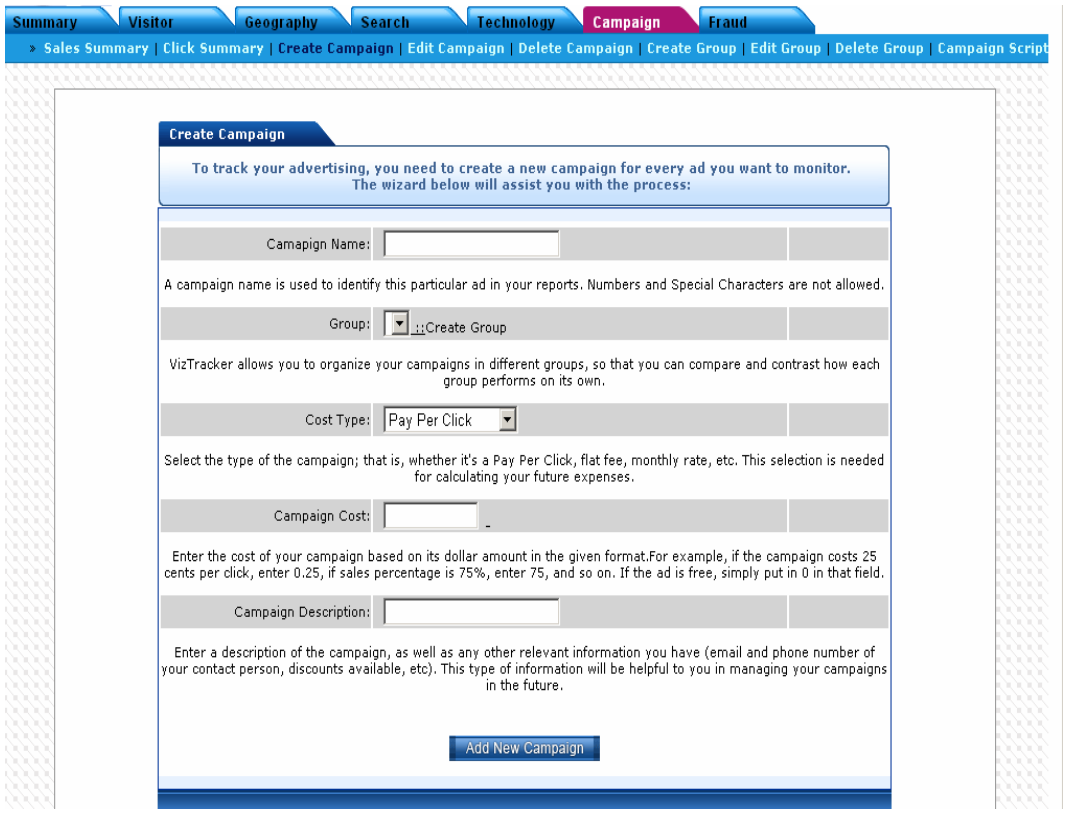
Campaign name: - A campaign name is used to identify a particular ad in your reports.

Group: - VizTracker allows you to organize your campaigns in different groups, so that you can compare and contrast the each group's performs on its own. All campaign must be in under a group.

Cost Type: - Used to Select the type of the campaign; that is, whether it's Pay per Click, Flat fee, and monthly rate etc. This Selection is needed for calculating your future expenses.

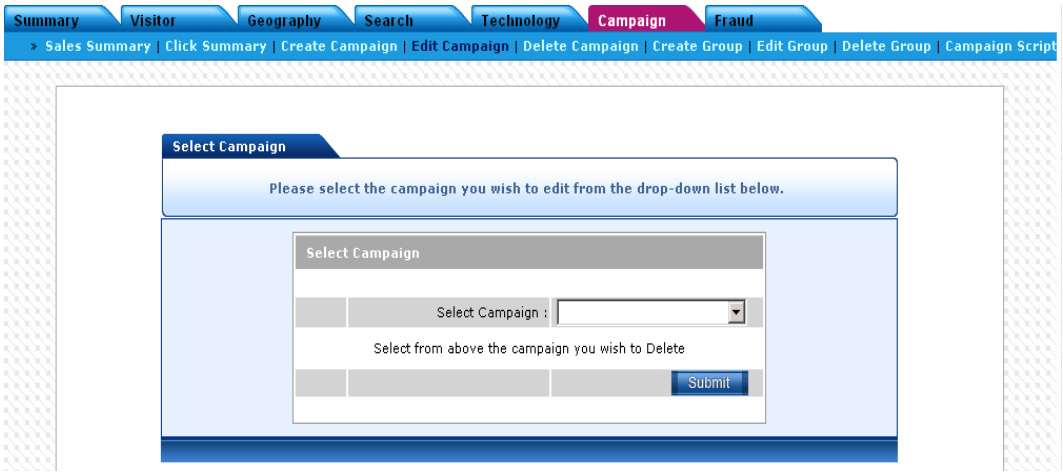
Campaign cost: - To enter the cost of your campaign based on its dollar amount in the given format. For example, if the campaign costs 25 cents per click enter 0.25, if sales percentage is 75%; enter 75, and so on. If the ad is free, simply put in 0 in that field.

Campaign Description: - To enter a description of the campaign, as well as any other relevant information you have (email and phone number of your contact person, discounts available, etc). This type of information will be helpful to you in managing your campaigns in the future.
Finally you have to click the ADD New Campaign button so that it will create the Campaign.



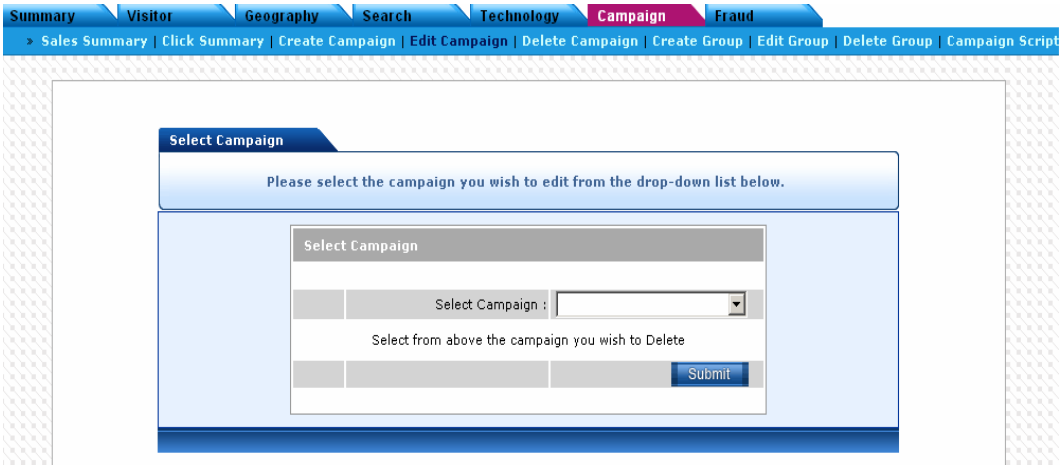
- **Edit Campaign:**

  If there is any change in the existing campaign name or its properties then that can be edited with this option. This is used to edit the previously created campaigns by choosing the campaign names from the drop down menu.



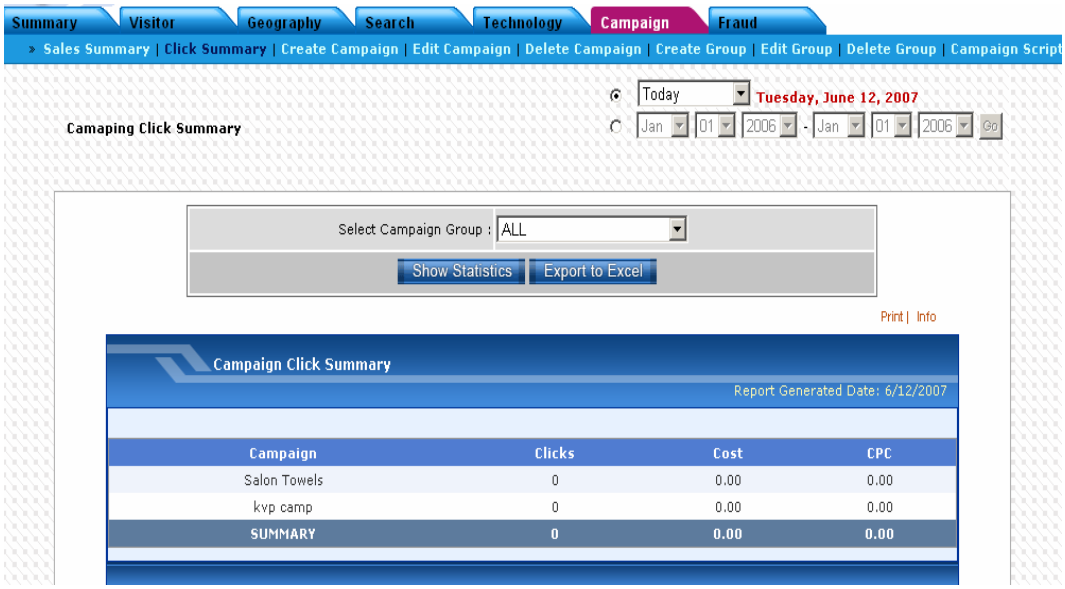
Delete Campaign:

This tab is used to delete the Campaign what you were created earlier. Select the campaign you wish to delete from the drop down and click “Submit” button. This will delete that particular campaign.



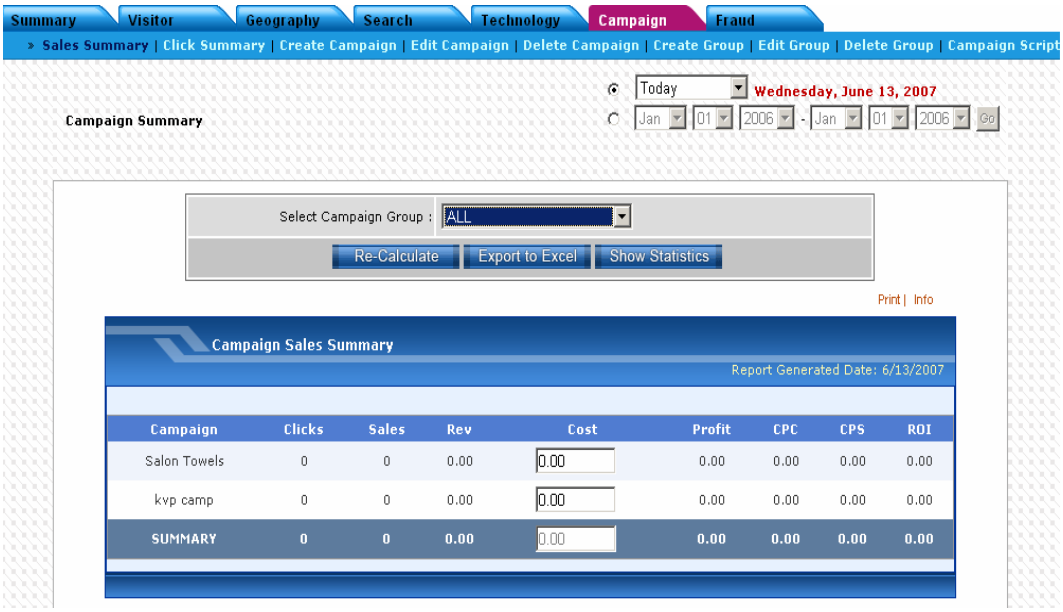
Click Summary:

Select the campaign group and click the “Show Statistics” button for which you want to see the sales report. This report contains the list of campaign, their clicks, cost, CPC (Cost per Click) and total summary of these lists.



- **Sales Summary:**

  This tab displays the Campaign sales summary. If you want to see a particular campaign group summary you have to select that campaign group and click the "Show Statistics" button which will show the summary of that group. This report contains the clicks per Campaigns, Sales, Revenue, Profit, CPC (Cost Per Clicks), CPS (Clicks Per Sales) and ROI (Return On Investment).The cost column is used to recalculate the Rev ,profit CPC, CPS and ROI. After filling the cost column click "Re Calculate" button to update the report.



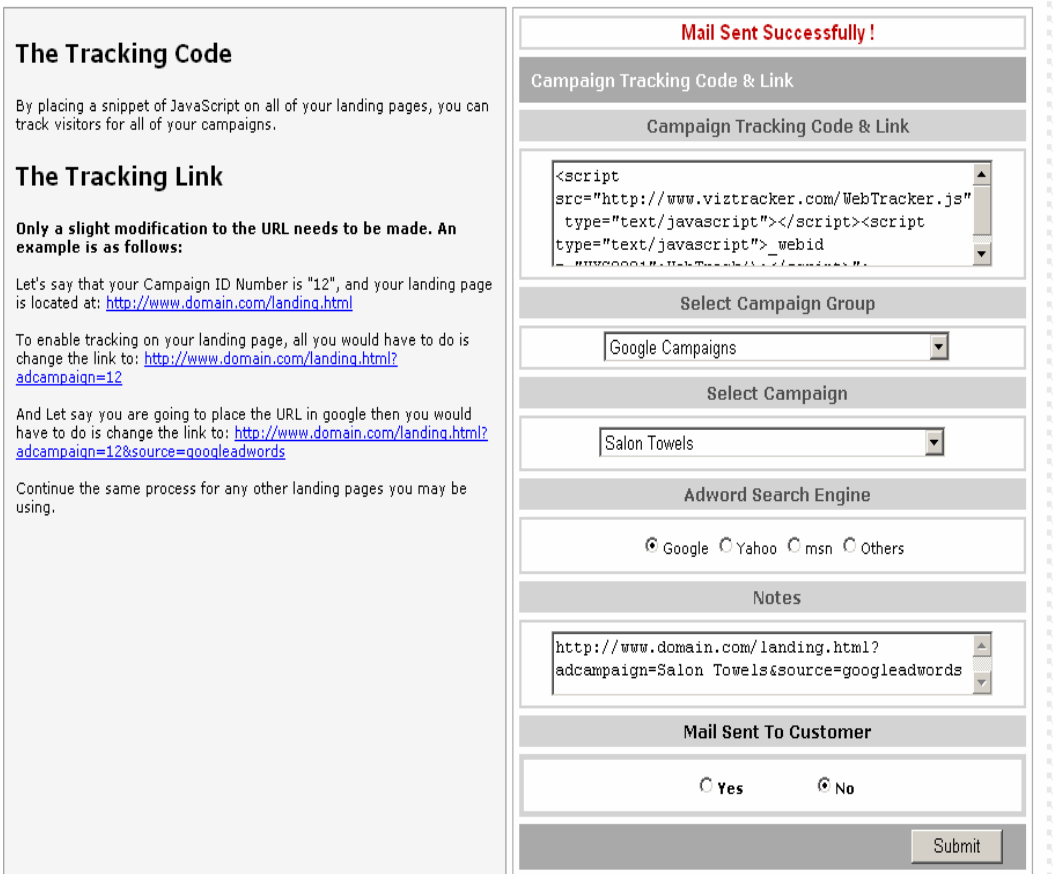
Campaign Script

This Page contains the Campaign Tracking Code, Campaign Group, Campaign, Search Engine, Notes, and Mail Sent to you.

Campaign Tracking Code & Link: - This box contains the script that you have to place it on all your landing pages; only then you can track your visitors for all your campaigns.
Select Campaign Group: - By selecting this Group it will show Campaign automatically so that you can select the campaign names in the next drop down.
Select Campaign: - It will show the Campaigns in respect to the Campaign Group selected earlier.
Ad word Search Engine: - This option is used to select the search engine for which your ad word is to be placed.
Notes: - This box has a value as a URL. This is an automatically generated script, which comes by hitting the submit button.
For example, let's say that your Campaign ID Number is "12", and your landing page is located at: http://www.domain.com/landing.html.
To enable tracking on your landing page, all you would have to do is change the link to: http://www.domain.com/landing.html?adcampaign=12

And Let say you are going to place the URL in Ad Words then you would have to do is change the link to:
Google: http://www.domain.com/landing.html?adcampaign=12&source=googleadwords
Yahoo: http://www.domain.com/landing.html?adcampaign=12&source=wt1002
MSN: http://www.domain.com/landing.html?adcampaign=12&source=wt1003

Continue the same process for any other landing pages you may be using.

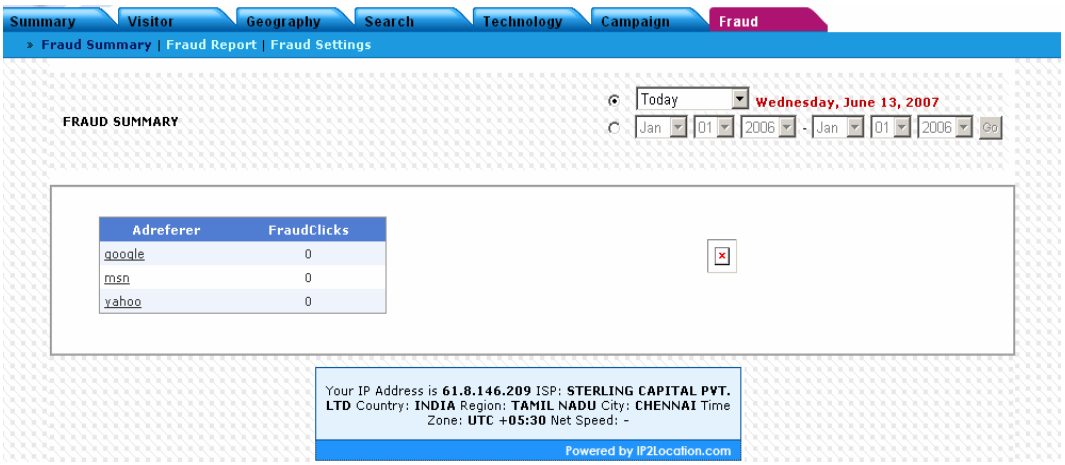


FRAUD CLICKS

This section is used to find out the visitors who just visits your web site and doesn't do any business. This tab will show the fraud click summary based on the ad referrer of your site. Under this tab you have the following tabs

- **Fraud Summary:**

  This tab will show the fraud click summary of the visitors who used the ad words in a particular search engine to enter your web site.



- **Fraud Setting:**

  This tab is used to fix the settings for tracking the fraud clicks. For example you have to fix the Suspected clicks per Days, suspected clicks per week, suspected clicks per month, minimum visited pages, Google ad word account no, Google ad word mail id, yahoo search market account no, yahoo search market mail id, msn ad clicks account no, and msn ad clicks mail id and so on. By setting these fields you can easily track all the fraud clicks in your site.

Suspected Clicks per Day: - Fill this field with how many times you suspect that in one day a visitor will visit your website without making business.

Suspected Clicks per Week: -Fill this field with how many times you suspect that a visitor will visit your website without making business per week.

Suspected Clicks per Month: - Fill this field with how many times you suspect that a visitor will visit your website without making business per Month.

Minimum visited pages per clicks: - Fill this field with the minimum number of pages visited by a fraud visitor. For example consider a visitor who has visited your site more than 5 times a day with the same IP address without making any business then you may consider that as a fraud click. But if that visitor visited more than 5 pages per visit, then you may consider it as a valuable click.

Google Ad word Account No: - This optional field is used to fill the Google account number which you will get after registering with Google ad words.

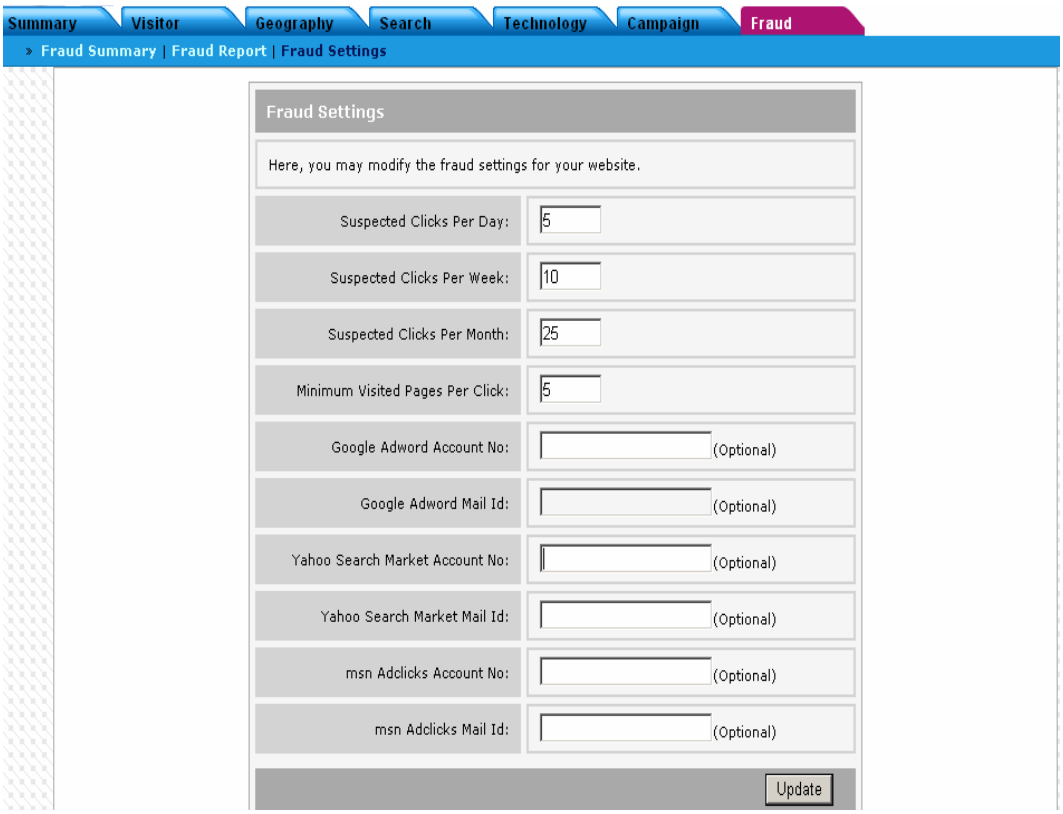
Google Ad word Mail Id: - This optional field is used to fill the Google Ad word mail id which you used to register with Google ad words

Yahoo search Market Account No: - This optional field is used to fill the Yahoo Market account number which you will get after registering with Yahoo ad words

Yahoo search Market Mail ID: - This optional field is used to fill the Yahoo mail id which you used to register with Yahoo ad words

MSN Ad clicks Account No: - Same as Google & Yahoo

MSN Ad clicks Mail ID: - Same as Google & Yahoo



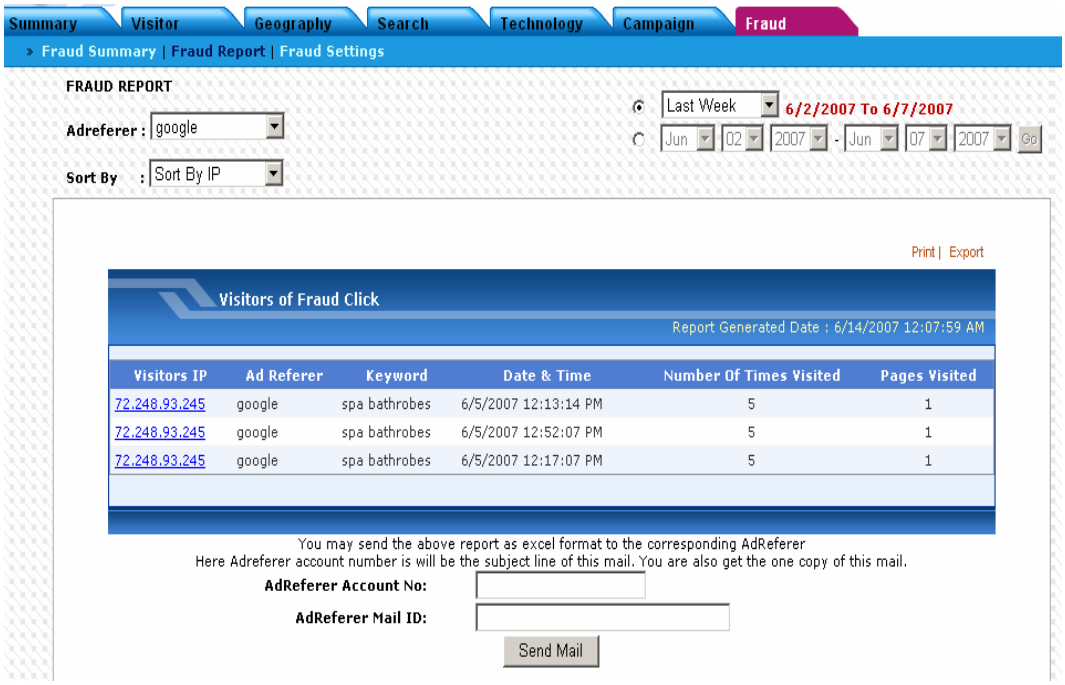
- **Fraud Report:**

  In this tab you will see the following page which contains the field of Ad referrer, sort by, Ad referrer Account no and Ad referrer Mail ID with which a summary of Ad referrer report can be viewed.

Ad referrer: This field is used to view the fraud click report based on the ad referrer.

Sort By: This field is used to sort the report fields based on the ad referrer selected earlier.

Ad referrer Account No and Ad referrer Mail ID:- These fields are used to send the mail to the search engine which you want to prevent the Fraud visitor, by filling your Account number and Mail Id .The following report can be generated in excel format also. Here the ad referrer account number is the subject line of this mail. You will also get the copy of this mail.



AD TRACK

This section is used to find out the visitors who just transferred to some other websites by clicking the link's (ad word) in your site. This tab will show the Ad Group summary based on the ads that you have grouped earlier. Under this tab you have the following tabs.

Note:

In order to track the Links (Ad's) in your website by VizTracker, you have to give the **"Adword"** _ **"webid"** in Anchor Tag's href attribute after the # symbol with the Target URL. The following example shows that,

Example:

```
<a   href="http://www.hysupplies.com#hysupplies_HYS0001"   target="_blank">Click here for Redirect to hysupplies</a>
```

Here, "hysupplies" is an Adword and "HYS0001" is a Webid. `http://www.hysupplies.com` is a Target URL.

It's advisable to use the name attribute if you want to use the Image tag as a Link with in the Anchor Tag.

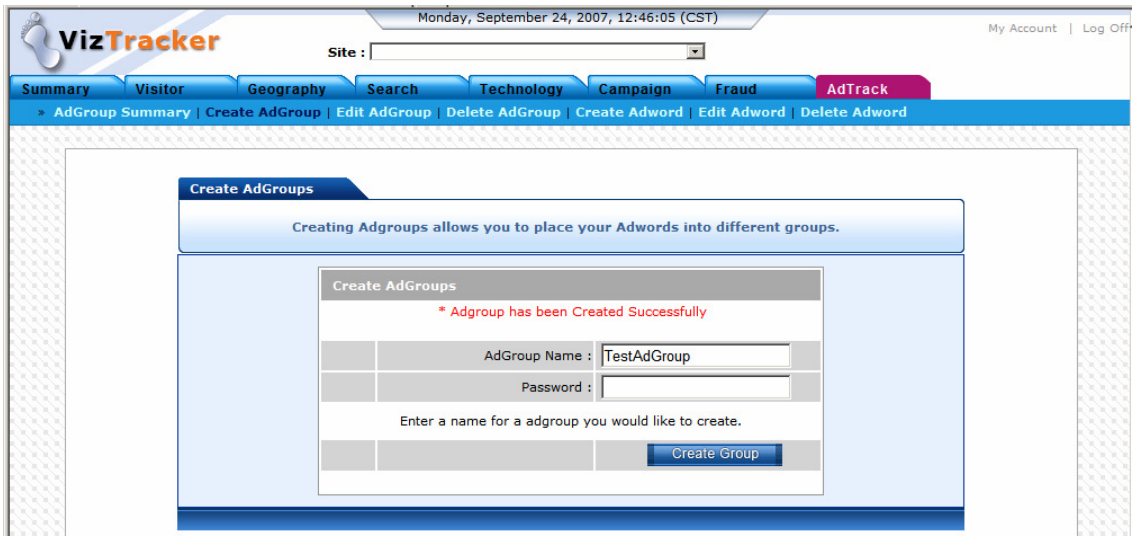
Example:

```
<a ref=" http://www.hysupplies.com#hysupplies_HYS0001" target="_blank">
<img name="taj" src="artistic-taj-cartoon.jpg" alt="Home" width="50" /> </a>
```

Here, "`hysupplies`" is an Adword and "`HYS0001`" is a Webid. And "`Taj`" is a Name for an Image Tag.

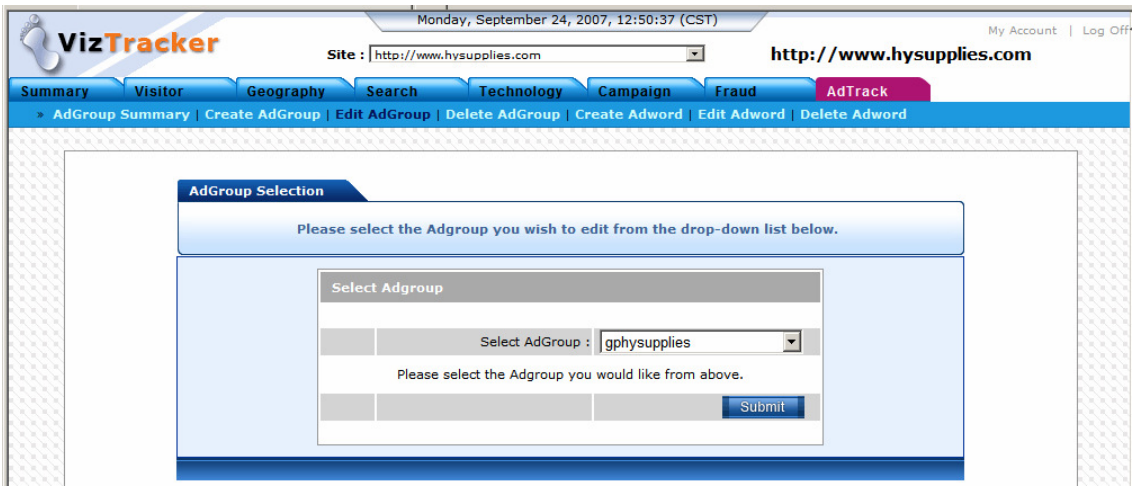
Create Ad Group:

Enter the Ad group name and password in the text box and just click "Create Group" button. This Ad group can be used to group the Ad's available. You can maintain different customer's Ad in different Ad groups.

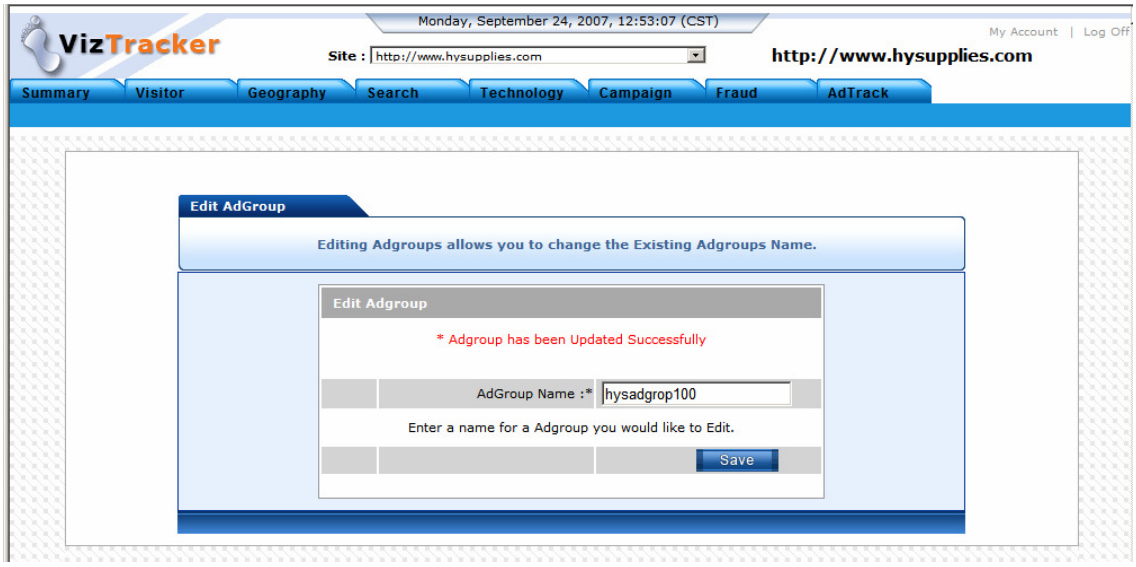


Edit Ad Group:

This tab displays the following screen which is used to edit the Ad group that was created earlier. It will take you to a screen where the Ad group and its properties can be edited and saved.

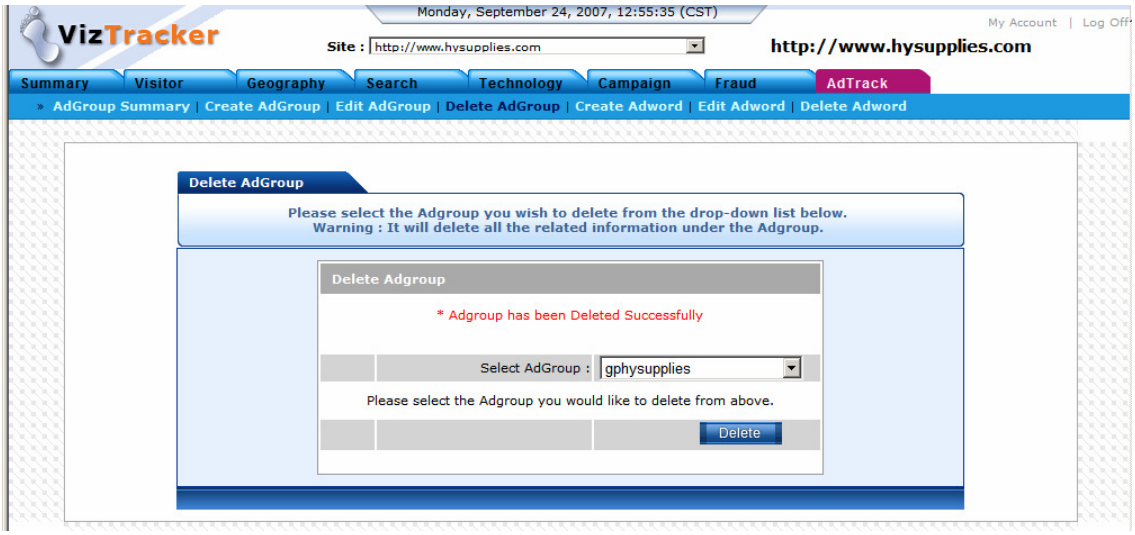


After clicking the submit button the following screen will be displayed so that the existing Ad group can be edited.



- **Delete Ad Group:**

  This tab is used to delete the Ad group chosen from the drop down menu. Note the warning message that if an Ad group is deleted then all the related information with respect to that Ad group will also be lost.



➢ Create Ad:

To track your new advertising, you need to create a new Ad for which you want to monitor your ad clicks. This form contains the fields of Ad Name, and its Ad group, Cost Type, Ad Cost and description.

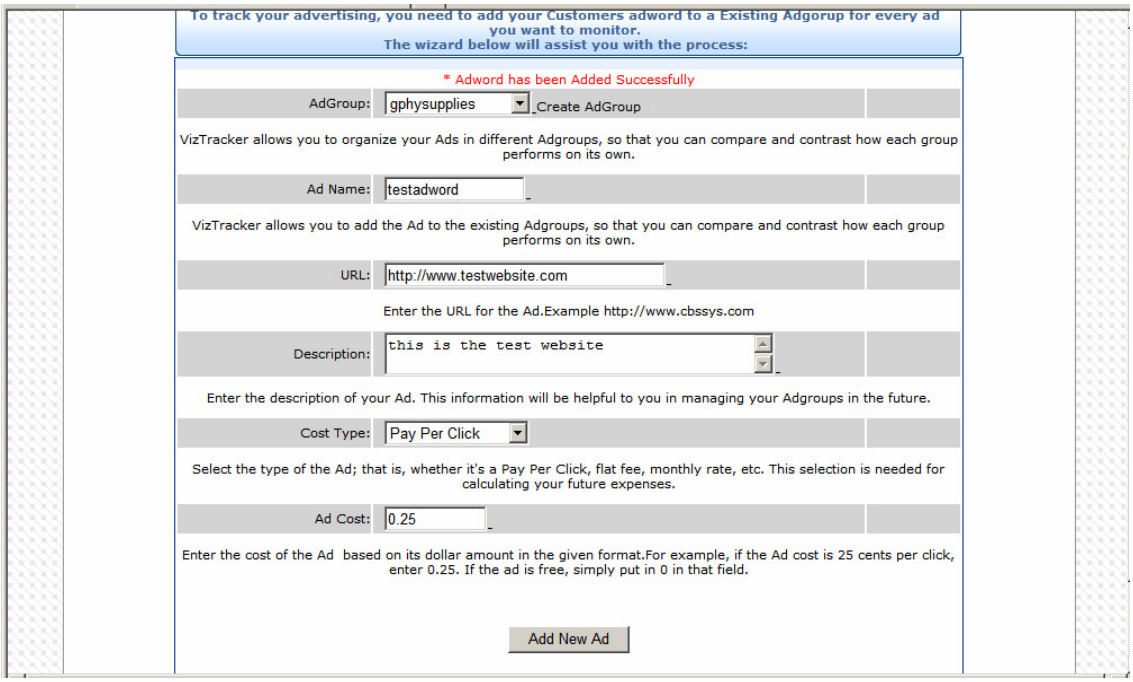
Ad Name: - An Ad name is used to identify a particular ad in your website.

Ad Group: - VizTracker allows you to organize your Ads in different groups, so that you can compare and contrast each Ad group. All Ads must be placed under any one Ad group.

Cost Type: - This is to select the type of the Ad; that is, whether it's a Pay per Click, Flat fee, or monthly rate. This is needed for calculating your future expenses.

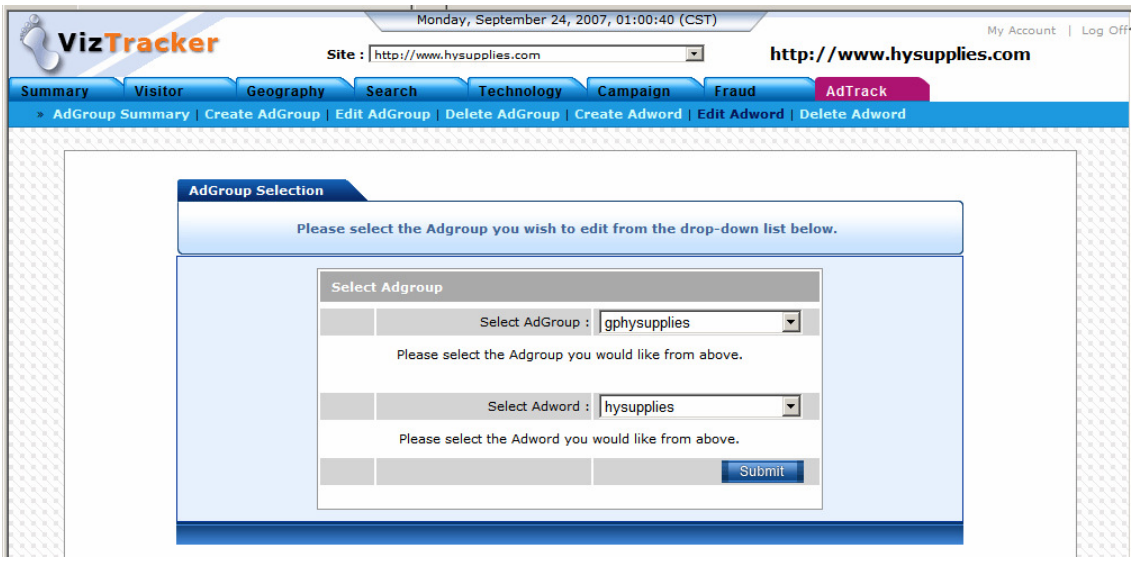
Ad Cost: - To enter the cost of your Ad based on its dollar amount in the given format. For example, if the Ad cost is 25 cents per click then enter 0.25, if sales percentage is 75%; enter 75, and so on. If the ad is free, simply put 0 in that field.

Ad Description: - To enter a description of the Ad, as well as any other relevant information you have (email and phone number of your contact person, discounts available, etc). This information will be helpful for you in managing your Ad in the future. Finally you have to click the ADD New Ad button so that it will create the new Ad.

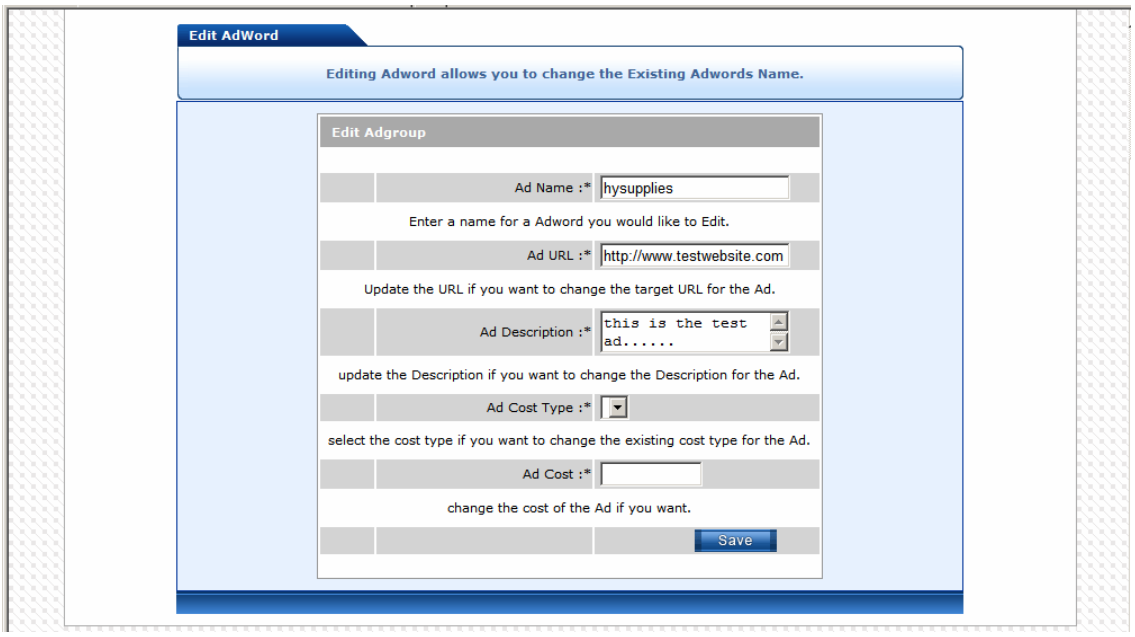


➢ Edit Ad:

If there is any change in the existing Ad or its properties then that can be edited with this option. This is used to edit the previously created Ad by choosing the Ad names from the drop down menu and also its Ad group.

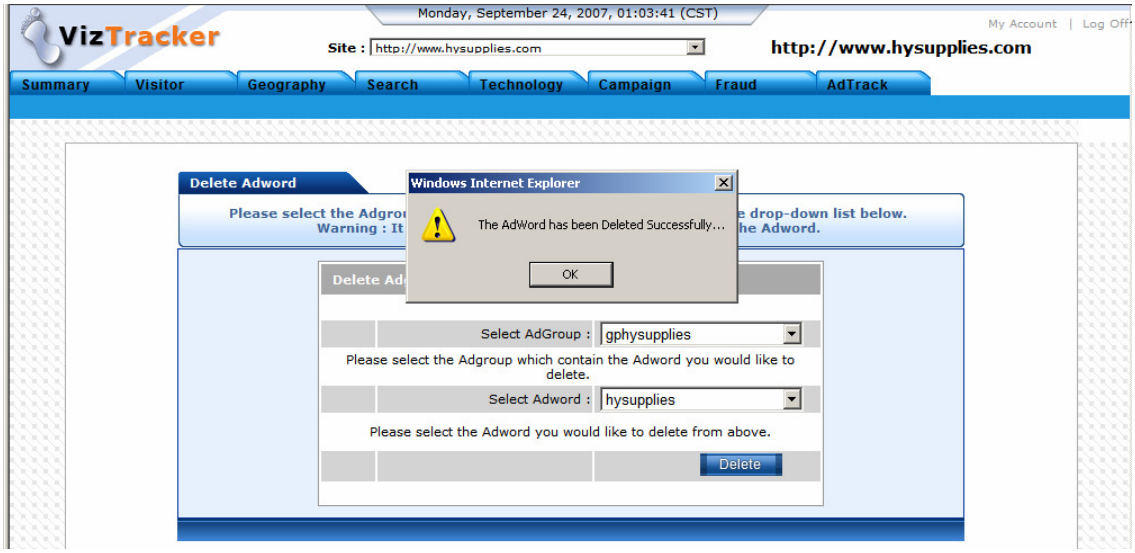


Once you have selected the Ad and its Ad group for edit, it will take you to a following screen after the click of submit button.



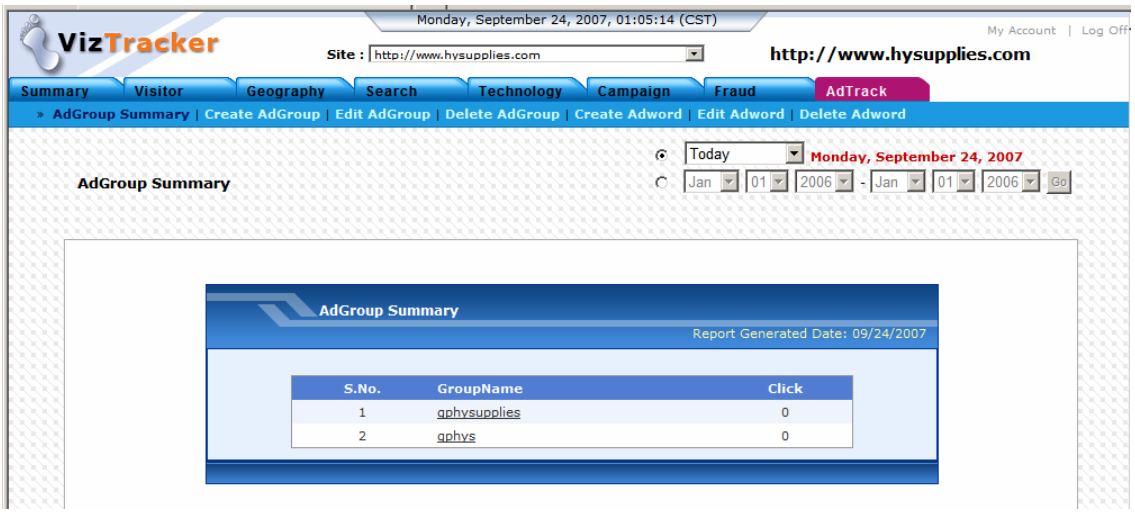
- **Delete Ad:**

This tab is used to delete the Ad what you were created earlier under an Ad group. Select the Ad and its Ad group you wish to delete from the drop down and click “Submit” button. This will delete that particular Ad from that Ad group. Any data related to that Ad word will also be lost.

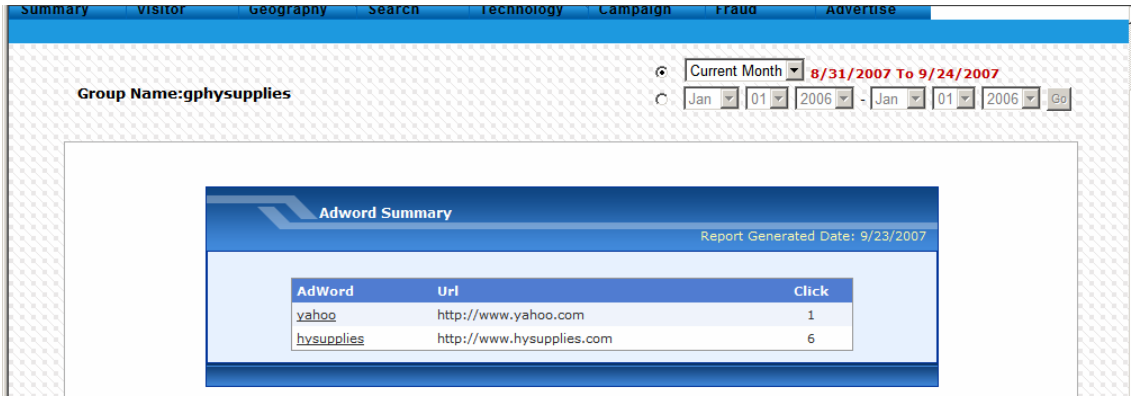


Ad group Summary:

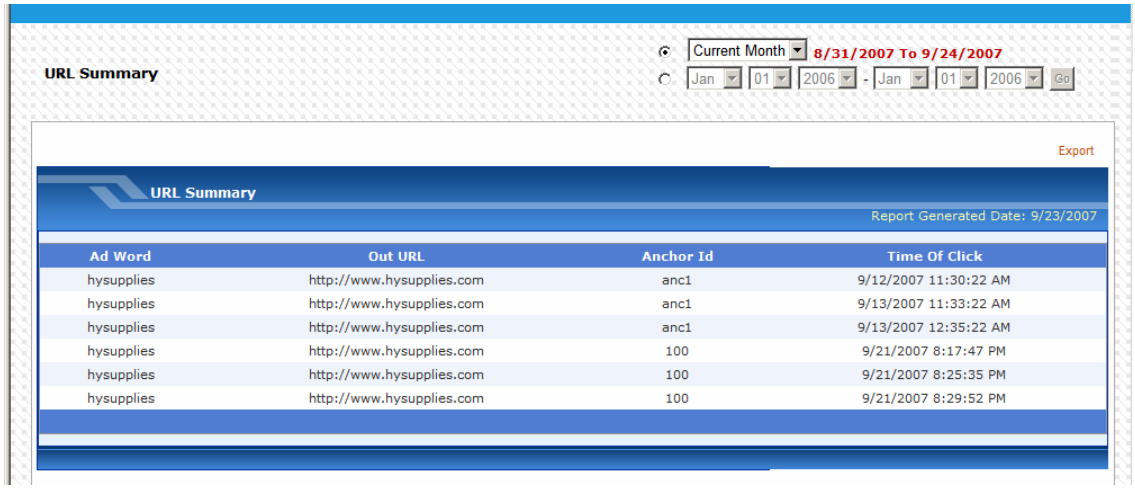
This tab is used to display all the Ad groups you have created and their corresponding clicks. You can view about 15 Adgroup's name per page. If you have more than 15 Adgroup you can navigate through page number which is in under the report.



You can see the details of clicks for an Ad group by clicking that Ad group. You can print Adgroup summary using the button Print Preview. It will show the following screen for display, and its target URL, and the no of clicks on that particular Ad word.



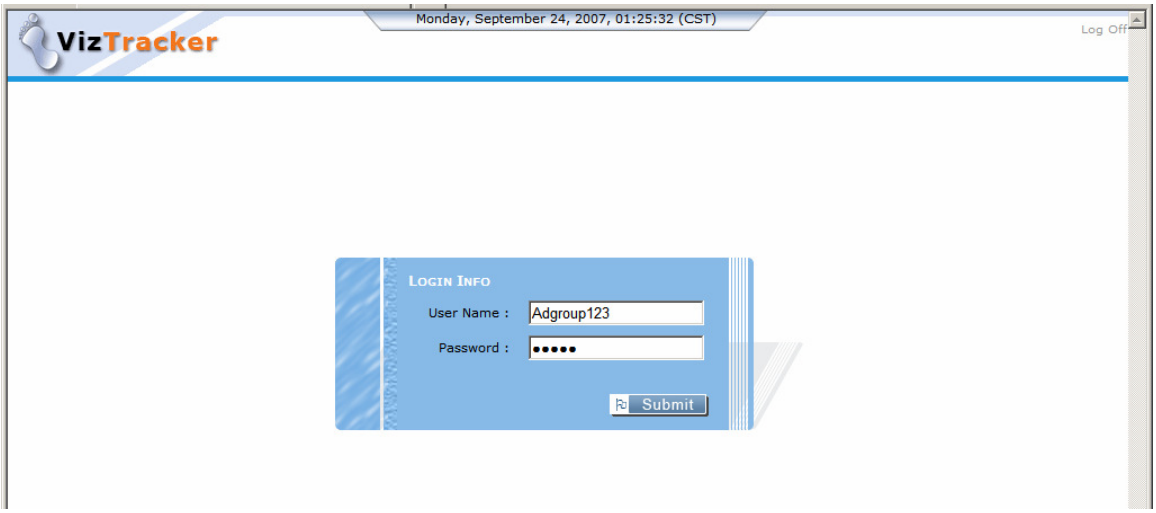
You can further move to see the details of clicks for an Ad word by clicking the Ad word. It will show the following screen with which the name of the Ad word and its target URL and the time of click can be determined.



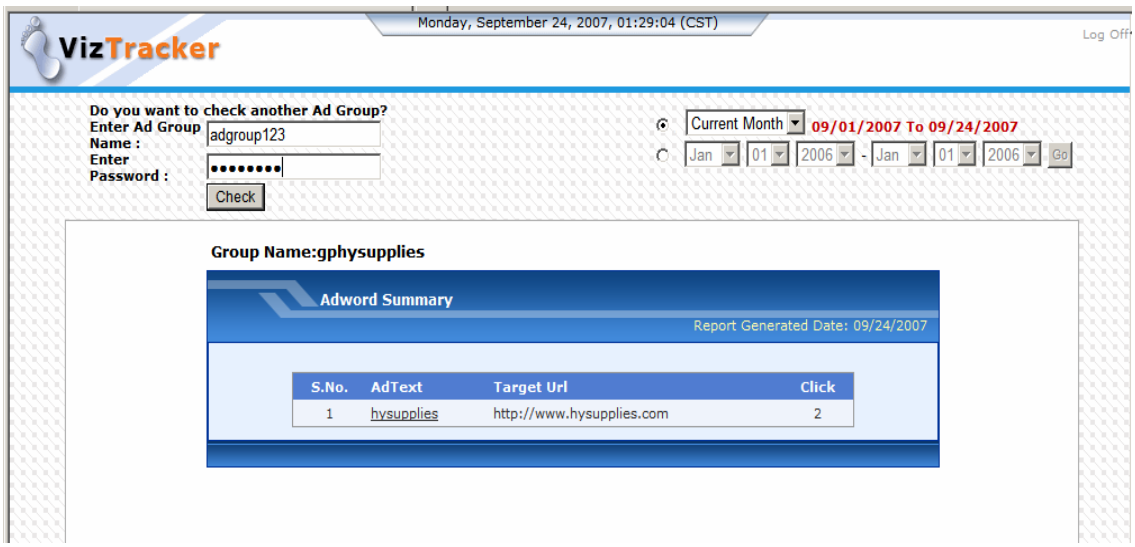
CUSTOMER'S LOGIN

Once you have created the Ad group in VizTracker for maintaining your customer Ad's in your site, you can give the Group name as a User Name and a password and the URL link for the VizTracker to your customer. Also your customer's can login in VizTracker using that Group name and Password to verify the clicks on their Ad. But your customer can see their AdTrack details alone; they can't see another customer's AdTrack details.

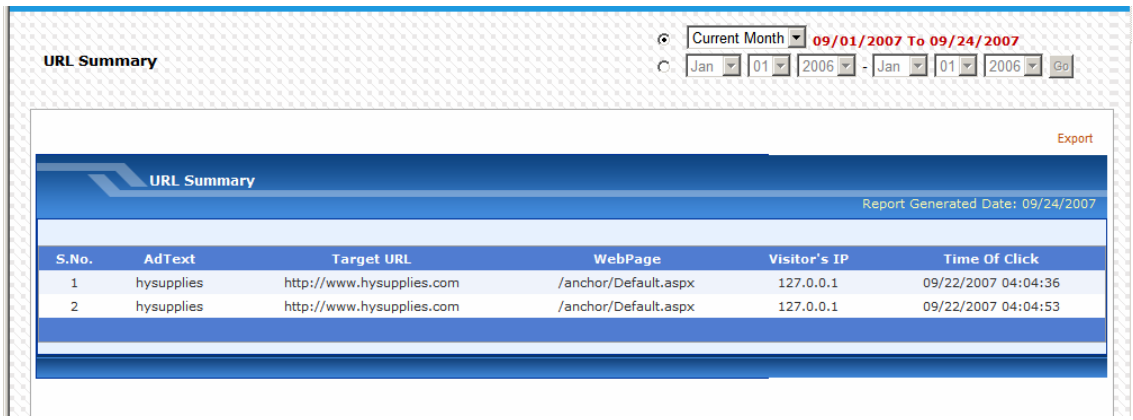
Your customer's can login using the following screen by type the user name and password which is provide by you.



After verifying their credentials VizTracker will show the following screen to your customers to display their Ad details. If your customer has two or more Ad group then, he can move to another Ad group by just typing the user name and password in this form itself. And he can print the Ad word Summary using the Print Preview button.



Your customer can further move to see the details of clicks for an Ad word by clicking the particular Ad word. It will show the following screen for display the name of the Ad word and its target URL and the time of click.



Email Campaign Tracking

This section is used to find out the visitors who just transferred by clicking the link's in your Email. This tab will show the Email Campaign summary based on the Campaign that you have created earlier. Under this tab you have the following tabs.

Note:

In order to track the Email Campaigns in your Email by VizTracker, you have to add the **"Email Campaign ID"** _ **"EmailID"** in Anchor Tag's href attribute after the ? symbol with the Target URL. The following example shows that,

Example:

```
<a href="http://www.hysupplies.com?ecid=6&emid=john@yahoo.com"
target="_blank">Click here for Redirect to hysupplies</a>
```

Here "6" is an Email CampaignID and "john@yahoo.com" is a mailid,http://www.hysupplies.com is a Target URL

Email Campaign Visitor's Summary

Select the Email Campaign and click the Email campaign Visitor's Summary tag. This report contains the Email campaign name, visitors, and conversion details.

You can see the visitor's details by clicking visitor icon. You can see the conversion details by clicking the conversion icon. You can print Email campaign summary using the button Print Preview. It will show the following screen for Email campaign name, and the visitors, and the no of conversion on that particular Email campaign.

Email Campaign List

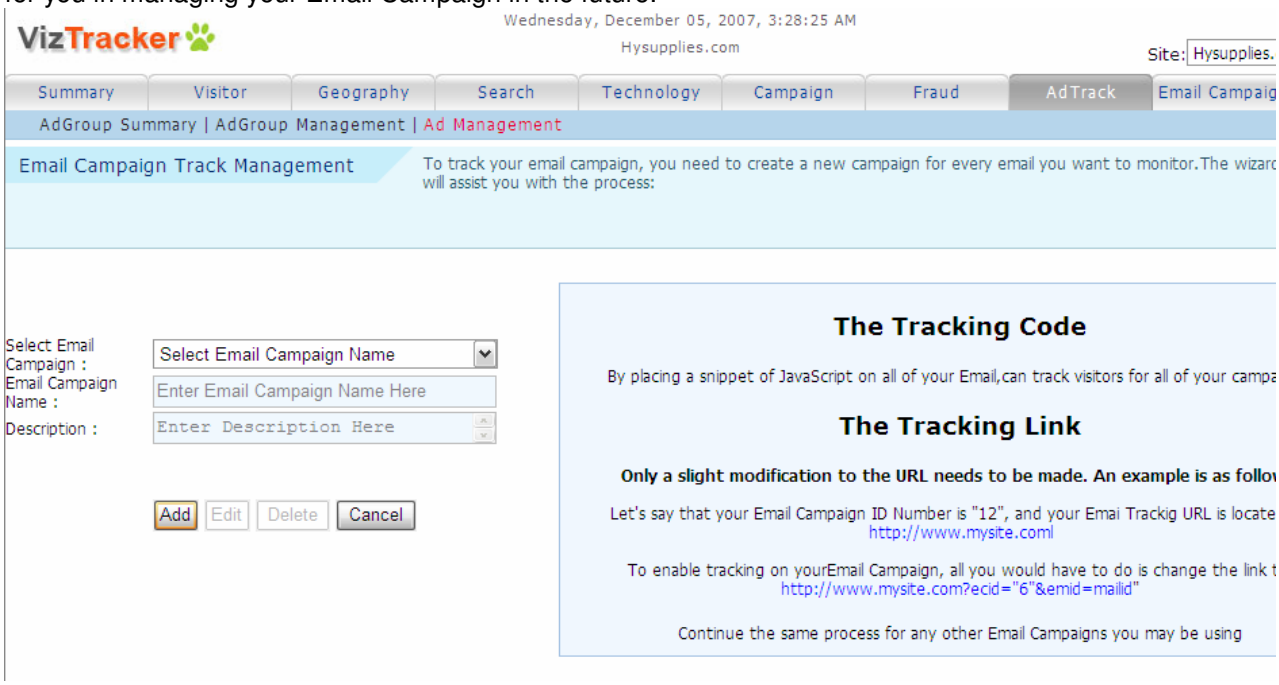
This tag contains the complete list of your Email Campaigns. This report contains the, Email campaignID, Name, Description and Created Date.

Email Campaign Management

To track your Email, you need to create a new Email campaign for which you want to monitor your Email clicks. This form contains Create, Edit and Delete Functions. This form contains the fields of Email campaign Name and description.

Email Campaign Name: An Email Campaign Name is used to identify a particular Email.

Description: To enter a description of the Email Campaign, as well as any other relevant information you have(email and phone number of your contact person,discount,available,etc).This information will be helpful for you in managing your Email Campaign in the future.



Create Email Campaign

To create a new Email Campaign, click the Add button. The select email campaign Name will be disappear. Then enter the Email Campaign Name and description. Finally you have to click the Save Button so that it will create the new Email Campaign

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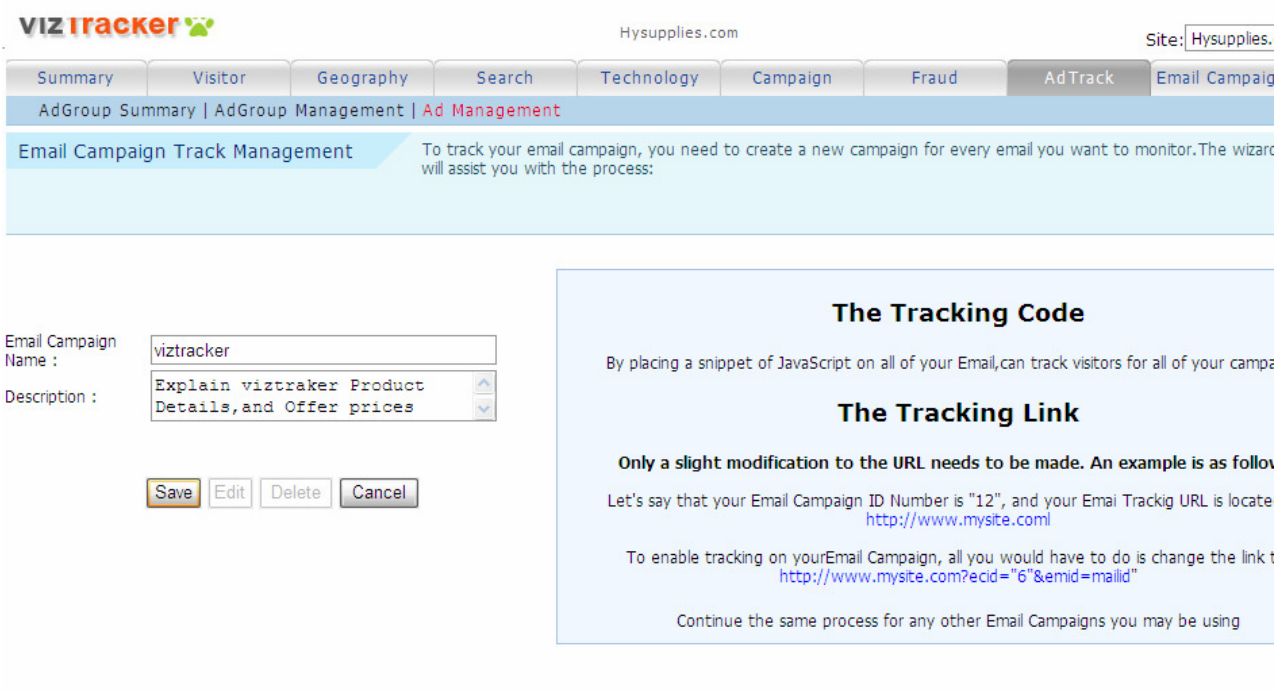
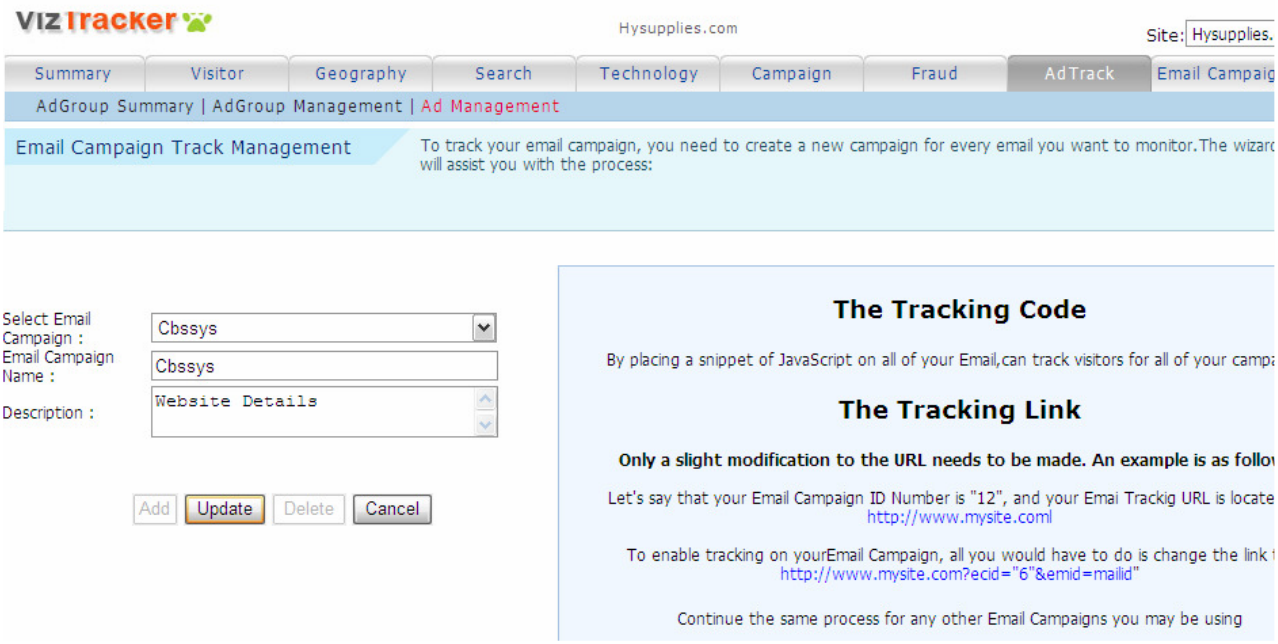
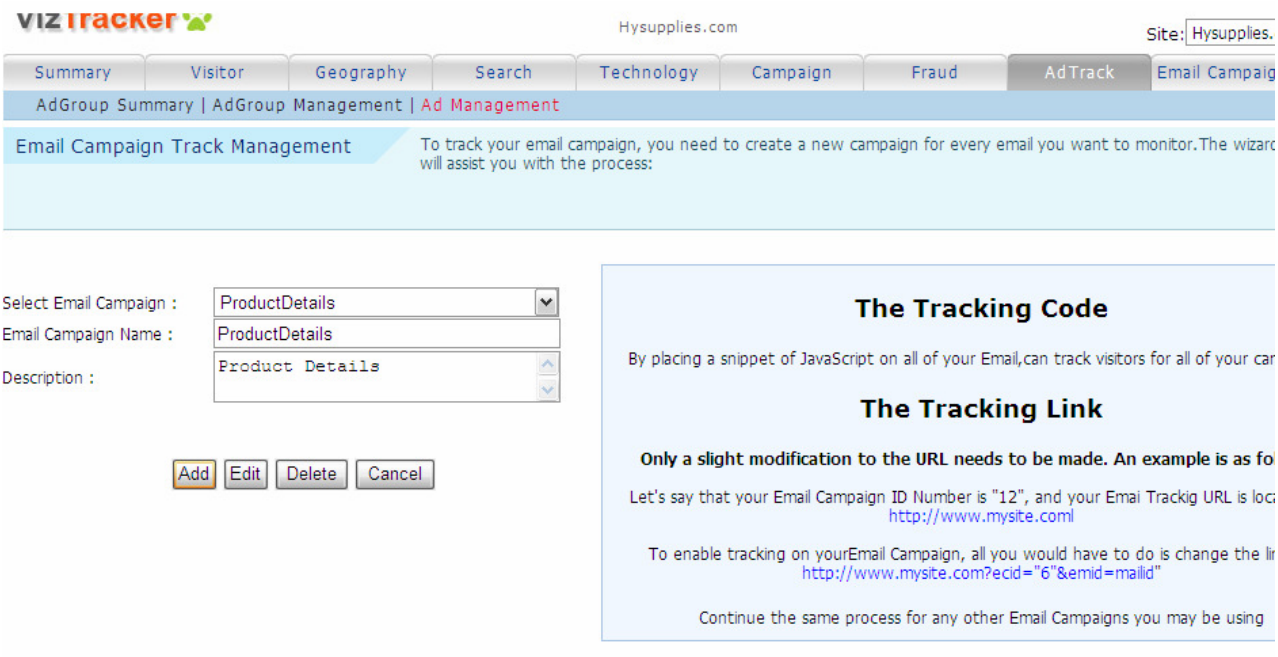


Edit Email Campaign

If there is any change in the existing Email Campaign or its properties then that can be edited with this option. This is used to edit the previously created Email Campaign by choosing the Email Campaign names from the drop down menu.



After the changes are made, click Update button. The Changes will be updated.

Delete Email Campaign

This function is used to delete the Email Campaign what you were created earlier under Email Campaign. Select the Email Campaign Name you wish to delete from the drop down and click Delete button. This will delete that particular Email Campaign Name from the list.