



Installation Instructions

Prepared for Adobe

Date: November 20, 2020

Step 1:

Contact Onclusive's team to begin the process. To do so, please [complete our contact form](#) to request more information about the Onclusive solutions suite.

Step 2:

Onclusive's team will be in contact to set up time to run through a custom demo of our products and how they integrate with the Adobe product suite. Upon completion of the sales process, a new Onclusive account will be provisioned and integration with Adobe Analytics can begin.

Step 3:

Adobe Analytics (AA) Integration

Onclusive requests access to your website analytics to incorporate metrics capturing traffic and behavior into the analysis of your PR activities. This integration allows the attribution of visits and visitors to PR and content initiatives.

Note: The Onclusive platform does NOT store or process any PII data. We encrypt data at rest using AES-256 and data in transit using TLS 1.2.

Please return the following to Onclusive:

- The AA Report Suite that houses all relevant website and blog data (generally use your master report suite so events across your properties can be tied to your content & PR initiatives)
 - Report Suite:

If your analytics data is housed under multiple Report Suites, provide a Global Report Suite that tracks all associated properties. This Report Suite must have at least 30 days of activity before the start date of your Onclusive tracking.

Any change of Report Suite after the onboarding process is complete will require a fee.

- Details for a new AA user with read permissions and Web Service Access to this Report Suite
 - First Name: AirPR
 - Last Name: Analytics
 - Email: analytics@airpr.com

- If you have made modifications to those groups, we recommend creating a custom group (e.g. "Onclusive Permissions") to manage our access. The permissions we request are:
 - Report Suite Access: the report suite you would like us to track
 - Analytics Tools:
 - Current Data
 - Web Service Access
 - Analysis Workspace Access
 - Reports & Analytics Access
 - Analysis Workspace: Save As Template
 - Calculated Metric Creation
 - Segment Creation
 - Report Suite Tools:
 - Data Warehouse
 - Site Catalyst
 - Report Suites (Read)
 - Channel Report
 - Anomaly Detection
 - RealTime Report
 - Daily Return Visits
 - Last 100 Visitors
 - Return Visits
 - My Recommended Reports
 - Company Summary Reportlet
 - Image
 - KPI/Gauge Reportlet
 - Report Suite Totals
 - Text Reportlet
 - Usage Summary Reportlet
 - Web Resources
 - Metrics: All Access
 - Dimensions: All Access

- Which existing Custom Events tied to engagements on your website housed in this Report Suite would you like to track? (Up to 20 events.)
 - Custom Event Name and Number:
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NOTE: Custom Events in Adobe Analytics are used to track actions on the website such as download of a PDF, video play, form submissions, specific page views, etc.

Any additional Custom Events that are identified or created after the onboarding process is complete will only display data from the day they are loaded into Onclusive.

Example Setups: Exclude logged-in visits OR Exclude visits from known customers & repeat visitors

Upon the completion of these 5 steps Onclusive will provide a Custom Javascript Tag for placement on all pages of your website.

FAQ

What does the Custom Tag do?

- The Custom Tag allows Onclusive to leverage our network of publisher relationships to capture enhanced referral data. In other words, it provides us more information on where visitors to your site are coming from. This enhanced data allows our models to better attribute your web traffic to your PR content.
- The Custom Tag does this by performing what is known as cookie matching, establishing connections between visitors to your site and our publisher data.

How does Onclusive ensure the Custom Tag will not pose any issues or impact site load?

- The tag has been compressed and optimized with a payload size of under 3KB.
- We load our javascript tag asynchronously. In browsers that support the 'async' attribute (Firefox 3.6+, IE 10+, Chrome 2+, Safari 5+, iOS 5+, Android 3+), the tag should not block the javascript parser.
- A [waterfall report](#) for our site shows that the tag loads after DOM content load and loads asynchronously along with other tags on the site - which is expected.
- If your website uses SSL, Onclusive loads our javascript tag through a secure connection as well.
- We serve our tag from a global CDN with the infrastructure backing to handle hundreds of millions of requests with a 95th percentile latency of under 20ms.

Our tag, in its current form, has been deployed on our customer's websites including Rackspace, McGraw-Hill Education and GoFundMe.

Can Onclusive share a version that doesn't load JavaScript from your servers or rely on global variables?

- The only global variable that the Onclusive custom tag relies on is named '_airpr' - so it should not affect any of your other implementations.
- In order to provide optimized implementation Onclusive needs the custom tag to be loaded from Onclusive servers.