

ROI beacon reference guide



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Contents

- About the Bazaarvoice ROI beacon.....4**
- Adding the ROI beacon to transaction and conversion pages.....5
- Adding interaction tagging.....6
- Conversion tagging (for non-transactional user interactions).....7
- Transaction parameters.....8
- Personally identifiable information (PII).....10
- Viewing transaction data received for ROI beacon.....12

About the Bazaarvoice ROI beacon

Tagging with the ROI beacon allows you to send useful data directly from your web pages to Bazaarvoice. The purpose of this beacon is to capture important interaction events by users, even if those interactions occur outside of Bazaarvoice products. Some examples of conversion events include:

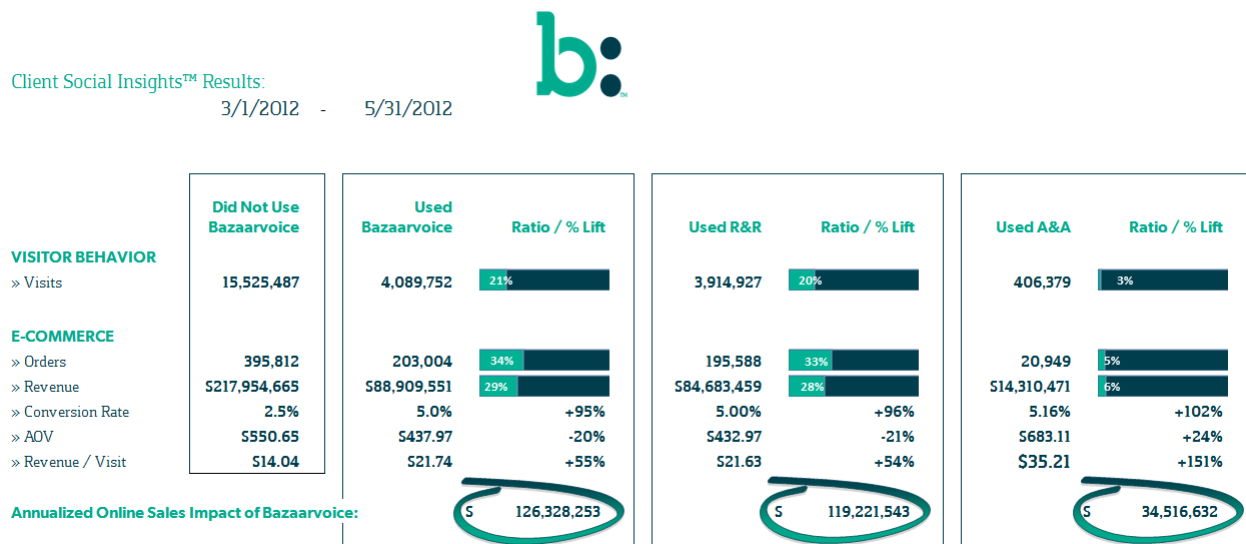
- Transactions: A user completed a purchase. The tag would be connected to the transaction confirmation or "Thank you" page.
- Non-commerce conversion events: For non E-commerce web sites, a user launching the "store locator" feature is considered a conversion. This tag could be connected with the click handler for the store locator link or on the store locator results page.
- File download: A user downloaded a manual, a coupon, software, or submitted a cash-back claim.
- A newsletter or product registration: This tag might appear on the registration Thank You page.

Adding the Bazaarvoice ROI beacon to your transaction and conversion pages helps ensure overall success of your implementation and provides the best way to measure the value that Bazaarvoice provides to your organization by enabling you to send post-interaction emails (PIE) to drive volume and coverage. It also helps us, Bazaarvoice, to measure how well our solution is performing for you, which in turn helps us to make future improvements.

The Bazaarvoice ROI beacon correlates shopper activity—such as reading reviews, questions, and answers—to conversion results. From this data, you can gain insights such as:

- Do shoppers who interact with reviews convert better than users who do not?
- Is a shopper more inclined to purchase products for which they have read reviews over products for which they have not?
- Is conversion for a product affected by the following:
 - Review volume?
 - Average star rating?
 - Question volume?
 - Volume of questions answered?
- In an A/B test, do certain variations of features affect conversion better than others?

Our ROI reporting shows the precise impact our solutions have on your organization and the value you get from deploying Bazaarvoice. The following image shows an example of a Bazaarvoice ROI report.



Adding the ROI beacon to transaction and conversion pages

Implementing the ROI beacon requires 2 steps:

1. Include the Bazaarvoice BV API JavaScript file (`bvapi.js`) on the page.
2. Add a small snippet of JS code to the page which sends all data to Bazaarvoice via SSL (encrypted for security)

Including `bvapi.js`

Enabling the ROI beacon requires adding a simple JavaScript tag to your transaction confirmation page(s). This tag is required for ROI beacon and requires the BV API to be enabled for your implementation which allows you to use the `bvapi.js` file on every page where you intend to implement the ROI beacon tag.

To include the `bvapi.js` file on your page(s), you must use your client domain, appropriate environment, and display code. Your Bazaarvoice engineer will supply you with these values. This file loads the necessary JavaScript to support tagging. Once the `bvapi.js` is loaded, the tagging code can be placed anywhere after it. The following is a pseudo-code example:

```
{code:html}
<!-- load bvapi.js -->
<script type="text/javascript"
  src="//{{client domain}}/{{env}}static/{{display code}}/bvapi.js">
</script>

<!-- tagging code -->
<script type="text/javascript">
  $BV.SI.trackTransactionPageView({
    /* Interaction data goes here...
     See section, "Adding Integration Tagging"
     below for details...
    */
  });
</script>
{code}
```

URL explanation

```
{{client domain}}
```

Your specific client domain may need to be configured by Bazaarvoice before you can make successful calls to `bvapi.js`. Check with your Bazaarvoice engineer before attempting to implement this code.

```
{{env}} ("environment")
```

Replace with either `bvstaging/` (during test and development) or remove completely if using your production environment. The URL for a staging site takes the following form:

```
src="//clientdomain.ugc.bazaarvoice.com/bvstaging/static/1234/bvapi.js"
```

The URL for a production site takes the following form:

```
src="//clientdomain.ugc.bazaarvoice.com/static/1234/bvapi.js"
```

Important!

The URL examples given above are examples only. Substitute your client domain and display code as appropriate.

```
{{display code}}
```

Display code is the unique identifier used by Bazaarvoice to manage your site configuration, including multiple locales if applicable. You need to identify which display codes you are currently using on your site, where you are using them, and confirm them with the Bazaarvoice engineer working with you to implement ROI beacon.

Adding interaction tagging

Interaction tagging captures detailed information about a user's interactions enabling ROI measurement. There are two types of interaction "tags" used: transaction and conversion.

The following code example is of the Javascript transaction "tag" used for ROI measurement and generally placed on your order confirmation page (e.g., payment confirmation, transaction confirmation, thank you page):

Important!

- Boldface properties are specific to ROI measurement. All others are used for maintenance-free PIE.
- Letter case is important.
- This code is a sample and should not be used as is. You need to add/remove properties and associated values as necessary for your specific application requirements.
- See the tables that follow this code example for detailed descriptions of each property.
- Conversion tagging method only applies to ROI measurement and cannot be used for maintenance-free PIE.

```
{code:javascript}
$BV.SI.trackTransactionPageView({
  "orderId" : "55555",
  "tax" : "1.44",
  "shipping" : "10.00",
  "total" : "40.84",
  "city" : "Austin",
  "state" : "TX",
  "country" : "USA",
  "currency" : "USD",
  "items" : [
    {
      "sku" : "2245",
      "name" : "product name",
      "category" : "category name",
      "price" : "13.42",
      "quantity" : "1",
      "imageUrl" : "http://test.com/1.jpg"
    },
    {
      "sku" : "2246",
      "name" : "product name2",
      "imageUrl" : "http://test.com/2.jpg"
    }
  ],
  "userId" : "7448dc2",
  "email" : "john@example.com",
  "nickname" : "john1981",
  "deliveryDate" : "2011-01-21T11:36:47.384",
  "locale" : "en_US"
});
{code}
```

Conversion tagging (for non-transactional user interactions)

Conversion events accept three high-level parameters to help describe the type of conversion taking place. Here is an example of a conversion event where a user used a "store locator" feature by supplying their zip code.

For conversion (non-transaction) pages, supply the following data using the sample format.

```
{code:javascript}
$BV.SI.trackConversion({
  "type" : "StoreLocator",
  "label" : "ProductPage",
  "value" : 78701
});
{code}
```

Conversion parameters

Parameter	Required	Description	Example
type	yes	The type of conversion. You define the values of this parameter.	"StoreLocator" or "Download"
label	no	A descriptive label to apply to the conversion.	"ProductPage" or "ProductSpecification-1234.pdf"
value	yes	A value to attribute to the conversion.	"78701" or "1"

PII data

Just like transactions, conversions may contain personally identifiable information (PII). Any parameters supplied to `$BV.SI.trackConversion()` that are not listed in conversion parameters are assumed to be PII. See the next section for more information on PII.

Transaction parameters

Refer to the tables below for details about parameters, which are required vs. recommended. If a recommended parameter is not available on the page (such as "userId" for guest purchasers), it should not be included at all.

For example, if there is no data for the "tax" parameter, do NOT set it to "tax" : "" (an empty string). Instead, remove the parameter completely.

Important!

ROI beacon can also be used to enable maintenance-free PIE. If you are interested in setting up the ROI beacon to power maintenance-free PIE, see the *Maintenance-free PIE integration guide* for more information about additional interaction parameter requirements.

Important!

All parameters are case sensitive and must be formatted correctly. Example:

```
correct: userId
incorrect: Userid  user_Id  userID  UserID
```

Parameter	Required	Description	Example
orderId	yes	The unique ID of the order. Required for ROI measurement. Used to measure lift in average number of orders for products where UGC is present.	"55555"
tax	no	The amount of tax applied to the order.	"1.44"
shipping	no	The cost of shipping the order.	"10.00"
total	yes	The total amount of the order. Required for ROI measurement. Used to generate standard ROI reports.	"40.84"

Parameter	Required	Description	Example
city	no	The customer's city.	"Austin"
state	no	The customer's state.	"TX"
country	no	The customer's country.	"USA"
currency	no	The ISO 4217 alphabetic currency code of the order.	"USD"
items	yes	The parameters associated with each item in the order. Required for ROI measurement.	See table below.

Items parameters

Parameter	Required	Description	Example
sku	yes	<p>This is the BV product external ID. <i>Sometimes</i> this is a SKU code, but often it is some other product ID. It is used specifically with BV to uniquely identify your products. Required for ROI measurement.</p> <hr/> <p>Important! The <code>sku</code> is the product's <code>ExternalId</code> as defined in the product feed you have provided to Bazaarvoice. This <code>sku</code>, <code>ExternalId</code>, and <code>productId</code> should all match for a given product. If these IDs don't match, our analytics engine cannot correlate consumer behavior to conversion.</p> <hr/>	"2245"
name	no	<p>Product name. Recommended for ROI measurement. Can be used to generate reports by product name vs. sku/product ID.</p> <hr/> <p>Important! Should match the value you provide to Bazaarvoice in the product feed.</p> <hr/>	"Black t-shirt"
category	no	<p>Product category. Recommended for ROI measurement.</p> <hr/> <p>Important! Should match the value you provide to Bazaarvoice in the product feed.</p> <hr/>	"Shirts"

Parameter	Required	Description	Example
price	no	Product price used to sort products in the PIE by price. <hr/> Important! Must include only two (2) decimal places and no currency symbol. <hr/>	"13.42"
quantity	no	Quantity purchased. Recommended for ROI measurement. Quantity can be used to measure average lift in items per order when UGC is present.	"4"
imageUrl	no	Link to the product image, which is used to display the product image. <hr/> Important! Should match the value you provide to Bazaarvoice in the product data feed. If you omit this value but provide a valid External ID, we pull the imageUrl from our database. <hr/>	"http://domain.com/product/image.jpg"

Personally identifiable information (PII)

The following parameters are considered to be PII data. PII enables you to send a personalized follow-up email asking the customer to return to your site and contribute content. This message, called a post-interaction email (PIE), helps to increase content volume on your site.

Parameter	Required	Description	Example
userId	no, unless using site authentication	The unique ID of the user.	"7448dc2"
locale	no	Transaction locale. Use a two or four letter code. Format is [language_code]_[COUNTRY_CODE]. Used to send locale-specific PIE.	"de_DE" or "de"
email	no, unless tagging to enable maintenance-free PIE	The user's email address.	A valid email address, formatted correctly

Parameter	Required	Description	Example
nickname	no, unless tagging to enable maintenance-free PIE and nickname slaving is enabled	The nickname of the user. The nickname is used to address the user in the PIE.	"Mary" or "mary75"

PII data

In certain cases, you may want to provide personally identifiable information (PII) as part of a transaction. This includes data like:

- email address
- first name, last name
- nickname, username
- Facebook ID
- telephone number
- physical address, zip code

This data can be provided alongside the transaction data. Any parameters supplied to `$BV.SI.trackTransactionPageView()` that are not listed in the transaction parameters are assumed to be PII.

Important!

Personally identifiable information (PII) information:

- is NEVER associated with the Bazaarvoice persistent cookie.
- is ALWAYS transmitted over HTTPS.
- is encrypted before writing to disk.
- is NEVER processed by Bazaarvoice analytics.

Conversion parameters

Parameter	Required	Description	Example
type	yes	The type of conversion. You define the values of this parameter.	"StoreLocator" or "Download"
label	no	A descriptive label to apply to the conversion.	"ProductPage" or "ProductSpecification-1234.pdf"
value	yes	A value to attribute to the conversion.	"78701" or "1"

PII data

Just like transactions, conversions may contain personally identifiable information (PII) data. Any parameters supplied to `$BV.SI.trackConversion()` that are not listed in conversion parameters are assumed to be PII.

Viewing transaction data received for ROI beacon

When you implement the ROI beacon, you will be able to see test data based on transactions in the Bazaarvoice portal. Navigate to **Settings > Configuration Settings: ROI Beacon / PIE Tag Testing**. You can see records from transaction data in the tables with field names and values. The following values are possible:

- Red: empty required fields - this needs to be corrected
- Orange: empty recommended fields - recommended correction for higher success
- Green: required or recommended fields are populated with data. No action required.

The screenshot shows the 'Configuration Settings : ROI Beacon / PIE Tag Testing' page. On the left is a sidebar with navigation links: User Settings, Contributor Settings, Configuration Settings (selected), Validate Product Feed, Manage Product Feed Alerts, Manage Facebook Applications, View Smart Display Advisor, View Sample Page, and ROI Beacon / PIE Tag Testing. The main content area includes a 'Read data' section with date and time interval selectors, and a 'Parsed data' table.

Configuration Settings : ROI Beacon / PIE Tag Testing	
Choose time interval to read data	
From	Date: 2012-08-02 Time(hours only): 06
To	Date: 2012-08-16 Time(hours only): 14
<input type="button" value="Read data"/>	
Parsed data	
email	johnAZ@example.com
Dt	2012-08-07T16:51:30.953414
locale	en_US
emailTemplate	emailTemplateName1
nickname	
userId	
total	40.84
UA_Platform	windows
client	testcustomer-56
state	TX
Blocked	null
type	Transaction
city	Austin
shipping	10.00
BVBRANDSID	null
Page	http://www.testcustomer.bazaarvoice.com/56test/Product2/sampleproduct.htm?docdomain=false&forceuniversallayout=false&rpcinjectedsubmission=true&bypasssitesecurity=false&extraapp_SY=false&extraapp_QA=false



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