## JS上报给服务器的消息格式

页面跟踪日志数据格式

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **字段名** | **说明** | **示例** | **源数据** | **是否必须** |
| **action\_name** | **浏览页面名（UTF-8 URL编码）** | **action\_name=CPS** | **CPS** | **是** |
| **revenue** | **收益（只有类型为idgoal的时候才可能存在该字段）电商不涉及** | **Revenue=1** |  | **否** |
| **idsite** | **ＩＤ** | **idsite=www.vmall.com** |  | **是** |
| **rec** | **常量：1** | **rec=1** |  | **否** |
| **r** | **6位随机数** | **r=975446** |  | **否** |
| **h** | **客户端时间（小时）** | **h=11** |  | **是** |
| **m** | **客户端时间（分钟）** | **m=11** |  | **是** |
| **s** | **客户端时间（秒）** | **s=11** |  | **是** |
| **url** | **被访问页面url（UTF-8 URL编码）** | **url=http%3A%2F%2Fwww.vmall.com%2Fproduct%2F480.html%230%2C2** | http://www.vmall.com/product/480.html#0,2 | **是** |
| **urlref** | **上一级url（UTF-8 URL编码）** | **urlref=http%3A%2F%2Fwww.baidu.com%2Fs%3Fwd%3D%25E5%258D%258E%25E4%25B8%25BA%26rsv\_bp%3D0%26ch%3D%26tn%3Dbaidu%26bar%3D%26rsv\_spt%3D3%26ie%3Dutf-8%26rsv\_sug3%3D1%26inputT%3D1692** | http://www.baidu.com/s?wd=%E5%8D%8E%E4%B8%BA&rsv\_bp=0&ch=&tn=baidu&bar=&rsv\_spt=3&ie=utf-8&rsv\_sug3=1&inputT=1692 | **否** |
| **\_id** | **Cookie（唯一的16位长度16进制字符串）** | **\_id=ead9962b3385bb43** |  | **是** |
| **\_idts** | **Cookie创建时间** | **\_idts=1355708259** |  | **是** |
| **\_idvc** | **访问次数（根据cookie判断访问次数，超过半小时没有操作后同一cookie再次访问访问次数增加1）** | **\_idvc=1** |  | **是** |
| **\_idn** | **新访问者。** | **\_idn=1** |  | **是** |
| **\_rcn** | **电商不涉及** |  |  | **否** |
| **\_rck** | **电商不涉及** |  |  | **否** |
| **\_refts** | **渠道，来源时间** | **\_refts=1355733806** |  | **是** |
| **\_viewts** | **最后一次访问时间** | **\_viewts=1355732268** |  | **是** |
| **Scd** | **屏幕颜色深度** | **scd=32** |  | **是** |
| **Vpr** | **窗口分辨率** | **vpr=1680x495** |  | **是** |
| **\_ects** | **上次订单时间（电商不涉及）** |  |  | **否** |
| **\_ref** | **渠道，来源url（UTF-8 URL编码）** | **\_ref=http%3A%2F%2Fwww.baidu.com%2Fs%3Fwd%3D%25E5%258D%258E%25E4%25B8%25BA%26rsv\_bp%3D0%26ch%3D%26tn%3Dbaidu%26bar%3D%26rsv\_spt%3D3%26ie%3Dutf-8%26rsv\_sug3%3D1%26inputT%3D1692** | http://www.baidu.com/s?wd=%E5%8D%8E%E4%B8%BA&rsv\_bp=0&ch=&tn=baidu&bar=&rsv\_spt=3&ie=utf-8&rsv\_sug3=1&inputT=1692 | **否** |
| **cvar** | **用户自定义page数据**  **（UTF-8 URL编码，此处包含cid，direct，订单号）** | **cvar=%7B%221%22%3A%5B%22cid%22%2C%221653%22%5D%2C%222%22%3A%5B%22direct%22%2C%221%22%5D%2C%223%22%3A%5B%22orderid%22%2C%22123456%22%5D%7D** | {"1":["cid","1653"],"2":["direct","1"],"3":["orderid","123456"]} | **否** |
| **Java** | **java插件支持** | **java=1** |  | **否** |
| **Pdf** | **pdf插件支持** | **pdf=1** |  | **否** |
| **Qt** | **quicktime插件支持** | **qt=1** |  | **否** |
| **realp** | **realaudio插件支持** | **realp =1** |  | **否** |
| **wma** | **wma插件支持** | **wma=1** |  | **否** |
| **Dir** | **director插件支持** | **dir=1** |  | **否** |
| **Fla** | **flash插件支持** | **fla=1** |  | **否** |
| **gears** | **gears插件支持** | **gears=1** |  | **否** |
| **Ag** | **silverlight插件支持** | **ag=1** |  | **否** |
| **Res** | **分辨率** | **res=1613x1008** |  | **否** |
| **cookie** | **是否支持cookie** | **cookie=1** |  | **否** |
| **Data** | **用户自定义数据（电商不涉及）** |  |  | **否** |
| **\_cvar** | **用户自定义visit数据**  **（UTF-8 URL编码，此处包含uid）** | **\_cvar=%7B%221%22%3A%5B%22uid%22%2C%22%22%5D%7D** | {"1":["uid",""]} | **否** |

## 从百度搜索华为，点击华为Ascend Mate广告后上报数据http请求如下所示：

http://data.hicloud.com:8880/webv1?action\_name=%E3%80%90%E3%80%90%E5%8D%8E%E4%B8%BA%20Mate%E3%80%91%E5%8D%8E%E4%B8%BA%20Mate%20%E8%81%94%E9%80%9A%E7%89%88%E3%80%90%E6%8A%A5%E4%BB%B7%20%E5%8F%82%E6%95%B0%20%E5%8A%9F%E8%83%BD%20%E6%80%A7%E8%83%BD%20%E5%9B%BE%E7%89%87%20%E6%80%8E%E4%B9%88%E6%A0%B7%E3%80%91%E3%80%91\_%E5%8D%8E%E4%B8%BA%E5%95%86%E5%9F%8E&idsite=www.vmall.com&rec=1&r=213491&h=9&m=49&s=29&url=http%3A%2F%2Fwww.vmall.com%2Fproduct%2F480.html%230%2C2&urlref=http%3A%2F%2Fwww.baidu.com%2Fs%3Fwd%3D%25E5%258D%258E%25E4%25B8%25BA%26rsv\_bp%3D0%26ch%3D%26tn%3Dbaidu%26bar%3D%26rsv\_spt%3D3%26ie%3Dutf-8%26rsv\_sug3%3D1%26inputT%3D1692&\_id=710a395385e1dd5d&\_idts=1370656169&\_idvc=1&\_idn=1&\_refts=1370656169&\_viewts=1370656169&\_ref=http%3A%2F%2Fwww.baidu.com%2Fs%3Fwd%3D%25E5%258D%258E%25E4%25B8%25BA%26rsv\_bp%3D0%26ch%3D%26tn%3Dbaidu%26bar%3D%26rsv\_spt%3D3%26ie%3Dutf-8%26rsv\_sug3%3D1%26inputT%3D1692&scd=24&vpr=1680x405&cvar=%7B%221%22%3A%5B%22cid%22%2C%221653%22%5D%2C%222%22%3A%5B%22direct%22%2C%221%22%5D%7D&java=1&pdf=1&fla=1&wma=1&res=1680x1050&cookie=1&\_cvar=%7B%221%22%3A%5B%22uid%22%2C%22%22%5D%7D