Snoobi – E-commerce tracking

Tracking web store orders with Snoobi Data Analytics Platform

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A. Introduction

In order to start tracking orders in a web store with Snoobi, the confirmation page needs to be modified to add the tracking code. Most web stores make use of only one confirmation page that handles all of the orders. If this is the case, only that one confirmation page needs to be modified for tracking the orders with Snoobi. To make Snoobi track the orders, the contents of the order needs to be found from the html source code of the confirmation page. In most cases, the buyer is shown the ordered items and other details of the order. That is why installing the web store tracking in most cases is only a matter of formatting the order and its contents in right way.

B. Installing Snoobi e-commerce tracking

The table below describes the meaning of differently formatted texts.

Font, weight and color	Explanation
blue text	Name of a class
blue bold text	Name of an object
green text	Dynamic value of an attribute and/or variable. These values are filled with values from the web store.
green bold text	Mandatory dynamic value of an attribute or and variable. These values are filled with values from the web store.
red text	Name of an attribute or variable
red bold text	Name of an mandatory attribute or variable
violet bold text	Name of an function or method
`Text formatted as Courier`	Example code

As said in the introduction, orders and items need to be defined / written to the html source code. In practice, Snoobi's tracking script checks if orders have been defined. The order is defined by a

JavaScript object called **snoobiTrans**. In other words, if an object called **snoobiTrans** exists in the DOM, Snoobi tracking knows that orders have been defined. The actual tracking script finds and sends the order and ordered items to Snoobi's data collection center.

Orders and items can in theory have an unlimited amount of segmentation info. In practice, orders and items can have custom attributes and values. Snoobi saves all attributes and values found from orders and items. These attributes are created "on-the-fly" to Snoobi's backend and they can be used for reporting purposes later on, after Snoobi development has created the necessary structure. Each segment (=attribute) will also have a handling rule that will be configurable from Snoobi's settings. For example, you can create a custom attribute called shippingCosts and define a rule that subtracts the value of shippingCost from the total price of one order.

Snoobi provides an additional JavaScript library that enables web store tracking. This library can be found from Snoobi's servers at `https://eu2.snoobi.com/extras.min.js` and it should be included in the html source of a page where the orders will be defined as closed order. This JavaScript file holds the class definition of a class called **SnoobiTrans**. This class (or its instance actually) takes care of the web store tracking.

Include tag for *extras.min.js*:

```
<script type="text/javascript" src=" https://eu2.snoobi.com/extras.min.js">
</script>
```

The **snoobiTrans** object is constructed as follows:

```
var snoobiTrans = new SnoobiTrans();
```

IMPORTANT NOTE! The object needs to be named exactly as **snoobiTrans** and the definition needs to be before the actual tracking script. Snoobi's tracking script will search for an object called **snoobiTrans** in order to determine if orders have been defined. Also make sure the decimal separator is identical to the setting in Snoobi.

C. Defining an order

After constructing **snoobiTrans** you will be able to add / define the actual order(s) and the contents of these orders. The orders are defined by calling the method **snoobiTrans.order()**.This method takes a unique id of the order as a mandatory parameter

Example of defining an order:

```
var snoobiTrans = new SnoobiTrans();
var snoobiOrder = snoobiTrans.order("orderNo000001");
snoobiOrder.total   = "138";
snoobiOrder.currency = "EUR";
snoobiOrder.country = "NL";
snoobiOrder.city = "Amsterdam";
snoobiOrder.vat = "21";
snoobiOrder.billingcompany = "Snoobi B.V.";
```

The name of the object variable that defines the order (in the example above `snoobiOrder`) is arbitrary, but we advise to use this. As always please avoid special characters and non Latin 1 characters (for example Scandinavian and Cyrillic letters) in variable names.

Attribute names in the tables below are reserved variable names. **Do not use these names as your own attribute names (segmentation).** Give values for these attributes whenever possible.

Attribute	Value / explanation
total	Total value of order
currency	Currency used in order
discount	Discount as absolute value in used currency
discountPct	Discount in percentages

Reserved values of the snoobiTrans object.

The table below introduces common attributes used for segmentation in web store orders. These attributes are not mandatory and you are free to name them as you wish. Although these attributes are not mandatory it is a good idea to define these attributes and values whenever possible.

Attribute	Value / explanation
tax	Amount of taxes
country	Country where the order is shipped
city	City where the order is shipped
paymentMethod	Payment method. For example MasterCard, IDeak, Visa or PayPal.

Common attributes used for segmentation in orders

D. Adding items to an order

After an order is defined, items can be added to the order by using the method item(). You need to give a unique mandatory parameter product id for **item().**

Example of defining and adding item to an order:

```
var orderedItem = snoobiOrder.item("productId_12345");
orderedItem.name = "Name of the product";
orderedItem.price = "995,50";
orderedItem.currency = "EUR";
orderedItem.amount = "3";
```

As in the order, the name of the item object is arbitrary but recommended. You can also define custom attributes to items as segmentation info. The table below holds reserved attribute names for the item class. Do not use these as your custom attribute names. Again, fill values whenever possible. The attributes marked with red bold text are mandatory.

Attribute	Value / explanation
name	Name of the product
price	Unit price of the product

currency	Used currency
amount	Amount of ordered products
discount	Discount as absolute value in used currency
discountPct	Discount in percentages

Reserved attribute names in the item object.

In the case of the same product appearing multiple times in an order use the **amount** attribute to define how many times a certain product existed in the order.

5. Form of the values

All values of attributes need to be escaped when defining order and items. Otherwise you might end up with having broken JavaScript code and the data collection might not work.

Example of ordering an album from Guns n' Roses:

```
var snoobiTrans = new SnoobiTrans();
var snoobiOrder = snoobiTrans.order("orderIdX");
var orderedItem = snoobiOrder.item("album_NN");
orderedItem.name = "Guns n\' Roses"; //Note backslash before the quotation
orderedItem.price = "19,90";         //mark in the value of name attribute
orderedItem.currency = "EUR";
orderedItem.amount = "1";
```

Decimal separator can be either dot or comma. Whichever separator you decide to use, stay consistent and use the same separator in every numeric value. The selection of the separator also needs to be set in the Snoobi settings under Settings | E-commerce | General settings.

6. Date and time format parameters

If you want to use date, time or date and time as the value of a parameter, it has to be formatted according to the formats listed in the table below. These formats are based on the W3C recommendation for dateTime format.

The letter T should be used as a separator character between the date portion and the possible time portion. If you want to define a time zone for the time, it should be done in relation to UTC time. You can define the time to be UTC time either by putting the letter Z after it or by defining the offset to UTC time as +00:00.

The date portion is always mandatory in date and time formatted parameters. If you wish to use only time as the value of the parameter, the date portion can be given as 0000-00-00.

Format	Example	Explanation
YYYY-MM-DD	2010-08-30	Date
YYYY-MM-DDTHH:MM:SS	2010-08-30T10:31:15	Date and time
YYYY-MM-DDTHH:MM:SSZ	2010-08-30T10:31:15Z	Date and time, UTC time

YYYY-MM-DDTHH:MM:SS-HH:MM	2010-08-30T10:31:15-02:00	Date and time, offset to UTC-time -2 hours
YYYY-MM-DDTHH:MM:SS+HH:MM	2010-08-30T10:31:15-06:30	Date and time, offset to UTC-time +6 hours 30 minutes

Formats for date and time parameters

7. Example source code of an confirmation page

```
<html>
<head>
<title>Order confirmed</title>
<script type="text/javascript"
src="https://eu2.snoobi.com/extras.min.js"></script>
</head>
<body>
<script type="text/javascript">
      var snoobiTrans = new SnoobiTrans();
      var snoobiOrder = snoobiTrans.order("orderNo000001");
      snoobiOrder.total = "1113,90";
      snoobiOrder.currency ="EUR";
      snoobiOrder.city = "Amsterdam";
      snoobiOrder.additionalNotes = "Extra notes for the order";
      snoobiOrder.shippingCosts = "13,90";

      var snoobiItem = snoobiOrder.item("productCode_1");
      snoobiItem.name = "Product X";
      snoobiItem.price = "1000";
      snoobiItem.currency = "EUR";
      snoobiItem.amount = "3";

      snoobiItem = snoobiOrder.item("productCode_2");
      snoobiItem.name = "Product Y";
      snoobiItem.price = "100";
      snoobiItem.currency = "EUR";
      snoobiItem.amount  = "3";
      snoobiItem.campaign  = "Summer 2021 discounts";
</script>
```

Note: Insert the standard Snoobi analytics code here, as used on all pages.

```
</body>
</html>
```

8. Defining and editing variables in Snoobi's settings.

There are a number of settings possible in Snoobi. These can all be found in Settings | E-commerce and are only available for an administrator.

When you add variables, inform Snoobi so we can make the necessary changes in our database.

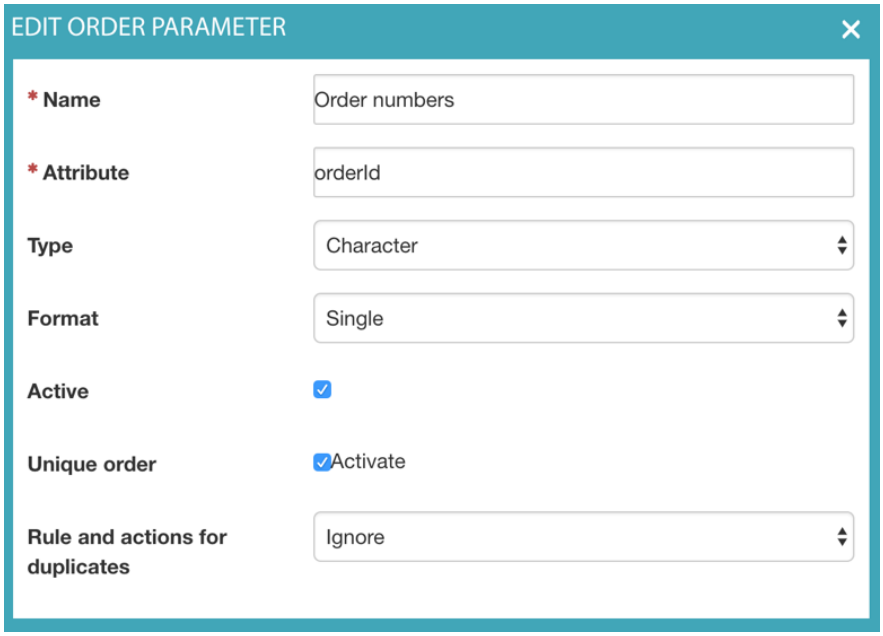
Variable settings are separated into 'General', 'Order Parameters' and 'Item Parameters'.
In General, ensure the delimiter matches the delimiter that is used in the tracking code variables.

9. Order Parameters

All parameters have the same types of settings. We suggest to not edit these with the exception of using 'Active' unless there is a specific need to do do for programmatic reasons.

Warning! Certain Names and Attributes are pre-set by Snoobi and should not be changed.

Always contact Snoobi Support when in doubt.



Settings Item	Usage	Notes
Name	Name of the parameter as shown in the report.	English by default, can be changed at any time
Attribute	orderId, itemid or other parameter-variable nam	Internal usage, do not change without consulting Snoobi Support. No data will be collected without orderid and itemid
Type	What is the data type for this parameter.	Keep as Character for ordernumbers if they are not always numeric!
Format	What type of Parameter is this?	Single (mostly used for unique numbers), or Range. Will be used in next release.

Active	Show in the report?	If active, show this parameter in the report. Regardless of setting, the parameter is always stored and can be shown later.

Unique order	Set to Activate if this parameter identifies an unique order.	Only a single parameter can identify a unique order and there should always be at least one for each order.
Duplicates	What to do if we get duplicate entries?	• Ignore = Ignore any duplicate entries, these will not be stored • Append = append to the order, meaning Snoobi combines values. Choose the parameters to append to carefully • Overwrite = Overwrite the existing parameter on this order with the new information

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