Gotta track ‘em all

elbwalker/walker.js

The disclaimer

Everything is open source

LICENSE

```
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```

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Feel free to contribute!

elbwalker/walker.js

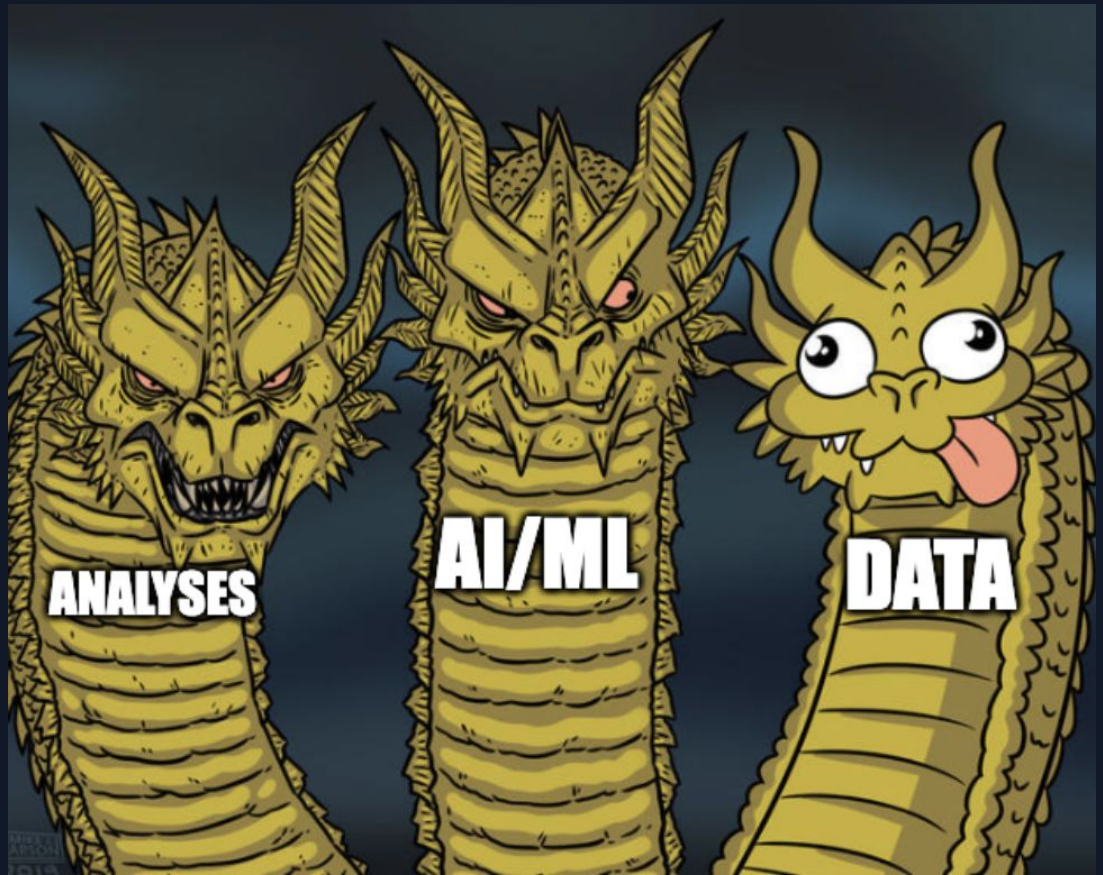
The plan

Exciting

Basics **Demo** **Discussion**
In the comments

Data collection status quo

The sad truth



Data collection complexity

Everything is relative

🏁 GOAL

USER

Data collection complexity

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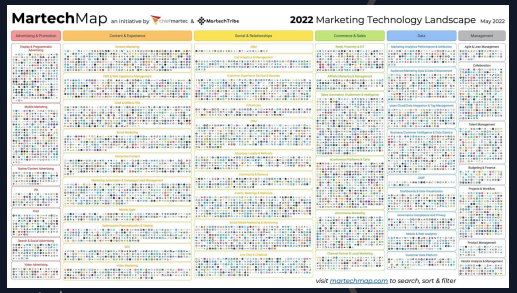
>10k vendors/tools



martechmap.com

🧑‍💻 USER

Data collection complexity

Everything is relative

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👱 Data Analyst

🧑 Online Marketer

👩‍🦳 Product Owner

👩‍🦰 Developer

🤓 DevOps

👨‍🦲 Data Governance

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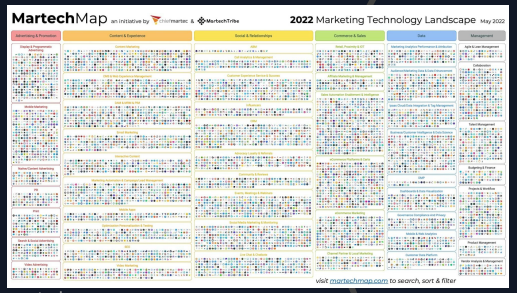

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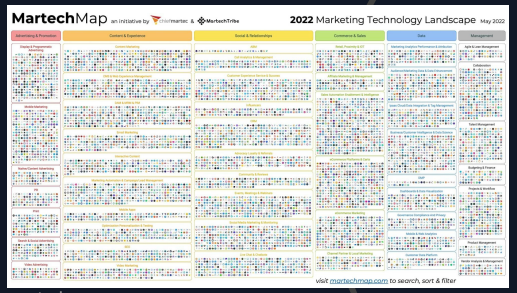

martechmap.com

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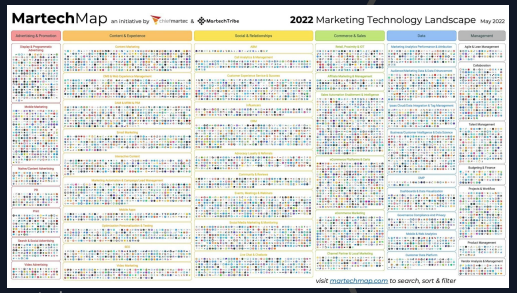

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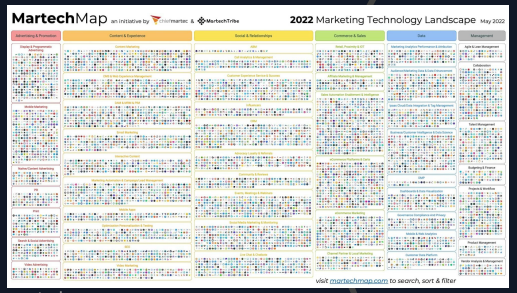

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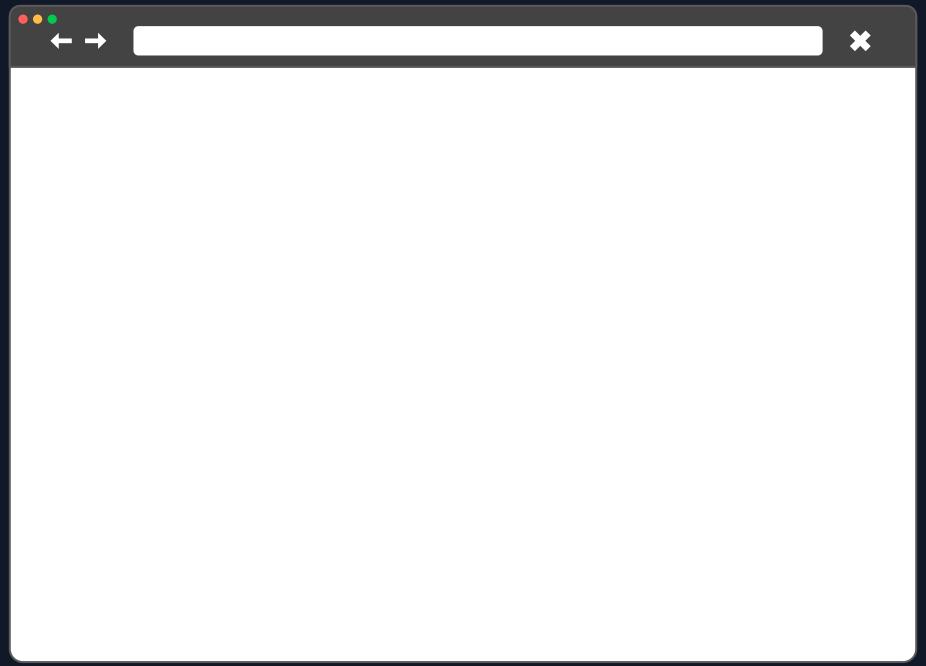
🤓 DevOps

walker.js

👩‍💻 USER

Data collection interests

Different needs but same origin



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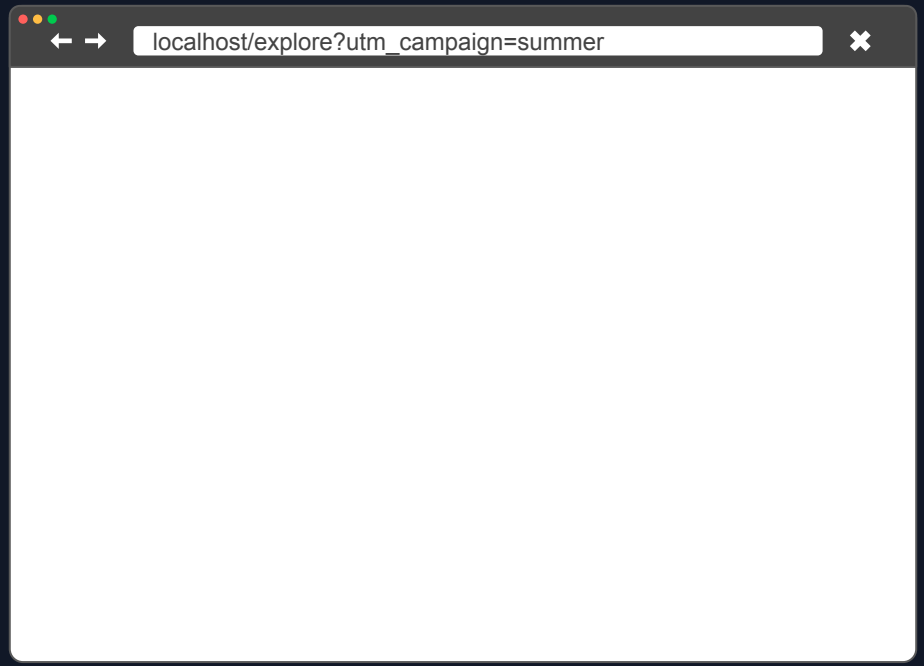
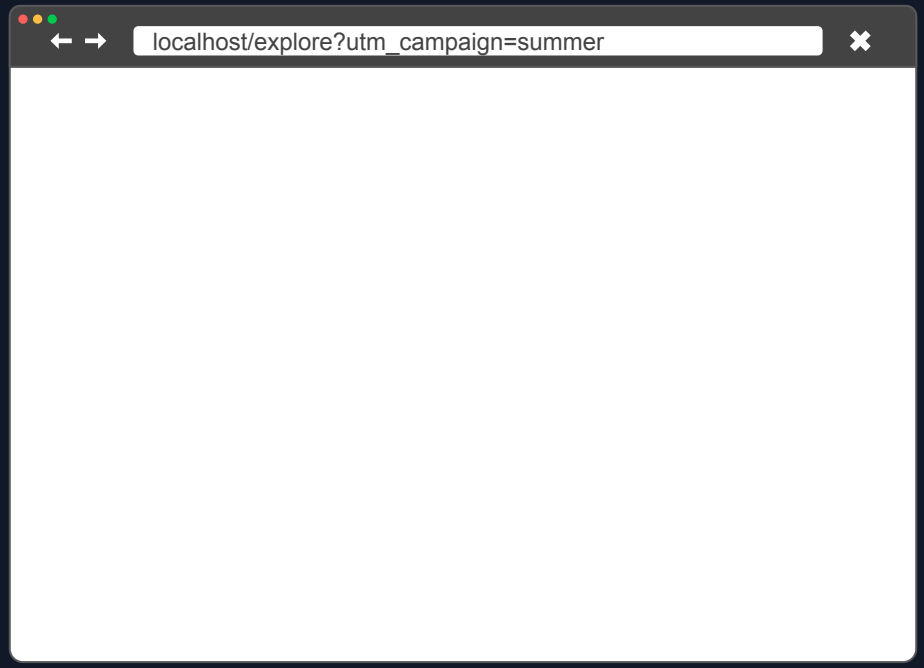


🎉 3rd party

🧑 **Online Marketer** campaign, 3rd party

Data collection interests

Different needs but same origin



🎉 3rd party

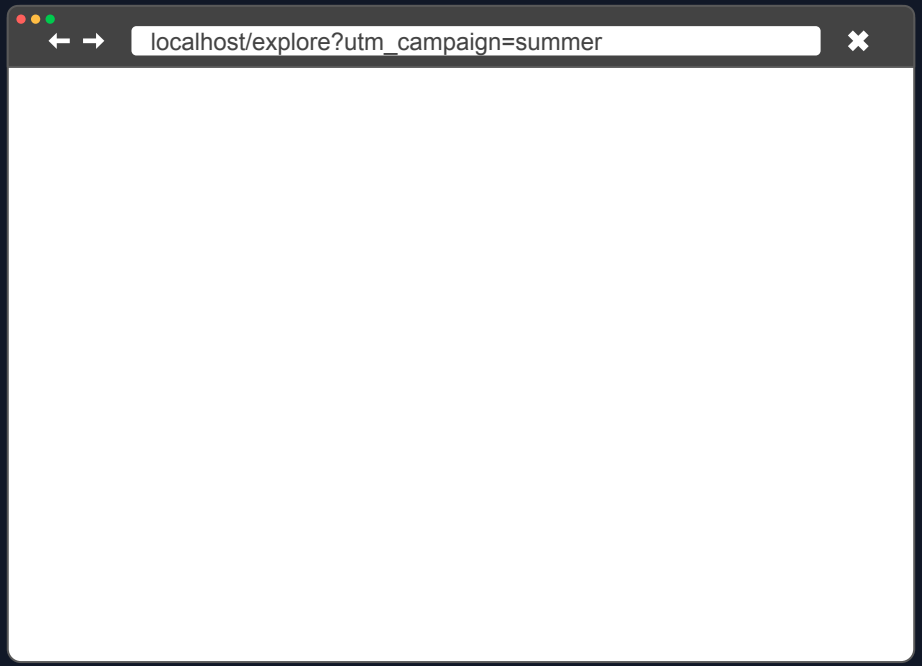
🔐 consent

🧑 **Online Marketer** campaign, 3rd party

👨‍🦲 **Data Governance** consent, namings

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

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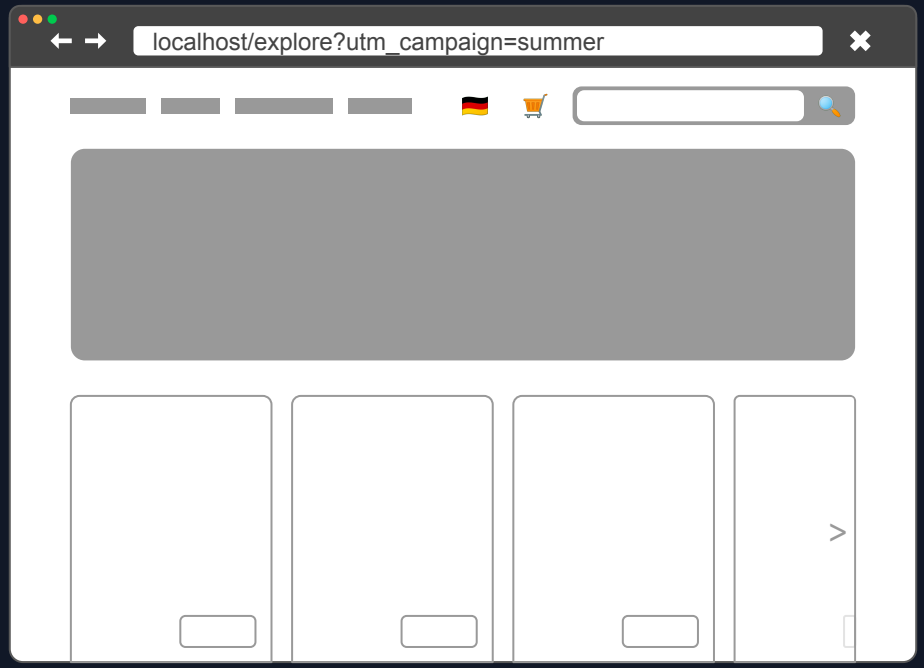

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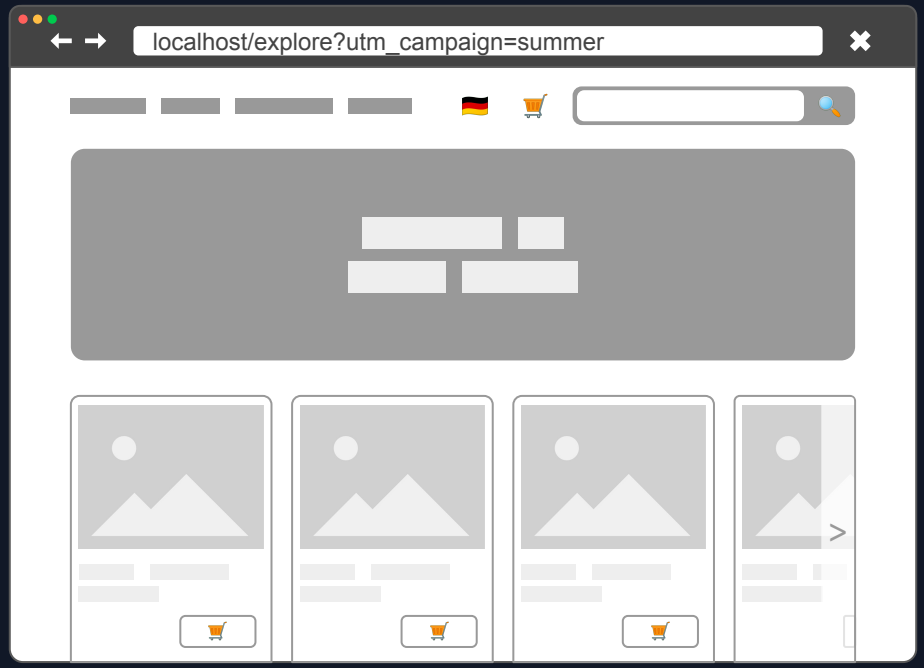

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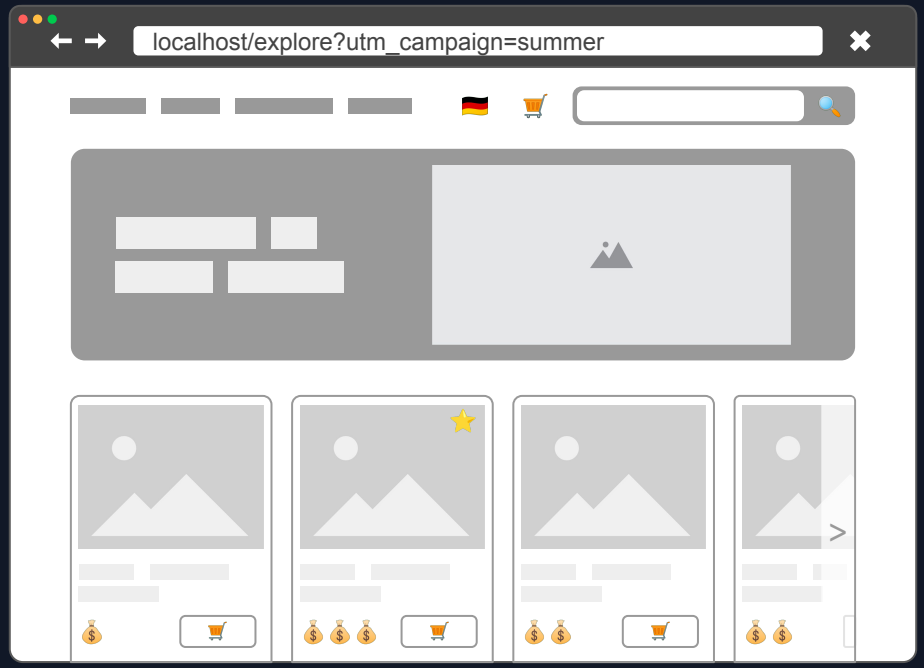

3rd party consent user config

- 🧑 **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

Data collection interests

Different needs but same origin

🥳 3rd party

🔐 consent

🍪 user

⚙️ config

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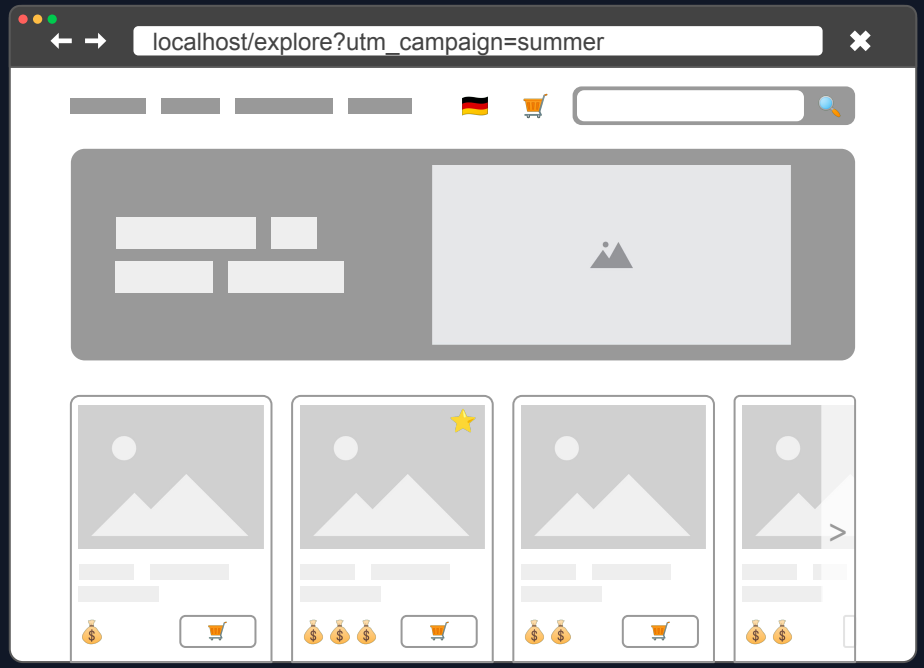
🤓 **DevOps &** 👩‍💻 **Developer**	peace of mind

Data collection interests

Different needs but same origin



3rd party | consent | user | config

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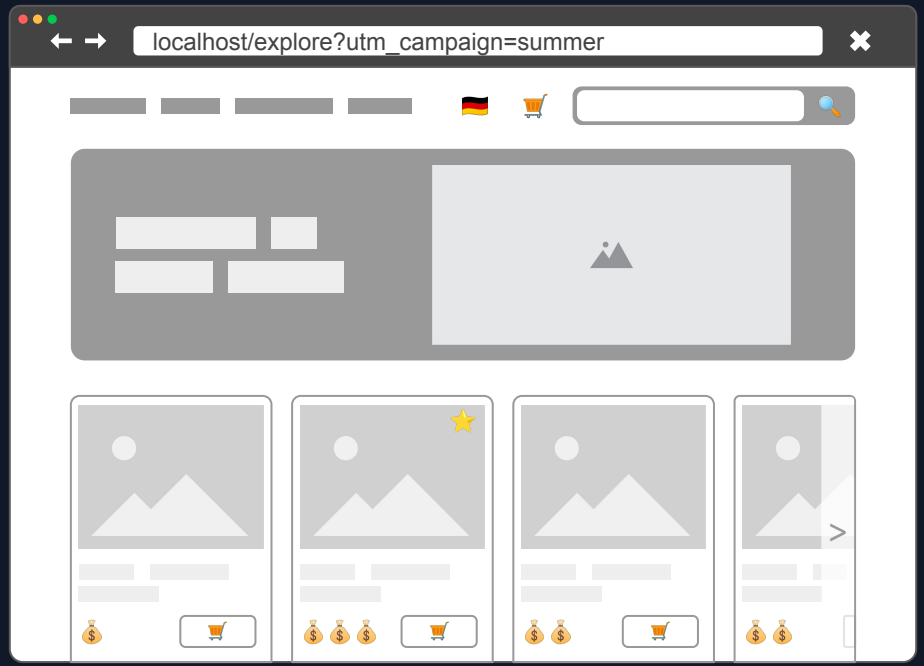
🤓 DevOps & 👩‍💻 Developer	peace of mind

Data collection with walker.js

How to tag a webpage



Data collection with walker.js

How to tag a webpage

Data collection with walker.js

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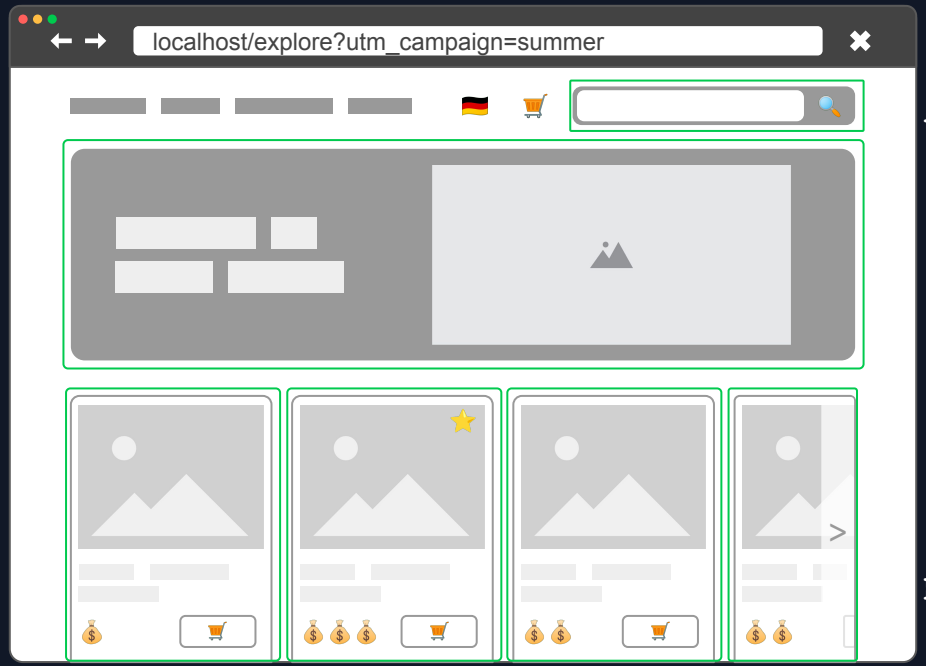
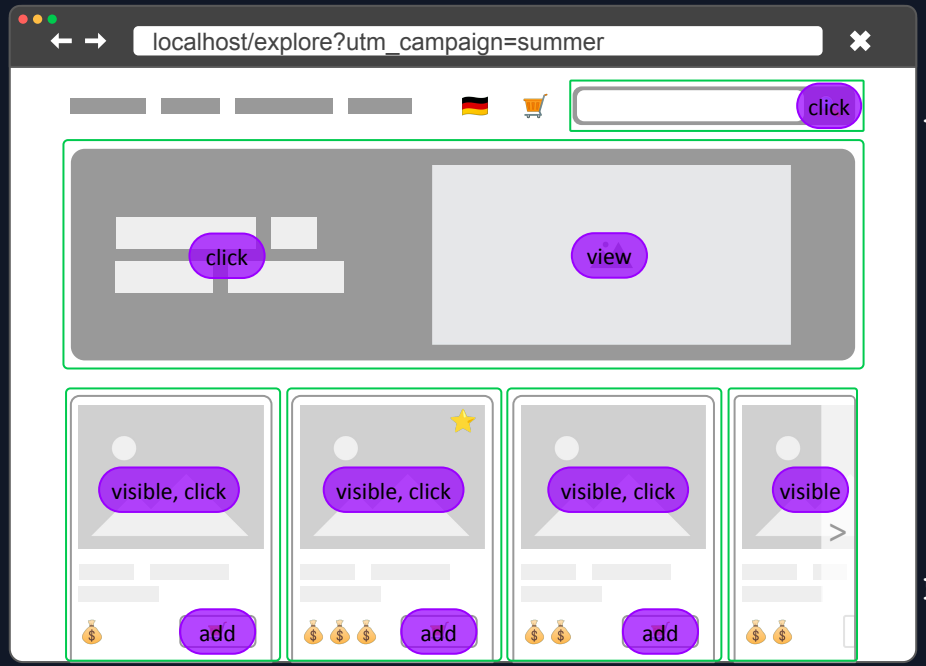



```
{
  entity: "promotion",
}
```

Entity

Data collection with walker.js

How to tag a webpage

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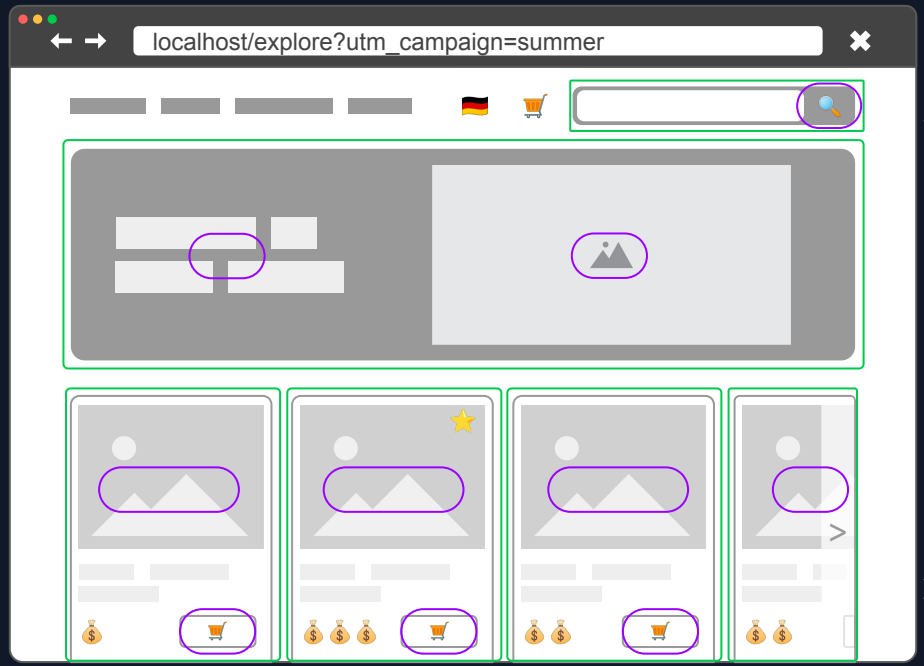
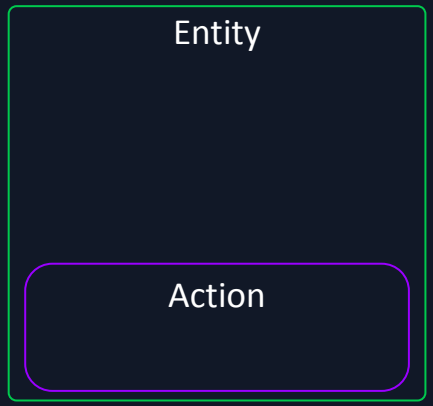



```
{
  entity: "promotion",
  action: "view",
}
```



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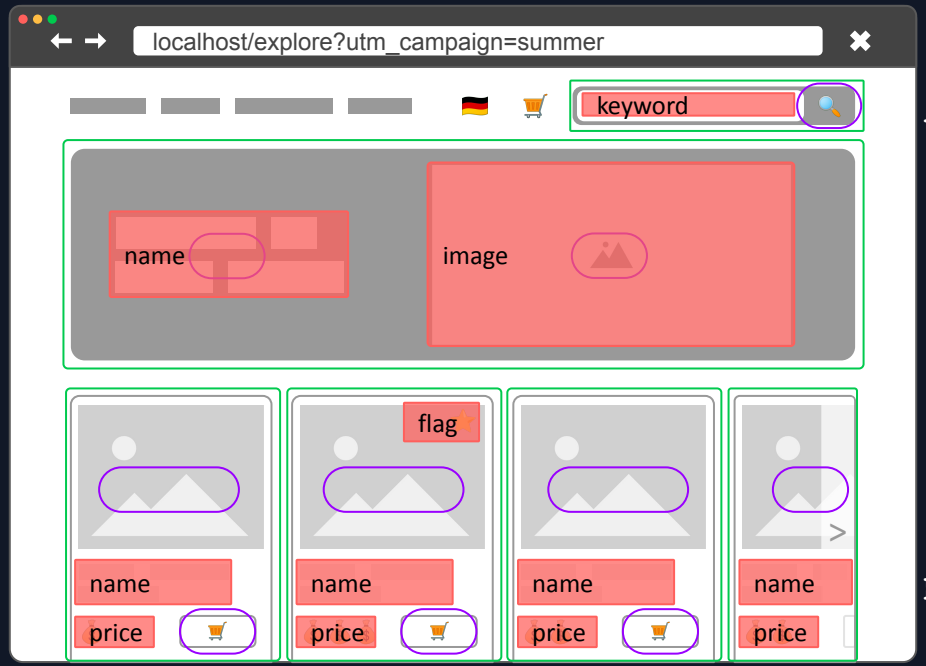


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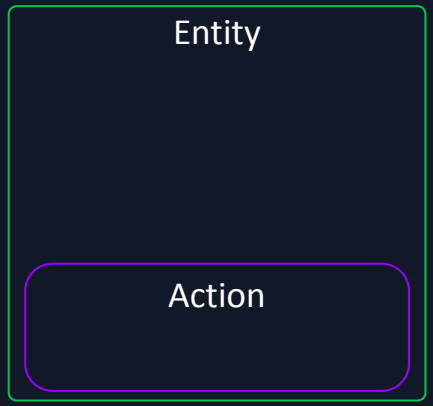

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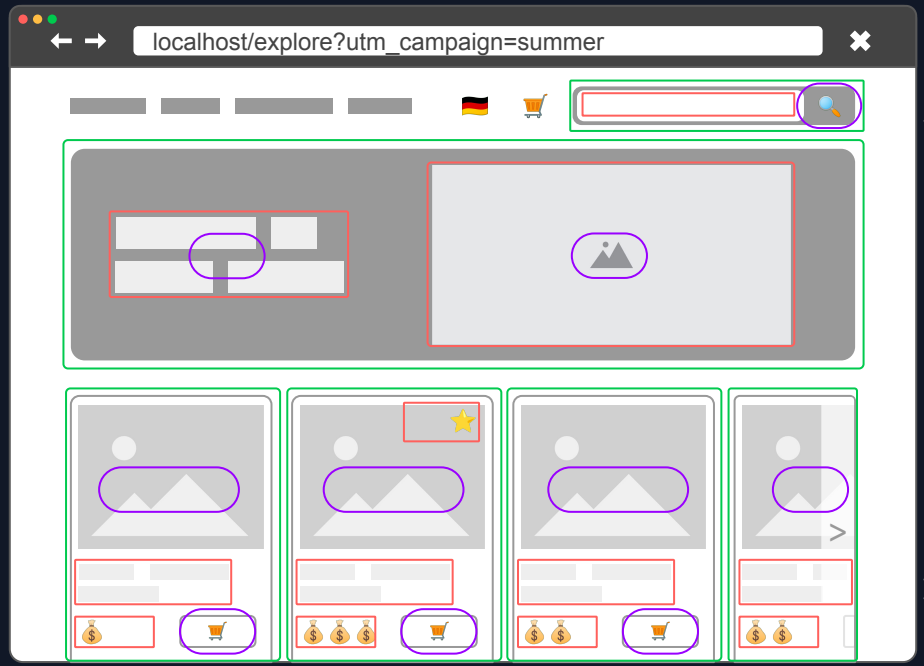
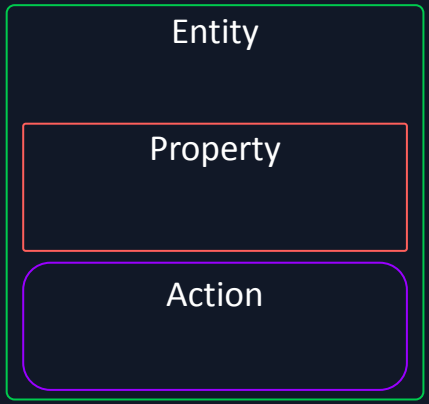



```
{
  entity: "promotion",
  action: "view",
  data: {
    name: "Setting up …",
    category: "analytics"
  },

}
```



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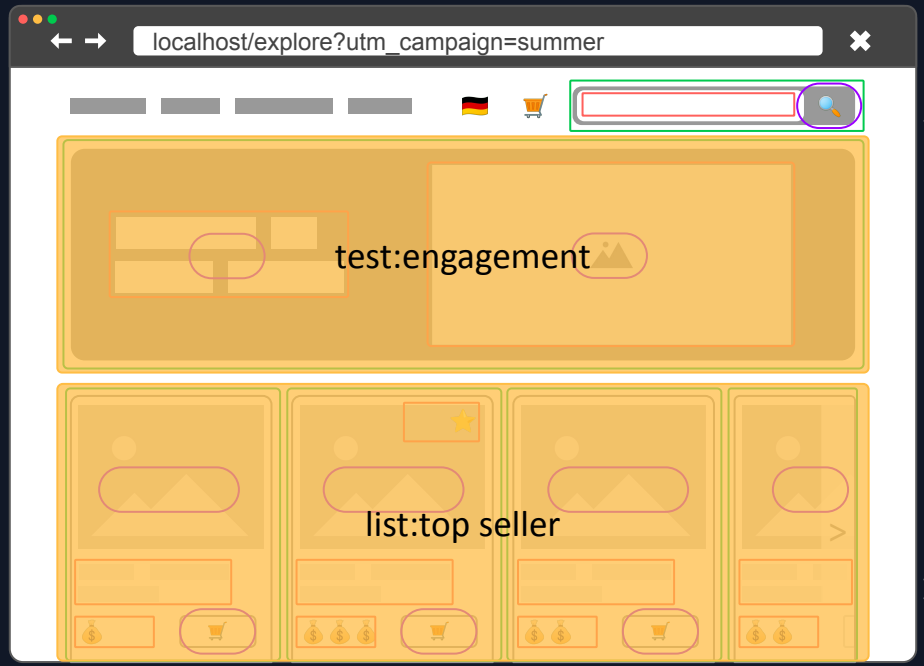


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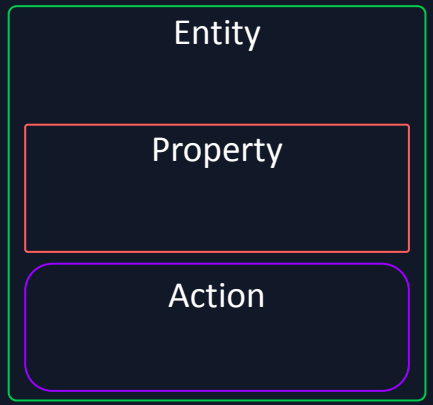

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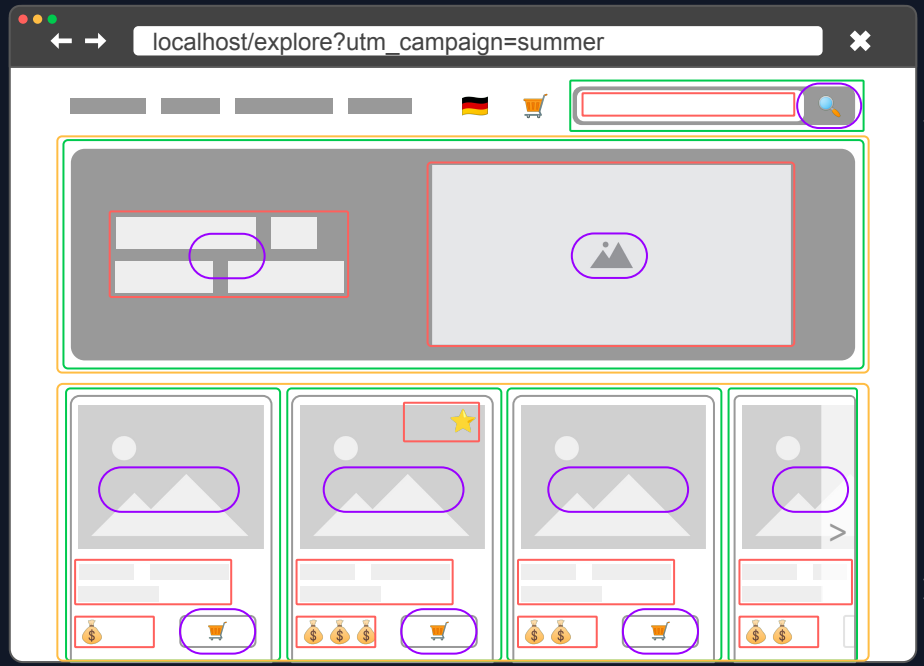


```
{
  entity: "promotion",
  action: "view",
  data: {
    name: "Setting up …",
    category: "analytics"
  },
  context: {
    test: ["engagement", 0]
  },


}
```

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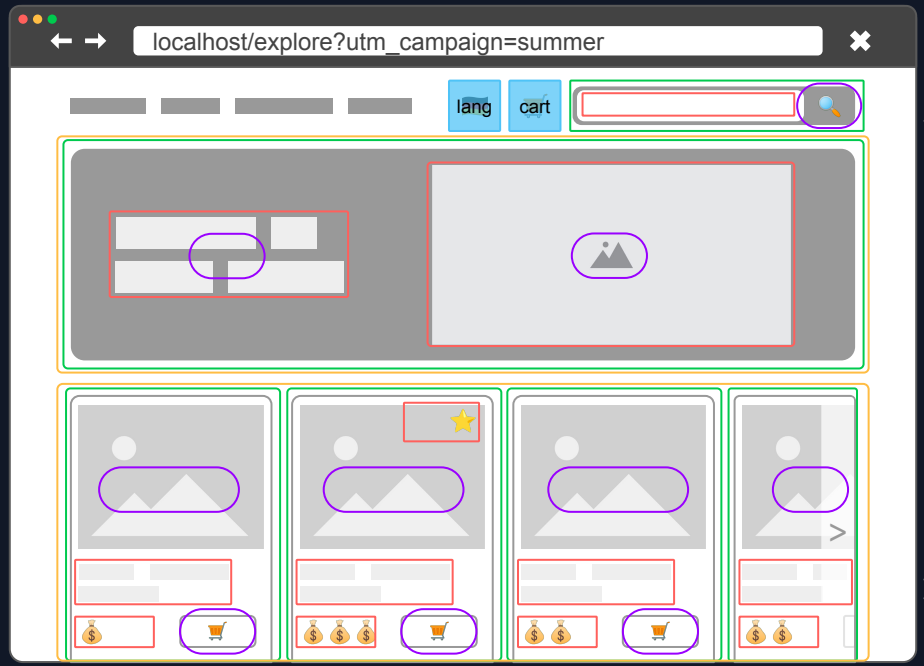


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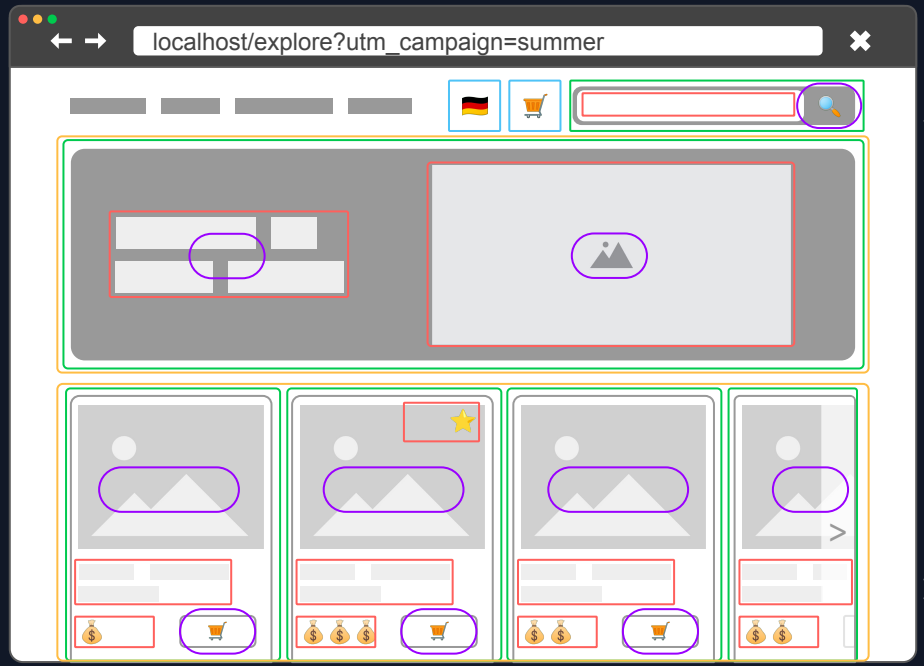


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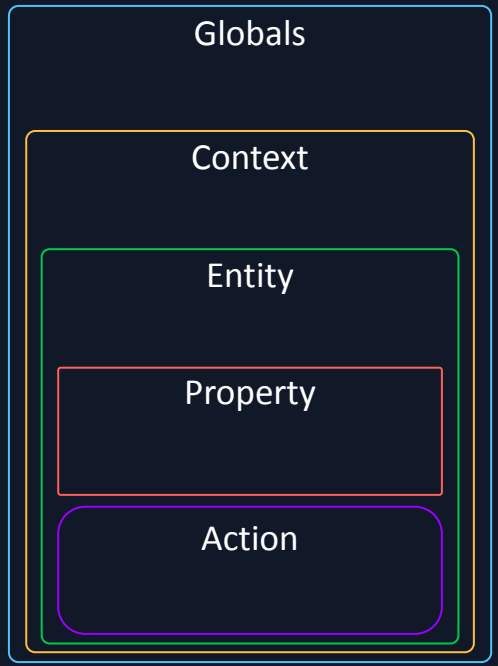
  entity: "promotion",
  action: "view",
  data: {
    name: "Setting up …",
    category: "analytics"
  },
  context: {
    test: ["engagement", 0]
  },
  globals: {
    language: "en"
  }
}
```



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>
```

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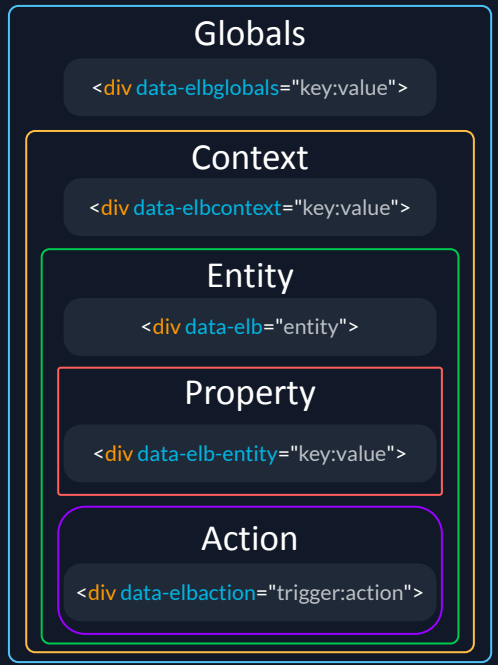


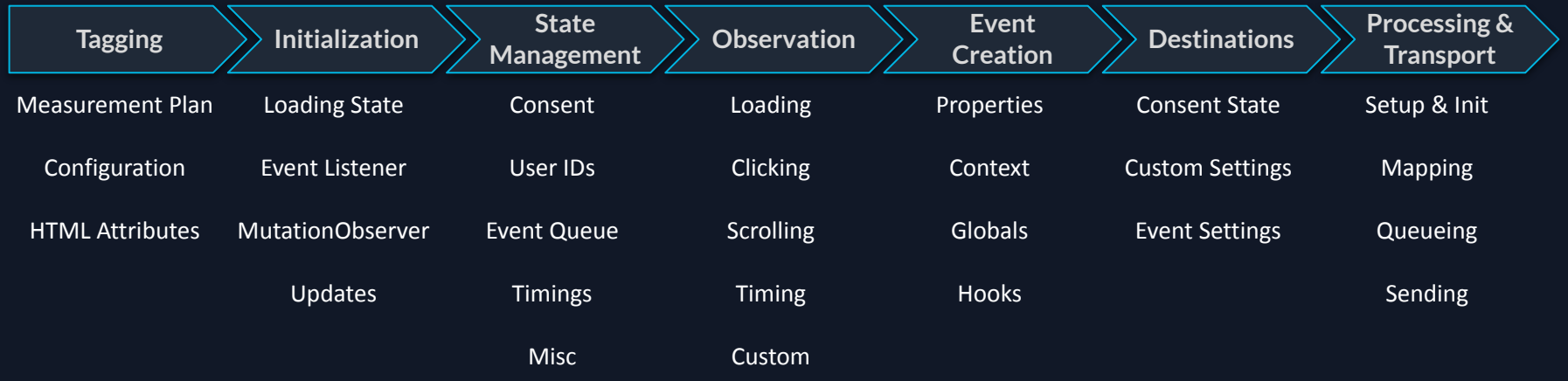
walker.js event

```
{
  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: "web", // Source type of the event
    id: 'https://github.com/elbwalker/walker.js', // Source id of the event
    previous_id: 'https://www.elbwalker.com/' // Previous source id (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



Sending to destinations

Spread the event(s)

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

Google Tag Manager

PIWIK PRO

Google Analytics 4

SNOWPLOW

Getting started

How to reach your goal(s)

Getting started

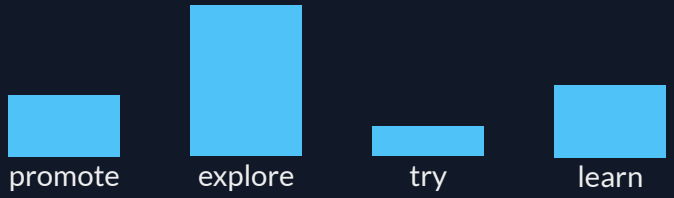
How to reach your goal(s)

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

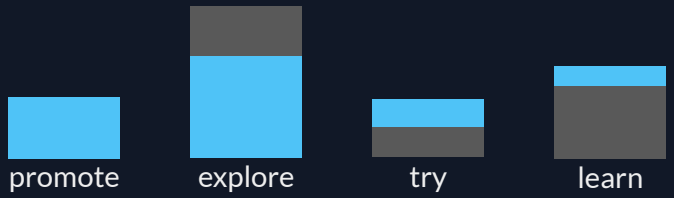
Getting started

How to reach your goal(s)

adoption journey



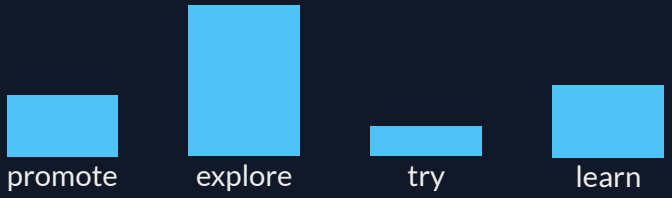
adoption in DE



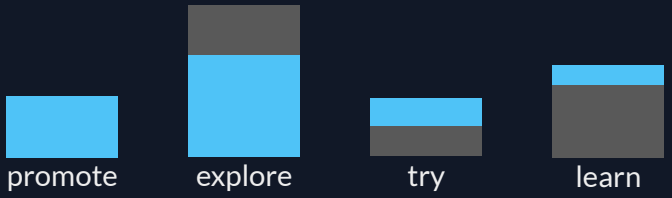
Getting started

How to reach your goal(s)

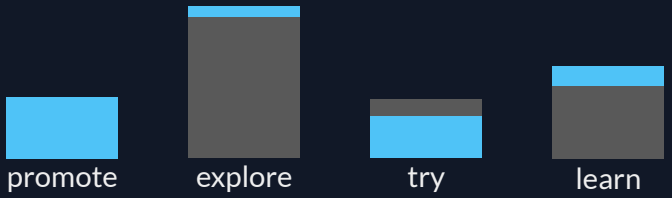
adoption journey



adoption in DE



adoption in test



Getting started

Process recommendation

Data collection with walker.js

Show me

Demo

Data collection with walker.js

Discussion

What stops you from using it?

Vielen Dank

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