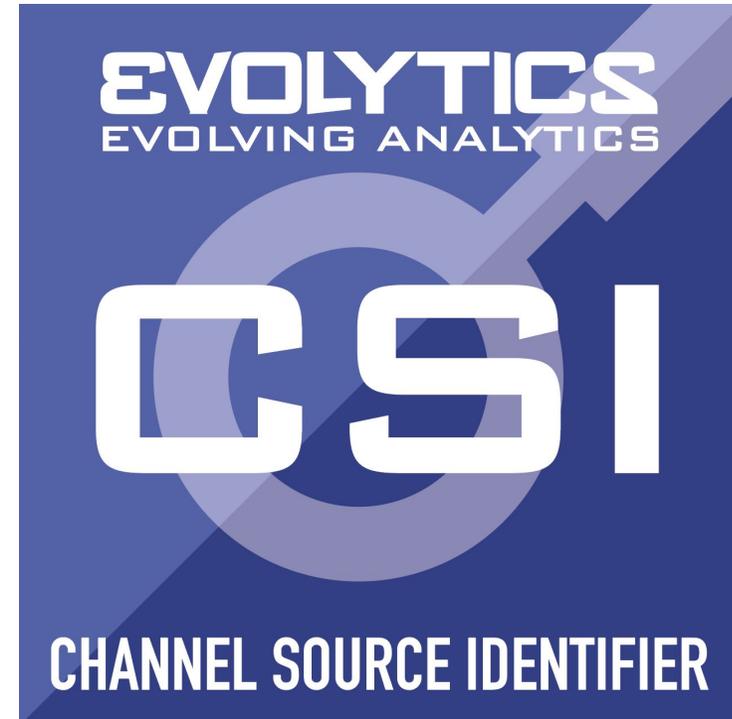


Channel Source Identifier

An Adobe Launch Extension

EVOLYTICS
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- Value Proposition
- Extension Description
- Target Users
- User Benefits
- Feature Set
- Mockups
- Use Cases



The Channel Source Identifier (CSI)
provides consistent and immediate access
to marketing channel data.

CSI enables **client-side** marketing channel identification. Tag management administrators can quickly **target rule execution based on marketing channel**. Marketing professionals can **evaluate channel-specific performance across analytics and marketing tools**.

- Enables custom beaconing by channel and traffic source using client-side logic similar to Adobe's server-side Marketing Channel Processing Rules.
- Reduces development time where client-side channel and traffic source identification is needed.
- Aligns channel and traffic source segmentation across all analytics and marketing platforms (such as personalization and targeting), providing a single source of truth.

- **Technical users** needing to dynamically trigger an action based on traffic source or channel.
- **Marketing professionals** needing to connect channel info and behavior to various datasets.
- **Technical users** and **marketing professionals** wanting to emulate Adobe's Marketing Channel logic client-side in the browser.

Marketing Miller

- Junior marketing team member tasked with maintaining the company's media tags in Launch, despite having minimal technical skills.
- Needs to know where site traffic comes from in Launch rules, but has no idea how to write that custom code.
- Manager says, “We have this info in Analytics, why don't you just use that?”, but doesn't understand the same info is not available in the browser.
- Needs to easily customize internal sites differently for several separate web properties.

Data-Driven Dakota

- Data analyst for the company's digital division.
- Accesses data in Adobe Analytics, Google Analytics, and the internal data lake.
- Frustrated that campaign, channel, and referring domain info is not always consistent across different platforms since each has a different server-side way of determining and classifying the source.

Technical Taylor

- Experienced programmer on the implementation team - has done it all from COBOL to Scala to Node.
- Could easily write custom code to identify channels, but the task remains buried deep in the backlog.
- Multiple Launch properties means cutting and pasting code to each property whenever a change is made...assuming it gets written in the first place.

Consistently track channels and campaigns the same way across multiple platforms.

Many companies send user journey data to multiple destinations, including analytic platforms, media companies, and data warehouses. Each platform defines channels and campaigns differently, making it difficult to maintain consistency across platforms. CSI defines channels and traffic sources in the browser as Launch Data Elements to share and align this data across platforms.

Test the accuracy of each platform's method of identifying channels and traffic sources.

By sending channel and source values identified by the CSI extension, source info defined by a tool can be validated against and aligned back to what was first identified in the browser.

Fire media pixels and other calls based on channel and traffic source.

Without revealing this data in the browser, it is difficult to conditionally fire beacons based on channel or campaign. With CSI, a *Channel* data element can be used in a Launch rule condition to only fire a conversion pixel when traffic was from a specific channel (such as *Affiliate* or *Paid Search*).

Use channel and campaign in A/B testing and personalization.

Tools like Adobe Target have some ability to identify traffic source, but this data is often limited and potentially different from what other tools might identify. CSI allows this info to pass as parameters to testing and personalization tools in a consistent and reliable manner.

- Provide default hostname collections to identify traffic from known search and social domains. Modify these collections as needed.
- Identify internal domains and manage this list as needed.
- Add custom channels based on specified hostnames or tracking code prefixes.
- Specify the tracking code Data Element.
- Support multiple tracking code delimiters.
- Specify, per domain, whether to evaluate using *contains* (default), *begins with*, *ends with*, or *exact match* comparisons.
- Specify run order, including which channels to evaluate first, with first-match assignment.
- Test how a specified domain will classify as a channel and how a tracking code will parse based on the specified delimiter.
- Create *Channel*, *Campaign*, and *Referring Domain* as new Data Element Types.

CSI | Mockups

EVOLYTICS
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- The CSI extension configuration provides an intuitive UI to define how an organization classifies marketing channels and traffic sources.
- Separate sections control settings for *Natural Search*, *Social*, and *External Referrers*.
- Users can specify the delimiter used in campaign IDs, modify built-in lists of search engines and social platforms, and more.
- Users can define multiple custom channels to serve an organization's unique needs.
- The *Channel*, *Campaign*, and *Referring Domain* identified by CSI are accessed as Data Elements, defined using CSI's new Data Element Types.

Overview Rules Data Elements **Extensions** Adapters Environments Publishing

Install Extension

Cancel Save

- > Overview
- > Natural Search
- > Social
- > External Referrer

Add

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CSI

CHANNEL SOURCE IDENTIFIER

Channel Source Identifier
Evolytics
v1.0.0

The Channel Source Identifier (CSI) Javascript plugin evaluates tracking codes (such as cid) and referring domains to assign a channel on each page of a website visit.

Customization

Users configure CSI to align with an organization's measurement requirements. Each section opens to reveal configuration options for a specified channel.

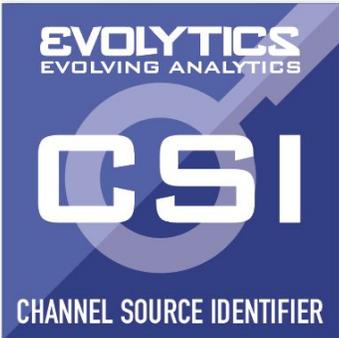
Do you use some channels that CSI does not define by default? Create custom channels according to your own rules.

CSI produces values for *Channel*, *Campaign*, and *Referring Domain*. Each value is available as a Data Element Type in the CSI extension.

Overview Rules Data Elements **Extensions** Adapters Environments Publishing

Install Extension

Cancel Save



Channel Source Identifier
Evolytics
v1.0.0

The Channel Source Identifier (CSI) Javascript plugin evaluates tracking codes (such as cid) and referring domains to assign a channel on each page of a website visit.

Overview

The Channel Source Identifier (CSI) Javascript plugin evaluates tracking codes (such as cid) and referring domains to assign a channel on each page of a website visit. Channel and traffic source data can be sent in calls to any analytics or marketing platform, passed to product databases, used for conditional tagging or experience requirements, or leveraged for any number of other purposes.

Sample Output

Campaign: ppc
Channel: ppc_csi_g_102018
Referring Domain: www.google.com

Universal Delimiter ⓘ

Internal Domains ⓘ

Simplicity

What character separates the components of your organization's campaign ID? What domains do you consider "internal" for your websites?

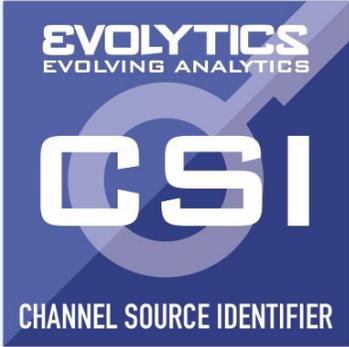
The CSI configuration screen makes setting these values straightforward and easy - with no need to write custom code!

CSI | Mockup | Typical Channel Setup

Overview Rules Data Elements **Extensions** Adapters Environments Publishing

Install Extension

Cancel Save



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CSI

CHANNEL SOURCE IDENTIFIER

Channel Source Identifier
Evolytics
v1.0.0

The Channel Source Identifier (CSI) Javascript plugin evaluates tracking codes (such as cid) and referring domains to assign a channel on each page of a website visit.

> Overview

▼ PPC

Channel Abbreviation ⓘ

Run Order ⓘ

Channel Prefix ⓘ

Channel-Specific Domain Exclusions ⓘ

X example.com X sample.

Control

What does your organization call paid search? How is this channel identified in your campaign IDs? Set these fields in the custom channel configuration.

Do you want to evaluate social site rules before search? Modify the run order so that channel rules evaluate in the order that best aligns with your organization's needs.

- The built-in and user-defined logic in CSI produces three new Data Element Types:
 - Channel
 - Campaign
 - Referring Domain
- These new Data Element Types are available by choosing the *Channel Source Identifier* extension when defining a Data Element.
- These data elements can also be used like any other data element in Launch rule conditions, action definitions, and custom code.
- Since these are native Launch data elements, any available persistence setting can be used to meet a user's needs.

CSI | Mockup | Create Data Element

Overview Rules **Data Elements** Extensions Adapters Environments

Create New Data Element

Name
CSI_Campaign

Extension
Channel Source Identifier ✓

Default Value
Enter a Default Value

Force lowercase value

Clean text ⓘ

Storage Duration
None ▾

Overview Rules **Data Elements** Extensions Adapters Environments Publishing

Create New Data Element

Name
CSI_Campaign

Extension
Channel Source Identifier ▾

Data Element Type
Select Data Element ▾
Campaign ✓
Channel
Referring Domain

Storage Duration
None ▾

No configuration necessary.

CSI makes three new Data Element Types available.

Select the *Channel Source Identifier* extension, and then choose from *Channel*, *Campaign*, and *Referring Domain*.

All Storage Duration options are available. The Data Element can then be used just like any other Launch Data Element.

CSI | Use Cases

EVOLYTICS
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CSI | Use Case | Configure a Rule

Create Rule

Name
Fire Affiliate Conversion Tag

If - Determines when you want the rule to fire

EVENTS ⓘ

Core - Library Loaded (Page Top) +

CONDITIONS ⓘ

Purchase Confirmation Page AND Traffic Source is Affiliate +

THEN - Determines what you want the rule to do

ACTIONS ⓘ

Send Affiliate Conversion Beacon +

Condition Configuration

Logic Type ⓘ
Regular

Extension
Core

Condition Type
Value Comparison

Name
Traffic Source is Affiliate

Return true if

%trafficSource%

Equals

Affiliate Program

Case Insensitive

Use Case: Fire conversion tag only if traffic comes from an affiliate.

The user creates a page top rule that fires the affiliate conversion tag. This rule has two conditions, including one that checks the *trafficSource* data element populated by CSI to see if the channel is an *Affiliate Program*.

The source identifier (in this case *Affiliate Program*) is defined by the user on the configuration screen.

CSI | Use Case | Populate Multiple Analytics Calls

Use Case: Send the same traffic source value to different analytics platforms.

The organization uses both Adobe and Google Analytics and needs to track traffic source consistently across both tools.

The data element containing the channel can be mapped to dimensions in the action configurations for both tools.

Action Configuration

Extension: Adobe Analytics

Action Type: Set Variables

Name: Adobe Analytics - Set Variables

Variables

Please note, this action will *not* send a beacon; it only sets the variables. In order to send the data to Adobe Analytics, you must have a beacon action configured.

eVars	Set as	Value
eVar1	Set as	%trafficSource%
eVar3	Set as	%Transaction ID%
eVar5	Set as	%Language%

Add Another

Action Configuration

Extension: Google Universal Analytics

Action Type: Set Dimensions/Metrics

Name: Google Universal Analytics - Set Dimensions/...

Name	Value
dimension2	%trafficSource%
dimension3	%Language%

Add Another

Action Configuration

Extension

Adobe Target  

There is an update for this extension.

Action Type

Add Params to Global Mbox  

Name

Adobe Target - Add Params to Global Mbox

Name	Value
trafficSource 	= %trafficSource%  
pageName	= %fullPageName%  

Use Case: Define audience in Target based on traffic source.

Target has its own *Traffic Source* value that can be used in creating audiences, but it does not have the same level of customization available as the CSI extension. Using the CSI data element, *Channel* can be passed as an mbox parameter and used in audience definition.

About Evolytics

Our mission is to inspire people to use data in ways that make a difference in the world. We are passionate about helping global brands develop analytics capabilities that increase revenue, increase operational efficiencies, and increase customer satisfaction – all while nurturing innovation.

- Founded in 2005 with a focus on measurement and performance optimization.
- Team of 30 business- and technical-oriented analysts.
- 100+ combined years of Adobe Experience Cloud expertise.
- Headquartered in the Kansas City, Missouri metro area.



The world's most recognized and respected brands trust Evolytics with their digital analytics and measurement initiatives.

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