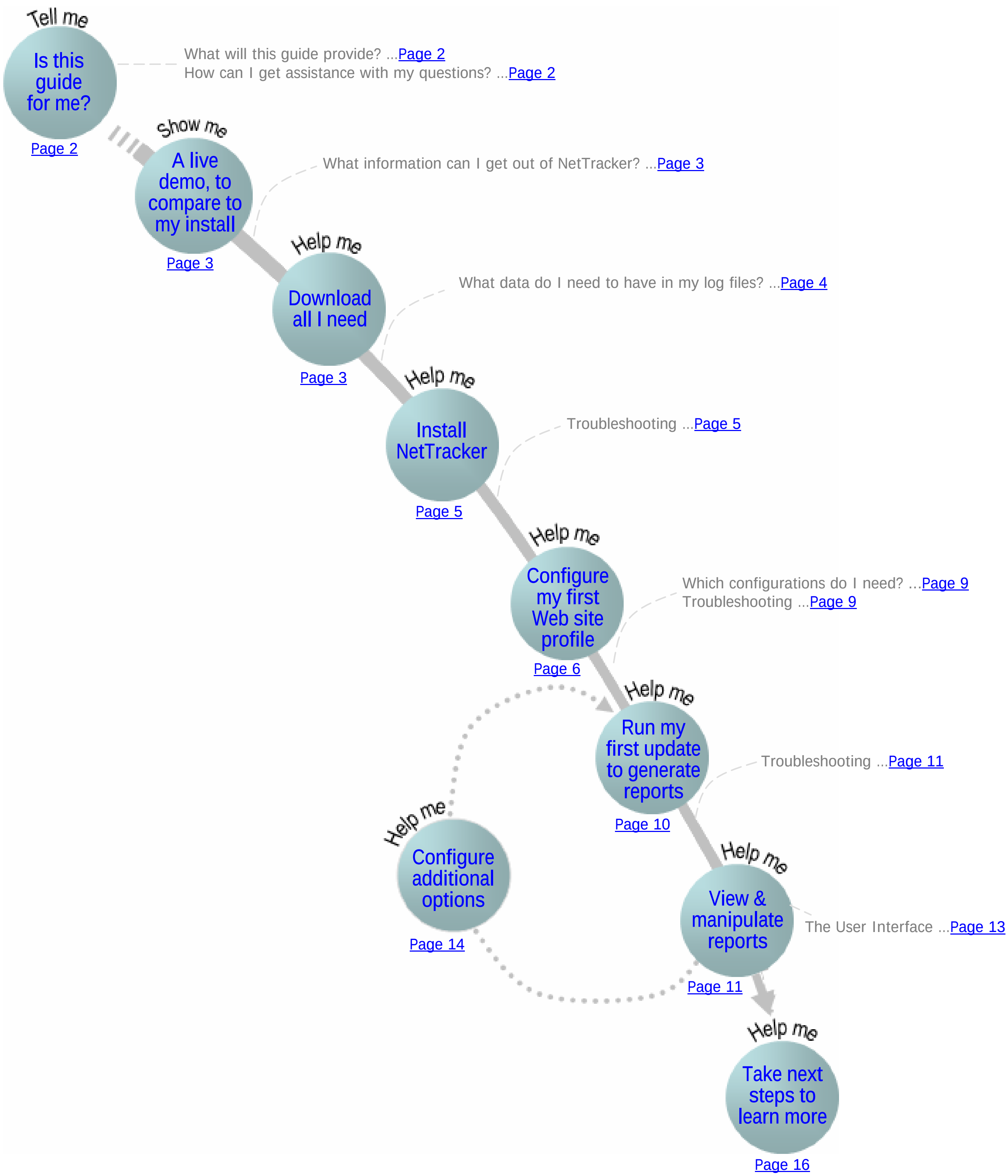
Evaluator's Quick Start Guide to NetTracker®

What would you like assistance with?



For help at any time during your evaluation of this software, please contact the NetTracker evaluation support team at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com.

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About NetTracker

Thank you for evaluating NetTracker. The majority of the 4,000 NetTracker customers, worldwide, performed a similar evaluation before they selected NetTracker. Customers have also leveraged our friendly NetTracker evaluation support staff during their evaluation to quickly and thoroughly evaluate NetTracker.

Companies select NetTracker primarily because it is built for the needs of today's enterprises:

1. **Today's enterprises have many types of users with varying needs**. NetTracker brings the right level of detail to each user through multi-tiered reporting. Casual users can use the high-level dashboards and reports provided by NetTracker. On the opposite end of the spectrum, power users, who need to dig deeper into clickstream paths and custom reporting options, can do so instantly (without waiting for their IT department to process any data). The *Ask NetTracker™* question-driven guided custom reporting interface (unlike anything available in other Web analytics solutions on the market) even guides users through the custom reporting process.

2. **Enterprise users are often overwhelmed when they have too much information to choose from or too many user interface buttons to learn.** NetTracker navigation is not only easy for end-users to learn, but the *My NetTracker™* customizable user interface allows administrators to further simplify navigation for large user communities by providing each of their enterprise users with role-based access to only a relevant set of reports and user interface options.

3. **Enterprises often encounter barriers when trying to integrate Web analytics with the rest of their corporate intelligence.** NetTracker eBusiness and NetTracker SMB run on an open database foundation (MySQL, Microsoft SQL Server, Oracle, IBM DB2, or Teradata) and come with a fully documented and published database schema. This approach is considered the most robust method of Web analytics reporting in the industry. Plus, it provides enterprises with open access to their Web data, which can be easily extracted from the NetTracker Web data warehouse and loaded into their other intelligence solutions, such as a business intelligence (BI), customer relationship management (CRM), sales force automation (SFA), or contact management solution. Leveraging this openness, many NetTracker customers have moved beyond improving their Web site to revolutionizing the way they conduct their business.

The NetTracker evaluation team wishes you a successful evaluation and would greatly appreciate hearing about your experience. If, at any point during your evaluation, you encounter difficulty or have any questions, please do not hesitate to contact our NetTracker evaluation support team.

Contact the NetTracker evaluation support team:

Telephone: 401-295-0248 (+01-401-295-0248 outside the US and Canada)
E-mail: support@sane.com

IS THIS GUIDE FOR ME?

✔ YES

This guide is for you if you are installing NetTracker on your own computer and beginning your evaluation of NetTracker using your own Web site data. You will get a feeling for the ease of the installation process and see how quickly you can begin using NetTracker reports. Soon you may find yourself captivated by your own Web site traffic reports.

✕ NOT YET

If, for now, you would only like to experience using NetTracker, and doing so with demonstration data will be sufficient, then you can cut your evaluation time in half by browsing the interactive online demo of NetTracker available to you 24 hours a day. You can save even more time by attending one of the weekly, 1-hour, live online demonstrations, during which you can ask as many questions as you like, or by signing up to receive a personalized demo from a NetTracker representative, catered to your organization's analysis needs.

What will this guide provide?

In the interest of brevity, this guide will only scratch the surface of NetTracker's capabilities. It will cover basic NetTracker installation and configuration for an initial set of reports on your Web site traffic (such as the visitors browsing your Web site), using the Windows versions of NetTracker to process your Web server log files.

Tips:

- NetTracker also runs on many flavors of UNIX (Linux, Solaris, and more) and Mac OS X. For a complete reference, including installation instructions for any operating system, refer to the *NetTracker User's Guide*.
- NetTracker also analyzes proxy server/firewall traffic, FTP server traffic, and streaming media server traffic. Please refer to the *NetTracker User's Guide* for information about performing this kind of analysis.
- NetTracker can augment Web server log files with information collected by page tags. Please refer to the *NetTracker User's Guide* for more information.

How can I get quick answers if I have a question about NetTracker?

For help at any time during your evaluation of this software, please contact the NetTracker evaluation support team at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com. Many online resources can also provide you with further information:

- The NetTracker Product Q&A provides answers to typical product questions.
- The NetTracker Technical FAQ provides answers to typical technical questions.
- The NetTracker Forums are online discussion groups.
- The *NetTracker User's Guide* is a complete NetTracker guide.

SHOW ME THE LIVE DEMO – for a quick comparison to my own installation

It takes just a few clicks to generate your first set of reports with NetTracker. However, that is just the tip of the iceberg, because NetTracker offers countless more configuration options to really bring it alive for your particular Web site and data. Therefore, be sure to compare your personal installation to the fully configured interactive online demonstration of NetTracker so that you are aware of all the possibilities. Even more helpful to you will be to attend one of the free weekly, 1-hour, live online demonstrations of NetTracker, or to sign up for a free personalized demo from a NetTracker representative, catered to your organization's needs. Any of these demos will help ensure that you will not miss any of the many features that are critical to your assessment of NetTracker.

What information can I get from NetTracker? How will it help me?

For the quickest way to see the information that NetTracker can provide for your Web site, leverage the aforementioned demo options or download the *NetTracker Web Analytics Recipe Cards*. The Web analytics recipe cards explain how to gain and apply valuable insight from NetTracker in order to optimize your Web site.

HELP ME DOWNLOAD all that I need for my evaluation

For installing and evaluating NetTracker, you will need the following three items:

1. **NetTracker software, preferably NetTracker Enterprise**

   There are multiple editions of NetTracker, namely Professional, SMB, Enterprise, and eBusiness. You can evaluate any edition that you wish or that you may have already downloaded. However, we recommend that you use Enterprise for your evaluation purposes. Independent of which edition may ultimately best fit your requirements for use in your production installation, Enterprise offers the best evaluation of NetTracker's functionality. That is because it features all of the user interface functionality available in eBusiness (the most comprehensive NetTracker solution), but makes for a faster installation because Enterprise leverages an embedded flat file database rather than requiring a relational database system, like eBusiness.

   Of course, there are many reasons why NetTracker SMB and eBusiness offer you the best value for your future NetTracker production installation. If you wish to also use these editions for your evaluation purposes, please note that you will need to have access to a relational database system (i.e., MySQL, Microsoft SQL Server, Oracle, IBM DB2, or Teradata), and you will need to have basic knowledge of how to configure a new logical database on your system. The NetTracker evaluation support team is available to assist you during your installation. Please contact the NetTracker evaluation support team at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com.

Be sure to download the *NetTracker User's Guide* for the edition of NetTracker that you are installing, as a reference throughout your evaluation. At a later stage in your NetTracker evaluation process, you will want to try out the NetTracker Web server plug-ins, data conduits, and page-tagging scripts, as well. However, to begin evaluating NetTracker, you do not need those optional components.

2. **Web site traffic log files**

   NetTracker reads your Web site's traffic information from log files, whether they are Web server log files, page-tagging log files, or application server log files. NetTracker not only automatically recognizes all major Web server log file formats, but allows you to specify custom formats when needed. To simplify your evaluation, use NetTracker with your Web server log files so no modifications need to be made to your current Web site. To use NetTracker with page-tagging or custom log files, please refer to the *NetTracker User's Guide*.

   Your Web server administrator or Web site hosting company should be able to tell you where your Web server log files are located. For production installations, NetTracker can automatically retrieve your most recent log files via FTP (more information is in the *NetTracker User's Guide*). However, for your evaluation, it will be easiest for you to manually download a few log files directly to the computer on which you are installing NetTracker. (You will need to enter this location information in NetTracker when configuring your first Web site profile.)

   If you do not yet have access to your own log files, or if you have not enabled the logging of all valuable fields within your log files for your Web site, you may wish to download and use a sample log file for your evaluation. This sample log file contains a sample of the same standard information that you can obtain from your own Web site.

3. **Knowledge of your own Web site and Web marketing efforts**

   NetTracker will produce your initial set of reports without needing to know anything more than the location of your log files. However, in order for NetTracker to produce more valuable Web site traffic reports, you will need to configure it with more information about your Web site and Web marketing efforts. To do so, you will need to know what the unique landing pages are for your advertising campaigns, what the URLs of your "Thank you" pages are (indicating that a visitor completed various business transactions), whether you are using a persistent cookie that uniquely identifies visitors, and so on. Therefore, while not initially required, the more knowledge you have about your Web site and marketing efforts, the more valuable reports you can create in NetTracker.

What data items do I need to have in my log files?

NetTracker extracts the information in your Web server's log files. If you want NetTracker to report on a certain type of information, you need to make sure your Web server is recording that information in its log files. Most major Web servers allow you to enable or disable the logging of optional information fields in your log files. NetTracker can work with log files that contain as few as three fields; i.e., Date/Time; URL or Request; and IP Address or Host. However, NetTracker's more actionable reports, such as the Referrer Summary, require additional log file fields, such as the Referrer field, to be enabled.

Typically, by default, your Web server is configured to log the three minimum fields required for using NetTracker, and to also log many of the other fields important for Web analysis with NetTracker. However, some useful fields, such as the Referrer, dynamic portions of the URL, Cookie, User Agent, and so on, are often not logged by default. If this is the case in your log files, your Web server administrator or Web site hosting company should be able to tell you where and how you can enable the logging of these additional and useful fields. If your server is not logging a field that NetTracker typically uses, some of the NetTracker summaries or some columns within a summary may not contain data.

Tips:

- For more information on the various log file fields, download the tech note "Configuring Web Server Logs for Analysis".
- If you do not have access to your log files (or not all of the useful fields in your log files have been enabled), you may wish to download and use a sample log file for your evaluation. This log file has all of the useful fields enabled so that you can see what you can expect from your own Web site data when it is fully configured.

HELP ME INSTALL NETTRACKER

Installing NetTracker is easy and takes just a few clicks. During the installation process, you have the option of configuring your first Web site profile; that is, your first set of reports for the Web site you would like to analyze. You can also specify your e-mail server information if you wish to enable NetTracker report distribution by e-mail or send error alerts by e-mail to the NetTracker administrator. (If you prefer, you can skip both options and configure them later inside NetTracker. In that case, follow the steps in the next section of this document to create your first Web site profile.)

Tips:

- Print the Quick Installation Companion, which contains step-by-step screenshots to guide you through your installation of NetTracker on Windows.
- For a complete reference, including installation instructions for any operating system, refer to the *NetTracker User's Guide*.

Troubleshooting installations

Should any part of your installation of NetTracker not perform as expected, please contact the NetTracker evaluation support team at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com.

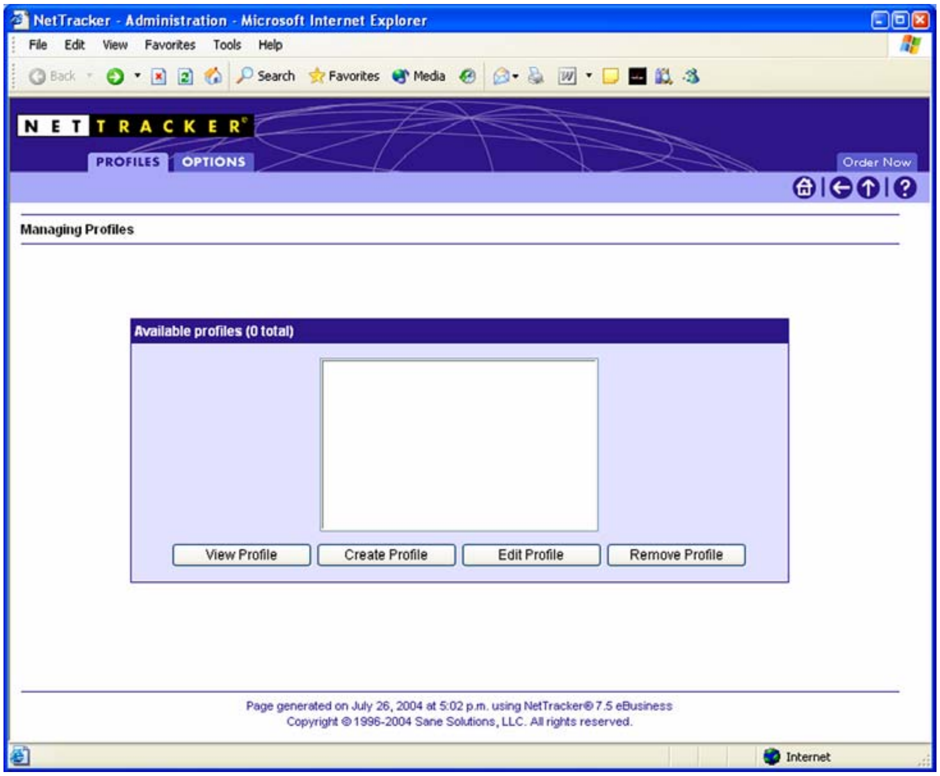
Example:

> You may encounter a "permission denied" error message when trying to access NetTracker's Web-browser based user interface. If so, please refer to the NetTracker FAQ, which explains how to configure permissions in order to access NetTracker. During your evaluation, you can work around this issue by re-installing NetTracker with its built-in Web server. (You will be prompted to select this option during the installation process.)

HELP ME CONFIGURE MY FIRST WEB SITE PROFILE

If you have already configured your first Web site profile during NetTracker's installation process, you can skip this section. Otherwise, you will see below how to set up your first Web site profile in NetTracker; that is, your first set of reports for the Web site you would like to analyze.

1. Select NetTracker from the Windows Start menu. This opens the NetTracker Profile Manager interface in a Web browser, as shown below.



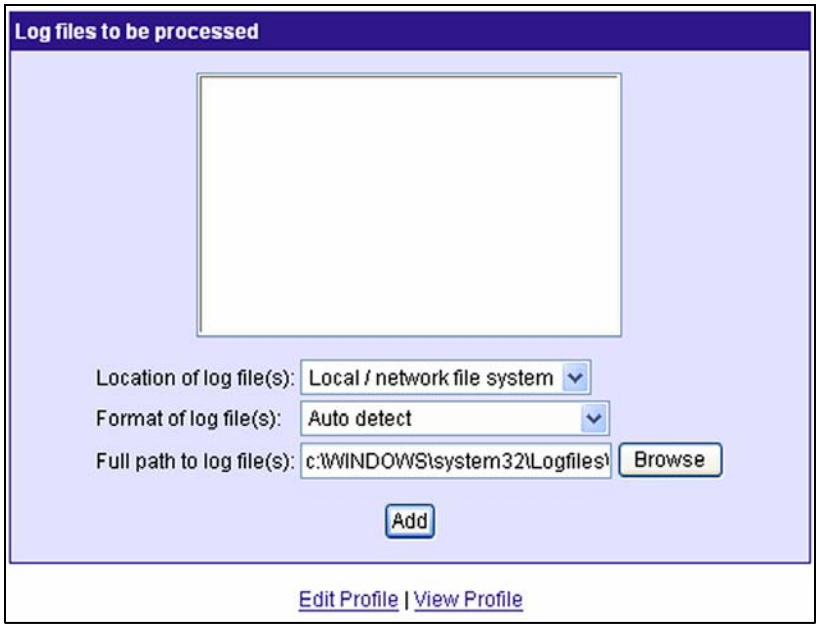
2. Click **Create Profile**. Enter a unique, one-word, descriptive name for your Web site profile, such as "mySite". Accept the default of **Web Server** for the **Type of profile** and click **Continue**.

3. In the next dialog box, enter a descriptive title for your Web site and your URL, as shown below. Then click **Continue**.

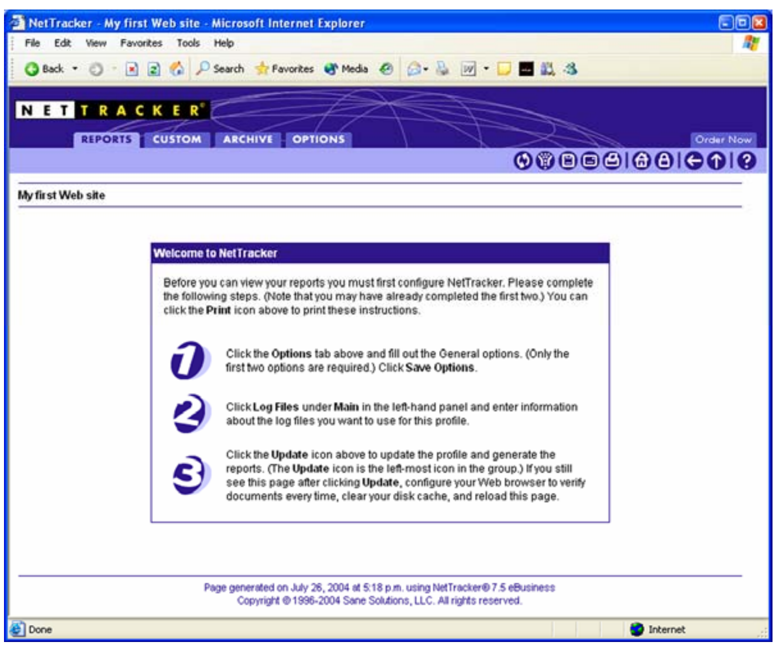
4. In the next dialog box you will tell NetTracker where to find your log files. Remember that for evaluation purposes, it will be easiest if you have manually copied a few log files onto the computer on which you installed NetTracker. If you have done so, simply click **Browse** and navigate to that location on your computer. When you can see your log files, click **Select All** to return to the dialog box on the next page. Then click **Add**.

Tips:

- If your log files are compressed in gzip format, do not decompress them as NetTracker will process them faster in their compressed form.
- If you wish to direct NetTracker to retrieve log files automatically via FTP or from mapped network drives during your evaluation, please refer to the "Importing Log Files" section in the *NetTracker User's Guide*. Also see the NetTracker FAQ for information relating specifically to IIS in regards to accessing log files from network drives.
- If you wish to configure load-balanced (i.e., clustered) Web server log files during your evaluation, please refer to the NetTracker FAQ and to the "Importing Log Files" section in the *NetTracker User's Guide*. (Note that with NetTracker there is no extra charge for analyzing load-balanced logs.) Also refer to this section if you wish to generate a single set of reports (i.e., profile) for multiple sub-domain Web sites together in a single NetTracker profile. For example, you may wish to combine the traffic from www.mySite.com and support.mySite.com into a single set of reports, especially if both sub-domains share a common visitor identification cookie and if you would like to track your visitors' paths as they travel from one sub-domain to the other.
- In almost all cases, NetTracker's Auto Detect capability will correctly determine the format of each of your log files and import them correctly. Therefore, leave the **Format of log file(s)** selection as "Auto detect".



After clicking **Add**, click **Continue** to return to the above dialog box. You will see your first log file location added to the list. If you wish to add more non-load-balanced log file locations, you can click **Add** again and repeat your steps. Otherwise, you are ready to generate your first set of reports. Click **View Profile** underneath the dialog box to leave the Profile Manager and switch to the profile interface for your new Web site profile. You will see a screen similar to the one below.



Which of NetTracker's configuration options do I need to set before running my first test?

None, other than the location of your log files. There are no other mandatory configuration options that you need to work through before running your first test update, which will generate your first round of reports. So, go ahead and run the update now! For help with running your first update, see the next section for instructions.

Important tip:

Slowly and incrementally configure NetTracker. Start with the log files for a single day, complete only the steps mentioned above, and then immediately run an update to generate an initial set of reports. The initial reports that you will see represent only about 5% of what NetTracker can provide when fully configured. However, once you see these initial reports, you can decide what additional configuration to perform next, such as:

- Filter out undesired traffic (such as by your own employees), *or*
- Configure campaign landing pages, *or*
- Configure persistent cookies for more accurate sessionization, *or*
- Enable host name and page title resolution, etc.

Every time you change an option in NetTracker, update or reload the reports in NetTracker to see the result of your changes. Refer to the section "Help me configure additional options" in this guide for instructions. Once you have NetTracker configured to your liking, load your historical data into NetTracker.

Troubleshooting configurations

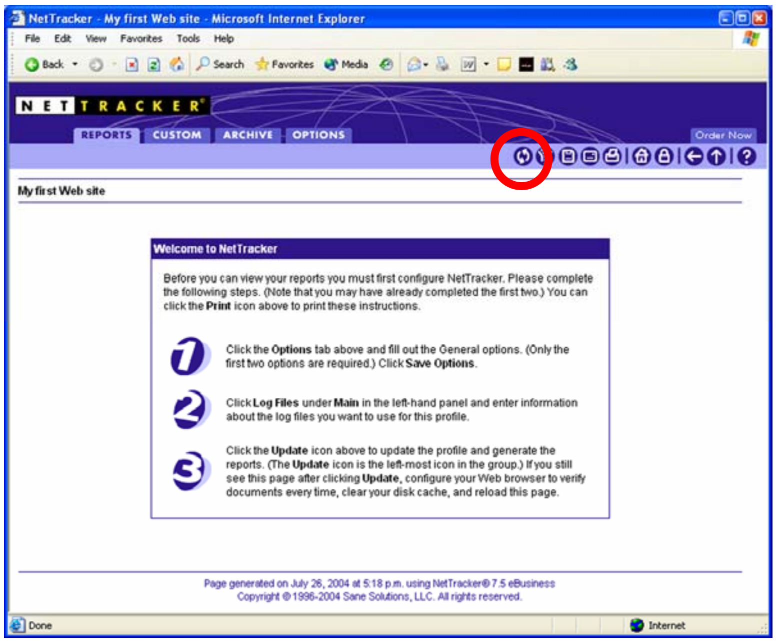
Should any part of your configuration of NetTracker not perform as expected, please contact the NetTracker evaluation support team at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com.

Example:

You may encounter a "permission denied" error message when trying to access NetTracker's Web-browser based user interface. If so, please refer to the NetTracker FAQ, which explains how to configure permissions in order to access NetTracker. During your evaluation, you can work around this issue by re-installing NetTracker with its built-in Web server. (You will be prompted to select this option during the installation process.)

HELP ME RUN MY FIRST UPDATE to generate reports

If you have configured your first Web site profile by following the instructions in previous sections of this guide, all you need to do now is click the **Update** icon (circled in the screen shot below), in the profile interface. NetTracker will load your data from the configured log file locations and generate your initial set of reports.



If you are still in NetTracker's Profile Manager interface, and are not yet at a screen that looks similar to the screen above, proceed as follows:

1. Click on the **Profiles** tab.
2. Select your Web site profile and click **View Profile**.
3. Continue as described above.

Once you have clicked the **Update** icon, NetTracker will display a status bar that reports progress during the data load and report generation process. When NetTracker is finished updating, it will display the Executive Dashboard, which provides an overview of your Web site traffic. On the left side of the screen, you can select any of the other available reports and dashboards that have been generated. See the next section of this guide for an introduction to the icons and functionality in the NetTracker user interface.

Troubleshooting update issues

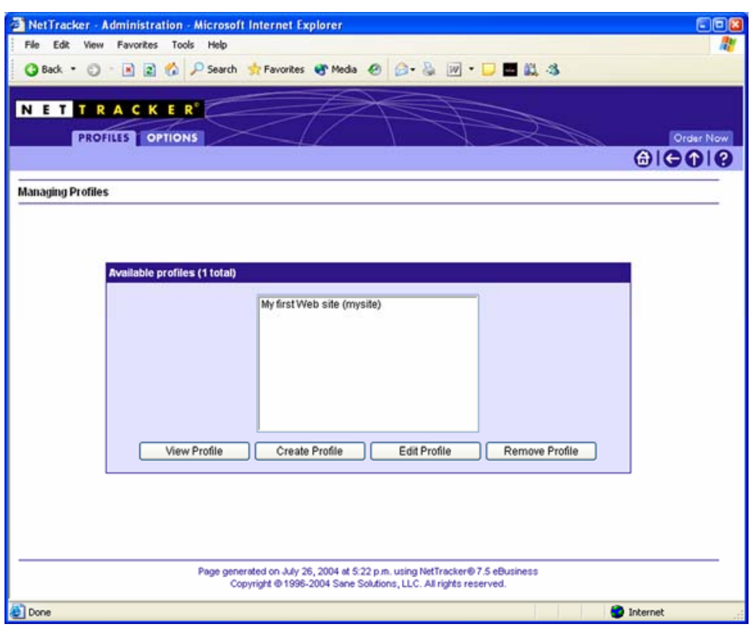
Should your NetTracker update not proceed as expected, please contact the NetTracker evaluation support team at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com.

Tips:

- If the NetTracker update finishes with the message "The profile contains no data", it could be due to the fact that no log files have been found at the specified location(s), or that the log files are in a non-standard format and therefore were not automatically recognized by NetTracker. For assistance correcting the problem, follow the instructions on the screen or contact the NetTracker evaluation support team with a sample of your log file, at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com. For information on using NetTracker with non-standard log files, refer to the "Importing Log Files: Manually Specifying the Log File Format" section in the *NetTracker User's Guide*
- If you have been benchmarking your NetTracker installation's load performance, compare your benchmarks to published NetTracker benchmarks to see whether your environment performs optimally. Contact the NetTracker evaluation support team for a copy of our NetTracker benchmark documents.

HELP ME VIEW AND MANIPULATE REPORTS WITH NETTRACKER'S USER INTERFACE

NetTracker's Web-based user interface is divided into multiple distinct access points. The first access point is the Profile Manager (shown below), which allows administrators to manage the options for multiple Web site profiles. Administrators can select and configure each Web site profile. The Profile Manager is your starting location when bringing up NetTracker from the Windows Start menu.

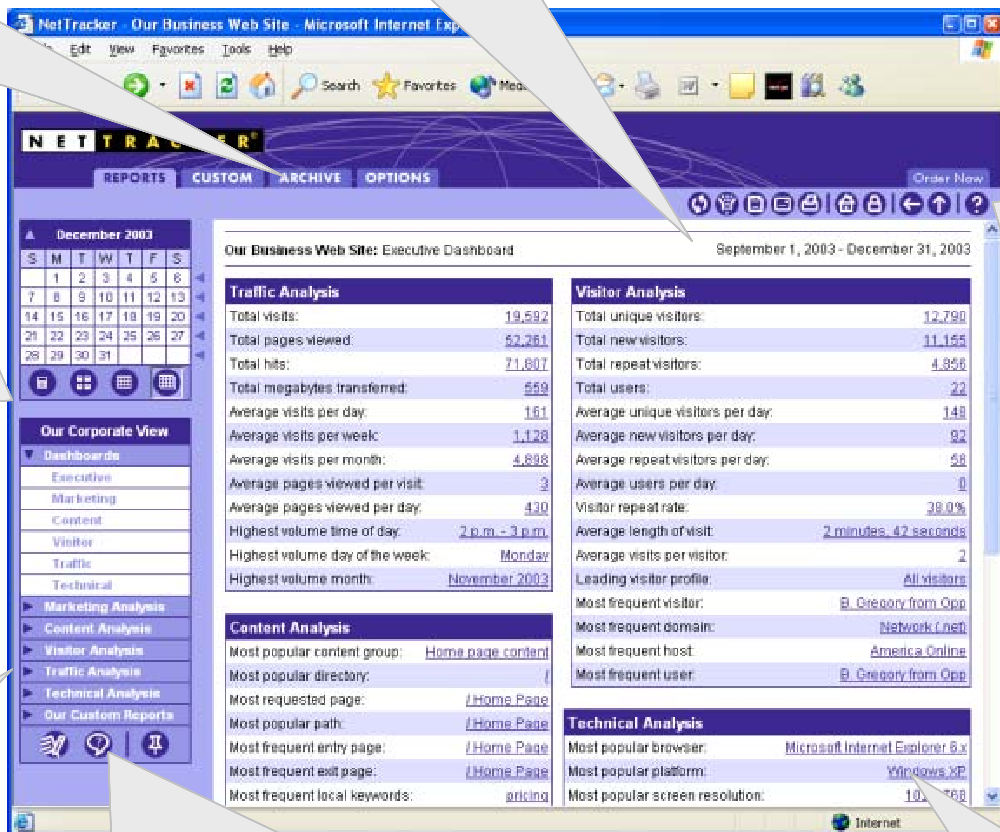


Selecting any Web site profile in the Profile Manager and clicking **View Profile** prompts NetTracker to leave the Profile Manager and switch to the profile interface. The profile interface is where end-users view, create, and manipulate reports for a specific Web site profile, or configure options specific to that profile if they are authorized to do so. See the diagram on the next page, which explains the most important profile interface icons and functionality.

Tabs:
- Reports tab: view reports
- Custom tab: manage and create custom reports
- Archive tab: access archived reports
- Options tab: configure profile-specific options

Date range for which the current report contains information.

Action icons:
- Update profile
- Manipulate, filter, or search current report
- Export report
- E-mail report
- Print report
- Go to My NetTracker Homepage
- Go to Profile Manager
- Previous Page
- Top of Page
- Context sensitive Help



Calendar:
Select any day, week (click an arrow), month (click month name), or weekday (click symbol for day of the week). Select multiple dates by holding down Ctrl key, or date ranges by holding down Shift key.

- Select month
- Select quarter
- Select year
- Select all available data

Reports and dashboards:
- Select any report in any folder. Refer to the *NetTracker's User's Guide* for information on how to use My NetTracker to customize this report list.

More action icons:
- Edit current My NetTracker View (applicable if a View has been configured)
- Invoke Ask NetTracker for guidance with custom reports
- Keep and re-apply any currently-applied filter when switching to the next report

Drill-down functionality:
In any NetTracker report, click any underlined (hyperlinked) data to drill-down to more detail behind the number or data reported.

Tips:

- This introduction to the NetTracker user interface barely scratches the surface of the functionality that is available through the NetTracker interface. For a visual introduction to all of the powerful data manipulation and investigative reporting capabilities available in NetTracker through features such as Ask NetTracker, the **Filter** icon, and the Custom Report Wizard, refer to the "Unleashing the Power of NetTracker" white paper.
- For more information about the My NetTracker customizable interface, refer to the online demo of My NetTracker.
- For more information about NetTracker's command-line interface, refer to the *NetTracker User's Guide*.

HELP ME CONFIGURE ADDITIONAL OPTIONS to obtain more valuable reports

The initial set of reports that you viewed after telling NetTracker nothing more than the location of your log files represented only about 5% of what NetTracker can provide when fully configured. As explained earlier, the best way to fine-tune your NetTracker installation is to make one additional configuration change at a time on your test data (typically the log file for a single day), which will allow you to easily see the effect of each change.

The table on the next page lists some additional options that you may want to incrementally fine-tune. The last column indicates whether it will be necessary to reload your test data to see the result of your changes, or whether it will be sufficient to simply launch another NetTracker update (causing NetTracker to refresh the data). If a reload is required, follow the instructions at the end of this section for removing all data from a profile, and then run another update as described earlier. Once all of your changes look good on your test data, you can let NetTracker process your historical data!

Tips:

- Please note that neither creating custom reports nor making changes to most configuration options will require you to reload your data.
- If during your production use of NetTracker you discover that you wish to change a configuration setting that requires data to be reloaded (reference the table on the next page), you still actually have the option of **not** removing your existing data in NetTracker. If you opt not to remove existing data, the configuration change will only be applied to any newly-loaded data. For now, though, during your initial test configuration of NetTracker, opting not to remove existing data will make it difficult for you to see the effect of your configuration changes.

What would you like to configure next?	Refer to the following section in the *NetTracker User's Guide*.	Will it require a data reload or an update?
Resolve IP addresses to host names	Configuring a NetTracker Profile: Resolving Host Names	Reload
Filter out undesired traffic (such as by your own employees) from reports	Filtering Profiles: Excluding Users	Reload
Make use of persistent visitor identification cookies (or user names) to obtain more accurate reports	Analyzing Visitors or Users: Changing How NetTracker Sessionizes Traffic	Reload
If applicable, configure multiple load-balanced server log files	Importing Log Files: Working with Clustered Log Files	Reload
Resolve page titles for URLs	Analyzing Page Titles: Resolving Page Titles	Reload for viewing titles immediately
Configure marketing campaigns (e.g. e-mail campaigns, PPC, etc.)	Analyzing Marketing Efforts: Analyzing Campaigns	Reload
Configure content groups that combine pages into logical groups	Analyzing Content: Analyzing Content Groups	Reload
Configure visitor profiles that mark visitors completing specific business events. Visitor profiles are also the basis for scenario (funnel) reports.	Analyzing Visitors or Users: Analyzing Visitor Profiles	Update
Configure URL parameters for analysis	Analyzing Dynamic Content: Analyzing Parameters	Reload
Track usage of the local search engine on your Web site	Analyzing Content: Analyzing Local Keywords	Reload
Configure reports to be sent automatically by e-mail	Sending Reports via E-mail	Update
Create custom reports and dashboards (e.g. via Ask NetTracker)	Creating a Custom Report: Using Ask NetTracker to Create a Custom Report	Click Run or Save in the Custom Report Wizard, and then Update
Create a role-specific View (folder of reports) or subset of user interface functions, using My NetTracker	Customizing the NetTracker Interface	Neither
Augment the traffic data in your log files with page tags or event tags to collect client-side information	Configuring a NetTracker Profile: Analyzing Data Collected from Page Tags	Reload

Tips:

- NetTracker can be tuned and configured in many more ways than just the short list in the table above. Please refer to the *NetTracker User's Guide* for any other settings you are looking for. If you cannot find what you are looking for, please contact the NetTracker evaluation support team at 401-295-0248 (+01-401-295-0248 outside the US and Canada) or support@sane.com.
- For those configuration changes that require reloading data, follow the instructions below to remove all of the existing data from NetTracker before running another update.

Removing all data from a profile:

1. View the Web site profile from which you want to remove data. (If the first tab that you can see at the top of the NetTracker screen is **Reports**, you are already in the correct place. If, however, the first tab that you can see at the top is **Profiles**, you are still in the Profile Manager interface. In that case, you must first click the **Profiles** tab. Then select your Web site profile from the list and click **View Profile**.)
2. Click the **Options** tab.
3. Click the drop-down arrow at the top of the tab and click **Remove Data from Profile.**
4. Clear the **Archive data** check box.
5. Click **Remove All Months**.

HELP ME TAKE NEXT STEPS: OPTIONS FOR GETTING EVEN MORE INFORMATION OUT OF NETTRACKER

This short Quick Start Guide is designed to simply introduce you to some of what is possible in NetTracker. The NetTracker evaluation support team can assist you in evaluating NetTracker's most powerful features by guiding you through:

- Configuring the My NetTracker customizable interface to provide top-down, role-based access to NetTracker for each of your unique business units.
- Customizing the unique Ask NetTracker question-driven guided custom reporting interface to incorporate the business questions that your business users are most likely to ask.
- Using the NetTracker data conduits to ensure that dynamic content usage data is presented in a meaningful, informative manner in your NetTracker reports (by incorporating data in external databases, such as product names to replace SKU numbers in reports).
- Loading Business Intelligence tools such as Cognos, Business Objects, or MicroStrategy with data from the NetTracker database for cross-channel analysis.

Information about all of the above features is also available for you in the *NetTracker User's Guide*. However, the easiest and fastest way to get a good overview of NetTracker is by attending one of the weekly, 1-hour, live online demonstrations during which you can ask as many questions as you like, or by signing up to receive a personalized demo from a NetTracker representative, catered to your organization's needs.

We would like to hear from you about your experience evaluating NetTracker. Please let the NetTracker evaluation support team know how we can be of assistance.

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Thank you for evaluating NetTracker!