

Multi-channel data collection



The purpose of this document is to outline the types of individual-level behavioural data collected by Celebrus from online channels, as well as basic details of any additional configuration required to collect that data. This document does not list all of the data collected – it focuses instead on the data types.



Websites

This section covered data gathered from JavaScript-enabled desktop or mobile browsers.

Available through insertion of the single line of JavaScript code:-

- User Navigation and Interactions: Navigate, Click, Text Change, Select, Form Submit, Reset etc.
- Content-related events: DOM Properties, HTML Element events, Content Visible events, Unstructured Content events.

Additional specific data available through adding extra JavaScript code to the site:-

- Basket API events: Add, Failed Add, Amend, Remove, Basket Total, Purchase.
- Manually invoked events (specific additional data the client wants to collect): Click, Text Change, Form Submit etc.

Available by instrumenting the Flash or Flex application using the appropriate Flash or Flex Client-Side Adapter (CSA):-

- Events from embedded Flash or Flex: User Interactions and Navigation events.



Mobile Apps

iOS apps – instrumented using Celebrus static library and calling Celebrus 'iOS CSA' API:-

- User Navigation and Interactions: Navigate, Text Change, Item Select, Select, Button Click, Form Submit.
- Basket API events: Add, Failed Add, Amend, Remove, Basket Total, Purchase.

Android Apps – instrumented using Celebrus AndroidCSA.jar and calling Celebrus 'Android CSA' API:-

- User Navigation and Interactions: Navigate, Text Change, Item Select, Select, Button Click, Form Submit.

- ☑ Basket API events: Add, Failed Add, Amend, Remove, Basket Total, Purchase.

Note: Data capture from iOS and Android Apps requires that decisions are made up-front about what data should be captured as only the data requested is made available.

PhoneGap Apps – available through insertion of the single line of JavaScript code:-

- ☑ User Navigation and Interactions: Navigate, Click, Text Change, Select, Form Submit, Reset etc.
- ☑ Content-related events: DOM Properties, HTML Element events, Content Visible events, Unstructured Content events.

Note: PhoneGap is a mobile development framework which enables developers to build applications for mobile devices using JavaScript, HTML5 and CSS3.



Facebook

As of June 1, 2012, Facebook have removed support for Facebook Markup Language (FBML) so now the only way that companies can produce content for Facebook apps and tabs is by specifying their content as HTML, JavaScript and CSS which is displayed in an iframe on Facebook. We can collect data from these apps and tabs as they are not hosted on Facebook. We cannot collect from a Facebook home page or the Like button consistently displayed top right as they are hosted on Facebook.

Available through insertion of the single line of JavaScript code:-

- ☑ Facebook tabs (including apps): Navigate, Click, Text Change, Select, Item Select etc.
- ☑ Facebook tabs (including apps) & Facebook plugins on standard web pages: Like, Unlike, Send, Comment, Unique User ID.

Note: As the individual is always recognised by Facebook regardless of the device they are on, as long as they have logged in and authorised their data usage at some point and not subsequently rescinded that authorisation, it's easy to match individuals across devices without requiring them to identify themselves in an additional way e.g. signing into the site or giving their email address.



Twitter

Available through insertion of the single line of JavaScript code:-

- ☑ Twitter WebIntents API: Tweet, Reply, Retweet, Follow events.

Note: The WebIntents API collects data on tweet interactions from within a brand's own website once the individual has logged into Twitter. It does not track interactions within twitter.com or the actual content of the tweets.



Google+

Available through creating +1 button specifying a call-back function that sends the +1 event to the CSA:-

- ☑ Google+: +1 event (like a Facebook Like) & Unique User ID.

Note: Requires that page has been registered with Google+ and the individual has registered with Google+ and pre-authorized sharing of their data.



LinkedIn

Available through creating Share button specifying a call-back function to send the Share event to the CSA:-

- LinkedIn: Share event.



YouTube & Streaming Media

Available through insertion of the single line of JavaScript code:-

- Media Player Events from HTML5 Video, HTML5 Audio, Windows Media Player, Quicktime, RealPlayer, Silverlight Media Element: Play, Stop, Pause, Seek.

Note: The YouTube video must have a specific identifier as per YouTube embedding guidelines in order to marry the data we collect with the correct video.



Desktop Applications

Adobe AIR applications generated using Flex – instrumented using 'standalone' Flex CSA component:-

- User Navigation and Interactions: Navigate, Click, Text Change, Select, Item Select etc.

Adobe AIR applications generated using Flash – instrumented using 'standalone' Flash CSA component:-

- User Navigation and Interactions: Navigate, Click, Text Change, Select, Item Select etc.

To find out more about using multi-channel data collection, visit www.celebrus.com, email info@celebrus.com or call +44 (0)1932 893 325.

