

# User Guide

Upon opening CardioLog Analytics you will be presented with several options alongside the screen in the navigation pane, which persist there across pages. Depending on a user's **role**, they will have access to different sections of the application. Complete access to application will provide a main screen that includes the following sections:

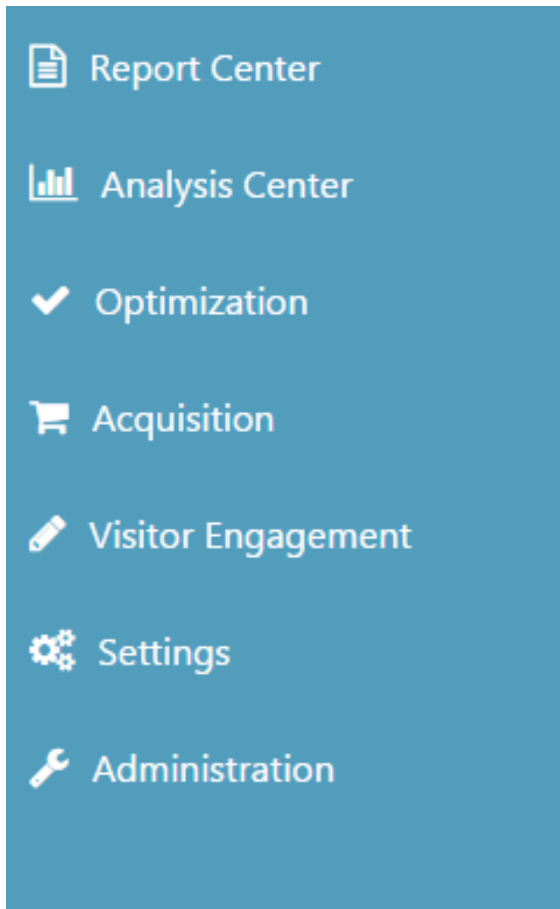
- **Report Center** - Create scheduled reports using diverse web analytics metrics. These reports can be exported and shared with colleagues and associates.
- **Analysis Center** - Create detailed real-time and ad-hoc web analytics reports.
- **Optimization** - Create A/B and multi-variate tests to improve performance across different user groups.
- **Acquisition** - Improve the content and structure of your website by identifying SEO violations like broken links and performance issues.
- **Visitor Engagement** - Create, design and implement surveys and message bars throughout your website, and create real-time website personalization rules to display content designed to appeal to specific visitor segments.
- **Settings** - Create report templates, goals and visitor segments.
- **Administration** - Manage diagnostics and configure system settings.

The screenshot displays the CardioLog Analytics user interface. At the top, the header shows 'CARDIOLOG ANALYTICS' on the left and 'Knowledge base | Connected As INTLOCK-QA\Administrator' on the right. A dark navigation pane on the left contains icons and labels for: Report Center, Analysis Center, Optimization (highlighted with a checkmark), Acquisition, Visitor Engagement, Settings, and Administration. The main content area is titled 'Get Started' and features six sections, each with an icon and a brief description:

- Report Center**: Gain fresh insights through a wide range of reports and dashboards. Easily generate reports using an existing template or by building a report from scratch, featuring charts and tables and a variety of other widgets. Schedule a report to run automatically, preset permissions and export it using pdf, excel, web part, or through an email distribution lists.
- Analysis Center**: Real time data on the usage of your website. Click anywhere to view real-time analysis through a website tree, which maps out the entire content and structure of your website. Save your analysis in Favorites.
- Optimization**: A/B Testing and Multivariate testing to help you pinpoint the best performing features. Behavioral targeting - personalize your content for different audiences and to appeal to a specific visitor segment.
- Acquisition**: Boost visitor rates with campaigns, group tracking links logically and monitor clicks. URL generator to create shortened, more usable versions of your links. SEO reports to help you increase hits on your website.
- Visitor Engagement**: Online Surveys - get direct feedback. Direct a visitor to a specific page to drive a particular action via surveys. Communicate important information through a full-width message bars across the top of your site. Customized surveys and message bars based on visitor segment accessing the website.
- Administration**: Create a wide variety of rules, report templates, and filters. Define and manage goals and conversion funnels. Establish filters for data collection. Configuration Wizard to help you connect to your website and configure your reporting data, and much more.

*CardioLog Analytics User Interface*

- Use either the left **Navigation pane** or the central area of the **Main Window** to access different parts of the application.



*CadioLog Analytics Navigation Pane*

- The Central Area initially displays a summary of each section.
- Once an item is selected from the navigation pane, the **Main Window** displays a summary of that section's options.

## Get Started



### Report Center

Gain fresh insights through a wide range of reports and dashboards

Easily generate reports using an existing template or by building a report from scratch, featuring charts and tables and a variety of other widgets

Schedule a report to run automatically, preset permissions and export it using pdf, excel, web part, or through an email distribution lists



### Analysis Center

Real time data on the usage of your website

Click anywhere to view real-time analysis through a website tree, which maps out the entire content and structure of your website

Save your analysis in Favorites



### Optimization

A/B Testing and Multivariate testing to help you pinpoint the best performing features

Behavioral targeting - personalize your content for different audiences and to appeal to a specific visitor segment



### Acquisition

Boost visitor rates with campaigns, group tracking links logically and monitor clicks

URL generator to create shortened, more usable versions of your links

SEO reports to help you increase hits on your website



### Visitor Engagement

Online Surveys - get direct feedback

Direct a visitor to a specific page to drive a particular action via surveys

Communicate important information through a full-width message bars across the top of your site

Customized surveys and message bars based on visitor segment accessing the website



### Administration

Create a wide variety of rules, report templates, and filters

Define and manage goals and conversion funnels

Establish filters for data collection

Configuration Wizard to help you connect to your website and configure your reporting data, and much more