

**Adobe Analytics**  
**Functional Specifications Addenda**  
**Restricted Asset Registration Tracking**  
**Version 2**

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Prepared for:



Prepared by:



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## 2) Overview

This document provides functional specifications for deploying a handful of tracking enhancements to Adobe Analytics covering registration flow changes on SAP.com. Acronym Media, SAP's web analytics partner, has written this document to provide instructions to the SAP.com developers on implementing custom Adobe Analytics tracking requirements.

This document does not provide full functional specifications for the global Adobe Launch include or general page tracking on SAP.com; please contact Acronym or the SAP Digital Analytics team for guidance on those topics if needed. This document focuses solely on specific customizations that have been requested by relevant business stakeholders.

Please read this document carefully, and feel free to contact Acronym for any clarifications or questions regarding this document. In addition, once the new Adobe Analytics coding has been implemented on your development servers, please alert Acronym so we can provide quality assurance (QA) before the code is pushed to the live environment.

## 3) Restricted Asset Tracking

This chapter details Adobe Analytics tracking for the popup/overlays presented to the visitor when they attempt to access a restricted asset. It should be noted that this tracking should fire in addition to the existing tracking around forms and assets, detailed in separate documents.

### 3.1) Restricted Asset Popup Tracking

Whenever a visitor is shown a popup/overlay about an asset being restricted, Adobe Analytics should track details about this. This section details tracking for restricted asset popups.

#### 3.1.a) event94 - Asset Restriction Popup View

This event signifies that a non-blocking restricted asset popup/overlay is shown to the visitor.

**Location:** When a restricted asset popup/overlay showing that the visitor has a certain number of remaining assets is shown

**Syntax:** Events are all populated within the **events** variable and must be fully spelled out. Multiple events can be separated by commas within the variable, if they occur in the same payload.

**Example:**

```
s.events="event94";
```

### 3.1.b) **event95 – Blocking Asset Popup View**

This event signifies that a blocking restricted asset popup/overlay is shown to the visitor.

**Location:** When a restricted asset popup/overlay showing that the visitor must register before viewing the asset is shown

**Syntax:** Events are all populated within the **events** variable and must be fully spelled out. Multiple events can be separated by commas within the variable, if they occur in the same payload.

**Example:**

```
s.events="event95";
```

### 3.1.c) **eVar104 – Restricted Asset Consumption**

This variable counts how many restricted asset "tokens" a visitor has consumed.

**Location:** This eVar should be populated on both types of restricted asset popups, along with either **event94** or **event95**.

**Syntax / Available Values:** This value should always be "+1"

**Example:**

```
s.eVar104="+1"
```

### 3.1.d) Additional Variables

In addition to the above events and eVar, a handful of asset-related eVars should also be populated on view of both types of restricted asset popups. These variables should be populated with the same values they would be given for download attempt or download success of the asset being accessed:

- **eVar21** – Asset ID
- **eVar99** – Digital Library ID
- **eVar56** – Video Name (if relevant)

### 3.2) **eVar103 - Asset Restriction Type**

This variable will be used to help understand the context in which assets are consumed, vis a vis their restriction level.

**Location:** This eVar should be passed in the same server calls as download attempt tracking (along with **event99** and/or **event10** and related variables), and download complete tracking (along with **event9** and related variables).

**Syntax:** 255 byte maximum, all lowercase, using only ASCII values 127 or lower

**Available Values:** Currently identified values include:

- "free", if the asset is unrestricted and ungated
- "restricted", if the asset is restricted (meaning the visitor must either log in or fill out a "skinny" form to access it)
- "gated", if the asset requires full SAP.com registration or login before accessing it

Additional values can be used as well, if additional levels of restriction are added in the future.

**Example:**

```
s.eVar103="restricted"
```

### 3.3) **event96 – Full Registration**

This event will identify that a visitor has completed an SAP.com full registration form.

**Location:** On a full SAP.com registration, in the same server call as **event4**, when the SMC Interaction Type is a web registration.

**Syntax:** Events are all populated within the **events** variable and must be fully spelled out. Multiple events can be separated by commas within the variable, if they occur in the same payload.

**NOTE:** We recommend utilizing **event serialization** on this event, using the same serial number used for **event4**.

**Example:**

```
s.events="event4:1234567890,event96:1234567890";
```

### 3.4) **event32 – Access External Content**

This event will signify that a visitor has clicked through to access externally-hosted content.

**Location:** On click of a button that takes a visitor offsite to access content they registered for, such as a white paper or vendor comparison. Note that in this usage, "off-site" means anywhere off of SAP.com, even if it is on another SAP-owned website.

**Syntax:** Events are all populated within the **events** variable and must be fully spelled out. Multiple events can be separated by commas within the variable, if they occur in the same payload.

**Example:**

```
s.events="event32";
```

### 3.4.a) Additional Variables

In addition to the above event, a handful of asset-related eVars should also be populated on these clicks. These variables should be populated with the same values they would be given for download attempt or download success of the asset being accessed:

- **event93** – SMC Interaction (if relevant)
- **eVar21** – Asset ID
- **eVar56** – Video Name (if relevant)
- **eVar93** – SMC Interaction ID (if relevant)
- **eVar94** – SMC Interaction Type (if relevant)
- **eVar98** – SMC Item of Interest IDs (if relevant)
- **eVar99** – Digital Library ID (if available)
- **eVar100** – SMC Reason (if relevant)

## 4) Contact Information

Acronym is available for technical questions, quality assurance, and implementation strategy. For any general questions, please email [sap\\_analytics@acronym.com](mailto:sap_analytics@acronym.com)

In addition, specific inquiries can be sent to the following members of the SAP Web Analytics team who are involved with this project:

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## 5) Document Changelog

Below is a list of changes made to this document.

Date	Version	Change Type	Notes
09/14/20	1	NEW	Initial FSD delivered
9/24/20	2	NEW/REVISED	Added new event for blocking popup, additional asset variables for the popups, and access external content event