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(54) **PARSING NAVIGATION INFORMATION TO IDENTIFY INTERACTIONS BASED ON THE TIMES OF THEIR OCCURRENCES**

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(58) **Field of Classification Search** ................ 709/223, 709/224, 203, 200, 202, 229, 217–219, 245; 715/853, 854; 707/1, 3, 6, 100
See application file for complete search history.

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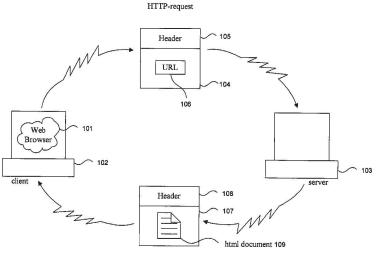
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(57) **ABSTRACT**

A method, system and computer-readable medium for analyzing interaction or usage data, such as for customers, is described. Various data parsing information may be defined and used as part of the analysis, such as by using customer-specific information to identify various occurrences of interest. For example, the parser component can use data defining customer-specific categories of content set items and customer-specific types of events of interest. Such high-level types of occurrences can be specified in a variety of ways, such as by using a combination of a logical web site, one or more URIs corresponding to web pages, and/or one or more query strings. In addition, in order to associate the appropriate data parsing information with data to be processed, the data parsing information can also include version information that specifies when it is applicable. The data parsing information may also map actual web sites to logical sites.

**44 Claims, 60 Drawing Sheets**



HTTP-request
Header 105
URL 104
106
Web Browser 101
client 102
server 103
Header 108
107
html document 109
HTTP-response