**Implementing Flash on Dell.com**

Business Process

If you are considering developing flash content either internally or through a 3rd party agency this is the process you must follow to ensure robust reporting and analytic capabilities with Omniture after the content has been launched.

1. Read this documentation
2. Minimum 2 weeks (ideally more) before launch engage with Global Online/Omniture team by submitting a request at this link: <http://moss.dell.com/sites/SiteCatalyst/Lists/Analytics%20Request%20%20Beta/AllItems.aspx>
3. Initial Scope meeting with Omniture, Business owner, and Flash Developers
   1. Answer questions from Whitepaper
   2. Discuss need for any additional tracking beyond standard requirements outlined in this document
   3. Receive customized code to paste and Component files to install from Omniture.
4. Omniture/Global online available for adhoc Q&A
5. Give Omniture/Global online access to dev version of the flash for initial validation (min 5 business days prior to launch)
   1. Omniture can provide changes/feedback via email or adhoc meetings
6. Final validation meeting or email from Omniture to Business owner and Flash Developers giving live launch approval

Flash Business Considerations

When choosing whether or not to use flash content consider the goals you are trying to accomplish and whether or not standard web content could accomplish the same purpose. Some of the things to consider when using flash are:

* Additional custom Omniture Tracking implementation
* Integration with Dell systems Omniture leverages for automatic tracking
* SEO Impact
* Flash Plug-in compatibility
* Increased load time
* Impact on customer experience

Variables that need to be set in Flash for Omniture Tracking:

Flash interactions vs. Page views

Page views are the standard metric used in Web Analytics to track web content consumption. With flash most of the time the page is not reloaded and therefore we must define what should and should not be considered a page view in the context of flash. When interacting with flash a standard is that if more than 50% of the flash content changes and the flash is the prominent feature on the page then it should count as a page view. If the flash interaction has a minor content change the interaction can still be tracked and analyze and just not have the interaction increment the global page view metric. This is a guideline and business considerations need to be the most critical factor. Page views in a global context are not as critical for Dell when compared to a media company.

* If you wish to track the flash interaction as a page view
  + Use the function s.track(); and be sure to set the s.pagename variable
* If you are not tracking the flash interaction as a page view
  + Use the function s.trackLink(); and s.pagename does not need to be set but can be set and automatically blanked out by Omniture. Also, please consult the Flash tracking white paper as there are required parameters to be used with s.trackLink()

Page Load Considerations

When flash is placed with-in the dell.com domain, the container web page will typically already contain Omniture tracking that will execute when the page loads. Therefore if the action source code with-in the flash is set to execute ( call s.track() or s.tracklink() ) then a second call to Omniture will result counting 2 page views instead of just one. As a best practice never suppress or remove the Omniture code from the HTML container so that it can capture ODG and other standard variables for customers that land on the page. In cases where the flash will take a long time to load it would be beneficial to track the load of the flash to determine the number of visitors that wait for the flash to load. You must use different page names for the HTML wrapper and the actual flash content then can differentiate between the HTML load and flash load.

**Standard Variables to Set:**

Page Name and Flash Detail

Page name (pagename) and flash details (prop4) will be set to track each time content is changed with-in the flash content. Both values should be unique value for every interaction and could be the same value. In the rare occasion that there are more than a few hundred possible page names we recommend tracking only the top pages as unique page names and leveraging the flash detail (prop4) for the additional unique pages that exists. This will avoid running into a unique exceeded issue with the page name variable.

Page Name Structure:

Country:Language:Segment:Customer Set:DirectoryPath^:File Names^

Sample Examples:

us:en:gen::support^downloads^driverslist

uk:en:bsd:04:dellstore^basket

Query Param/LWP Cookie Replacement

The javascript code pulls the the country(c), language(l), segment(s) and customer set(cs) out of the URL and LWP cookie to set prop 49. In the flash we will need to manually set these values into prop 49 according to these examples:

“?c=us&cs=04&l=en&s=bsd&cs=04”

“?c=uk&cs=ukbsdt1&l=en&s=bsd”

Order should not matter. If there are repeats the first value will be set.

My Account Cookie

If the flash interactions could be used in remarketing efforts you will need to read the profile cookie and pass the GUID to prop46.

Site Section and Site Subsection

This section will be revised once the section definitions are finalized.

**Custom Variables to Set:**

You will need to engage with the Omniture/ Global Online team to receive guidance for what variables to use for custom requirements. Some examples of custom requirements could be:

* File downloads
* Product views (Order code and Sku level)
* Ratings and Reviews read
* Etc….

**Technical Requirements and Guidelines:**

Basic implementation requirements:

1. Install the component files provided by Omniture
2. Implement the config code provided by Omniture (Sample Below)
3. Implement correct standard and custom variables for all flash interactions

Sample AS3 Config Code. Omniture consultant will provide a final version. Configuration code is available for ActionScript 2, 3, or Flex.

import com.omniture.ActionSource;

var s:ActionSource;

function configActionSource() {

s = new ActionSource();

/\* Specify the Report Suite ID(s) to track here \*/

s.account = "dellglobalonline"; (development: dellglobalonlinedev)

/\* You may add or alter any code config here \*/

s.pageName = "";

s.charSet = "UTF-8";

s.currencyCode = "USD";

/\* Turn on and configure ClickMap tracking here \*/

s.trackClickMap = true;

/\* Turn on and configure debugging here \*/

s.debugTracking = true;

s.trackLocal = true;

/\* WARNING: Changing any of the below variables will cause drastic changes

to how your visitor data is collected. Changes should only be made

when instructed to do so by your account manager.\*/

s.dc = "112";

s.trackingServer=”nsm.dell.com”

s.trackingServerSecure=”sm.dell.com”

addChild(s);

}

configActionSource();

Sample code for a flash interaction:

function flashLoad() {

s.pageName=””;

s.prop4=””;

s.prop49=”’;

s.prop46=”;

s.track();

}

**Live Code sample from Consumer Design Studio:**

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**private** **function** setupOmniture():**void**

        {

            s\_dell = **new** ActionSource();

*/\* Specify the Report Suite ID(s) to track here \*/*

                        s\_dell.account = **"dellglobalonline"**;

*/\* You may add or alter any code config here \*/*

                        s\_dell.pageName = PathManager.country + **":"** + PathManager.language + **":"** + PathManager.segment + **":"** + PathManager.customerset + **":"** + **"flash"** + **":"** + **"designstudio"**;

*/\* these variables are optional and will be set automatically if you just set prop49 \*/*

                        s\_dell.prop2 = PathManager.country;

                        s\_dell.eVar47 = PathManager.country;

                        s\_dell.prop3 = PathManager.language;

                        s\_dell.eVar32 = PathManager.segment;

                        s\_dell.prop6 = PathManager.customerset;

                        s\_dell.eVar34 = PathManager.customerset;

                        s\_dell.prop49=**"?c="** + PathManager.country + **"&l="** + PathManager.language + **"&s="** + PathManager.segment + **"&cs="** + PathManager.customerset;

                        s\_dell.pageURL = **""**;

                        s\_dell.charSet = **"UTF-8"**;

                        s\_dell.currencyCode = **"USD"**;

*/\* Turn on and configure ClickMap tracking here \*/*

                        s\_dell.trackClickMap = **true**;

                        s\_dell.movieID = **""**;

*/\* Turn on and configure debugging here \*/*

                        s\_dell.debugTracking = **true**;

                        s\_dell.trackLocal = **true**;

*/\* WARNING: Changing any of the below variables will cause drastic changes* *to how your visitor data is collected.  Changes should only be made when instructed to do so by your account manager.\*/*

                        s\_dell.visitorNamespace = **"dell"**;

*//s\_dell.trackingServer="m.dell.com";*

                        s\_dell.trackingServer=**"nms.dell.com"**;

                        s\_dell.trackingServerSecure=**"sm.dell.com"**;

                        s\_dell.dc = 112;

                        rawChildren.addChild(s\_dell);

        }

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Tracking lid browsing event */\* This function demonstrates setting only prop 4 (flash detail when unique page names are not required \*/*

**private** **function** trackMetrics( event:TrackMetricsEvent ):**void**

        {

**var** \_previousLid:Number = Global.previousLid;

**if**( event.metricID != \_previousLid.toString() )

            {

                  s\_dell.prop4 = PathManager.country + **":"** + PathManager.language + **":"** + PathManager.segment + **":"** + PathManager.customerset + **":"** + **"flash"** + **":"** + **"designstudio"** + **":"** + event.metricID;

                  s\_dell.track();

                  Global.previousLid = Number( event.metricID );

            }

        }

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View tracking event – when one changes sections in the DS

*/\* This function demonstrates setting only prop 4 (flash detail when unique page names are not required \*/*

**private** **function** trackMetricsView( event:TrackMetricsViewEvent ):**void**

        {

            s\_dell.prop4 = PathManager.country + **":"** + PathManager.language + **":"** + PathManager.segment + **":"** + PathManager.customerset + **":"** + **"flash"** + **":"** + **"designstudio"** + **":"** + event.viewName + **":"** + Global.currentCategoryObject.categoryName;

                  s\_dell.track();

        }

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