



Test&Target Integration to SiteCatalyst

ADOBE® ONLINE MARKETING SUITE
Powered by Omniture®

Summary: This integration provides Test&Target reporting in SiteCatalyst as an additional menu module. You can report on the performance of your Test&Target experiences and relate them to some SiteCatalyst reports. This document is designed to provide you with the basic implementation needed to complete the integration.

Possible Data Variances: Please be aware that SiteCatalyst and Test&Target metrics are collected differently so you may see variances between each reporting interface. SiteCatalyst counts and collects all visits and visitors where Test&Target only counts visits and visitors who enter campaigns. Also, Test&Target visitors are considered new visitors once they have converted and in SiteCatalyst they would be considered the same visitor regardless of the number of times they convert. Expect to see variances of 15-20% between the reporting interfaces. In some case you may see variances of up to 50% depending on implementation. If you feel your variance is beyond expected levels please contact Adobe ClientCare at tt-support@adobe.com.

Any additional or custom implementation outside of this guide needs to be developed by the client or through Adobe Consulting. ClientCare cannot be responsible for any changes made to page implementation

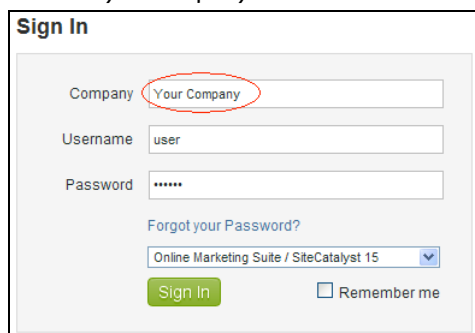
Requirements:

1. s_code.js version H.19 or higher
2. mbox.js version 38 or higher

Steps to be completed:

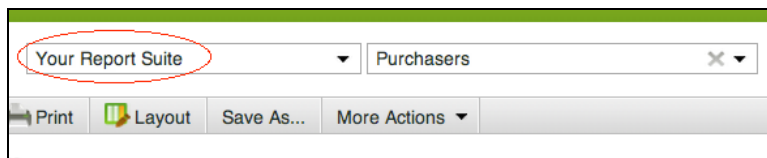
1. If you are currently using both products, Test&Target and SiteCatalyst, you have the option to have the integration enabled without additional enablement fees. Provide the following pieces of information to Adobe ClientCare Test&Target support at tt-support@adobe.com:

- a. SiteCatalyst Company Name



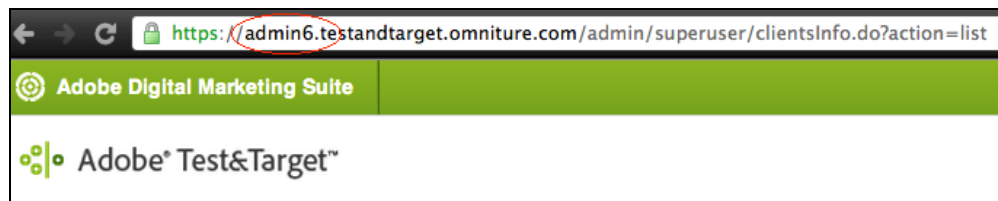
The screenshot shows the 'Sign In' form for SiteCatalyst. It includes fields for 'Company', 'Username', and 'Password'. The 'Company' field is highlighted with a red circle and contains the text 'Your Company'. Below the password field is a link for 'Forgot your Password?' and a dropdown menu for 'Online Marketing Suite / SiteCatalyst 15'. At the bottom are 'Sign In' and 'Remember me' checkboxes.

- b. SiteCatalyst Report Suite

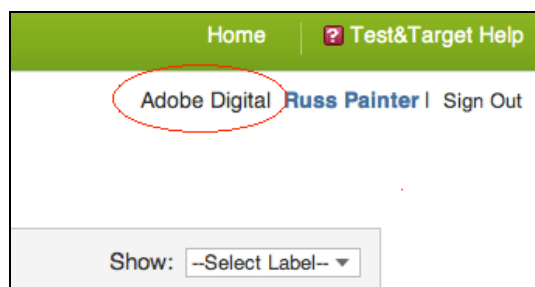


The screenshot shows the SiteCatalyst Report Suite dropdown menu. The dropdown is open, showing 'Your Report Suite' as the selected option. Below the dropdown are buttons for 'Print', 'Layout', 'Save As...', and 'More Actions'.

- c. Test&Target Admin, which can be found in the URL of your Test&Target interface



- d. Your Test&Target company name



2. ClientCare will respond, letting you know the integration settings have been enabled.
3. Implement the following code sections in your SiteCatalyst s_code file.
 - a. Add the trackTNT plugin to the plugins section of the s_code file. Please double check with your Test&Target consultant for the most recent version of the plug-in.

```

/***** PLUGINS SECTION *****/
/***** Test&Target Plugin Start *****/

/*
 * TNT Integration Plugin v1.0
 */
s.trackTNT=new Function("v","p","b",""
+"var s=this,n='s_tnt',p=p?p:n,v=v?v:n,r='',pm=false,b=b?b:true;if(s."
+"getQueryParam){pm=s.getQueryParam(p);}if(pm){r+=(pm+', ');}if(s.wd[v"
+""]!=undefined){r+=s.wd[v];}if(b){s.wd[v]='';}return r;");

/***** Test&Target Plugin End *****/

```

- b. Verify that you are using the getQueryParam plugin version 2.4 and that it is also in the plugin section of your s_code file.

```

/***** PLUGINS SECTION *****/

/***** getQueryParam 2.4 Start *****/

/*
 * Plugin: getQueryParam 2.4
 */
s.getQueryParam=new Function("p","d","u","h",""
+"var s=this,v='',i,j,t;d=d?d:'';u=u?u:(s.pageURL?s.pageURL:s.wd.locat"
+"tion);if(u=='f')u=s.gtfs().location;while(p){i=p.indexOf(',');i=i<0"
+"?p.length:i;t=s.p_gpv(p.substring(0,i),u+'',h);if(t){t=t.indexOf('#"
+"')>-1?t.substring(0,t.indexOf('#')):t;}if(t)v+=v?d+t:t;p=p.substrin"
+"g(i==p.length?i:i+1)}return v");
s.p_gpv=new Function("k","u","h",""
+"var s=this,v='',q;j=h==1?'#':'?';i=u.indexOf(j);if(k&&i>-1){q=u.sub"
+"string(i+1);v=s.pt(q,'&','p_gvf',k)}return v");
s.p_gvf=new Function("t","k",""
+"if(t){var s=this,i=t.indexOf('='),p=i<0?t.substring(0,i),v=i<0?'T"
+"rue':t.substring(i+1);if(p.toLowerCase()==k.toLowerCase())return s."
+"epa(v)}return ''");

/***** getQueryParam 2.4 End *****/

```

- c. Add the following call to the doPlugins function of the Configuration Section

```

/* Plugin Config */
s.usePlugins=true
function s_doPlugins(s) {
/* Add calls to plugins here */
...

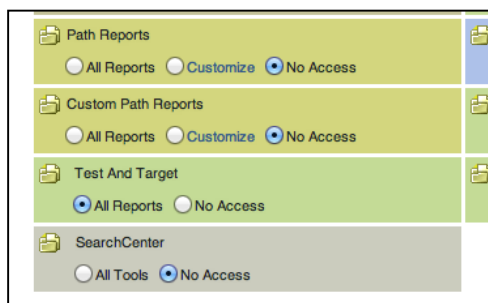
s.tnt=s.trackTNT();

}

```

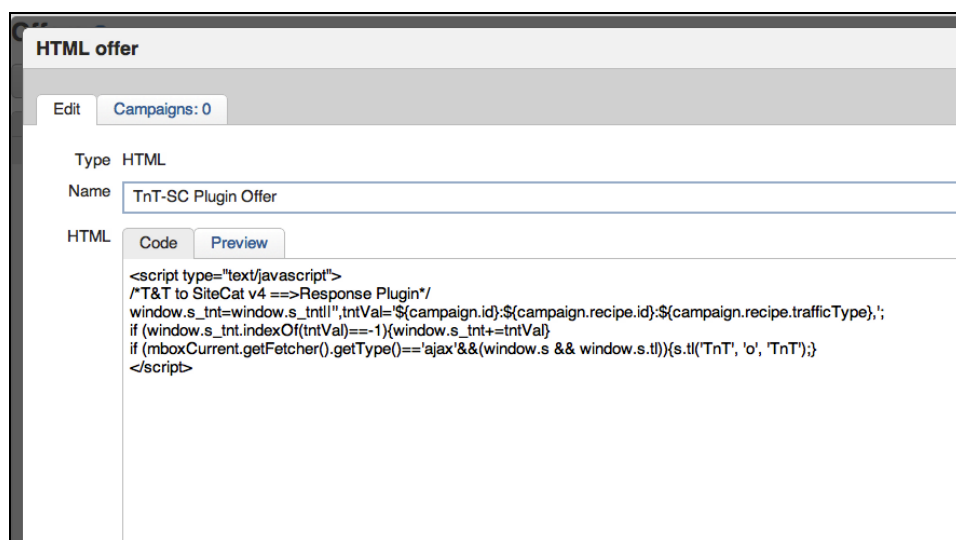
4. Provide user rights to the Test&Target Reporting in the SiteCatalyst Admin Console.

- SiteCatalyst > Admin > User Management > Groups
- Create a new group for users who will be reporting Test&Target data



5. Create the TNT-SC Plugin in the Test&Target interface
 - a. Login to Test&Target and create and offer. Offers > Create > HTML Offer
 - b. Name the offer "TnT-SC Plugin Offer"
 - c. Place the following code in the HTML offer

```
<script type="text/javascript">
/*T&T to SiteCat v4 ==>Response Plugin*/
window.s_tnt=window.s_tnt||'',tntVal='${campaign.id}:${campaign.recipe.id}:${campaign.recipe.trafficType}';
if (window.s_tnt.indexOf(tntVal)==-1){window.s_tnt+=tntVal}
if (mboxCurrent.getFetcher().getType()=='ajax'&&(window.s_tnt.indexOf('TnT')<0)){s.tl('TnT','o','TnT');}
</script>
```



- d. Click Save
- e. Go to Configuration > Plugins
- f. Click "add javascript plug-in"
- g. Name the plugin "TNT-SC-Integration Plugin"
- h. Serve condition: "Display mbox request only"
- i. Javascript Offer: "TnT-SC Plugin Offer"
- j. Server in production host group: set to true
- k. Check the "Approved" box
- l. Mbox option should be **any mbox**
- m. Save Plugin

- n. Verify that the production host group is assigned to the correct domains. Go to Configuration > Hosts.
6. Verify that your mbox calls that are on your pages are being called before your SiteCatalyst s.t() tracking calls.

Example: mboxCreate call comes before s.t on the page:

```
<div class="mboxDefault">
</div>
<script type="text/javascript">
    mboxCreate('your_mbox');
</script>

<!-- SiteCatalyst code version: H.23.6.
Copyright 1996-2011 Adobe, Inc. All Rights Reserved
More info available at http://www.omniture.com -->
<script type="text/javascript" src="/js/s_code.js"></script>
<script type="text/javascript"><!--
/* You may give each page an identifying name, server, and channel on
the next lines. */
s.pageName="Homepage"

/***** DO NOT ALTER ANYTHING BELOW THIS LINE ! *****/
var s_code=s.t();if(s_code)document.write(s_code)//--></script>
<!-- End SiteCatalyst code version: H.23.6. -->
```

- Once you have completed the steps above, verify that the s.tnt variable is being fired in your SiteCatalyst image request. You can use the Digital Pulse Debugger (Knowledge Base article 534, or at <http://blogs.omniture.com/2010/11/17/meet-the-new-digitalpulse-debugger/>) in order to verify the image requests being fired. The code for the debugger is below. Place the code in the location/destination of a created bookmark and toggle when on your site.

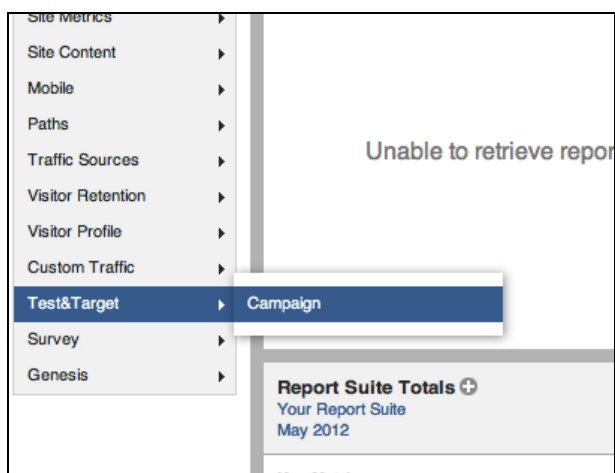
eVar11	D=t
prop13	Nuke
prop14	Homespot
prop20	18
prop21	D=t
TNT Var	325:5:0,1005:0:0,
Screen Resolution	1680x1050
Color Depth	32
JavaScript Version	1.6
JavaScript Enabled	Y
Cookies Supported	Y

```
javascript:void(window.open('%22%22,%22dp_debugger%22,%22width=600,height=600,location=0,menubar=0,status=1,toolbar=0,resizable=1,scrollbars=1%22).document.write('%22%3Cscript%20language=\\%22JavaScript\\%22%20id=dbg%20src=\\%22http://www.digitalpulse.omniture.com/dp/debugger.js\\%22%3E%3C/%22+%22script%3E%22));
```

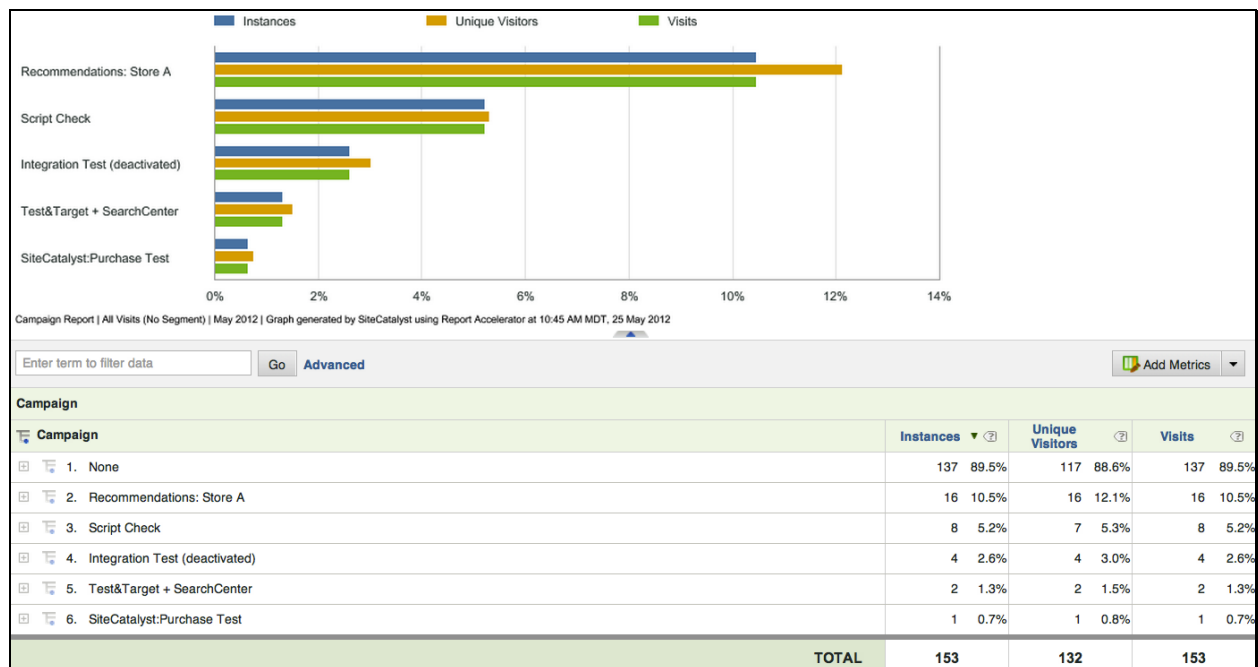
- When using Redirect Offers in your campaign, an s_tnt parameter will automatically be appended to the redirect URL. The SiteCatalyst call on the destination URL will pass up the s.tnt variable.

What to expect: Once the implementation is complete, and the variable is firing on your site, you should see the following changes in reporting and in SAINT for the correct report suite.

- Test&Target Modules are active:



2. Test&Target campaigns available in SiteCatalyst reporting



3. SAINT classifications will appear for the TNT Variable (Admin > SAINT)

Download Template Import File **Browser Export** FTP Export

Source

Select Report Suite:

Data Set to be classified:

Filter Data

Select Number of Rows:

☒ All (up to 50,000 rows)

☐ Limit Data Rows to

Filter by Date Received:

Download rows that were received between and

Note: This applies to rows received via SAINT or through standard collection methods.

Additional Information:

- Please note that when using dynamic mboxes (mboxUpdate) to serve campaign content, the plug-in will automatically make an s.tl() call to pass the campaign information to SiteCatalyst, which translates to an additional SiteCatalyst call. Additional SiteCatalyst calls will not be made if you are using dynamic mboxes solely for metrics tracking. You can monitor the volume of additional SiteCatalyst calls by viewing the "instances" column of the "TnT" row of the SiteCatalyst "Custom Links" report.

2. The value in the s.tnt variable you see fired in the debugger is made up of three values, delimited by a column. These numerical values represent: campaign:experience:traffic type.
3. The value in the s.tnt variable is classified automatically according to the campaign and experience. You can see this by performing a SAINT export. If you see any problems with the value being classified correctly, please contact ClientCare.

	A	B	C	D	E	F	G
1	## SC	SiteCatalyst v:2.0					
2	## SC	'## SC' indicates a SiteCatalyst pre-process header. Please do not remove these lines.					
3	## SC	D:2009-06-2 A:2722373:57					
4	Key	Campaign	Campaign^~period~	Recipe	Campaign > Recipe	3rd Id	
5							
6	5969:00:00	DOM Why Buy		Recipe A	DOM Why Buy > Recipe A		
7	7602:02:00	Recommendations: HP Most Pop		23	Recommendations: HP Most Pop > 23		
8	4838:00:00	Shop_Tile2		A - Vests	Shop_Tile2 > A - Vests		
9	4837:01:00	Shop_Tile1		B - Snowb	Shop_Tile1 > B - Snowboard		
10	4836:01:00	Shop Hero Banners		B - RC Ski	Shop Hero Banners > B - RC Ski Gear		

4. If using SiteCatalyst version 14 additional sub-relations with SiteCatalyst reports can be enabled, please contact your account manager/sales rep for pricing implications of these requests. SiteCatalyst version 15 will have all sub-relations enabled by default.

Note: This integration can be quite complicated, depending on how custom your implementation is, namely SiteCatalyst code and Test&Target mboxs. If your implementation is outside of what this guide encompasses, please contact your Adobe Consultant for additional insight of how to complete the integration. Any basic questions can be submitted to ClientCare, tt-support@adobe.com