



ADOBE® ONLINE MARKETING SUITE  
Powered by Omniture®

# SiteCatalyst 15

Upgrade Guide

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# 1 Preface

The Adobe® *SiteCatalyst 15 Upgrade Guide* describes the process and results of upgrading from the SiteCatalyst 14.x to SiteCatalyst 15. SiteCatalyst 15 incorporates a new data processing platform that delivers powerful new features and more accurate website measurement than ever before.

## 1.1 Intended Audience

This information is intended for Web Marketers and website engineers that are familiar with the Adobe Online Marketing Suite.

## 1.2 Document Conventions

To increase accessibility and readability, this document uses the following conventions:

- File names and code samples use a Courier font. For example, `autoexec.bat`.
- Replaceable text is enclosed in angle brackets and italicized. For example, `<version>`.

**NOTE:** A Note draws attention to helpful information.

**CAUTION:** A Caution specifies the results of an action. The results might not be damaging, but they are important to understand.

**WARNING!** A Warning identifies an action that might result in system damage and data loss.

## 2 Preparing for your Upgrade

SiteCatalyst 15 (v15) offers significant changes to features and in the way Adobe collects, processes, and stores data. Because of these changes, our goal is to upgrade clients in an orderly manner that ensures your upgrade is a success. Your upgrade will require planning and time.

In preparation, Adobe recommends that you:

1. Understand the new features:

Identify places where new [features](#) will reduce your workload and help you answer data questions that you previously could not answer.

2. Understand the differences between SiteCatalyst 14 and 15:

When you upgrade to version 15, your data will be processed differently. You need to understand the improvements and changes in metric calculation. Knowing the differences will help you avoid unnecessary questions and confusion that your organization might see in the reporting results.

See [Data Differences between SiteCatalyst 14 and 15](#).

3. Determine the amount of training that you and your organization needs.

Before the upgrade, consider your SiteCatalyst user base and their level of expertise with analytics. If you have novice users, you might need to hold training sessions so that your organization understands and can use the new features.

4. Notify your Account Manager about the best time for an upgrade.

5. Look for an e-mail from Adobe with instructions about selecting a final upgrade date.

**NOTE:** All SiteCatalyst 15 upgrades occur on the first day of the calendar month, or the first day of a custom calendar month (depending on the calendar type you use in SiteCatalyst).

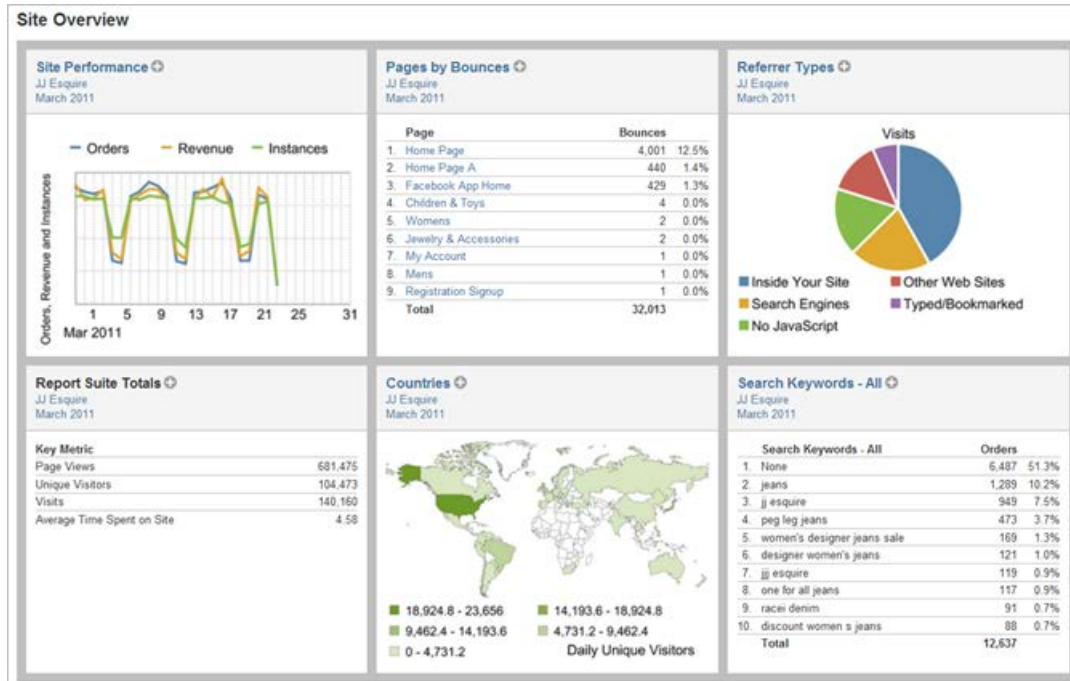
## 3 Feature Overview

SiteCatalyst 15 provides several workflow and performance improvements. You can apply real-time visitor segmentation, integrate more data, and see complex reports return more quickly.

- [Site Overview Report](#)
- [Suite Product Access](#)
- [Segmentation](#)
- [Full Subrelations](#)
- [Default Metrics on Reports](#)
- [Metric Changes](#)
- [Report Menu Search](#)
- [New Reports](#)
- [Data Warehouse Requests](#)
- [Processing Rules](#)
- [Context Data Variables](#)
- [List Variables](#)
- [User Management Enhancements](#)

### 3.1 Site Overview Report

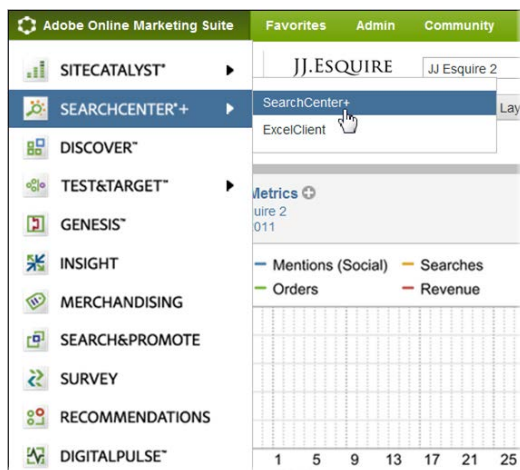
The new Suite home page is a dynamically generated report called the Site Overview report. It displays high-level metrics and page-level data relevant to your report suite, immediately after you log in.



The report is interactive. You can update individual reportlets, change dates and report suites, and apply [segments](#). The Site Overview report does not override your dashboards, but you can save it as a dashboard. If desired, you can designate any dashboard or bookmark to display to all users upon login.

### 3.2 Suite Product Access

To access Online Marketing Suite products, click **Adobe Online Marketing Suite**, located above the left navigation. A drop-down menu provides access to Suite products:



When you log out of the Suite, you are returned to the landing page of the product you were in when you logged out.

### 3.3 Segmentation

Segmentation lets you define custom data subsets and generate reports using that data subset. Available segments include those created by you, or by people in your company, or by Adobe. You can also export a SiteCatalyst segment to Test&Target™ for building a campaign.

### 3.4 Full Subrelations

Full subrelations are enabled on all conversion reports, so you can break down any eVar by another eVar. The Breakdown By menu in the report table matches the standard SiteCatalyst menu, keeping things consistent.

BREAKDOWN BY:	
Site Metrics	
Site Content	
Mobile	
Paths	
Traffic Sources	Search Keywords - All
Campaigns	Search Keywords - Paid
Products	Search Keywords - Natural
Visitor Retention	Search Engines - All
Visitor Profile	Search Engines - Paid
Custom Conversion	Search Engines - Natural
Test&Target	Referring Domains
Survey	Original Referring Domains
Marketing Channels	
SHOW PAGE VIEWS FOR THIS ITEM CORRELATED WITH:	
Site Content	
Custom Traffic	

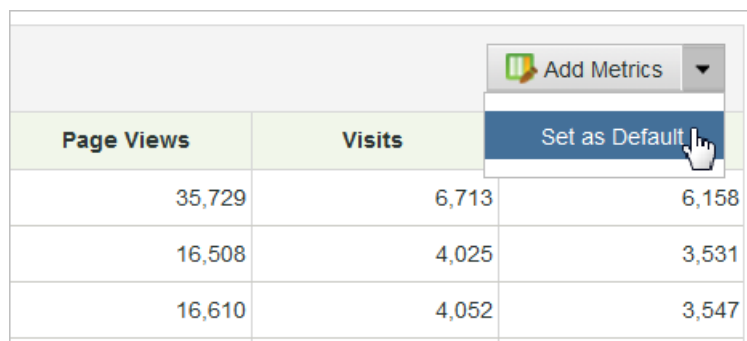
16. Registration Signup

17. My Account

18. My Account Info

### 3.5 Default Metrics on Reports

Administrators can apply default metrics at the report level.



Page Views	Visits	
35,729	6,713	6,158
16,508	4,025	3,531
16,610	4,052	3,547

In a report, click **Add Metrics** > **Set as Default**.

### 3.6 Metric Changes

**Page Views, Visits, and Unique Visitors:** These metrics are available on all reports (with a few exceptions). The Unique Visitors metric represents unique visitors for the time period of the report, rather than the sum of daily unique visitors.

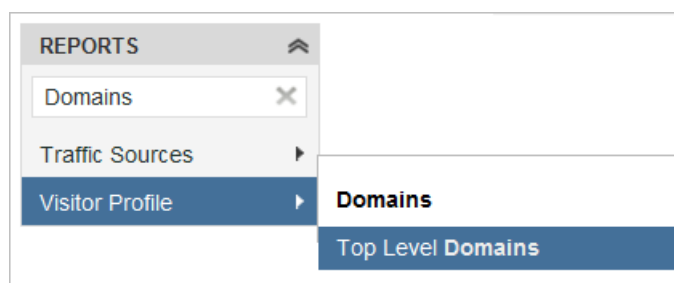
**Bounces:** A new metric defined as a single hit visit with no other link event. For example, a single page visit is a bounce if a visitor does not interact with the page in way that sends data to Adobe, such as clicking a link or a video start.

**Bounce Rate:** A new metric defined as *Bounces* divided by *Entries*.

**Lifetime Metrics:** No longer available.

### 3.7 Report Menu Search

You can quickly locate reports, metrics, and dashboards, using the menu's Search field in the left navigation. Menus that you customize are also searchable.



### 3.8 New Reports

- [Video \(Beta\)](#)
- [Site Metrics > Key Metrics](#)

### 3.8.1 Video (Beta)

Standard video reports have been replaced by the following:

- Video Overview
- Video data fully subrelated with all conversion data
- Video metrics in all conversion reports
- Video data in Data Warehouse and Discover

See [Upgrading Video Tracking for SiteCatalyst 15](#) for additional information.

**Note:** As of the release of SiteCatalyst 15, the updated video reports and video measurement libraries are in beta.

### 3.8.2 Site Metrics > Key Metrics

Key Metrics is new report that lets you compare metrics a see whether they trend together. For example, as your page views increase, does your visitor count increase?



## 3.9 Data Warehouse Requests

After you upgrade to SiteCatalyst 15, VISTA and processing rules are applied at data collection time, rather than at report run-time. Thus, Data Warehouse data reflects native SiteCatalyst VISTA processing, and reports with VISTA rules applied will run considerably faster. This improvement can be enabled for v14 as well.

In the version 15 Data Warehouse interface, you can:

- [Create Duplicate Requests](#)
- [Prioritize Requests](#)
- [View Detailed Status](#)
- [Add New Dimensions and Metrics](#)




### 3.9.1 Create Duplicate Requests

Create requests from the Request Manager tab:

Status	
 Pending	<a href="#">Duplicate</a>
 Scheduled	<a href="#">Cancel</a> <a href="#">Edit Schedule</a> <a href="#">Duplicate</a>
 Scheduled	<a href="#">Cancel</a> <a href="#">Edit Schedule</a> <a href="#">Duplicate</a>
 Complete	<a href="#">Duplicate</a>

### 3.9.2 Prioritize Requests

Prioritize requests using a drag-and-drop interface:

Data Warehouse	
Data Warehouse Request	<b>Request Manager</b>
Most Recent Requests	
Priority	Report Name
1 	First Touch Email
2  	First Touch

### 3.9.3 View Detailed Status

Click the report name to view a detailed status:

Request History						
Request ID	Date Scheduled	Date Completed	Status	From	To	Delivery
2974266	2011-04-05		<a href="#">Waiting to Start</a>	03/01/11	03/31/11	<a href="#">Email</a>

### 3.9.4 Add New Dimensions and Metrics

You can add new dimensions and metrics from Test&Target, Survey, and [list variables](#).

**Breakdowns**

Standard Items Custom Insight

- Campaign (TnT)
- Campaign > Recipe (TnT)
- Campaign Code (Tracking Code)
- Campaign Name (Tracking Code)
- Campaigns (Tracking Code)

**Metrics**

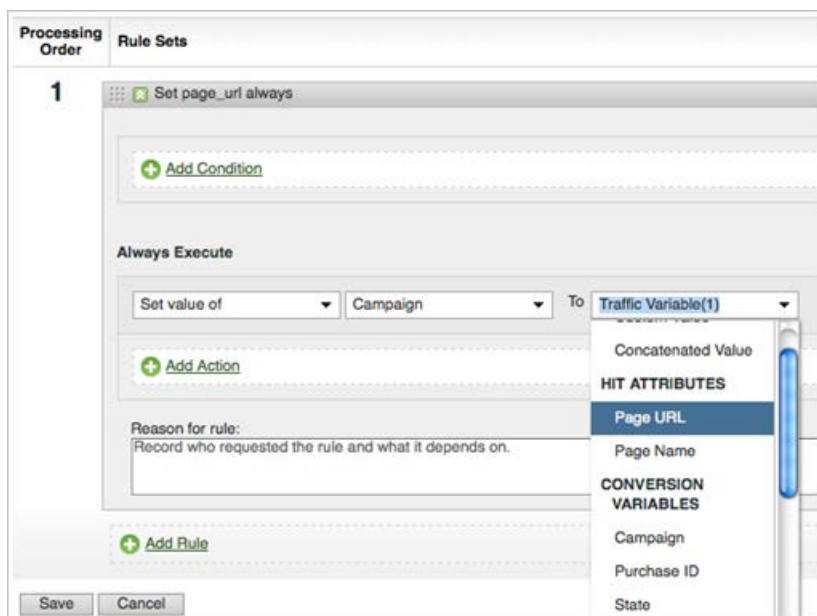
Standard Items Custom Insight

- Revenue
- Daily Unique Visitors
- Units
- Visits
- Visits - All Visitors

A second visit metric called **Visit – All Visitors** is available in Data Warehouse. SiteCatalyst 15 defines *visits* as all cookie and non-cookie visitors. (See [Visits Metric Includes Non-cookie Visitors](#) for more information.) However, Data Warehouse is compatible with v14 and v15, so the **Visits** metric is preserved. If you want to view all cookie and non-cookie visitors in a request, select **Visits – All Visitors**.

### 3.10 Processing Rules

Certified administrators can change SiteCatalyst data as it is received, which simplifies interaction with IT groups and Web Developers.



Processing rules let you:

- Populate variables using query string parameters.
- Copy an eVar into a Prop to see paths.
- Set an Event on a page or when a value is matched.
- Concatenate values for easier reporting.
- Use Context Data variables to simplify data collection.
- Clean up misspellings.

See [Understanding How Processing Rules Work](#) for product documentation about processing rules.

**Note:** Certification training is required before you can create or edit processing rules. Contact your Account Manager for more information.

### 3.11 Context Data Variables

Context Data variables let you define variables that can be read by processing rules. These values can be copied into Props and eVars to prevent Web Developers from needing to set these values directly.

See [About Context Data Variables](#) in the Admin Console Guide for more information.

### 3.12 List Variables

List variables are a delimited list of values that are passed into a variable, and then reported as individual line items for reporting. For example, if your page includes three display ads (A, B, and C), and you want to track impressions, conversions, and viewing. You could implement a list variable, such as:

```
s.list1="sidebarA,sidebarB,bannerC"
```

In SiteCatalyst, you can view the revenue based on each ad ID:

```
sidebarA    $40
sidebarB    $40
bannerC     $40
Total       $40
```

List variables are persistent like eVars and can be subrelated by any other eVar. There is no character limit to the length of the string. Each value, however, has a limit of 255 characters.

### 3.13 User Management Enhancements

These features are available in **Admin > User Management**:

**Log in as user:** To support users, administrators can log in as a user.

Last Login	Expires	Manage
2011-03-18 02:40:16	04/30/11	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Transfer</a>   <a href="#">Login as this user</a>
2010-10-26 03:28:53		<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">Transfer</a>

**Manage Discover Users:** Administrators can see who is logged in to Discover and terminate active sessions. See the [Discover – What’s New](#) guide for more information.

## 4 Data Processing Differences between SiteCatalyst 14 and 15

SiteCatalyst 15 includes several changes to processing and website metric calculation. These changes result in more accurate reporting, which results in sudden changes to report data (particularly for Trended reports). Because of these changes, it might not be practical to view data trends that span the upgrade to SiteCatalyst 15.

SiteCatalyst 14 relied on pre-processing mechanisms that summarized, aggregated, and categorized data into pre-defined reporting buckets. The SiteCatalyst 15 data processing platform:

- Stores raw data rather than summarizing data into pre-defined categories.
- Uses massively parallel processing to collect and prepare data for timely report generation.
- Supports custom data segmentation because raw data is available.
- Makes Page Views, Visits, and Unique Visitors metrics accessible from any report, except correlation and a handful of other reports.

Before upgrading, you should understand the following:

- [Unavailable Reports](#)
- [Data Accessibility](#)
- [Visits Metric Includes Non-cookie Visitors](#)
- [Updated Time Spent Calculation](#)
- [Remove Duplicate Visitors and Unique Visits](#)
- [Remove Duplicates from Merchandising eVars](#)
- [ASI and SiteCatalyst Segmentation Differences](#)
- [Conversion Reports – Counting Visits and Daily Unique Visitors](#)
- [Modified Treatment of “Uniques Exceeded”](#)
- [Historical Data and Rollup Report Suites](#)

### 4.1 Unavailable Reports

The following reports are not available in SiteCatalyst 15 and under consideration for a future release:

Report Name	Location
Full Paths	Paths > Pages
PathFinder	Paths > Pages
Longest Paths	Paths > Pages
Original Entry Pages	Paths > Pages > Entries & Exits

<b>Days Before First Purchase</b>	Visitor Retention > Sales Cycle
<b>Days Since Last Purchase</b>	Visitor Retention > Sales Cycle
<b>Visitor Home Page</b>	Visitor Profile
<b>Netscape Plug-Ins</b>	Visitor Profile > Technology

## 4.2 Data Accessibility

In SiteCatalyst 15, data is typically available 1-2 hours after receipt. This delay will decrease with future releases of SiteCatalyst.

In SiteCatalyst 14, different types of data were available at different intervals. For example, traffic data was available to SiteCatalyst reports in a 90-second delay, while conversion data was available in a 20-30-minute delay.

SiteCatalyst 15 applies consistent data availability rules across all types of collected data. For example, in SiteCatalyst 14 the Page Views and Visits metrics were updated at different times. This difference caused calculated metrics (such as Page Views per Visit) to be overstated for the current day. In SiteCatalyst 15, all metrics and dimensions appear at the same time, providing a more consistent view of your metrics.

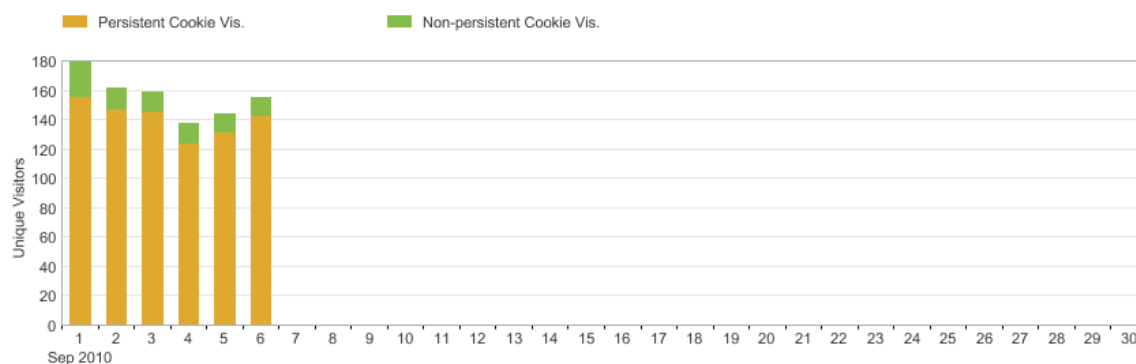
## 4.3 Visits Metric Includes Non-cookie Visitors

To calculate the Visits metric, SiteCatalyst 14 reported only on visitors who accepted a tracking cookie. SiteCatalyst 15 more accurately measures Visits by including visitors who do not accept a tracking cookie. As a result, the Visits metric in most cases reports a larger value when compared to previous SiteCatalyst versions under the same circumstances.

This change affects any report that uses the Visits metric, including Path reports and calculated metrics. Calculated metric values can increase or decrease, depending on whether *Visits* is the denominator or numerator in the calculation. For example, in an *Orders / Visit* calculation the value is likely to decrease. In *Visits / Visitor*, the value is likely to increase.

To see the percentage of users who do not accept persistent cookies:

1. Click **Site Metrics > Visitors > Unique Visitors**.
2. Click **Filter: Persistent Cookies**.



Unique Visitors Report | All Visits (No Segment) | September 2010 | Graph generated by SiteCatalyst using Report Accelerator at 4:41 PM MDT, 7 Sep 2010

The non-persistent cookie visitors are added to the results. You can download the report to CSV or Excel and divide the non-persistent cookie visitors by total visitors. This represents the percent by which the visits will increase after you upgrade to SiteCatalyst 15. This increase ranges from 0.2% (for report suites fed entirely by first party cookies) to 11-14% for report suites entirely on third party cookies.

#### 4.4 Updated Time Spent Calculation

In SiteCatalyst 14, if a visitor spent 00:01:15 on a web page, the reported Time Spent on Page metric would be 00:02:00. (The midpoint value of the 1 – 3 minute range).

SiteCatalyst 15 uses explicit values (including link events and video views) to calculate Time Spent, so the reported Time Spent on Page value in this example would be 00:01:15.

The following table describes the differences in how Time Spent is calculated:

SiteCatalyst 14	SiteCatalyst 15
<b>Time stamp:</b> Calculates a visitor's Time Spent value based on Web beacon time stamps generated by the visitor's page views.	<b>Time stamp + link event:</b> Calculates a visitor's Time Spent value based on Web beacon time stamps generated by the visitor's page views and link events (custom, download, exit, and video).
<b>Ranged values:</b> Reports Time Spent metrics using a midpoint value based on ten time buckets (or ranges), such as 30 – 60 seconds, 1 – 3 minutes, and 5 – 10 minutes.	<b>Explicit values:</b> Reports the explicit Time Spent value, eliminating the use of midpoint values and time buckets.
<b>Midpoint average:</b> Calculates average Time Spent metrics using the midpoint values rather than the explicit Time Spent values.	<b>Explicit average:</b> Calculates average Time Spent metrics using explicit Time Spent values rather than the midpoint Time Spent values.
<b>Attribution:</b> All time spent values are attributed on the day that the visit ends, even if some of the page views were on a previous day.	<b>Attribution:</b> All time spent values are attributed to the day on which each page view occurred.

Because of these changes in calculation, SiteCatalyst 15's Time Spent metrics can vary significantly from previous versions of SiteCatalyst. Sites with a video implementation should see an increase.

**Note:** Without non-page events like video views or exit links, time spent on the last page cannot be known.

## 4.5 Remove Duplicate Visitors and Unique Visits

Previously, SiteCatalyst did not remove duplicate Visits and Unique Visitors metrics from classification-based reports. For example, if two video clips shared the same classification, a single visitor that viewed both clips generated two Visits and Unique Visitors in the classification-based report.

SiteCatalyst 15 removes duplicate Visits and Unique Visitors from the classification-based report. This is a more accurate measure of Visits and Visitors, but typically results in a decrease in your Visits and Unique Visitors metrics for classification-based reports, when compared to data collected prior to upgrade.

## 4.6 Remove Duplicates from Merchandising eVars

Previously, SiteCatalyst did not remove duplicate metrics for merchandising eVars. For example, if two products share the same merchandising eVar value, a visitor that purchases both products in the same conversion event generated two Orders on the merchandising eVar.

SiteCatalyst 15 removes duplicate metrics for merchandising eVars by counting multi-product orders using a single merchandising eVar as a single Order. The result is a more accurate measure of orders associated with a particular merchandising eVar, but typically results in a drop in the Orders metric when compared to previous SiteCatalyst versions under the same circumstances.

## 4.7 ASI and SiteCatalyst Segmentation Differences

ASI slots will no longer process after you upgrade. However, most use cases should be resolved through SiteCatalyst segmentation. Here are a few distinctions to be aware of:

- **Interface**  
In SiteCatalyst 15, the segment interface is identical to that of the Advanced Segment Insight (ASI) builder.
- **Data Availability**  
ASI processes from a specified date forward. Creating a segment for historical data is possible but time consuming.  
SiteCatalyst 15 segments apply to all data on the new platform, as of your upgrade date. After you create a segment, you can immediately apply it in a report.
- **Processing vs. Filtering**  
ASI reprocesses data. This can cause some data discrepancies due to eVar persistence and similar factors. As such, VISTA rules running on the ASI report suite can change the data, rather than just filter out some traffic.  
SiteCatalyst 15 segments act as filters at the Visit, Visitor, or Page level. Rather than re-processing data, the filters remove data that falls outside of the criteria. As such, VISTA rules cannot change the data in a SiteCatalyst 15 segment. (If you need to re-process data after moving to SiteCatalyst 15, contact Engineering Services.)
- **Permissions**  
With ASI, users can be restricted to see just one or more ASI report suites, if needed.

Segments in SiteCatalyst 15 do not allow any permissions by segment. A user can only see a segment if they have permission to see the report suite to which the segment applies.

## 4.8 Conversion Reports – Counting Visits and Daily Unique Visitors

In SiteCatalyst 14, Visits and Daily Unique Visitors metrics on conversion reports are limited to visits in which a conversion event (eVar instance or custom event) occurred. In SiteCatalyst 15, all visits are counted in conversion reports, regardless of whether the visitor triggered a conversion event.

## 4.9 Modified Treatment of “Uniques Exceeded”

SiteCatalyst limits the number of unique variable values in a report to the first 500,000 per report per month. While this limit has not changed in SiteCatalyst 15, there are differences in how SiteCatalyst presents the Uniques Exceeded count:

1. SiteCatalyst 15 displays each variable in a separate line item after the value exceeds the limit. (SiteCatalyst 14 summed the Uniques Exceeded values into one line item.)
2. SiteCatalyst 15 displays *Uniques Exceeded* values as *Unspecified*.

## 4.10 Historical Data and Rollup Report Suites

SiteCatalyst 15 data is available to version 14 and 13.5. However, version 15 features, like segmentation, full subrelations, and reporting on new metrics will not be applicable to data collected before your upgrade date.

Roll-up report suites are not yet supported

## 5 Upgrading Video Tracking for SiteCatalyst 15

SiteCatalyst version 15 requires an updated video measurement module. This module is being released to beta as of the release of SiteCatalyst 15. Customers who need the video reports are encouraged to upgrade after the video beta has completed and they have upgraded their video measurement module.

## 6 Notifying Users about the Upgrade

As part of your upgrade to SiteCatalyst 15, it is critical that you effectively communicate the impact of the upgrade to your SiteCatalyst users. Adobe recommends using both email notifications and SiteCatalyst home page announcements to educate users.

Furthermore, your Adobe Account Manager is available to help you organize and prepare upgrade materials and training specific to your organization's needs. Contact your Account Manager for more information.

Adobe recommends sending an email to your users after you have been notified about your upgrade date:

### 6.1 Sample Email Notification

**Subject:**

Important changes to SiteCatalyst Reports

**Attachment:**

SiteCatalyst 15 Upgrade Guide (in PDF format)

**Body:**

As of *<upgrade date>*, all SiteCatalyst report suites will upgrade to the SiteCatalyst 15 data processing platform. SiteCatalyst 15 includes valuable new features as well as updated metric calculations. These changes may affect your current reports, particularly trended reports that include data from before and after the upgrade date:

- Updated Visits metric that now includes visitors without a visitor ID cookie. This change typically increases Visits, and also affects any calculated metrics that rely on the Visits metric, such as Success Events per Visit. For our report suites, the increase will be about *<insert percentage here>*.
- Updated Time Spent metrics that more accurately calculate a visitor's time spent on a page. This change typically increases Time Spent metric.
- Improved measurement of Unique Visits and Unique Visitors metrics so Classification reports accurately reflect visitor activity on your website. This change may reduce the reported number of unique visits and visitors in a classification report. .
- Improved measurement of the Orders metric in the Merchandising eVar. This change reduces the reported number of Orders.


Carefully review the attached SiteCatalyst 15 Upgrade Guide for more information about the data processing changes in SiteCatalyst 15. Direct any questions or concerns you might have to *<SiteCatalyst Administrator>*.

## 6.2 Sample Home Page Announcement

“As of <upgrade date>, this report suite will use the SiteCatalyst 15 data processing platform. For more information about how this might affect you, see the <link: SiteCatalyst 15 Upgrade Guide>.”

## 6.3 Post-Upgrade Notifications

After upgrading to SiteCatalyst 15, the SiteCatalyst UI provides recurring reminders about the changes to the data processing platform. For example, when a SiteCatalyst user generates a report with data that spans the upgrade date, SiteCatalyst displays a message similar to the following:

 Data before 2010-05-01 is provided by the previous data processing platform.

## 7 Frequently Asked Questions

1. How will data sources be handled in SiteCatalyst 15?
  - When segments are applied, data sources metrics will be filtered out.
2. Can ReportBuilder and ExcelClient access SiteCatalyst 15?
  - Yes. However, new feature such as segmentation, and new metrics such as Unique Visitors, are not available.
3. Will SiteCatalyst reporting APIs have access to SiteCatalyst 15?
  - Yes. Segmentation via the API is being released as a beta feature.
4. How many times a day will the data be updated? Is the update on a batch process or real time? How real time is real time?
  - Data is delayed by at least one to two hours.
5. Do I need to retag my site to use SiteCatalyst 15?
  - No, with the exception of your video implementation.
6. Why do I need Discover, if I can create segments in SiteCatalyst?
  - SiteCatalyst is ideal for broadly disseminating data across an organization. Discover is ideal for deep, fast, effective analysis of online data. The two products complement each other and deliver a powerful online analytic solution. With rare exceptions, analysts who use Discover and upgraded to SiteCatalyst 15 have indicated that they still need Discover to maintain their level of efficiency.
7. Will there be an *s\_code* update required to leverage the *s.contextData* variables?
  - Yes. H.23 supports *contextData* variables. This file can be downloaded in the Admin Console.