isitelab

Customer Activation & Engagement

USER MANUAL
Contoso Ltd

Version 1.0
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Contents

Version Control

Date	Version	Name & Surname	Description
03 May 2016	V 1.0	Mustafa Ozkececigil	Document creation
04 May 2016	V1.1	Mustafa Ozkececigil	Changed spec on isClosed

What is iSite?

iSite is a fully GDPR compliant, cookieless, AI & ML driven activation & engagement technology that works by assigning a unique Global ID to each visitor across all devices in real-time.

iSite is aware of visitor ID, personality, interests, intentions to say the minimum. What this means is that you will get real-time insight alerts (or API or bulk data uploads into your CRM/SCV) so that you can take instant action.

iSite can also be used for:

- Multi-touch attribution
- Identity resolution
- Cookieless ad serve enablement (for ad servers & DSPs)

Furthermore, iSite works on all internet connected devices that run Android and iOS (including vending machines & smart TVs).

[Modular Design]
iSite is totally modular. Modules are chained based on client requirements. All clients get exactly what they need. No more no less.

[Great Features]
Ranging from multi-touch attribution to real-time alerts to integration with Salesforce/MS Dynamics.

[Quick Set-up]
Setup iSite via Google Tag Manager (or any similar) or your Content Management System by inserting a block (5 lines) of JavaScript code.

[Real Time Dashboards]
Dashboards operate in real time and are designed to client requirements. The default dashboard is Power BI but any other such as Tableau or Qlik is also offered if demanded.

How Does It Work?

A block of JavaScript (JS) code is inserted into each web page and/or ad copy. Within the JS code, parameters such as account ID, conversion type etc. is set up so that such data gets passed to iSite each time a visit and/or interaction occurs.

Each time a visitor arrives at a page the JS block collects the required data and posts it to the iSite network while at the same time detecting all elements on a page that can be interacted with and attaching event listeners to them so that interactions can also be passed to the iSite network.

When Visit and Interaction events are received by iSite the data is streamed in real time to your chosen endpoint i.e. a dashboard, CRM &/or SCV after being processed and analysed. All analytical, ML and AI processes reside on iSite servers on Azure and no processing is carried out on the client side.

The traffic between the JS block, JS files to the iSite servers are one way i.e. iSite servers do not send a response back.

Note: Interaction events by default cover only links, buttons, browser close, browser back/forward. Images can optionally be included.

Implementation

iSite can be implemented in 2 ways:

1. Via a Content Management System (CMS)
2. Via Google Tag Manager (GTM)

Implementation via CMS

The JavaScript code block seen below must be inserted **immediately above the HTML </body> tag** of each page.

```
<!-- iSite Analytics Code -->

<script src="//cdn.isitelab.io/XXX_V1AN.min.js" type="text/javascript"></script>

    <script type="text/javascript">

        ws_ccd = "XXX001";   // Your iSite Account ID
        ws_ucd = "";   // Pass visitor or user ID such as account id, email etc. to iSite
        sgconvmsgtp = "";   // Pass conversion type such transaction or invoice ID
        sgconvmsgval = "";   // Pass sales value of the conversion transaction
        sgcmptag1 = "";   // free tag to pass a value
        sgcmptag2 = "";   // free tag to pass a value
        sgcmptag3 = "";   // free tag to pass a value

    </script>

<!-- END iSite Analytics CODE -->
```

Implementation via GTM

1. Create a new Custom HTML Tag and copy and paste the code block below:

<!-- iSite Analytics Code -->

```
<script src="//cdn.isitelab.io/XXX_V1AN.min.js" type="text/javascript"></script>

    <script type="text/javascript">

        ws_ccd = "XXX001";   // Your iSite Account ID
        ws_ucd = "{{UserID}}";   // Pass visitor or user ID such as account id, email etc. to iSite
        sgconvmsgtp = "{{ConvType}}";   // Pass conversion type such transaction or invoice ID
        sgconvmsgval = "{{ConvVal}}";   // Pass sales value of the conversion transaction
        sgcmptag1 = "";   // free tag to pass a value
        sgcmptag2 = "";   // free tag to pass a value
        sgcmptag3 = "";   // free tag to pass a value

    </script>
```

<!-- END iSite Analytics CODE -->

      a. Set "Tag firing options" to Unlimited

      b. Fire on: All Pages and DOM Ready

2. Create all the variables you require, in the example above 4 need to be created: I3UUID, UserID, ConvType & ConvVal.

3. Create the GTM Data Layer on your web pages as below (ASP.NET) after the HTML <body> tag on the page:

```
<script>
  dataLayer = [{

    'UserID': '<%= userID %>',

    'ConvType': '<%= InvoiceID %>',

    'ConvVal': '<%= £100.00 %>'

    }];
</script>
```

```
<script>
window.dataLayer = window.dataLayer || [];
window.dataLayer.push({
 'formLocation': 'footer',
 'event': 'new_subscriber'
```

IGNITION
Ai

```
});
</script>
```

Passing values as a variable from URL parameters

You can pass a URL parameter from the **current page URL** using the function below:

_ise_v2varqvws_cpg = IseV2qgetparameterWS("fcty");

Where "fcty" is the name of the parameter.

To pass a URL parameter from the **referrer URL** use the function below:

_ise_v2varqvws_cpg = IseV2qgetparameterWSRef("fcty");

The techniques above can be used to pass any parameter value to any variable contained in the JS block.

Data Streams

iSite produces 2 live data streams namely Visits & Interactions (optional). These streams can be pointed to:

- SQL Server Database (raw data output)
- Azure Blob Storage (raw data output)
- Azure Table Storage (raw data output)
- Azure Data Lake (raw data output)
- Azure Cosmos DB (raw data output)
- Power BI, Tableau or any other analytics platform capable of ingesting Azure data (raw or analysed data output)
- Any CRM such as MS Dynamics, Salesforce etc. (analysed data output)
- A SCV system (analysed data output)

Output column names can be changed to your requirements. Please contact support@ignition.ai for any requirements.

The data formats of the streams are JSON and their contents are as described in the following 2 sections.

Visitors Stream

This is a stream of all visits only i.e. it does not include visitor interactions.

Column	Type	Non persistent	Description
TType	char		Type of event. In this case it is "visit"
TStamp	DateTime		Timestamp of the event
ClientCode	char		Your iSite Account ID
VisitorID	char		Unique ID assigned by iSite to the visitor
City	char		(**optional**) the city of the visitor
Country	char		(**optional**) the country of the visitor
CountryCode	char		(**optional**) 2 letter country code
Lat	char		(**optional**) Latitude of the visitor location
Lon	char		(**optional**) Longitude of the visitor location
CurrentPage	char	✓	The URL of the page the visitor is currently on
I3ID	char		I3 ID of the visitor
ConvType	char	✓	Conversion Type parameter passed by your web site e.g. invoice number
ConvVal	Double	✓	Conversion Value passed by your web site e.g. 3,000.00
Tag_1	char		Empty tag for you to pass a value from your site
Tag_2	char		Empty tag for you to pass a value from your site
Tag_3	char		Empty tag for you to pass a value from your site
GAdwordsID	char	✓	Google AdWords ID of the visitor
UserAgent	char		Browser and OS information of the user
isMobile	Boolean		The value will be "1" is the visitor is on a mobile or tablet
isVM	Boolean		The value will be "1" if the user is using a Virtual Machine for the visit
UserCode	char		This is the user ID, email address or any unique visitor identifier your site can pass to iSite
ReVisiting	Boolean		If the visitor has visited the site before the value will be "1"
IPAdress	char		IP address of the visitor
IPNum	char		IP number converted to integer for easier lookup
Referrer	char	✓	The URL of the referring page to the current page the visitor is on. On session start the external referrer (if any) would be in here. As the visitor browses through pages the URL of the page they came from will be the referrer which is found here
Hostname	char		The name or the ID of the visitor connection/internet provider
BrowserType	char		Visitors browser type e.g. Chrome, IE, Safari etc.
BrowserVer	char		Version of the visitor browser
RemoteHost	char		The IP address of the visitor connection/internet provider
SysSessID	char		Visitor Session ID
CampCode	char	✓	Campaign Code that your site can pass
SearchKey	char	✓	If the visitor has come via a Search Engine the keyword or phrase he/she searched for will be here

Column	Type	Non persistent	Description
SearchEng	char	✓	If the visitor has come via a Search Engine the name of the engine will be here
OS	char		Operating System of the visitor
OSVersion	char		Version of the visitor Operating System
dType	char		Device type of the visitor (mobiles and tablets only)
dModel	char		Model of the device the visitor is using (mobiles and tablets only)
dVendor	char		The vendor of visitor device e.g. Apple, Sony (mobiles and tablets only)
ScreenW	char		Screen Width of the user device
ScreenH	char		Screen Height of the user device
ScreenO	char		Screen Orientation of the user device. For laptops and PC's this value will be "portrait"
pf	char		Unique visitor fingerprint

✏ **Key**:

Non Persistent: Value will change with each Visit event for each visitor

Optional: Available at an extra charge

👍 **Tip**: To help your analytical efforts GAdwordsID and CampCode can be made persistent by including them as extra parameters in your internal page links and form submissions. iSite gets these values by mapping them with the below URL parameters obtained from the external Referrer URL:

GAdwordsID = gclid

CampCode = utm_campaign

gclid & utm_campaign are the parameters that need to be appended. e.g.

www.example.com/xyz.html?gclid=it's_value&utm_campaign=it's_value

with this in place iSite will be able to read and capture both values on every page. Hence at reporting level it will eliminate the need to analyse complete visitor journeys to extract these values e.g. to be able to tell if a campaign code has led to a conversion when the visitor has visited 5 different pages.

Interactions Stream (Optional)

This is a stream of all visitor interactions i.e. clicks and/or hovers.

Column	Type	Non persistent	Description
TType	char		Type of event. In this case it is "inter" (inter = interaction)
TStamp	DateTime		Timestamp of the event
ClientCode	char		Your iSite Account ID
VisitorID	char		Unique ID assigned by iSite to the visitor
MEvent	char	✓	Event type i.e. click, hover (hover is optional) or CLS (visitor left)
Page	char	✓	The URL of the page the event occurred
pX	char	✓	X coordinate of the click/hover
pY	char	✓	Y coordinate of the click/hover
swWidth	char		Width of the visitor screen
swHeight	char		Height of the visitor screen
Browser	char		Visitors browser type e.g. Chrome, IE, Safari etc.
pLink	char	✓	URL of the link (when applicable) that was clicked/hovered
ElementID	char	✓	The name or ID of the button that was clicked/hovered

🔑 **Key**:

Non Persistent: Value will change with each Visit event for each visitor

Optional: Available at an extra charge

👆 **Tip**: To get the maximum out of Interaction events it is important that all links, buttons, images etc. have their ID or Name attributes uniquely and descriptively defined in the HTML of each page.

Implementing Opt-out

Cookies are domain specific and can only be accessed from the domain that have created them. For that reason, if required an iSite opt-out function (a button, link or other) must be implemented on a web page where the iSite JavaScript block code has been implemented.

When clicked (button, link etc.) the following iSite function must be called using JavaScript:

```
iSiteOptOut();
```

What will happen when this function fires? The iSite cookie named iSiteVisitor will be deleted and an opt-out cookie named iSiteOptOut will placed. From that moment on the visitor will be ignored by iSite. Note that if the visitor deletes the opt-out cookie they will have to opt-out from your site via the function explained above once again.