MetLife — Base Digital Analytics Package

> *The "Base Digital Analytics Package" offers the metrics your team will need to uncover opportunities to improve performance and to realize successfully performing areas within your website.*

The **"Base Digital Analytics Package"** features will include:

- Metrics Reports by feature
- Adobe Dashboard to generate all reporting metrics captured
- Training Documentation
- License Fees
- Implementation, development and testing (full SDLC)
- Metric Maintenance support

Custom Metric features maybe ordered al a carte and are not part of the base package:

- Campaign Media Tags
- Performance Monitoring
- Custom Success Metrics
- Session Replay
- Activity Maps

For information regarding *Custom Metric* features please contact: MarTech@metlife.com

Package Features Include:

- ✓ Onboarding Support
- ✓ Base Metric Implementation
- ✓ Technical Environment
- ✓ Unlimited e-learning access
- ✓ Set-up and support of the Base Adobe Analytics Dashboard
- ✓ 30 day post release implementation Warranty
- ✓ Additional Adobe Analytic Development (additional costs may apply)
- ✓ Implementation (*cost is per product and a product is considered to be one of the following)
    - Unique Website domain e.g. www.metlife.co, online.metlife.com
- ✓ Development and Validation Testing
    - Technical Design Documentation (TDD) will be provided
    - The data layer will meet W3C standards and best practices for collecting data related to user activity.
    - QA will be completed by the GDA team and UAT testing will be completed by the Client's team

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Base Metrics Tracked and Reported:

A. Site Metrics

1. **Website Visits-** Displays the number of visits made to your Web site during the selected time period. *This can help determine the success of a special planned event that drove visitors to your website.

2. **Unique Visitors-** Tracks the number of unique visitors to your site for a selected time frame (hour, day, week, month, quarter or year). A unique visitor is counted the first time he/she visits your site within the selected time frame. If a visitor returns again to your site, they are not counted as a unique user again until the selected time frame has passed. *This can help you to determine if your website is important to your user and how often they return within a set timeframe.

3. **Time spent on site-** Tracks the length of time visitors spend viewing your site as a whole during each visit and metrics also capture the "Average Time Spent on Site" showing the average time that was spent viewing your site by all visitors. *This can help to determine if your website is meeting the inquiry needs of new users by providing them with the information they want.

4. **Page Views-** Displays the number of times your website pages were viewed for a selected time period (hour, day, and week, monthly, quarterly or yearly). This report allows you to track page views for each individual page on your site, as well as an aggregate of page views for your website as a whole. *This can help you determine what web pages your users found most helpful to them.

B. Site Content

1. **Pages-** Pages are ranked on your website based on those that receive the most. *This can help you trim out website pages and sections that users don't find helpful.

2. **Site Sections-** Tracks the areas of your site that were visited most by your site customers. Site Sections could include (but are not limited to) groups of products, similar to categories. *This can help you to determine what Page sections were important to your user.

3. **Website Exit Links-** Exit Links report shows you the links that your visitors click to leave your site and go to another website. The most common examples of Exit links are links to partners and affiliates websites. *This can help to confirm the way you drive your users to exit your website.

4. **File Downloads-** Tracks the files that have been downloaded from your website. These files can be any type i.e. pdf, docx, xlxs etc. of document you wish to track including user manuals, presentations, audio, or video files. *This can help you determine what files are the most popular to your users.

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C. Website Paths

1. **Website Entry/Exit Points-** Tracks by total visits, which pages on your site are the first ones seen by new visitors and which pages on your site were the last pages visitors viewed before leaving your website. *This can help determine if the user comes straight to your website or has clicked a link to your website from another site.

2. **Time Spent on Page-** This report displays the length of time that visitors browse individual pages in your website. The time spent viewing the page is divided into the following sections of time: less than 15 seconds, 15-30 seconds, 30-60 seconds, 1-3 minutes, 3-5 minutes, 5-10 minutes, 10-15 minutes, 15-20 minutes, 20-30 minutes and greater than 30 minutes. *This helps you to determine if the page the user is viewing is engaging them and providing valuable information.

3. **Page Length-** Tracks how deep the visitors browse into your site and will indicate how many pages the average visitor to your site views before leaving. *This may help you to determine if your marketing approach is pulling the visitor in for a product sale

4. **Page Depth-** This identifies the depth at which each page within your website is visited and will include all Lines of Business (LOB) product views. Depth for a page is measured by counting the number of pages viewed before a specific page, for example; if the "About Us" page is the third page visited by a given visitor, its depth for that visit is three. * This can help you to identify which pages compel your visitors to travel the deepest into your website and to optimize content and navigation to make key your content more accessible.

5. **Page Click Through-** Identifies the depth to which each page within your website is visited. *This can help you to determine at what point the user stops the depth of their page visits.

6. **Page Bounce-** Tracks visitors who enter the website and then leave ("bounce"), rather than continuing on to view other pages within the website. *This can help determine the effectiveness/performance of an entry page at generating the interest of visitors and getting them to go deeper into the website.

D. Traffic Sources

1. **Keyword Search-** When available this tracks the breakdowns of each search for keyword that has been used to find your website. You can sort this list by page views or search keywords. *This can help you to see the actual search results screens where your website was listed.

2. **Referrer Domain Types-** Tracks how your visitor came to your website i.e. did they click a link from a partner or affiliate site etc. *This can help you view patterns in how customers are referred to your site and, to discover how much revenue each original referrer source domain and/or URL source was responsible for producing.

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E. Visitor Retention

1. **Website Visits/Frequency/Returns-** Tracks how many individuals have visited your website how many times they have visited and how often they return to your website. In addition you may track website visits/frequency/returns within a specific time period as well. *This can help you to determine visitor loyalty.

F. Visitor Profile

1. **Location-** You can track where your visitor is accessing your website from, i.e. country, state, region, city, US Designated Market Ares (DMA). This can help you to correlate if your website is meeting the needs of your users in a specific location or on a broader more global scale.
2. **Visitor Home Page-** This tracks if your website user has set your website as their browser "Home Page". *This can help you to gauge your website users' loyalty and assess the value they place on your website content.
3. **Visitor Access Information-** This tracks your website's users browser they used to access your site, their device used including device settings, i.e. operating systems, monitor resolutions, cookies, internet connection types (high speed vs dial-up), domains and IP addresses, time-zones etc. *This can help you to further understand what activities and devices your website visitors uses to access your site and based on the information help you to understand what amount of content can your website visitor easily consume.

Available Metrics for AEM MVP 1.0 only

The following metrics are available in addition to the Base Analytics Package if your website is implementing an MVP Redesign.

- Successful Quote Submission
- Successful Lead Submissions
- Successful Find an X Results
- Successful Contact Card Submission
- Successful Contact Sidebar Submission
- Successful Get in Touch Submission
- Successful Site Search Submission

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Custom Metrics Tracked and Reported:

A. Form Tracking-

Form metrics, this helps you in analyzing performance metrics around form utilization, end-user devices, abandonment, browser preferences, completion rate, and so on. The objective behind analyzing these metrics is to make informed decisions based on data about changes required in the form design to make the form more usable.

➢ **Form Starts**

This tracks the number of user initiating/ interacting with the particular form.

➢ **Form Completes**

This tracks the number of user successfully submitting the specific form.

➢ **Form Error**

This tracks the number of user facing error while submitting the form.

➢ **Form Abandon**

This tracks the number of users exiting without completing form.

B. Login Metrics Tracking-

Login metrics, this helps you in analyzing performance metrics around authenticated vs unauthenticated users. The objective behind analyzing these metrics is to make sure there are no unwanted/illegal attempts on environment and to check if user having trouble to access the system/site.

➢ **Login Attempt**

This tracks the number of visitor attempting to login to site.

➢ **Login Success**

This is used to measure the successful user logins to site.

➢ **Login Failure**

This is used to measure the unsuccessful login attempts by user.

➢ **Logout**

This is used to measure the user logouts from the site.

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C. Site search

Site search metrics, this helps you in analyzing keywords searched by users. The objective behind analyzing these metrics to understand how effectively the search results created deeper engagement with your site.

➢ **Site search**

This is used to measure the site searches performed along with keyword by user for marketing sites.

➢ **Site Search Zero**

This is used to measure the site searches performed by user that yielded no/zero results for marketing sites.

➢ **Site Search position**

D. Quote Tracking-

Quote metrics, this helps you in analyzing performance metrics around Quote utilization, Quote starts, completion rate, and so on. The objective behind analyzing these metrics is to make informed decisions based on data about changes required in the quote design to increase conversions.

➢ **Quote Starts**

This tracks the number of user initiating the quote process.

➢ **Edit Quote**

Used to measure the quote edits in quote journey.

➢ **Quote Completes**

This tracks the number of user successfully submitting the quote.

➢ **Quote Error**

This tracks the number of user facing error while submitting the quote.

➢ **Quote Results**

This is used to measure get a quote CTA for Product page.

E. Video Metrics tracking

Adobe Analytics for Media is an add-on to the base Analytics offering that provides clients with robust media measurement for content, audio and advertisements. This enables clients to track the full customer journey across their site, which includes media consumption.

➢ **Video Start**

This tracks the number of user started video.

➢ **Video Completes**

This tracks the number of user watched the video completely.

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F. Blue button Tracking -This is used to tracks the clicks to blue buttons across site. This can help you to further understand what components or path user is accessing most.

G. Header and Footer Navigation- This are used to tracks the links clicks on header and footer across site. This can help you to further understand what components user is engaging/accessing.

H. Social Sharing Clicks- This is used to tracks the social link clicks like Facebook, twitter etc. across site.

I. Megamenu- This is used to tracks the clicks to links in Mega menu on site. The objective behind analyzing these metrics is to make informed decisions based on content user engaging.

J. MCID- The campaign variable identifies marketing campaigns used to bring visitors to your site. The value of campaign is usually taken from a query string parameter.

K. FAQ- This is used to tracks the faq link clicks on site. The objective behind analyzing these metrics is to make informed decisions based on content user engaging

L. Alert type- This is used to tracks the user interactions to popup. The objective behind analyzing these metrics is to make informed decisions based on content user selection.

M. Intercept survey form

Form metrics, this helps you in analyzing performance metrics around form utilization, end-user devices, browser preferences, completion rate, and so on. The objective behind analyzing these metrics is to make informed decisions based on customer feedback.

➤ **Form Starts**

This tracks the number of user initiating/ interacting with the particular form.

➤ **Form Completes**

This tracks the number of user successfully submitting the specific form.

➤ **Form Error**

This tracks the number of user facing error while submitting the form.

Training Support:

- Global MarTech Microsite - **https://martech.metlife.com**
- MetLife Enterprise Learning Adobe Analytic Training- **https://global.amer.mymetlife.com/en-us/my-hr/learning/Pages/MyLearning.aspx**

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