



Own it - data collection with [walker.js](#)



[elbwalker/walker.js](#)

Data collection with **walker.js**

The disclaimer



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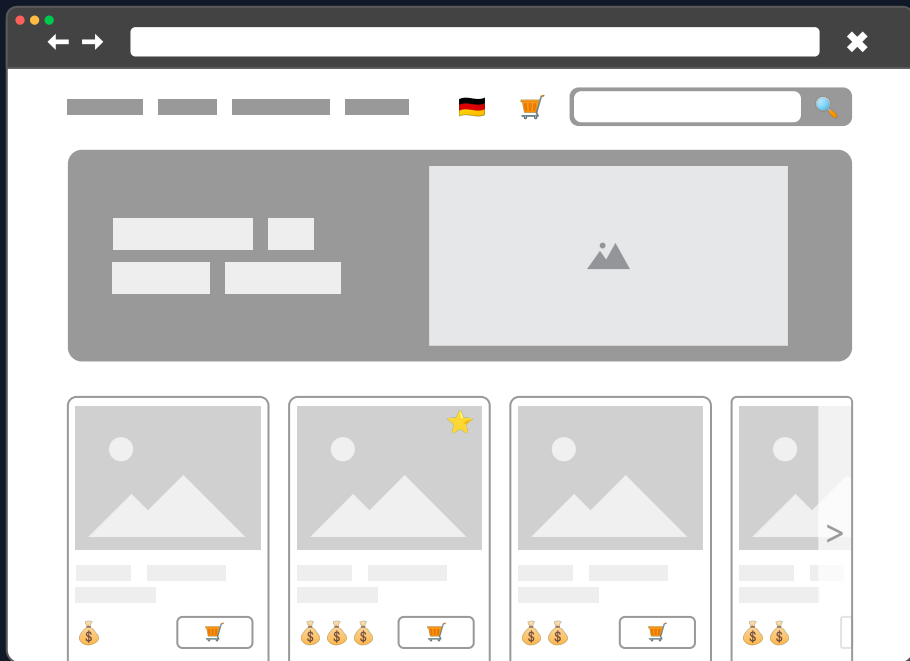
Feel free to contribute!



elbwalker/walker.js

Data collection with **walker.js**

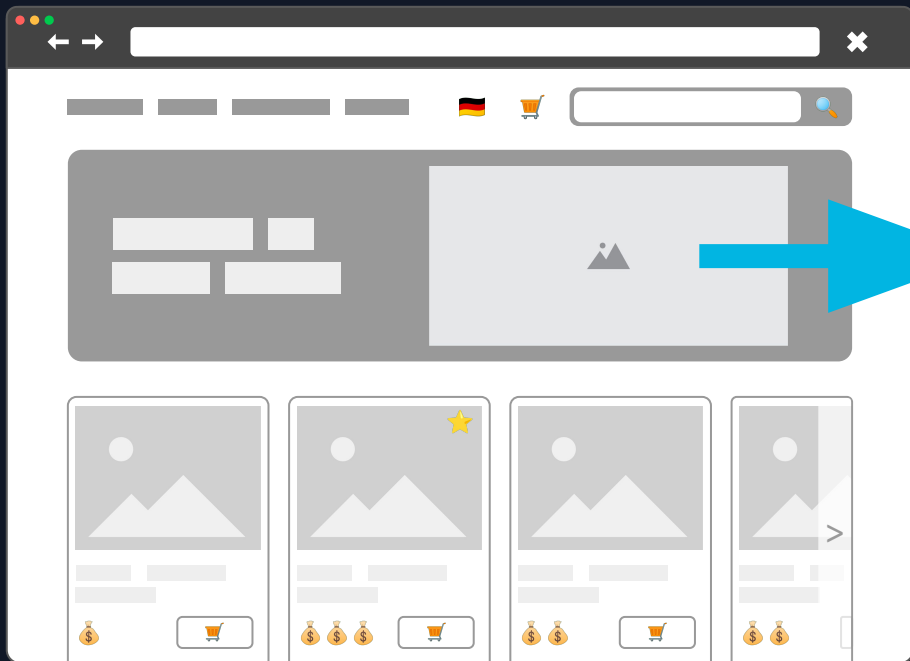
The disclaimer



elbwalker/walker.js

Data collection with **walker.js**

The disclaimer



```
ga4.js

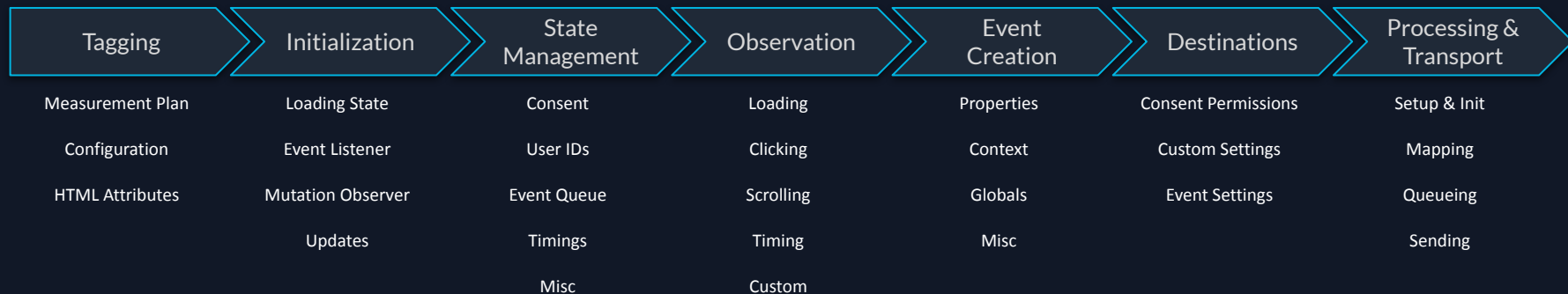
{
  event: "view_promotion",
  language: "en",
  test: "engagement",
  promotion_name: "Setting up tracking easily",
  creative_slot: "analytics",
  user_id: "4l3x4nd3r",
  send_to: "G-XXXXXX-1",
}
```



elbwalker/walker.js

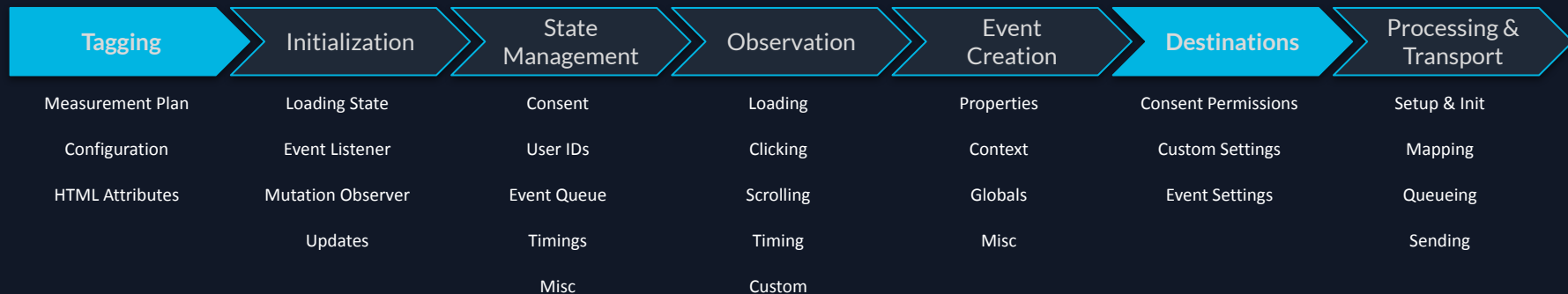
Data collection with **walker.js**

Once upon a `dataLayer.push`



Data collection with **walker.js**

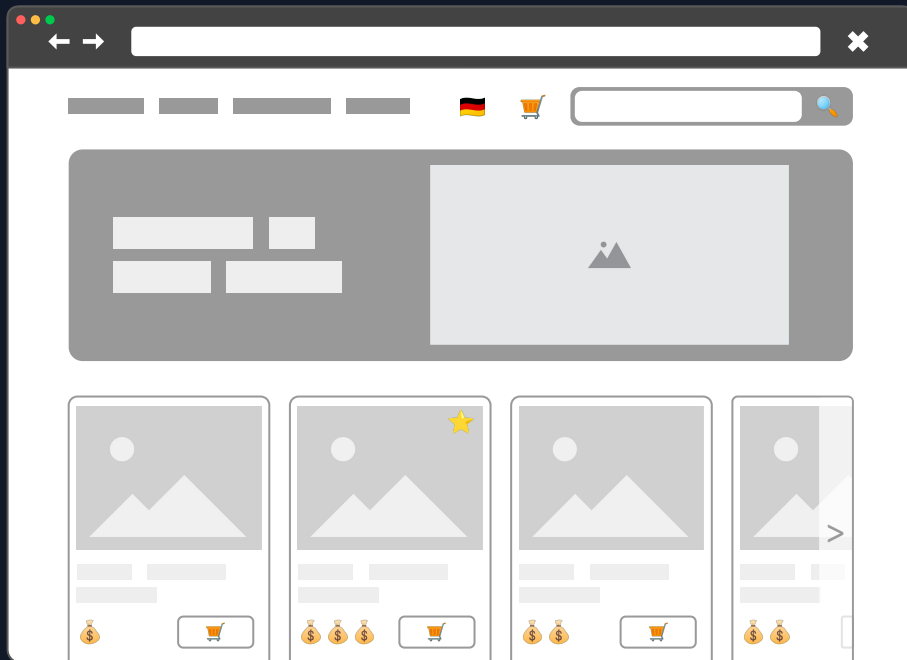
Once upon a `dataLayer.push`



Data collection with **walker.js**

How to tag a webpage

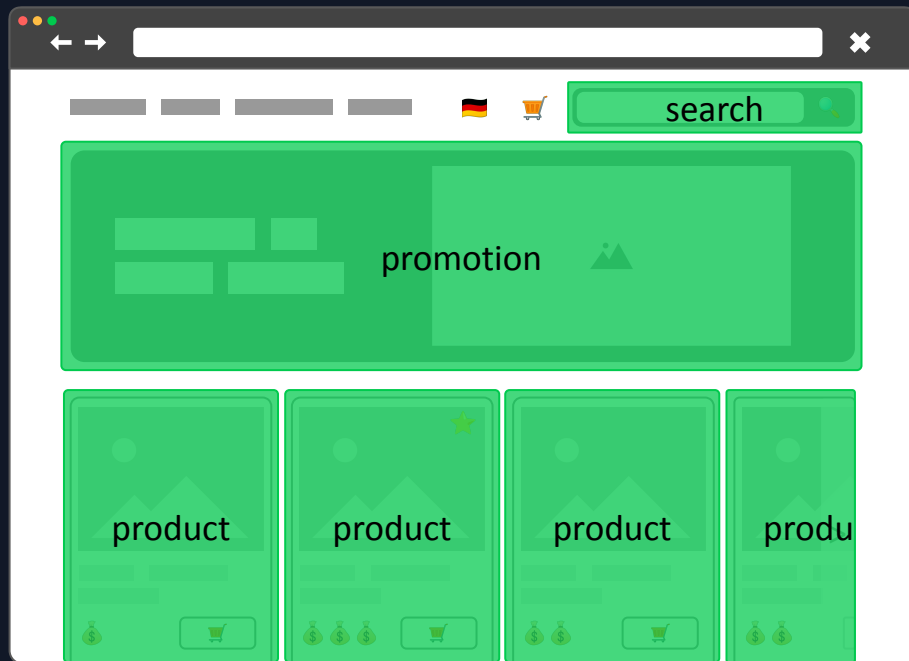
Tagging



Data collection with **walker.js**

How to tag a webpage

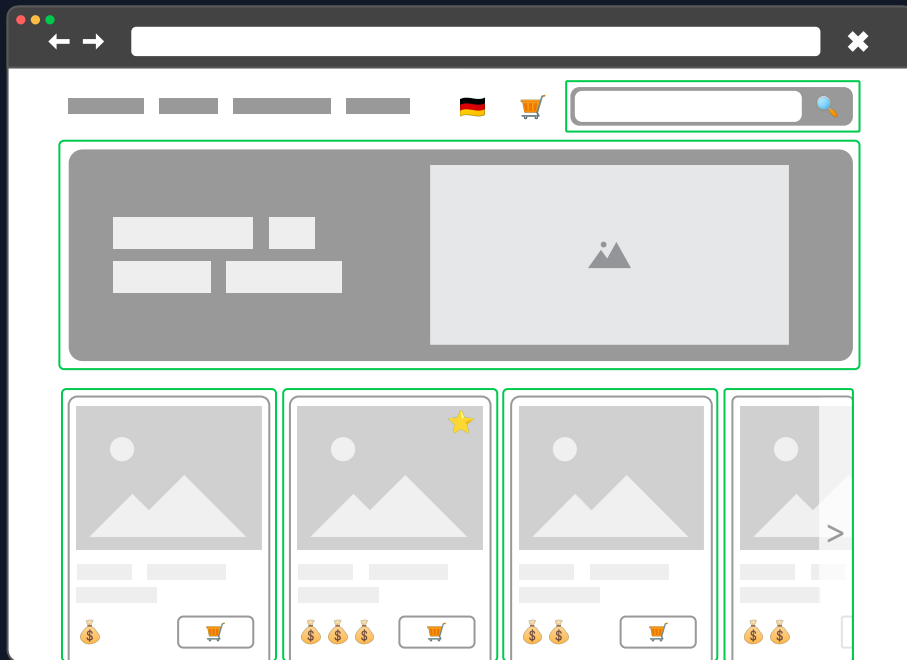
Tagging



Data collection with **walker.js**

How to tag a webpage

Tagging

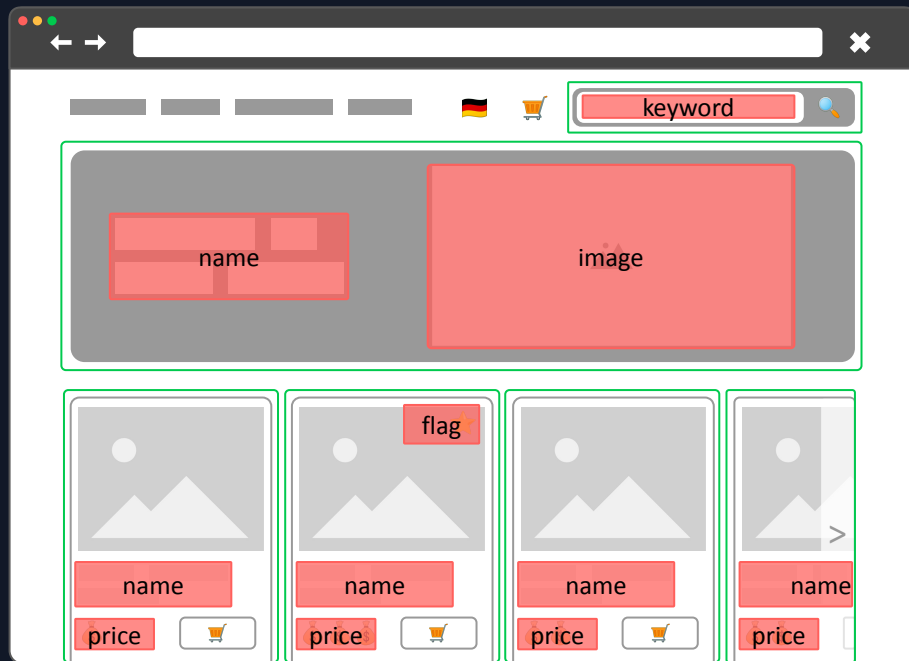


Entity

Data collection with **walker.js**

How to tag a webpage

Tagging

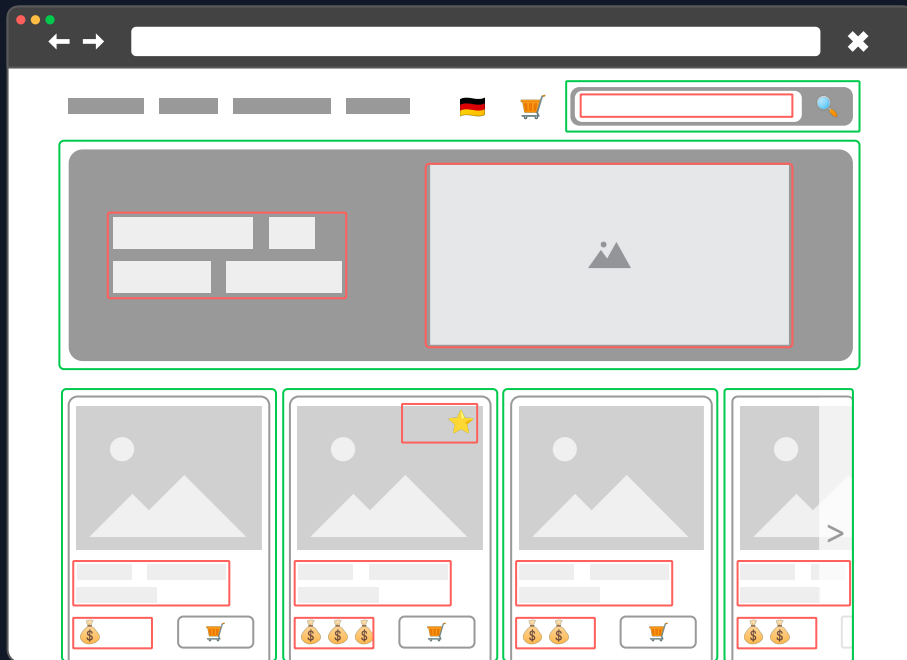


Entity

Data collection with **walker.js**

How to tag a webpage

Tagging



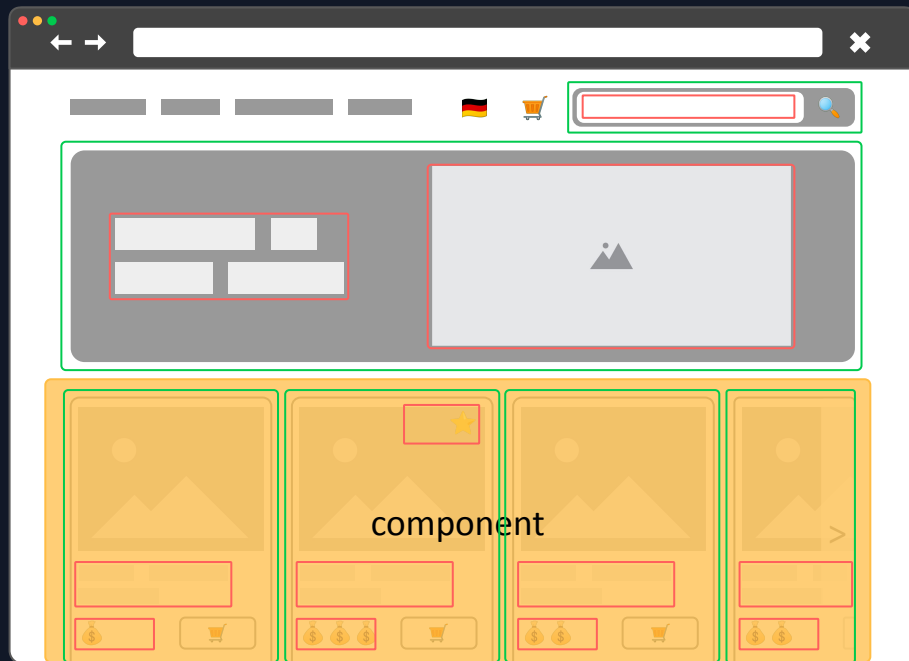
Entity

Property

Data collection with **walker.js**

How to tag a webpage

Tagging



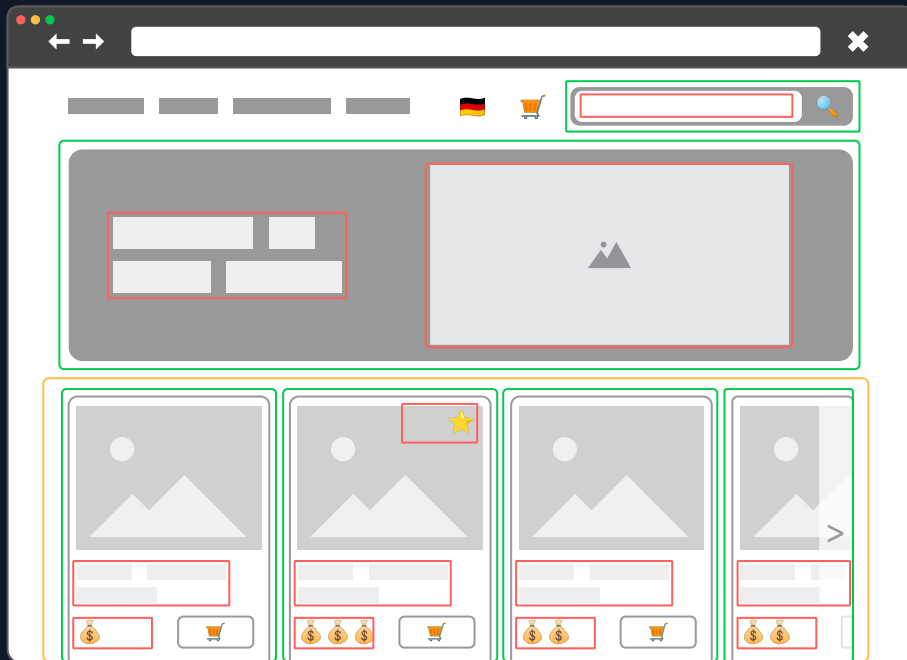
Entity

Property

Data collection with **walker.js**

How to tag a webpage

Tagging



Context

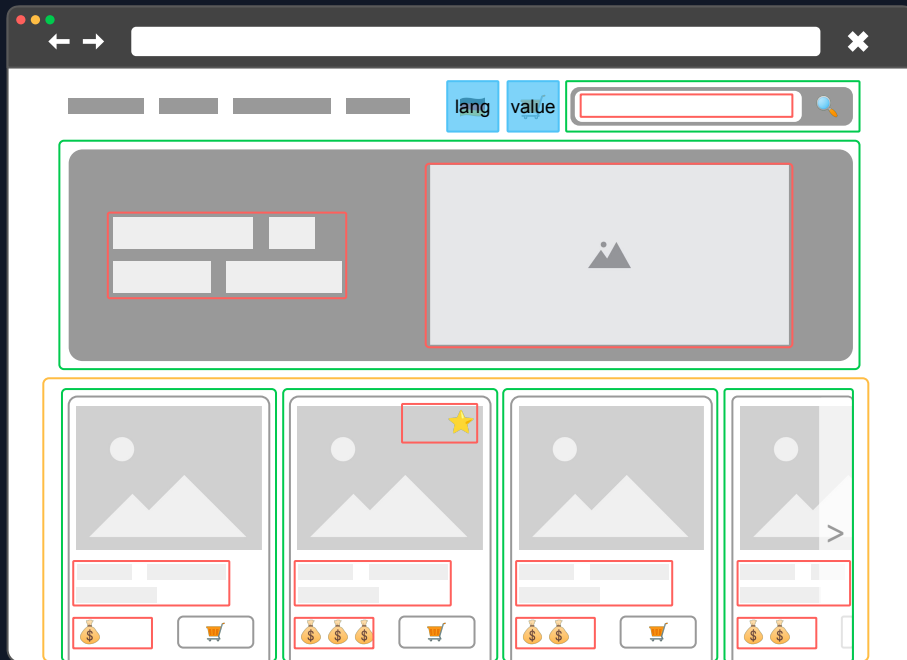
Entity

Property

Data collection with **walker.js**

How to tag a webpage

Tagging



Context

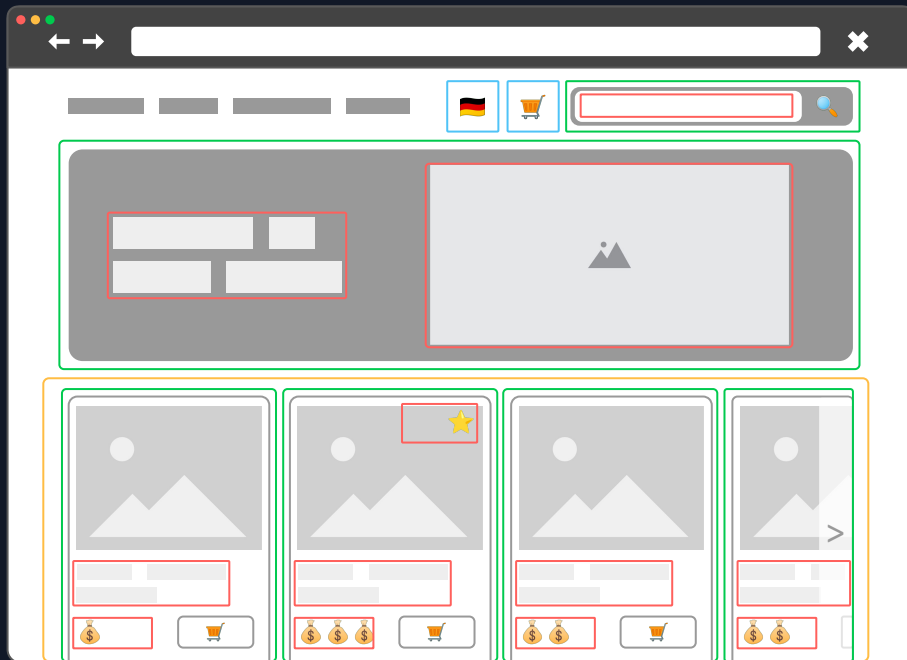
Entity

Property

Data collection with **walker.js**

How to tag a webpage

Tagging



Globals

Context

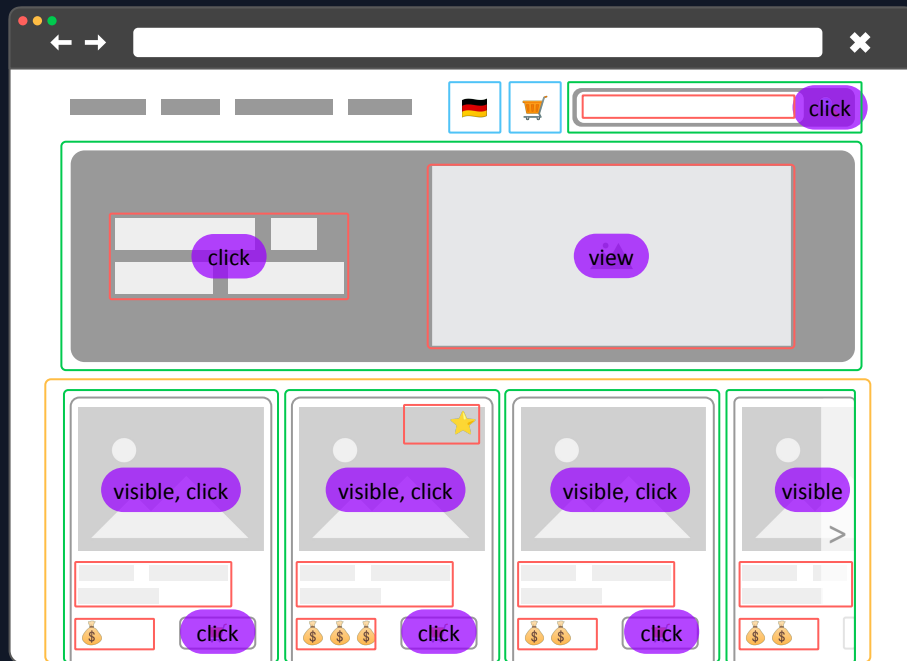
Entity

Property

Data collection with **walker.js**

How to tag a webpage

Tagging



Globals

Context

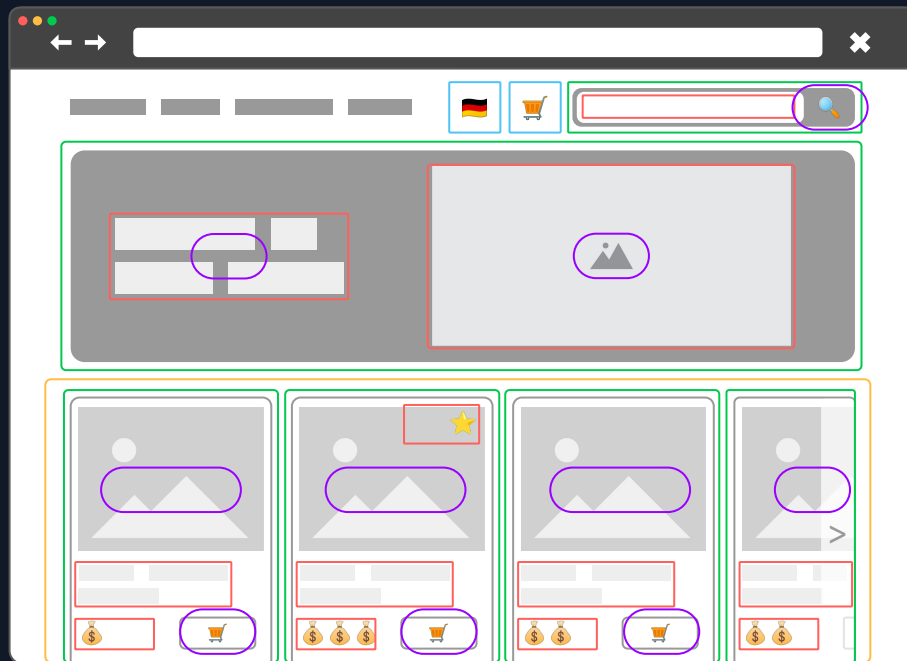
Entity

Property

Data collection with **walker.js**

How to tag a webpage

Tagging



Globals

Context

Entity

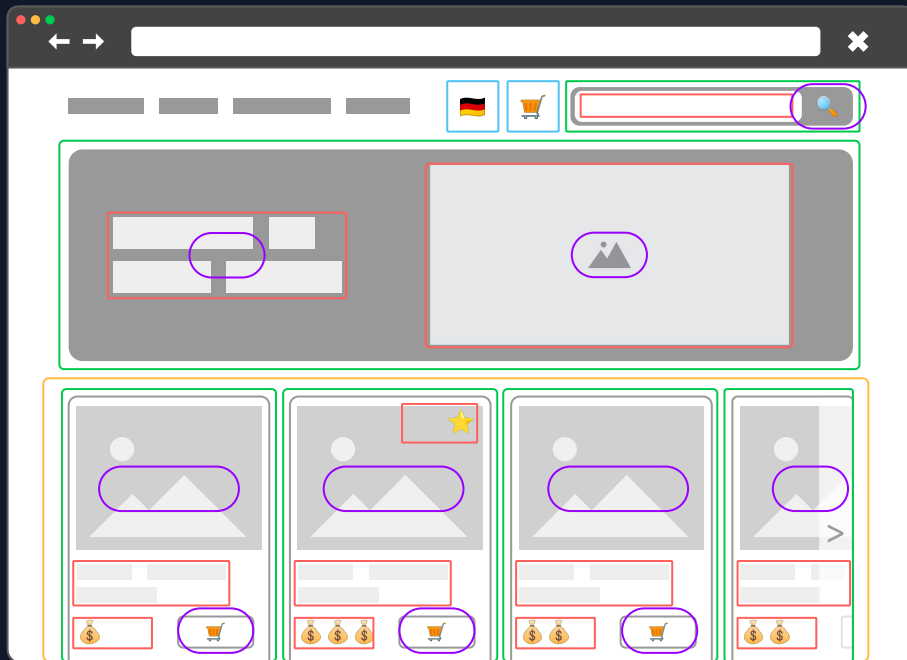
Property

action

Data collection with **walker.js**

How to tag a webpage

Tagging



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

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>
```

Data collection with **walker.js**

How to tag a webpage

Tagging

```
tagging.html

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

Tagging

```
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
}
```

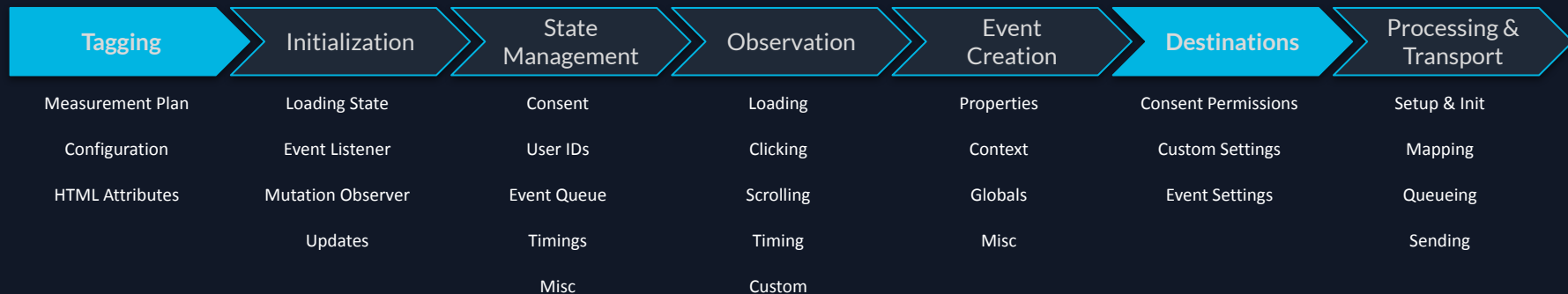
Tagging

```
walker.js event

{
  event: 'promotionview', // 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
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  },
  walker: true, // flag to filter events
}
```

Data collection with **walker.js**

Adding destinations



Data collection with **walker.js**

Adding destinations

destinations.js

```
import { elb } from '@elbwalker/walker.js';  
import destinationGoogleGTM from '@elbwalker/destination-web-google-gtm';  
  
elb('walker destination', destinationGoogleGTM);
```

Destinations

Data collection with **walker.js**

Adding destinations

```
destinations.js

const destinationGoogleGA4 /* : DestinationGoogleGA4.Config */ = {
  consent: { marketing: true }, // Neccessary consent states
  custom: {
    // debug: true, // Enable debug mode
    measurementId: "G-XXXXXX-1", // Required
    pageview: false, // Disable the default pageview event
    params: {
      language: "globals.language",
      test: "context.test.0",
      user_id: {
        default: "anonymous", // Default user
        key: "user.id", // Set a custom user id
      },
    },
  },
},
loadScript: true, // Load additional required scripts on init
mapping: {
  promotion: {
    view: {
      name: "view_promotion",
      custom: {
        params: {
          promotion_name: "data.name",
          creative_slot: "data.category",
        },
      },
    },
  },
},
};
```



Destinations

Data collection with **walker.js**

Adding destinations

```
destinations.js

const destinationGoogleGA4 /* : DestinationGoogleGA4.Config */ = {
  consent: { marketing: true }, // Neccessary consent states
  custom: {
    // debug: true, // Enable debug mode
    measurementId: "G-XXXXXX-1", // Required
    pageview: false, // Disable the default pageview event
    params: {
      language: "globals.language",
      test: "context.test.0",
      user_id: {
        default: "anonymous", // Default user
        key: "user.id", // Set a custom user id
      },
    },
  },
},
loadScript: true, // Load additional required scripts on init
mapping: {
  promotion: {
    view: {
      name: "view_promotion",
      custom: {
        params: {
          promotion_name: "data.name",
          creative_slot: "data.category",
        },
      },
    },
  },
},
};
```



Destinations

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>
```

ga4.js

```
{
  event: "view_promotion",
  language: "en",
  test: "engagement",
  promotion_name: "Setting up tracking easily",
  creative_slot: "analytics",
  user_id: "4l3x4nd3r",
  send_to: "G-XXXXXX-1",
}
```

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>
```

ga4.js

```
{
  event: "view_promotion",
  language: "en",
  test: "engagement",
  promotion_name: "Setting up tracking easily",
  creative_slot: "analytics",
  user_id: "4l3x4nd3r",
  send_to: "G-XXXXXX-1",
}
```

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>
```

piwikpro.js

```
_paq.push([
  "trackEvent",
  "promotion",
  "visible",
  "Setting up tracking easily",
  1,
  {
    dimension1: "engagement",
    dimension2: "analytics",
  },
]);
```

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>
```

api.js

```
fetch(url, {
  method: "POST",
  headers: {
    "Content-Type": "application/json",
  },
  keepalive: true,
  body: data,
});
```

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>
```

snowplow.js

```
snowplow(
  "trackStructEvent",
  "promotion",
  "view",
  "Setting up tracking easily",
  "visible"
);
```

Data collection with **walker.js**

Discussion

**What stops you
from using it?**



Heel erg bedankt

hello@elbwalker.com



elbwalker/walker.js