

# Your Catalog Widget Report Explained

**A. Date Time:** The date of the widget search

**B. Account:** Your company name

**C. Action:** An internal identifier - will always be 'widget\_callback'

**D. Type:** The actions being taken within your widget

- **entries\_init** - initial widget load
- **entries** - every entry after the initial load
- **product\_details** - a click on a product
- **categories** - any time a product category is selected
- **share** - a click on the share button
- **cutsheet\_link** - a click on the product cut sheet pdf download icon
- **dlc\_cutsheet\_link** - a click on the DLC screenshot download icon
- **contact\_button** - a click on the contact button

**E. Zip:** The zip code of the project/search

**F. State:** If a state is used to search It will appear here

**G. Utility:** The utility company chosen from the dropdown selection

**H. Category:** The category selected for a search

**I. PreWatt:** The wattage of the existing fixture (used to calculate custom rebates)

**J. PreHours:** The annual operating hours of your fixture (used to calculate custom rebates)

**K. Midstream:** 'TRUE' in this field means that midstream was selected, 'FALSE' means that prescriptive/downstream was selected

**L. Search:** Anything entered in the product search bar

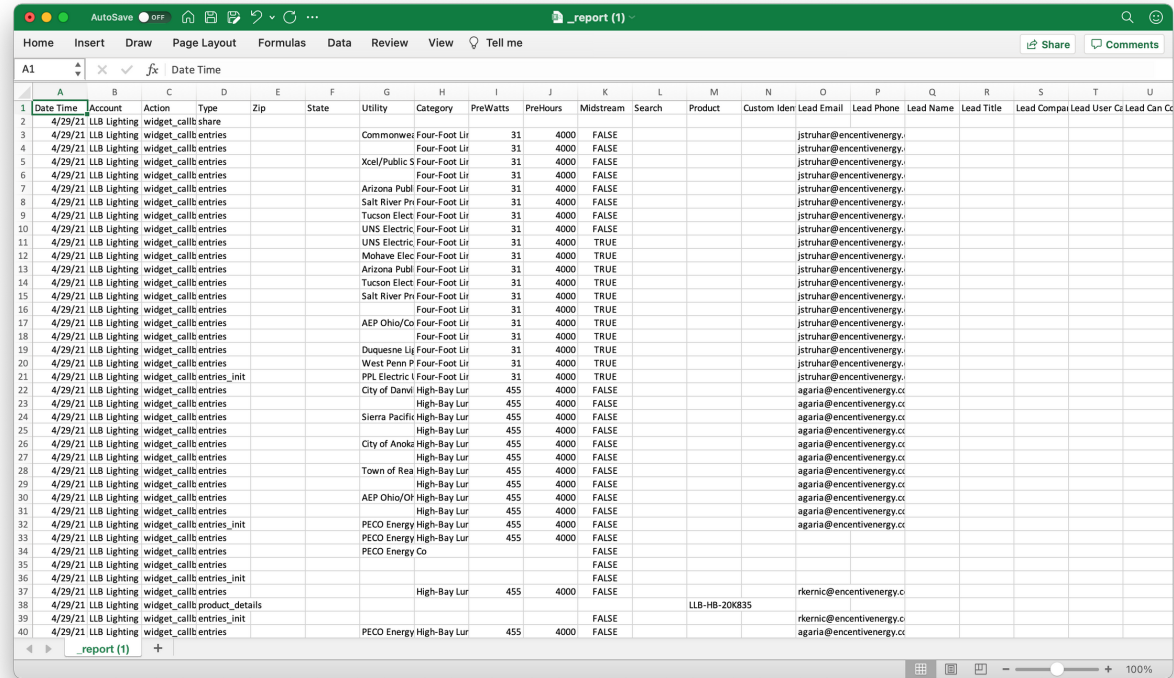
**M. Product:** The product model # that was selected for more product details

**N. Custom Identity:** When placed behind a login, the user login identification will appear in this column

**O-V. Lead Information:** Information given by a user in a form from the contact button, download report, or any gated information

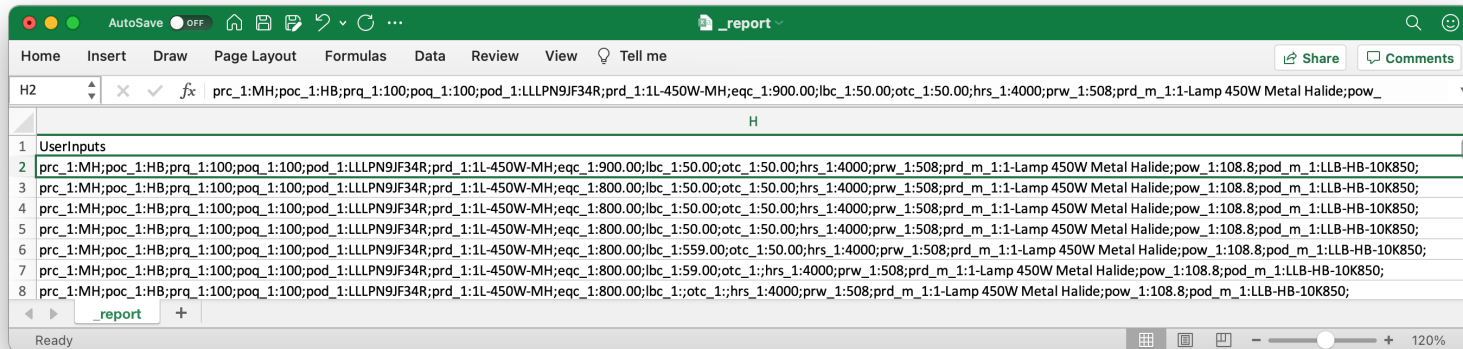
**W-AL. Detected Information:** Any information gained from the IP address (WFH has impacted this data - \*see page 4\*)

**AM. Referrer:** The page URL that brought the user to your widget



A1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	Date Time	Account	Action	Type	Zip	State	Utility	Category	PreWatts	PreHours	Midstream	Search	Product	Custom Ident	Lead Email	Lead Phone	Lead Name	Lead Title	Lead Compa	Lead User	Lead Can Cn
2	4/29/21	LLB Lighting	widget_callback	share																	
3	4/29/21	LLB Lighting	widget_callback	entries			Commonwe	Four-Foot Lir	31	4000	FALSE										
4	4/29/21	LLB Lighting	widget_callback	entries				Four-Foot Lir	31	4000	FALSE										
5	4/29/21	LLB Lighting	widget_callback	entries			Xcel/Public S	Four-Foot Lir	31	4000	FALSE										
6	4/29/21	LLB Lighting	widget_callback	entries				Four-Foot Lir	31	4000	FALSE										
7	4/29/21	LLB Lighting	widget_callback	entries			Arizona Publ	Four-Foot Lir	31	4000	FALSE										
8	4/29/21	LLB Lighting	widget_callback	entries			Salt River Pri	Four-Foot Lir	31	4000	FALSE										
9	4/29/21	LLB Lighting	widget_callback	entries			Tucson Elect	Four-Foot Lir	31	4000	FALSE										
10	4/29/21	LLB Lighting	widget_callback	entries			UNS Electric	Four-Foot Lir	31	4000	FALSE										
11	4/29/21	LLB Lighting	widget_callback	entries			UNS Electric	Four-Foot Lir	31	4000	TRUE										
12	4/29/21	LLB Lighting	widget_callback	entries			Mohave Elec	Four-Foot Lir	31	4000	TRUE										
13	4/29/21	LLB Lighting	widget_callback	entries			Arizona Publ	Four-Foot Lir	31	4000	TRUE										
14	4/29/21	LLB Lighting	widget_callback	entries			Tucson Elect	Four-Foot Lir	31	4000	TRUE										
15	4/29/21	LLB Lighting	widget_callback	entries			Salt River Pri	Four-Foot Lir	31	4000	TRUE										
16	4/29/21	LLB Lighting	widget_callback	entries				Four-Foot Lir	31	4000	TRUE										
17	4/29/21	LLB Lighting	widget_callback	entries			AEP Ohio/Co	Four-Foot Lir	31	4000	TRUE										
18	4/29/21	LLB Lighting	widget_callback	entries				Four-Foot Lir	31	4000	TRUE										
19	4/29/21	LLB Lighting	widget_callback	entries			Duquesne Liq	Four-Foot Lir	31	4000	TRUE										
20	4/29/21	LLB Lighting	widget_callback	entries			West Penn P	Four-Foot Lir	31	4000	TRUE										
21	4/29/21	LLB Lighting	widget_callback	entries_init			PPL Electric I	Four-Foot Lir	31	4000	TRUE										
22	4/29/21	LLB Lighting	widget_callback	entries			City of Danvi	High-Bay Lur	455	4000	FALSE										
23	4/29/21	LLB Lighting	widget_callback	entries				High-Bay Lur	455	4000	FALSE										
24	4/29/21	LLB Lighting	widget_callback	entries			Sierra Pacific	High-Bay Lur	455	4000	FALSE										
25	4/29/21	LLB Lighting	widget_callback	entries				High-Bay Lur	455	4000	FALSE										
26	4/29/21	LLB Lighting	widget_callback	entries			City of Anoka	High-Bay Lur	455	4000	FALSE										
27	4/29/21	LLB Lighting	widget_callback	entries				High-Bay Lur	455	4000	FALSE										
28	4/29/21	LLB Lighting	widget_callback	entries			Town of Rea	High-Bay Lur	455	4000	FALSE										
29	4/29/21	LLB Lighting	widget_callback	entries				High-Bay Lur	455	4000	FALSE										
30	4/29/21	LLB Lighting	widget_callback	entries			AEP Ohio/OH	High-Bay Lur	455	4000	FALSE										
31	4/29/21	LLB Lighting	widget_callback	entries				High-Bay Lur	455	4000	FALSE										
32	4/29/21	LLB Lighting	widget_callback	entries_init			PECO Energy	High-Bay Lur	455	4000	FALSE										
33	4/29/21	LLB Lighting	widget_callback	entries			PECO Energy	High-Bay Lur	455	4000	FALSE										
34	4/29/21	LLB Lighting	widget_callback	entries			PECO Energy Co				FALSE										
35	4/29/21	LLB Lighting	widget_callback	entries_init							FALSE										
36	4/29/21	LLB Lighting	widget_callback	entries				High-Bay Lur	455	4000	FALSE										
37	4/29/21	LLB Lighting	widget_callback	entries				High-Bay Lur	455	4000	FALSE										
38	4/29/21	LLB Lighting	widget_callback	product_details							FALSE										
39	4/29/21	LLB Lighting	widget_callback	entries_init							FALSE										
40	4/29/21	LLB Lighting	widget_callback	entries			PECO Energy	High-Bay Lur	455	4000	FALSE										

# Your Payback Widget Report Explained



## A. Date Time

## B. Account

## C. Action

## D. Type:

- **summary** - A summary of the payback calculator inputs to follow in column H
- **lead\_token** - Information entered by a user for preparation of the downloadable report to follow in columns H-K

## E. Zip:

The zip code of the project/search

## F. State:

If a state is used to search It will appear here

## G. Utility:

The utility company chosen from the dropdown selection

## H. UserInputs:

each line item is denoted by '**X**' (eg. *prc\_1*, *prc\_2*, etc.).

- |   |  |
|---|--|
| • <b>prc</b> - pre-category               | • <b>lbc</b> - labor cost                  |
| • <b>poc</b> - post-category              | • <b>otc</b> - other cost                  |
| • <b>prq</b> - pre-quantity               | • <b>hrs</b> - hours                       |
| • <b>poq</b> - post-quantity              | • <b>prw</b> - pre-wattage                 |
| • <b>pod</b> - post-product internal code | • <b>prd_m</b> - pre-product description   |
| • <b>prd</b> - pre-product internal code  | • <b>pod_m</b> - post-product model number |
| • <b>eqc</b> - equipment cost             |  |

## I. Prepared By:

User-entered information for the downloadable payback report

## J. Prepared For:

User-entered information for the downloadable payback report

## K. Date:

The date entered for the downloadable payback report

## L. Custom Identity:

When placed behind a login, the user login identification will appear in this column

## M-AA. Detected Information:

Any information gained from the IP address (WFH has impacted this data - \*see page 4\*)

## AM. Referrer:

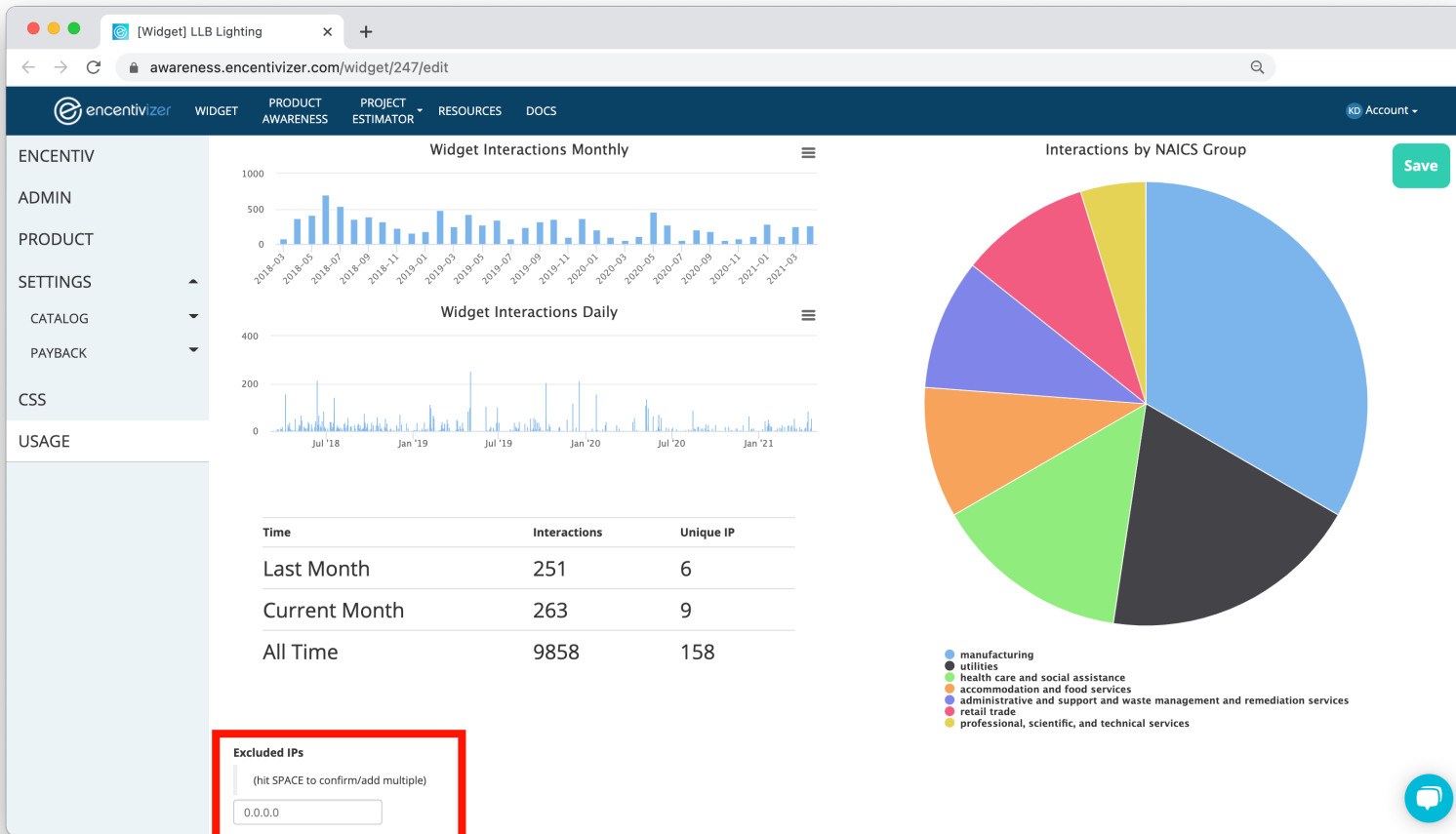
The page URL that brought the user to your widget

# Usage Explained: Interactions & NAICS Groups

**Interactions:** all page views (a page visit with no interaction) AND all widget interactions (filling out a field or dropdown selection).

**Unique IP Addresses:** the identifier for a computer or device on a business network, home network (ISP), or mobile network. Used to detect contact information - Work From Home has impacted this, as we are only able to detect valuable information from IP addresses on a business network. **Use the box at the bottom of the page to omit any IP Addresses from your reporting.**

**NAICS Groups:** North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy - Work From Home has impacted this, as we are only able to detect classifications from IP addresses on a business network.



The screenshot shows the encentivizer dashboard for a widget titled 'LLB Lighting'. The dashboard includes a navigation menu on the left with options like ENCENTIV, ADMIN, PRODUCT, SETTINGS, CATALOG, PAYBACK, CSS, and USAGE. The main content area features two bar charts: 'Widget Interactions Monthly' and 'Widget Interactions Daily'. A table below the charts shows interaction and unique IP counts for the last month, current month, and all time. To the right is a pie chart titled 'Interactions by NAICS Group' with a legend listing various industry categories. A 'Save' button is located next to the pie chart. At the bottom left, a red box highlights the 'Excluded IPs' input field, which contains the text '0.0.0.0'.

Time	Interactions	Unique IP
Last Month	251	6
Current Month	263	9
All Time	9858	158

**Excluded IPs**  
(hit SPACE to confirm/add multiple)  
0.0.0.0