



QwkTracker

**Traffic Origination And
Conversion Tracking System**

Miva Merchant Module

Documentation for module version 1.58

Last Updated: 5/15/2004

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QwkTracker Overview

The “QwkTracker - Traffic Origination And Conversion Tracking System” software (QwkTracker) is a set of Miva Merchant modules that allow merchants to track store traffic from its origin through the entire shopping experience. A powerful tool, QwkTracker can help merchants determine if they are spending their money wisely or wastefully on pay-per-click advertising. It can maximize marketing and advertising efforts by letting merchants know which friends, associates, business partners, or advertising campaigns are most effective in sending traffic to their site. More importantly, QwkTracker can tell merchants which traffic is translating to more sales. It can even help them determine where in the shopping process they may be losing the sale, and indicate places where changes in policies or design might help increase sales.

QwkTracker is self-contained software — it doesn’t require any additional software components or services besides the Miva Merchant system itself.

Save more, make more

QwkTracker is great for tracking all the free traffic coming into your site, regardless of origin, but it can be even more valuable when used in conjunction with pay-per-click traffic generation services (such as Overture, Google, FindWhat, Sprinks, Kanoodle, Ah-Ha, and Miva Marketplace), paid link sharing systems, banner ads, web rings, or any other systems that direct traffic to your site. You save money, because you know which services are generating enough income to justify their cost. No matter the size or scope of your site, QwkTracker can help you cut costs and generate more income by pointing out the paths that successful sales take on your site.

QwkTracker also works with Miva Merchant’s built-in affiliate system and can give you powerful and useful information about the traffic your affiliates are sending you.

Fight fraud

QwkTracker can help you spot fraudulent traffic you may be paying for. Most systems/services that direct traffic to your site claim to prevent wasted clicks from the same shopper, and protect against competitors or hackers that may be clicking your links to drive up your costs. QwkTracker arms you with traffic data you can use to spot such fraud — data your traffic generation service may need to ensure that you are not charged for fraudulent traffic.

Ignore irrelevant traffic

QwkTracker can track all the traffic coming into your site, but some traffic (for example, from search robots, site monitoring services, your web developers, sales staff, etc.) is meaningless in terms of analyzing your site’s success. QwkTracker lets you ignore the data from IP addresses that represent traffic that you know is irrelevant to your business. You can ignore individual IP addresses, or ranges of them.

Catch site weaknesses

QwkTracker gives you important data on the traffic in your store that does not result in orders. It tells you where in the shopping process the shopper is leaving and thus clues you in to places where your store may need some improvement.

Redirect traffic

QwkTracker also allows you to redirect traffic coming into the store to a location of your choice, whether it is a plain html file or a web application, and whether it is on your site or another site. The system does this by

linking the traffic to the Miva Merchant store in a special way that allows the visitor to be transferred seamlessly from the Miva Merchant software to a local or remote URL of your choice without stopping the browser's back button from working. This ability to redirect your traffic without breaking the functionality of the browser's back button is critical because the top pay-per-click services such as Overture will not allow you to use links that break the back button. Since the system doesn't break the functionality of the back button, you can safely use it with your pay-per-click service.

Generate reports

QwkTracker allows you to view all of the data generated by the system in highly configurable, easy-to-read reports. Configure your reports based on start and end date/time, sources, and keywords, and display as html tables or in various delimited text formats for fast and easy use in third party spreadsheet or database software. Reports come in two types: summary reports that have the numbers crunched for you and are easy to read and great for seeing trends, and raw reports that have more granular detail. The same filtering by start and end date/time, sources, and keywords can be used for deleting old, irrelevant, or unwanted data quickly and easily.

System Requirements and Installation

This software requires at minimum Miva Empresa 3.9x and Miva Merchant 2.22. It is highly recommended that you always use the latest stable release of Miva Empresa and Miva Merchant. This software contains features that may not work as well when used with older version of the Miva Empresa or Miva Merchant software. Properly configured Empresa 3.94 or higher is required to use the secure location redirection features, and the Miva Empresa 4.x Virtual Machine running under Apache web server is required to use the HTTP Header redirection which is faster and more feature rich than the MvCALL redirect.

Module Installation

There are three module files the system needs to operate: the QwkTracker utility module, the QwkTracker logging helper module and the QwkTracker system extension helper module. In order to avoid later confusion, it is recommended that you install all three modules before enabling any of them in a store. The Modules are each installed via the standard Miva Merchant module installation method. The files are self contained, and can be uploaded using the standard Miva Merchant file upload feature without the need to manually FTP any subfiles, images, etc.

Enabling The Modules In The Store

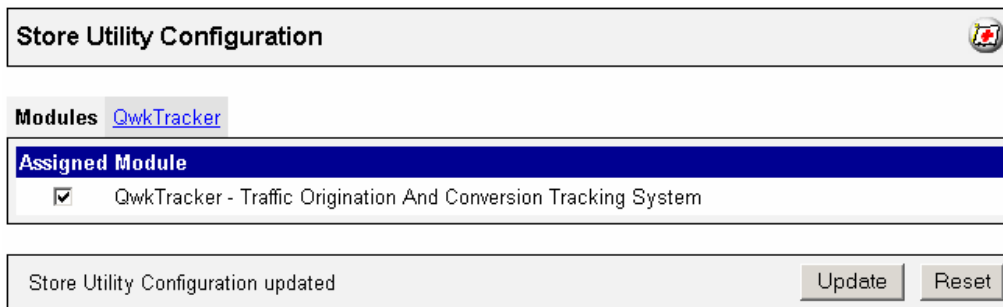
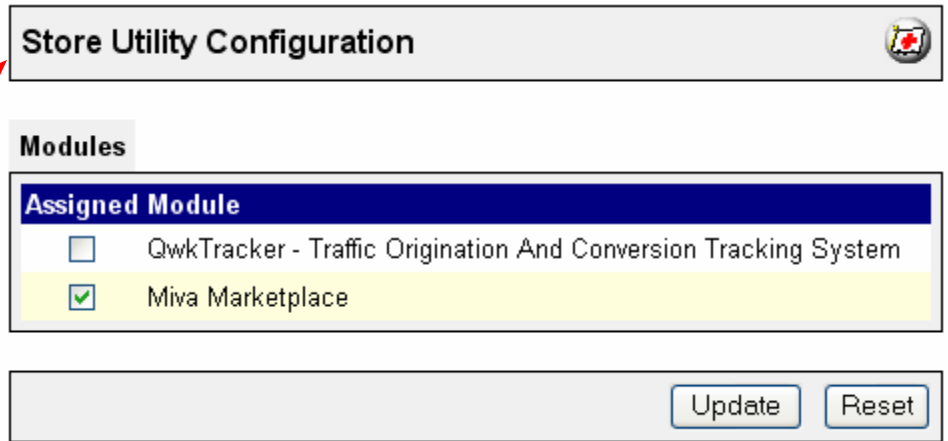
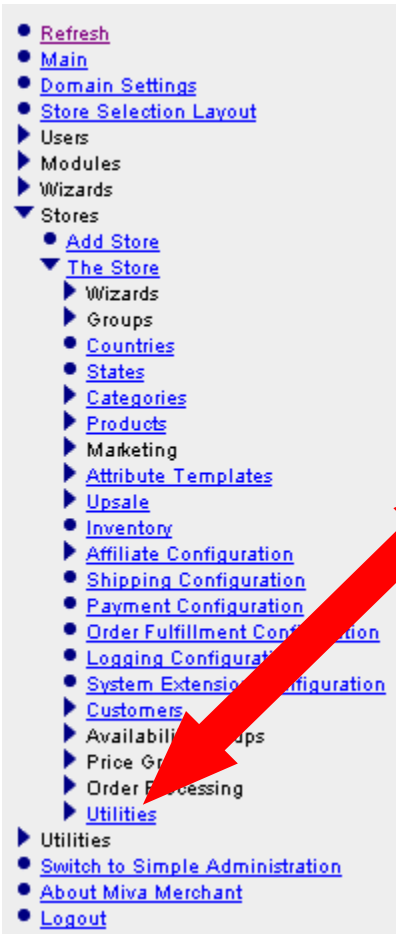
The modules are enabled at the store level by checking the box next to the module name in each of the three different areas of the store where they are found and pressing the Update button. The compiled and non-compiled filenames, the module names, and the location where the modules are enabled are listed in the table below.

File Non-compiled	File Compiled	Module Enabled In	Module Name
qwktracker.mv	qwktracker.mvc	Utilities	QwkTracker - Traffic Origination And Conversion Tracking System
qwktracker_s.mv	qwktracker_s.mvc	System Extension Configurations	QwkTracker - System Extension Helper
qwktracker_l.mv	qwktracker_l.mvc	Logging Configurations	QwkTracker - Logging Helper

Enabling The QwkTracker Utility Module


This module is enabled in a store by clicking on the arrow next to “Stores”, the arrow next to your store’s name, and then the “Utilities” link. This link takes you to the “Store Utility Configuration” screen where you will see a list of modules you have installed. At the top should be a module with the title “QwkTracker - Traffic Origination And Conversion Tracking System”. You should check the box and click the update button.

NOTE: Screenshots are taken from 4.x versions of Miva Merchant. Older versions of the Miva Merchant admin may look different.




Once the module has been enabled, a new tab will appear called “QwkTracker”.


This new link will take you to the settings screen. Initially the screen will contain only licensing information and links to the QwkTracker and QwkSoft websites.

Store Utility Configuration 

[Modules](#) **QwkTracker**



Version: 1.50



Click the logos to check for QwkTracker upgrades and information, or to learn about other QwkSoft products.


License:

[Read The QwkSoft End User License Agreement](#)


By checking the preceding box I state that I have read and agree to the EULA referenced above.

There is a field to enter in the license number you were issued when you received the software, a link to view various formats of the End User License Agreement (EULA) that governs the use of the software, and a checkbox to click if you agree to the EULA.


Until you have read and agreed to the EULA, checked the box stating you have agreed, and entered a valid license number, you will be not be able to use the software.

Store Utility Configuration 

[Modules](#) **QwkTracker**



Version: 1.50
License: QWKSOFY-XXXXXXXXXXXX



Click the logos to check for QwkTracker upgrades and information, or to learn about other QwkSoft products.

QwkTracker is currently not activated. This may be because a database pack or upgrade is in progress.

To access QwkTracker settings, click on Stores > Test Store > Utilities > QwkTracker in the navigation frame to the left, or click [here](#).

Store Utility Configuration updated

Naturally if you don't agree to the EULA, you shouldn't check the box, and thus are not allowed to use the software. If you do agree, you should check the box and click the update button.


After clicking on the Update button, and assuming there were no errors, such as a warning that you didn't confirm your reading and agreement to the EULA or a warning that you entered an invalid license number, the screen will convert to its normal state as an "About Screen". The screen gives you basic information such as your license number, version of the software, warning messages if the software is not active, and a link to access the main QwkTracker administration screens.

- Refresh
- Main
- Domain Settings
- Store Selection Layout
- ▶ Users
- ▶ Modules
- ▶ Wizards
- ▼ Stores
 - Add Store
 - ▼ The Store
 - ▶ Wizards
 - ▶ Groups
 - Countries
 - States
 - ▶ Categories
 - ▶ Products
 - ▶ Marketing
 - ▶ Attribute Templates
 - ▶ Upsale
 - Inventory
 - ▶ Affiliate Configuration
 - Shipping Configuration
 - Payment Configuration
 - Order Fulfillment Configuration
 - Logging Configuration
 - System Extension Configuration
 - ▶ Customers
 - ▶ Availability Groups
 - ▶ Price Groups
 - ▶ Order Processing
 - ▼ Utilities
 - QwkTracker
 - ▶ Miva Marketplace
 - ▶ Import Data
 - ▶ Export Data
 - Delete Shopping Baskets
 - Pack Data Files
 - ▶ Utilities
 - Switch to Simple Administration
 - About Miva Merchant
 - Logout


From then on you can access the main QwkTracker administration screens in either of two ways. You can click on the link on the QwkTracker “About Screen”, or you can click on the QwkTracker link that appears under the utilities sub menu on the left navigation.

Store Utility Configuration 🔍

Modules
QwkTracker



Version: 1.50
License: QWKSOFTE-XXXXXXXXXX



Click the logos to check for QwkTracker upgrades and information, or to learn about other QwkSoft products.


QwkTracker is currently not activated. This may be because a database pack or upgrade is in progress.

To access QwkTracker settings, click on Stores > Test Store > Utilities > QwkTracker in the navigation frame to the left, or click [here](#).


Store Utility Configuration Updated
Update
Reset

QwkTracker - Settings

Settings | Summary Reports | Raw Reports | Manage Records | Pack Databases | Ignore IP Ranges



Version: 1.50
License: QWKSOFTE-XXXXXXXXXX



Click the logos to check for QwkTracker upgrades and information, or to learn about other QwkSoft products.

- Activate QwkTracker
- Track Affiliates
- Track Referring Domains
- Automatically Insert New Sources
- Automatically Insert New Keywords
- Ignore Keywords If Source Is Invalid
- Ignore Source If Keywords Is Invalid
- Automatically Insert New Affiliates
- Automatically Insert New Referring Domains
- Restrict redirect locations to those in the following list:

- Use MvCALL for redirects
- Allow external programs to specify a referring url.
- Allow external programs to specify an entry page.
- New Affiliates Kill Links

Automatically kill links after minutes.

Map the following variable names:

Time display offset this offset displays the current time as 12:03:59

Update Settings

Enabling The QwkTracker System Extension Module

- Refresh
- Main
- Domain Settings
- Store Selection Layout
- ▶ Users
- ▶ Modules
- ▶ Wizards
- ▼ Stores
 - Add Store
 - ▼ The Store
 - ▶ Wizards
 - ▶ Groups
 - Countries
 - States
 - ▶ Categories
 - ▶ Products
 - ▶ Marketing
 - ▶ Attribute Templates
 - ▶ Upsale
 - Inventory
 - ▶ Affiliate Configuration
 - Shipping Configuration
 - Payment Configuration
 - Order Fulfillment Configuration
 - Logging Configuration
 - System Extension Configuration
 - ▶ Customers
 - ▶ Availability Groups
 - ▶ Price Groups
 - ▶ Order Processing
 - ▶ Utilities
 - ▶ Utilities
 - Switch to Simple Administration
 - About Miva Merchant
 - Logout

This module is enabled in a store by clicking on the arrow next to “Stores”, the arrow next to your store’s name, and the “System Extension Configuration” link. This link takes you to the “System Extension Configuration” screen where you will see a list of modules you have installed. At the top should be a module with the title “QwkTracker - System Extension Helper”. You should check the box and click the update button. The module has no configurable options.

NOTE: Screenshots are taken from 4.x versions of Miva Merchant. Older versions of the Miva Merchant admin may look different.

System Extension Configuration

Modules [QwkGuard Settings](#)

Assigned Module	
<input type="checkbox"/>	QwkTracker - System Extension Helper
<input checked="" type="checkbox"/>	QwkGuard - Fraud Protection and Auto-Lockout System

Enabling The QwkTracker Logging Module

- Refresh
- Main
- Domain Settings
- Store Selection Layout
- ▶ Users
- ▶ Modules
- ▶ Wizards
- ▼ Stores
 - Add Store
 - ▼ The Store
 - ▶ Wizards
 - ▶ Groups
 - Countries
 - States
 - ▶ Categories
 - ▶ Products
 - ▶ Marketing
 - ▶ Attribute Templates
 - ▶ Upsale
 - Inventory
 - ▶ Affiliate Configuration
 - Shipping Configuration
 - Payment Configuration
 - Order Fulfillment Configuration
 - Logging Configuration
 - System Extension Configuration
 - ▶ Customers
 - ▶ Availability Groups
 - ▶ Price Groups
 - ▶ Order Processing
 - ▶ Utilities
 - ▶ Utilities
- Switch to Simple Administration
- About Miva Merchant
- Logout

This module is enabled in a store by clicking on the arrow next to “Stores”, the arrow next to your store’s name, and click on the “Logging Configuration” link. This link takes you to the “Logging Configuration” screen where you will see a list of modules you have installed. At the top should be a module with the title “QwkTracker - Logging Helper”. You should check the box and click the update button. The module has no configurable options.

NOTE: Screenshots are taken from 4.x versions of Miva Merchant. Older versions of the Miva Merchant admin may look different.

Logging Configuration

Modules

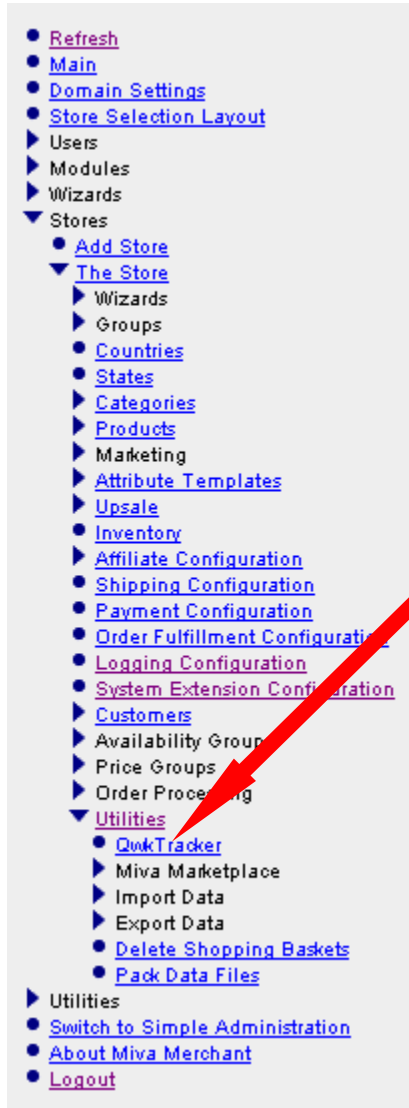
Assigned Module	
<input type="checkbox"/>	QwkTracker - Logging Helper
<input type="checkbox"/>	Miva Merchant Access Log
<input type="checkbox"/>	e-Urchin Log

Upgrading from 1.2x versions of QwkTracker

If you were previously using a 1.2x or earlier version of QwkTracker, you will need to complete an additional step in order to perform the QwkTracker upgrade. There are normally two steps to upgrading a module: uploading the module and clicking the “update” button, at which point the module automatically upgrades its databases as needed. Because of the potential size of some of the databases involved, the QwkTracker upgrade could time out if it were performed this way. In addition, because the 1.5x versions of QwkTracker have an improved database structure, your store is deactivated when you upload the new version of QwkTracker. If you skip this important step, your store will not be reactivated.

After you have uploaded the new `qwktracker.mv` or `qwktracker.mvc` module and clicked the “Update” button, click on the arrow next to “Stores”, the arrow next to your store’s name, the arrow next to “Utilities”, and then the “QwkTracker” link. You will see a message that QwkTracker has been deactivated.

NOTE: Screenshots are taken from 4.x versions of Miva Merchant. Older versions of the Miva Merchant admin may look different.



QwkTracker - Upgrade Step 1 - Create IP Bypass Database

[Settings](#) | [Summary Reports](#) | [Raw Reports](#) | [Manage Records](#) | [Pack Databases](#) | [Ignore IP Ranges](#)
QwkTracker has been deactivated because a database pack or upgrade is in progress. Please complete the operation before continuing.

Upgrade Progress: Create IP Bypass Database - Create Display Default Database - Recreate Non-Event Indexes - Recreate Events Database - Recreate Event Index 1 - Recreate Event Index 2 - Recreate Event Index 3 - Recreate Event Index 4 - Recreate Event Index 5

Click on the “Upgrade” button and wait for “Create IP Bypass Database” to turn gray and “Create Display Default Database” to turn black.

Upgrade Progress: Create IP Bypass Database - Create Display Default Database - Recreate Non-Event Indexes - Recreate Events Database - Recreate Event Index 1 - Recreate Event Index 2 - Recreate Event Index 3 - Recreate Event Index 4 - Recreate Event Index 5

Click “Upgrade” again to complete the next portion of the upgrade, and so on through the list of tasks. You will need to click on “Upgrade” a total of nine times to complete this process. At that time, you will receive an “Upgrade Process: Completed” message; you are done upgrading to the new version of QwkTracker.

QwkTracker - Upgrade Completed

[Settings](#) | [Summary Reports](#) | [Raw Reports](#) | [Manage Records](#) | [Pack Databases](#) | [Ignore IP Ranges](#)

Upgrade Progress: Completed

Upgrading from earlier 1.5x versions of QwkTracker

If you were previously using a 1.50 or greater version of QwkTracker, you simply need to follow this procedure. From in the admin interface click on the arrow next to “Modules” and then click on the link [“QwkTracker - Traffic Origination And Conversion Tracking System”](#) and the “Edit Module” screen will appear on the right. Click on the “Files” tab and then use the upload feature to upload the new qwktracker.mv or qwktracker.mvc file and after it is uploaded click the “Update” button.

Understanding The Basics Of the QwkTracker System

QwkTracker is designed to enable you to tell where your traffic is coming from and how much of that traffic is making it through your store and being converted into sales. The system does this in a manner that is fairly complex behind the scenes, simple to use, and still very flexible.

Rather than storing and displaying large amounts of data on every hit to the store and then later presenting it to you in hopes that you can make some sense of it, the software creates data sets based on the data you are most likely to eventually want to see. The data sets start with a foundation based on three concepts: Visitors, Origin, and State.

Visitor

A visitor is ostensibly a person visiting your store. In reality, and in the mind of QwkTracker, a visitor is less than a guaranteed individual shopper, but more than a shopping basket ID. The system uses the Miva Merchant session/cookie to track a visitor – in most cases, this means that it represents a particular browser running on a particular computer since the last time that the cookies were deleted from system, if ever. (Note: Cookies may have been deleted in any of several ways: intentionally by the user, accidentally due to malfunction or software reinstallation, or after the cookie expired naturally, which for Miva Merchant happens after one year elapses.)

There are three ways in which it is possible for visitors to be tracked with significant inaccuracy: First, if your store is popular with people using shared computer resources such as found at libraries, schools or internet cafes. Second, if your links to the software are using one domain name and the Miva Merchant domain settings are set to use another domain name. (This would be most likely to happen if either your links or your Miva Merchant settings were using the IP address of the website and the other was using the actual domain name.) Or third, if you have a session_id variable mistakenly included in a URL.

Origin

Visitors come from someplace: for example, a referring website, a link sent in email, or an affiliate link. QwkTracker calls this place the visitor’s origin. In the mind of QwkTracker, an origin can be the place the visitor first entered the site from, or an explicit origin declared using special parameters in the url to the site, or where the visitor came from since the last order was purchased. The origin is stored as either a valid source/keywords set, an affiliate link, the domain name of the referring website, or the reserved origin of NONE. NONE is most commonly encountered if somebody typed the domain name into the browser, used a favorites list, clicked a link sent in an email by a friend, etc.

State

QwkTracker sees all traffic as existing in one of three states: a link, a killed link, or an order. A link state means the visitor got to your site, haven't completed an order yet, and the state hasn't been killed. An order state means that the visitor placed an order. A killed link state means that before they placed an order that visitor was determined by the software to have a "new origin".

Examples

If a shopper linked to your site from an affiliate's site, shopped around for a while, and then purchased something, the software treats all of that activity as a single data set. It has one visitor (the shopper), one origin (the affiliate) and a state (an order).

If a shopper came to your site from a link at www.somedomain.com that you didn't even know existed and has so far spent a few minutes looking at various items in your store that is a single data set. It has one visitor (the shopper), one origin (the referring domain www.somedomain.com) and a state (an active link).

If someone clicked on your pay-per-click ad at Google, came to the site, left for whatever reason, went to search around the web some more, clicked on your pay-per-click add at Overture, went to a different part of your site, looked around, saw something they liked, and bought it, then that represents two data sets. The first is a set that consists of one visitor (the shopper) with one origin (your Google PPC ad), and a state (a killed link). The second set consists of the same visitor, a new origin (your Overture PPC ad) and a state (an order).

The state always starts out as a link. The state can then either remain a link for as long as your settings allow, be converted to an order, or be killed. Only one thing can cause a link to be killed – a new origin.

Origins And New Origins

A new origin is the same as an origin if the merchant-configured expiration time is configured and is elapsed. Without the expiration time set and elapsed, a new origin is only registered if a valid source/ keywords set is encountered, or if the system is configured to allow affiliates to kill links and an affiliate login is encountered. The system always kills a link if a new valid source/keywords set is encountered – so that you can be sure that you attribute your sales to the source/keywords that actually resulted in the sale – but if for some reason you want to use the software only to track affiliates, and/or referring domains, the configuration options allow you to determine what will be considered a valid source/keywords set, and eliminate them as valid origins if you so desire.

Understanding Source/Keywords Sets

Source/keywords sets are a result of the explicit declaration to the software in the form of name/value pairs that a source was specified and/or that keywords were specified. Generally this means that someone got to the website by clicking on a link that contained the name/value pairs (or by submitting a form that posted the name/value pairs), or that a piece of software redirected someone to your site and sent along the name value pairs.

Examples

You have a website separate from your store which has links to your store on three different pages. Each link includes the string “&qts=internal” and the string “&qt=” but what comes after the “=” varies from page to page. One page sends “&qt=widgets” the next uses “&qt=doohickeys” and the third uses “&qt=whatchama+callit”. This is a manual method of organizing the traffic for the site into a single source known as “internal” and three different keywords “widgets” “doohickeys” and the two keyword set “whatchama callit” with the space converted to a “+” when in the URL.

More commonly, the source is going to be some sort of paid service such as Google or Overture. and the keywords are going to be indications of the different keywords you paid for.

Here are some full example URLs:

http://somesite.com/Merchant2/merchant.mvc?Product_Code=wc001&Screen=PROD&qts=overture&qt=whatchama+callit

http://somesite.com/Merchant2/merchant.mvc?Category_Code=widgets&Screen=CTGY&qts=google&qt=widgets

<http://somesite.com/Merchant2/merchant.mvc?qts=kanoodle&qt=doohickeys>

What determines if a source/keywords set is valid depends on your settings. In the loosest terms, a valid keyword or source is a string of characters that is 100 characters or less in length including white space. A valid source/keywords set is any valid source or keywords string paired with another valid source or keywords string or paired with an invalid or nonexistent source or keywords string that will be represented in the system by the reserved uppercase string NONE.

Various settings can force valid sources to be paired with valid keywords always, or to restrict valid sources or keywords to those on a predetermined list. Depending on how you configure the software, you can prevent any valid source/keyword sets from existing at all, or you can allow virtually any string sent to be a valid set, or anything in between these two extremes.

Because the system uses sources and keywords as a method of organization of traffic data, the system will always ultimately have a source and keyword as an origin for all traffic. When determining an origin, if there is no valid source/keyword set, QwkTracker will generate the origin source/keywords set from the following options:

1. The reserved literal string AFFILIATE and the login of the affiliate:
This will happen if the settings allow the system to track affiliates and the “Affiliate” variable has been sent to the system with a value. This would normally be because someone used an affiliate link that had something like “&Affiliate=bob” in the URL.
2. The reserved literal string DOMAIN and the referring domain name:
If you have the settings set to track referring domains and the traffic came from a website, as opposed to somebody clicking on their own favorites link or typing the URL to your store in the browser, and if the user agent (a browser like MSIE, Opera, or Netscape Navigator in most cases) supports and sends the referring URL information, which most browsers will, then the system will take the referring URL, strip it down to just the domain name, and use that as the keywords.
3. The reserved literal strings NONE and NONE. If all else fails, the system will simply use these reserved words to indicate that no source and keywords pair that are acceptable were available.

The options will be applied in order. The system can be set to skip any of the steps in determining an origin source/keywords set except the last one. If nothing else, the system must at least register an origin using the NONE source and the NONE keywords for reporting purposes.

Links: Dead Or Alive

All traffic starts out in the state of being a link, and is either converted to an order, killed, or left “alive”. Even though a link isn’t marked as killed it can still be considered “dead” after enough time has passed. When the software displays such links they will still be listed as links rather than killed links because they weren’t killed. But one of the questions QwkTracker tries to help you answer is, “If it wasn’t killed, then why did it die?”

The system tracks key points in the shopping experience. These key points can be the event of something being added to the basket, the basket being viewed, the shopper filling out the shipping and billing information, etc. With this information at hand, you can better determine where the shopper stopped shopping. The reporting features of the software allow you to view this data in a consolidated form that indicates in raw numbers or in percentages how many visitors reached each key point. (If the reports are for very recent data, some of the visitors may still be shopping, and thus the numbers remain fluid.)

Configuration And Use Of QwkTracker Screen By Screen

All the QwkTracker administration screens contain the following menu bar:




This menu allows you to quickly jump between the screens of the software. What follows is a screen-by-screen run-through of the software, how to configure it, and how to use it.


QwkTracker Settings Screen

QwkTracker - Settings

[Settings](#) | [Summary Reports](#) | [Raw Reports](#) | [Manage Records](#) | [Pack Databases](#) | [Ignore IP Ranges](#)



Version: 1.50
License: QWKSOFT-XXXXXXXXXXXX



Click the logos to check for QwkTracker upgrades and information, or to learn about other QwkSoft products.

- Activate QwkTracker
- Track Affiliates
- Track Referring Domains
- Automatically Insert New Sources
- Automatically Insert New Keywords
- Ignore Keywords If Source Is Invalid
- Ignore Source If Keywords Is Invalid
- Automatically Insert New Affiliates
- Automatically Insert New Referring Domains
- Restrict redirect locations to those in the following list:
- Use MvCALL for redirects
- Allow external programs to specify a referring url.
- Allow external programs to specify an entry page.
- New Affiliates Kill Links
Automatically kill links after minutes.

Map the following variable names:

Time display offset this offset displays the curent time as 12:03:59

The default screen is the settings screen. It contains the menu bar, the version number of the software, your license number displayed for future reference, images with links to the QwkTracker and QwkSoft websites, and the following configuration settings:

Activate QwkTracker

Check the box to enable the system, or uncheck it to temporarily disable the system. When the system is deactivated it is only stopped from gathering the tracking data, not from viewing the existing reports or managing the records.

Track Affiliates

Check this box to cause the system to track affiliates as a source/keywords set. When affiliates are tracked they are listed in all reports as a source called AFFILIATE with the keywords being the name of the affiliate login that was sent to Miva Merchant. An affiliate is only used as the source if no explicitly declared source or keywords were sent to the system.

Track Referring Domains

Check this box to cause the system to track referring domains as the source/keywords set. When affiliates are tracked they are listed in all reports as a source called DOMAIN with the keywords being the domain name of the referring website. The referring domain is only used as the source/keywords set if no valid source/keywords set exists, and no affiliate login exists – or the affiliates aren't being tracked.

Automatically Insert New Sources

If this setting is turned on, and if any get or post request to the Miva Merchant software includes a valid value passed in the source variable (qts) and that source is not currently in the sources database, the system will add that source to the sources database automatically and track the traffic as coming from that source. If the setting is turned off, then only sources that exist in the current sources database will be tracked – regardless of whether the source was originally added manually by you or previously automatically added by the system.

Automatically Insert New Keywords

If this setting is turned on, and if any get or post request to the Miva Merchant software includes a value passed in the keywords variable (qtk) and that keywords set is not currently in the keywords database, the system will add that keywords set to the keywords database automatically and track the traffic as coming from whatever source was sent with that keywords set. If the setting is turned off, then only keywords that exist in the current keywords database will be tracked – regardless of whether the keywords set was originally added manually by you or previously automatically added by the system.

Ignore Keywords If Source Is Invalid

If this setting is turned on then the system will not recognize a valid source/keywords set if the source is not valid.

Ignore Source If Keywords Is Invalid

If this setting is turned on then system will not recognize a valid source/keywords set if the keywords are not valid.

Automatically Insert New Affiliates

If this setting is turned on, and if any get or post request to the Miva Merchant software doesn't include a valid source/keywords set, and does include a value passed in the affiliates variable (affiliate), and that affiliate is not currently in the QwkTracker affiliates database, the system will add that affiliate to the QwkTracker affiliates

database automatically and track the traffic as coming from the reserved source name AFFILIATE with the affiliate login as the keywords. If the setting is turned off, then only affiliates that exist in the current QwkTracker affiliates database will be tracked – regardless of whether the affiliate was originally added manually by you or previously automatically added by the system, and regardless of whether or not the affiliate code is a currently valid affiliate to the Miva Merchant affiliate system.

Automatically Insert New Referring Domains

If this setting is turned on, and if any get or post request to the Miva Merchant software doesn't include a valid source or keywords set, and doesn't include a valid affiliate, and a referring domain name was sent and that referring domain is not currently in the referring domains database, the system will add that referring domain to the referring domains database automatically and track the traffic as coming from the reserved source name DOMAIN with the keywords set to the referring domain name. If the setting is turned off, then only referring domains that exist in the current domains database will be tracked – regardless of whether the domain was originally added manually by you or previously automatically added by the system.

Restrict redirect locations to those in the following list:

If checked, the system will only allow redirection to pages listed in the provided text area field.

Use MvCALL for redirects

If checked, then the system will use the Miva script programming language MvCALL element to act as a browser to draw the data from the URL sent as the requested redirect location rather than using the more efficient and generally preferred method of http header redirection, even if the version of Miva Empresa being run supports the http header redirection. This option would generally only be used if for some reason your server didn't support the http header redirection, or possibly for security reasons depending on the type of locations you are redirecting to.

NOTE: For sites using Miva Empresa versions less than 4.x, the system will always be using MvCALL for redirections, so the setting is meaningless in such cases.

Allow external programs to specify a referring url.

If checked, the system will look for the variable "qtr" being passed to the system. If it is found, it will be used as the referring URL rather than the standard http_referer variable. This is useful if you have an external application such as QwkRed or QwkDo that is redirecting you to QwkTracker or allowing you to pass tracking data to QwkTracker from static html pages.

Allow external programs to specify an entry page.

If checked, the system will look for the variable "qte" being passed to the system. If it is found, the qte variable will be used as the entry page. This is useful if you have an external application such as QwkRed or QwkDo that is redirecting you to QwkTracker or allowing you to pass tracking data to QwkTracker from static html pages. You can make the entry page any string that you choose, but typically this would be "index.html" or something similar.

Note: If a "qtr" variable is specified (see "Allow external programs to specify a referring url" above), QwkTracker automatically assumes that the true referrer is the landing page. You can override this by specifying a "qte" whenever you specify a "qtr" — or by using variable mapping (see "Map the following variable names:" below), you can make the landing page any string you like, including setting it to make the referring page and the landing page the same.

New Affiliates Kill Links

If checked, the system will allow the existence of a new affiliate link to kill the existing record set for the visitor, thus allowing the affiliate to be listed as the new origin source/keyword set for the visitor.

Automatically kill links after [X] minutes.

If a positive number is entered, the system will kill links and register a new origin for visitors if the interval between hits is greater than the value of minutes entered in the field. If the value entered is zero then no expiration occurs, and if a negative number is entered then every hit is registered as a new data set; this is not recommended, and is generally undesirable, but might be something you use during brief periods of time to help diagnose a possible problem with your website, or to briefly gather some very detailed tracking data on a site.

Map the following variable names:

This field is where you can specify a list of variable mappings. Variable mappings are a way of giving a value to the variables that QwkTracker uses from alternate sources. For example, your pay-per-click service may use the variable name “partner_code” where QwkTracker would use the “affiliate” variable. With variable mapping, you can tell QwkTracker to write their “partner_code” value to the “affiliate” variable.

The variable mappings consist of a line delimited list of variable names separated by an “=” sign. The variable name to the left of the “=” is the variable to be written to, and the right hand variable name is the variable the value should be taken from. The following is a simple example of a list of mappings to be placed in the field.

```
g.qts=g.source
g.qtk=g.keywords
g.affiliate=g.partner_code
```

This set of mappings would cause the system to set the value of the “qts” variable that QwkTracker uses to track sources to the value of the global variable named “source”, and to set the value of the “qtk” variable that QwkTracker uses to track keywords to the value of the global variable named “keywords”, and would set the value of the “affiliate” variable that QwkTracker uses to track affiliates to the value of the global variable named “partner_code”.

Conditional Mappings

In addition to simple variable to variable mappings, QwkTracker allows mappings to be made in a different manner or under specific circumstances if the mapping line also includes a colon character “:” after the second variable name followed by the conditions. The valid conditions are listed below.

Valid Conditions

literal

Tells the system to use the literal value to the right of the “=” sign as the value of the variable to the left of the “=” sign.

if new

Tells the system to apply the mapping

	only if the right hand variable has a value.
if no new	Tells the system to apply the mapping only if the right hand variable does not have a value.
if old	Tells the system to apply the mapping only if the left hand variable has a value.
if no old	Tells the system to apply the mapping only if the left hand variable does not have a value.

These conditions can be used in combination; you could use “g.qts=default: literal if no old” to cause the QwkTracker qts variable used to track sources to be set to the literal value of “default” if the variable had no value. Or you could use “g.qts=g.affiliate: if no old if new” to cause the “qts” variable to be set to the value of the “affiliate” variable only if there was no value to the “qts” variable already and if there was a value to the “affiliate” variable. Further these could be used in combination to result in more complicated mappings like the following example:

```
g.qts=g.source: if no old if new
g.qts=g.sentfrom: if no old if new
g.qts=g.affiliate: if no old if new
g.qts=g.partner_code: if no old if new
g.qts=g.aff_code: if no old if new
g.qts=g.affil: if no old if new
g.qts=default: literal if no old
```

This set of mappings would in essence cause QwkTracker to check the global variables “qts, source, sentfrom, affiliate, partner_code, aff_code, affil” in order until one of them was found to have a value and was made the “qts” variable, or until the end was reached, in which case it would use the literal value “default” as the “qts” value.

Time display offset

Your computer stores the time of day as universal time (UT), also known as zulu time (Z), or Greenwich mean time (GMT). Miva knows the time zone your computer is running in, and can apply a time offset automatically. However, many stores are hosted in another time zone, which means you will see the time that corresponds to the server’s physical time zone. The display offset lets you compensate for this. The offset is the number of hours from UT, and defaults to the server’s physical time zone. To get your store to properly display the time in your own time zone, insert the number of hours to offset in the Time display offset box and click on “Update Settings”.

Example:

If your current time is 7:55 p.m. (19:55 in traditional military notation), and the Time display offset message reads “this offset displays the current time as 12:55”, then enter 7 in the box, click on “Update Settings”, and verify that the new display is 19:55. From now on, your store will display times in your own time zone.

Special Overture Variable Mapping Instructions

If you use Overture, you can enable your “Overture Tracking URLs” at Overture and use the following variable mapping options to automatically track your Overture traffic without having to add the “qts” and “qtk” tracking variables to your URLs. The variable mappings that work with the “Overture Tracking URLs” are:

```
g.qtk=g.ovkey: if new
g.ovmtc=overture: if old literal
g.qts=g.ovmtc: if new
```

QwkTracker Summary Reports Screen

QwkTracker - Summary Reports						
Settings Summary Reports Raw Reports Manage Records Pack Databases Ignore IP Ranges						
Filter Data	Hide Columns	Results	Load Times	Run Summary Report		
From:	May	15	2004	00	: 00	: 00
To:	May	15	2004	23	: 59	: 59
By:	Date Created					
Source:	ALL SOURCES	Keywords:	ALL KEYWORDS			
State:	No Filter					
Display Totals As:	Percentages					
Display Data As:	HTML Table					

This screen is where you generate reports that summarize the traffic for each source/keywords set. The “Filter Data”, “Hide Columns”, “Results”, and “Load Times” menus can be hidden or revealed by clicking on the appropriate tab or tabs. The expanded menus are shown below:

QwkTracker - Summary Reports						
Settings Summary Reports Raw Reports Manage Records Pack Databases Ignore IP Ranges						
Filter Data	Hide Columns	Results	Load Times	Run Summary Report		
From:	May	15	2004	00	: 00	: 00
To:	May	15	2004	23	: 59	: 59
By:	Date Created					
Source:	ALL SOURCES	Keywords:	ALL KEYWORDS			
State:	No Filter					
Display Totals As:	Percentages					
Display Data As:	HTML Table					
Hide The Following Fields:						
<input type="checkbox"/> save these settings.						
<input type="checkbox"/> Source	<input type="checkbox"/> Killed	<input type="checkbox"/> Ave. Per Link	<input type="checkbox"/> Keywords	<input type="checkbox"/> Orders	<input type="checkbox"/> Ave. Per Order	<input type="checkbox"/> Linked
<input type="checkbox"/> Voids	<input type="checkbox"/> Total	<input checked="" type="checkbox"/> Add Product To Basket	<input checked="" type="checkbox"/> Calculate Shipping Charges	<input checked="" type="checkbox"/> Invoice	<input checked="" type="checkbox"/> Basket Contents	<input checked="" type="checkbox"/> Shipping & Billing Information
<input checked="" type="checkbox"/> Payment Information						
Approximate Load Times:						
Page Load Total: 0.218000						
Screen Draw Total: 0.218000						
Load Summary Data: 0.094000						
Find Start Date Open: 0.016000						
Find Start Date Find: 0.000000						
Find Start Apply Filter: 0.000000						
Display Summary Data: 0.062000						

The only source/keywords sets that summaries will be displayed for are those that have some data associated with them for the period of time selected, and match the source and keywords filter set. For more on how the date and source/keywords filters work, see the section of this document titled “Limiting and Filtering Record Sets”.

The “Display Data As” field lets you set whether you want the resulting report to be displayed as an html table, or as plain text that is delimited by either a tab, comma, or pipe character “|”. The “Run Summary Report” tab sends the request to the system to generate the report.

Hide Columns:

This set of checkboxes lets you control what data the system will generate a report for. Leaving all the boxes unchecked will generate a report for all the data elements the system summarizes data for. Some of the checkboxes actually eliminate the display of a group of fields rather than a single field. Limiting the display of fields is useful for two reasons: it can make it easier to read the data you are interested in; and for reports on very large amounts of data, it can significantly reduce the time it takes to generate a report.

The fields that can be displayed or hidden are: Source, Keywords, Linked, Killed, Orders, Ave. Per Link, Ave. Per Order, Total, Add Product To Basket, Basket Contents, Shipping & Billing Information, Calculate Shipping Charges, Calculate Sales Tax, Payment Information, and Invoice.

Save these settings: If you click this box, your display preferences will be saved for use in future reports.

Source is the source in all lowercase letters that was either sent to or generated by the system.

Keywords is the set of keywords in all lowercase letters that were either sent to or generated by the system.

Linked is the total number of visits associated with the source/keywords set and is always a whole number.

Killed is the number/percentage of visits that were converted to a killed link state.

Orders is the number/percentage of visits that were converted to an order.

Voids is the number/percentage of visits that were converted to an order and then manually voided by an administrator.

Ave. Per Link is the average income per link; i.e., the total amount of money made from the source/keywords set divided by the total number of links.

Ave. Per Order is the average of the total amount of money made from the source/keywords set divided by the total number of orders.

Total is the total amount of money made from the source/keywords set.

Add Product To Basket is a set of two pieces of data: the number/percentage of the visits that attempted to add a product to the basket, and the number/percentage that succeeded.

Basket Contents is the number/percentage of visitors that viewed the basket contents at some point – even if the basket was empty.

Shipping & Billing Information is a set of three pieces of data: the number/percentage of visitors that saw the shipping and billing information form, the number/percentage that submitted that form, and the number/percentage that completed the process of saving that data.

Calculate Shipping Charges is a set of three pieces of data: the number/percentage of visitors that saw the form that displays the shipping methods, the number/percentage that submitted the form, and the number/percentage that successfully had the shipping charges calculated.

Calculate Sales Tax is a set of two pieces of data: the number/percentage of visitors that submitted a request for the tax to be calculated, and the number/percentage of those calculations that completed.

Payment Information is a set of three pieces of data: the number/percentage of visitors that saw the screen that requests their payment information, the number/percentage that submitted the form*, and the number/percentage that had the payment authorized.

*** Note: if the site is using a payment gateway that causes the shopper to be transported away from the Miva Merchant software when the payment information is submitted, then the "submitted" field refers to the percentage that had the submission back from the payment gateway.**

Invoice is the number/percentage of visitors that saw the invoice screen.

Results

This tab toggles the display of the results of your most recent query, if any.

Load Times

This tab toggles the display of the time it takes QwkTracker to process and display your report.

Example Report

Below and stretching over to the next page there are screen captures of an example report generated where all the fields were hidden except Source, Keywords, Linked, Orders, Ave. Per Link, Ave. Per Order, Total, Add Product To Basket, Payment Information, and Invoice.

QwkTracker - Summary Reports													
Settings Summary Reports Raw Reports Manage Records Pack Databases Ignore IP Ranges													
Filter Data Hide Columns Results Load Times Run Summary Report													
Hide The Following Fields:													
<input type="checkbox"/> save these settings.													
<input type="checkbox"/> Source	<input type="checkbox"/> Keywords	<input type="checkbox"/> Linked											
<input checked="" type="checkbox"/> Killed	<input type="checkbox"/> Orders	<input type="checkbox"/> Ave. Per Link											
<input type="checkbox"/> Ave. Per Order	<input type="checkbox"/> Total	<input type="checkbox"/> Add Product To Basket											
<input checked="" type="checkbox"/> Basket Contents	<input checked="" type="checkbox"/> Shipping & Billing Information	<input checked="" type="checkbox"/> Calculate Shipping Charges											
<input checked="" type="checkbox"/> Calculate Sales Tax	<input type="checkbox"/> Payment Information	<input type="checkbox"/> Invoice											
Source	Keywords	Linked	Orders	Ave. Per Link	Ave. Per Order	Total	Add Product To Basket Submitted	Completed	Displayed	Payment Information Submitted	Authorized	Invoice Displayed	
NONE	NONE	140	127 (90.71%)	\$31.10	\$34.29	\$4,354.45	130 (92.86%)	73 (52.14%)	130 (92.86%)	127 (90.71%)	127 (90.71%)	127 (90.71%)	
DOMAIN	agrestpage.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	agreatsite.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	ahipste.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	anewresource.net	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	aresource.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	asite.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	awackresource.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	coolresource.org	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	greatpage.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	hipresource.org	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	hipsite.org	1	1 (100.00%)	\$20.00	\$20.00	\$20.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	
DOMAIN	newpage.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	newpage.org	1	1 (100.00%)	\$49.95	\$49.95	\$49.95	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	
DOMAIN	ourcoolplace.net	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	ourhipsite.org	1	1 (100.00%)	\$20.00	\$20.00	\$20.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	
DOMAIN	ournewplace.net	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	ournewresource.com	1	1 (100.00%)	\$20.00	\$20.00	\$20.00	0 (0.00%)	0 (0.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	
DOMAIN	ournesite.org	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	ourtestplace.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	page.org	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	resource.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	resource.org	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.ahipste.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.anewpage.net	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.anewsite.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.apage.com	2	0 (0.00%)	\$0.00	\$0.00	\$0.00	2 (100.00%)	2 (100.00%)	2 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.apage.org	1	1 (100.00%)	\$88.85	\$88.85	\$88.85	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	
DOMAIN	search.asite.org	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.coolpage.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.coolresource.com	1	1 (100.00%)	\$20.00	\$20.00	\$20.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	1 (100.00%)	
DOMAIN	search.coolsite.com	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	0 (0.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	
DOMAIN	search.greatplace.net	1	0 (0.00%)	\$0.00	\$0.00	\$0.00	1 (100.00%)	1 (100.00%)	1 (100.00%)	0 (0.00%)	0 (0.00%)	0 (0.00%)	

QwkTracker Raw Reports Screen

QwkTracker - Raw Reports						
Settings Summary Reports Raw Reports Manage Records Pack Databases Ignore IP Ranges						
Filter Data	Hide Columns	Results	Load Times	Run Raw Report		
From:	May	15	2004	00	: 00	: 00
To:	May	15	2004	23	: 59	: 59
By:	Date Created					
Source:	ALL SOURCES		Keywords:	ALL KEYWORDS		
State:	No Filter					
Display Data As:	HTML Table					

This screen is where you generate reports on the raw data record sets of the traffic to your site. The “Filter Data”, “Hide Columns”, “Results”, and “Load Times” menus can be hidden or revealed by clicking on the appropriate tab or tabs. The expanded menus are shown below:

QwkTracker - Raw Reports				
Settings Summary Reports Raw Reports Manage Records Pack Databases Ignore IP Ranges				
Filter Data	Hide Columns	Results	Load Times	Run Raw Report
From:	May	16	2004	00 : 00 : 00
To:	May	16	2004	23 : 59 : 59
By:	Date Created			
Source:	ALL SOURCES	Keywords:	ALL KEYWORDS	
State:	No Filter			
Display Data As:	HTML Table			
Hide The Following Fields:				
<input type="checkbox"/> save these settings.				
<input type="checkbox"/> Source	<input type="checkbox"/> Keywords	<input type="checkbox"/> State		
<input type="checkbox"/> Creation Date	<input type="checkbox"/> Last Modified	<input type="checkbox"/> Order Amount		
<input type="checkbox"/> Order ID	<input type="checkbox"/> Session ID	<input type="checkbox"/> Origin Domain		
<input type="checkbox"/> Referring URL	<input type="checkbox"/> Entry Page	<input type="checkbox"/> Original IP Address		
<input type="checkbox"/> Latest IP Address	<input type="checkbox"/> Add Product Submitted	<input type="checkbox"/> Add Product Completed		
<input type="checkbox"/> Basket Displayed	<input type="checkbox"/> Ship/Bill Info Displayed	<input type="checkbox"/> Ship/Bill Info Submitted		
<input type="checkbox"/> Ship/Bill Info Completed	<input type="checkbox"/> Shipping Calculation Displayed	<input type="checkbox"/> Shipping Calculation Submitted		
<input type="checkbox"/> Shipping Calculation Completed	<input type="checkbox"/> Tax Calculation Submitted	<input type="checkbox"/> Tax Calculation Completed		
<input type="checkbox"/> Payment Info Displayed	<input type="checkbox"/> Payment Info Submitted	<input type="checkbox"/> Payment Authorized		
<input type="checkbox"/> Invoice Displayed				
No results match your search query.				
Approximate Load Times:				
Page Load Total: 0.078000				
Screen Draw Total: 0.078000				
Display Report: 0.016000				
Find Start Date Open: 0.000000				
Find Start Date Find: 0.000000				
Find Start Apply Filter: 0.000000				

Records that will be displayed are those within the period of time selected, and that match the source, keywords, and state filter set. For more on how the date and filters work, see the section of this document titled “Limiting and Filtering Record Sets”.

The “Display Data As” field lets you set whether you want the resulting report to be displayed as an html table, or as plain text that is delimited by either a tab, comma, or pipe character “|”. The “Run Raw Report” tab sends the request to the system to generate the report.

Hide Columns:

This set of checkboxes lets you control what data the system will generate a report for. Leaving all the boxes unchecked will generate a report for all the data elements the system tracks. Limiting the display of fields is useful for two reasons: it can make it easier to read the data you are interested in; and for reports on very large amounts of data, it can significantly reduce the time it takes to generate a report.

The fields that can be displayed or hidden are: Source, Keywords, State, Creation Date, Last Modified, Order Amount, Order ID, Session ID, Origin Domain, Referring URL, Entry Page, Original IP Address, Latest IP Address, Add Product Submitted, Add Product Completed, Basket Displayed, Ship/Bill Info Displayed,

Ship/Bill Info Submitted, Ship/Bill Info Completed, Shipping Calculation Displayed, Shipping Calculation Submitted, Shipping Calculation Completed, Tax Calculation Submitted, Tax Calculation Completed, Payment Info Displayed, Payment Info Submitted, Payment Authorized, and Invoice Displayed.

Save these settings: If you click this box, your display preferences will be saved for use in future reports.

Source is the source in all lowercase letters that was either sent to or generated by the system.

Keywords is the set of keywords in all lowercase letters that were either sent to or generated by the system.

State is the state the record set is in, either “Link”, “Order”, “Void”, Or “Killed Link”.

Creation Date is the date/time the record set was created. In other words, this is when the visit began.

Last Modified is the date/time the record set was last modified. In other words, this is the last time the visitor did anything.

Order Amount is the total amount of the order for this visit, if any.

Order ID is the Miva Merchant order id associated with this visit, if any.

Session ID is the Miva Merchant session id associated with this visit.

Origin Domain is the domain name of the referring website, if any, for this visit.

Referring URL is the full URL of the page from the referring website, if any, for this visit. The raw events can show the full referring URL. The URL can be very long if a lot of arguments were passed in the query string, so you may see that one field push everything else off the right hand side of the screen when displaying as an html table. The Referring URL lets you see the exact page on the referring domain the shopper came from. If you wish, you can click on the link and be taken to that page. This also means that when examining the raw data of a visitor, you can see what arguments may have been used as part of a search query if that query was passed to the page on the URL using an HTTP GET (as Google does), but will not show you query data if the query was passed as an HTTP POST.

Entry Page is the page the visitor landed on when coming to your store. This can be the actual entry page or, if you have set it up accordingly, the page you have chosen as the Entry Page override (see the section entitled “Allow external programs to specify an entry page” for more details).

Original IP Address is the IP address the visitor was at when the visit began.

Latest IP Address is the IP address the visitor was at when the record was last updated.

Add Product Submitted is a yes or no to indicate if the visitor ever attempted to add a product to the basket

Add Product Completed is a yes or no to indicate if the visitor ever completed the process of adding a product to the basket.

Basket Displayed is a yes or no to indicate if the visitor ever displayed the basket contents – even if empty.

Ship/Bill Info Displayed is a yes or no to indicate if the visitor ever saw the shipping and billing information form.

Ship/Bill Info Submitted is a yes or no to indicate if the visitor ever submitted the shipping and billing information form.

Ship/Bill Info Completed is a yes or no to indicate if the processing of visitor's submitted information was completed.

Shipping Calculation Displayed is a yes or no to indicate if the visitor ever saw the screen that displays the shipping method selection.

Shipping Calculation Submitted is a yes or no to indicate if the store ever attempted to calculate shipping charges for the visit.

Shipping Calculation Completed is a yes or no to indicate if the store completed the calculation of shipping for that visit.

Tax Calculation Submitted is a yes or no to indicate if the store ever attempted to calculate tax charges for the visit.

Tax Calculation Completed is a yes or no to indicate if the store completed the calculation of taxes for that visit.

Payment Info Displayed is a yes or no to indicate if the visitor ever saw the screen that displays the payment information fields.

Payment Info Submitted is a yes or no to indicate if the store ever attempted to authorize the payment for the visit.

Payment Authorized is a yes or no to indicate if the authorization was completed for this visit.

Invoice Displayed is a yes or no to indicate if the visitor ever saw the invoice screen.

Results

This tab toggles the display of the results of your most recent query, if any.

Load Times

This tab toggles the display of the time it takes QwkTracker to process and display your report.

Example Report

Below is a partial screen capture of an example report generated where all the fields were hidden except Source, Keywords, State, Order, Amount, Order ID, Referring URL, Add Product Submitted, and Payment Info Submitted.

QwkTracker - Raw Reports

Settings | Summary Reports | Raw Reports | Manage Records | Pack Databases | Ignore IP Ranges

Filter Data | Hide Columns | Results | Load Times | Run Raw Report

Hide The Following Fields:

save these settings.

<input type="checkbox"/> Source	<input type="checkbox"/> Keywords	<input type="checkbox"/> State
<input checked="" type="checkbox"/> Creation Date	<input checked="" type="checkbox"/> Last Modified	<input type="checkbox"/> Order Amount
<input type="checkbox"/> Order ID	<input checked="" type="checkbox"/> Session ID	<input checked="" type="checkbox"/> Origin Domain
<input type="checkbox"/> Referring URL	<input checked="" type="checkbox"/> Entry Page	<input checked="" type="checkbox"/> Original IP Address
<input checked="" type="checkbox"/> Latest IP Address	<input type="checkbox"/> Add Product Submitted	<input checked="" type="checkbox"/> Add Product Completed
<input checked="" type="checkbox"/> Basket Displayed	<input checked="" type="checkbox"/> Ship/Bill Info Displayed	<input checked="" type="checkbox"/> Ship/Bill Info Submitted
<input checked="" type="checkbox"/> Ship/Bill Info Completed	<input checked="" type="checkbox"/> Shipping Calculation Displayed	<input checked="" type="checkbox"/> Shipping Calculation Submitted
<input checked="" type="checkbox"/> Shipping Calculation Completed	<input checked="" type="checkbox"/> Tax Calculation Submitted	<input checked="" type="checkbox"/> Tax Calculation Completed
<input checked="" type="checkbox"/> Payment Info Displayed	<input type="checkbox"/> Payment Info Submitted	<input checked="" type="checkbox"/> Payment Authorized
<input checked="" type="checkbox"/> Invoice Displayed		

Source	Keywords	State	Order Amount	Order ID	Referring URL	Add Product Submitted	Payment Info Submitted
qwkclicks	search terms	Killed Link	\$0.00	0	http://search.apage.org/links/links.html	Yes	No
findwhat	some value	Killed Link	\$0.00	0	http://www.ourplace.com/pages/index.html	Yes	No
internal	stuff and nonsense	Killed Link	\$0.00	0	http://search.oursite.org/links/index.html	Yes	No
findwhat	widget	Killed Link	\$0.00	0	http://search.ourresource.com/pages/index.html	Yes	No
DOMAIN	www.thepage.net	Killed Link	\$0.00	0	http://www.thepage.net/links/links.pl	Yes	No
google	some value	Order	\$68.85	1870	http://search.greatpage.com/	Yes	Yes
qwkclicks	some value	Order	\$20.00	1860	http://ourtestplace.net/results/links.htm	Yes	Yes
overture	things	Killed Link	\$0.00	0	http://search.thisplace.com/links/links.pl	No	No
internal	something	Killed Link	\$0.00	0	http://thisnewresource.com/results/links.htm	Yes	No
DOMAIN	wackypage.com	Killed Link	\$0.00	0	http://wackypage.com/links.htm	Yes	No
google	search terms	Killed Link	\$0.00	0	http://ahippage.com/pages/links.pl	Yes	No
overture	another thing	Killed Link	\$0.00	0	http://www.someplace.org/	Yes	No
findwhat	something	Killed Link	\$0.00	0	http://search.ourtestsite.org/links/links.pl	Yes	No
overture	some value	Killed Link	\$0.00	0	http://www.ourcoolplace.org/results/index.html	Yes	No
overture	some value	Killed Link	\$0.00	0	http://search.somehipplace.com/index.html	Yes	No
internal	stuff and nonsense	Killed Link	\$0.00	0	http://somesite.com/links.pl	Yes	No
internal	another thing	Killed Link	\$0.00	0	http://search.theplace.org/pages/	Yes	No
findwhat	some value	Killed Link	\$0.00	0	http://search.somewackypage.org/links.htm	Yes	No
findwhat	another thing	Killed Link	\$0.00	0	http://place.com/links.htm	Yes	No
google	something	Order	\$121.80	1865	http://www.somesite.com/content/links.html	Yes	Yes
google	widget	Order	\$23.95	1863	http://awackysite.org/results/	Yes	Yes
overture	things	Killed Link	\$0.00	0	http://greatplace.org/content/links.html	Yes	No
overture	something	Killed Link	\$0.00	0	http://search.thisstestresource.com/pages/links.html	Yes	No
overture	something	Killed Link	\$0.00	0	http://newsite.com/content/	Yes	No
findwhat	another thing	Killed Link	\$0.00	0	http://thepage.com/results/links.pl	Yes	No

QwkTracker Manage Records Screen

QwkTracker - Manage Records

Settings | Summary Reports | Raw Reports | Manage Records | Pack Databases | Ignore IP Ranges

Delete event records matching the following criteria:

Filter Data Load Times Delete Matching Records

From: May 15 2004 00 : 00 : 00

To: May 15 2004 23 : 59 : 59

By: Date Created

Source: ALL SOURCES Keywords: ALL KEYWORDS

State: No Filter

ALL SOURCES Delete Source

ALL KEYWORDS Delete Keywords

ALL AFFILIATES Delete Affiliate

ALL DOMAINS Delete Domain

Insert Source

Insert Keywords

Insert Affiliate

Insert Domain

Order Number To Void: Void Record

Delete event records matching the following criteria:

From, To, Source, and Keywords are set and act according to the guidelines outlined in the “Limiting and Filtering Record Sets” section of this documentation.

Basically, you set the date/time range you want to find records in and any source or keywords limitations. Clicking the “Delete Matching Records” button will request that the system delete the records that match the request. A confirmation message is displayed to prevent accidental deletions.

The “Filter Data” and “Load Times” sections can be hidden or revealed by clicking on the appropriate tab(s).

Delete XXX

For each item XXX you choose the item from the select list that represents the data you want deleted, and click the “Delete XXX” button to delete the data. A confirmation message is displayed to prevent accidental deletions.

Insert XXX

For each item XXX you may enter a valid value for that type of item in the field provided and click the “Insert XXX” button to request the system to insert the data. This feature is very important when you have configured the system not to prevent sources, keywords, affiliates, and/or domains from being inserted by the system automatically.

Insert XXX

If you have an order that got charged back, refunded, turned out to be fraud, or for any other reason you want to not have calculated in your summary order totals for number or amount of orders then you can enter the order number for that order in this field and click the “Void Record” button and that order will be marked into a state of “Void”.

QwkTracker Pack Databases Screen

To avoid timing out on large databases, QwkTracker packs your databases in stages. On smaller databases, these steps may be done several at a time, but the safest method is to do them one at a time. To pack a database, simply click the checkbox next to the one you want to pack, and click the Pack button.

QwkTracker - Pack Databases

[Settings](#) | [Summary Reports](#) | [Raw Reports](#) | [Manage Records](#) | [Pack Databases](#) | [Ignore IP Ranges](#)

Select the database that you want to pack.

Packing QwkTracker's databases can take quite some time. It is strongly recommended that you place your store in maintenance mode or deactivate QwkTracker before continuing.

You may pack more than one database at a time, but if this process times out QwkTracker may be unusable until you finish packing the databases one at a time.

Once you perform Step 1 of the Events database pack, QwkTracker will be unusable until you complete the remaining steps.

- Sources
- Keywords
- Affiliates
- Domains
- Settings
- Defaults
- Ignore IP Ranges
- Events Step 1
- Events Step 2
- Events Step 3
- Events Step 4
- Events Step 5
- Events Step 6

If one of your processes times out, or after you perform Events Step 1, the system will let you know that you have uncompleted processes awaiting completion by flagging those processes as Incomplete, as shown below:

Once you perform Step 1 of the Events database pack, QwkTracker will be unusable until you complete the remaining steps.

- Sources
- Keywords
- Affiliates
- Domains
- Settings
- Defaults
- Ignore IP Ranges
- Events Step 1
- Incomplete --> Events Step 2
- Incomplete --> Events Step 3
- Incomplete --> Events Step 4
- Incomplete --> Events Step 5
- Incomplete --> Events Step 6

QwkTracker Ignore IP Ranges Screen

Certain visitors to your site are irrelevant to your analysis of your site's performance. When you learn of such visitors (for example, if you find that one block of IP addresses is being used by an email-address-harvesting spambot), you can choose to ignore them in QwkTracker. Importantly, you can also clear an IP address or range of addresses, in case you know that a legitimate visitor falls into an otherwise ignorable range.

QwkTracker - Ignore IP Ranges

[Settings](#) | [Summary Reports](#) | [Raw Reports](#) | [Manage Records](#) | [Pack Databases](#) | [Ignore IP Ranges](#)

Add / Clear IP Range: Start
End
 Add Range Clear Range

Filters: Begin IP:
Display Limit:

The top half of this screen is where you choose an IP address or range of addresses for QwkTracker to ignore. To ignore an IP address or range of addresses, enter the start and end of the range into the “Start” and “End” boxes, and click the “Update” button while the “Add Range” radio button is selected. To clear an address or range of addresses, enter the range and click “Update” while the “Clear Range” radio button is selected.

The bottom half of this screen is where you can filter and display a list of ignored blocks by using the boxes at the bottom of the screen, and clicking “Update”.

Note: *The format of an IP address is a 32-bit numeric address written as four numbers separated by periods. Each number can be zero to 255. For example, 1.160.10.240 could be an IP address.*

QwkTracker treats blank portions of IP addresses as though the wildcard (*) character were used in the trailing position; that is, entering “1.150” is the same as “1.150.*.*”. In addition, QwkTracker assumes that if you don't enter an end for your range, you mean to go to the end of the range in which your start IP falls.

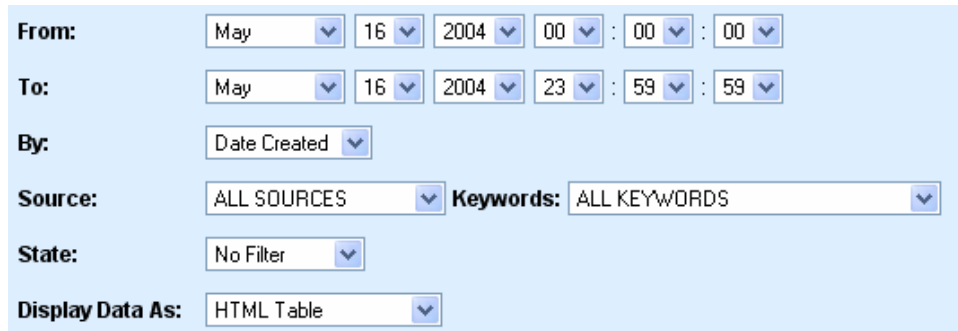
Examples

You learn that you are getting spambot visits from a company that uses the 66.92.* range of IP addresses. You can enter 66.92 in the “Start” box, click “Ignore Range” and “Update” and QwkTracker will block the entire range of 66.92.0.0 to 66.92.255.255.

You have a legitimate customer who uses the IP address 66.92.10.111. You can enter that address into the box, click “Clear Range” and “Update”, and QwkTracker will split the range into two ignored blocks, with your cleared number excluded. That is, you will see 66.92.0.0 through 66.92.10.110 and 66.92.10.112 through 66.92.255.255 as your ignored blocks.

Limiting and Filtering Record Sets

For the raw and summary reports, as well as one of the methods of deleting records, the system uses a standardized method of limiting and filtering the data record set that will be acted upon. This uniformity and consistency makes the software easier to use and is especially useful in managing records because you can use a query to generate a report as delimited text, save that data locally, and then use the same exact query setting on the “Manage Records” screen to delete only those records – assuming, of course, that the end date/time for the query is in the past.



The screenshot shows a query filter interface with the following fields and values:

- From:** May 16 2004 00 : 00 : 00
- To:** May 16 2004 23 : 59 : 59
- By:** Date Created
- Source:** ALL SOURCES
- Keywords:** ALL KEYWORDS
- State:** No Filter
- Display Data As:** HTML Table

From: The starting date/time you want the system to use data from. This defaults to the current day, month and year at midnight.

To: The ending date you want the system to use data from. This defaults to the current day, month and year at one second before midnight.

The default settings for the date range would thus limit the data the system will act upon to all traffic for the current day. To set the range for yesterday, all you need to do is change the day fields each back one day. To see the past month, you would then change the “From” month to one month earlier, and to see the past year you would change the “From” year to one year earlier.

Source: This is an option to limit the record set to data with the specified source. The default is ALL SOURCES, which means that no limitations based on source are applied. The other options include the reserved source names of REGULAR SOURCES, NONE, AFFILIATE, and DOMAIN.



REGULAR SOURCES are all sources that aren’t identified as NONE, AFFILIATE, or DOMAIN sources.

NONE means records that have no source associated with them.

AFFILIATE means records whose source is an affiliate; the affiliate code will be displayed as the keywords for those records.

DOMAIN means records that have a referring domain name as a source with the

domain name being displayed as the keywords for those records.

Specific sources listed such as “qwkclicks”, “overture”, “google”, and “kanoodle” in our example represent sources that the system knows about either because they were manually entered by the merchant using the Manage Records screen, or they were automatically added by the system when the source was encountered as the value in the “qts” source variable for the first time. Regardless of the case of the source when it is entered into the system, the sources are always converted to all lower case characters before being stored in the database or compared with values in the database.

Keywords:



Optional filter to limit the results to data with the specified keywords.

This is an option to limit the record set to data with the specified source. The default is ALL SOURCES, which means that no limitations based on source are applied. The other options include the reserved source names of REGULAR SOURCES, NONE, AFFILIATE, and DOMAIN.

REGULAR SOURCES are all sources that aren’t identified as NONE, AFFILIATE, or DOMAIN sources.

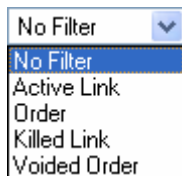
NONE means records that have no source associated with them.

AFFILIATE means records whose source is an affiliate; the affiliate code will be displayed as the keywords for those records.

DOMAIN means records that have a referring domain name as a source with the domain name being displayed as the keywords for those records.

Specific sources listed such as “qwkclicks”, “overture”, “google”, and “kanoodle” in our example represent sources that the system knows about either because they were manually entered by the merchant using the Manage Records screen, or they were automatically added by the system when the source was encountered as the value in the “qts” source variable for the first time. Sources are always converted to all lower case characters before being stored in the database or compared with values in the database.

State:



Optional filter to limit the results to records that have a state that matches the filter.

NOTE: The values for some fields in the summary reports will be somewhat nonsensical depending on the state filter. For example of the filter “Order” is selected then the Ave. Per Order and Ave Per Link will be the same, as will the Links and the Orders.

The method that the system uses to find records and build a record set is not a simple search or raw display of data. It is a combination of advanced indexing lookups combined with a simple conditional expressions that makes limiting the records to a reasonable sized record set lightning fast. If you had twenty thousand records

and you limited the results to a record set of a thousand or so records, the software might easily find, load, and act upon that record set in less than a second. The time it takes to find/load a record set is primarily an issue of how big the resulting record set is. However, the time it takes to view a report for a record set depends on an additional factor: how many fields are being displayed. The amount of time that each field can add to the total amount of time to generate a report can easily be as much as a second per field, per 5,000 - 20,000 records to be displayed, depending on the speed of and load on the server. Obviously this is not going to affect the display of summaries much because each record displayed is a source/keyword set and it is unlikely that a merchant will have 5,000 or more source/keywords sets, but for raw reports it could make a significant difference. For example, if you were trying to display a report of all the raw data for the traffic to the site for a given period of time, and you had 15,000 visitors (not hits) to the site during that period of time, it could easily take 20 seconds to build the data set for the report, and another second per field to generate the html code, then time on top of that to transmit it across the internet, and then time on top of that for the browser to render that html code. The total time to display that 15,000 record set could easily be a minute.

Because of this, it is important to limit the record set to an appropriate level.

It would be perfectly acceptable and reasonable to wait several minutes for a tab delimited report to be generated if you were intending to copy and paste it into a spreadsheet for further manipulation, but it would be silly to wait that long to get an estimate of how much you made off the keywords you paid for from Google this month.

All of these numbers are of course significantly intertwined with things like the load on your site at the moment you are running the report, the available system resources such as ram, CPU, and the speed of disk access, plus the version of Miva Empresa and Miva Merchant you are running, as well as what Operating system and web server software you are running and many other factors.

You can use the “Load Times” to get a good feeling for how your site will perform on different size reports. Please bear in mind that the load times are all times of how long it took for things to happen on the server and do not include the time it takes the browser to download the html page results nor the time it might take the browser to render the html code on the screen. You can actually cross reference the times it shows in the load times with the physical time estimate of how long it takes for you to see the results and get a good feel for how much of the time is the program generating the data on the server and how much is the time to download and render it.

Using Location Redirection

Location redirection is used when you want traffic to start its visit someplace other than in your Miva Merchant store, but still want to track the origin. For instance, if you want the shopper that comes from your affiliate that specializes in fixing old widget systems to land on your <http://www.yoursite.com/widgets.html> first and follow links you have placed there that take them into the store, you could use URL redirection to do that. Your affiliate would still get credit for the sale, and QwkTracker would still track everything.

To use the QwkTracker location redirection feature, you need to pass the QwkTracker Location variable, called “qtl”, to the system with a value of the location where you want the traffic redirected. Additionally, if no “&Action=*something*” is specified on the URL, then you need to add in “&Action=NEW”. So for our above example, you would have the affiliate add “&Action=NEW&qtl= <http://www.yoursite.com/widgets.html>” in the URL that points to Miva Merchant, and when the shopper went to that URL they would see your widgets.html page. There would not be any interim page load and flicker like you see if someone uses the “Meta Refresh” method of redirection — this would seem to them exactly as if the contents of the URL they went to was the contents of the page you redirected them to.

If the version of QwkTracker and Miva Merchant you are using is not compiled, then you must give a fully qualified URL as the value of the “qtl” variable. Thus you need: “**qtl=<http://yoursite.com/widgetinfo.html>**” in a URL rather than “**qtl= /widgetinfo.html**”. If you are using compiled QwkTracker and Miva Merchant then you can specify either a fully qualified URL, or a path to a file from the web root of the current website. The advantages of the way the compiled version does the redirection are speed and reliability.

If you are using versions of Miva Empresa prior to version 3.94, or if you are using 3.94+ but not the virtual machine and don’t have Miva Empresa configured properly, then you won’t be able to redirect to secure URLs. That is, you could redirect to “<http://somesite.com>” but not “<https://somesite.com>”.

The QwkTracker location redirection relies on cookies the same way that the rest of the QwkTracker software does, and the same way that Miva Merchant itself does.

Additionally, in non-compiled versions, or if the “Use MvCALL for redirects” setting is turned on, the result of the redirect must be a “text/xxx” type document, and is assumed to be “text/html”. Even if the page is a “text/xxx” type the user agent, usually a browser, may have trouble rendering the page if the redirected page’s contents is anything that is required by the user agent to begin with an element other than the “HTML” element.

For compiled versions none of the above applies. The software can redirect to any URL that is valid for an HTTP GET command including one that points to a binary file.

NOTE: The software by default sets the flag on the settings so that redirection will not be allowed until you either uncheck the box next to “**Restrict redirect locations to those in the following list**” or add in some valid URLs to the field provided.

Tracking Traffic To Static HTML pages

In addition to using location redirection to send tracked traffic to static HTML pages, QwkTracker can be used to track traffic that arrives at static HTML pages by using some additional software such as “QwkRed Redirection Software” if you are using compiled Miva Merchant or “QwkDo - Shadow Script Execution” software if you are using non-compiled Miva Merchant. Both applications are available from 4TheBest.net and there is currently no licensing fee for either product if you are a licensed QwkTracker user. You can get the software and the licenses by contacting 4TheBest.net directly.