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IT HAS BEEN REPLACED BY SPEC:
BF-ADMIN-MODULE-PAGE-
TAGGING.DOC.

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1 Modification History

Date	Who	Comments
23-May-12	Salmon	Initial
19-Jun-12	Salmon	Added validation
1-Aug-12	Salmon	Changed to use Helper and Warning tooltip

2 Processing Overview

2.1 Accessed From

- Module: Admin
- Nav-Bar: Admin
- Sub-Item: Pixel Tracking

2.2 Background

- Also see http://wiki.affiliatewindow.com/index.php/Merchant_Tracking_Guide for a specific affiliate overview
- eCommerce Retailers often engage with Affiliate Marketing companies that offer advertising services
- These may be in the form of “banner ads” or other Internet marketing campaigns
- In order to gauge the success of specific marketing campaigns many affiliates use a technique generally known as “pixel tracking”
- At a high level here is how it works:
 - Affiliate Marketers purchase banner ads or other forms of Internet advertising on behalf of a retailer
 - Consumers that visit these pages may see the banner ad
 - As the banner ad is viewed, a discreet cookie is written containing information about the site where the banner ad was viewed
 - These cookies are written regardless of whether the consumer clicks to the Retailers URL at the time of viewing the banner ad
 - It’s the fact that the consumer saw the banner ad that counts. The cookie will often be set to expire within a certain number of days
 - If the consumer visits the retailers eCommerce site then the intent is to give credit to the original banner ad
 - A tracking pixel is placed on the confirmation page by the retailer
 - Once the consumer reaches the confirmation page, the tracking pixel executes and reads the cookie from the consumer’s machine
 - Information read from the cookie is used to create a transaction in the tracking platform for reporting purposes – essentially giving credit to the original banner ad.
 - Often a tracking pixel is generated on every page of a retailers eCommerce site, allowing the affiliate to track the movement of a consumer, and the effectiveness of a particular marketing campaign

2.3 Requirements Overview

- Most affiliates will require:
 - a simple non-parameterized pixel on each and every page except the Order Confirmation page (this can track basic consumer movement)
 - and a special pixel on the Order Confirmation page that contains some details of the transaction (so they can take credit for actual sales)
- In some case Affiliates may require specific pixels in specific pages
- This spec will provide flexibility for all affiliate tracking

3 Technical Notes

3.1 New OFBiz Entity

OFBiz Entity: XPIXEL_TRACKING				
Java Name	DB Name	Field Type	Java Type	SQL Type
pixel_id	PIXEL_ID	id-ne	String	VARCHAR(20)
pixel_scope	PIXEL_SCOPE	name	String	VARCHAR(250)
description	DESCRIPTION	desc	String	VARCHAR(250)
content_id	CONTENT_ID	id-ne	String	VARCHAR(20)
product_store_id	PRODUCT_STORE_ID	id-ne	String	VARCHAR(20)
fromDate	FROM_DATE	date-time	Timestamp	DATETIME
thruDate	THRU_DATE	date-time	Timestamp	DATETIME
createdDate	CREATED_DATE	date-time	Timestamp	DATETIME
createdByUserLogin	CREATED_BY_USER_LOGIN	id-vlong	String	VARCHAR(250)
lastModifiedDate	LAST_MODIFIED_DATE	date-time	Timestamp	DATETIME
lastModifiedByUserLogin	LAST_MODIFIED_BY_USER_LOGIN	id-vlong	String	VARCHAR(250)
lastUpdatedStamp	LAST_UPDATED_STAMP	date-time	Timestamp	DATETIME
lastUpdatedTxStamp	LAST_UPDATED_TX_STAMP	date-time	Timestamp	DATETIME
createdStamp	CREATED_STAMP	date-time	Timestamp	DATETIME
createdTxStamp	CREATED_TX_STAMP	date-time	Timestamp	DATETIME

- CONTENT_ID is associated with the standard OFBiz Entity CONTENT

3.2 Attribute Details

- Pixel ID
 - The unique identifier for the Pixel snippet
- Pixel Scope
 - The attribute Pixel-Scope will define which pages the pixel is to be included within
 - Scope values are:
 - ALL
 - ALL_EXCEPT_ORDER_CONFIRM
 - ORDER_CONFIRM
 - (these will be expanded as other requirements come to light)
- Content ID
 - The actual Pixel Code will be stored as standard OFBiz "content"
 - This will allow for all content features, such as variable substitution, to be utilized
 - The Pixel Code is the actual script that will be included in the page
- Product Store ID
 - For eCommerce, the "current" product store will be used to retrieve Pixel content
 - In the Admin Module the "current" product store will be used

3.3 Pixel Code Dynamic Content

- The Pixel Code will need to allow for dynamic variable substitution so that variables such as the Order Details can be included in the script
- Available parameters:

Parameter	Description
ORDER_ID	The Order ID
ORDER_DATE	The date of the order
ORDER_TOTAL_ITEM	The cart sub total
ORDER_ADJUSTMENT	Sum of adjustments (promotions)
ORDER_SHIP_CHARGE	Sum of shipping charges
ORDER_TAX	Sum of taxes
ORDER_TOTAL_NET	The final amount charged to the customer

- DEV: some clients may choose to further define details of the Order ITEM. For now this does not need to be supported.
- DEV: the design is using standard OFBiz "content" classes so variable substitution needs to be supported. E.g. \${ORDER_ID}
- DEV: we also need to consider the placement of the script in the rendered page. For now, assume that all scripts will appear immediately before the </BODY> tag.

4 Implementation Example

4.1 Introduction

- As an example, review the Moda implementation, using a marketing company Affiliate Window
- Resources:
 - see http://wiki.affiliatewindow.com/index.php/Merchant_Tracking_Guide
 - VSS: clients / moda / bf-website / docs / Affiliate Window

4.2 Pixel Definitions

- For all pages, except the Order Confirmation page:

- Definition:

```
<script src="https://www.dwin1.com/someMerchant.js"
      type="text/javascript"
      defer="defer">
</script>
```

- Would be rendered as:

```
<script src="https://www.dwin1.com/someMerchant.js"
      type="text/javascript"
      defer="defer">
</script>
```

- For the Order Confirmation page:

- Definition:

```
<script type="text/javascript">
  //<![CDATA[
    /*** Do not change ***/
    var AWIN = {};
    AWIN.Tracking = {};
    AWIN.Tracking.Sale = {};

    /*** Set your transaction parameters ***/
    AWIN.Tracking.Sale.amount = '%ORDER_TOTAL_ITEM%';
    AWIN.Tracking.Sale.currency = 'GBP';
    AWIN.Tracking.Sale.orderRef = '%ORDER_ID%';
    AWIN.Tracking.Sale.parts = 'DEFAULT:%ORDER_TOTAL_ITEM%';
    AWIN.Tracking.Sale.voucher = '';
    AWIN.Tracking.Sale.test = '0';

  //]]>
</script>
```




- Would be rendered as:


```
<script type="text/javascript">
  //
    /*** Do not change ***/
    var AWIN = {};
    AWIN.Tracking = {};
    AWIN.Tracking.Sale = {};

    /*** Set your transaction parameters ***/
    AWIN.Tracking.Sale.amount = '100.00';
    AWIN.Tracking.Sale.currency = 'GBP';
    AWIN.Tracking.Sale.orderRef = '123456';
    AWIN.Tracking.Sale.parts = 'DEFAULT:100.00';
    AWIN.Tracking.Sale.voucher = '';
    AWIN.Tracking.Sale.test = '0';
  //]]&gt;
&lt;/script&gt;</pre></div><div data-bbox="55 921 73 938" data-label="Page-Footer"><p>9</p></div>
```

5 Pixel Tracking Definitions

pixel tracking list

Pixel Tracking List					
ID	Status	Description		Active Date	Created Date
PX_AW_GENERAL	Active	Affiliate Window Pixel Tracking. Definition for all pages except the Order Confirmation.		08/01/11	07/27/11
PX_AW_CONFIRM	Active	Affiliate Window Pixel Tracking. Definition specifically for the Order Confirmation page.		08/02/11	07/27/11
PX_BIG_MKT_CO	Active	Big Marketing Company Affiliate. Special pixel tracking for all pages.		08/02/11	07/29/11

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■ Actions

- - On "hover" will display a popup dialog that displays the underlying PIXEL_SCOPE and PIXEL_CODE
 - Use the "tooltip" approach (see *BF-Admin-Module-General*)

5.1 Detail Screen

pixel tracking detail

Pixel Tracking Detail: PX_AW_CONFIRM	
Pixel ID:	<input type="text" value="PX_AW_CONFIRM"/>
Pixel Scope:	<input type="text" value="ORDER_CONFIRM [drop-down]"/>
Description:	<div>This page describes the Privacy Policy for GMH.COM. It defines all conditions. A link the footer area will offer access to this policy from every page.</div> <div>* 255 character limit (n characters left)</div>
Pixel Code:	<div><input type="checkbox"/> <pre><script type="text/javascript"> //<![CDATA[/*** Do not change ***/ var AWIN = {}; AWIN.Tracking = {}; AWIN.Tracking.Sale = {}; /*** Set your transaction parameters ***/ AWIN.Tracking.Sale.amount = '%ORDER_TOTAL_ITEM%'; AWIN.Tracking.Sale.currency = 'GBP'; AWIN.Tracking.Sale.orderRef = '%ORDER_ID%'; AWIN.Tracking.Sale.parts = 'DEFAULT:%ORDER_TOTAL_ITEM%';</pre></div>

<pre>AWIN.Tracking.Sale.voucher = ''; AWIN.Tracking.Sale.test = '0'; //]]> </script></pre>	
Created Date:	07/27/11 at 9:00am
Status:	Active <div>Set to Inactive</div>
Active Date:	08/01/2011 at 3:00pm
<div>Back</div> <div>Save</div> <div>Delete</div>	

- The Pixel ID is display-only in Edit mode
- Characters left countdown
 - Description is limited to 255 characters
- Validation
 - Pixel ID:
 - "Pixel ID cannot be blank"
 - Pixel Scope:
 - "Pixel Scope must be selected"
 - Description:
 - "Description cannot be blank"
 - Pixel Code:
 - "Pixel Code cannot be blank"
- Delete:
 - Need to confirm the delete action (see spec BF-Admin-Module-General)
 - Title: Please Confirm Delete
 - Text: Are you sure you want to delete pixel PX_XXXXX ?
 - Button1: Yes
 - Button2: No
- Warning Text
 - "You will need to reset cache in Admin/Tools for your changes to take effect"