

# 10. AGILLIC TRACKING SCRIPT

In the customers User Journey, web page visits is a footprint and vital information to be used in a customer profile to identify the customers interest, purposes and motivations. To gather web page visit information on a customer centric level and then merge this information into a full customer profile consisting of activity data, transactional data, profiling data etc. For then to use it for personalised relevant communication to the customer.

The Agillic Tracking Script can be setup to collect User web page visits on 3rd party websites and store this data in Agillic. The data can then be used in Agillic to define Promotion and Target Group Conditions such as what page the User has visited, number of page visits and time on page.



If you want to get started please contact your main contact at Agillic or raise a request for a paid service [here](#)

## General info about the tracking script

- All User visits, with the Agillic Tracking Cookie, are tracked as visits in the Agillic Tracking Server
  - Visits are tracked with:
    - User ID
    - Timestamp
    - URL
  - All tracked URLs are stripped:
    - Protocol (http/https) is removed from the URL
    - The URL is made lowercase
    - All parameters are stripped from the URL
- Identified User page visits are tracked
- Not-identified User page visits are tracked
  - Not-identified Users are not created as real Users in Agillic and therefore has no assigned Agillic User ID
- Not-identified Users are converted to Identified Users when a Not-identified user clicks a link in an email sent from Agillic, logs into an Agillic page, or anything that identifies the user in the used browser
  - Tracking data is copied to the Identified User
  - The tracking cookie and data for the Not-identified User is deleted

## The most common tracking scenarios

1. A User visits the tracked web-site but the User doesn't exist in Agillic
  - a. In this scenario Agillic Tracking is doing anonymous page tracking and the user is what we call a "Not-identified user"
2. A User visits the tracked web-site, the user already exists in Agillic, but e.g. never clicks on any link in the emails sent from Agillic\*\* This user is also tracked anonymous and therefore a Not-identified user since the Users Agillic ID is not known as there is no interaction with Agillic in any way
3. A User visits the tracked web-site and then later interacts with Agillic e.g. by clicking a link in an Email sent from Agillic
  - a. In this scenario the Users page visits will first be tracked anonymously as a Not-identified user and then when the User e.g. clicks on a link in an Email sent from Agillic, the Not-identified user will be tied to the Identified User in Agillic. The tracking data on the Not-identified user is then transferred to the Identified User in Agillic and the tracking cookie is deleted. The user has now been identified and has an Agillic ID set - this user is now an Identified User and will be tracked as described below:
4. An Identified User visits the tracked website
  - a. In this scenario there is an "ag-uid" cookie set and the Agillic Tracking Server will do the tracking on the "ag-uid" cookie instead of creating a "dummy-ID" tracking cookie
5. In a scenario where a User deletes all the tracking cookies the user will start from the first scenario again.

## Retention of User Tracking Data

Tracking data for Identified Users are kept for:	360 days
Tracking data for Not-identified users are kept for:	30 days
Tracking data for inactive Not-identified Users are <b>fully</b> deleted after:	30 days

## Target Group and Promotion Conditions

Use the tracked page visit data on Identified Users to create Conditions in Agillic.

The following metrics can be used in for Conditions:

- What URL's the User has visited
- How many times the User has visited a page
- How long time the User has visited the page

Start by selecting the URL you wish to base your condition on. Depending on your choice the conditions will give you different configuration options.

Function	Description	Type	Operator
COUNT	Returns users based on the number of views on a url		Equals, greater than, greater than equals, less than, less than equals
EXISTS	Returns users who have been tracked		No operator
AVG	Returns users based on the average of time (seconds) on a url	Number	Equals, greater than, greater than equals, less than, less than equals
MAX	Returns users based on the maximum value of time (seconds) on a url	Number	Equals, greater than, greater than equals, less than, less than equals
MIN	Returns users based on the minimum value of time (seconds) on a url	Number	Equals, greater than, greater than equals, less than, less than equals
SUM	Returns users based on the sum of time (seconds) of urls	Number	Equals, greater than, greater than equals, less than, less than equals
LAST DATE	Returns users based on their last visit	Timestamp, Date	Is on, is before, is after, is on or before, is on or after, is equal to, is older than, is newer than, is equal to or older than

After selecting the requested Data type, function and operator enter the value that the condition should be based on.

Example of a Target Group where Users have visited a specific page more than 2 times:

CONDITIONS | ( PERSON DATA: DATE\_EXAM = 0 DAYS IN THE FUTURE FROM NOW )

☑ All ▾ Conditions below must be met

☑ Tracking Page View ▾ URL equals ▾ example.com/products/product\_page count ▾ greater than ▾ 2 Condition met ▾

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Example of a Target Group where Users have visited a specific page after the 27th of February 2017:

CONDITIONS | ( PERSON DATA: DATE\_EXAM = 0 DAYS IN THE FUTURE FROM NOW )

☑ All ▾ Conditions below must be met

☑ Tracking Page View ▾ URL equals ▾ example.com/products/product\_page LAST DATE ▾ is after ▾ 17.03.2017 Condition met ▾

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Example of a Target Group where Users have:

- Visited a page URL that contains "nike" at least 2 times
- Spent at least 1 minute (60 seconds) on the pages
- Visited one of the pages on or before the 27th of February 2017

CONDITIONS | ( PERSON DATA: DATE\_EXAM = 0 DAYS IN THE FUTURE FROM NOW )

☑ All ▾ Conditions below must be met

☑ Tracking Page View ▾ URL like ▾ \*nike\* count ▾ greater than ▾ 2 Condition met ▾

☑ All ▾ Conditions below must be met

☑ TIME SPEND ▾ greater than ▾ 60 Condition met ▾

☑ LAST VISIT ▾ is on or before ▾ 17.03.2017 Condition met ▾

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## Implementation of Agillic Tracking Script

Please contact Professional Services for implementation and help with the on-boarding. See contact information in the top of this page.

**Setup the tracking script**

Professional Services will provide you with the tracking script and guidance for the setup process. Below are important information according to the process:

There are two different tracking scripts:

- Standard Tracking Script
- Google Tag Manager Tracking Script

Add the Tracking Script just above the HTML </head> tag. Please notice that the Tracking Scripts needs to be added to all the pages that needs to be tracked.

If you are using Google Tag Manager, you must use the Google Tag Manager Tracking Script instead via Google Tag Manager.

**Mobile devices and 3rd party cookies**

Some mobile devices blocks 3rd party cookies and therefore cannot be tracked.

To avoid this, locate the Agillic domain as a subdomain to the tracked website (e.g. campaigns.example.com). There is no guarantee that this will track all mobile devices, but this should improve the chances of tracking mobile devices.

Professional Services can help with settings this up during on-boarding of the Agillic Tracking Script.

**HTTPS and SSL certificate**

Notice that if HTTPS is used on the website that you want to track, then you must provide a SSL certificate for the custom domain (e.g. campaigns.example.com) to Professional Services during on-boarding in order to make the tracking script work.