

# **User Manual**

# **VizTracker**

**Version 2.0**

**CBS Systems Corp.**

*[www.cbssys.com](http://www.cbssys.com)*

## Table of Contents

USER MANUAL.....	1
USING THIS MANUAL .....	3
ABOUT THE PROJECT .....	3
DEMO USERS .....	3
FREE TRIAL USERS .....	3
CUSTOMER REGISTRATION .....	4
REGISTERING MORE WEBSITES UNDER YOUR ACCOUNT .....	4
LIMITATIONS IN CREATING EMPLOYEE .....	4
CAMPAIGN MANAGEMENT .....	4
HOW TO DETECT SEARCH ENGINES' AD WORDS IN VIZTRACKER .....	5
FRAUD CLICK MANAGEMENT .....	5
VIZTRACKER.COM OPERATION MENU ITEMS .....	6
ICONS FOR OPERATION .....	7
SUMMARY .....	7
VISITORS .....	10
GEOGRAPHY .....	14
SEARCH .....	16
TECHNOLOGY .....	17
CAMPAIGNS .....	19
CAMPAIGN SCRIPT .....	23
FRAUD CLICKS.....	24
AD TRACK.....	27
CUSTOMER'S LOGIN .....	33
EMAIL CAMPAIGN TRACKING .....	35
EMAIL CAMPAIGN VISITOR'S SUMMARY.....	35
EMAIL CAMPAIGN LIST .....	36
EMAIL CAMPAIGN MANAGEMENT .....	36
CREATE EMAIL CAMPAIGN.....	37
EDIT EMAIL CAMPAIGN.....	38
DELETE EMAIL CAMPAIGN .....	39

## **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

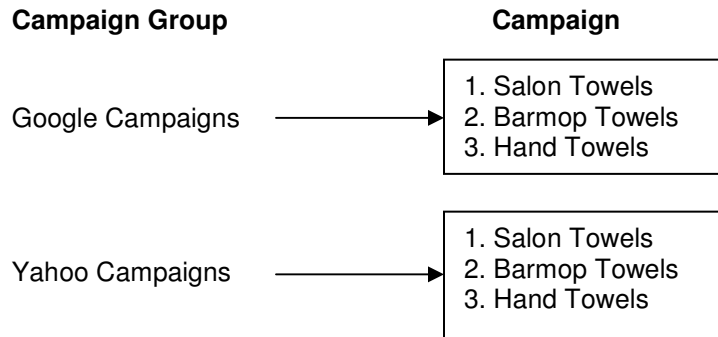
You can add any number of employees to manage your account in VizTracker. All the employees have equal rights. They will act as same as you. No difference between you (actual Customer) and your employees except the ability to create the employees (i.e.) you can create employees to manage your account 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:



- 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

- Let's say you have the ad words in Google or yahoo or msn.
- Only you can change the query string of the exiting URL's.
- First you have to create campaigns in VizTracker same like Google campaigns.
- After creating the campaigns you will get the query string.
- 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>

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

## Fraud Click Management

- In VizTracker we are tracking the fraud clicks.
- 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  $\leq 2$  then it consider as a Fraud Clicks.

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

Like wise, 10 clicks came for the week, but total visited pages  $\leq 20$  ( $10 * 2$ ) 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
- 1<sup>st</sup> 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.



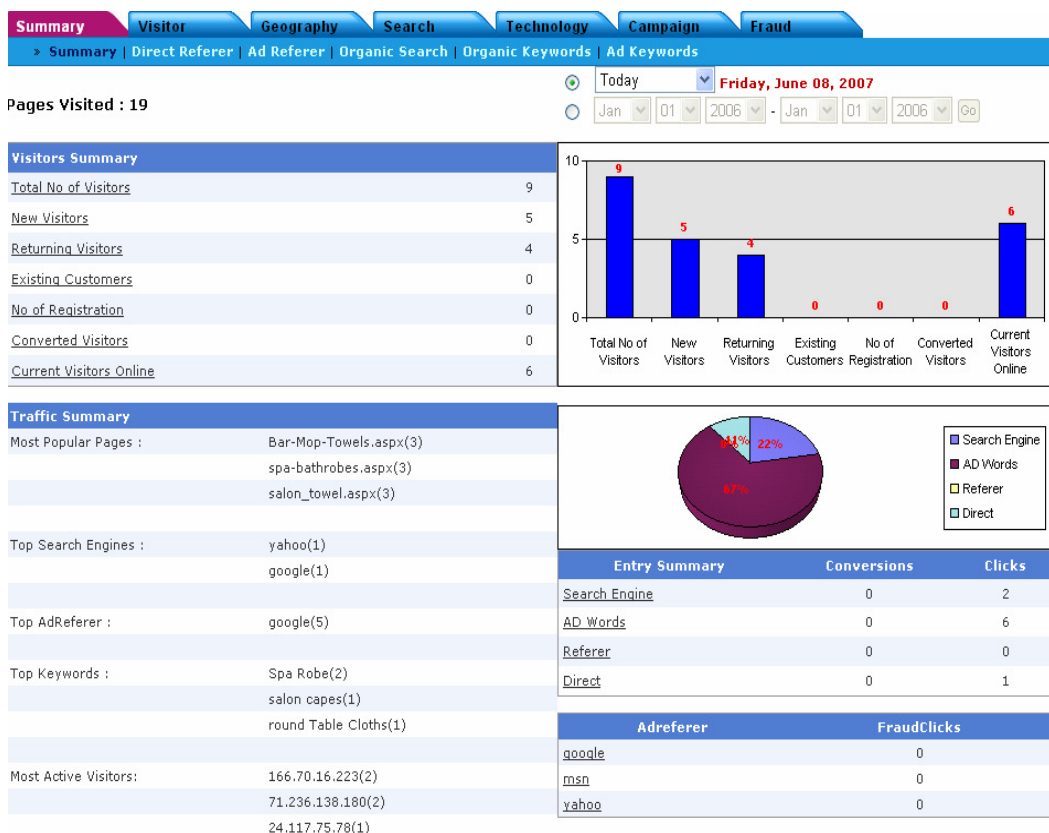
On click of this image it will show the corresponding region details.



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

## SUMMARY

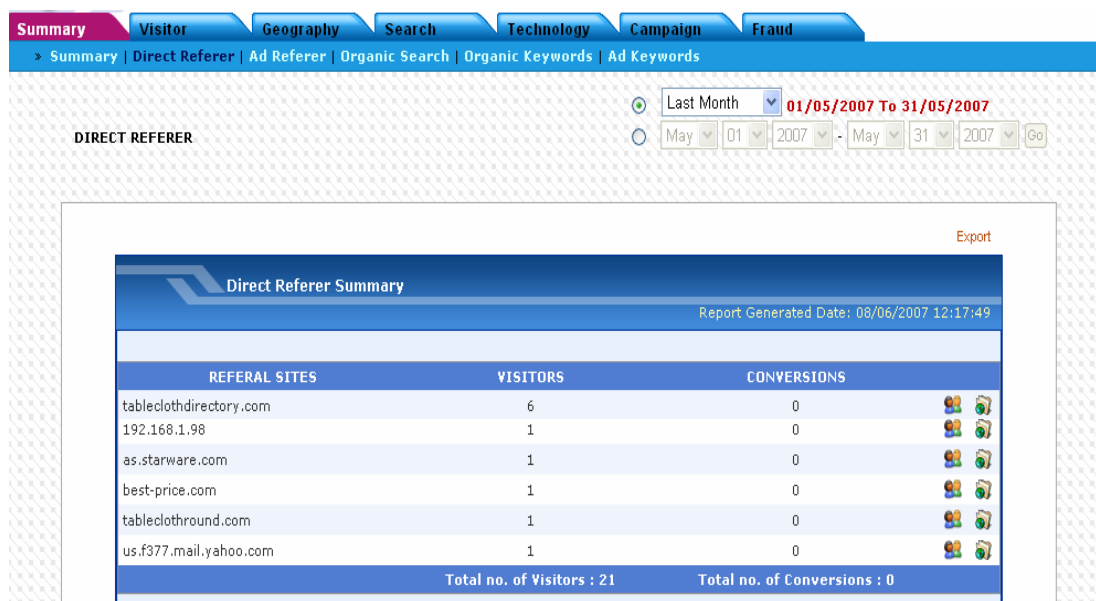
After successful login into VizTacker.com you will be redirected to the dash board screen as the following will be displayed with visitors' summary, Traffic Summary, Entry summary, Ad referrer like Total no. of visitors, Converted visitors, Top Search Engines, Top Keywords and so on. If you click the 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.

**ADReferrer**

Today **Monday, June 11, 2007**

Jan 01 2006 - Jan 01 2006 Go

**AdReferrer Summary**

Report Generated Date: 6/11/2007 9:15:04 PM

ADWORDS	VISITORS	CONVERSIONS
google	203	0
msn	23	0
pagead2.google syndication.com	7	0
search(msn)	7	0
yahoo	7	0
avantfind.com(yahoo)	3	0
best-price.com(google)	3	0
home.bellsouth.net(google)	1	0
lasvegas.cox.net(google)	1	0
127.0.0.1:4664(google)	1	0
abcorentals.com(yahoo)	1	0
<b>Total no. of Visitors : 21</b>	<b>Total no. of Conversions : 0</b>	

### ➤ Organic Search:

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

**ORGANIC SEARCH**

Today **Monday, June 11, 2007**

Jan 01 2006 - Jan 01 2006 Go

**Organic Search Summary**

Report Generated Date: 6/11/2007 9:29:40 PM

SEARCH ENGINE	VISITORS	CONVERSIONS
google	33	0
yahoo	32	0
msn	4	0
search	3	0
ask	3	0
aol	1	0
<b>Total no. of Visitors : 76</b>	<b>Total no. of Conversions : 0</b>	

### ➤ 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.

The screenshot shows the 'Organic Keyword Summary' report. At the top, there are tabs for Summary, Visitor, Geography, Search, Technology, Campaign, and Fraud. Below these is a sub-menu with links: Summary, Direct Referrer, Ad Referrer, Organic Search, Organic Keywords, and Ad Keywords. The 'Organic Keywords' link is selected. The report is dated 'Monday, June 11, 2007'. The title of the report is 'ORGANIC KEYWORD'. The report generated date is '6/11/2007 9:36:12 PM'. The report contains a table with the following data:

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.

The screenshot shows the 'Ad Keywords Summary' report. At the top, there are tabs for Summary, Visitor, Geography, Search, Technology, Campaign, and Fraud. Below these is a sub-menu with links: Summary, Direct Referrer, Ad Referrer, Organic Search, Organic Keywords, and Ad Keywords. The 'Ad Keywords' link is selected. The report is dated 'Monday, June 11, 2007'. The title of the report is 'TRAFFIC SUMMARY'. The report generated date is '6/11/2007 9:36:12 PM'. The report contains a table with the following data:

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

Summary **Visitor** Geography Search Technology Campaign Fraud

> All Visitor | Live Visitors | Offline Visitors | 1<sup>st</sup> Time Visitors | Repeated Visitors | Converted Visitors | Registered Visitors | Existing Customer Visit

VISITORS  
 Total Conversion : 2  
 Online Users : 0  
 Offline Users : 520  
 Total Pages Visited : 797

Today Monday, June 11, 2007  
 Jan 01 2006 - Jan 01 2006 Go

Export

Visitors Summary  
 Report Generated Date: 6/11/2007 11:42:50 PM

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

Summary **Visitor** Geography Search Technology Campaign Fraud

> All Visitor | Live Visitors | Offline Visitors | 1<sup>st</sup> Time Visitors | Repeated Visitors | Converted Visitors | Registered Visitors | Existing Customer Visit

VISITORS  
 Total Conversion : 0  
 Online Users : 8  
 Offline Users : 0  
 Total Pages Visited : 34

Current Week 6/10/2007 To 6/12/2007  
 Jun 10 2007 - Jun 12 2007 Go

Export

Online Visitors (Past 20 Minutes)  
 Report Generated Date: 6/12/2007 12:01:48 AM

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

1<sup>st</sup> 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	Referrer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	<a href="#">72.130.120.186</a>	6/12/2007 1:38:48 AM	Yes	google	PARTEX Salon Towel	No	Offline	1	6
2	<a href="#">68.225.254.150</a>	6/12/2007 1:35:57 AM	No			No	Offline	2	2
3	<a href="#">68.225.254.150</a>	6/12/2007 1:35:36 AM	Yes	google	table cloths	No	Offline	1	2
4	<a href="#">72.130.120.186</a>	6/12/2007 1:35:00 AM	No			No	Offline	8	6
5	<a href="#">72.130.120.186</a>	6/12/2007 1:34:54 AM	Yes	google	PARTEX Salon Towel	No	Offline	1	6

### ➤ 1<sup>st</sup> Time Visitors:

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

Summary

Visitor

Geography

Search

Technology

Campaign

Fraud

> All Visitor | Live Visitors | Offline Visitors | 1<sup>st</sup> 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	Referrer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	<a href="#">24.26.99.163</a>	6/12/2007 2:01:07 AM	Yes	google	discount salon towels	No	Online	1	1
2	<a href="#">12.164.196.100</a>	6/12/2007 1:08:48 AM	No			No	Offline	1	1
3	<a href="#">70.134.82.154</a>	6/12/2007 12:36:02 AM	Yes	google	132 round tablecloth	No	Offline	1	1
4	<a href="#">24.94.22.66</a>	6/12/2007 12:30:31 AM	Yes	msn	table cloth	No	Offline	1	1
5	<a href="#">76.209.238.112</a>	6/12/2007 12:17:13 AM	No			No	Offline	1	1
6	<a href="#">64.12.116.130</a>	6/12/2007 12:14:06 AM	No			No	Offline	1	1
7	<a href="#">58.88.227.205</a>	6/12/2007 12:13:50 AM	No	premiereshows.com		No	Offline	1	1
8	<a href="#">66.180.82.89</a>	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.

Summary

Visitor

Geography

Search

Technology

Campaign

Fraud

> All Visitor

Live Visitors

Offline Visitors

1<sup>st</sup> Time Visitors

Repeated Visitors

Converted Visitors

Registered Visitors

Existing Customer Visit

☒ Yesterday
 

Monday, June 11, 2007

☐

Jan

01

2006

-

Jan

01

2006

Go

CONVERTED VISITORS

Export

Converted Visitors Summary

Report Generated Date: 6/12/2007 12:33:52 AM

S.No.	User ID	Visitor IP	Visited Time	Last Visit	Page Visited	Order Number	Order Amount	Online
1	ckelly@iiri.org	<a href="#">204.17.100.18</a>	6/11/2007 2:42:50 PM	6/11/2007 2:12:36 PM	19	1001787	61.02	Offline
2	GeebsandAlien@Comcast.net	<a href="#">67.176.124.94</a>	6/11/2007 9:36:08 AM	6/11/2007 9:36:08 AM	18	1001781	99.60	Offline
Total Order Amount:							160.62	

### ➤ Registered Visitors:

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

Summary

Visitor

Geography

Search

Technology

Campaign

Fraud

> All Visitor

Live Visitors

Offline Visitors

1<sup>st</sup> Time Visitors

Repeated Visitors

Converted Visitors

Registered Visitors

Existing Customer Visits

☒ Yesterday

Monday, June 11, 2007

☐ Jan

01

2006

-

Jan

01

2006

Go

REGISTERED VISITOR

Export

Registered Visitors Summary

Report Generated Date: 6/12/2007 12:39:50 AM

S.No.	User ID	Visitor IP	Visited Time	Last Visit	Page Visited	Order Number	Order Amount	Online
1	s.replogle@comcast.net	69.247.130.84	6/11/2007 6:55:47 PM	6/11/2007 6:55:47 PM	18			Offline
2	ckelly@iiri.org	204.17.100.18	6/11/2007 2:42:50 PM	6/11/2007 2:12:36 PM	19	1001787	61.02	Offline
3	ckelly@iiri.org	204.17.100.18	6/11/2007 2:12:36 PM	6/11/2007 2:12:36 PM	6			Offline
4	GeebsandAlien@Comcast.net	67.176.124.94	6/11/2007 9:36:08 AM	6/11/2007 9:36:08 AM	18	1001781	99.60	Offline
Total Order Amount:							160.62	

### ➤ Existing Customer Visit:

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

**Existing Customer Visit Summary**  
Report Generated Date: 6/12/2007 2:34:16 AM

S.No	User ID	Visitor IP	Visited Time	Last Visit	Page Visited	Order Number	Order Amount	Online
1	s.replogle@comcast.net	69.247.130.84	6/11/2007 6:55:47 PM	6/11/2007 6:55:47 PM	18			Offline
2	ckelly@iiri.org	204.17.100.18	6/11/2007 2:42:50 PM	6/11/2007 2:12:36 PM	19	1001787	61.02	Offline
3	ckelly@iiri.org	204.17.100.18	6/11/2007 2:12:36 PM	6/11/2007 2:12:36 PM	6			Offline
4	GeebsandAlien@Comcast.net	67.176.124.94	6/11/2007 9:36:08 AM	6/11/2007 9:36:08 AM	18	1001781	99.60	Offline
<b>Total Order Amount:</b>							<b>160.62</b>	

## 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.

**Country Wise Summary**  
Report Generated Date: 6/12/2007 2:57:01 AM

COUNTRY	REGION	VISITORS	CONVERSIONS
AUSTRALIA		13	0
CANADA		2	0
GERMANY		2	0
INDIA		4	0
PAKISTAN		1	0
SWEDEN		2	0
TURKEY		1	0
UNITED KINGDOM		1	0

➤ **Region :**

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

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

> Country | Region | City |

Yesterday **Monday, June 11, 2007**

Jan 01 2006 - Jan 01 2006 Go

**GEOGRAPHY SUMMARY**

Export

All Regions Summary			
Report Generated Date: 6/12/2007 3:55:00 AM			
REGION	CITY	VISITORS	CONVERSIONS
UNKNOWN-REGIONS		9	0
ALABAMA		8	0
ALASKA		3	0
ARIZONA		5	0
ARKANSAS		1	0

➤ **City :**

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

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

> Country | Region | City |

Today **Monday, September 03, 2007**

Jan 01 2006 - Jan 01 2006 Go

**GEOGRAPHY SUMMARY**

Export

All Cities Summary		
Report Generated Date: 9/3/2007 5:12:15 AM		
CITY	VISITORS	CONVERSIONS
AKRON	1	0
ALBUQUERQUE	1	0
AMSTERDAM	1	0
BALTIMORE	1	0
BERN	2	0
BRISSAUX	19	0
BURLINGTON	1	0
CHAMPAIGN	1	0

## 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.

Summary Visitor Geography **Search** Technology Campaign Fraud

➤ Search | No. of Pages Visited

Total Conversion : 0  
Online Users : 0  
Offline Users : 9  
Total Pages Visited : 64

Yesterdays Monday, June 11, 2007  
Jan 01 2006 - Jan 01 2006 Go

☒ IP Address ☐ Page Name ☐ Landing Page ☐ Keyword Enter String to Search : default Search

Export

Search Criteria: Page Name - default  
Report Generated Date: 6/12/2007 4:43:21 AM

S.No.	Visitors IP	Visited Time	AD Words	Referrer	Keyword	Conversion	Current Status	Pages Visited	Visit Count
1	72.0.167.161	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.

Summary Visitor Geography Search Technology Campaign Fraud

Total Conversion : 0  
Online Users : 0  
Offline Users : 440  
Total Pages Visited : 440

Yesterdays Monday, June 11, 2007  
Jan 01 2006 - Jan 01 2006 Go

Pages Visited <2 Search

Export

<2 Pages Visited Visitors  
Report Generated Date: 6/12/2007 4:53:53 AM

S.No.	Visitors IP	Visited Time	AD Words	Referrer	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	No Of Clicks
Microsoft Internet Explorer	47
Netscape	4

OS	No Of Users
MacIntel	2
Windows	49

### ➤ 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.

S.No.	Visitors IP	Visited Time	AD Words	Referrer	Conversion	Current Status	Pages Visited	Visit Count
1	<a href="#">65.113.126.39</a>	6/12/2007 11:19:25 PM	No		No	Offline	2	3
2	<a href="#">65.113.126.39</a>	6/12/2007 11:18:13 PM	No	yahoo	No	Offline	1	3
3	<a href="#">69.114.17.225</a>	6/12/2007 11:15:26 PM	Yes	google	No	Offline	1	1
4	<a href="#">70.181.114.156</a>	6/12/2007 11:15:01 PM	No	yahoo	No	Offline	1	1

➤ **OS:**

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

The screenshot shows the 'Technology' tab selected in the navigation bar. The breadcrumb trail is 'SUMMARY | Browser | OS | Screen Size'. The 'TECHNOLOGY SUMMARY' section has a search string 'MacIntel' and a date filter for 'Tuesday, June 12, 2007'. An 'Export' link is visible in the top right. Below the header, the title 'OS: MACINTEL-Using Visitors' is displayed along with the report generation date '6/12/2007 11:20:43 PM'. A table lists 8 visitors with columns for S.No., Visitors IP, Visited Time, AD Words, Referrer, Conversion, Current Status, Pages Visited, and Visit Count. At the bottom, a summary line shows 'Total Conversion : 0 Online Users : 0 Offline Users : 8'.

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

Total Conversion : 0 Online Users : 0 Offline Users : 8

➤ **Screen Size**

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

The screenshot shows the 'Technology' tab selected in the navigation bar. The breadcrumb trail is 'SUMMARY | Browser | OS | Screen Size'. The 'TECHNOLOGY SUMMARY' section has a search string dropdown menu open, showing a list of screen sizes: ALL, 1024X768, 1024X819, 1152X864, 1152X870, 1280X1024, 1280X768, 1280X800, 1280X960, 1360X768, and 1400X1050. The date filter is set to 'Tuesday, June 12, 2007'.

## 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.

The screenshot shows the 'Campaign' tab selected in the top navigation bar. Below the navigation bar, a breadcrumb trail reads: > Sales Summary | Click Summary | Create Campaign | Edit Campaign | Delete Campaign | Create Group | Edit Group | Delete Group | Campaign Script. The main content area is titled 'Create Groups' and contains the instruction: 'Creating campaign groups allows you to place your campaigns into different groups.' Below this, there is a form with a text input field labeled 'Campaign Group Name' containing the text 'Google Group'. Below the input field is the instruction 'Enter a name for a group you would like to create.' At the bottom right of the form is a 'Create Group' button.

➤ **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.

The screenshot shows the 'Campaign' tab selected in the top navigation bar. Below the navigation bar, a breadcrumb trail reads: > Sales Summary | Click Summary | Create Campaign | Edit Campaign | Delete Campaign | Create Group | Edit Group | Delete Group | Campaign Script. The main content area is titled 'Group Selection' and contains the instruction: 'Please select the campaign group you wish to edit from the drop-down list below.' Below this, there is a form with a dropdown menu labeled 'Select Campaign Group'. Below the dropdown menu is the instruction 'Please select the Campaign group you would like from above.' At the bottom right of the form is a 'Submit' button.

➤ **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.

The screenshot shows the 'Delete Group' form within the VizTracker application. The form has a blue header bar with the title 'Delete Group'. Below the header, there is a warning message: 'Please select the campaign group you wish to delete from the drop-down list below. Warning : It will delete all the related information under the campaign group.' The main content area is a light blue box containing a 'Delete Campaign' section. This section has a 'Select Campaign Group' dropdown menu. Below the dropdown, there is a message: 'Please select the group you would like to delete from above.' At the bottom right of the form is a 'Delete' button.

➤ **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.

Summary Visitor Geography Search Technology **Campaign** Fraud

> Sales Summary | Click Summary | Create Campaign | Edit Campaign | Delete Campaign | Create Group | Edit Group | Delete Group | Campaign Script

### Create Campaign

To track your advertising, you need to create a new campaign for every ad you want to monitor. The wizard below will assist you with the process:

Campaign Name:

A campaign name is used to identify this particular ad in your reports. Numbers and Special Characters are not allowed.

Group:

VizTracker allows you to organize your campaigns in different groups, so that you can compare and contrast how each group performs on its own.

Cost Type:

Select the type of the campaign; that is, whether it's a Pay Per Click, flat fee, monthly rate, etc. This selection is needed for calculating your future expenses.

Campaign Cost:

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:

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.

### ➤ 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.

Summary Visitor Geography Search Technology **Campaign** Fraud

> Sales Summary | Click Summary | Create Campaign | Edit Campaign | Delete Campaign | Create Group | Edit Group | Delete Group | Campaign Script

### Select Campaign

Please select the campaign you wish to edit from the drop-down list below.

Select Campaign

Select Campaign :

Select from above the campaign you wish to Delete

### ➤ 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.

Campaign	Clicks	Cost	CPC
Salon Towels	0	0.00	0.00
kvp camp	0	0.00	0.00
SUMMARY	0	0.00	0.00

### ➤ 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	Clicks	Sales	Rev	Cost	Profit	CPC	CPS	ROI
Salon Towels	0	0	0.00	0.00	0.00	0.00	0.00	0.00
kvp camp	0	0	0.00	0.00	0.00	0.00	0.00	0.00
SUMMARY	0	0	0.00	0.00	0.00	0.00	0.00	0.00

## 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.

## The Tracking Code

By placing a snippet of JavaScript on all of your landing pages, you can track visitors for all of your campaigns.

## The Tracking Link

Only a slight modification to the URL needs to be made. An example is as follows:

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 google then you would have to do is change the link to: <http://www.domain.com/landing.html?adcampaign=12&source=googleadwords>

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

**Mail Sent Successfully !**

## Campaign Tracking Code & Link

Campaign Tracking Code & Link

```
<script
src="http://www.viztracker.com/WebTracker.js"
type="text/javascript"></script><script
type="text/javascript"> webid
= _BMS0004B_WebTrackerId</script>
```

## Select Campaign Group

Google Campaigns

## Select Campaign

Salon Towels

## Adword Search Engine

☒ Google
 ☐ Yahoo
 ☐ msn
 ☐ Others

## Notes

```
http://www.domain.com/landing.html?  
adcampaign=Salon Towels&source=googleadwords
```

## Mail Sent To Customer

☐ Yes ☒ No

Submit

## 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.

[Summary](#)
[Visitor](#)
[Geography](#)
[Search](#)
[Visitor](#)
[Technology](#)
[Campaign](#)
[Fraud](#)

[» Fraud Summary](#)
[| Fraud Report](#)
[| Fraud Settings](#)

FRAUD SUMMARY

Today
Wednesday, June 13, 2007

Jan
01
2006
-
Jan
01
2006
Go

Adreferer	FraudClicks
google	0
msn	0
yahoo	0

Your IP Address is **61.8.146.209** ISP: **STERLING CAPITAL PVT. LTD** Country: **INDIA** Region: **TAMIL NADU** City: **CHENNAI** Time Zone: **UTC +05:30** Net Speed: -

Powered by [IP2Location.com](#)



➤ **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 Settings**

Here, you may modify the fraud settings for your website.

Suspected Clicks Per Day:	<input type="text" value="5"/>
Suspected Clicks Per Week:	<input type="text" value="10"/>
Suspected Clicks Per Month:	<input type="text" value="25"/>
Minimum Visited Pages Per Click:	<input type="text" value="5"/>
Google Adword Account No:	<input type="text"/> (Optional)
Google Adword Mail Id:	<input type="text"/> (Optional)
Yahoo Search Market Account No:	<input type="text"/> (Optional)
Yahoo Search Market Mail Id:	<input type="text"/> (Optional)
msn Adclicks Account No:	<input type="text"/> (Optional)
msn Adclicks Mail Id:	<input type="text"/> (Optional)

➤ **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.

Summary Visitor Geography Search Technology Campaign **Fraud**

> Fraud Summary | Fraud Report | Fraud Settings

**FRAUD REPORT**

Adreferer :

Sort By :

Last Week     -

[Print](#) | [Export](#)

Visitors of Fraud Click					
Report Generated Date : 6/14/2007 12:07:59 AM					
Visitors IP	Ad Referer	Keyword	Date & Time	Number Of Times Visited	Pages Visited
<a href="#">72.248.93.245</a>	google	spa bathrobes	6/5/2007 12:13:14 PM	5	1
<a href="#">72.248.93.245</a>	google	spa bathrobes	6/5/2007 12:52:07 PM	5	1
<a href="#">72.248.93.245</a>	google	spa bathrobes	6/5/2007 12:17:07 PM	5	1

You may send the above report as excel format to the corresponding AdReferer  
Here Adreferer account number is will be the subject line of this mail. You are also get the one copy of this mail.

AdReferer Account No:

AdReferer Mail ID:

## 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.

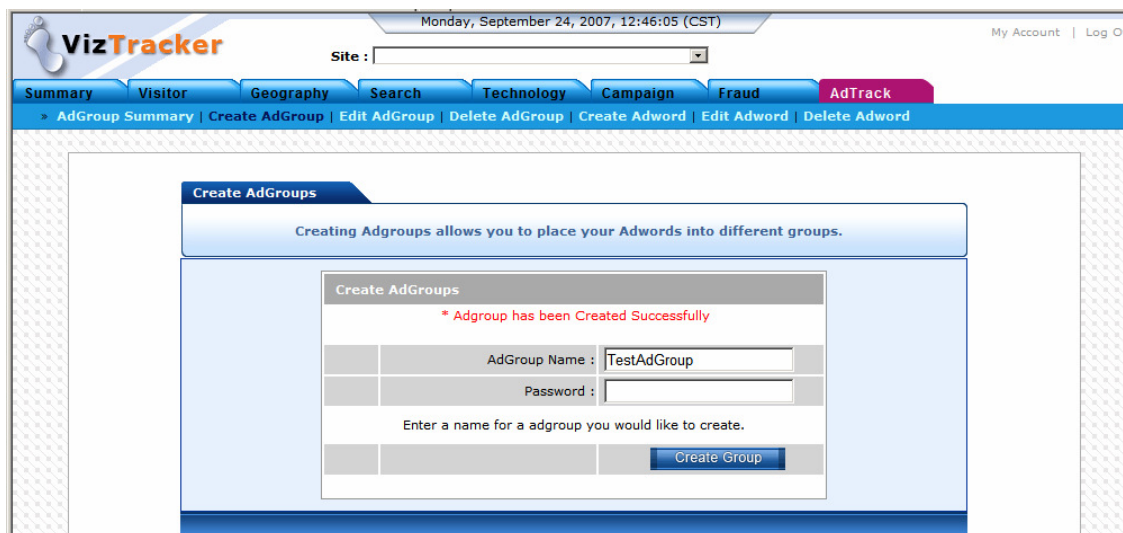
Example:

```
<a ref=" http://www.hysupplies.com#hysupplies_HYS0001" target="_blank">
 </a>
```

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

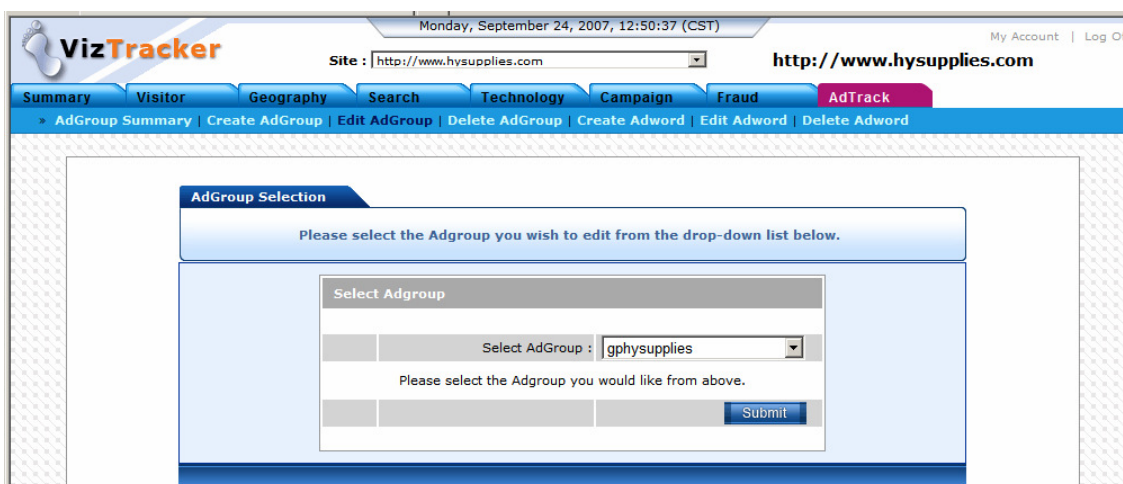
➤ **Create Ad Group:**

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.

The screenshot shows the 'Edit AdGroup' interface in the VizTracker application. The top navigation bar includes tabs for Summary, Visitor, Geography, Search, Technology, Campaign, Fraud, and AdTrack. The 'AdTrack' tab is active. The main content area has a sub-header 'Edit AdGroup' and a message: 'Editing Adgroups allows you to change the Existing Adgroups Name.' Below this is a form titled 'Edit Adgroup' with a red message: '\* Adgroup has been Updated Successfully'. The form contains a text input field labeled 'AdGroup Name :\*' with the value 'hysadgrop100'. Below the input field is a prompt: 'Enter a name for a Adgroup you would like to Edit.' and a 'Save' button.

➤ **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.

The screenshot shows the 'Delete AdGroup' interface in the VizTracker application. The top navigation bar includes tabs for Summary, Visitor, Geography, Search, Technology, Campaign, Fraud, and AdTrack. The 'AdTrack' tab is active. The main content area has a sub-header 'Delete AdGroup' and a message: 'Please select the Adgroup you wish to delete from the drop-down list below. Warning : It will delete all the related information under the Adgroup.' Below this is a form titled 'Delete Adgroup' with a red message: '\* Adgroup has been Deleted Successfully'. The form contains a dropdown menu labeled 'Select AdGroup :' with the value 'gphysupplies'. Below the dropdown menu is a prompt: 'Please select the Adgroup you would like to delete from above.' and a 'Delete' button.

➤ **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.

To track your advertising, you need to add your Customers adword to a Existing Adgroup for every ad you want to monitor.  
The wizard below will assist you with the process:

\* Adword has been Added Successfully

AdGroup: gphysupplies \_Create AdGroup

VizTracker allows you to organize your Ads in different Adgroups, so that you can compare and contrast how each group performs on its own.

Ad Name: testadword

VizTracker allows you to add the Ad to the existing Adgroups, so that you can compare and contrast how each group performs on its own.

URL: http://www.testwebsite.com

Enter the URL for the Ad.Example http://www.cbssys.com

Description: this is the test website

Enter the description of your Ad. This information will be helpful to you in managing your Adgroups in the future.

Cost Type: Pay Per Click

Select the type of the Ad; that is, whether it's a Pay Per Click, flat fee, monthly rate, etc. This selection is needed for calculating your future expenses.

Ad Cost: 0.25

Enter the cost of the Ad based on its dollar amount in the given format.For example, if the Ad cost is 25 cents per click, enter 0.25. If the ad is free, simply put 0 in that field.

Add 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.

The screenshot shows the 'AdGroup Selection' form in the VizTracker application. The page header includes the date 'Monday, September 24, 2007, 01:00:40 (CST)' and the URL 'http://www.hysupplies.com'. The navigation bar contains tabs for Summary, Visitor, Geography, Search, Technology, Campaign, Fraud, and AdTrack. The AdTrack tab is active, showing a sub-menu with links: AdGroup Summary, Create AdGroup, Edit AdGroup, Delete AdGroup, Create Adword, Edit Adword, and Delete Adword. The main form area has a title 'AdGroup Selection' and a message: 'Please select the Adgroup you wish to edit from the drop-down list below.' The form contains two dropdown menus: 'Select AdGroup' with 'gphysupplies' selected, and 'Select Adword' with 'hysupplies' selected. Below these are instructions to select from the above lists. A 'Submit' button is at the bottom right of the form.

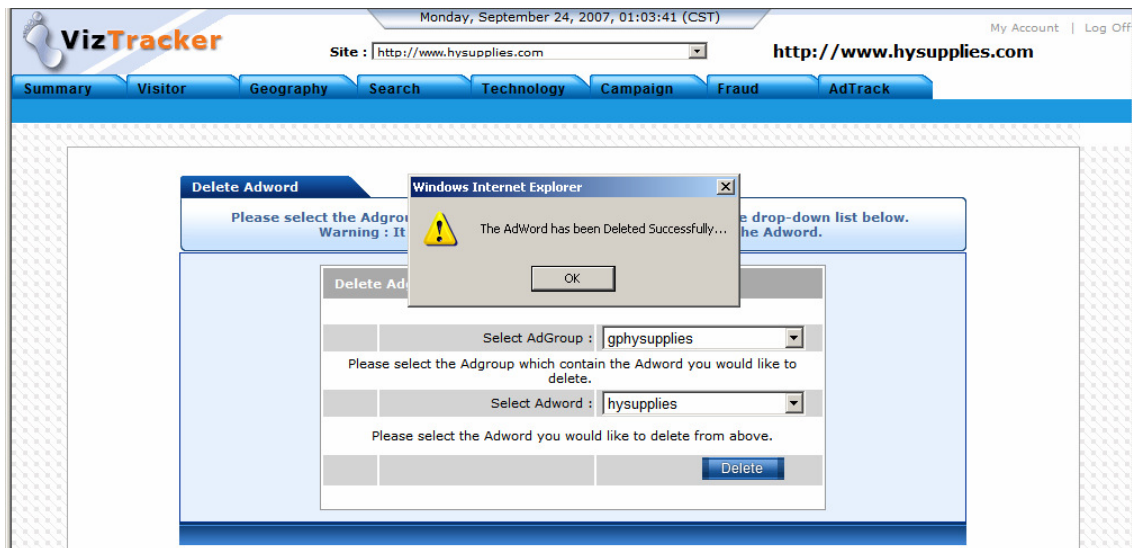
Once you have selected the Ad and its Ad group for edit, it will take you to a following screen after the click of submit button.

The screenshot shows the 'Edit AdWord' form in the VizTracker application. The page header is the same as the previous screenshot. The navigation bar is the same, but the 'Edit Adword' link in the sub-menu is active. The main form area has a title 'Edit AdWord' and a message: 'Editing Adword allows you to change the Existing Adwords Name.' The form contains several input fields: 'Ad Name' with 'hysupplies', 'Ad URL' with 'http://www.testwebsite.com', 'Ad Description' with 'this is the test ad.....', 'Ad Cost Type' with a dropdown menu, and 'Ad Cost' with an empty text box. Below each field is an instruction on how to use it. A 'Save' button is at the bottom right of the form.

➤ **Delete Ad:**

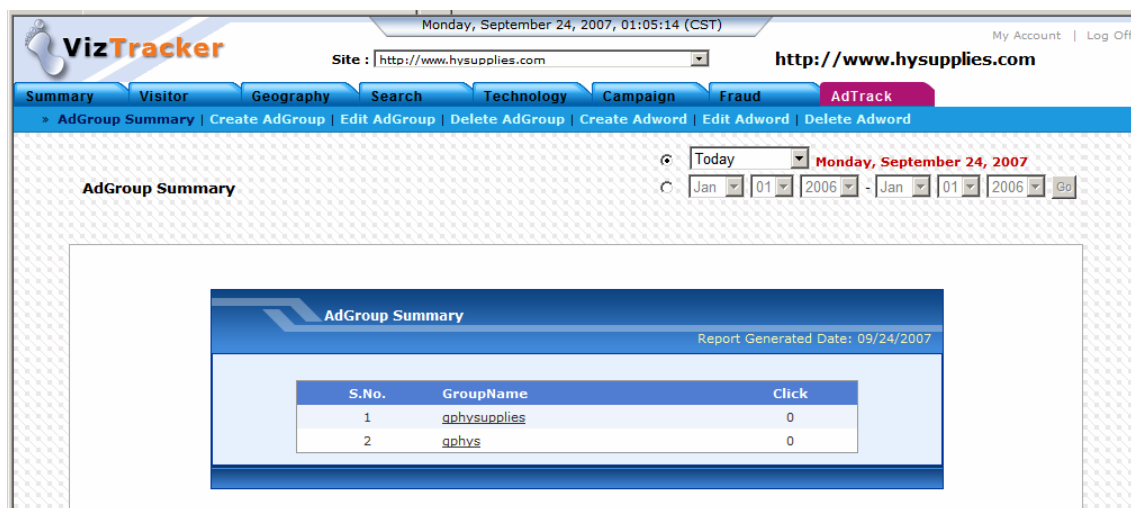
This tab is used to delete the Ad what you were created earlier under an Ad group. Select the Ad and its Ad group you wish to delete from the drop down and click "Submit" button. This will delete that particular Ad from that Ad group. Any data related to that Ad word will also be lost.





➤ **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.



Summary	Visitor	Geography	Search	Technology	Campaign	Fraud	Advertise
---------	---------	-----------	--------	------------	----------	-------	-----------

Group Name: gphysupplies

Current Month: 8/31/2007 To 9/24/2007

Jan 01 2006 - Jan 01 2006 Go

Adword Summary		
Report Generated Date: 9/23/2007		
AdWord	Url	Click
yahoo	http://www.yahoo.com	1
hysupplies	http://www.hysupplies.com	6

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.

URL Summary
-------------

Current Month: 8/31/2007 To 9/24/2007

Jan 01 2006 - Jan 01 2006 Go

Export

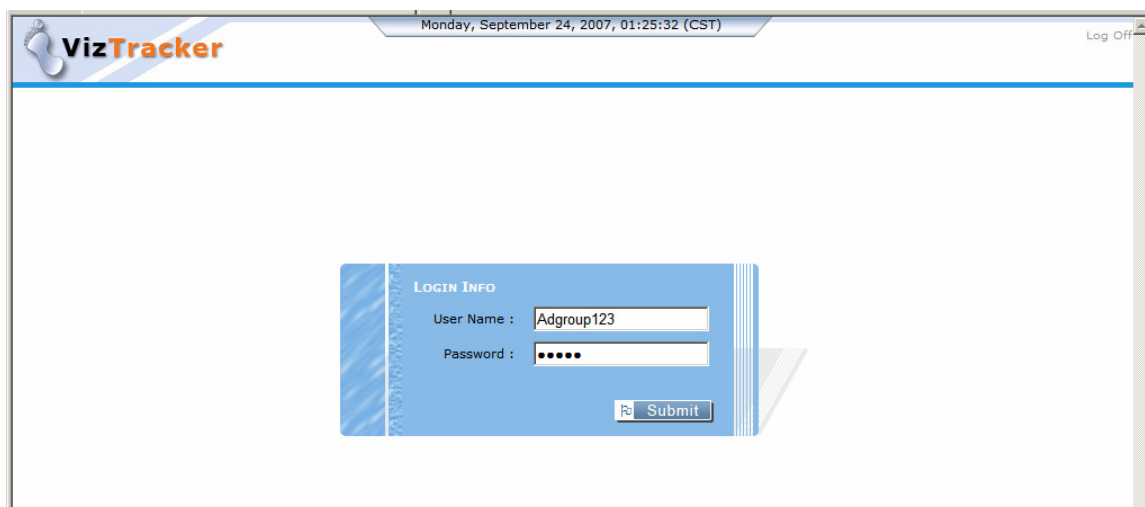
  

URL Summary			
Report Generated Date: 9/23/2007			
Ad Word	Out URL	Anchor Id	Time Of Click
hysupplies	http://www.hysupplies.com	anc1	9/12/2007 11:30:22 AM
hysupplies	http://www.hysupplies.com	anc1	9/13/2007 11:33:22 AM
hysupplies	http://www.hysupplies.com	anc1	9/13/2007 12:35:22 AM
hysupplies	http://www.hysupplies.com	100	9/21/2007 8:17:47 PM
hysupplies	http://www.hysupplies.com	100	9/21/2007 8:25:35 PM
hysupplies	http://www.hysupplies.com	100	9/21/2007 8:29:52 PM

## CUSTOMER'S LOGIN

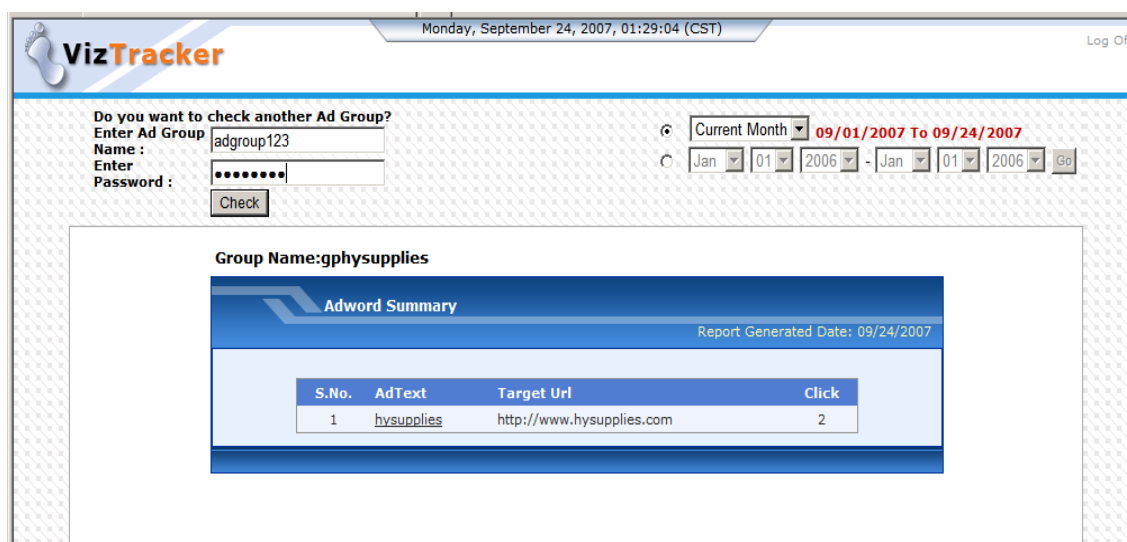
Once you have created the Ad group in VizTracker for maintaining your customer Ad's in your site, you can give the Group name as a User Name and a password and the URL link for the VizTracker to your customer. Also your customer's can login in VizTracker using that Group name and Password to verify the 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.



The screenshot shows the VizTracker login interface. At the top, there is a header bar with the VizTracker logo on the left, the date and time 'Monday, September 24, 2007, 01:25:32 (CST)' in the center, and a 'Log Off' link on the right. Below the header, there is a large blue box with the title 'LOGIN INFO'. Inside this box, there are two input fields: 'User Name : Adgroup123' and 'Password : .....'. Below these fields is a 'Submit' button.

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.



The screenshot shows the VizTracker interface after login. At the top, there is a header bar with the VizTracker logo on the left, the date and time 'Monday, September 24, 2007, 01:29:04 (CST)' in the center, and a 'Log Off' link on the right. Below the header, there is a section titled 'Do you want to check another Ad Group?'. This section contains three input fields: 'Enter Ad Group Name : adgroup123', 'Enter Password : .....', and a 'Check' button. To the right of these fields, there is a date range selector showing 'Current Month' and '09/01/2007 To 09/24/2007'. Below the date range selector, there is a calendar view showing 'Jan 01 2006' and 'Jan 01 2006' with a 'Go' button. Below the 'Do you want to check another Ad Group?' section, there is a section titled 'Group Name:gphysupplies'. Inside this section, there is a table titled 'Adword Summary' with the following data:

S.No.	AdText	Target Url	Click
1	hysupplies	http://www.hysupplies.com	2

Below the table, there is a 'Report Generated Date: 09/24/2007' label.

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.



VizTracker  Wednesday, December 05, 2007, 3:28:25 AM My Account Site: Hysupplies.com

Summary Visitor Geography Search Technology Campaign Fraud AdTrack Email Campaign

Email Campaign visitor's Summary | Email Campaign List | Email Campaign Management

Last Month 11/1/2007 To 11/30/2007 11/1/2007 - 11/30/2007

Email Campaign Summary

Report Generated Date: 12/5/2007 3:28:25 AM

MAIL CAMPAIGN NAME	VISITORS	CONVERSIONS
alon Campaign	1	0
ysupplies	1	1
Total no. of Visitors : 2		Total no. of Conversions : 1

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.

VizTracker  Wednesday, December 05, 2007, 3:28:25 AM My Account Site: Hysupplies.com

Summary Visitor Geography Search Technology Campaign Fraud AdTrack Email Campaign

Email Campaign visitor's Summary | Email Campaign List | Email Campaign Management

EMAIL CAMPAIGN ID	EMAIL CAMPAIGN NAME	DESCRIPTION	CREATED DATE
3	Cbssys	Website Details	11/19/2007 5:38:39
2	ProductDetails	Product Details	11/19/2007 3:23:32
4	Offer Campaign	Product Offer Details	11/19/2007 5:47:49
5	Salon Campaign	Salon Products Detail mail	11/19/2007 8:59:48
7	Salon	Salon Products Detail mail	11/21/2007 4:27:07
8	Capes	Capes Products Detail mail	11/21/2007 4:34:16
9	Barmop	Barmop Products Detail mail	11/21/2007 4:38:00
6	Hysupplies	Website Details	11/19/2007 9:00:38

## 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.

Wednesday, December 05, 2007, 3:28:25 AM  
Hysupplies.com  
Site: Hysupplies.

Summary Visitor Geography Search Technology Campaign Fraud AdTrack Email Campaign

AdGroup Summary | AdGroup Management | Ad Management

**Email Campaign Track Management** To track your email campaign, you need to create a new campaign for every email you want to monitor.The wizard will assist you with the process:

Select Email Campaign :   
Email Campaign Name :   
Description :

### The Tracking Code

By placing a snippet of JavaScript on all of your Email,can track visitors for all of your campa

### The Tracking Link

**Only a slight modification to the URL needs to be made. An example is as follow**

Let's say that your Email Campaign ID Number is "12", and your Email Trackig URL is locate  
<http://www.mysite.com>

To enable tracking on yourEmail Campaign, all you would have to do is change the link t  
[http://www.mysite.com?ecid="6"&emid=mailid](http://www.mysite.com?ecid=)

Continue the same process for any other Email Campaigns you may be using

## 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

**VIZ tracker** Hysupplies.com Site: Hysupplies.com

Summary Visitor Geography Search Technology Campaign Fraud AdTrack Email Campaign

AdGroup Summary | AdGroup Management | **Ad Management**

**Email Campaign Track Management** To track your email campaign, you need to create a new campaign for every email you want to monitor. The wizard will assist you with the process:

Email Campaign Name : viztracker

Description : Explain viztracker Product Details, and Offer prices

Save Edit Delete Cancel

**The Tracking Code**

By placing a snippet of JavaScript on all of your Email, can track visitors for all of your campaign.

**The Tracking Link**

**Only a slight modification to the URL needs to be made. An example is as follows:**

Let's say that your Email Campaign ID Number is "12", and your Email Tracking URL is located at <http://www.mysite.com>

To enable tracking on your Email Campaign, all you would have to do is change the link to [http://www.mysite.com?ecid="6"&emid=mailid](http://www.mysite.com?ecid=)

Continue the same process for any other Email Campaigns you may be using

## 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.

**VIZ tracker** Hysupplies.com Site: Hysupplies.com

Summary Visitor Geography Search Technology Campaign Fraud AdTrack Email Campaign

AdGroup Summary | AdGroup Management | **Ad Management**

**Email Campaign Track Management** To track your email campaign, you need to create a new campaign for every email you want to monitor. The wizard will assist you with the process:

Select Email Campaign : Cbssys

Email Campaign Name : Cbssys

Description : Website Details

Add Update Delete Cancel

**The Tracking Code**

By placing a snippet of JavaScript on all of your Email, can track visitors for all of your campaign.

**The Tracking Link**

**Only a slight modification to the URL needs to be made. An example is as follows:**

Let's say that your Email Campaign ID Number is "12", and your Email Tracking URL is located at <http://www.mysite.com>

To enable tracking on your Email Campaign, all you would have to do is change the link to [http://www.mysite.com?ecid="6"&emid=mailid](http://www.mysite.com?ecid=)

Continue the same process for any other Email Campaigns you may be using

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.

**VizTracker** Hysupplies.com Site: Hysupplies.com

Summary Visitor Geography Search Technology Campaign Fraud AdTrack Email Campaign

AdGroup Summary | AdGroup Management | Ad Management

**Email Campaign Track Management** To track your email campaign, you need to create a new campaign for every email you want to monitor. The wizard will assist you with the process:

Select Email Campaign : ProductDetails

Email Campaign Name : ProductDetails

Description : Product Details

Add Edit Delete Cancel

**The Tracking Code**

By placing a snippet of JavaScript on all of your Email, can track visitors for all of your car

**The Tracking Link**

**Only a slight modification to the URL needs to be made. An example is as fo**

Let's say that your Email Campaign ID Number is "12", and your Email Trackig URL is loc  
<http://www.mysite.com>

To enable tracking on yourEmail Campaign, all you would have to do is change the lir  
[http://www.mysite.com?ecid="6"&emid=mailid](http://www.mysite.com?ecid=)

Continue the same process for any other Email Campaigns you may be using