

BPA Interactive: Quick Start


WELCOME to the BPA Worldwide web traffic reporting tool.

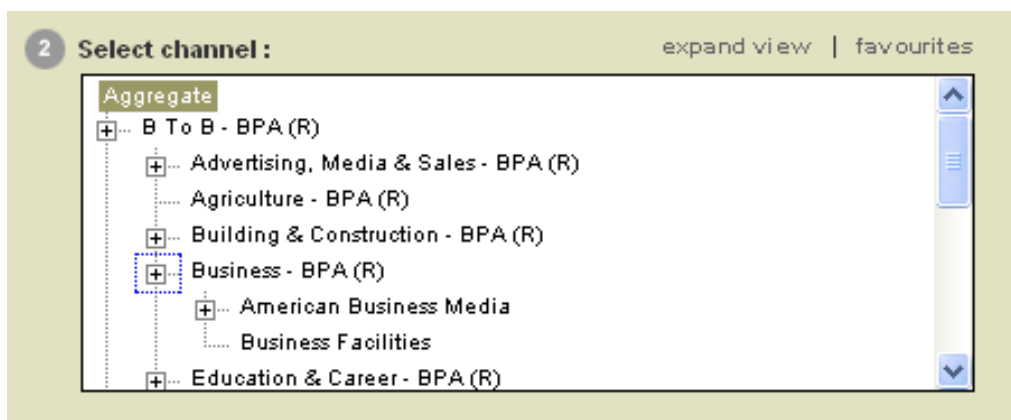
BPA's audited web data is now the most comprehensive resource for all online pre-buy decisions. With a single set of industry standards applied to thousands of web sites across all vertical markets, media buyers and advertisers can access publishers' web data for apples-to-apples comparisons so they can make the best marketing decisions *before they buy*.

This tutorial will guide first-time and returning users through the BPA web traffic reporting tool and explain the information that is available.

After receiving a username and password, click the "[Registered Users, click here to access Web Traffic Reports](#)" link found on the [BPA Interactive](#) page. *Please note, the username and password are case sensitive.*

Selecting a "Channel"

Select the category, or "channel" you wish to analyze. BPA member sites have been divided into four product types: B-to-B, Consumer, Newspaper and Tradeshow channels. Clicking the  will expand the Product Type & Market Categories to display all sites listed within each category. To analyze aggregate data, highlight the market category. To access site-specific data, expand the market category and highlight the web site to be analyzed.



Generating a Report



The tool opens in the Core module where traffic data resides. Follow these steps to create a report:

- 1 **Select Report Type:** Choose the desired traffic metric or Executive Summary.
- 2 **Select channel:** Choose the Market Category or specific web site to be analyzed.
- 3 **Select report interval:** Choose the interval of traffic data to be analyzed (*By Day, By Week, By Month*).
- 4 **Select date range:** The user must select the date range for the report.

Click the  bar to create the report.

Core Module Reports

The Core Module offers seven report metrics as well as an Executive Summary.

Host Summary: Ranks the Domains and Hosts that serve the web pages.

Page Impressions: Successful Page Impressions as they occurred over the selected reporting period.

Unique Browsers: Total Unique Browsers that visited the site over the selected reporting period.

User Sessions: Number of User Sessions for the selected reporting period.

Unique Browser Frequency: The average number of visits per Unique Browser over the selected reporting period.

User Session Duration: The average time a visitor remained on a site per session

Page Duration: The average time spent viewing any page on the site

Core Report - BPA Corporate

Executive Summary - Aggregate



Interval : By Month, 09/01/08 - 09/30/08

previous month next month

Aggregate

Breakdown By Metric

Metric	This Period	Last Period	% Change
Page Impressions	128,296	116,472	10.15
Unique Browsers	9,428	8,648	9.02
User Sessions	21,210	19,127	10.89
Frequency	2.25	2.21	1.72
Average Page Impressions	4,276.53	3,757.16	13.82
Average Unique Browsers	506.07	444.00	13.98
Average User Sessions	707.00	617.00	14.59
Average Page Impressions/User Session	6.05	6.09	-0.67
Average Page Duration	00:57	00:47	21.28
Average User Session Duration	05:41	04:46	19.23

User Module Reports

The User Module offers 6 report metrics as well as an Executive Summary.

External Referring Domains: The most popular External Domains which refer users to the site.

Internal Referring Domains: The most popular Internal Domains which refer users to the site.

External Referring URLs: Ranks the most popular External URLs which refer users to the site.

Internal Referring URLs: Ranks the most popular Internal URLs which refer users to the site.

Special Referrers URLs: Lists alternate means of reaching a site and the number of referrals and percentage of referrals for the different methods.

Geo-Targeting: Location-based information on the origin of site visitors and also shows the Page Impression and User Session percentage for each location.

Report User - BPA Corporate			
Executive Summary - Aggregate			
Interval : By Month, 01/01/10 - 01/31/10			
Aggregate			
Breakdown By Metric			
Metric	This Period	Last Period	% Change
External Referrer	553	887	-37.66
Internal Referrer	17,538	20,738	-15.43
Special Referrer	0	0	0.00
Empty URL Sessions	14,995	17,471	-14.17
Top Referring Domains			
Rank	Domains	Total	
1.	google.com	105	
2.	bing.com	68	
3.	search.bearshare.com	45	
Top Referring Urls			
Rank	UrIs	Total	
1.	http://search.bearshare.com/webResults.html?hi=en&q=kant%C4%B1+2+indir&src=404&page=1	16	
2.	http://efile.bpaww.com/BPAWW_Member/Pages/trainingevents.aspx	9	
3.	http://search.bearshare.com/webResults.html?hi=en&q=kant%C4%B1+2+indir&src=404&page=7	6	

Administration

ADMINISTRATION (located at far top-right of the report interface) allows users with Account Administration permissions to set personal preferences and create email reports to be sent directly to a list of recipients. Access permissions are controlled by the Account Manager.

More HELP

Definitions and additional details on all metrics and reports listed above can be viewed by selecting the HELP button located at the top-right of the BPA traffic report interface, or refer to *BPA Interactive: A User's Guide*, which can be downloaded at www.bpaww.com/interactive.

Admin: Email Reports



- Note that there is a limit of 20 email report services per account user.

Email Report Options

Frequency

Daily
 Weekly
 Monthly

Format

Adobe Acrobat PDF File
 HTML web page

Report Types

Interval
(use the "All" options to select all available intervals, or choose the report types you want from the list below)

All Daily All Weekly All Monthly

Core

Executive Summary(Weekly, Monthly, Daily)
 Host Summary(Weekly, Monthly, Daily)
 Page Impressions(Weekly, Monthly, Daily)
Optional: Number of URLs included in the report: (Maximum 50)

Unique Browsers(Weekly, Monthly, Daily)
 User Sessions(Weekly, Monthly, Daily)
 Unique Browser Frequency(Weekly, Monthly, Daily)
 User Session Duration(Weekly, Monthly, Daily)
 Page Duration(Weekly, Monthly, Daily)

Channels

Select Channels:

Aggregate

- B To B - BPA (R)
- Advertising, Media & Sales - BPA (R)
- Agriculture - BPA (R)
- Building & Construction - BPA (R)
- Business - BPA (R)
- Education & Career - BPA (R)
- Government & Public Services - BPA (R)
- Healthcare - BPA (R)
- Information Technology - BPA (R)
- Manufacturing - BPA (R)
- Non-Profit - BPA (R)
- Retail - BPA (R)
- Services - BPA (R)
- Transportation - BPA (R)
- Utilities - BPA (R)