

1. General Understanding:

- What is the primary purpose of the Customer Labs JavaScript API documented at the given link?

Answer :

The primary purpose of the Customer Labs JavaScript API is to track user actions on a website and send that data to CustomerLabs CDP. This data can then be used to unify and sync the data across multiple platforms.

- Summarize the key features and functionalities provided by the Customer Labs JavaScript API.

Answer :

- Track website events such as pageviews, clicks, and form submissions.
- Track e-commerce events such as product views and purchases.
- Identify users and send their information to CustomerLabs.
- Provides functions for tracking pageviews, clicks, form submissions, custom events, and properties.
- Explain the importance of website event tracking in the context of Customer Labs.

Answer :

- Track how users interact with their website.
- Identify which marketing campaigns are driving the most traffic.
- Measure the effectiveness of their website.
- Personalize the website experience for each user.

2. Initialization and Setup:

- Describe the steps involved in initializing the Customer Labs JavaScript API on a website.

Answer :

1. Easily add the Customer Labs JavaScript SDK to your website.

- What parameters are required when initializing the Customer Labs JavaScript API, and what do they signify?

Answer :

1.Application (API) key: This is a 32-digit key that is included in the install script. It is used to identify your Customer Labs account.

2.Visitor ID: This is an optional parameter that can be used to identify individual visitors.

3.Account ID: This is an optional parameter that can be used to identify individual accounts.

4.Metadata: This is an optional parameter that can be used to provide additional information about the visitor or account.

5.Auto-tags: These are optional tags that can be used to automatically categorize Feedback requests.

3. Event Tracking:

- How does the Customer Labs JavaScript API facilitate event tracking on a website?

The Customer Labs JavaScript API provides functions for tracking various events on a website, including: Pageviews: When a user navigates to a new page, the API automatically tracks the page URL and title. Clicks: When a user clicks on a link or button, the API

tracks the element clicked, its text, and any associated properties.

Form Submissions: When a user submits a form, the API tracks the form ID, the submitted data, and any other relevant details. Custom

Events: Developers can define and track custom events specific to their website using the track function.

- Provide an example of tracking a custom event using the Customer Labs JavaScript API.

This is the example of customer labs API :

```
_cl.track('Product Added to Cart', {  
  productId: '12345',  
  productName: 'My Awesome Product',  
  price: 19.99  
});
```

4. Custom Properties:

- Explain the concept of custom properties in the context of event tracking with the Customer Labs JavaScript API.

Custom properties are additional data points associated with events that provide context and enrich your understanding of user behavior. They can be anything relevant to your analysis, such as: User attributes: Demographics, interests, purchase history, etc. Session attributes: Device type, browser version, location, etc. Event-specific attributes: Product details, campaign ID, error code, etc. Adding custom properties allows you to segment and analyze events based on specific criteria, gaining deeper insights into user behavior and tailoring your marketing efforts accordingly.

- How can you include custom properties when tracking events?

```
_cl.track('Product Viewed', {  
  productId: '54321',  
  productCategory: 'Electronics',  
  userTier: 'Gold'  
});
```

5. User Identification:

- Describe the methods available for identifying users with the Customer Labs JavaScript API.

Customer Labs JavaScript API offers various methods for identifying users:

Visitor ID: This unique identifier is automatically generated for each anonymous visitor.

User ID: This identifier is associated with logged-in users and can be retrieved from your user database.

Custom User ID: You can define your own user identifier based on your specific needs, such as email address or phone number.

- What is the purpose of user identification, and how does it contribute to analytics?

User identification allows Customer Labs to connect data points across different sessions and devices, providing a holistic view of user behavior.

Identify and personalize user experiences: Tailor the website content and recommendations based on individual user preferences and purchase history.

Analyze user journeys: Track how users interact with your website across different touchpoints and identify potential drop-off points.

Measure campaign effectiveness: Understand which campaigns are driving the most engagement and conversions for specific user segments.

Attribution analysis: Determine the role of different channels and campaigns in influencing user actions.