

Visit-In-Hit Segments

Problem: Your criteria includes multiple hits but visit segments return too much information

Title *

Visit with Video Game Console/Software/Accessory View

Description

Enter a description for this segment

Tags

Search tags


Definition *

Include Visit

Department equals any of Video Game Consoles

And Department equals any of Video Game Software

And Department equals any of Video Game Accessories



Owner: Mandy

Last Modified: Jan 30,

Visitors with Experience Cloud ID 560 of 3,248,3

Unique Visitors 560 of 3,284,3

Visits 721 of 5,284,3

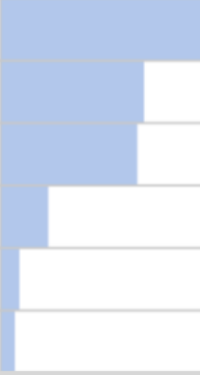
Page Views 14,286 of 19,513,

*Jan 1, 2024 – Jan 30, 2024

Product compatibility

Analysis Workspace Reports & Analytics

Problem: Your criteria includes multiple hits but visit segments return too much information

		Product Views (e3)
		Visit with Video Game Console/Software/Accessory View
RMS Department		1,519,865
Page: 1 / 3 > Rows: 50 1-50 of 134		
1. Video Game Consoles		458,651
2. Video Game Software		165,865
3. Video Game Accessory		148,654
4. PC & Mac Accessories		84,652
5. PC Input		76,864
6. Ink and Toner		25,538

Step 1: Create a visit level segment with multiple criteria

- Determine what criteria you need to be met in the visit
- Create a standard visit level segment with those criteria

Definition *

Include Visit ▾

Department equals any of ▾ Video Game Consoles

And ▾

Department equals any of ▾ Video Game Software

And ▾

Department equals any of ▾ Video Game Accessories

Step 2: Put the visit level container in a hit level segment

- Add the key criteria that you want to be in each hit returned
- This type of segment will return any hit with “video game consoles”, but only in visits where all three departments (consoles, software, and accessories) were seen

Include Hit ▾ Options

Department

equals any of ▾

Video Game Consoles

⚙️ ✕

And ▾

Visit with video game console/software/accessories

ⓘ ⚙️

Department

equals any of ▾

Video Game Consoles

⚙️ ✕

And ▾

Department

equals any of ▾

Video Game Software

⚙️ ✕

And ▾

Department

equals any of ▾

Video Game Accessories

⚙️ ✕

Result: A cleaner table with just the relevant information

- With the old visit level segment, it returned every department seen in the visit

		Product Views (e3)
		Visit with Video Game Console/Software/Accessory View
RMS Department		1,519,865
Page: 1 / 3 > Rows: 50 1-50 of 134		
1. Video Game Consoles		458,651
2. Video Game Software		95,865
3. Video Game Accessory		48,654
4. PC & Mac Accessories		84,652
5. PC Input		76,864
6. Ink and Toner		25,538

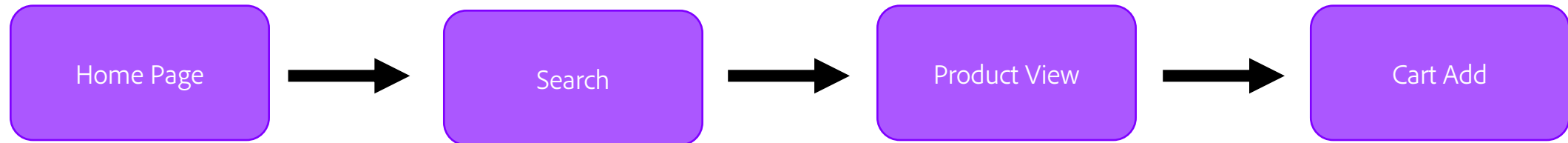
Result: A cleaner table with just the relevant information

- Now, every hit returned has a video game console in it

		Product Views (e3)
		Hit with Video Game Console in Visit w/ Console & Software & Accessory View
RMS Department Page: 1 / 3 > Rows: 50 1-50 of 134		458,651
1. Video Game Consoles		458,651
2. Video Game Software		165,865
3. Video Game Accessory		148,654

Take it a step further: Use a sequential segment

- You want to see how many people visited a specific page, but only if they then went on to do specific actions
- Seeing the home page, before doing a search, seeing a product, and adding to cart



Step 1: Create your visit level sequential segment

- Determine which touchpoints you want in your customer journey
- Create a standard visit level segment

Include

Visit ▾

Only before sequence

Options

Page

▾ equals any of

home

⚙️ ×

Then ▾ ⌚

Search

▾ exists

×

Then ▾ ⌚

Department

▾ exists

×

Then ▾ ⌚

Cart Addition

▾ exists

×

Step 2: Put the sequential container in a hit level segment

- The key condition is placed in the sequential container as well as in the hit segment

Include Hit ▾ Options

Page ▾ equals any of home

And ▾

Page equals any of home then search then product then cart addition

Page ▾ equals any of home

Then ▾ ⌚

Search ▾ exists

Then ▾ ⌚

Product View ▾ exists

Then ▾ ⌚

Cart Addition ▾ exists

Result: A cleaner segment that doesn't need breakdowns

- The old visit level sequential segment returns the page you're interested in – along with all the other pages in the visit

		Page Views
		Homepage sequential (visit)
Month		27,384,624
Page: 1 / 1 Rows: 400 1-12 of 12		
1. Feb 2022		2,387,497
Page		2,387,497
Page 1 / 150 Rows: 5 1-5 of 5		
1. home		713,827
2. cart		115,448
3. search result		54,363
4. product view		39,099
5. category		36,061
2. Mar 2022		2,498,899
3. Apr 2022		2,520,065
4. May 2022		2,699,848
5. Jun 2022		2,358,210
6. Jul 2022		1,319,709

Result: A cleaner segment that doesn't need breakdowns

- The new visit-in-hit sequential segment produces a cleaner result without the need for additional breakdowns

Page Views			
Homepage sequential (visit)		Homepage sequential (hit)	
Month		27,384,624	8,572,711
Page: 1 / 1 Rows: 400 1-12 of 12			
1. Feb 2022		2,387,497	713,827
Page		2,387,497	713,827
Page 1 / 150 Rows: 5 1-5 of 5			
1. home		713,827	713,827
2. cart		115,448	
3. search result		54,363	
4. product view		39,099	
5. category		36,061	
2. Mar 2022		2,498,899	804,077
3. Apr 2022		2,520,065	736,691
4. May 2022		2,699,848	764,189
5. Jun 2022		2,358,210	729,228
6. Jul 2022		1,319,709	424,834