

## **ASSESSMENT PART 1**

- **General Understanding:**

1. What is the primary purpose of the Customer Labs JavaScript API documented at the given link?
  - The provided JavaScript API documentation is meant to help users integrate the API into their web applications accurately..
2. Summarize the key features and functionalities provided by the Customer Labs JavaScript API.
  - Data integration – Collecting user data directly from the web tracking tools
  - No-Code Customer Data Platform - Collect the contextual information about the website visitors without depending on the developers
  - Builds a unified customer profile - Build a unified profiles for each customer
  - Increasing Operational efficiency through simple segmentation - It is used to show ads to the customer according to their mindset
  - Improves Customer lifetime value - It is used to identify the high potential customer and serve them some personalized customer experience
3. Explain the importance of website event tracking in the context of Customer Labs.
  - Event tracking of a website is very important because it is used to analyze the customer needs and their interest.
  - If it is an ecommerce website or it is social media, event tracking is very important to analyze the customer interests and show feeds depending on their interests.
  - Another important thing about event tracking is used to track the ordered details.

- **Initialization and Setup:**

4. Describe the steps involved in initializing the Customer Labs

JavaScript API on a website.

- Step 1 : Integration → Start a free trial → Paste you website link → click save
- Then copy the tracking code and paste it before the closing head tag(</head>) in the page where you want to track the user action.
- Write a function to track the event like page view, clicking the button, add the product to the cart.
- Then open the web page on the browser and assign the listeners to all the specific events.
- Check all the events by actioning them in the real web page whether it's working or not.

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

- Event name and the properties are the parameters required when initializing the API.
- Event name refers to the name of the event to be tracked.
- Properties consist of various details like page title, page url, user details etc...

- **Event Tracking:**

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

- JavaScript API provides methods which are used to track the

events of the customer like pageview, clicking, submitting the form, etc...

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

- Custom event is an event that is used to track the user's action when a particular interaction (event) is happening.
- Example : In an ecommerce website, when the user adds the product to their cart. The event is tracked and the information of the user and the product details also stored.

- **Custom Properties:**

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

- Custom properties are used to track both the customer details and the unpredictable event details.

9. How can you include custom properties when tracking events?

- Adding more key value (value maybe Object / array / single value) pairs inside the properties variable.

- **User Identification:**

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

- identify() method is available for identifying users with the Javascript API.
- We need to give the unique user detail (traits) as a property to identify the particular user.
- identify\_by() method will return the boolean value (true / false).
- If we didn't set the value for the "ib" attribute, then the system

will send a bad request (400).

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

- The purpose of the user identification is to show the feed which they are interested in.
- User identification is used in analytics to identify the user's interest.