



Affinium NetInsight

Version 7.2.0

Release Notes

June 29, 2007

Enterprise Marketing Management Software



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Portions of the software described in this document are covered by U.S. Patent Numbers: 6,317,752, 6,269,325, 6,542,894, and 6,782,390.

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Document Information

Release Notes for Affinium NetInsight Version 7.2.0

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PREFACE

This preface provides information about the conventions used in this Release Notes, and information about contacting Unica Technical Support.

The key topics in this section are:

- Typographic conventions in Unica documentation
 - Contacting Unica technical support
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Typographic conventions in Unica documentation

Specific conventions are used in Unica documentation to convey additional information about a subject.

Style	Description	Example
Code	Code style is used for text that is used literally, appearing exactly as shown. This includes command names, path names, and system information.	<code>\Affinium\model\model.exe</code>
<i>Italic code</i>	Italic code style is used for names of variables that you must provide. For example, you need to supply a value for <i>your_file</i> in the path name example to the right.	<code>\Affinium\data\your_file</code>
Bold code	Bold code style is used to indicate the option used by default if none is specified.	{ALL COL ROW}
GUI	The GUI style is used to indicate objects in the application's interface or keys on your keyboard.	the User Name field, the Enter key
[]	Square brackets are used to enclose optional items in syntax descriptions.	<code>macro_name(required_var [, optional_variable])</code>

Style	Description	Example
{ }	Braces enclose a list from which you must choose an option.	{ ALL COL ROW}
	A vertical bar separates items in a list.	{ ALL COL ROW}
...	Ellipses in a syntax description indicate that the preceding parameter can be repeated multiple times. For instance, you can use multiple filenames as parameters in the example to the right.	run <i>filename</i> ,...



Notes in the text are displayed like this. They highlight information or provide supplementary information.



Critical information is displayed like this, to inform you of an important point. Be sure to read such information before continuing.

Contacting Unica technical support

If you encounter a problem that you cannot resolve by consulting the Affinium NetInsight documentation, your company's designated support contact can log a call with Unica technical support. Use the information in this section to ensure that your problem is resolved efficiently and successfully.

If you are not a designated support contact at your company, contact your Affinium NetInsight administrator for information.

- [Information you should gather](#)
- [System information](#)
- [Contact information for Unica technical support](#)

Information you should gather

Before you contact Unica technical support, you should gather the following information:

- A brief description of the nature of your issue.
- Detailed error messages you see when the issue occurs.
- Detailed steps to reproduce the issue.
- Related log files, configuration files, and data files.
- Information about your product and system environment, which you can obtain as described in "[System information](#)" on page 7.

System information

When you call Unica technical support, you might be asked to provide information about your environment.

This information is available in the NetTracker.cfg file, which can be found in the NetInsight program directory. (By default, the program directory is C:\Program Files\NetInsight or /usr/local/NetInsight.)

Contact information for Unica technical support

Your company's designated support contact can reach Unica technical support by any of the following methods, listed in preferred order of contact:

- If you have a valid TeamTrack® login, access TeamTrack from the Unica Customer Central web site (<https://customercentral.unica.com>).
- Email (support_webanalytics@unica.com)
- Telephone

If you choose to contact Unica by telephone or mail, locate the appropriate contact information from the Unica Customer Central web site (<https://customercentral.unica.com>).



ABOUT AFFINIUM NETINSIGHT VERSION 7.2.0

This section provides information about Affinium NetInsight version 7.2.0.

The key topics in this section are:

- System requirements and compatibility
 - New features and changes in version 7.2.0
 - Fixed defects
 - Known issues
 - Documentation updates
-

System requirements and compatibility

For a complete list of third-party requirements for this product, refer to the *Supported Software Environments and Minimum System Requirements* posted for Affinium NetInsight version 7.2.0 posted on the Unica Customer Central web site (<https://customercentral.unica.com>).

New features and changes in version 7.2.0

The following new features and changes are introduced in version 7.2.0 of Affinium NetInsight:

- Retail analysis
- Events and Web 2.0 analysis
- Enhanced UTF-8 support

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- New multi-dimensional visualizations
 - Data model extension packages
 - Visit cost analysis
 - New mathematical operations for metrics
 - Dynamic campaign segment definitions
 - Link tracking via page tagging

Retail analysis

New retail analysis reports and metrics are available, enabling users to better understand product-related activity, shopping cart conversion and abandonment, and associated revenue.

Events and Web 2.0 analysis

The reporting system was enhanced to allow for on-page events that are counted separately from page views. The Event Summary and event metrics are available out of the box.

Enhanced UTF-8 support

UTF-8 databases are now supported without the use of a custom schema. Affinium NetInsight also includes additional functionality to handle the conversion of incoming keywords and page titles in a variety of languages and character sets.

New multi-dimensional visualizations

New visualizations are available for reports with two dimensions. The new visualizations include the 3-D bar chart, stacked bar chart, and path chart (previously only available for tree-style path reports).

Data model extension packages

The deployment and management of data model extensions have been enhanced to allow multiple data model extensions to be deployed per profile.

Visit cost analysis

A VisitCost table has been added to the NetInsight database schema to associate cost with a visit—either by populating the VisitCost table with data from an external source or through page tagging.

New mathematical operations for metrics

Addition, subtraction, and multiplication are now available for multi-input custom metrics.

Dynamic campaign segment definitions

Campaign segments can now be defined more flexibly, to reduce the amount of data input needed in the NetInsight options.

Link tracking via page tagging

Users may now analyze link activity in the NetInsight Link Summary without using a redirection script.

Fixed defects

This section lists defects fixed in Affinium NetInsight version 7.2.0, sorted by defect number.

Adding certain filters to a report generated a "GetSingleResult failed" error

4213

NetInsight did not properly disregard spider-based metric filters applied to reports with visit-based metrics and vice versa.

This issue has been resolved.

Secondary dimension value appeared twice for a primary dimension value

4545

When a report had two or more dimensions and was sorted on the primary dimension value, the secondary dimension value sometimes appeared twice for a primary dimension value.

This issue has been resolved.

The most frequent visitor listed on the Executive Dashboard did not match the top visitor in the Visitor Summary

4874

The Executive Dashboard incorrectly listed the visitor with the most views instead of the visitor with the most visits.

This issue has been resolved.

Known issues

This section lists known issues in Affinium NetInsight version 7.2.0, sorted by defect number:

OpenRev and SOpenRev tables are empty

The OpenRev and SOpenRev tables are present in the NetInsight database but are not used.

Sometimes reports with a path filter and a multiple-input metric cannot be drilled into or archived	4592	If you are unable to drill into or archive a report with a path filter and a multiple-input metric, you must remove the path filter and then drill into or archive the report
Issue applying filter groups to a trend report	4730	An error occurs when you apply a filter group to a trend report and one of the filters in the group cannot be applied to a trend report. To work around this issue, add the filter group to the report as filters, not as a group. When the group is added as filters, offending filters will not be applied.
New visitor profiles are not displayed in the Visitor Profile Summary or when you create scenario reports	4886	Edits and additions to visitor profiles affect reports that are created, modified, or updated with new data after the visitor profile changes have been saved. The visitor profile changes do not affect existing reports for time periods whose data was imported before the visitor profile changes were saved. To apply the current visitor profiles to all reports, run the -recalc command-line option for the profile.
Event Summary does not show recent event changes	5049	When you add or delete events in the Events options and then update the profile, the Event Summary does not reflect the additions or deletions. To work around this issue, run the -regen command-line option for the profile to regenerate the reports.
Overlay graphs do not display correctly with dual monitor support	5075	When using the Affinium NetInsight Overlay Viewer on a system with dual monitor support enabled, the overlay graphs do not display properly for some pages. To work around this issue, disable dual monitor support.
Changing the Currency option prompts you to delete the profile data	5248	When you change the Currency option, NetInsight asks if you want to delete the profile data and reprocess your log files. This is not necessary. The change to the Currency option displays in reports once the profile is updated.
Characters display incorrectly in the graph	5282	The standard font that ships with NetInsight does not display all characters in all character sets correctly in all graphs. This is an issue if you are using UTF-8 as your character set and you are using characters in not found in the Western European, Greek, or Cyrillic character sets. It occurs only in some reports, such as scenario reports. To work around this issue, change your font for NetInsight. Contact Unica Technical Support for assistance.
Reports with Product Revenue Range and Number of Views generate errors	5334	Generating a report with the Product Revenue Range dimension and the Number of Views metric results in an error. To work around this issue, avoid using the dimension and metric together.
Upgrading to NetInsight 7.2 fails if no Web profile exists	5350	Upgrading a NetInsight 7.1 installation with no Web profiles fails. To work around this issue, create an empty Web profile in NetInsight 7.1.

Upgrading NetInsight does not update default roles	5385	The default roles that ship with NetInsight are not updated with all new 7.2 privileges when a NetInsight 7.1 installation is upgraded to NetInsight 7.2. Specifically, the Administrator and Profile Administrator roles do not have the Dynamic Events or Reporting: Data Model Extensions privileges. To work around this issue, add the new privileges manually.
Reports with Unit Price Range and Number of Views generate errors	5412	Generating a report with the Unit Price Range dimension and Number of Views metric results in an error. To work around this issue, avoid using the dimension and metric together.
Events in View Breakdowns are sorted in descending order	5424	In View Breakdowns, events are incorrectly ordered from most recent to least recent. They should be sorted from least recent to most recent. To work around this issue, click the Event column heading to change the sort order.
Problem with Order Number filters	5493	Applying an Order Number filter to a report may result in database errors or no results. In some cases in which your order ID is numeric and you use a contains, ends with, or starts with filter, the results may be incorrect. Contact Unica Technical Support to receive an update that resolves this issue.

Documentation updates

This section lists known issues in the Affinium NetInsight version 7.2.0 documentation, sorted by defect number:

Administrative command-line options are missing in the help system	5443	Descriptions of the administrative command-line options are missing from the online help system. They are included in the PDF file of the <i>Affinium NetInsight User's Guide</i> .
Errors in report descriptions	5452	Two report descriptions in the online help incorrectly include a metric that is not in the report. The Product Abandonment Summary description incorrectly includes the cart abandonment rate. The Product Conversion Summary description incorrectly includes checkout rate. The descriptions are correct in the PDF file of the <i>Affinium NetInsight User's Guide</i> .

