

GENERAL UNDERSTANDING :

What is the primary purpose of the Customer Labs JavaScript API documented at the given link?

Answer : To integrate Customer Labs features into websites, enhancing user experiences and collecting analytics data.

Summarize the key features and functionalities provided by the Customer Labs JavaScript API ?

Answer : Event tracking, user identification, custom property capture, and methods for analytics and insights.

INITIALIZATION AND SETUP :

Describe the steps involved in initializing the Customer Labs JavaScript API on a website ?

Answer : Load the API script, configure with parameters (e.g., API keys), and ensure execution during webpage load.

What parameters are required when initializing the Customer Labs JavaScript API, and what do they signify ?

Answer : Required parameters like API keys and authentication tokens. They identify the account, authenticate API usage, and set tracking preferences.

EVENT TRACKING :

How does the Customer Labs JavaScript API facilitate event tracking on a website ?

Ans : The API likely provides methods to capture and send event data to the Customer Labs platform. This can include predefined events (e.g., page views) or custom events defined by the developer.

Provide an example of tracking a custom event using the Customer Labs JavaScript API ?

Ans : A custom event might be tracked using a method like `trackEvent('CustomEvent', { property1: 'value1', property2: 'value2' })`. This would log a custom event named 'CustomEvent' with associated properties.

CUSTOM PROPERTIES :

Explain the concept of custom properties in the context of event tracking with the Customer Labs JavaScript API ?

Answer: Custom properties are extra data attributes linked to events, offering more context and details. They enhance the depth of analytics by providing additional information about the tracked events.

USER IDENTIFICATION :

Describe the methods available for identifying users with the Customer Labs JavaScript API ?

Answer: Methods like `identifyUser` or `setUserId` may be available. These allow events to be associated with specific users and typically require a unique identifier for each user.