

Integration and Configuration of the Webtrekk Tracking Pixel for TagIntegration

Version 4.4.0



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1 Foreword

Webtrekk is a high-end analytical tool for collecting and analysing the traffic to your website. Based on objective key figures, you can identify success factors and control process optimisations.

The basis for web analysis with "Webtrekk Analytics" is the pixellation of your website, which refers to the integration of special Webtrekk codes. These instructions explain the technical implementation of pixellation in connection with the TagIntegration.

TagIntegration is part of the Webtrekk Suite. The tag management solution offers you a GUI for configuring tracking, thus simplifying the process of integrating Webtrekk tracking as well as third-party options such as performance marketing, retargeting and A/B tests or self-developed script functions, into your own websites.

Your Webtrekk account includes most of the tracking data transmitted to Webtrekk, which is standardised on the basis of pixellation. However, in order to be able to correctly track certain so-called customer key figures, the account will need to be explicitly preconfigured first of all. This data can only be analysed after the configuration is applied.

This affects:

- Campaign
- Custom Parameter
- Processes
- Categories (content groups, product, media, time categories)

Changes/corrections can only be made manually afterwards to categories. You will be informed when this is the case at the appropriate sections in this document.

Each tracking function can be added directly to the website source code or configured in TagIntegration. A short description is provided for each one together with the technical specification for integration. For purposes of clarity, the sections are named according to the following pattern:

- Mandatory configuration
- Optional pixellation
- Description
- Technical description

Should you have any questions during the implementation, please feel free to contact our service team.
Your Webtrekk team

2 TagIntegration - The Tool

This chapter introduces the tool structure and configuration of the tag management.

2.1 How it Works

TagIntegration allows you to configure various tags via a web interface and then deliver these to individual domains. The following elements are needed for this:

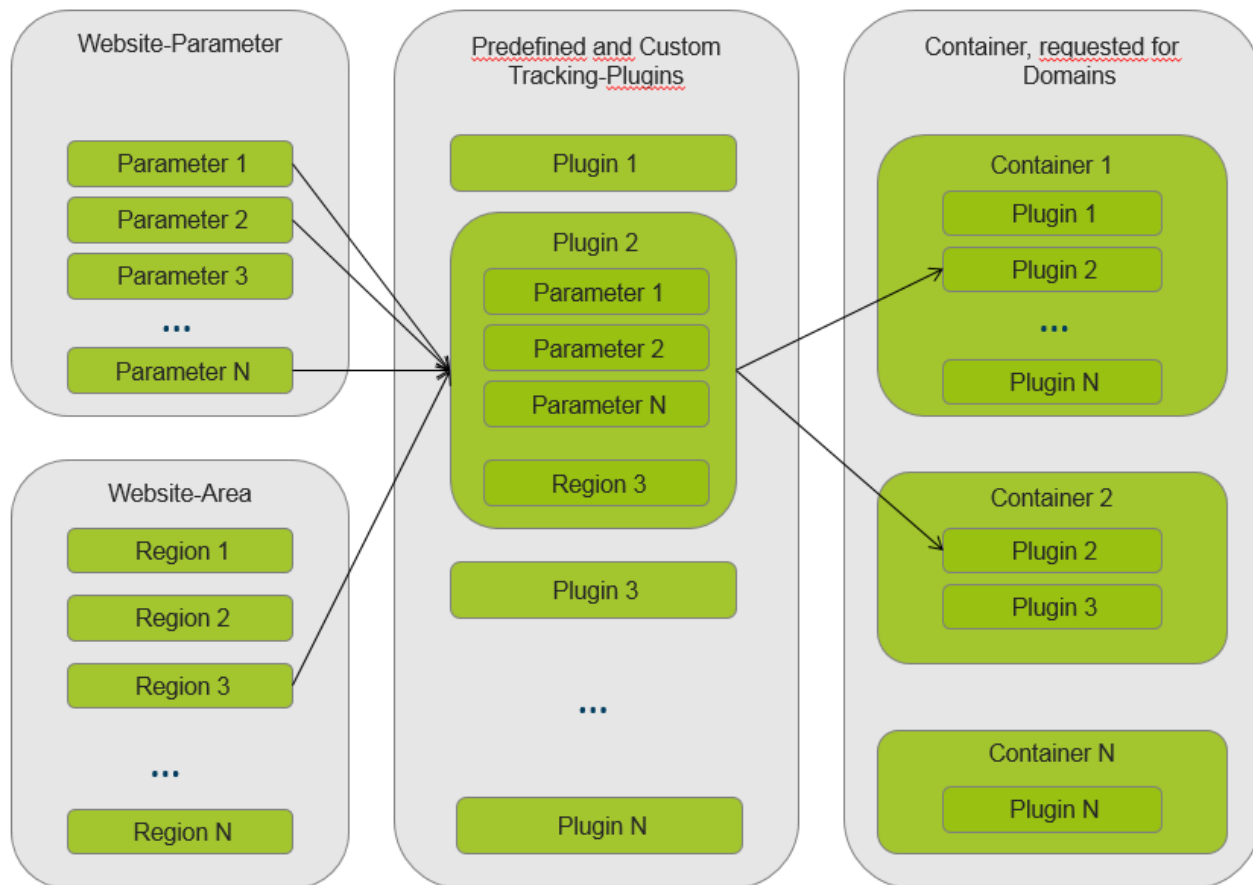
- **Parameter:** Any kind of information on your website, which is needed for the purpose of tracking. They must exist in the form of URL or JavaScript parameters.
- **Rules:** Areas of a web site, which are defined with the help of page URLs, JavaScript parameters or events. Rules describe areas of a website for which specific tags are to be displayed. An example of a rule could be the "Order Confirmation Page", which can be identified using the "ordered" parameter. This definition would be necessary if you would like to control additional conversion pixels or a tracking switch via this page, for example.
- **Plug-ins:** The plug-ins contain the actual tracking/tag functionality. One plug-in is normally needed for each third-party provider. The decision as to which parameters in which rules are sent to Webtrekk or a partner is defined for each individual plug-in. In TagIntegration a differentiation is made between predefined and custom plug-ins. For predefined plug-ins, you will find a GUI with the appropriate details, which includes a free text field and dropdown boxes for entering data. Any JavaScript function can be used for custom plug-ins. They can be entered directly as text. The parameters must however be entered as code fragments. The rule in which a parameter is to be displayed is selected via a dropdown box.

Note: when creating custom plug-ins, make sure that TagIntegration works asynchronously so that no synchronous JavaScript functions can be used.

- **Container:** A container is a kind of "folder" which contains all plug-ins that should be executed in the domains listed. In other words, various containers are specified by different domains.

The following diagram highlights the correlations between the components for a TagIntegration instance. First of all, the relevant parameters and rules are defined. Each plug-in is configured individually to determine the rule in which it is to be executed and with which parameters. Parameters and rules can be used in any number of plug-ins. However, the number of rules that a plug-in can be used in is dependent on the plug-in itself.

According to the diagram, "Plug-in 2" sends "Parameter 1" = "Parameter 2" and "Parameter N" to "Rule 3". It is however still unclear which website this "Rule 3" belongs to. The plug-in therefore needs to be integrated into the desired containers – in this example "Container 1" and "Container 2".



2.2 Interface and Configuration

After logging in to TagIntegration, a screen will appear that is similar to the following screenshot. You will see an overview of the available plug-ins and the containers in which they are currently integrated.

2.2.1 Navigation

You can switch between the different configurations of containers, custom plugins, parameters, rules and notifications.

W

ANALYTICS

DMP

MARKETING

TAG INTEGRATION

...

Max Musterman

CONTAINER

EIGENE PLUGINS

PARAMETER

REGELN

MELDUNGEN

Tag Integration | Container > Übersicht

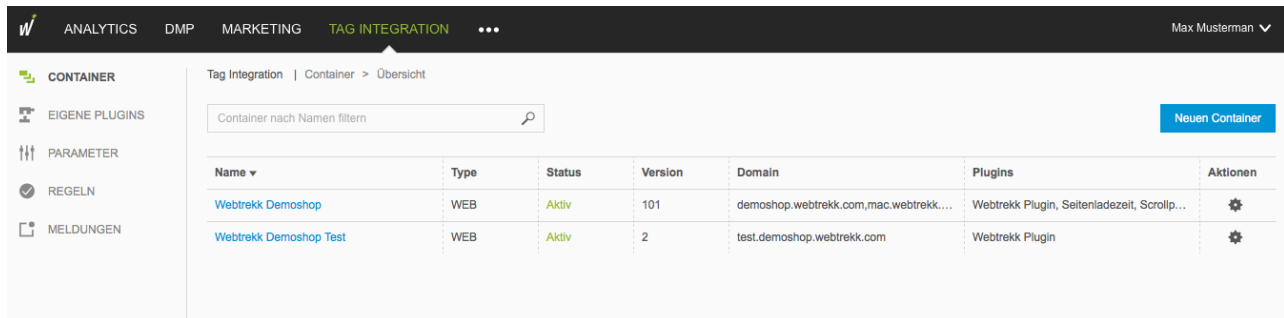
Container nach Namen filtern

Neuen Container

| Name | Type | Status | Version | Domain | Plugins | Aktionen |
|------------------------|------|--------|---------|--|---|----------|
| Webtrekk Demoshop | WEB | Aktiv | 101 | demoshop.webtrekk.com,mac.webtrekk.... | Webtrekk Plugin, Seitenladezeit, Scrollp... | |
| Webtrekk Demoshop Test | WEB | Aktiv | 2 | test.demoshop.webtrekk.com | Webtrekk Plugin | |

2.2.2 Container Overviews

You get an overview of all configured containers. You can see the current status of the containers (New, changed, active, deactivated), for which domains the container is used and which plugins are added to this container. Click the gearwheel to see more configuration options. On the top right you can create a new container. Click on the container name to get to the container detail view.

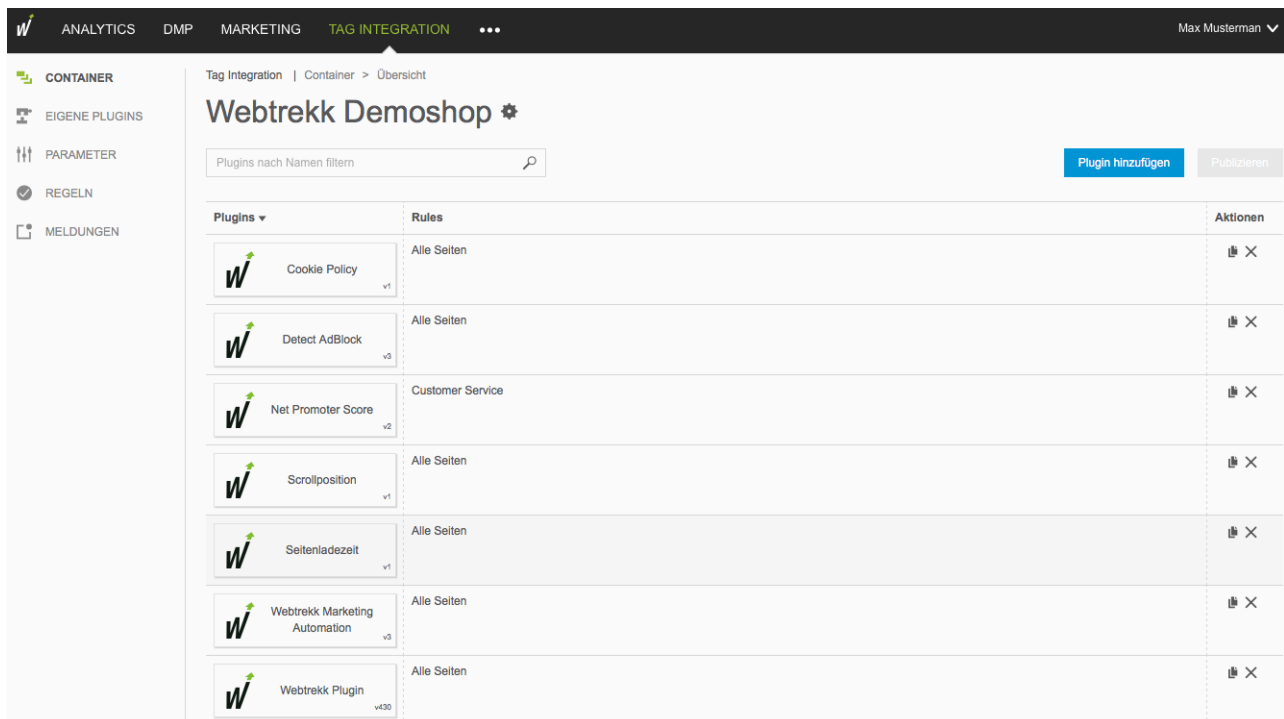


The screenshot shows the 'TAG INTEGRATION' section with a sidebar on the left containing 'CONTAINER', 'EIGENE PLUGINS', 'PARAMETER', 'REGELN', and 'MELDUNGEN'. The main area displays a table of containers with columns: Name, Type, Status, Version, Domain, Plugins, and Aktionen. A search bar 'Container nach Namen filtern' and a 'Neuen Container' button are at the top right.

| Name | Type | Status | Version | Domain | Plugins | Aktionen |
|------------------------|------|--------|---------|--|---|----------|
| Webtrekk Demoshop | WEB | Aktiv | 101 | demoshop.webtrekk.com, mac.webtrekk... | Webtrekk Plugin, Seitenladezeit, Scrollp... | |
| Webtrekk Demoshop Test | WEB | Aktiv | 2 | test.demoshop.webtrekk.com | Webtrekk Plugin | |

2.2.3 Container Detail View

You'll find an overview of all the plugins that are added to this container. Every plugin can be edited, deleted or copied into another container. Click on "publish" to publish the container on your website. With "add plugin" more plugins can be added to the container.




The screenshot shows the 'Webtrekk Demoshop' container detail view. The sidebar is the same as in the previous screenshot. The main area has a title 'Webtrekk Demoshop' with a gear icon. Below it is a search bar 'Plugins nach Namen filtern' and buttons 'Plugin hinzufügen' and 'Publizieren'. The table has columns: Plugins, Rules, and Aktionen.

| Plugins | Rules | Aktionen |
|----------------------------------|------------------|----------|
| Cookie Policy v1 | Alle Seiten | |
| Detect Adblock v3 | Alle Seiten | |
| Net Promoter Score v2 | Customer Service | |
| Scrollposition v1 | Alle Seiten | |
| Seitenladezeit v1 | Alle Seiten | |
| Webtrekk Marketing Automation v3 | Alle Seiten | |
| Webtrekk Plugin v430 | Alle Seiten | |

2.2.4 Custom Plugin Overview

This shows you an overview of your custom plugins. To create a new custom plugin, click on "new plugin".

Tag Integration | Containers > Overview

Filter custom plugins by name 


[New plugin](#)

| Name ▾ | Version | Position | Last Modified | Actions |
|--|---------|----------------|----------------------|---------|
| Activate Webtrekk Tracking Request | 1 | Before </BODY> | 12.02.2016, 17:29:40 | ✕ |
| AdClear | 1 | in HEAD | 25.04.2016, 15:56:32 | ✕ |
| AdClear Campaign Sync | 1 | in HEAD | 27.05.2015, 10:08:56 | ✕ |
| Console Log | 1 | Before </BODY> | 03.03.2016, 13:56:16 | ✕ |
| Cookie Policy | 2 | Before </BODY> | 27.06.2016, 20:26:25 | ✕ |
| Cookie Policy | 3 | Before </BODY> | 27.06.2016, 20:33:51 | ✕ |
| Deactivate Webtrekk Tracking Request | 1 | Instantly | 12.02.2016, 17:28:17 | ✕ |
| fixe productQuantity gesetzt | 1 | in HEAD | 15.04.2015, 17:26:24 | ✕ |

2.2.5 Paramater Overview

This shows you an overview of all created parameters that can be used for plugins an rules. To create a new paramater, click on "new parameter".

Tag Integration | Containers > Overview

Filter parameters by name 

[New parameter](#)

| Name ▾ | Type | Description | Last Modified | Actions |
|----------------------------------|---------------------|--|----------------------|---------|
| CampaignID | JavaScript variable | CampaignID is defined by mediacode parameter and value (e.g. wt... | 12.07.2013, 15:10:15 | |
| ContentID | JavaScript variable | Content ID is the page name. | 03.03.2016, 13:53:40 | ✕ |
| Currency code | JavaScript variable | Contains the currency code of the product or order. The value has t... | 12.07.2013, 15:10:15 | |
| Customer ID | JavaScript variable | used for Partner Portal | 22.11.2015, 21:24:56 | ✕ |
| Customer Name | JavaScript variable | used for Partner Portal | 22.11.2015, 21:26:02 | ✕ |
| Domain | JavaScript variable | Domain of tracked site - needed to find the referrer. | 12.07.2013, 15:10:15 | |
| Internal search | JavaScript variable | Keyword of the internal search. | 12.07.2013, 15:10:15 | |
| Kontaktanfrage | JavaScript variable | Kontaktanfrage | 04.05.2015, 16:51:21 | ✕ |
| Mediacode | JavaScript variable | Name of the mediacode | 12.07.2013, 15:10:15 | |
| Order number | JavaScript variable | parameter_desc_order_number | 12.07.2013, 15:10:15 | |
| Order value | JavaScript variable | Complete order value | 12.07.2013, 15:10:15 | |
| Pagename | JavaScript variable | Name of the page | 12.07.2013, 15:10:15 | |
| Product name | JavaScript variable | Name of the prodcut | 12.07.2013, 15:10:15 | |
| Product price | JavaScript variable | Price of the product. | 12.07.2013, 15:10:15 | |
| Product quantity | JavaScript variable | Quantity of the products | 12.07.2013, 15:10:15 | |

2.2.6 Rules Overview

This shows you an overview of all created rules that can be used to trigger plugins. To create a new rule, click on "new rule".

Tag Integration | Containers > Overview

Filter rules by name

[New rule](#)

| Name ▼ | Description | Last Modified | Actions |
|---|--|----------------------|---------|
| All pages | URL matches RegEx .* | 07.05.2015, 19:21:54 | |
| Bestätigungsseite - Default | PARAMETER Pagename matches RegEx .+\.About\.\Contact\.\Thank\. | 01.07.2015, 22:33:32 | ✕ |
| Exit Intent Layers | URL contains /exit-intent-layers/ | 12.02.2016, 17:26:51 | ✕ |
| Product page | PARAMETER Product status matches RegEx view | 07.05.2015, 19:23:02 | ✕ |
| Q&A | URL contains /q-and-a/ | 17.06.2015, 16:35:03 | ✕ |
| Suite Login Page- NPS | PARAMETER ContentID equals suite_webtrekk_com.sso.login | 03.03.2016, 13:54:37 | ✕ |
| Webtrekk - Use Cases | URL ends with /use-cases/ | 06.09.2015, 15:12:11 | ✕ |
| Webtrekk Testing | URL matches RegEx ^.+\/(solutions-wt wt)\/.+\$/ | 17.12.2014, 16:25:34 | ✕ |

2.2.7 Notification Overview

Here you find a history on all system notifications, that gives you an overview of all changes on containers and plugins.

Tag Integration | Containers > Overview

Filter notifications by title

Page: 1 of 57

| Message | Time | User |
|--|----------------------|--------------------|
| Published container 'login pages report 13 - 16' | 28.07.2016, 08:46:28 | wt-marketing.admin |
| Updated plugin 'Webtrekk Marketing Automation' | 28.07.2016, 08:46:25 | wt-marketing.admin |
| Published container 'login pages report 17 - 24' | 28.07.2016, 08:46:13 | wt-marketing.admin |
| Updated plugin 'Webtrekk Marketing Automation' | 28.07.2016, 08:46:07 | wt-marketing.admin |
| Published container 'login pages report 25 - 27' | 28.07.2016, 08:45:53 | wt-marketing.admin |
| Updated plugin 'Webtrekk Marketing Automation' | 28.07.2016, 08:45:46 | wt-marketing.admin |
| Published container 'login pages, report 2 - 12' | 08.07.2016, 11:13:55 | wt-marketing.admin |
| Updated plugin 'Webtrekk Marketing Automation' | 08.07.2016, 11:06:39 | wt-marketing.admin |

2.2.8 Creating a Tracking Container

A container is a kind of "folder", which contains all plug-ins that should be executed in the domains listed. To create such a container, click the "Create new Container" button. A configuration screen will appear via which you can enter the following information:

- **Title:** Name of container.
- **Domain inclusions:** Enter the name of all domains to which the container should be delivered. Multiple domains are separated using a comma.
- **Domain-Ausschluss:** Enter the name of all domains to which the container should not be delivered (e.g. test system). Multiple domains are separated using a comma.

Example configuration of a live container:

Tag Integration | Containers > Overview

Please enter the details of the new container here.

| | |
|-------------------|---|
| Title* | <input type="text" value="My Website"/> |
| Type* | <input type="text" value="WEB"/> ▼ |
| Domain inclusion* | <input type="text" value=".website.com,.website.de"/> |
| Domain exclusion | <input type="text" value="test.website.com,test.website.de"/> |

Example configuration of a test container:

Tag Integration | Containers > Overview

Please enter the details of the new container here.

| | |
|-------------------|---|
| Title* | <input type="text" value="My Website"/> |
| Type* | <input type="text" value="WEB"/> ▼ |
| Domain inclusion* | <input type="text" value="test.website.com, test.website.de"/> |
| Domain exclusion | <input type="text" value="e.g. mail.site.com, login.site.com"/> |

2.2.9 Creating Parameters

Parameters are standardised URL parameters or JavaScript variables, which are used to configure the plug-ins, thereby simplifying configuration significantly. To create parameters, click the "Parameter" tab followed by the "Create new Parameters" button. The configuration screen for creating custom parameters will appear.

- **Parameter title:** Parameter name.
- **Parameter:** Parameter description.
- **Definition:** Define whether this parameter is a JavaScript variable or a URL parameter. The second field is used to add the name of the JavaScript variable or URL parameter.

Note: double inverted commas are not permitted.

Example parameter configuration:

Tag Integration | Containers > Overview

| | |
|-------------|----------------------------------|
| Name | Customer ID |
| Description | contains customer id after login |
| Type | JavaScript variable |
| Definition | _ti.customerId |

Save
Cancel

2.2.10 Creating Rules

Rules are standardised pages or areas of pages on the website that are used to configure the plugins. To set up rules, go to the rule overview and click the "Create new rule" button. The configuration screen for setting up custom rules is displayed.

- **Name:** Name of the rule.
- **Definition:** Establish whether the rule definition is a previously created parameter, a URL or an event. In the second field, you can now choose the operator to which the parameter or URL is to be applied. The name of the JavaScript variable or URL is entered in the third field. The value of the parameter or URL is stored in the fourth field. For events on the other hand, you select the event type in the first field. In the second and third fields, you can now define the element on which the event is to be registered. Here you can select between "ID" and "CLASS". You can define no more than one event per rule. Use "+/-" to add or remove any number of definitions for the rule.

Note: Double quotation marks are not permitted.

Note: If you want to define a custom event, always enter the event name without the prefix "on".

Note: Rules that contain an event can only be applied with custom plugins. These rules are hidden in all other cases and cannot be selected.

Example for a rule:

Tag Integration | Containers > Overview

Name

Conditions

PARAMETER ×

Pagename

contains

product-add

and

PARAMETER ×

Product name

matches RegEx

.+

and

EVENT BETA ×

Eventtype

CLICK

Element

ID

equals

addProduct

[+ Add Condition](#)

3 TagIntegration – Integration into your Website

This chapter describes the interaction between TagIntegration and your website as well as the available integration options.

3.1 How it works

TagIntegration generates a JavaScript file based on the configuration settings entered via the GUI. This is invoked when loading the website. There are two ways of doing this:

- Each time the page is opened, current information is requested from TagIntegration in real-time.
- The script generated by the configuration is exported to the TagIntegration GUI and then directly integrated into your website.

Webtrekk definitely recommends embedding using real-time queries, as only this will ensure the configuration settings in TagIntegration are utilised directly. If TagIntegration is embedded using the script export function, your IT department will have to replace the script every time changes need activating.

Prerequisite for the integration is the integration of Webtrekk trackings. Here you have the option of using pixel version 3 with the TagIntegration loader or pixel version 4. This document describes integration with pixel version 4. If you have already completed an integration with version 3, you can retain this and simply update the tracking script. If you do not have this, please get in touch with your contact to obtain it.

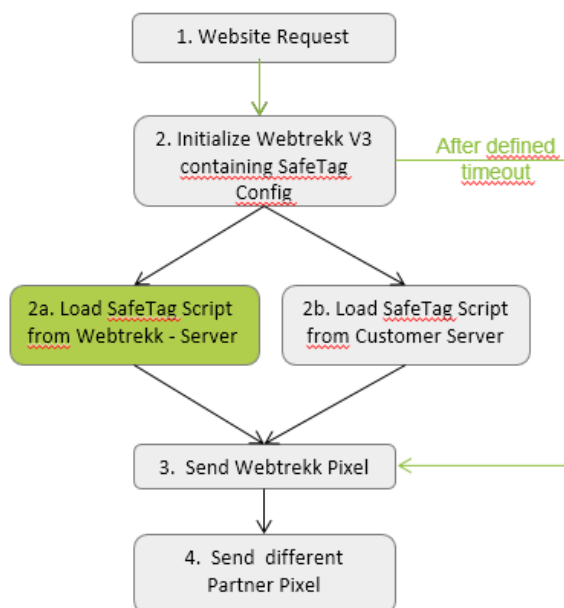
Make sure the syntax of the same pixel version is used for each website area. From a technical point of view, different syntaxes can be used. However, this makes the administration of TagIntegration much more difficult and should therefore be avoided.

All parameters can be configured and set in TagIntegration as well as in the website source code. If TagIntegration is initialised when loading the page, both the website source code and the TagIntegration configurations are searched through to find any parameters that are to be sent; these are then merged to form a tracking object. If a parameter has been set in the source code as well as in TagIntegration, the value from TagIntegration will be transmitted.

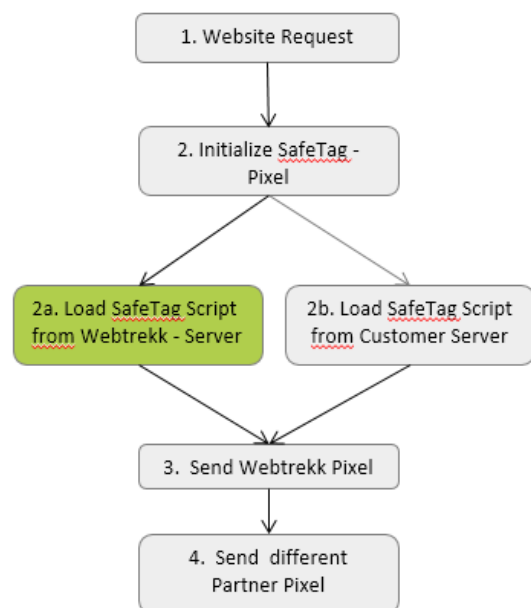
The following diagram highlights the process when a website is loaded.

The primary difference between the pixel versions is that in version 3, the Webtrekk track request can be sent independently of TagIntegration using a "sendInfo" call.

Workflow - Pixel V3



Workflow - Pixel V4



3.2 Integration des TagIntegration-Scripts

The Webtrekk JavaScript file should ideally be integrated directly into the header area of the page. The configuration object "webtrekkConfig" contains the object "safetag", in which the TagIntegration ID and TagIntegration domain are defined.

- **async:** Defines whether the TagIntegration container should be loaded asynchronously.
- **timeout:** Defines the maximum amount of time that a system should wait for the TagIntegration file to load (this parameter is only relevant for 3.1 or 3.2 pixellation).
- **safetagDomain:** Enter the TagIntegration domain here, if the TagIntegration file should be loaded from a Webtrekk server.
- **safetagId:** Enter your TagIntegration customer ID here, if the TagIntegration file should be loaded from a Webtrekk server.
- **customDomain:** Enter your domain here, if the TagIntegration file should be loaded from your server.
- **customPath:** Enter the path to your JavaScript file here, if the TagIntegration file should be loaded from your server.
- **option:** Additional TagIntegration information.

```
/**
 * webtrekkConfig
 *
 * global webtrekk config
 * @type Object
 */
var webtrekkConfig = {
  trackId: "111111111111111",
  trackDomain: "track.wt-eu02.net",
  safetag: {
    async: true,
    timeout: 2000,

    /** Load SafeTag from Webtrekk Server */
    safetagDomain: "responder.wt-safetag.com",
    safetagId: "111111111111111",

    /** Load SafeTag from Customer Server */
    // customDomain: "www.domain.com",
    // customPath: "js/webtrekk_safetag.js",

    option: {}
  }
};
```

The user must have activated JavaScript in order to be able to use the TagIntegration. No user information will be collected if the JavaScript option has been deactivated.

```
<html>
  <head>
    <title>Start page</title>
    <script type="text/javascript" src="js/webtrekk_v4.min.js"></script>
  </head>
  <body>
    The content of your website is placed here.
  </body>
</html>
```

3.3 Redirect / Forwarding pages

When analysing redirect or forwarding pages, it is important to ensure the tracking pixel is fully loaded before carrying out a redirect.

Generally, you should not use a pixel in redirect/forwarding pages. Webtrekk cannot guarantee precise analyses for such pages.

4 Configuration of the Webtrekk Tracking Plug-in

This chapter explains all configuration settings of the Webtrekk plug-in. An explanation will be provided as to how the configurations can be set via the TagIntegration GUI or added to the website source code.

4.1 Activating Tracking

Carry out the following steps to activate tracking:

- Integrate the tracking script into your website
- Create a container for your website
- Enter the basic configuration details



If these settings are configured, a standard pixel will be delivered. This is then used to track page calls as well as automatically retrievable information (technical and geographical data).

4.2 Basic

If you drag the plug-in to the website container, a pop-up window will appear with the configuration options.

- **Webtrekk TrackId:** Enter your Webtrekk track ID here.
- **Webtrekk TrackDomain:** Enter your Webtrekk track domain here.
- **Domain:** Domain of the analysed page.
- **Cookie settings:** Utilisation of 1st or 3rd party.
- **Position of "sendinfo"-call:** You can decide here, when the "sendinfo" is called, assumed "automatic sendinfo" is activated.
- **Automatically execute "sendinfo"?:** Only activate this feature if you are not using Webtrekk pixellation with a "sendinfo" call.
- **If possible trigger plugins in "head"?:** Activating this function, triggers special plugins in "head". This is needed i.e. for marketing automation plugin to load campaigns as soon as possible. Requirement for this functionality is that all need parameters (contentId, products, prices, basket, ...) are set within the "head".

2. Plugin configuration

Basic
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Cross Device Bridge
Page
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Webtrekk track ID* ⓘ
11111111111111111111

Webtrekk track domain* ⓘ
q3.webtrekk.com

Domain* ⓘ
website.com

Cookie settings* ⓘ
First-party cookies

Position of "sendinfo"-call* ⓘ
Execute in <head>

Optional settings

Automatically execute "sendinfo"? ⓘ
☐

If possible trigger plugins in "head"? ⓘ
☐

Next

4.2.1 TrackId

Tracking IDs are used by Webtrekk to assign server requests to an account. Your special Webtrekk track ID must be added via the Webtrekk tracking pixel configuration. You can also find your Track ID in the System Configuration area of the Webtrekk tool under "Configuration > System Configuration > Account".

If the same information should be entered in several accounts, simply enter their corresponding Track IDs separated by a comma.

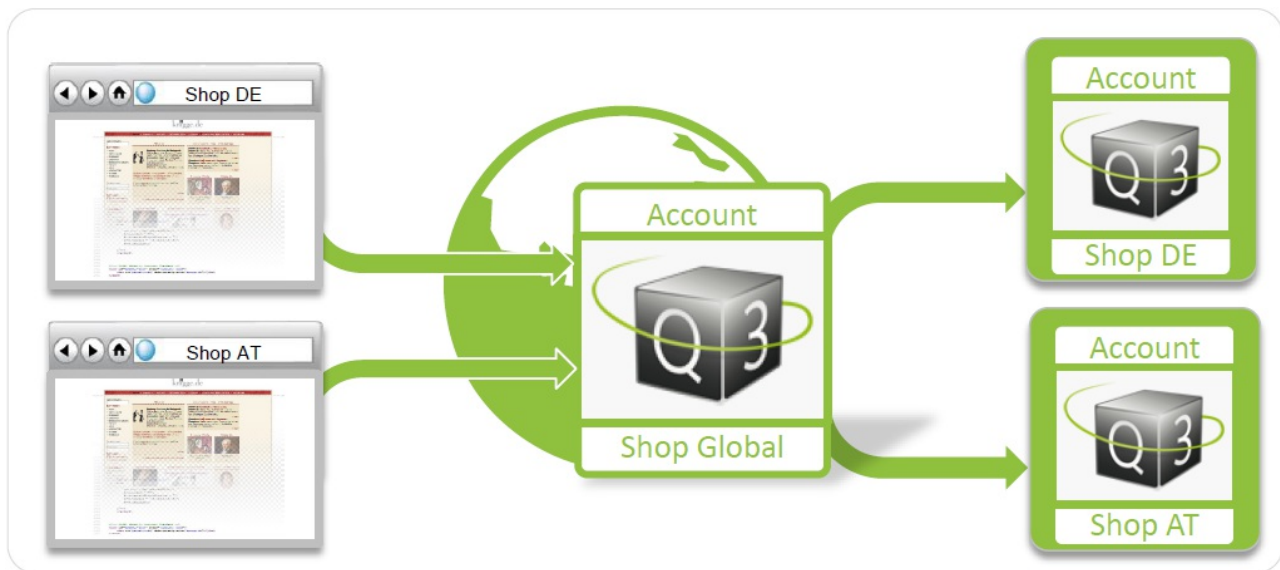
Dataprofile

This feature can be used to copy collected data (track requests) directly to other accounts. Filtering for the data that are to be transferred can be realised on the basis of every parameter in the track request. This means several different accounts can be populated with one pixel. The configuration is entered under "Configuration > System Configuration > Data Capture".

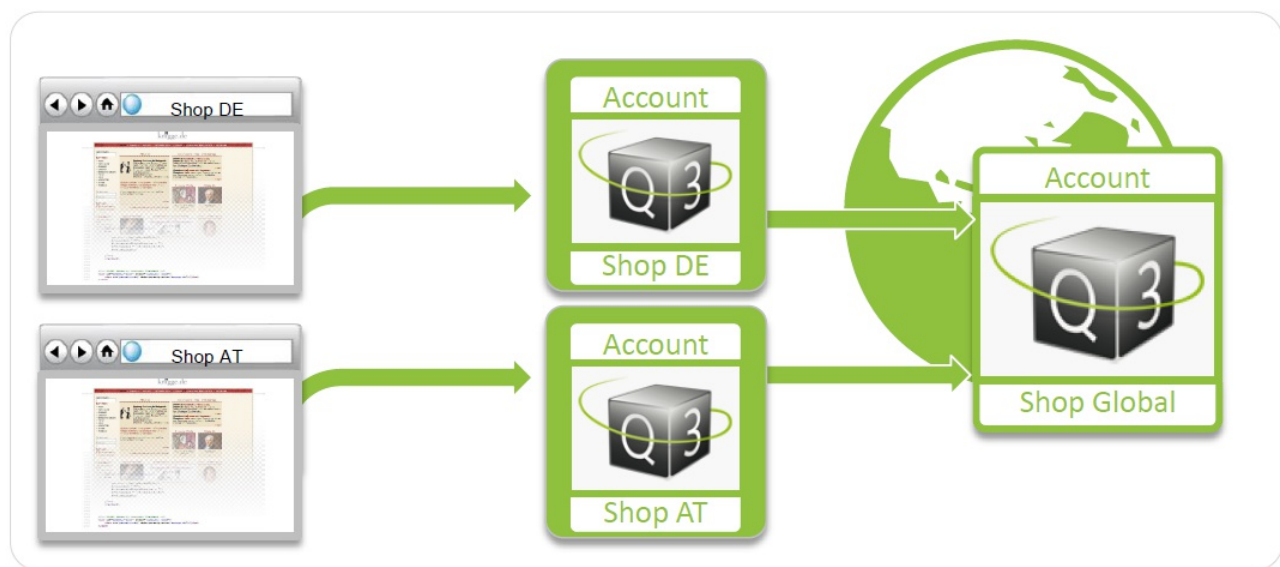
Example:

Data capture in an overall account ("Shop Global") where high-level evaluations are possible. Separate country accounts are used for shop-specific analyses ("Shop DE"] = "Shop AT"...).

Copying from the global account to sub-accounts:



Copying from the sub-accounts to the global account:



Note that the setup of the source and target accounts should be identical (for instance custom parameters, categories...).

Configuration examples:

If the parameter cg1 ("content group 1") is set with the value "German", the track request is copied to the "Shop DE" account.

| Dataprofile | Account | Parameter Filter | z. B. myshop1.com/[0-9]*/subshop/ |
|-------------|---------|------------------|-----------------------------------|
| | Shop DE | cg1 | deutsch |

If the domain is "mobile.shop", the track request is copied to the "Mobile Shop" account.

| | | | | |
|-------------|-------------|-----------|---------------|-----------------------------------|
| Dataprofile | Account | Parameter | Filter | z. B. myshop1.com/[0-9]*/subshop/ |
| | Mobile Shop | pu | mobile.shop1. | |

Filters can be set with regular expressions.

4.2.2 Domain

In the configuration under "Domain", domains can be defined that should not be identified as referrers in Webtrekk. Each Internet address of a website, via which the user came to the current page, is counted as a referrer. In most cases, the domain of the website being tracked is included in this variable. When using multiple domains, separate them with a semicolon.

It is also possible to use regular expressions when filtering multiple domains. If using a regular expression, its string must start with "REGEXP:". If you used predefined characters - e.g. a point - in their regular expression, this must be double-escaped (\\).

Always enter the domains without "http://" and "https://"

4.2.3 1st /3rd party cookies

By default, first-party cookies are used. When using first-party cookies, all cookies will be set by your website. With third-party cookies, Webtrekk sets the cookie.

Acceptance of first-party cookies is generally higher than for third-party cookies. However, the disadvantage of first-party cookies is that they can only count one domain, i.e. if your website is distributed across multiple domains, it is not possible to count a contiguous visit (e.g. www.website.com and www.website-special.com). Switches between various sub-domains (e.g. www1.website.com and www2.website.com) or HTTP/HTTPS is, however, supported.

Note: The cookie settings of the user can not be considered, its the configuration of the tracking pixel that counts. For "1st-Party" the tracking pixel generates an EverID, saves into or reads it from the customer domain and adds it to every track request. For "3rd Party", the tracking pixel can not read the EverID and sends the request without it, our server then reads from or saves a cookie into the trackdomain.

4.3 Advanced

- **Request limiting - amount:** Maximum number of requests permitted to be sent in the specified time period.
- **Request limiting - time interval:** Time interval in seconds for sending the maximum X number of requests.
- **Update cookie:** If you activate this feature, the Webtrekk 'ever' cookie will be reset to 6 months for each PI.
- **Secure Cookie:** With this option, you have the possibility to add the "secure" flag to all client side Webtrekk cookies.
- **Cookie "EverID" validity:** Period of validity of the Webtrekk "ever" cookie in months.
- **Validate "EverID"?:** If you activate this feature, the pixel checks if the generated EverID is valid (correct timestamp). If this is not correct, the pixel generate a new ID.
- **OptOut cookie name:** Alternative name for the Webtrekk opt-out cookie.
- **Send all pixel requests by HTTPS?:** If you activate this feature, all Webtrekk pixel requests will be sent using SSL.
- **Client-side encryption:** Activates client-side encryption.
- **Pixel sampling factor:** Here you can define whether only every x-th user should be tracked on your page.
- **Deactivate pre-rendering:** Pre-rendering
- **Activate tab-browsing?:** With tab browsing you can analyze how users navigate through your page.
- **Generate RTB/RTA ID?:** With Real Time Bidding (RTB), advertisers can bid on advertising spots or ad impressions on the Internet automatically and in real time during the delivery of online advertising.

2. Plugin configuration

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Page
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Request limiting - amount* ⓘ
1000

Request limiting - time interval* ⓘ
1800

Update cookie ⓘ
☒

Secure Cookie ⓘ
☐

Cookie EverID validity ⓘ
E.g. 6

OptOut cookie name ⓘ
E.g. webtrekkOptOut

Send all pixel requests via HTTPS? ⓘ
☐

Client-side encryption ⓘ
E.g. custom;order

Pixel sampling factor ⓘ
E.g. 10

Deactivate pre-rendering? ⓘ
☐

Activate tab-browsing? ⓘ
☒

Generate RTB/RTA ID? ⓘ
☒

Next

4.3.1 Request limiting

The maximum number of permissible requests is limited in order to reduce the risk of sending large numbers of requests in error. This could be caused by an incorrect pixel implementation or by bot traffic. As soon as the standard limit of 1000 requests (pages and actions) every 30 minutes is exceeded, no further requests are sent by the pixel for the remaining time.

4.3.2 Secure Cookie

With this option, you have the possibility to add the "secure" flag to all client side Webtrekk cookies. A secure cookie can only be transmitted over an encrypted connection (HTTPS). They cannot be transmitted over unencrypted connections (HTTP). A cookie is made secure by adding the *Secure* flag to the cookie.

Note: Use this feature only if your complete website is only accessible via SSL. If you are not sure if this is the case for your website, don't use this flag.

4.3.3 Pre-rendering

With pre-rendering in Google Chrome, websites are loaded before the actual user visit. Webtrekk recognises this pre-rendering and suppresses the request by default. This ensures that only those pages are tracked that have actually been seen.

The same logic is used when a user opens your page via a new tab, but does not actually visit the page (i.e. doesn't open the tab).

If you would nevertheless like to track pre-rendered pages, simply activate pre-rendering.

4.3.4 Tab browsing

With tab browsing you can analyze how users navigate through your page. Only pages actually viewed by the user are measured. A page request is also sent for each subsequent tab view, even if the tab has already been viewed.

In order to differentiate these requests from others, the information of the additional tab browsing request is written to a defined page parameter of the number type. To unlock the required parameter in your Webtrekk account and for the configuration, please talk to your contact at Webtrekk.

1. Example:

A user visits page A and opens pages B, C and D in a new tab. No page request is sent for pages B, C and D because the new pages are not visible yet. Page A is captured because it is being actively viewed by the user. The user subsequently switches to page B, then page D and back to page A. Now the tracking pixel sends the page requests for page B, then for page D and again for page A because it is visible for the second time. In the Webtrekk analysis tool, you can analyze that the user saw the pages in the sequence "A > B > D > A". If you deactivate this feature, you get the constellation "A > B > C > D".

2. Example:

Switching between several tabs with different domains can be analyzed as well. A user switches four times between page A (domain A) and page B (domain B) but page B does not belong to you. In analytics you can analyze that the user saw the pages in the sequence "A > A > A > A". If you deactivate this feature, you get the constellation "A".

4.3.5 Real Time Bidding

With Real Time Bidding (RTB), advertisers can bid on advertising spots or ad impressions on the Internet automatically and in real time during the delivery of online advertising. The **GEID** establishes the requirements for displaying user-specific advertising to the visitor via the Webtrekk RTB service. A global cookie ID is read/set by the domain "geid.wbtrk.net" for this purpose. This cookie in turn is copied to the customer domain where it remains for the session.

Further information about the **GEID** is found in the Webtrekk data privacy statement.

4.4 Cross Device Bridge

The Cross Device Bridge (CDB) technology verified for data privacy makes it possible to identify a user anonymously across multiple devices, apps and websites. A separate third-party cookie is created for this purpose and additional data for recognition can be sent to Webtrekk. Each of these functions can be activated/deactivated individually. We differentiate between three implementation levels for this purpose: Basic, Advanced and Expert. The higher the implementation level, the higher the data quality.

4.4.1 Basic implementation - third-party cookie

The Basic implementation consists of activating the Cross Device Bridge and using a third-party cookie under the "*.wcfbc.net" domain. All that is necessary here is to set the "execCDB" parameter to "true". To the extent possible, the e-mail address should also be transferred in encrypted form via the Cross Device Bridge plugin (see documentation for the Cross Device Bridge plugin).

The Basic implementation of the Cross Device Bridge is activated by default and can be deactivated with the "execCDB" parameter.

Possible requests:

```
Tracking with 1st-party cookie: //fbc.wcfbc.net/v1/fbc?eid=<<EID>>&acc=<<TRACKID>>&t=<<TIMESTAMP>>

Tracking with 3rd-party cookie: //<<TRACKDOMAIN>>/<<TRACKID>>/cc?
a=r&c=wteid_<<TRACKID>>&t=http%3A%2F%2Ffbc.wcfbc.net%2Fv1%2Ffbc%3Facc%3D<<TRACKID>>%26t%3D<<TIMESTAMP>>
>
```

```
Name of the cookie: wt_cdbeid
Cookie contents: /^[a-z0-9]{32}$/
Cookie domain: *.wcfbc.net (without subdomain)
Cookie path: /
Cookie duration: 180

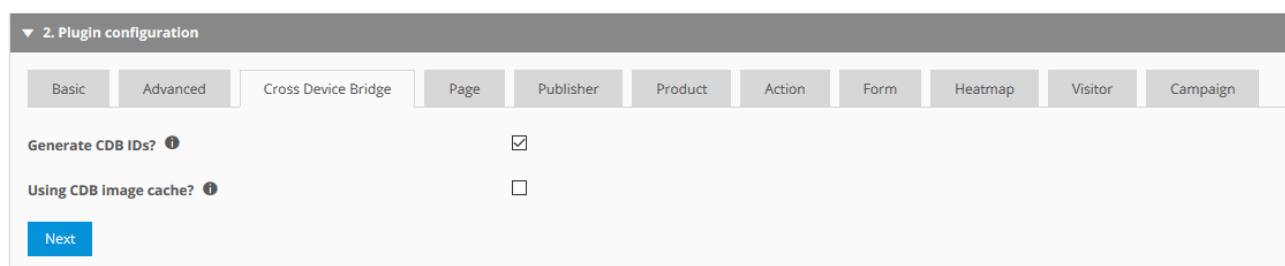
Example of the cookie contents: faef9fe66621c34327911c1291ed791c
```

4.4.2 Advanced implementation

To improve the accuracy, the browser's image cache and fingerprinting can be used in addition to the third-party cookie. In particular, the identification of users with mobile devices (Mobile Safari) and users that do not accept third-party cookies is very difficult without activating the image cache cookie and fingerprint.

4.4.2.1 Image cache cookie

In addition to the classic third-party cookie, the browser's image cache is used here to identify the user. The "Etag" header is used to make this possible; it contains the same cookie ID as the third-party cookie. From this ID, the CDBEID server under "fbc.wcfbc.net" dynamically generates an image that is imported on the client side and can be read with the help of an HTML element. Using the image cache is deactivated by default. You can activate the use of the image cache with the "useCDBCACHE" parameter.



▼ 2. Plugin configuration

Basic Advanced Cross Device Bridge Page Publisher Product Action Form Heatmap Visitor Campaign

Generate CDB IDs? ☒

Using CDB image cache? ☐

Next

Possible image cache requests:

```
Tracking with 1st-party cookies: //<<TRACKDOMAIN>>/<<TRACKID>>/cdb?
p=<<PIXELVERSION>>,0&eid=<<EID>>&cdbeid=<<CDBEID>>

Tracking with 3rd-party cookies: //<<TRACKDOMAIN>>/<<TRACKID>>/cdb?
p=<<PIXELVERSION>>,0&cdbeid=<<CDBEID>>
```

Further information about the **CDBEID** is found in the Webtrekk data privacy statement.


```
var webtrekkConfig = {  
  trackId: "1111111111111111",  
  trackDomain: "track.webtrekk.net",  
  domain: "www.website.com",  
  execCDB: true,  
  useCDBCache: true,  
};
```

4.4.3 Expert implementation - additional user characteristics

The best prerequisites for cross-device user identification are established via user characteristics such as the e-mail address, social media IDs and a few others. These characteristics can be transferred per user in encrypted ("hashed") form so there is no longer any way to access the original information.

The Cross Device Bridge plugin has to be used to transfer these and additional values. Values can be transferred to it in unencrypted form before they are normalised and then encrypted ("sha256") for sending.

For information about the Cross Device Bridge plugin and transferring additional user characteristics, please see the documentation for the Cross Device Bridge plugin.

4.4.4 Deactivating the Cross Device Bridge

All requests necessary for the Cross Device Bridge can be deactivated via the global or page configuration.

▼ 2. Plugin configuration

| | | | | | | | | | | |
|-------|----------|---------------------|------|-----------|---------|--------|------|---------|---------|----------|
| Basic | Advanced | Cross Device Bridge | Page | Publisher | Product | Action | Form | Heatmap | Visitor | Campaign |
|-------|----------|---------------------|------|-----------|---------|--------|------|---------|---------|----------|

Generate CDB IDs? ⓘ ☒

Using CDB image cache? ⓘ ☐

[Next](#)

```
var webtrekkConfig = {  
  trackId: "1111111111111111",  
  trackDomain: "track.webtrekk.net",  
  domain: "www.website.com",  
  execCDB: false,  
  useCDBCache: false,  
};
```

4.5 Page

4.5.1 Page name

As a rule, websites consist of individual pages through which the visitor navigates and carries out a variety of actions.

Since unique identification of each page is of central importance in web analysis, meaningful names should be chosen as the basis for convenient work with Webtrekk. The page names should be unique and provide a good idea as to what kind of page it is. For example, the start page of a website that is called "index" or "homepage" is clear and understandable. Besides manual naming via the pixel, Webtrekk can also apply names automatically.

Using content groups, several pages can be joined to make aggregated analyses possible. Different ways of calling up a page can also be described by passing a page parameter.

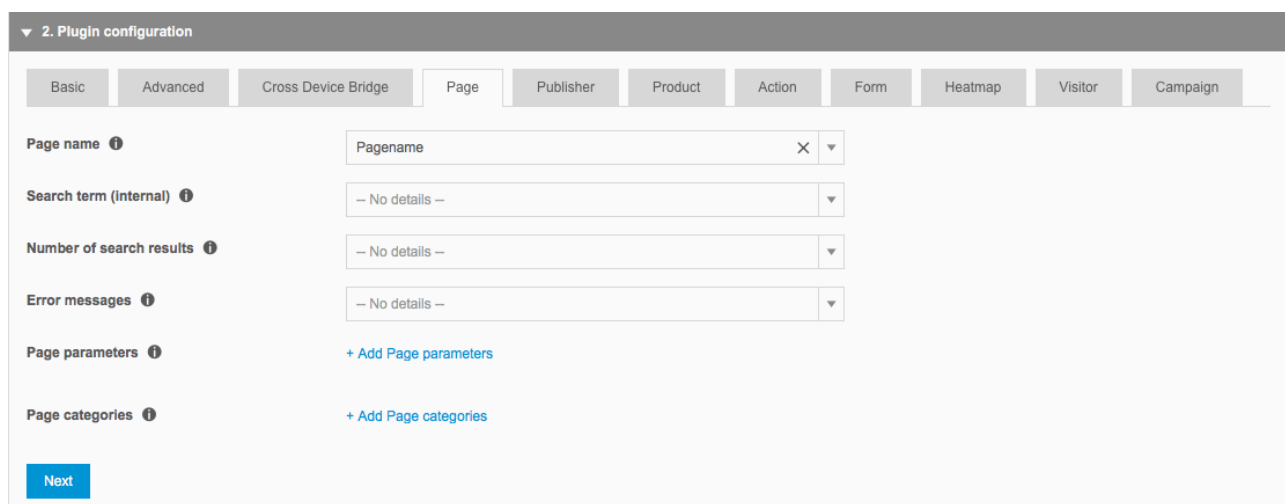
4.5.2 Manual page naming

When manually naming a page, each page name is set in the form of a parameter – the ContentId – and sent to Webtrekk. In order to ensure pages can be identified uniquely, a self-explanatory name should be chosen that matches the structure of the website. To ensure that clear analyses are possible, detailed information for search and/or product criteria should be provided. This can be sent using appropriate custom parameters.

- Product pages (differentiation via product parameters)
- Search results (differentiation via search parameters)

```
window._ti = window._ti || {};  
window._ti["contentId"] = "homepage";
```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.



The screenshot shows the '2. Plugin configuration' section with the 'Page' tab selected. The configuration options include:

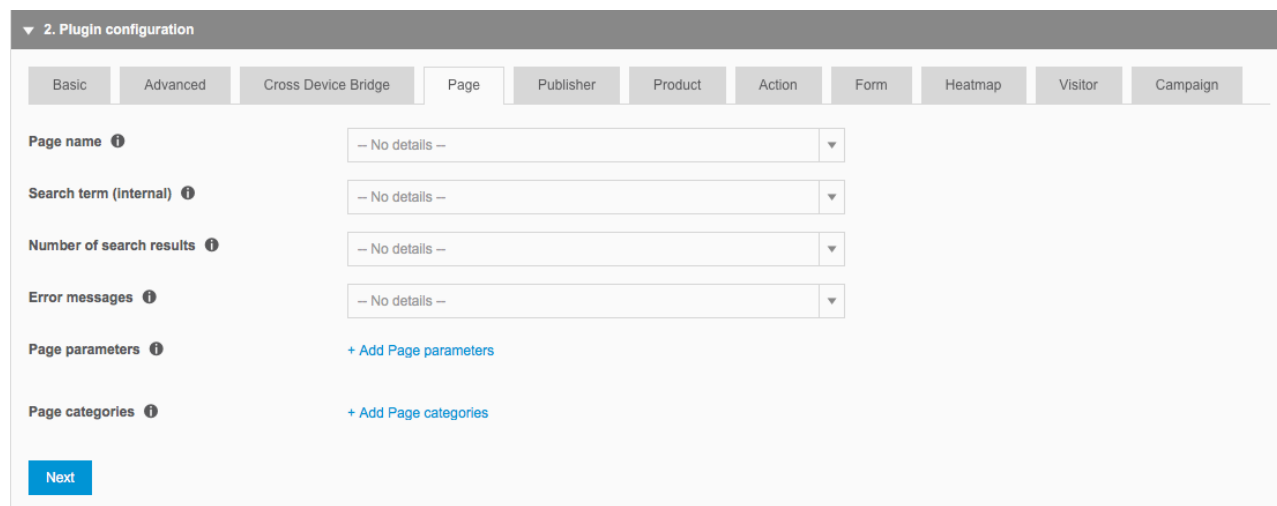
- Page name**: A text input field containing 'Pagename'.
- Search term (internal)**: A dropdown menu with the option 'No details'.
- Number of search results**: A dropdown menu with the option 'No details'.
- Error messages**: A dropdown menu with the option 'No details'.
- Page parameters**: A link to '+ Add Page parameters'.
- Page categories**: A link to '+ Add Page categories'.

A 'Next' button is located at the bottom left of the configuration area.

4.5.3 Automatic page naming

If technical reasons prevent you from generating custom page names, the Webtrekk pixel can create a name on the basis of the page URL. Parameters in the URL are not taken into account in automatic generation. In doing so, periods are changed to underscores and slashes to periods.

For example, the URL "http://www.website.com/product_abc.htm?sid=7af49" will be automatically changed to form the page name "www_website_com.produkt_abc_htm".



▼ 2. Plugin configuration

Basic Advanced Cross Device Bridge **Page** Publisher Product Action Form Heatmap Visitor Campaign

Page name ⓘ — No details — ▼

Search term (internal) ⓘ — No details — ▼

Number of search results ⓘ — No details — ▼

Error messages ⓘ — No details — ▼

Page parameters ⓘ + Add Page parameters

Page categories ⓘ + Add Page categories

Next

4.5.4 Automatic entry of the page URL

The page URL is entered in Webtrekk in the form of a mapping. In other words, the URL is only read out and saved the first time a content ID is invoked. This, in turn, means that if you change the URL of a page subsequently, or only differentiate pages based on parameters (parameters are ignored), but the content ID remains the same, the URL of the first page that was opened will always be displayed in the analysis window.

Following page is called first of all:

```
www.domain.com?pid=23      // Content-ID = www_domain_com
                           // Page-URL = www.domain.com?pid=23
```

The following page is then called:

```
www.domain.com?p=100      // Content-ID = www_domain_com
                           // Page-URL = www.domain.com?pid=23
```

4.5.5 Content groups (page categories)

Content groups are used to group pages and so form website areas.

Content groups can be set as text or a number. In this process, the "text" data type can be used to map the website hierarchy. Content groups of data type "number" can be used to evaluate every page call with the value stored for it.

Content groups must be created in Webtrekk Q3 before any data is recorded. This is completed under "Configuration > Categorisation > Content Groups". Among other things, the tracking-relevant ID and data type (text/number) are defined for each content group.

Content groups can be transferred in the pixel or imported via Excel or API interface.

A list of measured content groups of data type "text" can be called up in the Webtrekk tool under "Navigation > Content Groups". Content groups of data type "number" are available as a metric in the analyses.

```

window._ti = window._ti || {};
window._ti["contentGroup"] = {
  1: "woman",
  2: "tops"
};

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
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Visitor
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Page name ⓘ
-- No details --

Search term (internal) ⓘ
-- No details --

Number of search results ⓘ
-- No details --

Error messages ⓘ
-- No details --

Page parameters ⓘ
+ Add Page parameters

Page categories ⓘ

| Page category ID ⓘ | Page category value ⓘ | Page area ⓘ | Actions |
|--------------------|-----------------------|-------------|---------|
| 1 | Main Category | All pages | ✕ |
| 2 | Language | All pages | ✕ |

+ Add Page categories

Next

Content group parameters should not exceed a length of 255 characters. All additional characters will be deleted.

Content groups are assigned one time to a page. If a page is tracked together with a content group, all subsequent page calls will also be assigned to this content group.

When passing the content group in the pixel, only the initial page call (content ID) will be taken into consideration. Webtrekk therefore recommends implementing content IDs and content groups while embedding the pixel.

4.5.6 Page parameters (custom parameters)

You can use "custom parameters" to enrich analytical data with your own website-specific information and/or metrics.

Page parameters must be set up in the configuration (Configuration > Custom Parameters > Page Parameters) before any associated data can be recorded. The ID and data type (text/number) are defined for each parameter.

Page parameters refer directly to an individual page. In contrast to content groups, the reference between the page and the page parameter does not have to be unique. This allows you to specify a page to call up, e.g. by entering the variant or a numerical value.

A list of measured page parameters of data type "text" can be called up in the Webtrekk tool under "Navigation > Page Parameters". Page parameters of data type "number" are available as a metric in the analyses.

```

window._ti = window._ti || {};
window._ti["customParameter"] = {
  1: "green",
  5: "200.51"
};

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Page name ⓘ
-- No details --

Search term (internal) ⓘ
-- No details --

Number of search results ⓘ
-- No details --

Error messages ⓘ
-- No details --

Page parameters ⓘ

| Page parameter ID ⓘ | Page parameter value ⓘ | Page area ⓘ | Actions |
|---------------------|------------------------|-------------|---------|
| 2 | Pagename | All pages | ✕ |

+ Add Page parameters

Page categories ⓘ

+ Add Page categories

Next

For further utilisation options, see the examples.

4.5.7 Internal search

Analyse search terms used by visitors to your website by including it in tracking.

The GET or POST methods are used to realise a website search function. The POST method requires the "internalSearch" parameter. Dynamically enter the search term in the configuration parameter. Alternatively, the internal search function can be set with the GET method in the Webtrekk system configuration (Configuration > System Configuration) under "Internal search parameter".

```

window._ti = window._ti || {};
window._ti["internalSearch"] = "adidas shoes";
window._ti["numberSearchResults"] = "15";

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Page name ⓘ
-- No details --

Search term (internal) ⓘ
Internal search

Number of search results ⓘ
Number of search results

Error messages ⓘ
-- No details --

Page parameters ⓘ
+ Add Page parameters

Page categories ⓘ
+ Add Page categories

Next

A list of tracked search terms is called up in the tool under "Marketing > Search Phrases > Internal Search Phrases" and/or "Marketing > Search Terms > Internal Search Terms".

GET and POST method can both be used for the same account. But for sending an internal search phrase only one method should be used (not both for the same search phrase at the same time).

4.6 Publisher

You can use "Publisher" to enrich analytical data with your own website-specific information and/or metrics.

Publisher informations must be set up in the configuration (Configuration > Custom Parameters > Page Parameters) before any associated data can be recorded.

```

window._ti = window._ti || {};
window._ti["articleTitle"] = "";           // article title
window._ti["pageTitle"] = "";             // page title
window._ti["pageType"] = "Article";       // page type
window._ti["pageLength"] = "large";       // page length
window._ti["daysSincePublication"] = "3"; // days since publication
window._ti["paywall"] = "1";              // Paywall calls [ 1 , 0 ]
window._ti["contentTags"] = "";           // Tags of an article

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Article heading ⓘ
Article heading
X
▼

Title of the page ⓘ
Title of page
X
▼

Type of page ⓘ
Type of page
X
▼

Length of the page ⓘ
Length of the page
X
▼

Days since publication ⓘ
Days since publication
X
▼

Paywall calls ⓘ
Paywall calls
X
▼

Tags of an article ⓘ
Tags of an article
X
▼

Next

4.7 Product

In Webtrekk you can analyse in detail which products on your website are viewed, placed in the shopping basket and bought. Aggregated analyses are possible across product categories. Webtrekk automatically derives cancelled shopping baskets from the information transmitted. Comprehensive information must be provided on the underlying order for product purchases, e.g. a unique order number.

As with orders, any additional information can be added to products using e-commerce parameters.

4.7.1 Product tracking

The following parameters serve to track products in detail. The products can be transmitted to Webtrekk when a product is viewed, placed in the shopping basket or when the basket is purchased. A list of tracked products appears in the Webtrekk tool under "E-Commerce > Products".

Do not use a thousands separator in the price details. Decimal places are separated using a point or comma. Order / cart data is not processed when "Event Tracking with Function Call" is used.

product

Saves products placed in the shopping basket. If several products appear in the shopping basket, they are each separated by a semicolon. This parameter must be entered if products are to be tracked. All other parameters are optional for product tracking. A product name may not contain more than 110 characters.

productQuantity (optional)

Contains the product quantity. If several products are transmitted, they are each separated by a semicolon. The standard value is "1".

productCost (optional)

Contains the product price ("0" prices are allowed). If you transmit a product several times (quantity parameter productQuantity greater than 1), use the total price not the unit price. If several prices are transmitted, they are each separated by a semicolon. The standard value is "0".

currency (optional)

Contains the currency code of a product or order; the value must be passed to the Webtrekk pixel in line with the ISO standard. If multiple products are transmitted via a single page (e.g. on the order confirmation page if more than 1 product was purchased), only 1 currency will be applied to all products. This means that the value only needs to be set once.

Note: The currency is only passed for the purpose of currency conversion. In other words, the currency will be converted to the one (if any) that is stored in the Webtrekk front-end (Configuration > System configuration: Data Collection). Only one currency is ever displayed here.

productStatus (optional)

Contains the shopping basket status. If a product is viewed (e.g. on a product's detailed view), the status is "view". This status should always be set if the product can be added to the shopping basket.

If the product is added to the shopping basket, the status is "add". If the shopping basket is purchased, the status "conf" is transmitted. If no status is transmitted when tracking a product, the standard value "view," i.e. product view, is assumed.

couponValue (optional)

Contains the value of the voucher. Use this parameter if the customer places an order using a voucher.

productCategory (optional)

Product categories allow the grouping of products. The relationship between product and product category must be unique. In other words, it is not possible to assign the product "Shoes" once to the "Ladies" product category and once again to the "Sale" product category. Such non-unique relationships can be mapped using e-commerce parameters. Product categories of the data type "number" can be used to evaluate every product call with the value stored for it.

Product groups must be configured in Webtrekk before any data is recorded. This is done under "Configuration > Categorisation > Product Categories".

A product category may not contain more than 110 characters.

With the exception of the "productStatus" parameter, all other parameters must contain the same number of objects, e.g. 2 products, 2 product prices, 2 categories, etc.

A list of measured product categories of the data type "text" can be called up in the Webtrekk tool under "E-Commerce > Product Categories". Product categories of the data type "number" are available as a metric in the analyses.

Product categories are only assigned one time for a product. If a product is tracked together with a category, all other products will also be assigned to this category. Therefore, if the product status "view" has to be invoked prior to the purchase of a product, it is sufficient if product categories are only passed on at that point.


```

window._ti = window._ti || {};
window._ti["product"] = "pullover;jeans";
window._ti["productCategory"] = {
  1: "tops;pants",
  2: "noname;levis"
};
window._ti["productQuantity"] = "2;1";
window._ti["productCost"] = "99.90;69.95";
window._ti["productStatus"] = "conf";
window._ti["currency"] = "EUR";

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Product name or ID ⓘ
Product ID
X
▼

Product costs ⓘ
Product price
X
▼

Product quantity ⓘ
Product quantity
X
▼

Status of the shopping basket. ⓘ
Product status
X
▼

Currency ⓘ
Currency code
X
▼

Total order value ⓘ
-- No details --
▼

Order number ⓘ
-- No details --
▼

Predefined product information ⓘ
+ Add Predefined product information

E-Commerce parameters ⓘ
+ Add E-Commerce parameters

Product categories ⓘ

| Process category ID ⓘ | Product category value ⓘ | Page area ⓘ | Actions |
|-----------------------|--------------------------|-------------|---------|
| 1 | Main Category | All pages | 🔗 X |
| 2 | Sub Category | All pages | 🔗 X |

+ Add Product categories

Next

4.7.2 Tracking orders

Webtrekk can also track orders. To do this, the order value is transmitted along with the order number. "0" values are permitted. A list of tracked orders can be called up in the Webtrekk tool under "E-Commerce > Orders".

In contrast to product tracking, the information does not relate to individual products, but always to the entire shopping basket or order. Besides the total of purchased products, the total order value may also contain such values as discounts and shipping and packaging costs.

Do not use a thousands separator in the price details. Decimal places are separated using a point or comma.

The "orderValue" parameter saves the total order value. This parameter must be entered if total order values are to be tracked. The "orderId" parameter (optional) contains a unique order number (order ID). Use of this setting ensures that no orders are counted twice. If no order ID has been given for an order value, Webtrekk will generate an ID.

The currency of an order can be passed using the "currency" parameter.

```

window._ti = window._ti || {};
window._ti["orderValue"] = "12.99";
window._ti["orderId"] = "M-12345";
window._ti["currency"] = "EUR";
window._ti["couponValue"] = "10.00";

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Product name or ID ⓘ
-- No details --

Product costs ⓘ
-- No details --

Product quantity ⓘ
-- No details --

Status of the shopping basket. ⓘ
-- No details --

Currency ⓘ
Currency code
X

Total order value ⓘ
Order value
X

Order number ⓘ
Order number
X

Predefined product information ⓘ

| Predefined product information ⓘ | Value of the parameter ⓘ | Page area ⓘ | Actions |
|----------------------------------|--------------------------|-------------|---------|
| Voucher value | Coupon Value | All pages | ✕ |

+ Add Predefined product information

E-Commerce parameters ⓘ
+ Add E-Commerce parameters

Product categories ⓘ
+ Add Product categories

Next

4.7.3 E-Commerce parameter (custom parameters)

You can use "custom parameters" to enrich analytical data with your own website-specific information and/or metrics.

E-commerce parameters must be set up in the configuration (Configuration > Custom Parameters > E-Commerce Parameters) before they can be entered. In this set-up, an ID that is relevant for tracking and a data type (text/number) are defined for each parameter.

Parameter references

E-commerce parameters are used to transmit additional product information (e.g. size, colour). In the case of several products, the number of single parameter values must match the number of products. The values are separated by a semicolon.

E-commerce parameters can also be used to transmit information about an order, e.g. payment or shipping type. In these cases, order tracking must be used. It is enough to transmit this parameter once per order. It applies equally to all products in the shopping basket.

The reference (product or order) is selected when configuring the pixel. If "individual value" is selected as the data type, the parameter refers to the order. If "multiple values" have been selected, the parameter can refer to the product or the order.

Note: as website targets in Webtrekk must always be entered as e-commerce parameters, it is also possible to transfer e-commerce parameters that are not linked to orders or products.

E-commerce parameters of the type "Text" are shown in the Webtrekk tool under "E-Commerce > E-Commerce-Parameters". E-commerce parameters of the type "Number" are available as a metric in the analyses.

The configuration example shows a successful order of two products. E-commerce parameter 1 (size) and 2 (colour) have a product reference. E-commerce parameter 3 (payment type) has an order reference.

```
window._ti = window._ti || {};  
  
// products  
window._ti["product"] = "pullover;jeans";  
window._ti["productCategory"] = {  
  1: "tops;pants",  
  2: "noname;levis"  
};  
window._ti["productQuantity"] = "2;1";  
window._ti["productCost"] = "99.90;69.95";  
window._ti["productStatus"] = "conf";  
window._ti["currency"] = "EUR";  
  
// order  
window._ti["orderValue"] = "12.99";  
window._ti["orderId"] = "M-12345";  
window._ti["currency"] = "EUR";  
window._ti["couponValue"] = "10.00";  
  
// custom e-commerce parameter  
window._ti["customEcommerceParameter"] = {  
  1: "L;32",  
  2: "green;blue",  
  3: "bill"  
};
```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Product name or ID ⓘ
-- No details --

Product costs ⓘ
-- No details --

Product quantity ⓘ
-- No details --

Status of the shopping basket. ⓘ
-- No details --

Currency ⓘ
-- No details --

Total order value ⓘ
-- No details --

Order number ⓘ
-- No details --

Predefined product information ⓘ
+ Add Predefined product information

E-Commerce parameters ⓘ

| E-Commerce parameter ID ⓘ | E-Commerce parameter value ⓘ | Page area ⓘ | Actions |
|---------------------------|------------------------------|-----------------|---------|
| 1 | Color | Conversion Page | ✕ |
| 2 | Size | Conversion Page | ✕ |

+ Add E-Commerce parameters

Product categories ⓘ
+ Add Product categories

Next

For further utilisation options for custom parameters, see the examples.

4.7.4 Predefined product information

You can enrich the analytics data with your website-specific information and/or metrics using "predefined product information". Predefined e-commerce parameters and product categories need to be activated and set up in the configuration (Configuration > Custom Parameters > E-Commerce-Parameters) before they are captured.

```

window._ti = window._ti || {};
window._ti["paymentMethod"] = "paypal"; // payment method
window._ti["shippingService"] = "dhl"; // shipping service
window._ti["shippingSpeed"] = "express"; // shipping speed
window._ti["shippingCosts"] = "4.95"; // shipping costs
window._ti["grossMargin"] = "12.95"; // gross margin
window._ti["orderStatus"] = ""; // order status
window._ti["productVariant"] = "green"; // product variant
window._ti["couponValue"] = "10.00"; // coupon value
window._ti["productSoldOut"] = "1"; // product sold out [sold out = 1, in stock = 0]

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
 Advanced
 Cross Device Bridge
 Page
 Publisher
 Product
 Action
 Form
 Heatmap
 Visitor
 Campaign

Product name or ID ⓘ -- No details --
 Product costs ⓘ -- No details --
 Product quantity ⓘ -- No details --
 Status of the shopping basket. ⓘ -- No details --
 Currency ⓘ -- No details --
 Total order value ⓘ -- No details --
 Order number ⓘ -- No details --

Predefined product information ⓘ

| Predefined product information ⓘ | Value of the parameter ⓘ | Page area ⓘ | Actions |
|----------------------------------|--------------------------|--------------|---------|
| Product sold out | Sold Out | Product page | ✕ |

 + Add Predefined product information

E-Commerce parameters ⓘ + Add E-Commerce parameters

Product categories ⓘ + Add Product categories

Next

4.7.5 Upload e-commerce parameters

Individual orders and the products they contain can be updated with additional information (e-commerce parameters) later on via an upload function. The example of a cancellation shows how this works:

Cancellations of whole orders or single products within orders can be transmitted to Webtrekk. First, however, a corresponding e-commerce parameter must be configured (Configuration > Custom Parameters > E-Commerce Parameters).

Webtrekk recommends that cancellation data is transmitted via a SOAP interface. Since the number of uploads per day is limited, data should be sent as a package. Alternatively, the import can be made using an Excel file. To ensure that the correct format is used, an export of e-commerce parameters should be called up as a template for the cancellation values (Configuration > Custom Parameters > E-Commerce Parameters).

| Order number | Product name | Parameter (text) – cancellation reason | Parameter (number) – cancellation value |
|--------------|--------------|--|---|
| 12003 | Hose Malta | Does not fit | 49,95 |
| 12004 | Jacke | Do not like | 56,90 |
| 12004 | Hose Malta | Does not fit | 49,95 |

To enter cancellations for multiple orders of the same product, the number of cancelled products can be transmitted as an additional parameter. This may apply if a customer has ordered a product in several sizes and only keeps the ones that fit, for example. A transmitted cancellation value must be accompanied by the total number of cancelled products.

| Order number | Product name | Parameter (text) – cancellation reason | Parameter (number) – cancellation value | Parameter (number) – number of cancellations |
|--------------|--------------|--|---|--|
| 12003 | Hose Malta | Does not fit | 49,95 | 1 |
| 12004 | Jacke | Do not like | 56,90 | 1 |
| 12004 | Hose Malta | Does not fit | 49,95 | 2 |

Note: Multiple parameters must be used to pass on multiple items of information on a SINGLE product within one order (e.g. multiple cancellation reasons). A new upload of this information will overwrite any information that was previously saved. Webtrekk does not merge multiple uploads, so that corrections can be carried out via uploads.

4.8 Action

Action tracking lets you track actions or clicks on internal or external links.

Measured actions are listed in the tool under "Navigation > Actions".

Action tracking requires that JavaScript is active in the visitor's browser. If not, the action on your website will be executed as normal, i.e. your website's functionality will not be affected by action tracking.

The "linkTrack" parameter activates action tracking and must be passed during initialisation. This parameter must be entered if actions are to be automatically recorded. Possible settings for action tracking are "standard" and "link".

An action is automatically assigned to the page, that was tracked last before the click. Thus, the name of the linking page does not have to be submitted in the name of the event.

Note regarding links on SSL pages:

please note that requests for action tracking are not sent until the user leaves a page (exception: "Action tracking with function call" ("link" setting) and "Action tracking with redirect").

If the user is on an insecure page, and the next page is an SSL page, an SSL message may be displayed. To avoid this, pages in the insecure area with activated action tracking, which may be followed by an SSL page, must be configured with the setting "forceHTTPS".

4.8.1 Automatic action tracking with the "Standard" setting

If the "Standard" setting is selected, only those link actions that are explicitly "marked" in the page source code will be counted. The name tag is generally used for this purpose to enter the desired name. A string or JSON object, which contains the desired information, can be used as the value of the marking tag in use. Many CMS systems support automatic embedding of these marks.

To activate this feature, click the "+" symbol under "Action Tracking" on the "Action Configuration" tab. A new screen will then appear via which you can define the pages on which action tracking should be activated.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ

Action tracking parameters ⓘ

Filtering out URL fragments ⓘ

Replacing URL fragments that have been filtered out ⓘ

Action tracking downloads ⓘ

Excluding individual actions ⓘ

Activate event delaying? ⓘ
☐

Duration of event delaying ⓘ

Event delaying attribute ⓘ

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---------|
| standard | All pages | |
| + Add Action tracking | | |

Action tracking parameter ⓘ
[+ Add Action tracking parameter](#)

Next

With this marking the pixel would generate the action ID "teaser_a".

Example for integration with a string:

```
<a href="teaser_a.htm" name="teaser_a">Click teaser A</a>
```

Example for integration with a JSON object:

```
<a href="teaser_a.htm" name="{ct: 'teaser_a'}">Click teaser A</a>
```

Alternative tags

If you have already used the "Name" tag for other functions, you can use any other tag for generating the name of an action. This is defined via the "linkTrackAttribute" configuration parameter. An alternative tag such as "rel" could be used.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ
rel

Action tracking parameters ⓘ
E.g. teaser_id;page_id

Filtering out URL fragments ⓘ
E.g. ;sessionId=[a-zA-Z0-9\\,]+[\\#|\\?|\\&]?

Replacing URL fragments that have been filtered out ⓘ
E.g. ?

Action tracking downloads ⓘ
E.g. pdf;doc;docx

Excluding individual actions ⓘ
E.g. ^[javascript|:|#]

Activate event delaying? ⓘ
☐

Duration of event delaying ⓘ
e.g. 200

Event delaying attribute ⓘ
e.g. data-wt-delay

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---------|
| standard | All pages | |
| + Add Action tracking | | |

Action tracking parameter ⓘ
[+ Add Action tracking parameter](#)

Next

At this mark, the pixel would generate the action ID "teaser_a".

Example for integration with a string:

```
<a href="teaser_a.htm" name="internal_id" rel="teaser_a">Klick auf Teaser A</a>
```

Example for integration with a JSON object:

```
<a href="teaser_a.htm" name="internal_id" rel="{ct: 'teaser_a'}">Klick auf Teaser A</a>
```

4.8.2 Automatic action tracking with the "link" setting

The "Link" setting uses the action target of a link as the action tracking name. It is not necessary to change the link.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ

Action tracking parameters ⓘ

Filtering out URL fragments ⓘ

Replacing URL fragments that have been filtered out ⓘ

Action tracking downloads ⓘ

Excluding individual actions ⓘ

Activate event delaying? ⓘ
☐

Duration of event delaying ⓘ

Event delaying attribute ⓘ

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---------|
| link | All pages | |
| + Add Action tracking | | |

Action tracking parameter ⓘ
[+ Add Action tracking parameter](#)

Next

The pixel generates the action ID "www.webseite.com.teaser_a.htm".

```
<a href="teaser_a.htm">Click teaser A</a>
```

Limitations

Any parameters in the link will not be considered. The following link in the "link" setting would be counted under the action name "www.website.com.teaser_a.htm":

```
<a href="teaser_a.htm?parameter=123">Click teaser A</a>
```

With this setting, all actions on the page will be tracked automatically, but a link consisting of just "#" or JavaScript code as the target name will not produce any meaningful results.

Tags to differentiate between a number of links with the same target

Additional link markings are always useful if a number of links on the same page lead to the same target, e.g. a text and a graphic link. The "Name" tag is used by default in this case. It is prepended to the action ID in the Webtrekk tool.

If you have already used the "Name" tag for other functions, you can use any other tag for name generation. This is defined via the "linkTrackAttribute" configuration parameter. An alternative tag such as "rel" could be used.

2. Plugin configuration

Basic

Advanced

Cross Device Bridge

Page

Publisher

Product

Action

Form

Heatmap

Visitor

Campaign

Alternative action tracking tag ⓘ

rel

Action tracking parameters ⓘ

E.g. teaser_id;page_id

Filtering out URL fragments ⓘ

E.g. ;jsessionid=[a-zA-Z0-9_]+[\\#|\\?|\\&]?

Replacing URL fragments that have been filtered out ⓘ

E.g. ?

Action tracking downloads ⓘ

E.g. pdf;doc;docx

Excluding individual actions ⓘ

E.g. ^[javascript|\\#]

Activate event delaying? ⓘ

☐



Duration of event delaying ⓘ

e.g. 200

Event delaying attribute ⓘ

e.g. data-wt-delay

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---|
| link | All pages |   |
| + Add Action tracking | | |

Action tracking parameter ⓘ

[+ Add Action tracking parameter](#)

Next

The pixel generates the action ID "teaser_textlink.www.webseite.com.teaser_a.htm".

Example for integration with a string:

```
<a href="teaser a.htm" name="internal id" rel="teaser textlink">Click teaser A</a>
```

Example for integration with a JSON object:

```
<a href="teaser a.htm" name="internal id" rel="{ct:'teaser textlink'}">Click teaser A</a>
```

To automatically count actions, the underlying link names of which only differ in relation to their parameters use the "linkTrackParams" setting. In addition to the link target file name, use this setting to enter the parameters that are to be used for generating the action ID.

The following links, for example, can only be distinguished based on the "page_id" parameter:

```
<a href="page.htm?page_id=1">Link to page 1</a>
<a href="page.htm?page_id=2">Link to page 2</a>
```

You can also enter several parameters for generating the action ID (separated by semicolons).

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ
rel

Action tracking parameters ⓘ
teaser_id;page_id

Filtering out URL fragments ⓘ
E.g. ;jsessionid=[a-zA-Z0-9_]+[\\#|\\?|\\&]?

Replacing URL fragments that have been filtered out ⓘ
E.g. ?

Action tracking downloads ⓘ
E.g. pdf;doc;docx

Excluding individual actions ⓘ
E.g. ^[javascript|:]#

Activate event delaying? ⓘ
☐

Duration of event delaying ⓘ
e.g. 200

Event delaying attribute ⓘ
e.g. data-wt-delay

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---------|
| link | All pages | |
| + Add Action tracking | | |

Action tracking parameter ⓘ
[+ Add Action tracking parameter](#)

Next

Filtering out URL parameters

Note that no parameters are accepted in "linkTrackParams" whose values differ for individual visitors, such as a session ID. If these values are not appended via the parameter but appear in the middle of the URL, or, as usual with Java servers, a ";" is appended to the file name, you have the option of filtering out these additions from the link target with a regular expression.

A typical URL for a Java server might appear as follows:

http://www.webseite.com/teaser_a.htm;jsessionid=1CBE7F79EF7D681569A3BF30DD0C5D72.jp64&page_id=1

To exclude this session ID in the tool from the action ID, filter it out of the URL. To do this, enter a regular expression that places the session and the parameter in the link. You can also enter a string to replace the located term. The following configuration filters out the session ID to the first parameter and replaces it with a "?" and adds the remaining parameters to the end of the file name:

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ
rel

Action tracking parameters ⓘ
teaser_id;page_id

Filtering out URL fragments ⓘ
;sessionId=[a-zA-Z0-9\\.] +\\#\\|\\|&]?

Replacing URL fragments that have been filtered out ⓘ
E.g.?

Action tracking downloads ⓘ
E.g. pdf;doc;docx

Excluding individual actions ⓘ
E.g. ^[javascript|\\#]

Activate event delaying? ⓘ
☐

Duration of event delaying ⓘ
e.g. 200

Event delaying attribute ⓘ
e.g. data-wt-delay

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---------|
| link | All pages | |
| + Add Action tracking | | |

Action tracking parameter ⓘ
[+ Add Action tracking parameter](#)

Next

You will now receive the link "http://www.webseite.com/teaser_a.htm?page_id=1", from which the action ID is generated.

Excluding individual links

You can exclude links from tracking by using the parameter "linkTrackIgnorePattern". The regular term is defined as the value. Links that match the term will then be ignored. This would be useful, among other things, for anchor and JavaScript links. They appear in the tool as, for example, an action with the name "javascript(void)" and do not thus allow any meaningful analysis, as it is unclear which click was responsible.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ
rel

Action tracking parameters ⓘ
teaser_id;page_id

Filtering out URL fragments ⓘ
;sessionId=[a-zA-Z0-9\.\]+\#\?(!\\&)?

Replacing URL fragments that have been filtered out ⓘ
?

Action tracking downloads ⓘ
E.g. pdf;doc;docx

Excluding individual actions ⓘ
^[javascript:;|\\#|]

Activate event delaying? ⓘ
☐

Duration of event delaying ⓘ
e.g. 200

Event delaying attribute ⓘ
e.g. data-wt-delay

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---------|
| link | All pages | |
| + Add Action tracking | | |

Action tracking parameter ⓘ
[+ Add Action tracking parameter](#)

Next

Delaying Events

In order to track all events that occur on a page it is necessary to delay the user navigating to the next Page. In order to do so the tracking pixel will delay the click event and thusly delay the user from leaving the current Page for a very short time. This feature is deactivated by default. It can be activated via the parameter "delayLinkTrack". The default delay time is set to 200 ms (milliseconds). In case you deem 200 ms too much/too little you can adjust the delay via the parameter "delayLinkTrackTime". Webtrekk recommends a delay of 200-500 milliseconds.

In order to evaluate if the link will not leave the current page the following factors are taken into consideration:

- The "href" attribute of the Link is undefined or empty
- The Link is a JavaScript Link (href="javascript:") or an Anchor (href="#")
- The Link is indicated as a download
- The Link has the attribute "target=_blank", which will be opened in a new tag

Alternatively you can use the Parameter "noDelayLinkTrackAttribute" in order to explicitly tag internal Links. If this Parameter is set ALL Links on the current Page are considered external Links. Thusly you should tag all links that will remain on the current Page with the defined Parameter, e.g. slider, tabs, anchor, javascript actions, etc.

▼ 2. Plugin configuration

Basic Advanced Cross Device Bridge Page Publisher Product **Action** Form Heatmap Visitor Campaign

Alternative action tracking tag ⓘ

Action tracking parameters ⓘ

Filtering out URL fragments ⓘ

Replacing URL fragments that have been filtered out ⓘ

Action tracking downloads ⓘ



Excluding individual actions ⓘ

Activate event delaying? ⓘ ☒

Duration of event delaying ⓘ

Event delaying attribute ⓘ

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---|
| link | All pages |   |
| + Add Action tracking | | |

Action tracking parameter ⓘ [+ Add Action tracking parameter](#)

[Next](#)

```
<a href="http://www.domain.tld/" target="_blank" name="logo" data-wt-delay="1">Link</a>
```

In the example above the event will not be delayed when the user clicks on the Link.

Please keep in mind: Only activate this feature if you require a very high data quality for your event tracking since this feature artificially delays the website when a user clicks on a Link that would leave the current Page.

4.8.3 Action tracking with JSON objekts

With the help of JSON objects it is possible to provide an action with additional information, in addition to its name. These are generally custom action parameters (see chapter 0). Own e-commerce parameters can also be used in exceptional cases.

Prerequisite for capturing the parameters as JSON objects is the activation of automatic action tracking.

The example below shows a link with the action name 'link7' and the custom action parameters with ID 7 (value: 'action7') and ID 15.

```
<a name="{ct: 'link7', ck: {7: 'action7', 15: 'action15'}}" href="link.html">Link</a>
```

Depending on whether action tracking is activated, the pixel will generate the action ID "link7.www.webseite.com.link.html" or "link7". The click will be assigned the action parameters "7" and "15", irrespective of the selected variant.

4.8.4 Tracking downloads

If automatic action tracking (setting "link" or "standard" in the "linkTrack" parameter) is active, the files available in the browser for downloading can be automatically tracked.

To do this, the applicable file types must be entered, separated by a semicolon, in the "linkTrackDownloads" parameter.

Note: with these clicks the pixel is sent immediately and not when the page is unloaded.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ

rel

Action tracking parameters ⓘ

teaser_id;page_id

Filtering out URL fragments ⓘ

sessionid=[a-zA-Z0-9\.\.]+\#\?|\&?

Replacing URL fragments that have been filtered out ⓘ

?

Action tracking downloads ⓘ

pdf;doc;docx

Excluding individual actions ⓘ

^[javascript:|]#

Activate event delaying? ⓘ

☒



Duration of event delaying ⓘ

300

Event delaying attribute ⓘ

data-wt-delay

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|---|
| link | All pages |   |
| + Add Action tracking | | |

Action tracking parameter ⓘ

[+ Add Action tracking parameter](#)

Next

4.8.5 Aktion tracking with redirect

Action tracking with redirect is used to count clicks on HTML links. JavaScript links cannot be tracked. JavaScript is not required for this action tracking.

Please note that action tracking with redirect may impact the performance of the action to be tracked. We therefore recommend carrying out some tests.

1. Connection protokol (http oder https)
2. Webtrekk Track ID
3. Target URL
4. Actions ID
5. Track URL

```
<a href="http(1)://track.wt-eu02.net(5)/1111111111111(2)/re.pl?
t=http%3A%2F%2Fwww.webseite.com%2Findex.htm(3)&c=link_zur_startseite(4)">Link to homepage</a>
```

If tracking is performed in an SSL-protected zone, change the tracking call to "https".

IMPORTANT: the target URL and page name must be URL-encoded!

You can optionally hide the Webtrekk tracking URL in the browser status bar when hovering over the link to be tracked with the mouse:

```
<a href="http://track.wt-eu02.de/1111111111111/re.pl?
t=http%3A%2F%2Fwww.webseite.com%2Findex.htm&c=homepage_link" onmouseover="status='This is a
link';return true;" onmouseout="status=' ';return true;">Link to homepage</a>
```

When moving over this link with mouse, the text "This is a link" appears in the browser's status bar, not the Webtrekk tracking URL.

4.8.6 Action parameters (custom parameters)

You can use "custom action parameters" to enrich analytical data with your own website-specific information and/or metrics.

Action parameters must be set up in the configuration (Configuration > Custom Parameters > Action Parameters) before they can be entered. The ID and data type (text/number) are defined for each parameter.

Action parameters may refer to a single link and be directly assigned to it or globally to all links on the page.

```
window._ti = window._ti || {};
window._ti["customClickParameter"] = {
  linkid_1: {
    1: "200.51",
    5: "green"
  },
  2: "no values"
};
```

In this example, clicking on the link with the ID (or Name tag) "link_1" additionally sends action parameter 1 with the value "200.51" and action parameter 5 with the value "green". For all other links, action parameter 2 is additionally sent with the value "no values".

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative action tracking tag ⓘ
rel

Action tracking parameters ⓘ
teaser_id;page_id

Filtering out URL fragments ⓘ
;sessionId=[a-zA-Z0-9\.\+\#\|\?|\&]?

Replacing URL fragments that have been filtered out ⓘ
?

Action tracking downloads ⓘ
pdf;doc;docx

Excluding individual actions ⓘ
^[javascript:|]#

Activate event delaying? ⓘ
☒

Duration of event delaying ⓘ
300

Event delaying attribute ⓘ
data-wt-delay

Action tracking ⓘ

| Action tracking type ⓘ | Page area ⓘ | Actions |
|---------------------------------------|-------------|-------------------------------------|
| link | All pages | 🔗 ✕ |
| + Add Action tracking | | |

Action tracking parameter ⓘ

| Action tracking parameter ID ⓘ | Action tracking parameter value ⓘ | Page area ⓘ | Actions |
|---|-----------------------------------|-------------|-------------------------------------|
| 1 | click Parameter demo | All pages | 🔗 ✕ |
| + Add Action tracking parameter | | | |

Next

You also have the option of sending custom parameters via event tracking with a function call.

A list of the tracked event parameters of the data type "text" can be called up in the Webtrekk tool under "Navigation > Event Parameters". Event parameters of the data type "number" are available as a metric in the analyses.

```
<a href="contact.htm" onclick="wts.push(['send', 'click', {linkId:'akitonsname', customClickParameter:{1:'200.51',5:'green'}}]);">Link to contact page</a>
```

```
<input type="button" onclick="wts.push(['send', 'click', {linkId:'aktionsname', customClickParameter:{1:'200.51',5:'green'}}]);" value="test" />
```

For further options, see the examples.

4.9 Form

Form tracking can track all manners of form input. A list of measured forms can be called up in the Webtrekk tool under "Navigation > Forms".

To activate this feature, click the "+" symbol under "Form Tracking" on the "Form Configuration" tab. A new screen will then appear via which you can define the pages on which form tracking should be activated.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ

Alternative form field attribute ⓘ

Alternative form data attribute ⓘ

Form field content as clear text ⓘ

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ
+ Add Mapping between form field names and form field default values

Activate Path-Analysis for form-field Focus? ⓘ
☐

Form tracking ⓘ

| Page area ⓘ | Actions |
|-------------------------------------|---------|
| All pages | |
| + Add Form tracking | |

Next

Marking within a from

```
<input type="hidden" name="wt_form" value="1">
```

If form tracking should apply to single pages only, activate the function by passing the corresponding form object directly in the page configuration. In this case, the form does require marking with the "wt_form" element.

```
wt.push(["formTrackInstall", document.forms[0]]);
```

The example activates form tracking for the first form on the page.

JavaScript onSubmit handler

The tracking script will be unable to automatically identify your form if it calls up a separate function via the onSubmit handler that then sends the form with form.submit() rather than using a submit button. The reason for this is that the onSubmit handler is not executed if form.submit() is called. In this case, simply set the corresponding pixel instance to "true" in your function's "formSubmit" variable.

```
function mySubmit(formObject) {
  /* Your Code */
  wt.push(["formTrackSubmit"]);
  formObject.submit();
}
```

Naming forms

By default, your form's "name" attribute is used to generate its name. With the parameter "formAttribute" you can define another attribute (e.g. the "id" attribute) as the form identifier.

If there is no "name" attribute in the form header and "formAttribute" is not defined, the page title "contentId" is used as the identifier.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ
rel

Alternative form field attribute ⓘ
rel

Alternative form data attribute ⓘ
E.g. rel

Form field content as clear text ⓘ
E.g. postcode;age

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ

| Form field names ⓘ | Default value ⓘ | Page area ⓘ | Actions |
|--------------------|-----------------|-------------|-------------------|
| firstname | First Name | All pages | ✕ |
| lastname | Last Name | All pages | ✕ |
| email | E-Mail | All pages | ✕ |
| age | Age | All pages | ✕ |

[+ Add Mapping between form field names and form field default values](#)

Activate Path-Analysis for form-field Focus? ⓘ
☐

Form tracking ⓘ

| Page area ⓘ | Actions |
|-------------|-------------------|
| All pages | ✕ |

[+ Add Form tracking](#)

Next

Selecting form fields

If only certain form fields in a form should be counted, define the affected fields in a semicolon-separated list. To do this, a "hidden" field will be defined in the tracked form:

```
<input type="hidden" name="wt_fields" value="name;location">
```

In the example, only the "name" and "location" fields are counted.

Supported fields and values

All form fields are measured, with the exception of the "hidden", "button", "image", "reset" and "submit" field types. With the form field types "select-multiple", "select-one", "checkbox" and "radio", the precise values can be transmitted. With all other form field types, only the field status is sent to Webtrekk, i.e. only "filled_out" is sent for a completed form field and not the content.

If, however, you would like to evaluate the form field content as clear text, add the corresponding form fields to the configuration parameter "formFullContent". The first 30 characters in each field will be transmitted. In the following example, the form fields "post code" and "age" will be sent as plain text as opposed to "filled_out". If the form field is empty, "empty" is transmitted.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ
rel

Alternative form field attribute ⓘ
rel

Alternative form data attribute ⓘ
E.g. rel

Form field content as clear text ⓘ
plz;age

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ

| Form field names ⓘ | Default value ⓘ | Page area ⓘ | Actions |
|--------------------|-----------------|-------------|-------------------------------------|
| firstname | First Name | All pages | 🔗 ✕ |
| lastname | Last Name | All pages | 🔗 ✕ |
| email | E-Mail | All pages | 🔗 ✕ |
| age | Age | All pages | 🔗 ✕ |

[+ Add Mapping between form field names and form field default values](#)

Activate Path-Analysis for form-field Focus? ⓘ
☐

Form tracking ⓘ

| Page area ⓘ | Actions |
|-------------|-------------------------------------|
| All pages | 🔗 ✕ |

[+ Add Form tracking](#)

Next

For form fields of the type "radio," "select-one," "select-multiple" and "checkbox", the value of the "value variable" will be sent to Webtrekk by default. Optionally, an alternative value attribute could be used. If the alternative attribute is set, the value of all of the above-mentioned field types in the alternative attribute will be sent to Webtrekk. This is helpful if you are only sending an ID as the standard value, and this would not be understandable for your web analysts when using the Webtrekk tool. In the following example, the content of the attribute "rel" is sent and not the actual value.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ
rel

Alternative form field attribute ⓘ
rel

Alternative form data attribute ⓘ
rel

Form field content as clear text ⓘ
plz;age

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ

| Form field names ⓘ | Default value ⓘ | Page area ⓘ | Actions |
|--------------------|-----------------|-------------|-------------------|
| firstname | First Name | All pages | ✕ |
| lastname | Last Name | All pages | ✕ |
| email | E-Mail | All pages | ✕ |
| age | Age | All pages | ✕ |

[+ Add Mapping between form field names and form field default values](#)

Activate Path-Analysis for form-field Focus? ⓘ
☐

Form tracking ⓘ
[+ Add Form tracking](#)

Next

If you would like to track forms that have been pre-filled with a default value, you must inform the pixel of which form fields are concerned. This is done with the parameter "formFieldDefaultValue". This includes an object with a mapping between form field names and form field default values.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ
rel

Alternative form field attribute ⓘ
rel

Alternative form data attribute ⓘ
rel

Form field content as clear text ⓘ
plz;age

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ

| Form field names ⓘ | Default value ⓘ | Page area ⓘ | Actions |
|--------------------|-----------------|-------------|-------------------|
| firstname | First Name | All pages | ✕ |
| lastname | Last Name | All pages | ✕ |
| email | E-Mail | All pages | ✕ |
| age | Age | All pages | ✕ |

[+ Add Mapping between form field names and form field default values](#)

Activate Path-Analysis for form-field Focus? ⓘ
☐

Form tracking ⓘ
[+ Add Form tracking](#)

Next

Path-Analysis for form-field Focus

Using the path-view you can display the timely order of objects, in this case form-field objects. This enables you to analyze the order in which form-fields were selected. form-fields will be tracked more than once if they were selected multiple times. If you want to enable this feature, please set the according parameter "formPathAnalysis". You can either set the parameter globally, for all forms, or individually for specific sites.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ

Alternative form field attribute ⓘ

Alternative form data attribute ⓘ

Form field content as clear text ⓘ

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ
[+ Add Mapping between form field names and form field default values](#)

Activate Path-Analysis for form-field Focus? ⓘ
☒

Form tracking ⓘ
[+ Add Form tracking](#)

Next

Due to the possibility of sending form-fields multiple times the quantity of (not) filled form-fields can be higher than the number of (not) send form-fields. In addition, you might face difficulty deciding 100% if a field was filled or not since both could exist.

Sending form data and content

Form data is sent to Webtrekk on leaving the form page, regardless of whether the form was actually sent or the page was left without sending it. No action is taken if the browser is closed without sending the form.

Notice: Radio buttons with the same "name" attribute content are viewed and submitted as a form field by form tracking. The status "empty" is sent if no radio button was clicked, or "filled_out" or the form field value of the clicked radio button.

If you want to capture every individual radio button in a group, use an alternative form field attribute.

Please note that requests for click and form tracking are not sent until the user leaves a page. If the user is on an insecure page, and the next page is an SSL page, an SSL message may be displayed. To avoid this, pages in the insecure area with activated form tracking, which may be followed by an SSL page, must be configured with the setting "forceHTTPS".

Anonymising form data and content

If required, you can anonymise all form data – for data protection reasons, for example – before sending it to Webtrekk. This means content from the form fields will not be transmitted to Webtrekk. The Webtrekk analysis screen will therefore only show which form fields were completed and which were not.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ

E.g. rel

Alternative form field attribute ⓘ

E.g. rel

Alternative form data attribute ⓘ

E.g. rel

Form field content as clear text ⓘ

E.g. postcode;age

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ

+ Add Mapping between form field names and form field default values

Activate Path-Analysis for form-field Focus? ⓘ
☐

Form tracking ⓘ

+ Add Form tracking

Next

Please note that the parameter `formFullContent` always delivers the content of the form fields, even if the form has been anonymised!

Anwendungsbeispiel

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Alternative form attribute ⓘ

id

Alternative form field attribute ⓘ

E.g. rel

Alternative form data attribute ⓘ

rel

Form field content as clear text ⓘ

textarea

Anonymise form data and content? ⓘ
☒

Mapping between form field names and form field default values ⓘ

+ Add Mapping between form field names and form field default values

Activate Path-Analysis for form-field Focus? ⓘ
☐



Form tracking ⓘ

Page area ⓘ

All pages

+ Add Form tracking

Actions

Next

```
<form id="form-name" method="post" action="form.php">
  <input name="textfield" type="text" size="30"></br>
  <input name="password" type="password" size="30"></br>
  <textarea name="textarea" cols="50" rows="10"></textarea></br>
  <select name="select" size="5" multiple>
    <option rel="select1" value="1">Select 1</option>
    <option rel="select2" value="2">Select 2</option>
  </select></br>
  <input type="submit" value="submit">
</form>
```

```
fn=form-name|1          // [ Form name | Form was sent ]
ft= textfield.text|filled_out|0; // [ Fieldname.Fieldtype | field content | last focus ]
password.password|filled_out|0; // [ Fieldname.Fieldtype | field content | last focus ]
textarea.textarea|test|1; // [ Fieldname.Fieldtype | field content | last focus ]
select.select-multiple|select2|0 // [ Fieldname.Fieldtype | field content | last focus ]
```

Tracking of multiple forms on one page

If you want to track on one page two or more forms, use the method "multipleFormTrackInstall" or "multipleFormTrackInit" and pass the form as an HTML-element.

```
wts.push(['multipleFormTrackInstall', document.forms[0]]);
wts.push(['multipleFormTrackInstall', document.forms[1]]);
wts.push(['multipleFormTrackInstall', document.forms[2]]);
```

Manual update of form fields

If the content of a form field changes or a focus on a form field is simulated, call the following method and pass the changed form field.

```
wts.push(['updateFormFieldStatus', document.getElementById('firstname')]);
```

If you are tracking multiple forms on a page, use the following function and pass the form field.

```
wts.push(['multipleUpdateFormFieldStatus', document.forms[0],
document.getElementById('firstname')]);
```

Forms without <form>

You can create a custom form and use it for tracking, if you are using form on your page that are not created by using the html tag "<form>". Create a instance of the class "CustomForm" and pass form name and all belonging form fields which should be tracked. Pass the custom form to the tracking pixel to track it.


```
<div id="form-name">
  <input id="textfield" name="textfield" type="text" size="30"></br>
  <input id="password" name="password" type="password" size="30"></br>
  <textarea id="textarea" name="textarea" cols="50" rows="10"></br>
  <select id="select" name="select" size="5" multiple>
    <option rel="select1" value="1">Select 1</option>
    <option rel="select2" value="2">Select 2</option>
  </select></br>
  <input id="submit" type="submit" value="submit">
</div>
```

```
wtm.push(['customForm', function(CustomForm) {
  var customForm = new CustomForm('form-name', [
    document.getElementById('textfield'),
    document.getElementById('password'),
    document.getElementById('textarea'),
    document.getElementById('select'),
    document.getElementById('submit')
  ]);
  wtm.push(['formTrackInstall', customForm]);
}]);
```

If you send your form via Ajax, for example, which means the page is not left, you should send the form request manually.

```
function myCustomFormSubmit(formObject) {
  /* Ihr Code */
  wtm.push(['formTrackSubmit']);
  wtm.push(['send', 'form']);
  /* Ihr Code */
}
```

4.10 Heatmap

Heatmaps show you the places on your website which received a large number of clicks, regardless of whether there is actually a link at these positions. To produce a "Website Heatmap" analysis, you must activate the heatmap parameter on the page to be analysed.

To activate this feature, click the "+" symbol under "Heatmap Tracking" on the "Heatmap Configuration" tab. A new screen will then appear via which you can define the pages on which action tracking should be activated.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Heatmap reference points ⓘ
E.g. content

Heatmap tracking ⓘ

Page area ⓘ
All pages
+ Add Heatmap tracking

Actions
✕

Next

A point of reference must be defined if you work with centred websites. The point of reference tells the pixel the position (x-axis and y-axis) at which the content area begins. To define the point of reference the "wt_refpoint" ID must be assigned to a random HTML tag (e.g. DIV, SPAN, TABLE, IMG, etc.). The point of reference should be placed in the upper left-hand corner of the centred website content. The element with the "wt_refpoint" ID cannot be invisible (display:none), otherwise the coordinates of this element cannot be read.

```
<table align="center" id="wt_refpoint">
  <tr>
    <td>The centred website content will be placed here.</td>
  </tr>
</table>

oder

<div style="text-align:center; width:500px;">
  <span id="wt_refpoint"></span>
  The centred website content will be placed here.
</div>
```

If your website already contains an element with an ID that can be used as a reference point for the heatmap, you do not need to embed an additional element with the "wt_refpoint" ID. In this case, you can assign the corresponding ID to the "heatmapRefpoint" parameter in your Webtrekk configuration.

```
<table align="center" id="content">
  <tr>
    <td>The centred website content will be placed here.</td>
  </tr>
</table>

oder

<div id="content" style="text-align:center; width:500px;">
  The centred website content will be placed here.
</div>
```

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Heatmap reference points ⓘ

Heatmap tracking ⓘ

Page area ⓘ
All pages
+ Add Heatmap tracking

Actions
🔗 ✕

Next

The heatmap is called up in the Webtrekk tool under "Overlay > Websites Heatmap".

For the first function tests with only a few clicks, select the display type "Standard (detail)" in the Webtrekk tool, as a sufficient amount of data must be collected first of all for aggregated portrayal.

4.11 Visitor

4.11.1 Custom visitor IDs

To improve visitor identification, you can use custom visitor IDs instead of Webtrekk's long-term cookies ("eid"). The reason for this is that some users or programmes automatically delete long-term cookies once a session (visit) ends. Without custom visitor IDs, repeat visitors would not be identified.

To use custom visitor IDs, you can pass a unique identifier, such as from your shop/CMS system, with the tracking pixel. If you do not use unique visitor IDs on your website, you can use the visitor's e-mail address as an alternative unique identifier. In this case, you should encrypt the address to comply with data protection requirements and ensure the e-mail address is unreadable (e.g. using the MD5 hash).

Visitor IDs can be passed to the pixel following a successful login or completed order, for example. These custom visitor IDs can be evaluated in the Webtrekk tool under "Visitors > Visitors > Last Custom Visitor IDs".

```
window._ti = window._ti || {};  
window._ti["customerId"] = "234231132523242";  
window._ti["urmCategory"] = {  
  2: "single"  
};
```

With the optional parameter "urmCategory" (urm = User Relation Management), you can categorise the visitors. URM categories must be created in the tool first of all. In the example below, the age and family status are assigned to the visitor.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Visitor ID ⓘ

User ID
X

Login status ⓘ

-- No details --

E-mail receiver ID ⓘ

-- No details --

E-mail Opt-In ⓘ

-- No details --

Gender ⓘ

-- No details --

Date of birth (YYYYMMDD) ⓘ

-- No details --

Year of birth (YYYY) ⓘ

-- No details --

Month of birth (MM) ⓘ

-- No details --

Birthday (DD) ⓘ

-- No details --

URM categories ⓘ

| URM category ID ⓘ | URM category value ⓘ | Page area ⓘ | Actions |
|-------------------|----------------------|-------------|---------|
| 1 | Age | All pages | ✕ |
| 2 | Marital status | All pages | ✕ |

+ Add URM categories

Session parameters ⓘ

+ Add Session parameters

Next

4.11.2 Predefined URM categories

Webtrekk offers predefined categories for E-Mail Receiver-ID, E-Mail Opt-In, Gender and Date of Birth.

These do not have to be explicitly created in the tool. Important: The URM categories must be unique for each UserId.

The predefined URM categories can only be used if the Webtrekk - URM has been activated for you. If this is not the case, and you are interested in this function, please get in touch with your contact person.

```

window._ti = window._ti || {};
window._ti["email"] = "info@webtrekk.com"; // _@._
window._ti["emailRID"] = "Receiver"; // string
window._ti["emailOptin"] = "3"; // [1 yes | 2 no | 3 unknown]
window._ti["firstName"] = ""; // string
window._ti["lastName"] = ""; // string
window._ti["telefon"] = "4930755415101"; // string [0-9]
window._ti["gender"] = "3"; // [1 m | 2 w | 3 unknown]
window._ti["country"] = "Germany"; // string
window._ti["city"] = "Berlin"; // string
window._ti["postalCode"] = "10115"; // string
window._ti["street"] = "Robert-Koch-Platz"; // string
window._ti["streetNumber"] = "4"; // string
window._ti["validation"] = "1"; // [1 validation | 0 without validation]

```

```

window._ti = window._ti || {};
window._ti["birthday"] = "19900215";    // [ JJJJMMDD ]

// or

window._ti = window._ti || {};
window._ti["birthdayJ"] = "1990";      // [ JJJJ ]
window._ti["birthdayM"] = "02";        // [ MM ]
window._ti["birthdayD"] = "15";        // [ DD ]

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Visitor ID ⓘ

User ID
X
▼

Login status ⓘ

-- No details --
▼

E-mail receiver ID ⓘ

E-mail receiver ID
X
▼

E-mail Opt-In ⓘ

-- No details --
▼

Gender ⓘ

-- No details --
▼

Date of birth (YYYYMMDD) ⓘ

Date of birth
X
▼

Year of birth (YYYY) ⓘ

-- No details --
▼

Month of birth (MM) ⓘ

-- No details --
▼

Birthday (DD) ⓘ

-- No details --
▼

URM categories ⓘ

+ Add URM categories

Session parameters ⓘ

+ Add Session parameters

Next

4.11.3 Session parameters

Session parameters always refer to one complete session (visit). If the value for the parameter is transmitted during a visit several times, only the first or last value is evaluated, based on the configuration of the Webtrekk GUI.

An example for the utilisation of a session parameter would be the login status of the user. By default, each visit would be indicated as "not logged in" at the beginning. The successful login is passed to the same parameter and thus overwrites the first value.

In contrast to a page parameter (see chapter 4.3.5), it is not possible to evaluate the page that a session parameter was set on. In addition, a page parameter allows the evaluation of any value set during a visit.

```

window._ti = window._ti || {};
window._ti["loginStatus"] = "logged_in";
window._ti["customSessionParameter"] = {
  1: "yes"
};

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Visitor ID ⓘ

-- No details --

Login status ⓘ

Login status X

E-mail receiver ID ⓘ

-- No details --

E-mail Opt-In ⓘ

-- No details --

Gender ⓘ

-- No details --

Date of birth (YYYYMMDD) ⓘ

-- No details --

Year of birth (YYYY) ⓘ

-- No details --

Month of birth (MM) ⓘ

-- No details --

Birthday (DD) ⓘ

-- No details --

URM categories ⓘ

+ Add URM categories

Session parameters ⓘ

| Session parameter ID ⓘ | Session parameter value ⓘ | Page area ⓘ | Actions |
|------------------------|---------------------------|-------------|---------|
| 1 | Club member | All pages | ✕ |

+ Add Session parameters

Next

For further utilisation options, see the examples.

4.12 Campaign

Campaign tracking is configured within Webtrekk (Configuration > Marketing configuration). Without this configuration, no campaign information, such as campaign clicks, will be tracked. Visits to certain pages or the entry of defined links (see chapter 4.6) can be tracked as campaign clicks. Most importantly, campaign tracking uses specific parameters – so-called media codes - that are added to the target URLs of the ads.

Suitable pixellation can improve the recording of media codes. Media codes can also be overwritten or enriched with additional information using campaign parameters.

4.12.1 Names of the media code

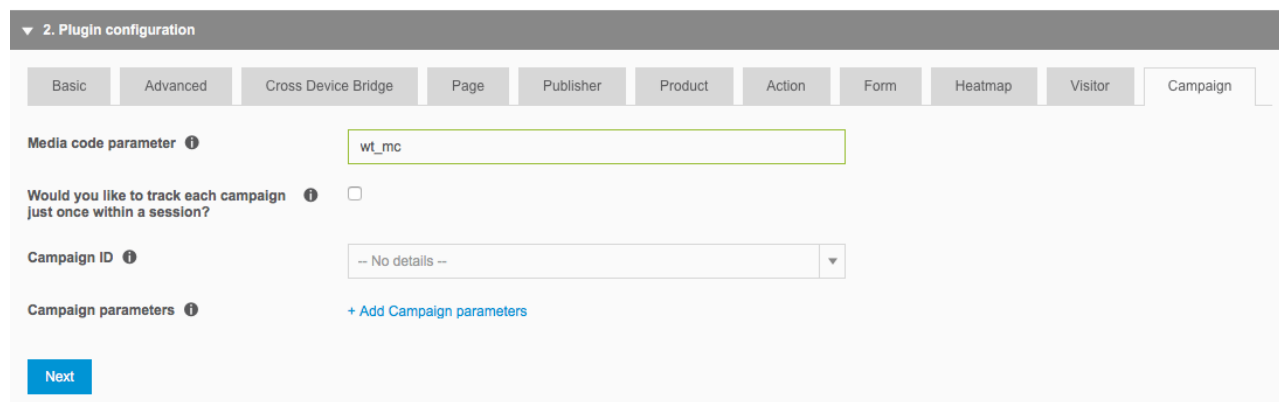
If you use media codes as a data source for your campaign tracking, entering the name of the media code parameter can increase tracking accuracy. Without this information, up to 10% of the tracked data can, for example, be impaired if certain firewalls are used.

Example: You have created a campaign called "ABC" in the Webtrekk tool and measure it using the media code process (data source settings e.g. "URL parameter: mc" and "Value: campaign.abc"). The URL for this campaign must be as follows: `http://www.website.com/index.htm?mc=campaign.abc`.

The campaign will then be identified by the URL parameter "mc". The value of the URL parameter ("campaign.abc") plays no role in pixel configuration.

To raise the accuracy of the media code process, enter the URL parameter used for campaign identification, e.g. "mc", in the pixel's configuration segment. This configuration needs only to be made for pages to which the campaign refers (target page/landing page). You can also define several media codes, each separated by a semicolon.

Note that the media code parameter and value must be in lower case. The media code setting requires JavaScript.



2. Plugin configuration

Basic Advanced Cross Device Bridge Page Publisher Product Action Form Heatmap Visitor Campaign

Media code parameter ⓘ wt_mc

Would you like to track each campaign just once within a session? ⓘ ☐

Campaign ID ⓘ -- No details -- ▼

Campaign parameters ⓘ [+ Add Campaign parameters](#)

Next

If you would like to measure each campaign only once within a session, you have to set the "mediaCodeCookie" parameter in the pixel or check the corresponding checkbox. The pixel will then overwrite the campaign value with the value "ignore" every time, after the first time, the campaign is detected. This means that when a campaign is clicked multiple times within a session, only the first click is counted.

Please note, you have to define all possible media codes in the mask (field) beforehand. Mediacodes that are not defined in here will be disregarded, even when they are set up in the campaign configuration of the frontend!

▼ 2. Plugin configuration

Basic Advanced Cross Device Bridge Page Publisher Product Action Form Heatmap Visitor Campaign

Media code parameter ⓘ

Would you like to track each campaign just once within a session? ⓘ ☒

Campaign ID ⓘ

Campaign parameters ⓘ [+ Add Campaign parameters](#)

[Next](#)

4.12.2 Passing campaign IDs

You have the option of setting your own campaign ID in the pixel. A campaign ID consists of a media code name and its value, separated by "%3D". Campaign IDs are set in the parameter "campaignId".

```

window._ti = window._ti || {};
window._ti["campaignId"] = "mc%3Dnewsletter_2010_08";

```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

▼ 2. Plugin configuration

Basic Advanced Cross Device Bridge Page Publisher Product Action Form Heatmap Visitor Campaign

Media code parameter ⓘ

Would you like to track each campaign just once within a session? ⓘ ☐

Campaign ID ⓘ

Campaign parameters ⓘ [+ Add Campaign parameters](#)

[Next](#)

This parameter overwrites the media code value that is read from the referrer.

4.12.3 Campaign parameters (custom parameters)

You can use "custom parameters" (depending on your service level) to enrich analytical data with your own website-specific information and/or metrics.

Campaign parameters must be set up in the configuration (Configuration > Custom Parameters > Campaign Parameters) before they can be entered. The ID and data type (text/number) are defined for each parameter.

Campaign parameters always refer to an advertising medium (the smallest subunit of a campaign in Webtrekk).

Campaign parameters can either be entered directly in the page configuration or in the campaign configuration with a target URL along with the media code. If the same parameters are used for both the URL and the page configuration, the latter takes precedence and overwrites the URL parameter.

A typical example of transmitting a campaign parameter by URL is a link position in a newsletter. If the newsletter contains several links, this identifies which link was used.

```
http://www.website.com?wt_mc=Newsletter_2010_08&wt_ccl=link1
```

As an example of page configuration, we have set the value "personalized" here to identify a personalised campaign.

```
window._ti = window._ti || {};  
window._ti["customCampaignParameter"] = {  
  1: "personalized"  
};
```

Create the parameter within TagIntegration and configure it within the Webtrekk Plugin afterwards.

2. Plugin configuration

Basic
Advanced
Cross Device Bridge
Page
Publisher
Product
Action
Form
Heatmap
Visitor
Campaign

Media code parameter ⓘ

Would you like to track each campaign just once within a session? ⓘ
☐

Campaign ID ⓘ

Campaign parameters ⓘ

| Campaign parameter ID ⓘ | Campaign parameter value ⓘ | Page area ⓘ | Actions |
|-------------------------|----------------------------|-------------|-------------------|
| 1 | Personalized | All pages | ✕ |

[+ Add Campaign parameters](#)

Next

Campaign parameters of type "Text" are shown in the Webtrekk tool under "E-Commerce > Campaign Parameters". Campaign parameters of the type "Number" are available as a metric in the analyses.

For further utilisation options, see the examples.

4.12.4 Campaign categories

Campaign categories allow evaluation of advertising media as a group.

Campaign categories can be set as text or a number. In the process, the "text" data type can be used to map the advertising media hierarchy. Campaign categories of the data type "number" can be used to evaluate every advertising media call with the value stored for it.

Campaign categories are configured exclusively in the Webtrekk tool. They are disregarded in pixellation. The configuration is carried out under "Configuration > Marketing Configuration". The ID and data type (text/number) are defined for each campaign category.

A list of measured campaign categories of the data type "text" can be called up in the Webtrekk tool under "Marketing > Campaigns > Campaign Categories". Campaign categories of the data type "number" are available as a metric in the analyses.

5 Time-related Key Figures

5.1 Time categories

Time categories are used in Webtrekk to import data assigned to a certain time.

You can categorise the time as a particular hour in the Webtrekk tool.

As data type "text", for example, you could categorise every day based on whether a newsletter was sent on it or not. The data type "number" could be chosen to store hourly exchange rates. You can perform calculations in the Webtrekk tool with the data type "number".

Webtrekk recommends that time category data is transmitted via a SOAP interface. Since the number of uploads per day is limited, data should be sent as a package. Alternatively, the import can be made using an Excel file. To ensure that the correct format is used, an export of existing time categories should be called up as a template (Configuration > Categorisation > Time Categories).

| Time (YYY-MM-DD HH) | Category (number) – exchange rate |
|---------------------|-----------------------------------|
| 2010-09-01-00 | 1.27 |
| 2010-09-01-01 | 1.26 |
| 2010-09-01-02 | 1.27 |

5.1.1 Independent parameters

Independent parameters can only be linked with other data in terms of time. Consequently, there is no direct link to a page, click or similar. The measurement does not generate a visit in Webtrekk.

This parameter can be used to count the number of times a newsletter is opened, for example, by embedding a specific pixel in it.

```

```

Note: independent parameters only utilise the time of evaluation reference.

For further utilisation options, see the examples

6 Special Areas of Use

6.1 Manual track request

When tracking website content loaded by Ajax or similar, the tracking pixel can be sent manually whenever an event is triggered. You can also link this function, for example, directly to the "onclick" event of an element. When sending the tracking pixel, you generate a page or action request based on the parameters that have been set. In doing so, Webtrekk splits up the different track requests based "page"] = "link" and "click".

If you would like to simulate a page request, use the value "page". If you wish to track a link click, which causes a new page to be loaded, use the value "link". If you would like to track the actions on your page, which do not result in the current page being left, use the value "click". With these options, only the passed parameters are sent in the object. In other words, parameters and plug-ins configured via TagIntegration are NOT checked or executed.

If the content of your page has changed and information configured in TagIntegration should also be sent, you can set the value "pageupdate".

All rules and therefore also plug-ins are checked and executed with each "pageupdate".

Note: If you use the option "pageupdate", all currently defined parameters will be sent, which means no new pixel object will be generated. If you therefore wish to send other parameters, as with the previous request, you will need to overwrite this with an empty string!

E.g. you are on the product details page, where you click on "Products in shopping basket" (Ajax button, which loads an overlay instead of generating a page reload).

Parameters on the product page
contentId="en.pants.productdetails"
product="126323 Jeans"
productStatus="view"

Parameters with request in overlay
contentId="en.basket"
product="false"
productStatus="false"

The tracking pixel is called up as follows:

```
// Send a page call (Content ID):
```

```
wts.push(["send", "page", {  
  contentId: "homepage"  
}]);
```

```
// Send a page call (place product in basket):
```

```
wts.push(["send", "page", {  
  contentId: "homepage",  
  contentGroup: {  
    1: "level 1"  
  },  
  product: "product name",  
  productStatus: "add",  
  customEcommerceParameter: {  
    1: "yellow",  
    2: "XL"  
  }  
}]);
```

```
// Send a page call (without additional parameters):
```

```
wts.push(["send", "pageupdate"]);
```

```
// Send an action (teaser link with position):
```

```
wts.push(["send", "link", {  
  linkId: "action name",  
  customClickParameter: {  
    1: "teaser",  
    2: "top_position"  
  }  
}]);
```

```
// Send an action (when a tab is clicked):
```

```
wts.push(["send", "click", {  
  linkId: "action name",  
  customClickParameter: {  
    1: "click on tab"  
  }  
}]);
```

Note: any kind of pixel parameters can be passed to the function calls. The parameter names correspond with those of the script parameters. Please review the parameters in the respective chapter of this document for details.

6.2 Subsequent initialisation of dynamic elements

The links contained in page content reloaded by Ajax (e.g. when showing layers) can also be marked for automatic action tracking. To do this, pass the value "linkTrackInit" to the object "wts" as soon as new content is reloaded.

```
wts.push(["linkTrackInit"]);  
  
// or  
  
wts.push(["linkTrackInstall"]);
```

Forms reloaded by Ajax (e.g. in a layer) that you want to track must be marked for form tracking. To do this, pass the value "formTrackInstall" to the object "wts" as soon as new form is reloaded.

```
wts.push(["formTrackInstall"]);  
  
// or  
  
wts.push(["formTrackInit"]);
```

In this example, the first form on the page is tracked using an existing form element called "wt_form". If the reloaded form is not marked in this way, you can also pass the form object directly.

```
wts.push(["formTrackInstall", document.getElementById('FORMULARID')]);  
  
// or  
  
wts.push(["formTrackInit", document.getElementById('FORMULARID')]);
```

If you send your form via Ajax, for example, which means the page is not left, you should send the form request manually.

```
function myAjaxSubmit(formObject) {  
    /* Your Code */  
    wts.push(["formTrackSubmit", "true"]);  
    wts.push(["send", "form"]);  
    /* Your Code */  
}
```

If you want to track on one page two or more forms, use the method "multipleFormTrackInstall" or "multipleFormTrackInit" and pass the form as an HTML-element.

```
wts.push(['multipleFormTrackInstall', document.forms[0]]);  
wts.push(['multipleFormTrackInstall', document.forms[1]]);  
wts.push(['multipleFormTrackInstall', document.forms[2]]);
```

If you send your form via ajax or the user is not leaving the page after the form is sen, you should send the form track request manually. Use "multipleForm" or "multipleFormTrackSubmit" for this and pass the form as an HTML-element.

```
function myAjaxSubmit(formObject) {  
  /* Ihr Code */  
  wts.push(['multipleFormTrackSubmit', formObject]);  
  wts.push(['send', 'multipleForm', formObject]);  
  /* Ihr Code */  
}
```

If all forms should be tracked together, dont pass a form to "multipleForm".

```
function myAjaxSubmit(formObject) {  
  /* Ihr Code */  
  wts.push(['multipleFormTrackSubmit', formObject]);  
  wts.push(['send', 'multipleForm']);  
  /* Ihr Code */  
}
```

6.3 Server-to-Server Kommunikation

The "csid" or "ceid" parameter must be added to custom session and/or Ever-IDs when making a server-to-server communication request; if this is not done, the user cannot be identified. This parameter overwrites the session and Ever-IDs generated by Webtrekk, which are automatically recorded by the Webtrekk pixel. The "csid" and "ceid" parameters can contain any characters (max. 255) and should be transmitted with URL-encoding.

Since geo-analyses are based on the IP address, the client IP should be transmitted with the "X-WT-IP" parameter in the http header or URL. The http header is recommended.

6.4 Encryption

Tracking information can be encrypted on both the client and server side. When viewing the page source code and/or during data transmission, the parameter values are not readable.

6.4.1 Client side

Some parameters and order information can be encrypted on the client side. Encrypted values are displayed as Unicode character numbers in hex format. In this notation, small "a" becomes "61" and lowercase "ü" "c3bc", etc. The configuration settings are made via the base configuration.

Encryption should be tested thoroughly, in order to avoid incorrectly decrypted values. When activating encryption, all details need to be encrypted. If this is not the case, inadvertent values may be generated during decryption.

If custom parameters are to be encrypted, you will need to enter the "custom" value in the "secureConfig" parameter.

6.4.2 Server side

Webtrekk provides customers with the ability to encrypt parameter values transmitted in the pixel request. Symmetric encryption methods are used for this purpose. Encryption of the corresponding values must take place on the customer side. Webtrekk decrypts the encrypted values with the help of a key provided with the tool for each individual account.

The following algorithms are provided in the tool for selection:

- BLOWFISH128
- AES128
- RC4128

The key that is used has a length of 128 bits. The algorithms "Blowfish" and "AES" are operated in CBC mode with PKCS5 padding. This means that in addition to the key stored in the tool, a dynamic initialisation vector is also used during encryption and decryption. This encrypted value must be placed behind this initialisation vector. The length of the initialisation vector is 8 bytes with "Blowfish" and 16 bytes with "AES".

If you have any further questions, please call your contact or send an e-mail to support@webtrekk.com.

6.5 Tracking across multiple devices

Webtrekk provides the ability to recognise a user that has visited multiple websites or utilised multiple (mobile) devices. Two options are provided by Webtrekk to achieve this, both of which are explained in detail below.

Note: if this feature is not used correctly, it can happen that multiple users are assigned the same ever ID or customer ID. This would have a significant impact on the quality of your data. Please therefore ensure you use this feature correctly!

6.5.1 Recognition via Webtrekk Ever-ID

In order to recognise a user based on the Ever-ID, it must be transmitted from one page to another. To do this you will need to add two additional URL parameters to the link to the other website. First of all the URL parameter "wt_eid", which includes the Ever ID, and also the parameter "wt_t", which contains a timestamp. The latter must be structured with 13 digits – i.e. details in milliseconds. This is needed in order to ensure the Ever-ID is valid for no longer than 15 minutes in the URL. This minimises the probability that multiple users will be recorded as a single user. This would happen, for example, if such a link is posted with an Ever-ID and without a timestamp, and then clicked by multiple visitors.

```
http://new.domain.com/start.html?wt_eid=2135817235100536326&wt_t=1358414378580  
or  
http://new.domain.com/start.html#wt_eid=2135817235100536326&wt_t=1358414378580
```

If the user clicks the link, they will be taken to the new page where they will receive the same Ever-ID that they had on the previous page.

6.5.2 Recognition via Customer ID

In order to recognise a user based on the Customer ID, it must be transmitted from one page to another. To do this you will need to add two additional URL parameters to the link to the other website. First of all the URL parameter "wt_cd", which includes the Customer ID, and also the parameter "wt_t", which contains a timestamp. This is needed in order to ensure the Customer ID is valid for no longer than 15 minutes in the URL. This, in turn, will minimise the probability of such a link being posted and, for example, evaluated multiple times with the same ID (otherwise, all of the visitors would receive the same Ever ID and, therefore, be counted as visitor 1!).

```
http://new.domain.com/start.html?wt_cd=213581723100536326&wt_t=1358414378580  
or  
http://new.domain.com/start.html#wt_cd=213581723100536326&wt_t=1358414378580
```

If the user clicks the link, they will be taken to the new page where they will receive the same Customer ID that they had on the previous page.

6.5.3 Recognition via mobile apps

To recognise users based on the utilisation of applications, the same logic can be used as explained. In addition to this, you can also provide your own referrer, in order to ensure the visit to your website is reported as a referral and not as direct access. This does not need to be considered when switching between two websites.

To simulate your own referrer, simply add the additional URL parameter "wt_ref" to the link URL. The parameter "wt_t", which is valid for a period of 15 minutes, is also used here again.

Please note that the referrer URL must be encoded.

```
http://new.domain.com/start.html?
wt_eid=2135817235100536326&wt_ref=http%3A%2F%2Fwww.webtrekk.com%2Fen%2Fhome.html&wt_t=1358414378580

or

http://new.domain.com/start.html#
wt_eid=2135817235100536326&wt_ref=http%3A%2F%2Fwww.webtrekk.com%2Fen%2Fhome.html&wt_t=1358414378580
```

Alternative, you can transfer the referrer URL directly to the pixel.

```
wts.push(['setReferrer', 'http://www.webtrekk.com/en/home.html']);
``

## Processes

Processes in Webtrekk Q3 provide the ability to perform funnel analyses for certain click paths. That means you can analyse certain page sequences, which a visitor must run through to fulfil a specific objective on your website (e.g. an order in your online shop or registration on a content page). These processes enable you to obtain a clear overview of critical areas, such as common exit points, thereby allowing you to identify optimisation potential quickly and simply.

No pixel adjustments are needed in order to analyse processes. The configuration is completed via the Webtrekk GUI (Configuration Processes). However, it is important that the process steps are defined in line with individual page calls. In other words, a unique content ID must exist for each process step (e.g. checkout_step_1, checkout_step_2 und not just one checkout).

This may require an optimisation of pixel integration.

# Data protection opt-out

Pursuant to article 15 of the Telemedia Act, website visitors can permanently opt out of having their data stored anonymously. To guarantee this right, a cookie called "webtrekkOptOut" must be set. Whenever the Webtrekk track server receives this cookie with a track request, the request is rejected immediately. In this case, our tracking servers return a header notification containing the "X-WT-OPTOUT" parameter with the value "true".

The opt-out cookie must always be set in the webtrekk.net track domain.

This can be done by calling the following script from your page:

```example
http://<<TRACKDOMAIN>>/<<TRACKID>>/optout?redirect=http%3A%2F%2Fwww.website.com%2Fredirect-target.htm
```

The parameter "redirect" can be used to enter a redirect URL, which the user will be redirected to after the cookie has been.

Note: the opt-out of data collection only applies as long as the user does not delete these opt-out cookies.

## 7 Checking Pixel Configuration

The implementation phase can be simplified if you check immediately which parameters are going to be sent. This allows you to avoid waiting until your account is updated again.

You can use any http client to view transmitted pixel requests.

Webtrekk recommends the following tools:

- Firefox: the plugin [HttpFox](#) (OS-independent)
- Internet Explorer, Firefox, Opera, Google Chrome, Safari: [Fiddler2](#) (only for Windows)
- Browser- and OS-independent: [Wireshark](#)

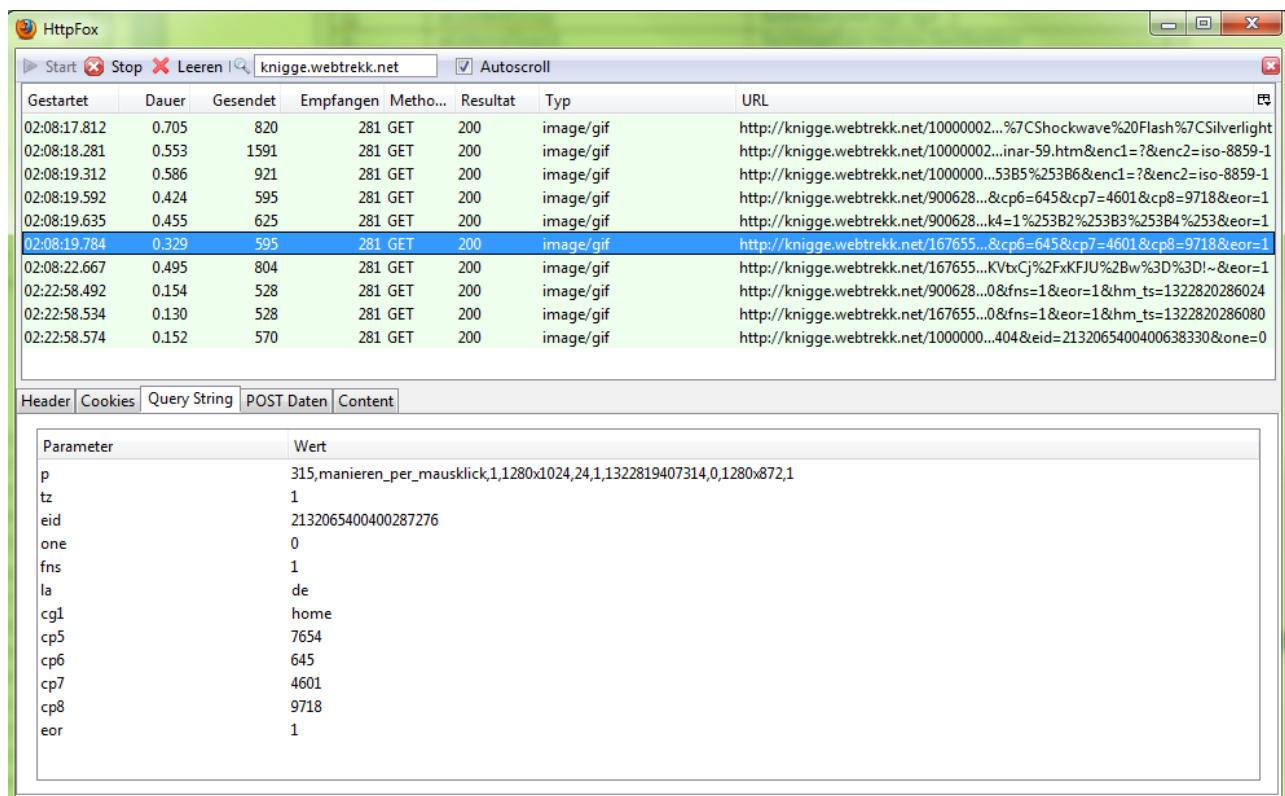
Below you will find an overview of all parameters, which can be sent to Webtrekk based on the respective pixel configuration. Those parameters that are not listed below are internal Webtrekk parameters, which may not be adjusted.

| Optionale no-script parameter | Javascript parameter      | Description                                             |
|-------------------------------|---------------------------|---------------------------------------------------------|
| fn                            | - is read automatically - | Form name                                               |
| ft                            | - is read automatically - | Form fields                                             |
| eid                           | - is read automatically - | Webtrekk EverId                                         |
| geid                          | - is read automatically - | Webtrekk GEID                                           |
| tb                            | - is read automatically - | Marking the tabbed browsing request                     |
| la                            | - is read automatically - | Country code for client language setting (such as 'de') |
| wt_vt                         | - is read automatically - | Name of the AB test                                     |
| cdb                           | - is read automatically - | Cross-device bridge parameter [cdb2, cdb3, ...]         |
| ct                            | linkId                    | Click or link name                                      |
| cp                            | customParameter           | Page parameter [cp2, cp3, ...]                          |
| cp770                         | - is read automatically - | Marking the tabbed browsing request                     |
| cp771                         | numberSearchResults       | Number of search results                                |
| cp772                         | errorMessages             | Error messages                                          |
| cp773                         | paywall                   | Paywall calls                                           |
| cp774                         | articleTitle              | Article header                                          |
| cp775                         | contentTags               | Content tags                                            |

| Optionale no-script parameter | Javascript parameter      | Description                          |
|-------------------------------|---------------------------|--------------------------------------|
| cp776                         | pageTitle                 | Page title                           |
| cp777                         | pageType                  | Page type                            |
| cp778                         | pageLength                | Page length                          |
| cp779                         | daysSincePublication      | Days since publication               |
| cs                            | customSessionParameter    | Session parameter [cs2, cs3, ...]    |
| cs800                         | loginStatus               | Login status                         |
| cs801                         | - is read automatically - | Pixel version                        |
| cs802                         | - is read automatically - | Tracking platform                    |
| ce                            | customTimeParameter       | Custom parameter [ce2, ce3, ...]     |
| cb                            | customEcommerceParameter  | E-commerce parameter [cb2, cb3, ...] |
| cb563                         | couponValue               | Coupon value                         |
| cb760                         | productSoldOut            | Product sold out                     |
| cb761                         | paymentMethod             | Payment method                       |
| cb762                         | shippingService           | Shipping service provider            |
| cb763                         | shippingSpeed             | Shipping speed                       |
| cb764                         | shippingCosts             | Shipping costs                       |
| cb765                         | grossMargin               | Margin/mark-up                       |
| cb766                         | orderStatus               | Order status                         |
| cb767                         | productVariant            | Product variant                      |
| cd                            | customerId                | Customer ID                          |
| uc                            | urmCategory               | Customer parameter [uc2, uc3, ...]   |
| uc701                         | emailRID                  | E-mail receiver ID                   |
| uc702                         | emailOptin                | E-mail opt-in [ 1 = yes, 2 = no ]    |
| uc706                         | gender                    | Gender [ 1 = male, 2 = female ]      |
| uc707                         | birthday                  | Date of birth [YYMMDD]               |
| ov                            | orderValue                | Order value                          |
| oi                            | orderId                   | Order ID                             |
| ba                            | product                   | Products in shopping basket          |
| co                            | productCost               | Product cost                         |
| cr                            | currency                  | Product currency                     |
| qn                            | productQuantity           | Number of products                   |

| Optionale no-script parameter | Javascript parameter    | Description                                                                   |
|-------------------------------|-------------------------|-------------------------------------------------------------------------------|
| ca                            | productCategory         | Product category [ca2, ca3, ...]                                              |
| st                            | productStatus           | Status of the shopping basket [ add, conf, view ]                             |
| cg                            | contentGroup            | Page category [cg2, cg3, ...]                                                 |
| is                            | internalSearch          | Search term of the internal search function                                   |
| mc                            | campaignId              | Campaign ID consisting of media code parameter and value ("wt_mc=newsletter") |
| mca                           | campaignAction          | Campaign action [c = click, v = view]                                         |
| ck                            | customClickParameter    | Action parameter [ck2, ck3, ...]                                              |
| cc                            | customCampaignParameter | Campaign parameter [cc2, cc3, ...]                                            |

If you use HttpFox, you can filter all requests that are sent based on their tracking domain. This means only information will be displayed that has been sent to Webtrekk.



The screenshot shows the HttpFox application window. The top pane displays a list of HTTP requests to knigge.webtrekk.net. The bottom pane shows the 'Query String' tab for the selected request, listing various parameters and their values.

| Parameter | Wert                                                                   |
|-----------|------------------------------------------------------------------------|
| p         | 315,manieren_per_mausklick,1,1280x1024,24,1,1322819407314,0,1280x872,1 |
| tz        | 1                                                                      |
| eid       | 2132065400400287276                                                    |
| one       | 0                                                                      |
| fns       | 1                                                                      |
| la        | de                                                                     |
| cg1       | home                                                                   |
| cp5       | 7654                                                                   |
| cp6       | 645                                                                    |
| cp7       | 4601                                                                   |
| cp8       | 9718                                                                   |
| eor       | 1                                                                      |

## 8 Examples

Implementation and evaluation of custom parameters is explained using the examples below.

Note: multiple values can be passed to one parameter at the same time (exception: e-commerce parameters and session parameters). These values can then be analysed separately. Multiple values must be separated using a semicolon.

## 8.1 Page Parameters

### 8.1.1 "Text" Data Type

These can be used to record the error messages on a page using the page parameter. By using the page parameter you can establish a direct relationship to the page on which the error message was generated.

```
window._ti = window._ti || {};
window._ti["customParameter"] = {
 1: "Postcode incorrect"
};
```

In the Webtrekk tool, the parameter has been configured with the title "error message". The analysis is called up under "Navigation > Pages > Page Parameters > Error Message".

For example:

| Error Message             | Number of Error Messages | Number of Error Messages in % |
|---------------------------|--------------------------|-------------------------------|
| Postcode incorrect        | 700                      | 70                            |
| Name missing              | 200                      | 20                            |
| Accept Terms & Conditions | 100                      | 10                            |

### 8.1.2 "Number" Data Type

These are used to assign a virtual value to each individual page impression. Name the parameter "Page value" in the Webtrekk configuration.

```
window._ti = window._ti || {};
window._ti["customParameter"] = {
 2: "0.5"
};
```

This parameter of the type "number" is available as a metric in the analyses. An analysis can, for example, be carried out via the page analysis function under "Navigation > Pages > Pages".

For example:

| Page             | Page Impressions | Page Value in % |
|------------------|------------------|-----------------|
| Newsletter order | 400              | 200             |

## 8.2 Event Parameters

### 8.2.1 "Text" Data Type

A typical example is when passing the teaser position (top teaser, content teaser etc.) as an Event ID for teasers that frequently change on the page. The precise name of an individual teaser is updated as an event parameter.

```

window._ti = window._ti || {};
window._ti["customClickParameter"] = {
 LINKNAME: {
 1: "20_percent_discount"
 }
};

```

In the Webtrekk tool, the parameter has been configured with the title "Teaser name". The analysis is then carried out via "Navigation > Event Parameters > Teaser Name".

For example:

| Tease Name          | Number of Teaser Names | Number of Teaser Names in % |
|---------------------|------------------------|-----------------------------|
| 20_percent_discount | 352                    | 36,59                       |
| sale_start          | 325                    | 33,78                       |
| new_collection      | 285                    | 29,63                       |

### 8.2.2 "Number" Data Type

A typical area of use for the event parameter is when a virtual value is provided with a click.

```

window._ti = window._ti || {};
window._ti["customClickParameter"] = {
 LINKNAME: {
 2: "2"
 }
};

```

This parameter of the data type "number" is available as a metric in the analyses. An analysis can, for example, be called up via "Navigation > Events".

For example:

| Link                | Quantity Events | Teaser Value |
|---------------------|-----------------|--------------|
| finale_sale         | 240             | 480          |
| 20_percent_discount | 215             | 430          |

## 8.3 Session Parameters

### 8.3.1 "Text" Data Type

A typical use of a session parameter is to transmit user information. In this example, the login is followed by the user's club membership status.

```

window._ti = window._ti || {};
window._ti["customSessionParameter"] = {
 1: "club member"
};

```

In the Webtrekk tool, the parameter has been configured with the title "Visit type". The analysis is called up under "Visitors > Visits > Session Parameters > Visit Type".

For example:

| Visit Type  | Number of Visit Types | Number of Visit Types in % |
|-------------|-----------------------|----------------------------|
| Club Member | 120                   | 60                         |
| Guest       | 80                    | 40                         |

### 8.3.2 "Number" Data Type

A typical use for the session parameter is to transmit a visit with a virtual value. The value can be updated during a visit. The Webtrekk tool shows only the last transmitted value.

```

window._ti = window._ti || {};
window._ti["customSessionParameter"] = {
 2: "1"
};

```

This parameter of the data type "number" is available as a metric in the analyses. An analysis of the most recent sessions can be called up under "Visitors > Visits > Visit IDs".

For example:

| Session-ID          | Time                | Visit Value |
|---------------------|---------------------|-------------|
| 2123197367900589185 | 2010-01-01 15:30:30 | 1           |
| 2123188667600985169 | 2010-01-02 20:45:12 | 4           |

## 8.4 Campaign Parameters

### 8.4.1 "Text" Data Type

This can be used to evaluate a link position without setting up every link as a separate ad (i.e. with its own media code).

```

window._ti = window._ti || {};
window._ti["customCampaignParameter"] = {
 1: "logo"
};

```

Campaign parameters can also be passed in the URL. If the same parameter is defined in the pixel and the URL, the pixel takes precedence. A URL example: "www.webseite.com?mediacode=gmx&wt\_cc1=Logo"

In the Webtrekk tool, the parameter has been configured with the title "Link position". An analysis can then be called up under "Marketing > Campaigns > Campaign Parameters > Link Position".

For example:

| Link Position | Number of Link Positions | Number of Link Positions in % |
|---------------|--------------------------|-------------------------------|
| Logo          | 230                      | 67,25                         |
| Mainteaser    | 100                      | 29,24                         |
| Footer        | 12                       | 3,51                          |

### 8.4.2 "Number" Data Type

This can be used if you pay a different amount per click and wish to evaluate this for every campaign.

```

window._ti = window._ti || {};
window._ti["customCampaignParameter"] = {
 2: "0.70"
};

```

This parameter of the data type "number" is available as a metric in the analyses. An analysis of the advertising media can, for example, be called up under "Marketing > Campaigns > Advertising Media".

For example:



| Campaign         | Campaign Clicks | Click Costs |
|------------------|-----------------|-------------|
| Banner portal.de | 800             | 560         |

## 8.5 Independent Parameters

### 8.5.1 "Text" Data Type

A typical use of independent parameters is to measure the times a newsletter is opened. This parameter is not related to other objects in the Webtrekk tool. Measuring it does not create a session in Webtrekk so that opening a newsletter does not raise the number of visits, for example.

```

```

In the Webtrekk tool, the parameter has been configured with the title "Newsletter view". The analysis can be called up under "Visitors > Independent Parameters > Newsletter View".

For example:

| Newsletters Viewed   | Number of Newsletters Viewed | Number of Newsletters Viewed in % |
|----------------------|------------------------------|-----------------------------------|
| newsletter_cw22_2010 | 14500                        | 39,62                             |
| newsletter_cw23_2010 | 22100                        | 60,38                             |

### 8.5.2 "Number" Data Type

This can be used to assign a virtual value to a newsletter view.

```

```

Name the parameter "Newsletter value" via the Webtrekk configuration. This parameter of the data type "number" is available as a metric in the analyses. A daily analysis can, for example, be called up under "Visitors > Time > Days".

For example:

| Days       | Number of Newsletters Viewed | Newsletter Value |
|------------|------------------------------|------------------|
| 01.09.2010 | 16000                        | 12800            |
| 02.09.2010 | 8600                         | 6880             |
| 03.09.2010 | 7400                         | 5920             |

## 9 Features and Bugfixes

| Version | Description                                                                   | Configuration parameter  |
|---------|-------------------------------------------------------------------------------|--------------------------|
| 4.4.0   | deactivate RTA and CDB, if the user has a 1st party optout or sampling cookie | ---                      |
|         | use existing ever ID from Webtrekk App-SDKs (iOS and Android)                 | ---                      |
|         | generate a new Ever ID, if it is invalid (wrong timestamp)                    | validateEverId           |
|         | insert pixel version in cdb requests                                          | ---                      |
| 4.3.9   | setting Ever ID with URL Hashes                                               | ---                      |
| 4.3.8   | Separate function to override the referrer url                                | setReferrer              |
|         | Send 'cdbeid' every 15 minutes                                                | ---                      |
|         | Increase cdb image service timeout from 500ms to 2000ms                       | ---                      |
| 4.3.7   | No "pu" parameter in form and heatmap requests                                | ---                      |
| 4.3.6   | Tracking of multiple forms on one page                                        | multipleFormTrackInstall |
|         | Manual update of form fields                                                  | updateFormFieldStatus    |
|         | Custom form object                                                            | CustomForm               |
|         | Send two same campaigns with different campaign action(click, view)           | ---                      |
| 4.3.5   | updated default value for "execRTA" = true                                    | ---                      |
|         | support secure cookies                                                        | cookieSecure             |
|         | optimize cookie logic - "cookieDomain" removed                                | ---                      |
| 4.3.4   | Cross Device Bridge "useCDBScript" removed                                    | ---                      |
|         | updated default value for "execCDB" = true                                    | ---                      |
|         | updated default value for "useCDBCACHE" = false                               | ---                      |
|         | fixed wrong URL decoding of parameter "FN"                                    | ---                      |

## 10 General terms of use

With the pseudonymised data transferred via the Webtrekk tracking system (Analytics, Cross Device Bridge, Real Time Advertising/Bidding (RTA)), Webtrekk may process information classified as personal data (such as the hashed e-mail address, 3rd-party cookie and so on). With the implementation of the Webtrekk tracking described in this document, the data are processed on behalf of the portal operator (referred to as the customer in the following).

The customer has chosen Webtrekk as a service provider within the scope of the duty of care pursuant to Section 11 of the Federal Data Protection Act (BDSG). A prerequisite for the legitimacy of contract data processing is that the customer has already concluded a licensing and testing agreement with Webtrekk, and deliberately issues an order to Webtrekk for mapping the tracking data (Analytics, Cross Device Bridge, RTA) to user profiles with the implementation of the tracking. These terms of use complement the existing order for contract data processing pursuant to Section 11 BDSG.

Insofar as the term "data processing" or "processing" (of data) is used in these terms of use, this generally means the use of personal data collected under a pseudonym. Using personal data encompasses in particular the collection, storage, transmission, blocking, deletion, anonymisation, pseudonymisation, encryption or other use of data.

## 10.1 Object of these terms of use

1. The vendor provides the following services for the customer:
  - Exchange of pseudonymised data with the customer and storage of the data
  - By implementing the tracking (Analytics, Cross Device Bridge, RTA) on the customer's portals, the vendor sets up pseudonymised data mapping for the customer
  - Upgrading of data (data mining)
  - Reporting the results and insights
2. Circle of entities affected by data processing:
  - Clients of the customer
  - Parties interested in the customer's products/services
3. Definition of pseudonymised data: The customer provides the vendor with pseudonymised, user-specific profiles. Such a profile assigns certain profile characteristics to a user via a pseudonym cookie ID.

## 10.2 Rights and obligations of the customer according to these terms of use

1. The customer is the responsible body (Section 3, Paragraph 7 BDSG) for the processing of data by the vendor under contract. Evaluating the legitimacy of data processing is the sole responsibility of the customer.
2. The customer shall promptly inform Webtrekk if errors or irregularity are noted in the context of the tracking.

## 10.3 Rights and obligations of Webtrekk according to these terms of use

1. Webtrekk processes personal data exclusively within the scope of the existing license agreement and these terms of use.
2. Webtrekk confirms that it has appointed an operational Data Privacy Officer pursuant to Section 4f BDSG.
3. Webtrekk is obligated to organise the company and operating processes so that the data it processes under contract for the customer are protected as respectively required and secure against third-party access.
4. Webtrekk shall promptly inform the customer if it is of the opinion that the use of the tracking by the customer violates legal regulations. Webtrekk has the right to suspend the respective services until this is confirmed or changed by the customer.
5. Webtrekk has the right to adapt the tracking and data processing to the applicable legal provisions at any time, even without a prior directive issued by the customer.
6. Webtrekk has the right to limit the tracking and data processing at any time unless anything to the contrary is specified in the license agreement or another agreement.

## 10.4 Data confidentiality

1. In the course of processing data for the customer, Webtrekk is obligated to maintain data confidentiality pursuant to Section 5 BDSG.
2. Webtrekk warrants that the company and its employees are familiar with the respective applicable data privacy regulations and their application.

## 10.5 Protecting the rights of affected parties

1. The customer bears sole responsibility for protecting the rights of affected parties.
2. Insofar as the participation of Webtrekk - in particular providing information, correction, blocking or deletion - is required for the customer to protect the rights of affected parties, Webtrekk shall take the respective steps required according to the directives of the customer.

## 10.6 Compensation

The remuneration of the Webtrekk services are regulated by separate license agreements. Additionally, the Cross Device Bridge is available for free until further notice with an existing Webtrekk license agreement. Webtrekk reserves the right to implement a billing model for its use at a later date and only after first consulting the customer.

## 10.7 Technical and organisational data security measures

Webtrekk commits to the customer that it shall maintain the following technical and organisational measures required to comply with the applicable data privacy regulations: physical access control, data access control, transfer control, input control, order control, availability control. See the license agreement for the respective underlying details.

## 10.8 Term and cancellation

1. The term of the Webtrekk services is regulated in separate license agreements. The usage of additional services (e.g. Cross Device Bridge, RTA) is limited to the term of the respective license agreement.
2. The customer can revoke consent for the further recording of its data at any time with deactivation of the respective tracking (Analytics, Cross Device Bridge, RTA).
3. After use of the tracking ends, Webtrekk has the right to block and delete data collected with the tracking unless anything to the contrary was agreed with the customer.
4. Webtrekk has the right to terminate the tracking services (Cross Device Bridge, RTA) at any time unless anything to the contrary is specified in the license agreement or another agreement.

## 10.9 Final provisions

1. The provisions of the respective license agreement take precedence.
2. Subsidiary agreements require the written form.
3. Asserting the right of retention pursuant to Section 273 BGB is excluded in regards to the processed data and the corresponding data carriers.
4. Should parts of these terms of use be ineffective, the effectiveness of the remaining provisions shall remain unaffected.

## 11 Contact

Please do not hesitate to contact us if you have any questions regarding configuration. Webtrekk offers various support and consulting packages for priority support and comprehensive advice. Please feel free to contact us to obtain your own personalized offer.

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