

"I don't need to read the documentation, I can make it work!"



https://www.reddit.com/r/programmingmemes/comments/p7ubaz/believe_me_i_can/



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#2737 445



How and what to learn to
master first-party data collection?!

The disclaimer

Everything is open source



LICENSE

MIT License

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- ✓ Commercial use
- ✓ Modification
- ✓ Distribution
- ✓ Private use

Feel free to contribute!



elbwalker/walkerOS

Things I'm **curious** about

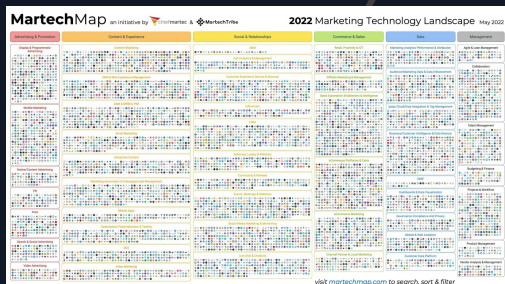
What happened so far

A brief 2 min recap

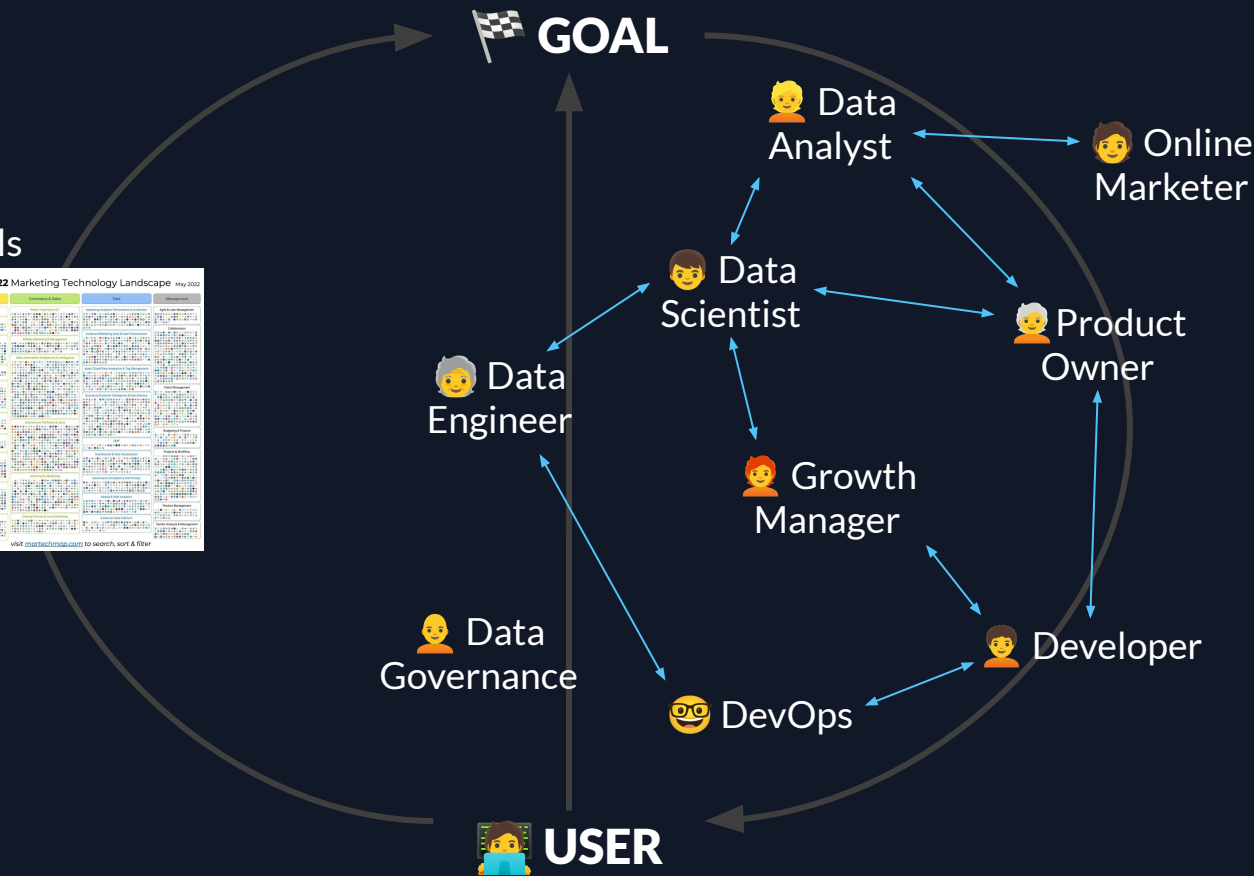
Data collection complexity

Everything is relative

>10k vendors/tools

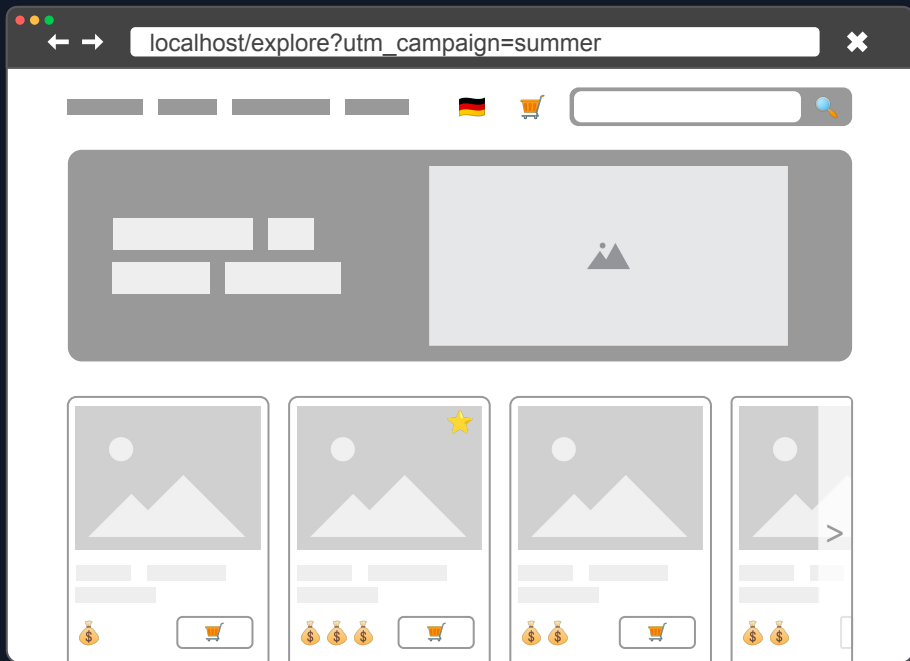


martechmap.com



Data collection **interests**

Different people, different interests, but same origin



3rd party



consent



user



config



Online Marketer

campaign, 3rd party



Data Governance

consent, namings



Data Scientist

user, config



Product Owner

usage, adoption



Data Analyst

events, content



Growth Manager

experiments, behaviour

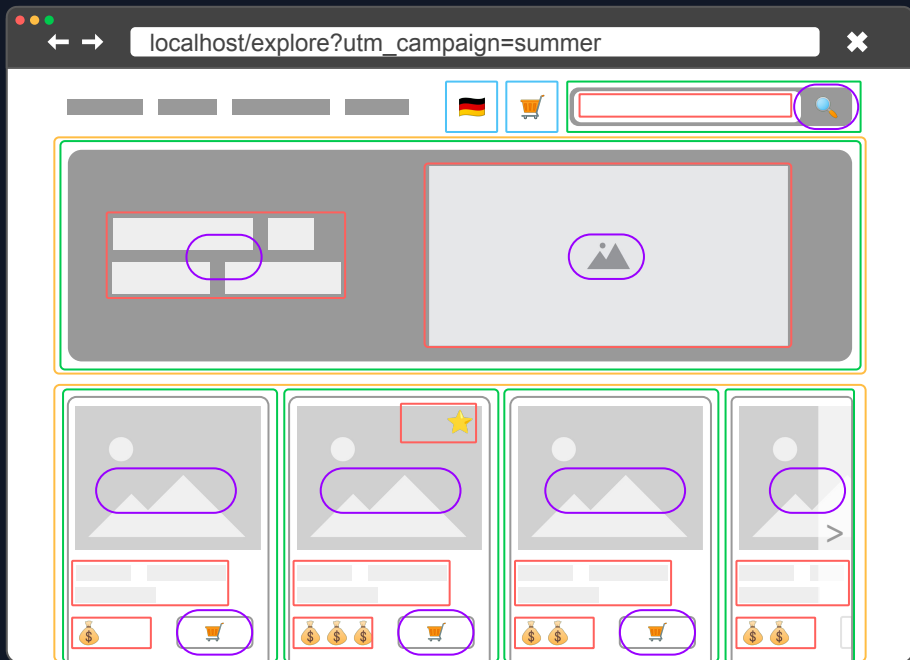


DevOps & Developer

peace of mind

Generic event structure

Exemplary on a website



```
{  
  entity: "promotion",  
  action: "view",  
  data: {  
    name: "Setting up ...",  
    category: "analytics"  
  },  
  context: {  
    test: ["engagement", 0]  
  },  
  globals: {  
    language: "en"  
  }  
}
```

Globals

`<div data-elbglobals="key:value">`

Context

`<div data-elbcontext="key:value">`

Entity

`<div data-elb="entity">`

Property

`<div data-elb-entity="key:value">`

Action

`<div data-elbaction="trigger:action">`

Data infrastructure

How to get from A to Z

Clients

Web

App

Server

Stacks



Google Tag Manager



Firebase

Destinations

Marketing



Google Ads



Meta

Analytics



Google Analytics 4



SNOWPLOW

PIWIK

PRO

Database



Google
BigQuery

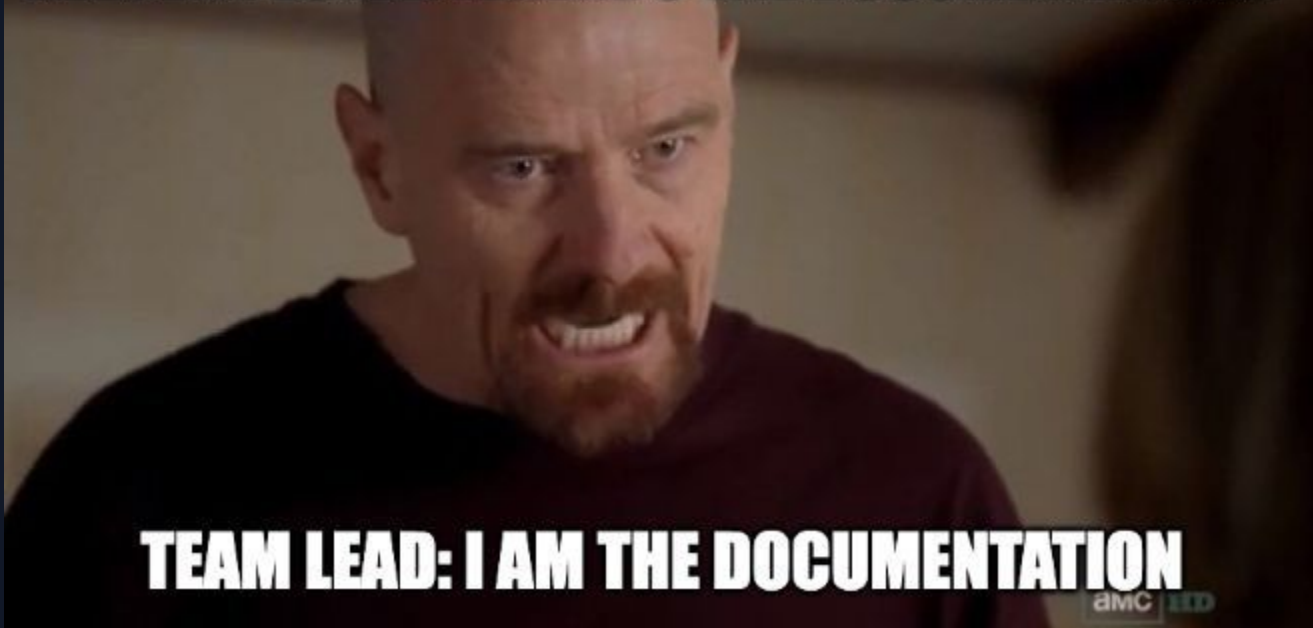


snowflake

Status quo

in almost every company

NEW EMPLOYEE: WHERE'S THE DOCUMENTATION?



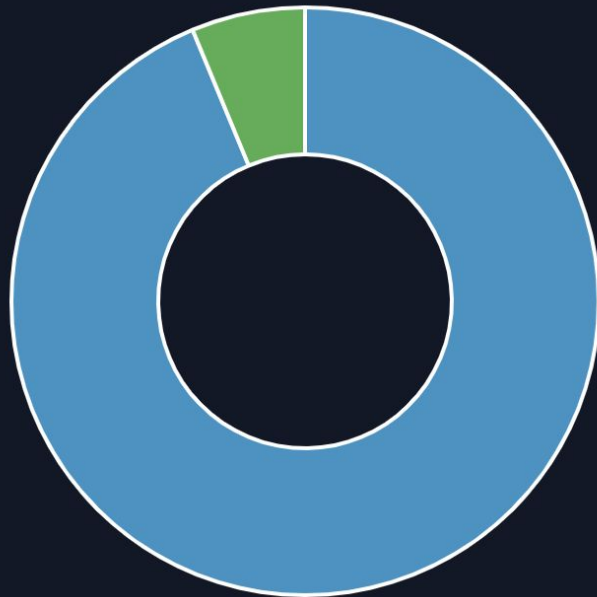
TEAM LEAD: I AM THE DOCUMENTATION

How **not** to prioritize

Pie(chart) with too little topping

- Development - Product
-

- Documentation - Community
-



Status quo

in almost every company

AL

Hey, write the docs for me!

Status quo

in almost every company

AL

Hey, write the docs for me!



That's not how it works. Don't be lazy! You should feel bad!

Status **to be**

Let's change it

BAD DOCUMENTATION ENDS HERE



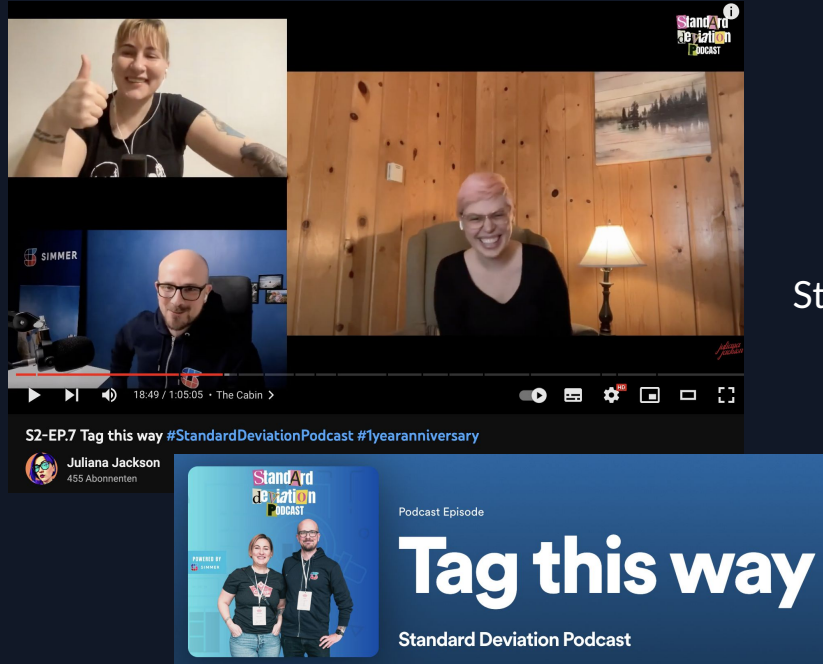
<https://nimbusweb.me/blog/how-to-improve-company-documentation-and-make-it-pop/>

Learn how to do docs

Helpful resources to get you started

“Tag this way” episode in Standard Deviation Podcast

Standard Deviation Podcast is your go-to resource for navigating a career in digital analytics or technical marketing.



<https://www.youtube.com/watch?v=MDwCvIMbLZY>

[https://open.spotify.com/episode/
3uUOmW4RrZrDux901aqQj6](https://open.spotify.com/episode/3uUOmW4RrZrDux901aqQj6)

Learn how to do docs

Helpful resources to get you started



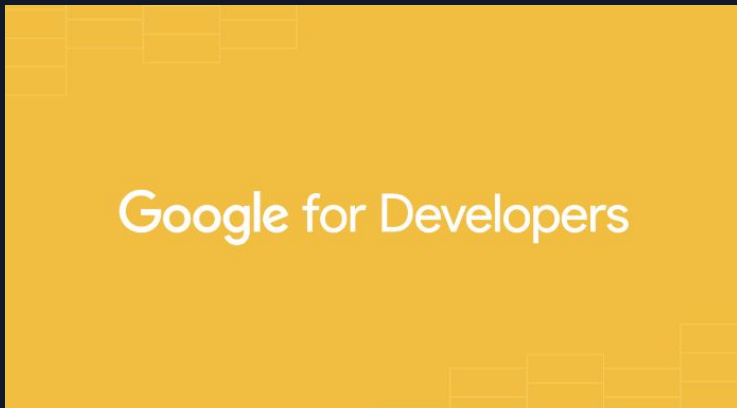
Write the Docs

Write the Docs is a global community of people who care about documentation. We consider everyone who cares about communication, documentation, and their users to be a member of our community.

<https://www.writethedocs.org/>

Learn how to do docs

Helpful resources to get you started



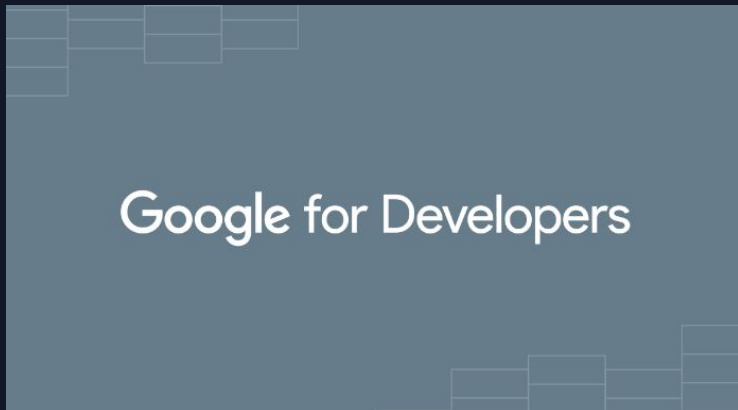
Google Season of Docs

Supporting open source collaboration with technical writers.

<https://developers.google.com/season-of-docs/>

Learn how to do docs

Helpful resources to get you started



Google's technical writing courses

A complete technical writing courses to learn the critical basics of technical writing

<https://developers.google.com/tech-writing/overview>

Go to **vote!**

Last chance to participate



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Go to **vote!**

Last chance to participate

☆ Active poll

8 👤

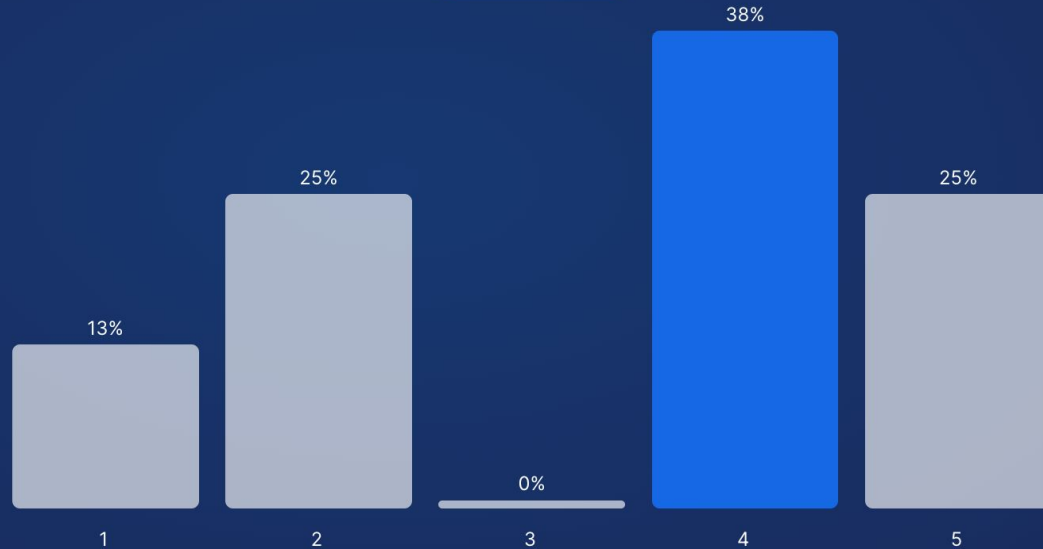


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My level of experience

1 - Beginner 5 - Expert

Score: ★ 3.4



Go to **vote!**

Last chance to participate



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☰ Active poll

10 👤

My favorite type(s) of learning

Events/Presentations



60%

Documentations



50%

Videos



50%

Discussions



40%

Blogs/LinkedIn



30%

Go to **vote!**

Last chance to participate

☁ Active poll

9 👤



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My top struggles

Client understanding docs

GlobalOne source of truth

Help from developer

Labeling for stakeholders

Ads personalization

GDPR

Tracking setup

Async data collection

Missing information

Digestible loom vids

Initial tech setup

Documenting errors

Having a sandbox

Common/generic umentation

How to educate?

Discussion

**Who just wants
GA4 implemented?**

How to educate?

Discussion

**Who would use an open,
but different approach?**

Would you participate?

Or what's stopping you?

elbwalker / walkerOS

Q Type to search

>

+

<> Code

Issues 21

Pull requests

Discussions

Actions

Projects 1

Security 1

Insights

walkerOS

Public

Sponsor

Edit Pins

Unwatch 7

Fork 13

Starred 245

main

3 branches


10 tags

Go to file

Add file

<> Code

About

 alexanderkirtzel Merge pull request ... ✓ fd1e242 yesterday ⌚ 856 commits

📁 .changeset	changesets	3 days ago
📁 .github	WIP readmes	4 days ago
📁 apps/demos	link updates	3 days ago
📁 docs	readme and package updates	3 days ago
📁 packages	readme updates	yesterday
📄 .editorconfig	init 🤗	last year
📄 .eslintrc.js	tagger setup	2 months ago
📄 .gitignore	ignore dist	2 months ago
📄 .prettierrc	init 🤗	last year
📄 LICENSE	MIT License	3 days ago

Simple & lightweight tracking implementation layer based on attributes

www.elbwalker.com/

tagging

instrumentation

data-collection

html-attributes

event-tracking

measurement

framework-agnostic

analytics-tracking

data-capture

gdpr-consent

user-behavior

vendor-agnostic

📖 Readme

📄 MIT license

📈 Activity

☆ 245 stars

👁 7 watching

👤 13 forks

How to educate?

Discussion

Let's talk!