
What is a Digital Behaviour Report?

A Digital Behaviour Report provides detailed insight into the online behaviour of your audience. It allows you to benchmark the performance of industries, websites and search terms. Additionally, you can use it to identify how to engage your customers across digital channels through their activity streams online, where they go before and after.

What are the main benefits of Digital Behaviour Reports?

Digital Behaviour Reports enable fast audience profiling and analysis:

- Benchmark your performance online against your industry.
- Inform search marketing and competitive search strategies.
- Define the appropriate digital channels to reach your audience and achieve an optimal media mix.
- Maximise online partnerships to improve traffic quality and volume.
Running a Digital Behaviour Report

- From the AudienceView homepage, click **Create** then select Digital Behaviour Report.

- Once the editing panel displays, **enter a title** for your report in the text box at the top of the page.

- Choose your **reporting period** via the Reporting Period Begins and Ends drop downs. The default will be the most recent 4 weeks.

- Select your **target audience (segment)** from the Target Audience drop down, or enter the name of the segment in the search box. Choose “AV Standard - Online Population” as your Target Audience if you wish to view the digital behaviour of the total online population.

- From the Subject Type drop down, **choose your report type**: Custom Section, Website Portfolio, Industry, Search Term Portfolio, Search Term or Website.

  - **Industry**: Select All Industries (the default), or a specific Parent or Sub-Industry in the Subject Value field. The results will show you the visit performance for your selected target audience, with the ability to click through to the websites categorised into these industries.
Search Term: Type the search term in the Subject Value field. The results will show the top search term variations for your selected target audience.

Website: Type the website in the Subject Value field. The results will show the performance of the website you have selected for the target audience, clicking on the search terms tab will also show the search terms driving traffic to the site.

Note: A sub directory will not be valid. For example, www.yahoo.com or sports.yahoo.com are valid URLs, but not www.yahoo.com/celebritynews.

From the top right of the page, click Generate. You can wait for the report to display in the Results panel OR go directly to the List Manager.

The Digital Behaviour Report displays, showing the behaviour of your target audience across your chosen Subject type. Metrics reported include:

- By Industry/Websites:
  - Visits Related: Rank, Total Visits, Visit Share, Desktop/Mobile Rate
  - User Related: Unique Users (Beta), Reach (Beta), Average Visit per User

Note: Turn on “Average Visits per User” by clicking on ‘Metrics’ -> User Related -> Average Visits per User (Beta).

- By Search Terms:
  - Search Related: Rank, Search Share, Paid Share, Organic Share, Paid Rate/Organic Rate, Desktop/Mobile Rate
  - User Related: Unique Users (Beta), Reach (Beta)
Working with the results

- Sort specific columns by clicking the arrow to the right of the metric of interest.
- Choose the metrics to show and hide by clicking on the Metrics button.
- Choose to display device specific results by clicking on the Devices button.

- Increase the number of results you see on any one page at a time at the bottom right of the report. By increasing items per page from 100 to 500, this will mean you are searching 500 results instead of the default 100.

   25 - 50 - 75 - 100 - 200 - 500 - items per page

Exploring the results

Search bar

- Use the Search Bar to find a specific Industry, Sub-Industry, Website or Search Term.
- Under the “Benchmarking” tab, use the orange Website and Search Term buttons to switch between results.
View sub-industries and websites visited by your audience segment

- From the Results table, expand a selection by clicking the name of a parent industry (e.g., Computers and Internet).

- The parent industry’s sub-industries display (e.g., Computers and Internet – Social Networking and Forums), ranked by total visits from your audience segment. From there you can drill into a website level.

- Alternatively, un-tick Parent Industries via the Tree View button at the top of the report. Results will be ranked by total visits from the audience segment, irrespective of what parent industry they fall in. If you want to focus on websites or custom industries you can again use the tree view to do this.
View search terms used by your audience segment

- From the top of the Results table, click the **Search Terms** tab.

- The report will display showing the terms (e.g. facebook, youtube, etc.) searched for by your audience segment, ranked by their share of search clicks.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Search Share</th>
<th>Paid Share</th>
<th>Organic Share</th>
<th>Paid/Org Rate</th>
<th>Desktop/Mobile Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.50%</td>
<td>&lt; 0.01%</td>
<td>0.52%</td>
<td>0.03%</td>
<td>55.78%</td>
</tr>
<tr>
<td>2</td>
<td>0.25%</td>
<td>&lt; 0.01%</td>
<td>0.26%</td>
<td>&lt; 0.01%</td>
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<td>0.13%</td>
<td>0.08%</td>
<td>99.92%</td>
</tr>
<tr>
<td>4</td>
<td>0.13%</td>
<td>&lt; 0.01%</td>
<td>0.13%</td>
<td>&lt; 0.01%</td>
<td>99.96%</td>
</tr>
</tbody>
</table>

- Extend the search results returned via the Editing pane by selecting the **“+Add Extended Search Results”** button.

- Extending the search results will reveal a more complete list of search terms used by the audience. This will assist in better understanding ‘long-tail’ search behaviour, and enrich Search Term Portfolios.

- To create a Search Term Portfolio, tick the boxes next to the terms of interest and select **“Create Search Term Portfolio”** in the top right corner of the results table.
Refining the results

- Click **Edit** from the top header of the report.

**Digital Behaviour Report:**

- **Reporting Period Begins:** 14/05/2017
- **Reporting Period Ends:** 19/06/2017
- **Target Audience:** Females 18-34 Segment
- **Subject Type:** Industry
- **Subject Value:** All Industries

**Add Comparison**

- **Click Add Comparison** and enter the name of the segment you want to compare to.
- **From the top header of the report, click Generate.**
- **The results show a comparison between the two selected audience segments by Volume Difference and Relative Difference.**

Compare to another segment

- **Click Add Comparison** and enter the name of the segment you want to compare to.
- **From the top header of the report, click Generate.**
- **The results show a comparison between the two selected audience segments by Volume Difference and Relative Difference.**

**Summary**

- **Reporting Period:** 4 weeks | Ending On: 03/06/2017
- **Target Audience:** AV Standard - Gender: Females
- **Comparison Audience:** AV Standard - Online Population
- **Subject Type:** Industry | **Subject Value:** All Industries

**Add Activity Stream**

- **Click “+ Add Activity Stream”, and then Generate.**
- **The report displays, with two additional Activity Before and Activity After tabs in the results table. Please see our “How to Run an Activity Stream” for steps on interpreting the results.**
Exporting and Scheduling the results

- To export the data, click the Export button on the top right corner of the page.

- The Export report box displays. From the ‘Export As’ drop-down list, select either:
  - XLSX for an Excel file.
  - CSV for a .csv file.

- Click Export. The results are downloaded in your selected file format.

- To schedule the report to your inbox, to save time logging in each week, click Schedule on the top right corner of the page.

- Once the pop-up appears, select the schedule period and desired format.

Still need help? Reach out to our Customer Success Team for support: Support.au@hitwise.com