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Preface


Intended Audience

This information is intended for Digital Publishers and Consumer Marketing teams that are familiar with Adobe SiteCatalyst. This is not intended to replace product training, and is primarily intended as a reference to supplement general SiteCatalyst resources to provide guidance for Digital Publishing data. Note that you must be a Digital Publishing Suite Professional or Enterprise customer with a SiteCatalyst subscription.

Document Conventions

To increase accessibility and readability, this document uses the following conventions:

- File names and code samples use a Courier font. For example, autoexec.bat.
- Replaceable text is enclosed in angle brackets and italicized. For example, <version>.

**NOTE:** A Note draws attention to helpful information.

**CAUTION:** A Caution specifies the results of an action. The results might not be damaging, but they are important to understand.

**WARNING!** A Warning identifies an action that might result in system damage and data loss.
1 SiteCatalyst Reports for Digital Publishing

The Adobe Digital Publishing solution comes preconfigured to measure a client’s interaction with, and use of, digital content.

The data collection process works as follows:

- The Digital Publishing Viewer includes prebuilt analytics that send data to Adobe systems upon interactions from users. The data sent from the viewer is represented in the reports within SiteCatalyst.

  Note: The data transmission occurs periodically if a client views the digital publication on an Internet-connected device. If the device is offline, and as long as the application remains open, Adobe accumulates analytics data and sends it in a batch when the device reconnects to the Internet.

- Adobe data collection servers format and organize the data into collections known as Report Suites.

Digital publishers use SiteCatalyst to access their collected data and generate reports that help them analyze client interactions and relate those interactions to other online activity, such as purchases or subscriptions. Leveraging the measurement data of the Digital Publishing solution involves the following general steps:

- Contact your organization’s SiteCatalyst Administrator to get permissions necessary to access data from your digital publications. SiteCatalyst is a web application that provides access to the Adobe data collection platform, where you can generate reports to analyze reader activity related to your digital content. You can also create dashboards of key reports that let you have the most important information at your fingertips.

- Log in to SiteCatalyst and open the desired report. For more information, see the SiteCatalyst User Guide.

- Configure the report as needed to display the data you are interested in. For more information, see the SiteCatalyst User Guide.

2 Accessing SiteCatalyst Reports

Once Adobe is collecting data from your digital publication, you can generate SiteCatalyst reports to view and analyze client interaction.

To generate a SiteCatalyst report

1. Open a Web browser and navigate to my.omniture.com.
Alternatively, you can navigate to www.omniture.com and click Client Login.

2. In the appropriate fields, enter the following information, and then click Login.

**Company**: Your company name, as defined in the Adobe Online Marketing Suite. If you are unsure of this value, contact your organization's SiteCatalyst Administrator.

**Username**: Your SiteCatalyst username.

**Password**: Your SiteCatalyst password.

From the drop-down menu, select Adobe Online Marketing Suite / SiteCatalyst 14.

3. On the Online Marketing Suite home page, click SiteCatalyst.

4. In the left-side navigation, select the appropriate report category.

5. From the drop-down list, select the specific report you want to generate. For a description of the reports available in the Digital Publishing solution, see Digital Publishing Reports.

### 3 Configuring SiteCatalyst Reports

When looking at a Digital Publishing report, SiteCatalyst provides several configuration options that let you focus in on the data that most interests you. Common configuration options for SiteCatalyst reports include the following. For detailed information about all SiteCatalyst report configuration options, see the *SiteCatalyst User Guide*, available on the SiteCatalyst documentation page.

**Toolbar**: Located directly below the report title, the Toolbar lets you share a report with others in your organization.
From the toolbar you can perform the following types of tasks:

- Downloading a report.
- Emailing a report to colleagues.
- Bookmarking a report. Bookmarks provide a quick-link to the report from the Online Marketing Suite header.
- Adding the report to a Dashboard. Dashboards display a personalized collection of reports that display those key performance indicators (KPIs) most important to you.

**Report Date:** Located in the upper-right corner of the report view, the Calendar link opens a calendar that lets you select a date range for the report. You can even select two date ranges to compare data from different time periods.

**Oct 2010**

**Configuration Options:** Located below the Toolbar, the Configuration Options let you further configure report options, including: the number of data points to display in the graph; numeric display (numbers vs. percentages); and the metrics to display in the report. To change or add metrics, click Add Metrics, and then drag the desired metrics onto the canvas.

Configure:  

**Graph Selector:** Located to the left of the Configuration Options, the Graph Selector lets you select the chart style used to display the report data (for example, bar chart, line chart, scatter plot).

**Digital Publishing Reports**

The Adobe Digital Publishing solution includes preconfigured data collection that provides SiteCatalyst reports in the following categories:

- App Metrics
- Readers
- Buy & Download
- Pub. & Issues
- Articles & Content
- Ads
- Rich Media
- Social Share
- Device
- Paths
- Custom HTML
App Metrics

Reports in this category display quantitative information about the digital publication, such as how many the number of times the application was installed, started, and similar quantitative data.

Reports in this category include:

- App Version
- Viewer Version
- Viewer Type
- App Installs
- App Startups
- Visits
- Visitors
- Time Spent per Visit
- App Usage

App Version

Identifies the digital publishing application version and operating system used by clients.

<table>
<thead>
<tr>
<th>Version</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0.0;iOS-5.0</td>
<td>1,095</td>
<td>0.9%</td>
</tr>
<tr>
<td>1.9.4;Android-3.2.1</td>
<td>931</td>
<td>0.8%</td>
</tr>
<tr>
<td>2.3.1;iOS-5.0.1</td>
<td>29</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

**Data Collection:** The app version is sent along with each data transmission from the viewer (eVar2,prop2="1.4.1;iOS-5.0").

**Data Interpretation:** Use this report to identify adoption of the Reader application by version. Note that as shown, any events recorded can be added to this report. In context, this report could be used to determine version specific functionality which may have been added in successive releases where overall metrics do not illustrate where a particular piece of functionality might not have been available in an earlier version of the application. Think of this as similar to a Browser Type report (Mozilla Version, MSIE version, and so on).

Recently, the Operating System version has been added to this metric. It offers a deeper segmentation of the information, offering a better view of the overall user experience.

Viewer Version

Viewer Version identifies the Adobe Content Viewer Version number. It tracks the version of the code that is used by the Viewer Builder to create a new application.

**Data Collection:** The Viewer Version is sent along with each data transmission from the viewer (eVar30, prop30 = "21.0.0"). For Web Viewer, the Viewer Version is the concatenation of Web Viewer ver and "Web Viewer" string.

**Data Interpretation:** Use this information to track the differences between Viewer versions. This report could be used to determine version specific functionality. It does not take into consideration the
changes from Viewer Builder, so if two applications are built using the same code base, they will have the same Viewer Version; but they will most likely have different App Versions.

One great way to use the Viewer Version is through “Add Segment”. This will display only the information from the specific version or versions chosen.

Another way to access this information is through the Custom Conversion menu.

The values of the field can be interpreted as follows: “<majorVersion>.<minorVersion>.<patch>”.

For Web Viewer, the Viewer Version can be used to breakdown metrics for native and Web Viewer.

**Viewer Type**

Viewer Type identifies the Adobe Content Viewer Type. It identifies either a development or a distribution version.

**Data Collection:** The Viewer Type is sent along with each event sent from the viewer (eVar33, prop33 = “Development” or “Distribution”)

**Data Interpretation:** Use this information to eliminate data that are sent during the testing period prior to releasing a specific version to application stores. This can be done by breaking down by ViewerType and looking at the values where ViewerType = “Distribution”.

**App Installs**

Counts the number of times clients install the application.

**Data Collection:** The Digital Publishing solution captures this data when the application loads, starting with the application load after installation (events="event3").

**Data Interpretation:** Use this metric to identify the number of times the app has been installed AND used at least once after installation (points to actual use vs. just a download and quick look at the app). Note that this is an event metric, not a report and can be added to any of the eVar report dimensions in the report suite but will only show data for those eVar values set with the event being set (those eVar values passed immediately when the application is opened). This event will only report on the second startup after the application is installed or a new version of the application is installed.

**App Startups**

Counts the number of times that clients load the application.
Data Collection: The Digital Publishing solution captures this data when the application loads, starting after installation (events="event1").

Data Interpretation: Use this metric to identify the number of times the app has been started AND used at least once after installation. Note that it is an event metric, not a report, and can be added to any of the eVar report dimensions in the report suite; but it will only show data for those eVar values set with the event (those eVar values passed immediately when the application is opened). This event will report on every app startup including and after the second startup after the application is installed or a new version of the application is installed.

App Usage

App Upgrade
Counts the number of times clients upgrade the application.

Data Collection: The Digital Publishing solution captures this data automatically with each application start (events="event51").

Data Interpretation: Use this metric to identify the number of times the app has been upgraded.

Days since first use
Contains the number of days since first run.

Data Collection: The Digital Publishing solution captures this data automatically with each application start (eVar43, prop43).

Data Interpretation: Use this report to determine how long it’s been since users opened the application the first time.

To access the “Days since first use” metric, select App Metrics > App Usage > Days since first use.

Days since last use
Contains the number of days since last use.

Data Collection: The Digital Publishing solution captures this data automatically with each application start (eVar44, prop44).

Data Interpretation: Use this report to determine how long it’s been since users last opened the application.
To access the “Days since last use” metric, select App Metrics > App Usage > Days since last use.

**Hour launched**

Measures the hour the app was launched in a 24-hour numerical format. Can be used for time parting to determine peak usage times.

**Data Collection:** The Digital Publishing solution captures this data automatically with each application start (eVar45, prop45).

**Data Interpretation:** Use this report to determine at which hour is the app used.

To access the “Hour launched” metric, select App Metrics > App Usage > Hour launched.

**Day launched**

Contains the number of the weekday the app was launched.

**Data Collection:** The Digital Publishing solution captures this data automatically with each application start (eVar51, prop51).

**Data Interpretation:** Use this report to determine in which weekday is the app used.

To access the “Day launched” metric, select App Metrics > App Usage > Day launched.

**Days since last upgrade**

Contains the number of days since the application version number has changed.

**Data Collection:** The Digital Publishing solution captures this data automatically with each application start (eVar53, prop53).

**Data Interpretation:** Use this report to determine how recently users have upgraded the app.

To access the “Days since last upgrade” metric, select App Metrics > App Usage > Days since last upgrade.

**Number of launches since last upgrade**

Contains the number of launches since the application version number last changed.

**Data Collection:** The Digital Publishing solution captures this data automatically with each application start (eVar54, prop54).

**Data Interpretation:** Use this report to determine how often users have opened the application since the last upgrade.

To access the “Number of launches since last upgrade” metric, select App Metrics > App Usage > Number of launches since last upgrade.

**Total days used**

Stores the number of days the application is used.

**Data Collection:** The Digital Publishing solution captures this data automatically with each application start (eVar55, prop55).

**Data Interpretation:** Use this report to determine the total number of days the app was used.

To access the “Total days used” metric, select App Metrics > App Usage > Total days used.
Readers

This section offers information on the magazine readers. It includes reports on Reader Retention and the time spent reading.

- Visits
- Visitors
- Visitor ID
- Externally Entitled Subscriber
- Subscriber Type
- Subscriber ID
- Push Notification Token
- Time Spent per Visit
- Reader Retention

Visits

Displays the number of visits to the Digital Publishing application during the specified time period.

Visitors

Shows the number of unique visitors to your site for a selected hour, day, week, month, quarter, or year. A unique visitor is counted only one time for the selected time frame. Visitors that return to your site are not counted as unique users again until the time frame has passed.

NOTE: The total value displayed at the bottom of the table is the sum all of the visits for the specified time period and does not always reflect the number of unique visitors. For example, if you run a Daily Unique Visitors report with a time frame of several days, the total can include repeat visitors, because the same visitor might return on the next day and be counted again. However, if you run a Monthly Unique Visitors report, the value in the Totals column accurately reflects how many unique visitors came during the month.

Time Spent per Visit

Shows the length of time visitors spend viewing the digital publication during each visit. It also has an Average Time Spent statistic that shows the average time that visitors spent viewing the digital publication. Use this report to:

- Identify how long visitors stay on your site
- Identify site content and promotions that trigger visitor interest
- Find out why if you have high traffic but visitors immediately leave

SiteCatalyst calculates the Time Spent Per Visit metric by using the difference in time between the first page visited and the last page visited. For example, if a visitor accesses the landing page and then clicks a link that accesses a second page, SiteCatalyst records the exact time that the visitor accessed the landing page, and then records the exact time the visitor accessed the second page, and then calculates the difference between the two timestamps. The difference provides the exact time spent on a page.
By adding together the time spent on each page, SiteCatalyst calculates the Time Spent Per Visit metric.

Additionally, the last page in a path is not counted as part of the Time Spent Per Visit metric because the visitor does not access a page after the last page. SiteCatalyst cannot determine the amount of time on the page unless there is a time for the last page and the new page accessed. For example, the visitor accesses pages A -> B -> C -> D -> E. SiteCatalyst can determine the amount of time spent on pages A through D, but because the visitor exits the site after E, there is no time associated with a page after E to calculate the amount of time spent on page E.

**Subscriber Type**

Identifies the subscriber type associated with a specific folio and is optionally sent by the publisher via the Get Entitlements API call from Direct Entitlement. Its value is not modified in any way by the Digital Publishing solution and it sent to SiteCatalyst as is.

**Data Collection:** The Digital Publishing solution captures this data with every analytics event associated with the folio that has an associated subscriber type (including all Issue Download events and all content related events).

**Data Interpretation:** Use this report to view the engagement of externally entitled users based on the Subscriber Type assigned by the publisher (for example, a subscriber type could be “print”, “web” or “campaign_no”).

**Subscriber ID**

Identifies the subscriber ID associated with a specific folio and is optionally sent by the publisher via the Get Entitlements API call from Direct Entitlement. Its value is not modified in any way by the Digital Publishing solution and it sent to SiteCatalyst as is.

**Data Collection:** The Digital Publishing solution captures this data with every analytics event associated with the folio that has an associated subscriber ID (including all Issue Download events and all content related events).

**Data Interpretation:** Use this report to view the engagement of an externally entitled user based on the Subscriber ID assigned by the publisher.

**Visitor ID**

Identifies a unique user of the Digital Publishing solution. This is a randomly generated value that is associated with the user device the first time the user installs the application. Depending on the platform, this value can persist across application re-installs (for iOS devices) or it is regenerated every time (for Android devices). On all devices, this value is regenerated when the user wipes the devices or installs the application on another devices (even if the user restores their purchases on that device).

**Data Collection:** The Digital Publishing solution sends this information with every event that is sent from the application (starting with App Start, Issue Download events, content-related events)

**Data Interpretation:** Use this report to view how a specific user is engaging with the application.

**Reader Retention**

Display information about customer loyalty. Visitor Retention data includes Return Frequency, Return Visits, Daily Return Visits, Number of Return Visits, and Sales Cycle statistics.
Buy & Download

Reports in this category display information about visitor activity at the issue level of the digital content, more specifically issue purchase and download.

**NOTE:** Starting with version 21 of the Viewer Codebase, downloads are tracked using a new download schema. Its aim is to provide a more accurate and detailed image of the download process.

Since the Viewer Version feature was also added in the same version, a great way to isolate the new download schema is to use “Add Segment” and select the Viewer Version as not null.

Reports in this “Buy and Download” category include:

- App Store
- Issue Purchase Starts
- Issues Purchased
- Issue Purchase Type
- Issue Download Starts
- Issue Downloaded
- Issue Download Recoverable Error
- Issue Download Validation Errors
- Issue Download Failed
- Issue Download Error Type
- Issue Download Error Detail
- Issue Download Cancelled
- Issue Download Source
- Issue Download State Pathing
- Custom Events Funnel

**App Store**

Tracks the distribution channel of the applications. For the moment, this feature is supported by iOS Viewers only.

**Data Collection:** The “appleStore” value in the App Store eVar is added to all events sent from a Viewer

**Data Interpretation:** Use this value to break down all the metrics and create reports that emphasize the differences between the applications downloaded through Apple Store and all others.

**Custom Events Funnel**

Provides a view into conversions between key application events and is configurable through the UI.
Data Collection: Any event captured by the viewer can be evaluated in the conversion funnel.

Data Interpretation: Use this report to analyze drop-off rates between various points of conversion.

**Issue Purchase Starts**

Counts the number of times customers initiate the Issue Purchase process.

Data Collection: The Digital Publishing solution captures this data when the Purchase process starts in the application; for example, when a customer clicks the “Buy” button (events="event6").

Data Interpretation: Use this metric in a report by to show the number of times a purchase process was started.

**Issues Purchased**

Counts the number of times customers complete the Issue Purchase process.

Data Collection: The Digital Publishing solution captures this data when the Purchase process completes in the application, independent of download (events="event7").
**Data Interpretation:** Use this metric in a report for Publication ID, Issue Manifest ID, or Issue Fulfillment ID to show the number of times the purchase of a title, issue, or issue version was completed.

**Issue Purchase Type**

Records the type of purchase. The possible types are: Single, Subscription, Free, External and Internal. External is used for digital issues that are received after acquiring a print subscription and entitled through Direct Entitlement. Internal is used for digital issues that are received as “first retail folio free”, which allows the most recently published retail folio available to users who download the app for the first time.

**Data Collection:** The Digital Publishing solution captures this data for Issue Purchase Events and all events that are related to accessing the issue (eVar19/prop19).

**Data Interpretation:** Use this metric in an Issue Purchased or Issue Downloaded report to break down by purchase type.

**Subscription Term**

Records the term of the subscription. If the folio is free or is purchased as a single issue, then the value sent to Site Catalyst for “subscription term” is “N/A”. If the user owns a valid subscription for the issue, then all the events (related to this issue) sent to Site Catalyst will have the subscription term set to the value of the user’s owned subscription.

**Data Collection:** The Digital Publishing solution captures this data for Issue Purchase Events, Issue Download Events and all events that are related to accessing the issue (eVar37/prop37).

**Data Interpretation:** Use this metric in issue-related report to break down by subscription type.

<table>
<thead>
<tr>
<th>Subscription Term</th>
<th>Issues Downloaded</th>
<th>Issues Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. N/A</td>
<td>9</td>
<td>25.0%</td>
</tr>
<tr>
<td>2. 6 Months</td>
<td>2</td>
<td>14.3%</td>
</tr>
<tr>
<td>3. 1 Week</td>
<td>2</td>
<td>14.3%</td>
</tr>
<tr>
<td>4. 3 Months</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td>5. 2 Months</td>
<td>0</td>
<td>0.0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>14</strong></td>
<td><strong>8</strong></td>
</tr>
</tbody>
</table>

**Subscription type**

Records the type of the subscription. If the folio is free or is purchased as a single issue, then the value sent to Site Catalyst for “subscription type” is “N/A”. If the user owns a valid subscription for the issue, then all the events (related to this issue) sent to Site Catalyst will have the subscription type set to a valid value. The “subscription type” will consider all the subscriptions owned by a user (and all the renewals of these subscriptions). The “subscription type” will provide data about the subscription’s period in which the issue was published (e.g.: “Month 1”, “Month 2”), the subscription’s rolling (e.g.: A two months subscriptions will be split in two periods: “Purchase – Month 1” and “Rolling – Month 2”) and whether or not this subscription was a renewed subscription.

**Data Collection:** The Digital Publishing solution captures this data for Issue Purchase Events, Issue Download Events and all events that are related to accessing the issue (eVar38/prop38).
subscription type value is computed using the issue’s publication date and the user’s owned subscriptions.

**Data Interpretation**: Use this metric in issue-related report to break down by subscription type.

<table>
<thead>
<tr>
<th>Subscription Type</th>
<th>Issues Downloaded</th>
<th>Issues Purchased</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. NFA</td>
<td>9 51.3%</td>
<td>2 22.2%</td>
</tr>
<tr>
<td>2. Purchase - Week 1</td>
<td>2 14.3%</td>
<td>4 44.4%</td>
</tr>
<tr>
<td>3. Purchase - Month 1</td>
<td>1 7.1%</td>
<td>3 33.3%</td>
</tr>
<tr>
<td>4. Renewed - Month 1</td>
<td>1 7.1%</td>
<td>0 0.0%</td>
</tr>
<tr>
<td>5. Rolling - Month 4</td>
<td>1 7.1%</td>
<td>0 0.0%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>14</strong></td>
<td><strong>9</strong></td>
</tr>
</tbody>
</table>

**Issue Download Starts**
Counts the number of times clients start the Issue Download process.

**Data Collection**: The Digital Publishing solution captures this data when the Download process starts in the application. This can happen immediately after clicking Download for a prepurchased issue (events="event8").

**Data Interpretation**: Use this metric in a report for Publication ID, Issue Manifest ID or Issue Fulfillment ID to show the number of times an issue for a title, issue or issue version was started.

**Issues Downloaded**
Counts the number of times clients complete the Issue Download process.

**Data Collection**: The Digital Publishing solution captures this data when the Download process completes in the application (events="event9").

**Data Interpretation**: Use this metric in a report for Publication ID, Issue Manifest ID or Issue Fulfillment ID to show the number of times an issue for a title, issue or issue version was completed.

**Issue Download Recoverable Errors**
Counts the number of times a recoverable error occurs during the Download process. These errors cause the download to pause.
Data Collection: The Digital Publishing solution captures this data when either the Download or Installation process encounters a problem (events = "event28"). This metric counts only the events that do not cause a termination of the entire download process, but only a pause. The terminal errors are tracked by the event discussed in the next section.

Data Interpretation: Use this metric in a report for Publication ID, Issue Manifest ID or Issue Fulfillment ID to show the number of times an issue for a title, issue or issue version has encountered a problem while downloading.

A download operation can cause multiple recoverable download errors. For more information on the errors that are sent to SiteCatalyst, see the section on Error Types.

Issue Download Validation Errors
Counts the number of times a fatal error is detected in the validation phase of a background download, prohibiting the start of the download.

Data Collection: The event is sent each time the Digital Magazine Viewer does not succeed validating a background push notification.

Data Interpretation: Using this metric in a report for Push Notification Id, offers information about how many validation errors occurred for each background push.

Issue Download Failed
Counts the number of times a fatal error has occurred resulting in the termination of a download.

Data Collection: These events are sent when the error registered by the Digital Magazine Viewer prohibits the current download operation from being resumed at a later date. They result in a termination of the download (events = "event10").

Data Interpretation: Use this metric in a report for Publication ID, Issue Manifest ID or Issue Fulfillment ID to show the number of times an issue for a title, issue, or issue version has encountered a failed download attempt.

Issue Download Cancelled
Counts the number of times a user has cancelled an event.

Data Collection: The Digital Magazine Viewer sends an event each time a user presses the cancel button for a specific download operation.

The information is collected using event26 ("event=event26");

Data Interpretation: Using this metric in a report for Publication ID, Issue Manifest ID can offer information about how many validation errors occurred for each background push.

The number of unique users that cancelled a download can be obtained by associating this metric with Unique Visitors.

Issue Download Conversion Funnel
A great way to get information about the percent of downloads that completed successfully is through a product funnel.
Data Collection: It uses the events related to download.

Data interpretation: Selecting the events that are broken down can be done using “Selected Events”.

### Issue Download Error Type

Records the type of error registered. It can be used to track Download errors.

**Data Collection:** The Digital Publishing solution sends this information with Issue Download Recoverable Error and Issue Download Failed events. It offers the possibility to distinguish from Fulfillment Service errors, Network errors, Disk Space Errors or Viewer errors (eVar20/prop20).

**Data Interpretation:** Use this metric in a report for Publication ID, Issue Manifest ID, or Issue Fulfillment ID for the types of events that caused a download error.

**Error Type Interpretation**

**Fulfillment Service Error**

Errors that occur while communicating with the Fulfillment Server, including error codes returned by the Server and communication interruption while the Viewer was verifying that the user can download a folio. This bucket does not include Network Errors (No Internet Connection, DNS Lookup Failed etc.).

**Network Errors**

All the errors that are related to the state of the network (No Internet Connection, DNS Lookup Failed, Incorrect path etc.). This error type is also used with the Issue Download Validation Error to provide information that a background push notification failed due to a network error.

**Disk Space Error**

The download has failed because there is no more space on the device.

**Storage Error**

This error type is set with the Issue Download Validation Error event to provide higher-level information that a background push notification failed because of a No Read/Write Permission detailed error.

**Viewer Error**

All the errors the Viewer causes, or that can’t be directly tied to the Fulfillment Server or a Network error. These errors are typically folio extraction errors (either caused by corrupt files or because the Viewer lacks permission to write to a certain file).
**Notification Validation Error**

This error type is set with the Issue Download Validation Error event to provide higher-level information that a background push notification failed because of one of the following detailed errors: User Not Entitled, No New Folio and Incompatible Folio.

**Issue Download Error Detail**

Records details of the error registered. It can be used to track Issue Download Validation Error events. This eVar is used in correlation with the Issue Download Error Type eVar that provides higher-level information about the error occurred.

**Data Collection:** The Digital Publishing solution sends this information with Issue Download Validation Error event. It offers details about the validation error that occurred.

**Data Interpretation:** Use this metric in a report for Push Notification ID to gain insight about the errors that occurred in the validation phase of a background download.

**Error Detail Interpretation**

**Error Type: Notification Validation Error**

**User Not Entitled**

This error occurs when a user is not entitled for the issue referred by the background push notification.

**No New Folio**

An error stating that the viewer was unable to identify the folio referred by the background push notification, or the folio referred is already partially/completely downloaded.

**Incompatible Folio**

This error occurs when the target viewer version of the folio referred by the background notification is higher than the version of Digital Magazine Viewer installed on the device.

**Error Type: Network Error**

**No WiFi**

Error that occurs when the device is connected to internet through a mobile data connection, but there is not Wi-Fi connection available.

**Could Not Reach Server**

This error happens when the device is online and has Wi-Fi connection, but fulfillment server is unreachable for one of the following reasons: the server is down, the request timed out, the DNS lookup failed.

**Error Type: Storage Error**

**No Read/Write Permission**

This error occurs when the device is protected by a pin-lock, the device was rebooted and the pin was not entered after reboot. In this case the device’s keychain is locked and entitlements cannot be verified.
**Issue Download Source**

**Data Collection:** This eVar is sent with all Download Events and all Content Events. For Download events, it is set according if the download was initiated by a Newsstand push or if the application was started from a text alert and the user initiated a download.

For Content Events it is set to the same value as for the folio whose content is being tracked.

The values are “Text Alert” and “Background download”

**Data Interpretation:** Use this report to understand how many issues were downloaded because of a background push and how many were downloaded because the application started from a text alert. Also you can get deeper insights into user engagement based on the source of the folio download.

![Graph of Issue Download Source](image)

In this example, you can differentiate issue downloads that start due to a background downloads vs. text alert.

**Issue Download State Pathing**

Download Pathing offers a way of tracking the states a download operation has passed through.

**Data Collection:** All the information necessary to construct the path is sent along with the download events already exposed above by using eVar21/prop21.

**Data Interpretation:** To obtain the path report for Issue Download, select Pathing -> Download State - > Previous Flow Report/Successive Flow Report and select the state using “Select in Download State”.

This report will illustrate the last states the download has gone through before reaching the selected state or the states immediately following the selected state.

Use this report to view download states before a download is cancelled (Previous state flow report with value for Selected Download State = “cancelled”), view download errors for each download pause (Previous state flow report with value for Selected Download State = “paused by error”).

This type of report can offer information like how many users have encountered errors before canceling the download, and even what type of errors they have encountered.
This report can also be used to see if users have downloaded more than one issue in a visit to the application, since successive downloads are linked in the same path (the end state of one download will precede the start of a new one).

Issue Download Report Use Cases

This section offers a few examples of how to use the information related to issue download.

*Unique number of users that canceled a download for a particular folio*

**Description:** This report will illustrate how many users have canceled the download of each particular issue.

**NOTE:** This type of report is available starting with version 21 of the Digital Magazine Viewer codebase.

**Steps:**

1. Go to Custom Conversion in the Main Menu.
3. Next press “Add Metric” and add the “Unique Visitor” metric.
4. From the list of possible values of Download State, break down “cancelled” by selecting Custom Conversion->Custom Conversion 11–20 -> Issue Name.

This is an example of how the report should look like:
What error the user saw before the download operation was paused

Description: This report offers information about what kind of errors the user has encountered before the download was paused.

NOTE: This type of report is available starting with version 21 of the Digital Magazine Viewer codebase. (To see how to break down, go to Viewer Version.)

Steps:

- Go to Paths in the Main Menu.
- Select Download State.
- Select Next Download State Flow.
- When the report is displayed, go to “Selected Download State” and change the state to “paused by error”.

This is an example of how the report should look like:

How many downloads are started inside the Digital Magazine Viewer in a particular month

Description: There are two basic ways of downloading: one that is triggered inside the Digital Magazine Viewer and one triggered by an outside mechanism. To differentiate between these two possible triggers of the download, use this report.

NOTE: This type of report is available starting with version 21 of the Digital Magazine Viewer codebase (To see how to break down, go to Viewer Version).

Steps:

- Go to Buy & Download.
- Select Issues Download Started.
- Select View by month.
- Break down the month you have chosen using Custom Conversion-> Custom Conversion 21–30 -> Download State.
This is an example of how the report should look like:

![Graph of issue download states](image)

**Download View split per issue**

**Description:** This type of report can be used to get an overall view of Issue Download Operations split per Issue Name.

**NOTE:** This type of report is available starting with version 21 of the Digital Magazine Viewer codebase. (To see how to break down go to Viewer Version)

**Steps:**

Go to “Pub. & Issues -> Issue Name Report”

Click Add Metrics and have the following metrics displayed: Issue Download Started, Issue Downloaded, Issue Download Cancelled, and Issue Download Failed.
Pub. & Issues
Reports in this category provide insight into the use of the application used to view the digital publication. This includes the following reports:

- Publication ID
- Issue Name
- Issue Fulfillment ID
- Products

Publication ID
Identifies the name of the digital publication that the client views. The value for this eVar/prop is obtained from the Application Name field configured via the Application Account in the Digital Publishing Portal.

**Data Collection:** The Digital Publishing solution captures this data with every image request (eVar3,prop3="InDesign Magazine").

**Data Interpretation:** Use this report to view traffic and conversion metrics for a brand Publication. Some examples include Page Views, Visits, App Starts, Content View, Content Browse.

Issue Name
Identifies the unique issue manifest ID.

**Data Collection:** The Issue Name is sent along with every interaction in the viewer. The value comes from the metadata assigned to the issue. (eVar14,prop14="InDesign Magazine: Dec. 2010").

**Data Interpretation:** Use this report to traffic and conversion metrics related to specific issues of a magazine.
Issue Fulfillment ID

Identifies the unique issue ID that is used for fulfillment and distribution. This ID represents the issue version number for systems and can be used as a unique key to tie data sets together or extend reporting.

Products

The Products report offers a complete overview of all the events associated with purchasing. The information can be viewed using: Products Conversion Funnel, Products Report, Cross Sell Report and Categories Report.

Products Conversion Funnel

Provides a view into conversions between key purchase events and is configurable through the UI.

Data Collection: The best way of using this conversion funnel is to track purchasing since it offers additional support for tracking Orders, Revenue and Units sold.

Data Interpretation: Use this report to analyze drop-off rates between various points of conversion.

Articles & Content

Reports in this category provide insight into the consumption of content within the digital publication. View article names and analyze performance by applying conversion metrics.

This includes the following reports:

- Article Title (Stack)
- Page Number
- Sub-Page Number (Screen)
- Content Metrics
- Preview Reports
- URL Report
- Orientation
- Online Status

Event Reports
**Content: Type & Name**

**Article Title (Stack)**

Identifies the name of high-level content (Articles and Ads) viewed by the client. The term *stack* refers to a set of contiguous screens that comprise a content group (such as article) in the digital publication.

**Data Collection**: The Digital Publishing solution captures this data each time the application displays articles or ads in the viewer (eVar7, prop7="Adding Icons Automatically").

**Data Interpretation**: Use this report to view metrics related to specific articles independent of Issue identification variables. For a breakdown of Article Title by Issue Manifest ID, first run the Issue Manifest ID report and select the green magnifying glass to select “Break Down By – Article Title (Stack)”.

**Page Number (Stack)**

Identifies the “page number” or content stack currently viewed by the client. The cover screen of a digital publication is page 0, and each screen advance (to the right) increases the page number by 1. Scrolling vertically in the stack does not change the page number; only left (decrease) and right (increase) scrolling affects the page number (stack).

**Data Collection**: The Digital Publishing solution captures this data with each Content, Ad, or Overlay interaction that the client makes (eVar5, prop5="1").

**Data Interpretation**: Use this report to determine content consumption within the Issue by page. In a breakdown, use this report to identify content consumption across issues by page within any issue.

**Sub-Page Number (Screen)**

Identifies the “sub-page” viewed by the client. The sub-pages of a stack comprise the screens viewed when scrolling vertically in a page (stack). The top-most screen is sub-page 0, with sub-page numbers increasing as you scroll down.
The report above shows page (stack) 8 broken down by its sub-pages (0,1,2).

**Data Collection:** The Digital Publishing solution captures this data with each Content, Ad, or Overlay interaction that the client makes (eVar6,prop6="0").

**Data Interpretation:** Use this report to understand the consumption of pages within a specific article in a breakdown or the overall consumption of paginated (multiscreen) content.

**Content Metrics**

**Content Views**
Counts the number of times that clients view each Ad and Article.

**Data Collection:** Content View is also known as “Flipper Mode”. The Content View event only triggers when a client does one of the following (events="event2"): o Turns a page o Uses the Scrubber (horizontal scroll bar) to target and open a specific stack. o Uses the Back button. o Uses the Table of Contents. o Clicks a link in an issue. o Changes the stack page (both normal and smooth scrolling stacks).

**Data Interpretation:** Use this report to understand Page View like consumption of content. This event pertains only to content viewed where it is consumable (not browses). Use the as a metric in a content or issues report to understand how many content views there are per article, screen, overlay or issue.

**End of Article Reached**
Counts the number readers that fully read articles in a single session.
Data Collection: End of Article Reached event is sent after an article was completely displayed on the user’s device. The event is triggered only once for each user, after the first full reading of the article. This feature will also track smooth scrolling articles or multiple page articles.

The information is collected using event30 (events = "event30").

Data Interpretation: Use this report to track how many readers read until the end of the article. This report will allow measuring readers engagement and understand how many readers read complete articles.

Edit Views

Counts the number of times clients view Editorials. Editorials are the stacks of an issue that have not been marked as Ads.

Data Collection: When a Content View (see the use cases in the section above) is sent to SiteCatalyst, an Edit View is also sent, but only if the stack is not an Ad. If the stack is an Ad, an Ad view event will be sent instead.

Like Content Browse, it only tracks information if the content is consumable (not browsed).

The information is collected using event24 (events = "event24").

Data Interpretation: Use this report to understand how many times the Editorials have been viewed by a client. Using this metric to break down a content report (like Article Title) can reveal information about interest in a particular area.

Content Browsed

Counts the number of times that clients view Ads or Articles (fully rendered in the center tile) while in Content Browse Mode. Clients enter Content Browse mode by clicking in the upper-right corner of the application.
Data Collection: Content Browse mode is also known as “Stack Browse View”. The Content View event triggers when a client:

- Swipes left or right.
- Scrubs left or right.

Clients trigger this event simply by centering it in the UI. When a client selects a stack it triggers a Content View event (events="event4").

Data Interpretation: Use this report to understand how often users distinctly browse content without reading. Use this as a metric in content or issue reports to understand how many times specific content is browsed to or browses occurring within a given issue.

Content Exit Method

Counts the number of times the user navigates away from an article via a navigation method.

Navigation methods that will lead to a Content Exit event:

- TOC (table of contents) – the user will navigate away from the content by clicking the TOC button.
- exitMethod (evar34) is set to “TOC”
- Scrubber (not implemented)
- Library (not implemented)

Data Collection: The information is collected using event53 (events = "event53"). Exit Method is collected using evar34.

Data Interpretation: Use this report to track what are the articles that users will navigate away from via TOC.
Use cases to track how user navigates away from the article:

- **Identify number of times a reader clicked on TOC within a specific Issue:** The report below explains how to create a report that show number of times readers clicked on the TOC when reading an article in the issue. The “None” values in the Exit Method signifies that the reader is on a version of a viewer which does not support this feature.

<table>
<thead>
<tr>
<th>Issue Name by Exit Method</th>
<th>Content Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. AllInOne_.001</td>
<td>29</td>
</tr>
<tr>
<td>2. Adobe® Content Viewer_Release</td>
<td>1</td>
</tr>
<tr>
<td>3. test</td>
<td>1</td>
</tr>
<tr>
<td>4. nosedlechip &amp; SpeakFree</td>
<td>1</td>
</tr>
</tbody>
</table>

- **Identify number of times a reader exited the content and clicked on TOC when reading an Article:** The report below shows number of times readers clicked on TOC when reading a specific article.

<table>
<thead>
<tr>
<th>Article Title (Stack) by Exit Method</th>
<th>Content Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Adobe® Content Viewer</td>
<td>1</td>
</tr>
</tbody>
</table>

- **A trend report to find out number of readers exited to the TOC or clicked on the TOC or opened the TOC:** The report below is a trended report on Exit Method that gives a trend on how many times readers exited the content by clicking on the TOC.
**Content Discovery Method Report**

Provides insights on how articles are being discovered.

Discovery methods:

- None – via normal flipping
- TOC – user picked an article from TOC

**Data Collection:** The information is collected using Content View event (events = "event2"). Content Discovery Method is collected using evar34.

**Data Interpretation:** Use this report to track which articles users will discover using the issue navigation element like TOC.

Use cases to track how user discovers an article:

- Identify which articles were discovered from TOC

<table>
<thead>
<tr>
<th>Discovery Method by Article Title (Stack)</th>
<th>Content Views (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TOC</td>
<td>29</td>
</tr>
<tr>
<td>1. Stack 2</td>
<td>3 10.3%</td>
</tr>
<tr>
<td>2. Stack 3</td>
<td>3 10.3%</td>
</tr>
<tr>
<td>3. Stack 4</td>
<td>2 6.9%</td>
</tr>
<tr>
<td>4. normal art</td>
<td>2 6.9%</td>
</tr>
<tr>
<td>5. Best road in the world</td>
<td>2 6.9%</td>
</tr>
<tr>
<td>6. simple? yeah</td>
<td>1 3.4%</td>
</tr>
</tbody>
</table>

- A trend report to find out number of times an article was discovered through TOC: The report below is a trended report on Discovery Method that gives a trend on how many times readers viewed an article after exiting the TOC.

**Preview Reports**

Reports in this category provide insight on how users interact with the Issue Preview functionality.
**Preview Mode**

Identifies the content the user is looking at while reading a preview folio. Its value will be one of the following: Free Article, Non-Free Article or Preview Pane (in content browse mode).

![Chart showing Preview Mode](chart.png)

**Data Collection:** The Digital Publishing solution captures this data for each event that happens inside a preview folio (eVar19, prop19="Free Article"). After purchasing the preview folio, the location from where the purchase button was pressed (which can be either a non-free article or the preview pane in browse mode), will be persisted and sent with all events related to the purchase folio. In this case, the value for this data can be either “Non-Free Article” or “Preview Pane”.

**Data Interpretation:** Use these metrics to an Issue Name report to see how the user interacted with a preview folio. Can also be used in an event funnel to filter the purchases by purchase location (filter by “Preview Mode” and select either “Non-Free Article” or “Preview Pane”).

By breaking down an Issue Name report by “Preview Mode” can be used to find out where an Issue Purchased event is originating.

- Example of a purchase originating from the Preview Pane in browse mode.

![Table showing preview mode](table.png)

- Example of a purchase originating from a non-free article

![Table showing preview mode](table2.png)
**Issue Previews**

Counts the number of times the user click on the Preview button for a folio.

**Data Collection:** The Issue Preview event triggers every time a user clicks on the Preview button for a folio. (events="event52").

**Data Interpretation:** This report can be used to see how often the users want to read a preview folio. This event can be used in various funnel or fall-out reports. For example, an Event Type fall-out report can be used to see how often the users purchase a preview folio in the same visit:

**FallOut Report**

<table>
<thead>
<tr>
<th>Checkpoint Analysis</th>
<th>Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Visits</td>
<td>Process</td>
</tr>
<tr>
<td>1.</td>
<td>Issue Preview</td>
</tr>
<tr>
<td>2.</td>
<td>50% Continued</td>
</tr>
<tr>
<td></td>
<td>50% Lost</td>
</tr>
<tr>
<td>2.</td>
<td>Issue Purchase Completed</td>
</tr>
</tbody>
</table>

**Content Previews**

Counts the number of times users read a free article inside a preview folio.

**Data Collection:** When a Content Preview (see the use cases in the section above) is sent to SiteCatalyst for a preview folio, a Content View is also sent.

It only tracks information if the content is consumable (not browsed) and free.
The information is collected using event54 (events = "event54").

**Data Interpretation**: Use this report to understand how many times users read the free articles inside a preview folio. Using this metric to break down a content report (like Article Title) can reveal information about interest in a particular area.

**Non-Free Content Previews**

Counts the number of times users reach a non-free article inside a preview folio.

**Data Collection**: This event is sent when user reaches a non-free article.

It only tracks information if the content is consumable (not browsed) and non-free.

The information is collected using event55 (events = "event55").

**Data Interpretation**: Use this report to understand how many times users reach a non-free article inside a preview folio. Using this metric for a content report (like Article Title) can reveal information about interest in a particular area. Also in a funnel report or a fall-out report it can show how often the user purchase a preview folio starting from a non-free article.

### URL Reports

Reports in this category provide insight into the behavior of users when they reach hyperlinks, webviews, or buttons that would trigger a URL navigation.

<table>
<thead>
<tr>
<th>URL</th>
<th>URL Clicks</th>
<th>Click on Application Button</th>
<th>Click on Hyperlink</th>
<th>Click on Webview</th>
<th>Opened in Browser</th>
<th>Opened in Viewer</th>
<th>Opened in Webview</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <a href="http://google.com">http://google.com</a></td>
<td>137 39.9%</td>
<td>0 0.0%</td>
<td>46 70.7%</td>
<td>91 73.4%</td>
<td>15 44.4%</td>
<td>11 9.1%</td>
<td>30 80.9%</td>
</tr>
<tr>
<td>2. <a href="http://www.adobe.com">http://www.adobe.com</a></td>
<td>131 37.2%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>3 2.4%</td>
<td>0 0.0%</td>
<td>11 9.1%</td>
<td>0 0.0%</td>
</tr>
<tr>
<td>3. <a href="http://example.com">http://example.com</a></td>
<td>12 3.4%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
</tr>
<tr>
<td>4. <a href="http://facebook.com">http://facebook.com</a></td>
<td>10 2.8%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
</tr>
<tr>
<td>5. <a href="http://www.adobe.com/group/">http://www.adobe.com/group/</a></td>
<td>9 2.6%</td>
<td>9 55.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>0 0.0%</td>
<td>9 74.0%</td>
</tr>
</tbody>
</table>

This includes the following reports:

- **URL**
- **URL Origin**
- **URL Destination**
- **URL Clicks**
- **Click on Application Button**
- **Click on Hyperlink**
- **Click on Webview**
- **Open in Webview**
- **Open in Viewer**
URL

Identifies the URL that has been clicked.

<table>
<thead>
<tr>
<th>URL</th>
<th>URL Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://google.com">http://google.com</a></td>
<td>137 38.9%</td>
</tr>
<tr>
<td><a href="http://www.adobe.com">http://www.adobe.com</a></td>
<td>131 37.2%</td>
</tr>
<tr>
<td><a href="http://google.ro">http://google.ro</a></td>
<td>12  3.4%</td>
</tr>
<tr>
<td><a href="http://facebook.com">http://facebook.com</a></td>
<td>10  2.8%</td>
</tr>
<tr>
<td><a href="http://www.adobe.com/go/signup">http://www.adobe.com/go/signup</a></td>
<td>9  2.6%</td>
</tr>
</tbody>
</table>

Data Collection: The Digital Publishing solution captures this data each time the application opens a webpage from a URL (evar32, prop32="http://www.adobe.com").

Data Interpretation: Use this report to better understand users’ behavior in the context of URLs visited.

URL Origin

Identifies the overlay that triggered the navigation. This information is available through the Overlay Type and Overlay Id metrics. In this case, the Overlay Type will always take one of the following values: hyperlink, webview, application.

<table>
<thead>
<tr>
<th>URL by Overlay ID (Name)</th>
<th>URL Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://google.com">http://google.com</a></td>
<td>137</td>
</tr>
<tr>
<td>text frame_406_L</td>
<td>77 50.2%</td>
</tr>
<tr>
<td>rectangle_279_L</td>
<td>30 21.0%</td>
</tr>
<tr>
<td>text frame_281_L</td>
<td>14 10.2%</td>
</tr>
<tr>
<td>rectangle_280_L</td>
<td>13  9.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>URL by Overlay Type</th>
<th>URL Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://google.com">http://google.com</a></td>
<td>137</td>
</tr>
<tr>
<td>webview</td>
<td>51 66.4%</td>
</tr>
<tr>
<td>hyperlink</td>
<td>46 33.6%</td>
</tr>
<tr>
<td><a href="http://www.adobe.com">http://www.adobe.com</a></td>
<td>131</td>
</tr>
<tr>
<td>webview</td>
<td>123 93.0%</td>
</tr>
<tr>
<td>application</td>
<td>8  6.1%</td>
</tr>
</tbody>
</table>

Data Collection: The Digital Publishing solution captures this data each time the application opens a webpage from a URL (eVar9, prop9="hyperlink"; eVar8, prop8="text frame_486_L").

Data Interpretation: Use these metrics to breakdown a URL report and see what overlays drive the user to visit a webpage.
**URL Destination**

Identifies the holder of the webpage opened. Its value will always be one of the following: InAppViewer, InDeviceBrowser, InWebViewer.

<table>
<thead>
<tr>
<th>URL by URL Destination</th>
<th>URL Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. <a href="http://google.com">http://google.com</a></td>
<td>137</td>
</tr>
<tr>
<td>1. InAppViewer</td>
<td></td>
</tr>
<tr>
<td>2. InWebViewer</td>
<td>38</td>
</tr>
<tr>
<td>3. InDeviceBrowser</td>
<td>16</td>
</tr>
</tbody>
</table>

**Data Collection:** The Digital Publishing solution captures this data each time the application opens a webpage from a URL (eVar32, prop32="InDeviceBrowser").

**Data Interpretation:** Use these metrics to breakdown a URL report and see users’ preferences when reading web content.

**URL Clicks**

Counts the number of times that clients click a URL.

**Data Collection:** The URL Clicks event triggers every time a client does one of the following (events="event31"):  
- Click a built-in button of the application that will open a webpage  
- Click a hyperlink overlay  
- Click a webview overlay

**Data Interpretation:** Use this report to better understand users’ behavior when reaching a page that contains URLs. You can see how many users chose to open each URL.

**Click on Application Button**

Counts the number of times that clients click a built-in button to open a URL.
Data Collection: The URL Clicks event triggers every time a client clicks a built-in button to open a URL (events="event37").

Data Interpretation: Use this report to better understand users' behavior when reaching a page that contains URLs. You can use this event to build more complex URL reports and see how many of the URL Clicks were triggered from a built-in application button.

**Click on Hyperlink**

Counts the number of times that clients click a hyperlink overlay to open a URL.

Data Collection: The URL Clicks event triggers every time a client clicks a hyperlink overlay to open a URL (events="event38").

Data Interpretation: Use this report to better understand users' behavior when reaching a page that contains URLs. You can use this event to build more complex URL reports and see how many of the URL Clicks were triggered from a hyperlink overlay.

**Click on Webview**

Counts the number of times that clients click a webview overlay to open a URL.
Data Collection: The URL Clicks event triggers every time a client clicks a webview overlay to open a URL (events="event39").

Data Interpretation: Use this report to better understand users’ behavior when reaching a page that contains URLs. You can use this event to build more complex URL reports and see how many of the URL Clicks were triggered from a webview overlay.

Open in Webview
Counts the number of times that a URL opened in a Webview Overlay.

<table>
<thead>
<tr>
<th>URL</th>
<th>URL Clicks</th>
<th>Opened in Webview</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://google.com">http://google.com</a></td>
<td>137</td>
<td>30</td>
</tr>
<tr>
<td><a href="http://yahoo.com">http://yahoo.com</a></td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><a href="http://adobe.com">http://adobe.com</a></td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

Data Collection: The Open in Webview event triggers every time a URL opens in a Webview overlay (events="event40").

Data Interpretation: Use this report to better understand users’ behavior when reaching a page that contains URLs. You can use this event to build more complex URL reports and see how users prefer to visualize web content.

Open in Viewer
Counts the number of times that a URL opened in the application’s Browser.

<table>
<thead>
<tr>
<th>URL</th>
<th>URL Clicks</th>
<th>Opened in Viewer</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://google.com">http://google.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.adobe.com">http://www.adobe.com</a></td>
<td>53</td>
<td></td>
</tr>
<tr>
<td><a href="http://google.com">http://google.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://facebook.com">http://facebook.com</a></td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.adobe.com">http://www.adobe.com</a></td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Data Collection: The Open in Viewer event triggers every time a URL opens in the application’s Browser (events="event41").
Data Interpretation: Use this report to better understand users’ behavior when reaching a page that contains URLs. You can use this event to build more complex URL reports and see how users prefer to visualize web content.

Open in Browser

Counts the number of times that a URL opened in a device external Browser.

Data Collection: The Open in Viewer event triggers every time a URL opens in a device external Browser (events="event42").

Data Interpretation: Use this report to better understand users’ behavior when reaching a page that contains URLs. You can use this event to build more complex URL reports and see how many users tap out to native browsers.

Orientation

Identifies the display mode (Landscape or Portrait) the client uses to view the digital publication.

Data Collection: The Digital Publishing solution captures this data with each image request (eVar11,prop11="Portrait").

Data Interpretation: Use this report to understand overall content consumption in the context of device orientation. Run an Issue Manifest ID, Article Title (Stack) or Event Type report and break down by Content Orientation to understand the preferred orientation by issue, article or content type.

On iOS the possible values are: Portrait, LandscapeLeft, LandscapeRight, PortraitUpsideDown.

On Android things are a little bit different because of the range of device types in the market, with natural orientations both Portrait and Landscape (Apple has released only natural portrait devices). Because of this the values for orientation are: Portrait, Portrait Flipped, Landscape Flipped.
**Online Status**

Identifies if a client views the publication while online (connected to the Internet) or offline (disconnected from the Internet).

**Note:** The Digital Publishing solution transmits offline data (once reconnected) as long as the client does not close the application while offline.

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Instances</th>
<th>Content Views</th>
<th>Content Browsed</th>
<th>Overlay Starts</th>
</tr>
</thead>
<tbody>
<tr>
<td>online</td>
<td>7,412,037</td>
<td>5,304,029</td>
<td>414,794</td>
<td>470,549</td>
</tr>
<tr>
<td>offline</td>
<td>45,265</td>
<td>33,022</td>
<td>2,454</td>
<td>3,442</td>
</tr>
</tbody>
</table>

**Data Collection:** The Digital Publishing solution captures this data with each interaction, if connected to the Internet in the same session of the interaction (eVar1, prop10="online").

**Data Interpretation:** Use this report to understand online and offline content consumption. Use this report as a breakdown on an issue or content report to understand consumption of content while online or offline. May be used to make decisions on whether to place online content within the application or linked from the application in an issue.

**Event Reports**

**Event Type**

The Event Type is an attributed version of the application events, allowing side-by-side comparison of interactions and events. The instances metric gives a count of the number of times these events happened.

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Instances</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content View</td>
<td>5,337,549</td>
</tr>
<tr>
<td>Overlay Started</td>
<td>508,041</td>
</tr>
<tr>
<td>Overlay Stopped</td>
<td>475,317</td>
</tr>
<tr>
<td>Content Browse</td>
<td>417,428</td>
</tr>
<tr>
<td>App Startup</td>
<td>171,212</td>
</tr>
<tr>
<td>Video Started</td>
<td>148,351</td>
</tr>
<tr>
<td>Video Stopped</td>
<td>141,609</td>
</tr>
</tbody>
</table>

**Data Collection:** The Digital Publishing solution captures this data with each image request (eVar1, prop1="Content View").

**Data Interpretation:** Use this report to understand the number of times (instances) where any particular type of interaction event occurs within the application. Run this report as a breakdown on an issue or content identification report to show event types by issue or article.

**Event Context**

The Event Context is the combination of the Event Type (short version, maximum 10 characters) + Issue Name (truncated to 27 bytes) + Content Title (truncated to 25 bytes) + Article Title (truncated to 25 bytes) or page number only if the Article Title is not set + Screen number + Overlay ID (if it exists,
truncated to 25 bytes) and can be used to see the combinations of content and events within the application.

The short versions of the Event Type:

<table>
<thead>
<tr>
<th>Event type (full name)</th>
<th>Event type (short name)</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Installation</td>
<td>AppInstall</td>
</tr>
<tr>
<td>App Startup</td>
<td>AppStartup</td>
</tr>
<tr>
<td>App Close</td>
<td>AppClose</td>
</tr>
<tr>
<td>Issue Purchase Started</td>
<td>PurStart</td>
</tr>
<tr>
<td>Issue Purchase Completed</td>
<td>PurComplet</td>
</tr>
<tr>
<td>Issue Download Started</td>
<td>DldStart</td>
</tr>
<tr>
<td>Issue Download Completed</td>
<td>DldComplet</td>
</tr>
<tr>
<td>Issue Download Terminal Error</td>
<td>DldTermErr</td>
</tr>
<tr>
<td>Issue Download Recoverable Error</td>
<td>DldRecErr</td>
</tr>
<tr>
<td>Issue Download State</td>
<td>DldState</td>
</tr>
<tr>
<td>Issue Download Cancelled</td>
<td>DldCancel</td>
</tr>
<tr>
<td>Content View</td>
<td>ContView</td>
</tr>
<tr>
<td>Content Browse</td>
<td>ContBrowse</td>
</tr>
<tr>
<td>Edit view</td>
<td>EditView</td>
</tr>
<tr>
<td>AD View</td>
<td>AdView</td>
</tr>
<tr>
<td>Content Exit</td>
<td>ContentExt</td>
</tr>
<tr>
<td>End of Article Reached</td>
<td>EndArticle</td>
</tr>
<tr>
<td>Overlay Started</td>
<td>OverStart</td>
</tr>
<tr>
<td>Overlay Stopped</td>
<td>OverStop</td>
</tr>
<tr>
<td>Video Started</td>
<td>VideoStart</td>
</tr>
<tr>
<td>Video Stopped</td>
<td>VideoStop</td>
</tr>
<tr>
<td>Event Type</td>
<td>Content Type</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>Video Segment</td>
<td>VideoSgmnt</td>
</tr>
<tr>
<td>Audio Started</td>
<td>AudioStart</td>
</tr>
<tr>
<td>Audio Stopped</td>
<td>AudioStop</td>
</tr>
<tr>
<td>URL clicks</td>
<td>URLClicks</td>
</tr>
<tr>
<td>Social Content Share</td>
<td>SocialShar</td>
</tr>
<tr>
<td>Custom Event 1</td>
<td>CustEvent1</td>
</tr>
<tr>
<td>Custom Event 2</td>
<td>CustEvent2</td>
</tr>
<tr>
<td>Custom Event 3</td>
<td>CustEvent3</td>
</tr>
<tr>
<td>Custom Event 4</td>
<td>CustEvent4</td>
</tr>
<tr>
<td>Custom Event 5</td>
<td>CustEvent5</td>
</tr>
</tbody>
</table>

**Data Collection:** Event Context is captured with every interaction within the application (eVar12,prop12="ContView | Indesign: Dec. 2010 | Using Color | 0").

**Data Interpretation:** Use this report to understand content consumption in the context of what events trigger that content by issue. As a path report, this would effectively show clickstream consumption by event type.

**Content: Type & Name**

All the events coming from custom HTML content, that pass through the Analytics JavaScript API provided in Adobe Digital Viewer, are tracked using the content type.

**Data Collection:** The Digital Publishing solution captures this data with each event coming from the JavaScript API (evar16,prop16="html").

**Data Interpretation:** Use this information to differentiate between events coming through, and being generated by, the Viewer from events coming through the JavaScript Analytics API.

**Article Title (Stack)**

Identifies the name of a specific Article viewed by the client.

**Data Collection:** Adobe Digital Viewer records each time an article (eVar17,eVar7,prop17,prop7="Best New Restaurants";events="event2"). The data is sent to the content variable and separately to its own report. This offers a way of differentiating article stacks from any other type of content.

**Data Interpretation:** Use this report to view information related to specific article stacks. This can be used independent of Issue Manifest Id. Use “Break Down By “ in order to break the data.
Ads
Reports in this category provide insight into visitor interaction with ads associated with the digital publication. Reports in this category include:

- **Ad Title**
- **Ad Views**
- **Author/Advertiser name**

**Ad Title**
Identifies the name of a specific ad viewed by the client.

**Data Collection:** The Digital Publishing solution captures this data each time the application displays an ad stack (eVar15, eVar7, prop15, prop7="AD: Porsche 911"; events="event24"). The data is sent to the content variable and separately to its own report. This allows the ads to be reported on with all content, and separately. In addition, an event is captured with each ad view that can be used for ad view trending and breakdown analysis.

**Data Interpretation:** Use this report to view metrics related to specific Ads independent of Issue identification variables. For a breakdown of Ad (Stack) Title by Issue Manifest ID, first run the Issue Manifest ID report and select the green magnifying glass to select “Break Down By – Ad (Stack) Title.”

**Ad Views**
Identifies the name of a specific ad viewed by the client.

**Author/ Advertiser Name**
Identifies the author/ advertiser of the article/ad.

**Data Collection:** For each Article or Ad that has a Byline (set in Article Properties) set, the value for it will be collected in eVar36/prop36, and sent with all Content events (Content View, Content Browse, Overlay Started etc.).

**Data Interpretation:** Use this report to view the author that generates the most Content Views or has the most End of Article Reached events. For an advertiser a report can be created using Ad Views, or track interactivity on the Ad using Overlay Started/Overlay Stopped. This can be used to create most popular Author / Advertiser report. By creating Author / Advertiser report for Ad Views, Most Popular Advertiser report can be generated. By creating Author / Advertiser report for Edit Views, Most Popular Author report can be generated.

**Rich Media**
The Rich Media reports let you view data about overlay, audio, and video usage in the digital publication.

Reports in this category include:
Overlay Type
Identifies the type of overlays and their performance within the application.

Data Collection: The Digital Publishing solution captures this data with each Overlay interaction that the client makes (eVar9, prop9="video").

Data Interpretation: Use this report to view the quantity of overlays loaded by type (video, slideshow, etc). In a breakdown report against Issue Manifest ID or Article Title (stack) use to view the quantity of overlays by type for a given issue or article.

Overlay ID
Identifies the name or ID of the interactive overlay in the viewer. Generally a file name.

Data Collection: The Digital Publishing solution captures this data with each Overlay interaction that the client makes (eVar8, prop8="Using_Content_Aware.mp4").

Data Interpretation: Use this report to view the quantity of overlays by name loaded. In a breakdown report against Issue Manifest ID or Article Title (stack) use to view the quantity of overlays by name for a given issue or article.

Overlay Starts
Counts the number of times that clients click or auto-start overlays. All types of overlays trigger the Overlay Status event. The overlay start is only counted when with the start of the interaction and does
not capture incremental interactivity with the overlay at this point unless the user navigates away from the overlay and returns, which would increment another start event.

**Data Collection:** The Digital Publishing solution captures this data when a client clicks an overlay or causes an overlay auto-play. This event is triggered in conjunction with both Video Started and Audio Started events. For other overlays, the client triggers the Overlay Status event when they start interacting with the overlay (events="event15").

**Data Interpretation:** Use this report to understand how many times any overlay is started within the application. Use as a metric in a content or issue report to indicate the number of times an overlay is started by issue or article.

**Overlay Stops**
Counts the number of times a customer stops, closes, or navigates away from an overlay. All types of overlays trigger the Overlay Stops event.

**Data Collection:** The Digital Publishing solution captures this data when a client manually closes, or navigates away from, the page containing the overlay. Double-tapping a non–audio/video overlay typically closes the interactive behavior (events="event16").

**Data Interpretation:** Use this report to understand how many times any overlay is stopped within the application. Use as a metric in a content or issue report to indicate the number of times an overlay is stopped by issue or article.

**Video Overlays**
Reports in this category provide insight into the behavior of users when they reach video content within your application.

This includes the following reports that allow publishers to track video performance in your application:

- Video Overview
- Videos
- Video Details
- Video Events
- Video Path
- Video Starts
- Video Stops

**Video Overview**
This report provides several aggregate measurements to quickly monitor that video are performing as expected. The additional graphs let you identify videos have unusually high views, completion rates, or time viewed. The Top 100 Videos list lets you quickly track the top viewed videos in your publication.

This report will use only data sent from applications that are deployed on Viewer Version 25 or newer.
**Videos**

The Videos Report displays common metrics to view how individual videos are performing in your publication. This report displays details about the number of views, complete views, and average time each video was viewed.

This report will use only data sent from applications that are deployed on Viewer Version 25 or newer.

**Video Detail**

The Video detail report provides detailed information about video segment views, average completion, and fall out for a single video. Please select a video for which Video Detail report needs to be viewed.

This report will use only data sent from applications that are deployed on Viewer Version 25 or newer.
**Video Events**

The next reports are available only for data sent from applications that are deployed on Viewer Version 25 or newer.

**Video Views**

Counts the number of times a client starts an in-context video overlay.

**Data Collection:** The Digital Publishing solution captures this data when the video overlay starts playing, or when an auto-play video starts. (`events="event38"`).

**Data Interpretation:** Use this report to understand how many times any video is started within the application. Use as a metric in a content or issue report to indicate the number of times a video is started by issue or article. Indicates that a user has viewed some portion of a video. However, it does not provide any information about how much, or what part, of a video the user viewed. Note that an Overlay Start event will also record with this event.

**Video Completes**

Counts the number of times a client reaches the end of an in-context video.

**Data Collection:** The Digital Publishing solution captures this data one second before the video ends (either embedded or full-screen videos). If the user choose to close the video (or navigate away from the page containing the video) earlier, no Video Completes event will be sent to Site Catalyst (`events="event39"`).

**Data Interpretation:** Use this report to understand how many times a video is viewed until the end.
**Video Time Viewed**

Counts the total time a video played for a selected period of time.

**Data Collection:** The Digital Publishing solution automatically captures this data when a user plays a video. (events="event37").

**Data Interpretation:** Use this report to understand the time, in seconds, users spent watching a video from your application.

**Video Segment Views**

Counts the number of a user has viewed some portion of a video segment.

**Data Collection:** The Digital Publishing solution automatically captures this data when a user plays a video. For every segment viewed, a new event is being triggered and the data is sent to Site Catalyst (events="event36").

**Data Interpretation:** Use this report to understand that a user has viewed some portion of a video segment. However, it does not provide any information about how much, or what part, of a video segment the user viewed.

**Video Path**

Video Name Pathing offers a way of tracking user’s interaction with videos in your application.

**Data Collection:** All the information necessary to construct the path is sent along with the Video Name property using eVar26/prop26. This report will use only data sent from applications whose version is 25 or newer.

**Data Interpretation:** To obtain the path report for Video, select Pathing -> Video Name -> Next Video Name Flow / Successive Video Name Flow and select the state using “Selected Video Name”.

This report will illustrate the sequence of videos viewed by user in a visit. Use this report to view the last watched video within a visit or how did users react after watching a specific video.

This report can be also used to see if users have watched more than one video in a visit to the application.

**Video Starts**

Counts the number of times a client starts an in-context video overlay.
**Data Collection:** The Digital Publishing solution captures this data when the video overlay starts playing, or when an auto-play video starts. (events="event11"). This report will be available only for data sent from applications that are deployed on Viewer Version 24 or older.

**Data Interpretation:** Use this report to understand how many times any video is started within the application. Use as a metric in a content or issue report to indicate the number of times a video is started by issue or article. Note that an Overlay Start event will also record with this event.

**Video Stops**

Counts the number of times a client stops an in-context video overlay.

**Data Collection:** The Digital Publishing solution captures this data when the video overlay stops playing (either embedded or full-screen videos). Navigating away from the page containing the video automatically stops the video (events="event12"). This report will be available only for data sent from applications that are deployed on Viewer Version 24 or older.

**Data Interpretation:** Use this report to understand how many times any video is stopped within the application. Use as a metric in a content or issue report to indicate the number of times a video is stopped by issue or article. Note that an Overlay stop event will also record with this event.

**Audio Overlays**

**Audio Starts**

Counts the number of times a client starts an in-context audio overlay.

**Data Collection:** The Digital Publishing solution captures this data when the audio overlay starts playing (events="event13").

**Data Interpretation:** Use this report to understand how many times any audio is started within the application. Use as a metric in a content or issue report to indicate the number of times audio is started by issue or article. Note that an Overlay start event will also record with this event.

**Audio Stops**

Counts the number of times a client stops an in-context audio overlay.

**Data Collection:** The Digital Publishing solution captures this data when the audio overlay stops playing. Navigating away from the page containing the video automatically stops the audio (events="event14").

**Data Interpretation:** Use this report to understand how many times any audio is stopped within the application. Use as a metric in a content or issue report to indicate the number of times audio is stopped by issue or article. Note that an Overlay stop event will also record with this event.

**Engagement Type**

**Data Collection:** This eVar is sent with all the Overlay Events (including Audio and Video overlays). There are two values that the eVar can have: “user-initiated” and “auto-start”, depending on how the overlay started.

**Data Interpretation:** Use this report to understand how overlays get triggered inside the magazine. Few useful reports would be – Report what % of overlays are actually engaged with, report increase in
total time spent in the magazine when most readers engage with overlays, for overlays that have a delay - report on how many times users interacts with the overlay before it auto starts etc.

Social Share

Display information about article sharing. Counts the number a certain article has been shared, and what is the preferred method of sharing. It tracks sharing using Facebook, Twitter, email or link (eVar22,prop22).

Data Collection: The Digital Publishing solution captures this data when the user shares the current article via the Viewer's Share button. (events="event27").

Data Interpretation: Use this report to understand how many times an article has been shared and what are the preferred methods of sharing.

In order to access the Social Media Share Report use the Social Share → Social Share.

Sharing mode

Displays information about the channel (Facebook, Twitter, email etc.) through which the social share occurred.

Device

These reports offer insight into the device the user uses and it’s broken down into two main categories:

- Mobile (native app)
- Browser (Web Viewer)

Mobile

Mobile reports display information about the user’s device. SiteCatalyst populates these reports automatically by using the UserAgent that is sent with all the events.
This information is related to the device and not the Magazine Viewer in particular.

Since SiteCatalyst automatically adds this information, there are no events/eVars/props associated with them.

Reports in this category include:

- Devices
- Device Type
- Device Name
- Manufacturer
- Operating Systems
- OS Version
- Carrier Name
- Screen Size
- Screen Height
- Screen Width
- Cookie Support
- Image Support
- Color Depth
- Audio Support
- Video Support

**Devices**

Provides an overview of what are the most popular devices, and what devices are generating the most events.

![Bar Chart]

**Data Interpretation:** By selecting UniqueVisitor as a selected metric, this report can show the users’ preferred device; or, by selecting PageViews, this report can show what devices generated the most user activity.
Device Type
The device type report presents data on how the mobile devices (Mobile Phone, Tablet, or other) use the application. Device types are available in segments to enable further analysis.

Device Name
Contains the OS name for Android, or a comma-separated two-digit string that identifies the iOS device. The first number typically represents the device generation and the second number typically versions different members of the device family. For the latest version of iOS device names, see the following page: iOS Device Versions.

Data Collection: The Digital Publishing solution captures this data automatically with each application start (eVar56, prop56).

Data Interpretation: Use this report to determine the device name on which the app is installed.

Manufacturer
This report displays the type of manufacturer, number of views for each manufacturer and the corresponding percentages.

Operating Systems
Groups mobile devices based on the mobile operating system running on the device. Mobile operating systems include Windows, RIM, iOS, Symbian, Android, and so forth. The report also includes an Unknown group for unidentified mobile operating systems.

OS Version
Contains the current OS version.

Data Collection: The Digital Publishing solution captures this data automatically with each application start (eVar52, prop52).

Data Interpretation: Use this report to determine on which mobile OS is the app installed.

Carrier Name
Stores the carrier name.

Data Collection: The Digital Publishing solution captures this data automatically with each application start (eVar57, prop57).

Data Interpretation: Use this report to determine which carrier is being used by the device.

To access the “Carrier name”, use the .Mobile -> Carrier Name report.

Screen Size
This report groups the events sent by the screen size of the device. The report shows each screen size, the number of visitors to your application that used each screen size, and each screen size as a percentage of the total views. The Screen Size report shows both the height and width of the screen size as compared to the Screen Height report and Screen Width report.
Screen Height
Shows the screen height for various mobile devices and the number of views for each screen height. You can also view the Screen Size report to see both the screen height and width.

Screen Width
Shows the screen width for various mobile devices and the number of views for each screen width. You can also view the Screen Size report to see both the screen height and width.

Cookie Support
This report groups mobile devices hits by whether they support cookies or not. Adobe maintains a list of mobile devices that are known to support cookies. If the mobile device listed in the user agent string is also listed in Adobe’s list of mobile devices, then the Supported line item in the Cookie Support report is incremented. Otherwise, the Not Supported line item in the report is incremented.

Image Support
This report groups mobile devices based on the types of images they support. For example, if a visitor's tablet that supports JPG images accesses your application, the Image Support report is incremented by at least 1. If the phone supports more than one image format, then a visit to your application might result in multiple increments for that visit. In other words, if your tablet supports JPG, PNG, and GIF formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.

Color Depth
Groups mobile device hits by the number of colors supported. This report is broken down into groups.

Audio Support
Groups mobile devices based on the types of audio formats they support. For example, if a visitor's tablet supports the MP3 format, the Audio Support report increments by at least 1. If the phone supports more than one audio format, a visit to your application might result in increments for each supported audio type. In other words, if a tablet supports MP3, AAC, and AMR formats, then each of those groups in the report is incremented. As such, the sum of the groups might be greater than the total shown at the bottom of the report.

Video Support
Groups mobile devices based on the types of video formats they support. For example, if a visitor's mobile device supports MP4, the Video Support report increments by at least 1 when it accesses your application. If the tablet supports multiple video formats (such as MP4 and WMV), each of those groups in the report is incremented. Because of this, the sum of the groups might be greater than the total shown at the bottom of the report.

Browser (Web Viewer)
All the information in these reports are pertinent to readers using the Web Viewer, and is directed towards information about the browser used.

These reports display information about browsers, operating systems, monitor resolutions, and so on, that readers use:
**Browsers**

Classifies the reader browsers visiting your publication via Web Viewer into their major families, such as Microsoft and Google. For example, a Browsers Report that shows 100 daily unique readers using Microsoft Explorer 8.0 and 200 using Microsoft Explorer 6.0, would 300 readers using Microsoft in the Browser Types Report.

**Browser Width**

Displays the most common widths of the browsers (in pixels) your readers use to view your site.

**Browser Height:**

Displays the most common heights of the browsers (in pixels) your readers use to view your site.

**Operating Systems:**

Displays the operating systems readers use.

**Monitor Color Depths:**

Displays your readers’ most popular color-depth settings as configured on their computer. Color-depth refers to the number of colors that can be displayed on the screen.

**Monitor Resolutions:**

Displays the screen resolutions readers most commonly use, as configured on their computers.

**Java:**

Displays the percentage of readers that use Java.

**JavaScript:**

Displays the percentage of readers that have JavaScript turned on or off.

**JavaScript Version:**

Displays the versions of JavaScript your readers’ browsers use while viewing your site.

**Cookies:**

Displays the percentage of your readers that prefer to use cookies while browsing.
Connection Types:
Displays the percentage of readers that use high-speed Internet connections versus slower dial-up connections.

Mobile Carrier:
This report shows the wireless service provider (Verizon, AT&T, Sprint, and so on) used by site and Web Viewer readers.

Push Notifications
The push notification report provides insight on the users that have opted in to receiving push notifications. All these reports are available only for applications that are able to receive push notifications.

Push Notification Token Report
This report contains the tokens generated by Apple when a user opts in to receiving push notifications. This is the same token that the push notification server uses to send push notifications.

Data Collection: This token is sent to SiteCatalyst as soon as the Apple Push Notification Service provides it to the application. Once the token has been obtained it will be sent with all the events.

In order to send the token to SiteCatalyst it is encoded using Base64.

Data Interpretation: Use this report to identify push notification tokens based on the user engagement with a specific issue or article. For e.g. identify push notification token that downloaded a specific issue.

Since the application does not receive feedback from Apple when a token becomes invalid, this type of information should be obtained from the Push Notification server and Apple’s Feedback Service.
Push Notification OptIn

**Data Collection:** This event (event17) is sent when the Push Notification is displayed to the user and the user chooses either to accept to receive push notifications. Since Apple does not provide any way of tracking if a user has disabled/enabled push notification from the Notification Center we only track the initial Accept.

**Data Interpretation:** Use this event to create a trended report of the number of users that have accepted to receive push notification. This report can be created using eVar36 – Push Notifications Status.

**Push Notification Status**

**Data Collection:** The Push Notification Status (eVar36/prop36) is sent at the same time as the Push Opt In. It will contain the “accepted” value

**Data Interpretation:** Use this eVar with the Push Opt In event or to create breakdowns using the Visitor ID or the Push Notification Token.

<table>
<thead>
<tr>
<th>Visitor ID by Push Notification Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. 648235A2BBB346258C59AE7A6C5A74AB</td>
</tr>
<tr>
<td>1. accepted</td>
</tr>
<tr>
<td>2. A5ED1136EBDB4F468989E27958F45220</td>
</tr>
<tr>
<td>1. accepted</td>
</tr>
</tbody>
</table>

**App Startup Source**

**Data Collection:** The App Startup Source (eVar58/prop58) is sent with all the events from the Viewer. If the app is opened as a result of the user acting on a push notification the App Startup Source will be populated with “text push“ and if it is opened by the user acting on the app icon then the value will be “user initiated”. The value is updated every time the app is opened or the application is brought into the foreground.

**Data Interpretation:** Use this eVar to create a trend of App Startup Sources using the App Startup event as a selected metric:
This can provide an insight into how effective simple text push notifications are in persuading the user to open the app.

Using the Total Time Spent metric on the same report provides information about how much time is actually spent in the app after each type of launch. Breaking down by article title or visitor ID can provide more detailed information.

### Push Notifications Sent

**Data Collection:** Adobe’s Push Notification Server tracks how many push notifications were sent when the publisher creates push notifications via Notifications on DPS Portal. These events are sent to the same report suite that is configured for the Viewer that will receive the push notifications.

**Data Interpretation:** Use this event to create a conversion funnel and get an idea of how many devices are registered to receive push notifications and how many devices actually receive the notification.
Note: Apple does not guarantee the delivery of push notifications.

Push Notifications Received

Data Collection: The event is sent when the app receives a notification (text or background).

For text pushes only when the user taps on the text notification received on the device, these acted upon notifications are registered as successfully received (This is a technical limitation imposed by Apple).

For background pushes all the push notifications that are received by device (as long as the app is still installed on the device) are reported as being successfully received. This event is sent before entitlement checks that occur before an issue downloads.

Data Interpretation: Use this event to identify how many pushes were successfully received on the device. This can be compared with Push Notifications Sent metric to identify percent of devices successfully received a notification.

Push Notification ID

This eVar /prop uniquely identifies a push notification sent with Adobe’s Push Notification Server.

Data Collection: For text push notifications, this eVar/prop is set for all the events that occur since the application was started by tapping the notification, until the application is sent to background. For background push notifications, this eVar/prop is set for all the events related to the notification: Push Notifications Sent (set by Adobe’s Push Notification Server), Push Notifications Received, Issue Download Validation Error and all issue download events triggered by the received push notification.

Data Interpretation: The Push Notification ID report can be used in correlation with content events in order to gain information about the engagement of the users that open the application as a result of a
text push notification vs. user initiated app opens. The Push Notification Id report could be also used in correlation with Push Notifications and Issue Download metrics to provide insight into how the background push notification occurred. This Push Notification ID can also be used to understand the conversion success from a background download or text push notification:

- For Background download push: Publishers can create a Push Notification ID report and pull Pushes Sent, Pushes Received, Issue Download Started, Issues Downloaded, Issue Download failed, Issue Download validation metrics to identify how successful was a background download push. This report can be further broken down by Issue Download Error Type or Issue Download Error Detail or Issue Download Validate error to get further insights into errors.

- For Text Notification: Publishers can create a Push Notification ID report and pull App Startup metric. When this report is broken by Startup Source you can identify how many App Startups resulted from a tap on a text notification vs. user initiated App Startups.

Paths

The Paths reports provide insight into the sequence (path) of interaction between key portions of the digital publication application.
SiteCatalyst provides a common set of Paths reports, accessible from each of the Path sub-categories. The reports let you analyze how clients navigate the application relevant to the particular Paths sub-category.

Reports of this type include:

- Next Content in Flow
- Next Content
- Previous Content in Flow
- Previous Content
- Fallout
- Full Paths
- Pathfinder
- Path Length
Path Analysis

**Next Content in Flow**
Displays the most frequent navigation flows that clients follow after reaching the currently selected content (article, issue, or other). This report lets you analyze and identify the steps your visitors take most often after viewing a particular piece of digital content.

**Next Content**
Displays the next content most frequently viewed after clients reach the currently selected content (article, issue, or other). This report lets you analyze and identify the steps your visitors take most often after viewing a particular piece of digital content.

**Previous Content in Flow**
Displays the most frequent navigation flows that clients follow before reaching the currently selected content (article, issue, or other).

**Previous Content**
Displays the next content most frequently viewed before clients reach the currently selected content (article, issue, or other). This report lets you analyze and identify the steps your visitors take most often to arrive at a particular piece of digital content.

**Fallout**
Displays the visit attrition and conversion rates between each checkpoint you define. Steps are arranged top to bottom, with raw numbers and percentages shown on the left, and conversion and fall-out percentages on the right.

**Full Paths**
Displays the most popular paths visitors take through the digital publication.

**Pathfinder**
The Pathfinder report lets you further dissect your full paths into fragments, yielding the precise patterns that are instrumental to optimizing your site.

The Pathfinder report lets you define selection criteria used to generate the report, so that you can analyze the path fragments and query for those that begin with certain content, end with certain content, or begin with one content and end with another.

**Path Length**
Shows how deep visitors browse into your site (both by percentage and by total count). In other words, the report indicates how many pages the average visitor to your site views before leaving.

**Page Analysis**
Contains a subset of reports that let you analyze the following:
Page Summary / Site Category Summary: Tells you everything you need to know about the page report. It collects and organizes page-specific information about a single page and presents it in a single report.

Reloads: Shows the number of times individual pages were reloaded by visitors.

Page Depth / Site Category Depth: Identifies the depth at which each page within your site is visited. Depth for a page is measured by counting the number of pages viewed before that page. So, if your "About Us" page is the third page visited by a given visitor, its depth for that visit is three. You can use this report to identify which pages compel your visitors to travel the deepest into your site and to optimize content and navigation to make key content more accessible.

Time Spent on Page / Site Category: Displays the length of time that visitors browse individual pages in your site. The time spent is divided into ten categories: 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.

Clicks to Page: Identifies the number of clicks visitors used to access each page in your site. Depth for a page is measured by counting the number of pages viewed before it.

Entries & Exits

Entries: Displays, by percentage and by total visits, the content first viewed by a new visitor. You can use this report to optimize the primary entry points on your site, and drive entry traffic to your key messages.

Original Entry: Displays the first content viewed by first-time visitors. Each user is counted only once.

Single Page Visits: Displays content that is both the entry and exit point for visitors.

Exits: Displays, by percentage and by total visits, the content last viewed by digital publication visitors.

4 Tracking for the desktop Web Viewer

- For Web Viewer, the Viewer Version is the concatenation of actual Web Viewer version and “Web Viewer” string.
- Web Viewer tracking is available for Publication, Issue, Article Title, Ad Title when a selected metric is broken down by Viewer Version.
- All Reader metrics are also available – Visits, Visitors, Total Time Spent and can also be broken down by Viewer Version to find readers on Web Viewer.
- Content metrics that are trackable on Web Viewer: Content View, Edit View, Ad View, Overlay tracking for all overlays (except Pan and Zoom and Image Sequence).
- Device tracking is available via Device --> Browser (Web Viewer) menu on left navigation of SiteCatalyst.
- These metrics are not relevant for the Web Viewer:
  - App Metrics: App Installed, App Startups, App Usage
  - Buy & Download: All Purchase and Download metrics.
  - Articles & Content: Online Status
5 Tracking for the tablet Article Viewer

- For Article Viewer, the Viewer Version is the concatenation of actual Web Viewer version and "Article Viewer" string.
- Article Viewer tracking is available for Publication, Issue, Article Title, Ad Title when a selected metric is broken down by Viewer Version.
- All Reader metrics are also available – Visits, Visitors, Total Time Spent and can also be broken down by Viewer Version to find readers on Article Viewer.
- Content metrics that are trackable on Article Viewer: Content View, Edit View and Ad View.
- Device tracking is available via Device --> Mobile menu on left navigation of SiteCatalyst.
- No Overlays are being tracked the tablet Article Viewer.
- These metrics are not relevant for the tablet Article Viewer:
  - App Metrics: App Installed, App Startups, App Usage
  - Buy & Download: All Purchase and Download metrics.
  - Articles & Content: Online Status
  - Social Share
  - All Issue Name Pathing reports

6 Custom HTML

The Digital Magazine Viewer offers the opportunity to add custom HTML content inside the magazine published through Adobe Digital Publishing.

Since the application can track a very limited range of events related to this type of content we have exposed a JavaScript API that can provide a greater level of detail and customization.

Overview

Custom HTML Content

Custom HTML Content is any content that can be loaded into a WebView from local files in the folio file or from a remote server. It can refer to Custom Stores, HTML stacks or Web Overlays.

Event Mechanism

All events passed through the JavaScript API will be passed to the SiteCatalyst server through the same mechanism that handles all the events generated in the Adobe Digital Viewer.

In order to differentiate the events coming through this API the Viewer will automatically set the Content Type to “html”.
The API exposes 2 types of events: standard and custom.

**Standard Events and Variables**

The standard events and variables are a subset of the events and variables included in the viewer. The API exposes only the events that make sense in the context of HTML content, and these events are:

<table>
<thead>
<tr>
<th>Event</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>event2</td>
<td>Content Views</td>
</tr>
<tr>
<td>event6</td>
<td>Issue Purchase Starts</td>
</tr>
<tr>
<td>event7</td>
<td>Issues Purchased</td>
</tr>
<tr>
<td>event15</td>
<td>Overlay Starts</td>
</tr>
<tr>
<td>event16</td>
<td>Overlay Stops</td>
</tr>
<tr>
<td>event24</td>
<td>Ad View</td>
</tr>
<tr>
<td>event26</td>
<td>Issue Download Cancels</td>
</tr>
</tbody>
</table>

The subset of variables that the user can customize is presented below:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Name</th>
<th>Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>eVar5.prop5</td>
<td>Stack index</td>
<td>stackIndex</td>
</tr>
<tr>
<td>eVar6.prop6</td>
<td>Screen index</td>
<td>screenIndex</td>
</tr>
<tr>
<td>eVar10.prop10</td>
<td>Online/offline state</td>
<td>isOnline</td>
</tr>
<tr>
<td>eVar14.prop14</td>
<td>Issue name</td>
<td>issueName</td>
</tr>
<tr>
<td>eVar7.prop7 eVar15.prop15</td>
<td>Ad title</td>
<td>adTitle</td>
</tr>
<tr>
<td>eVar7.prop7 eVar17.prop17</td>
<td>Article title</td>
<td>articleTitle</td>
</tr>
</tbody>
</table>

**Custom Events and Variables**

Custom events and variables offer the liberty of sending information about the HTML content that has not been covered by the standard events presented above.

There are 5 custom events:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Name</th>
<th>Key</th>
</tr>
</thead>
</table>
There are also 5 custom variables:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Name</th>
<th>Key</th>
</tr>
</thead>
<tbody>
<tr>
<td>evar46/prop46</td>
<td>Custom Variable 1</td>
<td>customVariable1</td>
</tr>
<tr>
<td>evar47/prop47</td>
<td>Custom Variable 2</td>
<td>customVariable2</td>
</tr>
<tr>
<td>evar48/prop48</td>
<td>Custom Variable 3</td>
<td>customVariable3</td>
</tr>
<tr>
<td>evar49/prop49</td>
<td>Custom Variable 4</td>
<td>customVariable4</td>
</tr>
<tr>
<td>evar50/prop50</td>
<td>Custom Variable 5</td>
<td>customVariable5</td>
</tr>
<tr>
<td>eVar71/prop71</td>
<td>Custom Variable 6</td>
<td>customVariable6</td>
</tr>
<tr>
<td>eVar72/prop72</td>
<td>Custom Variable 7</td>
<td>customVariable7</td>
</tr>
<tr>
<td>eVar73/prop73</td>
<td>Custom Variable 8</td>
<td>customVariable8</td>
</tr>
<tr>
<td>eVar74/prop74</td>
<td>Custom Variable 9</td>
<td>customVariable9</td>
</tr>
<tr>
<td>eVar75/prop75</td>
<td>Custom Variable 10</td>
<td>customVariable10</td>
</tr>
</tbody>
</table>

The custom events will be treated as any other event; the viewer will set all the values that it automatically sets for any of the other events. As a good practice is to make sure that all the relevant information for custom events is set in the same way as they would be set for a standard one.
Using the JavaScript Analytics API

Currently there are two API available: The legacy API and v2. The version is chosen while building the application using the App Builder.

The Legacy API

Initializing the API

The JavaScript API will already be available in the containers that load the Custom HTML content, but you need to be aware of the fact that it is loaded after the HTML content has been displayed. This is why obtaining the analytics object should be done only after the analytics bridge is ready. This is an easy thing to accomplish since the API will notify that it is ready to receive events through:

```
window.onanalyticsbridgeready.
```

```
var analytics;
window.onanalyticsbridgeready = function() {
    analytics = ADOBEDMPNS.Viewer.analytics;
    // good place to init eVars
}
```

Using `ADOBEDMPNS.Viewer.analytics` can access the API, as you can see in the example above.

Predefined Variables

Predefined variable are used here for values that apply to all the events that are sent through the API. These values can be set for any of the eVars/props listed in the above section (including custom variables), and can be changed at any time.

In order to set the predefined variables use:

```
ADOBEDMPNS.Viewer.analytics.variables[analytics.predefined.variables.<key>]
```

The `<key>` should be replaced with a value that identifies the variable. The valid key values are listed next to the eVar and description in the tables above (see the “key” column.

Underneath is an example of setting these global values using the JavaScript API.

```
// ...
analytics = ADOBEDMPNS.Viewer.analytics;
// ...
analytics.variables[analytics.predefined.variables.customVariable1] = "CustomVariable Content";
```

A good place to define these variables is right after the Analytics Bridge notifies that it is ready to receive messages.

Event and Variable Aliases

The API provides a mechanism to set an alias for events or variables. After setting the alias, the API will respond to both the values listed in the tables, and the ones that are set after loading the Bridge.

An alias can be defined for any variable, but only for the custom events.

```
ADOBEDMPNS.Viewer.analytics.setCustomVariableAlias(<key>,<alias>);
```
After setting an alias, it can be used in the same way as any of the default keys.

Adobe Digital Viewer already sends a content view event when the custom HTML content has finished loading, so an event that tracks the whole content should not be sent.

In order to track this type of event use:

Adobe Digital Publishing Suite Viewer analytics.trackContentView(articleTitle, variables);

The variables parameter should be used to pass a JSON construct that will override any of the values already set using preferred variables. The override is done only for the values sent with this event, the predefined variables will not be affected.

The predefined variables for stackTitle and any variables that are set through the third parameter will be overwritten for this event only.

Purchase events are used to track purchases that are outside the purchase mechanism inside the viewer. The purchase events that pass through the Store API provided by the Adobe Digital Viewer are already registered by the mechanism inside the viewer, and should not be duplicated using this API.
Each purchase should fall in one of the following categories: “subscription”, “single”, “free”, “and external”.

Purchases are tracked using two events:

\[
\text{ADOBEDMPNS.Viewer.analytics.trackPurchaseStart(category, productId, variables);} \\
\text{ADOBEDMPNS.Viewer.analytics.trackPurchaseComplete( category, productId, units, price, variables);}
\]

The category should be one of the values listed above. Using the variables parameter is the same as described for previous events.

**Custom Events**

Custom events will be tracked in the same manner as all the events above:

\[
\text{ADOBEDMPNS.Viewer.analytics.trackCustomEvent(eventName,variables);} \\
\]

The eventName should be one of the default values or an alias. Using the variables parameter is the same as described for previous events.

```javascript
analytics.trackCustomEvent("eventAlias", { 
    customVariables: "white", numberOfSheep: 2
  });
analytics.trackCustomEvent(analytics.predefined.events.customEvent2)
```

**Analytics API Version 2**

In order to initialize the Analytics Service the Adobe DPS API must finish initializing first:

```javascript
$(document).ready(function ($) {
    adobeDPS.initializationComplete.addOnce(function () {
        var analytics = adobeDPS.analyticsService;
    }
});
```

Using the purchase events and the custom events can be used the same as in the case of the legacy API.

7  **Variable Usage**

Digital Publishing reports are enabled by capturing key data from viewer into SiteCatalyst variables. The following variables are configured for digital publications.

**Events**

<table>
<thead>
<tr>
<th>Event</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>event1</td>
<td>App Startups</td>
</tr>
<tr>
<td>event2</td>
<td>Content Views</td>
</tr>
<tr>
<td>event</td>
<td>Description</td>
</tr>
<tr>
<td>--------</td>
<td>------------------------------------</td>
</tr>
<tr>
<td>event3</td>
<td>App Installs</td>
</tr>
<tr>
<td>event4</td>
<td>Content Browsed</td>
</tr>
<tr>
<td>event5</td>
<td>App Closed</td>
</tr>
<tr>
<td>event6</td>
<td>Issue Purchase Started</td>
</tr>
<tr>
<td>event7</td>
<td>Issues Purchased</td>
</tr>
<tr>
<td>event8</td>
<td>Issue Download Started</td>
</tr>
<tr>
<td>event9</td>
<td>Issues Downloaded</td>
</tr>
<tr>
<td>event10</td>
<td>Issue Download Failed</td>
</tr>
<tr>
<td>event11</td>
<td>Video Starts</td>
</tr>
<tr>
<td>event12</td>
<td>Video Stops</td>
</tr>
<tr>
<td>event13</td>
<td>Audio Starts</td>
</tr>
<tr>
<td>event14</td>
<td>Audio Stops</td>
</tr>
<tr>
<td>event15</td>
<td>Overlay Starts</td>
</tr>
<tr>
<td>event16</td>
<td>Overlay Stops</td>
</tr>
<tr>
<td>event17</td>
<td>Push Opt In</td>
</tr>
<tr>
<td>event24</td>
<td>Ad View</td>
</tr>
<tr>
<td>event26</td>
<td>Issue Download Cancelled</td>
</tr>
<tr>
<td>event27</td>
<td>Social Media</td>
</tr>
<tr>
<td>event28</td>
<td>Issue Download Recoverable Error</td>
</tr>
<tr>
<td>event29</td>
<td>Issue Download Tracking Helper</td>
</tr>
<tr>
<td>event30</td>
<td>End of Article Reached</td>
</tr>
<tr>
<td>event31</td>
<td>URL Clicks</td>
</tr>
<tr>
<td>event32</td>
<td>Click on Application Button</td>
</tr>
<tr>
<td>event33</td>
<td>Click on Hyperlink</td>
</tr>
<tr>
<td>event34</td>
<td>Click on Webview</td>
</tr>
<tr>
<td>event35</td>
<td>Edit View</td>
</tr>
<tr>
<td>event36</td>
<td>Video Segment Views</td>
</tr>
<tr>
<td>event37</td>
<td>Video Time</td>
</tr>
<tr>
<td>event38</td>
<td>Video Views</td>
</tr>
<tr>
<td>event39</td>
<td>Video Completes</td>
</tr>
<tr>
<td>event40</td>
<td>Issue Download Validation Error</td>
</tr>
<tr>
<td>event43</td>
<td>Open in Webview</td>
</tr>
<tr>
<td>event44</td>
<td>Open in Viewer</td>
</tr>
<tr>
<td>event45</td>
<td>Open in Browser</td>
</tr>
<tr>
<td>event46</td>
<td>Custom Event 1</td>
</tr>
<tr>
<td>event47</td>
<td>Custom Event 2</td>
</tr>
<tr>
<td>event48</td>
<td>Custom Event 3</td>
</tr>
<tr>
<td>event49</td>
<td>Custom Event 4</td>
</tr>
<tr>
<td>event50</td>
<td>Custom Event 5</td>
</tr>
<tr>
<td>event51</td>
<td>App Upgrade</td>
</tr>
<tr>
<td>event52</td>
<td>Issue Previews</td>
</tr>
<tr>
<td>Event</td>
<td>Name</td>
</tr>
<tr>
<td>---------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>event53</td>
<td>Content Exit</td>
</tr>
<tr>
<td>event54</td>
<td>Content Previews</td>
</tr>
<tr>
<td>event55</td>
<td>Non-Free Content Previews</td>
</tr>
<tr>
<td>event56</td>
<td>Push Notifications Sent</td>
</tr>
<tr>
<td>event57</td>
<td>Push Notifications Received</td>
</tr>
<tr>
<td>event96</td>
<td>Custom Event 6</td>
</tr>
<tr>
<td>event97</td>
<td>Custom Event 7</td>
</tr>
<tr>
<td>event98</td>
<td>Custom Event 8</td>
</tr>
<tr>
<td>event99</td>
<td>Custom Event 9</td>
</tr>
<tr>
<td>event100</td>
<td>Custom Event 10</td>
</tr>
</tbody>
</table>

**Variables**

<table>
<thead>
<tr>
<th>Event</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>eVar1/prop1</td>
<td>Event Type</td>
</tr>
<tr>
<td>eVar2/prop2</td>
<td>App Version</td>
</tr>
<tr>
<td>eVar3/prop3</td>
<td>Publication ID</td>
</tr>
<tr>
<td>eVar4/prop4</td>
<td>Issue Fulfillment ID</td>
</tr>
<tr>
<td>eVar5/prop5</td>
<td>Page Number (Stack)</td>
</tr>
<tr>
<td>eVar6/prop6</td>
<td>Sub-page Number (Screen)</td>
</tr>
<tr>
<td>eVar7/prop7</td>
<td>Article Title (Stack)</td>
</tr>
<tr>
<td>eVar8/prop8</td>
<td>Overlay ID (Name)</td>
</tr>
<tr>
<td>eVar9/prop9</td>
<td>Overlay Type</td>
</tr>
<tr>
<td>eVar10/prop10</td>
<td>Online Status</td>
</tr>
<tr>
<td>eVar11/prop11</td>
<td>Orientation</td>
</tr>
<tr>
<td>eVar12/prop12</td>
<td>Event Context</td>
</tr>
<tr>
<td>eVar14/prop14</td>
<td>Issue Name</td>
</tr>
<tr>
<td>eVar15/prop15</td>
<td>Ad Title</td>
</tr>
<tr>
<td>eVar16/prop16</td>
<td>Content Type</td>
</tr>
<tr>
<td>eVar17/prop17</td>
<td>Article Stack Title</td>
</tr>
<tr>
<td>eVar18/prop18</td>
<td>Publisher ID</td>
</tr>
<tr>
<td>eVar19/prop19</td>
<td>Purchase Type</td>
</tr>
<tr>
<td>eVar20/prop20</td>
<td>Error Type</td>
</tr>
<tr>
<td>eVar21/prop21</td>
<td>Issue Download State</td>
</tr>
<tr>
<td>eVar22/prop22</td>
<td>Sharing Mode</td>
</tr>
<tr>
<td>eVar26/prop26</td>
<td>Video Name</td>
</tr>
<tr>
<td>eVar25/prop25</td>
<td>App Store</td>
</tr>
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</tr>
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<td>Preview Mode</td>
</tr>
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<td>Description</td>
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<td>Viewer Type</td>
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<td>Discovery Method</td>
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<td>eVar35/prop35</td>
<td>Exit Method</td>
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<td>Push Notification Status</td>
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<td>Visitor ID</td>
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<td>Day Launched</td>
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<td>eVar52/prop52</td>
<td>OS Version</td>
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<td>eVar53/prop53</td>
<td>Days since Last Upgrade</td>
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<td>Number of Launches since Last Upgrade</td>
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<td>Startup Source</td>
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<td>eVar59/prop59</td>
<td>Push Notification ID</td>
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<td>eVar60/prop60</td>
<td>Engagement Type</td>
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<td>eVar62/prop62</td>
<td>Push Notification Type</td>
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<td>eVar63/prop63</td>
<td>Issue Download Error Detail</td>
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<tr>
<td>eVar64/prop64</td>
<td>Issue Download Source</td>
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<td>eVar71/prop71</td>
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<td>eVar72/prop72</td>
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8 Change History
This section is intended to highlight the changes in this document since the last version.

Changes for R30
Added:
- Added Push Notification ID
- Added Push Notification Received
- Added Push Notification Type
- Added Issue Download Validation Error
- Added Issue Download Error Detail
- Added Issue Download Source

Changes for R29
Added:
- Added Engagement Type
- Added Push Notification Sent

Changes for R28
Added:
- App Startup Source
- Added Custom Events 6-10
- Added Custom eVars/props 6-10
- Tracking for tablet Article Viewer

Changes for R27
Added Sections:
- Push Opt In/Opt Out
- Push Notification Status
- Issue Purchase Type
- App Store

Changes for R26
Added Sections:
We also updated the document to match the Structure of the menu.

**Changes for R25**

Modified sections:

- Updated the Rich Media section
- Video Overlays
- Updated the Variable Usage section
- Updated Purchase Type section to add tracking for “first retail folio free”

**Changes for R24**

Modified sections:

- Updated the App Metrics section
- Updated the Variable Usage section.

Added sections:

- Mobile Report Section
- URL Report
- App Usage Section

**Changes for R21**

Added Sections:

- Viewer Version
- Edit View
- Issue Download Recoverable Error
- Issue Download Failed
- Issue Download State Pathing
• Issue Download Report Use Cases

Modified sections:

• Issue Download Error (This event has been broken down into Issue Download Recoverable Error and Issue Download Fail).
• The chapter “Buy & Download” has been broken down into a chapter for “Buy” and a chapter for “Download”.
• Updated the “Variable usage section”

Changes for R20

Added Sections:

• Publisher Id
• Purchase Type
• Error Type
• Products
• Social Media
• Analytic Events for Custom HTML Content

Modified:

• Section for AppVersion (we now include the OS version)
• Content Type (this eVar is now being used to track the events coming from the Analytics JS API)
• Updated the Variable Usage section.

For more information