e-planning metrics
Manual

e-planning

Introduction

e-planning metrics is a powerful tool to measure users´ behaviour in a web site and to audit traffic. This tool enables you to have a specific control of not only each page but also the most popular accesses to the web site without a software installation.

Besides, this tool is useful to know and target your audience, to customize content and to develop ad campaigns specially focused on the users.

With e-planning metrics it is possible to obtain updated reports of your audience in real time by date, time, zone, country and language. Among other data, you will be able to know how users log in and which search engine and keyword are the most effective ones to reach your web site.

Using our software is very easy and since it works with any operating system, it only requires a browser and Internet connection.
We welcome you to go through the manual and the online help to assist you with the measurement of the users´ behavior in your website.

If you need any further information about our manual, don´t hesitate to contact our Customer Care center at www.e-planning.net/support

How it works

The total traffic of the web site will be audited by pasting a special HTML code in all the web pages. This code enables you to identify page views in home page and in all zones where the code is pasted.

This code neither affects site visualization nor slows down the downloading.
e-planning metrics can be used both in static and dynamic web sites. This tool registers and reports all information automatically.

e-planning metrics uses a mechanism that unequivocally identifies users of the site and recognizes those users who have already entered so as not to count them again.

This tool uses cookies to perform the measurement, for example: unique users.
Cookies don´t affect users´ privacy as they are associated to an anonymous user and they don´t possess any personal information. It is neither possible to access or read information about other cookies stored in the user´s computer.

First Steps

Access to the interface

In order to start using this tool, enter http://www.e-planning.net and click on the **login** option on the top right hand corner, choosing Argentina or United States.

A pop up will request your user name and password. Type the data provided when you joined the service. If you don´t have these data, please contact our customer care area.

Once you have logged in, a screen will welcome you to the management interface. From here you may add sites, zones and users and consult reports.

How to operate the tool

List

The heading of each column on a list enables you to order the data in an ascending or descending way.

The **Arrow** icon beside the heading will enable you to organize the data. Press once to order them in an ascending way.
Click again, if you want to change the order.

When the results to be displayed on a list exceed the 25 lines, the content will be divided into several pages. You will find a link to each of them right below the list header.

Item view and editing

All items created by the tool can be seen by clicking on their names (displayed as a link) on every list.

Click View in the Navigation bar to access the **View** mode of the selected item. This is a **read-only** mode, which will not allow any editing. To make changes, click on **Edit** in the Navigation bar or click on the **Pencil** icon on a list.

Confirmations and error messages

Whenever an error or warning occurs, the system will notify you where the error lies so that it can be corrected.

For example: When uploading a site, if some mandatory data are missing, the system won´t let you continue and it will notify you which data you should enter.

If the **Ok** button is pressed more than once while the form is being processed, the system will notify you to wait until the task is thoroughly processed.

Some options such as deleting data require confirmation to avoid errors.

Entering the first data

When you start using the tool it is necessary to indicate some basic data to the system for the initial configuration.

You will have to define the sites and zones of the website. This action is required the first time you use the system and every time there are changes in your website. (e.g.: when a new zone is added)

Creation of users with access to the interface

It is possible to add users with access so that they may check their reports.

If you wish to allow other people to access the interface, you must fill in the corresponding form. Consult the **"Administration of users and profiles"** section for further information.

Creation of Sites

This tool enables you to add information of the sites which may contain several zones. This is useful to
easily manage complex sites.

Click on the **Sites** label. The tool will show you the sites added to date and the amount of zones they have.

Press the **Add** button. Complete the name, the url, always beginning with http:// and a comment can be added.

Once the form has been completed, click on **Ok** to save the information.

Lists of Sites

At any moment you can access to the complete list of sites by clicking on **Sites** / **List**

Edit sites

You will be able to modify the properties of a site by clicking on the **Pencil** icon on the left side of the list of sites.

Delete, file and activate

You can definitely eliminate a site by choosing **Delete** option **(Eraser icon)**.
Filing enables you to temporarily **deactivate** a site so that it doesn´t appear on the lists of the system.

You may activate it again by choosing the **activate** option.

Zone creation

Once a site has been created, its different areas may be organized by zones.

To add a new zone, click on **Add**.

In the following screen, you must enter these data:

Site: Web Site to which the zone belongs.

Name: Name of the zone. For example: Home Page

Path patterns that belong to the zone: Enter the access path to the zone.
e.g.: If the url of the site is like www.site.com and the zone to be added is in www.site.com/zone/ you must enter the text: /zone/ in the text box
By typing /zone/* in the text box, all urls starting with www.site.com/zone/ will be identify as belonging to the same zone. e.g.:www.site.com/zone/images/index.html or www.site.com/zone/subzone/images/index.html

By typing /zone* in the text box, all urls starting with www.site.com/zone will be identify as belonging to the same zone. e.g.: www.site.com/zones, www.site.com/zones50

Once all data has been entered, click on **Ok** to complete the creation of the zone.

Web site stats

From the **Web site stats** label, you can make the configuration and obtain the HTML code to paste on the different pages to be measured.

Follow these steps:

1- Click on **Configuration label**

Select the site to be measured.

Allowed hosts (enter one per line): Enter a list of domains for which stats will be registered.
e.g.: www.site.com or www.site.com.ar etc.

Blocked networks (enter one per line): This is an optional item where you may enter a list of networks for which access won´t be registered.

Once all fields have been completed, click on **Ok** to save the changes.

2- HTML code

On this screen, you will be able to see 2 HTML codes to copy and paste on the pages to be measured.

The first code is to be pasted in the <HEAD> section of the html and the second one, at the end of the html code, in the </BODY> section.

Once the above mentioned steps have been taken, data will register and from the **Pages** label you will find all the pages that have been registered. Here you can select the Zone, the pages belong to and you can add a title.

At the end, press **Save**.

Measurement criteria

On entering the interface, the stats label will show a summary of Page view, Sessions and Unique Users / Viewers for the last 2 days and data of last months.

You will easily be able to find the session detail (session mean time, page views per session, page view meantime) distribution by hour of day, most used keywords, most visited zones and the most used search engines to enter the site.

Page views and users

With these indexes you may know the amount of traffic in your website or a specific zone. You may also know how many new users or users have already entered your web site. By combining this with the page view analysis, you may know the average pages users viewed during the session.

Combined with page views analysis, you may know how many pages are viewed by users during the session.

Views or Page view: Amount of times a web page has been viewed. Although the page has images or many frames only one visit will be counted.

New User: User who accessed to the web site for first time in the period under analysis .

Unique user: Number of different unique users who have accessed to the web site several times in a given periord of time, but a follow up system recognizes them as one single person and counts them only once.

e-planning metrics complies with the IAB recommendations for measuring unique users.

Sessions

These measurement enables you to know from which zone users start navigating the site, how many sessions are held and how long they last and from which zone users leave the site.

Session: Is a visit of a user to one or more pages of a site in a given time period. Viewing of pages not separated by an inactivity period of over 30 minutes will be considered as one session.

When new content is required after such period, a new session will be considered. **e-planning metrics** complies with the IAB recommendations to measure sessions.

Time Interval

Analyses may be done by hour, day, week, month and year. Filters by hour and day of the week or specific ranges of date and hours may be applied.

Time intervals offered by the tool are the following:

Hour of day: The system groups data by hour (between 0 and 24) without showing the day.

Day of week: The system groups data by day (monday through sunday) without showing the time or month.

Day of month: The system groups data by day of the month (from 1 to 31) without showing day or time.

Weekday + time: Data is combined showing traffic by day and time of the week.

Month + year: Traffic is shown by month.

Date: Traffic data is shown for each day according to range set as filter.

Date and time: The system shows data by time and date according to range set as filter.

Geographic: Country, network, time zone and language

Country: Where users connect from. **e-planning** has a geographical data base of IP addresses to show this information.

The data base is automatically updated monthly.

Network: Company that provides access and internet servicies to users. It may be an enterprise, a corporative system net, an educational center, etc.

Time zone: Users´time zone

Language: Browser language

Additional reports

How viewers access the site and where they come from.
Identify which sites generate the most traffic and how users access the web site.

Domain and path: Name that unambiguously identifies a web site, e.g.: e-planning.net
It is used to know from which sites users access and generate traffic.

Search engine: Which search engine was used to access the site.

Search engine + country: Country of search engine. e.g.: Google Argentina or Yahoo MX

Keywords: Specific words that users enter in a search engine in order to get a list of websites and which enable them to enter your site.

Full URL: Address which unambiguously identifies all sites and web pages. e.g.: www.eplanning. net

Frequent users´ behavior

Repeat unique users: Total amount of unique users who have visited the site more than once.

Return visits: Amount of times a user returned to the site in a given period.

Visit order: Amount of times the same user has entered the site. If it is the first time, the visit is number 1, the 3rd time, is number 3 and so on.

Maintained sessions

Session meantime: Average time users´ visit lasts. The longer the session, the more interest in the contents and servicies of the site.

Entry Page: Which page the user started the visit from. (It may not be home page)

Exit Page: Which page the user finished his session from.

Users´technological profile

Which browser, operating system and surfing configuration users have.

Browser: The application users use to surf the web and access the site. At present, Intenet Explorer and Firefox are the most common ones.

Operating system: Operating system and version users use (e.g.: Windows XP)

Screen size resolution + colors: Video configuration users have. This information is useful in order to design your website. e.g.: If most users use 800x600 pixels, it won´t be necessary to design 640x480 pixel pages and therefore waste most of the screen with no content.

Cookie: Small file placed in user´s computer when accessing a web page which registers his/her interaction in the web site.

Java: Programming language used to generate internet applications. The java applets are parts of a program that are downloaded from a web site and which are executed in users´browsers giving it funtionality and interactivity.

Cookies and validated java: It is possible to know if users have medium or high security restrictions in their browsers.
Some applications of the web sites may not be shown correctly if the browser has highl security measures.

Personal Info and Preferences

To access your personal info and alerts configuration, click on the icon Preferences in the upper bar by your name.

A new window will open up and show you your personal info and preferences.

> If the new window does not open up, verify your browser does not have a pop up blocker for this site

You will be able to modify all your data, except for your user name.

First and last name: Personal info will be displayed in alerts and as a means to identify you within the tool.

e-mail: alerts and e-mail reports will be sent to the e-mail address you have registered.

Current password, new password: Your current and new password. Enter this information only if you want to change it.

Number format: You may opt to use the comma (,) or decimal point (.) to separate numbers.

Date format: Choose between MM/DD/YYYY or DD/MM/YYYY.

Language: Interface language. The system will automatically take the language selected.

List number of rows: number of rows that will be shown in lists. If lists have more than that amount, they will be divided into several pages.

Reports number of rows: The same as lists, but for stats reports.

To save changes, click on **Ok**, to close the active screen, click on **Close**. Remember to save before closing.

Alerts configuration

The system sends automatic-alerts notifications by e-mail every time an event which you decided to monitor occurs.

By default, alerts are disabled.

At any time, you can access and modify any alert configuration by enabling or disabling it according to your specific needs.

Notifications are sent via e-mail little after the event that is being monitored has taken place. You will receive a message detailing the event, the user who performed the action and the item where the event took place.

Managing Users and Profiles

> Caution!
>
> You will only be able to perform these actions if your user has the corresponding access grants to edit or add users.

To add new interface access users, click on **Users** in the navigation bar. You will be able to view and edit existing users and create new ones.

Moreover, you will be able to view sessions (access to the system) per user and time. Among other information, the system registers the time users accessed the tool (start and end session time), page views and actions performed

Remember you can configure your personal alerts so that the system will notify you via e-mail every time users perform any action you wish to monitor.

Creating new users

Click on **Users** and **Add** in the navigation bar.

Provide users´personal information: first and last name, login, password, phone number, and email address. Passwords must contain al least 6 characters and combine letters and digits.

Set if the new user will be given minimal or all access grants. **Minimal access grants** enables users to access the interface only. They cannot perform any action. You must indicate manually what actions you wish to grant users. **All access grants**, enables users to perform all actions for the profile selected.

Fill in the additional information for the profile: number and date formats etc.

To save your changes, click on **Ok**, After creating the user you can click on **Edit access grants** to change the access grants you wish to assign to it. You will be able to modify this information at any time, if necessary.

How to modify user´s information

Created users can be listed and consulted as the rest of the items.

With the user´s information, you may carry out any of the following actions:

Edit entered info (all data except user´s name)

Change password

Delete user definitely

Edit grants: modify security grants for user

Bock access / Allow access

List sessions: check list of log in by user

Grants modification consists of 3 main elements: grants for reports, grants for management (users, sites, zones, etc) and change of personal preferences.

You may indicate specifically which grants to allow or to disallow. e.g.: you may allow add and edit but not delete sites.

Security and access policies

Information security is very important for us. That´s why e-planning ad server uses different protection policies and security measures to keep your information safe and to protect the interface from undue accesses.

Encrypted data

Not only interface access but also all transactions made with reports, etc are carried out using encryptation mechanism. Known as SSL (Secure Socket Layer). In this way, all the information through internet from your computer to our servers is encrypted.

Security Policies for users

Several security considerations must be known to use our solution.

Concurrent Session

A user can´t log in from 2 different computers using the same user name and password at the same time.

In this way, you prevent 2 or more persons from using the same user name.

We recommend to manage as many users as different persons must access the interface in order to audit accurately which activities each carries out.

If a user attempts to log in while another one is logged in, the former won´t be allowed to do so until the latter has finished the session. To close the session, click on **Log Out**.

After 30 minutes of inactivity, the system will consider the session is over and the user will be able to start a new session.

Blocking users

This option allows you to prevent a user from accessing the interface without deleting him.

The system will show the user is blocked and prevent him from accessing the interface.

You may access **Management** label at any moment and inmediately block or unblock users.

Users Blocked by inactivity

Users are automatically blocked if they don´t use the interface for 90 days, if necessary the user may be granted access again.

Users blocked by access from invalid IP

It is possible to indicate from which IPS addresses a user may enter the system, so that access from out of the company is avoided.

If you want to maintain irrestricted access for the user, don´t complete the field **allowed access IP addresses**

Safer passwords

When entering a password for a user, the system will check that the password is not too easy to deduce. e.g.: It can´t contain part of user´s same or last name.

Passwords must have at least 6 characters. Current and previous year can´t be used.

The inmmediate previous password can´t be used.

Expired password

It is mandatory to enter a new password every 120 days.

Forgetting password (access denied)

User can access the system if user name and password are entered correctly. User can attempt to enter wrong password before the system denies access. Only then will the system allow user to create a new password.

This process consists of a set of steps which enable the user to delete the previous password and generate a new one.

First , you must enter your user name as usual and your e-mail address, which must coincide with the one in your profile.

System will send you a message with instructions to create a new password.

You must click on the **Url Address** to create a new password.

If you remember the password, ignore this message and access the interface as usual.

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