EDITED

Enterprise Intelligence

Glossary

June 2022

Name	Definition
% Current Season Options	The percentage of active Option IDs that are in-season during the analysis period.
% Current Season Parent Products	The percentage of active Parent Product IDs that are in-season during the analysis period.
% Current Season Products	The percentage of active Product IDs that are in-season during the analysis period.
% Discontinued Options	The percentage of active Option IDs that are discontinued.
% Discontinued Parent Products	The percentage of active Parent Product IDs that are discontinued.
% Discontinued Products	The percentage of active Product IDs that are discontinued.
% Express Ship Units	The percentage of units shipped in an express or expedited fashion during the analysis period. Express Ship Units Sold divided by Units Sold.
% Express Shipping Orders	The percentage of orders shipped in an express or expedited fashion during the analysis period. Express Ship Orders divided by Orders.
% Free Ship Units	The percentage of units shipped without a shipping fee charge during the analysis period. Free Ship Units Sold divided by Units Sold.
% Free Shipping Orders	The percentage of orders shipped without a shipping fee charge during the analysis period. Free Ship Orders divided by Orders.
% Held Order Value Not Shipped (Backordered)	The percent of held order value not shipped during the analysis period that is backordered. Held Order Value Not Shipped (Backordered) divided by Held Order Value Not Shipped.
% Held Order Value Not Shipped (In Stock)	The percent of held order value not shipped during the analysis period that was in stock at the time of purchase. Held Order Value Not Shipped (In Stock) divided by Held Order Value Not Shipped.

% Held Order Value Not Shipped (Pre-Ordered)	The percent of held order value not shipped during the analysis period that is pre-ordered. Held Order Value Not Shipped (Pre-Ordered) divided by Held Order Value Not Shipped.
% Held Order Value Not Shipped (Vendor Ship)	The percent of held order value not shipped during the analysis period that is to ship from the vendor. Held Order Value Not Shipped (Vendor Ship) divided by Held Order Value Not Shipped.
% Last Purchase >13 Months	As of the end of the analysis period, the percentage of unique Customers IDs that have not made a purchase in more than 13 months (400 days).
% Last Purchased <6 Months	As of the end of the analysis period, the percentage of unique Customers IDs that have made one or more purchases within the last 6 months (185 days).
% Last Purchased >6 & <13 Months	As of the end of the analysis period, the percentage of unique Customers IDs that have not made a purchase within the last 6 months (185 days), but have made a purchase within the last 13 months (400 days).
% Markdown Options	The percentage of active Option IDs (assuming 1 or more SKU for the Option ID is marked down) that had a List Price less than Full Price during the analysis period.
% Markdown Parent Products	The percentage of active Parent Product IDs (assuming 1 or more SKU for the Parent Product ID is marked down) that had a List Price less than Full Price during the analysis period.
% Markdown Products	The percentage of active Product IDs (assuming 1 or more SKU for the Product ID is marked down) that had a List Price less than Full Price during the analysis period.
% New Options	The percentage of active Option IDs newly published to the site within the last 30 days.
% New Parent Products	The percentage of active Parent Product IDs newly published to the site within the last 30 days.
% New Products	The percentage of active Product IDs newly published to the site within the last 30 days.
% New to 11+ Time Buyer Base	The percentage of customers who moved into the 11+ Time Buyer segment during the analysis period. New to 11+ Time Buyer segment customers divided by 11+ Time Buyer Base as of the beginning of the analysis period.
% New to 2-5 Time Buyer Base	The percentage of customers who moved into the 2-5 Time Buyer segment during the analysis period. New to 2-5 Time Buyer segment

	customers divided by 2-5 Time Buyer Base as of the beginning of the analysis period.
% New to 6-10 Time Buyer Base	The percentage of customers who moved into the 6-10 Time Buyer segment during the analysis period. New to 6-10 Time Buyer segment customers divided by 6-10 Time Buyer Base as of the beginning of the analysis period.
% New to One-Time Buyer Base	The percentage of customers who moved into the One-Time Buyer segment during the analysis period. New to One-Time Buyer segment customers divided by One-Time Buyer Base as of the beginning of the analysis period.
% Not on Site Options	The percentage of active Option IDs yet to be published to the site and/or made available in stores. “Not on Site” is determined by the “Is Sellable” flag.
% Not on Site Parent Products	The percentage of active Parent Product IDs yet to be published to the site and/or made available in stores. “Not on Site” is determined by the “Is Sellable” flag.
% Not on Site Products	The percentage of active Product IDs yet to be published to the site and/or made available in stores. “Not on Site” is determined by the “Is Sellable” flag.
% of Category Views	Ratio of the product’s views to its peer category’s total views.
% of Options Backordered	The percent of active options flagged as being on backorder as of the end of the analysis period.
% of Options In Stock	The percent of active options that have 1 or more stock units as of the end of the analysis period.
% of Options Pre-Ordered	The percent of active options flagged as being available for pre-order.
% of Options Vendor Ship	The percent of active options flagged as being available for shipment directly from a vendor (drop ship).
% of Parent Products Backordered	The percent of active parent products flagged as being on backorder as of the end of the analysis period.
% of Parent Products In Stock	The percent of active parent products that have 1 or more stock units as of the end of the analysis period.

% of Parent Products Pre-Ordered	The percent of active parent products flagged as being available for pre-order.
% of Parent Products Vendor Ship	The percent of active parent products flagged as being available for shipment directly from a vendor (drop ship).
% of Products Backordered	The percent of active products flagged as being on backorder as of the end of the analysis period.
% of Products In Stock	The percent of active products that have 1 or more stock units as of the end of the analysis period.
% of Products Pre-Ordered	The percent of active products flagged as being available for pre-order.
% of Products Vendor Ship	The percent of active products flagged as being available for shipment directly from a vendor (drop ship).
% Placed Order Value (Backordered)	The percent of placed order value during the analysis period that is backordered. Placed Order Value (Backordered) divided by Placed Order Value.
% Placed Order Value (In Stock)	The percent of placed order value during the analysis period that was in stock at the time of purchase. Placed Order Value (In Stock) (i.e. placed order value for order lines that are not backorder, preorder, or vendor ship) divided by Placed Order Value.
% Placed Order Value (Pre-Ordered)	The percent of placed order value during the analysis period that is pre-ordered. Placed Order Value (Pre-Ordered) divided by Placed Order Value.
% Placed Order Value (Vendor Ship)	The percent of placed order value during the analysis period that is to ship from vendor (drop ship). Placed Order Value (Vendor Ship) divided by Placed Order Value.
% Split Shipments	The percentage of shipments during the analysis period that shipped only a partial order, which will result in at least two shipments for the order. Orders with Split Shipment Status of “Split” divided by Orders.
1-2x Migrators	Customers who had only one lifetime purchase as of the beginning of the analysis period but returned to make a second purchase within the analysis period
11+ Time Buyers (segment)	Customers who have placed 11 or more lifetime purchases.

11+ Time Buyer AOV	The average order value of orders placed during the analysis period by customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Avg Lifetime Orders	The average number of lifetime orders (including those made during the analysis period) from those who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Avg LTV	The average lifetime revenue of the customers (including orders made during the analysis period) from those who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Base	A count of customers who had 11 or more lifetime purchases and at least one purchase within the last 400 days as of the beginning of the analysis period.
11+ Time Buyer Days Between Purchases	The average number of days between purchases for customers who purchased during the analysis period and belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Delivery on Promise Rate	For customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period, the percentage of orders delivered on or before the expected time during the analysis period. In the absence of courier delivery data, it is assumed that a missed ship date will equate to a missed delivery date.
11+ Time Buyer Orders	The number of orders placed by customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period as a percentage of total Placed Order Value in the period.
11+ Time Buyer Profit	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated to orders placed during the analysis period by customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Profit %	The average profit (Product Profit + Shipping Profit – Other Offer Costs) as a percentage of placed order value for orders placed during the analysis period by customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.

11+ Time Buyer Profit/Order	The average profit (Product Profit + Shipping Profit − Other Offer Costs) per order during the analysis period of customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period.
11+ Time Buyer Purchase Rate	The number of purchasing customers who belonged to the 11+ Time Buyer Base as of the beginning of the analysis period divided by the 11+ Time Buyer Base.
1-2x Buyer Days Between Purchases	The average number of days between purchases for One-Time Customers who purchased again to become two-time buyers during the analysis period.
1-2x Migrating Customers	A count of customers who had only purchased one time as of the beginning of the analysis period who made a second purchase within the analysis period.
2-5 Time Buyer AOV	The average order value of orders placed during the analysis period by customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Avg Lifetime Orders	The average number of lifetime orders (including those made during the analysis period) from those who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Avg LTV	The average lifetime revenue of the customers (including orders made during the analysis period) from those who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Base	A count of customers who had between 2 and 5 lifetime purchases and at least one purchase within the last 400 days as of the beginning of the analysis period.
2-5 Time Buyer Days Between Purchases	The average number of days between purchases for customers who purchased during the analysis period and belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Delivery on Promise Rate	For customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period, the percentage of orders delivered on or before the expected time during the analysis period. In the absence of courier delivery data, it is assumed that a missed ship date will equate to a missed delivery date.
2-5 Time Buyer Orders	The number of orders placed by customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.

2-5 Time Buyer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period as a percentage of total Placed Order Value in the period.
2-5 Time Buyer Profit	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated with orders placed during the analysis period by customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Profit %	The average profit (Product Profit + Shipping Profit − Other Offer Costs) as a percentage of placed order value for orders placed during the analysis period by customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Profit/Order	The average profit (Product Profit + Shipping Profit − Other Offer Costs) per order during the analysis period of customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period.
2-5 Time Buyer Purchase Rate	The number of purchasing customers who belonged to the 2-5 Time Buyer Base as of the beginning of the analysis period divided by the 2-5 Time Buyer Base.
6-10 Time Buyer AOV	The average order value of orders placed during the analysis period by customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Avg Lifetime Orders	The average number of lifetime orders (including those made during the analysis period) from those who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Avg LTV	The average lifetime revenue of the customers (including orders made during the analysis period) from those who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Base	A count of customers who had between 6 and 10 lifetime purchases and at least one purchase within the last 400 days as of the beginning of the analysis period.
6-10 Time Buyer Days Between Purchases	The average number of days between purchases for customers who purchased during the analysis period and belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Delivery on Promise Rate	For customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period, the percentage of orders delivered on or before the expected time during the analysis period. In the absence of courier delivery data, it is assumed that a missed ship date will equate to a missed delivery date.

6-10 Time Buyer Orders	The number of orders placed by customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who belonged to the 6-10Time Buyer Base as of the beginning of the analysis period as a percentage of total Placed Order Value in the period.
6-10 Time Buyer Profit	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated with orders placed during the analysis period by customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Profit %	The average profit (Product Profit + Shipping Profit – Other Offer Costs) as a percentage of placed order value for orders placed during the analysis period by customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Profit/Order	The average profit (Product Profit + Shipping Profit – Other Offer Costs) per order during the analysis period of customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period.
6-10 Time Buyer Purchase Rate	The number of purchasing customers who belonged to the 6-10 Time Buyer Base as of the beginning of the analysis period divided by the 6-10 Time Buyer Base.
Abandoned Items	The count of carted items not purchased prior to a visit completion. [Web Only Data]
Abandonment Rate	Items abandoned (carted, but not ordered) divided by items added to cart during the analysis period. Abandoned Items / Units Added to Cart [Web Only Data]
Account	In the context of a marketing opportunity list, Account is the name of the Paid Search Account (e.g. Google-Europe). In the context of the DynamicAction application, Account is a unique instance of the application. For example, a Client may have 1 account for their European sites and another account for their Asian sites.
Active Customers	A count of customers who have purchased at least once within the last 400 days

Active Products	Logic applied within the calculation of various metrics such as "Products", "Number of SKUs", etc. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Add to Cart Rate	The average number of items carted per view of a product detail page during the analysis period. Cart Item Adds divided by Product Views. [Web Only Data]
AdGroup	The name of the Paid Search collection of ads (e.g. Asics Sneakers).
AdGroup Status	The status of the adgroup at the end of the analysis period as reported by the PPC vendor.
Ad Groups	The number of unique ad group values (Search Engine > Account > Campaign > Ad Group).
Affiliate Entry Page Views	The number of entry page views (visits) directly referred from an Affiliate marketing source. [Web Only Data]
Affiliate Externally Sourced Product Views	The number of entry views of a product directly referred from an Affiliate marketing source. [Web Only Data]
Affiliate Product Views	The number of views of a product within a session directly referred from an Affiliate marketing source. [Web Only Data]
Affiliate Source Rate	The percentage of visits to a product directly referred from an Affiliate marketing source. [Web Only Data]
All Customers (segment)	No customer segment logic applied - the report includes data pertaining to all known customers.
Associated Average Order Value	The average value of item units sold, giving each associated promotion full credit for all units, even in cases of multiple promotions (promotion stacking).
Associated Average Selling Price	The average price (net of price discounts and promotion cost) at which units were sold during the analysis period giving each associated promotion full credit for all units, even in cases of multiple promotions

	(promotion stacking). Associated Placed Order Value divided by Associated Units Sold.
Associated Free Sample Units Sold	The number of item units included in orders as a free sample, giving each associated promotion full credit for all units even in cases of multiple promotions (promotion stacking).
Associated Placed Order Value	The value of item units sold, giving each associated promotion full credit for all units, even in cases of multiple promotions (promotion stacking).
Associated Product Profit	The Product Profit of item units sold, giving each associated promotion full credit for all units, even in cases of multiple promotions (promotion stacking).
Associated Product Profit/Order	The Product Profit/Order of item units sold, giving each associated promotion full credit for all units, even in cases of multiple promotions (promotion stacking)
Associated Units Sold	The number of item units sold, giving each associated promotion full credit for all units even in cases of multiple promotions (promotion stacking).
Associated Units Sold/Order	The number of item units sold, giving each associated promotion full credit for all units even in cases of multiple promotions (promotion stacking), divided by orders.
Attributed Page Placed Order Value	The portion of placed order value directly associated with carting and purchasing a product from the given unit of web content (e.g. page, page category).
Attributed Page Units Sold	The portion of units sold directly associated with carting and purchasing a product from the given unit of web content (e.g. page, page category).
Attributed Page Units Sold/View	The portion of units sold directly associated with carting and purchasing a product from the given unit of web content (e.g. page, page category) divided by views to the content.
Available SKUs	Used for calculating SKU Availability, the count of in-stock SKUs as well as non-stockable SKUs (e.g. digital items, gift cards, or in some cases vendor ship items).
Available to Sell Inventory Value	The total cost value (not retail price) of all stock units that are available to sell as of the end of the analysis period. “Available to Sell” here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units multiplied by Unit Cost
Available to Sell Inventory Value Not on Site	As of the end of the analysis period, the cost value (not retail price) of inventory that is available to sell but has yet to be published to the web site (and/or is not released in stores). “Available to Sell” here means that

	the inventory is part of a shared stock pool that can be accessible to fulfill future orders. "Not on Site" is determined by the "Is Sellable" flag.
Available to Sell Inventory Value/Stock Unit	The average cost (not retail price) of stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Inventory Value divided by Stock Units.
Available to Sell Inventory Value (Full Price)	The full price value of all stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units multiplied by Full Price
Available to Sell Inventory Value (Retail)	The retail value of all stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units multiplied by Current Price
Available to Sell Inventory Value: Seasonal, On Site >12 Months	The total cost value (not retail price) of all stock units as of the end of the analysis period associated with SKUs flagged as seasonal and that have been published to the website for more than 12 months. "On Site" is determined by the "Is Sellable" flag.
Available to Sell Stock Units	The number of stock units that are available to sell as of the end of the analysis period. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites.
Available to Sell Stock Units/Option	The average number of Stock Units that are available to sell as of the end of the analysis period per unique Option ID. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units divided by Unique Option IDs.
Available to Sell Stock Units/Parent Product	The average number of Stock Units that are available to sell as of the end of the analysis period per unique Parent Product ID. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units divided by Unique Parent Product IDs.
Available to Sell Stock Units/Product	The average number of Stock Units that are available to sell as of the end of the analysis period per unique Product ID. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. Available to Sell Stock Units divided by Unique Product IDs.
Available to Sell Units on Order	The number of stock units on order as of the analysis period for a given product. "Available to Sell" here means that the inventory represents a shared stock pool that may be accessible to fulfill future orders from multiple sites. These stock units have been ordered for that shared pool.

Average Competitor Price	The average list price for a given product or group of products across in stock competitors, as reported in the Price Comparison data file.
Average Customer Satisfaction Score	The average customer satisfaction score for surveys submitted during the analysis period.
Average Days Between Purchases	The average number of days between purchases for customers who purchased again during the analysis period. This metric's applicability is strongly impacted by order count – the more orders the customer(s) have, the more reliable Average Days Between Purchases is as a behavior indicator.
Average Days on Site	The average number of days between site publish date (or store release date) and the last day of the reporting period for a product or set of products. "On Site" is determined by the "Is Sellable" flag.
Average Days Since Last Purchase	The average number of days between order date and delivery date, averaged across delivered orders in the analysis period.
Average Days Since Previous Order	For orders placed by repeat customers, the average number of days since the customer's previous order.
Average Days to Deliver	The number of days between order date and delivery date, averaged across delivered orders in the analysis period.
Average Days to Promise Delivery	The number of days between order date and promised delivery date, averaged across shipped orders in the analysis period.
Average Days to Promise Shipment	The number of days between order date and promised shipment date, averaged across shipped orders in the analysis period.
Average Days to Ship	The average number of days between order placement and order shipment from the warehouse. Ship Date/Time – Order Date/Time.
Average High Competitor Price	The highest price listed for in-stock competitors for a given product (or the average of those for a group of products), as reported in the Price Comparison data file.
Average In-Store SKU Availability	The percentage of SKUs in stock per Product IDs stocked in stores as of the end of the analysis period, averaged across stores. When reporting across selling locations, this shows the average availability across selling locations, weighted by the number of SKUs sold in each selling location. Number of SKU-Selling Location combinations where the SKU is available divided by total number of SKU-Selling Location combinations.

Average Lifetime Value	As of the end of the analysis period, the average lifetime revenue per customer. Total Lifetime Revenue divided by Unique Customer IDs.
Average Low Competitor Price	The lowest price listed for in-stock competitors for a given product (or the average of those for a group of products), as reported in the Price Comparison data file.
Average Margin	The margin (Inventory Feed Price − Cost Price as of the end of the analysis period) averaged across all SKUs for a given product or group of products.
Average Margin %	The margin % (Margin / Current Price, where margin is the Inventory Feed Price – Cost Price as of the end of the analysis period) averaged across all SKUs for a given product or group of products.
Average Non-Store SKU Availability	The percentage of SKUs in stock per Product IDs not stocked in stores as of the end of the analysis period, averaged across selling locations. (The inverse of Average In-Store SKU Availability) When reporting across selling locations, this shows the average availability across selling locations, weighted by the number of SKUs sold in each selling location. Number SKU-Selling Location combinations where the SKU is available divided by total number of SKU-Selling Location combinations.
Average Offline Price	The average price of the product as of the end of the analysis period as sold in offline channels (e.g. stores).
Average Offline Price Diff %	The average percent difference in product prices when comparing online prices to offline prices as of the end of the analysis period. This calculation will vary by channel context. For example, Web is (Offline Price – Current Price) / Current Price, Store is (Current Price – Average Online Price) / Average Online Price. Omnichannel is the difference between the online and offline channel values.
Average On-Site Search Results	The average number of search results delivered per on-site search or product listing page view during the analysis period. This metric is strictly internal to your site. It does not account for search results presented on external Search Engines (e.g. Google).
Average Order Value	The average gross revenue (placed order value) per order during the analysis period. Placed Order Value (net of price discounts) divided by Orders.
Average Order Value (Analytics)	The average gross revenue (placed order value) per order associated with a campaign during the analysis period as reported by the web analytics system. Placed Order Value (Analytics) divided by Orders (Analytics).
Average Order Value (Full Order)	The average gross revenue (placed order value) for the entire order(s) the analysis row item was a subset of. Placed Order Value (Full Order) divided by Orders

Average Order Value (Vendor)	The average gross revenue (placed order value) per order associated with a campaign during the analysis period as reported by the marketing vendor system. Placed Order Value (Vendor) divided by Orders (Vendor).
Average Page Load Time	The average amount of time elapsed for the page to fully load. Calculated in milliseconds.
Average Placed Shippable Order Value	The average value of orders placed in the analysis period that the warehouse is intended to ship (not canceled or declined in the analysis period). (Placed Order Value − Declined & Pending Order Value − Canceled Order Value) divided by Placed Shippable Orders.
Average Placed Shippable Selling Price	The average price (net of price discounts and promotion cost) at which shippable (not declined or canceled) units were sold during the analysis period. Placed Shippable Order Value divided by Placed Shippable Units Sold.
Average Position	The average position of a keyword in search result rankings during the analysis period.
Average Position (last X days)	The average position of a keyword in search result rankings during the last X days including the analysis period.
Average Product Cost	The average of unit cost of SKUs for active products as reported in the Inventory feed. Note that SKUs with null costs are not included – if the cost is blank, it is not averaged. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Average Relevance	A measure of how relevant paid search creative (ad text) is to the keyword. 100% Relevance would suggest that creative includes all of the keyword words (tokens).
Average Review Count	The average count of user reviews placed for active products as of the analysis period. (Sum of Review Counts) divided by (Number of Active Products).
Average Review Rating	The average customer review rating as of the analysis period excluding non-rated products. (Sum of Review Ratings) divided by (Products with 1 or more rating).
Average Search Results	The average number of search results displayed per on-site search.

Average Selling Price (7 days)	The average price (net of price discounts and promotion cost) at which units were sold over the last 7 days. Placed Order Value divided by Units Sold.
Average Selling Price	The average price (net of price discounts and promotion cost) at which units were sold during the analysis period. Placed Order Value divided by Units Sold.
Average SKU Availability	The percentage of SKUs in stock per Product ID as of the end of the analysis period, averaged across selling locations. When reporting across selling locations, this shows the average availability across selling locations, weighted by the number of SKUs sold in each selling location. Number SKU-Selling Location combinations where the SKU is available divided by total number of SKU-Selling Location combinations.
Average Time on Page	The average amount of time that visitors spend on a page. The metric is calculated by subtracting the timestamp of the page from the timestamp of the next page in the session. (MM:SS)
Average Units Sold/Week (Last 4 Weeks)	A measure of a product's recent selling velocity. The average number of units sold per week over the last 4 weeks. This metric is combined with External Units Sold where applicable to serve as the denominator for the Weeks of Stock Cover metric.
Average Visit Length	The average amount of time web visitors spent per visit on your site during the analysis period. The metric is typically computed by subtracting the timestamp of the visitor's first interaction from the timestamp of the visitor's last site interaction.
Average Working Days to Ship	The average number of working days elapsed between order placement and order shipment from the warehouse. Ship Date/Time − Order Date/Time − Non-Working Days
Avg Base Current Price (MI)	Average current price at the base retailer. Current price is the listed price of the lowest priced SKU for a given option on the last time it was tracked. [Market Intelligence Data]
Avg Base Days to First Discount (MI)	Average days to first discount at the base retailer. Days between date seen and date first discounted. An option is discounted if its current price is lower than its full price (the highest price ever seen). [Market Intelligence Data]
Avg Base Days to First Majority Sell-Out (MI)	Average days to first majority sell-out at the base retailer. Majority sell-out is when 51% or more of SKUs that have previously been seen as available are sold out for a given option. [Market Intelligence Data]
Avg Base Days to First Replenishment (MI)	Average days to first replenishment at the base retailer. An option has been replenished when it has two or more SKUs and 51% or more SKUs have returned to available to purchase at the same time. [Market Intelligence Data]

Avg Base Discount % (MI)	Average discount percent at the base retailer. Discount % is the largest difference across all available SKUs for an option between the current price and the highest price ever seen. [Market Intelligence Data]
Avg Base Full Price (MI)	Average full price at the base retailer. Full price is the highest price ever seen across all SKUs for a given option. [Market Intelligence Data]
Avg Base Options/Retailer (MI)	Average option count at the base retailer. [Market Intelligence Data]
Avg Base SKU Availability (MI)	Average SKU availability at the base retailer. [Market Intelligence Data]
Avg Competitor Current Price (MI)	Average current price at competitor retailers. Current price is the listed price of the lowest priced SKU for a given option on the last time it was tracked. [Market Intelligence Data]
Avg Competitor Days to First Discount (MI)	Average days to first discount at competitor retailers. Days between date seen and date first discounted. An option is discounted if its current price is lower than its full price (the highest price ever seen). [Market Intelligence Data]
Avg Competitor Days to First Majority Sell-Out (MI)	Average days to first majority sell-out at competitor retailers. Majority sell-out is when 51% or more of SKUs that have previously been seen as available are sold out for a given option. [Market Intelligence Data]
Avg Competitor Days to First Replenishment (MI)	Average days to first replenishment at competitor retailers. An option has been replenished when it has two or more SKUs and 51% or more SKUs have returned to available to purchase at the same time. [Market Intelligence Data]
Avg Competitor Discount % (MI)	Average discount percentage at competitor retailers. Discount % is the largest difference across all available SKUs for an option between the current price and the highest price ever seen. [Market Intelligence Data]
Avg Competitor Full Price (MI)	Average full price at competitor retailers. Full price is the highest price ever seen across all SKUs for a given option. [Market Intelligence Data]
Avg Competitor Options/Retailer (MI)	Average count of options per competitor retailer. [Market Intelligence Data]
Avg Competitor SKU Availability (MI)	Average SKU availability at competitor retailers. [Market Intelligence Data]

Avg Matched Days to First Discount (MI)	Average days to first discount for matched options. Days between date seen and date first discounted. An option is discounted if its current price is lower than its full price (the highest price ever seen). [Market Intelligence Data]
Avg Matched Days to First Restock (MI)	Average days to first restock for matched options. An option has been restocked when it has two or more SKUs and 51% or more SKUs have returned to available to purchase at the same time. [Market Intelligence Data]
Avg Matched Days to Majority Sell-Out (MI)	Average days to first majority sell-out for matched options. Majority sell-out is when 51% or more of SKUs that have previously been seen as available are sold out for a given option. [Market Intelligence Data]
Avg Matched Discount % (MI)	Average discount percentage for matched options. Discount % is the largest difference across all available SKUs for an option between the current price and the highest price ever seen. [Market Intelligence Data]
Avg Matched Discount % Ratio (MI)	Average discount ratio for matched options versus the current option. Discount % is the largest difference across all available SKUs for an option between the current price and the highest price ever seen. [Market Intelligence Data]
Avg Matched Price (MI)	Average price of matched options. [Market Intelligence Data]
Avg Matched Price Ratio (MI)	Average price ratio for matched options versus the current option. [Market Intelligence Data]
Avg Matched SKU Availability (MI)	Average SKU availability for matched options. [Market Intelligence Data]
Avg Matched SKU Availability Ratio (MI)	Average SKU availability ratio for matched options versus the current option. [Market Intelligence Data]
Avg Matched SKU Count (MI)	Average SKU count for matched options. [Market Intelligence Data]
Backorder Units	A count of the total number of units that are marked as backordered in inventory as of the end of the analysis period. (Total backorder inventory, includes orders placed in previous periods.)
Backorder Units Sold	A count of units sold as backordered in the analysis period according to order data.

Base Discounted Options % (MI)	Percentage of discounted options at the base retailer. An option is discounted if its current price is lower than its full price (the highest price ever seen). [Market Intelligence Data]
Base Majority Sell-out Options % (MI)	Percentage of options with a majority sell-out at the base retailer. Majority sell-out is when 51% or more of SKUs that have previously been seen as available are sold out for a given option. [Market Intelligence Data]
Base Price Increased Options % (MI)	Percentage of options with a price increase at the base retailer. A price increase is flagged whenever the price is found to be higher than the last tracked price. [Market Intelligence Data]
Base Restocked Options % (MI)	Percentage of options that have been restocked at the base retailer. An option has been restocked when it has two or more SKUs and 51% or more SKUs have returned to available to purchase at the same time. [Market Intelligence Data]
Base Sold-out Options % (MI)	Percentage of options that are sold-out at the base retailer. [Market Intelligence Data]
BOPIS Placed Order Value	The total amount of placed order value in which the order was placed online for pick-up in store.
BOPIS Placed Order Value %	The share of placed order value in which the order was placed online for pick-up in store. BOPIS Placed Order Value divided by Placed Order Value
BOPIS Units Sold	The total number of units sold (quantity) in which the order was placed online for pick-up in store.
BORIS Returned Order Value	The value of orders originally purchased online that were returned to the store.
BORIS Returned Order Value %	The share of returned order value originally purchased online that were returned to the store. BORIS Returned Order Value / Returned Order Value
BORIS Returned Units	The count of units returned to the store that were originally purchased online.
Bounce Rate	The percentage of one page visits in the analysis period per total visits in the analysis period. In the case of product categories or other summaries, the calculation remains the same: the sum of all one page visits divided by total of all visits. [Web Only Data]

Brand	The brand (manufacturer or vendor) of the product.
Brand Nudged Customers (segment)	Customers placing an order during the analysis period that contained an item from a brand not previously purchased by the customer (Brand Nudged does not include single order customers).
Browse Internal Sourced Views	The number of product views during the analysis period directly sourced (direct referral link) from a navigational click (e.g. top navigation, left navigation, etc.).
Browse Sourced Views/Option	The average number of product views per option during the analysis period directly sourced (direct referral link) from a navigational click (e.g. top navigation, left navigation, etc.). Browse Sourced Product Views divided by Unique Count of Option IDs.
Browse Sourced Views/Parent Product	The average number of product views per parent product during the analysis period directly sourced (direct referral link) from a navigational click (e.g. top navigation, left navigation, etc.). Browse Sourced Product Views divided by Unique Count of Parent Product IDs.
Browse Sourced Views/Product	The average number of product views per product during the analysis period directly sourced (direct referral link) from a navigational click (e.g. top navigation, left navigation, etc.). Browse Sourced Product Views divided by Unique Count of Product IDs.
Browser	The browser version used by the web site visitor to access the web site.
Buyer Base	A lifetime count of all customers. Where lifetime metrics are available (such as dimension views of customer segments), Buyer Base is equivalent to Lifetime Customers for that item.
Buyer Count (last 12 months)	A count of all customers who have made a purchase in the last 12 months.
Campaign	The name of the marketing Campaign (e.g. Running Shoes). Note: the campaign field may apply to multiple marketing channel types (Paid Search, Affiliates, Email, etc.)
Campaign Status	The status of the campaign at the end of the analysis period as reported by the PPC vendor.
CampaignID 1	The first level of the marketing Campaign. Note: the campaign field may apply to multiple marketing channel types (Paid Search, Affiliates, Email, etc.)

CampaignID 2	The second level of the marketing Campaign. Note: the campaign field may apply to multiple marketing channel types (Paid Search, Affiliates, Email, etc.)
CampaignID 3	The third level of the marketing Campaign. Note: the campaign field may apply to multiple marketing channel types (Paid Search, Affiliates, Email, etc.)
CampaignID 4	The fourth level of the marketing Campaign. Note: the campaign field may apply to multiple marketing channel types (Paid Search, Affiliates, Email, etc.)
Cancellation Date	The date on which an order was canceled (either by a customer or by the warehouse).
Cancellation Rate	The percentage of orders placed that were canceled during the analysis period. Canceled Orders divided by Orders. [Combined Direct Purchases]
Cancellation Rate (last 4 weeks)	The percentage of orders placed that were canceled during the last 4 weeks including the analysis period. Canceled Orders for 4 weeks divided by Orders for 4 weeks. [Combined Direct Purchases]
Cancellation Rate (Customer Initiated) (last 4 weeks)	The percentage of orders placed that were canceled by a customer during the last 4 weeks including the analysis period. Customer Canceled Orders for 4 weeks divided by Orders for 4 weeks. [Combined Direct Purchases]
Cancellation Rate (Value)	The percentage of orders placed that were canceled during the analysis period. Canceled Orders divided by Orders. [Combined Direct Purchases]
Cancellation Rate (Warehouse Initiated) (last 4 weeks)	The percentage of orders placed that were canceled by the warehouse during the last 4 weeks including the analysis period. Warehouse Canceled Orders for 4 weeks divided by Orders for 4 weeks. [Combined Direct Purchases]
Cancellation Reason	The customer or warehouse reason for canceling the order.
Canceled Order Profit	The amount of order profit (shipping profit + product profit – other offer costs) associated with canceled orders during the analysis period. [Combined Direct Purchases]
Canceled Order Value	The value of placed orders that were canceled (either customer or warehouse initiated) during the analysis period. [Combined Direct Purchases]

Canceled Order Value %	The value of placed orders that were canceled (either customer or warehouse initiated) divided by the total value of placed orders during the analysis period. (Canceled Order Value divided by Placed Order Value) [Combined Direct Purchases]
Canceled Units	The number of items (units) that were canceled during the analysis period. [Combined Direct Purchases]
Canceled Units (last 4 weeks)	The number of items (units) that were canceled during the last 4 weeks including the analysis period. [Combined Direct Purchases]
Cart Adds/Visit	The number of times a product was added to the cart (cart adds) per visit during the analysis period. Cart Adds divided by Visits. [Web Only Data]
Cart Item Adds/Product View	The number of times an item was added to the cart (cart item adds) per product view during the analysis period. Cart Item Adds divided by Product Views. [Web Only Data]
Cart Views/Cart Add	The number of times the shopping cart page was viewed compared to the number of times a product was added to the cart during the analysis period. Cart Views divided by Cart Adds. [Web Only Data]
Category Nudged Customers (segment)	Customers placing an order during the analysis period that contained an item from a 2nd level category not previously purchased by the customer (Category Nudged does not include single order customers).
Category Range	A count of unique active product IDs in the same category as the product.
Channel	Field indicating the scope of metrics – Web or Store
Channels Segment	Flag indicating whether a customer has purchased web only, store only, or both.
Churned Customers	A count of customers who moved into the Lapsed segment ("churned") during the analysis period.
Churned Customers (segment)	Customers that have not placed an order within the past 400 days.
Churned Customers/Lapsed Customer Base	Customers who moved into the Lapsed segment ("churned") during the analysis period, as a percentage of the number of lapsed customers at the beginning of the period. Churned Customers divided by Lapsed

	Base as of the beginning of the analysis period. (Formerly "% New to Lapsed Base")
Churned Customers/Non-Lapsed Customer Base	Customers who moved into the Lapsed segment ("churned") during the analysis period, as a percentage of the number of non-lapsed customers at the beginning of the analysis period. Churned Customers divided by Non-Lapsed Base as of the beginning of the analysis period.
Click Assisted Orders	Orders attributed to the PPC ad (or keyword, adgroup, campaign) being clicked prior to conversion without being the last ad clicked before conversion.
Clicks	The number of times an item or campaign was clicked during the analysis period.
Clicks (last 4 weeks)	The number of times an item or campaign was clicked during the last 4 weeks including the analysis period.
Clicks with Provided Orders	The number of times an item or campaign was clicked during the analysis period where the marketing vendor data included orders associated with the clicks down to the marketing parameter 4 level.
Click-Thru Rate	Clicks divided by Impressions during the analysis period.
Combined Direct Customer Lifetime Net Revenue	The cumulative amount of placed order value across all orders placed by the customer through the end of the analysis period, excluding returns and cancellations, for non-store/direct channels (website, mobile, call center, etc.) Lifetime Net Revenue = Lifetime Revenue − Lifetime Returned Order Value - Lifetime Canceled Order Value
Combined Direct Customer Lifetime Orders	The cumulative orders placed by the customer through the end of the analysis period, for non-store/direct channels (website, mobile, call center, etc.)
Combined Direct Customer Lifetime Profit	The cumulative profit (Product Profit + Shipping Profit − Other Offer Costs) across all orders placed by the customer through the end of the analysis period, for non-store/direct channels (website, mobile, call center, etc.)
Combined Direct Customer Lifetime Revenue	The cumulative amount of placed order value across all orders placed by the customer through the end of the analysis period, for non-store/direct channels (website, mobile, call center, etc.)
Combined Direct Inventory Value	The total cost value (not retail price) of all stock units as of the end of the analysis period. Note: This is the same definition as Inventory Value. "Combined Direct" nomenclature is used to distinguish from "Store" metrics for Omnichannel. [Stock Units * (Stock Value/Stock UnitCost Price of Unit)]

Combined Direct Retailing Profit	Total profit during the analysis period. Note: This is the same definition as Retailing Profit. "Combined Direct" nomenclature is used to distinguish from "Store" metrics for Omnichannel. Product Profit + Shipping Profit – Other Offer Costs – Marketing Costs. [Combined Direct Purchases]
Combined Direct SKU Availability	The percentage of SKUs in stock per Product ID as of the end of the analysis period. For example, if a product has 10 SKUs (whether active on site or not), but 4 of the SKUs have zero stock units, the product has a 60% SKU Availability. When reporting across selling locations, a SKU is considered to be available if it is sold anywhere. Note: This is the same definition as SKU Availability. "Combined Direct" nomenclature is used to distinguish from "Store" metrics for Omnichannel.
Combined Direct Stock Units	The number of stock units in warehouse(s) as of the end of the analysis period. Note: This is the same definition as Stock Units. "Combined Direct" nomenclature is used to distinguish from "Store" metrics for Omnichannel.
Combined Direct Units Sold	The total number of product units sold (web + non-web direct if applicable) during the analysis period. [Combined Direct Purchases] Note: This is the same definition as Units Sold. "Combined Direct" nomenclature is used to distinguish from "Store" metrics for Omnichannel. Online Units Sold + Non-Web Direct Units Sold.
Combined Direct Weeks of Stock Cover	A measure of how many weeks remain before an item sells out given average sales velocity (units sold/week) over the last 4 weeks. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Note: This is the same definition as Weeks of Stock Cover. "Combined Direct" nomenclature is used to distinguish from "Store" metrics for Omnichannel. Stock Units as of the end of the analysis period divided by Average Units Sold + External Units Sold/Week over the last 4 weeks. [Combined Direct Purchases]
Competitive Price Ratio	The percent difference between the current price and the average competitor price as of the end of the analysis period. (Current Price – Average Competitor Price) / Current Price)
Competitor Discounted Options % (MI)	Percentage of discounted options at competitor retailers. An option is discounted if its current price is lower than its full price (the highest price ever seen). [Market Intelligence Data]
Competitor Majority Sell-out Options % (MI)	Percentage of options with majority sell-out at competitor retailers. Majority sell-out is when 51% or more of SKUs that have previously been seen as available are sold out for a given option. [Market Intelligence Data]
Competitor Price Increased Options % (MI)	Percentage of options with a price increase at competitor retailers. A price increase is flagged whenever the price is found to be higher than the last tracked price. [Market Intelligence Data]

Competitor Restocked Options % (MI)	Percentage of options that have been restocked at competitor retailers. An option has been restocked when it has two or more SKUs and 51% or more SKUs have returned to available to purchase at the same time. [Market Intelligence Data]
Competitor Sold-out Options % (MI)	Percentage of options that are sold out at competitor retailers. [Market Intelligence Data]
Confidence	In Affinities, the percentage of primary field orders that contain at least one item from the affinity field. (Support / Primary Field Orders)
Content Conversion	For a product, the order influence for the product page. For a page (including search result page/term), the order influence for the page. Order Influence / Page Views. [Web Only Data]
Core	Products that your business consistently sells with the intent to always be in stock (non-seasonal products). In some cases, known as Continuity lines, Never out of stock lines or Program lines.
Core Line	Products that your business consistently sells with the intent to always be in stock (non-seasonal products). In some cases, also known as Continuity lines, Never out of stock lines or Program lines.
Cost of Goods Sold	The cost of products ordered/sold during the analysis period. Also referred to as Ordered Product Cost. Where available, the product cost is sourced from the Order Lines feed. Otherwise, the most recent unit cost information from inventory is used. Item cost at the time of the order times Units Sold.
Country	The country of the web site visitor as determined via geo-location look-up.
Crawling Errors	URLs on your site that Google could not successfully crawl or that returned an HTTP error code.
Creative	The text/copy associated with a Paid Search keyword (e.g. Free Shipping on Asics 2170. Huge Selection.)
CSE Entry Page Views	The number of entry page views (visits) directly referred from a Comparison Shopping Engine (CSE) marketing source. [Web Only Data]
CSE Externally Sourced Product Views	The number of entry views of a product directly referred from a Comparison Shopping Engine marketing source. [Web Only Data]

CSE Sourced Product Views	The number of views of a product within a session directly referred from a Comparison Shopping Engine marketing source. [Web Only Data]
Current Discount % (MI)	The current discount percentage. Discount % is the largest difference across all available SKUs for an option between the current price and the highest price ever seen. [Market Intelligence Data]
Current Price	The price for an item as currently listed online for sale as of the end of the analysis period.
Current Price (MI)	The listed price of the lowest priced SKU for a given option on the last time it was tracked. [Market Intelligence Data]
Current and Selling Price Difference	The difference between the price at which products are currently listed online for sale at the date of order and the price (after discounts are applied) for which products were purchased during the analysis period. Note this is the total difference, not per unit sold.
Customer Acquisition Month	The month and year of the customer's first purchase.
Customer Acquisition Year	The year of the customer's first purchase.
Customer ID	The unique identifier of the customer for the given channel scope (Web, Store, Omnichannel).
Customer Email	The customer's email address sourced from order information or customer feeds, depending on the list data sources.
Customer First Store Purchase Store ID	The store ID from which the customer placed their first store order. If the field is left blank for a customer, it is because the customer has not had an order since DynamicAction started collecting and processing the detailed data.
Customer First Purchase Sales Channel	The Order Channel of the customer's first order. If the field is left blank for a customer, it is because the customer has not had an order since DynamicAction started collecting and processing the detailed data.
Customer First Web Purchase Marketing Channel	The marketing channel from which the customer placed their first order. When a customer's first order is attributed to multiple marketing channels, the largest attribution is used. In the case of a tie, the selection is random. If the field is left blank for a customer, it is because the customer has not had an order since DynamicAction started collecting and processing the detailed data. [Web Only Data]

Customer Frequency	The buying segment into which a customer falls based on their purchase frequency. (New Customers, One-Time Buyers, 2-5 Time Buyers, etc.)
Customer Frequency Segment	The buying segment into which a customer falls based on the number of purchases they have made in their lifetime through the end of the analysis period. Customer Frequency Segment values include: 1, 2-5, 6-10, 11+
Customer Attribute	A custom attribute (field) of customers. As attributes are defined by clients, they could contain almost any information. A typical use of customer attributes could be loyalty status, first order date, or age group.
Customer Lifetime Profit Decile	Based on customer lifetime profit as of the beginning of the analysis period, all customers with positive lifetime profit values are sorted and divided into ten groups of approximately equal total lifetime profit contribution (10% of the total positive profit in each group). These are named based on percentile with the group "91-100th Percentile" containing the highest profit customers and "1-10th Percentile" containing the lowest non-negative profit customers. "Negative Profit" is a separate group, and "New Customers" who made their first transaction during the analysis period is a separate group. Anonymous customers will appear in a group called "Unknown".
Customer Profit	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated with orders placed during the analysis period by New and Existing Customers.
Customer Profit %	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated with orders placed during the analysis period by New and Existing Customers as a percentage of Placed Order Value during the analysis period.
Customer Profit Segment	Grouping of amounts of profit (Product Profit + Shipping Profit – Other Offer Costs) associated to orders placed during the analysis period by New and Existing Customers. Customer Profit Segment values include: Negative, Low (<30th percentile), Moderate, High (>70th percentile)
Customer Profit/Order	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) divided by the number of orders placed during the analysis period by New and Existing Customers.
Customer Profit/Retailing Revenue	Customer Profit (Product Profit + Shipping Profit – Other Offer Costs) divided by Retailing Revenue (Placed Order Value + Shipping Revenue) during the analysis period.
Customer Profit/View	Online Customer Profit divided by Product Views during the analysis period.

Customer Recency	The buying segment into which a customer falls based on the number of days between their last order and the end of the analysis period. Customer Recency segment values include: "New Customers", "0-3 Months" (1-91 days), "3-6 Months" (92-183 days), "6-13 Months" (184-396 days), "13-25 Months" (397-761 days), "25+ Months" (762+ days), and "Unknown".
Customer Repurchase Risk Ratio Segment	Grouping of customers by their ratio of Days Since Last Purchase to Average Days Between Purchases (Repurchase Risk Ratio). A customer is considered to be early in their repurchase window when Repurchase Risk Ratio is less than 1 (days that have passed are fewer than average), late in their repurchase window when greater than 1 but less than 2, and outside their repurchase window when the ratio is greater than 2 (days that have passed are more than double their typical purchase cadence). Customer Repurchase Risk Ratio Segment values include: N/A, Early Repurchase Window, Late Repurchase Window, Outside Repurchase Window
Customer Service Contacts	The number of times that a client contacted customer service or customer support during the analysis period.
Customers	A count of unique customer IDs.
Damaged Returned Units	The total number of product units returned during the analysis period with a reason code mapped as “Damaged”.
Days Between Last Two Purchases	The number of days between the date of the customer’s most recent purchase and the purchase prior. This metric is based on orders since processing has begun, so may not populate for all customers.
Days On Site	The number of days between site publish date (or store release date) and the last day of the reporting period for a product or set of products.
Days Post Order Segment	The segment into which a shipment falls based on the number of working days between the date the order was placed and the shipment date. Days Post Order Segment values include: <2 Days, 2 Days, 3-4 Days, 5+ Days
Days Post Promise Segment	The segment into which a shipment falls based on the number of working days between the shipment promise date and the shipment date. Days Post Promise Segment values include: Shipped Early, Met Promise, 1-4 Days, 5+ Days
Days Since Ad Group First Seen (30 Days)	Looking back 30 days from the end of the analysis period, the number of days ago that the first activity (impression, click, etc) was seen for the marketing item to the ad group level. A shorthand for how established a campaign is.

Days Since Ad Group First Seen (90 Days)	Looking back 90 days from the end of the analysis period, the number of days ago that the first activity (impression, click, etc) was seen for the marketing item to the ad group level. A shorthand for how established a campaign is.
Days Since First Purchase	The number of days between the end of the reporting period and the date on the customer's first order.
Days Since Keyword First Seen (30 Days)	Looking back 30 days from the end of the analysis period, the number of days ago that the first activity (impression, click, etc) was seen for the marketing item to the keyword level. A shorthand for how established a campaign is.
Days Since Keyword First Seen (90 Days)	Looking back 90 days from the end of the analysis period, the number of days ago that the first activity (impression, click, etc) was seen for the marketing item to the keyword level. A shorthand for how established a campaign is.
Days Since Last Visit	The number of days between today's date and the date of the visitor's last web site visit. Calculated using customer's cookie which may lead to inaccuracies if visitor visits site with multiple browsers and devices. [Web Only Data]
Days Since Last Purchase	The number of days between the end of the reporting period and the date on the customer's most recent order prior to the end of the reporting period.
Days Visited Per Year	The average number of days a customer views the site per year.
Decline Rate	The percentage of orders placed that were declined during the analysis period. Declined Orders divided by Orders. [Combined Direct Purchases]
Decline Rate (last 4 weeks)	The percentage of orders placed that were declined during the last 4 weeks including the analysis period. Declined Orders for 4 weeks divided by Orders for 4 weeks. [Combined Direct Purchases]
Decline Reason Code	The rationale (e.g. payment issue) for the declined order.
Declined & Pending Order Profit	The amount of order profit (shipping profit + product profit – other offer costs) associated with declined and pending orders during the analysis period. [Combined Direct Purchases]
Declined & Pending Order Value	The value of placed orders that were declined (e.g. payment type issue) or pending (e.g. waiting fraud check) during the analysis period. [Combined Direct Purchases]

Declined Date	The date on which the order was declined.
Declined Order Value	The value of placed orders that were declined (e.g. fraud, payment type, etc.) during the analysis period. [Combined Direct Purchases]
Declined Units	The number of items (units) that were declined during the analysis period. [Combined Direct Purchases]
Declined Units (last 4 weeks)	The number of items (units) that were declined during the last 4 weeks including the analysis period. [Combined Direct Purchases]
Delivered Order Profit	For delivered orders during the analysis period, the total amount of order profit (shipping profit + product profit – other offer costs). [Combined Direct Purchases]
Delivered Order Value	The value of orders delivered (excluding shipping charges) during the analysis period. [Combined Direct Purchases]
Delivered Units	The number of units that have been delivered net of declines, cancellations and returns. (Delivered Units – Returned Units)
Delivery Attempts	The number of times that the delivery courier attempted to deliver the package to the customer.
Delivery Date	The date on which the order was delivered to the customer.
Delivery on Promise Rate	The percentage of orders delivered during the analysis period that was delivered on or before the expected time. In the absence of courier delivery data, we assume that a missed ship date will equate to a missed delivery date.
Delivery Promise Date	The date by which the package is expected to be delivered to the customer. If not passed in the order lines data feed, it is calculated by assuming a configurable x days post the shipping promise date.
Demand Availability (last 1 week)	Demand Availability demonstrates how well you keep top-selling SKUs in stock. Use this metric with Views Availability and SKU availability to get a well-rounded view of customers' availability experience and needs. The ratio of in-stock product demand to total sales, where in-stock product demand is the total sales in the last week for SKUs that are still in stock at the end of the analysis period. 60% demand availability means that 60%

	of placed order value over the past week was for skus that are in stock (one or more units of stock) as of the end of the period.
Demand Availability (last 4 weeks)	Demand Availability demonstrates how well you keep top-selling SKUs in stock. Use this metric with Views Availability and SKU availability to get a well-rounded view of customers' availability experience and needs. The ratio of in-stock product demand to total sales, where in-stock product demand is the total sales in the last four weeks for SKUs that are still in stock at the end of the analysis period. 60% demand availability means that 60% of placed order value over the past four weeks was for skus that are in stock (one or more units of stock) as of the end of the period.
Discontinued	A status indicating that the product will no longer be actively merchandised after the inventory has been sold out.
Discounted Matched Options % (MI)	The percentage discount of matched options. An option is discounted if its current price is lower than its full price (the highest price ever seen). [Market Intelligence Data]
Display Entry Page Views	The number of entry page views (visits) directly referred from a Display Advertising marketing source. [Web Only Data]
Display Externally Sourced Product Views	The number of entry views of a product directly referred from a Display Advertising marketing source. [Web Only Data]
Display Product Views	The number of views of a product within a session directly referred from a Display Advertising marketing source. [Web Only Data]
Display Source Rate	The percentage of visits to a product directly referred from a Display Advertising marketing source. [Web Data Only]
Dominant Purchase Brand	The brand from which the customer has purchased the most orders. DynamicAction scans all known orders (all orders since DynamicAction started processing) and counts all orders that have one or more units sold within each brand. If the field is blank for a customer, it is because the customer has not purchased since DynamicAction started running the detail order data.
Dominant Purchase Marketing Channel	The marketing channel from which the customer has purchased most orders. DynamicAction scans the Marketing Channel for all orders and sums the attributed orders for each channel. If the field is left blank for a customer, it is because the customer has not had an order since DynamicAction started collecting and processing the detailed data. [Web Only Data]

Dominant Purchase Product Category	The product category from which the customer has purchased the most orders. DynamicAction scans all known orders (all orders since DynamicAction started processing) and counts all orders that have one or more units sold within each product category. If the field is blank for a customer, it is because the customer has not purchased since DynamicAction started running the detail order data.
Earned Channel Visit %	The percentage of total visits sourced from an earned marketing channel (e.g. Natural Search, Youtube, Forums) during the analysis period. Earned Channel Visits divided by Total Visits.
Efficiency Data Set Difference	When viewing Action Impact by Profit, this is the difference between an item's Product Profit/View and its peer category's Product Profit/View. When viewing Action Impact by Sales, this is the difference between an item's Placed Order Value/View and the category's peer Placed Order Value/View.
Efficiency - Ratio to Category Average	When viewing Action Impact by Profit, this is the ratio between an item's Product Profit/View and its peer category's Product Profit/View. When viewing Action Impact by Sales, this is the ratio between an item's Placed Order Value/View and the category's peer Placed Order Value/View.
Email Address	The customer's email address sourced from order information or customer feeds, depending on the list data sources.
Email Complaints	The number of email spam complaints your account received during the analysis period.
Email Complaint Rate	The number of email spam complaints your account received during the analysis period divided by emails sent. Email Complaints divided by Emails Sent.
Email Domain	The domain of the customer's email address (e.g. gmail.com, yahoo.com, etc.)
Email Entry Page Views	The number of entry page views (visits) directly referred from an Email marketing source. [Web Only Data]
Email Externally Sourced Product Views	The number of entry views of a product directly referred from an Email marketing source. [Web Only Data]
Email Forward Rate	The percentage of emails that were forwarded during the analysis period.

Email Open Rate	The percentage of emails that were opened during the time interval you defined. Email Opens divided by Emails Sent
Email Opens	The number of times your emails are opened during the analysis time period.
Email Product Views	The number of views of a product within a session directly referred from an Email marketing source. [Web Only Data]
Email Source Rate	The percentage of visits to a product directly referred from an Email marketing source. [Web Only Data]
Emails Sent	The number of emails sent during the analysis period, as reported by the email marketing vendor.
Engaged/Disengaged	Engaged and Disengaged are used in the context of customer opportunity lists to identify customers' recent web activity. The standard definition of an engaged customer is a visitor who has had one or more product views within the last 35 days. A disengaged customer is a visitor who has not viewed a product on the site in over 35 days. In the context of marketing lists, engagement refers to the campaign's success at luring customers who engaged with multiple products during the session. It is measured by the average number of product views per visit generated by the campaigns.
Engagement Segment	Engaged and Disengaged are used in the context of customer opportunity lists to identify customers' recent web activity. The standard definition of an engaged customer is a visitor who has had one or more product views within the last 35 days. A disengaged customer is a visitor who has not viewed a product on the site in over 35 days. Engagement Segment values include: Disengaged, Engaged
Entry Page Views	The number of times in which a page was viewed as the first page of a visitor's visit. [Web Only Data]
Entry Rate	The percentage of visits initiating on a page compared to all views of the page. Entry Page Views divided by Page Views to the Page. [Web Only Data]
Estimated Marketing Cost	An estimate of the share of marketing cost associated with a product. For each marketing channel, cost is divided by externally sourced product views driven from the channel, giving a cost-per-view. This cost is then multiplied by the channel views for the product to produce the estimate.

Estimated Profit	The Estimated Profit calculation estimates a practical improvement factor for the analysis period, assumes the action is taken and calculates the profit return given the estimated improvement.
Estimated Retailing Profit	An estimate of the total profit during the analysis period. For Average Product Profit %, the Channel average is used if available. Otherwise, overall is used. (Placed Order Value vendor * Average Product Profit %) – Marketing Cost + Average Shipping Profit.
Estimated Retailing Profit (last X days)	An estimate of the total profit during the last X days including the analysis period calculated with all metrics for last X days. For Average Product Profit %, the Channel average for the last X days is used if available. Otherwise, overall for the last X days is used. (Placed Order Value vendor * Average Product Profit %) – Marketing Cost + Average Shipping Profit.
Estimated Revenue	The Estimated Revenue calculation estimates a practical improvement factor for the analysis period, assumes the action is taken and calculates the revenue return given the estimated improvement.
Estimated Exposure Impact	Estimated amount of profit or placed order value (depending on the view of Action Impact you are using) attributed to changes in exposure (product views).
Estimated Price Change Impact	Estimated amount of profit or placed order value (depending on the view of Action Impact you are using) attributed to changes in price (average selling price).
Estimated SKU Availability Impact	Estimated amount of profit or placed order value (depending on the view of Action Impact you are using) attributed to a change in availability (SKU availability %).
Existing Customer AOV	The average order value of Existing Customer purchases during the analysis period. Existing Customer Revenue (Placed Order Value) divided by Orders.
Existing Customer Order %	The percentage of orders completed during the analysis period by Existing Customers.
Existing Customer Orders	The count of orders completed during the analysis period by Existing (non-New) Customers.
Existing Customer Orders/Customer	The average number of orders placed per Existing Customer (Non-Lapsed and Reactivated Customers) during the analysis period.
Existing Customer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by Existing (non-New) Customers.

Existing Customer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by Existing (non-New) Customers as a percentage of total Placed Order Value in the period.
Existing Customer Profit	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated with orders placed during the analysis period by Existing Customers.
Existing Customer Profit %	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated with orders placed during the analysis period by Existing Customers divided by total profit. (Existing Customer Profit / Customer Profit)
Existing Customer Profit/Order	The average profit (Product Profit + Shipping Profit – Other Offer Costs) per order from Existing Customer purchases during the analysis period. Existing Customer Profit divided by Existing Customer Orders.
Existing Customer Units Sold	The total number of units sold (quantity) in orders placed by Existing Customers during the analysis period.
Existing Customer Units Sold %	The share of units sold (quantity) in orders placed by Existing Customers during the analysis period. Existing Customer Units Sold / Units Sold
Existing Customers	A count of the number of customers who purchased during the analysis period and are not "New Customers" during the analysis period.
Exit Page Views	The number of times the page was the last page viewed in a visitor's visit. [Web Only Data]
Exit Rate	The percentage of visits ending on a page compared to all visits to the page. Exit Page Views divided by Visits to the Page. [Web Only Data]
External Links	The number of links from a site other than your own with the potential to directly drive traffic to your website page. [Web Only Data]
External Product Views	The number of entry product views directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period. Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
External Sales	Revenue associated with external orders. External orders are orders that are not reported in DynamicAction but that affect sales velocity used to calculate Stock Cover (in order words, orders that deplete inventory but are not part of the sales reported in DynamicAction).

External Units Sold	Units Sold associated with external orders. External orders are orders that are not reported in DynamicAction but that affect sales velocity used to calculate Stock Cover (in order words, orders that deplete inventory but are not part of the sales reported in DynamicAction).
External Sourced Views/Option	The average number of entry product views per option listed on the site during the analysis period directly sourced (direct referral link) from a page external to the site (e.g. paid marketing, emails, social media, etc.). External Sourced Product Views divided by Unique Count of On Site Option IDs. [Web Only Data]
External Sourced Views/Parent Product	The average number of entry product views per parent product listed on the site during the analysis period directly sourced (direct referral link) from a page external to the site (e.g. paid marketing, emails, social media, etc.). External Sourced Product Views divided by Unique Count of On Site Parent Product IDs. [Web Only Data]
External Sourced Views/Product	The average number of entry product views per product listed on the site during the analysis period directly sourced (direct referral link) from a page external to the site (e.g. paid marketing, emails, social media, etc.). External Sourced Product Views divided by Unique Count of On Site Product IDs. [Web Only Data]
Externally Sourced Product Views	The number of entry product views (page views that have a product view associated) directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period. Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Externally Sourced Set Views	The number of entry product set views directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period. Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Failed Order Attempts	The number of times orders were attempted but failed during the analysis period. Failed Order Attempts are often the result of automated checks (e.g. orders rejected because of fraud rules, invalid payments, size of the order, shipping region, ordering customer, etc.). [Combined Direct Purchases, does not include in-store purchases]
Failed Order Value	The total value of all failed order attempt orders during the analysis period. [Combined Direct Purchases, does not include in-store purchases]
Filters Applied	The number of filters (search facets: by color, by price, by brand, etc.) applied to results (applicable to both on-site search and browse filtering).
First Click/Avg Click Revenue	The amount of attributed revenue applied to the marketing source. First Click divided by Avg Click Revenue With first click revenue, the first marketing source within the attribution time window receives all credit for a downstream conversion. With average click revenue, all marketing

	sources receive equal credit for a downstream conversion. First Click Revenue divided by Avg Click Revenue
First Purchase Brand	The brand from which the customer purchased in their first order. DynamicAction scans all known orders (all orders since DynamicAction started processing) and identifies the brand in the first purchase. If the field is blank for a customer, it is because the customer has not purchased since DynamicAction started running the detail order data.
First Purchase Product Category	The product category from which the customer has purchased in their first order. DynamicAction scans all known orders (all orders since DynamicAction started processing) and identifies the product category in the first purchase. If the field is blank for a customer, it is because the customer has not purchased since DynamicAction started running the detail order data.
Footfall/Store	The average number of store visits (based on footfall value) per store location.
Forward Rate	The percentage of emails that were forwarded during the analysis period.
Fragmented Externally Sourced Product Views	The number of entry views to products with less than 50% SKU Availability directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period.
Fragmented Product Views	The total number of times a product detail page for a product with less than 50% SKU Availability was viewed during the analysis period.
Free Sample Units Sold	The total number of product units included in orders as a free sample (web + non-web direct if applicable) during the analysis period. Online Units Sold + Non-Web Direct Units Sold.
Free Sample Units Sold (Full Order)	The number of free sample units included in orders the analysis row item was a subset of. Compare this value with Free Sample Units Sold to estimate the average share of basket.
Frequency Segment	The segment into which a customer falls based on their number of lifetime purchases. Frequency Segment values include: 1, 2-5, 6-10, 11+
Fulfilled Order Value	The value of orders purchased and handed off to the customer either in person or via shipment. Store Placed Order Value + Shipped Order Value
Fulfilled Units	The number of units purchased and handed off to the customer either in person or via shipment. Store Units Sold + Units Shipped

Fulfilled Units (Last 4 Weeks)	The number of units purchased and handed off to the customer either in person or via shipment over the last four weeks including the analysis period. Store Units Sold + Units Shipped
Fulfillment Location	The store/warehouse at which the shipment was fulfilled. From the Shipments feed.
Fulfillment Locations Status	The number of fulfillment locations from which shipments were made for a single order. Fulfillment Locations Status segment values include: Not Shipped, One Fulfillment Source, Two Fulfillment Sources, More Than 2 Fulfillment Sources
Fulfillment Location Type	The type of location at which the shipment was fulfilled (e.g. Warehouse, Store, etc.) From the Shipments feed.
Full Price	The original full price for an item prior to markdowns. In the case of product sets, the full price of a full set. (Assumed to include VAT where applicable for EU clients)
Full Price (MI)	The highest price ever seen across all SKUs for a given option. [Market Intelligence Data]
Full Price Margin	The theoretical margin associated with units sold during the analysis period if they were sold at full price excluding tax. ((Full Price – Cost Price) * Units Sold)
Full Price Margin %	The theoretical margin percentage associated with units sold during the analysis period if they were sold at full price excluding tax. ((Full Price – Cost Price) * Units Sold) divided by (Full Price * Units Sold).
Full Price Order Value	The theoretical value of placed orders if no promotions or markdowns were to have been applied. Full Price * Units Sold
Full Price Order Value No VAT	The theoretical value of placed orders if no promotions or markdowns were to have been applied, excluding VAT (estimated using the difference between Placed Order Value and Placed Order Value no VAT). Full Price * Units Sold
Full Price Shipping Revenue	The theoretical value of shipping revenue if no shipping promotions were applied. Shipping Revenue + Shipping Promotion Cost
Full Price Shipping Revenue/Order	The theoretical value of shipping revenue per order if no shipping promotions were applied. (Shipping Revenue + Shipping Promotion Cost) / Orders

Full Price Units Sold	The number of units sold during the analysis period where the selling price matched the full price.
Full Price Units Sold %	The percent of units sold where the selling price matched the full price during the analysis period.
Hard Bounces	The total number of hard bounces (email messages that have been returned to the sender because the recipient's address is invalid) received during the analysis period.
Hard Bounce Rate	The total number of hard bounces (email messages that have been returned to the sender because the recipient's address is invalid) received during the analysis period divided by emails sent. Hard Bounces divided by Emails Sent
Has High Home Changing Room Returned Units (last 12 months)	A customer segmentation flag indicating that the customer was in the top 30th percentile of customers with total number of product units returned in the last 12 months that were part of an order that had multiple SKUs of said product. Has High Home Changing Room Returned Units (last 12 months) segment values include: Y, N
Held Order Value Not Shipped	The value of placed orders (excluding declines and cancellations) not shipped during the analysis period. [Combined Direct Purchases]
Held Order Value Not Shipped (Backordered)	The value of backorders (excluding declines and cancellations) not shipped during the analysis period. [Combined Direct Purchases]
Held Order Value Not Shipped (In Stock)	Held Order Value Not Shipped that was in stock at the time of purchase. Held Order Value Not Shipped − Held Order Value Not Shipped (Backordered) − Held Order Value Not Shipped (Pre-Ordered) −Held Order Value Not Shipped (Vendor Ship). [Combined Direct Purchases]
Held Order Value Not Shipped (Pre-Ordered)	The value of pre-orders (excluding declines and cancellations) not shipped during the analysis period. [Combined Direct Purchases]
Held Order Value Not Shipped (Vendor Ship)	The value of ship from vendor orders (excluding declines and cancellations) not shipped during the analysis period. [Combined Direct Purchases]
Held Order Value Shipped	The value of orders placed in a prior period but shipped during the analysis period. [Combined Direct Purchases]
High Profit Orders	The total number of customer transactions placed during the analysis period where the order profit was greater than the average order profit for the site on which the order was placed. A unique count of Order IDs that had high order profit.

High Return Rate Externally Sourced Product Views	The number of entry views to high Return Rate (>70th percentile compared to peers) products directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period.
High Return Rate Product Views	The total number of times a product detail page for a high Return Rate (> 70th percentile compared to peers) product was viewed during the analysis period.
High Value Buyer Base	A count of customers who belong to the top Customer Lifetime Profit decile.
High Value Churned Customers	A count of Churned (newly lapsed) Customers who belong to the top Customer Lifetime Profit decile.
High Value Customer Profit/Order	The average profit per order from High Value (top Customer Lifetime Profit decile) Customer purchases during the analysis period.
High Value Purchasing Customers	A count of Purchasing Customers who belong to the top Customer Lifetime Profit decile.
High Value Purchasing Customers (segment)	Customers classified as 'high value' who made a purchase within the analysis period. ('high value' by default is considered top 10% in lifetime Product Profit).
High Value Reactivated Customers	A count of Reactivated (previously lapsed) Customers who belong to the top Customer Lifetime Profit decile.
Home Changing Room Customers	The number of customers who had a home changing room return in the analysis period.
Home Changing Room Returned Order Value	The value of the units returned during the analysis period that were part of an order that had multiple SKUs of the same product.
Home Changing Room Returned Units	The total number of product units returned during the analysis period that were part of an order that had multiple SKUs of the same product.
Home Changing Room Returned Units (last 4 weeks)	The total number of product units returned during the last 4 weeks including the analysis period that were part of an order that had multiple SKUs of the same product.
Inferred Stock Units %	This is the share of stock units expected to be available to the site, assuming optimal inventory sharing. (Stock Units / Available to Sell Stock Units)

Impression Assisted Orders	Orders attributed to the PPC ad (or keyword, adgroup, campaign) being displayed but not clicked prior to conversion.
Impressions	The number of times that an object (e.g. marketing campaign, product, promotion, etc.) was viewed during the analysis period.
Impressions (last X days)	The number of times that an object (e.g. marketing campaign, product, promotion, etc.) was viewed during the last X days including the analysis period.
In-Stock Matched Options % (MI)	The percentage of matched options where at least one SKU is in stock. [Market Intelligence Data]
In-Store Inventory Value (Allocated)	The total cost value (not retail price) of all stock units that are available to sell as of the end of the analysis period. In-Store means that the product is physically present in the store. Allocated means this is the portion of what is physically present in the store that is expected to sell via the store itself and not other drains on inventory (e.g. online purchases that are fulfilled through the store)
In-Store Inventory Value (Full)	The total cost value (not retail price) of all stock units that are available to sell as of the end of the analysis period. In-Store means that the product is physically present in the store. Full means all units physically present in the store including those that may be expected to sell outside the store itself (e.g. online purchases that are fulfilled through the store)
In-Store Inventory Value (Full Price) (Allocated)	The total full price value of all stock units that are available to sell as of the end of the analysis period. In-Store means that the product is physically present in the store. Allocated means this is the portion of what is physically present in the store that is expected to sell via the store itself and not other drains on inventory (e.g. online purchases that are fulfilled through the store)
In-Store Inventory Value (Full Price) (Full)	The total full price value of all stock units that are available to sell as of the end of the analysis period. In-Store means that the product is physically present in the store. Full means all units physically present in the store including those that may be expected to sell outside the store itself (e.g. online purchases that are fulfilled through the store)
In-Store Inventory Value (Retail) (Full)	The retail value (based on Current Price) of all stock units as of the end of the analysis period. In-Store means that the product is physically present in the store. Full means all units physically present in the store including those that may be expected to sell outside the store itself (e.g. online purchases that are fulfilled through the store)
In-Store Inventory Value (Retail) (Allocated)	The retail value (based on Current Price) of all stock units as of the end of the analysis period. In-Store means that the product is physically present in the store. Allocated means this is the portion of what is physically present in the store that is expected to sell via the store itself and not

	other drains on inventory (e.g. online purchases that are fulfilled through the store)
In-Store SKU Availability	The percentage of SKUs in stock per Product IDs stocked in stores as of the end of the analysis period. When reporting across selling locations, a SKU is considered to be available if it is sold anywhere.
In-Store Speed %	The rate at which units stocked in stores are selling, without regard to replenishment. Store Units Sold plus Store External Units Sold divided by (In-Store Stock Units (Allocated) plus Store Units Sold plus Store External Units Sold)
In-Store Speed (Full Price) %	The theoretical rate units stocked in stores are selling, without regard to replenishment. Store Full Price Order Value plus Store External Sales (Full Price) divided by (In-Store Inventory Value (Full Price) (Allocated) plus Store Full Price Order Value plus Store External Sales (Full Price))
In-Store Stock Cover (1 wk)	A measure of how many weeks remain before an item sells out given average sales velocity (units sold/week) over the last week. In-Store Stock Units (Allocated) as of the end of the analysis period divided by In-Store Units Sold (Allocated) during the last week of the analysis period.
In-Store Stock Cover (4 wks)	A measure of how many weeks remain before an item sells out given average sales velocity (units sold/week) over the last four weeks. In-Store Stock Units (Allocated) as of the end of the analysis period divided by In-Store Units Sold (Allocated) over the last four weeks.
In-Store Stock Units (Allocated)	The number of stock units in store(s) as of the end of the analysis period. In the case of product sets, the number of full sets (stock units of least stocked product). Allocated means this is the portion of what is physically present in the store that is expected to sell via the store itself and not other drains on inventory (e.g. online purchases that are fulfilled through the store)
In-Store Stock Units (Full)	The number of stock units in store(s) as of the end of the analysis period. In the case of product sets, the number of full sets (stock units of least stocked product). Full means all units physically present in the store including those that may be expected to sell outside the store itself (e.g. online purchases that are fulfilled through the store)
Initial Purchase to Repeat Rate (3 Months)	The metric is calculated by looking back from the end date of period A to discover what percentage of 1st time buyers returned to buy again on a later date. The One-Time to Repeat Rate (3 Months) metric considers all customers who made their first purchase between 91 (3 mos) and 119 (3 mos+4wks) days ago. It then evaluates how many of them returned to purchase on a subsequent day within the next 91 days. Reference the 2014.2 Release Notes for more detail.
Initial Purchase to Repeat Rate (6 Months)	The metric is calculated by looking back from the end date of period A to discover what percentage of 1st time buyers returned to buy again on a later date. The One-Time to Repeat Rate (6 Months) metric considers all customers who made their first purchase between 182 (6 mos) and 210 (6 mos+4wks) days ago. It then evaluates how many of them returned to

	purchase on a subsequent day within the next 182 days. Reference the 2014.2 Release Notes for more detail.
Initial Purchase to Repeat Rate (12 Months)	The metric is calculated by looking back from the end date of period A to discover what percentage of 1st time buyers returned to buy again on a later date. The One-Time to Repeat Rate (12 Months) metric considers all customers who made their first purchase between 365 (12 mos) and 393 (12 mos+4wks) days ago. It then evaluates how many of them returned to purchase on a subsequent day within the next 365 days. Reference the 2014.2 Release Notes for more detail.
Internal Links	The number of links within your site with the potential to directly drive traffic to another website page.
Internal Product Views	The number of product views directly sourced from an internal referral source (e.g. browsing, on-site search, product recommendations, etc.) during the analysis period. Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Internal Sourced Views/Option	The average number of product views per option listed on the site during the analysis period directly sourced (direct referral link) from a page internal to the site (e.g. product listing page, home page, etc.) or via direct load/bookmark. Internal Sourced Product Views divided by Unique Count of On Site Option IDs. [Web Only Data]
Internal Sourced Views/Parent Product	The average number of product views per parent product listed on the site during the analysis period directly sourced (direct referral link) from a page internal to the site (e.g. product listing page, home page, etc.) or via direct load/bookmark. Internal Sourced Product Views divided by Unique Count of On Site Parent Product IDs. [Web Only Data]
Internal Sourced Views/Product	The average number of product views per product listed on the site during the analysis period directly sourced (direct referral link) from a page internal to the site (e.g. product listing page, home page, etc.) or via direct load/bookmark. Internal Sourced Product Views divided by Unique Count of On Site Product IDs. [Web Only Data]
Internally Sourced Product Views	The total number of product views (based on page views that have a product view associated) during the analysis period directly sourced (direct referral link) from a page internal to the site (e.g. product listing page, home page, etc.). Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Internally Sourced Set Views	The total number of product set views during the analysis period directly sourced (direct referral link) from a page internal to the site (e.g. product listing page, home page, etc.). Note: direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Inventory Location	The location ID associated with the inventory (e.g. the warehouse or store ID). This could be where inventory is stocked or the location from which an order was fulfilled, depending on the analysis context.

Inventory Location Attribute	A custom attribute (field) of an inventory location. As attributes are defined by clients, they could contain almost any information. A typical use of inventory location attributes could be geographic location, warehouse size, or type/configuration.
Inventory Value	The total cost value (not retail price) of all stock units as of the end of the analysis period. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units multiplied by Unit Cost
Inventory Value (Full Price)	The full price value of all stock units as of the end of the analysis period. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units multiplied by Full Price
Inventory Value (Full Price): Not Purchased (4 wks)	The full price value of all stock units as of the end of the analysis period associated with SKUs at Selling Locations that had zero units sold in the past 4 weeks
Inventory Value (Full Price): Not Purchased (4 wks) %	The share of the full price value of all stock units as of the end of the analysis period associated with SKUs at Selling Locations that had zero units sold in the past 4 weeks. Inventory Value (Full Price): Not Purchased (4 wks) / Inventory Value (Full Price)
Inventory Value/Stock Unit	The average cost (not retail price) of stock units as of the end of the analysis period. Inventory Value divided by Stock Units.
Inventory Value: Markdown SKUs	The total cost value (not retail price) of all stock units as of the end of the analysis period associated with SKUs where the current price value is less than the full price value. Price data is sourced from the inventory feed.
Inventory Value: Not on Site	As of the end of the analysis period, the cost value (not retail price) of inventory in your warehouse(s) yet to be published to the web site and/or unreleased in stores. “Not on Site” is determined by the “Is Sellable” flag.
Inventory Value: Not Viewed	As of the end of the analysis period, the cost value (not retail price) of inventory that drew zero product views during the analysis period. [Web Only Data]
Inventory Value: Not Viewed %	As of the end of the analysis period, the share of inventory that drew zero product views during the analysis period. Inventory Value: Not Viewed divided by Inventory Value [Web Only Data]
Inventory Value: Not Purchased (4 wks)	The total cost value (not retail price) of all stock units as of the end of the analysis period associated with SKUs at Selling Locations that had zero units sold in the past 4 weeks
Inventory Value: Not Purchased (4 wks) %	The share of total cost value (not retail price) of all stock units as of the end of the analysis period associated with SKUs at Selling Locations that

	had zero units sold in the past 4 weeks. Inventory Value: Not Purchased (4 wks) / Inventory Value
Inventory Value: Viewed, Not Purchased	As of the end of the analysis period, the cost value (not retail price) of inventory that drew one or more product views, but zero units sold. [Web Only Data]
Inventory Value: Viewed, Not Purchased %	As of the end of the analysis period, the share of inventory that drew one or more product views, but zero units sold. Inventory Value: Viewed, Not Purchased divided by Inventory Value [Web Only Data]
Inventory Value: Web-Store Price Mismatch	The total cost value (not retail price) of all stock units as of the end of the analysis period associated with products that have greater than a 1% price difference when comparing online to offline price.
Inventory Value (Retail)	The retail value of all stock units as of the end of the analysis period. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units multiplied by Current Price
IP Range	The first 2 octets of the IP address from which the web site visitor accessed the web site.
Is Backorder	In Operations opportunities, a Y/N indicator (or checkbox) for whether an order/shipment is flagged as being for a backorder. Is Backorder segment values include: Y, N
Is Core	Value is “Y” if the product is core line. Core Line are products that your business consistently sells with the intent to always be in stock (non-seasonal products). In some cases, also known as Continuity lines, Never out of stock lines or Program lines.
Is Discontinued	Value is “Y” if the product is discontinued. Discontinued is a status indicating that the product will no longer be actively merchandised after the inventory has been sold out.
Is Non-Stockable	A product flag indicating that a product does not carry units of stock. A common example is gift certificates.
Is Preorder	In Operations opportunities, a Y/N indicator (or checkbox) for whether an order/shipment is flagged as being for a preorder. Is Preorder segment values include: Y, N
Is Reorderable	Value is “Y” if the product is flagged as able to be reordered.
Is Seasonal	Value is “Y” if the product is seasonal. Seasonal products are products that your business sells only within a specific time window without the intent to re-stock after the season (not Core Line/Continuity/Program/Always In-Stock products).

Is Ship From Vendor	In Operations opportunities, a Y/N indicator (or checkbox) for whether an order/shipment is flagged as being shipped from a vendor. Is Ship From Vendor segment values include: Y, N
Item Returning Customers	The count of customers who returned at least one item in the analysis period.
Items Added to Cart	The count of items of a given product added to the cart. [Web Only Data]
Items Added/Product View	The count of items of a given product added to the cart divided by the number of views for the product. [Web Only Data]
Items Sold	In affinities, the count of order/SKU combinations (approximate order lines) of the analysis row item that were sold.
Keyword	The name of the keyword targeted by paid search ads or optimized for in SEO (e.g. Asics GT-2170). Note: Keywords apply to both Paid Search and Natural Search.
Keyword Status	The status of the keyword at the end of the analysis period as reported by the PPC vendor.
Keywords	The number of unique keyword values. (Search Engine > Account > Campaign > Ad Group > Match Type > Keyword)
Keywords With Exact Match	The number of unique keyword values (Search Engine > Account > Campaign > Ad Group > Match Type > Keyword) where an “Exact” Match Type keyword exists for a marketing item with matching Search Engine > Account > Keyword.
Keywords With Non-Exact Match	The number of unique keyword values (Search Engine > Account > Campaign > Ad Group > Match Type > Keyword) where a match type of something other than “Exact” (e.g. “Phrase” or “Broad”) exists for a marketing item with matching Search Engine > Account > Keyword.
Known Customer Orders	The number of orders during the analysis period completed by identifiable customers.
Landing Page	The entry page to the web site as a direct result of a campaign (the campaign’s target destination).

Language	The browser language of the web site visitor's browser.
Lapsed Customer Avg Lifetime Orders	The average number of lifetime orders of the Lapsed Customer Base as of the beginning of the analysis period.
Lapsed Customer Avg LTV	The average lifetime revenue value of the Lapsed Customer Base as of the beginning of the analysis period.
Lapsed Customer Base	A count of customers who have not made a purchase within the last 400 days as of the beginning of the analysis period.
Last Click/Avg Click Revenue	The amount of attributed revenue applied to the marketing source. With last click revenue, the last marketing source within the attribution time window receives all of the credit for a conversion. With average click revenue, all marketing sources receive equal credit for a downstream conversion. Last Click Revenue divided by Avg Click Revenue
Last Purchase Date	The date of the customer's last order.
Late to Ship Order Value	The value of all orders that shipped during this analysis period that shipped late where 'late' is defined as having shipping after the promise date.
Latest Purchase Brand	The brand from which the customer purchased in their most recent order. DynamicAction scans all known orders (all orders since DynamicAction started processing) and identifies the brand in the most recent purchase. If the field is blank for a customer, it is because the customer has not purchased since DynamicAction started running the detail order data.
Latest Purchase Product Category	The product category from which the customer has purchased in their most recent order. DynamicAction scans all known orders (all orders since DynamicAction started processing) and identifies the product category in the most recent purchase. If the field is blank for a customer, it is because the customer has not purchased since DynamicAction started running the detail order data.
Lifetime Affiliate Order %	The ratio of customer orders that are sourced from the Affiliate marketing channel versus all orders where the channel is known. Orders from Affiliate Marketing Channel divided by Orders Where Marketing Channel is Known [Web Only Data]
Lifetime Average Customer Profit	The average profit across all orders placed by the customer through the end of the analysis period. Lifetime Profit divided by Lifetime Orders.

Lifetime Average Order Value	The average gross revenue (placed order value) per order across all orders placed by the customer through the end of the analysis period.
Lifetime Average Profit/Order	Customer average profit per order. Lifetime Customer Profit divided by Lifetime Orders
Lifetime Average Profit/Unit Sold	Customer average profit per unit. Lifetime Customer Profit divided by Lifetime Units Sold
Lifetime Cancellations	The cumulative count of cancellation actions taken by the customer (or taken by the warehouse, impacting the customer) through the end of the analysis period. [Combined Direct Purchases, does not include in-store purchases]
Lifetime Canceled Order Value	The cumulative value of placed orders that were canceled (either customer or warehouse initiated) through the end of the analysis period. [Combined Direct Purchases, does not include in-store purchases]
Lifetime Customer Profit	The total profit (Product Profit + Shipping Profit − Other Offer Costs) across all orders placed by the customer through the end of the analysis period.
Lifetime Customer Profit %	The average profit (Product Profit + Shipping Profit − Other Offer Costs) as a percentage of placed order value across all orders placed by the customer through the end of the analysis period. Lifetime Profit divided by Lifetime Revenue.
Lifetime Customer Profit/Order	The average profit (Product Profit + Shipping Profit – Other Offer Costs) per order across all orders placed by the customer through the end of the analysis period. Lifetime Customer Profit / Lifetime Orders
Lifetime Customers	As of the end of the analysis period, a count of all unique customer IDs that have made at least one purchase.
Lifetime Net Profit	The cumulative amount of profit (margin) in orders placed by customers through the end of the analysis period. Note that this calculation is based on the ratio of net revenue to gross revenue and therefore may hide extreme cases in a long lifetime such as a single large return or purchase. Lifetime Profit * (Lifetime Net Revenue / Lifetime Revenue)
Lifetime Net Revenue	The cumulative amount of placed order value by customers through the end of the analysis period, excluding returns and cancellations. Lifetime Revenue – Lifetime Returned Order Value – Lifetime Canceled Order Value
Lifetime Order Value	The cumulative value of all orders placed by the customer through the end of the analysis period.

Lifetime Orders	The cumulative number of orders placed by the customer through the end of the analysis period.
Lifetime Orders/Customer	The cumulative number of orders placed divided by the number of customers that placed them through the end of the analysis period.
Lifetime Profit	The cumulative profit generated by orders placed by the customer(s) through the end of the analysis period.
Lifetime Profit/Customer	The cumulative profit generated divided by the number of customers who placed orders through the end of the analysis period.
Lifetime Returned Order Value	The cumulative value of orders previously shipped but returned by customer through the end of the analysis period.
Lifetime Returns	The cumulative count of return actions taken by the customer through the end of the analysis period.
Lifetime Revenue	The cumulative amount of placed order value by customers through the end of the analysis period.
Lifetime Revenue/Customer	The cumulative amount of placed order value generated divided by the number of customers who placed orders through the end of the analysis period.
Lifetime Units Sold	The cumulative number of units sold by the customer through the end of the analysis period.
Lifetime Units/Order	The average number of units sold per customer order through the end of the analysis period. Lifetime Units Sold / Lifetime Orders
Lift	In Affinities, the relative likelihood the affinity field will be purchased in a primary field order. It is calculated as the ratio of Confidence to expected)Confidence, where expected Confidence is based on how often the affinity fields occur in orders individually. A Lift value of 1 indicates that the actual likelihood matches the expected likelihood. (1xas likely) A Lift value between 0 and 1 is less likely than expected, and above 1 means more likely.
Likelihood to Recommend	The percentage of product reviewers that would recommend the product to others.

Low Cover Externally Sourced Product Views	The number of entry views to products in the <30th percentile compared to peers for Stock Cover (4 wks) that are directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period. Note: this does not include out of stock products, which are calculated separately under Out of Stock Externally Sourced Product Views.
Low Cover Product Views	The total number of times a product detail page for a product in the <30th percentile compared to peers for Stock Cover (4 wks) was viewed during the analysis period. Note: this does not include out of stock products, which are calculated separately under Out of Stock Product Views.
Low Ratings Externally Sourced Product Views	The number of entry views to products in the < 50th percentile for Average Review Rating that are directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) during the analysis period.
Low Ratings Product Views	The total number of times a product detail page for a product in the < 50th percentile for Average Review Rating was viewed during the analysis period.
Majority Sell-out Matched Options % (MI)	Percent of options where 51% or more of SKUs that have previously been seen as available are sold out. [Market Intelligence Data]
Markdown Discount %	Price markdown value's share of full price value. Price Markdown Value / Full Price Order Value
Markdown Margin Reduction %	The margin percentage reduction associated with price markdowns on units sold during the analysis period.
Marketing Channel	The Marketing Channel (e.g. Paid Search, Natural Search, Display, Affiliate, Social, Email, Comparison Shopping Engine) that referred (linked) the visitor to the web site. [Web Only Data]
Marketing Channels	A count of the number of unique Marketing Channels that sourced visits during the analysis period. [Web Only Data]
Marketing Cost	Total spend associated with marketing activities in the analysis period as collected from your marketing vendor feeds. Note negative marketing costs are considered refunded and not included here.
Marketing Cost (last X days)	Total spend associated with marketing activities over the last X days including the analysis period, as collected from your marketing vendor feeds. Note negative marketing costs are considered refunded and not included here.

Marketing Cost with Provided Orders	The portion of marketing cost where the marketing vendor data included orders associated with clicks down to the marketing parameter 4 level.
Marketing Cost with Zero Orders	The portion of marketing cost where orders were provided, but zero orders were placed. Provided means that the marketing vendor data included orders associated with clicks down to the marketing parameter 4 level.
Marketing Cost/Click	Total spend associated with marketing activities in the analysis period divided by the total number of clicks reported in the analysis period. Marketing Cost divided by Clicks.
Marketing Cost/New Customer Order	Total spend associated with marketing activities in the analysis period divided by the total number of orders placed by New Customers in the analysis period. (Marketing Cost / New Customer Orders)
Marketing Cost/New Customer	Total spend associated with marketing activities in the analysis period divided by the total number of New Customers in the analysis period. (Marketing Cost / New Customers)
Marketing Cost/Order	Total spend associated with marketing activities in the analysis period divided by the total number of orders placed in the analysis period. Marketing Cost divided by Online Orders.
Marketing Cost/Order (last X days)	Total spend associated with marketing activities in the last X days including the analysis period divided by the total number of orders placed in the last X days including the analysis period. X Day Marketing Cost divided by X Day Orders.
Marketing Cost/Order (Vendor)	Total spend associated with marketing activities in the analysis period divided by the total number of orders reported by marketing vendors in the analysis period. Marketing Cost divided by Orders (Vendor).
Marketing Cost/Provided Order	Total spend associated with marketing activities in the analysis period divided by the total number of orders reported by marketing vendors in the analysis period. Provided means that the marketing vendor data included orders associated with clicks down to the marketing parameter 4 level.
Marketing Cost/Unit	Total spend associated with marketing activities in the analysis period divided by the number of units sold in the analysis period. Marketing Cost divided by Online Units Sold.
Marketing Cost/View	Total spend associated with marketing activities in the analysis period divided by the number of product detail page views in the analysis period. Marketing Cost divided by Product Views. [Web Only Data]
Marketing Cost/Visit	Total spend associated with marketing activities in the analysis period divided by the number of web visits in the analysis period. Marketing Cost divided by Visits. [Web Only Data]

Marketing Cost %	The ratio of marketing-related costs to placed order value (excluding VAT) for a given product. This metric relies on marketing costs being explicitly associated with a given product in the marketing vendor feeds. Marketing Cost / Online Placed Order Value (excluding VAT)
Match Type	A means to control which Paid Searches will trigger your ad. Exact Match = exact terms and close variations. Broad Match = misspellings, synonyms, related searches. Phrase Match = matches components of a phrase. Negative Match = searches that do not contain the keyword.
Matched Existing Buyer Order %	For a given marketing campaign, the ratio of orders that were placed by existing customers versus all joinable orders for the campaign. This metric only applies where the order ID in the marketing vendor feed can be joined to the order IDs in the Order feed. [Web Only Data]
Matched Existing Buyer Orders	For a given marketing campaign, the number of orders that were placed by existing customers. This metric only applies where the order ID in the marketing vendor feed can be joined to the order IDs in the Order feed. [Web Only Data]
Matched Options (MI)	The unique count of matched options. [Market Intelligence Data]
Max Matched Discount % (MI)	The highest discount percentage among matched options. Discount % is the largest difference across all available SKUs for an option between the current price and the highest price ever seen. [Market Intelligence Data]
Max Matched Price (MI)	The highest price among matched options. [Market Intelligence Data]
Min Matched Discount % (MI)	The lowest discount percentage among matched options. Discount % is the largest difference across all available SKUs for an option between the current price and the highest price ever seen. [Market Intelligence Data]
Min Matched Price (MI)	The lowest price among matched options. [Market Intelligence Data]
Mobile Device	The mobile device (if applicable) used by the web site visitor to access the web site.
Mobile Visit %	The percentage of visits accessed via a mobile device (e.g. smartphone). Mobile Visits divided by Total Visits. [Web Only Data]
Multi-Page Visit %	The percentage of visits that include 2 or more page views. [Web Only Data]

Multi-Page Visits	The number of visits that include 2 or more page views. [Web Only Data]
Natural Search Source Rate	The percentage of visits to a product directly referred from a Natural Search marketing source. [Web Only Data]
Negative Lifetime Order Profit Buyer Base	A lifetime count of all customers who have generated negative order profit.
Negative Profit Customers (segment)	Customers who have generated negative lifetime product profit.
Negative Profit Customers (Period) (segment)	Customers who generated negative product profit across all orders placed during the analysis period.
Net Delivered Order Value	The value of placed orders that have been delivered net of declines, cancellations and returns. (Delivered Order Value – Returned Order Value).
Net Delivered Units	The number of units that have been delivered net of declines, cancellations and returns. (Delivered Units – Returned Units)
Net Non-Lapsed Customers	A measure to help quantify the growth of the Non-Lapsed Customer Base. (New Customers + Reactivated Customers – Churned Customers).
Net Order Profit	The profit associated with Net Order Value. Profit for orders excluding declines, excluding cancellations, excluding returns, excluding unshipped orders, and including shipped orders placed prior to the analysis period. Shipped Order Profit – Returned Order Profit
Net Order Profit %	The profit percentage of Net Order Value. Net Order Profit divided by Net Order Value
Net Order Value	The value of placed orders net of declines, cancellations and returns. Net Order Value also removes held order value not shipped and adds back in held order value from a prior period shipping during the analysis period. Shipped Order Value – Returned Order Value
Net Order Value No VAT	The value of placed orders net of declines, cancellations and returns and excluding VAT where applicable. Net Order Value No VAT also removes held order value not shipped and adds back in held order value from a prior period shipping during the analysis period. Shipped Order Value No VAT – Returned Order Value

Net Profit (last 12 months)	Profit for orders, excluding declines, cancellations, and returns, placed in the 12 months prior to the end of the analysis period.
Net Profit (last 12 months) Segment	Profit for orders, excluding declines, cancellations, and returns, placed in the 12 months prior to the end of the analysis period. Net Profit (last 12 months) Segment values include: Negative, Low (<30th percentile), Moderate, High (>70th percentile)
Net Units Sold	The number of product units shipped less the number of units returned. Shipped Units – Returned Units
New Buyer %	The percentage of new buyers compared to unique buyers. New Buyers divided by Unique Buyers
New Customers (segment)	*Customers who made their first lifetime purchase within the analysis period.*
New Customer AOV	The average order value of customers who made their first purchase during the analysis period.
New Customer Order %	The percentage of orders during the analysis period completed by customers who had never purchased previously.
New Customer Orders	The number of orders during the analysis period completed by customers who had never purchased previously.
New Customer Orders/Customer	The average number of orders placed per New Customer during the analysis period.
New Customer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who had never purchased previously.
New Customer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who had never purchased previously as a percentage of total Placed Order Value in the period.
New Customer Profit	The amount of profit (Product Profit + Shipping Profit – Other Offer Costs) associated with orders placed during the analysis period by customers who made their first lifetime purchase within the analysis period.

New Customer Profit %	The average profit (Product Profit + Shipping Profit − Other Offer Costs) as a percentage of placed order value for customers making their first purchase during the analysis period.
New Customer Profit/Order	The average amount of profit (Product Profit + Shipping Profit − Other Offer Costs) per order associated with orders placed during the analysis period by customers who made their first lifetime purchase within the analysis period.
New Customer Units Sold	The total number of units sold (quantity) in orders placed by New Customers during the analysis period.
New Customer Units Sold %	The share of units sold (quantity) in orders placed by New Customers during the analysis period. New Customer Units Sold / Units Sold
New Customers	A count of customers who made their first lifetime purchase within the analysis period.
Non-PPC On Site Searches	The total number of on-site searches to keywords that are not among those in the paid search vendor data. [Web Only Data]
New Options	A count of unique Option IDs that have been published within the analysis period.
New Parent Products	A count of unique Parent Product IDs that have been published within the analysis period.
New Products	A count of unique Product IDs that have been published within the analysis period.
Non-Lapsed Customer Base	A count of customers who have made at least one purchase within the last 400 days as of the beginning of the analysis period.
Non-Lapsed Customer Orders	The number of orders during the analysis period completed by customers who made at least one purchase within the last 400 days as of the beginning of the analysis period.
Non-Lapsed Customer Orders/Customer	The average number of orders placed per Non-Lapsed Customer during the analysis period.
Non-Lapsed Customer Orders/Customer Base	A measure of the purchasing engagement level of the Non-Lapsed Customer Base. This metric provides the ratio of Non-Lapsed Customer

	Orders placed in the analysis period divided by the Non-Lapsed Customer Base.
Non-Lapsed Customers/Non-Lapsed Customer Base	The percentage of non-lapsed customers who made a purchase in the analysis period out of the Non-Lapsed Customer Base.
Non-Lapsed Purchasing Customers	A count of customers who made a purchase in the analysis period and have also made a purchase within the last 400 days as of the beginning of the analysis period.
Non-Stockable	A product flag indicating that a product does not carry units of stock. A common example is gift certificates.
Non-Store Inventory Value (Allocated)	The total cost value (not retail price) of all stock units that are not physically present in stores. Inventory Value minus In-Store Inventory Value (Allocated)
Non-Store Inventory Value (Full)	The total cost value (not retail price) of all stock units that are not physically present in stores. Full means all units not physically present in the store including those that may be expected to sell outside the selling locations themselves. Available to Sell Inventory Value minus In-Store Inventory Value (Full)
Non-Store Inventory Value (Full Price) (Allocated)	The total full price value of all stock units that are not physically present in stores. At a selling location (store or site) level, this metric reflects the portion of non-store inventory allocated to the site based on expected future demand. Inventory Value (Full Price) minus In-Store Inventory Value (Full Price) (Allocated)
Non-Store Inventory Value (Full Price) (Full)	The total full price value of all stock units that are not physically present in stores. Full means all units not physically present in the store including those that may be expected to sell outside the selling locations themselves. Available to Sell Inventory Value (Full Price) minus In-Store Inventory Value (Full Price) (Full)
Non-Store Inventory Value (Retail) (Full)	The retail value (based on Current Price) of all stock units that are not physically present in stores. At a selling location (store or site) level, this metric reflects the portion of non-store inventory allocated to the site based on expected future demand. Inventory Value (Retail) minus In-Store Inventory Value (Retail) (Allocated)
Non-Store Inventory Value (Retail) (Allocated)	The retail value (based on Current Price) of all stock units that are not physically present in stores. Full means all units not physically present in the store including those that may be expected to sell outside the selling locations themselves. Available to Sell Inventory Value (Retail) minus In-Store Inventory Value (Retail) (Full)
Non-Store SKU Availability	The percentage of SKUs in stock per Product IDs not stocked in stores as of the end of the analysis period. (The inverse of In-Store SKU Availability) When reporting across selling locations, a SKU is considered to be available if it is sold anywhere.

Non-Store Stock Units (Allocated)	The number of stock units not physically present in store(s) as of the end of the analysis period. In the case of product sets, the number of full sets (stock units of least stocked product). At a selling location (store or site) level, this metric reflects the portion of non-store inventory allocated to the site based on expected future demand. Stock Units minus In-Store Stock Units (Allocated)
Non-Store Stock Units (Full)	The number of stock units not physically present in store(s) as of the end of the analysis period. In the case of product sets, the number of full sets (stock units of least stocked product). Full means all units including those that may be expected to sell outside the selling locations themselves. Available to Sell Stock Units minus In-Store Stock Units (Full)
Non-Web Direct Orders	A count of unique Order IDs placed through a direct sales channel other than your web site (e.g. Store, Call Center, Amazon, etc.) during the analysis period.
Non-Web Direct Placed Order Value	The value of the orders placed through a direct sales channel other than your web site (e.g. Store, Call Center, Amazon, etc.) during the analysis period.
Non-Web Direct Units Sold	A count of the quantity of units sold at the time of order placement through a direct sales channel other than your web site (e.g. Store, Call Center, Amazon, etc.) during the analysis period.
Number of SKUs	A count of the total number SKUs associated with active Product IDs. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Number of SKUs (Store)	A count of the total number SKUs associated with Product IDs active in the store channel. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Number of SKUs (Web)	A count of the total number SKUs associated with Product IDs active in the web channel. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Offline Price	The price of the product as sold in offline channels (e.g. stores) as of the end of the analysis period.

Omnichannel Customer ID	The unique identifier of the customer for the omnichannel scope (regardless of scope being viewed).
On-Site Options	The count of OptionIDs published to the site as of the end of the analysis period.
On-Site Parent Products	The count of Parent Product IDs published to the site as of the end of the analysis period.
On-Site Products	The count of Product IDs published to the site as of the end of the analysis period.
On-Site Searches	The total number of on-site searches performed on the web site during the analysis period. [Web Only Data]
On-Site SKUs	The count of SKUs published to the site as of the end of the analysis period.
One Page Visits	During the analysis period, the number of visits in which the visitor only viewed one page view. [Web Only Data]
One-Time Buyer AOV	The average order value of orders placed during the analysis period by customers who were One-Time Buyers as of the beginning of the analysis period.
One-Time Buyer Avg LTV	The average lifetime revenue of the One-Time Buyer Base as of the beginning of the analysis period.
One-Time Buyer Base	A count of customers who have made one lifetime purchase (within the last 400 days), but are not "new customers" as of the beginning of the analysis period.
One-Time Buyer Delivery on Promise Rate	The percentage of One-Time Buyer orders delivered during the analysis period on or before the expected time. In the absence of courier delivery data, it is assumed that a missed ship date will equate to a missed delivery date.
One-Time Buyer Orders	The number of orders placed by customers who had purchased only one time as of the beginning of the analysis period.
One-Time Buyer Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis

	period by customers who had only purchased one time as of the beginning of the analysis period.
One-Time Buyer Placed Order Value %	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU clients) placed during the analysis period by customers who had only purchased one time as of the beginning of the analysis period as a percentage of total Placed Order Value in the period.
One-Time Buyer Profit	The amount of profit (Product Profit + Shipping Profit − Other Offer Costs) associated with orders placed during the analysis period by customers who were One-Time Buyers as of the beginning of the analysis period.
One-Time Buyer Profit %	The average profit (Product Profit + Shipping Profit − Other Offer Costs) as a percentage of placed order value for orders placed during the analysis period by customers who were One-Time Buyers as of the beginning of the analysis period.
One-Time Buyer Profit/Order	The average profit (Product Profit + Shipping Profit − Other Offer Costs) per order of customers who were One-Time Buyers as of the beginning of the analysis period.
One-Time Buyer Purchase Rate	The number of purchasing customers who were One-Time Customers as of the beginning of the analysis period divided by One-Time Customer Base.
Online Average Selling Price	For products sold on the web, the average gross revenue (placed order value) per order during the analysis period. Placed Order Value (net of price discounts) divided by Units Sold.
Online Customer Profit	For products that sold on the web, the amount of profit (Product Profit + Shipping Profit − Other Offer Costs) associated with orders placed during the analysis period by New and Existing Customers.
Online Only Product	A product that is only available for purchase online. It has no stock in any store.
Online Orders	The number of orders placed online during the analysis period. Intended to align with data received from web analytics sources.
"Online" Metrics	Calculation based on direct channel data where associated analytics data is provided.
Online Placed Order Value	The total value of online orders (including VAT depending if applicable to Client, but excluding shipping charges) placed during the analysis period. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship).

Online Price	The price of the product as sold on the web site as of the end of the analysis period.
Online Product Orders	A count of distinct occurrences of product ids in online orders during the analysis period. Each distinct product id in each order is counted as one Product Order, regardless of the quantity ordered. For example, an order containing three different products counts as three Product orders, and two such orders count as six Product Orders. [Web Only Data]
Online Product Profit	For products sold on the web, the product profit associated with units sold during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. Otherwise, it is the unit cost in the Inventory feed. Product Profit does not account for shipping costs, marketing costs, other offer costs, etc. (Product Selling Price – Ordered Product Cost) * Units Sold
Online Shipping Profit	For orders placed on the web, the profit from shipping (Shipping Revenue excluding VAT – Shipping Costs) during the analysis period. Shipping Revenue excluding tax minus Shipping Cost.
Online Units Sold	The total number of product units sold online during the analysis period.
On-Site Search Product Impressions	The number of times a product was displayed in on-site search results during the analysis period. [Web Only Data]
On-Site Search Results	The average number of on-site search results returned for a search term during the analysis period. On-Site Search Results divided by On-Site Searches [Web Only Data]
On-Site Search Source Rate	The percentage of page views to a product directly referred from an On-Site Search results link. [Web Only Data]
On-Site Search Term	The search term that the visitor entered into the on-site search feature on your web site.
Open Rate	The percentage of emails that were opened during the time interval you defined. Email Opens divided by Emails Sent
Opens	The number of times your emails were opened during the analysis time period.

Opt-Out	A flag to determine whether or not a customer has opted out of future marketing communications.
Option % with Web-Store Price Mismatch	The percentage of active options where the store price (Current Price (Store)) and the web price (Current Price (Web)) are not equal. To be included in this calculation, an option must be active in both Web and Store. For a day, an option is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. An option is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of options may be considered active by configuration, regardless of these metrics.
Option ID	A unique option identifier.
Option ID Attribute	A custom attribute (field) of an option. As attributes are defined by clients, they could contain almost any information. A typical use of option ID attributes could be season, pattern, or color family.
Option Name	The full name of the option.
Options	A measure of range. Options is a count of the total number of active unique Option IDs as of the end of the analysis period. For a day, an option is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. An option is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of options may be considered active by configuration, regardless of these metrics.
Options Backordered	A count of the total number of unique active Option IDs that are marked as backordered in inventory as of the end of the analysis period.
Options In Stock	A count of the total number of unique active Option IDs that are marked as in stock as of the end of the analysis period.
Options Pre-Ordered	A count of the total number of unique active Option IDs that are marked as pre-ordered as of the end of the analysis period.
Options Vendor Ship	A count of the total number of unique active Option IDs that are marked as ship from vendor as of the end of the analysis period.

Options with Web-Store Price Mismatch	The count of options where the store price (Current Price (Store)) and the web price (Current Price (Web) are not equal as of the end of the analysis period. To be included in this count, an option must be active in both Web and Store. For a day, an option is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. An option is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of options may be considered active by configuration, regardless of these metrics.
Order % Using Markdown	During the analysis period, the percentage of orders in which one or more units sold were marked down. Orders with marked down units sold divided by Total Orders.
Order % Using Other Promo	The percentage of orders to which a promotion classified as “Other” was applied during the analysis period. Orders with applied Other promotion divided by Total Orders.
Order % Using Product Promo	The percentage of orders to which a promotion classified as “Product” was applied during the analysis period. Orders with applied Product promotion divided by Total Orders.
Order % Using Promo	The percentage of orders to which a promotion was applied during the analysis period. Orders with applied promotion divided by Total Orders.
Order % Using Shipping Promo	The percentage of orders to which a promotion classified as “Shipping” was applied during the analysis period. Orders with applied Shipping promotion divided by Total Orders.
Order % with Markdown	The percentage of orders placed inclusive of one or more items that have a price markdown.
Order Adjustment Value	The total value of all order adjustments provided in the Order Adjustment feed. Use cases for order adjustments can vary, but would include delays and cleaning charges associated with returned items, returns accepted post the return policy date, etc.
Order Channel	The source of the order (e.g. Web, Amazon, Call Center, Store)
Order Conversion	The average number of web orders (as provided by your Order feeds – not web analytics) per web visit during the analysis period. This metric is often referred to as “Orders/Visit” or “Conversion Rate.” Online Orders divided by Visits. [Web Only Data]
Order Date	The date on which the order was placed.

Order ID	Unique order identifier.
Order Attribute	A custom attribute (field) of order. As attributes are defined by clients, they could contain almost any information. A typical use of order attributes could be credit card type, shipment type, or gift options.
Order Influence	Orders occurring in the same session as the page view from the Page Sources file. Dictated heavily by analytics systems definition. [Web Only Data]
Order Line Attribute	A custom attribute (field) of an order line. As attributes are defined by clients, they could contain almost any information. A typical use of order line attributes could be promotion or pricing details.
Order Profit	Total profit during the analysis period calculated as Product Profit + Shipping Profit – Other Offer Costs.
Order Type	The type of order placed (e.g. Web | Buy Online, Pick-Up In Store (BOPIS) | Reserve Online, Pick-Up In Store, etc.)
Orders	The total number of customer transactions placed during the analysis period. A unique count of Order IDs.
Orders (Last 90 Days)	The total number of customer transactions placed during the last ninety days including the analysis period. A unique count of Order IDs.
Orders Per Year	The average number of orders a customer places per year.
Orders (Analytics)	The total number of customer transactions associated with a campaign during the analysis period, as reported by the web analytics system.
Orders (Vendor)	The total number of customer transactions associated with a campaign during the analysis period, as reported by the marketing vendor.
Orders (Vendor) (last X days)	The total number of customer transactions associated with a campaign during the last X days including the analysis period, as reported by the marketing vendor.
Orders (Vendor)/Click	The total number of customer transactions divided by the number of clicks associated with a campaign during the analysis period, as reported by the marketing vendor.

Orders (Vendor)/Open	The total number of customer transactions divided by the number of email opens associated with a campaign during the analysis period, as reported by the marketing vendor.
Orders (Vendor) with Cost	The portion of orders provided by the vendor where cost is also reported down to the marketing parameter 4 level.
Orders/Cart Add	The average number of orders per cart add during the analysis period. Online Orders divided by Cart Adds. [Web Only Data]
Orders/Customer	Total Orders during the analysis period divided by Purchasing Customers (customers who placed an order during the same period).
Orders/Page View	The average number of orders per page view during the analysis period. Orders divided by Page Views. [Web Only Data]
Orders/Page Visit	The average number of orders per page visit during the analysis period. Online Orders divided by visit (session) including the page. [Web Only Data]
Orders/Page Visit (last 4 weeks)	The average number of orders per page visit during the last 4 weeks (including the analysis period). Orders over the last 4 weeks divided by visits (sessions) over the last 4 weeks including the page. [Web Only Data]
Orders/Payment View	The average number of orders per view of the payment page during the analysis period. Online Orders divided by Payment page views. [Web Only Data]
Orders/Store Footfall	The average number of orders generated in the channel during the analysis period per store visit based on the footfall value.
Orders/Visit	The average number of web orders (as provided by your Order feeds – not web analytics) per web visit during the analysis period. Orders divided by Visits. This metric is often referred to as "Order Conversion" or "Conversion Rate." [Web Only Data]
Other Internal Sourced Views	The number of product views during the analysis period directly sourced (direct referral link) from an Internal Link that is not a Search or Browse click (e.g. Product Recommendation, Direct Load/Bookmark, etc). [Web Only Data]
Other Internal Views/Option	The average number of product views per option during the analysis period directly sourced (direct referral link) from an Internal Link that is not a Search or Browse click (e.g. Product Recommendation, Direct Load/Bookmark, etc). Other Internal Sourced Product Views divided by Unique Count of Option IDs. [Web Only Data]

Other Internal Views/Parent Product	The average number of product views per parent product during the analysis period directly sourced (direct referral link) from an Internal Link that is not a Search or Browse click (e.g. Product Recommendation, Direct Load/Bookmark, etc). Other Internal Sourced Product Views divided by Unique Count of Parent Product IDs. [Web Only Data]
Other Internal Views/Product	The average number of product views per product during the analysis period directly sourced (direct referral link) from an Internal Link that is not a Search or Browse click (e.g. Product Recommendation, Direct Load/Bookmark, etc). Other Internal Sourced Product Views divided by Unique Count of Product IDs. [Web Only Data]
Other Offer Cost/Order	The average amount of Other Offer Costs (e.g. free gift with purchase, bonus offers, etc.) per order during the analysis period. Other Offer Costs divided by Orders.
Other Offer Cost/Unit	The average amount of Other Offer Costs (e.g. free gift with purchase, bonus offers, etc.) per unit sold during the analysis period. Other Offer Costs divided by Units Sold.
Other Promotion Cost	For promotions classified as "Other", the cost incurred as a result of promotional offers (e.g. Free Sample, Free Gift, etc.) during the analysis period determined by the promotion codes applied at checkout. A promotion that has a cost but does not reduce the price paid for a product or the shipping price paid is an "Other" promotion.
Other Promotion Cost/Order	The average Other promotion cost (costs incurred by offering promotions classified as "Other") per order during the analysis period. A promotion that has a cost but does not reduce the price paid for a product or the shipping price paid is an "Other" promotion. Other Promotion Cost divided by Orders.
Other Promotion Cost/Store	The average Other promotion cost (costs incurred by offering promotions classified as "Other") per store during the analysis period. A promotion that has a cost but does not reduce the price paid for a product or the shipping price paid is an "Other" promotion. Other Promotion Cost divided by Stores.
Other Promotion Cost/Unit	The average Other promotion cost (costs incurred by offering promotions classified as "Other") per unit sold during the analysis period. A promotion that has a cost but does not reduce the price paid for a product or the shipping price paid is an "Other" promotion. Other Promotion Cost divided by Units Sold.
Out of Stock Externally Sourced Product Views	Entry views directly sourced from an external referral source (e.g. a marketing campaign, a Paid Search click, etc.) to products that had zero units of stock as of the end of the day of the view.
Out of Stock Product Views	Views to products that had zero units of stock as of the end of the day of the view.

Outlet Matched Options % (MI)	Percentage of options that are labeled as Outlet by the retailer. Where no Outlet label exists, where an option has a previous price or RRP for which the option has never been available to sell on that retailer site. [Market Intelligence Data]
Overstock Score	A relative measure of how far above an ideal range of stock cover an item is at the end of the analysis period. 'Ideal' stock cover is the level of cover between the 30th and 70th percentiles versus category peers.
Overstock+Understock Score	The sum of Overstock Score and Understock Score values for an item.
Overstock-Understock Score	The difference of Overstock Score and Understock Score for an item
Overstock/Understock Score	The ratio of Overstock Score to Understock Score for an item.
Overstocked	An indication that you have a high amount of remaining inventory compared to current (last 4 weeks) selling velocity.
Overstocked Inventory Value	Amount of inventory cost value (not retail price) in excess of the amount that would exist if the product were at the 70th percentile of stock cover.
Overstocked SKU-Location %	Percent of SKU-Selling Location combinations that are overstocked relative to their category peers (greater than 70th percentile of stock cover relative to peers). For example, if a product has 10 SKUs sold in 5 Stores, the product has 50 SKU-Selling Location combinations. If 20 of those SKU-Selling Locations are overstocked, Overstocked SKU-Location % will be 40% for the product.
Overstocked SKU Units Sold	Units sold of items that were overstocked in the selling location in which they were purchased as of the end of the day on which they were purchased. Overstocked SKUs are SKUs whose level of stock cover is above the 70th percentile versus category peers.
Overstocked SKU Units Sold %	Share of units sold of items that were overstocked in the selling location in which they were purchased as of the end of the day on which they were purchased. Overstocked SKUs are SKUs whose level of stock cover is above the 70th percentile versus category peers. Overstocked SKU Units Sold / Units Sold
Overstocked Selling Location Score	A measure of the number of selling locations in which a SKU is considered to be overstocked. When reporting at a SKU level, this gives the number of selling locations for which the SKU is overstocked. At higher level grouping of SKUs, this reports an average number of selling locations for which the SKUs are overstocked. When reporting at the

	selling location level, this gives the percent of SKUs that are overstocked at the selling location.
Owned Channel Visit %	The percentage of total visits sourced from an owned marketing channel (e.g. Email, Facebook Page, Your Blog) during the analysis period. Owned Channel Visits divided by Total Visits. [Web Only Data]
Page	The name of the web site page viewed.
Page Category	The full categorization of the page. For example, if the page falls into the “Registration” category which rolls up to the “Loyalty Program” category which rolls up to the “Members” category, then the Page Category would be shown as the full classification: Members > Loyalty Program > Registration.
Page Category 1	The first level of the full categorization of the page. For example, if the page falls into the “Registration” category which rolls up to the “Loyalty Program” category which rolls up to the “Members” category, then Page Category 1 would be shown as the highest level value: Members.
Page Category 2	The second level of the full categorization of the page. For example, if the page falls into the “Registration” category which rolls up to the “Loyalty Program” category which rolls up to the “Members” category, then Page Category 2 would be shown as second level value: Loyalty Program.
Page Category 3	The third level of the full categorization of the page. For example, if the page falls into the “Registration” category which rolls up to the “Loyalty Program” category which rolls up to the “Members” category, then Page Category 3 would be shown as the lowest level value: Registration.
Page Name	The name of the web site page viewed.
Page Sales Score	For content, a score indicating the influence the page had on sales. This score is zero if analytics feeds reported zero sales influence and increases as sales influence increases.
Page Type	Type of page (e.g. Category, Search Results, Product Detail, Shipping, Payment, Shopping Cart, Order Confirmation, Login, My Account)
Page Views	A count of the number of times your web pages were viewed during the analysis period as tracked by your web analytics software. [Web Only Data]
Page Views/Visit	The average number of page views per visit. Page Views divided by Visits. [Web Only Data]

Page Visits	The number of web site visits to a given page during the analysis period. [Web Only Data]
Pages	A count of the unique pages in a grouping. A page is defined as a unique combination of category 1-2-3, page type, page ID, selling location, and selling location type.
Paid Channel Bounce Rate	The percentage of one page visits from paid channel sources in the analysis period per total visits from paid channel sources in the analysis period. Paid Channel One Page Visits divided by Paid Channel Visits. [Web Only Data]
Paid Channel Entry Page Views	The number of times in which a page was viewed as the first page of a visitor's visit from a paid marketing source (e.g. Paid Search, Display, Affiliate, etc). [Web Only Data]
Paid Channel Product Views/Visit	The average product views per visit for visits sourced from paid channel sources in the analysis period. Paid Channel Product Views divided by Paid Channel Visits. [Web Only Data]
Paid Channel Visit %	The percentage of total visits sourced from a paid marketing channel (e.g. Paid Search, Display, Affiliates, Comparison Shopping) during the analysis period. Paid Channel Visits divided by Total Visits. [Web Only Data]
Parent Product % with Web-Store Price Mismatch	The percentage of active parent products where the store price (Current Price (Store)) and the web price (Current Price (Web)) are not equal. To be included in this calculation, a parent product must be active in both Web and Store. For a day, a parent product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A parent product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of parent products may be considered active by configuration, regardless of these metrics.
Parent Product ID	A unique identifier for a parent product.
Parent Product ID Attribute	A custom attribute (field) of a parent product. As attributes are defined by clients, they could contain almost any information. A typical use of parent product ID attributes could be buyer, collection, or department.
Parent Product Name	The name of the parent product.
Parent Products	A measure of range. Parent products is a count of the total number of active unique Parent Product IDs as of the end of the analysis period. For a day, a parent product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A

	parent product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of parent products may be considered active by configuration, regardless of these metrics.
Parent Products Backordered	A count of the total number of unique active Parent Product IDs that are marked as backordered in inventory as of the end of the analysis period.
Parent Products In Stock	A count of the total number of unique active Parent Product IDs that are marked as in stock as of the end of the analysis period.
Parent Products Pre-Ordered	A count of the total number of unique active Parent Product IDs that are marked as pre-ordered as of the end of the analysis period.
Parent Products Vendor Ship	A count of the total number of unique active Parent Product IDs that are marked as ship from vendor as of the end of the analysis period.
Parent Products with Web-Store Price Mismatch	The count of parent products where the store price (Current Price (Store)) and the web price (Current Price (Web) are not equal as of the end of the analysis period. To be included in this count, a parent product must be active in both Web and Store. For a day, a parent product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A parent product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of parent products may be considered active by configuration, regardless of these metrics.
Payment Views/Shipping View	The number of views to the Payment page divided by the number of views to the Shipping page during the analysis period. [Web Only Data]
Pick Pack Cost	The total pick and pack cost during the analysis period.
Pick Pack Cost/Order	The average pick and pack cost per order placed during the analysis period. Pick Pack Costs divided by Orders. [Combined Direct Purchases]
Pick Pack Cost/Unit	The average pick and pack cost per unit ordered during the analysis period. Pick Pack Costs divided by Units Ordered. [Combined Direct Purchases]
Placed Order Value	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU Clients) placed during the analysis period. This metric includes non-web direct orders if applicable. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship).

Placed Order Value (Analytics)	The total value of orders (including VAT depending if applicable to Client, but excluding shipping charges) sourced by a campaign as reported by web analytics during the analysis period.
Placed Order Value (Backordered)	The total value of backorders (including VAT depending if applicable to Client, but excluding shipping charges) placed during the analysis period.
Placed Order Value (In Stock)	The total value of orders in stock during the time of purchase. Placed Order Value excluding backorders, pre-orders and vendor ship orders placed during the analysis period.
Placed Order Value (last 4 weeks)	The total value of orders (including VAT depending if applicable to Client, but excluding shipping charges) placed during the prior 4 weeks including the analysis period. This metric includes non-web direct orders if applicable. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship) for the prior 4 weeks including the analysis period.
Placed Order Value (Pre-Ordered)	The total value of pre-orders (including VAT depending if applicable to Client, but excluding shipping charges) placed during the analysis period.
Placed Order Value (Analytics)	The total value of orders for a campaign as reported by web analytics during the analysis period.
Placed Order Value (Full Order)	The value of the entire order(s) the analysis row item was a subset of. Compare this value with Placed Order Value to estimate the average share of basket.
Placed Order Value (Vendor)	The total value of orders for a campaign as reported by a marketing vendor during the analysis period.
Placed Order Value (Vendor) (last X days)	The total value of orders for a campaign as reported by a marketing vendor during the last X days including the analysis period.
Placed Order Value (Store)	The total value of orders (including VAT if applicable to EU Clients) placed during the analysis period in the Store channel.
Placed Order Value (Vendor Ship)	The total value of ship from vendor orders (including VAT depending if applicable to Client, but excluding shipping charges) placed during the analysis period.
Placed Order Value (Web)	The total value of orders (excluding shipping charges and tax, but including VAT if applicable to EU Clients) placed during the analysis period in the Web channel. This metric includes non-web direct orders if applicable. Placed Order Value (Backordered) + Placed Order Value (In

	Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship).
Placed Order Value/Customer	The average Placed Order Value of orders placed by identifiable customers during the analysis period.
Placed Order Value/Product Impression	Online Placed Order Value divided by Product Impressions during the analysis period. [Web Only Data]
Placed Order Value/Sq Ft	The average value of all orders placed in the Store channel during the analysis period per square foot of store real estate.
Placed Order Value/Store	The average value of all orders placed in the Store channel during the analysis period per store.
Placed Order Value/View	The average value of all orders placed during the analysis period per product view. Online Placed Order Value / Product View
Placed Order Value/View (7 days)	The average value of all orders placed over the last 7 days per product view. Online Placed Order Value / Product View
Placed Order Value/View (Category Peers)	The average value of all orders placed during the analysis period per product view for the peer category in which the product resides.
Placed Order Value No VAT	The total value of orders (excluding shipping charges and tax, and excluding VAT if applicable to EU Clients) placed during the analysis period. This metric includes non-web direct orders if applicable. Placed Order Value (Backordered) + Placed Order Value (In Stock) + Placed Order Value (Pre-Ordered) + Placed Order Value (Vendor Ship).
Placed Shippable Orders	The count of orders placed during the analysis period that the warehouse is intended to ship (not canceled or declined). Orders – Declined & Pending Orders – Canceled Orders
Placed Shippable Order Conversion	The average number of web orders (as provided in Order feeds, not analytics) that are intended to be shipped (not canceled or declined) by the warehouse per web visit during the analysis period. Placed Shippable Orders divided by Visits. [Web Only Data]
Placed Shippable Order Profit	The profit component of Placed Shippable Order Value. Profit on orders that the warehouse is intended to ship (not canceled or declined) during the analysis period.

Placed Shippable Order Value	The value of orders placed in the analysis period that the warehouse is intended to ship (not canceled or declined in the analysis period). Placed Order Value – Declined & Pending Order Value – Canceled Order Value.
Placed Shippable Order Value/Customer	The average Placed Shippable Order Value of orders placed by identifiable customers during the analysis period.
Placed Shippable Units Sold	The units that were sold during the analysis period that the warehouse is intended to ship (not canceled or declined in the analysis period). Units Sold – Declined & Pending Units – Canceled Units
Potential Profit	The Potential Profit calculation estimates a practical improvement factor for the analysis period, assumes the action is taken on each item in the list and calculates the profit return given the estimated improvement.
Potential Revenue	The Potential Revenue calculation estimates a practical improvement factor for the analysis period, assumes the action is taken on each item in the list and calculates the revenue return given the estimated improvement.
PPC Account	The name of the Paid Search Account (e.g. Google-Europe) as recorded in the paid search vendor feeds.
PPC Ad ID	The value of Ad ID (e.g. 36439670612) as recorded in the paid search vendor feeds.
PPC Ad ID (Full)	The value of PPC Ad ID along with its hierarchy of search engine, account, campaign, and ad group (e.g. Google > Google-Europe > Running Shoes > Asics Sneakers > 36439670612) as recorded in the paid search vendor feeds.
PPC Ad Type	The value of Ad Type (e.g. Product listing ad, Text ad) as recorded in the paid search vendor feeds.
PPC Ad Group	The name of the Paid Search collection of ads (e.g. Asics Sneakers) as recorded in the paid search vendor feeds.
PPC Ad Group (Full)	The value of PPC Ad Group along with its hierarchy of search engine, account, and campaign (e.g. Google > Google-Europe > Running Shoes > Asics Sneakers) as recorded in the paid search vendor feeds.
PPC Average Position	The average position in which your paid search creative is shown to visitors on external search engines during the analysis period.

PPC Campaign	The name of the Campaign (e.g. Running Shoes) as reported in the paid search vendor feeds.
PPC Creative	The ID of the Creative (e.g. 30514274607) as reported in the paid search vendor feeds.
PPC Creative (Full)	The value of PPC Creative along with its hierarchy of search engine, account, campaign, and ad group (e.g. Google > Google-Europe > Running Shoes Asics Sneakers > 30514274607) as recorded in the paid search vendor feeds.
PPC Entry Page Views	The number of entry page views (visits) directly referred from a Pay-Per-Click (Paid Search) Advertising marketing source. [Web Only Data]
PPC Externally Sourced Product Views	The number of entry views of a product directly referred from a Pay-Per-Click (Paid Search) Advertising marketing source. [Web Only Data]
PPC Keyword	The name of the keyword targeted by paid search ads (e.g. Asics GT-2170) as reported in the paid search vendor feeds.
PPC Keyword (Full)	The value of PPC Keyword along with its hierarchy of search engine, account, campaign, and ad group (e.g. Google > Google-Europe > Running Shoes > Asics Sneakers > Asics GT-2170) as recorded in the paid search vendor feeds.
PPC Match Type	The match type value (e.g. Exact, Phrase) used in targeting paid search ads as recorded in the paid search vendor feeds.
PPC Orders (Vendor) (last X days)	The total number of customer transactions associated with a campaign during the last X days including the analysis period, as reported by the PPC vendor 90 day historical feed.
PPC Placed Order Value (Vendor) (last X days)	The total value of orders for a campaign as reported in the PPC vendor 90 day historical feed during the last X days including the analysis period.
PPC Product Views	The number of views of a product within a session directly referred from a Pay-Per-Click (Paid Search) Advertising marketing source. [Web Only Data]
PPC Search Engine	The name of the external search engine on which the search was performed (e.g. Google)

PPC Source Rate	The percentage of visits to a product directly referred from a Paid Search marketing source. [Web Only Data]
PPC Token Count	The number of words in the targeted paid search phrase (i.e. Keyword). Asics GT-2170 = 2 Tokens.
Pre-Promo Order Value	The value of the placed order prior to subtracting the value of applied promotions.
Pre-Order Units	A count of the total number of units that are marked as pre-ordered in inventory as of the end of the analysis period. (Total pre-order inventory, includes orders placed in previous periods.)
Pre-Order Units Sold	A count of units sold as pre-orders in the analysis period according to order data.
Price Increased Matched Options % (MI)	The percentage of options with a price increase among matched options. A price increase is flagged whenever the price is found to be higher than the last tracked price. [Market Intelligence Data]
Price Markdown	The difference between full price and current price for a single product, or the average difference for a group of products. Full Price - Current Price
Price Markdown %	The percentage markdown, without regard to sales as of the end of the analysis period. 1 – (Current Price / Full Price)
Price Markdown Value	The value of price markdowns on placed orders during the analysis period. Full Price – (Selling Price + Product Promotion Cost), with a forced minimum value of zero.
Price Status	Field which is set to "Markdown" where the price is less than full price, and to "Full" when the price is the same as full price. The timing of “price” is context-dependent. For instance, for orders and order-related metrics, it is the price values at the time of order. For views it is the time of the view. For inventory metrics, it is price values at the end of the analysis period.
Product % with Web-Store Price Mismatch	The percentage of active products where the store price (Current Price (Store)) and the web price (Current Price (Web)) are not equal. To be included in this calculation, a product must be active in both Web and Store. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.

Product Categories	A measure of category range. Product Categories is a count of the total number of unique Product Categories (Subcategories) containing at least one active product. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Product Category	The full master catalog categorization of the product. For example, if the product falls into the "Dress Shirts" category which rolls up to the "Shirts" category which rolls up to the "Men's" category, then the Product Category would be shown as the full classification: Men's > Shirts > Dress Shirts.
Product Category 1	The first level of the master catalog categorization of the product. For example, if the product falls into the "Dress Shirts" category which rolls up to the "Shirts" category which rolls up to the "Men's" category, then 1 Product Category would be the highest level of the classification: Men's
Product Category (MI)	The first level of the EDITED Market Intelligence categorization of the product. For example, if the product falls into the "A Line" category which rolls up to the "Skirts" category which rolls up to the "Bottoms" category, then Product Category (MI) would be the highest level of the classification: Bottoms [Market Intelligence Data]
Product Category 1 > 2	The first two levels of the master catalog categorization of the product. For example, if the product falls into the "Dress Shirts" category which rolls up to the "Shirts" category which rolls up to the "Men's" category, then the Product Category 1 > 2 would be shown as the first two pieces only: Men's > Shirts.
Product Category 2	The second level of the master catalog categorization of the product. For example, if the product falls into the "Dress Shirts" category which rolls up to the "Shirts" category which rolls up to the "Men's" category, then Product Category 2 would be the second level of classification: Shirts.
Product Category 3	The third level of the master catalog categorization of the product. For example, if the product falls into the "Dress Shirts" category which rolls up to the "Shirts" category which rolls up to the "Men's" category, then Product Category 3 would be the lowest level of classification: Dress Shirts.
Product Conversion	The average units sold per product detail page view during the analysis period. In the case of product sets, the calculation uses units sold for all products in the set divided by product views (which includes set views). Online Units Sold divided by Product View. [Web Only Data]
Product Conversion (7 days)	The average units sold per product detail page view over the last 7 days. In the case of product sets, the calculation uses units sold for all products in the set divided by product views (which includes set views). Online Units Sold divided by Product View. [Web Only Data]

Product Detail Page View %	The percentage of product detail page views (product views) per total page views. Product Detail Page Views divided by Total Page Views. [Web Only Data]
Product Gender (MI)	The EDITED Market Intelligence gender associated with the product. Possible values include "men", "women", "girls", "boys", "unisex-kids" and "unisex-adults"
Product ID	A unique product identifier.
Product Attribute	A custom attribute (field) of a product. As attributes are defined by clients, they could contain almost any information. A typical use of product attributes could be buyer, collection, or department.
Product Impressions	The number of times that a product is displayed on the web site during the analysis period. [Web Only Data]
Product Listing Page Exit Rate	The percentage of product listing page views that end a visitor's session. Product Listing Exit Pages divided by Product Listing Page Views. [Web Only Data]
Product Listing Page View %	The percentage of product listing (e.g. product category pages, product search result pages) page views per total page views. Product Listing Page Views divided by Total Page Views. [Web Only Data]
Product Name	The name of the product.
Product Orders/Product View	Online Product Orders divided by Product Views during the analysis period. [Web Only Data]
Product Profit	The product profit associated with units sold during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. Otherwise, it is the unit cost in the Inventory feed. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. Product Profit excludes VAT, where applicable. (Product Selling Price − Ordered Product Cost) * Units Sold.
Product Profit (Full Order)	The Product Profit of all orders the analysis row item was a subset of. Compare this value with Product Profit to estimate the average share of basket.
Product Profit/Order (Full Order)	The Product Profit/Order of all orders the analysis row item was a subset of. Compare this value with Product Profit/Order to estimate the average share of basket.

Product Profit (Store)	The product profit associated with units sold in the Store channel during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. Otherwise, it is the unit cost in the Inventory feed. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. Product Profit excludes VAT, where applicable. (Product Selling Price – Ordered Product Cost) * Units Sold.
Product Profit (Web)	The product profit associated with units sold in the Web channel during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. Otherwise, it is the unit cost in the Inventory feed. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. Product Profit excludes VAT, where applicable. (Product Selling Price – Ordered Product Cost) * Units Sold.
Product Profit %	The product margin percentage associated with units sold during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. (Product Selling Price – Ordered Product Cost) * Units Sold divided by (Placed Order Value No VAT).
Product Profit % (Store)	The product margin percentage associated with units sold in the Store channel during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. (Product Selling Price – Ordered Product Cost) * Units Sold divided by (Placed Order Value No VAT).
Product Profit % (Web)	The product margin percentage associated with units sold in the Web channel during the analysis period. Ordered Product Cost is the product cost in the Order Lines feed, if available. (Product Selling Price – Ordered Product Cost) * Units Sold divided by (Placed Order Value No VAT).
Product Profit/Order	The average product profit per order during the analysis period. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. (Revenue - Cost) divided by Orders
Product Profit/Product Impression	Online Product Profit divided by Product Impressions during the analysis period. [Web Only Data]
Product Profit/Store	The average product profit generated by store.
Product Profit/Sq Ft	The average product profit generated by square foot of store real estate.
Product Profit/Unit	The average product profit per unit sold during the analysis period. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. (Revenue – Cost) divided by Units Sold
Product Profit/View	Online Product Profit divided by Product Views during the analysis period. [Web Only Data]

Product Profit/View (7 days)	Online Product Profit divided by Product Views over the last 7 days inclusive ending on the last day of the analysis period. [Web Only Data]
Product Profit/View (Category Peers)	Product Profit divided by Product Views during the analysis period for the peer category in which the product resides.
Product Profit Return on Capital	A measure of the efficiency of capital invested in inventory calculated as Product Profit during the analysis period divided by Inventory Value as of the end of the analysis period. Product Profit divided by Inventory Value
Product Promotion Cost	For promotions classified as "Product", the cost incurred as a result of promotional offers (e.g. Buy 1, Get 1 Free; 10% off, etc.) during the analysis period determined by the promotion codes applied at checkout. A promotion that reduces the price paid for a product is a "Product" promotion.
Product Promotion Cost/Order	The average Product promotion cost (costs incurred by offering promotions classified as "Product") per order during the analysis period. A promotion that reduces the price paid for a product is a "Product" promotion. Product Promotion Cost divided by Orders.
Product Promotion Cost/Store	The average Product promotion cost (costs incurred by offering promotions classified as "Product") per store during the analysis period. A promotion that reduces the price paid for a product is a "Product" promotion. Product Promotion Cost divided by Stores.
Product Promotion Cost/Unit	The average Product promotion cost (costs incurred by offering promotions classified as "Product") per unit sold during the analysis period. A promotion that reduces the price paid for a product is a "Product" promotion. Product Promotion Cost divided by Units Sold.
Product Publish Month	The month and year of the product's publish date as of the most recent inventory information.
Product Publish Year	The year of the product's publish date as of the most recent inventory information.
Product Sales Decile	Based on product placed order value during the analysis period (across all channels in the case of omnichannel implementation), all active products with non-zero placed order value are sorted and divided into ten groups of approximately equal count of products (10% of products with sales in each group). These are named based on percentile with the group "91-100th Percentile" containing the highest sales products and "1-10th Percentile" containing the lowest positive sales products. "No Sales" is a separate group of active products with zero placed order value in standard analysis periods (custom analysis periods use the sales decile value from the end of the last standard period). As this is a product field, not a metric, it is not recalculated based on filter criteria.

Product Sales Decile (Store)	Based on product placed order value during the analysis period in the Store channel, all active products with non-zero placed order value are sorted and divided into ten groups of approximately equal count of products (10% of products with sales in each group). These are named based on percentile with the group "91-100th Percentile" containing the highest sales products and "1-10th Percentile" containing the lowest positive sales products. "No Sales" is a separate group of active products with zero placed order value in standard analysis periods (custom analysis periods use the sales decile value from the end of the last standard period). As this is a product field, not a metric, it is not recalculated based on filter criteria.
Product Sales Decile (Web)	Based on product placed order value during the analysis period in the Web channel, all active products with non-zero placed order value are sorted and divided into ten groups of approximately equal count of products (10% of products with sales in each group). These are named based on percentile with the group "91-100th Percentile" containing the highest sales products and "1-10th Percentile" containing the lowest positive sales products. "No Sales" is a separate group of active products with zero placed order value in standard analysis periods (custom analysis periods use the sales decile value from the end of the last standard period). As this is a product field, not a metric, it is not recalculated based on filter criteria.
Product Style (MI)	The third level of the EDITED Market Intelligence categorization of the product. For example, if the product falls into the "A Line" category which rolls up to the "Skirts" category which rolls up to the "Bottoms" category, then Product Style (MI) 3 would be the lowest level of classification: A Line [Market Intelligence Data]
Product Subcategory (MI)	The second level of the EDITED Market Intelligence categorization of the product. For example, if the product falls into the "A Line" category which rolls up to the "Skirts" category which rolls up to the "Bottoms" category, then Subcategory (MI) would be the second level of classification: Skirts [Market Intelligence Data]
Product Views	The total number of times a product detail page was viewed during the analysis period. Note: Internally Sourced Product Views + Externally Sourced Product Views do not equal Product Views because direct load/bookmark referred pages are considered neither Internally nor Externally sourced. Note that for product sets, product views includes set views as well as views for each product in the set. [Web Only Data]
Product Views (7 days)	The total number of times a product detail page was viewed over the last 7 days. Note: Internally Sourced Product Views + Externally Sourced Product Views do not equal Product Views because direct load/bookmark referred pages are considered neither Internally nor Externally sourced. Note that for product sets, product views includes set views as well as views for each product in the set. [Web Only Data]

Product Views Per Year	The average number of product views a customer performs per year.
Product Views (last 4 weeks)	The total number of times a product detail page was viewed during the last 4 weeks (including the analysis period). [Web Only Data]
Product Views (last 35 days)	For customers, the total number of times a product detail page was viewed during the last 35 days (including the analysis period). This metric is used for Engaged/Disengaged indicators. [Web Only Data]
Product Views/Option	The average number of views of a product detail page per option (a unique Option ID) during the analysis period. Product Views divided by Count of Option IDs. [Web Only Data]
Product Views/Parent Product	The average number of views of a product detail page per parent product (a unique Parent Product ID) during the analysis period. Product Views divided by Count of Parent Product IDs. [Web Only Data]
Product Views/Product	The average number of views of a product detail page per product (a unique Product ID) during the analysis period. Product Views divided by Count of Product IDs. [Web Only Data]
Product Views/Product Impression	Product Views divided by Product Impressions during the analysis period. [Web Only Data]
Product Views/Stock Unit	The average number of product views during the analysis period per stock unit as of the end of the analysis period. Total Product Detail Page Views divided by Stock Units. [Web Only Data]
Product Views/Units Sold	The average number of product views per unit sold during the analysis period. Total Product Detail Page Views. Product Views divided by Total Units Sold. [Web Only Data]
Product Views/Visit	The average number of times product detail pages were viewed per web visit during the analysis period. Product Views divided by Visits. [Web Only Data]
Products	A measure of product range. Products is a count of the total number of active unique Product IDs as of the end of the analysis period. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Products (Store)	A count of the total number of active unique Product IDs in the store channel as of the end of the analysis period. For a day, a product is considered active if it had one or more units sold (including backorder,

	pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Products (Web)	A count of the total number of active unique Product IDs in the web channel as of the end of the analysis period. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Products Backordered	A count of the total number of unique active Product IDs that are marked as backordered in inventory as of the end of the analysis period.
Products In Set	A count of the number of active product IDs associated with the set ID as of the end of the analysis period.
Products In Stock	A count of the total number of unique active Product IDs that are marked as in stock as of the end of the analysis period.
Products Pre-Ordered	A count of the total number of unique active Product IDs that are marked as pre-ordered as of the end of the analysis period.
Products Vendor Ship	A count of the total number of unique active Product IDs that are marked as ship from vendor as of the end of the analysis period.
Products With Competitor Price	The count of products with a non-zero value for Average Competitor Price as of the end of the analysis period.
Products with Web-Store Price Mismatch	The count of products where the store price (Current Price (Store)) and the web price (Current Price (Web) are not equal as of the end of the analysis period. To be included in this count, a product must be active in both Web and Store. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Profit in Unsold Inventory	The product profit associated with unsold units as of the end of the analysis period. Product Profit does not account for ship costs, marketing costs, other offer costs, etc. (Product Selling Price − Cost Price) * Units In Stock

Profit Segment	Grouping of amounts of profit (Product Profit + Shipping Profit − Other Offer Costs) associated to orders placed during the analysis period by New and Existing Customers. Profit Segment values include: Negative, Low (<30th percentile), Moderate, High (>70th percentile)
Profit/Order Segment	Grouping of amounts of profit (Product Profit + Shipping Profit − Other Offer Costs) divided by orders placed during the analysis period by New and Existing Customers. Profit/Order Segment values include: Negative, Low (<30th percentile), Moderate, High (>70th percentile)
Projected Customer Orders (12 months)	For lifetime customers as of the end of the analysis period, the total number of orders projected to be placed over the next 12 months. Projected Customer Orders are based on prior customer activity and therefore does not include orders derived from new customer acquisition in those 12 months.
Projected Customer Orders (36 months)	For lifetime customers as of the end of the analysis period, the total number of orders projected to be placed over the next 36 months. Projected Customer Orders are based on prior customer activity and therefore does not include orders derived from new customer acquisition in those 36 months.
Projected Customer Orders/Customer (12 months)	For lifetime customers as of the end of the analysis period, the total number of orders projected to be placed per customer over the next 12 months. Projected Customer Orders (12 months) divided by Lifetime Customers.
Projected Customer Orders/Customer (36 months)	For lifetime customers as of the end of the analysis period, the total number of orders projected to be placed per customer over the next 36 months. Projected Customer Orders (36 months) divided by Lifetime Customers.
Projected Customer Profit (12 months)	For lifetime customers as of the end of the analysis period, the total customer profit projected to be gained over the next 12 months. Projected Customer Orders (12 months) multiplied by Average Lifetime Customer Profit per Order.
Projected Customer Profit (12 months) Segment	For lifetime customers as of the end of the analysis period, the total customer profit projected to be gained over the next 12 months. Projected Customer Orders (12 months) multiplied by Average Lifetime Customer Profit per Order. Projected Customer Profit (12 months) Segment values include: Negative, Low, Moderate, High
Projected Customer Profit (36 months)	For lifetime customers as of the end of the analysis period, the total customer profit projected to be gained over the next 36 months. Projected Customer Orders (36 months) multiplied by Average Lifetime Customer Profit per Order.
Projected Customer Profit/Customer (12 months)	For lifetime customers as of the end of the analysis period, the total customer profit per customer projected to be gained over the next 12 months. Projected Customer Profit (12 months) divided by Lifetime Customers.

Projected Customer Profit/Customer (36 months)	For lifetime customers as of the end of the analysis period, the total customer profit per customer projected to be gained over the next 36 months. Projected Customer Profit (36 months) divided by Lifetime Customers.
Projected Customer Revenue (12 months)	For lifetime customers as of the end of the analysis period, the total sales projected to be placed over the next 12 months. Projected Customer Orders (12 months) multiplied by Customer Lifetime Average Order Value.
Projected Customer Revenue (36 months)	For lifetime customers as of the end of the analysis period, the total sales projected to be placed over the next 36 months. Projected Customer Orders (36 months) multiplied by Customer Lifetime Average Order Value.
Projected Customer Revenue/Customer (12 months)	For lifetime customers as of the end of the analysis period, the total sales per customer projected to be placed over the next 12 months. Projected Customer Revenue (12 months) divided by Lifetime Customers.
Projected Customer Revenue/Customer (36 months)	For lifetime customers as of the end of the analysis period, the total sales per customer projected to be placed over the next 36 months. Projected Customer Revenue (36 months) divided by Lifetime Customers.
Promo Class	The aspect of the order that the promotion cost impacts. There are three allowed values: Product, where the promotion impacts the price paid for the product; Shipping, where the promotion impacts the price paid for shipping; and Other, where the promotion bears a cost but impacts neither of these (e.g. gift with purchase).
Promo Code	The unique promotion identifier or name as specified in the order lines feed.
Promo Cost	The cost incurred as a result of all promotional offers (e.g. 10% off, Free Shipping, Free Sample, etc.) during the analysis period determined by the promotion codes applied at checkout. Promo Cost includes all promotion classes: Product, Shipping, and Other
Promo Cost %	The ratio of promotion-related costs to placed order value (excluding VAT) for a given product.
Promo Discount %	Product promotion value’s share of full price value. Product Promo Cost / Full Price Order Value
Promo Margin Reduction %	The margin percentage reduction associated with product promotions on units sold during the analysis period. (Product Promo Cost divided by Total Discount) times (Full Price Margin % - Product Profit %).

Promo Type	The category or grouping of the promotion as specified in the order lines feed.
Promo Use Segment	Grouping of customers by their ratio of promotion cost to order value for the last 12 months. Promo Use Segment values include: Zero, Low (<30th percentile), Moderate, High (>70th percentile)
Promotion	The name of the promotion that contributed to an order.
Promotion Attachment	The percentage of orders including a promotion. Orders with a Promotion divided by Total Orders.
Promotion Cost/Order	The average promotion cost (costs incurred by offering promotions) per order during the analysis period. Promotion Cost divided by Orders.
Promotion Cost/Store	The average promotion cost (costs incurred by offering promotions) per store during the analysis period. Promotion Cost divided by Stores.
Promotion Cost/Unit	The average promotion cost (costs incurred by offering promotions) per unit sold during the analysis period. Promotion Cost divided by Units Sold.
Promotions Value	The value of promotions applied to placed orders during the analysis period.
Provided Orders (Vendor)/Click	The total number of customer transactions divided by the number of clicks associated with a campaign during the analysis period, as reported by the marketing vendor. Provided means that the marketing vendor data included orders associated with clicks down to the marketing parameter 4 level.
Publish Date	The date on which the product was published to the web site and made available for purchase.
Purchase Product Category Affinity	This field is related to the Dominant Purchase Product Category. It scans all customer orders over the last 30 days, to reveal the product category most commonly purchased within the same order as the Dominant Purchase Product Category. If you intend to deliver a targeted marketing message, you might consider advertising products related to both the Dominant and Affinity categories.
Purchasing Customers	A count of customers who made a purchase in the analysis period (New Customers + Existing Customers)

Quality Score	A variable determined by external Search Engines (e.g. Google, Yahoo, Bing) that can influence both the rank and Cost per Click of Ads. While the exact formulas are not published, factors such as Click-Through Rate, Ad Copy Relevance and Landing Page Quality are believed to be major factors.
Ranked Impressions	Impressions associated with campaigns that had a non-blank value for rank or position, as reported by marketing vendors.
Rating Count	A count of the number of user ratings given for the product as of the analysis period.
Reactivated Customer AOV	The average order value of orders placed during the analysis period by previously Lapsed Customers who purchased again. (Formerly “Lapsed Customer AOV”)
Reactivated Customer Days Between Purchases	The average number of days between purchases for previously Lapsed Customers who purchased again during the analysis period. (Formerly “Lapsed Customer Days Between Purchases”)
Reactivated Customer Delivery on Promise Rate	The percentage of Lapsed Customer orders delivered during the analysis period that was delivered on or before the expected time. In the absence of courier delivery data, we assume that a missed ship date will equate to a missed delivery date. (Formerly “Lapsed Customer Delivery on Promise Rate”)
Reactivated Customer Order %	The share of orders placed during the analysis period by Lapsed Customers who purchased again as a percentage of total orders.
Reactivated Customer Orders	The number of orders during the analysis period completed by customers who had not made a purchase within the last 400 days as of the beginning of the analysis period. (Formerly “Lapsed Customer Orders”)
Reactivated Customer Orders/Customer	The average number of orders placed per Reactivated Customer during the analysis period.
Reactivated Customer Placed Order Value	The amount of placed order value (value of orders including VAT if applicable to Client but excluding shipping charges) associated with orders placed during the analysis period by Lapsed Customers who purchased again. (Formerly “Lapsed Customer Placed Order Value”)
Reactivated Customer Placed Order Value %	The share of placed order value (value of orders including VAT if applicable to Client but excluding shipping charges) associated with orders placed during the analysis period by Lapsed Customers who purchased again as a percentage of total placed order value. (Formerly “Lapsed Customer Placed Order Value %”)

Reactivated Customer Profit	The amount of profit (Product Profit + Shipping Profit − Other Offer Costs) associated with orders placed during the analysis period by Lapsed Customers who purchased again. (Formerly "Lapsed Customer Profit")
Reactivated Customer Profit %	The average profit (Product Profit + Shipping Profit − Other Offer Costs) as a percentage of placed order value for orders placed during the analysis period by previously Lapsed Customers who purchased again. (Formerly "Lapsed Customer Profit %")
Reactivated Customer Profit/Order	The average profit (Product Profit + Shipping Profit − Other Offer Costs) per order of previously Lapsed Customers who purchased again during the analysis period. (Formerly "Lapsed Customer Profit/Order")
Reactivated Customers	A count of customers who made a purchase in the analysis period, but who had not made a purchase within the last 400 days as of the beginning of the analysis period (previously Lapsed).
Reactivated Customers (segment)	Customers who made a purchase in the analysis period but had not made a purchase within the last 400 days as of the beginning of the analysis period (previously Lapsed).
Reactivated Customers/Lapsed Customer Base	The number of previously Lapsed Customers who purchased again during the analysis period divided by Lapsed Customer Base. (Formerly "Lapsed Customer Purchase Rate")
Reason Code	Reason for a return or cancellation. Typically gathered via customer feedback and potentially mapped to a theme to help aggregate responses.
Recency Segment	The grouping into which a customer falls based on the time between their last order and the analysis date. Recency Segment values include: 0-3 Months, 3-6 Months, 6-13 Months, 13+ Months
Relevance	A measure of how relevant paid search creative (ad text) is to the keyword. 100% Relevance would suggest that creative includes all of the keyword words (tokens).
Recommendation Internal Sourced Views	The number of product views directly sourced from a product recommendation click. This metric must be populated via web analytics tagging that flags product views resulting from a product recommendation (e.g. may we suggest) click. [Web Only Data]
Refunded Marketing Cost	Total refunds and reversals associated with marketing activities in the analysis period as collected from your marketing vendor feeds (negative marketing cost).
Refunded Marketing Cost (last X days)	Total refunds and reversals associated with marketing activities over the last X days including the analysis period, as collected from your marketing vendor feeds (negative marketing cost).

Reorderable	Value is "Y" if the product is flagged as able to be reordered.
Reorderable SKUs	The count of SKUs that have the Reorderable flag set to "TRUE" in the Product Catalog feed.
Repurchase Point	Pre and Post Repurchase Point are used in the context of customer opportunity lists to identify customers' recent purchase activity. The repurchase point is the average amount of time it takes members of that segment to repurchase. If a customer has not purchased by the repurchase point, the customer falls into the post repurchase point segment. If a customer has yet to reach the repurchase point, the customer falls into the pre-repurchase point segment.
Repurchase Risk Ratio	For a customer, the ratio of Days Since Last Purchase to Average Days Between Purchases. A customer is considered to be early in their repurchase window when Repurchase Risk Ratio is less than 1 (days that have passed are fewer than average), late in their repurchase window when greater than 1 but less than 2, and outside their repurchase window when the ratio is greater than 2 (days that have passed are more than double their typical purchase cadence). When Average Days Between Purchases is undefined, this metric is NA or null. Average Days Between Purchases is undefined when a customer has only one order or when all their orders are on the same day. This metric's applicability is strongly impacted by order count – the more orders the customer(s) have, the more reliable Average Days Between Purchases is as a behavior indicator. Days Since Last Purchase divided by Average Days Between Purchases
Repurchase Risk Ratio Segment	Grouping of customers by their ratio of Days Since Last Purchase to Average Days Between Purchases (Repurchase Risk Ratio). A customer is considered to be early in their repurchase window when Repurchase Risk Ratio is less than 1 (days that have passed are fewer than average), late in their repurchase window when greater than 1 but less than 2, and outside their repurchase window when the ratio is greater than 2 (days that have passed are more than double their typical purchase cadence). Repurchase Risk Ratio Segment values include: N/A, Early Repurchase Window, Late Repurchase Window, Outside Repurchase Window
Restocked Matched Options % (MI)	The percentage of options that have been restocked among matched options. An option has been restocked when it has two or more SKUs and 51% or more SKUs have returned to available to purchase at the same time. [[Market Intelligence Data]
Retailing Profit	Total profit during analysis period calculated as Product Profit + Shipping Profit – Other Offer Costs - Marketing Costs.
Retailing Profit %	The retailing profit percentage of placed order value (Retailing Profit / Placed Order Value)

Retailing Profit/Order	The average retailing profit per order during the analysis period. Retailing Profit divided by Orders.
Retailing Profit/Unit	The average amount of Retailing Profit per unit sold during the analysis period. Retailing Profit divided by Units Sold.
Retailing Revenue	Revenue during the analysis period calculated as Placed Order Value + Shipping Revenue
Return Date	The date on which the item was returned.
Return on Ad Spend	The revenue (placed order value) generated during the analysis period divided by the marketing cost (spend), as reported by the marketing vendor, during the analysis period. Online Placed Order Value (excluding VAT) / Marketing Cost
Return on Ad Spend (Vendor)	The revenue (placed order value) generated during visits sourced from paid marketing activities divided by the marketing cost (spend) associated with those marketing activities, as reported by the marketing vendor, during the analysis period.
Return on Ad Spend (last X days)	The revenue (placed order value) generated during visits sourced from paid marketing activities divided by the marketing cost (spend) associated with those marketing activities, as reported by the marketing vendor, during the last X days including the analysis period.
Return on Capital	A measure of the efficiency of capital invested in inventory calculated as Retailing Profit during the analysis period divided by Inventory Value as of the end of the analysis period.
Return Rate	The percentage of units returned compared to the number of units shipped during the analysis period. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Better Price)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Better Price”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Better Price) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the

	return reason mapped to “Better Price”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Damaged)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Damaged”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Damaged) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Damaged”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Differs from Ordered)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Differs from Ordered”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Differs from Ordered) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Differs from Ordered”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Differs from Web Description)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Differs from Web Description”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Differs from Web Description) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Differs from Web Description”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (last 12 months) Segment	Customer grouping by the percentage of units returned compared to the number of units sold (excluding units canceled) during the last 12 months including the analysis period. Return Rate (last 12 months) Segment values include: No Orders, No Returns, All Returned, Low (<30th percentile), Moderate, High (>70th percentile)
Return Rate (Missed Delivery Date)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Missed Delivery Date”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Missed Delivery Date) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Missed Delivery Date”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Size Issue)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Size Issue”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.

Return Rate (Size Issue) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Size Issue”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Style/Color Issue)	The percentage of units returned compared to the number of units shipped during the analysis period where the return reason mapped to “Size Issue”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Return Rate (Style/Color Issue) (last 4 weeks)	The percentage of units returned compared to the number of units shipped during the last 4 weeks including the analysis period where the return reason mapped to “Style/Color Issue”. Where necessary, units shipped is estimated as Units Sold – Units Canceled – Units Declined.
Returned Order Profit	The amount of order profit (shipping profit + product profit – other offer costs) associated with returned orders during the analysis period.
Returned Order Value	The value of orders previously shipped, but returned by customer during the analysis period.
Returned Order Value (last 4 weeks)	The value of orders previously shipped, but returned by customer during the last four weeks including the analysis period.
Returned Order Value (last 12 months)	The value of orders previously shipped, but returned by customer during the last twelve months including the analysis period.
Returned Order Value %	For a given analysis period, the percentage of order value that was returned compared to the order value shipped. Returned Order Value divided by Shipped Order Value.
Returned to Store	The number of units returned to the store rather than returned to the online channel.
Returned Units	The total number of product units returned during the analysis period.
Returned Units (last 12 months)	The total number of product units returned by the customer during the last 12 months including the analysis period.
Returned Units (last 4 weeks)	The total number of product units returned during the last 4 weeks including the analysis period.

Returned Units (Better Price)	The total number of product units returned where the return reason mapped to "Better Price" during the analysis period.
Returned Units (Better Price) (last 4 weeks)	The total number of product units returned where the return reason mapped to "Better Price" during the last 4 weeks including the analysis period.
Returned Units (Damaged)	The total number of product units returned where the return reason mapped to "Damaged" during the analysis period.
Returned Units (Damaged) (last 4 weeks)	The total number of product units returned where the return reason mapped to "Damaged" during the last 4 weeks including the analysis period.
Returned Units (Differs from Ordered)	The total number of product units returned where the return reason mapped to "Differs from Ordered" during the analysis period.
Returned Units (Differs from Ordered) (last 4 weeks)	The total number of product units returned where the return reason mapped to "Differs from Ordered" during the last 4 weeks including the analysis period.
Returned Units (Differs from Web Description)	The total number of product units returned where the return reason mapped to "Differs from Web Description" during the analysis period.
Returned Units (Differs from Web Description) (last 4 weeks)	The total number of product units returned where the return reason mapped to "Differs from Web Description" during the last 4 weeks including the analysis period.
Returned Units (Missed Delivery Date)	The total number of product units returned where the return reason mapped to "Missed Delivery Date" during the analysis period.
Returned Units (Missed Delivery Date) (last 4 weeks)	The total number of product units returned where the return reason mapped to "Missed Delivery Date" during the last 4 weeks including the analysis period.
Returned Units (Size Issue)	The total number of product units returned where the return reason mapped to "Size Issue" during the analysis period.
Returned Units (Size Issue) (last 4 weeks)	The total number of product units returned where the return reason mapped to "Size Issue" during the last 4 weeks including the analysis period.
Returned Units (Style/Color Issue)	The total number of product units returned where the return reason mapped to "Style/Color Issue" during the analysis period.

Returned Units (Style/Color Issue) (last 4 weeks)	The total number of product units returned where the return reason mapped to “Style/Color Issue” during the last 4 weeks including the analysis period.
Reversal Value (Vendor)	The placed order value (vendor reported sales) that were affected by a marketing cost refund or commission reversal. (Negative Vendor Sales)
Reversed Order Value % (Vendor)	The share of placed order value (vendor reported sales) that were affected by a marketing cost refund or commission reversal. (Negative Vendor Sales) / (Positive Vendor Sales)
Review Count	A count of the number of user reviews placed for the product as of the analysis period.
Review Rating	The average user review rating for the product as of the analysis period. In the case of product sets, the set rating is used if available. Otherwise, a weighted average of the rating of each product in the set is used.
Sales Influence	Sales occurring in the same session as the page view from the Page Sources file. Dictated heavily by analytics systems definition. [Web Only Data]
Sales Velocity	Demand on inventory in terms of units sold. Units Sold + External Units Sold
Sales Velocity (Order Value)	Demand on inventory in terms of order value. Placed Order Value + External Sales
Satisfaction Score	The most current satisfaction survey score for the customer.
Screen Resolution	The width and height in pixels of a website visitor’s screen.
Search Engine	The name of the external search engine on which the search was performed (e.g. Google)
Search Result Exit Rate	The percentage of on-site search result pages that end a visitor’s session. On-Site Search Result Exit Pages divided by On-Site Search Result Page Views. [Web Only Data]
Search Internal Sourced Views	The number of product views directly sourced from an on-site search click. This metric must be populated via web analytics tagging that flags product views resulting from an on-site search (e.g. may we suggest) click. [Web Only Data]

Search Sourced Views/Option	The average number of product views per active option during the analysis period directly sourced (direct referral link) from an on-site search result click. Search Sourced Product Views divided by Unique Count of Active Option IDs. [Web Only Data]
Search Sourced Views/Parent Product	The average number of product views per active parent product during the analysis period directly sourced (direct referral link) from an on-site search result click. Search Sourced Product Views divided by Unique Count of Active Parent Product IDs. [Web Only Data]
Search Sourced Views/Product	The average number of product views per active product during the analysis period directly sourced (direct referral link) from an on-site search result click. Search Sourced Product Views divided by Unique Count of Active Product IDs. [Web Only Data]
Search Term	The search phrase entered by the web site visitor into the on-site search feature on the web site.
Search Term Family	Using automated fuzzy matching, this field groups terms with similar terms with the objective to identify common misspellings, etc.
Search Terms	A count of the unique site+search term combinations in content opportunities.
Searches	A count of the number of times a search was recorded.
Seasonal	Products that your business sells only within a specific time window without the intent to re-stock after the season (not Core Line/Continuity/Program/Always In-Stock products).
Selling Location	The selling location associated with the inventory. This could be where inventory is available to sell or the location from which an order was fulfilled, depending on the analysis context.
Selling Location Attribute	A custom attribute (field) of a selling location. As attributes are defined by clients, they could contain almost any information. A typical use of selling location attributes could be store type, store size, or geographic location.
Selling Location Nudged (segment)	Customers placing an order during the analysis period at a selling location not associated with any of the customer’s past transactions (Selling Location Nudged does not include single order customers).
Selling Location Type	The type of location at which the item can be sold (e.g. Store, Site, etc.)

Selling Price	The current selling price of a product.
SEO Average Position	The average position in which your natural search listing is shown to visitors on external search engines during the analysis period.
SEO Bounce Rate	The percentage of one page visits referred by Natural Search marketing sources in the analysis period per total visits referred by Natural Search marketing sources in the analysis period. SEO One Page Visits divided by SEO Visits. [Web Only Data]
SEO Entry Page Views	The number of entry page views (visits) directly referred from a Natural Search marketing source. [Web Only Data]
SEO Externally Sourced Product Views	The number of entry views of a product directly referred from a Natural Search marketing source. [Web Only Data]
SEO Product Views	The number of views of a product within a session directly referred from an SEO (Natural Search) marketing source. [Web Only Data]
SEO Source Rate	The percentage of visits to a product directly referred from a Natural Search marketing source. [Web Only Data]
Set Views	The total number of times a product set page was viewed during the analysis period. Note: Internally Sourced Set Views + Externally Sourced Set Views do not equal Set Views because direct load/bookmark referred pages are considered neither Internally nor Externally sourced. [Web Only Data]
Set Views Availability	The percentage of in-stock set views per set view. Views Availability shows your customers' experience of product availability. In the absence of in-stock view web analytics tagging, the calculation uses the SKU Availability for the set as of the end of each day multiplied by set views to approximate in-stock product views. A weighted average is then used to aggregate the daily calculations for longer analysis periods. In-Stock Set Views divided by Total Set Views. [Web Only Data]
Ship Date	The date on which the order was shipped to the customer.
Ship From Vendor Units Sold	The total number of product units sold (web + non-web direct if applicable) during the analysis period that are marked as ship from vendor.

Shipment Timing	Grouping of orders/shipments by whether they were shipped late or on time where 'late' is defined as having shipping more than one day after the date of order for Regular orders or after the promise date for Special orders. Shipment Timing segment values include: Late, On Time
Shipments	The total number of shipments made during the analysis period. A unique count of shipment IDs.
Shipments >1 Day After Order	A count of shipments during the analysis period that shipped more than 1 full day after the day the original order was placed.
Shippable Units Sold	The count of units sold in channels where shipment is expected. Web Units Sold.
Shipped From Store Order %	The percentage of orders that were fulfilled by shipping from a store rather than a warehouse. Shipped From Store Orders / Shipped Orders
Shipped Days Post Order	The number of days that passed between the order date and the shipment date.
Shipped Days Post Promise	The number of days that passed between the date shipment was promised and the shipment date.
Shipped Order Profit	The amount of order profit (shipping profit + product profit – other offer costs) associated with shipped orders during the analysis period.
Shipped Order Value	The value of orders shipped (excluding shipping charges) during the analysis period.
Shipped Units	The total number of product units shipped during the analysis period.
Shipped Units (last 4 weeks)	The total number of product units shipped during the last four weeks including the analysis period.
Shipping Cost (Actual)	The actual shipping cost of shipped orders during the analysis period. Shipping Cost (Actual) leverages actual shipping costs at the time that the order is shipped.
Shipping Cost (Actual)/Shipped Order	The average actual shipping cost divided by shipped orders during the analysis period.

Shipping Cost (Estimated)	The estimated shipping cost of all orders placed during the analysis period. Shipping Cost is estimated at the time of the placed order by leveraging a look-up table that assumes a shipping rate by delivery type. Because the actual shipping costs may not be known until many days later, the estimated shipping costs is used in the retailing profit calculation.
Shipping Cost (Estimated)/Order	The average estimated shipping cost divided by placed orders during the analysis period.
Shipping Cost/Unit	The average amount of shipping cost with orders placed associated with shipped units during the analysis period. Shipping Costs divided by Units Shipped.
Shipping Cost (Estimated)/Unit	The estimated amount of shipping cost with orders placed associated with shipped units during the analysis period. Shipping Cost (Estimated) divided by Units
Shipping Cost No Pick Pack (Estimated)	The estimated shipping cost of all orders placed during the analysis period, excluding pick pack costs. Shipping Cost is estimated at the time of the placed order by leveraging a look-up table that assumes a shipping rate by delivery type. Shipping Cost (Estimated) - Pick Pack Cost
Shipping Country	The country to which an order or order item was shipped.
Shipping Method	The method (e.g. Express Delivery, 3 Day Delivery, 7 Day Delivery, etc.) by which the customer has chosen to have the item shipped based on the shipment feed.
Shipping Method Match	Grouping of orders/shipments by whether the shipment method used matched the shipping method on the order. Shipping Method Match segment values include: Not Matched, Matched
Shipping Profit	The profit from shipping (Shipping Revenue excluding VAT – Shipping Costs) during the analysis period. Shipping Revenue excluding tax minus Shipping Cost.
Shipping Profit Segment	Grouping of orders/shipments by shipping profit (Shipping Revenue excluding VAT – Shipping Costs). Shipping Profit Segment values include: Negative, Low (<30th percentile), Moderate, High (>70th percentile)
Shipping Profit/Order	The average amount of Shipping Profit (Shipping Revenue excluding VAT – Shipping Costs) per order during the analysis period. Shipping Profit divided by Orders.
Shipping Profit/Unit	The average amount of Shipping Profit (Shipping Revenue excluding VAT – Shipping Costs) per unit sold during the analysis period. Shipping Profit divided by Units Sold.

Shipping Promotion Cost	For promotions classified as “Shipping”, the cost incurred as a result of promotional offers (e.g. Free Shipping, Free Express Upgrade, etc.) during the analysis period determined by the promotion codes applied at checkout. A promotion that reduces the price paid for shipping is a “Shipping” promotion.
Shipping Promotion Cost/Order	The average Shipping promotion cost (costs incurred by offering promotions classified as “Shipping”) per order during the analysis period. A promotion that reduces the price paid for shipping is a “Shipping” promotion. Shipping Promotion Cost divided by Orders.
Shipping Promotion Cost/Unit	The average Shipping promotion cost (costs incurred by offering promotions classified as “Shipping”) per unit sold during the analysis period. A promotion that reduces the price paid for shipping is a “Shipping” promotion. Shipping Promotion Cost divided by Units Sold.
Shipping Region	The region (e.g. state/province) to which an order or order item was shipped.
Shipping Revenue	The revenue (excluding VAT) from shipping during the analysis period.
Shipping Revenue/Order	The average amount of shipping revenue (excluding VAT) collected per order placed during the analysis period. Shipping Revenue divided by Placed Orders.
Shipping Revenue/Unit	The average amount of shipping revenue (excluding VAT) collected per ordered unit during the analysis period. Shipping Revenue divided by Units ordered.
Shipping Revenue Promo Reduction %	The percentage reduction in shipping revenue represented by the cost incurred as a result of promotional offers classified as “Shipping” on orders placed during the analysis period. Shipping Promotion Cost / (Shipping Revenue + Shipping Promotion Cost)
Shipping Status	Grouping of orders/shipments by the status of the associated shipments. Shipping Status segment values include: Shipped, Not Shipped, Partially Shipped
Shipping Views/Cart View	The number of page views to the Shipping page divided by the number of views to the Shopping Cart page during the analysis period.
Shopping Channel	The Shopping Comparison engine (e.g. Google Shopping, Shopzilla, Pricegrabber, etc.) that delivered the visitor to the web site.
Single Affinity Order %	The frequency at which orders for the analysis row item contained only that item/item type.

Single Affinity Orders	The count of orders for the analysis row item that contained only that item/item type.
Single Item Order %	The frequency at which orders for the analysis row item contained only one item (SKU). Note: Orders containing multiple units of a single SKU are considered Single Item Orders. (Single Item Orders divided by Total Orders)
Single Item Orders	The count of orders for the analysis row item that contained only that item/item type irrespective of the order quantity of that item/item type.
Single Unit Order %	The frequency at which orders for the analysis row item contained only one item (SKU) and one unit of that item. (Single Unit Orders divided by Total Orders)
Single Unit Orders	The count of orders for the analysis row item/item type that contained only that item/item type and only one unit of that item/item type.
Site/Channel	The Site/Channel field represents the source of the information. Site is commonly used to identify which web site (e.g. US or UK or FR or DE) sourced the traffic. Channel is commonly used to identify which order channel (e.g. Web, Amazon, Call Center, Store) sourced the order.
SKU	The unique “Stock Keeping Unit” identifier for the product. It is intended to uniquely identify the product at the lowest level to differentiate by color, size, style, etc.).
SKU Attribute	A custom attribute (field) of items or SKUs. As attributes are defined by clients, they could contain almost any information. A typical use of SKU attributes could be color, size, or pattern.
SKUs	SKUs is a count of the total number SKUs associated with active Product IDs. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
SKUs Backordered	A count of the total number of unique SKUs that are marked as backordered as of the end of the analysis period.
SKUs Pre-Ordered	A count of the total number of unique SKUs that are marked as pre-ordered as of the end of the analysis period.

SKUs Vendor Ship	A count of the total number of SKUs associated with active Product IDs that are marked as ship from vendor as of the end of the analysis period.
SKU Availability	The percentage of SKUs in stock per Product ID as of the end of the analysis period. For example, if a product has 10 SKUs (whether active on site or not), but 4 of the SKUs have zero stock units, the product has a 60% SKU Availability. In the case of product sets, SKU availability is calculated across all products in the set – a set with 10 SKUs, 4 with zero units, has 60% SKU Availability. When reporting across selling locations, a SKU is considered to be available if it is sold anywhere.
SKU Availability (MI)	The percent of SKUs that are available for sale of the SKUs that are visible. [Market Intelligence Data]
Social Entry Page Views	The number of entry page views (visits) directly referred from a Social Media marketing source. [Web Only Data]
Social Externally Sourced Product Views	The number of entry views of a product directly referred from a Social Media marketing source. [Web Only Data]
Social Product Views	The number of views of a product within a session directly referred from a Social Media marketing source. [Web Only Data]
Social Source Rate	The percentage of visits to a product directly referred from a Social marketing source (e.g. Twitter, Facebook, LinkedIn, etc.). [Web Only Data]
Soft Bounces	The total of number of soft bounces (email messages that get as far as the recipient's mail server but are bounced back undelivered before it gets to the intended recipient) received during the analysis period.
Soft Bounce Rate	The total of number of soft bounces (email messages that get as far as the recipient's mail server but are bounced back undelivered before it gets to the intended recipient) received during the analysis period divided by the number of emails sent. Soft Bounces divided by Emails Sent
Sold-Out Matched Options % (MI)	The percentage of options that are sold out (no SKUs are available to purchase on the retailer site) among the matched options. [Market Intelligence Data]
Speed %	The rate at which units are selling, without regard to replenishment. (Units Sold plus External Units Sold) divided by (Stock Units plus Fulfilled Units plus External Units Sold)

Speed (Full Price) %	The theoretical rate units are selling based on their full price values. (Full Price Order Value plus External Sales (Full Price)) divided by (Inventory Value (Full Price) plus Fulfilled Full Price Order Value plus External Sales (Full Price))
Split Shipment Status	Grouping of orders/shipments by the splitting status of the associated shipments. A split shipment is one where there is more than one shipment per order ID. Split Shipment Status segment values include: Not Shipped, Split, Not Split
Stock Cover (1 wk)	A measure of how many weeks remain before an item sells out given average sales velocity (units sold/week) over the last week. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units as of the end of the analysis period divided by Units Sold + External Units Sold during the last week of the analysis period.
Stock Cover (4 wk)	A measure of how many weeks remain before an item sells out given average sales velocity (units sold/week) over the last 4 weeks. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units as of the end of the analysis period divided by Average Units Sold + External Units Sold/Week over the last 4 weeks.
Stock Status	Grouping of orders/shipments by the status of the stock required to fulfill the remaining items in the order. Stock Status segment values include: Shipped, No Stock, Partial Stock, Full Stock
Stock Units	The number of stock units in warehouse(s) as of the end of the analysis period. In the case of product sets, the number of full sets (stock units of least stocked product). At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand.
Stock Units Ratio	A ratio comparing the difference between the highest and lowest stock levels per product versus the average stock level in a given set. Used to determine how varied the stock level is across the products within the set – the closer the figure is to zero, the more balanced all products in the set are. [(Highest Product Stock Units in Set – Lowest Product Stock Units in Set) / Average Product Stock Units in Set)]
Stock Units/Option	The average number of Stock Units as of the end of the analysis period per unique Option ID. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units divided by Unique Option IDs.
Stock Units/Parent Product	The average number of Stock Units as of the end of the analysis period per unique Parent Product ID. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units divided by Unique Parent Product IDs.

Stock Units/Product	The average number of Stock Units as of the end of the analysis period per unique Product ID. At a site level, this metric reflects the portion of available inventory allocated to the site based on expected future demand. Stock Units divided by Unique Product IDs.
Stock Units: Not Purchased (4 wks)	The count of stock units as of the end of the analysis period associated with SKUs at Selling Locations that had zero units sold in the past 4 weeks
Stock Units: Not Purchased (4 wks) %	The share of stock units as of the end of the analysis period associated with SKUs at Selling Locations that had zero units sold in the past 4 weeks. Stock Units: Not Purchased (4 wks) / Stock Units
"Store" Metrics	Calculation based on physical store data.
Store & Web Customer %	The percentage of customers who have made purchases both online and in store.
Store Average Rate of Sale	The count of store units sold divided by the number of stores with inventory for a given product as of the end of the reporting period.
Store Exclusive Option %	The percentage of active options that are only sold in stores. For a day, an option is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. An option is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of options may be considered active by configuration, regardless of these metrics.
Store Exclusive Options	The count of active options that are only sold in stores. For a day, an option is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. An option is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of options may be considered active by configuration, regardless of these metrics.
Store Exclusive Parent Product %	The percentage of active parent products that are only sold in stores. For a day, a parent product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A parent product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of parent products may be considered active by configuration, regardless of these metrics.
Store Exclusive Parent Products	The count of active parent products that are only sold in stores. For a day, a parent product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A

	parent product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of parent products may be considered active by configuration, regardless of these metrics.
Store Exclusive Product %	The percentage of active products that are only sold in stores. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Store Exclusive Products	The count of active products that are only sold in stores. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Store Exclusive SKUs	The count of SKUs associated with active products that are only sold in stores. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Store Footfall	A measure of store traffic (visits).
Store Only Customer %	The percentage of customers who have made all of their purchases in store.
Store Orders/Footfall	The average number of orders generated in stores during the analysis period per store visit based on the footfall value.
Store Profit	Total profit during the analysis period calculated as Product Profit – Other Offer Costs.
Store Profit/Sq Ft	The average store profit generated by square foot of store real estate.
Store Profit/Store	The average store profit generated by store.

Store Units Sold/Footfall	The total number of product units sold within store orders during the analysis period divided by the footfall value.
Stores	The count of stores with inventory for a given product as of the end of the reporting period.
Support	In Affinities, the count of overlapping orders between the two criteria. In other words, if comparing Brand A to Brand B, the number of orders in which at least one Brand A and Brand B product were purchased.
Tablet Visit %	The percentage of visits accessed via a tablet device (e.g. iPad). Tablet Visits divided by Total Visits.
Term Family	The most commonly occurring term in the group of terms identified by fuzzy term matching.
Token Count	The number of words in the search phrase. Red Sweater = 2 Tokens.
Tokens	The number of words in the search phrase. Red Sweater = 2 Tokens.
Top Discount Decile Customers (segment)	Customers who are among the top 10 percent (”91-100th Percentile”) of lifetime applied discount value (cumulative discount value obtained via lifetime purchased markdown and promotional items) customers.
Top Profit Decile Customers (segment)	Customers who are among the top 10 percent (”91-100th Percentile”) of lifetime product profit (cumulative product profit obtained via lifetime purchases) customers.
Top Returns Decile Customers (segment)	Customers that have generated the top 10 percent (”91-100th Percentile”) of lifetime returned order value (cumulative returned order value from lifetime purchases) customers.
Top Sales Decile Customers (segment)	Customers who are among the top 10 percent (”91-100th Percentile”) of lifetime placed order value (cumulative placed order value obtained via lifetime purchases) customers.
Total Discount	The total difference between full price and selling price – promotion and markdown value combined. Full Price Order Value – Placed Order Value
Total Discount %	The ratio of the difference between full price and selling price – promotion and markdown value combined – to the full price value. (Full Price Order Value – Placed Order Value) / Full Price Order Value

Trademark Term Keywords	A metric counting keywords that are among those in your configured list of trademark or brand terms.
Understock Score	A relative measure of how far below an ideal range of stock cover an item is at the end of the analysis period. 'Ideal' stock cover is the level of cover between the 30th and 70th percentiles versus category peers.
Understocked	An indication that you have a low amount of remaining inventory compared to current (last 4 weeks) selling velocity.
Understocked Inventory Value	Amount of inventory cost value (not retail price) it would take to reach the 30th percentile of stock cover.
Understocked SKU-Location %	Percent of SKU-Selling Location combinations that are understocked relative to their category peers (less than 30th percentile of stock cover relative to peers). For example, if a product has 10 SKUs sold in 5 Stores, the product has 50 SKU-Selling Location combinations. If 20 of those SKU-Selling Locations are understocked, Understocked SKU-Location % will be 40% for the product.
Understocked Selling Location Score	A measure of the number of selling locations in which a SKU is considered to be understocked. When reporting at a SKU level, this gives the number of selling locations for which the SKU is understocked. At higher level grouping of SKUs, this reports an average number of selling locations for which the SKUs are understocked. When reporting at the selling location level, this gives the percent of SKUs that are understocked at the selling location.
Units Abandoned	The count of carted items not purchased prior to a visit completion. [Web Only Data]
Units on Order	The number of stock units on order as of the analysis period for a given product. In the case of product sets or categories, the total number of stock units on order for all products in the set is displayed. At a site level, this metric reflects the portion of on order inventory allocated to the site based on expected future demand.
Units on Order Ratio	A ratio comparing the difference between the highest and lowest counts of units on order per product versus the average number of units on order per product in a given set. Used to determine how varied the count of units is across the products within the set – the closer the figure is to zero, the more balanced all products in the set are. (Highest Units on Order in Set – Lowest Units on Order in Set) / Average Units on Order in Set
Units Sold	The total number of units sold (quantity) during the analysis period.

Units Sold (7 days)	The total number of units sold (quantity) over the last 7 days.
Units Sold (7 days) (% vs prior 7 days)	The percentage change between the Units Sold (7 days) metric value to that metric's value for the previous 7 days.
Units Sold (Full Order)	The number of units sold in orders the analysis row item was a subset of. Compare this value with Units Sold to estimate the average share of basket.
Units Sold (last 12 months)	The total number of product units bought by the customer during the last 12 months including analysis period.
Units Sold (last 4 weeks)	The total number of product units sold (web + non-web direct if applicable) during the last 4 weeks including analysis period. Online Units Sold in 4 weeks + Non-Web Direct Units Sold in 4 weeks.
Units Sold (Store)	The total number of product units sold in store channel orders during the analysis period.
Units Sold (Web)	The total number of product units sold in web channel orders during the analysis period.
Units Sold/Cart Item Add	The average number of units sold per items carted during the analysis period. Online Units Sold divided by Items added to Cart. [Web Only Data]
Units Sold/Option	The average number of Units Sold during the analysis period per unique Option ID. Units Sold divided by Unique Option IDs.
Units Sold/Order	The average number of units sold per order during the analysis period. Units Sold divided by Orders.
Units Sold/Order (Full Order)	The average number of units sold per orders the analysis row item was a subset of. Units Sold (Full Order) / Orders
Units Sold/Parent Product	The average number of Units Sold during the analysis period per unique Parent Product ID. Units Sold divided by Unique Parent Product IDs.
Units Sold/Product	The average number of Units Sold during the analysis period per unique Product ID. Units Sold divided by Unique Product IDs.

Units Sold/Product View	The average number of Units Sold during the analysis period per product view. Online Units Sold divided by Product Views. [Web Only Data]
Units Sold/Store Footfall	The total number of product units sold within store orders during the analysis period divided by the footfall value.
Units/Order	The average number of units sold per order during the analysis period. Units Sold divided by Orders.
Unprofitable Spend	Total marketing spend associated with unprofitable marketing campaigns during the analysis period.
Unknown Customer Order %	The percentage of orders placed without customer ID information. (Unknown Customer Orders / Orders)
Unknown Customer Orders	The count of orders placed without customer ID information.
Unknown Customer Profit	The profit associated with orders without customer ID information.
Unknown Customer Profit / Order	The average amount of profit associated with orders without customer ID information. Unknown Customer Profit divided by Unknown Customer Orders
Unknown Customer Units Sold	The count of units sold within orders placed without customer ID information.
Unprofitable Orders	The total number of customer transactions placed during the analysis period where the order profit was less than zero. A unique count of Order IDs that had negative order profit.
Unprofitable Order %	The share of customer transactions placed during the analysis period where the order profit was less than zero. Unprofitable Orders / Orders
Unprofitable Purchasing Customers	Count of customers who generated negative customer profit in the analysis period.
Unshipped Order Profit	Order profit associated with orders (or parts of orders) that have not yet been shipped.

Unshipped Order Value	The value of orders (or parts of orders) that have not yet been shipped.
Unshipped Units	The count of units for orders (or parts of orders) that have not yet been shipped.
Views Availability	The percentage of in-stock product views per product view. Views Availability shows your customers' experience of product availability. In the absence of in-stock view web analytics tagging, the calculation uses the SKU Availability as of the end of each day multiplied by product views to approximate in-stock product views. A weighted average is then used to aggregate the daily calculations for longer analysis periods. 60 % views availability means that over the course of the analysis period, customers viewed products at 60% availability (i.e., on average 6 out of 10 SKUs had one or more unit of stock) In-Stock Product Views divided by Total Product Views. [Web Only Data]
Views Availability (Full Stock)	A Views Availability metric calculated based on stock for an item being available in any channel - not just web. This metric helps to understand inventory availability if web channel transactions can be fulfilled by any inventory location.
Visits	The number of web sessions as determined by your web analytics product. Visits are typically defined as a series of one or more web site interactions without a period of 30 minutes or more of inactivity between clicks. [Web Only Data]
Views-Weighted Speed %	A weighted average of the Speed % metric where product views provide the weight. Views-Weighted Speed % conveys how well balanced available stock and selling velocity are with respect to product views. The calculation uses Speed % multiplied by daily product views, then divides by total analysis period product views. As such, for an individual product for a single day, Speed % and Views-Weighted Speed % will be the same. Zero sales as well as zero stock are considered as zero cover in this calculation.
Views-Weighted Stock Cover (1 wk)	A weighted average of the Stock Cover (1 week) metric where product views provide the weight. Views-Weighted Stock Cover (1 week) conveys how well balanced available stock and selling velocity are with respect to product views. The calculation uses Stock Cover (1 week) multiplied by daily product views, then divides by total analysis period product views. As such, for an individual product for a single day, Stock Cover (1 week) and Views-Weighted Stock Cover (1 week) will be the same. Zero sales as well as zero stock are considered as zero cover in this calculation.
Views-Weighted Stock Cover (4 wks)	A weighted average of the Stock Cover (4 wks) metric where product views provide the weight. Views-Weighted Stock Cover (4 wks) conveys how well balanced available stock and selling velocity are with respect to product views. The calculation uses Stock Cover (4 wks) multiplied by daily product views, then divides by total analysis period product views. As such, for an individual product for a single day, Stock Cover (1 week)

	and Views-Weighted Stock Cover (1 week) will be the same. Zero sales as well as zero stock are considered as zero cover in this calculation.
Waitlist Units	The number of units as of the analysis period for which customers have asked to be notified when the product is once again in stock.
Web Exclusive Option %	The percentage of active options that are only sold online. For a day, an option is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. An option is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of options may be considered active by configuration, regardless of these metrics.
Web Exclusive Options	The count of active options that are only sold online. For a day, an option is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. An option is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of options may be considered active by configuration, regardless of these metrics.
Web Exclusive Parent Product %	The percentage of active parent products that are only sold online. For a day, a parent product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A parent product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of parent products may be considered active by configuration, regardless of these metrics.
Web Exclusive Parent Products	The count of active parent products that are only sold online. For a day, a parent product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A parent product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of parent products may be considered active by configuration, regardless of these metrics.
Web Exclusive Product %	The percentage of active products that are only sold online. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Web Exclusive Products	The count of active products that are only sold online. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases,

	the full catalog of products may be considered active by configuration, regardless of these metrics.
Web Exclusive SKUs	The count of SKUs associated with active products that are only sold online. For a day, a product is considered active if it had one or more units sold (including backorder, pre-order, or waitlist) in the last 7 days, or it has stock units or units still on backorder, preorder, or waitlist on the day. A product is also active if it has an expected delivery date. Note: In some rare client cases, the full catalog of products may be considered active by configuration, regardless of these metrics.
Web Only Customer %	The percentage of customers who have made all of their purchases online.
Weekly Sales Velocity (1 wk)	The denominator of the Stock Cover (1 wk), this is the total units sold (including external units sold) for one week.
Weekly Sales Velocity (4 wks)	The denominator of the Stock Cover (4 wk), this is the weekly average units sold (including external units sold) for the last four weeks.
Weeks Since First Seen	A count of weeks (including the reporting period) since the promotion first appeared in reporting data.
Working Days to Ship	The average number of working days elapsed between order placement and order shipment from the warehouse. Ship Date/Time − Order Date/Time − Non-Working Days
Working Days to Shipment Promise	Averaged across shipped orders in the analysis period, the number of working days between order date and promised shipment date.
Zero Result Search %	The percentage of on-site search queries to return zero results. Zero Result On-Site Searches divided by Total On-Site Searches.