Acoustic Digital Data Exchange documentation

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Acoustic Digital Data Exchange

Digital Data Exchange provides a single interface that streamlines configuration and deployment of page tags, helping to reduce the burden of tag management on IT or web development teams, and to enable marketing and general business groups.

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Acoustic Digital Data Exchange documentation

Getting started

The Digital Data Exchange application provides a single interface that streamlines configuration and deployment of page tags. This single interface helps reduce the burden of tag management on IT or web development teams.

Here are some of the tasks you can perform:

- Manage tags from Acoustic and certified partner and other vendor tags, including auditing tag performance
- · Optionally configure page group rules to trigger third-party JavaScript and code snippets
- Group similar website pages into page groups, and specify which tags that are executed for each page group
- Set up rules to determine when tags in page groups execute
- Deploy page groups to either test or production environments
- Perform test deployments of page groups, and optionally send tag data to the test servers for testing purposes
- Use test results to troubleshoot or fine-tune the behavior of tags on pages before you deploy them to production
- Disable or re-enable all tags from a particular vendor
- Use version history to compare versions or roll back to a previously deployed version of your page group code
- Extract selected data from the Acoustic Digital Analytics Digital Data Exchange API

Data collection using tags

Tagging your websites in Digital Data Exchange for data collection is an important task. You need to understand the various methods to make data available for tagging, tag standards, unique page identifiers, and tag placement on pages.

For information about implementing Acoustic Digital Analytics, see the "Tagging implementation" and "Mobile tagging implementation" topics in the Acoustic Digital Analytics documentation.

Data identification in tagging

Digital Data Exchange gives you various methods to make data on your website available for tag syndication. Methods include JavaScript objects, HTML, URL, constants, cookies, session storage or local storage, and unassigned.

Not every tag supports all methods. The methods that are supported for a particular tag type are reflected in the available choices in the **Method** drop-down list when you configure a tag in Digital Data Exchange.

See the following examples of some of the methods you can use to identify data for tagging. The examples use an Acoustic Digital Analytics Page View Tag, with the page ID parameter and Category ID, which are required parameters.

JavaScript Object example

The value that is entered for the JavaScript object name needs to exist on the page exactly as it is entered in the **Object Name** field in the tag configuration. The Acoustic Digital Analytics standard value for Page ID is digitalData.page.pageInfo.pageID and for Category ID is digitalData.page.category.primaryCategory.

Tag Field	Method	Object Name
* Page ID	JavaScriptObject	digitalData.page.pageInfo.pageID
* Category ID	JavaScriptObject	digitalData.page.pageInfo.primaryCategory
Search Term	JavaScriptObject	digitalData.page.pageInfo.onsiteSearchTerm
No. of Search Results	JavaScriptObject	digitalData.page.pageInfo.onsiteSearchResults
Page Attributes 1-50	JavaScriptObject	digitalData.page.attributes.exploreAttributes
Page Extra Fields 1-15	JavaScriptObject	digitalData.page.attributes.extraFields

HTML example

HTML supports two different formats for Digital Data Exchange to read in data from your website. In the first method, the HTML object name between the start and end tags is read.

A code example for page ID:

```
<div id ="pageID">phHome</div>
```

The pageID value is the HTML Object Name that is required to be set in the **HTML Attribute Name** field in the **Edit Tag Field** window. This value must be unique for each tag field.

A code example for Category ID with Attribute Name:

```
<div id="categoryID" catValue="HOME PAGE"/>
```

The optional attribute name, catValue, is set in the **Edit Tag Field** window. This value is collected from the HTML tag. For example: catValue="HOME PAGE".

If you don't specify an attribute name value in the code, no data is sent. For example: catValue="".

Tag Field	Method	Object Name
* Page ID	HTML	pageID
* Category ID	HTML	categoryID [catValue]
Search Term	JavaScriptObject	digitalData.page.pageInfo.onsiteSearchTerm
No. of Search Results	JavaScriptObject	digitalData.page.pageInfo.onsiteSearchResults
Page Attributes 1-50	JavaScriptObject	digitalData.page.attributes.exploreAttributes
Page Extra Fields 1-15	JavaScriptObject	digitalData.page.attributes.extraFields

URL example

With the URL method, the URL is parsed to find the parameters that are specified in the tag configuration. The tag parameters are then retrieved from the parameters found. For example, with the URL parameters pageId and categoryId, the URL would need:

```
http://www.mysite.com/?pageId=pgHome&categoryId=HOME%20PAGE
```

Constant example

This method specifies a constant value that is syndicated for every tag.

In Acoustic Digital Analytics, a constant value that is supported only for "Category ID".

Unassigned example

This method sets the tag parameter to JavaScript null, which is passed in as a tag parameter. The unassigned method cannot be used for required fields.

Acoustic Digital Analytics Legacy tag standards

As a best practice, if your website uses JavaScript to collect data, you adopt the Acoustic Digital Analytics (W3C Customer Experience Digital Data Layer) tag standards.

Digital Data Exchange fully supports the W3C Customer Experience Digital Data Layer tag standards. By default, all Acoustic Digital Analytics and certified partner tags are configured to use these standards. If your website uses the Acoustic standards to surface data, all tags work without requiring extra tag configuration. It is recommended that you surface data in this way.

When these standards are adhered to by a client website, Digital Data Exchange can automatically and accurately collect the named parameters (data fields) associated with the specific tag.

For additional information about Acoustic Digital Analytics tag standards, refer to the Customer Experience Digital Data Layer v1.0 Final Report (http://www.w3.org/2013/12/ceddl-201312.pdf).

Tag placement on tagged pages

The Digital Data Exchange tag is configured within the Digital Data Exchange tool. Depending on the method that is selected for the Digital Analytics tag parameters, you may need to declare an object in the target web pages to process the data correctly.

The Digital Data Layer is included in the <head> section on the web page.

Digital Data Exchange tags might also be called in response to visitor interaction with in-page/site elements.

For example, using the JavaScriptObject method for Digital Analytics tag parameters, it is necessary to declare the specified JavaScript Object in target web page HTML:

```
digitalData = {
  pageInstanceID: 'Standard Page',
  page: {
    pageInfo: {
       pageID: 'Shopping Cart',
       onsiteSearchTerm:",
       onsiteSearchResults:"
    },
    category: {
       primaryCategory: 'Checkout'
    },
    attributes: {
       exploreAttributes:",
       extraFields:"
    }
};
```

User data collection

JavaScript function calls or tags are used to collect user data from your websites.

Data is captured when a tagged website page is loaded by a site visitor's browser. As the requested page renders in the browser, JavaScript function calls ("tags") embedded in the page code are executed. The tags create standard http GET image requests appended with query string parameter "name=value" pairs, which are obtained from the tag parameter data strings.

Each tag, depending on its type, has a defined list of parameters that are provided at the time that function calls are made. These functions execute to create data collection requests. Collected data includes both explicitly provided data parameters and automatically collected data (such as date and time, and referring and destination URLs).

The data parameters in the tag function call communicate information about pages, products and visitor activities, such as carting or selecting specific products, completing purchases, registering or logging on, interacting with specific page elements, and similar activities.

Here is an example of the JavaScript tags function call format, all of this code would be entered on a single command line:

```
<script type="text/JavaScript"> cmTagName(<parameter_1>,<parameter 2>,
    <parameter 3>, etc); </script>
```

Tag parameter data is case insensitive. All collected data is converted to upper-case upon receipt and for display in processed report views.

The image requests that are created when tags execute are sent to Acoustic Digital Analytics data collection servers. The appended name=value pairs are extracted and loaded into your analytics data warehouse for reporting as actionable metrics.

Upon receipt by the data collection servers, the data collection image requests are parsed to extract visitor data from the name=value query string parameter pairs. The visitor data is loaded into the analytics data warehouse, and for each request, a 1 x 1 pixel GIF file is returned to the requesting browser.

The data collection image requests are made in memory, rather than written directly onto the page, preventing response "images" from visibly rendering on the page. The image requests are asynchronous with page load, and cannot interrupt page loading or the visitor experience. In the unlikely event that the image request does not reach the Acoustic Digital Analytics data collection servers. If the request response pixels are not received by the requesting browser, the page continues to render, so that site functionality and visitor experience are unaffected.

The cmSetClientID(...) function

The cmSetClientID(...) is a required function and must be called on every page that you tag with Digital Data Exchange.

The cmSetClientID function provides the values for the following parameters:

- · Client ID
- · First Party Method
- · Data Collection Domain
- · Cookie Domain.

Example:

Parameter	Required	Description
Client ID	Required	Unique 8-digit Acoustic assigned account code that is associated with a single analytics data warehouse and reporting instance.
Data Collection Method	Required	Boolean true or false: True indicates 'Client Managed' First Party. False indicates 'Acoustic Managed' First Party or '3rd Party' as applicable.
Data Collection Domain	Required	The target domain for Acoustic Digital Analytics data collection requests.
		If Data Collection Method = false: Set the Data Collection Domain to the Acoustic Managed First Party data collection domain. Example: (<1stpartydcd>.thesite.com).
		If Data Collection Method = true: Set the Data Collection Domain to data.coremetrics.com.
		The Europe Data Center uses the following production data collection domain: data.de.coremetrics.com.
Cookie Domain	Required	The domain for client-managed cookies.
		Set the Cookie Domain to the second-level site domain (thesite.com) of the domain that serves the tagged pages. If there are extra domain levels before the uniquely identifying site domain value, the Cookie Domain might be a third or higher level. Example: thesite.co.uk.
		• If Data Collection Method = false: Acoustic Digital Analytics Visitor and Session cookies are set under the Acoustic Managed Data Collection Domain (<1stpartydcd>.thesite.com). Other Acoustic Digital Analytics cookies are set in the cookie domain.
		If Data Collection Method = true: ALL Acoustic Digital Analytics cookies are set in the cookie domain.

Data Tag Requests and Multiple Acoustic Digital Analytics Client IDs

It is possible to copy data tags to two or more Client IDs by specifying a semicolon-delimited list of ID values. The IDs specified must all be production IDs or test IDs. A mix of test and production IDs is not allowed. If you are sending tags from multiple sites where each site also copies tags to a dedicated 'aggregate' ID, the first ID specified in the list must be the 'aggregate' ID. The 'aggregate' ID reports data tags that are copied from multiple sites.

• - Example of sending tag requests from site #1 to the 'aggregate' ID and site-specific ID #1, where 99999999 is the 'aggregate' ID and 11111111 is the site-specific ID:

```
cmSetClientID("99999999;111111111",true,"data.coremetrics.com","site1.com");
```

• ... and from site #2 to the 'aggregate' ID and site-specific ID #2 (ID 22222222):

```
cmSetClientID("99999999;22222222",true,"data.coremetrics.com",
"site2.com");
```

Copying requests to two or more ID's increases total server calls (1*the number of IDs specified). In the example above, each tag that is sent from the page is copied to 2 IDs, resulting in 2x total server calls assessed.

Acoustic Digital Analytics Account, Sales, and Provisioning teams can provide you with specific information about what IDs, if any, are contracted for 'aggregate' data collection and the Monthly Million Server Call volume contracted for each ID.

Session and visitor cookies

To facilitate tracking of session and visitor activities, Acoustic Digital Analytics uses Session and Visitor cookies.

This information does not apply if your account is not provisioned for Acoustic Digital Analytics.

- Session cookies: Session cookies exist only for the lifetime of the current browser session. Session cookies exist from the time at which the first tag is received from the website until 1) the visitor closes all browser windows for the browser in question or 2) more than 30 minutes pass without receiving a data collection tag from the browser session. Each visitor to a website might be associated with one or more sessions.
- **Visitor cookies:** Visitor cookies persist even after a visitor closes all browser windows. Visitor cookies each contain a cookie ID referenced by Acoustic Digital Analytics to identify a visitor that returns to the site across multiple sessions.

In addition to the Visitor and Session cookies, several more session-based cookies might be set, depending on your specific implementation and version of Acoustic Digital Analytics. More session cookies might also be set by other Acoustic Digital Analytics applications.

Acoustic Digital Data Exchange service domains

For full Acoustic Digital Data Exchange functionality, you must allow a number of domains to have inbound and outbound access to your corporate network. In addition, browsers that are used by development, QA and other internal network teams allow JavaScript execution and cookies set by the domains on this list.

To ensure that Digital Data Exchange tools, reporting and data collection function correctly within your internal corporate network, allow the following domains inbound and outbound access to your network.

- testdata.coremetrics.com
- test.coremetrics.com
- data.coremetrics.com
- welcome.coremetrics.com
- itt.coremetrics.com
- tmscdn.coremetrics.com
- Any Acoustic Managed data collection domains in use.

Europe data center service domains:

- data.de.coremetrics.com
- testdata.de.coremetrics.com
- welcome.de.coremetrics.com
- ftp.de.coremetrics.com

Acoustic Digital Data Exchange might change the IP addresses associated with these domains without notice, so it is not possible to reliably allow access to these domains by IP.

Navigation in Digital Data Exchange

Navigating in Digital Data Exchange is very easy to do. You can easily get to Tags, Assets, Vendors, Deployment, API, and Manage. Additionally, you can toggle to other to any other licensed Acoustic Digital Analytics applications.

Navigation in the User Interface

Tags

Tags provides access to all base and custom tags. You can use Saved (user-created) or Default (system-created) tag views to access tags, or find them by vendor under the **Acoustic Tags**, **Certified Partner Tags**, or **Other Tags** sections.

Assets

Assets provides access to the various objects that support your website tagging, including page groups, code snippets, and segments.

Vendors

Vendors provides access to vendor-related functions. It includes the **All Certified Partners** list, which displays each partner's category, type, and website URL, and from which you can access each partner's administrative and tag settings. The **Vendors** section also includes Vendor Settings and the Vendor Audit Report.

Deployment

Deployment provides access to deployment-related functions, including page testing, deployment version comparisons and rollback, and deployment history. It includes **Vendor Enablement**, where you can enable or disable all the tags from a particular vendor.

API

API provides access to API functions, including API configuration, saved feeds, and usage reports. The Digital Data Exchange API is available only to Acoustic Digital Analytics customers.

Manage

Manage provides access to administrative functions, including vendor mapping, global settings, the change report, and settings for vendor auditing.

Application Header

The menu that is at the top of the interface provides links to standard options in the current application and links to any licensed Acoustic Digital Analytics applications.

Application Toggle

This drop-down menu provides access to any other licensed Acoustic Digital Analytics applications. Click the name of the application to switch to it in the current window, or click **Open** to launch the application in a new window or browser tab. Some options are visible only if you have access to Acoustic Digital Analytics applications.

Admin

This link is visible only to users with administrative permissions. Click this link to start the administration console and manage users and user groups, and their permissions. For details, refer to the "Administration" section in the "Acoustic Digital Analytics User Guide."

Help

Click **Help for this page** to open the Help topic for the current page. From any Help topic, you can open the full table of contents for the Help system, and search and navigate across all topics.

Click **Product Documentation** to open a page from which you can access all documentation for this application.

Feedback

Use this link to send feedback by email to **Technical Support** or to **Product Management**.

Support

Click this link to access the Support Center. If you do not have a Support Center account, you are taken through the steps to create one.

Logout

Click **Logout** to log out of the application.

Administering

As the Digital Data Exchange system administer, you should be familiar with system requirements, user administration, roles and permissions, global settings, java objects and libraries and the Change Report. System administrator's are assigned the Manage permission.

System requirements

To run Acoustic Digital Data Exchange, you must have specific versions of software and browsers and have a minimum required amount of memory.

Maintain the following system requirements:

- Software: Adobe Flash Player, V10 or V11
- Memory: 1 GB RAM or more
- Browser: Microsoft Internet Explorer v7 through v11, Mozilla Firefox v12 and later, or Google Chrome v14 and later. Your browser must be HTML5-compliant for you to use the page testing feature in Digital Data Exchange. Browser versions listed are supported, but not all versions satisfy the HTML5 requirement.

JavaScript objects and libraries

If you use JavaScript objects to identify data for tagging on website pages, you might need to declare a digitalData or webanalytics object to process data correctly.

If you are using the JavaScriptObject method for tag parameter data acquisition you must declare a digitalData or webanalytics object to surface data.

If you are using the JavaScriptObject method to specify your Unique Page Identifier in Acoustic Digital Data Exchange, you must also declare the following object on each page:

```
var digitalData ={pageInstanceID:"pagegroup123"};
```

or

```
var WebAnalytics={Page:{PageIdentifier:"pagegroup123"}};
```

where pagegroup123 is the unique Page Identifier value that is associated with a page group that you defined in Digital Data Exchange.

If your account is provisioned for Acoustic Digital Analytics, you can use the set of Acoustic Digital Analytics data tags to collect data from your site. These tags are defined in the Acoustic Digital Analytics-hosted eluminate.js library file, or in your locally hosted cmcustom.js or cmdatatagutils.js library file.

Tag function definitions might vary by implementation. View the contents of your cmcustom.js library file, if any, to determine what standard functions were modified or new functions that are introduced to support your specific implementation. If you are hosting separate eluminate.js and cmdatatagutils files, view the contents of the cmdatatagutils file to inspect the tag definitions for your implementation.

JavaScript tag standards

Acoustic Digital Analytics has naming standards for various tag types. When these standards are adhered to by a client website, it allows Digital Data Exchange to automatically and accurately collect the named parameters (data fields) associated with each specific tag.

For complete details about each tag type, see the Tagging Implementation and Mobile tagging implementation topics in Acoustic Digital Analytics.

Tag Type/		
Parameter Name	Digital Data Object Standard	Web Analytics Name (Legacy)
CONVERSION	N EVENT	
Conversion Event ID	digitalData.event[n].eventInfo.eventName	webanalytics.events.event.eventid
Conversion Event Action Type	digitalData.event[n].eventInfo.eventAction	webanalytics.event.actiontype
Conversion Event Category	digitalData.event[n].category.primaryCategory	webanalytics.events.eventcategory
Conversion Event Points	digitalData.event[n].eventInfo.eventPoints	webanalytics.events.eventpoints
Conversion Event Attributes 1-50	digitalData.event[n].attributes.exploreAttributes	webanalytics.events.event.attributes
Conversion Event Extra Fields 1-5	digitalData.event[n].attribute	webanalytics.events.event.extrafields
ELEMENT		
Element ID	digitalData.component[n].componentInfo.	webanalytics.elements.element.elementid
Element Category	digitalData.component[n].category. primaryCategory	webanalytics.elements.element.elementcategory
Element Attributes 1-50	digitalData.component[n].attributes. exploreAttributes	webanalytics.elements.element.attributes
ORDER		
Order ID	digitalData.transaction.transactionID	webanalytics.order.orderid
Order Subtotal	digitalData.transaction.total.basePrice	webanalytics.order.ordersubtotal
Order Shipping	digitalData.transaction.total.shipping	webanalytics.order.shippingcharges
Registration ID	digitalData.transaction.profile.profileInfo. profileID	webanalytics.order.registrationid
Registrant City	digitalData.transaction.profile.address.city	webanalytics.order.address.city
Registrant State/ Province	digitalData.transaction.profile.address. state_province	webanalytics.order.address.state_province
Registrant Zip/Postal Code	digitalData.transaction.profile.address.postalco	webanalytics.order.address.postalcode

Tag Type/ Parameter Name	Digital Data Object Standard	Web Analytics Name (Legacy)
Order Attributes 1-50	digitalData.transaction.attributes. exploreAttributes	webanalytics.order.attributes
Order Extra Fields 1-15	digitalData.transaction.attributes.extraFields	webanalytics.order.extrafields
PAGE VIEW		
Page ID	digitalData.page.pageInfo.pageID	webanalytics.page.pageid
Category ID	digitalData.page.category.primaryCategory	webanalytics.page.categoryid
Search Term	digitalData.page.pageInfo.onsiteSearchTerm	webanalytics.page.searchterm
Number of Search Results	digitalData.page.pageInfo.onsiteSearchResults	webanalytics.page.searchresults
Page Attributes 1-50	digitalData.page.attributes.exploreAttributes	webanalytics.page.attribute
Page Extra Fields 1-15	digitalData.page.attributes.extraFields	webanalytics.page.extrafields
PRODUCT VI	EW	
Product ID	digitalData.product[n].productInfo.productID	webanalytics.product.productid
Product Name	digitalData.product[n].productInfo.productNam	ewebanalytics.product.productname
Category ID	digitalData.product[n].category.primaryCategory	webanalytics.product.categoryid
Product Attributes 1-50	digitalData.product[n].attributes.explore Attributes	webanalytics.product.attributes
Virtual Category	digitalData.product[n].category.virtualCategory	webanalytics.product.virtualcategory
REGISTRATIO	DN .	
Registration ID	digitalData.user[0].profile[0].profileInfo.profileI	Dwebanalytics.registrant.registrationid
Registrant Email Address	digitalData.user[0].profile[0].profileInfo. profileEmail	webanalytics.registrant.email
Registrant City	digitalData.user[0].profile[0].address.city	webanalytics.registrant.address.city
Registrant State/ Province	digitalData.user[0].profile[0].address. state_province	webanalytics.registrant.address.state_province
Registrant Zip/Postal Code	digitalData.user[0].profile[0].address.postalcod	ewebanalytics.registrant.address.postalcode

Tag Type/ Parameter Name	Digital Data Object Standard	Web Analytics Name (Legacy)
Registrant Country	digitalData.user[0].profile[0].address.country	webanalytics.registrant.address.country
Registration Attributes 1-50	digitalData.user[0].profile[0].profileInfo. exploreAttributes	webanalytics.registrant.attributes
SHOP ACTION	N 5	
Product ID	digitalData.cart.item[n].productInfo.productID	webanalytics.cart.products.productid
Product Name	digitalData.cart.item[n].productInfo. productName	webanalytics.cart.products.productname
Product Quantity	digitalData.cart.item[n].quantity	webanalytics.cart.products.quantity
Product Unit Price	digitalData.cart.item[n].price	webanalytics.cart.products.baseprice
Category ID	digitalData.cart.item[n].category.primaryCatego	webanalytics.cart.products.categoryid
Shop 5 Attributes 1-50	digitalData.cart.item[n].attributes. exploreAttributes	webanalytics.cart.products.attributes
Shop 5 Extra Fields 1-15	digitalData.cart.item[n].attributes.extraFields	webanalytics.cart.products.extrafields
SHOP ACTION	N 9.	
Product ID	digitalData.transaction.item[n].productInfo. productID	webanalytics.order.products.productid
Product Name	digitalData.transaction.item[n].productInfo. productName	webanalytics.order.products.productname
Product Quantity	digitalData.transaction.item[n].quantity	webanalytics.order.products.quantity
Product Unit Price	digitalData.transaction.item[n].price	webanalytics. order.products.baseprice
Registration ID	digitalData.transaction.profile.profileInfo. profileID	webanalytics.order.products.registrationid
Order ID	digitalData.transaction.transactionID	webanalytics.order.products.orderid
Order Subtotal	digitalData.transaction.total.basePrice	webanalytics.order.products.ordersubtotal
Category ID	digitalData.transaction.item[n].category. primaryCategory	webanalytics.order.products.categoryid
Shop 9 Attributes 1-50	digitalData.transaction.item[n].attributes. exploreAttributes	webanalytics.order.products.attributes
Shop 9 Extra Fields 1-15	digitalData.transaction.item[n].attributes. extraFields	webanalytics.order.products.extrafields

JavaScript libraries

JavaScript libraries are loaded in the following ways when Digital Data Exchange evaluates website pages.

After the unique page identifier is found on a website page, page group and tag rules are run in the order in which they were deployed in Digital Data Exchange.

If page group and tag rules are satisfied, the required JavaScript libraries are loaded, and data is syndicated.

If no page group rules are satisfied, then no libraries are loaded. If multiple tags that require the same JavaScript library are to be run, the library is loaded only once for the initial tag syndication.

Control whether head.js loads

You can use the CM_DDX.headScripts configuration parameter to control whether tags in the <Head> section of a web page are loaded, regardless of whether page group and tag rules are satisfied.

The possible values for this parameter are TRUE and FALSE. By default, the value of this parameter is set to TRUE, indicating that the head.js file loads. You can turn offloading of the head.js file by setting this parameter to FALSE.

The following example shows the placement of the parameter within the <Head> section of a page, it follows eluminate.js but precedes cmSetClientID.

The eluminate.js library file

Acoustic Digital Data Exchange provides a single library file to support the tagging of your site: eluminate.js. This Digital Data Exchange-minor changes file provides JavaScript code that defines a set of functions that can be called with appropriate parameter data to send data collection image requests to Digital Data Exchange. This file must be included in all pages that implement Digital Data Exchange.

If you are using Digital Data Exchange to deploy tags, the Digital Data Exchange JavaScript library is included in pages automatically by the tag container. The path is defined in **Global Settings** in Digital Data Exchange.

Note:

- 1. Digital Data Exchange began offering a single combined hosted library file in April 2010 (// libs.coremetrics.com/eluminate.js). Implementations that are completed before this date might be using separate and locally hosted eluminate.js and cmdatatagutils.js library files.
- 2. If you are using non-hosted libraries, continue to include libraries in the page body section until you upgrade to the Digital Data Exchange-hosted library (version "4.7.5H" or later). Contact Support to upgrade.

eluminate.js

The eluminate.js file defines the core functionality of the Digital Data Exchange tagging technology and is partially minified and obfuscated. The tag function definitions are not obfuscated or minified. The eluminate.js file is included in the Head section of all pages that require Digital Data Exchange tracking.

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
cmSetClientID(...);
</script>
</head>
```

cmcustom.js

Your specific implementation might include customizations that override the default data collection functions or introduce new functions. This custom file, cmcustom.js, is delivered by Acoustic Support and is locally hosted by your organization. See the contents of this file for details on your specific customizations.

This file is included in all pages immediately after the Digital Data Exchange-hosted 'eluminate.js' library inclusion:

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
<script type="text/javascript" src="//thesite.com/cmcustom.js">
</script>
cmSetClientID(...);
</script>
</head>
```

Eluminate file location for the Europe Data Center

The eluminate.js file for Europe Data Center users is found at the following location: libs.de.coremetrics.com/eluminate.js.

```
<script type="text/javascript"</pre>
src="//libs.de.coremetrics.com/eluminate.js">
```

Change report

The Change Report displays the list of actions taken by a client ID for the selected time period. You must have the Manage permission assigned to your user account to see this report.

Actions that are recorded in the Change Report include:

- Updates to page groups
- · Updates to settings
- Deployment of page groups
- Deployment to the test or production environment

Each recorded action is identified by:

- · Date and time of the action
- · Type of object acted on
- · Description
- Name of the user who performed the action

You can:

- Filter the data in the report using the **Period** which is a date range. You can also click **Report Options** to access calendar and filter options.
- Find specific items by entering search text in **Find in Table**. Sort each column in ascending or descending order by clicking the arrow in the corner of each column heading.
- Download the Change Report using the **Download Audit Report**.

Click Manage > Change Report to get to this report.

Data is never purged from this report.

User administration

User administration in Acoustic Digital Analytics is handled by the system administrator.

Acoustic Digital Analytics You must have the Manage role assigned to your user account to create, update, or delete user accounts.

Roles and permissions

The tasks that you can perform in Digital Data Exchange depend on your account provisioning, user role, and the permissions that you are granted to that role. In general, if you do not explicitly have permissions for an area or task, you are prevented from accessing related sections in the user interface. In some cases, you can view objects, but you cannot change them.

This table lists the permissions available in Digital Data Exchange. Multiple permissions can be assigned to a user.

Table 1: Roles and Permissions.	
Permissions	Description
Tags	Users with Tags permission can view all tag details and perform all actions available under the Tags section of the application, including creating substitutions.
Page Groups	Users with Page Groups permission can view all page group details and perform all actions in the Page Groups section of the application EXCEPT for:
	Functionality that is associated with the Advanced Features permission. Users with Page Groups permission but without Advanced Features permission can view regular expressions, code snippets, and vendor JavaScript features, but cannot edit, save or modify them. Such users cannot edit or delete Advanced Feature configurations that are saved by other users for a page group, and cannot add code snippets to a page group or change them.
Deploy	Users with Deploy permission can deploy page groups to both test and production environments. Deploy permission is also required for users to disable or enable vendor tags in production, or to revert production versions.
Manage	Users with Manage permission can perform all actions available under the Manage section of the application.
Advanced Features	Users with Advanced Features permission have full edit, save, and delete capabilities for regular expressions, code snippets, and vendor JavaScript features.
	The Advanced Features permission works together with the basic permission for each application area. For example, to have Advanced Feature permission for tags, you must also have basic permission for tags.

Table 1: Roles and Permissions. (continued)	
Permissions	Description
Digital Data Exchange API	The Digital Data Exchange API is available only for Acoustic Digital Analytics customers.
	Users with Digital Data Exchange API permission have permissions to access the API configuration pages under the API section of the application. In some cases, users might have API-only permissions, in which case they can access only the API configuration pages, but not other areas in Digital Data Exchange.
	Subgroups under the Digital Data Exchange API permission can be selected or cleared to define more granular permissions. For example, some users can have permissions for all API data, while others have permissions for only particular types of API data, such as Cart Events or Conversion Events.
Deploy to Test	Users with Deploy to Test permission have access to deploy tags created in Acoustic Digital Data Exchange to the Test Environment.
Deploy to Production	Users with Deploy to Production permission can:
	Deploy tags created in Acoustic Digital Data Exchange to the Production Environment
	Roll back a production build to a previous buildEnable vendors after they are created

Creating user groups

Users with administrative privileges can manage user groups from the **Admin** menu.

For basic procedures about creating groups and adding users to groups, refer to the Acoustic Digital Analytics User Guide.

To create a new user group:

- 1. Click **Admin** in the application header.
- 2. Click Manage Groups.
- 3. Enter the user group name, applicable client IDs, and the level of Digital Data Exchange permissions that you want to grant to this group.
- 4. Click Save.

Creating user accounts

Users with administrative privileges can manage users from the **Admin** menu.

For basic procedures about adding new users, refer to the Acoustic Digital Analytics User Guide.

To create a new user account:

- 1. Click **Admin** in the application header.
- 2. Click Manage Users.
- 3. Create new user account.
- 4. Assign the user account to a user group.
- 5. Assign the user roles to the user account.

6. Click Save.

Global settings

Global settings define how pages are identified, and how tag processing for page groups is performed. You must specify global settings, which apply to your implementation of Digital Data Exchange, before you can start using the application. You must have the Manage permission assigned to your user account to work with Global settings.

The following global settings can be configured:

- Unique page identifiers
- · Page group tag processing
- Do not track settings

These global settings can be inherited from Multisite Global IDs. To inherit the global settings, you need to select the appropriate check box for each global setting. Once the inheritance is set, the global settings are shared across all the existing and future site IDs.

Click Manage > Global Settings to manage global settings.

Page group tag processing

The **Page Group Tag Processing** option in **Manage > Global Settings** determines how Digital Data Exchange performs tag processing for deployed page groups. This setting is important especially when an individual page belongs to more than one page group. You must have the Manage permission assigned to your user account to work with Page Group Tag processing.

Page Group Tag processing options are:

- Execute tags in all page groups This option is chosen by default. If you have multiple page groups deployed, Digital Data Exchange executes all tags in the global page groups, as well as tags in all page groups meeting the page group rules criteria.
- Execute tags in only the first page group If you select this setting, Digital Data Exchange executes all tags in global page groups, as well as the tags in the first page group which satisfies the page group rules criteria. Tags in any other page group are not executed. You can control the order of page groups by using the Up or Down arrow next to the **Selected Page Groups** list.

For Multisite clients, page group tag processing can be inherited from the Multisite Global ID.

If you have deployed the same tag across multiple page groups that each include the same page, if you select the **Execute tags in all page groups** option, that tag will be syndicated multiple times. In this scenario, selecting the **Execute tags in only the first page group** option will prevent the same tag that has been deployed in multiple page groups from being syndicated more than once.

Do not track settings

The global **Do Not Track** setting determines whether tracking tags execute in particular browsers when Do Not Track setting has been enabled in the browser. You must have the Manage permission assigned to your user account to manage the **Do Not Track** settings.

By default, Digital Data Exchange always executes tracking tags. You must select **Honor DNT settings** to stop tracking tags from executing in particular browsers when the Do Not Track setting has been enabled. If the **Honor DNT settings** options are not selected, tracking tags will execute regardless of the browser's Do Not Track setting.

For Multisite clients, **Do Not Track** settings can be inherited from the Multisite Global ID.

Unique page identifiers

Digital Data Exchange relies on page rules logic that is based on unique page identifiers found on your site pages. The unique page identifier is some value (for example, a JavaScript or HTML object that contains a string) that uniquely identifies every site page for which you want Digital Data Exchange to manage tags.

A unique page identifier needs to be on every page that you want to evaluate for page group rules. If Digital Data Exchange cannot find the unique page identifier on a page, no tag data is syndicated for that page, because no page group rules can be evaluated.

Optionally, if you require a certain level of granularity in your development, and have pages with different sets of tags and have rules that are applied to them at different stages of testing or production, you can use the unique page identifier to uniquely identify a page in a particular environment. A page that goes through various stages of development to production might have the same page ID, but the version of the page in production is not the same as the version of the page in development. If each of the page versions needs a unique set of tags and applied rules, you can distinguish them by using a different unique page identifier for each version.

By default, unique page identifiers in Digital Data Exchange are JavaScript objects. They can also be values based on a number of other methods, including cookie, HTML object, URL, local or session storage, or HTML <meta> tag. The values for the unique page identifiers can be the same as your page ID parameter values, but you must still explicitly specify what data object Digital Data Exchange uses for the unique page identifiers. If you already have an HTML object that is defined for Page IDs, you can use that same object as your unique page identifier method.

For Multisite clients, unique page identifiers can be inherited from the Multisite Global ID.

Use this procedure to define the format for your unique page id:

- 1. Click Manage > Global Settings.
- 2. Specify the type of object to be used for all unique page identifiers for your system.
- 3. Define any properties that are required for the type of object you selected. For example, if you selected URLs as the format for your unique page identifiers, they do not require extra properties; but if you selected JavaScript, you must specify the object name that is used for unique page identifiers.
- 4. Click **Save** to save your changes.

Examples

Here are examples you can use to define the unique page identifier for a page group with one page group rule that states Page Identifier equals *product*.

• JavaScript Object - Using this method, page group rules look for the JavaScript Object that was provided in the Global Settings. For example, if you enter digitalData.pageInstanceID, you need to ensure that every page on the website has a JavaScript object similar to this, where dd-standardpages is the value of the unique page identifier:

```
var digitalData = {pageInstanceID:"dd-standardpages"};
```

- URL Using this method, page group rules evaluate against the entire URL (not just URL parameters) to find a matching value for each rule condition. For example, if your product page URL is http://www.mysite.com/shop/product/dinnerware-4-piece-setting? ID=1234&CategoryID=5678, the page group rule finds a match (the URL contains the word "product") based on the page group rule Page Identifier equals product. Using "ends with" in your page group rule for a URL, might not always work, because your site might append parameters to the end of the URL.
- **HTML** Using this method allows you to specify either an HTML object or an attribute of an HTML object for the page group rule to evaluate against.
 - HTML object only Page group rules find the HTML object with the specified ID and look at the inner HTML to retrieve the unique page identifier. For example:

```
<div id="uniqueIdentifier">product<div>
```

- HTML object & attribute - Page group rules find the HTML object with the specified ID and look for the specified attribute name to retrieve the unique page identifier. For example:

```
<div id="uniqueId" uniquepageidentifier="product"></div>
```

Vendor mappings

Digital Data Exchange provides the ability for you to use vendor information to specify whether tags are executed in your page groups. You must have the Manage permission assigned to your user account to work with Vendor mappings.

You do this by creating vendors in Digital Data Exchange, and mapping to that vendor any codes that you want to associate with that vendor. You can then use the vendor in page group tag rules to specify whether tags should execute.

To use the vendor mapping feature in Digital Data Exchange, your account must be provisioned for Acoustic Digital Analytics.

Example: using mapped vendors in tag rules

In this example, you have created a vendor named Paid Search, and mapped the vendor codes of various paid search vendors to this vendor.

To ensure that the tags for your page group only execute if the clicks were referred from any of the vendor codes associated with Paid Search, follow these steps:

- 1. Select the page group for editing and click the **Tag Rules** tab.
- 2. For the **Criteria** field, select Referral Source.
- 3. In the criteria fields, select Vendor, an operator, the value for Vendor that you want to match, and the number of days within which you want the criteria to be checked.
- 4. Select one or more tags to which this criteria should apply, then click **Create Rule**. The saved rule is displayed under **Tag Rules Summary**.
- 5. Click **Save** to save these changes to your page group. The new vendor-based tag rules are applied to the selected tags in your page group.

Creating vendor mappings

Use this procedure to create vendors and map them to vendor codes. You can then use vendors in tag rules to specify whether a tag executes. Vendors are specific to each client ID. Vendors that you create in one client ID are not available in another client ID. You must have the Manage permission assigned to your user account to perform this task.

Procedure

- 1. Click Manage > Vendor Mapping.
- 2. Click Create Vendor.
- 3. Enter a name for the vendor and click **Save** to save this new vendor name.
- 4. Collect the vendor codes that you want to map to the new vendor name. You can find vendor codes in two ways:
 - Find existing vendor codes using the date field or calendar tool to select a date or date period. Any vendor codes that were returned in MMC parameters in Acoustic Digital Analytics during the time that you specified are listed in the **Available Codes** list.
 - You can further reduce the returned list of vendor codes by entering a text string in the search field.
 - Add codes directly to the Selected Codes list by entering a code and clicking Add a Code.
- 5. Make sure that the correct vendor is selected in the **Vendor Name** list, and move all vendor codes that you want to associate with this vendor name to the **Selected Codes** list.
- 6. When you have finished selecting the vendor codes that you want to map to your vendor name, click **Save**.

The selected vendor codes are associated with the vendor name, and can be referenced when you create tag rules based on vendor criteria.

Editing vendor mappings

Use this procedure to edit an existing vendor and its mappings. You must have the Manage permission assigned to your user account to perform this task.

Procedure

- 1. Click Manage > Vendor Mapping.
- 2. Select the vendor you want to edit from the **Vendor Name** list.
- 3. Make the desired changes to the mappings for this vendor.
- 4. Click Save.

Deleting vendor mappings

Use this procedure to delete an existing vendor and its mappings. You must have the Manage permission assigned to your user account to perform this task.

Procedure

- 1. Click Manage > Vendor Mapping.
- 2. Select the vendor you want to delete from the Vendor Name list.
- 3. Click Delete Current Vendor.

If the vendor that you selected for deletion is referenced in any page group tag rules, the list of affected page groups is displayed.

4. Click **Yes** to confirm that you want to delete the vendor.

Any tag rules referencing the deleted vendor will be removed in the affected page groups.

Using

As you begin to use Digital Data Exchange, you should become familiar with code snippets, page groups, segements, tags, vendors, vendor mapping, utilities, and testing pages.

Log in

Access Acoustic Digital Data Exchange, in one of these ways.

- Navigate directly to: http://tagmanager.coremetrics.com. You should never log in to Digital Data Exchange using the test Digital Analytics Client ID, which include client IDs that start a 6 or 8.
- If you have access to other Acoustic Digital Analytics applications, click **Digital Data Exchange** in the header navigation menu. The application launches and you are automatically authenticated.

Logging into Digital Data Exchange

Use this procedure to log into Digital Data Exchange.

About this task

You must have a **Client ID**, **User Account**, and **Password** assigned before you can log into Digital Data Exchange. If you enter a multisite Client ID, and Digital Data Exchange has not been configured for multisite IDs, an error message displays.

- 1. Navigate to the Digital Data Exchange URL, http://tagmanager.coremetrics.com.
- 2. Enter the **Client ID**.
- 3. Enter your **User Name**.
- 4. Enter your **Password**.
- 5. If you do not want the browser to remember your login information, deselect **Remember Client ID** and **User Name**.
- 6. Select the language for Digital Data Exchange to display in.
- 7. Click Login.

The Digital Data Exchange welcome page displays.

Toggling between multisite client IDs

Use this procedure to toggle between multisite Client IDs.

Before you begin

You must be logged into Digital Data Exchange.

Procedure

- 1. At the top of the Digital Data Exchange welcome page, select the drop down for your site.
- 2. Select the site you want to access. A new welcome page displays.
- 3. If you need to know the **Client ID** for the site, hover over the site name. The **Client ID** displays.

Code snippets

In Digital Data Exchange, if you have Advanced permissions, you can create, edit, and delete blocks of JavaScript, or other code in the form of code snippets.

You create code snippets and save them with a unique name. Then, you can reference them in page groups, inserting one or more code snippets in the pages that are associated with that page group.

Best practices code snippets

You can employ code snippets best practices for fast deployment. Keep in mind the following caveats and best practices.

Raw HTML is not supported in code snippets. However, you can create HTML document objects such as iframes or forms using JavaScript in code snippets.

Using document.write in code snippets

You are prevented from using document.write in code snippets that are used in default tags (tags that are inserted in the body section of your web page), because default tags run asynchronously. It is impossible to predict when the write action happens. For example, if the code snippet runs after the body rendering finishes and after the DOM is loaded, the page content will be entirely rewritten.

You can use document.write in code snippets that are used in head tags (tags that are inserted in the head section of your web page). The content that is written is always inserted at the start of the body section.

Local and global variables and functions in code snippets

Any variables declared within a code snippet with the keyword var is local to that code snippet.

Any functions explicitly declared within a code snippet can be referenced only by that code snippet. Only globally created functions are accessible across code snippets.

To create a globally accessible function, you can use the following code within your code snippet:

```
if (typeof(window["myFunction"]) !== "function")
{
  window["myFunction"] = function(param1, param2, ..., paramN)
  {
    alert("This is a global function");
  }
}
```

Keep in mind that code snippets can be used in multiple page groups, and that the order in which the page groups execute determine whether code snippets are able to access global functions and variables declared in other code snippets. It is recommended that before you create a new code snippet for use in page groups, you check for the existence globally of any functions or variables that you require, and

ensure that the code snippets are created and initialized based on the order in which the page groups execute.

Creating code snippets

Use this procedure to create a code snippet. Raw HTML is not supported in code snippets. However, you can create HTML document objects such as iframes or forms using JavaScript in code snippets.

Procedure

- 1. Click Assets > Code Snippets.
- 2. Click Create New Code Snippet.

The Create Code Snippet window displays.

- 3. Enter a unique name for the code snippet.
- 4. Enter the code in the **Snippet Code** text area.
- 5. Enter a description of the code snippet that might be useful for you or others who works with this code snippet.
- 6. Click Save.

The new code snippet displays in the list of code snippets.

Editing code snippets

Use this procedure to edit code snippets.

Procedure

- 1. Click Assets > Code Snippets.
- 2. Locate the code snippet that you want to edit.
- 3. Click its underlined name, or anywhere within the row. The **Edit Code Snippet** window displays.
- 4. Update information as needed.
- 5. Click Save.

Deleting code snippets

Use this procedure to delete selected code snippets. To delete any code snippets that are currently deployed in either the test or production environments, you must first remove the code snippets from deployment.

Procedure

1. Click Asset > Code Snippets.

The list of code snippets display.

- 2. Select the code snippets that you want to delete.
- 3. Click Delete Selected Code Snippets.
- 4. Click **Yes** to confirm that you want to delete the selected code snippets.

If any of the code snippets that you select for deletion are currently deployed in the test or production environments, you see a warning.

Searching for text strings in code snippets

Use this procedure to search within code snippets for a text string. This search includes text in the **Description** and the **Snippet Code**.

Procedure

- 1. Click Assets > Code Snippets.
- 2. Click the code snippet Name.

The **Edit Code Snippet** window displays.

3. In the **Search** box, enter the text string you are searching for.

The text is highlighted in bold and underlined.

Deployment history

In Digital Data Exchange, you can use deployment history to view and compare deployment versions, edit code snippets, edit page groups, edit tags, and search for code snippets.

Comparing code snippets from deployment history

Use this procedure to compare code snippets from deployment history.

Procedure

1. Click **Deployment > History**.

Previously deployed versions for your production environment are shown.

2. For the deployment history that you want to view, click the **Deployment Details** icon in the **Actions** column.

The **Production Deployment Details** window displays.

- 3. View the deployment details.
- 4. Scroll down to the **Code Snippets** section.
- 5. Click Compare to Current Snippet.

The Code Snippet displays. From here you can:

- Search using the Search box. The searched text appears in both code snippets in bold and underlined.
- Edit the Code Snippet.

Editing code snippets from deployment history

While you are reviewing deployment history, you can easily edit code snippets.

Procedure

1. Click **Deployment > History**.

Previously deployed versions for your production environment are shown.

2. For the deployment history that you want to view, click the **Deployment Details** icon in the **Actions** column.

The **Production Deployment Details** display.

- 3. View the deployment details.
- 4. Scroll down to the **Code Snippets** section.
- 5. Click Compare to Current Snippet.

The current Code Snippet displays on the left and the deployed Code snippet displays on the right.

6. Click **Edit Current Snippet**.

The code snippet displays.

- 7. Make any changes to the code snippet.
- 8. Click Finished.

Editing page groups from deployment history

While you are reviewing deployment history, you can easily edit page groups.

Procedure

1. Click **Deployment > History**.

Previously deployed versions for your production environment are shown.

2. For the deployment history that you want to view, click the **Deployment Details** icon in the **Actions** column.

The **Production Deployment Details** window displays.

3. Click Page Group.

The Compare to Current Page Group Settings window displays.

- 4. Click Edit Current Page Group.
- 5. Update any fields.
- 6. Click Save.

Editing tags from deployment history

While you are reviewing deployment history, you can easily edit tags.

Procedure

1. Click **Deployment > History**.

The previously deployed versions for your production environment are shown.

2. For the deployment history that you want to view, click the **Deployment Details** icon sin the **Actions** column.

The **Production Deployment Details** window displays.

3. Click **Custom Tag** to edit the tag.

The Compare to Current Tag Settings displays.

- 4. Click Edit Current Tag.
- 5. Update any fields.
- 6. Click Save.

Searching deployment history

Use this procedure to search through Deployment history. You can search for text strings within the deployment history.

Procedure

1. Click **Deployment > History**.

The previously deployed versions for your production environment are shown. For each version, the type, name, date of the deployment and the user name of the user who performed the deployment are shown.

- ^{2.} For the deployment history that you want to search, click the **Deployment Details** icon **\bigsilon** in the Actions column to view the deployment details.
- 3. Enter a search string in the search box. All the matching occurrences of the search string are highlighted in yellow.

Searching for code snippets from deployment history

While you are reviewing deployment history, you can easily search within code snippets for a text string.

Procedure

1. Click **Deployment > History**.

The previously deployed versions for your production environment are shown.

2. For the deployment history that you want to view, click the **Deployment Details** icon in the **Actions** column.

The **Production Deployment Details** window displays.

- 3. View the deployment details.
- 4. Scroll down to the Code Snippet section.

Two links display, View Snippet and Compare to Current.

5. Click View Snippet.

The code snippet displays.

6. In the **Search** box, enter the text string you are searching for.

The text is highlighted in bold and underlined.

Viewing deployment history

Use this procedure to view deployment history. Deployment history shows the current and previous deployment versions for the production environment. You can view details of each deployment version and perform actions across versions, such as roll backs or comparisons.

Procedure

- 1. Click **Deployment > History**.
 - Previously deployed versions for your production environment are shown. For each version, the type, name, date of the deployment and the user name of the user who performed the deployment are shown.
- 2. For each listed deployment version, click the **Deployment Details** icon in the **Actions** column to view the deployment details.
 - The **Production Deployment Details** window lists all page groups that were deployed in that version, with lists of their associated tags, tag rules, substitutions, JavaScript locations, code snippets, and other details. At the bottom of the deployment details page, Global Settings and Vendor Settings are summarized.
- 3. Click any blue underlined label in the **Production Deployment Details** window to compare the deployed item with its current configuration.

Page groups

In Digital Data Exchange, you can create groups of web pages based on the tags that you apply to your pages. You can then act on all of the pages in a page group at one time, rather than on individual pages. For example, you can deploy all pages that are associated with certain tags by deploying the page group that belong to the tagged pages.

You define page groups by setting up logic rules based on your chosen unique page identifier, and can name and add comments to each page group that you create.

In Digital Data Exchange, two global, system-created page groups exist, to which you can add tags that are to be included on every page on your website. These global page groups do not have page group rules, and are always included in every deployment, deploying before any other page groups. However, they have no impact on your website unless you configure them by adding tags, code snippets, or JavaScript locations. They are listed in the **Selected Page Groups** list for deployment; you cannot remove them, or change their position in the list.

Use the Global Head Group for tags that are to be placed in the <Head> section of the pages, and the Global Default Group for tags that can be placed elsewhere on the pages.

For regular page groups, you must call eluminate. js before any other scripts. However, deploying tags in the Global Head Group requires that you declare the digitalData, WebAnalytics, or webanalytics objects **before** eluminate.js is called.

Page groups list

In the Page Groups List, view all page groups and create, edit, or delete page groups.

From the Page Groups list, you can perform the following actions:

- · Filter page group listings
- Create new page groups
- Edit page groups
- Delete page groups

You can search or filter the list by values in columns, or sort the list by clicking any column heading.

In the side navigation pane, click **Assets > Page Groups**.

Tag rules for page groups

For each page group, you can create one or more tag rules to control when tags execute. Criteria for tag rules can include activation date, referral source, segments, or custom values that are extracted from web pages.

Tag rules based on activation date

You can create a tag rule based on an activation date, deactivation date, or both, so that tags execute only after the activation date, stop executing after the deactivation date, or execute only between the activation and deactivation dates.

Tag rules based on referral sources

You can create tag rules based on referral source (such as a particular vendor, which is mapped to various vendor codes). You can also specify that a particular tag executes only if a particular vendor is a referral source within the last 10 days.

Tag rules based on segments

With segment-based tag rules, you define audience segments in Digital Data Exchange and specify that tags execute only if these segmentation-based criteria are satisfied.

Tag rules based on custom values

Tag rules based on custom values that are extracted from web pages allow a great amount of flexibility. Tag values can be based on many methods, including cookies, HTML, JavaScript object, local or session storage, URL, and other methods. For example, you can create a tag rule that evaluates the value of a JavaScript variable (such as age) on your page. Only if some required age limit criteria (such as Age is equal to or greater than 18) is met, then a tag can execute.

As a further example, you can create a page variable on your shopping site page to track the total purchase amount currently in the shopping cart. If the value of this total purchase amount variable meets your criteria, then an event tag can execute to indicate to the customer that they qualify for free shipping.

Or, you might create a tag rule that ensures a tag fires only if a certain value or Key Name does NOT exist, using any of the operators as "Is Not", or "does not contain", for example, or boolean operators "Is True" or "Is False".

Example

This example shows a tag rule created using custom HTML values.

You want a tag to be fired only if the following values are found in the HTML code on your page group's web pages.

<div class="acoustic-container" id="acoustic-promotion-module">

Open the relevant page group for editing, and on the **Tag Rules** tab, select **Custom Value** for the tag rule criterion.

Then, select **HTML** as the tag rule method, and populate the fields, entering div in the **Element** field, class in the **Attribute** field, and acoustic-container as the value after the operator.

When you finish specifying the tag rule criteria, select the tag or tags to which the rule applies, and click **Create Rule**.

Creating page groups

Use this procedure to create a page group. You can identify a set of website pages that have a set or subset of tags in common, and then create a page group for easily testing and deploying tags on multiple pages.

- 1. Click Assets > Page Groups.
- 2. Click Create New Page Group.
- 3. Select the Name and Container tab.

- 4. Specify a unique name and a category for the page group. If tags for the page group must be executed in the head section of the page, select **Head** as the Page Group Container; if not, select **Default**.
- 5. Optionally, add comments that might be useful for you or others who work with the page group.
- 6. Select **Page Rules** tab.
 - The Create New Page Group window displays.
- 7. Click **Add Page Group Rule** to specify the criteria that determines which pages belong to the page group.
- 8. Select the Container Tags tab.
- 9. Select the tags that you want to associate with the current page group. Depending on your container selection for the page group, only vendors with the appropriate tags (head or default) are available for selection.
 - a) Select a **Vendor**.
 - The **Available Vendor Tags** list is refreshed with a list of tags available from the selected vendor.
 - b) Select one or more tags from the **Available Vendor Tags** list, and move them to the **Selected Vendor Tags** list.
 - c) Repeat these steps for each vendor whose tags you want to apply to the current page group.
- 10. Click the Add Vendor JavaScript Location link to specify the path or URL of a JavaScript file that you want to call whenever a page that belongs to the page group is loaded by a site visitor, if need be.
 You can use this feature only if you have Advanced Features permissions.

Note: Acoustic does not certify third-party JavaScript, and cannot guarantee that any vendor code executes correctly when called by Digital Data Exchange using third-party JavaScript. Test all third-party JavaScript before you deploy them to production environments.

- 11. Select the Tag Rules tab.
- 12. Optionally define extra criteria to determine whether the tags that are associated with this page group will execute.
- 13. Select the **Code Snippets** tab.
- 14. Optionally select code snippets to execute for the page group.
- 15. Click Save.

The new page group displays in the **Page Groups List**.

Deleting page groups

Use this procedure to delete selected page groups from the page groups list. To delete page groups that are deployed to the test or production environments, you must first remove them from the deployment.

Procedure

- 1. Click Assets > Page Groups.
- 2. Click the name of the page group you want to delete.
- 3. Click Delete Selected Page Groups.
- 4. Click **Yes** to confirm that you want to delete the selected page groups.

If any of the page groups that you select for deletion are currently deployed in the test or production environments, an error message displays. You cannot delete deployed groups until you have removed them from the deployment.

Defining page group rules

Use this procedure to define page group rules. Page group rules define conditions that pages on your site must meet to be included in the page group you are defining.

About this task

Page group rule expressions are case insensitive, except for regular expression operators. If you have "Advanced Features" permissions, you can use regular expressions in page group rules. Select **match**

regular expression from the operator dropdown list, then enter your regular expression in the text box. For example, to match all page identifiers that begin with the string productdetailpage (all lowercase), enter /^productdetailpage/i.

Procedure

- 1. On the **Create New Page Group** page or (for an existing page group), the **Edit Page Group** page, click the **Page Rules** tab.
- 2. Click Add Page Group Rule or (for an existing page group), click one of the Add criterion links.
- 3. Build your page group rule, with the **If/If not** drop-down list, the operator drop-down list, and by entering a text value on which the operator works.
 - a) To add criteria using "OR", click the **Add criteria using "OR"** link, and specify your conditions using the fields that appear.
 - b) To add criteria using "AND", click the **Add criteria using "AND"** link, and specify your conditions using the fields that appear.
 - c) To delete a criterion, click the delete icon a next to it; or, to delete an entire rule, click the delete icon in the top right corner of the rule.

Example: creating a page group

To create a page group that includes all the pages on your website whose page identifiers contain the string cart, but excludes pages whose page identifiers contain the string checkout, you would add the following page group rule:

- 1. Select If from the If/If Not drop-down list.
- 2. For the first operand, select contains.
- 3. Enter cart in the field that follows contains.
- 4. Click Add criteria using "AND" to add the second criterion.
- 5. Select And not from the **And/And not** drop-down list.
- 6. For the operand, select contains.
- 7. Enter checkout in the field that follows contains.

Editing page groups

Use this procedure to edit page groups.

Procedure

- 1. Click Assets > Page Groups.
- 2. Click the name of the page group you want to edit.
 - The **Edit Page Group** window displays.
- 3. Make your changes.
- 4. Click Save.

Filtering the page groups list

Use this procedure to filter the page groups list. You can filter the contents of the page groups list to reduce the number of page groups displayed. You can enter filter criteria that matches text in any column, except for the **Deployment** column.

- 1. In the Page Groups List toolbar, select the column on which to filter from the drop-down list, then enter text in the **Filter on** field.
 - The Page Groups List refreshes to display only those page groups that match your filter criteria.
- 2. To clear a filter, delete text from the **Filter on** box.

Page group deployment

Page groups can be deployed to the test environment or the production environment. You first deploy page groups to a test environment and test them, before you deploy them to a production environment.

You can perform deployments from the **Deployment > Deployment** page.

It is important to understand the following points about deployments in Digital Data Exchange:

- Each deployment that you perform is a deployment version, and your environments reflect each deployment version as a whole. On the **Deployment > Deployment** page, the **Selected Page Groups** list reflects the current state of the selected environment. When you perform a deployment to an environment, whether Test or Production, the page groups that are listed in **Selected Page Groups** comprise the new entire new version of deployment. Any page groups that you remove from the **Selected Page Groups** are undeployed when you perform the new deployment.
- The global page groups (Global Head Group and Global Default Group) are always included in every deployment, and are always deployed before any other page groups. You cannot remove the global page groups from the **Selected Page Groups** list, or change their position in the list.
- To delete deployed page groups, you must first remove them from deployment.

Deployment status

There are various ways to view the deployment status of a tag or a page group in Digital Data Exchange.

Viewing deployment status of page groups by environment

- 1. Click **Deployment > Deployment**.
- 2. Select the environment that you want to view from the **Deploy To** field.

The **Selected Page Groups** list shows all the page groups currently deployed in the selected environment.

Viewing deployment status of page groups

View the current deployment status of individual page groups in the **Deployment** column of the **Assets > Page Groups** list.

- 1. Click **Assets > Page Groups**. In the **Deployment** column, icons indicate the deployment status for each page group.
- 2. Hover your cursor over the deployment status icons to see the user who last deployed the page group, and the date and time of the previous deployment. The Last Deployed details are blank if the page group was never deployed to the selected environment.

Viewing deployment status of tags

The system-created default tag views provide a quick way to view lists of tags that are grouped by their deployment status.

- 1. Click **Tags > Default Views**.
- 2. Select one of the default views:
 - Deployable Tags: this view includes tags that are not deployed to any environment.
 - **Deployed to Test**: this view includes tag in page groups that are currently deployed to the Test environment.
 - **Deployed to Production**: this view includes tags in page groups that are currently deployed to the Production environment.

In the **Deployment** column, icons indicate the deployment status for each tag. The Page Groups indicate the number of page groups that reference the tag.

3. Hover your cursor over the deployment status icons to see the user who last deployed the page group that contains this tag, and the date and time of the previous deployment. The Last Deployed details are blank if the page group was never deployed to the selected environment.

Deployment icons and their meanings

The following table shows the deployment icons and their meanings.

Deployment Icon	Description
•	The page group is not currently deployed to the test environment, or it has edits since its last deployment to the test environment. Changes to objects referenced by the page group (for example, edits to the code in a code snippet, or to a tag configuration) do not affect the deployment status.
•	The page group is deployed to the test environment.
•	The page group is not currently deployed to the production environment, or it has edits since its last deployment to the production environment. Changes to objects referenced by the page group (for example, edits to the code in a code snippet, or to a tag configuration) do not affect the deployment status.
0	The page group is deployed to the production environment.

Comparing deployment versions

Use this procedure to compare two production deployment versions side by side.

Procedure

- 1. Click **Deployment > History**. You see the list of previously deployed versions, with the current version at the top.
- 2. Click Compare Versions.
- 3. Select a version from the drop-down list for each side of the comparison view.
- 4. Click Compare.

The deployment details for each of the selected deployment versions are displayed side by side. Click any blue underlined label in the Production Deployment Details to compare that item with its current settings.

Deploying page groups

Use this procedure to deploy a page group to the test or production environment.

About this task

You deploy a page group to a test environment and test it before you deploy it to a production environment. If you are deploying to production, you need to know this information:

- Deployment Name name the deployment. Deployment names are visible in **Deployment > History** and can be useful for determining environment status and deployment or rollback reasons.
- Deployment Comment deployment comments.
- Notification Emails email address that will be notified when deployment is complete. Format is a comma separated list.

- 1. On the **Deployment > Deployment** page, select **Test** or **Production** from the **Deploy To** drop-down list. The list of page groups that are currently deployed to that environment is shown in the **Selected Page** Groups list.
- 2. If you deploy to the production environment, you can specify a deployment name, deployment comments to describe the deployment, and emails to be notified upon deployment completion.
- 3. Select the page group category that you want to select page groups to deploy. The page groups in that category are shown in the Available Page Groups list.

- 4. In the **Available Page Groups** list, select the page groups that you want to deploy, and move them to the **Selected Page Groups** list.
- 5. In the **Selected Page Groups** list, change the order of page groups by selecting a page group and moving it up or down in the list with the up or down arrows.
- 6. Review the **Deployment Settings**. If changes are needed, navigate to **Vendors > Vendor Settings**.
- 7. When you finish setting your deployment options, click **Deploy**.

 The tags that are associated with the selected page groups are deployed to the pages in those page groups, in the environment that you select.

Reverting to a previous deployment

Use this procedure to roll back the current production deployment version to a previously deployed production version.

Procedure

1. Click **Deployment > History**.

You see the list of previously deployed versions, with the current version at the top.

2. Select the production version to which you want to revert.

To view the details of that deployment version, click the **Deployment Details** icon in the **Actions** column.

- 3. Optionally, enter a name and comment for the rollback action.
- 4. Click Roll Back.

The list of deployment versions refreshes. The version that is selected for rollback is used to create the new deployment, which now appears as the current deployment, at the top of the table. The deployment of the selected rollback version is immediately sent to the Content Delivery Network (CDN). Some time is required before the change is fully deployed, because the updates need to be replicated across all CDN servers.

Enabling or disabling deployed tags by vendor

Use this procedure to enable or disable deployed tags by vendor. You can quickly disable or enable a particular vendor's tags that are deployed to a production environment.

Procedure

1. Click **Deployment > Vendor Enablement**.

In the table, vendors with enabled tags are selected.

- 2. Clear or select the **Enabled in Production** check box, depending on the action you want to perform:
 - To disable currently enabled vendor's tags, clear the **Enabled in Production** check box.
 - To enable a vendor's tags for production, select the **Enabled in Production** check box.
- 3. Click Update and Deploy.

The vendor enablement table refreshes to reflect your changes. The updated deployment is immediately sent to the Content Delivery Network (CDN). Some time is needed before the change is fully deployed, because the updates need to be replicated across all CDN servers.

Removing page groups from deployment

Use this procedure to remove a page group from the deployment.

- 1. Click **Deployment > Deployment**.
- Select Test or Production from the Deploy To drop-down list.
 The list of page groups that are currently deployed to that environment is shown in the Selected Page Groups list.
- 3. Select the page group you want to remove from deployment, and move them to the **Available Page Groups** list.

4. Click **Deploy**.

The page groups in the Selected Page Groups list, including the Global Head Group and Global Default Group, are redeployed to the specified environment.

Segments

Use audience-based segments that you create in Digital Data Exchange as criteria for whether tags in a page group are executed.

To create and use segments in Digital Data Exchange, your account must be provisioned for Acoustic Digital Analytics. To use segments as criteria for tag rules, you must tag your page using Digital Data Exchange, and have at least one Acoustic Digital Analytics tag on the page. If you do not meet these requirements, the metrics that are needed to evaluate defined segments might not be available, and your tag rules might not function correctly.

Creating audience-based segments

Use this procedure to Create audience-based segments.

Before you begin

To create and use segments in Digital Data Exchange, your account must be provisioned for Acoustic Digital Analytics. To use segments in segment-based tag rules, you must tag your page using Digital Data Exchange, and have at least one Acoustic Digital Analytics tag on the page.

Procedure

- 1. Click Assets > Segments.
- 2. Click Create New Segment.
- 3. Specify a name, category, and optional description for your segment.
- 4. Specify criteria for your segment by selecting a metric type and metric, an operator, and the criteria value for that metric.
 - Click **Sample Records** to see examples of values in the currently selected metric type.
- 5. Click **Add** to add each finished set of criteria to the **Criteria List**.
- 6. When you finish defining your segment, click Save. Your saved segment is visible in the Segments list.

Editing segments

Use this procedure to edit segments.

Procedure

- 1. Click Assets > Segments.
- 2. Locate the segment that you want to edit in the list, and click its linked name.
- 3. Update information as needed.
- 4. Click Save.

Deleting segments

Use this procedure to delete segments. However, segments that are being used as criteria in tag rules must be removed from their page groups before you can delete them.

- 1. Click Assets > Segments.
- 2. Select the check box in the row for each segment that you want to delete.
- 3. Click **Delete Selected Segments**.
- 4. Click Yes to confirm the deletion.

Tags

In Digital Data Exchange, you can use and configure Acoustic and Acoustic Digital Analytics tags, or tags from Acoustic certified partners and other vendors. For Multisite deployments, custom tags can be shared from Global IDs to Site IDs.

Digital Data Exchange fully supports the W3C Customer Experience Digital Data Layer standard. For details, refer to the Customer Experience Digital Data Layer v1.0 Final Report (http://www.w3.org/2013/12/ceddl-201312.pdf).

If your account includes permissions for Digital Analytics, then Acoustic Digital Analytics tags can be used as is, without configuration requirements. Vendor tags must usually be configured and saved as custom tags before you can add them to page groups and deploy them.

Tags are grouped into sections by vendor types:

- Acoustic Tags
- Certified Partner Tags
- Other Tags

You can also access tags with system-created default views, or create your own saved views.

Some interdependent Partner tags must execute in order. You must add these partner tags to the page group tag list in the correct order. When these tags are included in a Digital Data Exchange Page Group deployment, the tags that have dependencies on other tags include code that checks for the preceding required tag object. If the required predecessor tag does not exist, a time out error occurs and the tags with dependencies are not sent.

Head and default tag containers

In Digital Data Exchange, each tag and each page group that you define must have a tag container type that is specified for it. The two tag container types that are used in Digital Data Exchange are called **Head** and **Default**.

Tags can be added only to page groups of a matching container type. For example, if a page group has a container type of Head, tags also having the container type of Head can belong to this page group.

Due to the difference in timing and behavior of **Head** and **Default** tags, any code that executes within a tag is constrained by the type (and placement) of that tag. For more information, refer to <u>"Best practices</u> code snippets" on page 20.

Head tags

Tags with the **Head** container type must be placed in the <Head> section of the **HTML** page.

They are started synchronously in the <Head> section of the page; rendering of the Body section does not begin until invocation of all head tags is completed. Head tags can be run only once; therefore, substitutions are not allowed in Head tags.

To deploy tags in the head container, including tags in the global head page group, any variables that are referenced in your head page group (including the page identifier) must be declared before eluminate.js is called.

Default tags

Tags with the **Default** container type are not bound to any part of the page. They can load either in the <Head> section or in the Body section. Head tags are started before the Body rendering starts, whereas default tags are started asynchronously while the Body is being rendered.

Substitutions and the digitalData standard

DigitalData tags use digitalData objects by default. DigitalData objects contain arrays to store information such as cart and order items, products, and other similar information. The arrays contained in the digitalData objects are understood by Digital Data Exchange. Therefore, there is no need to define substitutions for these arrays, as you do for Acoustic Digital Analytics tags.

In digitalData tags, substitutions are built in, and tags are fired for each row of an array. The exception to this is the Acoustic Registration tag and the digitalData.user object. The digitalData.user object allows for multiple users, each having multiple profiles. The Acoustic Digital Analytics uses this object by default. However, because the Registration tag is intended for tracking the primary website visitor, it does not need to address the complete digitalData user object. By default, the Registration tag uses only the data that is stored in the first row in the user array: digitalData.user[0]. It also looks in the first profile of the first user, digitalData.user[0].profile[0]. Any other rows in the digitalData.user array does not cause a Registration tag to fire.

Supported methods for tag fields

Tag fields in Digital Data Exchange can be populated with values of various methods. Not every tag field supports all methods. When you select a tag type for editing, the methods that are supported for that tag type are reflected in the choices available in the **Method** drop-down list.

Table 2: Supported Methods for Tag Field Values.		
Method	Description	
Constant	The value of this field is populated with the specified constant.	
Cookie	Values are obtained from the named cookie.	
HTML	Values are obtained from the named HTML object or an attribute of the HTML object.	
JavaScript Object	Values are obtained from the named JavaScript object.	
	Digital Data Exchange fully supports the W3C Customer Experience Digital Data Layer standard.	
Local Storage	Values are obtained from the localStorage object on the global window object in HTML5.	
Meta	Values are obtained from the HTML <meta/> tag.	
Other Web Analytics Vendor Variable	Values are obtained from variables that are supported by other web analytics vendors. Options vary depending on the vendor that is selected.	
Session Storage	Values are obtained from the sessionStorage object on the global window object in HTML5.	
Unassigned	No value is assigned to this tag field. Only optional tag parameters can have a method of Unassigned.	
URL	Values are obtained from the named URL parameter.	

Tag parameters

Tags that you maintain in Digital Data Exchange have parameters of the types that are described in the following list.

Bind To Function

Specify one or more functions that trigger the current tag to be executed. Optional unless indicated by an asterisk (*).

Bind To Event

Specify one or more event types that trigger the current tag to be executed. Select an Event Type and enter the associated Element Name (if required). Optional unless indicated by an asterisk (*).

Bind-To Delay (ms)

Specify the amount of time in milliseconds that the tag should delay before moving to the next page. This delay is typically used in anchor tags, where you want the page to fully load before moving to the new page.

Tag Field

Every data field that is associated with the tag is listed in the Tag Field column. Mandatory fields are indicated in the user interface with an asterisk (*). You cannot modify this field.

Method

The method that is associated with each tag field. Select the method from the available options in the drop-down list.

Object Name

The object name that is associated with each tag field. Text in this field can be a maximum of 2056 characters in length.

Data Type

The data type of each tag field. You cannot modify this field.

Modifier

Optionally, you can specify a text string or JavaScript code, including functions, are prepended to tag field data, or, in the case of JavaScript, run when the tag executes.

If you specify a modifier for a tag field, it displays as part of the **Object Name** field on the tag configuration page.

The modifier for a tag field enables you to customize the value of a tag field look-up, which allows you to customize the result that is returned by using a string, an arithmetic expression, and a function call in the modifier field of the **Edit Tag Field** window. The string, expression, or function included in the modifier field appends itself to the **Tag field** value. Use a @ symbol in the modifier field. The @ symbol substitutes the tag field value.

The modifier uses the @ character to represent the value of the tag field that is retrieved from the JSON object on the web page.

Example PageView tag (String):

Search Term parameter value:	Digital
Modifier field:	'The search term is @'
Value that is returned for Search Term:	The search term is Digital

Example Order tag (Arithmetic expressions):

Order Subtotal parameter value:	19.98
Modifier field:	100+@
Value that is returned for Order:	119.98

Example Order tag (Function):

Order Subtotal parameter value:	119.98
Modifier field:	deductPerc(@) //ref function definition below
Value that is returned for Order:	107.982

Actions

This column displays icons represent the available actions for each tag field, such as Edit.

Substitution Strategy

(Optional) The substitution strategy effects only if more than one substitution exists. By default, the strategy is Linear Substitutions.

Substitutions

If you create one or more substitutions, this column displays the name for each substitution you create.

Values

For each substitution that you create, this column displays the list of values that are to be substituted into the tag fields.

Actions (Substitutions)

For each substitution that you create, this column in the Substitutions list displays icons represent the available actions, such as Delete.

Tag views

Tag views are collections of tags, either default views that exist in Digital Data Exchange, or custom saved tag views that are created by users. Using tag views can save you time in locating tags that you work with frequently.

Default tag views

Default tag views cannot be edited or deleted. Access the default tag views from Tags > Default Views in the side navigation pane.

These system-created views group tags into three categories:

- Deployable Tags (tags in page groups that are not deployed to either the Test or Production environment)
- Deployed to Test
- · Deployed to Production

Saved tag views

Access user-created tag views from Tags > Saved Views in the side navigation pane. These views are collections of tags that are selected by users and saved for their own use. Tag views that you create are visible to all users of your system. Other users are able to modify or delete tag views that you created.

Adding tags

Use this procedure to add tags. You can add tags in Digital Data Exchange by creating a customized version of an existing tag, and saving it with a different name.

Procedure

- 1. Click **Tags**, then access your tags in one of these ways:
 - Select a saved or default view that contains the tags that you want to copy.
 - Open the group for your vendor type.

Only tags of the currently selected type are listed in the tag view. To show all tags for a vendor, or all tags in a view, select All Tag Types or All Vendor Types from the Type drop-down list.

- 2. Click the name of the tag on which you want to base your new tag.
- 3. Click the tag field values in each column, or click an icon in the Actions column to make changes.
- 4. Click Save (only available for customized tags) to save the tag with the same name, or click Save As to save it with a different name.
- 5. Make your changes to the existing tag configuration.
 - The Save As button is enabled.
- 6. Click **Save As** and enter a new tag name.

The tag is saved with the new name, under the same vendor and tag type.

Editing tags

If you make edits to any standard Acoustic, certified partner, or other vendor tag, you must use Create Custom Tag and save the modified tag with a different name. Only custom tags can be edited and saved with the same name.

Procedure

- 1. Click **Tags**, then access your tags in one of these ways:
 - Select a saved or default view that contains the tags that you want to edit.
 - Open the group for your vendor type.

Only tags of the currently selected type are listed in the tag view. To show all tags for a vendor, or all tags in a view, select All Tag Types or All Vendor Types from the Type drop-down list.

- 2. Click the name of the tag that you want to edit.
- 3. Click the tag field values in each column, or click an icon in the **Actions** column to make your changes.
- 4. Click Save (only available for customized tags) to save the tag with the same name, or click Create **Custom Tag** to save it with a different name.

Creating substitutions to collect multiple data values

Create substitutions in Digital Data Exchange and use them in tags to collect multiple data values from an object such as an array or an HTML table.

Before you begin

If you use digitalData standard tags, arrays are built in, and substitutions are not required to collect multiple values. One exception is that the digitalData Registration tag uses only the data that is stored in the first row in the digitalData.user array. Refer to "Substitutions and the digitalData standard" on page 32

About this task

Digital Data Exchange substitutions support arrays of up to 101 values (rows 0-100). Even if more than 101 rows are provided, only the first 101 rows are captured.

Procedure

- 1. Click Tags.
- 2. Click the name of the vendor for which you want to collect data.
- 3. Select the **Type** of tag for which you want to create a substitution.
- 4. Select the specific **Tag** for which you want to create a substitution. The page refreshes to show the tag fields and configuration details for the selected tag.
- 5. Click Create a Substitution.
- 6. Enter a name for the substitution and a comma-separated list of substitution values. In most cases, the substitution values are the counter-numbers for rows to be read from the target object.

To save time, if your values are numeric and consist of a series of numbers that increment in regular steps, click Generate Values to generate a series of numeric values that are automatically entered into the Comma Separated Values field. The generated values can then be further edited. For details, see "Generating numeric substitution values for tags" on page 40.

Arrays typically begin with the "0" row, but you can specify that the tag start at any row. When you define where the counter stops, unless there is a particular row after which you want the iteration to stop, it is a good practice to make the end value for the substitution a number that is larger than the possible row count in your array. If the end value is greater than the number of rows in the object, Digital Data Exchange automatically stops when it gets to the last row of the array.

The maximum allowed number of characters in the comma-separated list is 2000. Spaces are not necessary between comma-separated values; if you include spaces in your list, they are included in the count for the 2000-character limit.

- 7. When you finish changes to the substitution values, click **OK**.

 A row is added to the Substitutions table at the bottom of the page, showing the substitution name and values you specified.
- 8. Repeat steps 4 6 to create more substitutions.
- 9. When you finish creating the substitutions that you want to use with this tag, click the **Edit** icon

for each tag field that is affected by your substitutions, and edit the Object Name to include the substitution name.

Make sure that you enclose the substitution name within a pair of question marks. For example, if the substitution is named mySubstitution, enter ?mySubstitution? in the object name of the tag field where it is to be used.

If you are using JavaScript and the list of substitution values references an array, enclose the substitution name and question marks within a pair of square brackets. For example, [?mySubstitution?].

10. If you are using more than one substitution, you must specify how the substitution values are used with other substitution definitions. Select a strategy from the **Substitution Strategy** drop-down list.

Example: Creating a substitution

This example illustrates creating and using a substitution in the Acoustic Digital Analytics Shop Action 5 JavaScripttag.

You have two products on your "Featured Products" page, each of which can be added separately to the shopping cart. The data for these products is shown in the following table.

Product Name	Product ID	Product Category	Quantity	Price
TV Tray	Tv1234	TV	1	9.99
TV Remote Control	Tv5678	TV	1	29.99

When the product data is stored in an array, the code might look like this:

FeaturedProducts[0].productName= "TV Tray"	FeaturedProducts[1].productName= "TV Remote Control"
FeaturedProducts[0].productID= "Tv1234"	FeaturedProducts[1].productID= "Tv5678"
FeaturedProducts[0].productCategory= "TV"	FeaturedProducts[1].productCategory= "TV"
FeaturedProducts[0].quantity=1	FeaturedProducts[1].quantity=1
FeaturedProducts[0].price=9.99	FeaturedProducts[1].price=29.99

You want to capture the Product ID, Product Name, Product Category, Quantity, and Price for each of these two products when the page is visited. To do this, you create a substitution to be used with the Shop Action 5 tag, so that the tag executes once for each product in the array.

- 1. Click Tags, then click the Shop Action 5 tag type.
- 2. Edit the standard Acoustic Digital Analytics Shop Action 5 Javascript tag by clicking **Create A Substitution**.
- 3. Click in the row of the new substitution, and replace the default name with mySubstitution and the default comma-separated values with 0,1.

- 4. Click **OK** to save the substitution.
- 5. Back on the tag configuration page, click the **Edit** icon next to the Product ID tag field, and modify the Object Name to include the mySubstitution substitution name so that it reads: product[? mySubstitution?].productID.
- 6. Do the same as the other tag fields, modifying the Object Name to include the mySubstitution substitution variable name. For example: FeaturedProducts[?myCounter?].productName.
- 7. Click **Save As** to save the customized Shop Action 5 tag with the new name Featured Specials Shop Action 5.

Collect multiple data values by using a single tag

If you need to execute a single tag multiple times to collect multiple data values, you can create a substitution and use it in Acoustic Digital Analytics tags.

Without substitutions, you would need to set up a separate tag for each row of an array or table. Using substitutions, Digital Data Exchange can work through an object such as a JavaScript array or an HTML table, firing a tag for each row of the array or table. You can use substitutions in tag fields that support arrays.

If you use digitalData standard tags, arrays are built in, and substitutions are not required to collect multiple values. One exception is that the digitalData Registration tag uses only the data that is stored in the first row in the digitalData.user array.

Example: Using a substitution

You want to create a substitution so that Digital Data Exchange iterates through an array where shopping cart data is kept, firing the Shop Action 5 tag for each iteration of the counter. In the Digital Data Exchange interface, you modify the default Shop Action 5 tag so that the appropriate tag fields reference the "FeaturedProducts" array, and use a substitution whose values specify which rows of the array to read.

The ID, name, quantity, and price of 2 products on the **Featured Products** page is kept in a JavaScript array called "FeaturedProducts". The code for this array looks like this:

FeaturedProducts[0].productName="TV Tray"	FeaturedProducts[1].productName="TV Remote Control"
FeaturedProducts[0].productID="Tv1234"	FeaturedProducts[1].productID="Tv5678"
FeaturedProducts[0].productCategory="TV	'FeaturedProducts[1].productCategory="TV
FeaturedProducts[0].quantity=1	FeaturedProducts[1].quantity=1
FeaturedProducts[0].price=9.99	FeaturedProducts[1].price=29.99

First, you modify the Shop Action 5 tag and create a substitution that is associated with it. The substitution's name can be anything that you want to use as a name; you choose myCounter. The substitution values specify where your substitution's "counter" starts, and where it ends. You want the tag to read rows 0 and 1 of your array, so you enter 0 and 1 as your substitution values, which are separated by a comma.

Arrays typically begin with the "0" row, but you can specify that the tag start at any row. When you define where the counter will stop, unless there is a particular row after which you want the iteration to stop, it is a good practice to make the end value for the substitution a number that is larger than the possible row count in your array. If the end value is greater than the number of rows in the object, Digital Data Exchange automatically stops when it gets to the last row of the array.

You can also specify whether consecutive rows are read for each iteration, or some interval of rows. This interval is reflected in the substitution values you enter. For example, values of 0, 1, 2, 3 specify that every row of the array is read, while values of 0, 2, 4, 6 specify that every second row is read.

Finally, edit the object name for each tag field in the Shop Action 5 tag so that it references the array where data is to be found, and the substitution so that the correct rows can be read. For example, in the ProductID tag field, edit the object name to FeaturedProducts[?myCounter?].productID. By

surrounding the substitution iterator with question marks, you specify that Digital Data Exchange does not look for another variable named myCounter. In addition, if you are using JavaScript and the list of substitution values references an array, enclose the substitution name and question marks within a pair of square brackets.

Comparing tags

From any tag view or vendor tag page, you can select two tags of the same type, and compare their configurations side by side. The Compare Tags button is enabled only when there are more than one of the same tag types in the view.

Procedure

- 1. Click **Tags**, then access your tags in one of these ways:
 - Select a saved or default view that contains the tags that you want to compare.
 - Open the group for your vendor type.

Only tags of the currently selected type are listed in the tag view. To show all tags for a vendor, or all tags in a view, select All Tag Types or All Vendor Types from the Type drop-down list.

- 2. Click Compare Tags.
- 3. Select a tag from the drop-down list for each side of the comparison view. The left side is considered to be the source tag, and the right side is considered to be the destination tag. Keep in mind that you can copy configurations from the source tag to the destination tag, but not from the destination tag to the source tag.
- 4. Click Compare.

The configuration details for each of the selected tags are displayed side by side. Icons that are displayed between the two tags indicate an action that can be performed for that line. A blue arrow indicates that the setting can be copied to the destination tag. A red X indicates that the line can be removed from the destination tag.

- 5. Use the icons between the two tag configurations to change the destination tag.
- 6. Click Apply All Changes to see the changes reflected in the comparison dialog. Changes to the destination tag are not yet saved.
- 7. Click **Save** to save the destination tag with changes, or **Cancel** if you do not want to save any changes.

Deleting tags

Use this procedure to delete tags. You can delete only customized tags. You cannot delete standard Acoustic, certified partner, or other vendor tags. Check boxes and the Delete Tag button are enabled only for tags that can be deleted.

Procedure

- 1. Click **Tags**, then access your tags in one of these ways:
 - Select a saved or default view that contains the tags that you want to delete.
 - Open the group for your vendor type.

Only tags of the currently selected type are listed in the tag view. To show all tags for a vendor, or all tags in a view, select All Tag Types or All Vendor Types from the Type drop-down list.

- 2. Select the check box next to the customized tag you want to delete.
- 3. Click **Delete Tags**.
- 4. Click **Yes** to confirm that you want to delete the selected tags.

Generating numeric substitution values for tags

Use this procedure to generate numeric substitution values. When you create a substitution for a tag, you can easily populate comma-separated values for the substitution if your values are a series of numbers that increment in regular steps. The maximum number of generated values is 256.

Procedure

- 1. On the tag configuration page where you add a substitution, click **Edit** in the **Actions** column for that substitution.
- 2. Click Generate Values.
- 3. Specify the starting and ending numbers for your series of values, and the value by which to increment. The maximum allowed number of characters in the comma-separated list is 2000.
- 4. If applicable, indicate how many characters in length (maximum of 99 characters) you want the generated numbers to be. Zeros are prepended to your starting and ending numbers to achieve that length.
- 5. Click **Preview** to view the generated values.
- 6. Click **OK** to automatically populate the **Comma Separated Values** field for the substitution with the generated values.

The generated values can then be further edited.

Example

You have 10 product IDs (0000001, 0000002, 0000003, to 0000010) that you want to use as substitution values.

Rather than entering them manually in your substitution, click **Generate Values**, and complete the **Generate Numeric Substitution Values**.

Renaming tags

Use this procedure to rename tag. You can rename only customized tags; you cannot rename standard Acoustic, certified partner, or other vendor tags. The **Rename Tag** button is enabled only for tags that can be renamed. You cannot rename base tags.

Procedure

- 1. Click **Tags**, then access your tags in one of these ways:
 - Select a saved or default view that contains the tag that you want to rename.
 - · Open the group for your vendor type.

Only tags of the currently selected type are listed in the tag view. To show all tags for a vendor, or all tags in a view, select **All Tag Types** or **All Vendor Types** from the **Type** drop-down list.

- 2. Select the check box next to the customized tag you want to rename.
- 3. Click **Rename Tag**.
- 4. Enter the new name for the tag.
- 5. Click Save.

Setting the timeout in existing tags

Use this procedure to set the timeout in existing tags. This is typically added for anchor tags or tags that navigate between pages. By adding the timeout, you allow all the code to load before the cursor moves to a new page.

Procedure

- 1. Click **Tags**.
- 2. Click the name of the **Tags** for which you want to add the time out delay to.

3. Click either Bind to Functions or Bind to Events.

The same timeout attribute is contained within **Bind to Functions** and **Bind to Events**.

- 4. Enter the time in milliseconds in the Bind-To Delay (ms).
- 5. Click Save.

Sharing tags to multisite client IDs

Use this procedure to share tags to multisite client IDs. Multisite users can share custom tags to corresponding Client IDs within Digital Data Exchange.

About this task

Only users with Multisite Global IDs can share custom tags with corresponding Site IDs. After custom tags have been shared to Site IDs, page groups can be created with the custom tags and deployed using the Site ID.

Procedure

- 1. Click Tags.
- 2. Expand Acoustic Tags, Certified Partner Tags or Other Tags.
- 3. Select a tag to review.
- 4. Find the column named **Shared**.

If a green check mark is in the column, the tag is currently being shared to sites.

- 5. Select the tag to edit.
- 6. Click Share to Site.
- 7. Review the list of Shared Sites.
- 8. To share this tag with additional sites, move the additional sites from the **Available Site** list to the **Shared Sites** list and click **OK**.
- 9. Close the **Edit** dialog box.

Creating tag views

Use this procedure to create tag views. You can create and save a custom list of tags from multiple vendors. A saved tag view gives you quick access to tags that you work with frequently.

Procedure

- 1. From any existing tag view page, or any vendor page under Tags, click Create View.
- 2. Enter a **name** for your tag view.
- 3. Select one or more **Source** check boxes. These options filter the tags that you can choose from.
- 4. Select one or more **Deployment** check boxes. These options filter the tags that you can choose from.
- 5. Select the Tag Type.
 - The tags for the selected vendor are shown in the **Available Tag Types** list, which is filtered by the choices you made in the **Source** and **Deployment** options.
- 6. Select the tags that you want to include in your tag view by moving them from the **Available Tag Types** list to the **Selected Tag Types** list using the arrow buttons.
- Repeat your tag selection with tags from different vendors.
 Selected tags for each vendor remain in the **Selected Tag Types** list as you choose tags from more vendors.
- 8. When you finish selecting tags, click **Save**.

Editing tag views

Use this procedure to edit tag views. You can modify user-created tag views at any time.

Procedure

- 1. Select Tags > Saved Views.
- 2. Select the tag view that you want to edit.
- 3. Click Edit View.
- 4. Update the tag view as needed.
- 5. Click Save.

Deleting tag views

Use this procedure to delete tag views. You can delete user-created tag views at any time.

Procedure

- 1. Select Tags > Saved Views.
- 2. Select the saved tag view that you want to delete.
- 3. Click Delete View.
- 4. Click **Yes** to confirm the deletion.

Creating tag rules

Use this procedure to create tag rules that specify when tags in your page groups execute.

About this task

A tag must be added to the page group before rules can be defined for that tag. The time zone that is used for any date- and time-based rules is the time zone that is associated with the client ID under which you are logged in.

For segment-based tag rules, there are specific requirements you must meet to ensure that segments can be correctly evaluated. For details, see "Segments" on page 31.

Procedure

- 1. On the Create New Page Group or Edit Page Group page for the page group you are defining, click the Tag Rules tab.
- 2. Click **Criteria** and select the criterion on which your first tag rule is based.
- 3. Specify the details of the tag rule, and select the tags to which you want this rule to apply.
- 4. Click **Create Rule** when you finish defining your tag rule. The defined rule that is shown under **Tag Rules Summary**.
- 5. Create as many tag rules as you want, clicking Create Rule after you finish defining each rule.
- 6. Click Save.

Results

Execution order for Digital Data Exchange page group assets:

- 1. Any external libraries, if they are included.
- 2. Any code snippets, if they are included.
- 3. Any native Digital Analytic tags. These tags execute in the same order they appear in the tag list of the page group.

Even though these external libraries, code snippets, and tags are included in the target website page in the order they are listed in the Digital Data Exchange interface, they may not complete in the same order.

Test tool

The Test Tool allows you to immediately test the implementation of a page after page deployment to the test environment.

You need to configure the test tool using these options:

- · Where to open:
 - Separate site and test windows provides a more flexible choice as it separates the page tested with the diagnostic windows
 - Simple test window
- Page Tag Test Options:
 - Only view tag data verifies that the tag field data is available and correct without actually sending the data
 - View and send tag data sends the tag data to its target. This is useful if the first option confirms the tags are set up correctly but it is not known if the actual data is being sent correctly

Click **Deployment** > **Test Tool** to access the Test Tool.

Test tool troubleshooting and debugging process

As you begin to use the Test Tool, use this flowchart as a guide to troubleshooting errors.

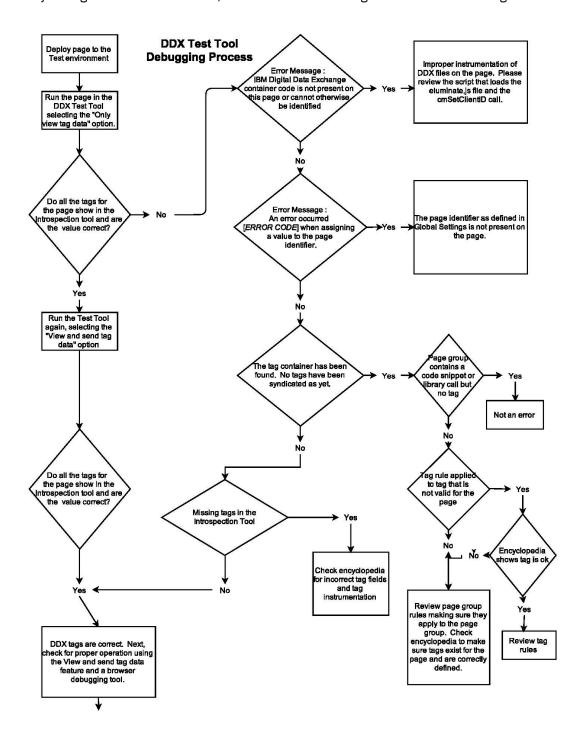


Figure 1: Test Tool troubleshooting and debugging process flowchart

Test and production environments

Two reporting environments are available to you: test and production.

- Use the test environment while tags are in development (your development and staging environments).
- Use the production environment after the tags are moved to the live production site.

Test environment details

The data collection domain and reporting URL for the test environment are shown in the following table.

Parameter	Description	
Client ID	Your 8-digit 9-series production Client ID, with the first digit replaced by "6".	
	Example: The production client ID "92345678" has a corresponding test client ID "62345678" .	
Data Collection Domain	The data collection domain for the test environment is testdata.coremetrics.com.	
Reporting URL	The reporting URL for the test environment is http://welcome.coremetrics.com.	

Test tool encyclopedia

When you run the test tool, results are shown in the test results table in the main test window. Click the **Encyclopedia** link in the test results table to open the **Encyclopedia** page. You can view details of tag execution and of elements or objects that are referenced by the tags.

Active Page Groups

Only page groups whose page rules were satisfied are displayed in this table. The page group type is indicated by one or more icons, for example Head (1) or Global (1), or both icons, for the Global Head Group. If there is no icon to display, the page group is a default page group.

Tag Counter

Tags that were run are displayed in this table. The check column indicates the number of times that a tag was syndicated successfully. The X column indicates the number of times that a tag failed to run or syndicate.

HTML Elements

This table lists the HTML elements found on the web page. The icons in the first column indicate whether the tag parameter is invoked through a function (), bound to an event handler (), or if the tag parameter is not bound, but executes immediately as the page loads (). The element ID, attribute, the value of the attribute, and the result are shown for each element.

A blank in the Result column indicates that the element exists on the page but was not invoked; an X in the Result column indicates that the element was not found. If one element of a tag is not found, the remaining parameters for the element are not check, and gives blank results. When the same parameter is used in multiple tags, only the first occurrence is searched for and recorded. When the same parameter is found in another tag, it will not be searched for, and blank results are shown for occurrences after the first.

JavaScript Objects

This table lists the JavaScript objects found on the web page, in the order in which they are looked for.

The icons in the first column indicate whether the tag parameter is invoked through a function (4),

bound to an event handler (**), or if the tag parameter is not bound, but executes immediately as the page loads (**). The value (including any modifier detail) and the result are shown for each object.

A blank in the Result column indicates that the object exists on the page but was not invoked; an X in the Result column indicates that the object was not found. If any tag parameter is not found, the remaining parameters for that tag are not searched for, and gives blank results. When the same parameter is used in multiple tags, only the first occurrence is searched for and recorded. When the

same parameter is found in another tag, it will not be searched for, and blank results are shown for occurrences after the first.

URL Parameters

This table lists any parameters in the page URL, and the results for each parameter.

The icons in the first column indicate whether the tag parameter is invoked through a function (). bound to an event handler (**), or if the tag parameter is not bound, but executes immediately as the page loads (*). The value (including any modifier detail) and the result are shown for each object.

A blank in the Result column indicates that the object exists on the page but was not invoked; an X in the Result column indicates that the object was not found. If any tag parameter is not found, the remaining parameters for that tag are nit searched for, and gives blank results. When the same parameter is used in multiple tags, only the first occurrence is searched for and recorded. When the same parameter is found in another tag, it will not be searched for, and blank results are shown for occurrences after the first.

JavaScript Modifier Functions

This table lists any functions that are referenced in tag modifiers. The Result column shows whether each function or modifier expression was successfully resolved.

JavaScript Bound Functions

This table lists any functions that are bound to elements on the web page. The Result column shows whether each function was successfully resolved.

HTML Callback Element

This table lists any callback elements on the web page. The Callback and the Result are shown for each element.

Test tool error messages

While running the Test Tool, you may encounter some error messages.

Table 3: Error Messages			
Error message	Possible cause for the error condition		
An error occurred [NO_SUCH_HS_VARIABLE] when assigning a value to the page identifier. As a result, DDX rules will not execute and tag syndication will not occur.	This error occurs when the page identifier as defined in Global Settings is not found on the page. The message in brackets [] may vary depending on the page identifier type; for example, url, JavaScript variable.		
Acoustic Digital Data Exchange container code is	This error occurs when:		
not present on this page or cannot otherwise be identified.	 There is an issue with the DDX instrumentation. The eluminate.js library is not loading or the cmSetClientID function call is not being made or is made with incorrect values. A code snippet causes a failure that affects the loading of the DDX libraries and code. 		
The tag container has not been found. No tags have been syndicated as yet.	This message occurs when the page is properly identified by the page group code, but no tag is found. In the case of page groups that only load a library or a code snippet, this is not an error. If a tag is expected, the Encyclopedia link is displayed with the error message. Click the Encyclopedia link to review a list of tags and dependencies for the page. Tags assigned to the page group are listed with their fields and whether the field was instantiated correctly.		

Tag results table

The Tag Results Table displays at the bottom of the browser window when you test page groups, showing the results of the tags that executed on the current page. Use the controls above the table to filter or customize your view of the results.

Page Groups

Select whether to view the results for all page groups that are deployed in the test environment, or select a specific page group to view only its tag execution results.

Vendors

Select whether to view the results for all vendor tags deployed in the test environment, or select a specific vendor to view only its tag execution results.

Select this option to show only errors, such as invalid datatype in the tag results table. If tags are executed successfully, with no errors, they are not displayed in the table.

Suppress Duplicates

This option suppresses the display of duplicate data for multiple rows. For example, if a tag has multiple tag data item rows, but the Date/Time, Page Group, Category, Vendor, Tag Function, and Tag Name are identical for each of those tag data items, they are displayed only once, in the first row for that tag. This option is selected by default.

Encyclopedia

Click this link to view a summary of elements, functions, and tags that execute on the test page. To refresh the display after changes are made to your pages, you might need to close and reopen the Encyclopedia window.

Tags that not found or are unable to be syndicated are displayed with X in the Encyclopedia. Tags returning values with invalid datatypes (for example, if the tag value does not match the tag's expected data type) are displayed with alerts.

Settings

Click this link to display the current global settings. If you have "Advanced Feature" permissions, you can modify these settings by clicking Manage > Global Settings in the side navigation pane.

Column	Description	
Date/Time	The date and time at which the tag was executed.	
Page Group	The name of the page group to which the tested page belongs. The page group type is indicated by one or more icons, for example Head () or Global (), or both icons, for the Global Head Group. If there is no displayed icon, the page group is a default page group.	
Category	The category of page groups to which the tested page belongs.	
Vendor	The name of the vendor that manages or hosts the tag.	
Tag Function	The name of the function that is called by the tag.	
Tag Data Item	The name of the tag data field that is associated with the tag. There can be several tag data fields for each tag.	

Column	Description
Value Returned	The value that is captured by the tag for the tag data item.
	If the tag data item was found but contains no data or the tag was set to unassigned, a Null value is displayed but is not considered an error. Hover your cursor over this column to view more details about the value.
	If the value returned by the tag does not match the tag's data type, an invalid(<datatype>) error is displayed, where <datatype> is the data type expected by the tag.</datatype></datatype>

Send data to the test environment

To send data collection to the test environment with your 6-series Client ID, you must modify the cmSetClientID(...) function call on non-production pages.

These are the only supported combination of cmSetClientID(...) parameters. Use of unsupported combinations might result in no data collection or appearance of test data in production reports or production data in test reports.

The following page points to Test reporting. The first digit of the Client ID parameter is changed to "6" and Client Managed parameter set to false when you send data to the test environment. Specifying a "9" or "5" series production ID here results in test data that appears in production reports, regardless of which domain is specified in the Data Collection Domain parameter.

Note: The client that sends tag data needs to accept 3rd party cookies under testdata.coremetrics.com. If 3rd party cookies cannot be accepted, change the Data Collection Method to "true," and ensure that the Cookie Domain is set to the actual test domain that serves the test pages (the actual test domain might be localhost or 127.0.0.1).

Example:

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
// Standard 6-series Test Client ID
cmSetClientID("69999999",false,"testdata.coremetrics.com","thesite.com");
// Standard 6-series Test Client ID - Europe Data Center
cmSetClientID("69999999",false,"testdata.de.coremetrics.com","thesite.com");
// Multisite 8-series Test Client ID
cmSetClientID("899999999|<SiteID>",false,"testdata.coremetrics.com",
"thesite.com"):
// Multisite 8-series Test Client ID - Europe Data Center
cmSetClientID("899999999|<SiteID>",false,"testdata.de.coremetrics.com",
"thesite.com");
</script>
// Example of the JavaScript Object declaration for using the default 'JavaScriptObject' Method
for Digital Analytics tag parameters:
<script type="text/javascript">
digitalData = {
  pageInstanceID: 'Standard Page',
     page: {
           pageInfo:{
   pageID:'Shopping Cart',
             onsiteSearchTerm:'
             onsiteSearchResults:"
           category: {
             primaryCategory: 'Checkout'
```

```
attributes: {
        exploreAttributes:",
        extraFields:"
    }
};</script>
</head>
```

The following page is pointed to Production reporting (Client-managed First Party).

Example:

```
<head>
<script type="text/javascript" src="//libs.coremetrics.com/eluminate.js">
</script>
<script type="text/javascript">
// Standard 9-series Production Client ID
cmSetClientID("99999999",true,"data.coremetrics.com","thesite.com");
// Standard 9-series Production Client ID - Europe Data Center
cmSetClientID("99999999", true, "data.de.coremetrics.com", "thesite.com");
// Multisite 5-series Production Client ID
cmSetClientID("59999999|<SiteID>",true,"data.coremetrics.com","thesite.com");
// Multisite 5-series Production Client ID - Europe Data Center
cmSetClientID("59999999|<SiteID>",true,"data.de.coremetrics.com","thesite.com");
<script type="text/javascript">
  digitalData = {
    pageInstanceID: 'Standard Page',
       pageInfo:
         ageInfo: {
    pageID:'Shopping Cart',
         onsiteSearchTerm:
         onsiteSearchResults:"
       category: {
   primaryCategory:'Checkout'
       attributes: {
         exploreAttributes:",
         extraFields:"
</script>
</head>
```

Testing pages using the test tool

After you deploy a page group to the test environment, you can test any page in the page group and view the results of tag execution on that page.

About this task

Testing is performed based on the most recent page group logic that you deploy to the test environment. Additional information to consider:

- To use the page testing feature, your browser must be HTML5-compliant.
- The ability to open the test page and test tool in separate windows is not supported in Internet Explorer.

 To activate test reports on the Acoustic Digital Analytics test system, contact Support.
- If your page group uses Acoustic Digital Analytics tags, when you deploy it to the test environment, the cookie domain for the group's pages is overridden to testdata.coremetrics.com. Tag data from those pages is sent to your test client ID.

Procedure

- 1. Click **Deployment > Test Tool**.
- 2. Specify the URL for the page on which you want to start the test.

- 3. Specify whether you want to open your test page and the test tool in separate windows, or in the same window. Opening the test results in a single test window requires iFrames.
- 4. Specify whether you want to view only tag data, or (if a test configuration is supported and is configured in **Vendors > Vendor Settings**) whether you also want to send tag data to Acoustic Digital Analytics for testing purposes.
- 5. When you finish choosing your test options, click **Start the Test**.
 - The test page and tag execution results are shown in the Introspection Tool. The **Tag Introspection** window displays and has links to the Encyclopedia and Settings.
- 6. Navigate in the displayed page as you would in any web browser. When you click links on the displayed page, or enter another page URL in the **Site URL** field and click **Go**, the tag results table refreshes to show test results for the current page tags.

Browser testing

After the tags have been verified by the Introspection Tool, it may be necessary to take a closer look at exactly what the tag code is doing on the page.

Browser testing is useful when determining if the:

- Library, loaded by the tag, loaded successfully
- Tag field modifiers produced the expected data value format
- Tag code is creating the proper objects on the page

Usually this browser testing is done in conjunction with help from the appropriate support staff for the vendor in question.

The decision as to what browser debug tool to use is up to the client. This tool should be applied to the Test Tool test page.

Vendors

You can deploy, manage, and connect your digital ecosystem with Acoustic's network of certified partners and vendors.

Use Digital Data Exchange to deploy your third party marketing vendors or syndicate Digital Analytics data directly to your vendors using the Digital Data Exchange API.

All certified partners list

You can use the All Certified Partners list to view basic information about Acoustic certified partners in Digital Data Exchange.

Click **Vendors** > **All Certified Partners** to view the list of partners.

You can:

- Click the column head to sort that column in ascending and descending order.
- Filter on text and display only partners whose details match the text you entered.
- · Access Partner Settings.
- Access Tag Settings.
- Access a partner's external website by clicking their logo.
- Access a partner's client portal by clicking the Website URL.

Vendor tag auditing

In Digital Data Exchange, if your account is provisioned for Acoustic Digital Analytics, you can enable vendor tag auditing to track the performance of your deployed vendor tags. The audit results for your tags are shown in the Vendor Tag Audit Report.

Important: When vendor tag auditing is enabled, you incur extra server charges because an Acoustic Digital Analytics Element tag is sent for every tracked vendor tag. Vendor tag auditing is available only if your account is provisioned for Acoustic Digital Analytics.

To enable auditing of vendor tags, you specify two attributes of the Acoustic Digital Analytics Element tag to be used for tracking tags:

- One attribute, automatically aliases as DDX Vendor Tag Data Collection, is used to collect information on the tag and its execution.
- The second attribute, which automatically aliases as DDX Vendor Tag URL, captures the URL of the page on which the tag is loaded. When a tracked vendor tag fires, the Acoustic Digital Analytics Element tag also fires, returning the auditing information in the specified attributes.

Vendor audit report

The Vendor Audit report is only available for partner Tags (both external and legacy). It is not available for Acoustic Digital Analytics tags. When the Vendor Audit report is enabled, an Acoustic Digital Analytics Element tag is fired for every partner tag (both legacy and externally added partners).

If vendor tag auditing is enabled, and if Acoustic Digital Analytics Explore Live Reports are enabled, you can view real-time data for your audited tags in the Vendor Audit report.

The vendor audit report extracts real-time data from the Digital Data Exchange API to show the audited tags for each vendor, which is identified by vendor name, tag name, and page ID. The **Tag Count** column displays the number of times that this tag successfully fired within the report time period.

By default, the report shows data for the current day, updating every 5 minutes based on new data from the API. You can select a different time period to display. Each time that you select a new time period for the report or refresh the report view, the report refreshes with the most recent available data.

Vendor tag auditing is available only if your account is provisioned for Acoustic Digital Analytics. In addition, you can view data in the Vendor Audit report only if you have Acoustic Digital Analytics Explore Live Reports are enabled.

In the side navigation pane, click **Vendors > Vendor Audit Report**.

Vendor tag auditing

In Digital Data Exchange, if your account is provisioned for Acoustic Digital Analytics, you can enable vendor tag auditing to track the performance of your deployed vendor tags. The audit results for your tags are shown in the Vendor Tag Audit Report.

Important: When vendor tag auditing is enabled, you incur extra server charges because an Acoustic Digital Analytics Element tag is sent for every tracked vendor tag. Vendor tag auditing is available only if your account is provisioned for Acoustic Digital Analytics.

To enable auditing of vendor tags, you specify two attributes of the Acoustic Digital Analytics Element tag to be used for tracking tags:

- One attribute, automatically aliases as DDX Vendor Tag Data Collection, is used to collect information on the tag and its execution.
- The second attribute, which automatically aliases as DDX Vendor Tag URL, captures the URL of the page on which the tag is loaded. When a tracked vendor tag fires, the Acoustic Digital Analytics Element tag also fires, returning the auditing information in the specified attributes.

Configuring vendor tags

Use this procedure to configure vendor tags.

Procedure

- 1. Access vendor tags in one of these ways:
 - In a saved or default tag view, select the vendor name and tag type.
 - Select Tags. Then, select Acoustic Tags, Certified Partner Tags, or Other Tags. From any of those lists, click the vendor name, then select a tag type from the Type drop-down list.
 - For certified partners, select **Vendors > All Certified Partners**. In the certified partners list, locate the partner whose tags you want to configure, and click **Tag Settings** in the **Actions** column.
- 2. Click the name of the tag that you want to configure.

- 3. Click the tag field values in each column, or click an icon in the **Actions** column to make your changes.
- 4. Click **Save** (only available for customized tags) to save the tag with the same name, or click **Save As** to save it with a different name.

What to do next

Links to vendor websites and documentation pages are available on each vendor's tag configuration page and on the **Vendors > Vendor Settings** page.

Configuring vendor tag auditing

Use this procedure to configure vendor tag auditing. To configure auditing of vendor tags, you specify two attributes of the Acoustic Digital Analytics Element tag that is used to track vendor tags. When you enable vendor tag auditing, you incur extra server charges because an Acoustic Digital Analytics Element tag is sent for every tracked tag. Vendor tag auditing is available only if your account is provisioned for Acoustic Digital Analytics.

About this task

If your account is provisioned for Acoustic Digital Analytics, you can enable or disable vendor tag auditing at any time.

Important: When you enable vendor tag auditing, you incur extra server charges because an Acoustic Digital Analytics Element tag is sent for every tracked vendor tag.

Procedure

- 1. Click Manage > Vendor Audit Settings.
- 2. Select Enable Vendor Tag Auditing.
 - The **Define Element Tag** section is enabled. In the **Define Element Tag** section, only unaliased attributes of the Element tag are available for selection in the two drop-down lists. If there are no unaliased attributes, you must remove the aliases from at least two attributes before you can enable vendor auditing in Digital Data Exchange.
- 3. Select one attribute to be used for vendor data collection, and one attribute to be used to capture the page URL.
- 4. Click Save.

Results

Your selected attributes are automatically aliased as DDX Vendor Tag Data Collection and DDX Vendor Tag URL, and Digital Data Exchange begins tracking your vendor tags. You can view vendor tag audit details in **Vendors > Vendor Audit Report**.

Enabling or disabling deployed tags by vendor

Use this procedure to enable or disable deployed tags by vendor. You can quickly disable or enable a particular vendor's tags that are deployed to a production environment.

Procedure

- 1. Click **Deployment > Vendor Enablement**.
 - In the table, vendors with enabled tags are selected.
- 2. Clear or select the **Enabled in Production** check box, depending on the action you want to perform:
 - To disable currently enabled vendor's tags, clear the **Enabled in Production** check box.
 - To enable a vendor's tags for production, select the **Enabled in Production** check box.
- 3. Click Update and Deploy.

The vendor enablement table refreshes to reflect your changes. The updated deployment is immediately sent to the Content Delivery Network (CDN). Some time is needed before the change is fully deployed, because the updates need to be replicated across all CDN servers.

Specifying vendor settings

Use this procedure to specify vendor settings. Vendor settings cover deployment settings that are applied for all tags that are associated with the selected vendor. For Multisite clients, vendors settings for Site IDs can be inherited from the Global ID. Not all vendors have settings, but if vendor settings exist, you must set them before vendor tags can be deployed.

Procedure

- 1. Click Vendors > Vendor Settings, or from the vendor's tag Edit page, click Vendor Settings. If a vendor does not have any settings, the Vendor Settings button on the vendor's tag Edit page is disabled.
- 2. Select the vendor whose settings you want to configure. The window refreshes to show settings pertinent to the selected vendor.
- 3. Clear or select the Inherit Partner Settings from Global ID check box, depending on the action you want to perform:
 - To enable inheritance, select the Inherit Partner Settings from Global ID check box. Once the inheritance is set, the vendor settings are shared across all the existing and future vendors.
 - To disable inheritance, clear the **Inherit Partner Settings from Global ID** check box.
- 4. Specify the settings for the vendor in your implementation.
- 5. Click Save.

What to do next

To access the vendor's website or their documentation from the **Vendor Settings** page, click **Vendor Site** or **Vendor Help**. These buttons are disabled if links are not available from within Digital Data Exchange.

For details about deployment settings for Acoustic Digital Analytics tags, refer to the Acoustic Digital Analytics Implementation Support Guide.

Utilities

Digital Data Exchange provides a set of utility tags that can be used to add page content or functionality dynamically.

These utility tags are defined in the same way as any other Digital Data Exchange tags. Typically, there are two different versions of the utility tags allowing their placement in page groups that use either the head container or the default container. There may be some variation in the two versions of a tag as their placement in the head or body of the web page require tag fields appropriate to their placement. As with any other Digital Data Exchange tag, once the tag fields are defined and the custom tag saved, the custom tag will be added to the Acoustic DDX Utilities tag list.

The tags that are included are:

- Add/Replace Content in Default
- Add/Replace Content in Head
- · Load Function in Default
- · Load Function in Head
- Load Library in Default
- · Load Library in Head
- · Load Pixel in Default
- · Load Pixel in Head
- · Manual Link Click Tag in Default
- · Manual Pageview Tag in Default
- · Manual Pageview Tag in Head
- Retrieve Acoustic Analytics Cookie ID

Click Tags > Acoustic DDX Utilities to find the tags.

Add/Replace content in default tag

The Digital Data Exchange Add/Replace Content in Default tag inserts or replaces the content in the parent container, depending on the value selected in the second tag field, with the HTML code defined in the New Content field.

Add/Replace content in head tag

The Digital Data Exchange Add/Replace Content in Head tag allows the user to replace or add content in the parent container in a Head page group.

The Add/Replace Content in Head tag is included only to allow a head page group to contain the tag in the unlikely event that is required. The tag will insert or replace content, depending on the value selected in the second tag field, with the HTML code defined in the New Content field.

Load function in default tag

The Digital Data Exchange Load Function in Default tag allows the client to define a JavaScript function in a Default Section page group.

The Function JavaScript Code field is the code within the function and the Function Parameters field should contain any function parameters needed by that code. The Function JavaScript Code field is a comma delimited field.

Load function in head tag

The Digital Data Exchange Load Function in Head tag allows the client to define a JavaScript function in a Head Section page group.

The Function JavaScript Code field is the code within the function and the Function Parameters field should contain any function parameters needed by that code. The Function JavaScript Code field is a comma delimited field.

Load library in default tag

The Digital Data Exchange Load Library in Default tag is designed to be used with Default Container Page Groups.

The library is loaded in the Body section of the page. This tag has the following fields

- Required URL for the library
- Optional field to assign an ID to the library
- Callback function

The callback function does not allow parameters to be passed and its value should be the JavaScript code for that function. This tag creates that function and calls it when the library loads.

Load library in head tag

The Digital Data Exchange Load Library in Head tag is designed to be used with Head Container Page Groups.

The library is loaded in the Head section of the page. This tag has the following fields

- Required URL for the library
- Optional field to assign an ID to the library
- Callback function

The callback function does not allow parameters to be passed and its value should be the JavaScript code for that function. This tag creates that function and calls it when the library loads.

Load pixel in default tag

The Digital Data Exchange Load Pixel in Default tag sends a pixel request in the default section.

If the Pixel type chosen is IMAGE and there are no parameters other than the optional cache buster, the image request is created in memory and does not affect page registration.

If the pixel type is IMAGE or IFRAME and the Parent Div field has a value, the pixel is inserted in the Parent Div using the appropriate tag fields. The Parent Div is required for the IFRAME pixel type.

Load pixel in head tag

The Digital Data Exchange Load Pixel in Head tag sends a pixel request in the head section.

Because the pixel request is sent in the head, there are no other required tag fields other than an optional cache buster. The image request is made in memory and does not affect the page registration.

Manual link click tag

The Digital Data Exchange Manual Link Click tag fires a link click tag.

The Manual Link Click tag is designed to mimic the standard link click tag that Digital Analytics automatically adds to the links collection on a page. The tag is designed to be used in the onclick event of clickable objects and should be bound to the Object Event or to a function called by the onclick event of that object.

Manual pageview tag in default tag

The Digital Data Exchange Manual Pageview tag in Default tag has all the same parameters as the Acoustic standard pageview tag but also allows the user to set the destination and referring URL values.

The Manual Pageview tag in Default tag is used to "pretag" pages that are either untaggable such as PDF files or to track off site pages. This tag is usually placed in an anchor tag, onclick event, or a similar object that takes the visitor to the target page.

This tag should be used only when the destination or referring URL values need to be set to something different than the web page. This version allows the tag to be included in Default container page groups.

Manual pageview tag in head tag

The Digital Data Exchange Manual Pageview in Head tag has all the same parameters as the Acoustic standard pageview tag but also allows the user to set the destination and referring URL values.

The Manual Pageview in Head tag is used to "pretag" pages that are either untaggable such as PDF files or to track off site pages. This tag is usually placed in an anchor tag, onclick event, or a similar object that takes the visitor to the target page.

This tag should be used only when the destination or referring URL values need to be set to something different than the web page. This version allows the tag to be included in Head container page groups.

Retrieve Acoustic analytics cookie ID

The Digital Data Exchange Retrieve Acoustic Analytics Cookie ID is designed to run in the head. It populates the JSON object, digitalData.page.pageInfo.attribute.Acoustic_Cookie, with the Acoustic Digital Analytics permanent cookie id.

The Retrieve Acoustic Analytics Cookie ID Utility does not have parameters. It should be loaded prior to any other tags in a page group. The digitalData.page.pageInfo.attribute.Acoustic_Cookie is useful in providing a unique identifier for the visitor on a particular device.

Quick-start workflow for deploying Digital Data Exchange tags

Use this workflow to quickly implement Digital Data Exchange tags.

Procedure

- 1. Log in to Digital Data Exchange using the Production ID.
- 2. Define the unique page identifier. The most common method is **JavaScriptObject**, which uses the recommended digitalData object by default.
 - Refer to "Unique page identifiers" on page 16.
- 3. Create custom Acoustic Digital Analytics tags. In the navigation pane, select **Tags > Acoustic Tags > Acoustic Digital Analytics**.
- 4. Create a new code snippet and specify a unique name. Optional.
 - Refer to "Creating code snippets" on page 21.

- 5. Create a new page group. In the navigation pane, select **Assets** > **Page Groups** > **Create New Page Group**.
 - a) On the **Page Rules** tab, specify the **Page Identifier**.
 - b) On the **Default Container** tab, select the tags that you want to run for the pages that belong to the page group. Also, add any required JavaScript locations.
 - c) On the **Tag Rules** tab, specify additional logic to determine if the tags you configured for the page group need to run.
 - d) On the **Code Snippets** tab, select the snippets that you want to run for pages in the the page group. Optional.

Refer to "Creating page groups" on page 25.

6. Deploy the page group to the **Test** environment.

Refer to "Page group deployment" on page 28.

7. Test your pages.

Refer to "Testing pages using the test tool" on page 49.

8. After testing is successful, deploy the page group to the **Production** environment.

Refer to "Page group deployment" on page 28.

HTML script block requirements

Requirements for coding your web pages.

- Reference eluminate.js, the data collection library, in the <head> section of the page, within a <script>.
- Reference the cmSetClientID() call in the <head> section of the page, within a <script> block as shown in the example.
- Define the digitaldata object in the <head> section of the page, within a <script>. The value that is entered for the JavaScript object name needs to exist on the page exactly as it is entered in the Object Name field in the tag configuration.
- If you are using the default JavaScript Object page identifier for your deployment, define a pageInstanceID value in every web page to be evaluated by DDX page group rules.

This example shows an Acoustic Digital Analytics Page View Tag with the standard values used by Digital Analytics, and all parameters populated with sample data.

Quick-start workflow for deploying Acoustic-certified partner tags

Use this workflow to quickly implement Acoustic-certified partner tags.

Procedure

- 1. Log in to Digital Data Exchange using the Production ID.
- 2. Create custom certified partner tags.
 - a) Click Tags > Certified Partner tags.
 - b) Select the partner from the list of certified partners.
 - c) Select the tag type.

- d) Click the tag name to edit the tag fields.
- 3. Create a page group. Select Assets > Page Groups and click Create a New Page Group.
 - a) On the Name and Container tab:
 - Specify a unique page group name.
 - Pick a page group category or create a new category for the page group.
 - If the tags for the page group need to be executed in the <head> section of the page, select **Head** as the **Page Group Container**. Otherwise, select **Default**.
 - b) On the **Page Rules** tab, specify the logic using the unique page identifier object to determine which groups of pages are associated with each other based on the tags that need to be applied to the pages.
 - c) On the **Default Container Tags** tab, select the custom tag that you created previously. Move the tag from the **Available Vendor Tags** list to the **Selected Vendor Tags** list.
 - If the tag you created is not available on the **Default Container Tags** tab, verify that you selected the correct value in the **Page Group Container** on the **Name and Container** tab.
 - d) Save the new page group.Refer to "Creating page groups" on page 25.
- 4. Deploy the page group to test or production. A partner tag that is deployed to **Test** sends real partner production tags, unlike the Digital Analytics tags which are redirected to the Test Reports.
 - Refer to "Page group deployment" on page 28.
- 5. Update the target web page to include the partner tag source code to pass data to the partner tag fields.
- 6. Test the test web page with the test tool. Use the **Deployment** > **Test tool** to run the tests.
 - Paste the URL of the target web page into the Starting Test Page URL field.
 - · Select, Single test window and View and send tag data.
 - · Click Start the Test.
 - Verify that the partner tag is sent by using a browser development tool or HTTP/HTTPS request log viewer.

You can use the Digital Data Exchange Test Tool to verify whether the page group deployment is successful.

Refer to "Page group deployment" on page 28.

Acoustic Digital Data Exchange API

Using the API

The Acoustic Digital Data Exchange Digital Analytics API is an application in Digital Data Exchange with which you can request an API call through a generated URL to return your requested data.

You can access the API only if your account is provisioned for Acoustic Digital Analytics, and if you belong to a user role that has been granted permissions to the Digital Data Exchange API. In addition, your access might be limited to specific data event types. If you require help with your user permissions, contact your system administrator.

API feeds

Configure your API requests in Digital Data Exchange based on a set of standard data event types (for example, conversion events, page view events, cart events, or purchase events). Optionally, you can filter your requests to return only the data that you want.

You can configure your own API request and save it as a saved API feed to generate an aliased URL, or you can generate a URL for immediate use without saving the configuration. In addition, you can make use of the best practice API feeds that provide a basic configuration for each of the event types.

Creating saved API feeds

Use this procedure to configure an API request that you can save with a name and reuse at any time.

Procedure

- 1. Click API > API Feeds.
- 2. Click Create New API Feed.
- 3. Select Create a saved view API feed, then click OK.
- 4. Enter a name for the saved API feed.
- 5. Specify details of the type of data event for which you want to extract data.
 - a) Select the format in which you want the data to be returned.
 - b) Select the language in which you want the data to be returned.
 - c) Select the type of data event for your API request.
- 6. Select the data fields that you want to extract from the **Available Data Fields** list, and move them to the **Selected Data Fields** list.

If you make no selections, by default all data fields that are associated with the selected data event type are included in the data request.

- 7. Optionally, add filter conditions to limit the content that is returned in your API request.
- 8. Optionally, obtain the most recent available Load ID by clicking **Load ID**, or by copying and pasting the Load ID Request URL into a browser address bar.
- 9. When you finish configuring your API feed, click **Save**.

The **Aliased feed URL** dialog appears, displaying the URL for your saved API feed.

- 10. Copy and paste this URL into a browser address bar to access your extracted data.
- 11. Click **OK** to close the dialog.

You are returned to the API Feeds page; your saved API feed is added to the table.

Editing saved API feeds

Use this procedure to modify saved API feeds at any time. Saved API feeds are shared with all users in your system. Be aware that other users are able to modify or delete API feeds that you created.

Procedure

- 1. Click API > API Feeds.
- 2. Locate the API feed that you want to edit.
- 3. Click the API feed name.
- 4. Make your changes.
- 5. Click Save.

Deleting saved API feeds

Use this procedure to delete saved API feeds. Saved API feeds are shared with all users of your system. Be aware that other users are able to modify or delete API feeds that you created.

Procedure

- 1. Click API > API Feeds.
- 2. Select the checkbox in the row for each saved API feed that you want to delete.
- 3. Click Delete Selected API Feeds.
- 4. Click Yes to confirm the deletion.

Fetching data using saved API feeds

Use this procedure to fetch the data associated with a saved API feed.

Procedure

- 1. Click API > API Feeds.
- 2. You can obtain the data in two ways. For the API feed for which you want to fetch data:
 - In the Actions column, click the Fetch Data icon ().
 - In the Feed URL column, click the linked URL, then copy the URL from the Aliased feed URL dialog, and paste it in a browser address field.

The API feed data is available for download in the requested format.

Filtering API output

Use this procedure to specify filter conditions for your API request. When you create an API request, you can create filters to limit the content that is returned. Filter criteria are specific to the data event type that you select for your request.

Procedure

- 1. Click API > API Feeds.
- 2. Open an existing API feed, or click **Create New API Feed**.
- 3. On the API feed configuration page, after you select the data fields that you want returned by the API request, click the Add a filter condition link.
- 4. Add at least one criterion for filtering your API data request.
- 5. After you finish specifying your filter criteria, click **Save** for saved feeds, or click **Generate API URL** for non-saved API requests.

The resulting API URL includes only data that satisfies your filter criteria. When you edit saved API feeds, filter conditions are reset when you select a new data event type. However, your changes are not saved until you click **Save**.

Using best practice API feeds

Use best practice API feeds with the existing preselected data fields, or to make modifications. You can rename a modified best practice feed and save it as a saved API feed.

Procedure

- 1. Click API > Best Practice API Feeds.
- 2. Click the name or row of the best practice feed that you want to use to make an API request.
- 3. In the **Generate URL** dialog, specify details for the API request.
 - a) Select the format in which you want the data to be returned.
 - b) Select the language in which you want the data to be returned.
- 4. Make changes to the preselected list of **Selected Data Fields**.
- 5. Optionally, add filter conditions that limit the content that is returned in your API request.
- 6. Optionally, obtain the most recent available Load ID by clicking **Load ID**, or by copying and pasting the Load ID Request URL into a browser address bar.
- 7. When you finish configuring your API feed, click **Generate API URL**. The URL is generated and displayed at the bottom of the page.
- 8. Click Fetch Data or copy and paste the URL into a browser address bar to access your extracted data.
- 9. Click Close when you finish generating API URLs from this best practice feed, or click Save As to save the configured best practice feed as a saved API feed.

Format of generated URLs

The format of the URLs generated by the Digital Data Exchange API interface follow the structure described in this topic.

The API interface generates a URL for you based on report data you configure. You can modify the URL to manipulate the query, so that, for example, you can repeatedly make the same API call at various intervals.

The basic URL structure is https://welcome.coremetrics.com/analyticswebapp/api/1.0/report-data/ddx/, followed by:

- 1. Data event type (for example: orders.ftl, cookielogins.ftl)
- 2. Client ID
- 3. User name of the user requesting the report
- 4. Report file format (xls, csv, xml, or json)
- 5. Authentication Key (automatically generated by the API)
- 6. Language and locale identifier (for example: Chinese (Simplified) is zh_CN; English (UK) is en_UK; German (Germany) is de_DE)
- 7. View ID (for example: default.ftl)
- 8. Load ID and any other data filters
- 9. The selected metrics (data fields)

URL example

In this example, the URL is broken into multiple lines for ease of reading. The actual URL does not contain line breaks.

```
https://welcome.coremetrics.com:8080/analyticswebapp/api/1.0/
/report-data/ddx/orders.ftl?clientId=<clientid>&username=<userid>
&format=xls&userAuthKey=<authKey>&language=en_US&viewID=default.ftl
&metrics=CLIENT_ID,CLIENT_ORDER_NUMBER,EVENT_DATE,LOAD_ID,ORDER_TOTAL
```

Creating non-saved feed URLs

Generate a URL for immediate use without saving the API feed configuration. Changes to the data request or Load ID will require regenerating the URL.

Procedure

- 1. In the side navigation pane, click API > API Feeds.
- 2. On the API Feeds page, click Create New API Feed.
- 3. Select Create a non-saved feed URL, then click OK.
- 4. Specify details of the type of data event for which you want to extract data.
 - a) Select the format in which you want the data to be returned.
 - b) Select the language in which you want the data to be returned.
 - c) Select the type of data event for your API request.
- 5. Select the data fields that you want to extract from the **Available Data Fields** list, and move them to the **Selected Data Fields** list.

If you make no selections, by default all data fields associated with the selected data event type are included in the data request.

- 6. Optionally, add filter conditions that will limit the content that is returned in your API request.
- 7. Optionally, obtain the latest available Load ID by clicking **Load ID**, or by copying and pasting the Load ID Request URL into a browser address bar.
- 8. When you have finished configuring your API feed, click **Generate API URL**. The URL is generated and displayed at the bottom of the page.

- 9. Click **Fetch Data** or copy and paste the URL into a browser address bar to access your extracted data.
- 10. Click **Close** when you have finished generating API URLs.

What to do next

If you change the data request or the Load ID, generate a new URL.

Troubleshooting API Requests

The following lists errors that you might encounter when you submit API requests.

Result of API Request (Example)	Description of Error	
{"errorCodes":["INVALID_LOAD_ID"], "lastloadid":"1333125300", "minloadid":"1332776700"}	The Load ID provided for the getLoadIdsAfter parameter was not found in the database. The response includes the minloadid (the earliest Load ID in the database) and the lastloadid (the most recent Load ID found in the database).	
{"loadids":[]}	No Load ID was provided for the getLoadIdsAfter parameter.	
{"errorCodes":["USER_AUTHENTICATION _FAILED"]}	The user name was incorrect or not found, or the authentication key was incorrect or not found	
{"errorCodes":["API_USER_AUTHENTICATION	The client ID was incorrect or not found.	
_FAILED"]}	Note: You cannot make API requests unless your client ID is enabled for Digital Data Exchange API.	
{"errorCodes":["INVALID_LOAD_ID"]}	The Load ID provided was not an integer.	
{"loadid":null}	There are no load IDs in the database.	
{"errorCodes":["PLEASE_CONTACT_CUSTOMER _SUPPORT"]}	An error occurred not related to authentication or Load ID validation. Please contact Customer Support.	

Best practice API feeds

Best practice API feeds are pre-configured feeds for each of the data event types, including cart events, purchase events, conversion events, order events, and other events.

In each best practice feed, the most commonly used data fields are already selected. Configure the feed to give you the data that you want, then generate an aliased URL. You cannot save your changes to the best practice feed, but you can save it as your own saved API feed.

Best practices cart abandonment registrations API feed

The Best Practices Cart Abandonment Registrations API Feed uses the last provided registration ID when it joins the registration and cart abandonment data.

Duplicate entries for registration ID are ignored. The cart abandonment feed calls only the last known value from that session.

Load IDs

Before you begin, you need to understand how data collection and load IDs work in the Digital Data Exchange API.

Some data event types do not return complete data until their associated session is complete. For example, page view event data can be collected as soon as that event takes place, and before the visitor's current session ends. However, purchase event data or cart abandonment event data needs to be

calculated from completed session data; therefore, it is not sent until the session is complete. When you make an API request, only completed events are included in returned data.

API requests can be configured to return data that is associated with Load IDs for a range of 8 days before the current Load ID. Data for load IDs earlier than 8 days is not available.

Collected data is loaded into the database every 5 minutes. Each new batch of data is identified by a unique Load ID. The Load ID is a number that is assigned by the system that processed that batch of data. The Load ID increments by a set amount for each new batch of data and is defined by the last batch Epoch time value included in that Load. More information on Epoch conversions can be found at the following URL http://www.epochconverter.com/epoch/timezones.php.

When you make API requests, the Load ID is required as a parameter in the API request URL. To acquire data continuously over time, you need to create an iterative process to pass API request URLs with sequentially incremented Load IDs.

You can use the Load ID for filtering purposes to request data from the API. You can also use the Load ID to request data pro-grammatically in your API call to continuously update the most recent data. .

Filtering with Load IDs

The Load ID identifies the batch of data that is being requested, and is required as a parameter in the API request URL.

Procedure

- 1. Obtain the Load ID representing the batch of data that you want to request.
- 2. Modify your API request URL by adding the following string to the end of the URL: &filter=load_id +eq+nnnnnnnn, where nnnnnnnnn is the Load ID number.

Example: request data only for Load ID 1335478800

The URL that you use to request data that is associated with Load ID 1335478800 should look like this:

```
https://welcome.coremetrics.com:8080/analyticswebapp/api/1.0//report-data/ddx/carts.ftl?clientId=<clientid>&username=<userid>&format=xls &userAuthKey=<authKey>&language=en_US&viewID=default.ftl &filter=load_id+eq+1335478800
```

Getting all valid Load IDs

To obtain a list of all Load IDs that contain report data, make a getAllLoadIds API request.

Procedure

- 1. Click API > API Feeds.
- 2. Open an existing API feed, or click Create New API Feed.
- 3. From the API feed configuration page for any saved or non-saved API feed, copy the Load ID Request URL, which follows this form:http://welcome.coremetrics.com/analyticswebapp/api/1.0/getLastLoadId?userAuthKey=<authKey>&clientId=<clientid>&username=<userid>
- 4. Replace the getLastLoadId parameter with getAllLoadIds.
- 5. Use the URL programmatically or simply paste it into the address field of a web browser.

All valid Load IDs are returned in this form:

```
{"loadids":["nnnnnnnn1", "nnnnnnnnn2", "nnnnnnnnn3"]}, where nnnnnnnn1, nnnnnnnnn2, and nnnnnnnnn3 are unique Load IDs.
```

Getting Load IDs that follow a given Load ID

To obtain all available Load IDs that have been generated after a given Load ID, make a getLoadIdsAfter API request.

Procedure

- 1. Click API > API Feeds.
- 2. Open an existing API feed, or click Create New API Feed.
- 3. From the API feed configuration page for any saved or non-saved API feed, copy the Load ID Request URL, which follows this form:http://welcome.coremetrics.com/analyticswebapp/api/1.0/getLastLoadId?userAuthKey=<authKey>&clientId=<clientid>&username=<userid>
- 4. Replace the getLastLoadId parameter with getLoadIdsAfter.
- 5. Append the Load ID: &load_id=nnnnnnnn.
 - See the example below for the correct format of the URL used to make a getLoadIdsAfter API request.
- 6. Use the URL programmatically or simply paste it into the address field of a web browser.

Any available Load IDs generated after your provided Load ID are returned in this form:

```
{"loadids":["nnnnnnnn1", "nnnnnnnnn2", "nnnnnnnnn3"]}, where nnnnnnnn1, nnnnnnnnn2, and nnnnnnnnn3 are unique Load IDs.
```

Example: getLoadIdsAfter Load ID 1333581000

The URL that you use to get Load IDs available after Load ID 133358100 should look like this:

```
http://welcome.coremetrics.com/analyticswebapp/api/1.0/getLoadIdsAfter?userAuthKey =<authKey>&clientId=<clientid>&username=<userid>&load_id=1333581000
```

Getting the most recent Load ID

You can obtain the most recent Load ID either from the user interface, or by making an API request.

From the user interface

- 1. Click API > API Feeds.
- 2. Open an existing API Feed, or click **Create New API Feed**.
- 3. On the API feed configuration page for both saved and non-saved API feeds, the most recent Load ID is displayed at the top right corner. Click **Load ID** at any time to refresh the **Load ID** field and show the latest available Load ID.

Making a "GetLastLoadID" API request

- 1. Click API > API Feeds.
- 2. Open an existing API Feed, or click Create New API Feed.
- 3. From the API feed configuration page for any saved or non-saved API feed, copy the Load ID Request URL, which follows this form:

```
http://welcome.coremetrics.com/analyticswebapp/api/1.0/getLastLoadId?userAuthKey =<authKey>&clientId=<clientid>&username=<userid>
```

4. Use the URL programmatically or simply paste it into the address field of a web browser.

The latest available Load ID number is returned in this form:

{"loadid": "nnnnnnnnn"}, where nnnnnnnnn is the Load ID number.

Reports

The Digital Data Exchange API Usage report displays a list of the requests made to the API for the period selected in the report. For each request, see the date and time, data event type, user name, requesting IP address, and the number of records returned.

API usage report

The Digital Data Exchange API Usage report displays a list of the requests made to the API for the period selected in the report.

The API Usage report provides the:

- · Date and time
- · Data event type
- User name
- Requesting IP address
- · Number of records returned

You can:

- Find specific items by entering search text in the **Find in Table** field.
- Sort each column in ascending or descending order by clicking the arrow in the corner of each column heading.
- Filter the data you see in the report using the **Period** control. You can also click **Report Options** to access calendar and filter options.

API report formats

The Digital Data Exchange API returns reports in these formats:

XLS

The report file is \star .xls and is named download.xls.

CSV

The report file is *.csv and is named download.csv.

XML

A web page with XML formatted data is returned within your browser.

JSON

A web page with JSON formatted data is returned within your browser.

Digital Data Exchange API Data Field Reference

The following tables list the data fields available for each data event type report in the Digital Data Exchange API. For each data field, the data type, the maximum number of characters, the description, and metric name are shown.

Cart Events

Data Field	Data Type (Chars)	Description	Metric
Base price	Numeric (16,2)	Price of item	BASE_PRICE
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID

Data Field	Data Type (Chars)	Description	Metric
Load ID	Numeric	The API Load ID	LOAD_ID
Product ID	VARCHAR (256)	Unique user identifier for the carted item.	PRODUCT_ID
Product Name	VARCHAR (256)	Name of the carted item.	PRODUCT_NAME
Product Quantity	Numeric (8,0)	The quantity of the carted item.	PRODUCT_QUANTITY
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Shop Attribute Cart Event Fields 1-50	VARCHAR (256)	User values passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
Site Location ID	VARCHAR (256)	The product's category ID, as found in the Category Definition File.	SITE_LOCATION_ID
Site Location Name	VARCHAR (256)	The product's category name, as found in the Category Definition File.	SITE_LOCATION_ID

Conversion Events

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Conversion Event Action Type	Numeric (2,0)	The type of event action, where 1=Start, and 2=End.	CONVERSION_EVENT_ ACTION_TYPE
Conversion Event Attribute Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Conversion Event Category	VARCHAR (256)	User-provided category for conversion event grouping.	CONVERSION_EVENT_ CATEGORY
Conversion Event ID	VARCHAR (256)	User-provided unique identifier for conversion event.	CONVERSION_EVENT_ID
Conversion Event Points	Numeric (8,0)	User-provided value for weighting of conversion event in reporting.	CONVERSION_EVENT_ POINTS
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE

Data Field	Data Type (Chars)	Description	Metric
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID

Cookie Login

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Departure Page ID	VARCHAR (256)	Page ID for the last tagged page in the session.	DEPARTURE_PAGE_ID
Departure Site Location ID	VARCHAR (256)	Category ID for the last tagged page in the session.	DEPARTURE_PAGE_SITE_ LOC_ID
Destination URL	VARCHAR (1024)	DOM value for the URL for the first tagged page in the session.	DESTINATION_URL
Entry Page ID	VARCHAR (256)	Page ID for the first tagged page of the session.	ENTRY_PAGE_ID
Entry Site Location ID	VARCHAR (256)	Category ID for the first tagged page in the session.	ENTRY_SITE_LOC_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
First Visit Flag	VARCHAR (1)	New visitor flag.	FIRST_VISIT_FLAG
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
IP Address	VARCHAR (256)	IP address for the visitor.	IP_ADDRESS
Load ID	Numeric	The API Load ID	LOAD_ID
MMC Flag	VARCHAR (1)	Qualifies as an MMC-attributed session.	MMC_FLAG
Referral Name	VARCHAR (256)	Name of referring source.	REFERRAL_NAME
Referral Type	VARCHAR (1)	Type of referral.	REFERRAL_TYPE
Referral URL	VARCHAR (1024)	Referring site's URL	REFERRAL_URL
Search Link	VARCHAR (1024)	Search engine link	SEARCH_LINK
Search Word	VARCHAR (256)	Search engine search term	SEARCH_WORD

Data Field	Data Type (Chars)	Description	Metric
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Session Page Views	Numeric (10,0)	Pageviews per session	SESSION_PAGE_VIEWS
Session Time Spent	Numeric (6,0)	Session duration	SESSION_TIME_SPENT
User Agent	VARCHAR (256)	User agent string	USER_AGENT

Element Events

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Element Attribute Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Element Category	VARCHAR (50)	Element category.	ELEMENT_CATEGORY
Element ID	VARCHAR (50)	Unique element ID	ELEMENT_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID

Item Abandonment Events

Data Field	Data Type (Chars)	Description	Metric
Base Price	Numeric (16,2)	Price of item	BASE_PRICE
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID

Data Field	Data Type (Chars)	Description	Metric
Product ID	VARCHAR (256)	Unique user identifier for the carted item.	PRODUCT_ID
Product Name	VARCHAR (256)	Name of the carted item.	PRODUCT_NAME
Product Quantity	Numeric (8,0)	The quantity of the carted item.	PRODUCT_QUANTITY
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Shop Attribute Item Abandonment Event Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
Site Location ID	VARCHAR (256)	The product's category ID, as found in the Category Definition File.	SITE_LOCATION_ID
Site Location Name	VARCHAR (256)	The product's category name, as found in the Category Definition File.	SITE_LOCATION_ID

Item Purchase Events

Data Field	Data Type (Chars)	Description	Metric
Base Price	Numeric (16,2)	Price of item	BASE_PRICE
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Product ID	VARCHAR (256)	Unique user identifier for the carted item.	PRODUCT_ID
Product Name	VARCHAR (256)	Name of the carted item.	PRODUCT_NAME
Product Quantity	Numeric (8,0)	The quantity of the carted item.	PRODUCT_QUANTITY
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Shop Attribute Item Purchased Event Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50

Data Field	Data Type (Chars)	Description	Metric
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
Site Location ID	VARCHAR (256)	The product's category ID, as found in the Category Definition File.	SITE_LOCATION_ID
Site Location Name	VARCHAR (256)	The product's category name, as found in the Category Definition File.	SITE_LOCATION_ID

MMC Clicks

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Marketing Program Attribute Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Load ID	Numeric	The API Load ID	LOAD_ID
Parameter 1	VARCHAR (256)	Vendor value of the cm_mmc argument	PARAMETER_1
Parameter 2	VARCHAR (256)	Category value of the cm_mmc argument	PARAMETER_2
Parameter 3	VARCHAR (256)	Placement value of the cm_mmc argument	PARAMETER_3
Parameter 4	VARCHAR (256)	Item value of the cm_mmc argument	PARAMETER_4
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID

Order Events

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Client Order Number	Numeric (30,0)	Client order number	CLIENT_ORDER_NUMBER

Data Field	Data Type (Chars)	Description	Metric
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Order Total	Numeric (16,2)	Total order prices, excluding shipping charges	ORDER_TOTAL
Order/Transaction Attribute Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Shipping Charges	Numeric (16,2)	Shipping charges for the order	SHIPPING_CHARGES
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
Total Lines	Numeric (3,0)	The number of line items in the order.	TOTAL_LINES

Page View Events

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Destination URL	VARCHAR (1024)	Page URL derived from DOM.	DESTINATION_URL
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
OnSite Search Word	VARCHAR (256)	Internal site search word	ONSITE_SEARCH_WORD
Page ID	VARCHAR (256)	Unique value for the page in reporting.	PAGE_ID
Page Name	VARCHAR (256)	Page name	PAGE_NAME
Page Time Spent	Numeric (6,0)	Time that is spent on page	PAGE_TIME_SPENT
Page View Attribute Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50

Data Field	Data Type (Chars)	Description	Metric
		Values and order are determined by the user.	
Referral URL	VARCHAR (1024)	Referring URL, derived from DOM.	REFERRAL_URL
Search Result Count	Numeric (10,0)	Number of search results that are returned for internal search term.	SEARCH_RESULT_COUNT
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
Site Location ID	VARCHAR (256)	The page category ID, as found in the Category Definition File.	SITE_LOCATION_ID
Site Location Name	VARCHAR (256)	The page category name, as found in the Category Definition File.	SITE_LOCATION_ID

Product View Events

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Page ID	VARCHAR (256)	Unique value for page in reporting.	PAGE_ID
Product ID	VARCHAR (256)	Unique user identifier for the carted item.	PRODUCT_ID
Product Name	VARCHAR (256)	Name of the carted item.	PRODUCT_NAME
Product View Attribute Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
Site Location ID	VARCHAR (256)	The product's category ID, as found in the Category Definition File.	SITE_LOCATION_ID

Data Field	Data Type (Chars)	Description	Metric
Site Location Name	VARCHAR (256)	The product's category name, as found in the Category Definition File.	SITE_LOCATION_ID

Real Estate Clicks

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Parameter 1	VARCHAR (256)	First value of the Real Estate argument in the link query string.	PARAMETER_1
Parameter 2	VARCHAR (256)	Second value of the Real Estate argument in the link query string.	PARAMETER_2
Parameter 3	VARCHAR (256)	Third value of the Real Estate argument in the link query string.	PARAMETER_3
Parameter 4	VARCHAR (256)	Fourth value of the Real Estate argument in the link query string.	PARAMETER_4
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID

Registration Data Access

Data Field	Data Type (Chars)	Description	Metric
Age	Numeric (3,0)	Age in years.	AGE
City	VARCHAR (256)	City	CITY
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Country/Region	VARCHAR (256)	Country or region	COUNTRY
Education Level	VARCHAR (256)	Education level.	EDUCATION_LEVEL

Data Field	Data Type (Chars)	Description	Metric
Email Address	VARCHAR (256)	Email address	EMAIL_ADDRESS
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Gender	CHAR (1)	Gender (M or F)	GENDER
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Max Income Level	Numeric (14,2)	Maximum income level.	MAX_INCOME_LEVEL
Min Income Level	Numeric (14,2)	Minimum income level.	MIN_INCOME_LEVEL
Registration Attribute Fields 1-50	VARCHAR (256)	User values that are passed for Explore ad hoc reporting. Values and order are determined by the user.	RPT_ATTRIBUTE_1, RPT_ATTRIBUTE_2 RPT_ATTRIBUTE_50
Registration ID	VARCHAR (256)	User-assigned Visitor ID.	REGISTRATION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
State/Province	VARCHAR (256)	State or province.	STATE
Zip/Postal Code	VARCHAR (256)	Zip code or postal code.	ZIP_CODE

Site Promotion Clicks

Data Field	Data Type (Chars)	Description	Metric
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Load ID	Numeric	The API Load ID	LOAD_ID
Parameter 1	VARCHAR (256)	First value of the Site Promotions argument in the link query string.	PARAMETER_1
Parameter 2	VARCHAR (256)	Second value of the Site Promotions argument in the link query string.	PARAMETER_2
Parameter 3	VARCHAR (256)	Third value of the Site Promotions argument in the link query string.	PARAMETER_3
Parameter 4	VARCHAR (256)	Fourth value of the Site Promotions argument in the link query string.	PARAMETER_4

Data Field	Data Type (Chars)	Description	Metric
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID

Technical Properties

Data Field	Data Type (Chars)	Description	Metric
Browser Name	VARCHAR (100)	Name of the browser.	BROWSER_NAME
Client ID	Numeric (8,0)	The 8-digit client identifier	CLIENT_ID
Color Depth	VARCHAR (30)	Color depth	COLOR_DEPTH
Cookie ID	Numeric (30,0)	Permanent cookie ID. Acts as a unique identifier for the visitor computer.	COOKIE_ID
Event Date	Timestamp without time zone	The time that the data was received.	EVENT_DATE
Hour ID	Numeric (2,0)	The hour that the data was received.	HOUR_ID
Is Mobile Device	VARCHAR (1)	Whether a mobile device: Y or N	IS_MOBILE_DEVICE
JavaScript Version	VARCHAR (30)	JavaScript version.	JAVASCRIPT_VERSION
Language	VARCHAR (100)	Language.	LANGUAGE
Load ID	Numeric	The API Load ID	LOAD_ID
Mobile Cookie Support	VARCHAR (1)	Mobile cookie support flag.	COOKIE_SUPPORT
Mobile Device	VARCHAR (100)	Mobile device flag	DEVICE_NAME
Mobile Device Marketing Name	VARCHAR (100)	Mobile device marketing name	DEVICE_MARKETING_NAME
Mobile Device Model	VARCHAR (30)	Mobile device model	DEVICE_MODEL
Mobile Device Type	VARCHAR (30)	Mobile device type	DEVICE_TYPE
Mobile Device Vendor	VARCHAR (100)	Mobile device vendor	DEVICE_VENDOR
Mobile Flash Support	VARCHAR (1)	Mobile Flash support flag	FLASH_SUPPORT
Mobile Touch Screen	VARCHAR (1)	Mobile touch screen flag	TOUCH_SCREEN
Mobile Video 3GP Support	VARCHAR (1)	Mobile video 3GP support flag	VIDEO_3GP_SUPPORT
Mobile Video MP4 Support	VARCHAR (1)	Mobile video MP4 support flag	VIDEO_MP4_SUPPORT
Mobile Video WMV Support	VARCHAR (1)	Mobile video WMV support flag	VIDEO_WMV_SUPPORT
Operating System	VARCHAR (100)	Operating system	OPERATING_SYSTEM
Screen Resolution	VARCHAR (30)	Screen resolution	SCREEN_RESOLUTION

Data Field	Data Type (Chars)	Description	Metric
Session ID	Numeric (38,0)	The cookie value for the visitor session.	SESSION_ID
Site ID	VARCHAR (256)	The Enterprise Analytics site ID.	SITE_ID
Time Zone	VARCHAR (30)	Client time zone	TIME_ZONE

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