

Introduction

This article provides a glossary of all the Bizible Fields that are added to your Salesforce from the Bizible Base Package. You will also find information on which Object the Field can be found on and how each Field is populated with information.

A

Account | Found on Bizible Attribution Touchpoint

This field populates with the Account name that is associated to the BAT

Ad Campaign Id | Found on Bizible Touchpoint, Bizible Attribution Touchpoint

There are three ways this field can be populated:

- 1) If the touchpoint comes from a paid search effort (either AdWords or BingAds), the Ad Campaign Id from the ad platform will be surfaced here.
- 2) If the touchpoint did not come from paid search, the field will be populated using the utm_campaign value from the landing page URL.

E.g.

http://info.bizible.com/adwords-for-lead-generation?utm_source=Event&utm_medium=bouth&utm_campaign=Marketo%20Virtual%20Event%20sep2014

In this example, Ad Campaign Id would display: __GAId__ Marketing Virtual Event sept2014

- 3) If the touch point comes from an offline Salesforce Campaign (a conference, dinner, etc.), Ad Campaign Id will surface the Salesforce Campaign Id

If none of the above, this field will be blank.

Ad Campaign Name | Bizible Touchpoint, Bizible Attribution Touchpoint

- 1) If the touchpoint comes from paid search (AdWords/Bing Ads), the ad campaign name from the ad platform will be displayed here.
- 2) If the touchpoint did not come from paid search, and the landing page URL contains a value for utm_campaign, that value will be populated here.
- 3) If the touchpoint came from a Salesforce Campaign, the name of the Salesforce Campaign will be displayed here.

If none of the above, this field will be blank.

Ad Campaign Name (FT) | Bizible Touchpoint, Bizible Attribution Touchpoint

This field is populated the same way as Ad Campaign Name. However, this field specifically shows you the name of the ad campaign that generated the First Touch touchpoint.

Ad Campaign Name (LC) | Bizible Touchpoint, Bizible Attribution Touchpoint

This field is populated the same way as Ad Campaign Name. However, this field specifically shows you the name of the ad campaign that generated the Lead Creation touchpoint.

Ad Content | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint is from paid search (AdWords/Bing Ads), the field will display the full ad copy from the ad platform.

2) If the touchpoint is not from paid search, this field will display the utm_campaign value in the landing page URL.

If neither of the above, this field will be blank.

Ad Destination URL | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint is from paid search, this field will display the URL destination you are directed to after clicking on the ad from the search engine.

If the touchpoint is not from paid search, the field will be blank.

Ad Group Id | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint came from paid search, the Ad Group Id from AdWords/Bing Ads will be displayed here.

If the touchpoint did not come from paid search, the field will be blank.

Ad Group Name | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint came from paid search, the Ad Group Name from AdWords/Bing Ads will be displayed here.

If the touchpoint did not come from paid search, the field will be blank.

Ad Id | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint came from paid search, the Ad Id from AdWords/Bing Ads will be displayed here.

If the touchpoint did not come from paid search, the field will be blank.

Attribution % Custom Model | Bizible Attribution Touchpoint

If you are using a Custom Attribution Model, this field displays the percentage of revenue attributed to a touchpoint according to the values set in your Custom Model.

If you are not using a Custom Model, this field will be blank.

Attribution % First Touch | Bizible Attribution Touchpoint

This field will display the percentage of revenue attributed to a touchpoint according to a First Touch Model.

Attribution % Full | Bizible Attribution Touchpoint

This field will display the percentage of revenue attributed to a touchpoint according to a Full Path Model.

Attribution % Lead Creation | Bizible Attribution Touchpoint

This field will display the percentage of revenue attributed to a touchpoint, according to a Lead Creation Model.

Attribution % U-Shaped | Bizible Attribution Touchpoint

This field will display the percentage of revenue attributed to a touchpoint according to a U-Shaped Model.

Attribution % W-Shaped | Bizible Attribution Touchpoint

This field will display the percentage of revenue attributed to a touchpoint according to a W-Shaped Model.

B

Bizible Opportunity Amount | Salesforce Opportunity

If you are using a custom Amount field to report Opportunity revenue, Bizible is unable to read these custom Amount fields. The Bizible Opportunity Amount is a hidden field is used to create a workflow that enables Bizible to read custom Amount fields on the Opportunity.

Browser | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the type of web browser used during the web session (Chrome, Safari, Firefox, etc.).

[Click here to return to the top of the page.](#)

C

Contact | Bizible Touchpoint, Bizible Attribution Touchpoint

The field displays the Contact the touchpoint belongs to.

Count - Custom Model | Bizible Attribution Touchpoint

If you are using a Custom Attribution Model, this field shows, in decimal form, the percentage of revenue credit given to a touchpoint according to the values set in your Custom Model.

If you are not using a custom model, this field will be blank.

Count - First Touch | Bizible Attribution Touchpoint

This field shows, in decimal form, the percentage of revenue credit given to a touchpoint according to a First Touch Model.

Count - Full Path | Bizible Attribution Touchpoint

This field shows, in decimal form, the percentage of revenue given to a touchpoint according to a Full Path Model.

Count - Lead Creation Touch | Bizible Attribution Touchpoint

This field shows, in decimal form, the percentage of revenue credit given to a touchpoint according to a Lead Creation Model.

Count - U-Shaped | Bizible Attribution Touchpoint

This field shows, in decimal form, the percentage of revenue credit given to a touchpoint according to a U-Shaped Model.

Count - W-Shaped | Bizible Attribution Touchpoint

This field shows, in decimal form, the percentage of credit given to a touchpoint according to a W-Shaped Model.

[Click here to return to the top of the page.](#)

D

Date Reported | Bizible ABTest, Bizible Event

Bizible Event - the date when a user took a specific action on your website, activating an Event

Bizible ABTest - the date when a user participated in an A/B Test on your website

[Click here to return to the top of the page.](#)

E

Event Name | Bizible Event

This field displays the name of the action that triggered the event (i.e. Page View).

Event Value | Bizible Event

The description for the event (i.e. Homepage)

Experiment Name | Bizible ABTest

This field displays the name of the experiment (ie.e Trial Button).

Experiment ID | Bizible AB Test

The unique identification code for each experiment

[Click here to return to the top of the page.](#)

F

Form URL | Bizible Touchpoint, Bizible Attribution Touchpoint

This field will display a shortened version of a page's URL where the first form fill occurred (no UTM parameters)

Form URL - Raw | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the entire page URL where the first form fill occurred, including UTM parameters.

[Click here to return to the top of the page.](#)

G

Geo City | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the name of the city where the lead/contact visited your website. This is done via reverse IP lookup.

Geo Country | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays where the country where the lead/contact visited your website. This is done via reverse IP lookup.

Geo Region | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays where the region or state where the lead/contact visited your website. This is done via reverse IP lookup.

H

I

J

[Click here to return to the top of the page.](#)

K

Keyword Id | Bizible Touchpoint, Bizible Attribution Touchpoint

If the touchpoint comes from paid search, this field will display the keyword ID from the ad platform (Adwords/BingAds).

If this touchpoint did not come from paid search, this field will be blank.

Keyword MatchType | Bizible Touchpoint, Bizible Attribution Touchpoint

If the touchpoint comes from paid search, this field will display the matchtype from the ad platform (Adwords/Bing).

Keyword Text | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint comes from paid search, this field will display the keyword text from the ad platform (Adwords/BingAds) OR the value from the `_bk` parameter in the landing URL.

E.g.

http://info.bizible.com/intro-guide-b2b-marketing-attribution?_bt=12345678&_bk=marketing%20attribution&_bm=p&gclid=ABc123def456ghi789jkl

2) If the touchpoint does not come from paid search, this field will display the `utm_term` value from the landing page URL.

http://www.bizible.com/blog/lead-generation?utm_source=linkedin&utm_medium=Social&utm_campaign=ABC%20Blog&utm_content=Lead%20Gen&utm_term=lead%20gen.

If the touchpoint did not come from paid search, or there is no `utm_term` value, this field will be blank.

[Click here to return to the top of the page.](#)

L

Landing Page | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the a shortened version of the URL (no UTM parameters) of the first web page visited during a web session.

Landing Page - Raw | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the entire URL (including UTM parameters) of the first web page visited during a web session.

Lead | Bizible Touchpoint, Bizible Person

This field displays the name of the lead a touchpoint belongs to.

[Click here to return to the top of the page.](#)

M

Marketing Channel | Bizible Touchpoint, Bizible Attribution Touchpoint

This field shows you the general group of marketing activity or marketing channel the touchpoint belongs to (i.e. Paid Search, Direct, Social, etc.). Touchpoints are grouped according to how your channels have been set up in the Bizible App. For more information about marketing channels, or how to set up your channels, please click [here](#).

Marketing Channel - Path | Bizible Touchpoint, Bizible Attribution Touchpoint

This field shows you which the marketing channel, and the sub-channel that a touchpoint belongs to. In the example below, Marketing Channel - Path is Social.Linkedin, where the marketing channel is Social, and the sub-channel is LinkedIn.

Email	Marketing Channel	Marketing Channel - Path
test@bizible.com	Social	Social.Linkedin

Medium | Bizible Touchpoint, Bizible Attribution Touchpoint

- 1) If the touchpoint comes from paid search, the medium from Adwords/BingAds will be displayed here (i.e. CPC).
- 2) If the touchpoint does not come from paid search, this field displays the utm_medium value from the landing page URL.
- 3) If the touchpoint comes from an offline campaign, this field will display the 'Type' field in the Salesforce Campaign.

If none of the above, Bizible automatically set a Medium value.

[Click here to return to the top of the page.](#)

N

O

Opportunity | Bizible Attribution Touchpoint

This field displays the opportunity the BAT belongs to.

P

Platform | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the type of computer or phone and the type of operating system that was used during the web session.

[Click here to return to the top of the page.](#)

Q

R

Referrer Page | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays URL (without UTM parameters) of the last webpage the Lead/Contact was on that directed them to your website.

For example:

- If the touchpoint came from Paid/Organic search, the field will show the URL of the search engine
- If the touchpoint came from Social, the field will show the URL of the social website (i.e. LinkedIn)

Referrer Page - Raw | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the same information as **Referrer Page**, except that this field will display the entire referring URL (including UTM parameters).

Revenue - Custom Model | Bizible Attribution Touchpoint

If you are using a Custom Attribution Model, this field shows the dollar revenue amount attributed to a touchpoint according to the attribution percentage set in your Custom Model.

If you are not using a custom model, the dollar amount will be 0.

Revenue - First Touch | Bizible Attribution Touchpoint

This field shows the dollar revenue amount attributed to a touchpoint according to the attribution percentage in the First Touch Model.

Revenue - Full Path | Bizible Attribution Touchpoint

This field shows the dollar revenue amount attributed to a touchpoint according to the attribution percentage in the Full Path Model.

Revenue - Lead Creation Touch | Bizible Attribution Touchpoint

This field shows the dollar revenue amount attributed to a touchpoint according to the attribution percentage in the Lead Creation Model.

Revenue - U-Shaped | Bizible Attribution Touchpoint

This field shows the dollar revenue amount attributed to a touchpoint according to the attribution percentage in the U-Shaped Model.

Revenue - W-Shaped | Bizible Attribution Touchpoint

This field shows the dollar revenue amount attributed to a touchpoint according to the attribution percentage in the W-Shaped Model.

[Click here to return to the top of the page.](#)

S

Salesforce Campaign | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the Salesforce Campaign that the touchpoint belongs to.

Search Phrase | Bizible Touchpoint, Bizible Attribution Touchpoint

If the touchpoint came from paid or organic search, this field will display the search phrase typed into the search engine. However, due to privacy reasons, this information usually is made available.

Segment | Bizible Attribution Touchpoint

This field will display the segments that the touchpoint belongs to. This will depend on how you have configured your segmentation rules in the Bizible app.

For more information on custom segmentation and how to set it up, [click here](#).

[Click here to return to the top of the page.](#)

T

Touchpoint Date | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint came from an online source, this field will display the date and time the touchpoint occurred.

2) If the touchpoint came from an offline event, this field will display the date and time set in the Salesforce Campaign.

Touchpoint Date (FT) | Bizible Touchpoint, Bizible Attribution Touchpoint

This is the same field as **Touchpoint Date**, however this field specifically displays the date and time the First Touch touchpoint occurred.

Touchpoint Date (LC) | Bizible Touchpoint, Bizible Attribution Touchpoint

This is the same field as **Touchpoint Date**, however this field specifically displays the date and time the Lead Creation touchpoint occurred.

Touchpoint Position | Bizible Touchpoint, Bizible Attribution Touchpoint

This field displays the position of the touchpoint. The position of the touchpoint reflect the major milestone touchpoints in the customer journey (i.e. FT, Form, LC, OC, CW). The position of the touchpoint depends on when it occurred in the customer journey, and a single touchpoint can have more than one position. The different touchpoint positions are as follows:

FT - First Touch

LC - Lead Creation

Form - When a visitor fills out an online form

OC - Opportunity Creation

CW - Closed Won.

Touchpoint Source | Bizible Touchpoint, Bizible Attribution Touchpoint

1) If the touchpoint came from paid search, this field will display the name of the ad platform (AdWords/BingAds)

2) If the touchpoint came from organic search, this field will display the name of the search engine

3) If not #1 or #2, and the utm_source value is present in the landing page URL for the touchpoint, that value will be displayed here

4) If not #1 or #2 and there is no utm_source value present, the root domain of the referring URL will be displayed here.

If none of the above, this field will be populated as 'Web Direct' or 'Web'.

Touchpoint Source (FT) | Bizible Touchpoint, Bizible Attribution Touchpoint

This is the same field as **Touchpoint Source** however this field specifically displays the source of the First Touch touchpoint.

Touchpoint Source (LC) | Bizible Touchpoint, Bizible Attribution Touchpoint

This is the same field as **Touchpoint Source** however this field specifically displays the source of the Lead Creation touchpoint.

[Click here to return to the top of the page.](#)

U

Uniqueld | Bizible Touchpoint, Bizible Attribution Touchpoint

The unique id associated to each touchpoint

User ID | Bizible ABTest

Optimizely's unique identification code for each use

V

Variation | Bizible ABTest

The name of the variation of the A/B test

Variation ID | Bizible ABTest

The unique identification code for each A/B Test variation.

[Click here to return to the top of the page.](#)

W

X

Y

Z