

Data Collection Implementation – Set up UserMatcher

Users of Professional 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.setHeader("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.