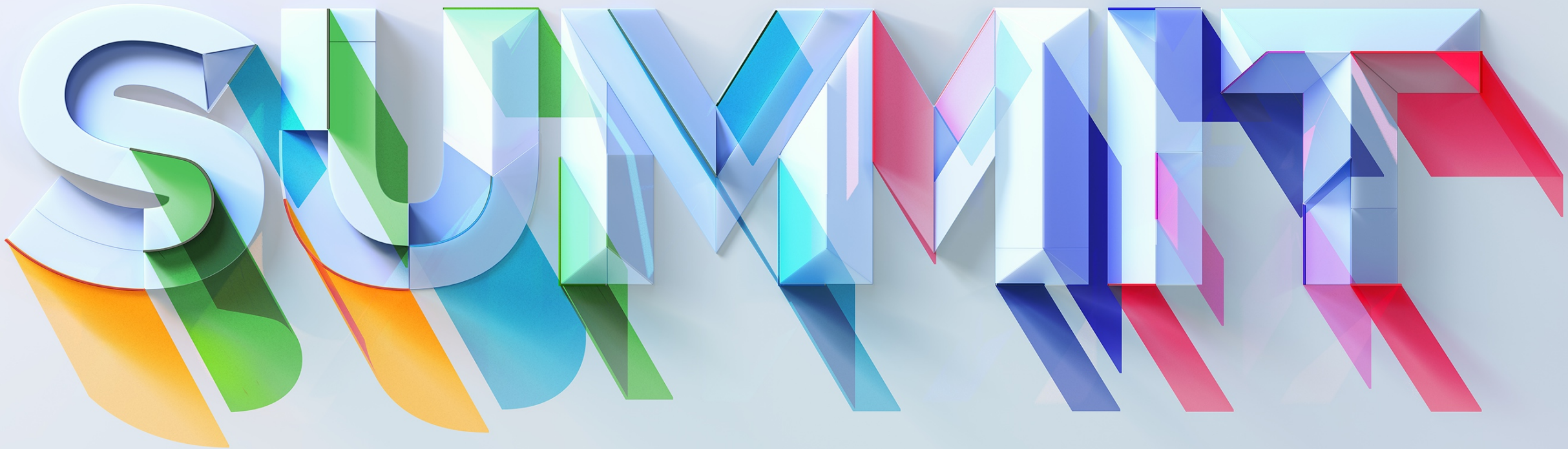


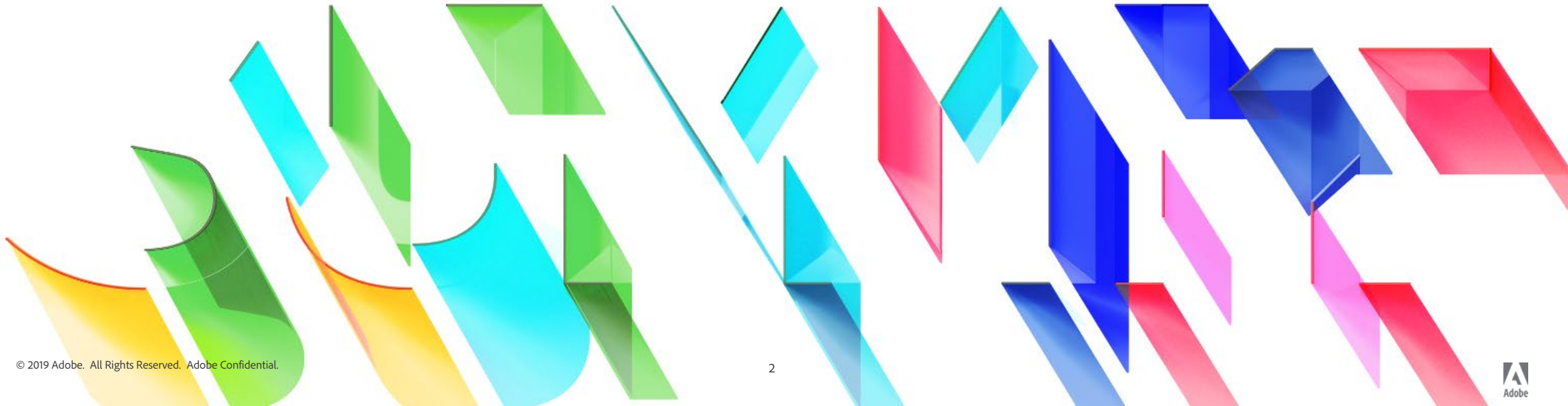


# Mastering Visitor Identification

Erin Davis | Ankit Sharma | Aaron Hadley



[adobe.com/go/summit2019-s903](https://adobe.com/go/summit2019-s903)

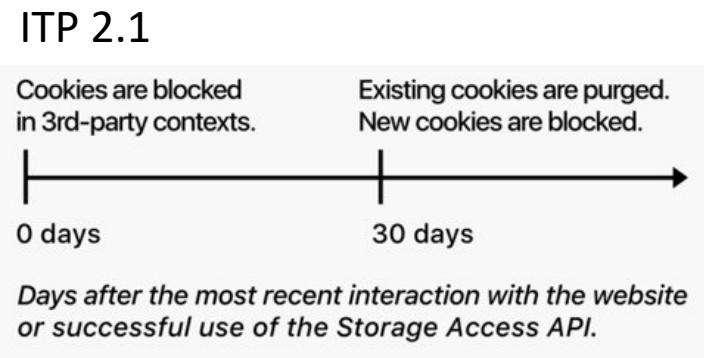
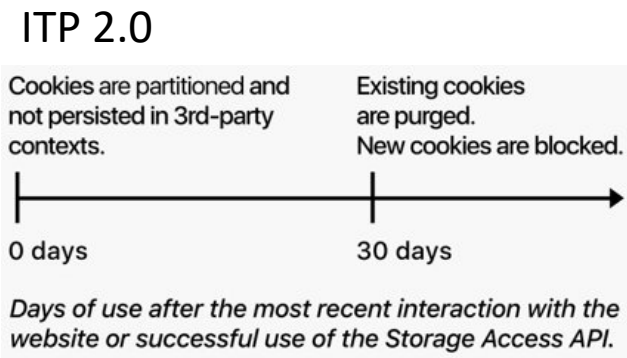
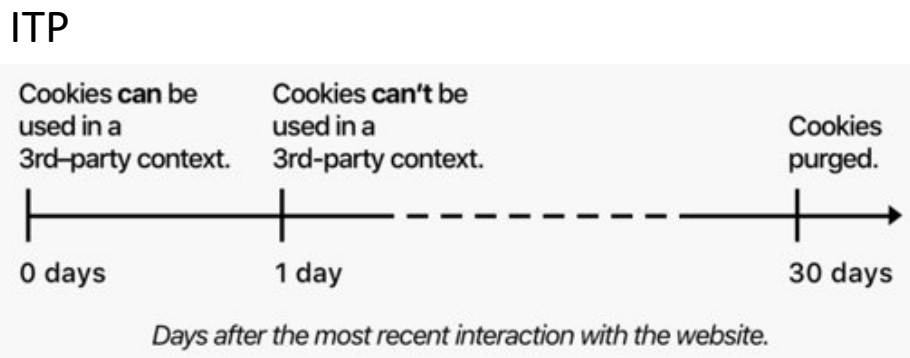


- 1 | Today's Trends Affecting Visitor Identification
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1

Browsers are making tracking harder

Evolution of Safari Intelligent Tracking Prevention (ITP)



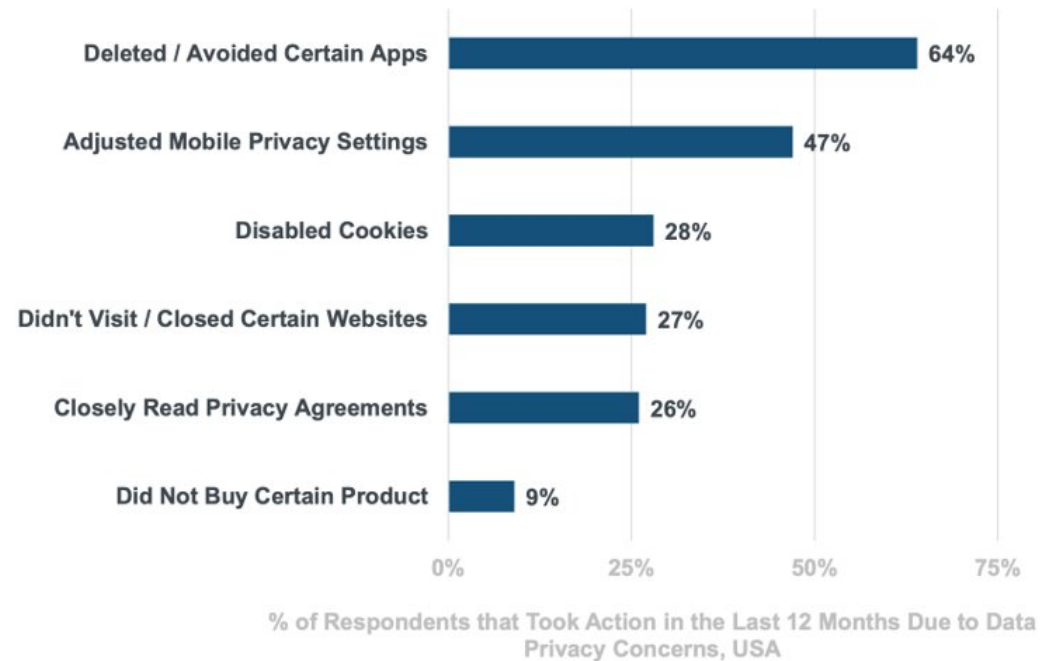


## 2

## An increasing focus on privacy + data rights

Most online consumers protect data when the benefit is not clear

### Consumers Taking Action To Address Data Privacy Concerns

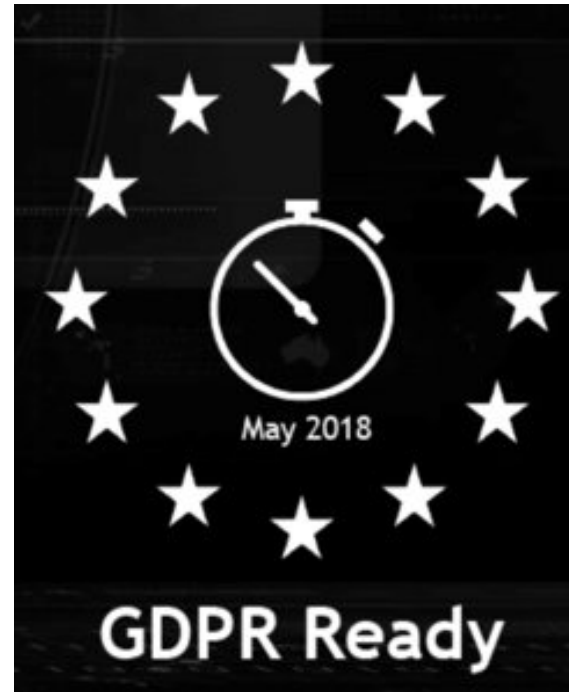


Source: Kleiner Perkins Internet Trends 2018 /  
Deloitte To share or not to share (9/17)  
Note: n = 1,538 USA consumers in cooperation with SSI

## 2

### An increasing focus on privacy + data rights

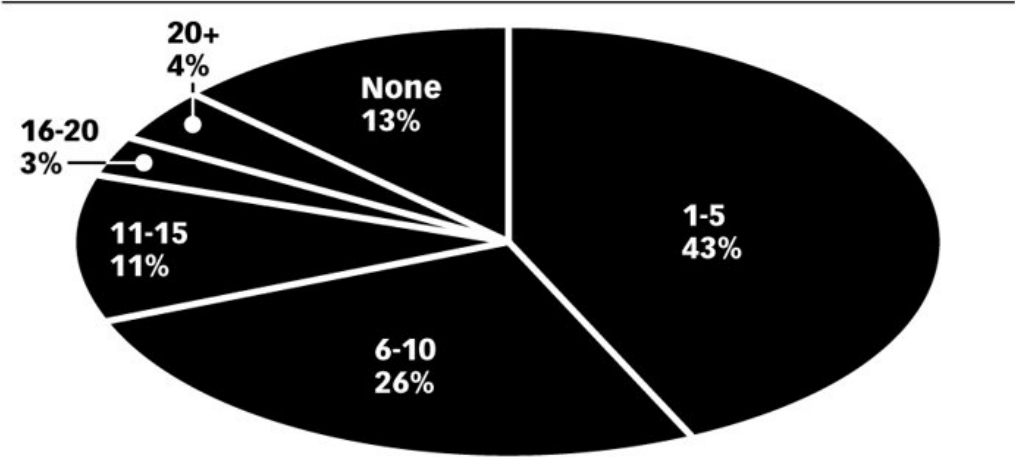
There is increasing regulatory focus on data collection and sharing



3

Transition from device-based to people-based marketing

**How Many Connected Devices Do US Adults Think They'll Be Using by 2022?**  
% of respondents, Aug 2018



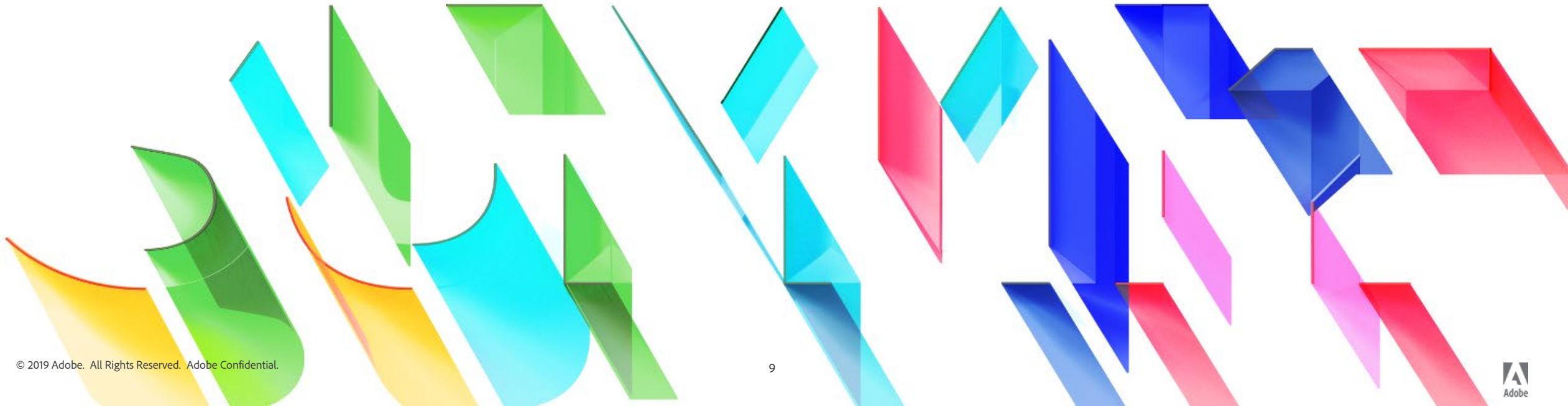
*Note: includes smartphones, laptops, smart TVs, game consoles, wearables, connected car systems, smart home devices and other connected devices*  
*Source: Transaction Network Services, "Operator IoT Intelligence Report" conducted by Kantar TNS, Dec 11, 2018*

## What can you do about it?

- ❖ Keep calm and carry on! The customer experience starts and ends with properly identifying your customers and serving them the experience they are looking for
- ❖ Stay educated and up-to-date on visitor ID methods
- ❖ While Adobe works to provide identification options, maintain the best tracking methods that meet your company's requirements
- ❖ Respect consumer's privacy




- 1 | Today's Trends Affecting Visitor Identification
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# Identifying Visitors /

1<sup>st</sup> Party



Sign In



Dream bigger. Creative Cloud.

The next generation of Creative Cloud is here. New apps. New features. New ways to create. It's everything you need to go from dreaming to doing.

Learn about Creative Cloud

See what's new >

Application

Manifest

Service Workers

Clear storage

Storage

Local Storage

Session Storage

IndexedDB

Web SQL

Cookies

https://www.adobe.com

https://8392543.fls.doubleclick.net

https://1295336.fls.doubleclick.net

https://servedby.flashtalking.com

https://ui.messaging.adobe.com

https://universal.iperceptions.com

https://di.rlcdn.com

Cache

Cache Storage

Application Cache

Frames


top

Filter


Name	Value	Domain	P...	Expi...	Size	F
AKA_A2	A	.adobe.com	/	201...	7	
AMCVS_9E1005A551ED61CA0...	1	.adobe.com	/	N/A	42	
AMCV_9E1005A551ED61CA0A...	-1303530583%7...	.adobe.com	/	202...	315	
WRIgnore	true	.adobe.com	/	201...	12	
WRUIDAWS	21812373829225...	.adobe.com	/	202...	24	
__CT_Data	gpv=1&ckp=tld...	.adobe.com	/	202...	83	
check	true	.adobe.com	/	N/A	9	
ctm	{'pgv':323795780...	.adobe.com	/	202...	101	
fg	TI7NKCYHFLP3X...	.adobe.com	/	N/A	46	
gpv	adobe.com	.adobe.com	/	201...	12	
mbox	session#6310a9...	.adobe.com	/	202...	108	
s_cc	true	.adobe.com	/	N/A	8	
s_dmdbase	1	.adobe.com	/	N/A	10	
s_nr	1553202563004-...	.adobe.com	/	202...	21	
s_vi	[CS]v1 2E49FEC1...	.adobe.com	/	202...	48	
BizolD	5961d85c-4f71-...	.ads.linkedin.com	/	201...	42	
lang	v=2&lang=en-us	.ads.linkedin.com	/	N/A	18	
bito	AAIvD065J_sAAC...	.bidr.io	/	202...	26	
iuuid	f2d30fc9-65b2-4...	.company-target...	/	202...	41	
tuuid	a8a5bd39-ab4f-...	.company-target...	/	202...	41	
tuuid_lu	1553202564	.company-target...	/	202...	18	
demdex	82371124230243...	.demdex.net	/	201...	44	
ev_sync_enc	MjAxOTAzMjE_M...	.everesttech.net	/	202...	30	
everest_g_v2	g_surferid~XJP9...	.everesttech.net	/	202...	39	
incap_ses_539_1876103	OmahASYAMSD...	.iperceptions.com	/	N/A	77	

# Identifying Visitors /

3<sup>rd</sup> Party



Sign In



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The next generation of Creative Cloud is here. New apps. New features. New ways to create. It's everything you need to go from dreaming to doing.

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Application

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https://www.adobe.com

https://8392543.fls.doubleclick.net

https://1295336.fls.doubleclick.net

https://servedby.flashtalking.com

https://ui.messaging.adobe.com

https://universal.iperceptions.com

https://di.rlcdn.com

Cache

Cache Storage

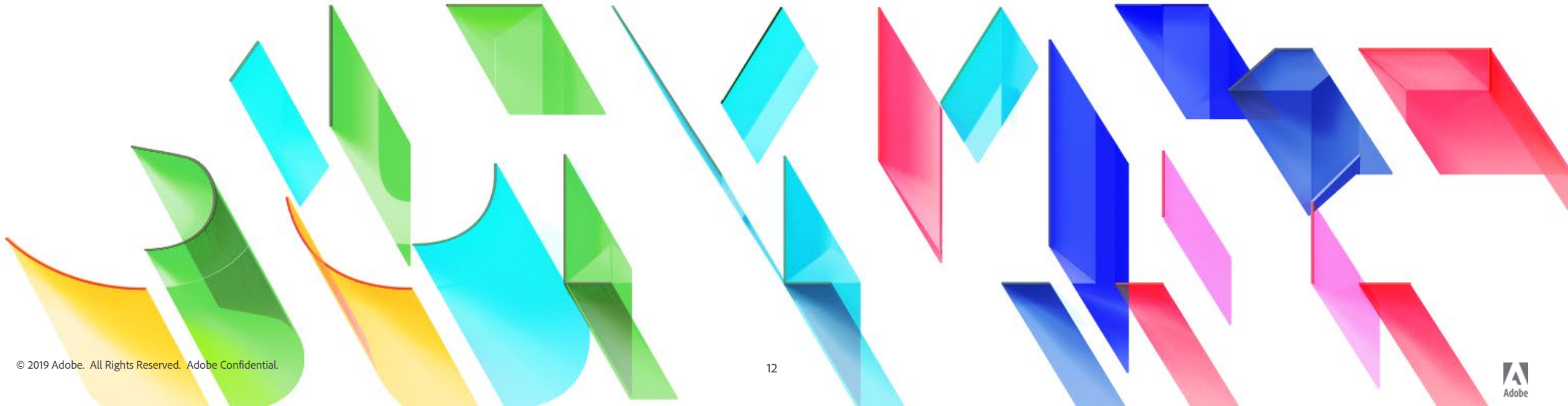
Application Cache

Frames

top

Name	Value	Domain	P...	Expi...	Size	F
AKA_A2	A	.adobe.com	/	201...	7	
AMCVS_9E1005A551ED61CA0...	1	.adobe.com	/	N/A	42	
AMCV_9E1005A551ED61CA0A...	-1303530583%7...	.adobe.com	/	202...	315	
WRIgnore	true	.adobe.com	/	201...	12	
WRUIDAWS	21812373829225...	.adobe.com	/	202...	24	
__CT_Data	gpv=1&ckp=tld...	.adobe.com	/	202...	83	
check	true	.adobe.com	/	N/A	9	
ctm	{'pgv':323795780...	.adobe.com	/	202...	101	
fg	TI7NKCYHFLP3X...	.adobe.com	/	N/A	46	
gpv	adobe.com	.adobe.com	/	201...	12	
mbox	session#6310a9...	.adobe.com	/	202...	108	
s_cc	true	.adobe.com	/	N/A	8	
s_dmdbase	1	.adobe.com	/	N/A	10	
s_nr	1553202563004-...	.adobe.com	/	202...	21	
s_vi	[CS]v1 2E49FEC1...	.adobe.com	/	202...	48	
BizolD	5961d85c-4f71-...	.ads.linkedin.com	/	201...	42	
lang	v=2&lang=en-us	.ads.linkedin.com	/	N/A	18	
bito	AAIvD065J_sAAC...	.bidr.io	/	202...	26	
iuuid	f2d30fc9-65b2-4...	.company-target...	/	202...	41	
tuuid	a8a5bd39-ab4f-...	.company-target...	/	202...	41	
tuuid_lu	1553202564	.company-target...	/	202...	18	
demdex	82371124230243...	.demdex.net	/	201...	44	
ev_sync_enc	MjAxOTAzMjE_M...	.everesttech.net	/	202...	30	
everest_g_v2	g_surferid~XJP9...	.everesttech.net	/	202...	39	
incap_ses_539_1876103	OmahASYAMSD...	.iperceptions.com	/	N/A	77	

# Cookie Types & ID's





**Name:** s\_vi  
**Location:** Domain of the image request\*  
**Contents:** Unique visitor ID time/date stamp  
**Format:** 2E2DA97A050353B0-6000118FE0000425

\*[https://stats.adobe.com/b/ss/\[RSID\]/1](https://stats.adobe.com/b/ss/[RSID]/1)





**Name:** s\_fid  
**Location:** Parent domain (first party)  
**Contents:** Fallback Unique visitor ID time/date stamp  
**Format:** 2E2DA97A050353B0-6000118FE0000425



**Name:** AMCV\_###@AdobeOrg  
**Location:** Domain of the website (first party)  
**Contents:** Unique Visitor Experience Cloud IDs (MID, AID)  
**Format:** AMCV\_F6421253512D2C100A490D45%40AdobeOrg



**Name:** Demdex  
**Location:** Demdex.net (3<sup>rd</sup> Party)  
**Contents:** Unique User ID (UUID)  
**Format:** 06151304227769720433039235178204449977



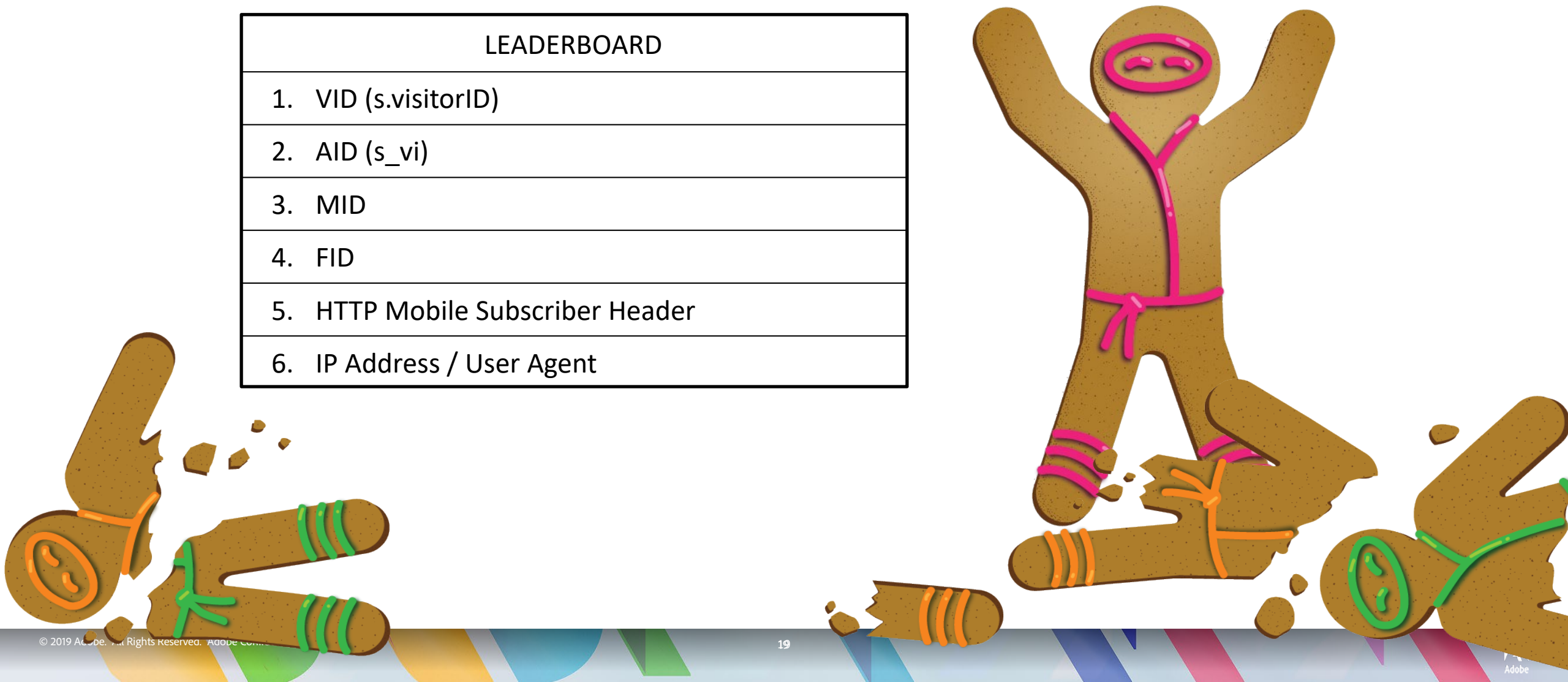
**Name:** Custom Visitor ID (VID)  
**Location:** Not really a cookie  
**Contents:** Unique ID  
**Format:** Random Value







LEADERBOARD
1. VID (s.visitorID)
2. AID (s_vi)
3. MID
4. FID
5. HTTP Mobile Subscriber Header
6. IP Address / User Agent



Raw data examples

Custom ID	AID	MID	Effective ID	
cust_visid	visid	mcvisid	post_visid	visid_type
1234567	1212121	0	1234567	0
2345678	0	2323232	2345678	0
3456789	3434343	4545454	3456789	0

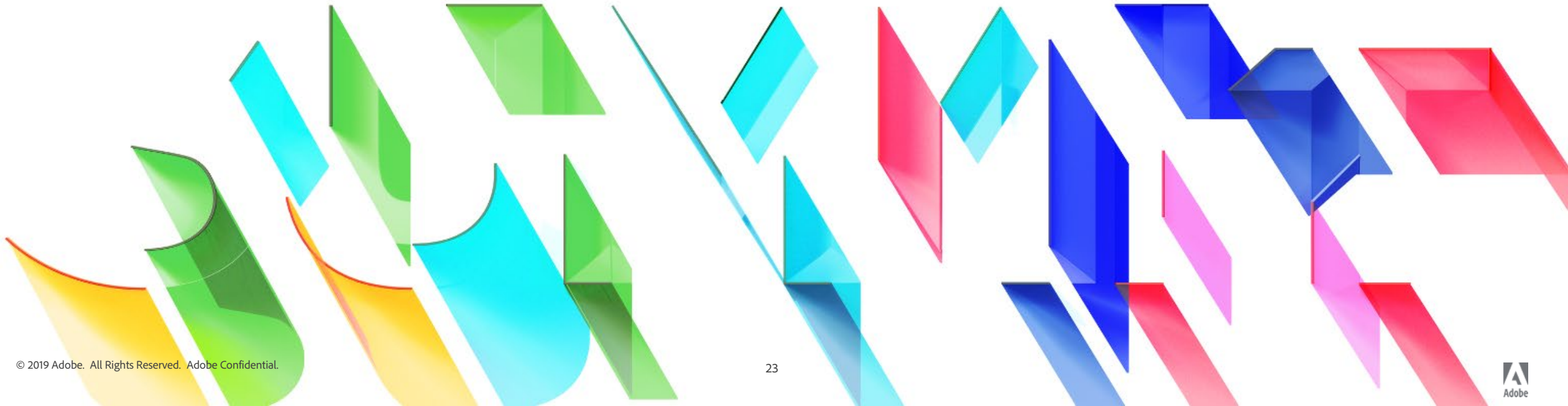
Raw data examples

Custom ID	AID	MID	Effective ID	
cust_visid	visid	mcvisid	post_visid	visid_type
	4545454	0	4545454	3
	5656565	8989898	5656565	3

Raw data examples

Custom ID	AID	MID	Effective ID	
cust_visid	visid	mcvisid	post_visid	visid_type
		7878787	7878787	5

# Legacy Tracking



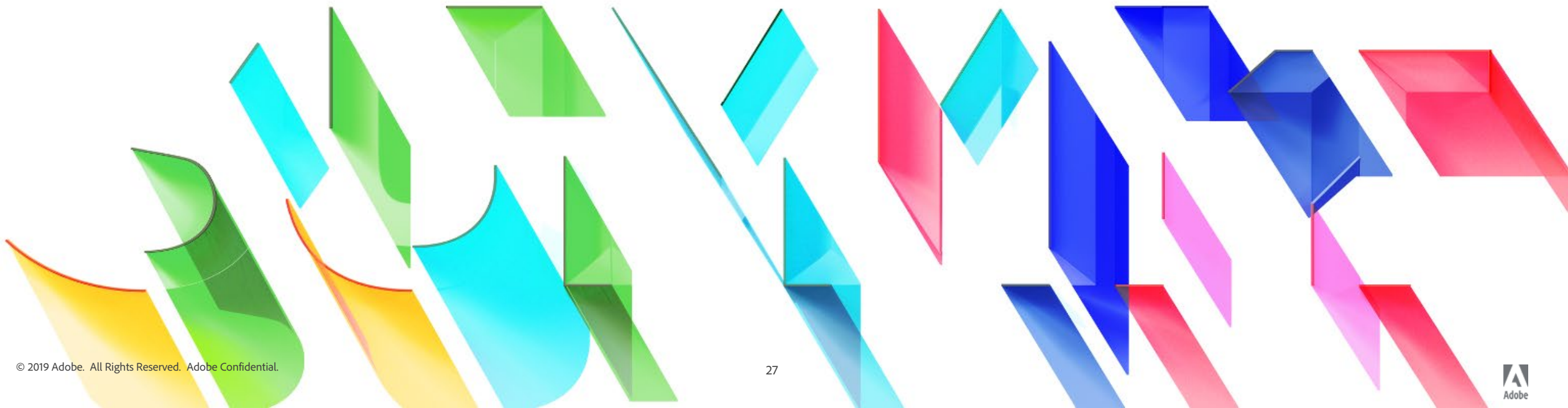








# ID Service







```
var visitor = Visitor.getInstance("INSERT-MARKETING-CLOUD-ORGANIZATION-ID-HERE", {
  trackingServer: "INSERT-TRACKING-SERVER-HERE", // same as s.trackingServer
  trackingServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE", // same as
    s.trackingServerSecure

  // To enable CNAME support, add the following configuration variables
  // If you are not using CNAME, DO NOT include these variables
  marketingCloudServer: "INSERT-TRACKING-SERVER-HERE",
  marketingCloudServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE" // same as
    s.trackingServerSecure

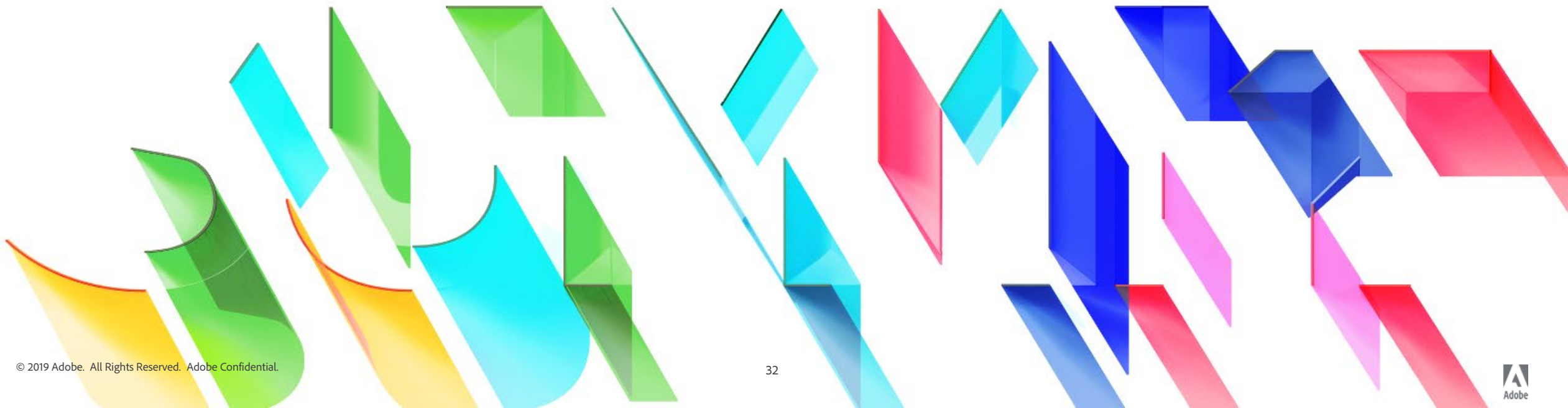
  // Use Case: cookieDomain
  // Required: www.example.com.uk
  // Not Required: www.example.co.uk
  cookieDomain: "example.com.uk"
});
```

## Takeaways:

- ❖ There is a defined precedence order when multiple cookies exist
- ❖ MID values are derived from the Experience Cloud Org ID and the UUID in the Demdex cookie

- 1 | Today's Trends Affecting Visitor Identification
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# Return Visitors



# Maintaining Visitors / Return Visitors

Visitor Migration Grace Period

```
var visitor = Visitor.getInstance("INSERT-MARKETING-CLOUD-ORGANIZATION-ID-HERE", {  
    trackingServer: "INSERT-TRACKING-SERVER-HERE", // same as s.trackingServer  
    trackingServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE", // same as  
    s.trackingServerSecure  
  
    // To enable CNAME support, add the following configuration variables  
    // If you are not using CNAME, DO NOT include these variables  
    marketingCloudServer: "INSERT-TRACKING-SERVER-HERE",  
    marketingCloudServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE" // same as  
    s.trackingServerSecure  
  
    // Use Case: cookieDomain  
    // Required: www.example.com.uk  
    // Not Required: www.example.co.uk  
    cookieDomain: "example.com.uk"  
});
```







## Takeaways:

- ❖ Migrates an existing s\_vi cookie to the AMCV cookie (AID)
- ❖ Requires the trackingServer and trackingServerSecure configurations

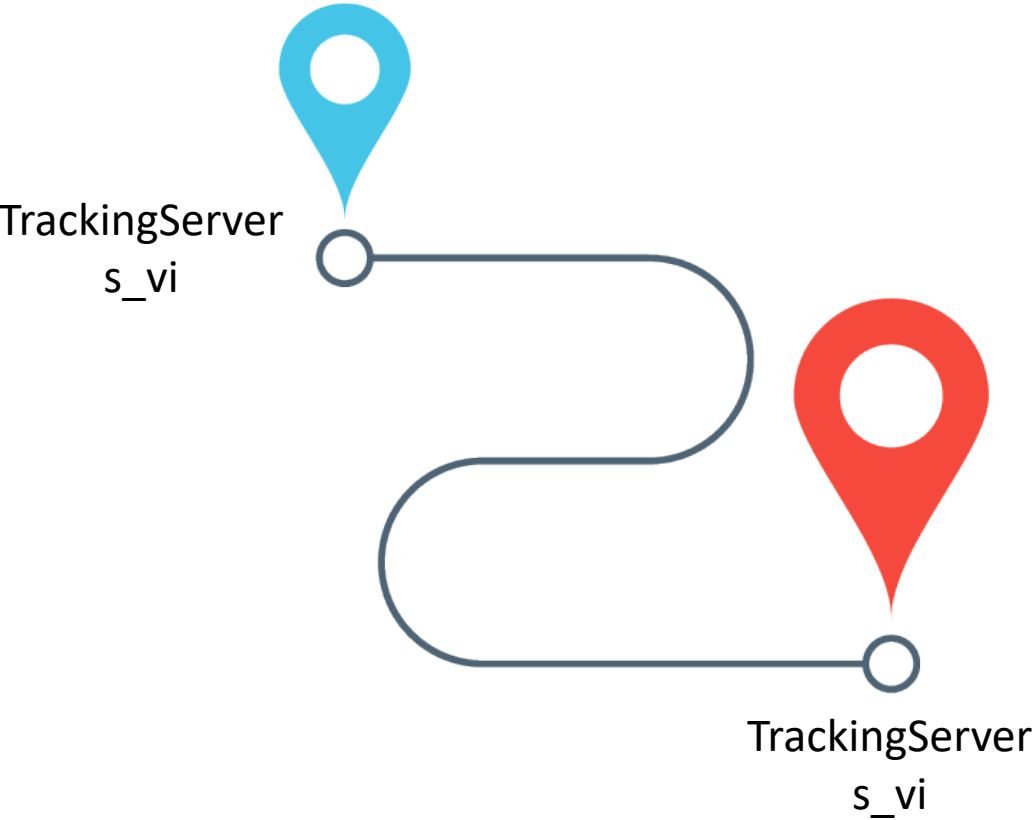
# Visitor Migration



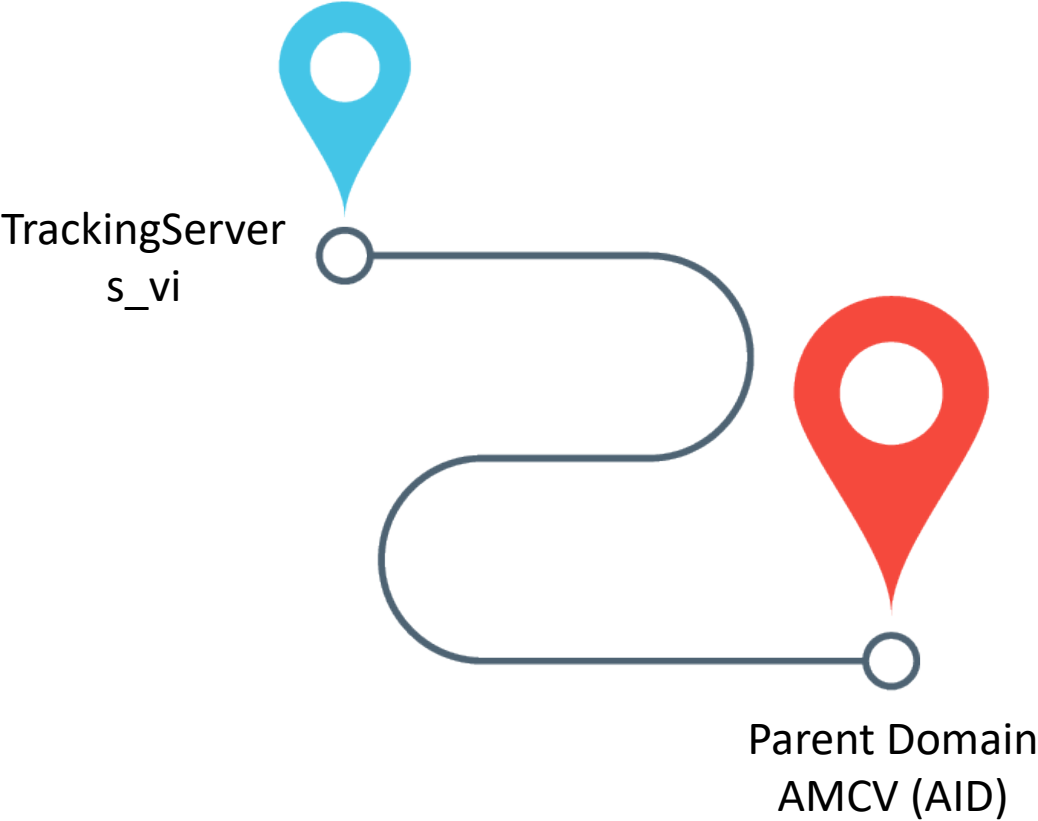




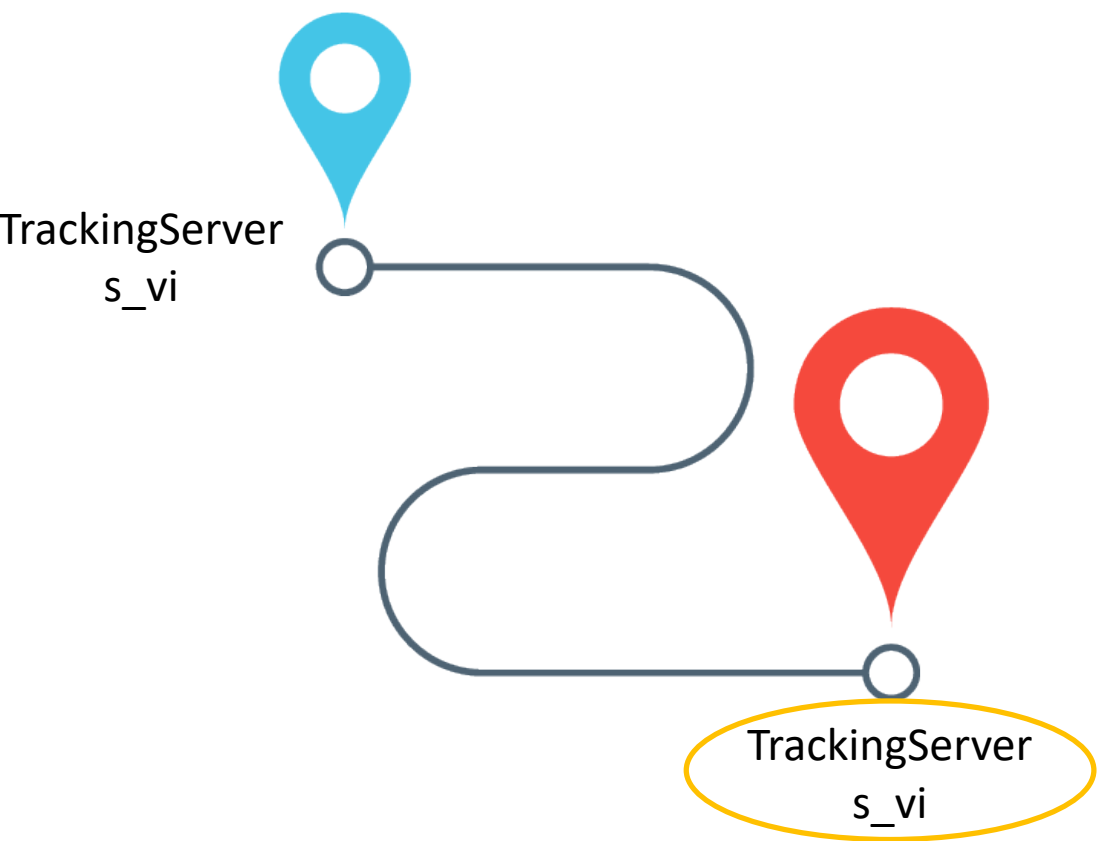
Visitor Migration



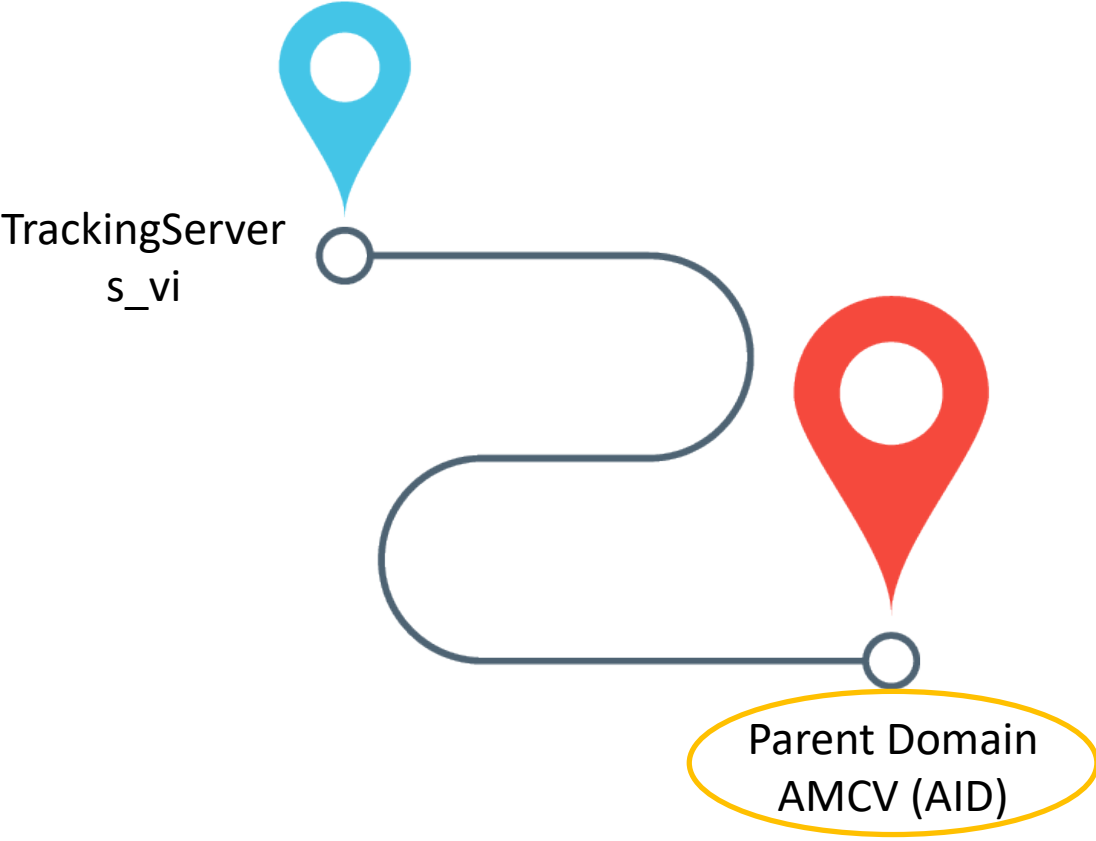
ID Service



Visitor Migration



ID Service





## Scenario 1

▶ No ID Service



## Scenario



No ID Service

siteA.2o7.net



Metrics.siteA.com

## Scenario 2

► ID Service –  
1 year

siteA.2o7.net



Metrics.siteA.com

## Scenario



- ▶ ID Service – 1 year

siteA.2o7.net



Metrics.siteA.com

## Scenario 3

► ID Service –  
Same Time



## Scenario



ID Service –  
Same Time

siteA.2o7.net



Metrics.siteA.com



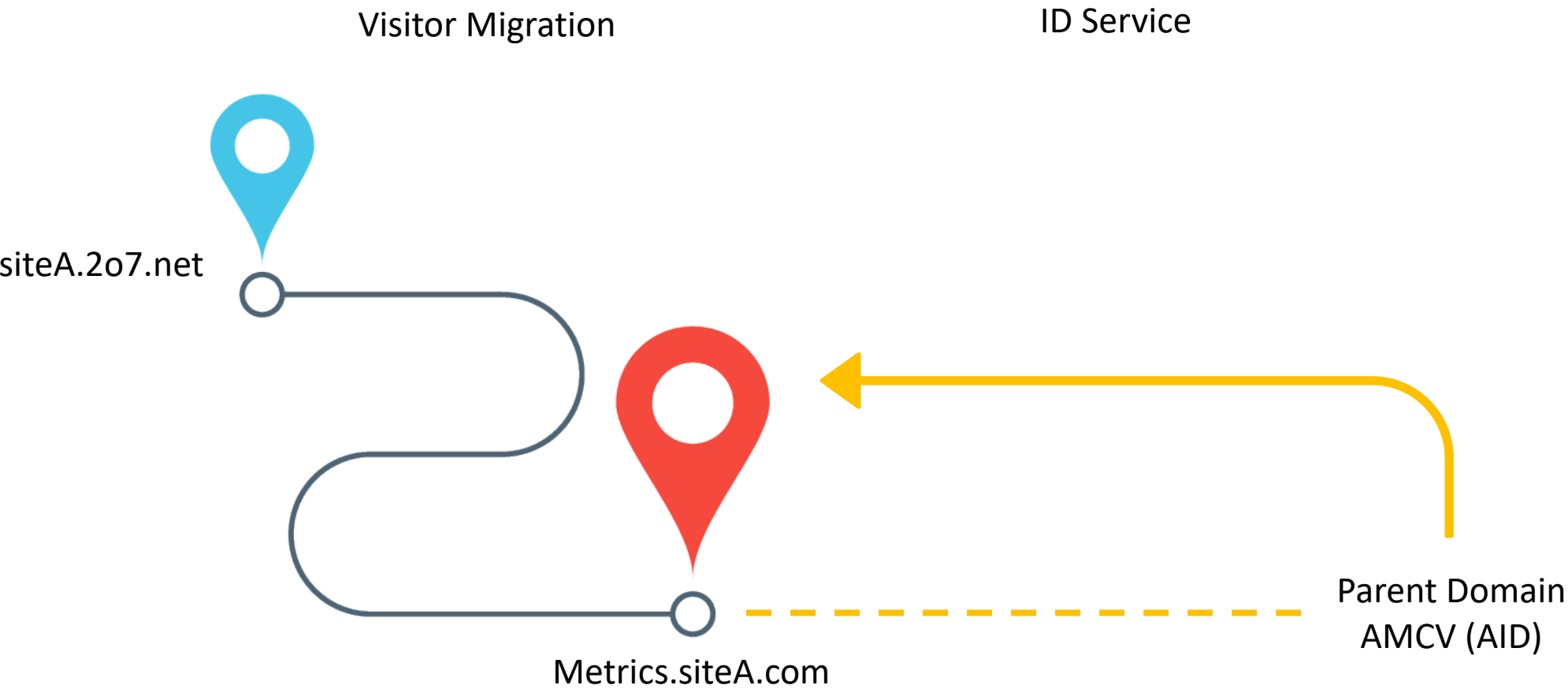
```
var visitor = Visitor.getInstance("INSERT-MARKETING-CLOUD-ORGANIZATION-ID-HERE", {
  trackingServer: "INSERT-TRACKING-SERVER-HERE", // same as s.trackingServer
  trackingServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE", // same as
    s.trackingServerSecure

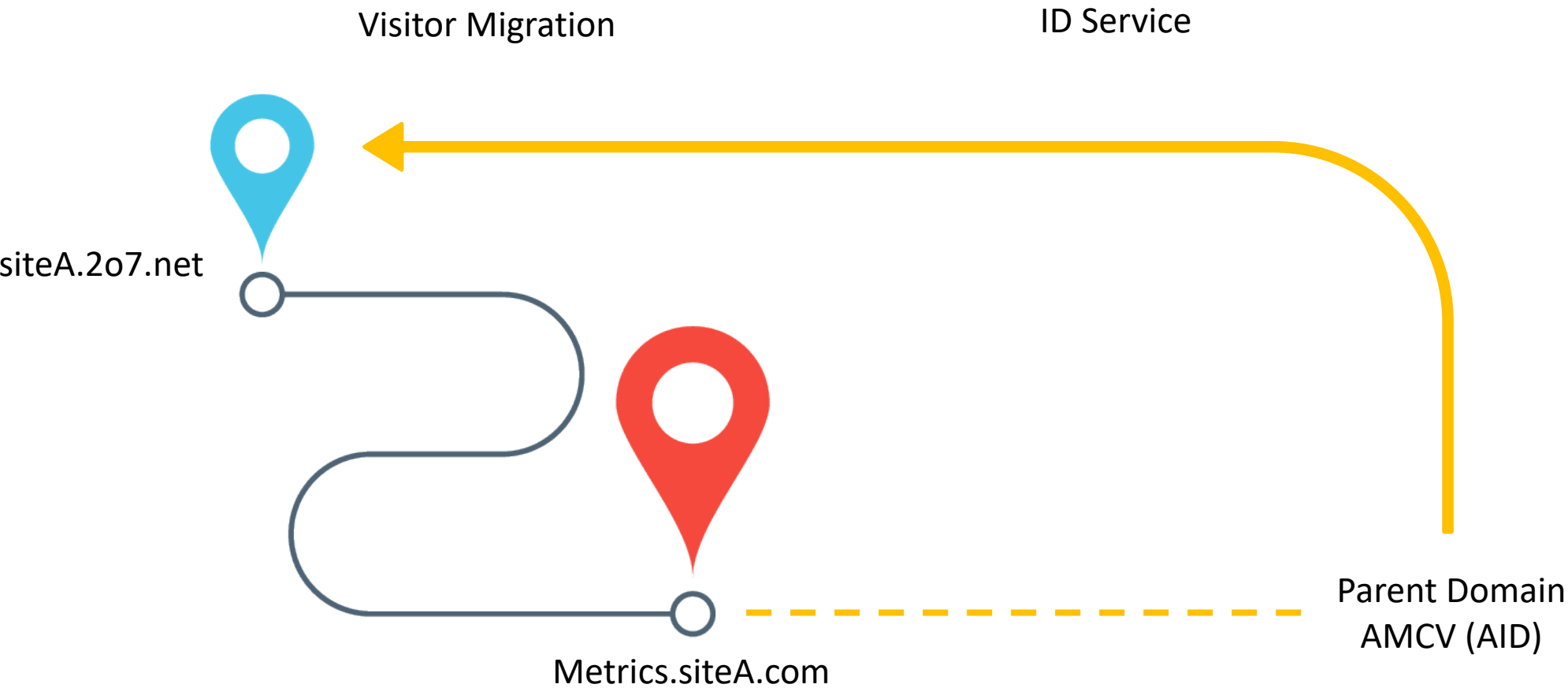
  // To enable CNAME support, add the following configuration variables
  // If you are not using CNAME, DO NOT include these variables
  marketingCloudServer: "INSERT-TRACKING-SERVER-HERE",
  marketingCloudServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE" // same as
    s.trackingServerSecure

  // Use Case: cookieDomain
  // Required: www.example.com.uk
  // Not Required: www.example.co.uk
  cookieDomain: "example.com.uk"
});
```

## Visitor Migration



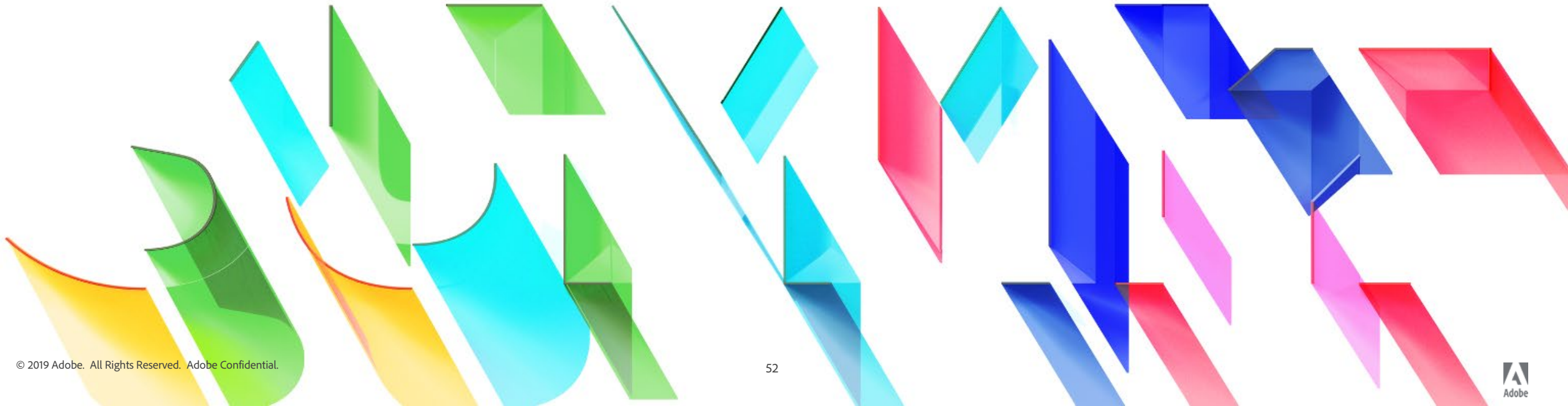




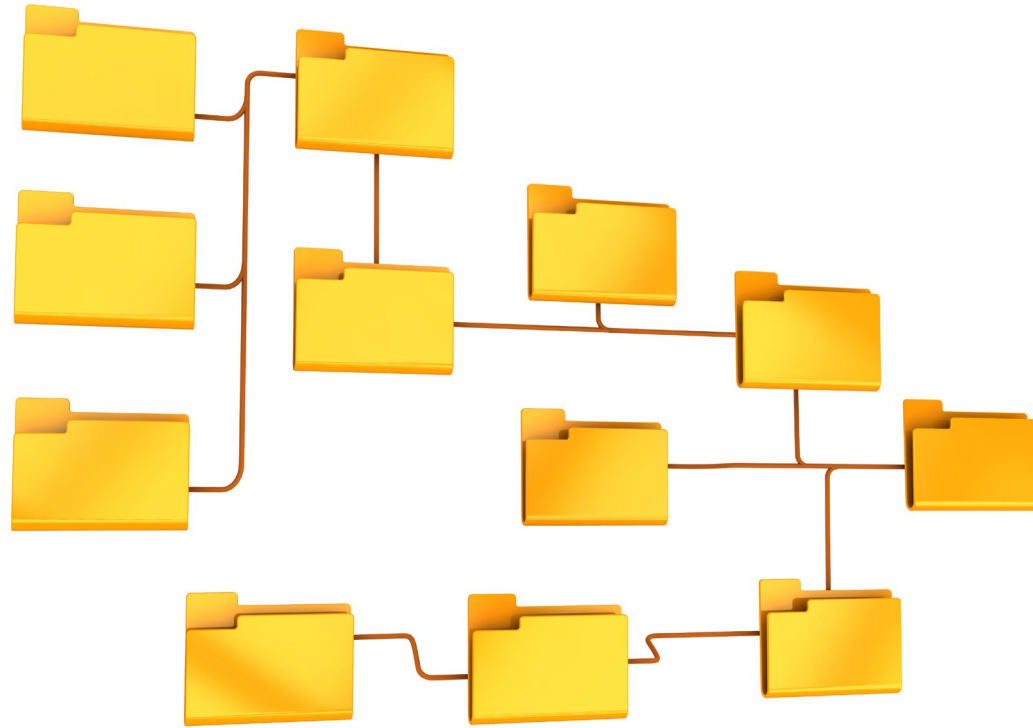
## Takeaways:

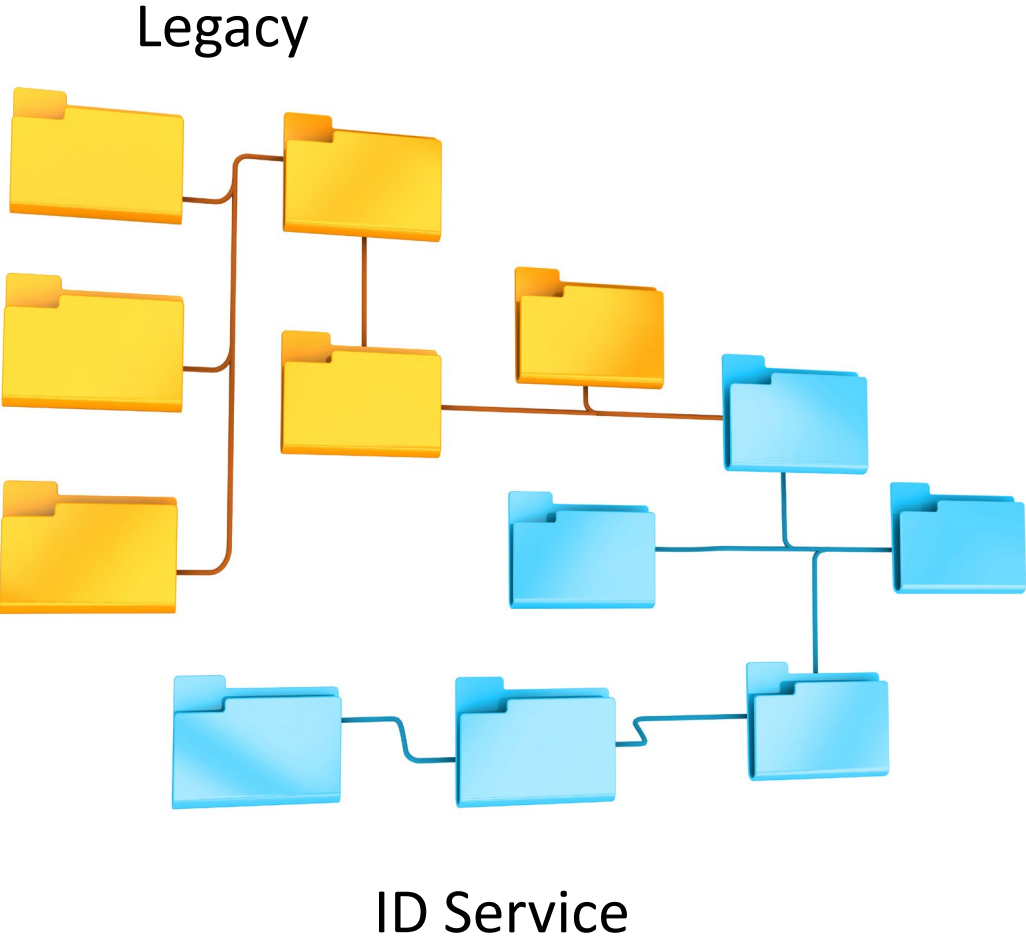
- ❖ Migrates s\_vi cookies from one tracking server to another tracking server
- ❖ Required when you are using legacy (s\_vi) tracking AND the tracking server needs to change
- ❖ Not applicable after the ID service has been deployed

# Grace Period





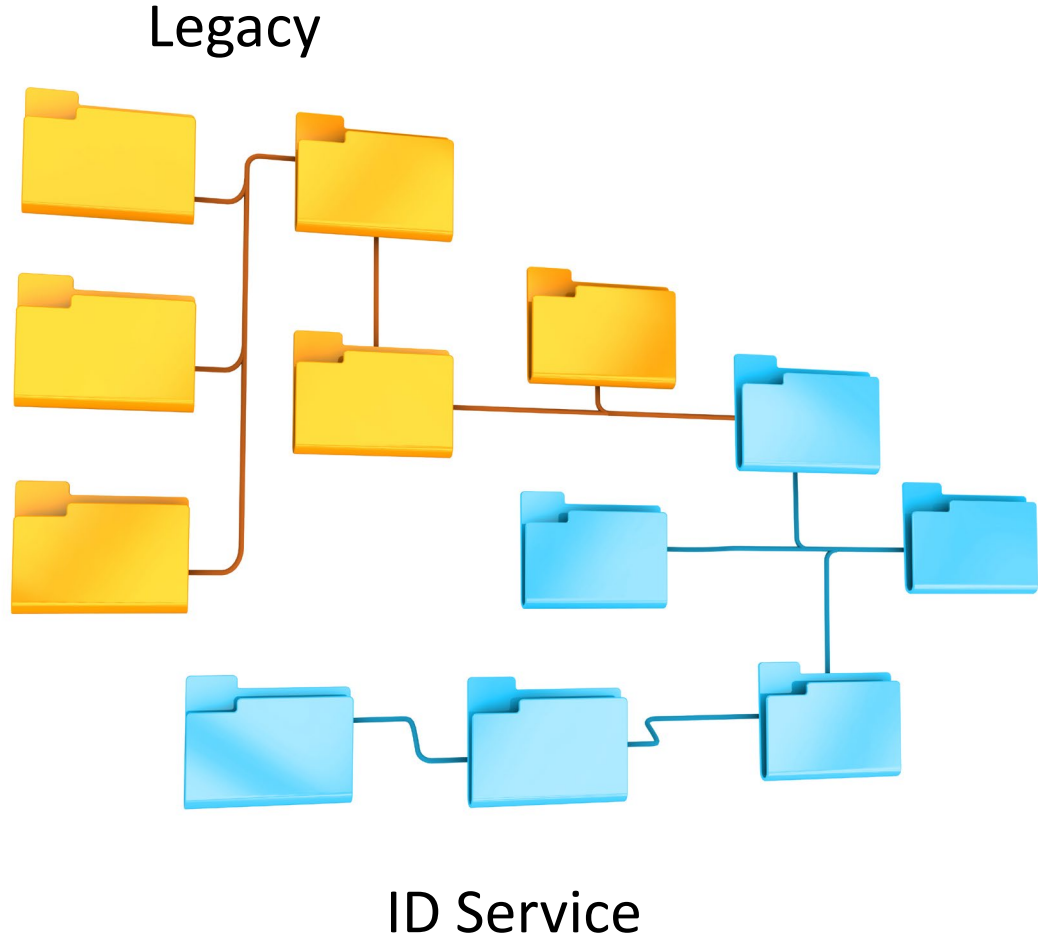




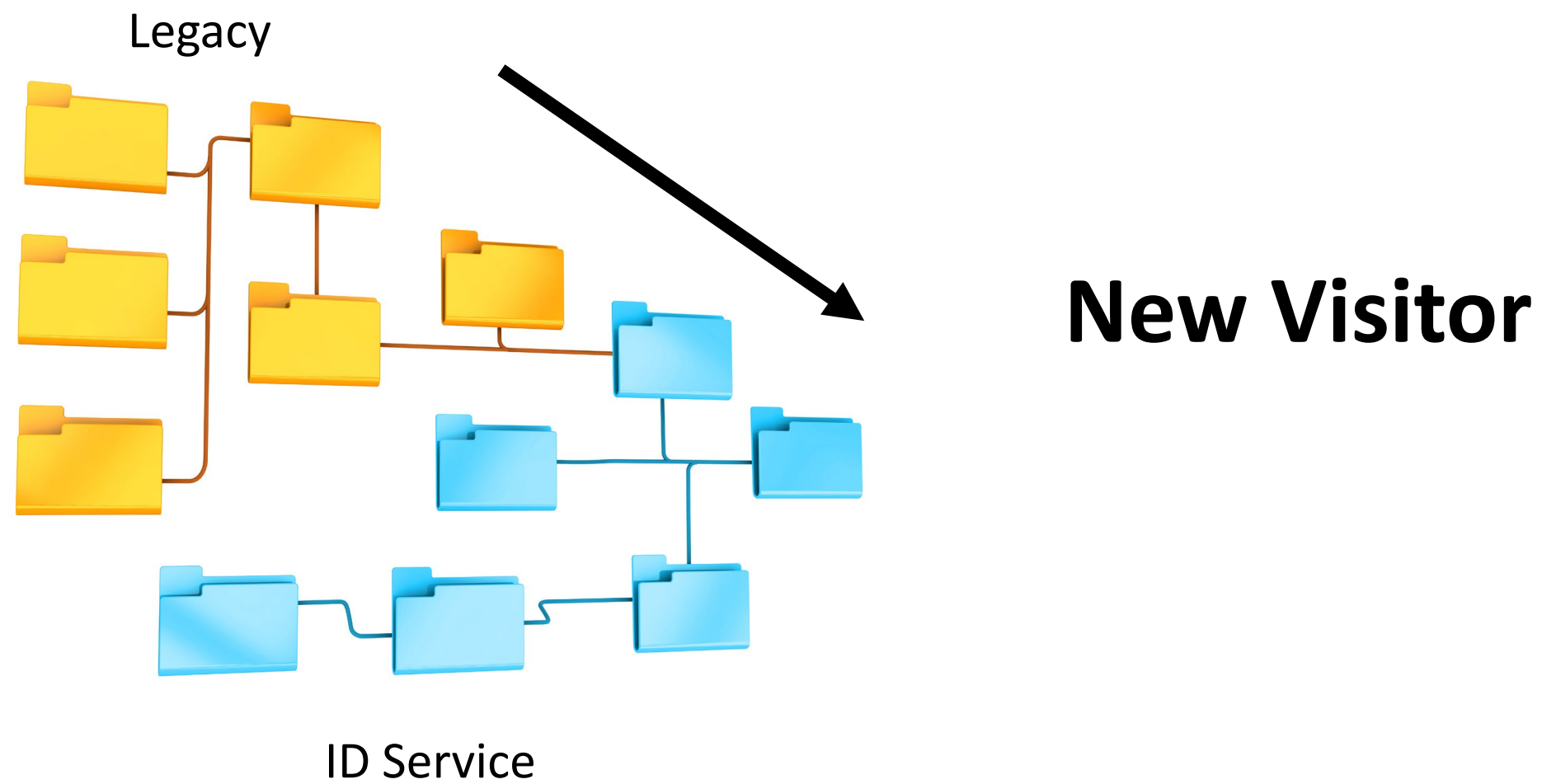


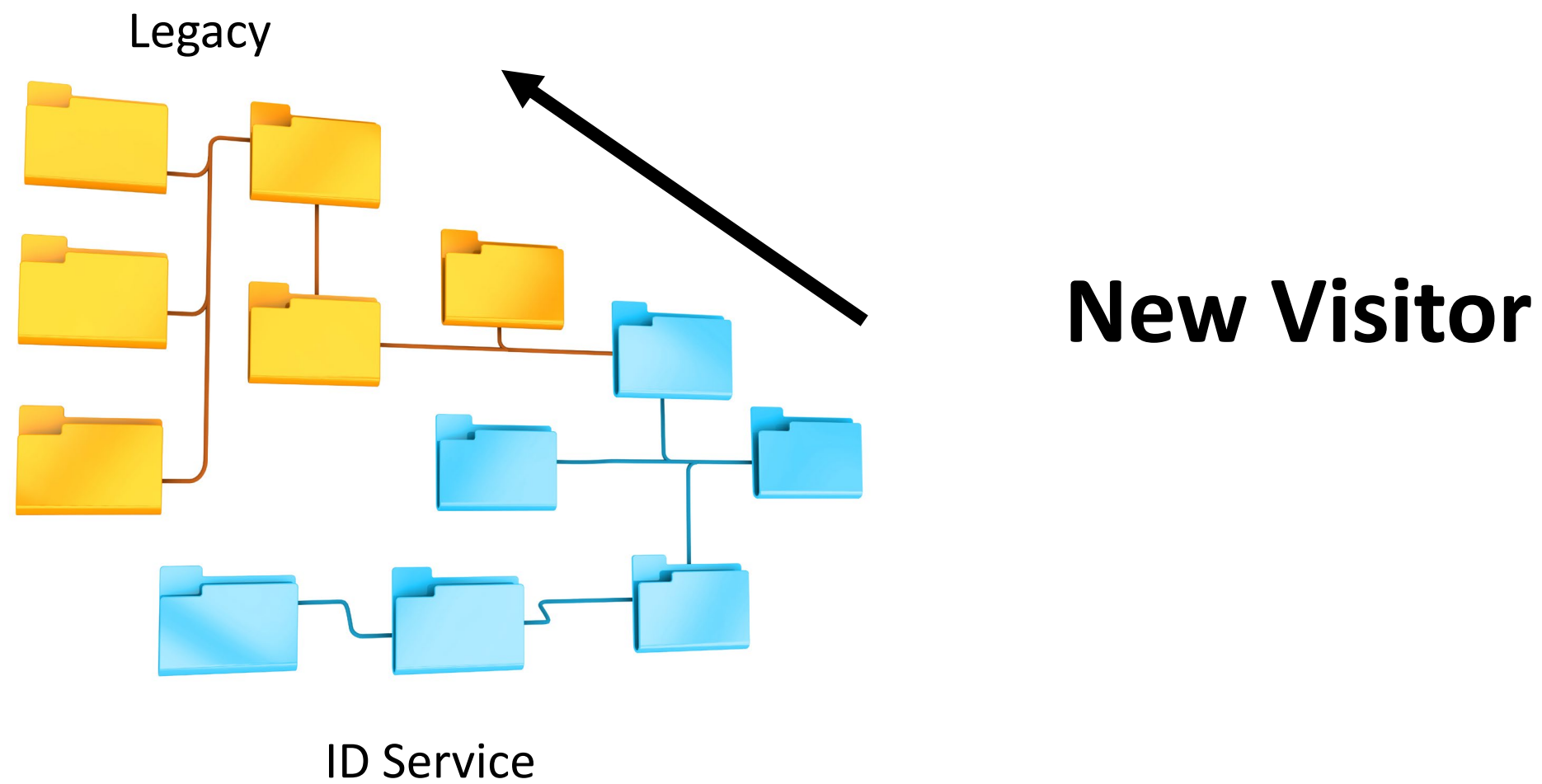
# Return Visitor

(s\_vi)



**New Visitor**









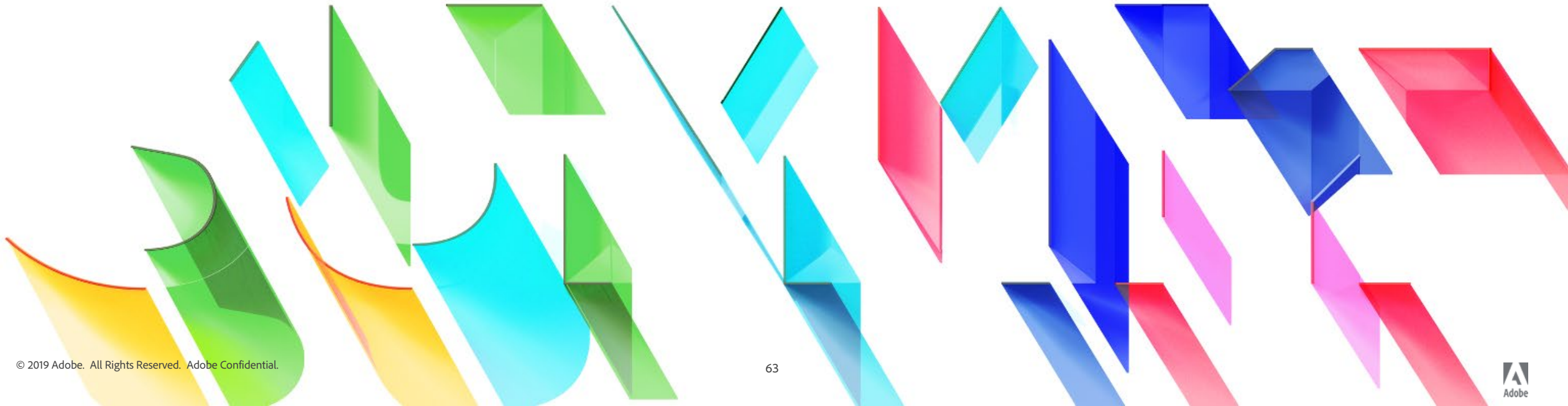
## Takeaways:

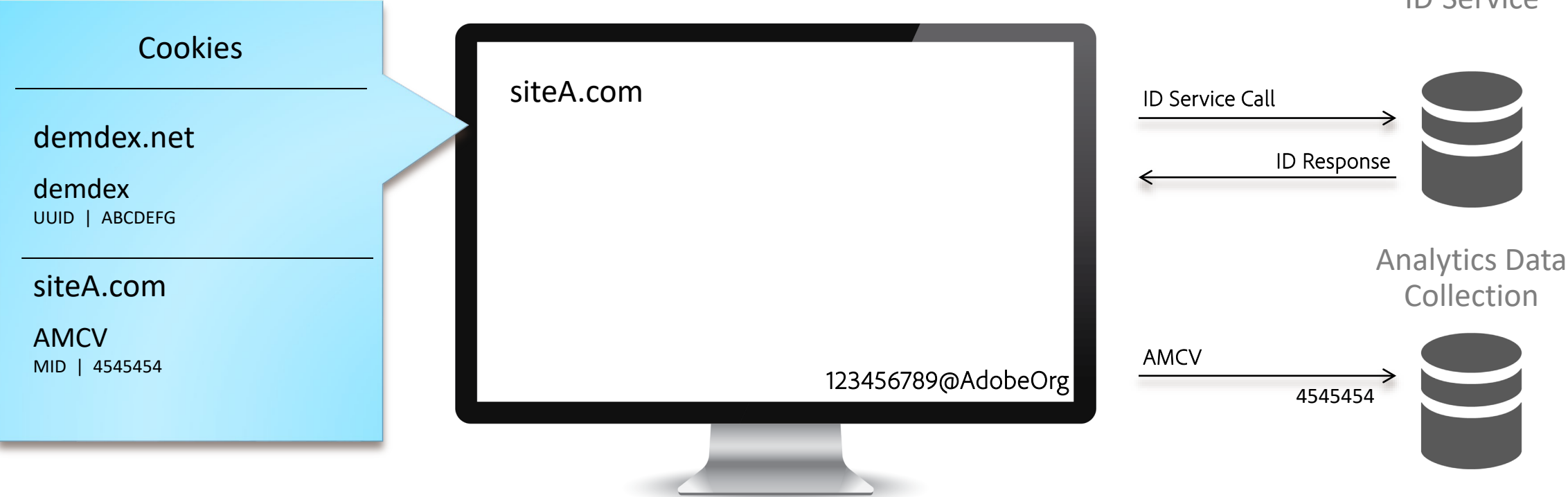
- ❖ Only necessary if the ID service cannot be deployed to all sites/sections at the same time
- ❖ Ensures that an s\_vi cookie is always set

- 1 | Today's Trends Affecting Visitor Identification
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- 1 | [Placeholder]
- 2 | Identifying Visitors In Adobe Analytics
- 3 | Maintaining Existing Visitor Profiles
- 4 | Cross-Domain Tracking & Configuration

# Acceptors











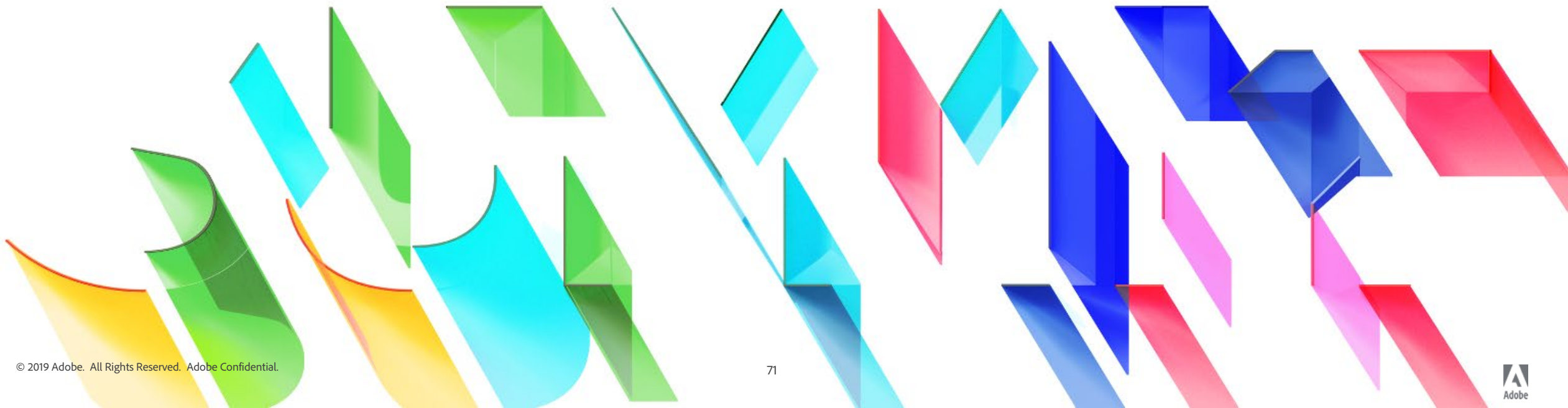






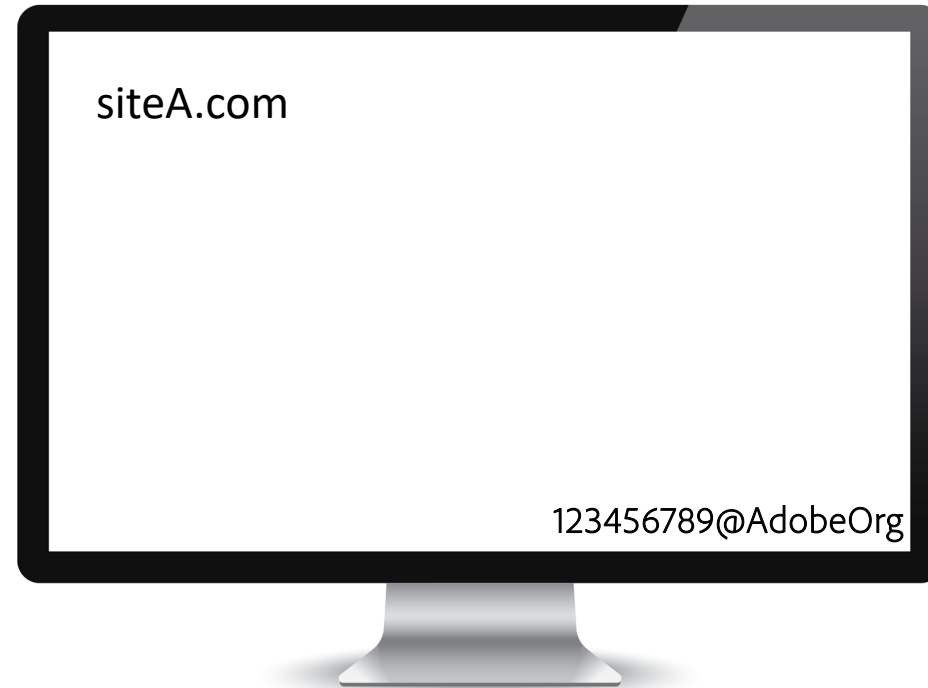


# Rejecters



# Cross-Domain Tracking / Acceptors **Rejecters** CNAME

---













# Cross-Domain Tracking / Acceptors **Rejecters** CNAME





# Cross-Domain Tracking / Acceptors **Rejecters** CNAME

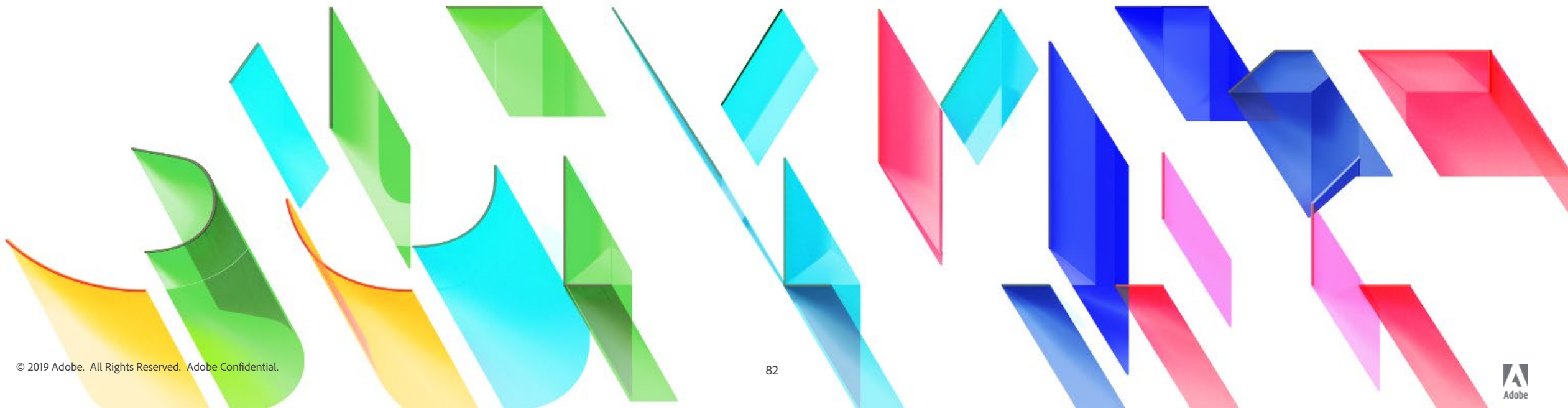








# CNAME



metrics.siteA.com → Points To → siteA.sc.omtrdc.net

# Identifying Visitors / Cookie Types Legacy ID Service

```
var visitor = Visitor.getInstance("INSERT-MARKETING-CLOUD-ORGANIZATION-ID-HERE", {
  trackingServer: "INSERT-TRACKING-SERVER-HERE", // same as s.trackingServer
  trackingServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE", // same as
    s.trackingServerSecure

  // To enable CNAME support, add the following configuration variables
  // If you are not using CNAME, DO NOT include these variables
  marketingCloudServer: "INSERT-TRACKING-SERVER-HERE",
  marketingCloudServerSecure: "INSERT-SECURE-TRACKING-SERVER-HERE" // same as
    s.trackingServerSecure

  // Use Case: cookieDomain
  // Required: www.example.com.uk
  // Not Required: www.example.co.uk
  cookieDomain: "example.com.uk"
});
```

**TrackingServer:** metrics.siteA.com

**MarketingCloudServer:** metrics.siteA.com

siteA.com

siteB.com

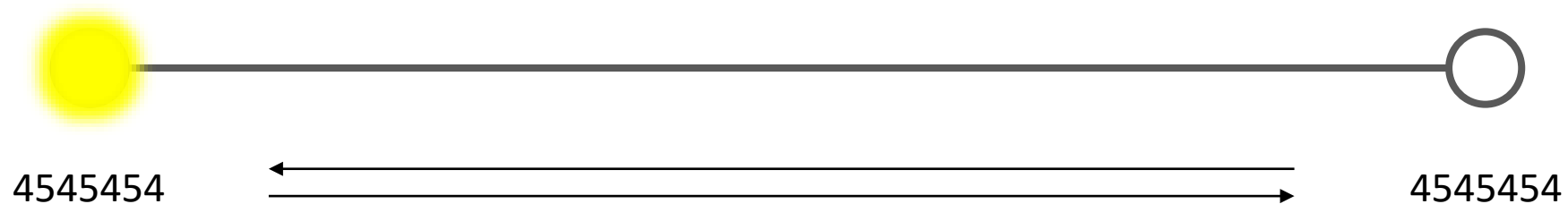


**TrackingServer:** metrics.siteA.com

**MarketingCloudServer:** metrics.siteA.com

siteA.com

siteB.com



**TrackingServer:** metrics.siteA.com

**MarketingCloudServer:** metrics.siteA.com



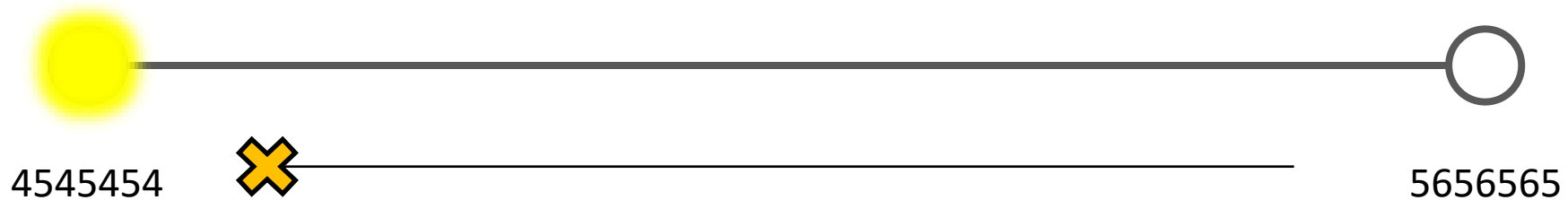


**TrackingServer:** metrics.siteA.com

**MarketingCloudServer:** metrics.siteA.com

siteB.com

siteA.com



## Takeaways:

- ❖ Cross-Domain tracking is impacted when browsers block the 3<sup>rd</sup> party demdex cookie
- ❖ CNAMEs can facilitate cross domain tracking in “rejecter” browsers if users navigate to CNAME domain first



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