

# Visitor Insights

User Guide

October 2022



**bombora**

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# Introduction

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## What is Visitor Insights?

Visitor Insights transforms your anonymous website visitor data into insights that drive your marketing strategies and enable your sales team to win more business.

## How can Visitor Insights help your business?

Get deeper visibility into your website audience composition, how they're engaging, and what content they care about.

- Identify the businesses engaging with your website to learn who you're reaching and who you're not with your marketing and content programs.
- Capture warm leads for sales by knowing which businesses are visiting your website even if they don't fill out a contact form.
- Focus marketing and sales on the same objective and measure impact with an account-based view.

## Objective

The objective of this guide is to provide Visitor Insights users a comprehensive document for using the product.

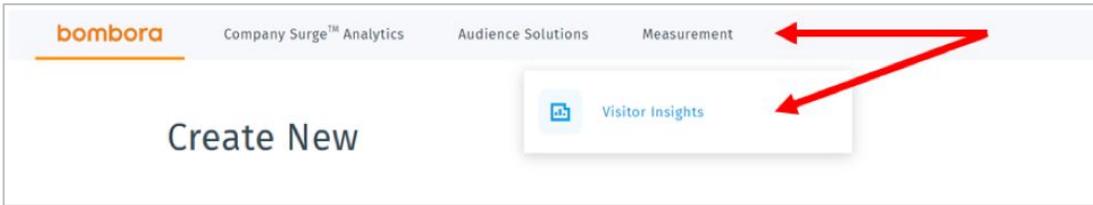
### Visitor Insights features include:

- Easy website tag creation
- Section management to create views of specific webpages
- Companies, unique users, page views and engagement monitoring

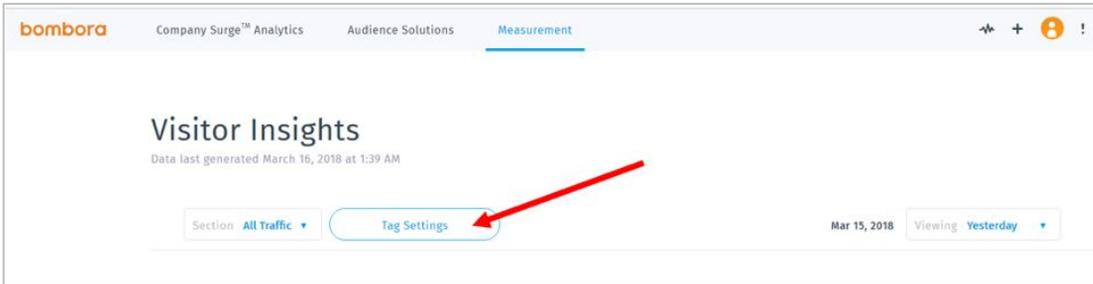
# Setting up the Bombora tag

## Generating the Bombora tag

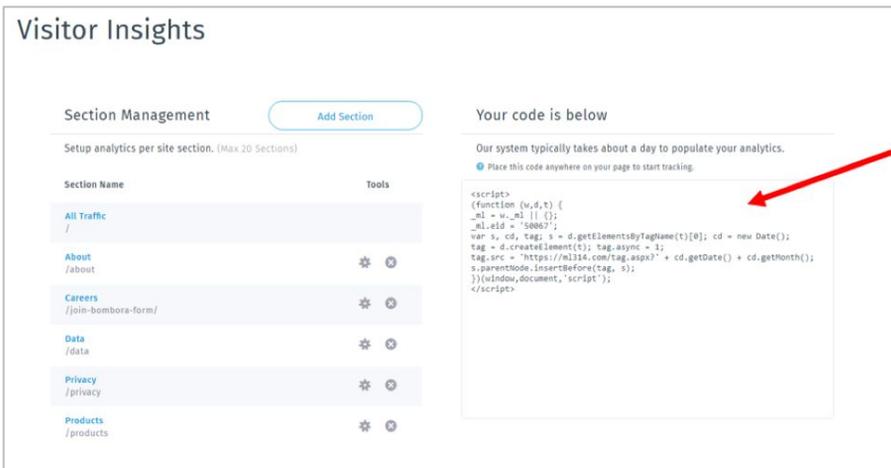
- 1 Log into the Bombora Interface, navigate to 'Measurement' and select 'Visitor Insights'



- 2 Select the 'Tag settings' button



- 3 On the right-hand side of the page, you will find the Bombora JavaScript tag.



## Placing the Bombora tag (cont.)

The Bombora JavaScript tag should be deployed across all pages. The Bombora tag can be placed in either the header or the body of the page(s).

## Section management

### What is section management?

Section management in the tag settings tab allows you to create additional Visitor Insights reports for specific pages on your website, for example, product pages, landing pages, etc. By default, you can create up to 5 sections. If you require more than 5 sections, please reach out to your Bombora account contact.

The default report for Visitor Insights is called 'All traffic'. This report contains information about all the traffic that visited all the webpage(s) that you placed the Bombora tracking tag on.

### Using the section management tool

- 1 To add a new section, navigate to the tag settings page and click the 'Add section' button.  
  
For example, if you'd like to see a separate Visitor Insights report that only shows traffic that came specifically to the 'About' webpage of your website, you might call this section 'About page'.
- 2 Under 'Section name,' add the name of what you would like to call this report breakout.

Visitor Insights

Section Management Add Section Your code is below

Setup analytics per site section. (Max 20 Sections)

Section Name	Tools
All Traffic /	
About /about	⚙️ 🗑️
Careers /join-bombora-form/	⚙️ 🗑️
Data /data	⚙️ 🗑️

Our system typically takes about a day to  
Place this code anywhere on your page to start to

```
<script>
(function (w,d,t) {
  _mt = w._mt || [];
  _ml_eid = "508697";
  var s, cd, tag;
  s = d.createElement("script");
  tag = s.createElement("script");
  tag.src = "https://m33ia.com/tag.aspx?";
  s.parentNode.insertBefore(tag, s);
})(window,document,"script");
</script>
```

Section Management

Setup analytics per site section. (Max 20 Sections)

Add section

Section name ←  
About Page

URL pattern  
https://bombora.com/about/

# What is section management? (cont.)

- 3 Under the 'URL pattern' section, enter in the URL of the webpage.

Note: When creating a new section, the Visitor Insights report will contain traffic from the URL you entered along with any subpages of that URL.

Section Management

Setup analytics per site section. (Max 20 Sections)

Add section

Section name  
About Page

URL pattern   
https://bombora.com/about/

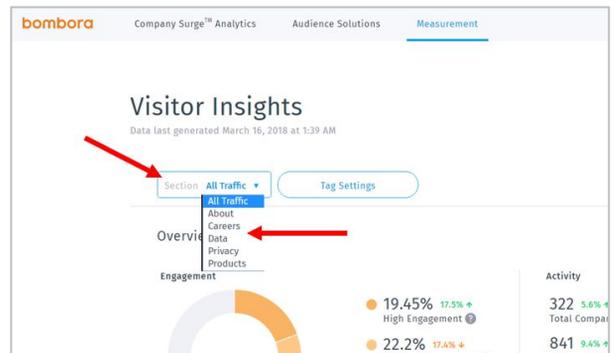
Save Section Cancel

# Your Visitor Insights report

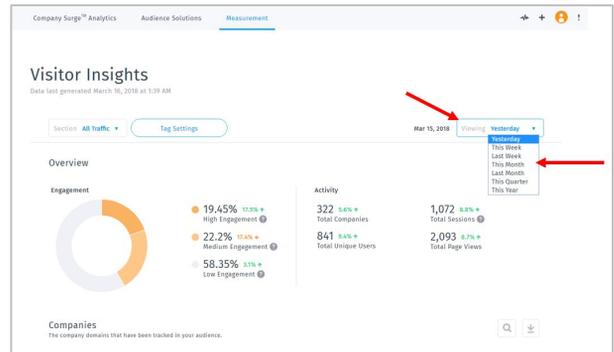
## Navigating reports

- 1 When you enter the Visitor Insights module, you will see your 'All traffic' report as the default report.

You can navigate to additional reports created in 'Section management' by hovering over the 'Sections' dropdown on the top left-hand side and choosing the report you are interested in viewing.



- 2 You can view different date ranges of activity in the top right corner of the page. The date ranges that are available are: Yesterday, This Week, Last Week, This Month, Last Month, This Quarter, This Year.



# Understanding your Visitor Insights report

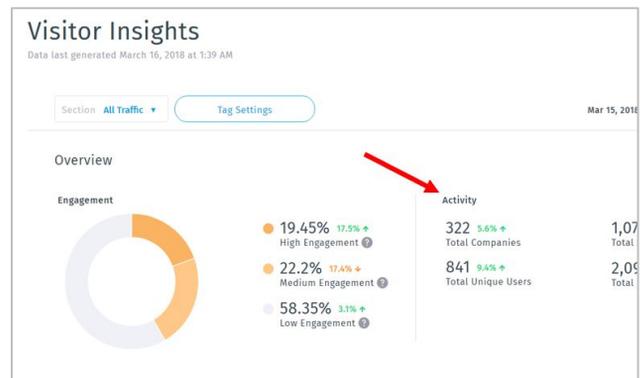
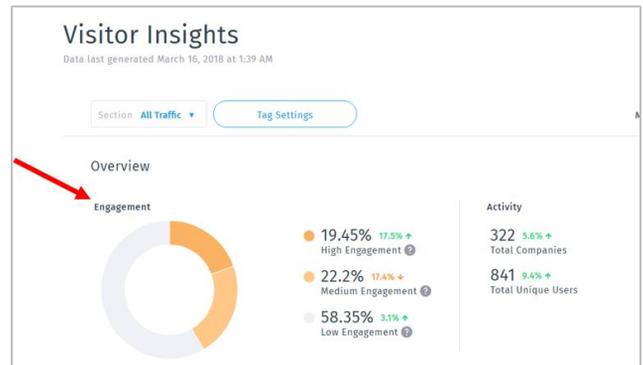
## How is engagement determined?

Bombora has created a proprietary engagement scoring model. Engagement on the webpage(s) is grouped into three levels: High, Medium, and Low. The factors that go into calculating engagement level include scroll depth, scroll velocity, dwell time, and time in between scrolls. The engagement scoring model is not customizable.

## Overview section

The graph on the left side of the overview section provides a percentage breakdown of the average engagement of the traffic visiting your webpages. If you're looking at one of your section reports, this will give the average engagement of the traffic visiting the webpage(s) for the given sections.

The activity section on the right-hand side of the page provides an overview of the total number of companies, unique users, sessions, and pageviews for the given date range for the given Visitor Insights report. Next to each of these metrics is an indicator, represented by red and green arrows, showing whether or not these numbers have increased or decreased compared to the previous timeframe. For example, if you're looking at a report for 'This Month' the indicators will show if those totals have increased or decreased compared to the activity for last month.



# Understanding your Visitor Insights report (cont.)

Below are the definitions of each of the given metrics:

- **Companies:** The number of unique companies (domains) that visited the webpage(s) for the given time period.
- **Unique Users:** The number of unique cookies that visited the webpage(s) for the given time period.
- **Sessions:** The total number of sessions that occurred on the webpage(s) for the given time period. One user can have multiple sessions. A session is considered a rolling 15 minutes.
- **Page Views:** The total number of pageviews that occurred on the webpage(s) for the given time period. A given session can consist of multiple page views.

## Companies section

This section of the report provides a breakdown of activity by company for the given webpage(s). The breakdown will show which businesses visited the webpage(s) along with how many unique users from that business visited, the number of sessions that the users from that organization had, and the number of pageviews from users at that business for the given timeframe. This breakdown will also include the percentage of high, medium, and low engagement that we saw from users at that business against

Name	Engagement	Unique Users	Sessions	Page Views
Unknown		11 (25.58%)	15 (27.78%)	22 (29.33%)

This information can be exported into an excel sheet by clicking the download button.

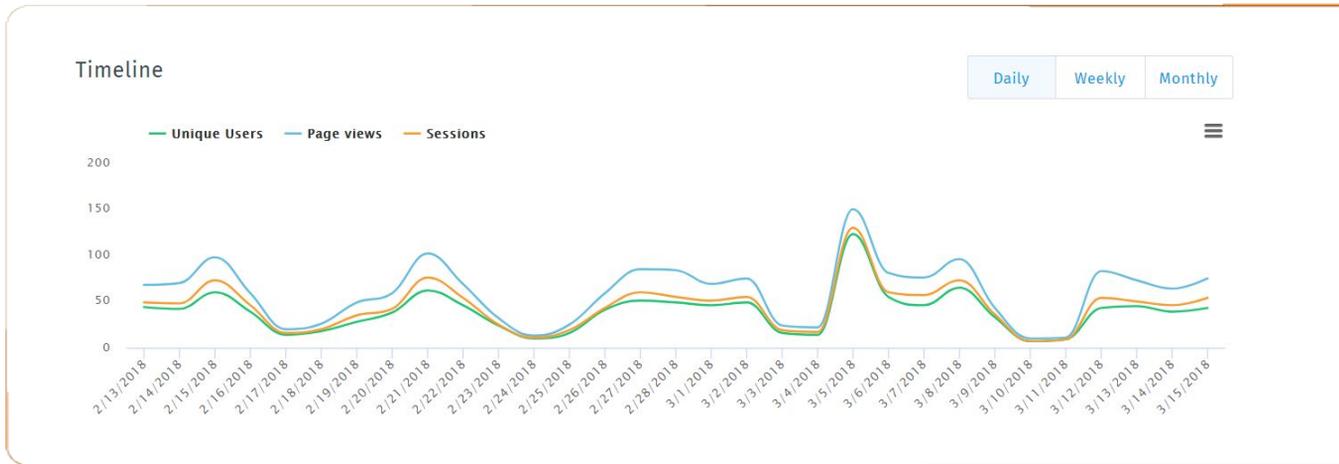
Name	Engagement	Unique Users	Sessions	Page Views
Unknown		11 (25.58%)	15 (27.78%)	22 (29.33%)

# Understanding your Visitor Insights report (cont.)

## Timeline section

At the bottom of your Visitor Insights report, you will find a timeline. This timeline shows trends over time for unique user, pageview, and session activity.

There are 'Daily', 'Weekly' and 'Monthly' toggles that allow you to view this timeline day over day, week over week, or month over month.



# Frequently asked questions

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## How do you calculate engagement?

Bombora uses an algorithm to calculate engagement using the following factors: dwell time, scroll depth, scroll velocity, and time in between scrolls. This algorithm then determines if engagement on the page is high, medium, or low.

## Can I use Visitor Insights to gather insights from landing pages?

Yes! After placing the tag on your website, you can use the section management tool to create a section for each of your landing pages which will create a Visitor Insights report for each landing page.

## What information does the Bombora tracking tag collect?

Bombora collects online information from internet-based activity when consumers are visiting a Bombora partner website or on a 3rd party's behalf in the serving of advertisements. Bombora does not collect any personal information that directly identifies any person. Online marketing information may include:

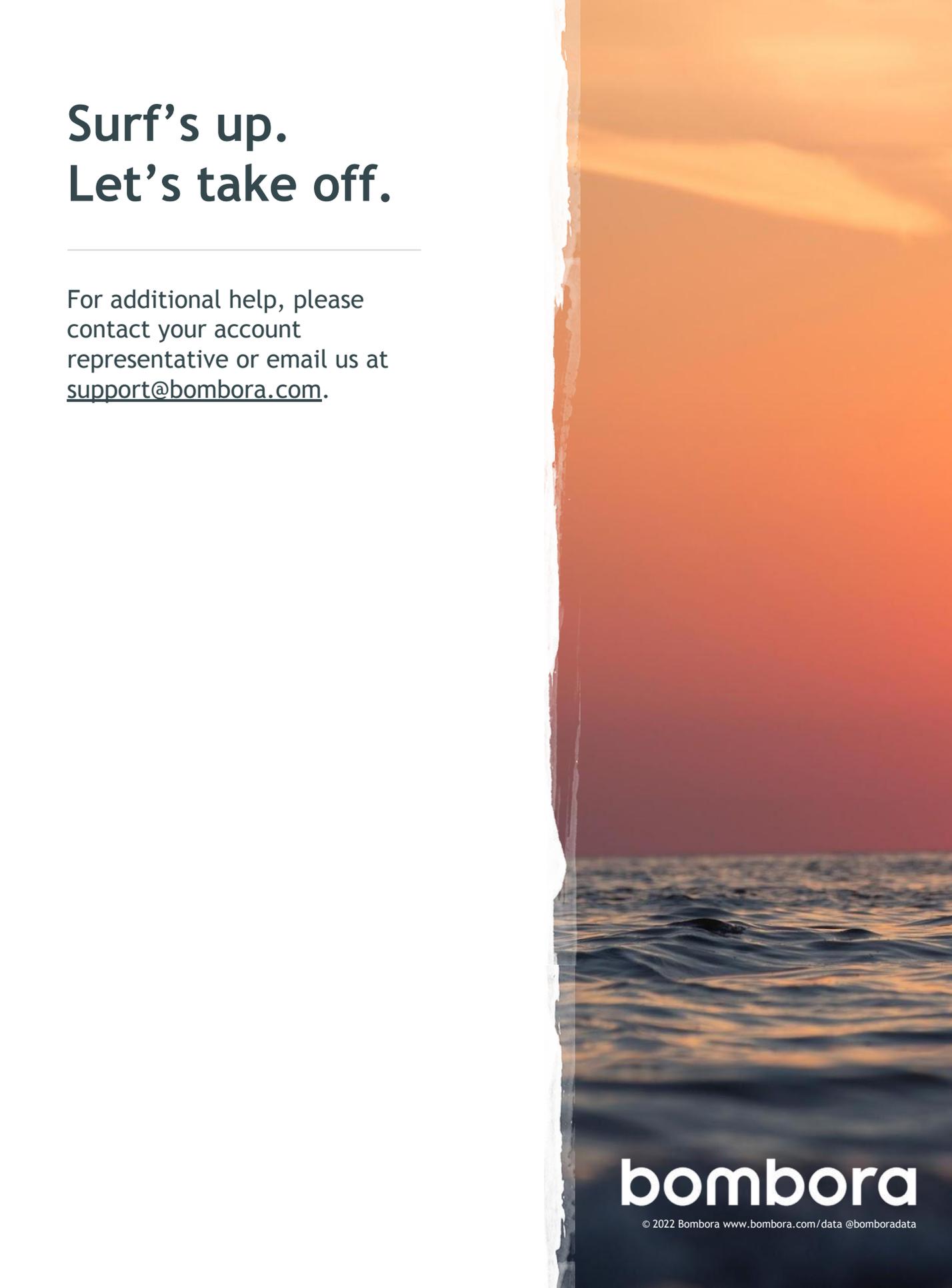
- **Information about your device** such as the type, model, manufacturer, operating system (e.g. iOS, Android), carrier name, time zone, network connection type (e.g. Wi-Fi, cellular), IP address and unique identifiers assigned to your device such as its iOS Identifier for Advertising (IDFA) or Android Advertising ID (AAID or GAID).
- **Information about your online behavior** such as information about the activities or actions you take on Digital Properties we work with. This may include time spent on a web page, whether you scroll or click on an ad or a web page, session start/stop time, time zone, your referring website address, and geo-location (including city, country, zip code and potentially geographic co-ordinates if you have enabled location services on your device) pages and times visited.
- **Information about ads served, viewed, or clicked on** such as the type of ad, where the ad was served, whether you clicked on it and the number of times you have seen the ad.

For additional information, visit our privacy page at <https://bombora.com/privacy/>

# Surf's up. Let's take off.

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For additional help, please contact your account representative or email us at [support@bombora.com](mailto:support@bombora.com).



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