Metrics for Visa Online

Metrics are available for the Visa web channels (visa.com, Visa Online, and InSite) using the tracking application NetInsight by Unica Corporation.

Tracking capability on Visa Online is available as of **November 12, 2008**. Metrics are not available for Visa Online prior to this date. Additional date ranges are available for the other web channels.

Updates

FAQs

- We are developing FAQs for Visa Online content owners and will let you know when detailed information is available.

Contacts

- To request an account or for simple reporting questions, contact Visa Web Marketing (usvol_content@visa.com).
- For application issues or questions about advanced reporting, contact Joyce Bustinduy (jbustind@visa.com).

Overview / Definitions

- Visits = The number of visits made by users to the directory(ies) you selected.
- Views = The number of times a page was viewed (meaning someone clicked on it). If there are more views than visits, it can mean that one user clicked on several items on the page.
- We do not have information on WHO visited the page, just the number of visits/views.

Views by Visa employees

- Please note that the default reports for Visa Online also include visitors from the visa.com domain (meaning employees and contractors). It does not represent clients only.
- You can filter Visa employee information as shown below.

Other Resources

- NetInsight_Metrics_QuickStartGuide.doc (cheat sheet)
- Browser Settings - NetInsight On Demand.pdf

Get Started

Log in to NetInsight

http://visa.netinsight.unica.com/

View statistics for Visa Online

Information is available for Visa Online starting November 12, 2008

1. Open a browser and paste the URL: https://visa.netinsight.unica.com/visaonline/index.html
2. Enter the login information you received from Vivek Gupta.
3. On the bottom left, select the link Content Analyis.
4. Under Content Analysis, select the link Page.
5. Use the scroll bar on the far right to scroll down the list. You will see a magnifying glass icon at the bottom right.
6. Click the magnifying glass. A popup menu will appear.
7. To view metrics for anything within a directory, make the following selections in the popup:

Example for Visa Signature:

Only include pages <that> <contain> </signature>

Selecting "/signature" will pick up all hits in the /signature directory, including downloadable files contained in the directory /signature/downloads

8. In the upper left, select the calendar icon 12+ (second from the right). This will let you select information for all dates available (for Visa Online, this is from Nov 12, 2008 through the present date). Click the right arrow to apply the calendar selection. You will see the date range displayed in the upper right corner of the report.
9. To select a specific date range, click the calendar icon with the slash (furthest to the right), enter the date range you want, then click the right arrow.

By default it shows the top 10 items.

10. To see more views/visits for that time, scroll to the bottom right and select the Rows icon (furthest to the right with several dots).

If you select "100" then you should be able to see all views within that time period

Filter for Visa or non-Visa users

- At the top of the page, select the leftmost icon, Discovery Panel (looks like a funnel). The Discovery Panel will appear at the right of the page.
- Under Available Filters select either Visa Users or Non-Visa Users. If you select Non-Visa Users you will only see metrics for visitors outside the visa.com domain (Visa employees and contractors).

Tips

- Use all lower-case characters when you type the name of a directory. NetInsight only recognizes lower-case.
- By default, when you search for results, the filter includes all previous selections.
- If you want to clear results and perform a different search, click the Page link under Content Analysis. This will reset the search so you can select a different URL.
- You can use Find (Ctrl F) to help find URLs on the page.

View statistics for visa.com (splash pages, demos, other information on visa.com)

Information is available for several years

1. Open a browser and paste the URL: https://visa.netinsight.unica.com/visa-www/index.html
2. Enter the login information you received from Vivek Gupta.
3. On the bottom left, select the link Detailed Analyis.
4. Under Detailed Analysis, select the link Pages.
5. Use the scroll bar on the far right to scroll down the list. You will see a magnifying glass icon at the bottom right.
6. Click the magnifying glass. A popup menu will appear.
7. To view metrics for anything within the Signature directory, make the following selections in the popup:

Only include pages <that> <contain> </visaonline>

Selecting "/visaonline " will pick up all hits in the /visaonline directory. All content that visa.com hosts for Visa Online is in that directory.

8. In the upper left, select the calendar icon 12+ (second from the right). This will let you select information for all dates available. Click the right arrow to apply the calendar selection. You will see the date range displayed in the upper right corner of the report.
9. To select a specific date range, click the calendar icon with the slash (furthest to the right), enter the date range you want, then click the right arrow.

By default it shows the top 10 items.

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