

How to Implement Data Collection

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How to Implement Data Collection

We provide two types of client-end data collection techniques: WebNibbler Client (limited to CCMedia-supported web servers) and Smart Tagging. Both satisfy WebNibbler system requirements. Customers must implement one technique to utilize the service.

1. WebNibbler Client

WebNibbler Client is a 30MB software solution installed in your web server that sends website data to WebNibbler Server for traffic analysis. WebNibbler Client does not require a great deal of resources and alleviates your web analytics workload. After installation is completed, it can automatically execute accurate and across-the-board data collection. Thus, even if your web page or framework changes, reinstallation or setup modifications are unnecessary. **We recommend that you make WebNibbler Client your top priority when installing a data collection tool.**

1.1 Supported System

O.S.	IIS	Apache	Web App. Server
Win2000/2003 Server	5.0, 6.0	1.3.xx, 2.0.xx, 2.2.x	Servlet 2.3 above
Linux RedHat 7 above	(NA)	1.3.xx, 2.0.xx, 2.2.x	Servlet 2.3 above
FreeBSD 4.9 above	(NA)	1.3.xx, 2.0.xx, 2.2.x	Servlet 2.3 above
Sun Solaris 2.6 above	(NA)	1.3.xx, 2.0.xx, 2.2.x	Servlet 2.3 above
IBM AIX 5.0 above	(NA)	1.3.xx, 2.0.xx, 2.2.x	Servlet 2.3 above
HP-UX 11	(NA)	1.3.xx, 2.0.xx, 2.2.x	Servlet 2.3 above

Please select the installer depending on your platform. (You can download them at <http://www.webnibbler.com>)

- WebNibbler_Client_forWindows.zip
- WebNibbler_Client_forLinux.tar.gz
- WebNibbler_Client_forSolaris.tar.gz
- WebNibbler_Client_forAIX.tar.gz
- WebNibbler_Client_forFBSDB.tar.gz (**JDK1.4 MUST be installed before installing WebNibbler client.**)
- WebNibbler_Client_forHPUX.tar.gz

1.2 Installation Procedure for Windows

WebNibbler Client installation should be completed by web administrators with technical background. If you are marketing personnel, please inquire web administrators in your company for installation assistance.

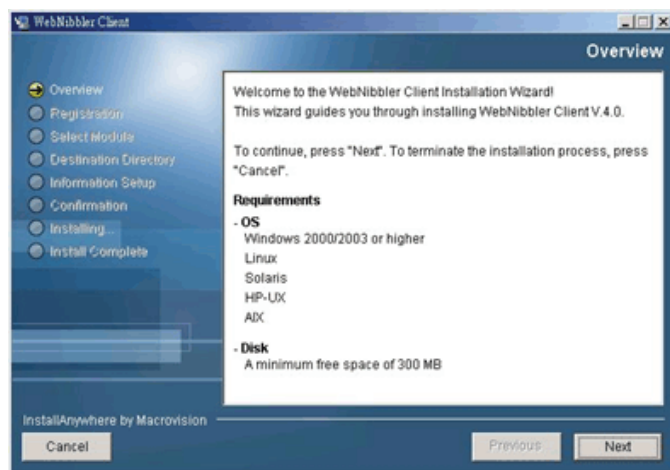
First, check your server's system requirements.

Execute the WebNibbler_Client installer program in your web server.

Step 1 Verify System Requirements

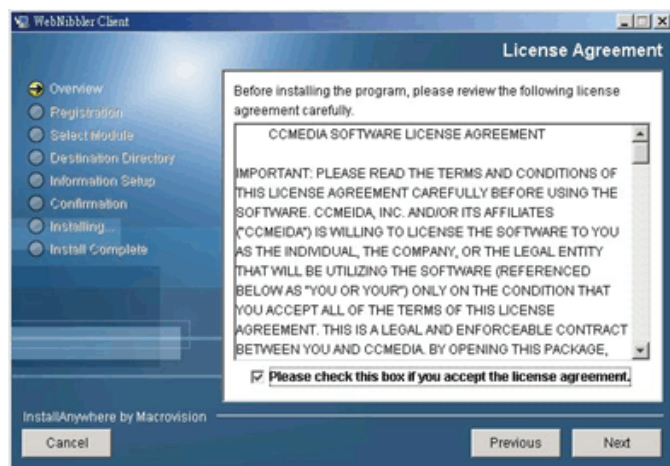
System requirements for WebNibbler Client installation will appear on the screen. Please verify your system meets these requirements.

Press 「Next」 to continue installation.



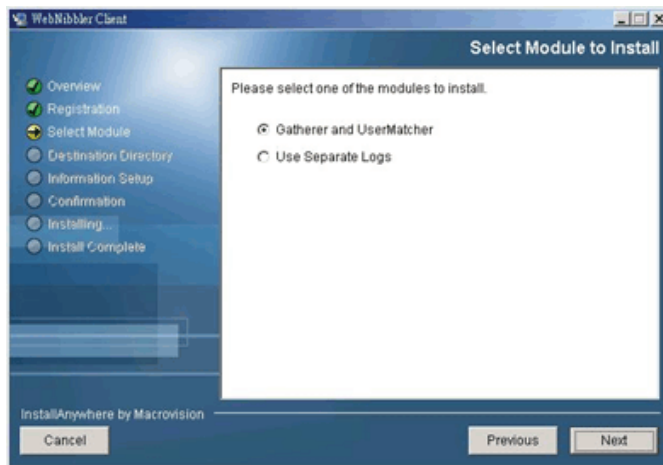
Step 2 Read License Agreement.

1. Please read the license agreement carefully. Scroll down to view the full agreement.
2. If you accept the terms and conditions, please check the box 「I agree」 and press 「Next」. If you do not accept the terms and conditions, please press 「Cancel」 to stop installation.



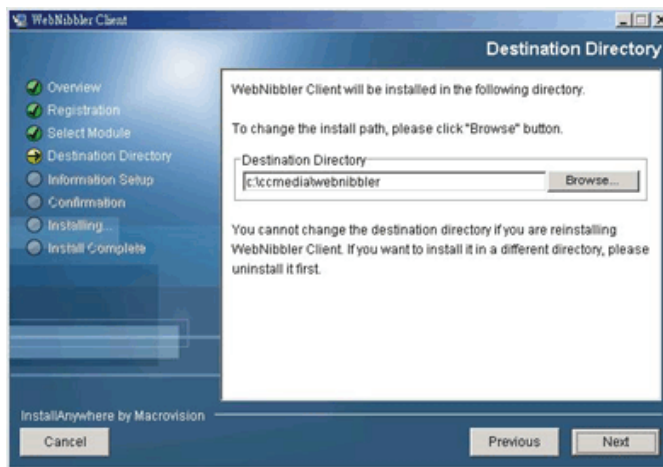
Step 3 Select Installation Module

1. Check 'Gatherer and UserMatcher'.
2. Press 「Next」.



Step 4 Select Installation Directory

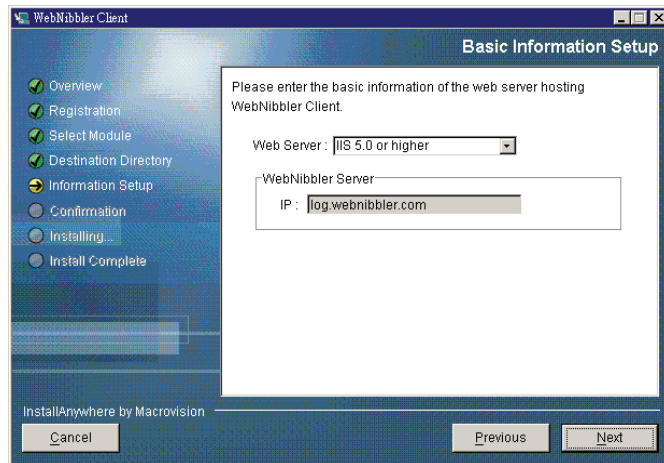
1. Select the directory you wish to install WebNibbler Client. Default directory is set as c:\ccmedia\webnibbler. If you wish to install in another directory, please press 「Browse...」.
2. Press 「Next」.



Step 5 Configure Basic Information

1. Enter basic information for installing WebNibbler Client.

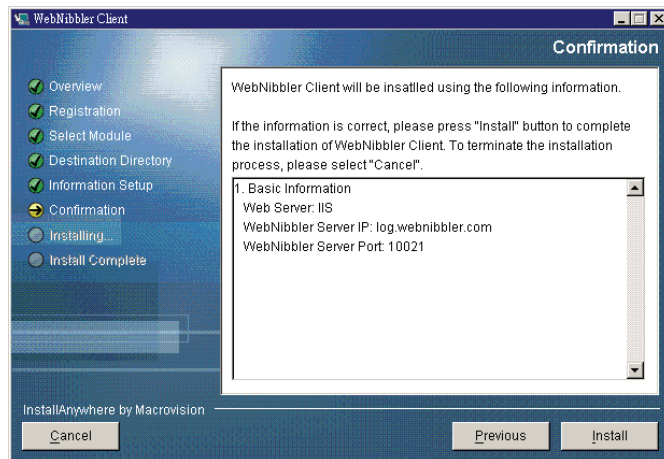
1.1 Select web server type.



Based on the web server you selected, please reference the following options to execute the next step.

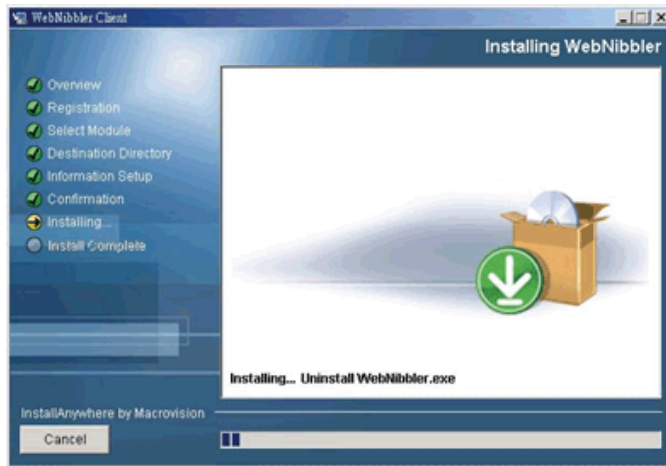
Step 6 Verify Installation Information

Verify the current information you entered. If information is correct, please press **Install**. If you wish to make changes, please press **Previous** to return to the previous display.



Step 7 Execute Installation

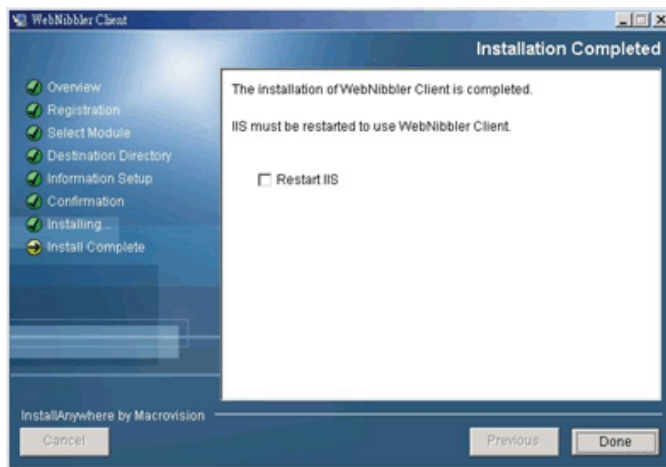
Begin installation, build related directories, and copy related files to the appropriate directories.



Step 8 Installation Complete

1. You can check 「Restart Web Server/Web App Server」 .
2. Press 「Done」 .

If you do not restart Web Server/Web App Server, WebNibbler Client might not be able to run properly. Restarting Web Server/Web App Server is recommended.



1.3 Installation Procedure for Unix-like (Linux/FBSD/Solaris/AIX/HPUX)

WebNibbler Client installation should be completed by web administrators with technical background. If you are marketing personnel, please inquire web administrators in your company for installation assistance.

Step 1 Execute the corresponding WebNibbler Client installer according to your operating system.

Execute the WebNibbler Client installer in your web server. If you wish to make changes to previous settings, type 「back」 to return to the previous display. If you wish to cancel installation, type 「quit」.

Press <ENTER> to continue installation.

```

=====
Overview
-----

Welcome to the WebNibbler Client Installation Wizard!
This wizard guides you through installing WebNibbler Client V.4.0.

Respond to each prompt to proceed to the next step in the installation.  If you
want to change something on a previous step, type 'back'.

You may cancel this installation at any time by typing 'quit'.

PRESS <ENTER> TO CONTINUE:
    
```

Step 2 Read License Agreement

1. Please read the license agreement carefully. Press <ENTER> to view the full agreement.

```

CCMEDIA SOFTWARE LICENSE AGREEMENT

IMPORTANT: PLEASE READ THE TERMS AND CONDITIONS OF THIS LICENSE AGREEMENT
CAREFULLY BEFORE USING THE SOFTWARE. CCMEIDA, INC. AND/OR ITS AFFILIATES
("CCMEIDA") IS WILLING TO LICENSE THE SOFTWARE TO YOU AS THE INDIVIDUAL, THE
COMPANY, OR THE LEGAL ENTITY THAT WILL BE UTILIZING THE SOFTWARE (REFERENCED
BELOW AS "YOU OR YOUR") ONLY ON THE CONDITION THAT YOU ACCEPT ALL OF THE TERMS
OF THIS LICENSE AGREEMENT. THIS IS A LEGAL AND ENFORCEABLE CONTRACT BETWEEN YOU
AND CCMEDIA. BY OPENING THIS PACKAGE, BREAKING THE SEAL, CLICKING ON THE
"AGREE" OR "YES" BUTTON OR OTHERWISE INDICATING ASSENT ELECTRONICALLY, OR
LOADING THE SOFTWARE, YOU AGREE TO THE TERMS AND CONDITIONS OF THIS AGREEMENT.
IF YOU DO NOT AGREE TO THESE TERMS AND CONDITIONS, CLICK ON THE "I DO NOT
AGREE", "NO" BUTTON, OR OTHERWISE INDICATE REFUSAL, MAKE NO FURTHER USE OF THE
SOFTWARE, AND RETURN THE FULL PRODUCT WITH PROOF OF PURCHASE TO THE DEALER FROM
WHOM IT WAS ACQUIRED WITHIN SIXTY (60) DAYS OF PURCHASE, AND YOUR MONEY WILL BE
REFUNDED.

PRESS <ENTER> TO CONTINUE: █
    
```

2. If you accept the terms and conditions, please type 「Y」. If you do not accept the terms and conditions, please type 「N」 to stop installation.

```

Should you have any questions concerning this Agreement, or if you desire to
contact CCMEDIA for any reason, please write: CCMedia, Inc, 7th Floor,
Shinsegae I&C Bldg, 197-12, Guro-dong, Guro-gu, Seoul, Korea.

DO YOU ACCEPT THE TERMS OF THIS LICENSE AGREEMENT? (Y/N): █
    
```

Step 3 Select Installation Module

1. Select 'Gatherer and UserMatcher'.
2. Press <ENTER>.

```
-----  
Select Module to Install  
-----  
  
Please select one of the modules to install.  
  
->1- Gatherer and UserMatcher  
   2- Use Separate Logs  
  
Enter the number for your choice, or press <ENTER> to accept the default  
  :  
  
'Gatherer' and 'UserMatcher-Client' modules will be installed.
```

Step 4 Select Installation Directory

1. Enter the directory you wish to install WebNibbler Client directory. Default directory is set as /home/ebrother/wn. If you wish to install in another directory, please enter another path.
2. Press <ENTER>.

```
-----  
Destination Directory  
-----  
  
WebNibbler Client will be installed in the following directory.  
  
Default Install Directory: /home/ebrother/wn  
  
To change the install path, please enter an absolute path, or press <ENTER>  
to accept the default: █
```

Step 5 Configure Basic Information

Enter basic information for installing WebNibbler Client.

1. Enter web server type and press <ENTER>.

```
=====
Basic Information Setup
-----

Which type of web servers is used by you?

  1- Apache
  2- WAS (Support Servlet 2.3)

Enter the number of which type of web server is used: 1
```

2. Press <ENTER>.

Based on the server system you selected, please select a different installation setup.

Eg., if your web server is Apache, the following display will appear.

```
=====
Apache System Environment Setup
-----

The installer will insert a set of scripts into the configuration file of
Apache (e.g. httpd.conf) for Gatherer to work properly. Please select the
target Apache server from following list.
  1- /usr/local/apache-2.0.55/bin/httpd - 2.0.55 - Dynamic
  2- /usr/local/apache_1.3.34/bin/httpd - 1.3.34 (Unix) - Dynamic

Enter the number of which Apache server is used: 1

Gatherer will be plugged in /usr/local/apache-2.0.55/bin/httpd Version: 2.0.55
```

- 2.1 Enter the Apache number you wish to install.

- 2.2 Press <ENTER>.

- 2.3 Please proceed to Verify Installation Information to execute to the next step.

Step 6 Verify Installation Information

Verify the current information you entered. If information is correct, type 「Y」 to start installation. Type 「N」 to stop installation. If you wish to make changes, please type 「back」 to return to the previous display.

```

=====
Confirmation
-----

WebNibbler Client will be installed using the following information.

If the information is correct, please enter 'Y' to complete the installation of
WebNibbler Client. To terminate the installation process, please enter 'N'.
To modify any information, please enter 'back'.

1. Basic Information
Web Server: Apache20
WebNibbler Server IP: log.webnibber.com
WebNibbler Server Port: 10021

Do you want to install WebNibbler Client now? (Y/N): █

```

Step 7 Execute Installation

Begin installation, build related directories, and copy related files to the appropriate directories.

```

=====
Installing...
-----

[=====|=====|=====|=====]
[-----|-----|-----|-----]

```

Step 8 Installation Complete

If you do not restart Web Server/Web App Server, WebNibbler_Client might not be able to run properly. Restarting Web Server/Web App Server is recommended.

```

=====
Installation Completed
-----

The installation of WebNibbler Client is completed.

Apache must be restarted to use WebNibbler Client.

Do you want to restart Apache now? (Y/N): y
The Apache has been restarted.
[root@larry-RH9VM root]# █

```

2. Smart Tagging

Smart Tagging inserts script in every web page of your website to analyze hit count or collect specific data. After inserting WebNibbler script in every web page, you can collect website-related data for WebNibbler system to perform traffic analysis.

WebNibbler requires a 4KB JavaScript placed between programs <body> and </body>. This program ensures data is collected after the visitor views the website content. Thus, executing WebNibbler script not only does not take up any resources in your server, but also does not affect any visitor browsing behavior.

To ensure your data collection accuracy, please verify that WebNibbler script has been properly inserted in every web page on your website.

If you do not possess your own web server, we recommend that you use Smart Tagging and insert the same short script in every web page.

2.1 How to Use Smart Tagging

Please copy and insert the following script in every page on the website. (No script insertion is necessary for the redirection page.)

```
<!-- WebNibbler LOG TAG START -->  
<script language='javascript' id="webnibbler_track" src="http://tag.webnibbler.com/tag_f.js"></script>  
<!-- WebNibbler LOG TAG END -->
```

Note: For complete data collection, please make sure script is inserted in every page.

2.2 Tagging Position

Please insert a short script in the space between programs `<body>` and `</body>` as shown in the bottom picture:

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN">
<html>

<body topmargin="0" leftmargin="0" rightmargin="0" bottommargin="0">



Insert Tag Here



<table width="401" height="196">
  <tr>
    <td height="183">
      
    </td>
  </tr>
</table>
<map name="Map">
  <area shape="rect" coords="173,176,234,194" href="#"
onClick="javascript:window.opener=null;window.close()">
</map>

</body>
```

When you complete script insertion, WebNibbler will begin collecting data related to web analytics. You can contact a customer service representative to verify that your data has successfully entered the WebNibbler system.

3. Set Up USERMATCHER

Users of Advanced service or Enterprise service must configure UserMatcher before starting member analysis. The UserMatcher feature performs the function of mapping an anonymous user's records to corresponding registered member's records when the user logs in. The login page must be modified after installing WebNibbler Client. The following introduces solutions for cookies. If your system does not support cookies due to security or other issues, please contact us and we will provide you with other suitable solutions.

Using Cookie

Applicable for various web page programming language. This method utilizes a session cookie named "ccmedia" which contains the member's login ID, gender and age.

The default cookie key name is "ccmedia". Insert the following script immediately below the script line that successfully finishes the login process in the login page.

1. If the login page is a ASP (Active Server Page):

```
Response.Cookies("ccmedia") = [User ID] & "_" & [Gender] & "_" & [Age] & "_" & [User Type 1] &
 "_" & [User Type 2]
```

2. If the login page is a JSP (Java Server Page):

```
Cookie cookie = new Cookie("ccmedia", [User ID] + "_" + [Gender] + "_" + [Age] + "_" + [User Type
1] + "_" + [User Type 2]); response.addCookie(cookie);
```

or

```
response.setHeasder("Set-Cookie", "ccmedia=" + [User ID] + "_" + [Gender] + "_" + [Age] + "_" +
[User Type 1] + "_" + [User Type 2]);
```

3. If the login page is a PHP (Pre-Hypertext Processor):

```
setcookie("ccmedia",$UserID."_".$Gender."_".$Age."_".$UserType1."_".$UserType2,time()+1800);
```

*Here, "_" is the delimiter to separate the value of cookie consists of the logged-in user's data. For an optional variable (String[x]) that is not used, enter the empty string ("") in its place.

Explanation:

[User ID] (mandatory): user id.

[Gender] (optional): gender, "1"-male, "2"-female.

[Age] (optional): age, ex: "28".

[User Type 1] (optional): user segment data 1, values from 1 to 255

[User Type 2] (optional): user segment data 2, values from 1 to 255

A user segment data is determined by the user segment method used by your site, and its values are integers from 1 through 255 for User Type 1 & 2. For instance, you can have a user segment based on nationalities: 1 for Citizen, 2 for Permanent Resident, 3 for Alien; or you based on the customer value: 1 for Premium Customer, 2 for Regular Customer, etc. To implement these optional segment items, your website and login page must be able to fetch the corresponding data.

4. Set Up Banner Ad / E-mail

Users of Professional or Enterprise service Banner must add querystrings ctype, cid, oid to the links of marketing campaign pages before utilizing Banner Ad and E-mail analysis reports to track your current marketing campaigns.

Querystring Definition

ctype: QueryString for analysis of e-mail/banner real-time collection (E: email, B: banner ad)

cid : QueryString Key for analysis of e-mail/banner subject

oid : QueryString Key for analysis of e-mail/banner link

Examples:

1. If an EDM link sent via e-mail directs visitors to www.abc.com/index.html, users can modify page link as: **www.abc.com/xyz.html?ctype=E&cid=EDM&oid=abc_index**
2. If a banner ad placed on Yahoo directs visitors to www.abc.com/index.html, users can modify page link as: **www.abc.com/index.asp?ctype=B&cid=abc_index&oid=Yahoo**

Note: Text and value behind querystring is set up in order for WebNibbler and you to perform convenient identification and segmentation. There are no rules to the naming. You can create your own definition. Adding querystring will not cause your page link to misdirect or lose visitors.