

Web Activity Analysis Metrics

<https://campus.barracuda.com/doc/77402368/>

This page describes the main metrics you can use in the Web Activity Analysis results.

You can use these metrics for the following purposes:

- Add to custom column layouts, as described in [Working with Results Tables](#).
- Make custom reports in the Summary Fields, as described in [How to Create Custom Reports](#).
- (in the Filter in the left panel) Locate specific records within Outbound Analysis results, as described in [Working with Results Tables](#).

Metric Name	Format	Description
Action Captcha	True/False	Did the user submit an image Captcha form?
Action Captcha Authorized	True/False	Did the user submit a non-blank response on a Captcha field? (is it non-blank or a correct response?)
Action Feedback Form	True/False	Did the user submit a feedback form?
Action Feedback Form Message	True/False	Did the user submit a message with their feedback form?
Action Feedback Form Sender	True/False	Did the user include their sender information with their feedback form?
Action Feedback Form Topic	True/False	Did the user include a topic with their feedback form?
Action File Download	True/False	Did the user perform a file download?
Action File Upload	True/False	Did the user perform a file upload?
Action File Upload Name	free text	Name of file uploaded by the user.
Action Form Field Password	True/False	Did the user submit a login form including password information?
Action Image View	True/False	Did the user view an image?
Action Login Authorized	True/False	Did the user submit a login form including both user and password field information?
Action Login Form	True/False	Did the user submit a login form?
Action Login Form User	True/False	Did the user submit a login form with user information?
Action Smart Attachment	True/False	Did the user open or click on a smart attachment?
Action Smart Attachment Type	list of available values	Which type of smart attachment did the user interact with? If a single activity falls in multiple types, the system assigns to the most specific.

Action Type	list of available values	Summary description of the web activity. If a single Action falls in multiple Action types, the system assigns it to the most specific.
Action Unsubscribe Form	True/False	Did the user submit an unsubscribe form?
Action Unsubscribe Form Value	free text	Content the user submitted in an unsubscribe form.
Address Book Category	list of available values	Category of the address book associated with the user performing web activities.
Address Book Name	free text	Name of the address book associated with the user performing web activities.
Campaign Category	list of available values	Category of the campaign associated with the web activity.
Campaign Cutoff Date	calendar date	Date at which campaign activity is cut off, specified as a range from at least to at most.
Campaign End Date	calendar date	Date on which the campaign ends, specified as a range from at least to at most.
Campaign Media Reporting Date	calendar date	If the campaign is a portable media campaign, the campaign reporting date.
Campaign Mode Portable Media	True/False	Is the campaign a portable media campaign?
Campaign Name	list of available values	Name of the campaign that initiated this web activity.
Campaign Start Date	calendar date	Date on which the campaign starts, specified as a range from at least to at most.
Clicked	True/False	Did the user click a link in the campaign email, attachment, or landing page?
Clicked Link Elapsed Time on Page	free text	Total number of seconds this web page was detected as being open in the user's browser, specified as a range from <i>at least</i> to <i>at most</i> . Only applies when Activity Type = Page View.
Client Admin User	True/False	Does the client user have administrative rights on their computer?
Client Machine IP	free text	The IP address of the client machine performing the web activity.
Client Machine Name	free text	The name of the client machine performing the web activity.
Client User Name	free text	The user name logged into the client machine performing the web activity.
Custom Fields	free text	Custom attributes used for advanced campaign targeting and analysis.
Email Address	free text	Email Address of the user.

Email Address @domain	list of available values	Domain name used by this email address. The text to the right of the @ sign.
Email Address Active	True/False	Is the email address record active?
Email Address Anonymized	True/False	Has the email address record been anonymized?
Email Address City	free text	City value associated with the user performing web activities.
Email Address Company	free text	Company value associated with the user performing web activities.
Email Address Country	free text	Country value associated with the user performing web activities.
Email Address First Name	free text	First Name value associated with the user performing web activities.
Email Address Full Name	free text	Full Name value associated with the user performing web activities.
Email Address Language	free text	Language value associated with the user performing web activities.
Email Address Last Name	free text	Last Name value associated with the user performing web activities.
Email Address Name Suffix	free text	Name Suffix value associated with the user performing web activities.
Email Address Personal Title	free text	Personal Title value associated with the user performing web activities.
Email Address Region	free text	Region value associated with the user performing web activities.
Email Address Restricted	True/False	This field is no longer used and will be removed in a future release.
Email Address Site	free text	Site value associated with the user performing web activities.
Email Address Source	free text	Source value associated with the user performing web activities.
Email Address State	free text	State value associated with the user performing web activities.
Email Address TimeZone	free text	Time zone value associated with the user performing web activities.
Email Address Zip	free text	Zip code value associated with the user performing web activities.
Email Server Name	list of available values	Name of email server used to send the email that resulted in web activity.
Email Template Category	list of available values	Category value for the email template record that resulted in web activity.

Email Template Name	list of available values	Name of email template record that resulted in web activity.
Engine WebKit	free text	Web browser engine used in Apple's Safari browser.
HTTP Referer	free text	
HTTP User Agent	free text	
IP City	list of available values	City name associated with IP address performing web activity.
IP Country Name	list of available values	City name associated with IP address performing web activity.
IP Host Name	free text	Host name associated with IP address performing web activity.
IP Network Type	list of available values	Network type associated with IP address performing web activity.
IP Organization	list of available values	Organization associated with IP address performing web activity.
IP State Code	list of available values	Numeric state code associated with IP address performing web activity.
IP State Name	list of available values	State name associated with IP address performing web activity.
IP User Type	list of available values	User type associated with IP address performing web activity.
ISP Name	free text	Name of the user's Internet Service Provider.
Navigator Cookie Enabled	free text	
Navigator Geolocation Accuracy	free text	
Navigator Geolocation Error	free text	
Navigator Java Enabled	free text	
Navigator Platform	free text	
Navigator Taint Enabled	free text	
Navigator User Agent	free text	
Navigator Version	free text	
Operating System	list of available values	Operating system reported by the browser associated with this web activity.
Organization Area	free text	Part of the organization, like department or division, corresponding to the user associated with this web activity.
Organization Level	free text	Title or management level corresponding to the user associated with this web activity.

Organization Tenure	free text	How long the user of this email address has been with the organization. Can be numerical or alphabetical entry.
Outbound #	list of available values	A system assigned unique record identifier.
Outbound Activity Page View	True/False	Did the outbound message associated with the web activity have at least one page view?
Outbound Bounced	True/False	Did the outbound message associated with the web activity bounce?
Outbound Out of Office	True/False	Did the corresponding outbound message associated with the web activity receive an Out Of Office notification?
Outbound Reply Received	True/False	Did the corresponding outbound message associated with the web activity receive a reply?
Outbound Reply To	free text	The Reply To address in the corresponding outbound message.
Outbound Send Date	calendar date	Send date of the corresponding outbound message.
Outbound Sender	free text	Sender address in the corresponding outbound message.
Outbound Subject	free text	Subject of the corresponding outbound message.
Outbound To	free text	Recipient address in the corresponding outbound message.
Plan	list of available values	Plan assigned to the campaign associated with the data.
Plan #	list of available values	Plan number assigned to the campaign associated with the data.
Program Term Group	free text	Program term group that this participant belongs to.
Program Term Level	free text	Program term level that this participant is at when this address was used.
Remote IP Address	free text	IP address of client machine participating in web activity.
Reputation Training Completed	True/False	Has this client ever completed a training challenge?
Reputation Training Passed	True/False	Has this client ever received a passing grade on a training challenge?
Reputation Training Started	True/False	Has this client ever started an online training challenge?
Request Date	calendar date	, specified as a range from <i>at least</i> to <i>at most</i> .
Request Method	list of available values	Programmatic method used to
Request Time	calendar date	, specified as a range from <i>at least</i> to <i>at most</i> .

Request Time Zone Actual	date Time	Specifies a date and time in the user's time zone.
Request Time Zone Actual Text	free text	Specifies a date and time in the user's time zone, including the UTC offset. For example 2027-02-10 15:25 (Friday) America/New_York UTC-5.
Request URI	free text	URI
Server Name	free text	Name of server hosting the web page where activity is taking place.
Training Completed	True/False	Was training completed from the Training Challenge link in this email?
Training Passed	True/False	Did the training taken from the Training Challenge link in this email result in a passing score?
Training Started	True/False	Was the training from the Training Challenge link in this email started?
Unsubscribe Clicked	True/False	Was the Unsubscribe link in this email clicked?
Web Page Template Category	list of available values	Category of the Web Page Template.
Web Page Template Name	list of available values	Name of the Web Page Template.
Web Server Name	list of available values	Name of Web Server serving the Web Page Template.

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