

Analytics: Device Detection Version 2

The new Webtrekk device detection has been completely revised to meet our customers' business needs.

Nowadays, the very rapidly growing range of products and models of the consumer devices presents us with new challenges in terms of device detection. For example, since most websites have over 50% combined mobile and tablet traffic, it is vitally important to get mobile device data (or device detection in general) with precision and with up to date information so that you can have the ability to identify where improvements could be made. These are, for example, targeted campaigns and adapting mobile strategies accordingly.

Webtrekk has not only reworked the underlying infrastructure but has redesigned the Data Processing Pipeline. Our objective is to provide a stable and self-sustaining infrastructure with minimal manual maintenance.

Device Class	Visits ↓	Visitors	Visit Duration Avg	Page Impressions	Page Impr. per Visit	Page Duration Avg
PC / Laptop	465,255	175,227	00:07:51	7,487,516	16.09	00:00:29
Tablet	159,158	55,078	00:08:50	2,800,935	17.60	00:00:30
Apple iPad	108,933	38,402	00:08:41	1,850,512	16.99	00:00:30
Samsung Galaxy Tab A 2016 10.1	7,441	2,556	00:08:36	151,752	20.39	00:00:25
Samsung Galaxy Tab A	5,711	1,849	00:09:22	109,553	19.18	00:00:29
Samsung Galaxy Tab 4 10.1	4,972	1,471	00:09:16	86,890	17.48	00:00:31
Samsung Galaxy Tab S2	4,013	1,297	00:08:17	80,503	20.06	00:00:24
Samsung Galaxy Tab S 10.5	2,064	581	00:09:54	42,722	20.70	00:00:28
Samsung Galaxy Tab E 9.6 WIFI	1,991	737	00:09:44	36,433	18.30	00:00:31
Samsung Galaxy Tab 3 10.1	1,619	502	00:09:59	25,661	15.85	00:00:37
Unknown Android Tablet	1,167	455	00:08:17	13,592	11.65	00:00:42
Samsung Galaxy Note 10.1-2014 Edition	999	299	00:09:23	19,175	19.19	00:00:29
Smartphone	28,216	15,961	00:02:33	111,689	3.96	00:00:38
E-Reader	588	179	00:10:46	11,671	19.85	00:00:32
Amazon Fire (2015)	586	177	00:10:48	11,667	19.91	00:00:32
Tolino Shine 2 HD	1	1	00:01:58	2	2.00	00:00:59
Tolino Vision 2	1	1	00:00:45	2	2.00	00:00:22
TV	20	9	00:17:10	605	30.25	00:00:34
Samsung SMART TV	13	6	00:17:48	491	37.77	00:00:28
LG NetCastTV	6	2	00:18:17	112	18.67	00:00:58
Philips SMART TV	1	1	00:02:18	2	2.00	00:01:09
Console	2	2	00:01:35	4	2.00	00:00:47
Sony PS4	2	2	00:01:35	4	2.00	00:00:47
Sum	653,239	239,018	00:07:51	10,412,420	15.94	00:00:29

Example: Device Class Analysis in Webtrekk Analytics

The improved device detection has been running in the background since March 29, 2018, parallel to the old device detection. Since July 2018, the improved device detection has also been used for analyses in Webtrekk Analytics.

The effects of the improved accuracy in hardware identification can be observed very well in the analyses in calendar week 13 – from this point on the new device classes are filled with data and you will see the already mentioned shifts in traffic distribution. As a rule, this ensures retroactive deviations in the single-digit percentage range.

In the following, you will find an overview providing the general outline of the status quo, the changes and the impact on the customers' end as a result of the respective change:

New & Improved Functions	Description	Customer's Benefit & Impact
Update Process Automated		

The device update process is now automated.	Previously, any addition of new devices requires manual updates and therefore manual work by the development teams.	<ul style="list-style-type: none"> • New devices are instantly detected and recognized at first request or user agent hit. • Better convergence with the technical service provider for device detection. • Scalable if there is a need to add more device attributes in the long run.
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Device Naming

Please keep in mind that you may need to update your saved filters based on the changes of device naming.

<p>New device naming convention:</p> <p>Vendor name + device family</p> <p>Except for fallback device names, such as "any iPhone".</p>	<p>So far, device names are derived from the following information:</p> <ul style="list-style-type: none"> • Vendor name + device model (e.g. Nokia 8400) • Vendor name + device family (e.g. Samsung Galaxy S7) • Vendor name + operating system (e.g. iPhone OS 10) 	<p>With the new device naming convention, a consistent, coherent and reliable structure is created.</p> <p>An alignment of old and new device names is given through mapping of old and new naming conventions.</p>
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<p>The following list of fallback device names is now applicable:</p> <ul style="list-style-type: none"> • any Android • any iPhone • any iPod • any iPad • any HbbTV • any Desktop & Laptop 	<p>Before/ After Mapping Table</p> <table border="1"> <thead> <tr> <th colspan="2">BEFORE</th> <th colspan="2">AFTER</th> </tr> <tr> <th>Fallback Name</th> <th>Device Class</th> <th>Fallback Name</th> <th>Device Class</th> </tr> </thead> <tbody> <tr> <td>Diverse PC & Laptop</td> <td>Desktop</td> <td>any Desktop & Laptop</td> <td>PC/ Laptop</td> </tr> <tr> <td>Other Android</td> <td>Smart phone</td> <td>any Android</td> <td>unknown</td> </tr> <tr> <td>iOS</td> <td>Smart phone</td> <td>any iPhone</td> <td>Smart phone</td> </tr> <tr> <td>iPhone</td> <td>Smart phone</td> <td>any iPhone</td> <td>Smart phone</td> </tr> <tr> <td>iPhone OS X</td> <td>Smart phone</td> <td>any iPhone</td> <td>Smart phone</td> </tr> <tr> <td>iPod</td> <td>Smart phone</td> <td>any iPod</td> <td>other</td> </tr> <tr> <td>iPad</td> <td>Tablet</td> <td>any iPad</td> <td>Tablet</td> </tr> <tr> <td>HbbTV</td> <td>TV</td> <td>any HbbTV</td> <td>TV</td> </tr> </tbody> </table>	BEFORE		AFTER		Fallback Name	Device Class	Fallback Name	Device Class	Diverse PC & Laptop	Desktop	any Desktop & Laptop	PC/ Laptop	Other Android	Smart phone	any Android	unknown	iOS	Smart phone	any iPhone	Smart phone	iPhone	Smart phone	any iPhone	Smart phone	iPhone OS X	Smart phone	any iPhone	Smart phone	iPod	Smart phone	any iPod	other	iPad	Tablet	any iPad	Tablet	HbbTV	TV	any HbbTV	TV	<p>The assignment of devices, which are not recognized, is now clearer because fallback names are more informative. This allows a reduced, but a more accurate list of fallback names.</p>
BEFORE		AFTER																																								
Fallback Name	Device Class	Fallback Name	Device Class																																							
Diverse PC & Laptop	Desktop	any Desktop & Laptop	PC/ Laptop																																							
Other Android	Smart phone	any Android	unknown																																							
iOS	Smart phone	any iPhone	Smart phone																																							
iPhone	Smart phone	any iPhone	Smart phone																																							
iPhone OS X	Smart phone	any iPhone	Smart phone																																							
iPod	Smart phone	any iPod	other																																							
iPad	Tablet	any iPad	Tablet																																							
HbbTV	TV	any HbbTV	TV																																							

Analysis of Device Models

The detection of specific device models is now possible.	Previously it was not possible to detect specific device models or to analyze devices based on their device family.	No model name will be shown in the device full name; however, we will add a new dimension (device model) within the next releases so that you can add the device model to the data table as a separate dimension for a better drill-down.
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Device Classes

<p>The following device classes have been introduced:</p> <ul style="list-style-type: none"> • Console • E-Reader • Mediahub • Smartwatch • Other (for the ones that do not match these classes) 	<p>The new device classes provide a useful addition to the already existing classes:</p> <ul style="list-style-type: none"> • PC/ Laptop • Smartphone • Tablet • TV <div data-bbox="558 352 854 562" style="background-color: #e1f5fe; padding: 10px; border: 1px solid #ccc; margin-top: 10px;"> <p>The device class "Unknown" is still in use.</p> </div>	<p>By adding these device classes, more granularity in device class analyses is enabled.</p>
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Device Properties

<p>Unused device properties are no longer supported.</p>	<p>The following device properties are no longer supported:</p> <ul style="list-style-type: none"> • MOBILE_CONNECTION_TYPE • WIFI • POINTING_METHOD • HAS_QWERTY • WAP_PUSH_SUPPORT • XHTML • COLORS • COOKIE_SUPPORT • FLASH_LITE 	
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Aggregation

<p>While aggregation, the dimensions "mobile clients" and "resolution" are not supported anymore. Aggregates containing these dimensions will be removed.</p>	<p>In the long term, the aggregation will be replaced by a more flexible system.</p>	<p>For customers using "Webtrekk Quick Insights", this means that device data (mobile devices and screen resolution) cannot be shown anymore.</p> <p>For customers using "Webtrekk Q3", raw data can still be used when available.</p>
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New Device Dimension in Analytics

<p>The following device dimensions have been added:</p> <ul style="list-style-type: none"> • Device model • Device family • Device name 	<p>The above dimensions have been added to take advantage of the improvements in the new device detection.</p>	
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In the Webtrekk Support Center, you will find the FAQs for the new device detection: [FAQs Device Detection](#).

Release date: July 02, 2018