



IBM Software Group

WebSphere® Commerce Feature Pack 2

Coremetrics Analytics for WebSphere Commerce Marketing e-mail



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This presentation will discuss the Coremetrics Analytics for IBM WebSphere Commerce Marketing e-mail enhancement within Feature Pack 2.

Agenda

- Coremetrics review
- Feature Pack 1 review for Coremetrics
- Feature Pack 2 overview for Coremetrics
- Coremetrics e-mail analytics enhancements
- Customizing Coremetrics Analytics for IBM WebSphere Commerce
- Summary
- References

The agenda for this presentation will be to discuss a brief overview of Coremetrics, review the Coremetrics features in Feature Pack 1, provide an overview of Feature Pack 2 for Coremetrics, discuss the Coremetrics e-mail analytics enhancement, discuss customizing the feature, provide a summary and view the references.

Section

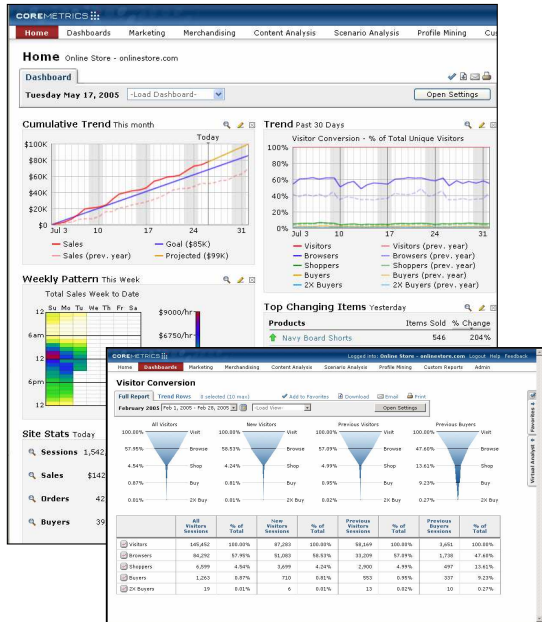
Coremetrics review

This section of the presentation briefly looks at Coremetrics.

What is Coremetrics?

Best-of-breed, on-demand business analytics solution for all WebSphere Commerce driven channels

- Single solution for most WebSphere Commerce driven channels (Web, Kiosk, Sales Center & Gift Center*)
- Out of the box reports designed specifically for WebSphere Commerce
- Orders, Cart Analysis, Popular Products and Categories, Campaigns, Business Accounts & Contracts, Sales Center & more
- Personalized Dashboards, Advanced Segmentation, Custom Report Generation and Drill Down Capabilities
- Segmentation export into WebSphere Commerce campaigns.



Coremetrics provides a best of breed, on-demand business analytics solution for all WebSphere Commerce driven channels. They provide a single solution for most WebSphere Commerce channels such as Web, Kiosk & Sales Center. Currently, out-of-box support does not exist for the Gift Center, however, there are customization opportunities with Coremetrics for you to consider. Coremetrics allows out of the box reports designed specifically for WebSphere Commerce for Orders, Cart Analysis, Campaigns and more.

What is Coremetrics?

- Leading provider of on-demand behavioral analytics and precision marketing applications
- Enabling online marketers, IT managers, and e-commerce executives to:
 - ▶ Attract and convert high value visitors
 - ▶ Optimize the Web experience
 - ▶ Increase customer lifetime value
 - ▶ Create a multi-channel view of customer behavior
- Corporate standard for over 600 leading online brands
- Delivered more than \$300M in documented ROI to customers over the last two years

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Coremetrics Analytics for WebSphere Commerce Marketing e-mail

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Coremetrics is considered a leading provider of analytics solutions in the retail market. They enable online marketers and IT managers to attract and convert high value visitors, optimize the Web experience, increase customer lifetime value and create a multi-channel view of customer behavior. Coremetrics is the corporate standard for over 600 leading online brands and they delivered more than \$300M in documented ROI to customers over the last two years.

Section

Feature Pack 1 review for Coremetrics

This section of the presentation reviews some of things done with Coremetrics in the Feature Pack 1 timeframe.

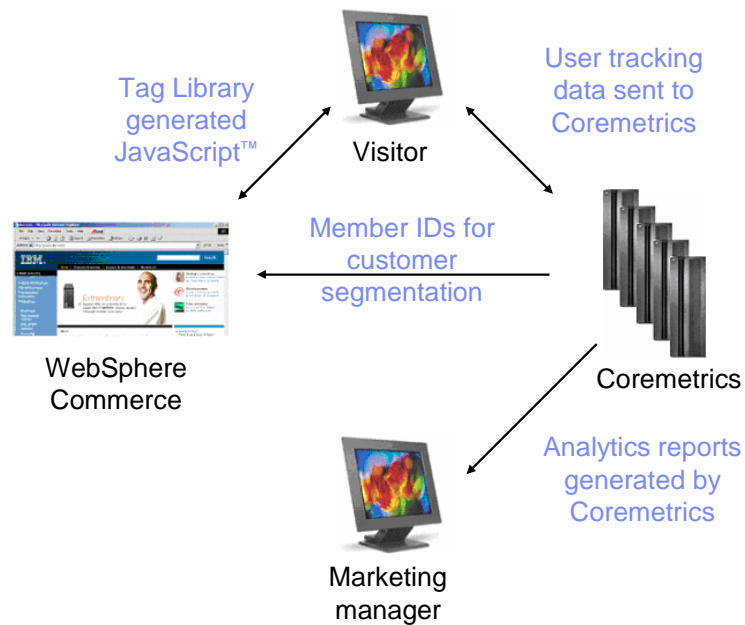
Coremetrics analytics enablement

- Coremetrics JSP™ Tag Library
 - ▶ Simplifies tagging process
 - ▶ Enhancements to support promotion codes and B2B accounts/contracts
 - ▶ Support on WebSphere Commerce 5.6, 5.6.1 and 6.0
- Auto-tagging utility
 - ▶ Further reduces cost of implementation
- Closed loop customer segmentation
 - ▶ Using the data analysis from Coremetrics, directly feed back into the Commerce marketing system
 - ▶ WebSphere Commerce 6.0 only

The three main features within Feature Pack 1 were the addition of the Coremetrics JSP Tag library, the auto-tagging utility and closed loop customer segmentation.

The Coremetrics JSP Tag Library simplifies the tagging process for developers. Enhancements were also included to support promotion codes and B2B accounts and contracts. The Auto-Tagging utility provides developers with a means to tag store pages automatically which effectively reduces the cost of implementation. The Closed Loop Segmentation feature allows business users to retrieve from Coremetrics specific segmented customer data which further enables marketing for a target audience.

Data flow



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The data flow within Feature Pack 1 first consisted of developers tagging their WebSphere Commerce store pages with the auto-tagging utility. Then as visitors surfed the store, user tracking data was sent to Coremetrics for processing. Finally, Coremetrics would send member ID's for closed loop customer segmentation to the WebSphere Commerce server and generate analytics reports for the WebSphere Commerce Marketing Manager.

Tagging implementation time

- Consumer direct starter store

Page Type (number)	Other Analytics Vendors	Using Coremetrics for WebSphere Commerce
Normal Store Page (50)	5 minutes each = 4 hours	5 minutes total using Auto-Tagging Utility
Product Display (4) Shopping Cart and Order Confirmation (2) User Registration (1) Search (1) Campaign/ESpot (2)	10 pages @ 0.5-1 hours each = 5-10 hours	10 pages @ 10-30 minutes each = 2-5 hours
Total Hours	9-14 hours	2-5 hours

To understand the value that the auto-tagging utility provides, one should look at the tagging implementation time for the B2C Consumer Direct Starter Store. Using other analytics vendors, tagging a normal store page with 50 pages could take upwards of 4 hours whereas those same 50 pages could be tagged in 5 minutes with the auto-tag utility. For the entire Consumer Direct Store, developers can realize on average a 70% reduction in tagging implementation time using the Coremetrics for WebSphere Commerce auto-tagging utility.

Agenda

- Coremetrics review
- Feature Pack 1 review for Coremetrics
- **Feature Pack 2 overview for Coremetrics**
 - ▶ Coremetrics Analytics for WebSphere Commerce Marketing e-mail
 - ▶ Coremetrics Analytics for WebSphere Commerce Sales Center
- Customizing Coremetrics Analytics for IBM WebSphere Commerce
- Summary
- References



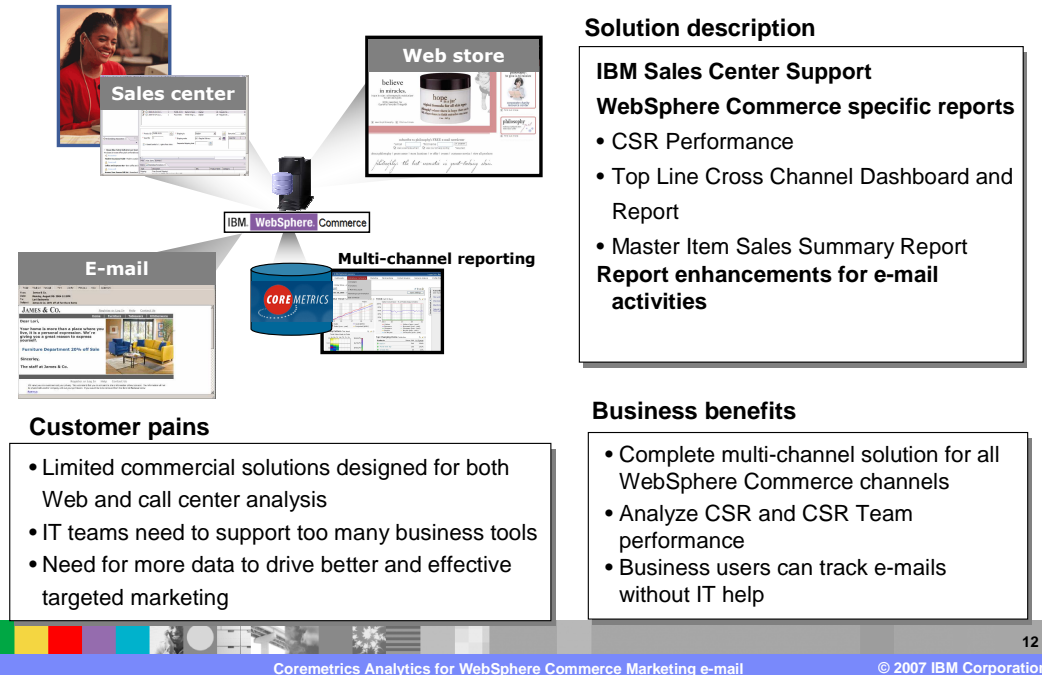
The two new features within Feature Pack 2 for Coremetrics are: Coremetrics Analytics for WebSphere Commerce Marketing e-mail and Coremetrics Analytics for WebSphere Commerce Sales Center.

Section

Feature pack 2 overview for Coremetrics

This portion of the presentation will discuss an overview of Feature Pack 2 for Coremetrics.

Overview



Solution description

IBM Sales Center Support

WebSphere Commerce specific reports

- CSR Performance
 - Top Line Cross Channel Dashboard and Report
 - Master Item Sales Summary Report
- Report enhancements for e-mail activities**

Customer pains

- Limited commercial solutions designed for both Web and call center analysis
- IT teams need to support too many business tools
- Need for more data to drive better and effective targeted marketing

Business benefits

- Complete multi-channel solution for all WebSphere Commerce channels
- Analyze CSR and CSR Team performance
- Business users can track e-mails without IT help

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Coremetrics Analytics for WebSphere Commerce Marketing e-mail

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The Coremetrics enhancements for Feature Pack 2 address 3 general customer pains: limited commercial solutions designed for both Web and call center analysis, IT teams need to support too many business tools and the need for additional data to drive more effective, targeted marketing. To address these customer pains WebSphere Commerce and Coremetrics are providing the following features: analytics for the IBM Sales Center, WebSphere Commerce Campaign report enhancements for e-mail activities and new WebSphere Commerce specific reports. These features will provide customers with a complete multi-channel solution for all WebSphere Commerce driven channels. These solutions will enable customers to analyze CSR and CSR Team performance and enable business users to track e-mails sent without the assistance of the IT department.

New terminology

- Tagging
 - ▶ Generic term for enabling Web pages to be tracked
- Page view tag
 - ▶ Used to capture click stream data throughout the site
- Cm_cr
 - ▶ Coremetrics Campaign Reports
- Cm_mmc
 - ▶ Marketing Management Center Report
- Click through rate (CTR)
 - ▶ Percentage of known impressions that result in clicks
- Customer service representative (CSR)
- Common base event
 - ▶ Standard XML format for event system

Tagging is the generic term for the act of enabling WebPages to be tracked by an analytics solution. The process involves inserting code snippets to, typically, every webpage of a site. The Page View tag communicates click stream data about the pages a customer views to Coremetrics. **All** page links received in a customer's e-mail should be tagged. For example, if a customer receives an e-mail regarding the product display, the product display page should have the Page View tag on that page. The Coremetrics Campaign Report or **cm_cr** is a parameter that is appended to the links created by business users working with the WebSphere Commerce E-mail Template Editor. When this parameter is captured by Coremetrics, it provides campaign information to be included in the report. The Marketing Management Center Report or **cm_mmc** is a parameter that is also appended to the links create by business users working with the WebSphere Commerce E-mail Template Editor. When this parameter is captured by Coremetrics, it provides further details on what should be included in the report. The Click-through rate or **CTR** is a way of measuring the success of an [online advertising](#) campaign. A CTR is obtained by dividing the number of users who clicked on an ad on a Web page by the number of times the ad was delivered (impressions). For example, if your [banner ad](#) was delivered 100 times (impressions delivered) and 1 person clicked on it (clicks recorded), then the resulting CTR would be 1%. Customer Service Representatives or **CSR's**, are people that use either the Sales Center or the WebSphere Commerce Accelerator to handle orders from customers. Common Base Events are events in the standard XML format from the current event infrastructure model. These events are raised from the component level, read by the processor and transferred to Coremetrics.

Two main enhancements

- Coremetrics Analytics for WebSphere Commerce Marketing e-mail
- Coremetrics Analytics for WebSphere Commerce Sales Center



There are two main enhancements for WebSphere Commerce Feature Pack 2: Coremetrics Analytics for WebSphere Commerce Marketing e-mail and Coremetrics Analytics for WebSphere Commerce Sales Center.

Two main enhancements

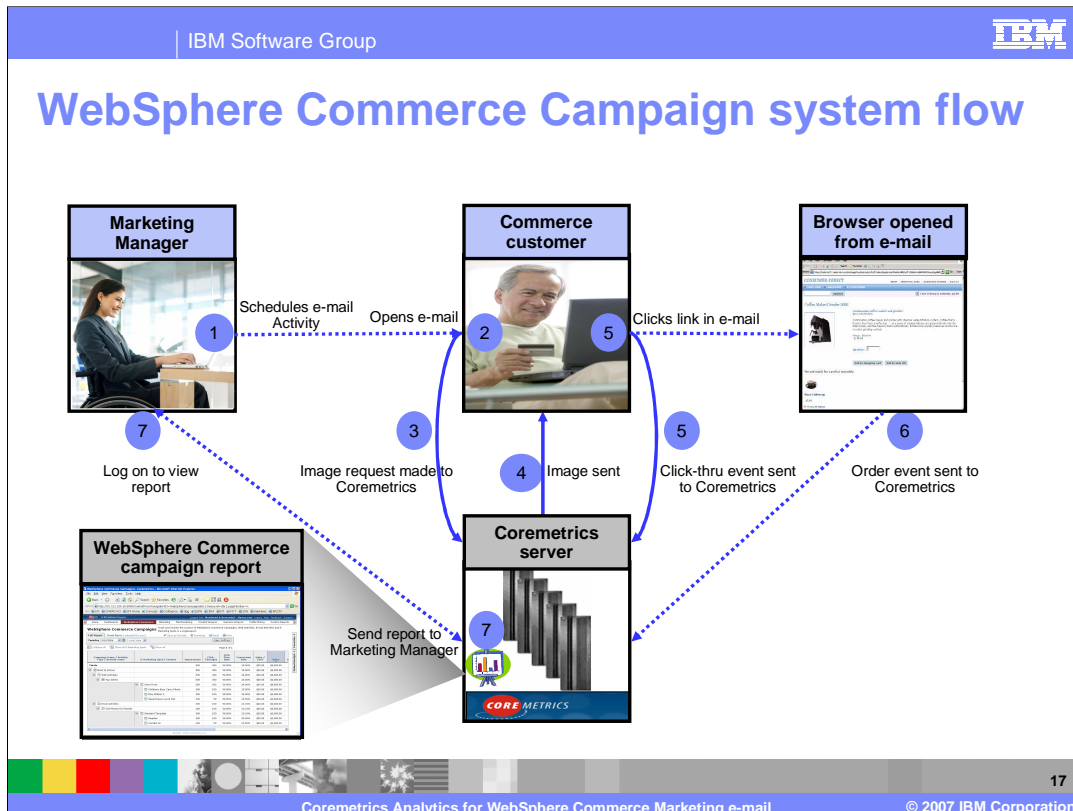
- Coremetrics Analytics for WebSphere Commerce Marketing e-mail
 - ▶ Coremetrics e-mail Analytics Enhancements
 - E-mail template editor
 - Link tracking
 - Open e-mail tracking
 - ▶ WebSphere Commerce Campaigns Reports
- Coremetrics Analytics for WebSphere Commerce Sales Center

This section of the presentation focuses on the enhancements made for e-mail analytics and the new reports generated. For e-mail analytics, the e-mail template editor has been enabled to allow Coremetrics to track impressions of the e-mail received by a customer and the links clicked throughout a B2C or B2B site. Coremetrics takes this information and produces a WebSphere Commerce Campaign Report.

Section

Coremetrics e-mail analytics enhancements

This portion of the presentation will discuss the specific enhancements to the Coremetrics Analytics for WebSphere Commerce Marketing e-mail feature.



Before looking at each new enhancement, it may be helpful to understand how the WebSphere Commerce Campaign system flows. There are six entities that comprise this flow: the Marketing Manager, the Commerce Customer, an e-mail, an opened browser, Coremetrics and the resultant WebSphere Commerce Campaign Report.

First the Marketing Manager schedules an e-mail activity to be sent to a customer segment. Once the e-mail is sent and the Commerce Customer opens the e-mail, an image request is made to Coremetrics and a tracking code is activated which enables the impression to be recorded by the system. Once the recipient clicks on a link in the e-mail, that event is recorded by Coremetrics and a browser window is opened. Now all of a customer's click-through activity (from empty cart to submitted order or abandoned cart) is sent to Coremetrics for analysis. Finally, Coremetrics generates the reports and either sends them to the Marketing Manager or stores them such that the Marketing Manager can log on to view them.

E-mail template editor

- Feature must be enabled and biConfig.xml configured or default template appears
- E-mail template editor changes
 - ▶ Added **“Record all e-mails opened and link clicks with Coremetrics”** as a check box option
 - ▶ Affects e-mail activity for link, e-Marketing and Content Spots

This screenshot shows the 'Change E-mail Template' dialog box in a Microsoft Internet Explorer browser. The dialog has a title bar with 'ConsumerDirect fulfillment center' and 'United States English'. The main content area includes:

- Name (required): Small template Randal 02-01
- Description: Text email template
- Record number of e-mails opened (highlighted with a red box)
- E-mail subject (required):
- Content Format: HTML (HTML tags must be used) Plain Text
- E-mail content (required):
- Attributes: First Name

This screenshot shows the same 'Change E-mail Template' dialog box, but with an additional checkbox option:

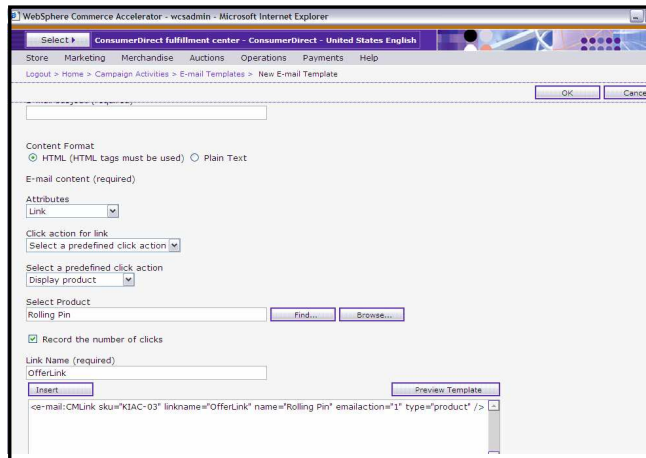
- Record all e-mails opened and link clicks with Coremetrics (highlighted with a red box)

 The other fields and options remain the same as in the previous screenshot.

In order to see the changes to the E-mail template editor, the cm-email feature must be enabled and the biConfig.xml file must be configured as seen in later slides. If the feature is not enabled, the template is the same as in previous releases. However, if the feature is enabled then the “Record all e-mails opened and link clicks with Coremetrics” check box option is visible. These e-mail template editor changes now provide flexibility for the business user in the types of activity tracked.

E-mail template editor - Link

- After checking the Coremetrics check box and selecting the “Link” attribute, the following screen appears:



The screenshot shows the 'New E-mail Template' configuration screen in the WebSphere Commerce Accelerator. The 'Content Format' is set to 'HTML (HTML tags must be used)'. The 'Attributes' dropdown is set to 'Link'. The 'Click action for link' is set to 'Display product'. The 'Select Product' dropdown is set to 'Rolling Pin'. The 'Record the number of clicks' checkbox is checked. The 'Link Name (required)' field contains 'OfferLink'. The 'Insert' button is highlighted, and the 'Preview Template' button is visible. The HTML code in the bottom text area is: `<e-mail:CMLink sku="KIAC-03" linkname="OfferLink" name="Rolling Pin" emailaction="1" type="product" />`

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After checking the Coremetrics check box within the e-mail template editor and selecting the “Link” attribute, the screen above appears. After selecting the product and entering a link name, the “**Insert**” button must be selected to populate the template with the required tag to appear in the e-mail. The business user can preview the template by selecting the “**Preview Template**” button seen in the screen capture.

E-mail template editor - EMSpot

- After checking the Coremetrics check box and selecting the “e-Marketing Spot” attribute, the screen will be:

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Coremetrics Analytics for WebSphere Commerce Marketing e-mail

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After checking the Coremetrics check box within the e-mail template editor and selecting the “e-Marketing Spot” attribute, the screen above appears. After selecting the e-Marketing Spot and the Display Type, the “**Insert**” button must be selected to populate the template with the required tag to appear in the e-mail. The business user can preview the template by selecting the “**Preview Template**” button seen in the screen capture.

This kind of eSpot contains content associated with marketing activities. This content is dynamic, and can be targeted to specific customer segments. eSpots are used during page creation to reserve space for dynamic content that will be shown to customers. When a page is requested by a customer, the eSpot contains logic to determine the content to display, generating a more flexible site, and providing more direct control to the business users that generate the site content.

E-mail template editor - Content Spot

- After checking the Coremetrics check box and selecting the “Content Spot” attribute, the screen will be:

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After checking the Coremetrics check box within the e-mail template editor and selecting the “Content Spot” attribute, the screen above appears. After selecting the content and display type, the “**Insert**” button must be selected to populate the template with the required tag to appear in the e-mail. The business user can preview the template by selecting the “**Preview Template**” button seen in the screen capture.

This kind of eSpot can contain almost any site content that is not associated with a marketing activity. Content spots reserve space on your store pages in which site content displays. The content spots are used during page creation to reserve space for the content that will be shown to your customers. When a page is requested by a customer, any content spots present on the page will communicate with the server to determine the appropriate content associated with the spot. Content spots are supported by special data beans that are used in conjunction with JSP technology to generate Web page content using WebSphere Commerce.

Open e-mail tracking

- Before feature is enabled

- ▶ <https://.../ProductDisplay?partNumber=KIAC-03&storeId=10001&catalogId=10001>

- After feature is enabled and has been checked

Record all e-mails opened and link clicks with Coremetrics

- ▶ Transparent image request URL is sent

- <https://data.coremetrics.com/cm?ci=12345&st=1161636582235&vn1=4.0.23&ec=utf-8&pi=FakeEmailTemplate>

Where **ci** = Coremetrics client ID, **st** = timestamp, **vn1** = version number, **ec** = encoding and **pi** = page name

E-mail impressions cannot be tracked until the feature is enabled and the “Record all e-mails opened and link clicks with Coremetrics” option has been selected. Once enabled, the number of e-mails opened by a customer will be tracked by the link level and not the e-mail level. In order to record the impression of the e-mail, a URL is transparently passed as an image request with the Coremetrics client ID, timestamp, version number, encoding and page name passed as parameters.

Link tracking

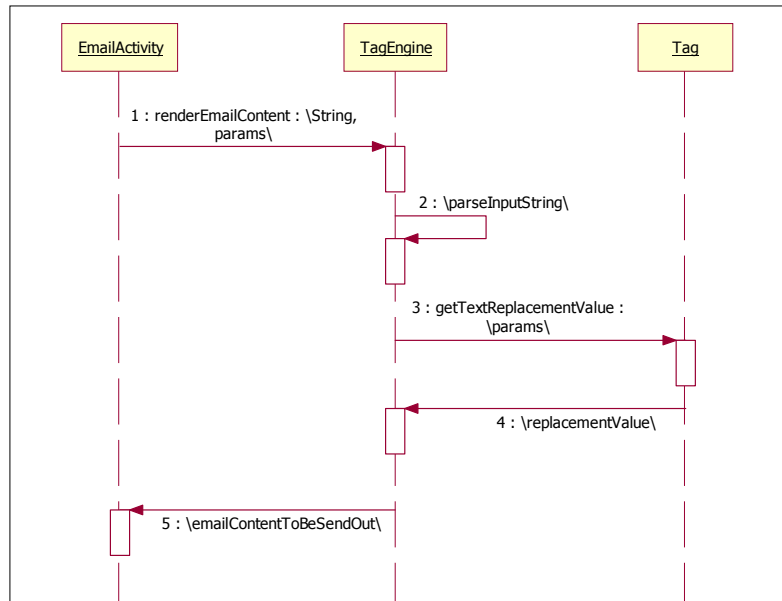
- Before feature is enabled
 - ▶ <https://.../ProductDisplay?partNumber=KIAC-03&storeId=10001&catalogId=10001>
- After feature is enabled, append **cm_mmc** and **cm_cr** parameters to URL
 - ▶ https://.../ProductDisplay?partNumber=KIAC-03&storeId=10001&catalogId=10001&cm_cr=&cm_mmc
 - Where **cm_cr** contains: *Campaign Name, Activity Type, E-mail Activity name, Email Template name & Link name*
 - AND **cm_mmc** contains: *Email, WebSphere, Commerce, Email Activity name, Link name*
 - ▶ https://.../ProductDisplay?partNumber=KICOF-02&storeId=10001&catalogId=10001&cm_cr=OS:No+Campaign-_-E-mail+Activity-_-EmailActivity-Activity-02-01-_-Email+template+Template+02-01-_-Link-02-01-My-Link&cm_mmc=E-mail-_-WebSphere+Commerce-_-EmailActivity-Activity-02-01-_-Link-02-01-My-Link



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Links cannot be tracked until the feature is enabled and the “Record all e-mails opened and link clicks with Coremetrics” option has been selected. Once enabled, the Marketing Management Center Report (**cm_mmc**) and the Coremetrics Campaign Report (**cm_cr**) parameters will be appended to the default store URL. The **cm_cr** parameters contains 5 levels of information regarding the e-mail activity: the campaign name, activity type, e-mail activity name, e-mail template name and link name. The **cm_mmc** parameter contains 4 levels of information: e-mail, WebSphere Commerce, e-mail activity name and link name.

E-mail template editor sequence diagram



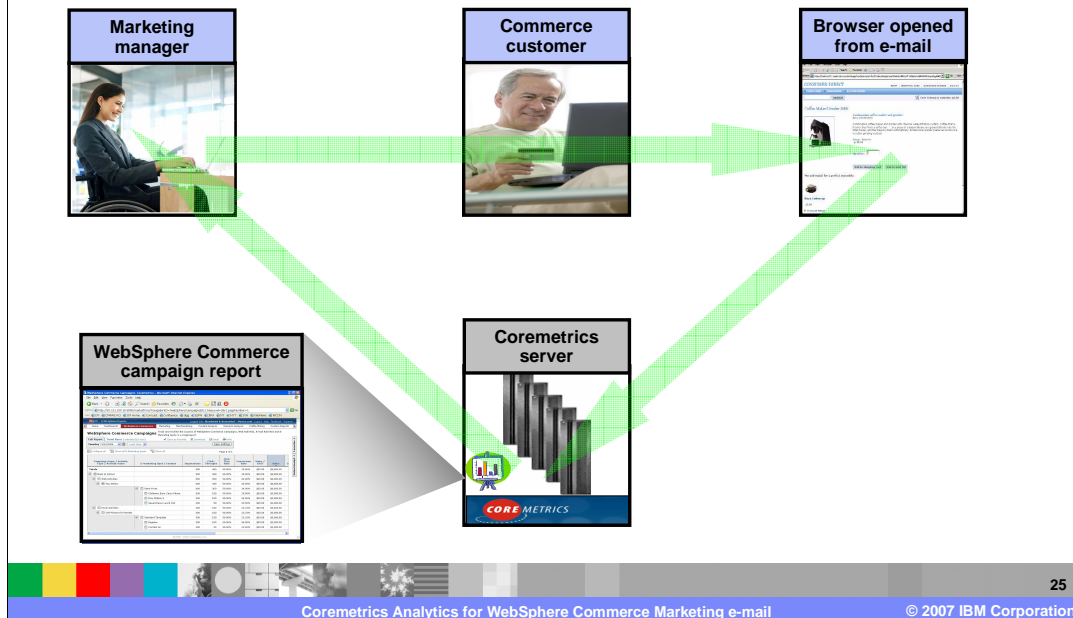
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Coremetrics Analytics for WebSphere Commerce Marketing e-mail

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The e-mail template editor shows the sequence in which the e-mail template is populated. In step 1, the e-mail activity calls the tag engine and in step 2 the tag engine parses the input string. In step 3, the tag engine calls the tag class to get the replacement values for the cm_mmc and cm_cr parameters. In step 4, the tag class replaces the values and passes the information back to the tag engine where the content is sent back to the e-mail activity to be sent out at the scheduled time in step 5.

WebSphere Commerce Campaign system flow



The introduction of the Coremetrics Analytics for WebSphere Commerce Marketing e-mail feature reduces business user's dependency on the IT teams and enables them to more effectively obtain data and drive better targeted WebSphere Commerce Marketing Campaigns.

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WebSphere Commerce Campaign report

WebSphere Commerce Campaigns: Coremetrics - Microsoft Internet Explorer

Address: http://10.131.100.16:8080/marketforce?navigationID=/webSphere/campaigns&tc1.treeLevel=3&r1.pageNumber=1

Logged into: Woodwind & Brasswind - diyons.com

WebSphere Commerce Campaigns

Track and monitor the success of WebSphere Commerce Campaigns, Web Activities, E-mail Activities and E-Marketing Spots in a singlereport.

Full Report | Trend Rows 2 selected (10 max) | Save as Favorite | Download | Email | Print

Tuesday 9/12/2006 | -Load View- | Open Settings

Page 1 of 1

Campaign Name / Activity Type / Activity Name	E-Marketing Spot / Content	Impressions	Click-Throughs	Click Thru Rate	Conversion Rate	Sales / Click	Sales
Totals		900	450	50.00%	15.00%	\$20.00	\$9,000.00
Back to School		900	450	50.00%	15.00%	\$20.00	\$9,000.00
Web Activities		600	300	50.00%	24.00%	\$20.00	\$6,000.00
Top Sellers		600	300	50.00%	24.00%	\$20.00	\$6,000.00
Store Front		600	300	50.00%	24.00%	\$20.00	\$6,000.00
Childrens Easy Carry Phone		300	150	50.00%	25.00%	\$20.00	\$3,000.00
Play Station 3		200	100	50.00%	24.00%	\$20.00	\$2,000.00
Speed Racer Lunch Pail		100	50	50.00%	22.50%	\$20.00	\$1,000.00
Email Activities		300	150	50.00%	23.33%	\$20.00	\$3,000.00
Cell Phones for Parents		300	150	50.00%	23.33%	\$20.00	\$3,000.00
Standard Template		300	150	50.00%	23.33%	\$20.00	\$3,000.00
Register		200	100	50.00%	24.00%	\$20.00	\$2,000.00
Contact Us		100	50	50.00%	22.50%	\$20.00	\$1,000.00

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The result of this particular feature enhancement is shown here in the WebSphere Commerce Campaign Report. It displays things like the Campaign Name, Activity Type, name of the E-Marketing Spot, impressions, click through data, click through rates, conversion rates, sales per click and total sales.

Section

Coremetrics Analytics for IBM WebSphere Commerce customizations



Now, we'll discuss customizing the Coremetrics Analytics for WebSphere Commerce Marketing e-mail feature.

WebSphere Commerce Campaign customization

There are basically two scenarios supported:

- Alter data sent to Coremetrics
 - ▶ Any of the cm_cr tags in the template editor can be changed
 - ▶ Extend the base Tag class
 - ▶ Register custom tags in TAGCLASS table
- Use alternate analytics provider
 - ▶ Update how – image request, JavaScript, Web service, file transfer
 - ▶ Update where – host name

TAGNAME	TAGCLASSNAME	DESCRIPTION	OPTCOUNTER
EMSpot	com.ibm.commerce.emarketing.emailtemplate.tag.TagEMSpot	Implementation class for EMarketing Spot tag	
FirstName	com.ibm.commerce.emarketing.emailtemplate.tag.TagFirstName	Implementation class for First Name Tag	
LastName	com.ibm.commerce.emarketing.emailtemplate.tag.TagLastName	Implementation class for Last Name Tag	
Link	com.ibm.commerce.emarketing.emailtemplate.tag.TagLink	Implementation class for Link Tag	
Content	com.ibm.commerce.emarketing.emailtemplate.tag.TagContent	Implementation class for Content Tag	
CMLink	com.ibm.commerce.emarketing.emailtemplate.tag.TagCMLink	Implementation class for CM Link tag	

For the Coremetrics Analytics for WebSphere Commerce Marketing e-mail feature, there are basically two customization scenarios that should be supported. The first scenario involves a customer changing/adding/removing the existing data that is sent across to Coremetrics. In the context of e-mail, things such as Campaign Name, Activity Type, Activity Name, ESpot/Template Name and Content/Link Name are sent. Any of these values could potentially be changed. The e-mail activities infrastructure allows customization of the tags used in the e-mail template editor. Tags are Java classes that handle custom tags in the template editor and they need to be registered in the TAGCLASS table. Depending on the changes required, the TagLink class could be extended, but more than likely the base Tag class should be extended.

The second customization scenario involves using another analytics provider other than Coremetrics, such as Omniture. Assuming the competitor requires similar data as Coremetrics, customer's would still need to update how (via image request, JavaScript, Web service, etc) and where (target host name) to send data.

Summary

- Coremetrics review
- Feature Pack 1 review for Coremetrics
- Feature Pack 2 overview for Coremetrics
- Coremetrics e-mail analytics enhancements
- Customizing Coremetrics Analytics for IBM WebSphere Commerce

This presentation discussed the following topics: a brief overview of Coremetrics, the Coremetrics features in Feature Pack 1, an overview of Feature Pack 2 for Coremetrics, the Coremetrics e-mail analytics enhancements and the options for customizing the feature.

References

- Coremetrics

http://coremetrics.com/solutions/websphere_commerce.html

- WebSphere Commerce Feature Pack 1

<http://www-1.ibm.com/support/docview.wss?uid=swg24013534>



For more information regarding Coremetrics or WebSphere Commerce Feature Pack 1, visit the sites indicated in the presentation.

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