

Amigo Share Token Life Cycle

The purpose of this document is to provide a synopsis of a Share Token, and its life cycle throughout an Advocacy Campaign.

Background

Share Tokens were born from the need to map Advocacy Events across at least two pieces of infrastructure: Clients' digitally connected assets; and those of the Advocates' Networks. These events tend to originate on one device (the Advocate's), and continue on another (the Friend's), meaning that passing this reference around via cookie, for example, is not an effective solution.

We needed to create a unique reference to an Advocate's interactions in order to attribute the activity to a digitally connected location and/or an Advocate's identity. Also, in order to attribute downstream events to an Advocate's shares (e.g. Friend Referrals and subsequent Touches), we needed to detect that someone arriving at a Touchpoint on a digital asset had done so as the result of being referred by an Advocate.

You could think of a Share Token as being the ultimate foreign key. Share Tokens act as an identifier for events that occur within an Advocacy Journey, and can have various pieces of information associated with them, for example:

- Who viewed a particular Sharepoint
- Which Share Channel was used by the Advocate
- Any other data that could be used either to personalise Touchpoints, or to give Analytical insights to Advocacy Activity. (Client metadata).

Share Tokens are randomly generated strings spawned by our platform, and should be requested at the earliest point possible in an Advocacy Journey. They are used to denote a visit to a Sharepoint, and identify Prospects as well as attributing downstream touches back to the original share.

A Share Token consists of a minimum of 6 characters that can contain:

- Any consonant, upper or lower case letter (the lack of vowels acts as primitive form of profanity filtering).
- Any number.

Share Token Lifecycle

- A Share Token is created at the Sharepoint

- At this point, it can be provided with information about the Prospect, or the digitally connected asset.
 - It can be updated to contain further information, with the exception of Share Channel, at any point until it is either locked, or consumed (see below).
- Once sufficient information has been collected and associated with the Share Token, we recommend that the Share Token is locked. This isn't required or enforced by our technology, but is recommended in order to increase the security of Advocacy Campaigns.
 - A locked Share Token will reject any further attempts to associate data with it.
 - The one exception to this is when a locked Share Token is consumed. At this point, the Share Channel attribute can be added.
 - Once consumed, a Share Token can never be updated or consumed again. Further Shares should be attributed to newly created Share Tokens.
- At this point, a Share Token's life may end, as an Advocate may never Share. However if they do Share, the Share Token is consumed at a Sharepoint, and should be updated with the Share Channel used.
 - An unlocked Share Token may be updated at the point of consumption.
- The Share Token should then be appended to the Referral Touchpoint URL being shared by the Advocate.
- Again, this is a point where a Share Token's lifecycle may come to an end, as a Share may never result in a Referral. However, if a Friend does click on a Referral Touchpoint URL, our SDK will detect the existence of the Share Token, and make the appropriate API call to:
 - Attribute the Referral and all downstream Touches to the Advocate
 - Return the Client metadata which was associated with the Token.

Glossary

Advocacy Campaign

An Advocacy Campaign has one or more pieces of shareable content. The shares can be tracked so that any resulting Referrals and Touches can be attributed back to the original Sharer (Advocate).

Advocate Share Channel

The channel that the Advocate uses to share the Call to Action, for example, Facebook, email, etc.

Advocacy Journey

An Advocacy Journey is the user journey through an Advocacy Campaign.

Prospect

A member of the Client's audience that lands on the Share page that hosts the Sharepoint. They are prospects as they are prospective Advocates.

Sharepoint

The point from which content is shared. A unique share token is generated for each prospective share. This allows shares to be tracked into multiple networks, including URL sharing from the browser toolbar.

Referral

The first interaction with a Share URL by a Network Member thereby creating a new Friend.

Referral Touchpoint

The Referral Touchpoint is a mandatory Touchpoint that tracks a Referral. It will be on the Referral Landing Page.

Touch

An interaction with a Touchpoint resulting from a Referral.

Touchpoint

A Touchpoint is a trackable point of value in a Friend's journey through the Campaign, for example, mailing list sign up.

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