



TAG AUDITOR USER GUIDE

USE THIS GUIDE TO MANAGE YOUR DIGITAL SUPPLY CHAIN WITH TRACKERMAP, REPORTS AND ALERTS, IMPROVE DATA GOVERNANCE, PERFORMANCE, AND DRIVE BETTER BUSINESS RESULTS.



DATA SOURCES

View Your Digital Technologies by Leveraging User and Synthetic Data:

- Data gathered from millions of scanned pages across the web.
- The largest vendor database in the world.
- A cloud-based, proxy-targeted scanner (A state-of-the-art, cloud-based, proxy-targeted scanner.).

Good to Know

Glossary and Key Reports Concepts (you must be logged into Tag Auditor to access these pages). A side from configuration with your Customer Success Manager (CSM). Tag Auditor is ready to go. No tags need to be implemented.

TABLE OF CONTENTS

Trackermap / **3**

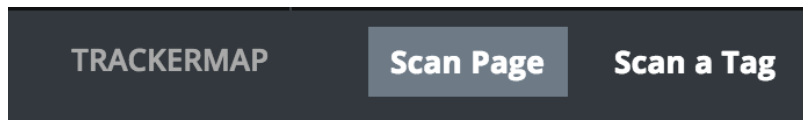
Reports / **9**

Alerts / **23**

Tags / **27**

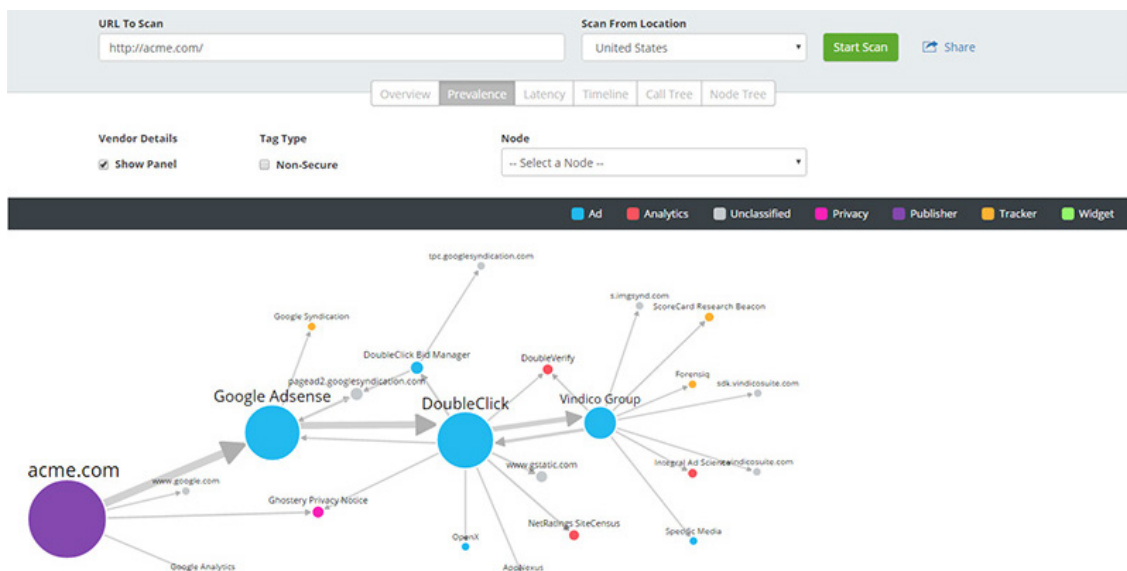
TRACKERMAP

Trackermap provides an interactive visual representation of all resources loading on a page or domain, which includes how they are implemented, where they originate from, and whether or not they have relationships with other resources.



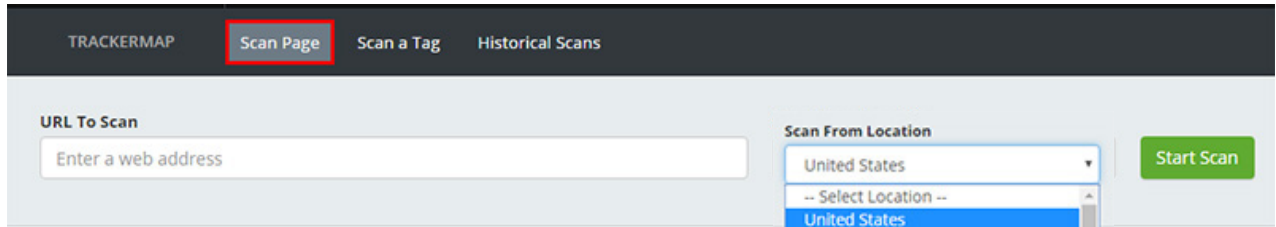
Use Trackermap to navigate the relationships between vendors found within your digital supply chain. Crownpeak's proprietary Regex Company Database allows you to visualize both direct and indirect tag implementations. Troubleshoot the impacts that unauthorized and unknown vendors have on the user experience and their own compliance obligations. Use this tool to do things such as:

- **Vendor Accountability:** Companies need visibility to ensure vendors are delivering on their service level agreements, i.e. all tags run where and how they should.
- **User Experience:** Vendor redundancies, legacy implementations, recourse volumes and partner redirects all negatively impact user experience and page performance.
- **Operational Efficiency:** A complex digital supply chain adds cost and anxiety to daily operations.
- **Regulatory Compliance:** The first step to compliance with the range of privacy regulations is holistic visibility into the vendors collecting data on company sites.



SCAN PAGE

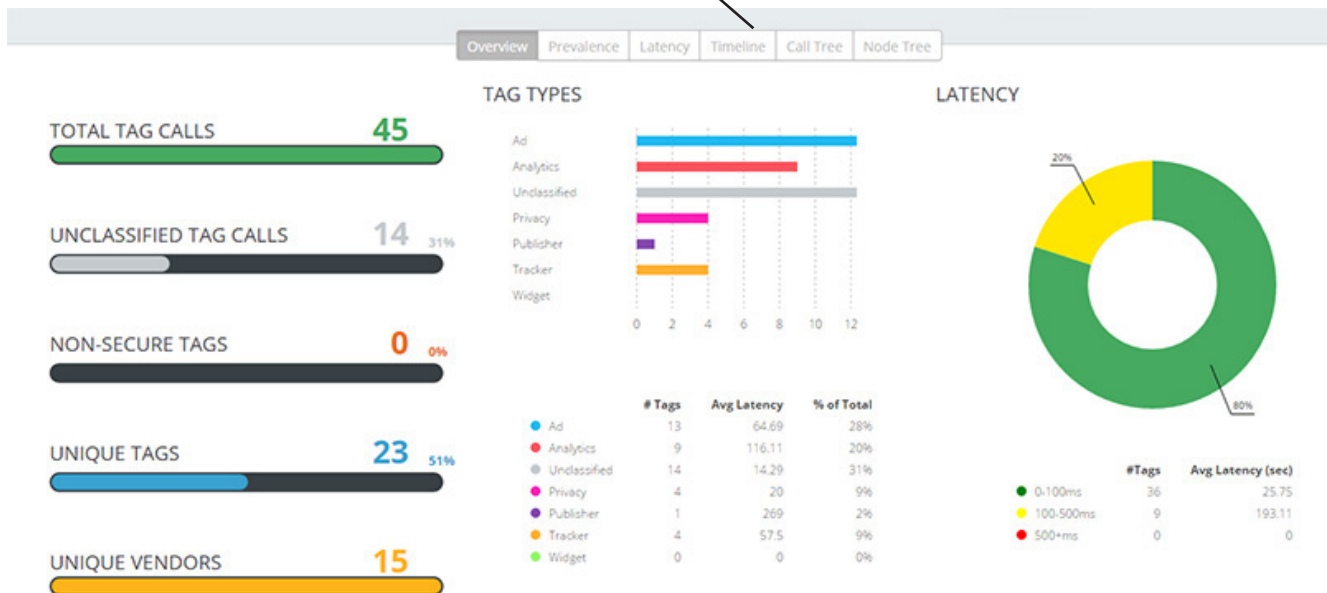
Scan Page provides an instantaneous view of the vendors/resources and their relationships on the webpage you type in (copy and paste the URL from your browser as a best practice)










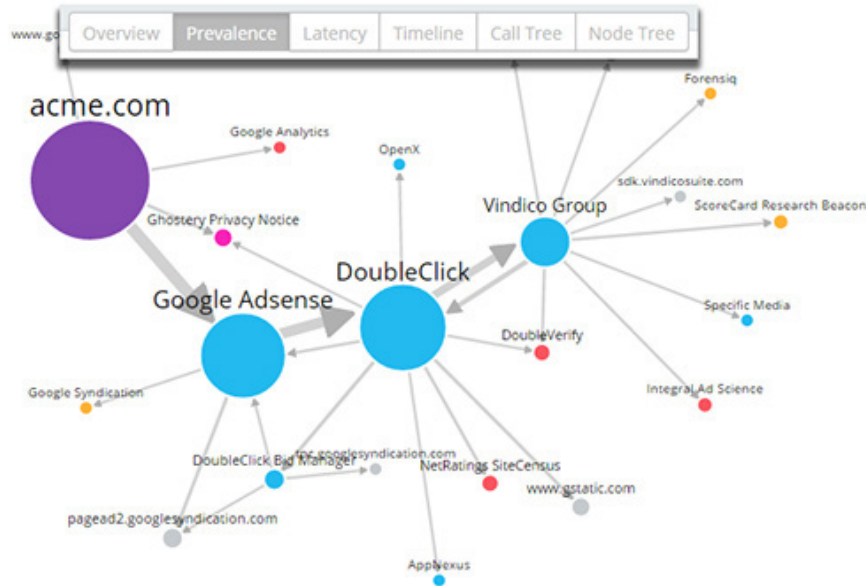
You can view the page via a proxy, which replicates the page as it would appear when viewed in the country specified.

Trackermap models the webpage in real-time with a clean browser (no cookies set). When rendered, the map provides a clear view of page details such as type and volume (prevalence) of vendors and latency insights.

After clicking 'Start Scan,' the system defaults to Overview, which gives you important statistics at a glance.



Color							
Category	Ad	Analytics	Unclassified	Privacy	Publisher	Tracker	Widget
Description	Delivers Advertising	Provides research or analytics	A custom tag such as: doc, write, font, cdn, or a new tag that has yet to be assigned a category	Privacy notices and other privacy related elements	The domain(s) you are scanning, typically accompany website(s)	Tags whose main function is to track user behavior	Provides page functionality such as social media comments etc.



PREVALENCE

To see the Trackermap, click on **Prevalence**. Prevalence is simply a count of the number of times a resource (or tag) is seen. The larger the circle (node) on the map, the more times the resource was counted.

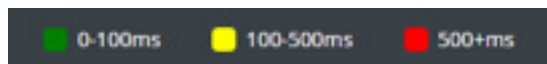
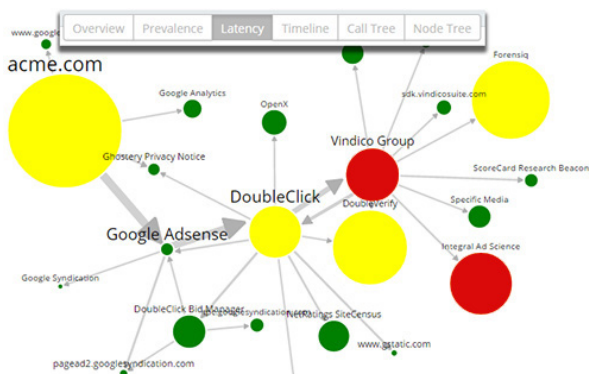
Prevalence provides insight into the volume of resources called per vendor, which can be linked to the amount of data being passed between the website and the vendor's server. At the aggregate level, prevalence provides you a better understanding of the impact vendors, and their corresponding resources, can have on page performance.

LATENCY

In Latency view, the larger the tag node, the higher its latency.

High Latency can directly impact the performance of the page and/or the technologies on the page.

The legend guides you.

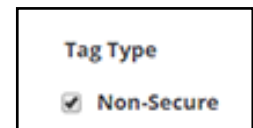


VENDOR DETAILS SHOW PANEL

If the Vendor Details *Show Panel* checkbox is checked, click on a node on the map to focus in on any one tag path.

The panel details provide visibility into the path and show where unknown or unauthorized vendors are accessing the site. The Vendor links to Crownpeak's Regex Company Database, where you can read about the company.

You can view Non-Secure tags when on HTTPS URLs (indicated with a dotted-red line). Non-secure third party marketing solutions, often added by vendors in the supply chain (with whom the site has no direct relationship), appear on the page and trigger a mixed content warning. These warnings are penalized by Google Search and scare off visitors ready to complete a purchase, contributing to high abandoned cart rates. The more non-secure code running on your site, the more potential for alarming messages.



Vendor Details: Show Panel

Tag Type: Non-Secure

Node:

Legend: Ad (blue), Analytics (red), Unclassified (grey), Privacy (pink), Publisher (purple), Tracker (orange), Widget (green)

acme.com → Google AdSense → DoubleClick

DoubleClick

Vendor	Category
DoubleClick	ad

Source URL	Tag Path	Tag Latency
acme.com	/	269 ms
Google AdSense	/pagead/show_ads.js	21 ms
DoubleClick	/pagead/html/r20160728/r2016...	118 ms

Click on the Vendor name to populate company information from our database, including privacy details pertaining to that vendor, such as what types of data it collects, data it shares, and whether the vendor is a participant in various privacy groups (i.e. NAI, DAA).

The Vendor Details Panel also provides resource location and average latency for that specific tag.

Note: You must check the *Vendor Details Show*

< Back

DoubleClick by Google

Website: <https://www.doubleclickbygoogle.com>

Owned By: Google
In their own words: "Google's DoubleClick products provide ad management and ad serving solutions to companies that buy, create or sell online advertising."

Industry affiliations
NAI, Digital Advertising Alliance, edaa

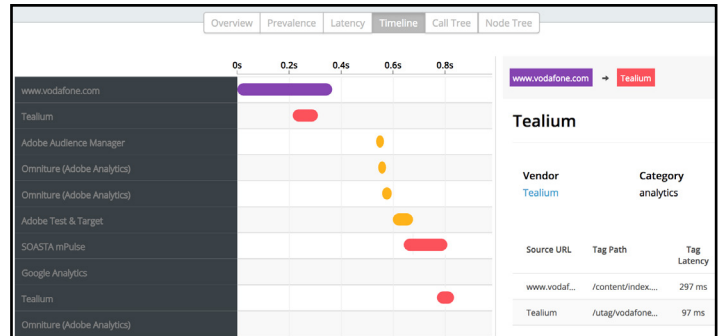
What does this company do?
ad server: Technology that delivers advertisements to websites and monitors progress and performance of ad campaigns.

Vendor Details

Show Panel

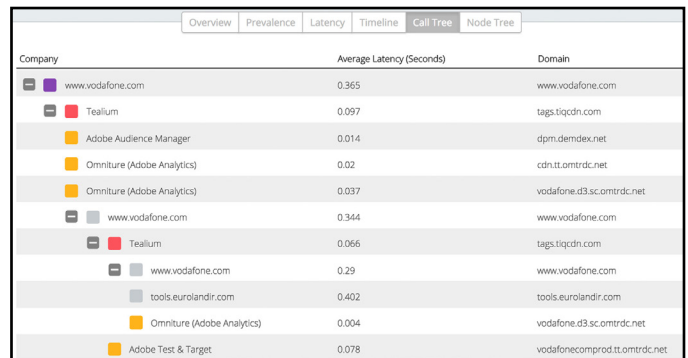
TIMELINE

Timeline graph shows a list view of tags in the exact order they were called (regardless of redundancy) during page load time (from 0-10 seconds). Click on the Tag owner (vendor) name to view the Tag Path window.



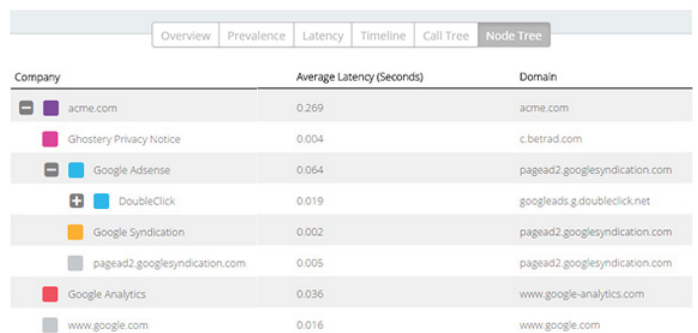
CALL TREE

Presents the entire chain of staggered events for each resource call, organized in a tree view format.



NODE TREE

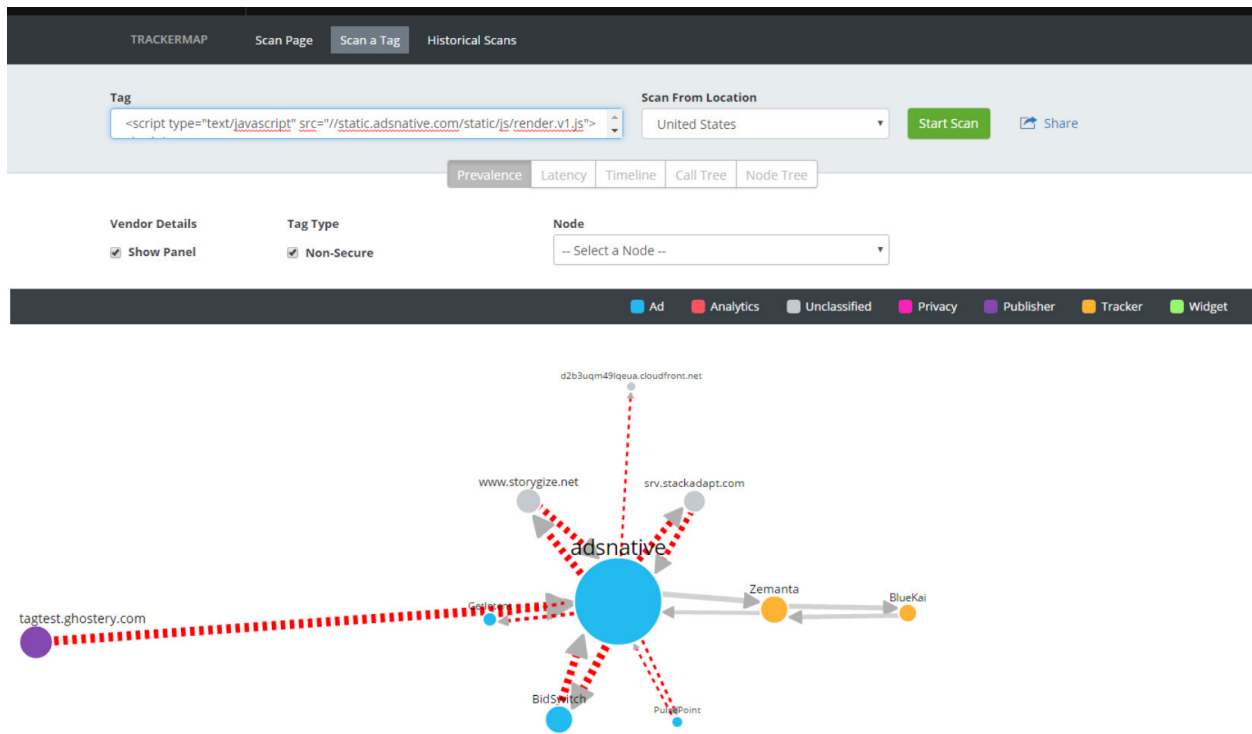
is Trackermap, but in tree view. Every node shown in Trackermap is represented in the Node Tree, along with each resource it calls. Identifying the parent/child relationships of tags is easier in this view.



SCAN A TAG

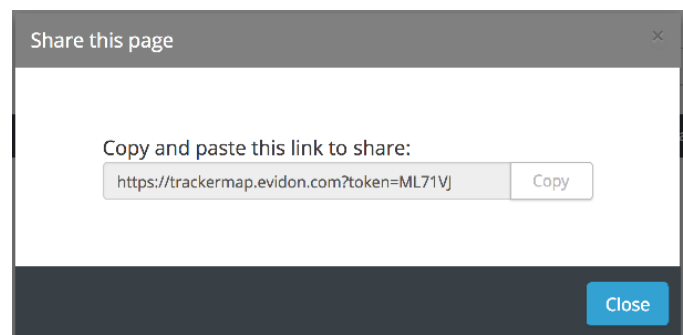
Scan a Tag allows you to scan a script on a clean Chrome browser, in a test environment. Use this tool to test scripts that load additional resources. This helps ensure the tag functions properly and doesn't call in unwanted, or non-secure third-party tags.

Note: This scanned tag shows a number of non-secure tag calls, as indicated by the dotted-red lines.



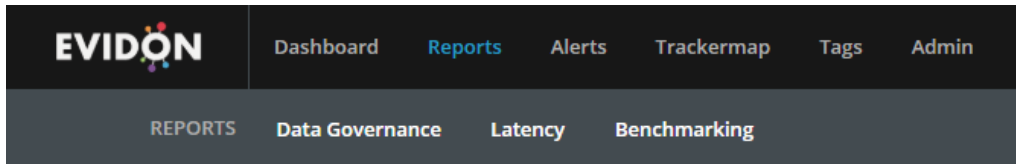
SHARE

If you'd like to share this page with a potential client, coworkers, or others, click Share in the top-right corner, to create a copy of the page. A URL is generated and appears in a pop-up window on the page. Copy the URL and paste into a new browser tab. The map functions normally, however, Trackermap won't allow for additional scans from that page.



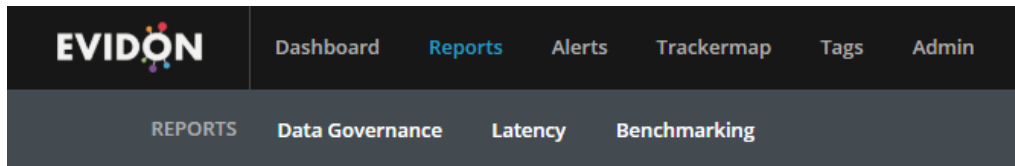
REPORTS

Pull data and complete the picture of vendor activity across your domain(s). These reports show you which companies are present on which domains, what type of data is being collected, how they could use this data, and what technologies they deploy.



DATA GOVERNANCE

The Data Governance report provides information on which tags and cookies are seen on domain(s) within a specified timeframe. This provides a means to monitor all third-party vendors, direct or indirect, that have access to your digital ecosystem - in one place.



Data Governance Report Options

Domain Group: ASCO - Benchmark scans

Report Week: Week of 11/18/2018

Tag Category: All Categories

Tag Owner: All Owners

Domains: www.cancer.org, my.clevelandclinic.org, www.hopkinsmedicine.org, ww5.komen.org, www.lls.org, www.mdanderson.org, www.melanoma.org, www.mskcc.org

Regions: Select region or leave empty for all

Domain Data: Aggregate Break-out

[Generate Report](#)

Set your report parameters:

- Domain Group (Configured with CSM)
- Report Date (past 10 weeks, Sun. to Sat.)
- Domains (Configured with CSM) - if multiple domains are shown, you can click the X to exit and get down to one. You also have the option of aggregating Domain Data, or if looking at multiple domains, Break-out Domain Data (radio buttons).
- Tag Category (Configured in Tags section)
- Tag Owners (Configured in Tags section)
- Data Source (User & Synthetic)
 - Synthetic data is driven by Crownpeak internal processes, using digital scanners to compile data gathered from your site as well as all across the web.

When all parameters and filters are set for the report you'd like to run, press **Generate**.



The report generates data based on the specified parameters and provides a list of third-party vendors with associated Tag and Cookie Data.

Data Governance Report generated for domain group GG - Cadreon for the week of 8/20/2017
 This section shows which tags and cookies were seen on the domains in this group.

AGGREGATE TAG RESOURCES 71,434,654	UNIQUE TAGS SEEN 703	TOTAL COOKIES SEEN 4,035,696	UNIQUE COOKIES SEEN 10,421
TOTAL PAGE LOADS 9,354,599	UNIQUE PAGES SEEN 97,602	TOTAL PAGES SEEN 2,263,103	UNIQUE PAGES SEEN 41,059

Download
[Table Data](#)
[Tags & Cookies](#)
[Cookies](#)

		Tag Data				Cookie Data				
↓ Vendor	↓ Category	↓ Tag Purpose	↓ Unique Tags	↓ Unique Pages	↓ % Total Pages	↓ Cookies	↓ LSOs	↓ Unique Pages	↓ Opt-Out Success	Notes
+ Google	ad network, analytics provider, publisher, mobile	Ad, Widget, Analytics, Tracker	28	79,416	81.37 %	20	0	11,241	100.00%	
+ Full Circle Studies	business intelligence	Tracker	1	71,627	73.39 %	2	0	137	100.00%	
+ Nielsen	data aggregator/supplier, business intelligence	Analytics	1	61,564	63.08 %	2	0	12,857	No opt-out offered	
+ New Relic	analytics provider, optimizer	Analytics	1	52,133	53.41 %	0	0	0	No opt-out offered	

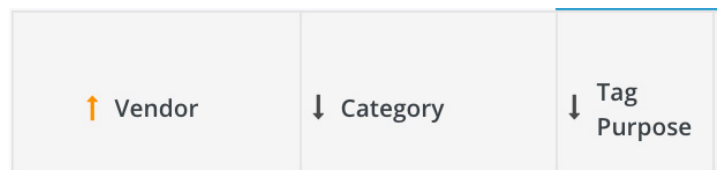


Click the small silver REPORT OPTIONS bar under the top navigation to expand the report options.

When the report opens, notice the blue and gray boxes above the report table. These numbers display totals and unique numbers, based on the Domain Group/Domains selected.

AGGREGATE TAG RESOURCES 71,434,654	UNIQUE TAGS SEEN 703	TOTAL COOKIES SEEN 4,035,696	UNIQUE COOKIES SEEN 10,421
TOTAL PAGE LOADS 9,354,599	UNIQUE PAGES SEEN 97,602	TOTAL PAGES SEEN 2,263,103	UNIQUE PAGES SEEN 41,059

You can ascend and descend the data in the report columns by clicking the up/down arrows.



Note: Quick Tips are available in some sections via rollover with your mouse.

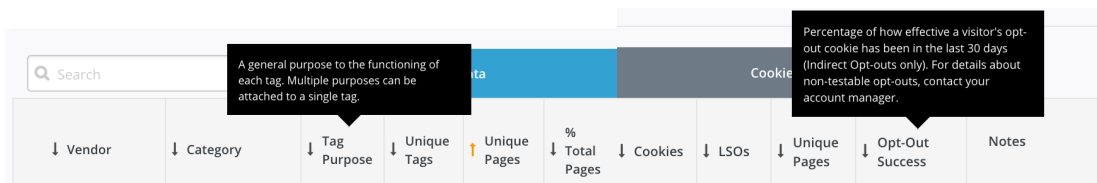
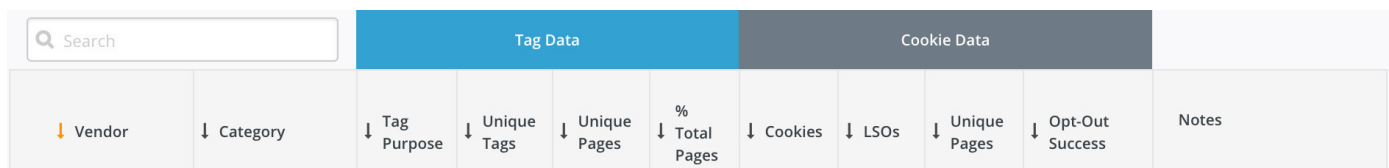


TABLE DATA

To learn about the vendor, click on the name to open the Crownpeak company page. Crownpeak owns the largest vendor database in the world (Regex Company Database).

The report categories the tag (currently there are 26 different categories for this report). This could be called Vendor Category or Industry Category, as it defines the vendor's business purpose as it relates to the tag. If you'd like further detail regarding Category, talk with your CSM.

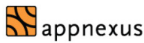
Under Tag Data, tag purpose is provided. Multiple purposes can be presented for one tag. Tag purpose provides a label to the general function of the tag. Notice the Search function to the left of Tag Data.



Quick definitions of Tag Purpose:

- **Ad** - A server, exchange, creative display, or other entity engaged in advertising on a page or domain bases. Also may collect information on a user to advertise to them at a later date on another page.
- **Privacy** - Online privacy tool such as Crownpeak designed to protect consumers in line with the DAA principles and other governing bodies.
- **Unknown** - Not currently located in our database, most commonly seen with content pages, custom script calls, or iframe websites.
- **Analytics** - Collects use data for purposes of behavior tracking. Not usually directly related to Online Behavioral Advertising (OBA).
- **Tracker** - Vendor places tracking technology on a website in order to identify how a user is interacting with the page.
- **Widget** - A tool used to push content, social functions, or other functionality into a website from a remote location.
- **Publisher** - Host of the domain/web page.

[Help us update this company profile »](#)



appnexus

Website: <http://www.appnexus.com>

About Us: <http://www.appnexus.com/about-appnexus>

In Their Own Words

"AppNexus is the world leader in real-time advertising technology, serving the largest and most innovative companies in the ecosystem on both the buy and sell side. AppNexus offers the industry's most advanced display advertising platform to empower companies to build, manage and optimize their entire display advertising businesses."

Industry affiliations

iab, **NAI**^{2.0}

What does this company do?

Ad Exchange
An auction-based marketplace connecting advertisers buying ad space with publishers selling ad inventory. Exchange platforms typically enable advertisers to work with data aggregators to target their ads.

Data Management Platform
Provider of technology to manage collection, storage, protection, segmentation and use of online data. DMAs are also used to manage users' privacy preferences.

What data does this company collect?

Data Collected
Anonymous: Ad Views, Analytics, Browser Information, Demographic Data, Hardware/Software Type, Page Views

Pseudonymous: Clickstream Data

*Data is collected on behalf of, and owned by, client.

Data Sharing
Anonymous data is shared with 3rd parties.

Data Retention
Undisclosed

Data Use
Ad Serving, Ad Targeting, Analytics/Measurement, Optimization

Your choices

We believe this company facilitates or engages in 3rd party interest-based targeting:

[Click here to opt out of AppNexus »](#)

Learn about the Ghostery browser extension that can help protect your privacy settings.

Privacy contact

AppNexus, Inc.
28 West 23rd Street
5th Floor
New York, NY, 10010

Phone: (646) 723-7844
Email: privacy@appnexus.com
Privacy contact URL: <http://www.appnexus.com/contact/>

Privacy policy

Privacy policy: <http://www.appnexus.com/en/company/platform-privacy-policy>

Opt-out cookies

When you opt out of being tracked and/or targeted by this company, an "opt-out cookie" is set in your web browser. The details of this cookie are below. [Click here for more information about what this means.](#)

Browser cookies

Name: uid2
Path: /
Content: -1
Expiration date: 2016-06-08 10:46:40

Flash cookies/LSOs

No LSO usage.

*Certain companies include their opt-out links on trade association sites or other membership organization sites. These sites may trigger the writing of additional cookies when an opt-out request is received, including cookies that are written by other companies.

The data on this page has been collected by Ghostery Enterprise, an independent information and service provider. This page is not supplied, sponsored or endorsed by the subject company.

You can view the total number of unique tags for the vendor; the total number of unique pages a tag was seen on in a timeframe; the total number of page divided by the number of pages the tag was seen on (% of Total Pages Seen).

Under Cookie Data (Synthetic data only), the report provides:

- Total number of browser cookies seen from each vendor.
- The total number of Locally Stored Objects (LSOs), such as HTML5 and Flash cookies, which are stored on Users machines instead of on the browser, thus far more difficult to get rid of.
- Also, the total number of unique pages the cookie was seen on;
- The Opt-Out success rate. When a user opts out of a vendor, an opt-out cookie is dropped on their machine. The percentage is how effective that cookie has been in the past month (30 days).
Note: This is a calculation of indirect Opt-outs only.
- Notes are an open text field. These notes are connected to the Vendor, as well as the Domain Group so they are easy to find.

Note: To learn more about Tags vs. Cookies, take a look at the Glossary. (You must be logged into Tag Auditor to view).

Click the Download buttons to download a CSV for Table Data, Tags & Cookies, and/or Cookies. This data mimics what is seen in the table on the screen.

Click the + sign to enlarge that Vendor line.

The report drills down to provide further information on the tag(s) at the top and cookie(s) on the bottom.

You can Download Tag Data and Download Cookie Data to get a list of all the individual URL hosts and paths where the tags/cookies have been seen. Please Note: Query string is stripped from the URL.

The screenshot shows the Tag Auditor interface for a 'Google' tag. At the top, there are summary statistics: 28 tags, 79,416 impressions, 81.37% success rate, 20 unique pages, 0 opt-outs, 11,241 unique users, and 100.00% opt-out success rate. Below this, there are two tables:

Element Type	Name	Times Seen
Ad	Google Dynamic Remarketing	47,191
Analytics	GA Audiences	5,234
Ad	DoubleClick Ad Exchange-Boyer	12,084
Analytics	Adometry	9,031
Ad	DoubleClick	351,133

Element Type	Name	Host	Secure	Lifespan (days)	Unique Pages
BROWSER	NID	google.com	false	182	7
BROWSER	opti-userid	tpc.googleusercontent.com	false	359	4
BROWSER	__silv	tpc.googleusercontent.com	false	0	1
BROWSER	__gads	googleusercontent.com	false	729	2,905
BROWSER	IDF	doubleclick.net	false	729	9,533

15 more cookies found

The spreadsheet shows a detailed list of cookies. The columns are: Date, Compan Count, Cookie Name, Cookie Host, Cookie Path, Expiry Days, Is Secure, Cookie Type, Host, and Path. The data includes various cookies from Google, such as 'doubleclick.net', 'google.com', and 'tpc.googleusercontent.com', with their respective expiration dates and security settings.

The spreadsheet shows tag details. The columns are: Tag, Host, Path, and # of Times Se. The data includes various tags from Google Analytics, such as 'designated-survivor/news/updates/designated-survivor-trivia-quiz-2', 'scandal/news/scandal-sheet/five-things-you-need-to-know-before-the-bachelorette-2017-pre', and 'modern-family/news/updates/do-you-know-gloria-quiz-100516', along with their respective host and path information.

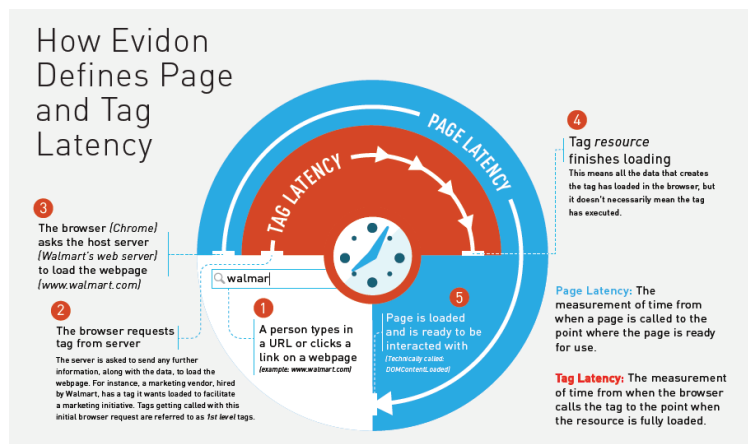
LATENCY REPORT

The report compares individual tag latencies on a domain versus the rest of the Internet. Page latency data tells you the moment a site visitor can interact, along with reliability and totals.

Definitions

Tag Latency: The measurement of time from when the browser calls the tag to the point when the resource is fully-loaded.

Page Latency: The measurement of time from when a page is called to the point where the page is ready for use.



Please consider: A tag calls resources to help do its job. The more resources a tag uses up, the less resources are available to perform other processes required for the page to function. The result is longer tag and page load times (latency), restricting a user's ability to fully interact with the page.

Begin by selecting your report filters:

- Domain Groups (Configured with CSM)
- Report Date (past 10 weeks, Sun. to Sat.)
- **Report Type: Tag or Page**
- Tag Categories (only for Tag Report Type, Configured in Tags section)
- Tag Owner (only for Tag Report Type, Configured in Tags section)
- Data Source (User & Synthetic)
- Synthetic data is driven by Crownpeak internal processes, using digital scanners to compile data gathered from your site as well as all across the web.

When all filters are set for the report you'd like to run, press **Generate Report**.

Generate Report Options

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TAG REPORT TYPE

When you select Tag as your Report Type...

Table view defaults into view in the system



Common organizational tools are available for the table data:

- Adjust Table data via arrows in header.
- Download Table Data onto a local copy, in CSV format.

REPORT OPTIONS

Latency Report

Table Graph

This report shows average latency (in milliseconds) of tags found on the domains. A tag's latency is averaged across the web and across domain group pages to provide a point of comparison.

[Download Table Data](#)

↓ Vendor	↓ Tag	# of Times Seen	Web Latency		Domain Group Latency					
			↓ Avg (ms)	↓ Std. Dev.	↓ Avg (ms)	↓ Std. Dev.	↓ Median (ms)	↓ 75th Percentile	↓ 90th Percentile	↓ 98th Percentile
LivePerson	LivePerson	10,987	205	526	265	382	178	283	452	1,018
Google	Google Analytics	3,233	104	454	144	241	77	159	329	846
AddThis	AddThis	2,889	226	650	249	426	143	267	516	1,711
Kaltura	Kaltura	2,157	236	480	310	257	234	364	651	982
Boldchat	Boldchat	2,071	231	506	288	370	156	310	667	1,530
iPerceptions	iPerceptions	1,541	165	524	213	329	109	201	401	1,223
Tealium	Tealium	1,213	140	486	107	118	82	121	260	394
Google	DoubleClick	990	171	541	235	443	124	246	456	1,392
Google	Google Tag Manager	959	98	617	301	500	139	309	691	1,948
ContentWrx	Contentwrx	918	182	562	361	565	192	370	886	2,250
Adobe Marketing Cloud (Analytics)	Adobe Dynamic Tag Management	868	140	517	270	490	111	293	636	1,991
Hotjar	Hotjar	847	190	660	297	408	148	287	593	1,637
Microsoft Advertising	Bing Ads	674	147	523	208	355	109	213	446	1,263
Facebook for Developers (formerly Facebook Connect)	Facebook Connect	530	148	565	192	291	92	209	395	1,043

The first column in the table shows the Vendor (Tag Owner). Click on the name to open the company page.

The company database feeds in what Tag is connected to the **Vendor**, and the Number of **Times** that **Tag** is seen.

Web Latency data is gathered both on your site as well as from millions of pages across the Internet. Our state-of-the-art scanner collects data from all of our clients' sites and benchmark sites, and then compares them to help you see how tags are performing on your site vs across the web.

Domain Group Latency compiles latency data specifically on the Domain Group you selected. You are provided every tag's:

- Average latency (in milliseconds),
- Standard Deviation (to determine how consistent that average is),
- Four (4) indicator points (%), to show further detail on the performance of all instances of each tag.

Web Latency	
↓ Avg (ms)	↓ Std. Dev.

Domain Group Latency					
vg ms)	↓ Std. Dev.	↓ Median (ms)	↓ 75th Percentile	↓ 90th Percentile	↓ 98th Percent

Imagine there are 100 instances of a tag being loaded on your domain, and you line them up from fastest to slowest.

Median is 50 on that line. Showing that 50% of audience is experiencing tag load at X (ms) or slower.

The 75th Percentile would mean the 75th tag in that line, so 25% of the audience are experiencing the tag load at X (ms) or slower.

98 Percentile = 98th tag, so 2% are experiencing the tag load at X (ms) or slower.

90 Percentile = 90th tag, so 10% are experiencing the tag load at X (ms) or slower.

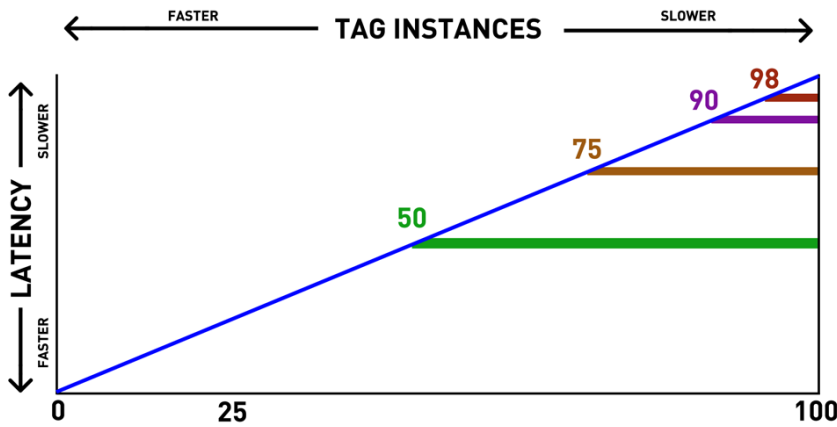


Table Plus Sign

Click the plus sign to drill down to more detailed information of the individual instances of the tag. The 5 highest (# of times seen) are displayed.

			Web Latency		Domain Group Latency					
↓ Vendor	↓ Tag	↑ # of Times Seen	↓ Avg (ms)	↓ Std. Dev.	↓ Avg (ms)	↓ Std. Dev.	↓ Median (ms)	↓ 75th Percentile	↓ 90th Percentile	↓ 98th Percentile
LivePerson	LivePerson	10,987	205	526	265	382	178	283	452	1,018

LIVEPERSON			Category: Other, Other	Download full list	
			Tag Purposes: analytics provider, optimizer		
Date	Tag	URL	Latency (ms)	Browser	# Of Times Seen
8/29/2017	LivePerson	my.clevelandclinic.org/	225	Chrome	612
8/31/2017	LivePerson	my.clevelandclinic.org/health/articles/pediatric-insomnia	110	Chrome	454
8/29/2017	LivePerson	my.clevelandclinic.org/locations	308	Chrome	448
8/31/2017	LivePerson	my.clevelandclinic.org/locations	239	Chrome	424
8/31/2017	LivePerson	my.clevelandclinic.org/locations/directions/222-broadview-heights-medical-center	206	Chrome	406

The expanded table includes:

- Data seen (Time stamp).
- Tag owner.
- URL string where the tag was seen.
- Type of Browser used.
- Network Latency in milliseconds. Please note: we do not measure Network Latency. This is actually the Tag Latency calculation.
- The number of times the tag was seen on that URL.

Click [Download full list](#) here to download the full list of instances where the tag was seen. In the CSV file, the Times Seen column adds up to equal the number presented in the # of Times Seen on the main column of the report table.

↑ # of Times Seen	Web Latency		Domain Group Latency					
	↓ Avg (ms)	↓ Std. Dev.	↓ Avg (ms)	↓ Std. Dev.	↓ Median (ms)	↓ 75th Percentile	↓ 90th Percentile	↓ 98th Percentile
10,987	205		265	382	178	283	452	1,018

Category: Other, Other
 Tag Purposes: analytics provider, optimizer

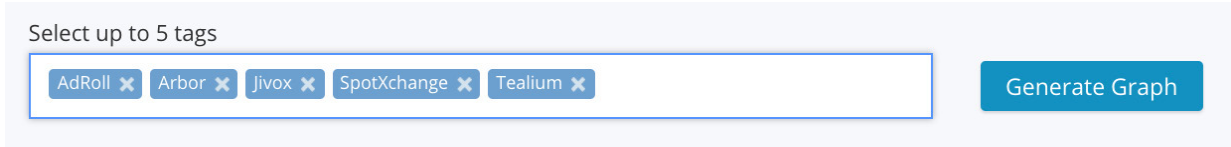
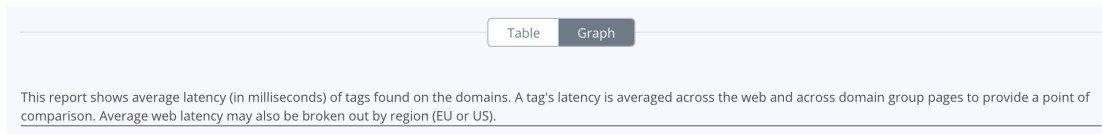
[Download full list](#)

Download Table Data downloads the table data from the report on the screen.



Tag Latency Graph

Click on the **Graph** button.



Use the dropdown to select up to 5 tags to display in the graph. Each tag selected displays below the dropdown.

Click **Generate Graph**.

This graph is useful for keeping an eye on tags you are concerned with, or if you observe high averages and want to know more.

To see how tags are performing throughout the week, the graph compares Latency (in milliseconds) vs. time (day to day) and represents the data with a colored line.

Rollover a data point and a fly-over provides comparative latency data for each tag on that date.

Click Download Graph Data to download a CSV with the numerical values generated by the graph. You can also download the graph in a number of ways, such as PDF and image formats.



Click on the name of any tag below the graph to hide it from the graph.

Print chart

Download PNG image
Download JPEG image
Download PDF document
Download SVG vector image

Page Latency Report

Select Page as Report Type (and any other parameters you desire). Click Generate.

The Page Latency report provides:

- Average page latency (in milliseconds) across the entire selected domain group.
- Standard Deviation indicates how consistent the page load speed is.
- How many times the page was seen.

Latency Report Options

Domain Groups: Report Date: Report Type:

Tag Category: Tag Owner: Data Source:

Latency Report

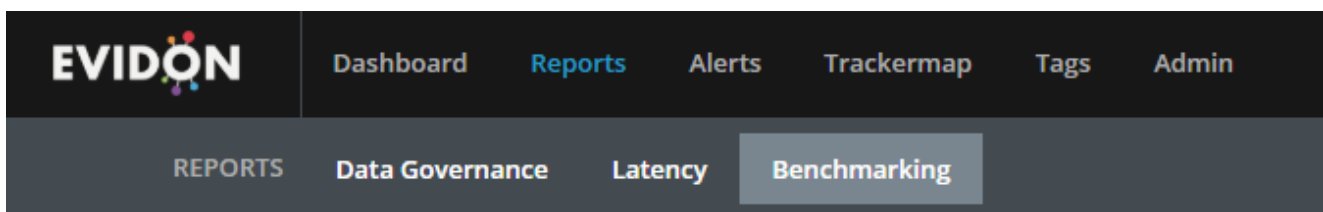
This report shows average latency (in milliseconds) of trackers found on the domains. A tracker's latency is averaged across the web and across domain group pages to provide a point of comparison. Average web latency may also be broken out by region (EU or US). [Download Table Data](#)

↓ Domain	↓ Path	↓ Avg (ms)	↓ Std. Dev.	↑ # of Times Seen
www.crateandbarrel.com	/	152	7	551
www.crateandbarrel.com	/search	76	3	385
www.crateandbarrel.com	/checkout/cart	66	17	220
www.crateandbarrel.com	/dinnerware-collections/	30	9	85
www.crateandbarrel.com	/furniture/sofas/1	98	22	78

Click the **Download Table Data** button to own the data in CSV format.

Benchmarking Report

This report allows you to evaluate by comparison across selected pages of your site and your competitors'. Create customer reports to monitor key pathways or sets of pages across your domain and/or competitor domains.



Benchmarking Report

This report allows you to evaluate by comparison across selected pages of your site and your competitors'. Create custom reports to monitor key pathways or sets of pages across your domain and/or competitor domains.

Benchmark dropdown

Your Customer Success Manager (CSM) must set this up with you. This can be set up in a number of ways, but you should at least have two groups:

1. Competitive report. Send competitors you'd like to compare against, specific domains and which countries you'd like to look at them from.
2. Customer Funnel report. Send all your internal website pages for comparison, i.e., Home Page, Products, Individual Product, Cart, Checkout.

Benchmark

Competitors ▼

Important Note:
We can group any types of pages for comparison. You can expand the data set and look at larger sections of your sites, i.e., Kitchen vs. Apparel vs. Patio. Or, look at pages on different devices, i.e., iPad version of your homepage vs. 4 competitors.

Select Your Parameters:

- Benchmark (Configured with CSM)
- Report Date (past 10 weeks, Sun. to Sat.)
- Tag Category (Configured in Tags section)
- Tag Owners (Configured in Tags section)
- Data Source (User & Synthetic)
 - Synthetic data is driven by Crownpeak internal processes, using digital scanners to compile data gathered from your site as well as all across the web.

Benchmarking Report Options

Benchmark: Crate and Barrel Funnel ▼

Report Date: Week of 8/27/2017 ▼

Tag Category: All Categories ▼

Tag Owner: All Owners ▼

Data Source: User & Synthetic ▼

✓ Generate Report

The report is broken down into 2 sections, Overview and Detailed Report.

Overview

Depending on the type of Benchmark you selected, you'll see a table of 5 competitor domains or 5 internal domains (or whatever data set you and the CSM created), and includes:

- Domain Name.
- How many vendors that domain has implemented on it.
- How many unique pages seen within the domain.
- Number of full page loads.
- Average tag latency (in milliseconds) on that domain.
- Average page latency (in milliseconds) on that domain.

Overview

This report enables a benchmark of the tag latency across selected pages of your site and your competitors.

[Download Overview Report](#)

↓ Name	↓ Vendors	↓ Unique Pages	↓ Aggregate Page Loads	↓ Avg. Tag Latency (ms)	↓ Avg. Page Latency (ms)
Checkout Login	0	0	0	0	0
Cookware and Bakeware	3	1	2	131	2,795
Homepage	56	1	551	298	3,344
Kitchen and Food	32	45	205	211	2,439
Shopping Cart	0	0	0	0	0

Detailed Report

As the title suggests, this report provides greater detail by breaking down the individual vendors, page and tag latencies across selected pages of your sites and your competitor sites.

This includes:

- Domain Name
- The related URL to that domain
- Tag related to Vendor
- Number of times the tag was seen
- Avg. Tag Latency (ms)
- Median Tag Latency (ms)
- Number of Unique pages seen
- Avg. Page Latency (ms)

Detailed Report

This report enables a breakdown of the individual vendors, page and tag latencies across selected pages of your site and your competitors.

[Download Detailed Report](#)

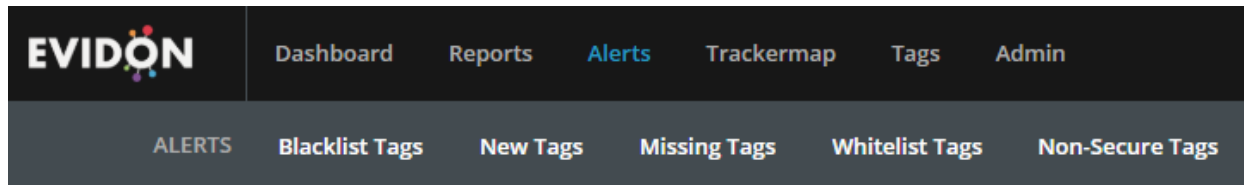
Name	Page URL	Vendor	Tag	# Times Seen	Avg. Tag Latency (ms)	Median Tag Latency (ms)	Unique Pages	Avg. Page Latency (ms)
Homepage	https://www.createandbarrel.com/	Gamut (formerly Cox Digital Solutions)	Adify	1	1,224	1,224	1	3,344
Homepage	https://www.createandbarrel.com/	Akamai Technologies	Akamai Cookie Sync	5	428	428	1	3,344
Homepage	https://www.createandbarrel.com/	AppNexus	AppNexus	42	292	255	1	3,344
Homepage	https://www.createandbarrel.com/	BlueKai	BlueKai	15	374	370	1	3,344
Homepage	https://www.createandbarrel.com/	Index Exchange (Formerly Casale Media)	Index Exchange (Formerly Casale Media)	17	220	231	1	3,344
Homepage	https://www.createandbarrel.com/	AddThis	AddThis	1	185	185	1	3,344
Homepage	https://www.createandbarrel.com/	Dotomi	Dotomi	75	420	318	1	3,344
Homepage	https://www.createandbarrel.com/	eXelate	eXelate	12	339	347	1	3,344
Homepage	https://www.createandbarrel.com/	Facebook for Developers (formerly Facebook Connect)	Facebook Connect	39	255	138	1	3,344
Homepage	https://www.createandbarrel.com/	Google	Google Analytics	48	203	126	1	3,344
Homepage	https://www.createandbarrel.com/	Google	DoubleClick	45	340	257	1	3,344
Homepage	https://www.createandbarrel.com/	Google	DoubleClick Bid Manager	12	296	305	1	3,344
Homepage	https://www.createandbarrel.com/	Google	Google Dynamic Remarketing	50	418	339	1	3,344

Please Consider: The Detailed Report provides a large amount of useful data. Talk to your CSM about creating pivot tables in your spreadsheet. This allows you to re-organize and summarize selected data sets for review and comparison on different devices, i.e., iPad version of your homepage vs. 4 competitors.

ALERTS

Tag Auditor Alerts use set criteria to determine any unusual or potentially dangerous circumstances surrounding tracking activity across your domain(s).

You can set up five types of Alerts to receive email notification either daily or weekly, alerting you that a rule



Black List Tags Create a list of tags deemed untrustworthy for any number of reasons.	Best Practice: <i>If you have a bad experience with a vendor, and don't want a relationship with them, set up a blacklist tag alert. This ensures they stay off your domains by notifying you when they reappear.</i>
New Tags Receive notification when a new tag has been detected on the selected Domain/Domain Group/URL.	Best Practice: <i>Use this alert as a governance tool. Monitor a container tag, and increase awareness of what new tags come onto your site(s).</i>
Missing Tags This alert notifies you when a wanted tag you want on the selected Domain/Domain Group/URL no longer appears.	Best Practice: <i>This alert is useful for any tag that should be on every page. We recommend using it to support analytics.</i>
White List Tags Receive notification when a tag that is NOT on your whitelist has been detected on the selected Domain/Domain Group/URL.	Best Practice: <i>One of the easiest ways to know if you're working with a new vendor is to create a living White List of approved vendors, shared across the company.</i>
Non-Secure Tags This alert notifies you when a non-secure tag (an HTTP tag that is called on an HTTPS URL) has been detected on the selected Domain.	Best Practice: <i>Knowing if a tag is non-secure is important, as it is likely that a non-secure tag firing on a secure page will throw a mixed-content warning leading most consumers to abandon that page. It also opens you to attack and can affect SEO rankings (Google ranks completely secure sites higher).</i>

Setting Up Alerts

All Alerts are set up in much the same way. This guide highlights where there are differences.

As an example, click on Black List Tags from the top drop down.

Click Add New Alert.

Blacklist Alerts

Add New Alert

All fields are required:

- **Name:** Choose a unique name, so its easily identifiable. Best Practice uses the Vendor name and the type of Alert, i.e. 'Criteo Blacklist'.
- **Recipient:** Choose the recipient(s) for the alert emails. Anyone with a login can be put on this list. Talk with your CSM.
- **Domain(s):** Choose which domain(s) you'd like to scan for the alert.
- **Tags:** Choose which tag(s) needed to be seen to trigger the alert.
- **Threshold:** You can select the number of times the tag must appear on selected domain(s) before you receive an email alert. Depending on importance, setting the number at 10 or higher ensures you are only receiving emails on actual tag issues (system defaults to 5).
 - *Missing Tag Alert* does not have the Threshold option.
- You can **send a copy** of the email to Evidon Admin by selecting the checkbox. This is best practice.

Create Blacklist Alert

This alert notifies recipients when a tag you do not want has been detected on the selected domains.

Name

Recipients

Domains

Tags

Tag Threshold
 Recipients are notified when this threshold is met for each tag.

Send Copy to Ghostery Admin

Note: For Recipients, Domain(s) and Tag, click inside the text field to see a dropdown. Begin typing and the system filters your results for quick selection.

Alerts Lists

Blacklist Alert #1

Alert #61 - Daily

[Delete Alert](#) [Edit Alert](#)

Tag	Tag URL	Vendor	Timestamp (UTC -5)	Action
There are no open alerts to display.				

When an alert is activated, information populates for the record on the Alerts homepage and allows you to interact with the data:

- **Tag:** Click this link to open a Detail View, with page URL, Tag Vendor, Tag URL, Timestamp, etc.
- **Tag URL,** pinpointing the location of the tag.
- **Vendor,** when clicked, opens the Company page (within the Crownpeak Company database).
- **Timestamp** of when the alert was triggered (Data and Time).

- **Action:** Take action on the Alert record.

— Checkmark: click to Accept.






— Share: Send an email to co-worker, etc. with all the detailed information of the alert.

Action	
<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	
<input checked="" type="checkbox"/>	

Criteo Blacklist

Alert #57 - Daily

[Delete Alert](#) [Edit Alert](#) [Download Report](#)

Tag	Tag URL	Vendor	Timestamp (UTC -5)	Action
Criteo	http://rtax.criteo.com/delivery/rta.js?netId=4157&cookieName=crtg_trnr&rnd=42746108507&varName...	Criteo	9/5/2017 08:09:57	<input checked="" type="checkbox"/> 
Criteo	http://cat.nl.eu.criteo.com/delivery/lg.php?cppv=1&cpp=wZPIQnxXUmFsaFR5Z2dx3gybXBwTUITV0VJR0p5...	Criteo	9/4/2017 06:25:48	<input checked="" type="checkbox"/> 
Criteo	http://static.criteo.net/design/dt/11185/170622/465132c144704e51b67ddcfb73786d23_cpn_300x250_1.png	Criteo	9/4/2017 06:25:48	<input checked="" type="checkbox"/> 
Criteo	http://static.criteo.net/design/dt/20144/170607/e1f7c107aad044f6b5ca6cbfb0594a22_qr_300x250_iconogr...	Criteo	9/4/2017 06:25:48	<input checked="" type="checkbox"/> 
Criteo	http://static.criteo.net/flash/icon/l_big_tr.png	Criteo	9/4/2017 06:25:48	<input checked="" type="checkbox"/> 

Showing 1-5 of 103 tags. [View All](#)

Share:

You need to enter an email address and (optional) write a message before click Send.

Share Blacklist Alert

<http://espn.go.com/>

Share with

Include a message

(Optional)

Send

Cancel

Alerts Filters

After you take initial action on each instance of an alert, the system no longer views them as “open” and hides them from the Alert record on the homepage.

Tag	Tag URL	Vendor	Timestamp (UTC -5)	Action
Criteo	http://rtax.criteo.com/delivery/rta/rta.js?netId=4157&cookieName=crtg_trnr&rnd=42746108507&varName...	Criteo	9/5/2017 08:09:57	✓
Criteo	http://cat.nl.eu.criteo.com/delivery/lg.php?cppv=1&cpp=wZPIQnxXUmFsaFR5Z2dx3gybXBwTUITV0VjR0p5...	Criteo	9/4/2017 06:25:48	✓
Criteo	http://static.criteo.net/design/dt/11185/170622/465132c144704e51b67ddcfb73786d23_cpn_300x250_1.png	Criteo	9/4/2017 06:25:48	✓
Criteo	http://static.criteo.net/design/dt/20144/170607/e1f7c107aad044f6b5ca6cbfb0594a22_qr_300x250_iconogr...	Criteo	9/4/2017 06:25:48	✓
Criteo	http://static.criteo.net/flash/icon/i_big_tr.png	Criteo	9/4/2017 06:25:48	✓

Showing 1-5 of 103 tags. [View All](#)

To see these records again, click View All. This brings up all the instances of the Alert again.

You have controls at the top (Open, Accepted, Rejected, All, Accept All) to filter your view or change the status of the Action.

Click Download to own a CSV of the Alert data for your records.

Name: Criteo Blacklist

[Edit Alert](#)

[Download](#)

Alert #57

[Open](#) | [Accepted](#) | [All](#) | [Accept All](#)

Tag	Tag URL	Vendor	Timestamp (UTC -5)	Action
Criteo	http://rtax.criteo.com/delivery/rta/rta.js?netId=4157&cookieName=crt...	Criteo	9/5/2017 08:09:57	
Criteo	http://cat.nl.eu.criteo.com/delivery/lg.php?cppv=1&cpp=wZPIQnxXUm...	Criteo	9/4/2017 06:25:48	
Criteo	http://static.criteo.net/design/dt/11185/170622/465132c144704e51b6...	Criteo	9/4/2017 06:25:48	
Criteo	http://static.criteo.net/design/dt/20144/170607/e1f7c107aad044f6b5c...	Criteo	9/4/2017 06:25:48	
Criteo	http://static.criteo.net/flash/icon/i_big_tr.png	Criteo	9/4/2017 06:25:48	

Managing Alerts

As your list of Alerts (on each Alert homepage) grows, you’ll need to go back in and edit them.

Click **Blacklist Tags** in the top navigation menu.

From here, click Edit Alert w/ pencil icon to edit the alert, or Delete Alert w/ trashcan to delete the alert from the system.

Delete Alert Edit Alert Download Report

The edit icon brings up the edit page as previously described in the Setting Up Alerts section.

Download Report allows you to download data in CSV format, including Tag name, Page and Tag URLs, Vendor (owner) and Timestamp.

TAGS

Organize the tags on your sites, assigning ownership and use details. Customize categories, and populate tag details to summarize vendor information.

Best Practice: Organizing your tags is useful when creating reports, as Tag Categories and Tag Owners are available as filters. You can categorize tags under a specific vendor, or by business group, or even as action items such as unwanted/blacklist.

How you organize your tags is up to you. Organization is a first step towards data governance

Please note: Tags are organized at the Vendor level.

Tag	Categories	Owners	Action
1000mercis	marketing tags 1	Heloise Tobin	View Details
1DMP			View Details
33Across	Duane's Tags		View Details
4Finance			View Details
5min Media	Han Privacy (Germany) Twitter Button	Hannah Iredale	View Details
[x+1]	Bazaarvoice BrightRoll LivePerson Marketing Team SPOFs	Graham Gill	View Details
AB Tasty	Approved Ford Direct Tags Approved Tag Manager Tags Dan's Tags Genny's Tag		View Details
Accordant Media			View Details
Accuen Media			View Details
Act-On Beacon	ThisIsTheVeryLongTagCategoryName		View Details

Overview

Under Tags, click Overview.

This page provides a full list of all the tags on your domain(s).

The screenshot shows a web interface for managing tags. At the top, there are three filter sections: 'Tags' with a search input and a dropdown menu showing a list of tag names (e.g., [x+1], 1000mercis, 33Across, 5min Media, AB Tasty, Accuen Media, Act-On Beacon, Acuity Ads, Acxiom, Ad Butler); 'Owners' with a 'Select Some Options' dropdown; and 'Categories' with a 'Select Some Options' dropdown. A 'Filter' button is located to the right of these sections. Below the filters is a table with the following structure:

Tag	Owners	Action
		View Details
		View Details
	Hannah Iredale	View Details

Use the filters to find specific Tags, Tag Categories and/or Owner(s) of tags.

Click the box next to Tag to sort alphabetically.

Under Action for any Tag, click View Details.

The screenshot shows a detailed view of the tags table. The columns are Tag, Categories, Owners, and Action. The data is as follows:

Tag	Categories	Owners	Action
1000mercis			View Details
33Across			View Details
5min Media	Han, Privacy (Germany), Twitter Button	Hannah Iredale	View Details
[x+1]	Bazaarvoice, BrightRoll, LivePerson, Marketing Team, SPOFs	Graham Gill	View Details
AB Tasty	Synchronous Tags		View Details
Accuen Media			View Details
Act-On Beacon	ThisIsTheVeryLongTagCategoryName		View Details
Acuity Ads			View Details
Acxiom			View Details
Ad Butler			View Details

At the bottom of the table, there is a pagination control showing 'Show 10 entries' and a set of navigation arrows with page numbers 1, 2, 3, 4, 5, ..., 68.

Under View Details, you have editing rights.

Under Tag Owner: click to type and add (only people with login credentials) or press x to delete one from the list. Same with Categories.

Tag Note is useful because the notes are saved and follow the tag within Tag Auditor.

5min Media Tag Details

Tag Owner	<input type="text" value="Hannah Iredale x Paskal Dreppenstedt x"/>	Last Updated Ghostery Admin 7/25/2017 2:44:44 PM
Categories	<input type="text" value="Han x Privacy (Germany) x Twitter Button x"/>	
Tag Note	<input type="text" value="FYIs
SLA contract
External contact
£££"/>	
Vendor	5min Media View Details	

You can click on the Vendor View Details link to bring up a Ghostery Company page of the specific Vendor.

Save & Go Back if you feel good about it.

Tag Categories

Under Tags, click Overview.

This page provides a full list of all the tags on your domain(s).

TAGS Overview **Categories**

Tag Categories Create Tag Category

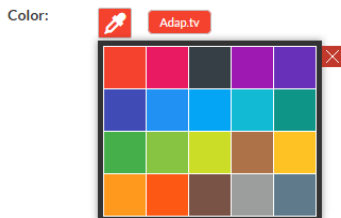
Category	Tags in Category	Action
Adap.tv	Adap.tv	Edit Delete
Ads	Adap.tv Adroit Digital Solutions ADTECH Advertising.com DoubleClick Google AdWords Conversion	Edit Delete
Bazaarvoice	[x+1] Bazaarvoice	Edit Delete
BrightRoll	[x+1] BrightRoll	Edit Delete
Carl's Demo	Adap.tv ADTECH Advertising.com	Edit Delete
Category	ADTECH	Edit Delete
Christina's Tagsc	Crimtan Criteo	Edit Delete
Exec-1	SpotXchange	Edit Delete
Free text fields call it what you want	Ad Man Ad Spirit ADJS	Edit Delete
Han	5min Media Adap.tv Adroit Digital Solutions AppNexus Bazaarvoice Facebook Custom Audience Quantcast	Edit Delete

Show 10 entries 1 2 3

Create Tag Category

Building Tags as Categories organizes and makes each searchable within Tag Auditor.

- Unique Name (searchable)
- Tag Type: click inside text field for dropdown, and/or type.
- Color: click the dropper to open the color palette and select. Best Practice: choose a unique color for every category, as it saves time when identifying Categories.



Edit Category

Name:

Tags:

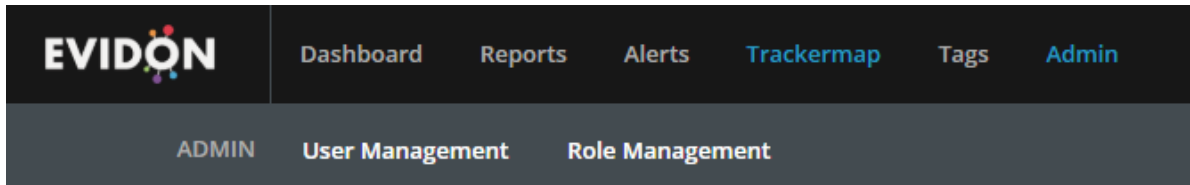
Color: Adap.tv

Save Go Back

ADMIN

Administrative tools are limited to those with administrator rights, which includes the ability to create roles and add users.



Your CSM creates roles and adds users for you.



If you need to create a new role, click on Add New Role

Role Management

[Add New Role](#)

Role Name	Role Description	Permissions	Date Created	Last Updated	Action
User	User	Login	11/21/2014 02:22:54	6/21/2016 16:28:41	 
Admin	Administrator	Login, Admin, TrackerMap, Reports, Alerts, Performance, TrackerMapAlpha	11/21/2014 02:22:54		

To delete an existing role, click the trashcan icon

To edit an existing role, click the pencil icon.

Create New Role

Role Name

Role Description

Permissions

- Login
- Admin
- TrackerMap
- Reports
- Alerts
- Performance
- TrackerMapAlpha

Give the new role a Name and Description. Assign Permissions. When you select a Permission, it shows in blue in the text field.

User Management

You can add (or edit) users from the User Management page.

To edit, you can search for the user and click on the Name. This opens the Edit User screen.

Here you can edit:

- Name,
- Email,
- Add or delete Permissions,
- Make the User active or inactive (checkbox),
- Lock/open the account (checkbox)
- Reset the password
– This sends the User an email to reset her/his password.

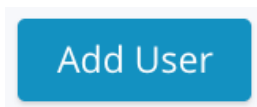
User Management

Search for a user

<input type="checkbox"/>	Name	Email	Roles	Locked	Active
<input type="checkbox"/>	Ali Nhari	anhari@ghostery.com	Admin	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Alison Hartnett	ahartnett@ghostery.com	Admin	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Ami Taylor	ataylor@evidon.com	User, TrackerMap, Reporting, Alerts	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Amy LaCome	alacome@ghostery.com	Admin	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Amy Wainwright	Amy.Wainwright@edelman.com	User	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Andre Vorobyov	avorobyovkkkkkkj@ghostery.com	Admin	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Andre Vorobyov	andrevorobyov1@gmail.com	TrackerMap	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Andres Otero Ruiz-Valdepeñas	andres.otero@lineadirecta.es	User	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Andrew Avallone	aavallone@ghostery.com	Admin	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Andrew Santiago	asantiago@ghostery.com	Admin	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	Andrew Moody	amood@ghostery.com	Support Test	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	Anthony Caccavella	acaccavella@ghostery.com	Admin	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Add User

To add a new User to Tag Auditor, click Add User.



Add Name, Email and select Permissions (unless you are setting up another Admin, you'll be selecting User as the Permission).

Remember to click Save.

Add New User

First Name

Last Name

Email

Permissions

crownpeak

crownpeak.com

About Crownpeak Digital Quality Management

Crownpeak Digital Quality Management (DQM) picks up where traditional web content management leaves off. It's specifically designed for multi-site, enterprise environments and works to automate key governance processes – delivering the unified and consistent application of content quality and legal or regulatory compliance standards across your global digital touchpoints.

The platform comes with unrivaled compliance monitoring capabilities, and covers everything from SEO, user experience (UX), mobile web, and accessibility requirements. It is also uniquely customizable enabling precision monitoring of your company's unique brand and business rules and content localization requirements.

Designed to work with any CMS, Crownpeak's platform makes quality assurance seamless. It integrates directly with existing publication workflow, enabling digital marketers and content professionals to test and optimize their work in both pre and post-publication environments.