



Encoding Campaigns

In general, your strategy with Omniture campaigns should be to track them (TrackID – based on the cid parameter) at the lowest possible level and use SAINT to provide multiple rollups. What sorts of roll-ups are preferred?

The answer to this is heavily dependent on the nature of your buys. However, the following strategy will cover most campaigns:

- Channel: The online source of the campaign (banner, ppc, seo, etc.)
- Campaign: The friendly name of the specific campaign to which the cid belongs
- Creative: The creative flavor of the campaign to which the cid belongs
- Placement Type: Detailed information about the cid such as the banner type or word-position
- Sub-Group: The site (for a banner campaign) or ad group (for a keyword campaign)

For PPC campaigns, we also recommend encoding the purchased keyword if you use broad match.

In addition to these encodings, it is quite valuable to encode in a custom variable the date when a campaign response is tracked. The encoding of dates is a powerful aid to analysis in Omniture and is a good practice for almost all key site events. Typically the date should be encoded as a YYYYMMDD string.

Because of the limited time and day-parting capabilities inherent in the SiteCatalyst tool, some advertisers also choose to encode the hour and the day of a campaign response in custom variables.

This is worthwhile IF you expect to do extensive day or time parting analysis.

For many sites, a key issue is how to handle the encoding of internal campaigns. The problem is that mixing internal and external campaigns can often make attribution very difficult. There is no one right answer to this problem. Many sites choose to mix internal and external campaigns. When doing so, be sure to add an additional rollup variable in SAINT that allows these types to be easily separated.

On the whole, we recommend using a separate set of variables to track internal campaigns and leaving the campaign variable to external campaigns. This decision would only apply to sites that do a great deal of external campaigns. If the vast majority of your campaigns are internal, you should use the campaign variable for internal campaigns.



When tracking internal campaigns separately, you should use both Traffic and Conversion variables encoded with the campaign name.

In addition to the tracking that comes from the campaign variable, many sites also choose to track the original campaign source (track-id) in a variable. While Omniture provides some flexibility around campaign attribution (especially in Discover) the split between original source and all subsequent sources is often highly valuable. This information can only be tagged when your site is using a cookie to track whether a campaign has been encoded.