

Deep Media Analytics Implementation Plan

[Put your company name here]

My company name	
My country	
My Project Manager name	
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Deep.BI Project Manager	
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Project start date	
Project expected end date	

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Introduction

The goal of this document is to plan well and successfully execute your Deep.BI implementation. The document include:

- Identification of tracked places (e.g. websites, emails, applications)
- Identification of custom events and data attributes
- Listing all needed data transformations and enrichments

Most of the content, like data attributes, snippet code etc. is provided as an example. You should write here your own information.

Tracked places

Websites URL, emails, apps	CMS in use	DMA Standard	Custom event / attributes	Video / Audio tracking	Technical Performance tracking
		Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A
		Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A
		Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A
		Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A	Planned / Implemented / N/A

Custom events

Follow the list of custom events recommended for the integration below. Add your custom attributes to specified custom events or specify your own custom events.

Provided code examples are only a samples of how the implementation code should look like, they require assigning values to event attributes.

Documentation on custom events: <http://docs.deep.bi/#custom-events>

Note: List of automatically tracked events: <http://docs.deep.bi/#events>

Related article: List of automatically tracked attributes: <http://docs.deep.bi/#data-attributes>

Event: Social share	Triggers when: user shares an article using of available options (fb, twitter, g+, email).
Attribute name:	Attribute values
event.type	social-share
share.channel	For example: Facebook, Twitter, GooglePlus, Email
share.button	For example: top, bottom
Snippet code for ... (list here all applicable places like websites, emails, apps)	
<pre> deep.event({ 'event.type': 'social-share', 'share': { 'type': '<share-type>', 'share-button': '<share-button>' } }); // replace this example with your code </pre>	

Event: Posting comment	Triggers when: user posts a comment on a webpage.
Attribute name:	Attribute values
event.type	comment-post
user.name	Name of the user who posted the comment
user.email	Email of the user who posted the comment
comment.content	Text content of the comment
<your_custom_attribute>	<values of your custom attribute>
Snippet code for ... (list here all applicable places like websites, emails, apps)	
<pre> deep.event({ 'event.type': 'comment-post', 'user': { 'name': '<user-name>', 'email': '<user-email>' }, 'comment': { 'content': '<comment-content>' } }); </pre>	

Event: Newsletter sign up	Triggers when: user signs up for a newsletter
Attribute name:	Attribute values
event.type	newsletter-signup
user.name	Name of the user who signed up for a newsletter
user.email	Email of the user who signed up for a newsletter
<your_custom_attribute>	<values of your custom attribute>

Snippet code for ... (list here all applicable places like websites, emails, apps)
<pre> deep.event({ 'event.type': 'newsletter-signup', 'user': { 'name': '<user-name>', 'email': '<user-email>' } }); </pre>

Event: Newsletter open	Triggers when: opens mail with a newsletter. Remember to place DMA script in the newsletter.
Attribute name:	Attribute values
event.type	newsletter-opened
user.name	Name of the user who opened the newsletter
user.email	Email of the user who opened for the newsletter
newsletter.name	Name of the newsletter
newsletter.title	Title of the newsletter (email title)
<your_custom_attribute>	<values of your custom attribute>
Snippet code for ... (list here all applicable places like websites, emails, apps)	
<pre> deep.event({ 'event.type': 'newsletter-signup', 'user': { 'name': '<user-name>', 'email': '<user-email>' }, newsletter: { 'name': '<newsletter-name>', 'title': '<newsletter-title>' } }); </pre>	

Event: <your_custom_event>	Triggers when: ...
Attribute name:	Attribute values
event.type	<custom-event-type>
<your_custom_attribute>	<values of your custom attribute>
Snippet code for ... (list here all applicable places like websites, emails, apps)	
<pre> deep.event({ 'event.type': 'your-custom-event', 'user': { 'name': '<user-name>', 'email': '<user-email>' }, custom-attribute: { </pre>	

```

    'attr1': '<attribute1>',
    'attr2': '<attribute2>'
  }
});

```

Custom attributes

You can add any custom attributes to default collected data. Below you'll find example custom data categories and examples. Attributes with the type "default" are collected by DMA script by default.

Article context

List all important article attributes. Use the below list as an example and extend it accordingly to your needs.

Attribute name	Description	Type
article.id	Article ID	custom
article.title	Article title	custom
article.published	Article publication date.	custom
article.type	Type of an article, for example free or premium.	custom
article.author.name	Names of article authors	custom
article.author.number	Number of article authors	custom
article.section.name	Article section name	custom
article.section.id	Article section ID	custom
article.tags	Tags related to the article	custom
<your_attribute>	<your_custom_attribute_description>	custom

Code example with article variables. You can replace attribute names with those you prefer or add yours. **You have to replace green <tags> with the appropriate variables.**

```

deep({article: {
  id: '<id>',
  title: '<title>',
  published: '<publication_date>',
  type: '<type>',
  author: {
    name: '<author_name>',
    number: '<author_number>'
  }},
  section: {
    name: '<section_name>',
    id: '<section_id>'
  }},
  tags: '<tag1,tag2,tag3>'
}});

```

Video context

List all important video attributes. Use the below list as an example and extend it accordingly to your needs.

Note: DMA script collect wide range of video information automatically. Please refer DMA documentation for the whole list:

- Automatically collected video attributes: docs.deep.bi/#video-or-audio-context
- Automatically tracked video events: docs.deep.bi/#media-events-audio-amp-video

Attribute name	Description	Type
video.id	Video ID	custom
video.title	Video title	custom
video.published	Video publication date	custom
video.type	Type of the video, for example free, paid	custom
video.category	Category of the video, for example ad, movie, documentary	
video.author.name	Names of video authors	custom
video.author.number	Number of video authors	custom
video.section.name	Video section name	custom
video.section.id	Video section ID	custom
video.tags	Tags related to the video	custom
<your_attribute>	<your_custom_attribute_description>	custom

Code example with video variables. You can replace attribute names with those you prefer or add yours. **You have to replace green <tags> with the appropriate variables.**

```
deep({video: {
  id: '<id>',
  title: '<title>',
  published: '<publication_date>',
  type: '<type>',
  category: '<category>'
  {author: {
    name: '<author_name>',
    number: '<author_number>'
  }},
  {section: {
    name: '<section_name>',
    id: '<section_id>'
  }},
  tags: '<tag1,tag2,tag3>'
}});
```

Audio context

List all important audio attributes. Use the below list as an example and extend it accordingly to your needs.

Note: DMA script collect wide range of audio information automatically. Please refer DMA documentation for the whole list:

- Automatically collected audio attributes: docs.deep.bi/#video-or-audio-context
- Automatically tracked audio events: docs.deep.bi/#media-events-audio-amp-video

Attribute name	Description	Type
audio.id	Audio ID	custom
audio.title	Audio title (e.g. song title, podcast title etc.)	custom
audio.published	Audio publication date	custom
audio.released_year	Year of releasing the audio content, e.g. song	custom
audio.type	Type of the audio, for example free, paid	custom
audio.category	Category of the audio, for example: podcast, song, ad	custom
audio.artist.name	Names of an artists who perform the audio content	custom
audio.artist.number	Number of audio performers	custom
audio.section.name	Audio section name	custom
audio.section.id	Audio section ID	custom
audio.tags	Tags related to the audio	custom
<your_attribute>	<your_custom_attribute_description>	custom

Code example with audio variables. You can replace attribute names with those you prefer or add yours. **You have to replace green <tags> with the appropriate variables.**

```
deep({audio: {
  id: '<id>',
  title: '<title>',
  published: '<publication_date>',
  released_year: '<released_year>',
  type: '<type>',
  category: '<category>',
  {artist: {
    name: '<author_name>',
    number: '<author_number>'
  }},
  {section: {
    name: '<section_name>',
    id: '<section_id>'
  }},
}}
```

```
tags: '<tag1,tag2,tag3>'
}});
```

User Context

Set all important custom user attributes. Use below list as an example and extend it accordingly to your needs.

Note: DMA script collect wide range of user information automatically. Please refer DMA documentation for the whole list:

- User IDs - docs.deep.bi/#user-id-context
- User attention - docs.deep.bi/#user-attention-context
- User location - docs.deep.bi/#user-location-context
- User internet provider - docs.deep.bi/#user-internet-provider
- User device - docs.deep.bi/#user-device-context

Attribute name	Description	Type
user.id.deepcookie	Cookie installed by DMA script	default
user.id.ip	User IP address	default
user.id.session	Unique session ID	default
user.id.email	if the user is a registered user you can send his email or other data	custom
user.id.uuid	Unique user id	custom
<your_attribute>	<your_custom_attribute_description>	custom

Note: If you collect sensitive user data you can use our `deep.hash()` function to anonymize it. See Data Enrichment section for more details.

Look at the code example with user ID variables. You can replace attribute names with those you prefer or add yours. **You have to replace green <tags> with the appropriate variables.**

```
deep({user: {id: {
  email: '<email>',
  uuid: '<user_id>'
}}});
```

Subscription Context

Set all custom subscription attributes. Use below list as an example and extend it accordingly to your needs.

Attribute name	Description	Type
user.subscription.id	User subscription ID	custom

user.subscription.end_date	User subscription end date	custom
user.subscription.plan	User subscription plan	custom
<your_attribute>	<your_custom_attribute_description>	custom

Example code snippet for subscription dimensions. You can replace attribute names with those you prefer or add yours. **You have to replace green <tags> with the appropriate variables.**

```
deep({user: {subscription: {
  id: '<subscription_id>',
  end_date: '<subscription_end>',
  plan: '<subscription_plan>'
}}});
```

Other custom attributes

Attribute name	Description	Type
<your_attribute>	<your_custom_attribute_description>	custom

Example code below. You can replace attribute names with those you prefer or add yours. **You have to replace green <tags> with the appropriate variables.**

```
deep({your_attribute: '<your_attribute_value>'});
```