Customer Experience Data Standard

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Software deployment model increases dependence on tracking

On premise model

- Customer
- Shop Co.
  - Products
  - Videos
  - Reviews
  - Review API
  - Store Locator
  - Mapquest API

Only ShopCo.com needs to track

SaaS model

- Customer
- Shop Co.
- Facebook
  - Products
  - Likes / Fans
- YouTube
- Yelp
  - Reviews
- Google Maps

All parties need to track

More parties providing direct services to your customers and require direct tracking
Standards Serve To Simplify…

Surfacing & communicating digital data in a standard way simplifies vendor on-boarding & switching of service providers

1\textsuperscript{st} Party -vs- 3\textsuperscript{rd} Party
Tracking volume

Example: ESPN Homepage

"The average website has 64 pieces of tracking technology" - Wall Street Journal

35 parties participate on one ESPN page
JSON Draft Object Specification

- Page object
- Events object
- Product object
- Elements object
- Cart object
- Visitor object
- Order object
Surfacing & communicating digital data in a standard way simplifies vendor on-boarding & switching of service providers.

Client Website

Access

- Browser-based (Do Not Track)?
- DOM-based (website determined)?
- Vendor GUID based?

Storage?
DOM
LSO
Cookies

Vendor A
Vendor B
Vendor C
A Snippet of the Data Acquisition Specification…

‘digitaldata’ as the root object, all analytic data derives from this

<table>
<thead>
<tr>
<th>Page Object</th>
<th>Value Name</th>
<th>Object Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Page ID</td>
<td>digitaldata.page.pageid</td>
<td>String</td>
</tr>
<tr>
<td></td>
<td>Page Name</td>
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<td>Page Category</td>
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<td>Internal Search Term</td>
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<td></td>
<td>Number of Search Results</td>
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<td></td>
<td>Destination URL</td>
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<td>String</td>
</tr>
<tr>
<td></td>
<td>Referring URL</td>
<td>digitaldata.page.referringurl</td>
<td>String</td>
</tr>
</tbody>
</table>

...
Customer Experience Digital Data Community Group

- **Digital Data Surfacing & Communication Standard**
  - Leverage standard JavaScript Objects to present common behavioral data used by marketing vendor technologies.
  - Develop a standard parameter list to communicate data to analytic servers.

- **Digital Data Privacy & Security Standard**
  - Leverage a standard Visitor Object within the data model and provide safeguards against accessing PII.

- **Digital Data Syndication Standard**
  - Standard request parameters for Digital Analytic data from Vendor Servers.
  - Standard data stream – JSON/XML that sends data to requestors.

- **Page Modification Execution Standard**
  - Standard commands to modify page content.
  - Permits creation of rules to manage conflict resolution over page modification.
Intended Benefits…

The market as a whole will benefit from standards

- Simplifies site management / maintenance
- Simplify new service deployments, quicker time to value
- Lower digital marketing vendor switching costs
- Foundation for better data governance
Community Group Launched

8+ Clients, Partners support submission at W3C

Expressed Interest

Clients, partners largely supportive of effort
We would love for you to join the Community Group and help shape the output, including addressing Privacy related efforts

http://www.w3.org/community/custexpdata/