

1. Take a screenshot of Ghostery with the vendor tags and answer the following questions:

The screenshot displays the Ghostery browser extension interface. The top navigation bar includes the Ghostery logo, a 'Simple View' tab (selected), a 'Detailed View' tab, and a 'Plus' button. The main content area is divided into two panels. The left panel shows a circular progress indicator with the number '15' in the center, representing the number of trackers. Below this, the website 'www.travelsmith.com' is listed. The status 'Trackers Blocked: 0' is shown in red, and 'Page Load: 9.93 secs' is shown in orange. There are three control buttons: 'Site Trusted' (green), 'Restrict Site' (grey), and 'Pause Ghostery' (grey). At the bottom of the left panel are three icons: a shield, a crossed-out shield, and a lightbulb, each with a '0' above it. The right panel is titled 'TRACKERS' and has a 'Block All' button. It shows a 'Collapse All' button and a list of trackers under the 'Advertising' category. The list includes: AddThis, Bing Ads, Baynote Observer, Google AdWords Conversi..., Drawbridge, Facebook Custom Audience, and Google Dynamic Remarket... Each tracker has a green square icon with a white circle inside. The bottom of the interface has a 'List View' button and two other icons: a line graph and a gift icon.

GHOSTERY

Simple View Detailed View

15

www.travelsmith.com

Trackers Blocked: 0

Page Load: 9.93 secs

Site Trusted

Restrict Site

Pause Ghostery

0 0 0

TRACKERS

Block All

Collapse All

Advertising

7 TRACKERS

AddThis

Bing Ads

Baynote Observer

Google AdWords Conversi...

Drawbridge

Facebook Custom Audience

Google Dynamic Remarket...

List View

The screenshot shows the Ghostery browser extension interface. The top bar is blue with the Ghostery logo and a 'Simple View' tab selected. The main content area is divided into two sections. The left section displays a circular progress indicator with the number '15' in the center, representing the number of trackers blocked. Below this, the website 'www.travelsmith.com' is listed. The status 'Trackers Blocked: 0' is shown in red, and 'Page Load: 9.93 secs' is shown in orange. A green button labeled 'Site Trusted' is visible, along with a 'Restrict Site' button and a 'Pause Ghostery' slider. At the bottom of this section are three circular icons: a shield, a crossed-out shield, and a lightbulb. The right section is titled 'TRACKERS' and features a 'Block All' button. It lists two categories of trackers: 'Essential' (1 TRACKER) and 'Site Analytics' (5 TRACKERS). The 'Essential' category includes 'Google Tag Manager'. The 'Site Analytics' category includes 'Google Analytics', 'Mouseflow', 'Monetate', 'New Relic', and 'Pinterest Conversion Track...'. Each tracker has a green square icon with a white circle inside, indicating it is blocked. A 'List View' button is located at the bottom of the interface.

2.

1. What tag manager is being used?
 - Google Tag Manager
2. What analytics platform is being used? Are there multiple?
 - Google Analytics and New Relic
3. What testing tool is being used?
 - Monetate
4. Is there a vendor we didn't cover? If so, briefly research and describe what service the vendor offers.
 - New Relic – Looks like a competitor to GA or Adobe. Creates a dashboard to track site visits and look at metrics.
 - Mouseflow – Mouseflow follows a users mouse around the screen to track clicks. It can also create heatmaps to see where visitors spend the most time on a page. They can record your activity on a webpage too.

- Monetate – Helps build A/B tests. Can use the information to build customer segments and recommendations based on those segments.
- Pinterest Conversion Tracker – Basically allows the tracking of converted Pinterest Pin clicks. The idea is you can gather information about a customer to build targeted audience profiles to customize your site for future visits.

3. Find an analytics call and provide a screenshot. Answer the following questions:

The screenshot shows a web browser with the URL <https://www.travelsmith.com/home.do>. The page displays the TravelSmith logo and navigation links for WOMEN'S, MEN'S, and SPECIAL. The Chrome DevTools Network tab is open, showing a list of requests. The selected request is `gtm.js?id=GTM-5266K7`. The details pane for this request shows the following information:

- General:**
 - Request URL: `https://www.googletagmanager.com/gtm.js?id=GTM-5266K7`
 - Request Method: GET
 - Status Code: 500 Request Blocked
 - Remote Address: 172.217.164.136:443
 - Referrer Policy: no-referrer-when-downgrade
- Response Headers:**
 - Access-Control-Allow-Origin: *
 - Cache-Control: no-cache
 - Connection: keep-alive
 - Content-Length: 24
 - Content-Type: text/javascript
 - Date: Sun, 03 Mar 2019 19:42:49 GMT
 - Expires: Mon, 01 Jan 2001 00:00:00 GMT
 - Pragma: no-cache
 - X-Adguard-Filtered: Adguard for Mac; version=1.5.14
 - X-Adguard-Rule: rule=%7C%7Cgoogletagmanager.com%2Fgtm.js%2Fthird-party; filterId=3
- Request Headers:**
 - Provisional headers are shown
 - DNT: 1
 - Referer: `https://www.travelsmith.com/home.do`
 - User-Agent: Mozilla/5.0 (Macintosh; Intel Mac OS X 10_14_3) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/72.0.3626.119 Safari/537.36
- Query String Parameters:**
 - view source
 - view URL encoded
 - Id: GTM-5266K7

The Console tab at the bottom shows several error messages, including:

- `net::ERR_ABORTED 500 (Request Blocked)`
- `GET https://js-agent.newrelic.com/nr-1118.min.js net::ERR_ABORTED 500 (Request Blocked) home.do:484`
- `Refused to display 'https://www.facebook.com/connect/ping?client_id=9527795681989726domain=www.home.do:1...' in a frame because it set 'X-Frame-Options' to 'deny'.`

1. What data do you think is being collected?

- They can see that I am on a Mac computer and my OS version. They can also see that I'm using a modern version of the Chrome web browser. They can also see how I got to the page (i.e. where I clicked in from). They can tell that I use an ad blocker called Adguard for Mac. It appears they can see the resolution of my monitor and color depth. Also, they can see the language I need. They can see where I'm hovering my mouse.

2. Click around the site, does it appear that any data is not collected? If so, describe the actions not collected.
 - I don't think they can see what other tabs I have open. I also can't tell if they know who I use for my ISP. It's hard to see if they know whether I'm currently on their webpage or on a different tab. So I would say maybe they don't know the actual amount of time I am looking at their webpage versus it just being opened.