

Google Analytics

Abstract:

Four51 has implemented basic page tracking and the e-commerce solutions for Google Analytics. The following is information about setting up Google Analytics to work with Four51 and a list of information that can be tracked.

Detail:

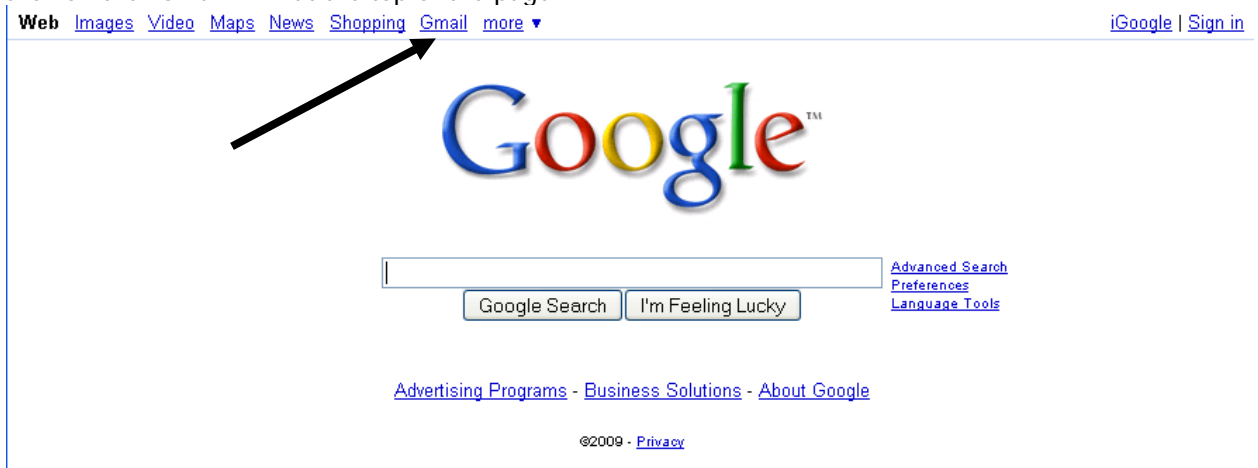
From the Google Analytics Site:

Google Analytics shows you how people found your site, how they explored it, and how you can enhance their victory experience.

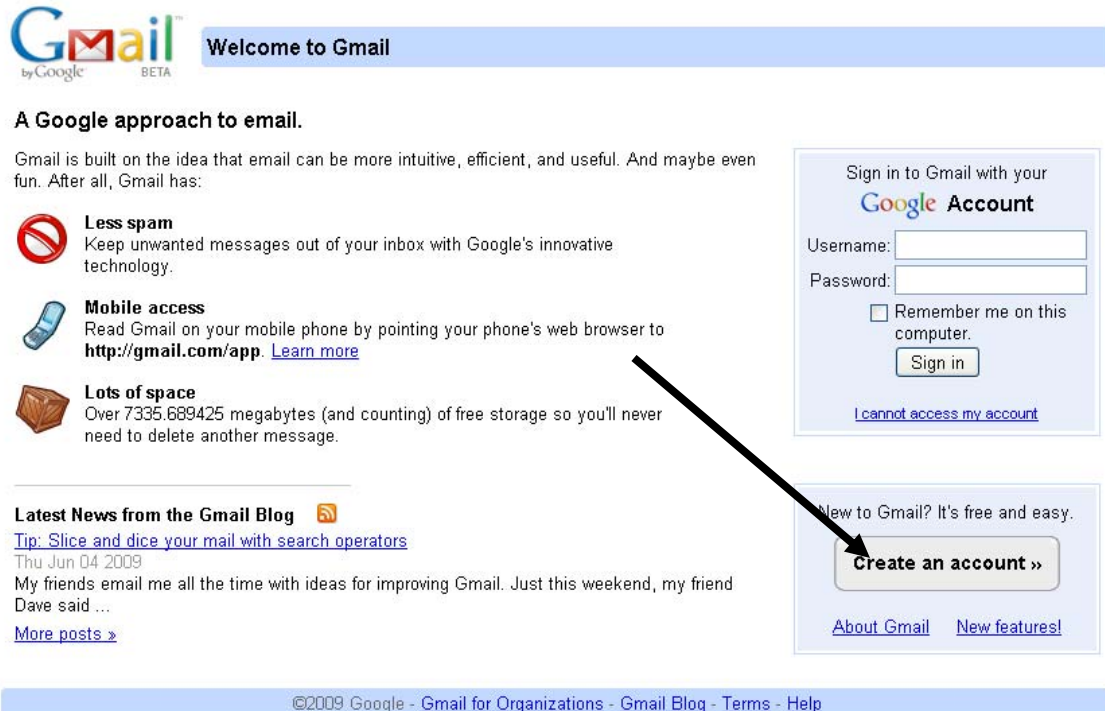
To initiate tracking for a buyer company, first you must have a Google Analytics account. Each Google Analytics account is associated with one or more Gmail email address.

If you do not have a Gmail address, you can sign up for a free account at <http://www.google.com>.

1. Click on the "Gmail" link at the top of the page.



2. Click "Create an account >>" and fill out the required information.



Once you have a gmail account, go to <http://www.google.com/analytics>

1. Click on the "Access Analytics" button to view the dashboard where you will view data once it is received from Four51.
2. Create a New Website Profile with the Four51 Production URL: <http://www.four51.com/> and mark it as an E-Commerce website.
3. You will see a yellow triangle in the Status column because tracking is only updated every 24 hours.

In order to set up Four51, you must know the Key for that profile. To locate it:

1. Click on "Analytics Settings" on the top navigation of Google Analytics.
2. Look for the URL you entered and locate a number that starts with "UA-" and copy that key.

Next, logon to your Admin interface to initiate the tracking for one or more buyer companies.

1. Click on the "Buyers" top navigation tab.
2. Select the Buyer Company you wish to set up tracking for.
3. Click the "Edit Company Information" link.
4. Scroll down until you find the "Google Analytics Key" field and enter the entire key.

four51

Home Orders Messages Reports **Buyers** Products Admin

Buyers > Nikki's Demo Company

Properties

The PCI standard requires that you set Password Security to High for buyer companies you accept credit cards from.

Company Groups Users

Properties Addresses Cost Centers Categories Variants Permissions Order Fields Credit Cards

New Buyer Company...

* = required field

Company Name: Nikki's Demo Company

Interop ID: NikkiDemo

Main Address: Main Address

Main Address
Nikki's Demo Company
7905 Golden Triangle Drive
Suite 130
Eden Prairie, MN 55344

New Address...

Contact User: Nikki Demo

Default Bookmark User: User1 Test

DUNS Number:

State of Incorporation: mn

Timezone: Central Standard Time - (GMT -6)

Merchant Account: New Merchant Account

Expire Unsubmitted Orders After: days

Web Theme: four51_overhead_blue

Password Security: Low Medium High
 Expire passwords after 90 days

Enforce Unique PO IDs:

Autogenerated PO ID prefix:

Autogenerated PO ID suffix:

Next Autogenerated PO ID: 1114 Check to set next Auto PO ID

PO ID Masked Input:

Google Analytics Key: UA-1234567-8

Enforce Unique Address Names:

Bill For Zero-Price Orders:

5. Click the "Save Changes" button.

NOTE: Google Analytics refreshes the data every 24 hours, so you will not see anything in your reports until a day after you have entered the key on Four51.