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Adobe
Consulting & TATA CLiQ

Analytics Technical Specification

Contents

Overview

This document is intended as the standard guide for deploying Adobe Analytics on your site using Dynamic Tag Manager (DTM). The majority of this document's content is technical in nature as the intended audiences are teams that will be implementing the solution and validating the implementation.

This document is divided up into different sections, each of which describes a different component of the overall Analytics solution. Each component is designed to cover specific business need based on what was captured in the Business Requirement Document (BRD).

This document has instructions for both sides of a DTM deployment:

- setting a JavaScript *data layer* on your page (usually done by developers)
- configuring tracking to turn that data layer into meaningful reports (using DTM)

Introduction to Data Layers

A "data layer" is a framework of JavaScript objects your developers would put on your pages that can be used by tracking tools (including tag management systems like DTM) to populate reports.

Implementing a data layer on your site will give you the ultimate control and flexibility over your implementation, and allow for the easiest maintenance going forward. The names of these JavaScript objects are theoretically arbitrary, but the best practice is to use something consistent and predictable. Your developers may already have a data layer, or a preference for the format. There are a few different standards the tracking community has created as a starting point- this technical specifications document will use the W3C standard "digitalData" object that was created by a group of experts from major internet tracking companies and will be accepted by the widest variety of tracking technology (in case you ever need to use the data layer for more than this DTM implementation).

For more information on the Data Layers, please see the appendix.

DTM: Getting Started

By this stage in the engagement, you should have received a Getting Started Guide that walked you through getting access to DTM and a proper DTM configuration at a high level. You should have a DTM login and at least one property configured.

Your Adobe Consultant will provide the DTM Header/Footer codes that need to be added on all pages of the website post the Account Provisioning. For more information on setting up your property and your Adobe Analytics tools, please see the appendix.

How-to: "Validation"

The ultimate sign of a successful implementation is accurate data within the Adobe Analytics reporting tools. This subsection describes how to test and validate the reports to ensure accuracy and validity of the data.

Once data elements are configured, variables are mapped and rules are saved, you can test tracking directly on your site. Be sure you are viewing your DTM staging library and having debugging turned on so you can see your DTM rules fire in your console log. If the rule works, you can then validate that the appropriate variables are being set by using the Adobe Debugger. Lastly, you can use this guide to validate that each report is receiving data as expected.

Once any rules and data elements are validated, you can "approve" the rule in DTM and publish your library to your production DTM library and site.

Example: Beacon Validation

Use the debugger to check the following:

- pageName is set correctly and identifies the page being viewed.

 If the beacon doesn't fire, or doesn't include the variables expected, then examine the possible causes:

Rule Validation

Consult the table from that solution component's "DTM Page Load Rules" to see which should fire. With DTM debugging turned on, you should be able to see when the rules fire in any JavaScript console.
If the rule is not firing, check that your conditions for the rule in DTM are set correctly. If the rule is firing, but the variables don't show the expected values, then check the data object has the values expected.

Data Object Validation

Consult the table from that solution component's "DTM Data Elements" to see which JavaScript objects map to which Analytics Variable you should be seeing in the debugger.

Once the beacon is validated, you can check that the data is showing in your Analytics reports.

Example: Report Validation

Check that each report tied to this solution has valid data for the metrics and notes mentioned below:

Variable	Location	Metrics	Notes

pageName	Site Content > Pages	Page Views, Visits, Unique Visitors	Check that no rows begin with "http".

How-to: Report Validation

Open up each of the reports in Adobe Analytics and check for any unexpected values. Pay attention to the Data Range. For different reports, it may make sense to check against different metrics, or to break one report down by another metric to validate the relationship between those data points.

Refer to the "Report Validation" section in the Appendix of this document for further details on how to navigate through the R&A interface to pull the reports.

Solution Components

Installing the DTM Embed Codes

Please follow the steps below to include the DTM Libraries on **ALL** pages of the website:

For Staging:

Insert the following code into the <head> of every page of your site, ideally before other scripts in this section.

```
<script src="//assets.adobedtm.com/9fd06d4068c619c47b289b9c496761efd086a233/satelliteLib-9d27bc3356d4973d37a14f45dd3a41618b35a35a-staging.js"></script>
```

Insert the following code just before the closing </body> tag of every page of your site.

```
<script type="text/javascript">_satellite.pageBottom();</script>
```

For Production:

Insert the following code into the <head> of every page of your site, ideally before other scripts in this section.

```
<script src="//assets.adobedtm.com/9fd06d4068c619c47b289b9c496761efd086a233/satelliteLib-9d27bc3356d4973d37a14f45dd3a41618b35a35a.js"></script>
```

Insert the following code just before the closing </body> tag of every page of your site.

```
<script type="text/javascript">_satellite.pageBottom();</script>
```

Site Content Measurement

This solution allows the business unit to evaluate the effectiveness of the site's pages, including their influence on conversion, landing page bounce rate and exit rate as well as gives the marketers the ability to drill down on each level of your site hierarchy. To do that requires that every page of the site be tagged with an effective page name and variables to represent each level of the content hierarchy.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	Ability to track the page names	pagename	Pages	digitalData.page.pageInfo.pageName	NA	NA	SCM_Page_Name	1. Page name value will go in below javascript object: *digitalData.page.pageInfo.pageName*
		prop55	Custom Page Name	digitalData.page.pageInfo.pageName	Page Load	SCM_Page_Load	SCM_Page_Name	
		eVar52	Custom Page Name	digitalData.page.pageInfo.pageName	Page Load	SCM_Page_Load	SCM_Page_Name	
		event401	Custom Page Load	Event will fire on every page load	Page Load	SCM_Page_Load	NA	
2	Ability to track the section of the site	channel (pathing)	Site Section	digitalData.page.category.primaryCategory	Page Load	SCM_Page_Load	SCM_Site_Section	1. Site section value will go in below javascript object: *digitalData.page.category.primaryCategory*
		eVar53	Site Section	digitalData.page.category.primaryCategory	Page Load	SCM_Page_Load	SCM_Site_Section	
3	Ability to track the sub section - 1 of the site	prop56	Sub Section Level-1	digitalData.page.category.subCategory1	Page Load	SCM_Page_Load	SCM_Site_Section1	1. Site Section-1 value will go in below javascript object: *digitalData.page.category.subCategory1*
		eVar54	Sub Section Level-1	digitalData.page.category.subCategory1	Page Load	SCM_Page_Load	SCM_Site_Section1	
4	Ability to track the sub section - 2 of the site	prop57	Sub Section Level-2	digitalData.page.category.subCategory2	Page Load	SCM_Page_Load	SCM_Site_Section2	1. Site Section-2 value will go in below javascript object: *digitalData.page.category.subCategory2*
		eVar55	Sub Section Level-2	digitalData.page.category.subCategory2	Page Load	SCM_Page_Load	SCM_Site_Section2	
5	Ability to track the sub section - 3 of the site	prop58	Sub Section Level-3	digitalData.page.category.subCategory3	Page Load	SCM_Page_Load	SCM_Site_Section3	1. Site Section-3 value will go in below javascript object: *digitalData.page.category.subCategory3*
		eVar56	Sub Section Level-3	digitalData.page.category.subCategory3	Page Load	SCM_Page_Load	SCM_Site_Section3	
6	Ability to track the page URL	prop30	Page URL	window.location.href	Page Load	SCM_Page_Load	NA	NA
		eVar86	Page URL	window.location.href	Page Load	SCM_Page_Load	NA	
7	Ability to track previous page	prop31	Previous page	s.getPreviousValue(s.pageName,'gpv_pn','');	Page Load	SCM_Page_Load	NA	NA
8	Ability to track page errors	pageType	Page Type	s.pageType="Error"	Direct Call	SCM_404_Error	NA	1. Direct call Rule will trigger when there is 404 Error triggered on page To trigger direct call rule insert the code *_satellite.track('404_error')*
9	Ability to Identify the	prop32	New vs Repeat (90 Days)	s.getNewRepeat(90); //getNewRepeat plugin	Page Load	SCM_Page_Load	NA	NA

	repeating visitors	prop33	New vs Repeat (60 Days)	s.getNewRepeat(60); //getNewRepeat plugin	Page Load	SCM_Page_Load	NA	
10	Ability to track percentage of page viewed by user	prop34	Percentage Page Viewed	s.getPercentPageViewed();	Page Load	SCM_Page_Load	NA	NA
11	Ability to track Page Load Time	prop35	Page Load Time	s_getLoadTime();	Page Load	SCM_Page_Load	NA	NA
12	Business would like to track pathing between Domains and sub domains Multiple sub-domains / domains - pathing between these	prop36 (pathing) prop37 (pathing)	Domain Sub Domain	digitalData.page.pageInfo.domain digitalData.page.pageInfo.subDomain	Page Load	SCM_Page_Load	Page_Domain Page_SubDomain	1. Domain value will go in below javascript object: *digitalData.page.pageInfo.domain* 2. Sub Domain value will go in below javascript object: *digitalData.page.pageInfo.subDomain*
13	Business would like to track the total number of clicks on a particular display hierarchy element identified MSH/LSH code and track until conversions	eVar75	Display Hierarchy	digitalData.page.display.hierarchy	Page Load	SCM_Page_Load	Display_Hierarchy	1. Display Hierarchy Value will go in below javascript object: *digitalData.page.display.hierarchy*
14	Business would like to measure the total number of impressions against each product in pages other than PDPs and checkout Funnel	prop63 (list) products event456	Products Impressions Product ID Product Impressions	digitalData.page.products.impression digitalData.cpj.product.id Whenever Product impressions are getting catured, trigger this event.	Page Load Page Load Page Load	SCM_Page_Load SCM_Page_Load SCM_Page_Load	Product_Impression CPJ_Product_ID NA	1. Product Impression Value will go in below javascript object: *digitalData.page.products.impression* 1. Product Impression Value will go in below javascript object: *digitalData.cpj.product.id* For multiple products both of this objects will store value in array
15	UI Related(Web): Business would like to track the total no of link clicks on	eVar37 event470	Header Links Header Link clicks	digitalData.header.link.name Event will trigger when user clicks on any of the header link	Direct Call	Header_Link_Clicks	Header_Link NA	1. Direct call Rule will trigger when user clicks on any of the Header Link To trigger direct call rule insert the code *_satellite.track('header_link_clicks')* 2. Header Link value will go in below javascript object: *digitalData.header.link.name*

header and footer section	eVar38	Footer Links	digitalData.header.link.name	Direct Call	Footer_Link_Clicks	Footer_Link	1. Direct call Rule will trigger when user clicks on any of the Footer Link
	event471	Footer Links clicks	Event will trigger when user clicks on any of the footer link			NA	To trigger direct call rule insert the code *_satellite.track('footer_link_clicks')* 2. Footer Link value will go in below javascript object: *digitalData.footer.link.name*

Visitor Profile

This solution focuses on understanding who are the users visiting the site. What are their characteristics. This will enable us to gain more insight into visitors, help us build logical segments. This will give marketers more control over predictions.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	Track IP Addresses of the user	eVar57	IP Address	Processing Rule	NA	NA	NA	NA
2	Marketing Cloud Visitor ID	eVar58	Marketing Cloud Visitor ID	s.getMarketingCloudVisitorID;	Page Load	VF_Page_Load	NA	NA
3	Business would like to track the customer data (basis Customer ID) and persist the values till the session ends From the time User logs in till the browser is closed	eVar62	Customer ID (exp. visit)	digitalData.account.login.customerID	Page Load	VF_Page_Load	Customer_ID	1. Customer ID value will go in below javascript object: *digitalData.account.login.customerID* Populate this object only when it is available. Do not populate for Anonymous user.
		eVar63	Customer ID (exp. never)					
4	Business would like to track the Geo Location of users	eVar59	PIN Code	digitalData.geolocation.pin.code	Page Load	VF_Page_Load	PIN_GeoLocation	1. PIN Code value will go in below javascript object (if it is available): *digitalData.geolocation.pin.code*
5	Business would like to track the User's Sign Up type	eVar61	Login Type	digitalData.account.login.type	Direct Call	Login_Successful	Login_Type	1. Direct call Rule will trigger when login is successful To trigger direct call rule insert the code *_satellite.track('login_successful')* 2. Login Type value will go in below javascript object: *digitalData.account.login.type* Example: Email, facebook, Google 3. Login Location value will go in below javascript object: *digitalData.account.login.location* Example: Checkout, Home Page, etc
		eVar95	Login Location	digitalData.account.login.location			Login_Location	
		event403	Login Success	Event will trigger when login is successful			NA	
		eVar61	Login Type	digitalData.account.login.type	Direct Call	Login_Failed	Login_Type	1. Direct call Rule will trigger when login is fails To trigger direct call rule insert the code *_satellite.track('login_failed')* 2. Login Type value will go in below javascript object: *digitalData.account.login.type* Example: Email, facebook, Google 3. Login Location value will go in
		eVar95	Login Location	digitalData.account.login.location			Login_Location	
		event404	Login Failure	Event will trigger when login is failed			NA	

#		Event ID	Event Name	Description	Type	Rule Name		Notes
								below javascript object: *digitalData.account.login.location* Example: Checkout, Home Page, etc
		event405	Logout Success	Event will trigger when logout is successful	Direct Call	Logout_Successful	NA	1. Direct call Rule will trigger when logout is successful To trigger direct call rule insert the code *_satellite.track('logout_successful')*
6	Business would like to track the total number of Visits, bounces and views generated at a page level. Also track their sequence during a session	NA	NA	NA	NA	NA	NA	NA
7	Ability to track Signup actions	event406	Signup Starts	Event will trigger when user starts the signing up process	Direct Call	Signup_Start	NA	1. Direct call Rule will trigger when user starts the Sign up process To trigger direct call rule insert the code *_satellite.track('signup_start')*
		event407	Signup Success	Event will trigger when user successfully signs up	Direct Call	Signup_Success	NA	1. Direct call Rule will trigger when user successfully signs up To trigger direct call rule insert the code *_satellite.track('signup_success')*

Consumer Payment Journey

Every website has defined user flows, through which consumer traverse and attain the objective. This solution focuses on tracking user activity while he/she is placing order.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	Conversion Funnel - Ability to capture Home Page activities	event447	Home Page Event	Event will fire on home page load	Direct Call	CPJ_Home_Page	NA	1. Direct call Rule will trigger on Home Page load To trigger direct call rule insert the code _satellite.track('cpj_home_page')
		prop67 (pathing)	Conversion Funnel	s.prop67="Home Page"			NA	
2	Conversion Funnel - Ability to track Brand Landing Pages (BLP) activities	event448	Brand Landing Page Event	Event will fire on brand landing page load	Direct Call	CPJ_Brand_Pages	NA	1. Direct call Rule will trigger on Brand Landing Page load To trigger direct call rule insert the code _satellite.track('cpj_brand_pages') 2. Brand name value will go in below javascript object: digitalData.cpj.brand.name
		eVar87	Brand Name	digitalData.cpj.brand.name			CPJ_Brand_Name	
		prop67 (pathing)	Conversion Funnel	s.prop67="Brand Landing Page"			NA	
3	Conversion Funnel - Ability to track Category Landing Pages (CLP) activities	event449	Category Landing Page Event	Event will fire on category landing page load	Direct Call	CPJ_Category_Pages	NA	1. Direct call Rule will trigger on Category Landing Page load To trigger direct call rule insert the code _satellite.track('cpj_category_pages')
		prop67 (pathing)	Conversion Funnel	s.prop67="Category Landing Page"			NA	
4	Conversion Funnel - Ability to track Search Pages (SERP) activities	event450	Search Page Event	Event will fire on search page load	Direct Call	CPJ_Search_Pages	NA	1. Direct call Rule will trigger on Search Page load To trigger direct call rule insert the code _satellite.track('cpj_search_pages') 2. Offers count value will go in below javascript object: digitalData.cpj.search.offersCount 3. New products count value will go in below javascript object: digitalData.cpj.search.newCount
		eVar88	Search Page - Offers count	digitalData.cpj.search.offersCount			CPJ_Search_OffersCount	
		prop67 (pathing)	Conversion Funnel	s.prop67="Search Landing Page"			NA	
		eVar89	Search Page - New count	digitalData.cpj.search.newCount			CPJ_Search_NewCount	
5	Conversion Funnel - Ability to track Merchandising Pages activities	event451	Merchandising Page Event	Event will fire on Merchandising page load	Direct Call	CPJ_Merchandising_Pages	NA	1. Direct call Rule will trigger on Merchandising Page load To trigger direct call rule insert the code _satellite.track('cpj_merchandising_pages')
		prop67 (pathing)	Conversion Funnel	s.prop67="Merchandising Page"			NA	
6	Conversion Funnel - Ability track Product Detail Page (PDP) activities	event452	Product Detail Page Event	Event will fire on Product Detail Page load	Direct Call	CPJ_PDP	NA	1. Direct call Rule will trigger on Product Detail Page load To trigger direct call rule insert the code _satellite.track('cpj_pdp') 2. Product Finding Method value will go in below
		eVar64	Product Finding Method	digitalData.cpj.pdp.findingMethod			CPJ_Product_Finding_Method	

		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	javascript object: *digitalData.cpj.pdp.findingMethod*
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Categor y	3. Product Name value will go in below javascript object: *digitalData.cpj.product.id*
		eVar90	Product Discount	digitalData.cpj.product.discount			CPJ_Product_Discoun t	4. Product Category value will go in below javascript object: *digitalData.cpj.product.category*
		eVar87	Brand Name	digitalData.cpj.brand.name			CPJ_Brand_Name	5. Product Discount value will go in below javascript object: *digitalData.cpj.product.discount*
		prop67 (pathing)	Conversion Funnel	s.prop67="Product Details Page"			NA	6. Brand value will go in below javascript object: *digitalData.cpj.brand.name*
7	Ability to capture 'Product Size' interactions	eVar67	Product Size	digitalData.cpj.product.size	Direc t Call	CPJ_PDP_Product_Size	CPJ_Product_Size	1. Direct call Rule will trigger when user selects product size on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_product_size')*
		event408	Size selection	Event will fire when user changes product size			NA	2. Product Size value will go in below javascript object: *digitalData.cpj.product.size*
8	Ability to capture 'Product Color' interactions	eVar68	Product Color	digitalData.cpj.product.color	Direc t Call	CPJ_PDP_Product_Color	CPJ_Product_Color	1. Direct call Rule will trigger when user selects product color on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_product_color')*
		event409	Product Color Selection	Event will fire when user changes product color			NA	2. Product Color value will go in below javascript object: *digitalData.cpj.product.color*
9	Ability to capture clicks on 'Buy Now' button	scAdd	Cart Additions	Event will fire when user clicks on 'Buy Now' button	Direc t Call	CPJ_PDP_Buy_Now	NA	1. Direct call Rule will trigger when user clicks 'Buy Now' button on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_buy_now')*
		scView	Cart Views	Event will fire when user clicks on 'Buy Now' button			NA	
		event455	Buy Now clicks	Event will fire when user clicks on 'Buy Now' button			NA	
10	Ability to capture clicks on 'Add to Bag' button	scAdd	Cart Additions	Event will fire when user clicks on 'Add to Bag' button	Direc t Call	CPJ_PDP_Add_To_Bag	NA	1. Direct call Rule will trigger when user clicks 'Add to Bag' button on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_add_to_bag')*
11	Ability to cature user intercation for EMI options	eVar70	EMI Bank Selected	digitalData.cpj.emi.bank	Direc t Call	CPJ_PDP_EMI	CPJ_EMI_Bank	1. Direct call Rule will trigger when user clicks on EMI click on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_emi')*
		event412	EMI link clicks	Event will fire when user clicks EMI Link			NA	2. EMI Bank value will go in below javascript object: *digitalData.cpj.emi.bank*

#	Requirement	Variable	Name	Description	Type	Direct Call Rule	Data Element	Implementation Notes
12	Ability to capture 'Image Hover' action	event411	Image Hover	Event will fire when user hovers over the product image	Direct Call	CPJ_PDP_Image_Hover	NA	1. Direct call Rule will trigger when user hovers over the product image on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_image_hover')* Make sure this triggers only once and not everytime when mouse movement happens
13	Ability to capture 'Product Image' clicks	event454	Product Image clicks	Event will fire when user clicks on the product image	Direct Call	CPJ_PDP_Image_Click	NA	1. Direct call Rule will trigger when user clicks the product image on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_image_click')*
14	Ability to capture 'Product Recommendation' Cart Adds	scAdd	Cart Additions	Event will fire when user adds product to cart from 'Product Recommendation'	Direct Call	CPJ_PDP_Product_Reco_Cart_Add	NA	1. Direct call Rule will trigger when user adds product to cart from 'Product Recommendation' on PDP To trigger direct call rule insert the code *_satellite.track('cpj_pdp_product_reco_cart_add')*
15	Ability to capture 'A Plus' product views	event420	A Plus Product views	Event will fire when product on PDP is 'A Plus Product'	Direct Call	CPJ_PDP_A_Plus	NA	1. Direct call Rule will trigger when product on PDP is A Plus Product To trigger direct call rule insert the code *_satellite.track('cpj_pdp_a_plus')*
16	Conversion Funnel - Ability to track 'Product Quick View'	event473	Quick View Event	Event will fire when Product Quick View window is opened	Direct Call	CPJ_QW	NA	1. Direct call Rule will trigger when Product Quick View window is opened To trigger direct call rule insert the code *_satellite.track('cpj_qw')* 2. Product Name value will go in below javascript object: *digitalData.cpj.product.id* 3. Product Category value will go in below javascript object: *digitalData.cpj.product.category* 4. Brand value will go in below javascript object: *digitalData.cpj.brand.name*
		prop67 (pathing)	Conversion Funnel	s.prop67="Product Details Page"			NA	
		eVar87	Brand name	digitalData.cpj.brand.name			CPJ_Brand_Name	
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
17	Ability to capture 'Product Size' interactions	eVar67	Product Size	digitalData.cpj.product.size	Direct Call	CPJ_QW_Product_Size	CPJ_Product_Size	1. Direct call Rule will trigger when user selects product size on Quick View To trigger direct call rule insert the code *_satellite.track('cpj_qw_product_size')* 2. Product Size value will go in below javascript object: *digitalData.cpj.product.size*
		event408	Size selection	Event will fire when user changes product size			NA	
18	Ability to capture 'Product Color' interactions	eVar68	Product Color	digitalData.cpj.product.color	Direct Call	CPJ_QW_Product_Color	CPJ_Product_Color	1. Direct call Rule will trigger when user selects product color on Quick View To trigger direct call rule insert the code *_satellite.track('cpj_qw_product_color')* 2. Product Color value will go in below javascript object: *digitalData.cpj.product.color*
		event409	Product Color Selection	Event will fire when user changes product color			NA	

#	Ability	Variable	Label	Description	Method	Rule	Value	Implementation
19	Ability to capture clicks on 'Buy Now' button	scAdd	Cart Additions	Event will fire when user clicks on 'Buy Now' button	Direct Call	CPJ_QW_Buy_Now	NA	1. Direct call Rule will trigger when user clicks 'Buy Now' button on Quick View To trigger direct call rule insert the code _satellite.track('cpj_qw_buy_now')
		scView	Cart Views	Event will fire when user clicks on 'Buy Now' button			NA	
20	Ability to capture clicks on 'Add to Bag' button	scAdd	Cart Additions	Event will fire when user clicks on 'Add to Bag' button	Direct Call	CPJ_QW_Add_To_Bag	NA	1. Direct call Rule will trigger when user clicks 'Add to Bag' button on Quick View To trigger direct call rule insert the code _satellite.track('cpj_qw_add_to_bag')
21	Ability to cature user intercation for EMI options	eVar70	EMI Bank Selected	digitalData.cpj.emi.bank	Direct Call	CPJ_QW_EMI	CPJ_EMI_Bank	1. Direct call Rule will trigger when user clicks on EMI click on Quick View To trigger direct call rule insert the code _satellite.track('cpj_qw_emi')
		event412	EMI link clicks	Event will fire when user clicks EMI Link			NA	2. EMI Bank value will go in below javascript object: digitalData.cpj.emi.bank
22	Ability to capture 'Image Hover' action	event411	Image Hover	Event will fire when user hovers over the product image	Direct Call	CPJ_QW_Image_Hover	NA	1. Direct call Rule will trigger when user hovers over the product image on Quick View To trigger direct call rule insert the code _satellite.track('cpj_qw_image_hover') Make sure this triggers only once and not everytime when mouse movement happens
23	Ability to cature 'Product Image' clicks	event454	Product Image clicks	Event will fire when user clicks on the product image	Direct Call	CPJ_QW_Image_Click	NA	1. Direct call Rule will trigger when user clicks the product image on Quick View To trigger direct call rule insert the code _satellite.track('cpj_qw_image_click')
24	Ability to capture 'A Plus' product views	event420	A Plus Product views	Event will fire when product on Quick View is 'A Plus Product'	Direct Call	CPJ_QW_A_Plus	NA	1. Direct call Rule will trigger when product on Quick View is A Plus Product To trigger direct call rule insert the code _satellite.track('cpj_qw_a_plus')
25	Conversion Funnel - Ability to capture 'Cart Page' interactions	scView	Cart Views	Event will trigger when user lands on Cart Page	Direct Call	CPJ_Cart_Page	NA	1. Direct call Rule will trigger when user lands on Cart Page To trigger direct call rule insert the code _satellite.track('cpj_cart_page')
		prop67 (pathing)	Conversion Funnel	s.prop67="Product Details Page"			NA	
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	2. Product Name value will go in below javascript object: digitalData.cpj.product.id
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	3. Product Category value will go in below javascript object: digitalData.cpj.product.category
26	Ability to track 'Quantity Change' activity	event435	Quantity Change	Event will fire when user changes quantity on Cart Page	Direct Call	CPJ_Cart_Quantity_Change	NA	1. Direct call Rule will fire when user changes quantity on Cart Page To trigger direct call rule insert the code _satellite.track('cpj_cart_quantity_change')
27	Ability to capture 'Product Recommendation' Cart Adds	scAdd	Cart Additions	Event will fire when user adds product to cart from 'Product Recommendation'	Direct Call	CPJ_Cart_Product_Reco_Cart_Add	NA	1. Direct call Rule will trigger when user adds product to cart from 'Product Recommendation' on Cart Page To trigger direct call rule insert the code _satellite.track('cpj_cart_product_reco_cart_add')

#	Feature	Variable	Name	Implementation	Type	Direct Call Rule	Context Data	Notes
28	Conversion Funnel - Track 'Checkout' Button clicks	event445	Proceed to Checkout	Event will fire when user clicks on the 'Checkout' button	Direct Call	CPJ_Cart_Checkout	NA	1. Direct call Rule will trigger when user clicks 'Checkout' button on Cart Page To trigger direct call rule insert the code _satellite.track('cpj_cart_checkout') 2. Button Place value will go in below javascript object: digitalData.cpj.button.place Example: Top, Bottom
		eVar99	Button Place	digitalData.cpj.button.place			CPJ_Button_Place	
		prop67 (pathing)	Conversion Funnel	s.prop67="Checkout"			NA	
29	Conversion Funnel - Track 'Remove from Cart' link clicks	scRemove	Cart Removals	Event will trigger when user removes product from cart	Direct Call	CPJ_Cart_Removal	NA	1. Direct call Rule will trigger when user removes product from Cart To trigger direct call rule insert the code _satellite.track('cpj_cart_removal') 2. Product Name value will go in below javascript object: digitalData.cpj.product.id 3. Product Category value will go in below javascript object: digitalData.cpj.product.category 4. Cart Location value will go in below javascript object: digitalData.cpj.cart.removeLocation
		eVar91	Cart Removal Location	digitalData.cpj.cart.removeLocation			CPJ_Cart_Remove_Location	
		prop67 (pathing)	Conversion Funnel	s.prop67="Cart Removal"			NA	
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
30	Conversion Funnel - Ability to cature 'Checkout Login' activity	event440	Checkout Login	Event will trigger when user logs in during checkout journey	Direct Call	CPJ_Checkout_Login	NA	1. Direct call Rule will trigger when user logs in during checkout To trigger direct call rule insert the code _satellite.track('cpj_checkout_login')
		prop67 (pathing)	Conversion Funnel	s.prop67="Checkout Login"			NA	
31	Conversion Funnel - Ability to cature 'Checkout - Delivery Option' milestone	event474	Checkout - Delivery Option	Event will trigger when user lands on Checkout - Delivery Option page	Direct Call	CPJ_Checkout_Delivery_Option	NA	1. Direct call Rule will trigger when user lands on 'Checkout - Delivery Option' page To trigger direct call rule insert the code _satellite.track('cpj_checkout_delivery_option') 2. Product Name value will go in below javascript object: digitalData.cpj.product.id 3. Product Category value will go in below javascript object: digitalData.cpj.product.category
		prop67 (pathing)	Conversion Funnel	s.prop67="Checkout - Delivery Option"			NA	
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
32	Ability to track 'Delivey Option' interactions	eVar92	Delivery Option	digitalData.cpj.checkout.deliveryOption	Direct Call	CPJ_Checkout_Delivery_Option_Select	CPJ_Delivery_Option_Selected	1. Direct call Rule will trigger when user logs in during checkout To trigger direct call rule insert the code _satellite.track('cpj_checkout_delivery_option_select')
		event457	Delivery Option select	Event will trigger when user selects Delivery option			NA	
33	Conversion Funnel - Ability to track	event441	Checkout - Proceed to Store	Event will trigger when user lands on 'Checkout - Proceed to Store' page	Direct Call	CPJ_Checkout_Proceed_To_Store	NA	1. Direct call Rule will trigger when user lands on 'Checkout - Proceed to Store' page To trigger direct call rule insert the code

#	Requirement	Variable	Name	Value	Type	Rule	Data Element	Notes
	'Proceed to Store' button clicks	prop67 (pathing)	Conversion Funnel	s.prop67="Checkout - Proceed to Store"			NA	_satellite.track('cpj_checkout_proceed_to_store')
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	2. Product Name value will go in below javascript object: digitalData.cpj.product.id
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	3. Product Category value will go in below javascript object: digitalData.cpj.product.category
34	Conversion Funnel - Ability to track store selection activity	event458	Select Store	digitalData.cpj.checkout.storeName	Direct Call	CPJ_Checkout_ Store_Selection	CPJ_Checkout_ Store_Name	1. Direct call Rule will trigger when user logs in during checkout. To trigger direct call rule insert the code _satellite.track('cpj_checkout_store_selection')
		eVar93	Store name	Event will trigger when user selects store			NA	2. Store Name value will go in below javascript object: digitalData.cpj.checkout.storeName
35	Conversion Funnel - Ability to track 'Proceed to Address' button clicks	event442	Checkout - Proceed to Address	Event will trigger when user lands on 'Checkout - Proceed to Address' page	Direct Call	CPJ_Checkout_ Proceed_To_Address	NA	1. Direct call Rule will trigger when user lands on 'Checkout - Proceed to Address' page. To trigger direct call rule insert the code _satellite.track('cpj_checkout_proceed_to_address')
		prop67 (pathing)	Conversion Funnel	s.prop67="Checkout - Proceed to Address"			NA	
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	2. Product Name value will go in below javascript object: digitalData.cpj.product.id
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	3. Product Category value will go in below javascript object: digitalData.cpj.product.category
36	Conversion Funnel - Ability to track 'Add New Address' action	event459	Add new address	Event will trigger when user adds new address	Direct Call	CPJ_Checkout_Add_Address	NA	1. Direct call Rule will trigger when user adds new address. To trigger direct call rule insert the code _satellite.track('cpj_checkout_add_address')
37	Conversion Funnel - Ability to track 'Save Address' action	event460	Save Address	Event will trigger when user saves the address	Direct Call	CPJ_Checkout_Save_Address	NA	1. Direct call Rule will trigger when user save the address. To trigger direct call rule insert the code _satellite.track('cpj_checkout_save_address')
38	Conversion Funnel - Ability to track 'Proceed to Payment' button clicks	event443	Checkout - Proceed to Payment	Event will trigger when user lands on 'Checkout - Proceed to Payment' page	Direct Call	CPJ_Checkout_ Proceed_To_Payment	NA	1. Direct call Rule will trigger when user lands on 'Checkout - Proceed to Payment' page. To trigger direct call rule insert the code _satellite.track('cpj_checkout_proceed_to_payment')
		prop67 (pathing)	Conversion Funnel	s.prop67="Checkout - Proceed to Payment"			NA	2. Product Name value will go in below javascript object: digitalData.cpj.product.id
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	3. Product Category value will go in below javascript object: digitalData.cpj.product.category
39		eVar80	Coupon Code	digitalData.cpj.coupon.code	Direct Call	CPJ_Checkout_	CPJ_Coupon_Code	1. Direct call Rule will trigger when coupon is successfully applied

					Direct Call				
	Ability to track 'Coupon Check' activity	event431	Coupon Successful	Event will trigger when coupon is successfully applied		Payment_Coupon_Success	NA	To trigger direct call rule insert the code _satellite.track('cpj_checkout_payment_coupon_success') 2. Product Name value will go in below javascript object: digitalData.cpj.coupon.code	
		eVar80	Coupon Code	digitalData.cpj.coupon.code			CPJ_Coupon_Code	1. Direct call Rule will trigger when coupon is fail to apply	
		event432	Coupon Failed	Event will trigger when coupon code fail to apply	Direct Call	CPJ_Checkout_Payment_Coupon_Fail	NA	To trigger direct call rule insert the code _satellite.track('cpj_checkout_payment_coupon_fail') 2. Product Name value will go in below javascript object: digitalData.cpj.coupon.code	
40	Ability to track 'Payment Mode' interactions	eVar84	Payment Mode Selected	digitalData.cpj.payment.mode	Direct Call	CPJ_Checkout_Payment_Selection	CPJ_Payment_Mode	1. Direct call Rule will trigger when user selects any payment method on payment page To trigger direct call rule insert the code _satellite.track('cpj_checkout_payment_selection')	
		prop68 (pathing)	Payment Mode journey	digitalData.cpj.payment.mode			CPJ_Payment_Mode		
		event444	Payment Mode selection	Event will trigger whenever user selects particular payment method on Payment page			NA	2. Product Name value will go in below javascript object: digitalData.cpj.payment.mode	
41	Conversion Funnel - Ability to capture 'Place Order' button clicks	scCheckout	Checkout	Event will trigger when user clicks on 'Place Order' button	Direct Call	CPJ_Place_Order	NA	1. Direct call Rule will trigger when user clicks on 'Place Order' button To trigger direct call rule insert the code _satellite.track('cpj_place_order')	
		prop67 (pathing)	Conversion Funnel	s.prop67="Order Placed"			NA		
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	2. Product Name value will go in below javascript object: digitalData.cpj.product.id	
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	3. Product Category value will go in below javascript object: digitalData.cpj.product.category	
		eVar94	Payment Mode Final	digitalData.cpj.payment.finalMode			CPJ_Final_Payment_Mode	4. Final Payment value will go in below javascript object: digitalData.cpj.payment.finalMode	
42	Conversion Funnel - Ability to capture successful placement of 'Order'	event474	Client Orders	Event will trigger when order is successfully placed	Direct Call	CPJ_Order_Successful	NA	1. Direct call Rule will trigger when order is successfully placed To trigger direct call rule insert the code _satellite.track('cpj_order_successful')	
		purchase	Orders	Event will trigger when order is successfully placed			NA	2. Product Name value will go in below javascript object: digitalData.cpj.product.id	
		prop67 (pathing)	Conversion Funnel	s.prop67="Order Successful"			NA		
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	3. Product Category value will go in below javascript object:	

#	Requirement	Variable	Name	Value/Path	Trigger	Rule	Report Variable	Notes
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	*digitalData.cpj.product.category* 4. Product Price value will go in below javascript object: *digitalData.cpj.product.price* 5. Product Quantity value will go in below javascript object: *digitalData.cpj.payment.quantity*
		products	Product Price	digitalData.cpj.product.price			CPJ_Product_Price	
		products	Product Quantity	digitalData.cpj.product.quantity			CPJ_Product_Quantity	
43	Conversion Funnel - Ability to capture 'Order Failed' milestone	event446	Order Failed	Event will trigger when order is failed	Direct Call	CPJ_Order_Fail	NA	1. Direct call Rule will trigger when order is failed To trigger direct call rule insert the code *_satellite.track('cpj_order_fail')* 2. Product Name value will go in below javascript object: *digitalData.cpj.product.id* 3. Product Category value will go in below javascript object: *digitalData.cpj.product.category* 4. Product Price value will go in below javascript object: *digitalData.cpj.product.price* 5. Product Quantity value will go in below javascript object: *digitalData.cpj.payment.quantity* 6. Product Quantity value will go in below javascript object: *digitalData.cpj.order.failureReason*
		prop67 (pathing)	Conversion Funnel	s.prop67="Order Failed"			NA	
		eVar85	Failure Reason	digitalData.cpj.order.failureReason			CPJ_Order_Failure_Reason	
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
		products	Product Price	digitalData.cpj.product.price			CPJ_Product_Price	
		products	Product Quantity	digitalData.cpj.product.quantity			CPJ_Product_Quantity	
44	Business would like to measure how many times a product for a particular seller has been viewed Business would like to understand how many times a particular seller has won the buy box logic for a product Business would like to track the	prop65 (list)	Seller List	digitalData.product.seller.list	Page Load	Seller_Tracking	Seller_List	1. Seller List value will go in below javascript object: *digitalData.product.seller.list* This is array, values are separated by "|" (pipe)
		prop66	BuyBox Winner	digitalData.product.seller.buyBoxWinner			Seller_BuyBoxWinner	1. Seller BuyBox Winner value will go in below javascript object: *digitalData.product.seller.buyBoxWinner*
		eVar79 (M)	Seller	digitalData.product.seller.id			Seller_ID	1. Seller ID value will go in below javascript object: *digitalData.product.seller.id*

	total cart additions, checkout to orders for all the products for a particular seller							
45	UI Related(Web/App): Business would like to track the total no of times a product went out of stock on PDP	products	Product ID	digitalData.cpj.product.id	Direct Call	Out_Of_Stock	CPJ_Product_ID	1. Direct call Rule will trigger when product goes out of stock To trigger direct call rule insert the code _satellite.track('out_of_stock') 2. Product name Value will go in below javascript object: digitalData.cpj.product.id 3. Product category Value will go in below javascript object: digitalData.cpj.product.category
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
		event419	Out of Stock	Event will trigger when product goes out of stock			NA	
46	UI Related(Web/App): Business would like to track the total no of times a product was added to wishlist or removed from wishlist on PLP or Search page	products	Product ID	digitalData.cpj.product.id	Direct Call	Add_To_Wishlist	CPJ_Product_ID	1. Direct call Rule will trigger when user adds product to Wishlist To trigger direct call rule insert the code _satellite.track('add_to_wishlist') 2. Product name Value will go in below javascript object: digitalData.cpj.product.id 3. Product category Value will go in below javascript object: digitalData.cpj.product.category 4. Wishlist location Value will go in below javascript object: digitalData.page.wishList.location
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
		eVar96	Wishlist Location	digitalData.page.wishList.location			Wishlist_Location	
		event417	Add to Wishlist	Event will trigger when user adds product to Wishlist			NA	
		products	Product ID	digitalData.cpj.product.id	Direct Call	Remove_From_Wishlist	CPJ_Product_ID	1. Direct call Rule will trigger when user removes product from Wishlist To trigger direct call rule insert the code _satellite.track('remove_from_wishlist') 2. Product name Value will go in below javascript object: digitalData.cpj.product.id 3. Product category Value will go in below javascript object: digitalData.cpj.product.category 4. Wishlist location Value will go in below javascript object: digitalData.page.wishList.location
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
		eVar96	Wishlist Location	digitalData.page.wishList.location			Wishlist_Location	
		event418	Remove from Wishlist	Event will trigger when user removes product from wishlist			NA	

47	UI Related(Web/App): Business would like to track the total no of times a user has added products to bag from PLP/Search page	products	Product ID	digitalData.cpj.product.id	Direct Call	Cart_Addition_Location	CPJ_Product_ID	1. Direct call Rule will trigger when user adds product to Cart To trigger direct call rule insert the code *_satellite.track('cart_addition_location')*
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	2. Product name Value will go in below javascript object: *digitalData.cpj.product.id*
		eVar97	Cart Location	digitalData.cpj.cart.location			Cart_Location	3. Product category Value will go in below javascript object: *digitalData.cpj.product.category*
		scAdd	Cart Additions	Event will trigger when user adds product to Cart			NA	4. Cart location Value will go in below javascript object: *digitalData.cpj.cart.location*
48	UI Related(Web/App): Business would like to track the total no of clicks on "Remove" on the available products on the cart page	products	Product ID	digitalData.cpj.product.id	Direct Call	Cart_Removal_Location	CPJ_Product_ID	1. Direct call Rule will trigger when user removes product from Cart To trigger direct call rule insert the code *_satellite.track('cart_removal_location')* 2. Product name Value will go in below javascript object: *digitalData.cpj.product.id*
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
		eVar91	Cart Removal Location	digitalData.cpj.cart.removeLocation			CPJ_Cart_Remove_Location	3. Product category Value will go in below javascript object: *digitalData.cpj.product.category*
		scRemove	Cart Removal	Event will trigger when user removes product from Cart			NA	4. Cart location Value will go in below javascript object: *digitalData.cpj.cart.removeLocation*

Internal Campaign

Internal Campaign is anything on website which leads user to attain conversion. This solution component focuses on attributing credit to internal campaign components.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	Business would like to track the total number of visits, clicks as well as conversions against each web property like Banners against their banner ID Measure basis bannername, pagename, category, brand, offer. sequence, date for each of the Web properties	eVar60	Internal Campaign ID	digitalData.internal.campaign.id	Direct Call	Internal_Campaign	Internal_Campaign	1. Direct call Rule will trigger when query string parameter 'ICID2' is present in URL To trigger direct call rule insert the code _satellite.track('internal_campaign') 2. Internal Campaign value will go in below javascript object: digitalData.internal.campaign.id
		event402	Internal Campaign	Event will trigger when there is query string parameter 'ICID2' is present in URL			NA	

Internal Search

This will help business users to know which are popular internal search keywords, and how are they leading to purchase journey.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	Business would like to track the Internal Search Terms used which browsing and track until conversion. This should be done when the user presses the search button and not when the user lands on the results page.	eVar76	Internal Search Term	digitalData.internal.search.term	Direct Call	Internal_Search	Internal_Search _Term	1. Direct call Rule will trigger when user perform internal search To trigger direct call rule insert the code _satellite.track('internal_search') 2. Internal Search term value will go in below javascript object: digitalData.internal.search.term 3. Internal Search category value will go in below javascript object: digitalData.internal.search.category 4. Internal Search results value will go in below javascript object: digitalData.internal.search.results
		prop69 (pathing)	Internal Search Term	digitalData.internal.search.term			Internal_Search _Term	
		eVar77	Internal Search Category	digitalData.internal.search.category			Internal_Search _Category	
		prop64 (pathing)	Internal Search Category	digitalData.internal.search.category			Internal_Search _Category	
		event426 (numeric)	No of Search Results	digitalData.internal.search.results			Internal_Search _Results	
		event427	Internal Search	Event will trigger when user do an internal search			NA	
		eVar76	Internal Search Term	digitalData.internal.search.term	Direct Call	Null_Search	Internal_Search _Term	1. Direct call Rule will trigger when user perform internal search and there are no results To trigger direct call rule insert the code _satellite.track('null_search') 2. Internal Search term value will go in below javascript object: digitalData.internal.search.term 3. Internal Search category value will go in below javascript object: digitalData.internal.search.category
		prop69 (pathing)	Internal Search Term	digitalData.internal.search.term			Internal_Search _Term	
		eVar77	Internal Search Category	digitalData.internal.search.category			Internal_Search _Category	
		prop64 (pathing)	Internal Search Category	digitalData.internal.search.category			Internal_Search _Category	
		event428	Null Search	Event will trigger when there is no search result for given keyword			NA	
		event429	Search Results click	Event will trigger when user clicks any result link after on internal search results	Direct Call	Internal_Search _Link_Clicks	NA	1. Direct call Rule will trigger when user perform internal search and clicks on any of the resulted link To trigger direct call rule insert the code _satellite.track('internal_search_link_clicks')

Filter Tracking

This solution component focuses on tracking Filters on website.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	Business would like to track the filters(both the type of filter applied and their values) applied on PLP or Search page and track upto conversions. As a part of analysis, business would like to understand the popular filters and breakdown basis categories and vice versa	prop61	Filter Type	digitalData.filter.temp.type	Direct Call	Filter_Temp	Filter_Type_Temp	1. Direct call Rule will trigger when user selects any filter option To trigger direct call rule insert the code *_satellite.track('filter_temp')* 2. Seleted Filter Type will go in below javascript object: *digitalData.filter.temp.type* 3. Seleted Filter Value will go in below javascript object: *digitalData.filter.temp.value*
		prop62	Filter Value	digitalData.filter.temp.value			Filter_value_Temp	
		eVar73	Final Filter Type	digitalData.filter.final.type	Direct Call	Filter_Final	Filter_Type_Final	1. Direct call Rule will trigger when user finalizes filters and take further action To trigger direct call rule insert the code *_satellite.track('filter_final')* 2. Finalized Filter Type will go in below javascript object: *digitalData.filter.final.type* 3. Finalized Filter Value will go in below javascript object: *digitalData.filter.final.value* 4. Finalized Filter Combination will go in below javascript object: *digitalData.filter.final.combination* Combination = <Filter Type>:<Filter Value> This js object is array separated by "|" (pipe) Example: "Brand:Voltas|Color:Red|Discount:50%"
		eVar74	Final Filter value	digitalData.filter.final.value			Filter_value_Final	
		list1	Filter Combination	digitalData.filter.final.combination			Filter_Combination_Final	
		event425	Filter Finalized	Event will trigger user finalize the filter combination and take further action			NA	

Videos Tracking

This solution component focuses on tracking Product Videos on website.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	UI Related(Web/App): Business would like to track the total no of times a particular size variant was selected for each product	eVar69 (M)	Video Name	digitalData.product.video.name	Direct Call	Product_Video	Video_Name	1. Direct call Rule will trigger when user view product video To trigger direct call rule insert the code _satellite.track('product_video')
		event410	Video views	Event will trigger when user view product video			NA	2. Video Name value will go in below javascript object: digitalData.product.video.name
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	3. Product name Value will go in below javascript object: digitalData.cpj.product.id
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	4. Product category Value will go in below javascript object: digitalData.cpj.product.category

Product Comparison Tracking

This solution component focuses on tracking Comparison stack on website.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	UI Related(Web): Business would like to track the total no of times a product was added to Compare with another product	products	Product ID	digitalData.cpj.product.id	Direct Call	Product_Comparison	CPJ_Product_ID	1. Direct call Rule will trigger when user adds product to Comparison To trigger direct call rule insert the code _satellite.track('product_comparison') 2. Product name Value will go in below javascript object: digitalData.cpj.product.id 3. Product category Value will go in below javascript object: digitalData.cpj.product.category
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
		event462	Add to Compare	Event will trigger when user adds product to comparison			NA	
		list2	Comparison Array	digitalData.product.comparison.array	Direct Call	Compare_Now	Comparison_Array	1. Direct call Rule will trigger when user start product Comparison To trigger direct call rule insert the code _satellite.track('compare_now') 2. Combination of all products in comparion will go in below javascript object: digitalData.product.comparison.array In this js object combination products would be separated by "|" (pipe) <product1>|<product2>|(product3> Example: "Samsung S7|iPhone 6s|Xiomi M6"
		event463	Compare Now	Event will trigger when user start comparison of products			NA	

Need Help Tracking

This solution component focuses on tracking "Need Help" functionality on website.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	UI Related(Web): Business would like to track the total no of times a user clicks on Need help option and selects Chat/Call option	event465	Need help clicks	Event will trigger when user clicks on 'Need Help' button on left bottom corner	Direct Call	Need_Help	NA	1. Direct call Rule will trigger when user clicks on 'Need Help' button on left bottom corner To trigger direct call rule insert the code _satellite.track('need_help')
		event466	Live Chat clicks	Event will trigger when user clicks on 'Live Chat' in 'Need Help' wizard	Direct Call	Need_Help_Live_Chat	NA	1. Direct call Rule will trigger when user clicks on 'Live Chat' in 'Need Help' wizard To trigger direct call rule insert the code _satellite.track('need_help_live_chat')
		event467	Call option clicks	Event will trigger when user clicks on 'Call' in 'Need Help' wizard	Direct Call	Need_Help_Call	NA	1. Direct call Rule will trigger when user clicks on 'Call' in 'Need Help' wizard To trigger direct call rule insert the code _satellite.track('need_help_call')
		event468	Need help Connect Clicks	Event will trigger when user clicks on 'Connect' in 'Need Help' wizard	Direct Call	Need_Help_Connect	NA	1. Direct call Rule will trigger when user clicks on 'Connect' in 'Need Help' wizard To trigger direct call rule insert the code _satellite.track('need_help_connect')
		event469	Need Help Cancel Clicks	Event will trigger when user cancels 'Need Help' wizard	Direct Call	Need_Help_Cancel	NA	1. Direct call Rule will trigger when user cancels 'Need Help' wizard To trigger direct call rule insert the code _satellite.track('need_help_cancel')

MyAccount Section Tracking

This solution component focuses on tracking "MyAccount section" on website.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	UI Related(Web/App): Business would like to track when a user cancels an order from MyAccount section	products	Product ID	digitalData.cpj.product.id	Direct Call	Order_Cancellation	CPJ_Product_ID	1. Direct call Rule will trigger when user cancels order To trigger direct call rule insert the code _satellite.track('order_cancellation')
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	2. Product name Value will go in below javascript object: digitalData.cpj.product.id
		eVar82	Cancellation Reason	digitalData.order.cancellation.reason			Order_Cancellation_Reason	3. Product category Value will go in below javascript object: digitalData.cpj.product.category
		event438	Order Cancellation	Event will trigger when order is cancelled			NA	4. Order Cancellation Value will go in below javascript object: digitalData.order.cancellation.reason
		products	Product ID	digitalData.cpj.product.id	Direct Call	Order_Returns	CPJ_Product_ID	1. Direct call Rule will trigger when user returns order To trigger direct call rule insert the code _satellite.track('order_returns')
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	2. Product name Value will go in below javascript object: digitalData.cpj.product.id
		event439	Order Returns	Event will trigger when order is returned			Order_Return_Reason	3. Product category Value will go in below javascript object: digitalData.cpj.product.category 4. Order Cancellation Value will go in below javascript object: digitalData.order.return.reason
		eVar83	Order Return Reasons	digitalData.order.return.reason			NA	

Error Tracking

This solution component focuses on tracking Errors on website.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	UI Related(Web): Business would like to track the following errors: 1) Out of Stock 2) Size not available 3) Cart/Bag is full 4) Pin Code Servicability 5) Cart page - Some of the Products not Servicable at chosen pin code 6) Payment error 7) Coupon not applied Error 8) EMI not applicable error 9) Login unsuccessful error 10) Order not placed: Unsuccesful error 11) Add pick up person details on checkout 12) Order cannot be cancelled	prop59	Error Type	digitalData.page.error.type	Direct Call	Error_Tracking	Error_Type	1. Direct call Rule will trigger when error triggers To trigger direct call rule insert the code _satellite.track('error_tracking') 2. Error type Value will go in below javascript object: digitalData.page.error.type 3. Error name Value will go in below javascript object: digitalData.page.error.name
		prop60	Error Name	digitalData.page.error.name			Error_Name	

UI Components

This solution component focuses on tracking various UI elements on website.

ID	Requirement	Variable/s	Description	Data Layer / Tool code / Event condition	Rule Type	DTM Rule	Data Element	Developer Instructions
1	Business would like to track the total number of visits, clicks(pdp level) as well as conversion against each promotion - defined by a Promo ID (PDP level as well as Cart level promotions)	eVar66	Promo ID	digitalData.cpj.promo.id	Page Load	Promo_Identifier	Promo_Id	1. Promo ID value will go in below javascript object: *digitalData.cpj.promo.id* Promo ID and type will be combined. Example: If ID = "123" and Type = "ABC" Then value = "123:ABC"
2	Business would like to track widgets powered by recommendation engines. There are 4-5 different widgets currently, and more will be launched in the future. For each widget, business would like to track the visits, clicks and products that got the clicks to be analyzed by widget name. Also, all following success events need to be tracked to map the user journey.	eVar78	Widget	digitalData.page.widget.name	Direct Call	Widget_Tracking	Widget_Name	1. Direct call Rule will trigger when user clicks on Widget To trigger direct call rule insert the code *_satellite.track('widget_tracking')* 2. Widget name value will go in below javascript object: *digitalData.page.widget.name* This object will hold combination of 3 parameters. These are Widget name, partner and location of widget Example: If Name = "ABC", Partner = "XYZ" and Location = "PDP" Then value = "ABC:XYZ:PDP"
2		scAdd	Cart Additions	Event will trigger whenever user clicks on any of the Widgets available on website			NA	
2		prodView	Product Views	Event will trigger whenever user clicks on any of the Widgets available on website			NA	
2		event430	Widget clicks	Event will trigger whenever user clicks on any of the Widgets available on website			NA	
3	Business would like to track the number of times a PIN code is applied, and the success results and failure results it gets along with the product for which it is checked. Business would also like to	eVar72	PIN Check	digitalData.page.pin.value	Direct Call	PIN_Successful	PIN_Check	1. Direct call Rule will trigger when Entered PIN in serviceable To trigger direct call rule insert the code *_satellite.track('pin_successful')* 2. PIN code value will go in below javascript object: *digitalData.page.pin.value* 3. Product name Value will go in below javascript object:
3		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	
3		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
3		event423	PIN Successful	Event will trigger when entered PIN is serviceable			NA	

	track the subsequent user behariour for conversion post PIN Code check.							*digitalData.cpj.product.id* 4. Product category Value will go in below javascript object: *digitalData.cpj.product.category*
		eVar72	PIN Check	digitalData.page.pin.value	Direct Call	PIN_Failed	PIN_Check	1. Direct call Rule will trigger when Entered PIN in not serviceable To trigger direct call rule insert the code *_satellite.track('pin_failed')* 2. PIN code value will go in below javascript object: *digitalData.page.pin.value* 3. Product name Value will go in below javascript object: *digitalData.cpj.product.id* 4. Product category Value will go in below javascript object: *digitalData.cpj.product.category*
		products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	
		event424	PIN Failed	Event will trigger when entered PIN is not serviceable			NA	
4	UI Related(Web/App): Business would like to track the total no of times the Offers link was clicked and the pop up was viewed	event413	Offer link clicks	Event will trigger when user clicks on offer link	Direct Call	Offers_Link_Click	NA	1. Direct call Rule will trigger when user clicks Offers Link To trigger direct call rule insert the code *_satellite.track('offers_link_click')*
5	UI Related(Web): Business would like to track the total no of clicks on Specifications tab on PDP	event421	Product Specification clicks	Event will trigger when user clicks on Product Specification	Direct Call	Product_Specification_Link_Click	NA	1. Direct call Rule will trigger when user clicks Product Specification link To trigger direct call rule insert the code *_satellite.track('product_specification_link_click')*
6	UI Related(Web/App): Business would like to track the total no of times the Review link was clicked and successfully submit the review	event414	Review Link clicks	Event will trigger when user click the Review Link	Direct Call	Review_Link_Click	NA	1. Direct call Rule will trigger when user click Review link To trigger direct call rule insert the code *_satellite.track('review_link_click')*
		event415	Review Submitted	Event will trigger when user click the Review Submit	Direct Call	Review_Submit_Click	NA	1. Direct call Rule will trigger when user submit review To trigger direct call rule insert the code *_satellite.track('review_submit_click')*
7	UI Related(Web/App): Business would like to track the total no of times a user did a social share (Facebook, Twitter,	eVar71	Social Sharing Channel	digitalData.social.channel.name	Direct Call	Social_Share	Social_Channel	1. Direct call Rule will trigger when user share through social channel To trigger direct call rule insert the code *_satellite.track('social_share')* 2. Social Channel value will go in below javascript object:
		event416	Social Share	Event will trigger when user shares anything on the site using social channels			NA	

								digitalData.social.channel.name
	G+,Email) and capture the option selected for each product	products	Product ID	digitalData.cpj.product.id			CPJ_Product_ID	3. Product name Value will go in below javascript object: digitalData.cpj.product.id
		products	Product Category	digitalData.cpj.product.category			CPJ_Product_Category	4. Product category Value will go in below javascript object: digitalData.cpj.product.category
8	UI Related(Web/App): Business would like to track the total no of times Sort by option was applied on a PLP/Search page and the option selected	eVar81	Sort By option used	digitalData.page.sort.option	Direct Call	Sort_Option_Tracking	Sort_Option	1. Direct call Rule will trigger when sort option used To trigger direct call rule insert the code _satellite.track('sort_option_tracking')
		event433	Sort option used	Event will trigger when user sorts the product list			NA	2. Sort option value will go in below javascript object: digitalData.page.sort.option
9	UI Related(Web): Business would like to track the total no of times a user has submitted a feedback on a Search page	event461	Feedback Submitted	Event will trigger when user submits feedback on search pages	Direct Call	Feedback_Submit	NA	1. Direct call Rule will trigger when user submit feedback on search page To trigger direct call rule insert the code _satellite.track('feedback_submit')
10	UI Related(Web): Business would like to track the total no of times user clicks on <Shop Now> on Compare page	event464	Shop Now clicks on Compare	Event will trigger when user clicks 'Shop Now' in comaprison window	Direct Call	Shop_Now_Clicks	NA	1. Direct call Rule will trigger when user clicks 'Shop Now' in comparison window To trigger direct call rule insert the code _satellite.track('shop_now_clicks')
11	UI Related(Web): Business would like to track the total no of clicks to the "Sign Up for Newsletter" button in the footer section of Homepage	event434	News Letter Sign up clicks	Event will trigger when user clicks on 'News Letter Sign Up' link	Direct Call	News_Letter_Sign_Up	NA	1. Direct call Rule will trigger when user clicks on 'News Letter Sign Up' link To trigger direct call rule insert the code _satellite.track('news_letter_sign_up')
12	UI Related(Web): Business would like to track the total no of clicks on "Continue Shopping" on the available in the cart page	event436	Continue Shopping clicks	Event will trigger when user clicks on 'Continue Shopping' link	Direct Call	Continue_Shopping	NA	1. Direct call Rule will trigger when user clicks on 'Continue Shopping' link To trigger direct call rule insert the code _satellite.track('continue_shopping')

Appendix: Validation

Validation: Using the Adobe Debugger

The Adobe Marketing Cloud Debugger is a small JavaScript-based utility that you can add to any browser and will be your primary "quick source" to go to whenever you need to test and validate the implementation of any Adobe Marketing Cloud product.   Once activated, it will show you the contents of all server calls sent from the browser to the Adobe Marketing Cloud servers

Deployment Instructions

Adobe Marketing Cloud Debugger Installation

Install the Adobe Marketing Cloud Debugger by going through the following steps:

- Open a browser window.
- Go to any URL, for example, www.adobe.com.
- In the browser window, click Favorites/Bookmarks
- Add the page to your Favorites/Bookmarks
- Change the name of the favorite to Adobe Debugger or some other unique name that will help you identify it.
- Edit the URL of the favorite to be equal to the following:

```
javascript:void(window.open("","stats_debugger","width=600,height=600,location=0,menubar=0,status=1,toolbar=0,resizable=1,scrollbar
s=1").document.write("<script language=\"JavaScript\" id=dbg
src=\"https://www.adobetag.com/d1/digitalpulsedebugger/live/DPD.js?tnt=0&recs=0&am=0&survey=0&\"></"+"script>" + "<script
language=\"JavaScript\">window.focus();</script>"));
```

Adobe Marketing Cloud Debugger Initial Test

Via your browser, go to any page of your site that contains Adobe Analytics code on it. Activate the Debugger by selecting the bookmark/favorite that you just created via the Deployment Instructions above. When the debugger is activated, a popup window should appear with the details of any Analytics server calls sent out from the page.

Any server call, by its very nature, resembles a URL that you could type into your address bar (e.g. http://www.adobe.com). However, Adobe Analytics server calls are much more complex than a typical URL; they contain a very large amount of information that the Adobe Servers need to collect and process in order to fill up the correct reports within the Analytics interface. The Debugger helps facilitate the testing and debugging process by parsing these server calls and presenting them to you in an easy-to-read format. For example, this rather complex-looking server call…

```
http://stats.adobe.com/b/ss/mxmacromedia/1/H.25.2/s23849677203688?AQB=1&ndh=1&t=2%2F4%2F2014%2013%3A32%3A46%205%20360&g=http%3A%2F%
2Fwww.adobe.com%2F&server=Day%20WCMS&c32=ad_us&c37=ad_Membership_NotSignedIn&c51=AL%213085%213%2127410510553%21e%21%21g%21%21adobe%
20adlens&c59=12%3A30PM&v59=12%3A30PM&c60=Friday&v60=Friday&tnt=67165%3A0%3A0%2C&s=1680x1050&c=24&j=1.6&v=Y&k=Y&bw=1680&bh=965&AQE=1
```

…will be translated into the following by the Debugger:

Bookmark Current Options:	**Adobe Debugger**

Adobe Marketing Cloud — Help — [Marketing Toolbox] ▼

☑ SiteCatalyst [2] ☐ Test&Target [6] ☐ Recommendations [0] ☐ AudienceManager [2] ☐ Survey [0] ☑ AdLens [0]

Options: ☐ URL Decode ☐ Auto Refresh ☐ Friendly Format

2 Requests Displayed

#1 - SiteCatalyst Image 393 chars

First Party Cookies	stats.adobe.com
Report Suite ID(s)	mxmacromedia
Version of Code	H.25.2
Query String Beginning	1
Sent From JavaScript File?	1
Date/Time	May 2, 2014 at 1:32 PM
Current URL	http://www.adobe.com/
server	Day WCMS
prop32	ad_us
prop37	ad_Membership_NotSignedIn
prop51	AL!3085!3!27410510553!e!!g!!adobe adlens
prop59	12:30PM
eVar59	12:30PM
prop60	Friday
eVar60	Friday
TNT Var	67165:0:0,
Screen Resolution	1680x1050
Color Depth	24
JavaScript Version	1.6
JavaScript Enabled	Y
Cookies Supported	Y
Browser Width	1680
Browser Height	965
Query String End	1

This format will make testing and debugging much easier to accomplish, but even this easy-to-read format has an intimidating appearance upon first glance.   So, while going through the testing process, keep in mind that some of the contents across all server calls will maintain the exact same value

- The Report Suite ID(s) value shows which report suite in the Adobe Analytics system will contain the data sent from the server call. While testing in a development or QA environment, you need to ensure that this value is not equal to the report suite ID associated with your site's production environment. Likewise, while testing in your production environment, the value should not be equal to the report suite ID associated with your dev or QA environment.
- Version of Code/Query String Beginning/Sent from JavaScript file? – these values won't need to be examined as they are simply used to designate when the actual server call contents to be processed begin to appear in the server call
- Screen Resolution/Color Depth/JavaScript Version/JavaScript Enabled/Cookies Supported/Browser Width/Browser Height – These values provide technical information about both your computer and browser and, like the portions above, do not necessarily need to be examined during the testing process.

In sum, the most important parts we need to examine while testing and debugging are everything in between:

Date/Time	May 2, 2014 at 1:32 PM
Current URL	http://www.adobe.com/
server	Day WCMS
prop32	ad_us
prop37	ad_Membership_NotSignedIn
prop51	AL!3085!3!27410510553!e!g!adobe adlens
prop59	12:30PM
eVar59	12:30PM
prop60	Friday
eVar60	Friday
TNT Var	67165:0:0,

These portions of the server call will differ across each page of the site. Later sections of this document will cover what to look for specifically while testing and debugging under certain situations.

Validation: Debugging with Packet Sniffing Tools

Adobe Consulting uses a variety of tools to unit test Adobe Analytics code on any given site. We recommend that on top of using the Adobe DigitalPulse Debugger (as described in the "Installing the Adobe Analytics Based Code" section of the main document), clients should use at least one of the following software/add-ons as well:

- Firefox

- Google Chrome

- Internet Explorer 9 or higher

- HttpFox Add-on for Firefox [https://addons.mozilla.org/en-US/firefox/addon/6647]

- Firebug Add-on for Firefox [http://getfirebug.com]

- Omnibug Add-on for Firebug [http://www.rosssimpson.com/dev/omnibug.html]

- Charles Web Debugging Proxy [http://www.charlesproxy.com]

HttpFox (Firefox add-on)

Once you install HttpFox, you can easily view outgoing Adobe Analytics image requests, including custom link (s.tl) requests that cannot be viewed with the debugger.   To run HttpFox, open Firefox and perform the following steps:

- Go to Tools > HttpFox

- Click on Toggle HttpFox

- Return to Tools > HttpFox

- Click on Open in Own Window

- Click the Start button

- Navigate to the page or click on the button that will trigger the image request you are interested in

- Filter the list to display only Adobe Analytics image requests

- Select the image request in question

- Select the query string tab

Filter with "b/ss"

Started	Time	Sent	Received	Method	Result	Type	URL
00:00:06.754	3.858	1861	338	GET	302	Redirect to: http://omniture.d1.sc.o...	http://omniture.d1.sc.omtrdc.net/b/ss/omnitur...nk%20Library%3BMicrosoft%u00AE%20DRM%3B&AQE=1
00:00:10.618	0.261	1992	368	GET	200	image/gif	http://omniture.d1.sc.omtrdc.net/b/ss/omnitur...nk%20Library%3BMicrosoft%u00AE%20DRM%3B&AQE=1
00:00:14.467	0.246	2041	368	GET	200	image/gif	http://omniture.d1.sc.omtrdc.net/b/ss/omnituecom.../products/online_business_optimization&ot=A&AQE=1
00:00:19.542	0.185	1975	368	GET	200	image/gif	http://omniture.d1.sc.omtrdc.net/b/ss/omniturec...p%3A//www.omniture.com/en/community&ot=A&AQE=1

Select the Adobe Analytics image request

Headers | Cookies | Query String | POST Data | Content

Select the Query String Tab

Parameter	Value
AQB	1
ndh	1
t	17/11/2010 20:29:35 5 300
vmt	4B900D47
vmf	omniturecom.112.2o7.net
ce	UTF-8
ns	omniturecom
d	31536000
pageName	Online Business Optimizations
g	http://www.omniture.com/en/products/online_business_optimization
r	http://www.omniture.com/en/
cc	USD
ch	Products

Firebug (Firefox add-on)

Once you install the Firebug add-on, you can easily inspect and edit HTML on the fly. This allows for the simulation of paid and natural search and external unpaid referrer tracking by selecting links in production websites, and editing the 'href' property to navigate to a pre-production or different URL. Go to http://getfirebug.com/html for more information on the features available with this product.
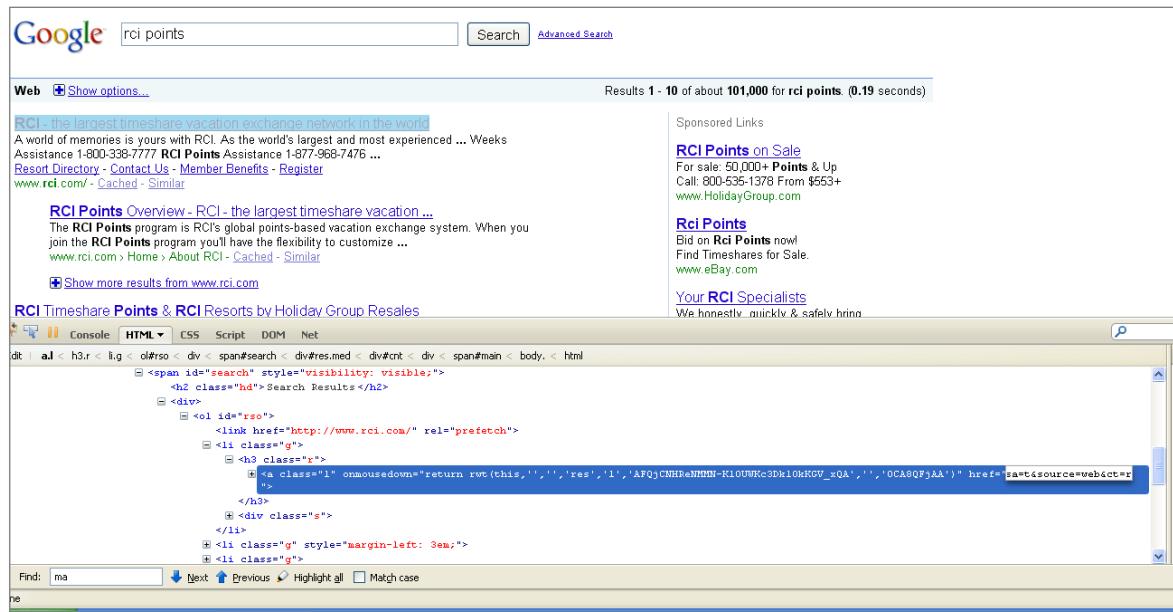
Omnibug (Firebug add-on)

Once you install the Omnibug add-on, Firebug will have an additional 'Omnibug' tab, which will display any Adobe Analytics image request broken down into its key components. To run Omnibug, go through the following steps:

- Open Firebug

- Select the Omnibug tab at right.

- Load the required pages in FireFox.

Select the relevant Omniture request and scroll through to locate the necessary values.
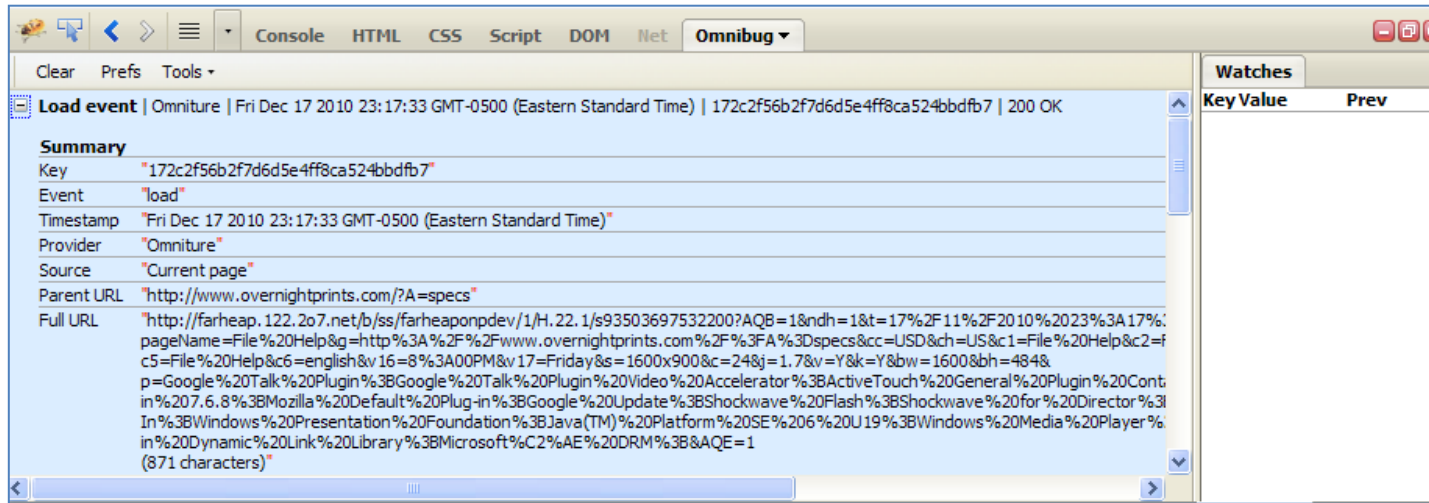
Charles Web Debugging Proxy Application

Charles is a very powerful application that can be used to track and analyze Omniture image requests as well as replace remote script files with local copies of the same files for testing purposes.

To clean up and filter out some of the extra requests that Charles captures, make the following changes in the Recording Settings option.

- Navigate in the Main Menu to Proxy > Recording Settings > Include

- Add a new Include location

- In the Path field enter *b/ss/* (including the asterisks)

- Click Save

- Charles should now display only Omniture image requests. To disable this filter, simply uncheck the box next to that location

Charles can also be used to test a local copy of the JavaScript code before it is uploaded to the server. This allows testing against a site's full production environment without exposing the code to the public. Charles will replace any requested copies of the remote file with a specified local copy. To set up this functionality, follow

these steps:

- Determine the location of the remote file to be replaced.

- Navigate in the Main Menu to Tools > Map Local.

- Add a new location.

- Paste the full path of the script into the Map From > Host field.

- Select the local copy of the script in the Map To > Local Path field.

Charles will now replace all requests for the remote file with your local copy. To disable this function, simply uncheck the box next to that location or uncheck "Enable Map Local".

Testing Instructions

After downloading, installing, and running Charles, go ahead and visit any page of your website. When you do this, you will notice that any URL that your browser accesses during the visit will appears under Charles' Structure tab:
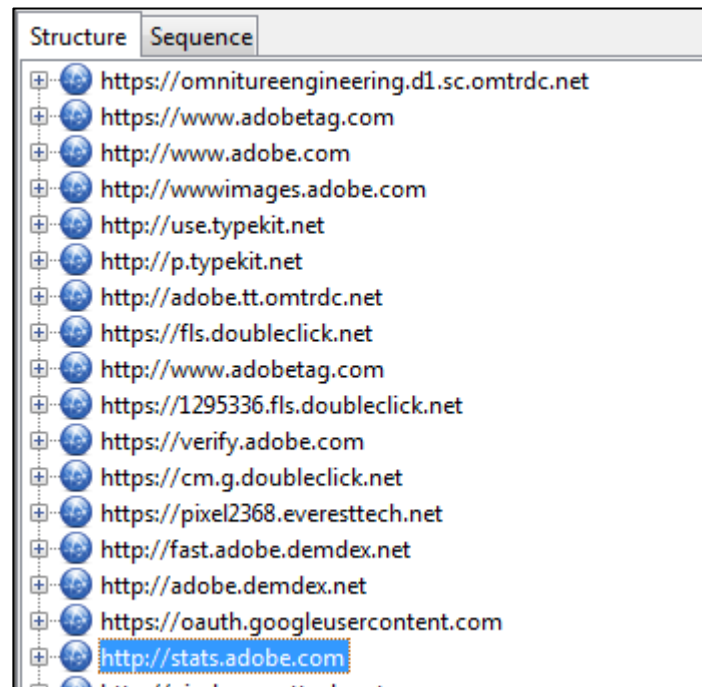
This list of URLs might appear intimidating at first, but using the Marketing Cloud Debugger (in conjunction) will give you a hint as to where to begin your actual debugging within Charles.   For instance, the Debugger's First Party Cookies (or Third Party Cookies) parameter shows the domain that the server calls are being sent to. For example:

First Party Cookies	stats.adobe.com

Third Party Cookies	clientname.d2.sc.omtrdc.net

Once you know the domain where the Analytics server calls are being sent to, you can look through the list of domains recorded in Charles and should be able to find the same domain as shown in the Debugger. Once you find the domain, you may click on the plus button icon next to the domain entry to see the list of all server calls sent to that domain so far. If you compare what appears from clicking on the plus icon, you will notice how the complete domain entries in Charles match up with what you may see in the Debugger.
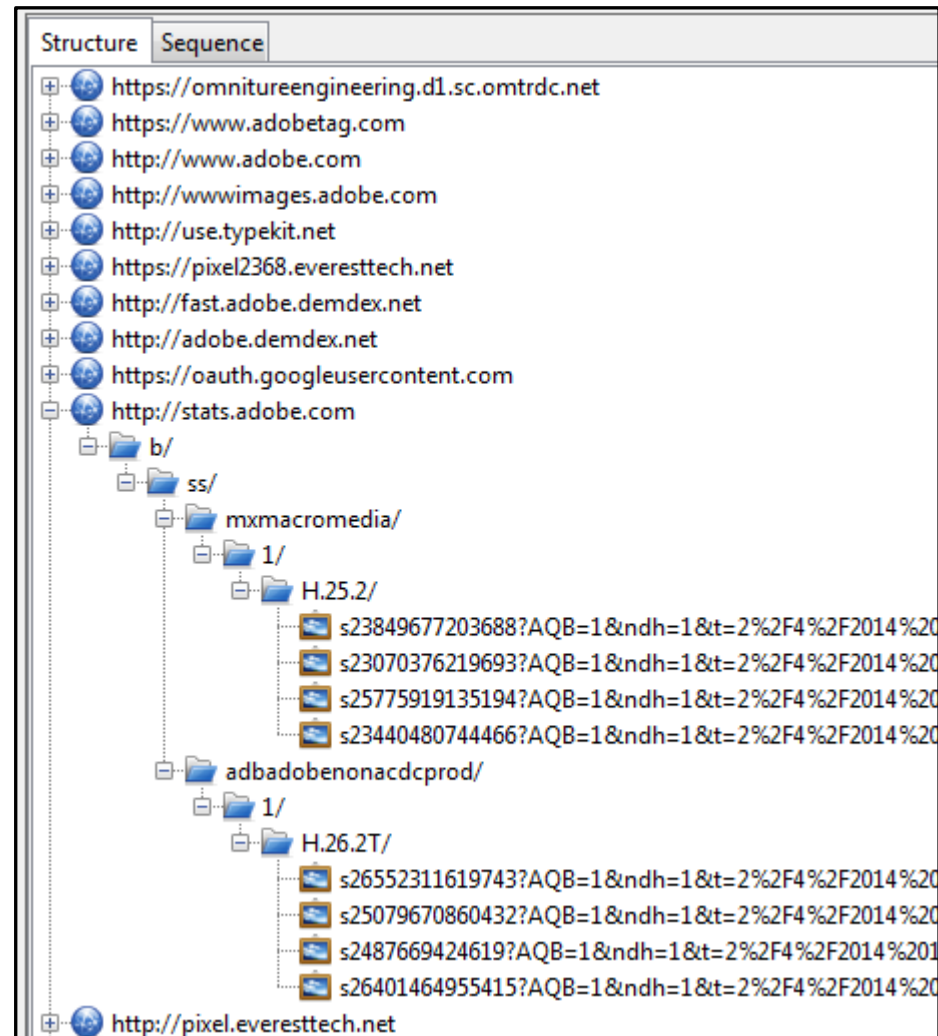
Once this list appears, you may click on any of the entries that have picture-based icons right next to them. Feel free to ignore any other entries under that domain, especially ones that resemble "reloading" icons; they are used mostly for identification/setup purposes when a visitor comes to your site for the first time.

As you click on each picture-based icon, you'll notice the contents of the right-hand side window in Charles will change. When this happens, be sure that the right-hand side window has both the request tab (up top) and the query string tab (at the bottom) highlighted – see the screenshot below. You may ignore the other tabs on the right-hand side window as they provide information that will not be relevant for server call debugging purposes.
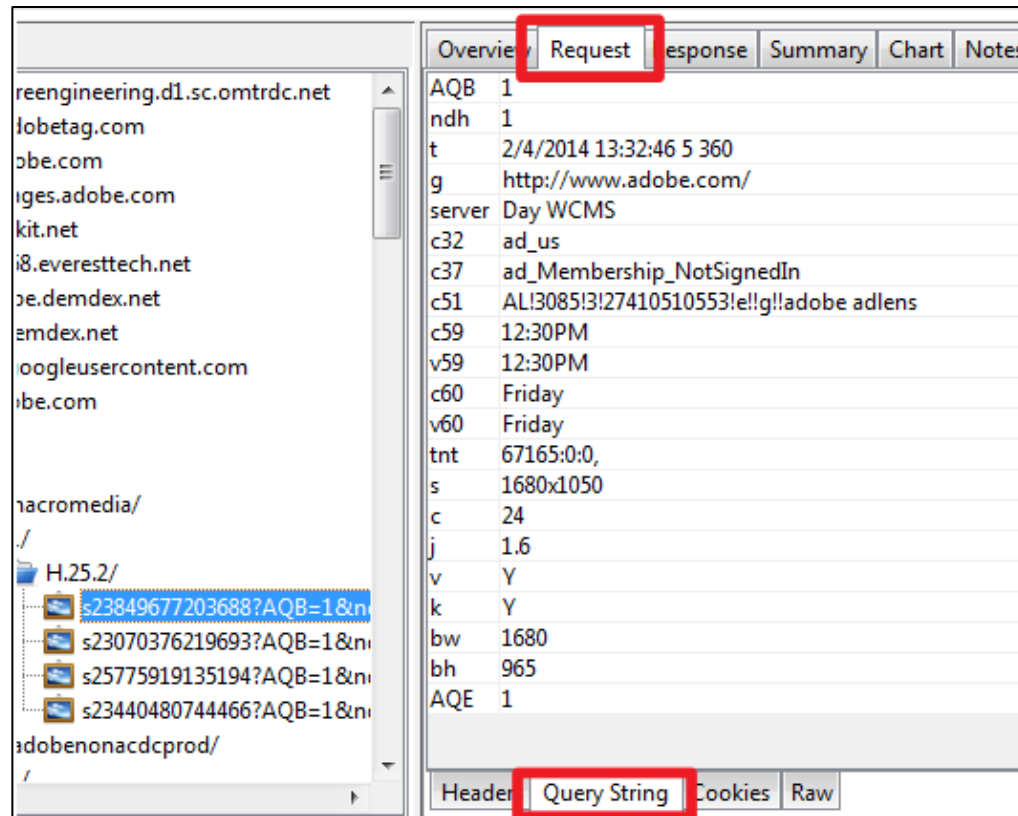
You'll notice the contents of the server call in Charles don't completely matchup with what you would see if you use the Marketing Cloud Debugger. Charles does not present each individual parameter of the server call in an as-easy-to-read format as the Debugger's format. All Analytics "prop" variables, for example, will show up as such in the Debugger (e.g. prop69, prop60) but will show up in Charles with the letter c instead (e.g. c59, c60).

Here is a list of the possible parameters that you will encounter during the testing and debugging process and what each variable the parameter maps to:

JavaScript Variable	Query String Parameter
Current URL	g
Referring URL	r
pageName	pageName
server	server
channel	ch
contextData (begin)	c.
contextData (end)	.c
prop1 – prop75	c1 – c75
campaign	v0
eVar1 – eVar75	v1 – v75
state	state
zip	zip
events	events
products	products
purchaseID	purchaseID
currencyCode	cc

As hinted at above, other parameters will appear in all Analytics server calls but most likely can be ignored as they will contain data that are mostly technical in nature and not specific to the implementation.

Validation: Debugging DTM

Adobe provides a plugin for Chrome and Firefox that allows client-side validation of DTM rules and data elements.

See the [Marketing Cloud documentation portal](#) for more information on getting this plugin and using it for validation.

Appendix: DTM

DTM Baseline Setup and Configuration

Deployment Instructions

A DTM implementation is divided up into properties. Before starting the actual implementation, a DTM property should be created for each user experience to be tracked. Each property has its own staging and production code library, with its own set of rules and data elements.

Create a Web Property

- Login into dtm.adobe.com
- Under the **Web Properties** tab on the Dashboard, click **Add Property**:
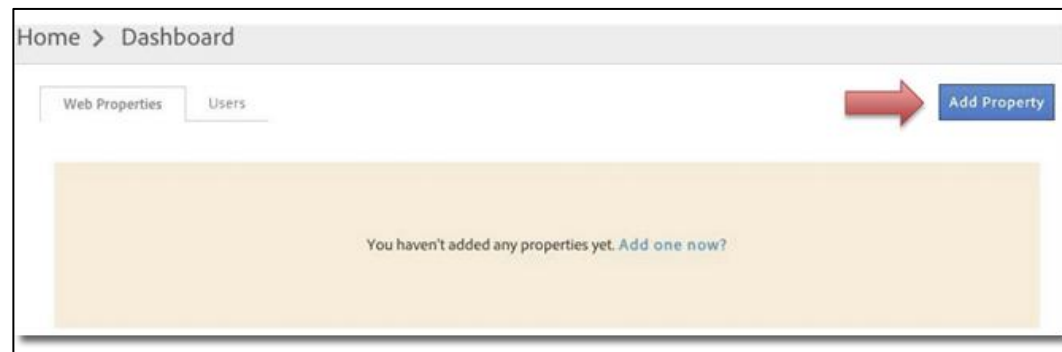
- Name the property and add the main domain.
- Specify how you would like to track traffic moving between your associated subdomains or domains.

NOTE
• You may also wish to Configure Advanced Settings relating to rule approvals, timeouts, etc. Please refer to the DTM documentation for additional details (https://marketing.adobe.com/resources/help/en_US/dtm/web_property.html)

- Click Create Property
- The new property will be created in a "pending" state within your web properties tab until an admin approves and activates it. Upon activation, the property status changes from Pending Approval to Active.

Add a Tool: Analytics

DTM allows you to add a variety of tools to your web property. DTM is simply the delivery mechanism. The scope of this document is limited to installing the Adobe Analytics tool

- On the **Web Properties** tab from the Dashboard, click your property
- On the **Overview** tab, click Add a Tool
- From the Tool Type menu, select Adobe Analytics

- Configure the following fields:
    - **Tool Name**: It is recommended to use "**[SITE NAME]** Analytics", but it can be anything. It is used for identification and debugging purposes.
    - **Configuration Method:** Choose between the following:
        - **Automatic:** This allows DTM to sync up with your Analytics Company settings and automatically retrieve name of configured report suites. To use this, you must provide either your Marketing Cloud single sign-on ID or your Web Services Username and Shared secret.
        - **Manual:** This bypasses the configuration with your Analytics Backend and requires you to manually enter the following:

- **Staging Account ID**: **[Dev or Staging RSID]** – This is the dev report suite ID. Always use a valid dev report suite ID. This keeps your testing data separate from your production environment
- **Production Account ID**: **[Prod RSID]** – The account that will ultimately collect data.
- **Tracking Server**: This should be in the form of <yoursite>.<data-center-value>.sc.omtrdc.net. For example, if the site is called "mysite.com" and the data center is San Jose – the tracking server value would be "mysite.d1.sc.omtrdc.net". For a full list of data center identifiers, review the section on RDC domains on this page: https://helpx.adobe.com/analytics/kb/determining-data-center.html
- **SSL Tracking Server**: Enter your secure tracking server value. See "Tracking Server" bullet point for more information.
- Click Create Tool. The installed tool will be displayed on the Overview tab:

Installed Tools					Add a Tool	Add a Tag
Tool Name	Type	Production	Staging	Activation	Status	
📊 Analytics Tool	Adobe Analytics	mysid-prod	mysid-stage	Active	🕐	⚙
🎯 Target Tool	Adobe Target			Active	🕐	⚙

Visit the online documentation on Tool Creation for more information.

Configure Centralized Tracking File

There are several options for deploying your centralized tracking file (either AppMeasurement.js or s_code.js) through DTM.

- Generate or obtain AppMeasurement.js or s_code.js in one of the two following methods
  - Obtain the configured version of AppMeasuremnt.js or s_code.js from your Adobe Consultant
  - Generate the file in the Adobe Marketing Cloud by clicking **Reports and Analytics > Admin Tools > Code Manager > JavaScript (new)**
- Within your DTM Account, on the Overview tab, click Settings ⚙ next to your installed Analytics tool
- Move to the **Library Management** section, select the *Custom* radio btool code
- utton under the "Code Configuration" section, then click **Open Editor**
- Paste either the AppMeasurement.js code or s_code.js code generated or obtained in the first step
- From the Overview, go to the **Approvals** tab and approve the tool that was created
- Go back to the **Overview** tab and Click **Publish Property**

NOTE
• The "Managed By Adobe" option (rather than the "Custom" option listed above) does not require an AppMeasurement or s_code file. This option may be preferable for the most basic implementations or if timelines are critical. However, there are long-term benefits to having access to your centralized tracking file accessible in DTM. For any phase beyond a base deployment, it is recommended to use the "Custom" option in the Library Management section. • There are other options listed in the Library Management section that control the timing of Analytics calls and scoping of Adobe Analytics' "s" object. Coordinate with your Adobe Consultant for a full understanding of these settings and options.

Deploy Embed Codes to Site

Every unique property has unique embed codes. It's very important to understand that the embed codes are the ultimate link between what is configured in the DTM interface and what ultimately is deployed to the site. Be sure to follow these directions carefully.

The embed codes control the DTM library files. By default these files will be hosted on Adobe's global CDN through Akamai with a domain name of assets.adobe.com. You may explore options around FTP Delivery and Library Download depending on your timelines, level of comfort with the configuration of each hosting option, and other factors.

- From you Web Property page click the **Embed** tab.
- Follow the instructions in the Akamai tab instructing you to insert the corresponding code snippets onto your site. The placement of these snippets is critical to the success of your DTM implementation. **Follow the directions exactly.**
- Make sure the header code for your environment (either staging or production) is in the <head> of every page of your site, ideally before other scripts in the <head> section
- Make sure the footer code for your environment (either staging or production) is just before the closing </body> tag of every page of your site
- Example code snippets might look like this:

Example code snippets might look like this:

Header Code

```
<script src="//assets.adobedtm.com/c7571f2b15d4bf5ede1676e58c56e42d6143d01e/satelliteLib-
112d9e4c5c159a01ee3144b9db8ce73efa39ce4e.js"></script>
```

Footer Code

```
<script type="text/javascript">_satellite.pageBottom();</script>
```

Data Layer: digitalData

The digitalData document standard is documented on the [W3C site](#) and allows flexibility for creating new sub-objects not included in the standard. We will provide specific examples of how to use this standard for your implementation in this document.

Data attributes can be added or modified in the digitalData object over the course of the page load and after any subsequent dynamic events that occur on the page (i.e. AJAX calls).

The JavaScript content in the example below shows the standard syntax for defining elements as part of the digitalData object. Various sub-objects can be created and customized according to individualized tracking requirements.

Whenever possible, it's strongly preferred to define digitalData elements within the <head> tag and prior to the DTM code snippets referenced in this document. However the digitalData object is initialized, all digitalData elements must be defined prior to the closing DTM footer code snippet and/or DOMready.

Mapping Data Layer to Data Elements

Mapping data layer variables to data elements is a crucial part of any DTM implementation. There are a variety of ways to derive data to populate DTM data elements. One common and repeatable way to do this is by leveraging the data stored in the dtm data layer object.

Within your DTM account create data elements and map the variables in the "Data Layer Variable" to the "DTM Data Element" column values as listed in the beginning of each Solution Section.

- Within your property's home screen, create a Data Element by clicking on **Rules** then **Data Elements** then **Create New Data Element**.
- The Name field will correspond to the "DTM Data Element" value listed in the table at the beginning of this section.
- Always select "JS Object" for the **Type** field.
- The **Name** field will correspond to the "DTM Data element" value listed in the table at the beginning of each Solution Section.
- The **Path** field will correspond to the "Data Layer Variable" value listed in the table at the beginning of each Solution Section.
- Several options are also listed for each Data Element you create (setting a default value, forcing lowercase, and giving the Data Element a custom expiration).
- Click **Save Data Element.**
- Repeat the process for each variable listed in the table at the beginning of this section.

A completed data element mapped from the DTM data layer object might look like this:
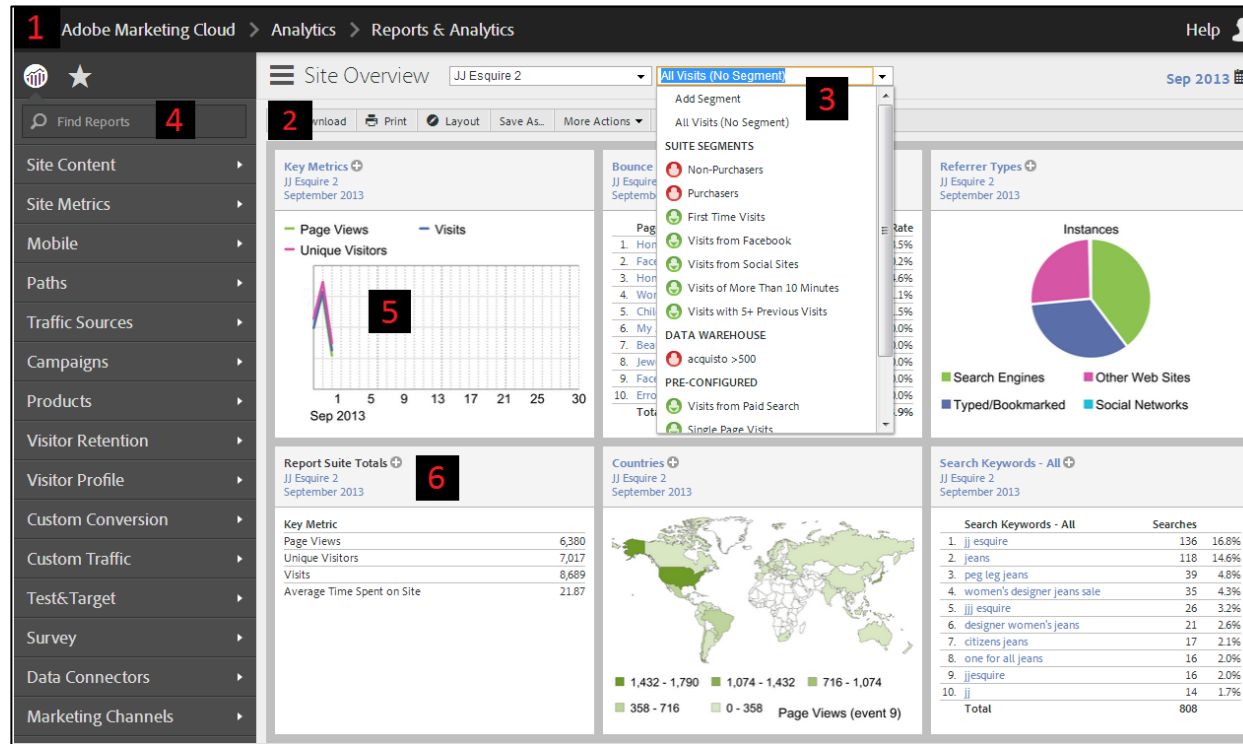
Appendix: Report Validation

Adobe Analytics Interface

The Adobe Analytics interface, by default, provides quick access to the reports, metrics, and segments that you use most.

Via the Adobe Analytics home page, you can do the following:

1. Access other Adobe products (e.g. Target, Social, etc.) besides Analytics from the Adobe Marketing Cloud menu.
2. Customize your landing page to either show a dashboard that you create from scratch or show the Site Overview dashboard, which Adobe Analytics generates automatically by default.
3. Apply segments to any report or dashboard reportlet. Available segments include those created by you, those created by your company colleagues, or the out-of-the-box segments included with Adobe Analytics.
4. Quickly locate reports, metrics, dashboards, and bookmarks using the left-hand menu's search field.

5. Turn full reports into thumbnail reportlets and add them to dashboards. You can apply report suite and date settings to individual reportlets or to all reportlets in a dashboard.
6. Share and distribute reports and dashboards, and use them to see quick and useful overviews of your site's performance.

Analytics Reports

In order to understand how to run and use Adobe Analytics reports, please go through this introductory tutorial by performing the following steps:

1. Log into Adobe Analytics
2. From the left-hand side menu, click on Site Content and then Pages
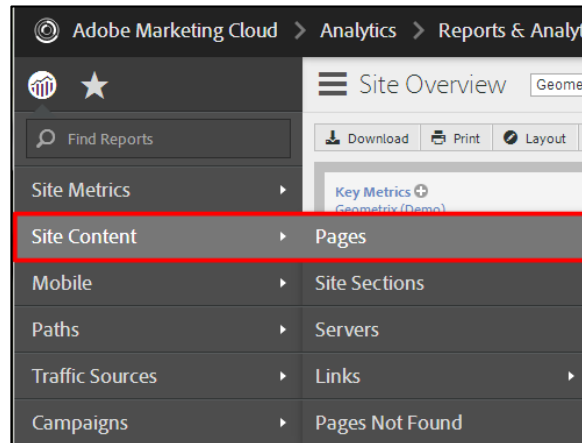
3. The interface will show the Pages report as seen in the following screenshot:
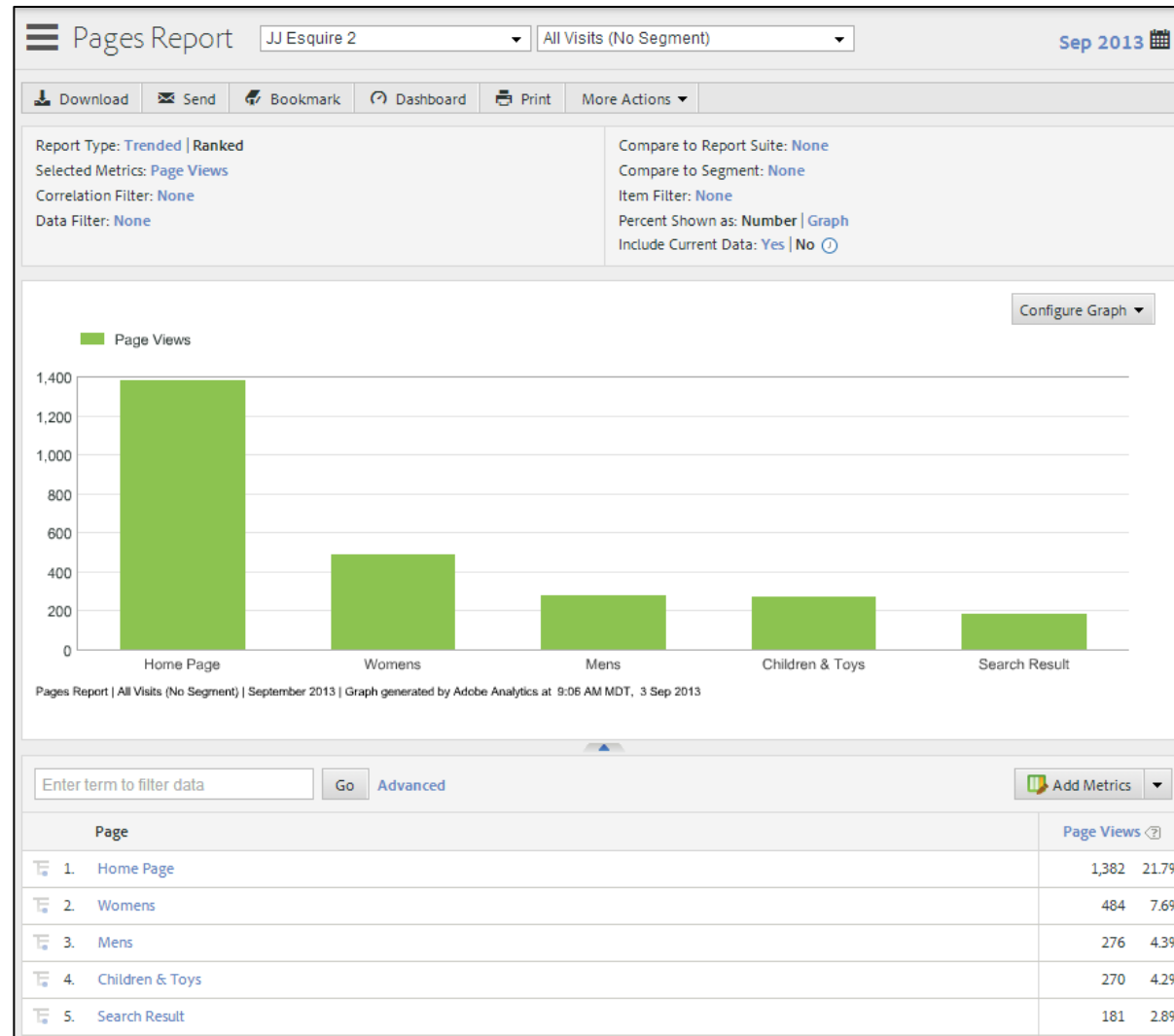
Although the configuration options may vary slightly across each report, with nearly every report you will be able to do the following:

- Via the Toolbar, you may download, bookmark, and share with your colleagues the reports that you run.
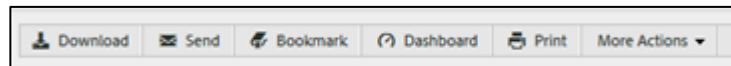
- The Settings allow you to configure the report by specifying the type of report to show, the metrics to add to the report details section, and other options. The available options in this group may change depending on the report you run.

Report Type: Trended | Ranked
Selected Metrics: Page Views
Correlation Filter: None
Data Filter: None

Compare to Report Suite: None
Compare to Segment: None
Item Filter: None
Percent Shown as: Number | Graph
Include Current Data: Yes | No ⓘ

- Clicking on the Calendar button will allow you to select the date range for your report. You can also select two time ranges to compare performance across different periods of time.

- The Configure Graph drop down box will allow you to select the type of graph or chart you want to see in conjunction with the report.

- If you wish to see no graph with your report, you may hide it by clicking on the up arrow placed just below the graph
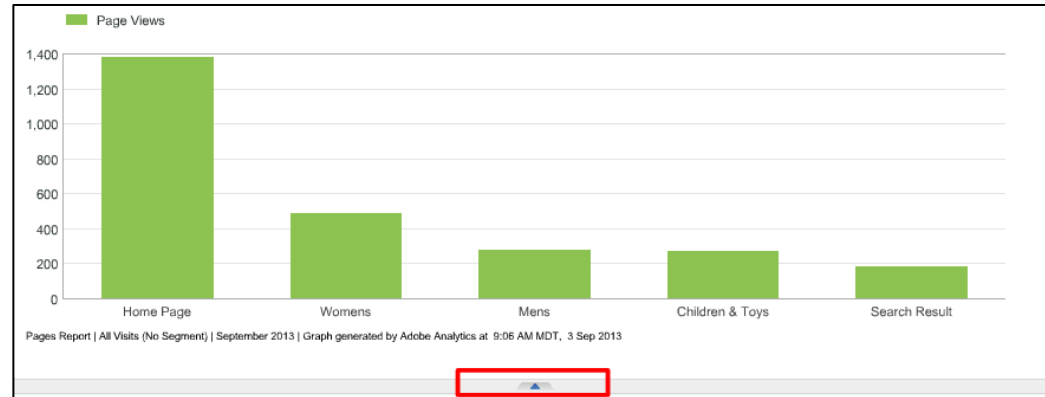
The Graph Display will change depending on the type of graph that you have selected. The default view typically shows the top items from the details list. If your graph is a trended graph showing different time periods, then data from each time period will appear instead.

- Via the Add Metrics button, you may add metrics to or remove metrics from your report. Users with administrative access can also specify the default metrics that all users will see for each individual report.
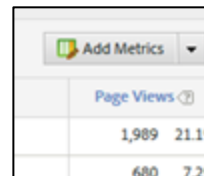
- The Details list contains the bulk of the report data. In this example, the top pages of the site are shown alongside the number of times each page was viewed.

- If you have multiple metrics in a single report, you may sort the values by that metric by clicking on the metric's column header. For example, if you add Visits and Daily Unique Visitors to your pages report and then click on the Daily Visitors column header, you will see the site's top pages sorted by the largest number of visitors to each page.

Validation Techniques by Report Type

Validating and Understanding Traffic Reports

Pages (s.pageName), Site Section (s.channel), and all Custom Traffic Variables (s.props) are considered "traffic variables". Their ideal default metric is "Page Views", but you can also bring in relevant out-of-the-box traffic metrics like Visits, Bounce Rate, Entry and Exit Rate, and Unique Visitors.

All props can be found in the reports under "Custom Traffic", which is divided into groups of 10 (prop 11 would be found under "Custom Traffic>Custom Traffic 1-10").

Page Type (t30)	Page Views ▼ ⑦		Visits ⑦		Bounces	
1. homepage	1,664	30.2%	999	97.8%	48	80.0%
2. search results	1,555	28.2%	437	42.8%	0	0.0%
3. my account	846	15.4%	291	28.5%	1	1.7%

The Page Views metric (column) reflects the number of a page was viewed where this variable had the value seen in each row. For instance, in the example, 1664 page views happened where page type (prop30, in this case) was set to "homepage". The percentage tells me that the "homepage" value represents 30.2% of all pageviews on my site where prop30 was set.

The Visits metric (column) reflects the number of times the values in each row were viewed at least once during a visit to the site.

The "totals" at the bottom of the report reflect the number of times a page view happened where that variable is set. Some variables, like Site Section (s.channel)

Validating and Understanding Conversion Reports

Campaign, Products, and all Custom Conversion Variables (s.eVars) are considered "Conversion Variables". They are not tied just to one page, but can persist between page views and even visits depending on their settings. All eVars can be found under "Custom Conversion".

|	Internal Search Terms (v10)	Revenue ▼ ?	Visits ?
1.	None ?	$1,122,258 79.9%	499,542 99.0%
2.	basketball	$19,123 1.4%	2,586 0.5%
3.	baseball	$11,198 0.8%	2,080 0.4%
4.	swimsuit	$11,194 0.8%	1,490 0.3%
5.	hope in a jar	$8,960 0.6%	1,477 0.3%

The above report tells me that 1.4% of my Revenue happened where eVar10 had been set to "basketball" at least once prior to the Order Confirmation page. 99% of visits are happening where eVar10 isn't set at all (which may just mean many users aren't using search and is not indicative of an implementation problem unless the variable is supposed to be set on every page/visit).

For eVars, the default base metric is based on your "Default Metrics" setting (In Adobe Analytics, see *Admin Console>Edit Report Suites>Individual Report Suite Settings>Default Metrics*).

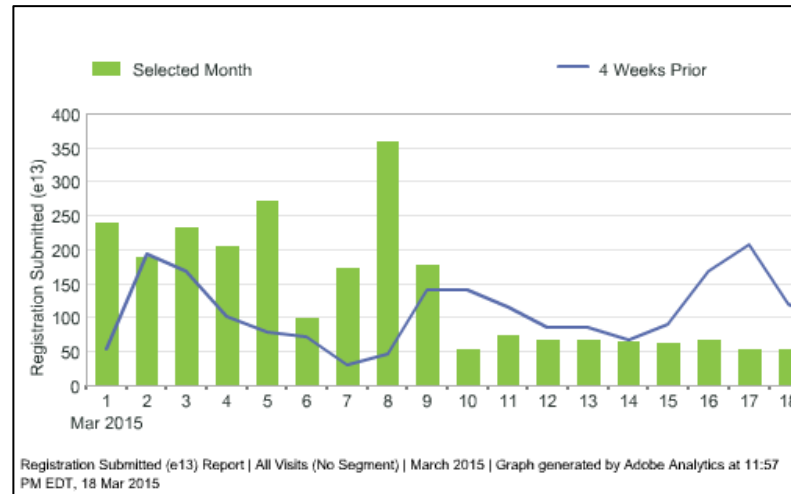- To add specific metrics (such as custom events), click the "Add Metrics" button.
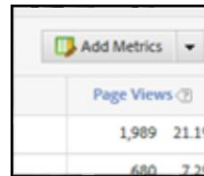
  o   Common relevant out-of-the-box metrics to apply are Visits, Page Views, and Daily Unique Visitors.

- You can define Report-specific Default metrics by click the downward-pointing arrow to the right of "Add Metrics". Note that this affects all users of this report:
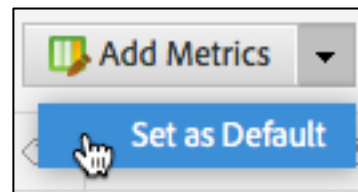
Validating and Understanding Event Reports

Purchase, cart additions, and custom s.events are all considered "Metrics". All custom events can be found under "Site Metrics > Custom Metrics". Event reports show a simple timeline of the number of times an event was set during that timeframe. If you use a standard date range (like a Calendar Month), additional lines in the report may represent previous date ranges, to give current data historical context:

Registration Submitted (e13) Report | All Visits (No Segment) | March 2015 | Graph generated by Adobe Analytics at 11:57 PM EDT, 18 Mar 2015

NOTE
• Reports may produce differing numbers based on the metrics and date ranges applied. Be sure to verify the metrics and date ranges when viewing any report.

For additional help with report validation, coordinate with your Adobe Consultant.