

XLM reports from conversion measuring

We prepared 3 types of reports from Conversion measuring. They should make it easier for you to bid (set higher prices per click in comparison to standard price list of Heureka.cz). These reports include all the products that are paired into particular categories on Heureka.cz. In your admin tab Conversion measuring you can turn on/off XLM report generation. When your report generation is turned ON your reports are being saved to an URL address that you have an automatic access to.

- **Daily report** – is generated every day with the data from the previous day and may not include all the orders from the Conversion measuring since they can be delayed up to 30 days.
- **7-day report (recommended)** – is generated every day with the data from last 7 days and may not include all the orders from the Conversion measuring since they can be delayed up to 30 days. This report is ideal for continuous optimization.
- **Monthly report** – is generated the first day of a month with the data from the month before last (e.g. the report on May 1st would be generated with data from March 1st until March 31st) and includes all the orders from Conversion measuring.

Description of report items

- START_DATE – start date of report data
- END_DATE – end date of report data
- PRODUCT – one of your products (offer) including other items with information
- SHOP_ITEM_ID – ID of your offer
- SHOP_NAME – name of your offer
- SHOP_URL – URL of your offer
- SHOP_PRICE – price of your offer
- HEUREKA_NAME – name of product on Heureka (product that's paired with your offer)
- HEUREKA_URL – URL of a product on Heureka
- HEUREKA_MIN_PRICE – the lowest offer/price on Heureka
- HEUREKA_PRICE_POSITION – position of your offer at a product detail after sorting according to price (position according to price is always a current order of products for the particular time when the data are being reported)
- HEUREKA_AVG_POSITION – an average position of your offer. Data collection is done every day and is calculated from last 3 days from the report date (same as average position in the "Individual price per click setting" in the admin section). The average is only calculated from the clicks on offer, when the position of the offer at the time of the click is saved. If no one clicks on this item in 3 days, it is the average position for the whole category where the offer is located. If there isn't an average category price, this spot will be empty.
- HEUREKA_STATS_CLICKS – clicks (related to your offer)
- HEUREKA_STATS_CPC – CPC (related to your offer)
- HEUREKA_STATS_TOTAL_COST – total cost (related to your offer)
- HEUREKA_STATS_TOTAL_ORDERS – total orders (related to your offer)
- HEUREKA_STATS_SALES – sales (related to your offer)

- HEUREKA_STATS_COST_OF_SALES – cost of sales (related to your offer)

Example of XML report:

```
<?xml version="1.0" encoding="utf-8"?>
<PRODUCTS>
<START_DATE><![CDATA[03-01-2012]]></START_DATE>
<END_DATE><![CDATA[03-31-2012]]></END_DATE>
<PRODUCT>
<SHOP_NAME>elektronický doutník J1800 Winning</SHOP_NAME>
<SHOP_URL>http://www.shop-url.cz/elektronicky-doutnik-j1800-
winning.html</SHOP_URL>
<SHOP_PRICE>449 Kč</SHOP_PRICE>
<HEUREKA_NAME>elektronický doutník Winning J1800 Disposable
Low</HEUREKA_NAME>
<HEUREKA_URL>http://obchod.heureka.cz/elektronicky-doutnik-winning-j1800-
disposablelow/</HEUREKA_URL>
<HEUREKA_MIN_PRICE>449 Kč</HEUREKA_MIN_PRICE>
<HEUREKA_PRICE_POSITION>2</HEUREKA_PRICE_POSITION>
<HEUREKA_STATS_CLICKS>3</HEUREKA_STATS_CLICKS>
<HEUREKA_STATS_CPC>0 Kč</HEUREKA_STATS_CPC>
<HEUREKA_STATS_TOTAL_COST>4,5 Kč</HEUREKA_STATS_TOTAL_COST>
<HEUREKA_STATS_TOTAL_ORDERS>0</HEUREKA_STATS_TOTAL_ORDERS>
<HEUREKA_STATS_SALES>0 Kč</HEUREKA_STATS_SALES>
<HEUREKA_STATS_COST_OF_SALES>0%</HEUREKA_STATS_COST_OF_SALES>
</PRODUCT>
```