



# Who's On

Help Documentation

## Who's On

### Who's On Settings

Who's On is a great way to take stock of your website traffic, and then act on that knowledge, by allowing agents and managers to see who is on a website, where they are from, where they were prior to coming to the website and then follow visitors as they travel from page to page. For example, sales agents can see when a visitor lands on a specific page and possibly invite the visitor to a live chat or even push a live chat to the visitor to entice them to buy.

To access this section, click the settings icon . Then expand System Settings and Who's On and click Who's On Settings from in the navigation pane. The Who's On settings will load in the content pane and the following tabs will be available:

#### Options

Use this tab to edit the following settings:

- Purge Idle Users - An idle visitor is someone who comes to a site and then, for whatever reason, they sit for a period of time without taking any additional action. For example, a visitor lands on your site and then opens a new browser tab and starts surfing another site. These visitors you probably don't want to continue monitoring, so you can purge them from Who's On tracking. By default, this option is set to 15 minutes.
- Purge Removed Users - The amount of time after which idle visitors can be purged from Who's On tracking. By default, this option is set to 2 minutes.
- Purge Pending Users - The amount of time after which idle visitors can be purged from Who's On tracking. By default, this option is set to 5 minutes.
- Invitation Ignored After - The amount of time after which an ignored live chat invitation disappears from the visitor's screen. By default, this option is set to 2 minutes.
- Virtual Page for Script - The page that can be used to summarize the contents of the actual page the visitor is viewing. For example, if the Web page URL is lengthy, the administrator may want to create a virtual page with a shorter identifier.
- Tracking Script - The JavaScript that must be placed on the website pages that Who's On will monitor. Note: Administrators can incorporate custom variables in the tracking script to collect additional information on website visitors. For more information, refer to the KB article [How To Use Custom Variables in Who's On Tracking Scripts](#) .

#### Invitation

Use this tab to edit the settings for how and where an invitation to chat appears to the visitor:

- Horizontal Alignment - To specify the horizontal alignment of the live chat invitation on the customer's browser window, select the appropriate option from the list.
- Horizontal Offset - The number of pixels by which the live chat invitation is offset from the horizontal alignment.
- Vertical Alignment - To specify the vertical alignment of the live chat invitation on the customer's browser window, select the appropriate option from the list.
- Vertical Offset - The number of pixels by which the live chat invitation is offset from the vertical alignment.
- Enable absolute page position on invitations - Checking this box will display the live chat invitation according to the offset and alignments specified. If this option is enabled, SmarterTrack will not take into account the position of the user's scroll bar when issuing the live chat invite.

## Page History

Use this tab to edit the following settings:

- Total Page Limit - The maximum number of website pages displayed on a visitor's page history in Who's On. By default, this option is set to 1,000.
- First Viewable Pages - The number of website pages the visitor initially viewed. By default, this option is set to display the first 50 pages the visitor viewed.
- Last Viewable Pages - The number of website pages the visitor last viewed. By default, this option is set to display the last 50 pages the visitor viewed.
- Display only first and last viewable pages in history - Checking this box will only display the first and last viewable pages in the visitor's Who's On page history. If this option is enabled, any other pages visited will not display in the page history. By default, this option is disabled.

## Who's On Filters

With Who's On filters, administrators and agents have the ability to segregate website and/or portal visitors into groups based on the pages they are viewing. For example, sales agents may only be interested in visitors on product pages or people who are progressing through your shopping cart while marketing agents may be interested in visitors on specific landing pages that were used for promotions or in currently-running advertisements on radio, television, banner ad campaigns or PPC.

To access Who's On filters, click the settings icon . Then expand System Settings and Who's On and click Who's On Filters in the navigation pane. A list of Who's On filters will load in the content pane.

In general, the following columns are available:

- Checkbox - Use these boxes to select multiple filters. Who's On filters must be selected before choosing an action from the toolbar.
- Filter Name - The name of the filter.
- Brand Filter - The brand to which the filter is assigned.
- Conditions - The Who's On column by which the visitors should be grouped.
- Filter Enabled - Indicates whether or not the filter is enabled.

The following options are available from the actions toolbar:

- New - Creates a Who's On filter
- Edit - Allows the administrator to make changes to a filter's settings.
- Delete - Permanently deletes the selected filter(s).

To view the settings for a filter, simply double-click the filter. The filter settings will load in the content pane and the following tabs will be available:

## Filter

Use this tab to edit the following settings:

- Filter Name - The name of the filter.
- Brand Filter - The brand to which the filter is assigned.
- Enable Filter - Checking this box will allow visitors to be grouped using this filter.

## Conditions

Use this tab to specify how this filter will group visitors (by browser, city, hits, etc.). When viewing this tab, the following options are available from the toolbar:

- Save - Allows the administrator to save changes made to a filter's settings.
- Add Condition - Allows the administrator to add filter criteria.
- Edit - Allows the administrator to make changes to filter criteria.
- Delete - Permanently deletes the selected condition(s).
- Cancel - Cancels the creation of the filter.

## Broadcast Messages

A broadcast is a system-wide announcement that can be distributed to a select group of agents, users, or portal visitors. For example, companies might use a broadcast message to inform employees and customers of a planned Web site outage or to remind employees of a meeting.

To access this section, click the settings icon . Then expand the System Settings and Who's On folder

and click Broadcast Messages in the navigation pane. A list of broadcast messages will load in the content pane.

In general, the following columns are available:

- Checkbox - Use these boxes to select multiple messages. Broadcast messages must be selected before choosing an action from the toolbar.
- Broadcast Name - The name of the broadcast message.
- Brand - The brand to which the broadcast message applies.
- Recipients - Indicates which types of users will receive the message.
- Filters - The Who's On filter to which the broadcast message applies.

The following options are available from the actions toolbar:

- New - Creates a new broadcast message.
- Edit - Allows the administrator to make changes to a broadcast message.
- Delete - Permanently deletes the selected message(s).
- Send - Sends the selected message(s).

To view the settings for a broadcast message, simply double-click the message. The message settings will load in the content pane and the following fields will be available:

- Broadcast Name - The name of the broadcast message.
- Recipients - To specify the recipients of the message, choose the appropriate option from the list.
- Message - The text of the broadcast message.