csg Xponent

# Xponent Web Personalization

# Training Overview

# Xponent Web Personalization Outcomes

- Creating a web tracking listener
- How to enable web tracking in a web site
- How to process and store web events
- How to enable web personalization in a web site
- Creating a personalization web service
- Certification

# Target Audiences

Primary

## Journey Manager

Joanna, the Journey Manager

**INTERESTED IN…**

- Validate and challenge pre-defined notions of customer journey
- Design, measure and investigate use cases (or visions)
- ROI
- Impact on customer retention, acquisition, revenue

## Configurer

Cory, the Configurer

**INTERESTED IN…**

- Identifying data sources
- Designing logic
- Solution architecting logic and rules
- Testing and deploying new orchestration journeys

## Analyst

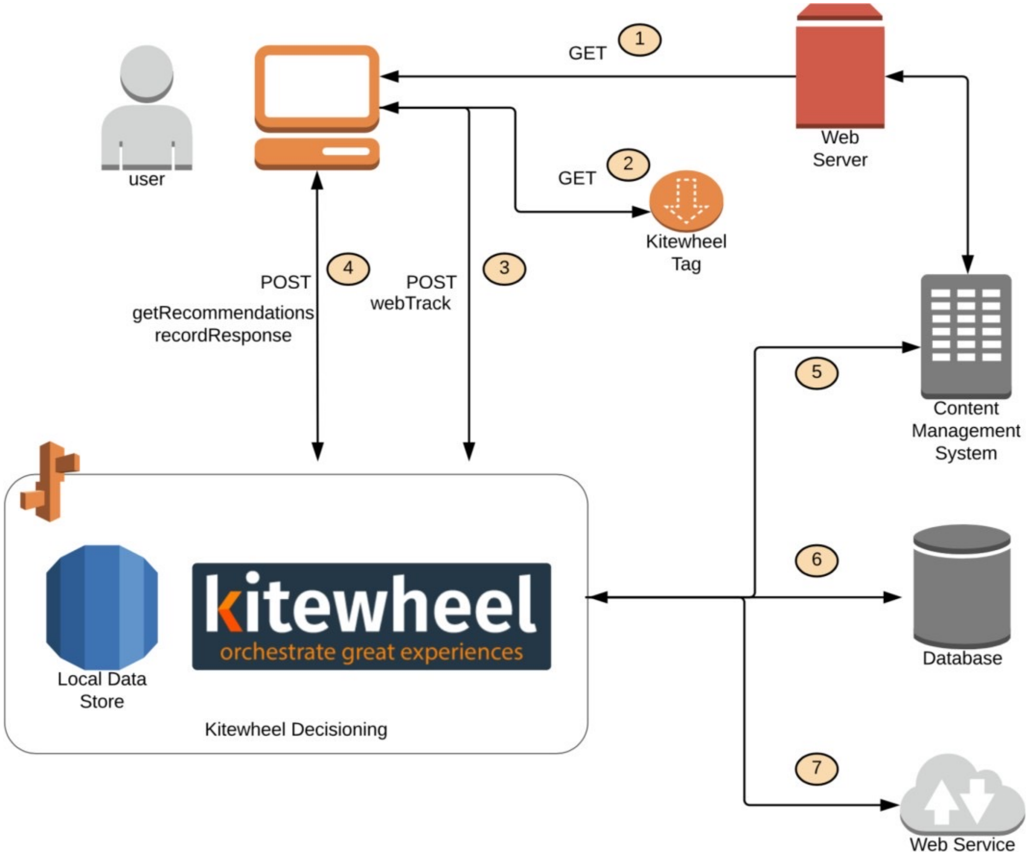
Alex, the Analyst

**INTERESTED IN…**

- Discover and investigate the Who, How, Why in order to:
  - Measure and increase effectiveness
  - Predict behavior
- Map journey performance against KPIs and benchmark

# Web Personalization Introduction

# Xponent Web Tracking and Personalization



# Web Tracking and Personalization

- Web Tracking
  - Web Tracking Listener on graph generates code to be inserted to web page
  - Xponent tracking code delivered to browser
  - Xponent tracking code creates a session and a persistent cookie
  - Browser sends packets of information based on the JavaScript event model
  - JSON packet is consumed by the graph
  - Graph returns a valid response
  - Every page that requires tracking needs the Xponent JavaScript
  - Often use a tag manager to deploy the 'tags'
- Web Personalization
  - If a personalization event is required with each tracking call then this can be done synchronously using the Web Personalization listener
  - Otherwise use a API listener to return JSON to an XHR (XMLHttpRequest) or AJAX

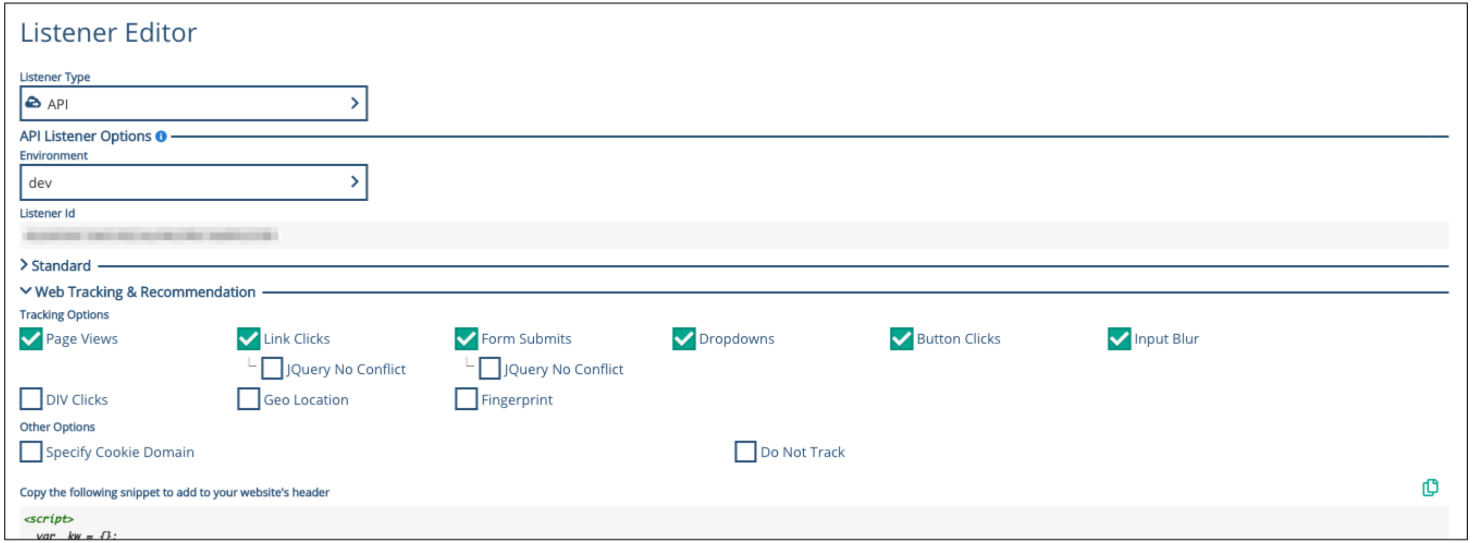
# Getting Started

# Getting Started – In This Section

- Create a project
- Create a test web page
- Create a web listening graph
- Add the tracking JavaScript to the web page
- Event examples:
  - click
  - view
  - blur
  - formSubmit

# Create Sample Listener

- Create a simple graph
- Create a web track schema element
- Add a Listener using the dropdown in the top left. Save output to schema
- Edit the sample HTML
- Add tracking code to <HEAD> section



## Listener Editor

Listener Type

API

API Listener Options

Environment

dev

Listener Id

[redacted]

› Standard

⌄ Web Tracking & Recommendation

Tracking Options

☑ Page Views
☑ Link Clicks
└ □ JQuery No Conflict
☑ Form Submits
└ □ JQuery No Conflict
☑ Dropdowns
☑ Button Clicks
☑ Input Blur
□ DIV Clicks
□ Geo Location
□ Fingerprint

Other Options

□ Specify Cookie Domain
□ Do Not Track

Copy the following snippet to add to your website's header

```
<script>
  var _kw = {};
```

# Getting Started – In This Section

- Add a <DIV> to the test page or the script provided
- Add a web recommendation success function
- Modify the JavaScript in the <HEAD> section
- Test random recommendations

# Create Web Recommendation Action

- JavaScript success function – responsibility to alter the calling web page
- Use JavaScript/jQuery to unpack the message and update web page components
- Structure of ‘data’ object should agree with graph return node

Sample HTML DIV:

```
<div id=“response”></div>
```

Sample Success Function:

```
_kw.success = function(data) {
     // Handle returned data here
    $(‘#response’).empty().append(data.message);
   };
```

# Web Tracking

# Web Tracking – Overview

- Click tracking
- kwSession
- kwCookie
- kwFingerprint
- Tracking using other cookies
- Other tracking options

# Web Tracking – Click Tracking

- Any page with the tracking API
- Page views
- Blur and form submits
- Button and link clicks
- DIV clicks
- Geo location

# Web Tracking – kwSession

- Session cookie
- Erased when a user closes the browser
  - Could be maintained if certain settings are enabled
- Tracks the session of the user
- Does not track information about the user

# Web Tracking – kwCookie

- JavaScript created tracking cookie
- Globally unique id with length of 37 characters
- Used to link a specific device to a profile

# Web Personalization

# Web Personalization

- Create your own graph for web personalization
- Will determine the customization of the web page based on the profile of the user
- Use browsing habits to show them more appropriate content
  - If they have been looking at product A several times in the past month, show them pictures of product A on the homepage when they come to the site as oppose to the generic pictures
- The website will call for recommendations for certain parts
  - There should be a default value if there is not enough or no information on the user so the site never breaks

# Web Personalization – _kw.success

- The _kw.success function will fire upon successful tracking of data from a webpage
- The endpoint will return a JSON object called ‘data’ with data inside of it
- This object can be used to return URLs or other pieces of information
- When the endpoint is called the database storing the profile information is read and logic is done to decide what to show the user (sent back as the data JSON object)

# Web Personalization - Asynchronous and Synchronous

- Asynchronous
  - Two different web tracking endpoints
  - One to track the incoming things
  - One to customize the webpage
  - Works faster since they happen independently of each other and it can return the customized page faster because it doesn’t need to first process the incoming web tracking data
- Synchronous
  - One web tracking endpoint
  - First does the logging and updating the database of the new page view or interaction
  - Then returns the values to customize the webpage
  - Is slower but has more up to date recommendations

# Certification

# Questions

- How do I add web tracking to my web page?
- Will it break my web site?
- How do I add web personalization to my page?
- What is the difference between asynchronous and synchronous recommendations?
- How do I split up tracking and recommendations?
- Where do I get the webtrack schema?
- Do I need to set up queues?
- What does the _kw.success function do?
- Do I need jQuery on the page?
- Does Xponent web tracking work with tag management systems?

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# Thank You