



ADOBE® ONLINE MARKETING SUITE
Powered by Omniture®

Facebook Demographics for Apps and Websites

GENESIS INTEGRATION GUIDE

Copyright 1996-2010. Adobe Systems Incorporated. All rights reserved. Omniture® is a registered trademark of Adobe Systems Incorporated in the United States, Japan, and the European Community.

[Terms of Use](#) | [Privacy Center](#)

Omniture products and services are licensed under the following Netratings patents: 5,675,510, 5,796,952, 6,115,680, 6,108,637, 6,138,155, 6,643,696, and 6,763,386.

A trademark symbol (®, ™, etc.) denotes an Adobe trademark. An asterisk (*) denotes a third-party trademark. All third-party trademarks are the property of their respective owners.

09302010

Table of Contents

- PREFACE** **IV**
- CHAPTER 1 - INTEGRATION OVERVIEW** **1**
- KEY BENEFITS AND FEATURES 1
- PREREQUISITES 1
- CHAPTER 2 - FACEBOOK DEMOGRAPHICS INTEGRATION** **3**
- ACTIVATING THE INTEGRATION 3
- DATA COLLECTION CODE 5

Preface

The Adobe® Facebook Demographics Integration Guide introduces the Genesis™ integration for Facebook Demographics. This integration lets you collect data from a Facebook* for Websites site, or application on facebook.com (both iFrame and FBML), and send it to Adobe SiteCatalyst®. After configuring the integration, you can generate a Facebook dashboard that provides specific demographic profile data about the users of your application or website.

The Facebook Demographics Integration Guide includes the following sections:

- [Integration Overview](#)
- [Facebook Demographics Integration](#)

Terms and Conditions of Use

This document contains confidential information that is the property of Adobe. Permission to use the information in this document is described in, and governed by, the [Enterprise Terms of Use](https://sc.omniture.com/p/l10n/1.0/terms.html) (https://sc.omniture.com/p/l10n/1.0/terms.html).

Intended Audience

This document is intended for Information Services professionals and on-line Marketers that are familiar with configuring SiteCatalyst, including SiteCatalyst variables (eVars, events, props). You must also be familiar with Facebook Demographics.

Account Support

ClientCare is available to help you:

- Answer specific product questions.
- Utilize SiteCatalyst reports to their maximum capacity.
- Resolve any technical difficulties.
- Configure SiteCatalyst variables (eVars, Events, Props).

Service and Billing Information

Depending on the service level you have purchased, some of the options described in this guide might not be available to you. Additionally, each account has unique billing needs. Please refer to your contract for pricing, due dates, terms and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Adobe welcomes any suggestions or feedback you might have regarding the contents of this guide. Send comments to your Account Manager.

Contact Information

[CORPORATE ADDRESS] Adobe Systems, Inc.
550 East Timpanogos Circle
Orem, UT 84097

[PHONE] 1.801.722.7000

[FAX] 1.801.722.7001

[TOLL FREE] 1.877.722.7088 (support, billing and sales)

[SUPPORT E-MAIL] clientcare@omniture.com

[SALES E-MAIL] sales@omniture.com

[INFORMATION E-MAIL] info@omniture.com

[CORPORATE URL] <http://www.omniture.com>

[LOG-IN URL] <http://my.omniture.com>

Integration Overview

The Adobe® Genesis™ integration for Facebook Demographics provides demographic data about the users of your Facebook* for Websites site, and applications on facebook.com (both iFrame and FBML). This overview section includes the following topics:

- [Key Benefits and Features](#)
- [Prerequisites](#)

1.1 Key Benefits and Features

Key benefits of the Genesis Facebook Demographics integration include:

- Gain insight into the behavior and conversion activities of your Facebook for Websites site, or application on facebook.com (both iFrame and FBML), in several demographic categories (see [Table 1.1](#)).
- Automatically generate customized code that you can integrate into your application or website to capture demographic information about your users.
- Understand who your Facebook audience is and use that data to inform Facebook marketing campaign and ad spend decisions.
- Automatically create dashboards with actionable data regarding the performance of your application or website.
- Understand which user experience is driving the most interaction and conversion in your target audiences.

1.2 Prerequisites

Before using the Genesis integration for Facebook Demographics, be aware of the following:

- A JavaScript implementation requires Adobe data collection code (`s_code.js`) version **H.22** or later. You can download updated data collection code from the SiteCatalyst Code Manager.
- This integration can collect data from the following Facebook sources:
 - Applications on facebook.com (both iFrame and FBML).
 - Websites that use the Facebook for Websites APIs (formerly Facebook Connect).

NOTE: This integration does NOT support Facebook Fan pages. For information about tracking Fan pages, contact your Account Manager.

- Have Commerce variables activated in your SiteCatalyst report suite.
- Have at least one, and up to 13, unused SiteCatalyst eVar (Commerce) available to collect Facebook demographics data (see [Table 1.1](#)).

NOTE: Set the following properties for each eVar you want to use with this integration:

- `Expire After:Never`
- `Allocation:Most-Recent (Last)`
- (Optional) Have Visitors and Visits for Commerce activated in your SiteCatalyst report suite.

Table 1.1: SiteCatalyst eVars for the Facebook Demographics integration

NAME	EXTENDED PERMISSION REQUIRED†	DESCRIPTION
Age	Yes	The user's reported age.
Application ID	No	A unique application ID, assigned by Facebook, when you register your Facebook application or website. Use the Application ID when tracking multiple applications or websites so you can segment demographics data by application (website).
Gender	No	The user's reported gender. Supported options include Male, Female, and None (not provided).
Education Level	Yes	The user's reported education level. Supported options include High School, Undergrad, Alum.
Years of Work Experience	Yes	How long the user has been employed based on their Facebook profile data.
Relationship Status	Yes	The user's reported relationship status. Supported options include: Single, In a Relationship, Married, It's Complicated, In an Open Relationship, and Widowed.
Friend Count	No	The user's Facebook friend count.
Current City	Yes	The user's currently reported city of residence.
Current State	Yes	The user's currently reported state of residence.
Current Country	Yes	The user's currently reported country of residence.
Home City	Yes	The user's reported home city (where they were born or grew up).
Home State	Yes	The user's reported home state (where they were born or grew up).
Home Country	Yes	The user's reported home country (where they were born or grew up).
Friend App Users	No	The number of this user's friends that also have the Facebook application, or who are also connected to the website via Facebook.

† Some of the profile elements supported by the Genesis integration for Facebook Demographics can be accessed only if the user makes them public, or if your application requests access to them during authentication. Make sure your application requests the appropriate extended permission for each profile element that you want to measure as part of the integration. For more information, see [Facebook Extended Permissions](#) on the Facebook Developers website.

Facebook Demographics Integration

Configuring a Facebook Demographics integration involves the following tasks:

- [Activating the Integration](#)
- [Data Collection Code](#)

2.1 Activating the Integration

The Genesis™ Integration Wizard steps you through the Genesis integration for Facebook Demographics.

To configure a Facebook Demographics integration



1. Log into the Adobe Online Marketing Suite.
2. Click the Genesis™ icon on the pinwheel or tool bar .
3. On the Genesis page, select the Report Suite where you want to configure the Facebook Demographics integration. The Report Suite dropdown list is in the upper-left corner of the Genesis page.
4. Launch the Genesis Integration Wizard by dragging the Facebook icon  to an empty plug-in slot in your SiteCatalyst report suite.
5. On the Introduction page, select the checkbox to accept the fees associated with the Facebook Demographics integration, then click **Next**.
This page provides an overview of the integration.
6. On each page of the Wizard, provide the required information, then click **Next**.
[Table 2.1](#) describes the information requested on each page of the Wizard.
7. On the final Genesis Integration Wizard page, click **Finish** to complete the integration.

Table 2.1: Information Needed for the Facebook Demographics Integration

WIZARD PAGE #	FIELD	DESCRIPTION
1	Integration Name	The integration name that Genesis displays in the report suite's Active Integration List.
1	Integration email Address	The email address that receives all notifications related to this integration.
2	JavaScript Plug-In	<p>Specifies that you want to use JavaScript data collection code with this integration. The JavaScript implementation lets you collect data from websites that use Facebook for Websites, and applications on facebook.com (iFrame only).</p> <p>The Integration Wizard emails you JavaScript data collection code to integrate into your standard JavaScript data collection code (<code>s_code.js</code>).</p>
2	PHP Plug-In	<p>Specifies that you want to use PHP data collection code with this integration. The PHP implementation lets you collect data from websites that use Facebook for Websites, and applications on facebook.com (both iFrame and FBML).</p> <p>The Integration Wizard emails you PHP data collection code to integrate into your Measurement Library (PHP) data collection code.</p>
3	Demographic Metrics	<p>Map at least one Facebook demographic metric to a SiteCatalyst eVar to collect that demographic data from your application or website.</p> <p>Facebook Metric: Select the demographics metric you want to map.</p> <p>SiteCatalyst eVar: Select the eVar that you want to receive the metric data.</p> <p>How it will appear in SiteCatalyst: Type the name to assign to the SiteCatalyst eVar. Leave this field blank to keep the current eVar name.</p> <p>Click Map another metric to add another demographics metric to your integration, then repeat the steps above to add another demographics metric. The Facebook Demographics integration supports 12 different demographic metrics (see Table 1.1).</p>
4	Dashboard Generation	Select Create a Facebook dashboard for my user account if you want to view data from the Facebook Demographics integration in a custom dashboard.
5	Summary	Review the summary of your Facebook Demographics integration. If everything is accurate, click Save . The activation is not complete until you click Save .

2.2 Data Collection Code

After activating a Genesis integration for Facebook Demographics, the Genesis Integration Wizard emails you data collection code necessary to enable the Facebook Demographics integration in your application or website. The specifics of the code update process depend on the language that you selected for the Facebook code during the integration:

- [JavaScript Implementation Overview](#)
- [PHP Implementation Overview](#)

NOTE: Starting June 30, 2010, Facebook launched a new permissions system. These changes might affect the ability of the Facebook Demographics integration to access user data from your Facebook application or website. For more information, see [Extended Permissions](#) on the Facebook Developers website.

JavaScript Implementation Overview

Use the JavaScript code to collect data from Facebook for Websites (previously Facebook Connect) and applications on facebook.com (iFrame). The JavaScript code does not support FBML applications on Facebook.com.

NOTE: A JavaScript implementation requires Adobe data collection code (`s_code.js`) version **H.22** or later. You can download updated data collection code from the SiteCatalyst Code Manager.

To use the Facebook Demographics integration, be aware of the following website requirements:

- Your website must use the [Facebook JavaScript SDK](#), available on the Facebook Developer website. The Facebook Demographics integration does not support the Facebook JavaScript Client Library.
- When calling `FB.init()` on your Facebook website, set the `status` and `cookie` properties to `true`. For example:

```
FB.init({
  appId : 'APP_ID',
  status : true, // check login status
  cookie : true, // enable cookies to allow the server to access the session
  xfbml : true // parse XFBML
});
```

- Install the code from `AdobeFacebookDemographics_js.txt` into your JavaScript data collection code (`s_code.js`). Copy the code into the `Configure Modules and Plugins` section. Do not copy the code into the `s_doPlugins` function.
- Install the `Integrate` module into your JavaScript data collection code (`s_code.js`). Contact ClientCare to get the `Integrate Module` code, customized for your environment. Copy the `Integrate Module` code into the `Configure Modules and Plugins` section directly below the `AdobeFacebookDemographics_js` code. Do not copy the `Integrate Module` into the `s_doPlugins` function.
- Set values for the following JavaScript variables:

s_fbd_appId: Your unique Facebook Application ID. This value must match the value provided in the `FB.init()` call (see bullet 2 above).

NOTE: When using the same `s_code.js` file across multiple Facebook applications or websites, you can put this variable definition in the page code rather than the `s_code.js`. Make sure the variable definition occurs before the `s_code.js` `<script>` tag.

s_fbd_profileCheckInterval: (Default = 30) How often to check a user's Facebook profile and send data to Omniture, in days.

s_fbd_profileCheckCookie: (Default = `s_fbd_cp`) The first-party cookie name used to restrict checking a user's Facebook profile to the interval specified in `s_fbd_profileCheckInterval`.

s_maxDelay: (Default = 1000) The maximum time to wait for a response from Facebook, in milliseconds, before sending page data to SiteCatalyst.

s_fbd_timeoutEvent: (Optional) A SiteCatalyst event (for example, `event35`) that tracks when Facebook times out when returning user profile data.

NOTE: You must set `s_fbd_appId` to your unique Application ID, but you can let all other variables use their default values, if desired.

PHP Implementation Overview

Use the PHP plug-in to collect demographic data related to the users of your websites that use Facebook for Websites, or applications on facebook.com (both iFrame and FBML). A PHP implementation requires the Adobe Measurement Library (PHP) data collection code (see the Adobe [Measurement Library \(PHP\) Implementation Guide](#)).

To use a PHP implementation of the Facebook Demographics integration, be aware of the following:

- The PHP data collection code requires Facebook PHP SDK version 0.1.0. You can download this version of the Facebook PHP SDK at <http://pearhub.org/get/facebook-0.1.0.tgz>.
- Install the code from `AdobeFacebookDemographics_php.txt` into your PHP data collection code. Copy the code into the `doPlugins` section.
- Include the `AdobeFacebookUserProfiler.class.php` in your application. For example:

```
require_once 'AdobeFacebookUserProfiler.class.php';
```

- Replace the following values to identify your application:

`$sc->facebookAPI:` The Facebook SDK object name.

`$sc->facebookAppID:` Your unique Facebook application ID.

NOTE: While Facebook offers a globally unique application ID, you can use any unique value, such as the application or website name, to identify it in your SiteCatalyst report suite. Using a “friendly” application ID eliminates the need for additional classifications to identify the application or website in SiteCatalyst reports.