Technical Integration Plan for TravelX: Implementing Tracardi and Awin

Overview: Integrate Tracardi (Customer Data Platform) with Awin (Affiliate Network) into TravelX's existing technology stack to deliver personalized travel product recommendations.

1. Tracardi Integration:

- **Installation:**

  - Deploy Tracardi on a server accessible to your application.
  - Ensure compatibility with your infrastructure.
- **Data Collection:**

  - **JavaScript Integration:**
    - Embed Tracardi's tracking script into your Next.js pages to monitor user interactions.
    - This script captures events like page views, clicks, and searches.
  - **API Integration:**
    - Use Tracardi's `/track` endpoint to send event data.
    - Structure payloads with `source.id`, `session.id`, and `events` arrays.
- **Data Processing:**

  - Configure workflows in Tracardi to analyze collected data and generate user profiles.
  - Set up rules to trigger recommendations based on user behavior.

2. Awin Integration:

- **Account Setup:**

  - Register with Awin and obtain necessary credentials.
- **Product Data Access:**

  - **Product Feeds:**
    - Use Awin's "Create-a-Feed" tool to customize and download product feeds.
  - **APIs:**
    - Utilize Awin's APIs to fetch product data and track conversions.
- **Server-to-Server Tracking:**

- ○ Implement Awin's Server-to-Server (S2S) tracking to ensure accurate conversion tracking.
- ○ This method sends data directly to Awin's servers, bypassing potential client-side issues.

3. Workflow Integration:

- ● **User Interaction:**

  - ○ As users browse TravelX, Tracardi captures their behavior.
- ● **Data Analysis:**

  - ○ Tracardi processes this data to identify preferences and interests.
- ● **Product Recommendation:**

  - ○ Based on user profiles, Tracardi suggests relevant travel products.
- ● **Affiliate Linking:**

  - ○ Fetch corresponding affiliate products from Awin.
  - ○ Display these products to users with appropriate affiliate links.
- ● **Conversion Tracking:**

  - ○ Monitor user interactions with affiliate products.
  - ○ Report conversions back to Awin using S2S tracking.

4. Cost Considerations:

- ● **Tracardi:**

  - ○ Being open-source, Tracardi itself doesn't incur licensing fees.
  - ○ **Potential Costs:**
    - ■ Hosting and infrastructure expenses.
    - ■ Development and maintenance efforts.
- ● **Awin:**

  - ○ Awin operates on a commission-based model, charging a percentage of each sale made through their network.
  - ○ **Additional Costs:**
    - ■ Possible setup or monthly fees, depending on the agreement.

Conclusion: Integrating Tracardi and Awin into TravelX's platform involves embedding tracking mechanisms, setting up data workflows, and ensuring seamless communication between systems. While Tracardi offers a cost-effective solution with its open-source nature, Awin's commission-based structure aligns costs with performance, making this integration both efficient and scalable.