Merchant Log Viewer

Getting Started/FAQ & Advanced Log Info Guide

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Getting started

Merchant Log Information

What is the Merchant Log?

The Merchant Log, malf.log, stores information about customer visits to a Miva Merchant store based on the National Center for Supercomputer Applications (NCSA) extended log file format.

Uhhh, I ask you again. What is the Merchant Log?

It is a text file that stores information about your customers while they are viewing your store. It is a good thing. It can help your online business prosper!

What can the Merchant Log Viewer do?

The Merchant Log Viewer can help you make some sense of those foreign looking log files! The log viewer gives you real time access to the most useful information in your log file straight from your web browser. You can:

- Run Quick Reports
- Run Custom Reports
- Archive Your Current Log for Later Viewing

For example, let's say every morning Jane, a storeowner, runs a quick search report to see what customers have been searching for in her store. She then performs the same searches in her store. She then modifies her product descriptions to effectively grab those keywords, and/or adjusts her store inventory accordingly. This gradually becomes less and less work while her Miva Merchant search engine becomes more and more powerful, tailored exactly to her customers needs.

The fact is, if customers search for something in your store, and get the "no products matched your search criteria" message, they are not likely to hang around. The Merchant Log Viewer will allow you to minimize this!

Even better, Jane can competitively place some of those "hot, sought-after" items in HOT SPOTS on her web site. Since people are searching for them, she can assume people want them!

How do I install the Merchant Log Viewer?

Detailed installation instructions are at available at the top of viewlog.mv. If you need additional help, please visit http://www.designextend.com/support

Quick Reports

- Searches – Shows what customers have searched for in your store/mall
- Products – Shows the items customers have actually viewed full product pages for
- Added to Basket – Shows what items customers have added to their baskets and the quantity that was added; this does not reflect the items actually purchased
- Removed From Basket – Shows which items customers have removed from their shopping baskets
- Categories – Shows categories customers have viewed
- Screens – The screens report lets you quickly see the searches, products, and categories customers have been viewing at a glance
- User Agents – Shows the type of browser and operating system your customers are using. This report only shows results for unique sessions. That is, if the same customer accesses your store/mall several times, this report will only show his/her user agent one time
- Referrer – Shows what pages your customers are on prior to accessing your store/mall. This report is useful for situations such as affiliate programs, or other situations where you may have links to areas of your store from other areas of your site, or from other sites altogether

Custom Reports

Custom reports let you view your logs in a number of ways. Begin by selecting the fields you would like to view. If you are not sure what each field means, you might want to take a look at Appendix A.

Next, select the filter, if any, you wish to use. Applying filters results in faster reports with more specific information.

Additionally, you can select only show unique sessions. This filter will only show logs for unique visitors.

Maintenance

The logs files can get very large fast, so for best performance you should archive them regularly. Archive your current log by clicking the Archive Log button. You can archive your log file once per day.

Once you have archived your first log, you can then choose to run reports on the current log or any archived log. Click the View Log Archive button to see a listing of previous logs by date archived.

Eventually there will probably come a day when you decide you don't wish to retain your archive. You can purge the archive list at any time by clicking the Purge Log Archive button. This option will not delete the archived files themselves, but will simply keep them from being displayed in the View Log Archive button.

More detailed information on the Merchant Log File is available in the following Appendices:

- Appendix A – An Explanation of the Merchant Log Fields
- Appendix B – Action Codes Quick Reference
- Appendix C – Screen Codes Quick Reference

Where can I find more info?

Additional information can also be found in the Miva Merchant Product Developers Guide, available at http://www.miva.com/docs/merchant/api_kit/Developer_Guide.PDF You can also find information on the log file format at http://www.apache.org

Appendix A – An Explanation of the Merchant Log Fields

The raw log file contains the following fields in the following order:

Remote Host – The domain name of the remote host based on a built-in function of Miva. More often than not, experience has been that the Merchant Logging Module does not capture the remote host.

Store Code – Store code for each log entry. If you have multiple stores in one mall, the store code will tell you which store was accessed for each log entry. The Merchant Log Viewer allows you to filter custom reports by store code. Simply select the Store Code Filter, and enter the store code you would like to run the report on.

Session ID – Unique string which serves to identify one user from the next. Here is a sample session id: 3893AFDF000535B200006DC000000000
The session id is generated by a built in function of Miva. More information is available at http://www.miva.com/docs/reference.html#Builtin

Date/Time – Current data and time of each log entry.

Action – The action field will have a different meaning for different log entries. Basically, it just means the action the user took. Adding an item to one's basket, for example, is one action, which would be logged as ADPR (add product). Removing an item from one's basket is logged as RPRD. A full listing of all possible actions for the current Merchant Logging Module is listed in Appendix B at the bottom of this document.

Screen – "Screen" for each log entry. Miva Merchant users different screens depending on where customers are in your store. If they are logging in, the screen is LOGN. If they are performing a search, the screen is SRCH. A full listing of all possible screens for the current Merchant Logging Modules is listed in Appendix C of this document.

Attributes (parameters) – The specifics of the screen viewed. For example, suppose you have a category called New Arrivals, with the category code of NA. When a user clicks on New Arrivals, the attribute for this log entry would be NA. And the screen would be, you guessed it, CTGY.

Status – 3-digit status code for the client. It is currently preset in the Merchant Logging Module to 200, and was therefore left out of all reports for the Merchant Log Viewer.

Bytes – Number of bytes the object (i.e., a particular page) returned to the client. It is also currently unused in the Merchant Logging Module, and therefore left out of the Merchant Log Viewer.

Referrer – The last page a user was on. That is, the referrer field stores the URL's that the current log entry was "referred" by. In a typical store, the referrer is probably not that useful. However, if you have links to categories/items from static web pages within your site, or from other sites altogether (i.e., affiliate programs), then this would be useful information.

User Agent – Basic information about the user, including the type of browser and operating system being used.

Appendix B – Action Codes Quick Reference

- ADPR – Add Product to Basket
- ATTR – Attributes Added
- AUPR – Add Upsale Product
- AUTH – Authorize Payment Information
- CTAX – Calculate Tax
- EMPW – Customer Email Password
- ICST – Customer Insert
- ORDR – Save Customer Information
- QNTY – Quantity (for adding items to basket/updating basket contents)
- RPRD – Remove Product from Basket
- SHIP – Calculate Shipping
- UCST – Update Customer Information
- UATR – Upsale Attributes Added

Appendix C -- Screen Codes Quick Reference

- ACNT – Customer Account Add/Edit
- BASK – Basket Contents
- CTGY – Categories
- INVC – Order - Invoice (final checkout screen)
- LOGN – Customer Login
- OINF – Order - Customer Information
- OSEL – Order - Select Shipping/Payment Information
- OPAY – Order - Payment Information
- OUSL – Order - Upsale
- PLST – Product list
- PROD – Products
- SRCH – Searches
- SFNT – Storefront
- STSL – Store Selection (Mallfront)

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