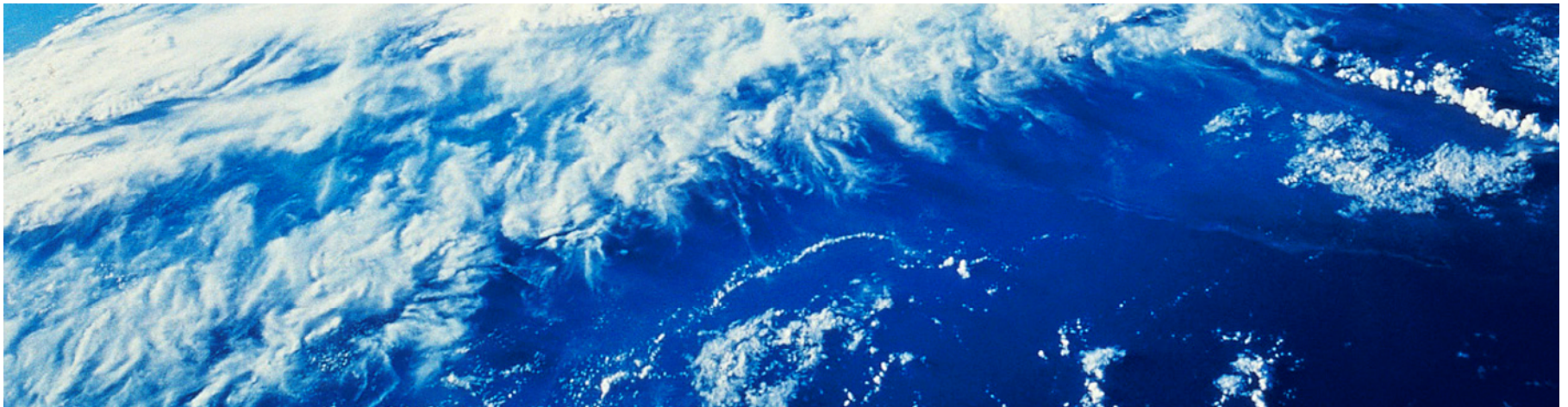
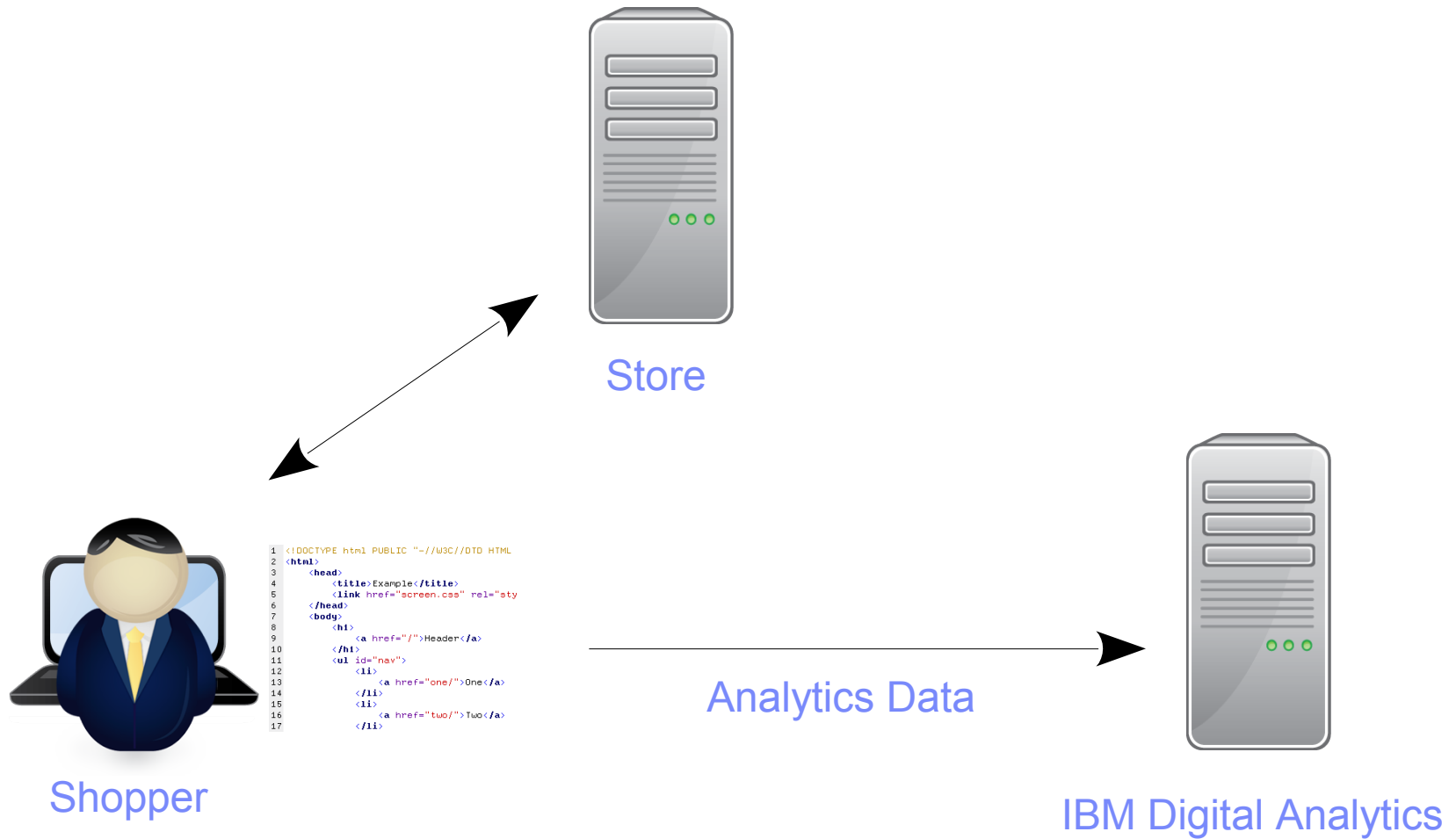


IBM WebSphere Commerce V7 FEP8

Analytics



Analytics – Data Flow



Digital Data Exchange

Analytics – Digital Data Exchange

▪ Analytics Function Calls

- Data transmitted using IBM Digital Analytics function calls.
- Calls are specific to the Analytics provider.

```
cmCreatePageviewTag(document.title, null, null, null);
```

▪ Digital Data Exchange

- Mechanism for transferring analytics data via a standardised JavaScript object.
- Based on W3C specification.
- Reduces complexity associated with different requirements from different vendors.
- OOTB integration with IBM Digital Analytics. No tag changes. Only output changes.

```
digitalData = {};  
digitalData.page={  
  attributes:{exploreAttributes:"", extraFields:""},  
  category:{primaryCategory:""},  
  pageInfo:{onsiteSearchResults:"", onsiteSearchTerm:"", pageID:document.title}  
};  
digitalData.pageInstanceID='wcs-standardpage';
```

Analytics – Digital Data Exchange - Enablement

biConfig.xml

By provider:

```
<BIConfiguration>
  <biproviders>
    <bipprovider name="coremetrics">
      <options>
        <attribute name="useDDX" value="true"/>
      </options>
    </bipprovider>
    ...
  </biproviders>
  <stores>
    ...
  </stores>
</BIConfiguration>
```

By store:

```
<BIConfiguration>
  <biproviders>
    ...
  </biproviders>
  <stores>
    <store storeId="10101" bipprovider="coremetrics" ... >
      <options>
        <attribute name="useDDX" value="true"/>
      </options>
    </store>
    ...
  </stores>
</BIConfiguration>
```

Provider Default Values

Analytics – Provider Default Values

```
<BIConfiguration>
  <biproviders>
    <biprovider name="coremetrics">
      <useCookies>true</useCookies>
      <options>
        <attribute name="useDDX" value="false"/>
      </options>
    </biprovider>
    ...
  </biproviders>

  <stores>
    <store storeId="10000" biprovider="coremetrics" enabled="true">
      <options>
        <attribute name="useDDX" value="true"/>
      </options>
    </store>
    ...
    <store storeId="10001" biprovider="coremetrics" enabled="true">
      <useCookies>false</useCookies>
    </store>
  </stores>
</BIConfiguration>
```

← Default values

← Using default value (cookies)
Value overridden (options)

← Value overridden (cookies)
Using default value (options)

Reload Configuration

Analytics – Reload Configuration

- Enables WebSphere Commerce analytics changes without restarting the server
- Used for testing analytics configuration changes
- Assumptions
 - Single user testing
 - Not to be used in production
- Enablement
 - Go to the following directory:
WCDE_install_dir\xml\config\bi
This directory includes the biConfig.xml analytics configuration file
 - Create an empty text file named .reloadconfig
 - Restart the server after creating or deleting .reloadconfig

Analytics – References

- Digital Data Exchange
 - Customer Experience Digital Data Layer 1.0
<http://www.w3.org/2013/12/ceddl-201312>
 - IBM Digital Data Exchange
<http://www-01.ibm.com/software/marketing-solutions/digital-data-exchange/>
 - WebSphere Commerce Documentation
http://www-01.ibm.com/support/knowledgecenter/SSZLC2_7.0.0/com.ibm.commerce.emm.doc/concepts/cmtddxintegration.htm
- Provider Default Values
 - WebSphere Commerce Documentation
http://www-01.ibm.com/support/knowledgecenter/SSZLC2_7.0.0/com.ibm.commerce.Coremetrics.doc/tasks/tmtbiconfigdefault.htm
- Reload Configuration
 - WebSphere Commerce Documentation
http://www-01.ibm.com/support/knowledgecenter/SSZLC2_7.0.0/com.ibm.commerce.emm.doc/tasks/tmtreloadconfig.htm

Thank You!

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