
TECHNICAL SPECIFICATION FOR MYCLOUD CLIENTS INTEGRATION WITH ADOBE ANALYTICS AND ADOBE TARGET

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Appmeasurement.js	09.2017	Yulu Bao
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IOS SDK	09.2017	Adobe
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1. BUSINESS BENEFITS

By integrating myCloud all clients / landing pages with Adobe Analytics, empowers the business to make better decision based on data insights.

By integrating myCloud web client / landing pages with Adobe Target, business is able to discover quickly which offers, experiences, and messages truly engage the customers. Adobe Target has also the capability to automate the targeting process and deliver personalized content based on real-time data to improve the customer experience and engagement.

Adobe Analytics: Marketing analytics and reporting tool

Adobe Target: A/B testing and target digital experience tool

2. TECHNICAL IMPLEMENTATION FOR WEB CLIENT

Written by: Yulu Bao

The full integration steps are listed below:

Step1: Adobe Analytics and Adobe Target integration

Step2: Page tracking

Step3: event tracking

Download the integration JavaScript files here:

<https://www.mycloud.ch/s/S004C80ECBBBFC37A57A4114CE7FB9088A958C57E15CF095BF596956FB9AC136>

2.1. Technical implementation for Web client

2.1.1 Adobe Analytics integration

2.1.1.1 Add Marketing Cloud ID Service

Include a reference to the VisitorAPI.js file and place it within the <head> tag of the page.

Please ensure:

- Put the VisitorAPI.js file in the top of the <head> section.
- It must be executed before AppMeasurement.js.

Verify your implementation:

https://marketing.adobe.com/resources/help/en_US/mcvid/mcvid-test-verify.html

2.1.1.2 Update and include AppMeasurement.js

Update s_account variable in the AppMeasurement.js and place this file right after the opening <body> tag.

```
var s_account="##INSERT-RSID-HERE##"
```

The following table lists what value should be assigned to s_account.

Variable	Description	Value
RSID	Report Suite ID It indicates to where the data should be sent.	Dev: swisscommydatadev Production: swisscommydata

2.1.1.3 Set Customer ID and set user identifier for cross device tracking

When UID is available add the following code on every page right after the reference to the AppMeasurement.js file.

```
<script language="JavaScript" type="text/javascript">
  s.visitorID = "##INSERT-UID-VALUE-HERE##";
  visitor.setCustomerIDs({
    "uid":{
      "id":"##INSERT-UID-VALUE-HERE##",
      "authState":Visitor.AuthState.##INSERT-AUTHENTICATED-STATUS-HERE##
    }
  });
</script>
```

Table 1: UID definition.

Variable	Description	Value
UID	The unique hashed Customer ID. Each registered customer has its own unique hashed customer ID, this ID stays the same no matter which device/client the customer has logged in).	e.g. 14381291247876439927

Table 2: Authentication Status definition.

Authentication Status	Status Integer	User Status
Visitor.AuthState.UNKNOWN	0	Unknown or never authenticated. Unknown is applied by default when AuthState is not used with a visitor ID or not explicitly set on each page or app context.
Visitor.AuthState.AUTHENTICATED	1	Authenticated for a particular instance, page, or app. Attention: To work properly, Customer Attributes for Target require this status.
Visitor.AuthState.LOGGED_OUT	2	Logged out.

Verify your implementation:

Clear the browser cookie, load a web page and using a network panel in a web browser debugger to look for a request going to o.swisscom.ch.

Make sure the request contains these parameters and values:

1. cid.&uid.&id=##THE-VALUE-OF-UID##
2. vid=##THE-VALUE-OF-UID##

2.1.2 Adobe Target integration

Includes a reference to the mbox.js file in the <head> tag of every page right after the VisitorAPI.js file.

2.2. Adobe Analytics page tracking

For each page, please insert the following page tracking code just before the closing </body> tag:

```
<script language="JavaScript" type="text/javascript">
  s.pageName="##INSERT-PAGE-NAME_VALUE-HERE##";
  s.channel="##INSERT-CHANNEL-VALUE-HERE##";
  s.prop1=s.eVar1="##INSERT-LANGUAGE-VALUE-HERE##";
  s.prop2=s.eVar2="##INSERT-SOFTWARE-VERSION-VALUE-HERE##";
  s.prop3=s.eVar3="## INSERT-CLIENT-INFORMATION-VALUE-HERE ##";
  s.prop4=s.eVar4="##INSERT-PLATFORM-VALUE-HERE##";
  s.prop6=s.eVar6="##INSERT-SECTION-VALUE-HERE##";
  s.prop7=s.eVar7="##INSERT-SUBSECTION-VALUE-HERE##";
  s.prop15="##INSERT-NAVIGATION-PATH-VALUE-HERE##";
  s.prop20=s.eVar20="##INSERT-USERHASH-VALUE-HERE##";
  s.prop28=s.eVar28="##INSERT-TIMESTAMP-VALUE-HERE##";
  s.prop30=s.eVar30="##INSERT-MID-VALUE-HERE##";
  s.prop31=s.eVar31="##INSERT-CLIENT-SOFTWARE-VERSION-VALUE-HERE##";
  var s_code=s.t();if(s_code)document.write(s_code);
</script>
</body>
```

The page tracking code should be fired again on returning to previous page. It means if user goes from home page to the setting page and going back to home page again, the page tracking should be fired twice for the home page.

2.2.1 Page Name naming convention

Page name represents the hierarchy path of the current page. Please follow below naming convention to create the unique Page Name (Tracking ID) of each page.

Page Name = “webapp/” + ##INSERT-SECTION-NAME## + “/” + ##INSERT-PAGE-VIEW-NAMES##

Table 3: State Name definition.

Variable	Description	Value
Section name	Main service components that contain many sub page views.	Choose one: home, photos, files, login, welcome, settings, trash, before-home
Page view names	Use one or multiple page view names, separate by “/” to represents the hierarchy path of the current page. Page view name definition: Each page view should have a unique page view name, which can be used for tracking purpose. If an	e.g. shares-landingpage/photo e.g. terms-of-use e.g. photos/photo

	overlay contains more than half of the screen, it should be considered as a page view too and should be given a unique page view name.	
--	--	--

Please note:

- Reset on changing of the section name.
- Page name should be set in English only, and it is independent from the UI languages.
- Separate the values with "/". Use "-" for space.
- Use lower case.
- Same page view can have different page name values due to it has been opened via different paths. Please see below examples for the photo detail view.

Examples:

webapp/trash/photos/photo (opened via the trash section)

webapp/photos/timeline/photo (opened via the photo timeline section)

webapp/photos/shares-landingpage/photo (opened via the photo shares landing page)

webapp/files

webapp/files/file

webapp/home

webapp/settings

webapp/before-home/terms-of-use

Table 4: Page tracking additional variable definition.

Variable	Description	Value
s.channel	Channel information.	Fixed value: online
s.prop1, s.eVar1	UI Language.	Choose one: en, de, fr, it
s.prop2, s.eVar2	Tracking release version. The production release date of the current tracking implementation.	e.g. 20170920
s.prop3, s.eVar3	Client information.	Fixed value: web app
s.prop4, s.eVar4	Platform.	e.g. ios e.g. win32 e.g. iPhone
s.prop6, s.eVar6	Section. Main service components.	Choose one: home, photos, files, login, welcome, settings, trash, before-welcome

s.prop7, s.eVar7	Subsection. Cluster of pages. Use the current page name but remove the prefix “webapp/” .	e.g. photos/timeline e.g. photos/albums e.g. trash/files
s.prop15	Navigation path. Duplicate of the current page name.	e.g. webapp/photos/timeline e.g. webapp/files
s.prop20, s.eVar20	The unique hashed Customer ID. Each registered customer has its own unique hashed customer ID, this ID stays the same no matter which device/client the customer has logged in).	e.g. 14381291247876439927
s.prop28, s.eVar28	Timestamp. It is the current Unix timestamp.	e.g. 1506697002
s.prop30, s.eVar30	Adobe marketing Cloud visitor ID. (MID) You can use this method to the get value of mid: visitor.getMarketingCloudVisitorID()	e.g. 41818987870439170290268078996379955307
s.prop31, s.eVar31	Client software Version. Describes the current release software version.	No example.

```
// Page tracking example

<script language="JavaScript" type="text/javascript">
    s.pageName="webapp/photos/timeline/photo";
    s.channel="online";
    s.prop1=s.eVar1="en";
    s.prop2=s.eVar2="20170920";
    s.prop3=s.eVar3="web app";
    s.prop4=s.eVar4="MacIntel";
    s.prop6=s.eVar6="photos";
    s.prop7=s.eVar7="photos/timeline/photo";
    s.prop15="webapp/photos/timeline/photo";
    s.prop20=s.eVar20="14381291247876439927";
    s.prop28=s.eVar28="1506697002";
    s.prop30=s.eVar30="41818987870439170290268078996379955307";
    s.prop31=s.eVar31="xxxxx";
    var s_code=s.t();if(s_code)document.write(s_code);
</script>
</body>
```

2.3. Adobe Analytics event tracking

Events are completed visitor actions on the web site. Fire below code for tracking a specific event on the action completion.

```
var s=s_gi("##INSERT-RSID-VALUE-HERE##");
s.visitorID = "##INSERT-UID-VALUE-HERE##";
visitor.setCustomerIDs({
  "uid":{
    "id":"##INSERT-UID-VALUE-HERE##",
    "authState":Visitor.AuthState.##INSERT-AUTHENTICATED-STATUS-HERE##
  }
});
s.prop13="##INSERT-ERROR-MESSAGE-VALUE-HERE##";
s.prop15="##INSERT-NAVIGATION-PATH-VALUE-HERE##";
s.eVar5="##INSERT-ACTION-PAGE-NAME-VALUE-HERE##";
s.eVar18="##INSERT-ACTION-NAME-VALUE-HERE##";
s.eVar19="##INSERT-ACTION-POSITION-VALUE-HERE##";
s.eVar9="##INSERT-FILE-TYPE-VALUE-HERE##";
s.eVar27="##INSERT-FILE-SIZE-VALUE-HERE##";
s.linkTrackVars="##INSERT-LINK-TRACK-VARS-VALUE-HERE##";
s.tl(this, 'o', '##INSERT-NAVIGATION-PATH-VALUE-HERE##');
```

Please note:

- All page tracking additional variables e.g. *s.prop1*, *s.eVar1*, *s.prop20*, *s.eVar20*, etc should be fired for each event tracking too. Exceptions: *s.prop15* this variable's value will be reset for each event tracking.
- The *s.visitorID* and *visitor.setCustomerIDs* definition can be found in 2.1.1.3 *Set Customer ID and set user identifier for cross device tracking*
- To improve the tracking accuracy, please fire event tracking on action completion. e.g. when the upload is completed, not directly on click of the upload button.
- Each event tracking request costs money, please think through what actions worth tracking. Action such as "Cancel" can be skipped. If unsure, please contact Mario.Brolle@swisscom.com to know if the action is worth tracking.

Table 5: Event tracking variable definition.

Variable	Description	Value
RSID	Report Suite ID It indicates to where the data should be sent.	Dev: swisscommydatadev Production: swisscommydata
s.eVar18	Action name. If the button / Link that related to the occurred action has a name, please use the English name of the Button/Link. Otherwise please	e.g. Go to all photos e.g. Edit photo overwrite e.g. Edit photo e.g. Download

	<p>use a reasonable name to describe the occurred action.</p> <p>Note: Action name can only be set in <u>English</u>, and it is independent from the UI language. Use lowercase.</p>	e.g. favourite
s.eVar19	<p>Action position. It describes what action occurred on which page.</p> <p>Value structure: State Name + “ : ” + Occurred Action name</p> <p>Action name definition: Please see the value of s.eVar18.</p>	<p>e.g. webapp/home : Go to all photos</p> <p>e.g. webapp/photos/timeline/photo : Edit photo</p>
s.prop15	<p>Navigation path.</p> <p>Value structure: “a:” + Occurred Action Name</p> <p>Note: Replace the empty space in action name with “-” . Use lowercase.</p>	<p>e.g. a:logged-out</p> <p>e.g. a:file-download</p>
s.eVar5	Action Page name. Duplicate the current page Name.	<p>e.g. webapp/photos/albums/overview</p> <p>e.g. webapp/files/photo</p>
<p>s.eVar9</p> <p>Note: optional, set it only when this info is available.</p>	File type. Describes what file type related to the action.	Choose one or multiple values, separate by “,” : photo, file, video
<p>s.prop13</p> <p>Note: optional, set it only when an error occurs.</p>	Error message. Describes the occurred error. Value start with “Error:”	<p>e.g. Error: image/jpeg not uploaded</p> <p>/ Domain : photos</p>
<p>s.eVar27</p> <p>Note: optional, set</p>	Action impact. If the action impacts selected or all photos/files.	Choose one: selective, all

it only when this info is available.		
s.linkTrackVars	<p>List of the tracking variables should be sent to Adobe.</p> <p>Note: List only the variable names that are in used for the current event tracking.</p>	<p>e.g.</p> <p>channel,prop1,eVar1,prop2,eVar2,prop3,eVar3,prop4,eVar4,prop6,eVar6,prop7,eVar7,prop20,eVar20,prop28,eVar28,prop30,eVar30,prop31,eVar31,prop15,eVar5,eVar18,eVar19,eVar9,eVar27</p> <p>e.g.channel,prop1,eVar1,prop2,eVar2,prop3,eVar3,prop4,eVar4,prop6,eVar6,prop7,eVar7,prop20,eVar20,prop28,eVar28,prop30,eVar30,prop31,eVar31,prop15,eVar5,eVar18,eVar19,eVar9,eVar27,prop15,eVar5,eVar18,eVar19,prop13</p>

```
// Action tracking example for file download

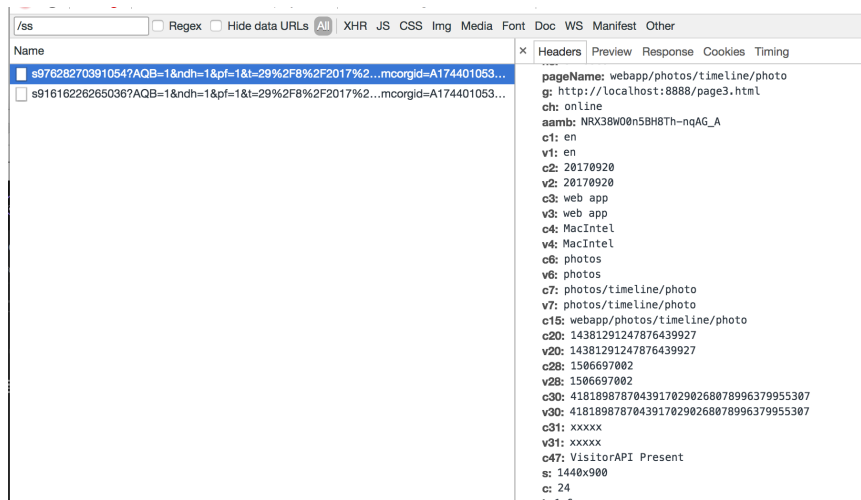
var s=s_gi("swisscommydatadev");
s.visitorID = "14381291247876439927"; visitor.setCustomerIDs({
  "uid":{
    "id":"14381291247876439927", "authState":Visitor.AuthState.AUTHENTICATED
  }
});
s.channel="online";
s.prop1=s.eVar1="en";
s.prop2=s.eVar2="20170920";
s.prop3=s.eVar3="web app";
s.prop4=s.eVar4="MacIntel";
s.prop6=s.eVar6="files";
s.prop7=s.eVar7="files";
s.prop15="a:download";
s.eVar5="webapp/files";
s.eVar18="Download";
s.eVar19="webapp/files : Download";
s.eVar9="file";
s.eVar27="selective";
s.prop20=s.eVar20="14381291247876439927";
s.prop28=s.eVar28="1506697002";
s.prop30=s.eVar30="41818987870439170290268078996379955307";
s.prop31=s.eVar31="xxxxx";
s.linkTrackVars="channel,prop1,eVar1,prop2,eVar2,prop3,eVar3,prop4,eVar4,prop6,eVar6,
prop7,eVar7,prop20,eVar20,prop28,eVar28,prop30,eVar30,prop31,eVar31,prop15,eVar5,eVar
18,eVar19,eVar9,eVar27";
s.tl(this,'o','a:download');
```

2.4. Verify Adobe Analytics tracking implementation

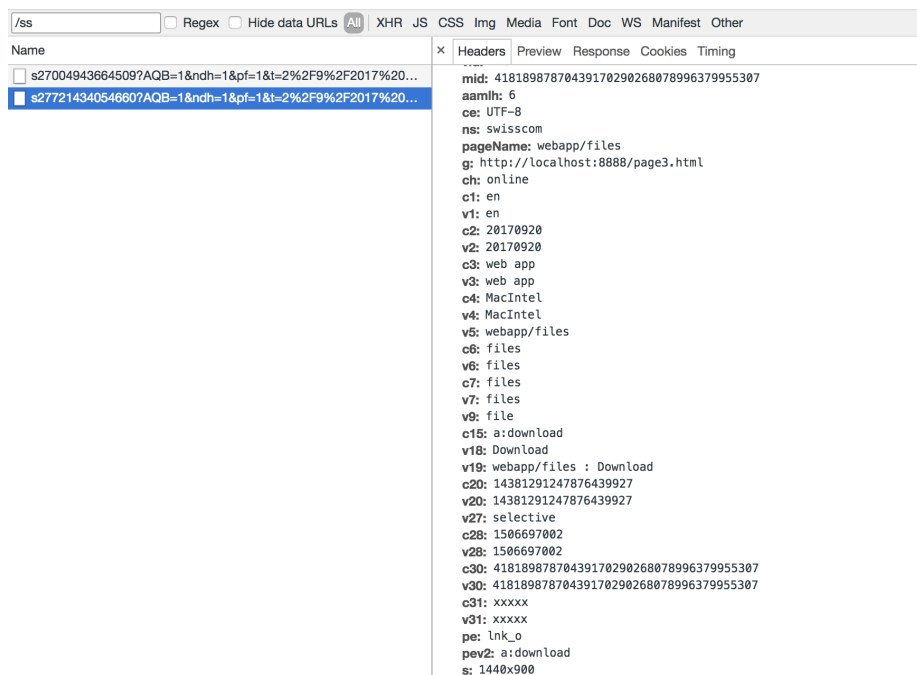
On load of any myCloud web page or when a tracked action occurs, you should be able to see a request (similar to below screenshots) with correct values assigned is sent to Adobe.

Please note: In the tracking requests, $cX=s.propX$ and $vX=s.eVarX$.

Request example for page tracking



Request example for event tracking



3. TECHNICAL IMPLEMENTATION FOR MOBILE APPS

Written by: Yulu Bao

The full integration steps are listed below:

Step1: Adobe Analytics integration

Step2: State tracking

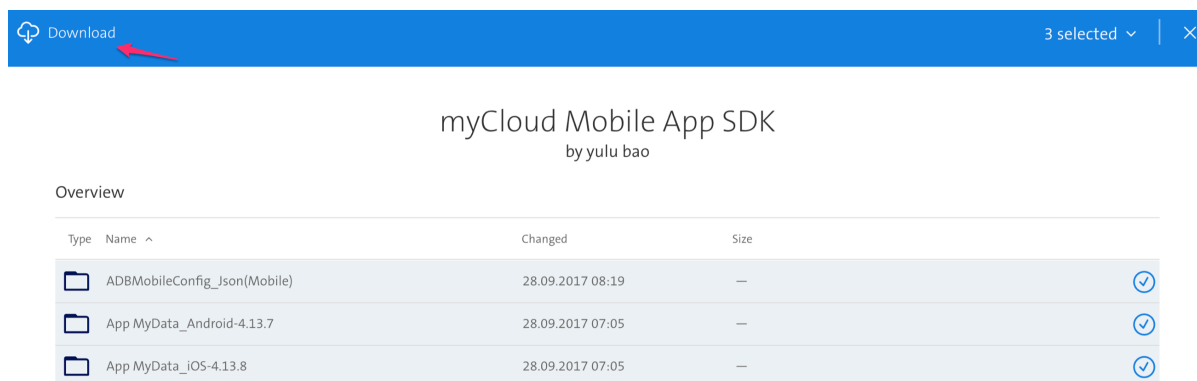
Step3: Event tracking

Download the needed App SDKs and ADBMobileConfig files here:

<https://www.mycloud.ch/s/S0043411949727787F4176BD60E8DBE2C0ED575E5EFE9CAF290D8502823810BC>

Please note:

Download the SDK and config files individually may cause an issue, please download the whole folder all at once by pressing the red marked download button.



Type	Name ^	Changed	Size
Folder	ADBMobileConfig_json(Mobile)	28.09.2017 08:19	—
Folder	App MyData_Android-4.13.7	28.09.2017 07:05	—
Folder	App MyData_IOS-4.13.8	28.09.2017 07:05	—

3.1. Adobe Analytics integration

3.1.1 Update to the latest SDK and implement lifecycle metrics

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/dev_qs.html

IOS: https://marketing.adobe.com/resources/help/en_US/mobile/ios/dev_qs.html

3.1.2 Marketing Cloud ID Service integration

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/mcvid.html

IOS: https://marketing.adobe.com/resources/help/en_US/mobile/ios/mcvid.html

3.1.3 Set visitor identifier within marketing cloud ID service

Implementation details:

Android (Use method : syncIdentifiers)

https://marketing.adobe.com/resources/help/en_US/mobile/android/mc_methods.html

IOS: (Use method: visitorSyncIdentifiers:authenticationState)

https://marketing.adobe.com/resources/help/en_US/mobile/ios/mc_methods.html

Android example:

```
Map<String, String> identifiers = new HashMap<String, String>();
identifiers.put("uid", "##INSERT_VALUE_OF_UID##");
Visitor.syncIdentifiers(identifiers,
VisitorID.VisitorIDAuthenticationState.VISITOR_ID_AUTHENTICATION_STATE_AUTHENTICATED);
```

IOS example:

```
[ADBMobile visitorSyncIdentifiers:@{@"uid":@" ##INSERT_VALUE_OF_UID##"}
authenticationState:ADBMobileVisitorAuthenticationStateAuthenticated];
```

Please ensure:

- The UID (The unique Customer ID, each registered customer has its own unique hashed customer ID, this ID stays the same no matter which device/client the customer has logged in) should be assigned when the UID is available. UID is already implemented for all myCloud clients, and the same UID should be fetched and use for the new Apps too. Contact philipp@monostream.com if there is an issue to retrieve UID.
- Do synchronize the provided identifier type and value to the Visitor ID service

3.1.4 Set user identifier for cross device tracking

To be able to track the same customer across different devices, fire below code for every state tracking and action tracking call when UID is available. The definition of UID can be found in 3.1.3 Set visitor identifier within marketing cloud ID service.

Android:

setUserIdentifier	<p>Sets the user identifier to identifier.</p> <p>Syntax:</p> <ol style="list-style-type: none"> 1. <code>public static void setUserIdentifier(String identifier);</code> <p>Example:</p> <ol style="list-style-type: none"> 1. <code>Config.setUserIdentifier("##INSERT_VALUE_OF_UID##");</code>
-------------------	---

IOS:

setUserIdentifier:	<p>Sets the user identifier to identifier.</p> <p>Syntax:</p> <ol style="list-style-type: none"> 1. <code>+ (void) setUserIdentifier:(NSString *)identifier;</code> <p>Example:</p> <ol style="list-style-type: none"> 1. <code>[ADBMobile setUserIdentifier:@"##INSERT_VALUE_OF_UID##"];</code>
--------------------	--

Verify your implementation:

For all Adobe state tracking / event tracking requests when UID is set, each request should contain this parameter "vid" = the value of the UID.

3.1.5 Add App acquisition link tracking configuration

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/acquisition.html

IOS: https://marketing.adobe.com/resources/help/en_US/mobile/ios/acquisition.html

Please note:

The ADBMobileConfig.json can be find within the same shared folder *myCloud Mobile App SDK* on mycloud.ch where you download the SDKs.

3.2. Adobe Analytics state tracking

For each app view, please implement the state tracking. The state tracking should be fired on load of an app view.

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/states.html

IOS: https://marketing.adobe.com/resources/help/en_US/mobile/ios/states.html

The state tracking should be fired again on returning to previous app view. It means if user goes from photos tab to the setting tab and going back to the photos tab again, the state tracking should be fired twice for on load of the photos tab view.

3.2.1 State Name naming convention

State name represent the hierarchy path of the current App view. Please follow below naming convention to create the unique State Name (Tracking ID) of each App view.

Page Name = “mobileapp/” + ##INSERT-SECTION-NAME## + “/” + ##INSERT-APP-VIEW-NAMES##

Table 1: State Name definition

Variable	Description	Value
Section name	Main service components that contain many sub app views.	Choose one: onboarding, photos, albums, files, settings, home (not available yet)
App view names	<p>Use one or multiple app view names, separate by “/” to represents the hierarchy path of the current view.</p> <p>App view name definition: Each App view should have a unique app view name, which can be used for tracking purpose. If an overlay contains more than half of the screen, it should be considered as an app view too and should be given a unique app view name.</p>	<p>e.g. folder/photo</p> <p>e.g. album/photo</p> <p>e.g. automatic-backup</p>

Please note:

- Reset on changing of the section name.
- State Name should be set in English only, and it is independent from the UI languages.
- Separate the stateName with “/”. Use “-” for space.

- Use lower case.
- Same app view can have different State Names due to it has been opened via different paths.
Please see below examples for photo detail view (State Names that ends with “/photo”).

Examples:

mobileapp/photos
 mobileapp/albums
 mobileapp/files
 mobileapp/settings
 mobileapp/photos/photo
 mobileapp/files/folder/photo
 mobileapp/albums/album/photo
 mobileapp/settings/trash
 mobileapp/settings/automatic-backup

3.2.2 Additional data definition

Please read below table carefully to know what additional data should be sending along with each state tracking.

Table 2: Additional data definition.

Variable	Description	Value
mycloud.m.language	The language of UI.	Choose one: de , fr , it , en
mycloud.m.tracking_release_date	The production release date of the current tracking version.	e.g. 20170920
mycloud.m.device	The type of the client.	Fixed value: mobile app
mycloud.m.version	App software version. Value structure: “native ios:” + current app software version “native android:” + current app software version	e.g. native ios:xxxxxxx e.g. native android:xxxxxxx
mycloud.m.platform	The platform that runs the client.	e.g. ios e.g. android
mycloud.m.section	Site section.	Choose one: onboarding, photos, albums, files, settings, home
mycloud.m.subsection	Subsection. Use the current State	e.g. albums/album/photo

	Name but remove the prefix "mobileapp/" .	e.g. photos/albums e.g. settings/trash
mycloud.m.path	Navigation path. It is for the flow report. Assign the current State Name.	e.g. mobileapp/photos/photo e.g. mobileapp/files/folder/photo
mycloud.m.userhash	The unique hashed customer ID. The ID stays the same no matter on which device the user has logged in.	e.g. 9053900826334410000
mycloud.m.timestamp	The current Unix timestamp.	e.g. 1504858577
mycloud.m.mid	Marketing cloud id service. Android: (Use method <i>getMarketingCloudId</i> to get the value) https://marketing.adobe.com/resources/help/en_US/mobile/android/mc_methods.html IOS: (Use method <i>visitorMarketingCloudID</i> to get the value) https://marketing.adobe.com/resources/help/en_US/mobile/ios/mc_methods.html	e.g. 41818987870439170290268078996 379955307

3.3. Adobe Analytics event tracking

Event tracking is used for tracking specific actions when the action is completed.

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/actions.html

IOS: https://marketing.adobe.com/resources/help/en_US/mobile/ios/actions.html

Please note:

- All state tracking additional data e.g. *mycloud.m.section*, e.g. *mycloud.m.userhash*, etc should be fired for each event tracking too. Exception: *mycloud.m.path*, this value will be reset for each event tracking.
- To improve the tracking accuracy, please fire event tracking on action completion. e.g. when the upload is completed, not directly on click of the upload button.
- Each event tracking request costs money, please think through what actions worth tracking. Action such as “Cancel” can be skipped. If unsure, please contact Mario.Brolle@swisscom.com to know if the action is worth tracking.

Please read below table carefully to know what Action name and additional data should be sent for each event tracking.

Table 3: Action Name and Additional data definition.

Variable	Description	Value
Action Name	Action name. If the button / Link that related to the occurred action has a name, please use the English name of the Button/Link. Otherwise please use a reasonable name to describe the occurred action. Note: Action name can only be set in <u>English</u> , and it is independent from the UI language.	e.g. Create new album e.g. Remove from album e.g. Move to trash e.g. Hide e.g. Upload e.g. Add to favorite
mycloud.m.path	Navigation path. Value structure: “a:” + Occurred Action Name Note: Replace the empty space in action name with “-”. Use lowercase.	e.g. a:create-new-album e.g. a:remove-from-album
mycloud.m.action_position	Action position. It describes what action occurred on which app view.	e.g. mobileapp/albums/album /photo : Add to favorite

	Value structure: State Name + “ : ” + Occurred Action name	e.g. mobileapp/albums : Create new album
mycloud.m.action_state	State view. Duplicate the current State Name.	e.g. mobileapp/albums/album /photo e.g. mobileapp/settings/trash
mycloud.m.error_message Note: optional, set it only when an error occurs.	Error message. Describes the occurred error. Value start with “Error:”	e.g. Error: image/jpeg not uploaded / Domain : photos
mycloud.m.file_type Note: optional, set it only when this info is available.	File type. Describes what file type related to the action.	Choose one or multiple values, separate by “,” : photo, file, video
mycloud.m.action_impacts Note: optional, set it only when this info is available.	Action impact. If the action impacts selected or all photos/files.	Choose one: selective, all

3.4. Verify Adobe Analytics tracking implementation

Once the tracking implementation is done, please load a few states and events to ensure the correct State name, State tracking additional data, Action Name and Event tracking additional data are sent to Adobe via requests.

Please do inform Mario.Brolle@swisscom.com when the implementation is done in the Dev environment and check with him if a tracking quality check from webalyse is needed before the production release.

4. TECHNICAL IMPLEMENTATION FOR TV APP

Written by: Khaled Marhoum, Yulu Bao

The full integration steps are listed below:

Step1: Adobe Analytics integration

Step2: State tracking

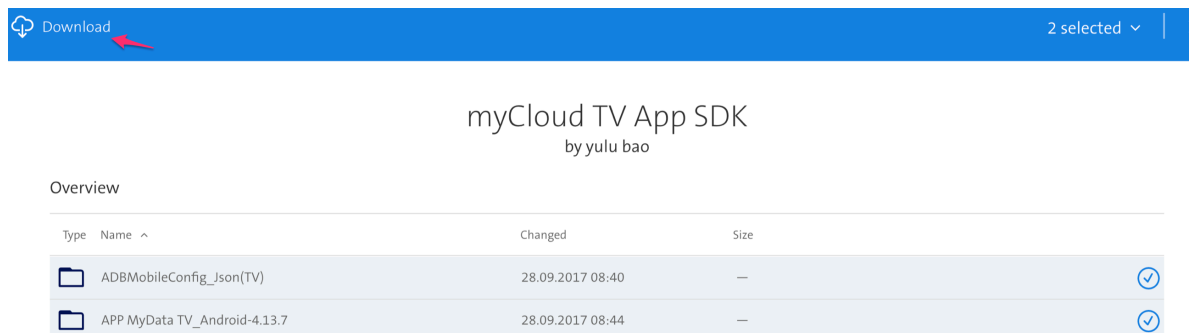
Step3: Event tracking

Download the needed App SDKs and ADBMobileConfig files here:

<https://www.mycloud.ch/s/S004A27B6BAA3F85AB6C2F06D408FA780FDB9DCCA58521D17A050DC51EA8BE06>

Please note:

Download the SDK and config files individually may cause an issue, please download the whole folder all at once by pressing the red marked download button.



Type	Name ^	Changed	Size	
Folder	ADBMobileConfig_Json(TV)	28.09.2017 08:40	—	✓
Folder	APP MyData TV_Android-4.13.7	28.09.2017 08:44	—	✓

4.1. Adobe Analytics integration

4.1.1 Update to the latest SDK and implement lifecycle metrics

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/dev_qs.html

4.1.2 Marketing Cloud ID Service integration

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/mcvid.html

4.1.3 Set visitor identifier within marketing cloud ID service

Implementation details:

Android (Use method : syncIdentifiers)

https://marketing.adobe.com/resources/help/en_US/mobile/android/mc_methods.html

Android example:

```
Map<String, String> identifiers = new HashMap<String, String>();
identifiers.put("uid", "##INSERT_VALUE_OF_UID##");
Visitor.syncIdentifiers(identifiers,
VisitorID.VisitorIDAuthenticationState.VISITOR_ID_AUTHENTICATION_STATE_AUTHENTICATED);
```

Please ensure:

- The UID (The unique Customer ID, each registered customer has its own unique hashed customer ID, this ID stays the same no matter which device/client the customer has logged in) should be assigned when the UID is available. UID is already implemented for all myCloud clients, and the same UID should be fetched and use for the new Apps too. Contact philipp@monostream.com if there is an issue to retrieve UID.
- Do synchronize the provided identifier type and value to the Visitor ID service

4.1.4 Set user identifier for cross device tracking

To be able to track the same customer across different devices, fire below code for every state tracking and action tracking call when UID is available. The definition of UID can be found in 3.1.3 Set visitor identifier within marketing cloud ID service.

Android:

setUserIdentifier	<p>Sets the user identifier to identifier.</p> <p>Syntax:</p> <pre>2. public static void setUserIdentifer(String identifier);</pre> <p>Example:</p> <pre>2. Config.setUserIdentifier("##INSERT_VALUE_OF_UID##");</pre>
-------------------	--

Verify your implementation:

For all Adobe state tracking / event tracking requests when UID is set, each request should contain this parameter
"vid" = the value of the UID.

4.2. Adobe Analytics state tracking

For each app view, please implement the state tracking. The state tracking should be fired on load of an app view.

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/states.html

The state tracking should be fired again on returning to previous app view. It means if user goes from photos tab to the setting tab and going back to the photos tab again, the state tracking should be fired twice for on load of the photos tab view.

4.2.1 State Name naming convention

State name represent the hierarchy path of the current App view. Please follow below naming convention to create the unique State Name (Tracking ID) of each App view.

State Name = “tvapp/” + ##INSERT-SECTION-NAME## + “/” + ##INSERT-APP-VIEW-NAMES##

Table 1: State Name definition

Variable	Description	Value
Section name	Main service components that contain many sub app views.	Choose one: photos, albums, files, shared, radio
App view names	<p>Use one or multiple app view names, separate by “/” to represents the hierarchy path of the current view.</p> <p>App view name definition: Each App view should have a unique app view name, which can be used for tracking purpose. If an overlay contains more than half of the screen, it should be considered as an app view too and should be given a unique app view name.</p>	<p>e.g. timeline/photo e.g. albums/favourites e.g. themes/album/photo</p>

Please note:

- Reset on changing of the section name.
- State Name should be set in English only, and it is independent from the UI languages.
- Separate the stateName with “/”. Use “-” for space.
- Use lower case.

- Same app view can have different State Names due to it has been opened via different paths.

Examples:

tvapp/photos/timeline
 tvapp/photos/timeline/photo
 tvapp/photos/timeline/video
 tvapp/photos/albums/favourites
 tvapp/files
 tvapp/files/file
 tvapp/radio
 tvapp/photos/albums/themes/album/photo
 tvapp/photos/albums/recent-uploads/video
 tvapp/photos/albums/themes/album/photo
 tvapp/photos/shared/photos/album/photo

4.2.2 Additional data definition

Please read below table carefully to know what additional data should be sending along with each state tracking.

Table 2: Additional data definition.

Variable	Description	Value
mycloud_tvapp.v2.channel	Channel information	Fixed value: online
mycloud_tvapp.v2.language	The language of UI.	Choose one: de , fr , it , en
mycloud_tvapp.v2.tracking_release_date	The production release date of the current tracking version.	e.g. 20170920
mycloud_tvapp.v2.device	The type of the client.	Fixed value: tv app
mycloud_tvapp.v2.version	App software version. Value structure: “native android:” + current app software version	e.g. native ios:xxxxxxx
mycloud_tvapp.v2.platform	The platform that runs the client.	Choose one: Google Play, Swisscom TV Box, Swisscom TV UHD Box
mycloud_tvapp.v2.section	Site section.	Choose one: - “photos” : for Timeline - “albums” : for Albums section - “files” : for Files section

		<ul style="list-style-type: none"> - “shared” : for Shared section - “radio” for Radio sections
mycloud_tvapp.v2.subsection	<p>Subsection. Current stateName.replace(“tvapp/” , ” ”);</p> <p>Example: if the current stateName is “tvapp/photos/timeline” , then the subsection value for this state should be “photos/timeline” .</p>	<p>e.g. photos/albums/videos</p> <p>e.g. photos/timeline/photo</p> <p>e.g. photos/albums/themes/album/video</p>
mycloud_tvapp.v2.path	Navigation path. It is for the flow report. Assign the current State Name.	<p>e.g. tvapp/photos/timeline</p> <p>e.g. tvapp/photos/albums/videos</p>
mycloud_tvapp.v2.uid	The unique hashed customer ID. The ID stays the same no matter on which device the user has logged in.	e.g. 9053900826334410000
mycloud_tvapp.v2.timestamp	The current Unix timestamp.	e.g. 1504858577
mycloud_tvapp.v2.mid	<p>Marketing cloud id service.</p> <p>Android: (Use method <i>getMarketingCloudId</i> to get the value)</p> <p>https://marketing.adobe.com/resources/help/en_US/mobile/android/mc_methods.html</p>	<p>e.g.</p> <p>41818987870439170290268078996379955307</p>

4.3. Adobe Analytics event tracking

Event tracking is used for tracking specific actions when the action is completed.

Implementation details:

Android: https://marketing.adobe.com/resources/help/en_US/mobile/android/actions.html

Please note:

- All state tracking additional data *e.g mycloud_tvapp.v2.section, e.g. mycloud_tvapp.v2.uid, etc* should be fired for each event tracking too. Exception: *mycloud_tvapp.v2.path*, this value will be reset for each event tracking.
- To improve the tracking accuracy, please fire event tracking on action completion. e.g. when the upload is completed, not directly on click of the upload button.
- Each event tracking request costs money, please think through what actions worth tracking. Action such as “Cancel” can be skipped. If unsure, please contact Mario.Brolle@swisscom.com to know if the action is worth tracking.

Please read below table carefully to know what Action name and additional data should be sent for each event tracking.

Table 3: Action Name and Additional data definition.

Variable	Description	Value
Action Name	<p>Action name. If the button / Link that related to the occurred action has a name, please use the English name of the Button/Link. Otherwise please use a reasonable name to describe the occurred action.</p> <p>Note: Action name can only be set in <u>English</u>, and it is independent from the UI language.</p>	<p>e.g. Logout e.g. Presentation e.g. Error e.g. Image details clicked e.g. Radio start e.g. Radio stop e.g. No Radio e.g. Show all</p>
mycloud_tvapp.v2.path	<p>Navigation path.</p> <p>Value structure:</p> <p>“a:” + Occurred Action Name</p> <p>Note: Replace the empty space in action name with “-”. Use</p>	<p>e.g. a:presentation e.g. a:logout e.g. a:radio-start</p>

	lowercase.	
mycloud_tvapp.v2.actionPosition	<p>Action position. It describes what action occurred on which app view.</p> <p>Value structure: State Name + “ : ” + Occurred Action name</p>	<p>e.g. tvapp/radio : Radio start</p> <p>e.g. tvapp/photos/timeline : Image details clicked</p>
mycloud_tvapp.v2.currentStateName	State view. Duplicate the current State Name.	<p>e.g. tvapp/photos/albums/favourites</p> <p>e.g. tvapp/photos/albums/overview/photo</p>
mycloud_tvapp.v2.errorMessage Note: optional, set it only when an error occurs.	Error message. Describes the occurred error. Value start with “Error:”	e.g. Error: image/jpeg can’ t be displayed.
mycloud_tvapp.v2.fileType Note: optional, set it only when this info is available.	File type. Describes what file type related to the action.	<p>e.g. jpeg</p> <p>e.g. pptx</p> <p>e.g. mov</p> <p>e.g. xlsx</p>
mycloud_tvapp.v2.actionImpacts Note: optional, set it only when this info is available.	Action impact. If the action impacts selected or all photos/files.	Choose one: selective, all
mycloud_tvapp.v2.radioStationName Note: optional, set it only for radio related actions: e.g. Radio start, Radio Stop.	Radio station name.	<p>e.g. Radio Swiss Jazz</p> <p>e.g. Musikwelle</p>
mycloud_tvapp.v2.showAllType Note: optional, set it only for action: show all	Show all type. Describe the list ’ s name where action “show all” occurred.	Choose one: Photos, Files

4.4. Verify Adobe Analytics tracking implementation

Once the tracking implementation is done, please load a few states and events to ensure the correct State name, State tracking additional data, Action Name and Event tracking additional data are sent to Adobe via requests.

Please do inform Mario.Brolle@swisscom.com when the implementation is done in the Dev environment and check with him if a tracking quality check from webalyse is needed before the production release.

5. TECHNICAL IMPLEMENTATION FOR LANDING PAGES

Written by: Yulu Bao

The full integration steps are listed below:

Step1: Adobe Analytics and Adobe Target integration

Step2: Page tracking

Step3: event tracking

Download the integration JavaScript files here:

<https://www.mycloud.ch/s/S004C80ECBBBFC37A57A4114CE7FB9088A958C57E15CF095BF596956FB9AC136>

5.1.1 Adobe Analytics integration

5.1.1.1 Add Marketing Cloud ID Service

Include a reference to the VisitorAPI.js file and place it within the <head> tag of the page.

Please ensure:

- Put the VisitorAPI.js file in the top of the <head> section.
- It must be executed before AppMeasurement.js.

Verify your implementation:

https://marketing.adobe.com/resources/help/en_US/mcvid/mcvid-test-verify.html

5.1.1.2 Update and include AppMeasurement.js

Update s_account variable in the AppMeasurement.js and place this file right after the opening <body> tag.

```
var s_account="##INSERT-RSID-HERE##"
```

The following table lists what value should be assigned to s_account.

Variable	Description	Value
RSID	Report Suite ID It indicates to where the data should be sent.	Dev: swisscommmydatadev Production: swisscommmydata

5.1.2 Adobe Target integration

Includes a reference to the mbox.js file in the <head> tag of every page right after the VisitorAPI.js file.

5.2. Adobe Analytics page tracking

For each page, please insert the following page tracking code just before the closing </body> tag:

```
<script language="JavaScript" type="text/javascript">
  s.pageName="##INSERT-PAGE-NAME-VALUE-HERE##";
  s.channel="##INSERT-CHANNEL-VALUE-HERE##";
  s.prop1=s.eVar1="##INSERT-LANGUAGE-VALUE-HERE##";
  s.prop2=s.eVar2="##INSERT-SOFTWARE-VERSION-VALUE-HERE##";
  s.prop3=s.eVar3="## INSERT-CLIENT-INFORMATION-VALUE-HERE ##";
  s.prop4=s.eVar4="##INSERT-PLATFORM-VALUE-HERE##";
  s.prop6=s.eVar6="##INSERT-SECTION-VALUE-HERE##";
  s.prop7=s.eVar7="##INSERT-SUBSECTION-VALUE-HERE##";
  s.prop15="##INSERT-NAVIGATION-PATH-VALUE-HERE##";
  s.prop28=s.eVar28="##INSERT-TIMESTAMP-VALUE-HERE##";
  s.prop30=s.eVar30="##INSERT-MID-VALUE-HERE##";
  s.prop31=s.eVar31="##INSERT-CLIENT-SOFTWARE-VERSION-VALUE-HERE##";
  var s_code=s.t();if(s_code)document.write(s_code);
</script>
</body>
```

Please note:

- The page tracking code should be fired again on returning to previous page. It means if user goes from page A to page B and returning back to page A. In this case the page tracking is fired twice for page A.

5.2.1 Page Name naming convention

Page name represents the hierarchy path of the current page. Please follow below naming convention to create the unique Page Name (Tracking ID) of each page.

Page Name = “other/” + ##INSERT- CAMPAIGN-SITE -NAME## + “/” + ##INSERT-PAGE-VIEW-NAMES##

Table 1: State Name definition

Variable	Description	Value
Campaign site name	The name of the campaign site / landing page..	e.g. transfer e.g. referral2
Page view names	Use one or multiple page view names, separate by “/” to represents the hierarchy path of the current page. Page view name definition:	e.g. upload e.g. tickets e.g. home

	Each page view should have a unique page view name, which can be used for tracking purpose. If an overlay contains more than half of the screen, it should be considered as a page view too and should be given a unique page view name.	
--	--	--

Please note:

- Page name should be set in English only, and it is independent from the UI languages.
- Separate the values with "/". Use "-" for space.
- Use lower case.
- If the same page view can be reached via different path, it should have different page name values.

Examples:

other/transfer/upload
 other/transfer/download
 other/referral2/tickets
 other/referral2/home
 other/referral2/download
 other/landing-page/home

Table 2: Page tracking additional variable definition.

Variable	Description	Value
s.channel	Channel information.	Fixed value: online
s.prop1, s.eVar1	UI Language.	Choose one: en, de, fr, it
s.prop2, s.eVar2	Tracking release version. The production release date of the current tracking implementation.	e.g. 20170920
s.prop3, s.eVar3	Client information.	Fixed value: landing pages
s.prop4, s.eVar4	Platform.	e.g. ios e.g. win32 e.g. iPhone
s.prop6, s.eVar6	Section.	Fixed value: other

s.prop7, s.eVar7	Subsection.	Fixed value: other
s.prop15	Navigation path. Duplicate of the current page name.	e.g. other/transfer/upload e.g. other/referral2/tickets
s.prop28, s.eVar28	Timestamp. It is the current Unix timestamp.	e.g. 1506697002
s.prop30, s.eVar30	Adobe marketing Cloud visitor ID. (MID) You can use this method to the get value of mid: visitor.getMarketingCloudVisitorID()	e.g. 41818987870439170290268078996379955307
s.prop31, s.eVar31	Client software Version. Describes the current release software version.	No example.

```
// Page tracking example

<script language="JavaScript" type="text/javascript">
    s.pageName="other/transfer/upload";
    s.channel="online";
    s.prop1=s.eVar1="en";
    s.prop2=s.eVar2="20170920";
    s.prop3=s.eVar3="landing pages";
    s.prop4=s.eVar4="MacIntel";
    s.prop6=s.eVar6="other";
    s.prop7=s.eVar7="other";
    s.prop15="other/transfer/upload";
    s.prop28=s.eVar28="1506697002";
    s.prop30=s.eVar30="41818987870439170290268078996379955307";
    s.prop31=s.eVar31="xxxxx";
    var s_code=s.t();if(s_code)document.write(s_code);
</script>
</body>
```

5.3. Adobe Analytics event tracking

Events are completed visitor actions on the web site. Fire below code for tracking a specific event on the action completion.

```
var s=s_gi("##INSERT-RSID-VALUE-HERE##");
s.prop13="##INSERT-ERROR-MESSAGE-VALUE-HERE##";
s.prop15="##INSERT-NAVIGATION-PATH-VALUE-HERE##";
s.eVar5="##INSERT-ACTION-PAGE-NAME-VALUE-HERE##";
s.eVar18="##INSERT-ACTION-NAME-VALUE-HERE##";
s.eVar19="##INSERT-ACTION-POSITION-VALUE-HERE##";
s.eVar9="##INSERT-FILE-TYPE-VALUE-HERE##";
s.eVar27="##INSERT-FILE-SIZE-VALUE-HERE##";
s.linkTrackVars="##INSERT-LINK-TRACK-VARS-VALUE-HERE##";
s.tl(this,'o','##INSERT-NAVIGATION-PATH-VALUE-HERE##');
```

Please note:

- All page tracking additional variables e.g. *s.prop1*, *s.eVar1*, *s.prop2*, *s.eVar2*, etc should be fired for each event tracking too. Exceptions: *s.prop15* this variable's value will be reset for each event tracking.
- To improve the tracking accuracy, please fire event tracking on action completion. e.g. when the upload is completed, not directly on click of the upload button.
- Each event tracking request costs money, please think through what actions worth tracking. Action such as "Cancel" can be skipped. If unsure, please contact Mario.Brolle@swisscom.com to know if the action is worth tracking.

Table 3: Event tracking variable definition.

Variable	Description	Value
RSID	Report Suite ID It indicates to where the data should be sent.	Dev: swisscommydatadev Production: swisscommydata
s.eVar18	Action name. If the button / Link that related to the occurred action has a name, please use the English name of the Button/Link. Otherwise please use a reasonable name to describe the occurred action. Note: Action name can only be set in <u>English</u> , and it is independent from the UI language. Use lowercase.	e.g. Download e.g. Captcha passed e.g. Retry e.g. Facebook share

s.eVar19	<p>Action position. It describes what action occurred on which page.</p> <p><i>Case 1: 1 button for 1 action</i></p> <p>Value structure: State Name + “ : ” + Occurred Action name</p> <p>Use this case when on the page, only 1 button or link that is related to current action.</p> <p><i>Case 2: Multiple buttons for 1 action</i></p> <p>Value structure: State Name + “ : ” + Button position + “ : ” + Occurred Action name</p> <p>Use this case when on the page, multiple buttons / Links can cause the current action, then in tracking we would like to be able to distinguish those buttons and to know exactly which button has caused the current action.</p> <p>Action name definition: Please check the value of s.eVar18.</p> <p>Button position definition: Basically you need to describe where the button is located on the page, whether is on the sticky bar, on the menu or on the footer...etc. Use lowercase.</p>	<p>Case 1: e.g. other/referral2/home : Facebook share e.g. other/transfer/upload : Download</p> <p>Case 2: e.g. other/landing-page/home: top sticky bar : Login e.g. other/landing-page/home: landing section : Login</p>
s.prop15	<p>Navigation path.</p> <p>Value structure: “a:” + Occurred Action Name</p> <p>Note: Replace the empty space in action name with “-”. Use</p>	<p>e.g. a:facebook-share e.g. a:captcha-passed e.g. a:download</p>

	lowercase.	
s.eVar5	Action Page name. Duplicate the current page Name.	e.g. other/transfer/upload e.g. other/transfer/download e.g. other/referral2/tickets
s.eVar9 Note: optional, set it only when this info is available.	File type. Describes what file type related to the action.	Choose one or multiple values, separate by “,” : photo, file, video
s.prop13 Note: optional, set it only when an error occurs.	Error message. Describes the occurred error. Value start with “Error:”	e.g. Error: image/jpeg not uploaded / Domain : photos
s.eVar27 Note: optional, set it only when this info is available.	Action impact. If the action impacts selected or all photos/files.	Choose one: selective, all
s.linkTrackVars	List of the tracking variables should be sent to Adobe. Note: List only the variable names that are in used for the current event tracking.	e.g. channel,prop1,eVar1,prop2,eVar2,prop3,eVar3,prop4,eVar4,prop6,eVar6,prop7,eVar7,prop28,eVar28,prop30,eVar30,prop31,eVar31,prop15,eVar5,eVar18,eVar19,eVar9,eVar27 e.g.channel,prop1,eVar1,prop2,eVar2,prop3,eVar3,prop4,eVar4,prop6,eVar6,prop7,eVar7,prop28,eVar28,prop30,eVar30,prop31,eVar31,prop15,eVar5,eVar18,eVar19,eVar9,eVar27,prop15, eVar5, eVar18, eVar19, prop13

```
// Action tracking example for uploading by drag&drop for transfer

var s=s_gi("swisscommydatadev");
s.channel="online";
s.prop1=s.eVar1="en";
s.prop2=s.eVar2="20170920";
s.prop3=s.eVar3="web app";
s.prop4=s.eVar4="MacIntel";
s.prop6=s.eVar6="other";
s.prop7=s.eVar7="other";
s.prop15="a:upload-by-drag-and-drop";
s.eVar5="other/transfer/upload";
s.eVar18="Upload by drag and drop";
s.eVar19="other/transfer/upload : Upload by drag and drop";
s.eVar9="file";
s.prop28=s.eVar28="1506697002";
s.prop30=s.eVar30="41818987870439170290268078996379955307";
s.prop31=s.eVar31="xxxxx";
s.linkTrackVars="channel,prop1,eVar1,prop2,eVar2,prop3,eVar3,prop4,eVar4,prop
6,eVar6,prop7,eVar7,prop28,eVar28,prop30,eVar30,prop31,eVar31,prop15,eVar5,eV
ar18,eVar19,eVar9,eVar27";
s.tl(this,'o','a:upload-by-drag-and-drop');
```

5.4. Verify Adobe Analytics tracking implementation

On load of any myCloud landing page or when a tracked action occurs, you should be able to see a request (similar to below screenshots) with correct values assigned is sent to Adobe.

Please note: In the tracking requests, cX=s.propX and vX=s.eVarX.

Request example for page tracking

/ss	<input type="checkbox"/> Regexp <input type="checkbox"/> Hide data URLs All XHR JS CSS Img Media Font Doc WS Manifest Other
Name	x Headers Preview Response Cookies Timing
s71443170687360?AQB=1&ndh=1&pf=1&t=4%2F9%2F2017%20...	<pre> sdid: 0F139D64EE5C7F11-40362A21070ABCBF mid: 41818987870439170290268078996379955307 aamlh: 6 ce: UTF-8 ns: swisscom pageName: other/transfer/upload g: http://localhost:8888/page3.html ch: online aamb: NRX38W00n5BH8Th-nqAG_A c1: en v1: en c2: 20170920 v2: 20170920 c3: landing pages v3: landing pages c4: MacIntel v4: MacIntel c6: other v6: other c7: other v7: other c15: other/transfer/upload c28: 1506697002 v28: 1506697002 c30: 41818987870439170290268078996379955307 v30: 41818987870439170290268078996379955307 c31: xxxxx v31: xxxxx c47: VisitorAPI Present s: 1440x900 c: 24 </pre>

Request example for event tracking

/ss	<input type="checkbox"/> Regexp <input type="checkbox"/> Hide data URLs All XHR JS CSS Img Media Font Doc WS Manifest Other
Name	x Headers Preview Response Cookies Timing
s71443170687360?AQB=1&ndh=1&pf=1&t=4%2F9%2F2017%20...	ns: swisscom
s78320376732491?AQB=1&ndh=1&pf=1&t=4%2F9%2F2017%20...	<pre> pageName: other/transfer/upload g: http://localhost:8888/page3.html ch: online c1: en v1: en c2: 20170920 v2: 20170920 c3: web app v3: web app c4: MacIntel v4: MacIntel v5: other/transfer/upload c6: other v6: other c7: other v7: other v8: file c15: a:upload-by-drag-and-drop v18: Upload by drag and drop v19: other/transfer/upload : Upload by drag and drop c28: 1506697002 v28: 1506697002 c30: 41818987870439170290268078996379955307 v30: 41818987870439170290268078996379955307 c31: xxxxx v31: xxxxx pe: lnk_o pev2: a:upload-by-drag-and-drop s: 1440x900 c: 24 j: 1.6 </pre>

6. TECHNICAL IMPLEMENTATION FOR SYNC APP

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As a first step, only very basic tracking is implemented. At a future point, more data points and features will be tracked and added to this document respectively.

Overview of Tracking Requirements

- Number of Installations
- Number of Active Users

This technical specification is valid for implementing Adobe Analytics for the myData desktop "Sync Client" only.

Implementation of Tracking Requirements

Introduction and Basic Setup

Even though the Sync Client is built with Electron, which is essentially a web browser, most of the activity happens in the background (without an open window), which Electron has no direct access to. As such, events (activity) need to be captured and sent to Adobe Analytics by the Sync Client's Java backend with the help of the Adobe Measurement Library (Java).

The aforementioned Java library will be provided by the analytics consultant or Swisscom head of analytics. The official library documentation can be found here:

https://marketing.adobe.com/resources/help/en_US/sc/appmeasurement/java/

After the library is implemented and instantiated (see official documentation), a number of basic configuration attributes are set, e.g.:

```

s.account = "swisscommydatadev";
s.visitorID = "9219292708306206148";
s.mobile = false;
s.channel = "sync app";
s.prop1 = "de";
s.eVar1 = "de";
s.prop2 = "1.0.0";
s.eVar2 = "1.0.0";
s.prop3 = "sync app";
s.eVar3 = "sync app";
s.prop15 = "syncapp/login";
s.prop20 = "9219292708306206148";
s.eVar20 = "9219292708306206148";
s.prop31 = "xxxxx";
s.eVar31 = "xxxxx";

```

A description and valid values of above attributes can be found in the following table:

s-Object Attribute	Description	Values
s.account	Sets the Analytics report suite.	Dev: swisscommydatadev Live: swisscommydata
s.visitorID	The “User Hash” that is also used in other clients.	See other clients
s.mobile	Fixed value attribute.	False (Boolean)
s.channel	Fixed value attribute.	sync app
s.prop1	UI Language	Choose one: en, de, fr, it
s.eVar1	UI Language	Choose one: en, de, fr, it
s.prop2	Application version of Sync Client.	Depends on internal versioning

s.eVar2	Application version of Sync Client.	Depends on internal versioning
s.prop3	Fixed value attribute.	sync app
s.eVar3	Fixed value attribute.	sync app
s.prop15	Navigation path. Duplicate of the current page name.	e.g. syncapp/login e.g. syncapp/activity
s.prop20	The “User Hash” that is also used in other clients.	See other clients
s.eVar20	The “User Hash” that is also used in other clients.	See other clients
s.prop31	Client software version. Describes the current release software version.	No example
s.eVar31	Client software version. Describes the current release software version.	No example

Number of Installations

Once the user starts the client and successfully logs in, the following code is executed (can be wrapped in a function or similar), which sends an Analytics request:

```
s.pageName = "syncapp/login";
s.events = null;
s.track();
```

In most cases, the only time the above Analytics request is sent, is after a restart of the computer, since the Sync Client usually runs permanently in the background.

s-Object Attribute	Description	Values
s.pageName	Fixed value attribute	syncapp/login

s.events	Fixed value attribute	Null (literal)
s.track()	Tracking function call, sends Analytics request	-

Number of Active Users

When the Sync Client syncs new or modified files (upload or download), the following code is executed (can be wrapped in a function or similar) - example:

```
s.pageName = "syncapp/activity";
s.events = "event120=5,event121=3";
s.track();
```

The above Analytics request is sent in either case of upload or download to the myData cloud. Any change triggers this Analytics request, be it a new file, changed file or deleted file.

s-Object Attribute	Description	Values
s.pageName	Fixed value attribute	syncapp/login
s.events	Contains events for files uploaded and their total size	Null (literal)
s.track()	Tracking function call, sends Analytics request	Event120=X,event121=X

event120 contains the total number of files synced in this sync-event/-activity, event121 contains the total file size in full megabytes (rounded) of the sync-event/-activity.

Action tracking

Action tracking can be used to track when an specific action occurs, e.g. Open my cloud folder, the following code is executed (can be wrapped in a function or similar) - example:

```
s.eVar5 = "syncapp/activity";
s.eVar18 = "Open myCloud folder";
s.eVar19 = "syncapp/activity : Open myCloud folder";
s.events = null;
s.trackLink("",o,"syncapp/activity : Open myCloud folder");
```

s-Object Attribute	Description	Values
s.eVar5	Duplicated value of current s.pageName	e.g. syncapp/login e.g. syncapp/activity
s.eVar18	Action name. If the button / Link that related to the occurred action has a name, please use the English name of the Button/Link. Otherwise please use a reasonable name to describe the occurred action. Note: Action name can only be set in English, and it is independent from the UI language. Use lowercase.	e.g. Open myCloud folder e.g. Open myCloud.ch file view
s.eVar19	Action position. It describes what action occurred on which page. Value structure: State Name + “ : ” + Occurred Action name . Action name definition: Please see the value of s.eVar18.	e.g. syncapp/activity : Open myCloud folder
s.trackLink()	Tracking function call, sends Analytics link tracking request	("",o,set duplicated value of s.eVar19);