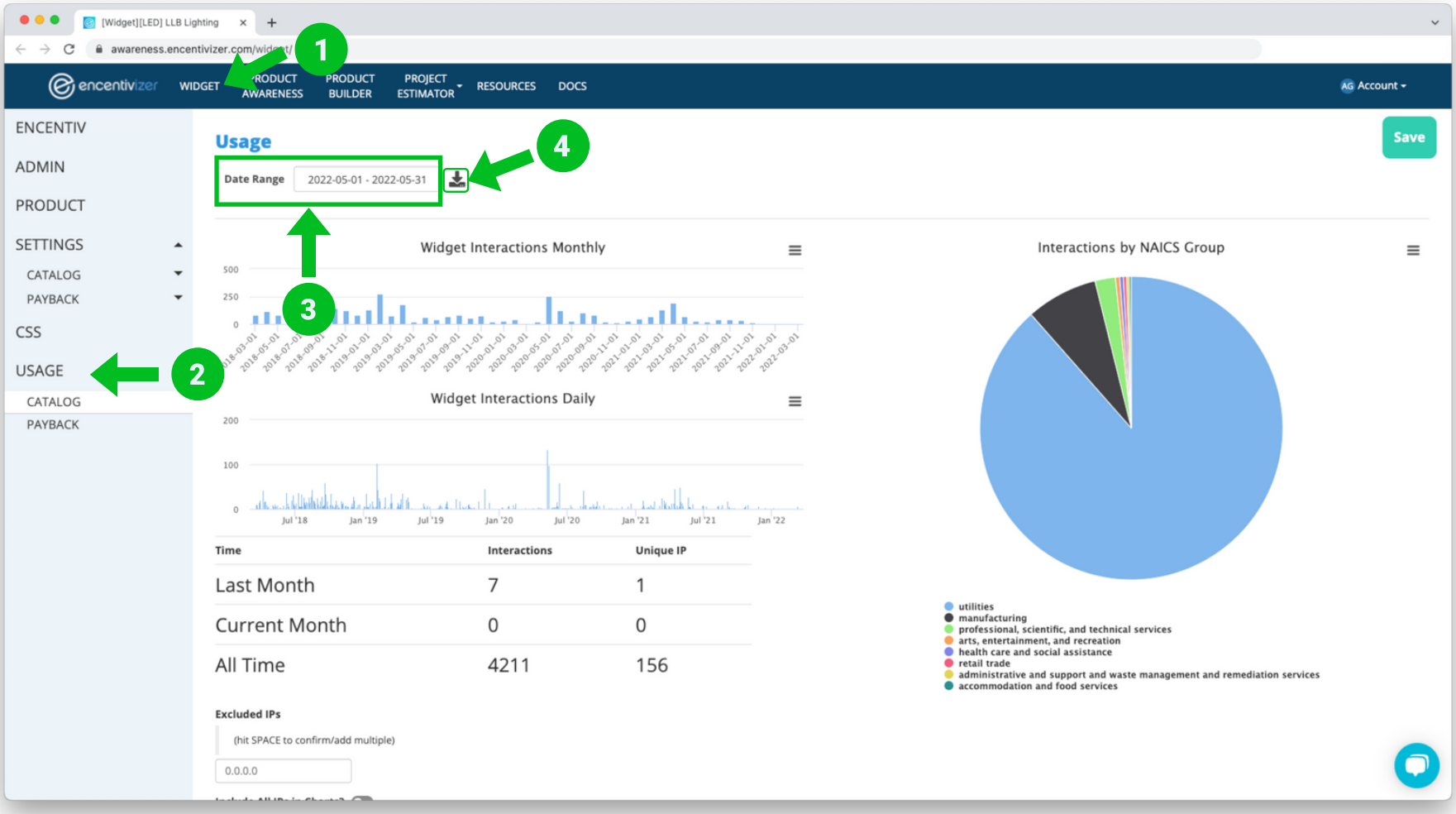
Accessing & Understanding Your Encentivizer Widget Reporting

Log into your Widget Portal at http://awareness.encentivizer.com/

1. Click **Widget** in the top navigation menu
2. Click **Usage** in the left-navigation menu
3. Choose the **Catalog or Payback** option then **add a date range** you want to download (leaving this blank will download all of your historical usage to date)
4. Click the **download icon** — the report will download as a csv file



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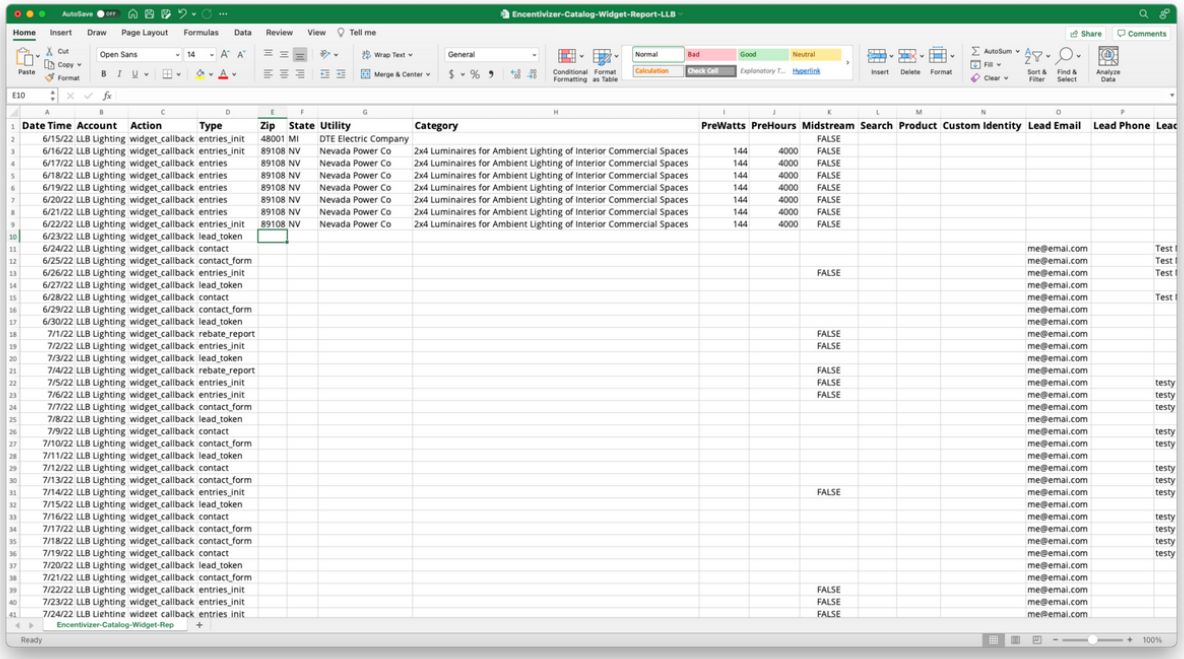
Your Catalog Widget Report Explained

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



Date Time	Account	Action	Type	Zip	State	Utility	Category	PreWatts	PreHours	Midstream	Search	Product	Custom Identity	Lead Email	Lead Phone	Lead
6/15/22	LLB Lighting	widget_callback	entries_init	48001	MI	DTE Electric Company				FALSE						
6/16/22	LLB Lighting	widget_callback	entries_init	89108	NV	Nevada Power Co	2x4 Luminaires for Ambient Lighting of Interior Commercial Spaces	144	4000	FALSE						
6/17/22	LLB Lighting	widget_callback	entries	89108	NV	Nevada Power Co	2x4 Luminaires for Ambient Lighting of Interior Commercial Spaces	144	4000	FALSE						
6/18/22	LLB Lighting	widget_callback	entries	89108	NV	Nevada Power Co	2x4 Luminaires for Ambient Lighting of Interior Commercial Spaces	144	4000	FALSE						
6/19/22	LLB Lighting	widget_callback	entries	89108	NV	Nevada Power Co	2x4 Luminaires for Ambient Lighting of Interior Commercial Spaces	144	4000	FALSE						
6/20/22	LLB Lighting	widget_callback	entries	89108	NV	Nevada Power Co	2x4 Luminaires for Ambient Lighting of Interior Commercial Spaces	144	4000	FALSE						
6/21/22	LLB Lighting	widget_callback	entries	89108	NV	Nevada Power Co	2x4 Luminaires for Ambient Lighting of Interior Commercial Spaces	144	4000	FALSE						
6/22/22	LLB Lighting	widget_callback	entries_init	89108	NV	Nevada Power Co	2x4 Luminaires for Ambient Lighting of Interior Commercial Spaces	144	4000	FALSE						
6/23/22	LLB Lighting	widget_callback	lead_token													
6/24/22	LLB Lighting	widget_callback	contact											me@emai.com		Test
6/25/22	LLB Lighting	widget_callback	contact_form											me@emai.com		Test
6/26/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		Test
6/27/22	LLB Lighting	widget_callback	lead_token											me@emai.com		
6/28/22	LLB Lighting	widget_callback	contact											me@emai.com		Test
6/29/22	LLB Lighting	widget_callback	contact_form											me@emai.com		
6/30/22	LLB Lighting	widget_callback	lead_token											me@emai.com		
7/1/22	LLB Lighting	widget_callback	rebate_report							FALSE				me@emai.com		
7/2/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		
7/3/22	LLB Lighting	widget_callback	lead_token											me@emai.com		
7/4/22	LLB Lighting	widget_callback	rebate_report							FALSE				me@emai.com		
7/5/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		testy
7/6/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		testy
7/7/22	LLB Lighting	widget_callback	contact_form											me@emai.com		testy
7/8/22	LLB Lighting	widget_callback	lead_token											me@emai.com		
7/9/22	LLB Lighting	widget_callback	contact											me@emai.com		testy
7/10/22	LLB Lighting	widget_callback	contact_form											me@emai.com		testy
7/11/22	LLB Lighting	widget_callback	lead_token											me@emai.com		
7/12/22	LLB Lighting	widget_callback	contact											me@emai.com		testy
7/13/22	LLB Lighting	widget_callback	contact_form											me@emai.com		testy
7/14/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		testy
7/15/22	LLB Lighting	widget_callback	lead_token											me@emai.com		
7/16/22	LLB Lighting	widget_callback	contact											me@emai.com		testy
7/17/22	LLB Lighting	widget_callback	contact_form											me@emai.com		testy
7/18/22	LLB Lighting	widget_callback	contact_form											me@emai.com		testy
7/19/22	LLB Lighting	widget_callback	contact											me@emai.com		testy
7/20/22	LLB Lighting	widget_callback	lead_token											me@emai.com		
7/21/22	LLB Lighting	widget_callback	contact_form											me@emai.com		
7/22/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		
7/23/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		
7/24/22	LLB Lighting	widget_callback	entries_init							FALSE				me@emai.com		

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

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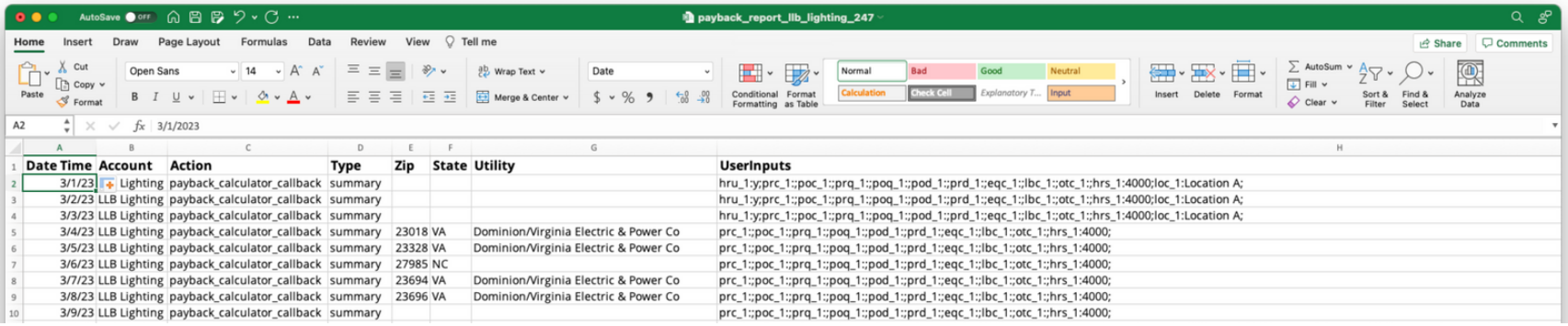
Your Payback Widget Report Explained



Date Time	Account	Action	Type	Zip	State	Utility	UserInputs
3/1/23	Lighting	payback_calculator_callback	summary				hru_1:y;prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;loc_1:Location A;
3/2/23	LLB Lighting	payback_calculator_callback	summary				hru_1:y;prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;loc_1:Location A;
3/3/23	LLB Lighting	payback_calculator_callback	summary				hru_1:y;prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;loc_1:Location A;
3/4/23	LLB Lighting	payback_calculator_callback	summary	23018	VA	Dominion/Virginia Electric & Power Co	prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;
3/5/23	LLB Lighting	payback_calculator_callback	summary	23328	VA	Dominion/Virginia Electric & Power Co	prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;
3/6/23	LLB Lighting	payback_calculator_callback	summary	27985	NC		prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;
3/7/23	LLB Lighting	payback_calculator_callback	summary	23694	VA	Dominion/Virginia Electric & Power Co	prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;
3/8/23	LLB Lighting	payback_calculator_callback	summary	23696	VA	Dominion/Virginia Electric & Power Co	prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;
3/9/23	LLB Lighting	payback_calculator_callback	summary				prc_1:;poc_1:;prq_1:;poq_1:;pod_1:;prd_1:;eqc_1:;lbc_1:;otc_1:;hrs_1:4000;

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.).*

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

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

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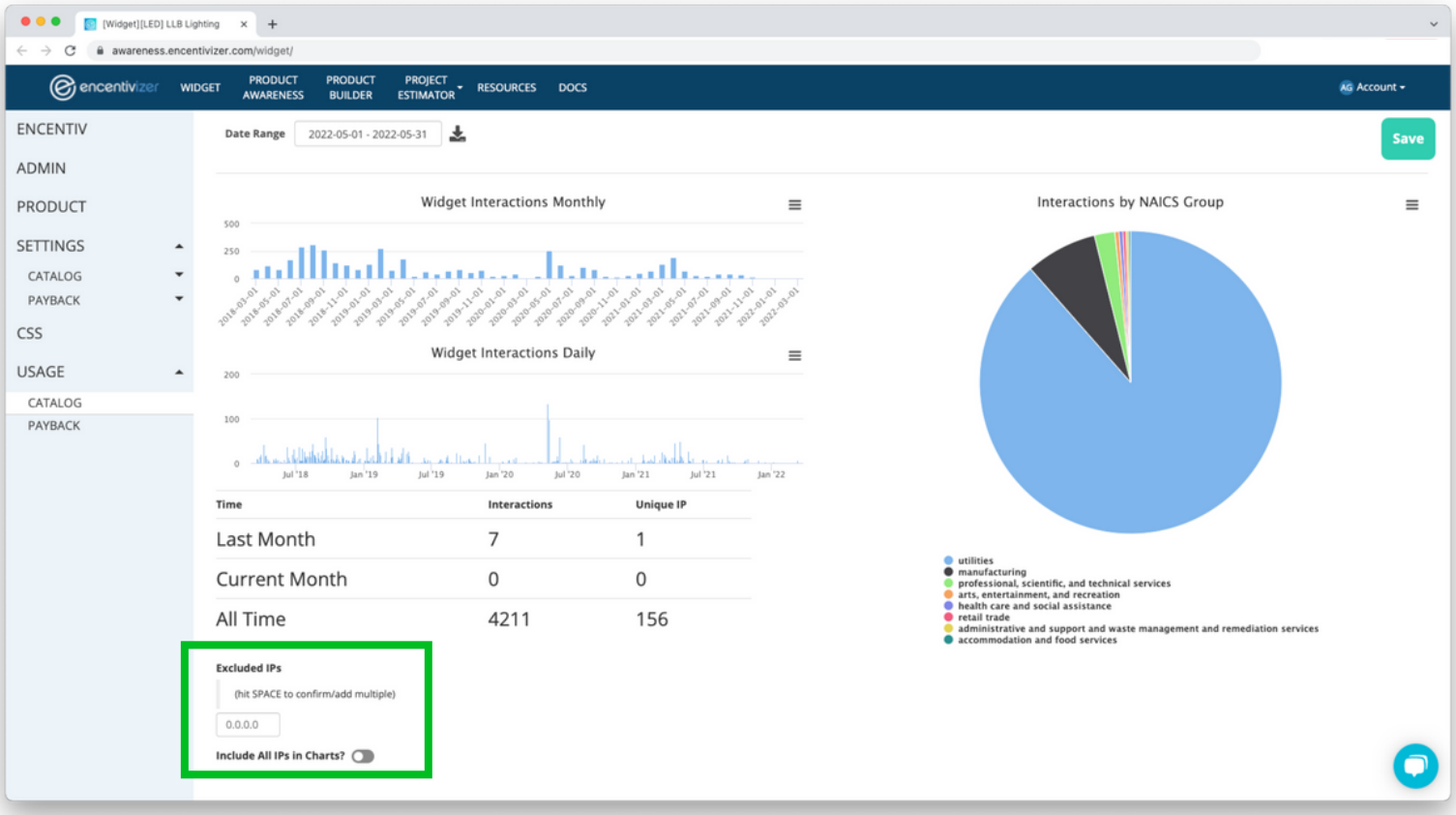
Usage Explained: Interactions & NAICS Groups

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.



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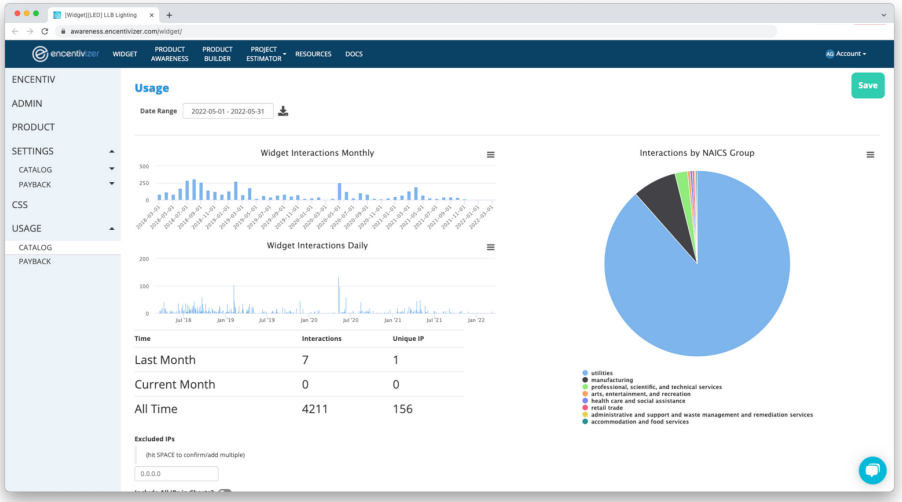
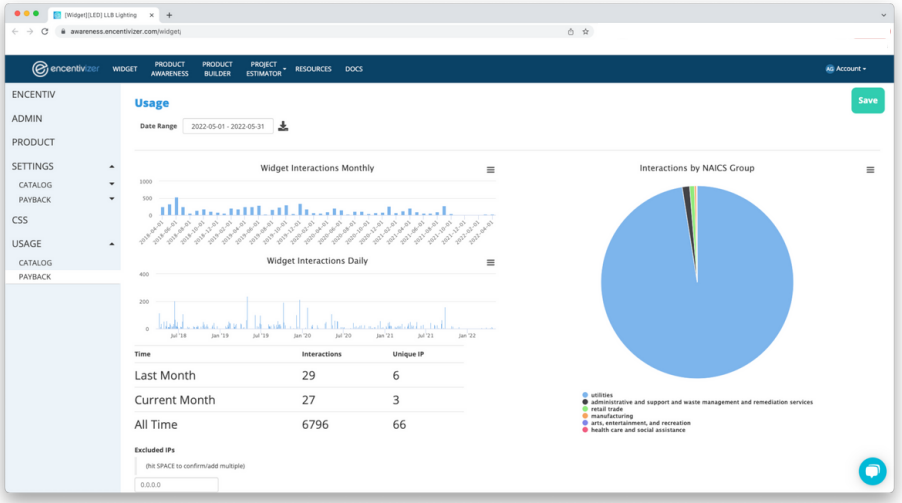
Using Your Reporting & Analytics

Track your trends. Who is using your widget? We have found that users fall into three categories: distributors & ESCOs, internal team members, and end-users. Which products, regions, and utilities are your users searching, and does this align with your sales data?

Target those segments. Incorporate this data into your sales strategy - use your knowledge of top product categories searched, alert your regional sales teams of trends in their area, and use any given information to generate new sales leads. Get your marketing team involved in the creation of targeted campaigns - emails or sales flyers.

Increase your widget traffic. The more data you have to analyze, the better. Optimize your widget interaction by linking to the widget page from more locations throughout your website. With the referral URL column in your reporting, you'll be able to see which page is generating the most widget traffic.





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