Pre-work for Customer Lab

ASSESSMENT PART 1

1. General Understanding:

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

The Customer Labs JavaScript API is like a tool for websites. It helps keep track of what people do on a website and collects that information. This way, businesses can understand how customers behave on their site. It uses special functions that are added to the website's code to capture and send this data to Customer Labs for analysis.

B. Key features and functionalities provided by the Customer Labs JavaScript API?
- Event tracking: The API can follow what users do, like clicks, form submissions, and page views.
- Custom event tracking: It lets you make your own events based on what users do.
- -Data collection: The API gathers and sends information to Customer Labs for studying and creating insights.

C. Importance of website event tracking in the context of Customer Labs?

- Understanding how users engage with a website is essential for Customer Labs.
- Tracking events like clicks and page views provides valuable insights into user behavior.
- This data is critical for businesses leveraging Customer Labs to make informed decisions and enhance their online performance.

2. Initialization and Setup:

A. Steps involved in initializing the CustomerLabs JavaScript API on a website?

- Once you've made an account, look for the CustomerLabs tracking code on your account's home page.

- Copy this code and put it in the head tag of the pages you want to track with CustomerLabs.

B. Parameters required when initializing the CustomerLabs JavaScript API?

- CustomerLab tracking code: This code tracks what users do on your website.
- Connect to other sources: Bring in user data from other apps to build complete user profiles.
- Connect external platforms: Link external ad platforms to boost your marketing using the data you've collected.

3. Event Tracking:

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

The Customer Labs JavaScript API is like a helper for websites. It makes it simple to keep track of what users are doing on the site, like clicking buttons, viewing pages, or filling out forms. This information is sent to a central hub (CDP), where it's combined with other customer data. This helps businesses understand and improve how users interact with their website, whether they're on a computer, phone, or another device.

B. Example of tracking a custom event using the Customer Labs JavaScript API?

You can choose special names and details for the events you want to track. This way, you can customize the tracking to match what's important for your business. It's like adjusting things to better understand how users are interacting with your website, making it unique to your needs.

4. Custom Properties:

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

Custom properties are like extra notes you can attach to tracked events. They provide additional details.

B.How to include custom properties when tracking events?

When tracking events, you can add extra details, known as custom properties, like this>>

//CustomerLabs.trackEvent('customEvent', { property1: 'value1', property2: 'value2' });

5. User Identification:

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

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

- Imagine trying to help someone. First, you need to know what they do and what they like. It's the same with understanding users.
- For instance, if someone is always on Facebook, we can figure out when and how long they use it. This is crucial for businesses in social media to know their users better.