

# Counter eVars

(the – *apparently* secret – joy of...)

# What is it?

- Sets an eVar for a key data points: products, articles
- Increments the eVar by a fixed value: +5, -1, +1, +5 etc
- Has persistence like any other eVar: e.g. purchase, visit, visitor
- Keeps count of the current incremental – e.g. it was 5, a user action adds +5, now it's 10

# How do I do it?

		Matching Condition		Classification Action	
<input type="checkbox"/>	#	Select Rule Type	Enter Match Criteria	Set Classification	To
<input type="checkbox"/>	1	Regular Expression	[0-3]	Article Count Bands	1 - 3 Articles
<input type="checkbox"/>	2	Regular Expression	[4-6]	Article Count Bands	4 - 6 Articles
<input type="checkbox"/>	3	Regular Expression	[7-9]	Article Count Bands	7 - 9 Articles
<input type="checkbox"/>	4	Regular Expression	[1][0-2]	Article Count Bands	10 - 12 Articles
<input type="checkbox"/>	5	Regular Expression	[1][3-5]	Article Count Bands	13 - 15 Articles
<input type="checkbox"/>	6	Regular Expression	[1][6-9]	Article Count Bands	16 - 19 Articles
<input type="checkbox"/>	7	Regular Expression	[2-9][0-9]	Article Count Bands	20+ articles
<input type="checkbox"/>	8	Regular Expression	[1-99][0-9][0-9]	Article Count Bands	20+ Articles
<input type="checkbox"/>	9	Regular Expression	[1-99][0-9][0-9][0-9]	Article Count Bands	20+ Articles

## SC	SiteCatalyst SAINT Import File
## SC	'## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.
## SC	D:2024-03-05 00:45:46
Key	Article Count Bands
~none~	0 Articles

# How do I use it?

- Classify data into relevant cohorts
  - Classify “Unspecified” to show 0 instead
- Used with key events or % rates
- Understand the different expirations
  - E.g. visit, visitor, purchase
- Watch out for gotchas!

## Articles Viewed before leaving / Submitting a Lead

	Visits	Exits	Submit Lead
<b>Counter eVar - articles (v103)</b>	<b>45</b>	<b>45</b>	<b>1</b>
Page: 1 / 1 Rows: 50 1-5 of 5			
1. 2.00	5	3	1
2. Unspecified	38	38	0
3. 1.00	6	3	0
4. 4.00	1	1	0
5. 3.00	1	0	0

## Articles Viewed before leaving / Submitting a Lead (Bands)

	Visits	Exits	Submit Lead
<b>Article Count Bands</b>	<b>45</b>	<b>45</b>	<b>1</b>
Page: 1 / 1 Rows: 50 1-3 of 3			
1. 1 - 3 Articles	7	6	1
2. 0 Articles	38	38	0
3. 4 - 6 Articles	1	1	0



# So what?

- How many articles were viewed before submitting a lead
- How many products were viewed before purchasing
- KPI contribution scoring

