

Examples of how you can improve exception messages are shown in Table 5.

Table 5: *Examples of informative exceptions*

Less Informative	More Informative
“This combination is not available.”	“The XYZ network card is not compatible with the LMNO motherboard. Please select another card.”
“Model needs more RAM.”	“The UltraSwoopy Laptop requires 256Mb RAM.”
“That color is not available.”	“The TrikiNeet Tower Case is not available in teal. Please choose from our current selection of black, tan, and dark blue.”

Using Event Categories

The activity of a Rainmaker Sales application user is organized into three event categories: selling, shopping, and buying. Designing your model with these categories in mind will help you get more meaningful reports from your gathered data.

Selling events are the events your Rainmaker Sales application presents to the Rainmaker Sales application user to enable and encourage them to continue shopping. Events are recorded when the shopper enters a session, a page set is loaded, an exception is encountered, or a link (such as a cross-sell or up-sell) is offered to the shopper.

Shopping events are the actions of the Rainmaker Sales application user during a session. Rainmaker Surveyor records when the user selects an item from the Contents list, selects a widget, selects an offered link, or ends the session.

Buying events are the final steps in the user experience. The events in this category are based on the ordering process, and events are recorded when the Rainmaker Sales application user adds to, submits, or clears an order.

The events in each category are assigned a specific *event type ID*. Refer to “Standard Rainmaker Sales Events” in Appendix A for more information about specific events, event type IDs, and creating custom events.

Helpful Hints

This section discusses additional hints and tips that will help optimize your Rainmaker Sales application and generate informative reports.

Use Rainmaker Sales functions

Rainmaker Sales provides several functions and tags that Rainmaker Surveyor tracks as standard events. For example, to display a link to another page set or URL, use the BuildTarget (“LINK”) function rather than pure HTML. This gives you the ability to track when the link is offered and if it is followed.

If you want to track specific events that are not standard events being monitored by Rainmaker Surveyor, you can create custom events using the Rainmaker Surveyor functions. Refer to Appendix A, “Standard and Custom Events,” for details about creating custom events.

For more information about Rainmaker Sales functions, refer to your *Rainmaker Composer 3.3 User’s Guide*.

GotoPage vs. BuildTarget (“LINK”)

Rainmaker Sales provides two functions that allow you to load a page set: GotoPage and BuildTarget (with the Type attribute set to “LINK”). However, because of the underlying structure of the functions, you will get more detailed reporting by using the BuildTarget function.

Both functions trigger a Page Set Loaded event after the Rainmaker Sales application user selects the link and the new page set is loaded. However, BuildTarget can also trigger events when the link is offered as well as when the user selects the link. Therefore, the BuildTarget function provides more detailed reporting on the user’s shopping behavior.

Table 6 shows a comparison of the two functions and the specific events that can be registered by each.

Table 6: Comparison of RegisterEvent calls

Function	RegisterEvent call	Event type ID
GotoPage	Page Set Loaded	2
BuildTarget (“LINK”)	Link Offered	4
	Select Link	103
	Page Set Loaded	2

Refer to Appendix A, “Standard and Custom Events,” for more information about RegisterEvent and event type IDs.

For more information about the GotoPage and BuildTarget functions, refer to your *Rainmaker Composer 3.3 User's Guide*.

Using HTML tags

Rainmaker Sales supports the use of HTML tags within the Contents list and Feature tables. While this HTML may improve the readability of the text in the Rainmaker Sales application, it may inhibit the readability of this data in a Rainmaker Surveyor report.

To avoid this problem, you can:

1. Limit or remove the HTML in the data, or
2. Add another column in the feature table with the same or additional information that Surveyor will retrieve for a report. Figure 4 demonstrates a simple example.