



How to master **data collection**
and the **importance of context**



[elbwalker/walker.js](https://github.com/elbwalker/walker.js)

Data collection with **walker.js**

The disclaimer



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elbwalker/walker.js

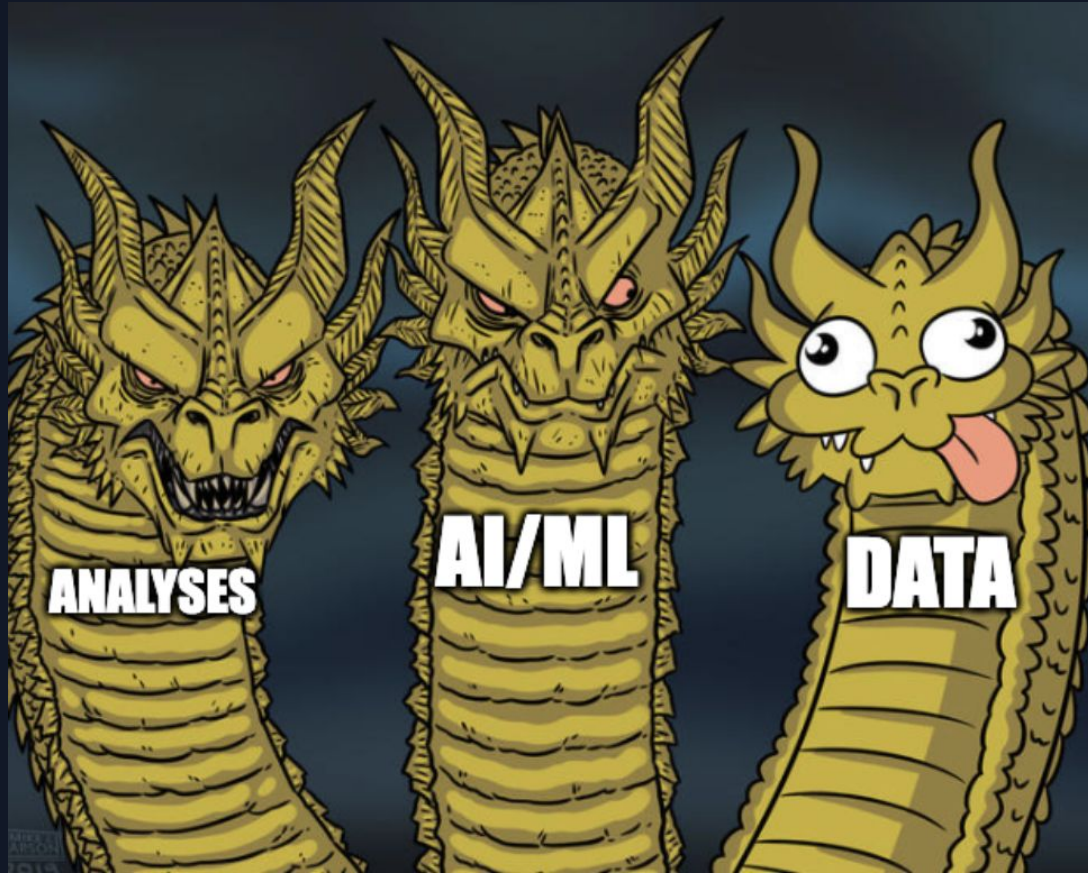
Data collection **expectations**

A piece of cake

**But isn't there a
plugin for it?**

Data collection **status quo**

The sad truth



Data collection complexity

Everything is relative

 **GOAL**

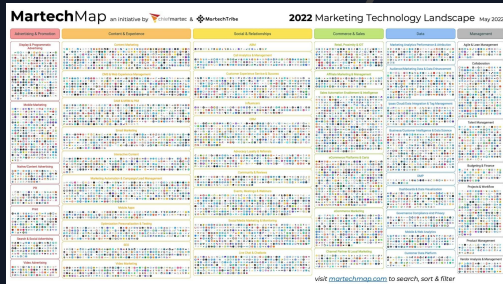
 **USER**

Data collection complexity

Everything is relative

 **GOAL**

>10k vendors/tools



martechmap.com

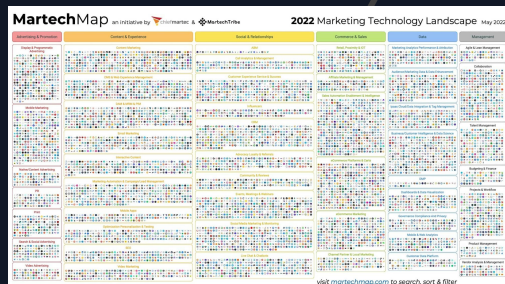
 **USER**

Data collection complexity

Everything is relative

 **GOAL**

>10k vendors/tools



martechmap.com

 **Data
Governance**

 **USER**

Data collection **complexity**

Everything is relative

 **GOAL**

 Data Analyst

 Online Marketer

 Product Owner

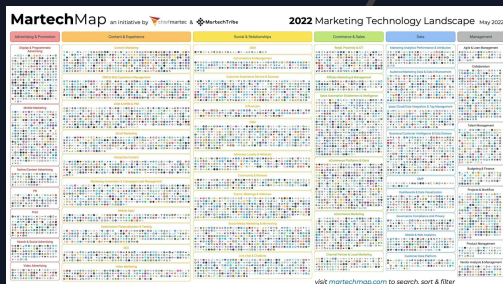
 Developer

 DevOps

 Data Governance

 **USER**

>10k vendors/tools



martechmap.com

Data collection complexity

Everything is relative

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 Data Scientist

 Product Owner

 Data Engineer

 Growth Manager

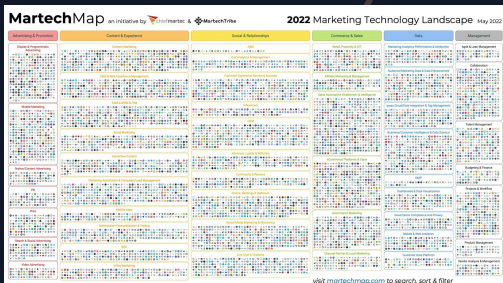
 Developer

 Data Governance

 DevOps

 **USER**

>10k vendors/tools



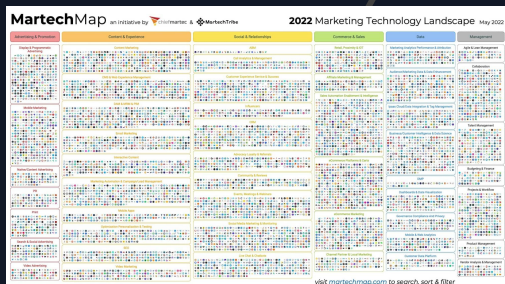
The image shows a screenshot of the MartechMap 2022 Marketing Technology Landscape. It is a complex grid of small icons representing various marketing technology vendors, categorized into different functional areas like Advertising, CRM, Email, etc. The map is titled '2022 Marketing Technology Landscape' and 'May 2022'. It is an initiative by Capterra and G2. The bottom of the image has the text 'visit martechmap.com to search, sort & filter'.

martechmap.com

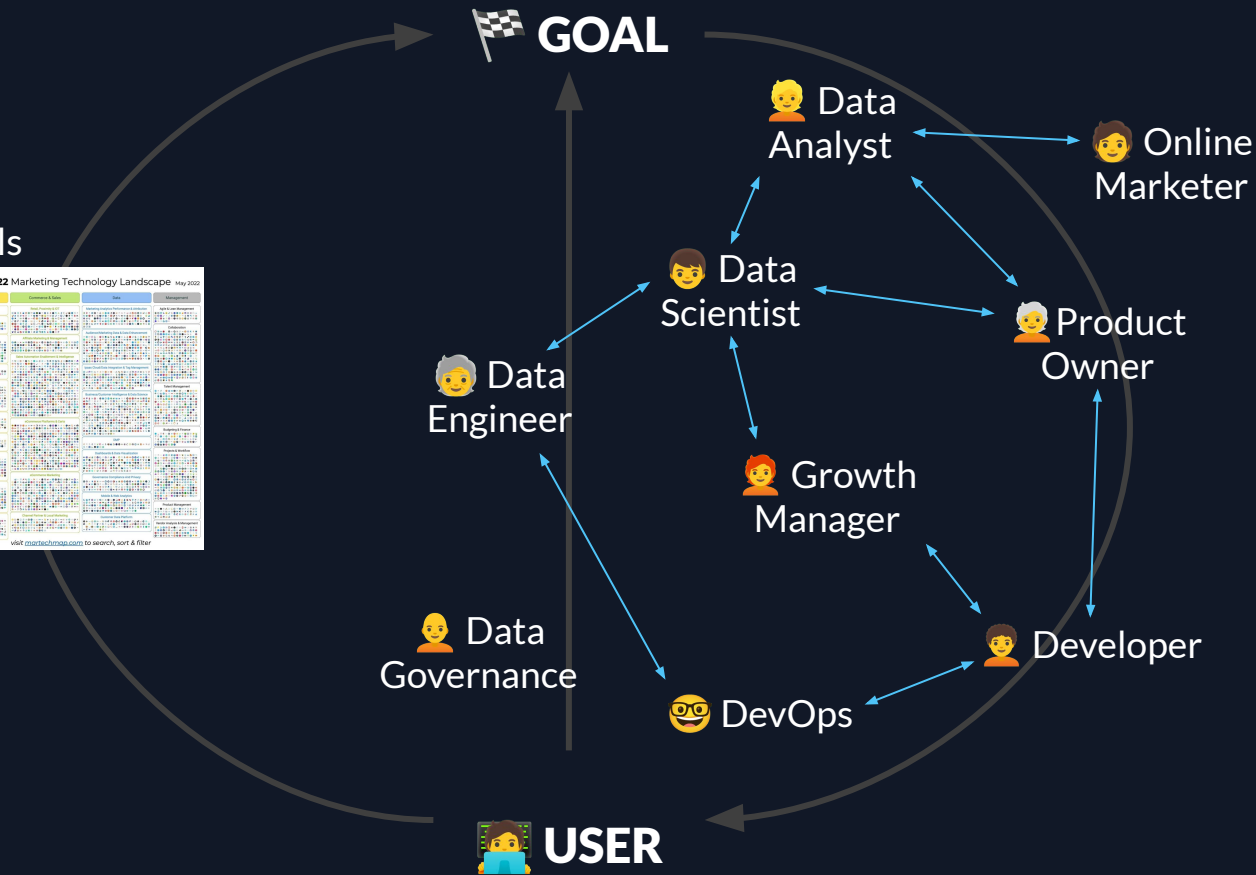
Data collection complexity

Everything is relative

>10k vendors/tools



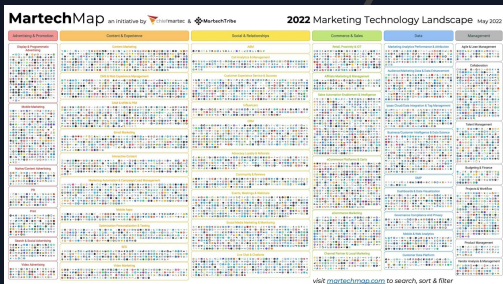
martechmap.com



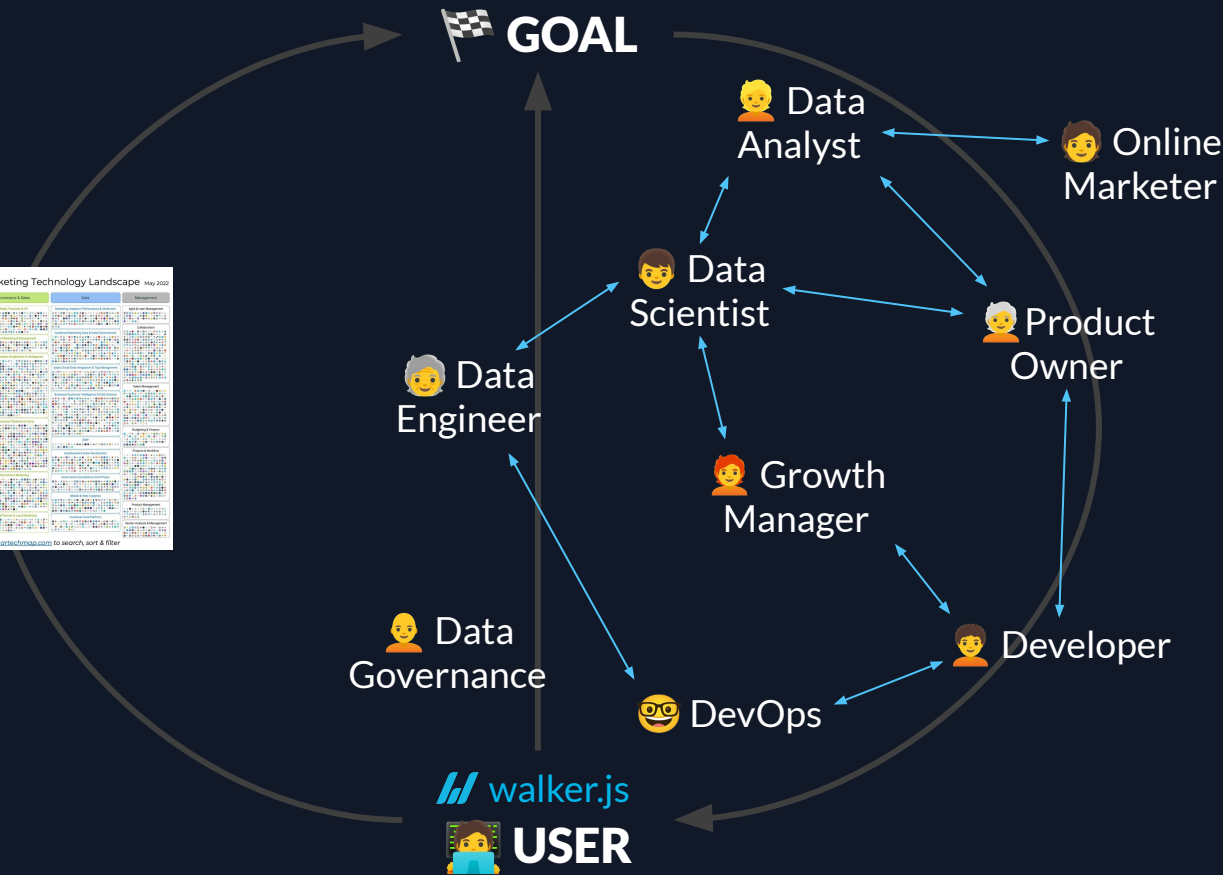
Data collection complexity

Everything is relative

>10k vendors/tools



martechmap.com



Data collection **interests**

Different needs but same origin



Data collection **interests**

Different needs but same origin



**Online
Marketer**

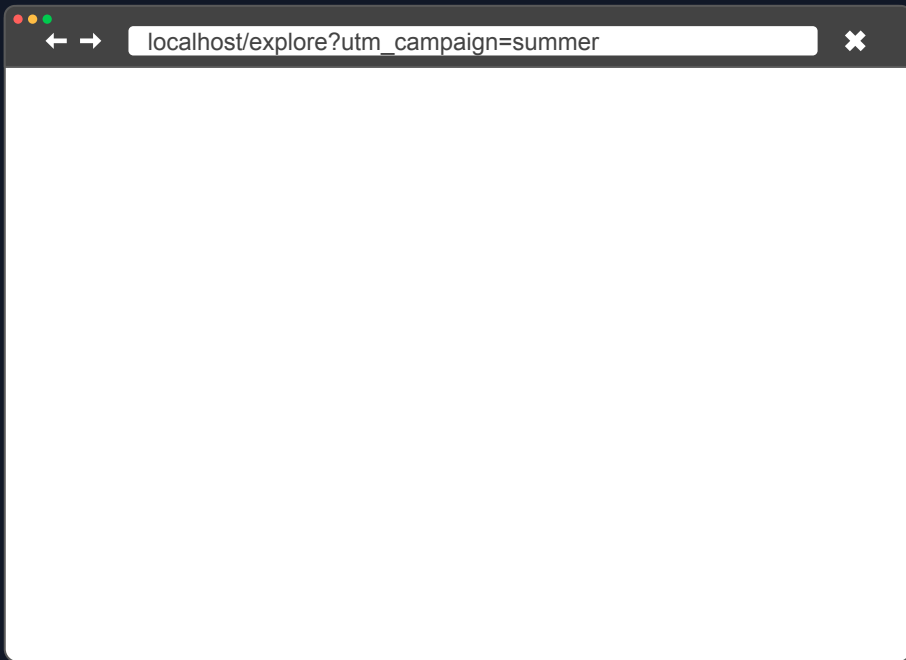
campaign, 3rd party



3rd party

Data collection **interests**

Different needs but same origin



**Online
Marketer**

campaign, 3rd party



**Data
Governance**

consent, namings



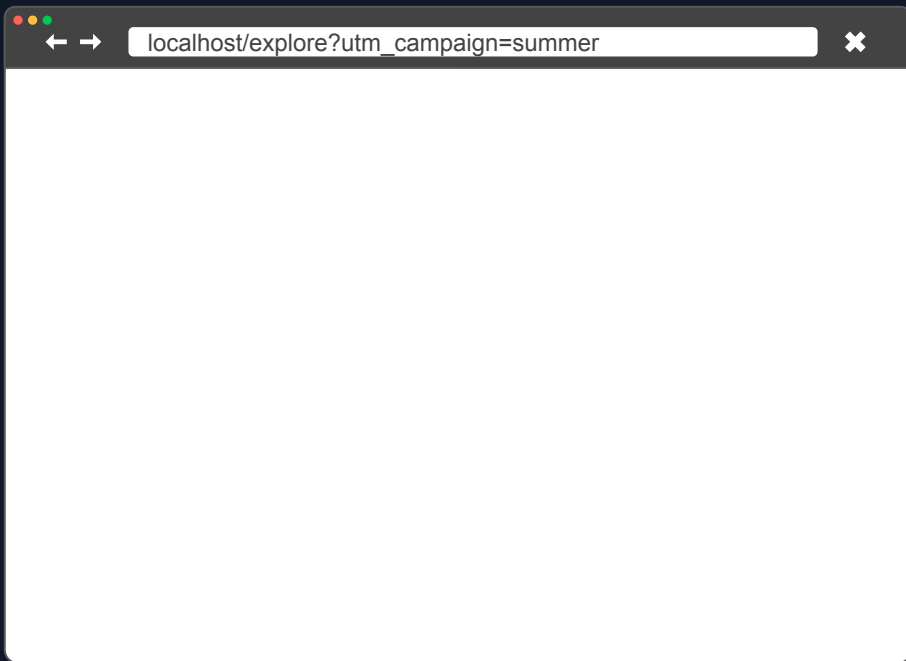
3rd party



consent

Data collection **interests**

Different needs but same origin



Online Marketer

campaign, 3rd party



Data Governance

consent, namings



Data Scientist

user, config



3rd party



consent



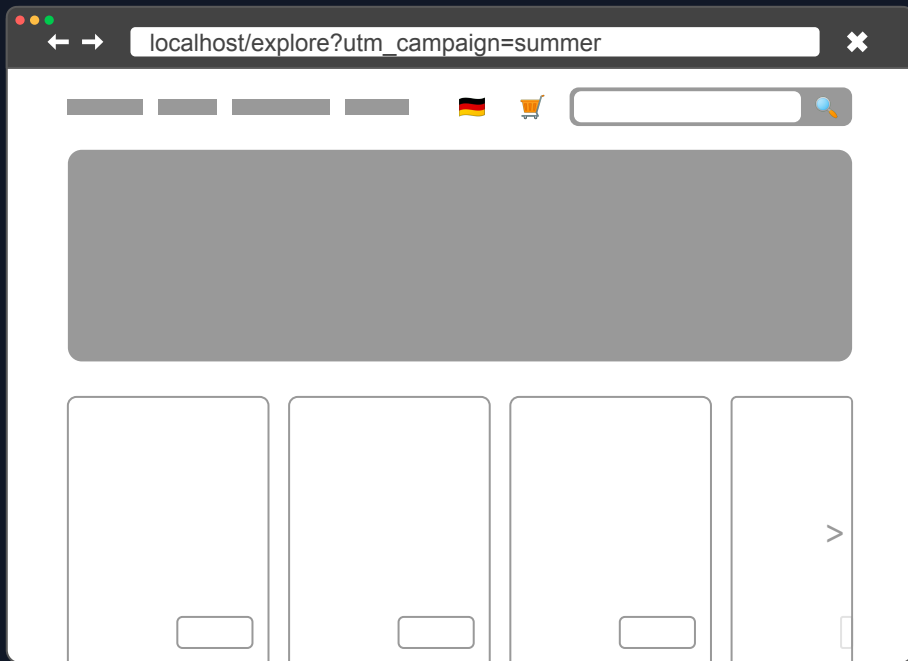
user



config

Data collection **interests**

Different needs but same origin



3rd party



consent



user



config



**Online
Marketer**

campaign, 3rd party



**Data
Governance**

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**Data
Scientist**

user, config

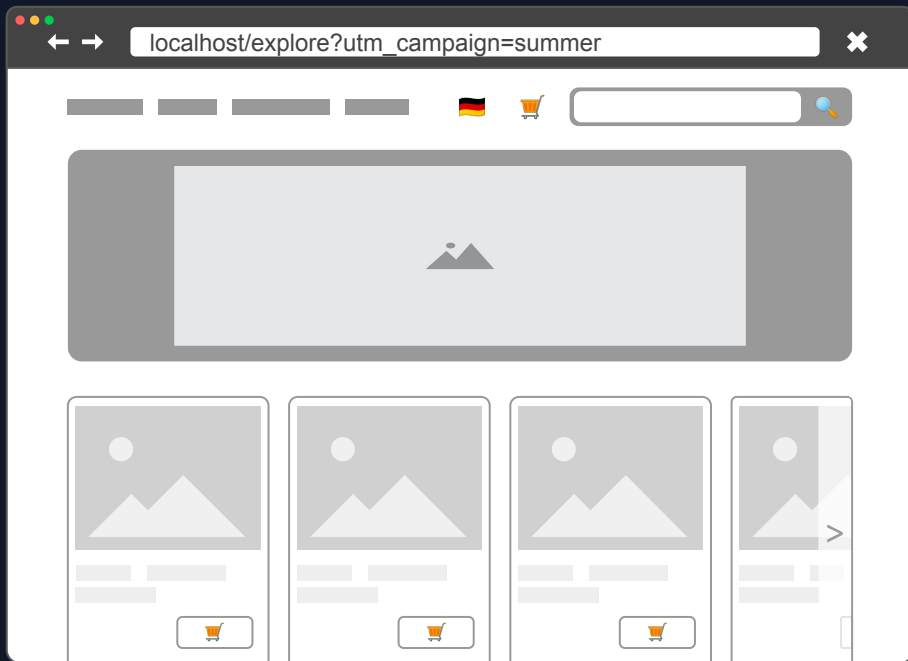


**Product
Owner**

usage, adoption

Data collection **interests**

Different needs but same origin



Online Marketer

campaign, 3rd party



Data Governance

consent, namings



Data Scientist

user, config



Product Owner

usage, adoption



Data Analyst

events, content



3rd party



consent



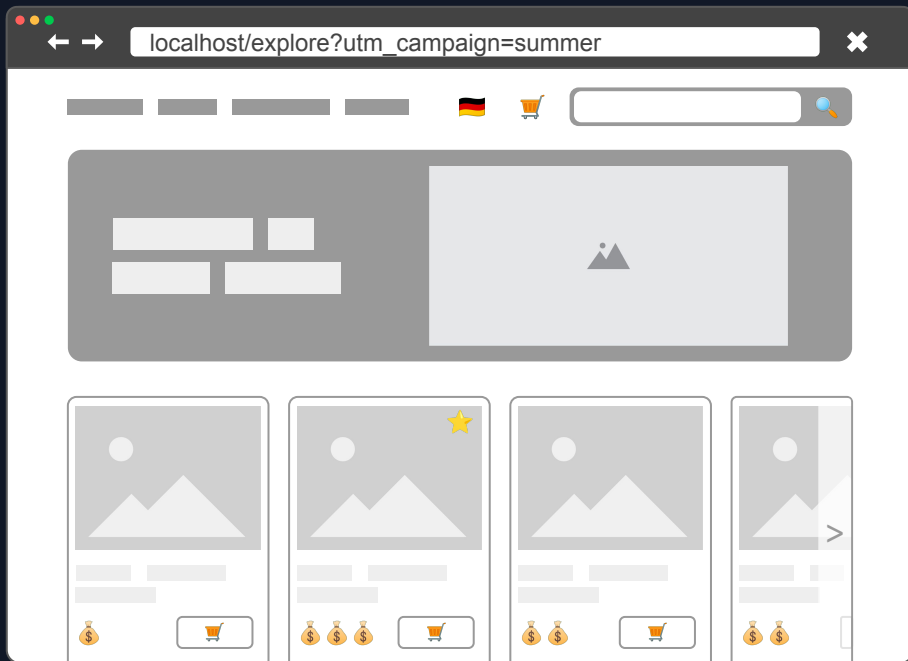
user



config

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campaign, 3rd party



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consent, namings



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user, config



Product Owner

usage, adoption



Data Analyst

events, content



Growth Manager

experiments, behaviour



3rd party



consent



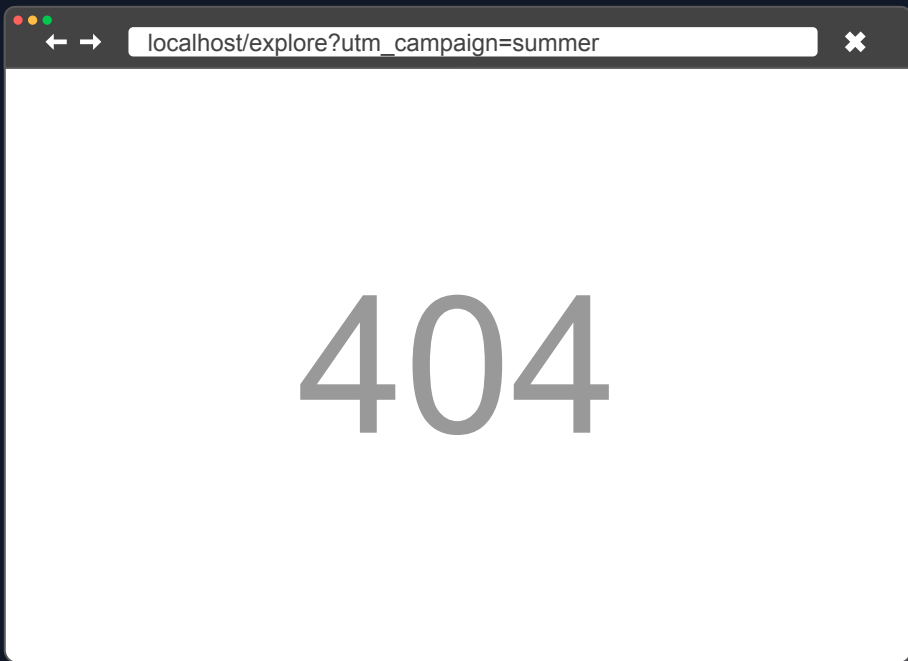
user



config

Data collection **interests**

Different needs but same origin



3rd party



consent



user



config



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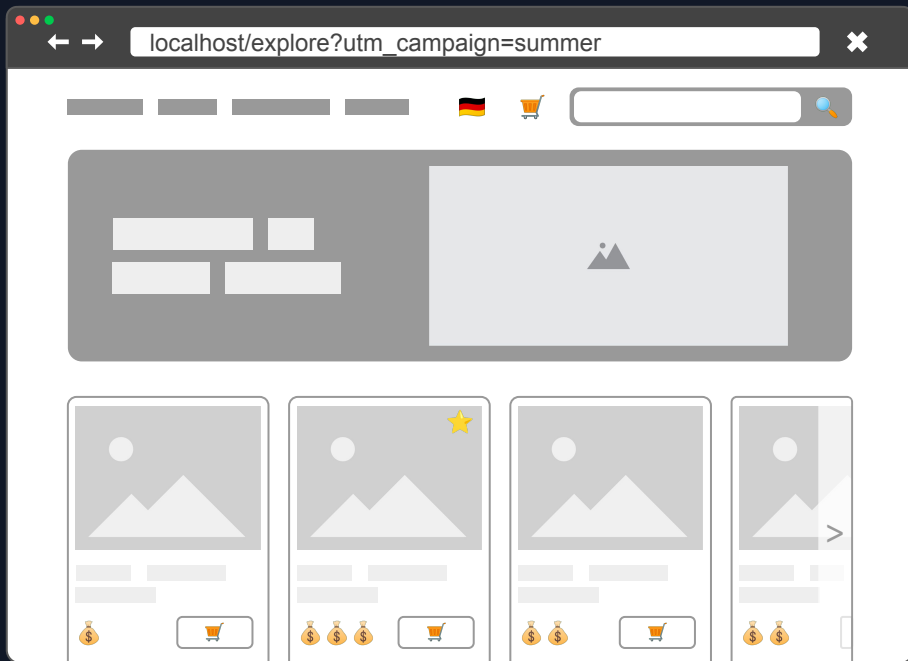


DevOps & Developer

peace of mind

Data collection **interests**

Different needs but same origin



3rd party



consent



user



config



Online Marketer

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Data Governance

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Data Scientist

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Product Owner

usage, adoption



Data Analyst

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Growth Manager

experiments, behaviour

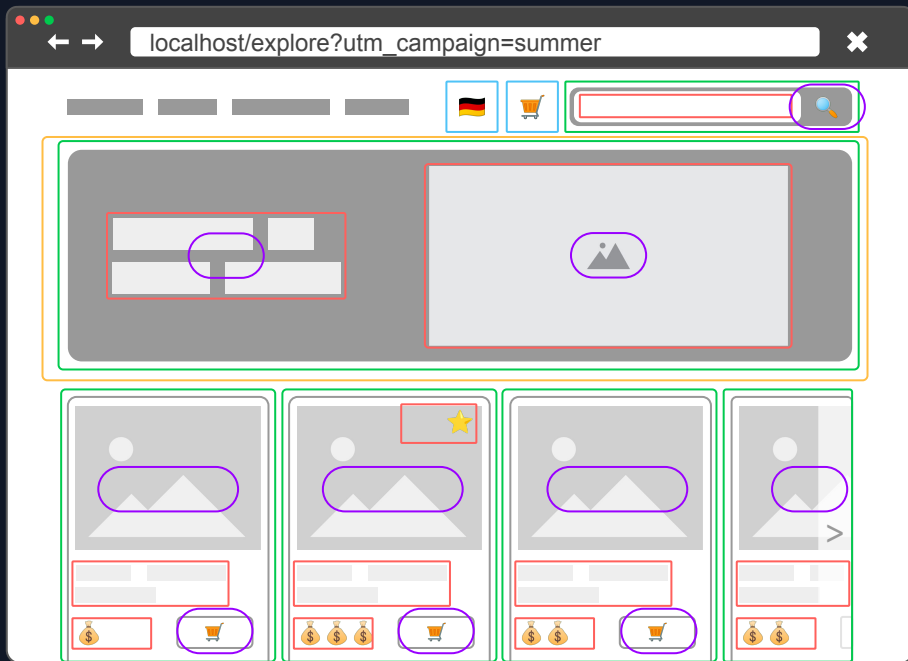


DevOps & Developer

peace of mind

Data collection with **walker.js**

How to tag a webpage



3rd party



consent



user



config

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 collection with **walker.js**

How to tag a webpage

```
tagging.html

<body data-elbglobals="language:en">
  <div data-elbcontext="test:engagement">
    <div data-elb="promotion" data-elbaction="visible:view">
      <h1 data-elb-promotion="name:Setting up tracking easily">
        Setting up tracking easily
      </h1>
      <p data-elb-promotion="category:analytics">Analytics</p>
    </div>
  </div>
</body>
```



3rd party



consent



user



config

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">
```

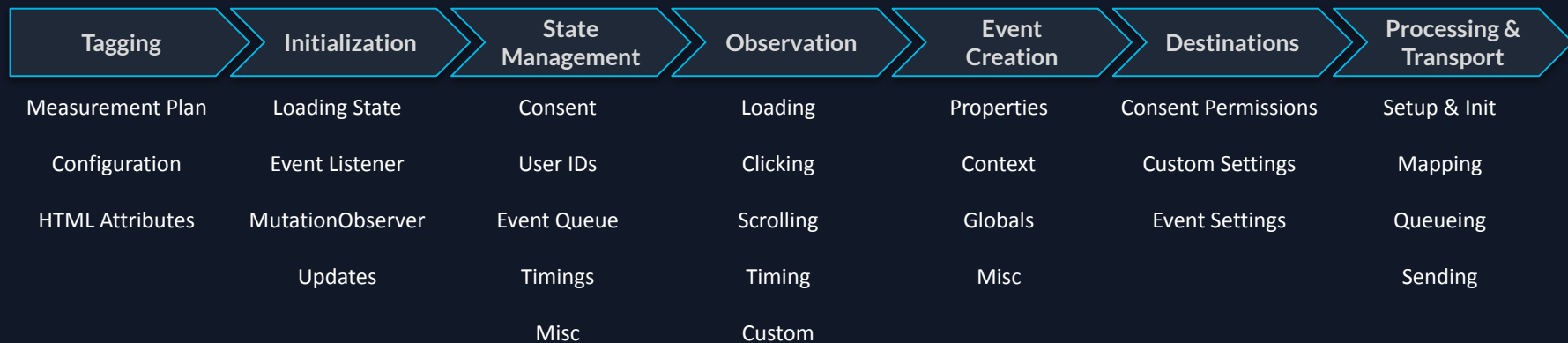
```
walker.js event

{
  event: 'promotion view', // combination of entity and action
  data: {
    // arbitrary set properties with the data-elb-promotion attribute
    name: 'Setting up tracking easily',
    category: 'analytics',
  },
  context: {
    // Related properties defined with the data-elbcontext attribute
    test: ['engagement', 0] // Value and order
  },
  globals: {
    // General Properties defined with the data-elbglobals attribute
    language: 'en'
  },
  user: {
    // stored user ids (manually added once)
    id: 'userid',
    device: 'cookieid',
    session: 'sessionid',
  },
  nested: [], // all nested entities within the promotion
  consent: { functional: true }, // status of the consent state(s)
  id: '1647261462000-01b5e2-5', // timestamp, group & count of the event
  trigger: 'visible', // name of the trigger that fired
  entity: 'promotion', // entity name
  action: 'view', // entity action
  timestamp: 1647261462000, // time when the event fired
  timing: 3.14, // how long it took from the page load to trigger the event
  group: '01b5e2', // random group id for all events on a page
  count: 2, // incremental counter of the events on a page
  version: {
    // Helpful when working with raw data
    walker: 1.6, // used walker.js version
    config: 42, // a custom configuration version number
  },
  source: {
    // Origins of the event
    type: 1, // Source type of the event (1=Web)
    id: 'https://github.com/elbwalker/walker.js', // Source id of the event's origin (url)
    previous_id: 'https://www.elbwalker.com/' // Previous source id of the event's origin
    (referrer)
  },
  walker: true, // flag to filter events
}
```

- ✓ First party
- ✓ Source of truth
- ✓ Vendor agnostic
- ✓ Structured flexibility
- ✓ Generated dynamically

Data collection with **walker.js**

Under the hood



Getting started

How to reach your goal(s)

Getting started

How to reach your goal(s)

adoption
journey



promote



explore



try



learn

```
<div data-elbcontext="adoption:stage">
```

Getting started

How to reach your goal(s)

adoption
journey



promote



explore



try



learn

```
<div data-elbcontext="adoption:stage">
```

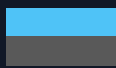
adoption
in DK



promote



explore



try



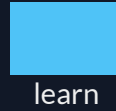
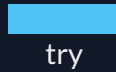
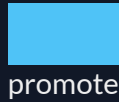
learn

```
<div data-elbglobals="language:dk">
```

Getting started

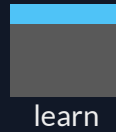
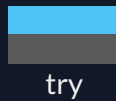
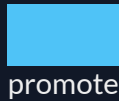
How to reach your goal(s)

adoption
journey



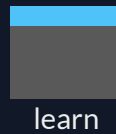
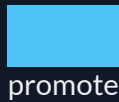
```
<div data-elbcontext="adoption:stage">
```

adoption
in DK



```
<div data-elbglobals="language:dk">
```

adoption
in test



```
<div data-elbcontext="engagement:a">
```

Getting started

Process recommendation

Set up the
globals

Maintain the
mapping

Iterate

Focus on
one goal

Define the
different stages

Tag the
main events



Data collection with **walker.js**


Discussion

**What stops you
from using it?**



Mange tak

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 alexander.kirtzel



elbwalker/walker.js