ASSESSMENT PART 1

What inspired me to apply for this role?

I was very curious to learn new things and If I have the enough time I can learn anything and I'll always show my level of improvement maybe its slow or fast I'll always show my level of progress and while I'm searching for the company on google I came across the official instagram account of customer labs and I went through this video link After watching this video I was hardly looking forward to Customer Labs' interview.I was so amazed about "All skills are learnable" tag line and "#AverageKootam!" to give an equal playground for everyone to showcase their skills as I never heard anyone say these words as a CEO.

How was My experience working on the pre-work? And my learnings.

I haven't used the api before. I've just read the concepts and now I've tried to apply it practically for better understanding and I got some new learnings about APIs and I've learned about first-party data. And I've done more market research to understand the company's core moto.

1. General Understanding:

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

The primary purpose of Customer Labs JavaScript API is to enable website owners(Companies) / developers to integrate the functionalities and services that are provided by customerlabs' CDP (customer data platform).It collects the user behaviors on the website and it tracks the events like viewing the page,Clicks,Form submission etc. By analyzing the user data the Company/Organization can improve their marketing and they can also improve personalized experience for their users.

Eg: If I was constantly watching 2 or 3 youtube videos related to the same topics then it will automatically start to suggest the next videos similar to those topics.

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

The key features and functionalities provided by the Customer Labs JavaScript API are

as follows

- Event tracking.
- It ensures security and scalability while Integrating the api with website/app
- Customizing Events.
- And bringing the unified data across multiple sources (platforms) to the destinations.

Which helps to analyze the data to make data-driven decisions and to improve the customer experience by a unified view of each customer.

3.Explain the importance of website event tracking in the context of Customer Labs.

Website event tracking is more important as per Customer Labs context as it enables the detailed analysis of user interactions on the website. This event tracking helps the organization to understand the preferences and engagements of users in their platform. So, it helps the company to refine their marketing strategies and they can bring up new features to enhance their customer's user experience and to enhance their company's growth as well.

Eg:

Event tracking on YouTube videos via Customer Labs' API allows Youtube to monitor user interactions like play, pause, and completion. Analyzing these interactions helps identify popular content creation and marketing strategies. This data-driven approach enhances user experience, refines campaigns, and drives the company's growth.

2. Initialization and Setup:

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

Once the account is created we should verify the domain name of our website after verifying it. We should take the track code and then we should paste that code inside the header of the page which we want to track.

Step 1 : We l have to connect your website by installing CustomerLabs tracking code on your website header section. (we can verify by inspecting => sources)

Step 2 : then we should connect the CDP with the source platform.

Step 3 : We should connect it with our destination.

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

3. Event Tracking:

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

Customer Labs JavaScript API allows developers to integrate the Customer Labs' services and functionalities by embedding the JavaScript code directly into their website. This API captures user interactions like clicking,form submissions, Page Views and Scrolls. It collects the data and send this user data to the Customer Labs' platforms

Eg:
If CustomerLabs' API tracks user interactions (play, pause, stop) with YouTube.The code triggers tracks the event when a user interacts with the video, this api allows the company to gather data for analytics, such as play counts and user engagement metrics, to enhance their content strategy or user experience.

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

Eg:

```
a. var trackVideoWatched = setInterval(function() {
    if (((window.CLabsgbVar || {}).generalProps || {}).uid) {
      var eventName = "Video Watched";
      var properties = {
        "customProperties": {
          "video_url": {
            "t": "string",
            "v": "https://www.youtube.com/VITIq5mrWzh00jo9uu7LPr53Tyw9Q"
          },
          "video_title": {
            "t": "string",
            "v": "Introduction to JAVA Programming"
          }
        }
      };
      _cl.pageview(eventName, properties);
```

```
      clearInterval(trackVideoWatched);
   }
}, 1000);




b. var trackLikeButtonClick = setInterval(function() {
    if (((window.CLabsgbVar || {}).generalProps || {}).uid) {
      var eventName = "YouTube Like Button Clicked";
      var properties = {
         "customProperties": {
            "page_url": {
               "t": "string",
               "v": "https://www.youtube.com/VITIq5mrWzh00jo9uu"
            },
            "clicked_page": {
               "t": "string",
               "v": "YouTube shorts"
            },
            "button_clicked": {
               "t": "string",
               "v": "Like Button"
            }
         }
      };
      _cl.trackClick(eventName, properties);
      clearInterval(trackLikeButtonClick);
   }
}, 1000);
```

4. Custom Properties:

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

In the context of Customer Labs, customProperties refer to user-defined parameters that can be included while tracking events.it lets you track all event & user-related information.These properties enhance the depth of information collected.

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

custom properties can be included by defining additional details specific to the tracked event.
   1. Define the property
   2. Structure the properties within the `customproperty` object.

Eg:

```
platform
function trackImageLike(imageID, userName, filterUsed) {
   var eventName = "Image Liked";
   var properties = {
      "customProperties": {
         "image_id": {
            "t": "number",
            "v": "008"
         },
         "user_name": {
            "t": "string",
            "v": "IntsaUser_001"
         },
         "filter_used": {
            "t": "string",
            "v": "sun shine"
         },
         "additional_property": {
            "t": "string",
            "v": "Cool"
         }
      }
   };
   _cl.trackClick(eventName, properties);
}
```

5. User Identification:

1. Describe the methods Available for identifying users with the Customer Labs JavaScript API.

   JavaScript API collects data from two types of users known users and Anonymous users

   Known users means a user who has proper login credentials like email id, phone number,firstname and last name.

   Anonymous users (without any basic data):

   CustomerLabs CDP identifies anonymous users based on some parameters like browser id , click id , IP address etc.

   Identify: This method allows sending user details to the system, creating a new user or updating existing user information.It helps assign tracked user details (traits) to a particular user based on a chosen property key like email, phone.

   _cl.identify(properties)

   Group: Used for tracking company information of a user. When the group method is called the event create group is automatically called by trigger. It lets you track all details of the particular group like company name,email etc. it uses `identify_group_by` to search a specific group

   _cl.group(properties)

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

User identification means recognizing who's who among the group of people using a service. It helps organizations to track how users behave, group them for specific purposes like marketing, and understand how well things are working. Basically, it helps

understand each user better to improve how they interact with a service or product.

feedback and questions :

I felt that the old version of customer labs' PDF was easier to understand and then I compared that [old document](#) to the new version and after it was better than before.