

A technical introduction to website tracking



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Digital Analytics Meetup, Thessaloniki #2

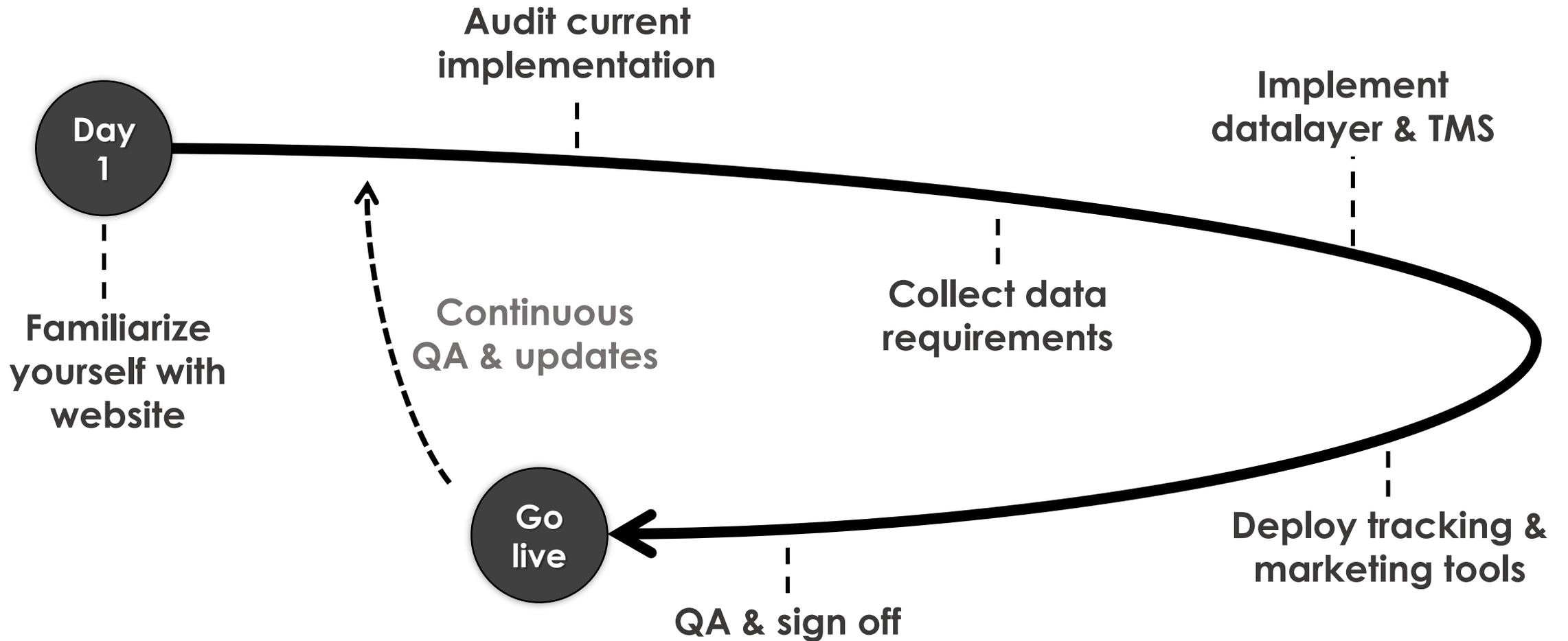
20 Sep 2017



What is website tracking?

- Keep track on website visitors
- Track content consumption
- Measure conversions
- Evaluate campaigns
- Provide personalized content & ads
- Track website issues / bugs

Typical roadmap



Familiarize yourself with website

Create a sitemap of the content

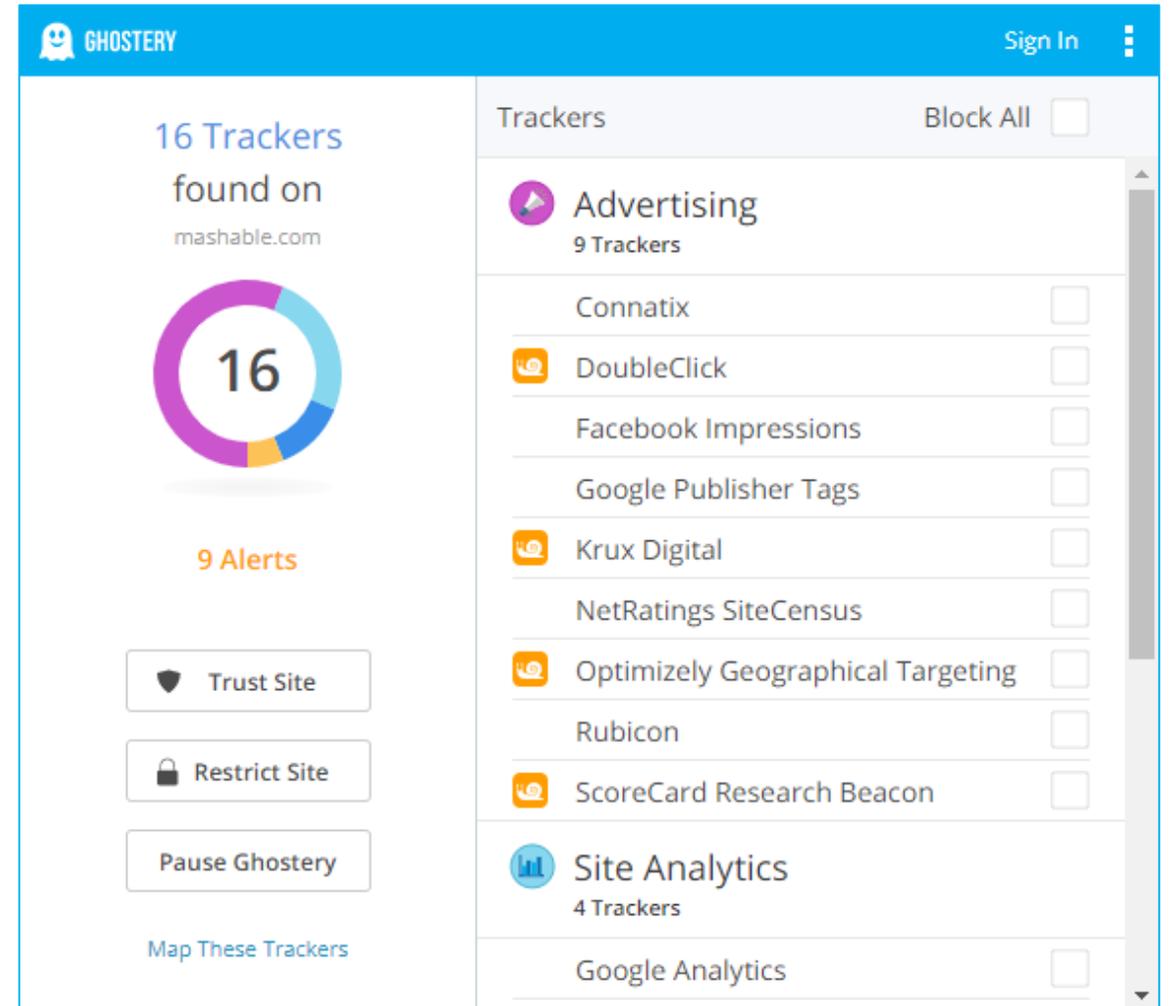
- Identify user journeys
- Identify conversion events
- Look for subdomains
- Use a crawler to get all URLs
- Focus on page templates

	
Home page	Category page
https://www.amazon.de/	https://www.amazon.de/Amazon-Video/

Audit current implementation (1)

Take stock of existing tags

- Get full list of tools (Ghostery, Tag inspector, Charles, Web dev tools)
- Identify type of information captured by each tool
- Look for issues (404 errors, invalid certificates)



The screenshot displays the Ghostery browser extension interface. The top bar is blue with the Ghostery logo and a 'Sign In' button. The main content area is divided into two sections. On the left, a summary card shows '16 Trackers found on mashable.com' with a circular progress indicator containing the number '16' and '9 Alerts' below it. Below this are three buttons: 'Trust Site', 'Restrict Site', and 'Pause Ghostery', along with a link 'Map These Trackers'. On the right, a 'Trackers' list is shown with a 'Block All' checkbox. The list includes 'Advertising' (9 Trackers) and 'Site Analytics' (4 Trackers). Under 'Advertising', the following trackers are listed with checkboxes: Connatix, DoubleClick, Facebook Impressions, Google Publisher Tags, Krux Digital, NetRatings SiteCensus, Optimizely Geographical Targeting, Rubicon, and ScoreCard Research Beacon. Under 'Site Analytics', Google Analytics is listed with a checkbox.

Collect data requirements

Enrich sitemap with data

- Agree on reporting structure
- List of data needed for each page
- Determine source of data and availability
- Agree on data format

		
	Home page	Category page
URL	https://www.amazon.de/	https://www.amazon.de/Amazon-Video/
Template	home	category
Language	de	de
Country	DE	DE
Category name	-	video
Log in status	true or false	true or false
Content version	09-Sep-17	09-Sep-17

Implement datalayer and TMS

Technical guidelines and implementation

- Prepare tracking framework
- Guidelines for Dev team
- Data layer documentation
- Implementation of TMS and datalayer
- Testing

		
	Home page	Category page
URL	https://www.amazon.de/	https://www.amazon.de/Amazon-Video/
data.page.	Page variables	
data.page.template	home	category
data.page.version	09-sep-17	09-sep-17
data.page.language	de	de
data.page.country	DE	DE
data.product.	Product variables	
data.product.category	-	video
data.user.	User variables	
data.user.isLoggedIn	true or false	true or false

Deploy tracking and marketing tools

Setup marketing tools

- Gather tag source code and deployment rules
- Create page rules in TMS
- Implement tags in TMS
- Test implementation / Validate with stakeholders
- Documentation

	Home	PDP	Cart	Checkout	Requester	Notes
Google analytics	X	X	X	X	Panagiotis	All pages
DoubleClick		X		X	Alex	
Criteo		X		X	Alex	
SaleCycle				X	Alex	No cost data
Affiliate window				X	Nikos	Only mobile
LivePerson		X	X	X	Nikos	
Adobe analytics	X	X	X	X	Panagiotis	All pages

QA & Sign off

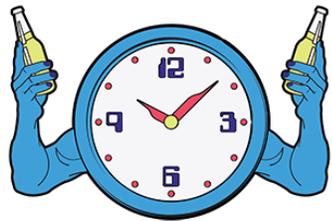
- Stakeholders to sign-off using collected test data
- Marketing team to complete QA process
- Look for critical issues during go-live
- Closely monitor traffic data after go-live
- Compare traffic data (using different tools / previous setup)

Continuous QA & updates

- Keep tracking up-to-date with new website implementations
- Monitor for bugs & inconsistencies
- Adjust according to updated business requirements
- Enrich website tracking with more data
- Automate QA process / Unit testing

Blog of the month

<http://www.analyticshour.io/>



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Michael Helbling

Dir. Analytics, Search Discovery
Atlanta, USA.



Tim Wilson

Senior Partner, Analytics
Demystified

Analytics fun of the month

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