Auto Beacons Playbook

Document History

Author/Editor	Date	Reason for Change	Version
CrownPeak	09/18/2014	Original Version	1.0

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Auto Beacons Overview

The Auto Beacons feature automatically creates a new WCO snippet for your website package and adds this beacon to all your website pages as part of the next publishing event. User data such as demographics, source, and page level is then displayed on the Analytics dashboard.
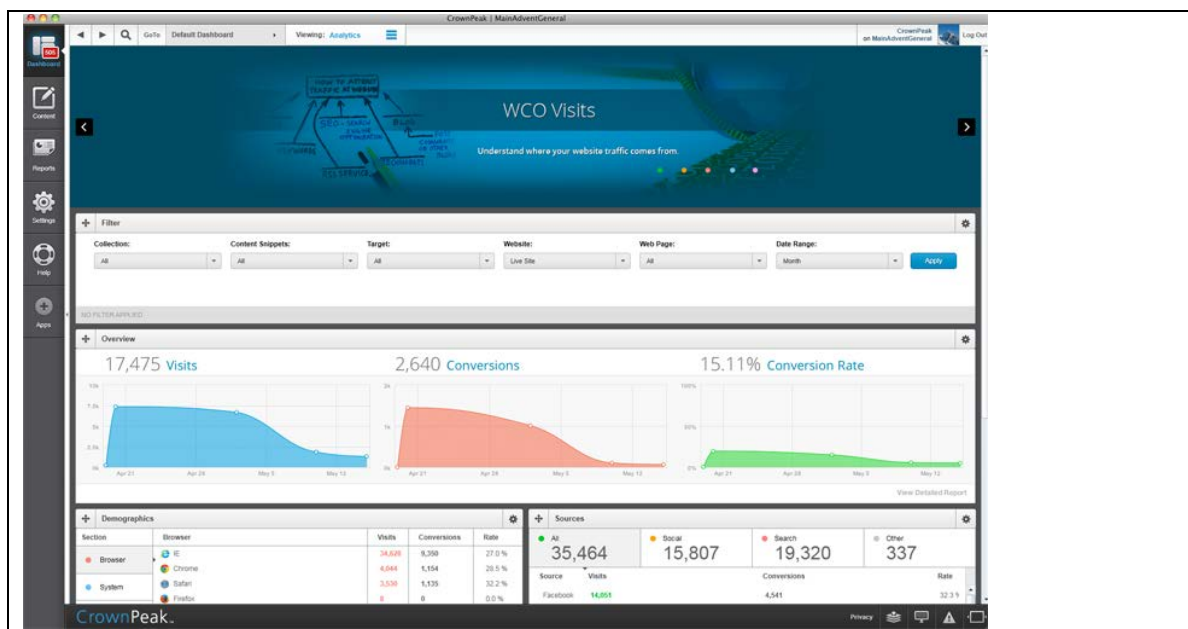
CrownPeak subscribers should consider leveraging the Auto Beacons to:

- Track user demographics such as browser and screen types, language and country, as well as social media sites

- Quickly access analytics data such as page visits and WCO conversions
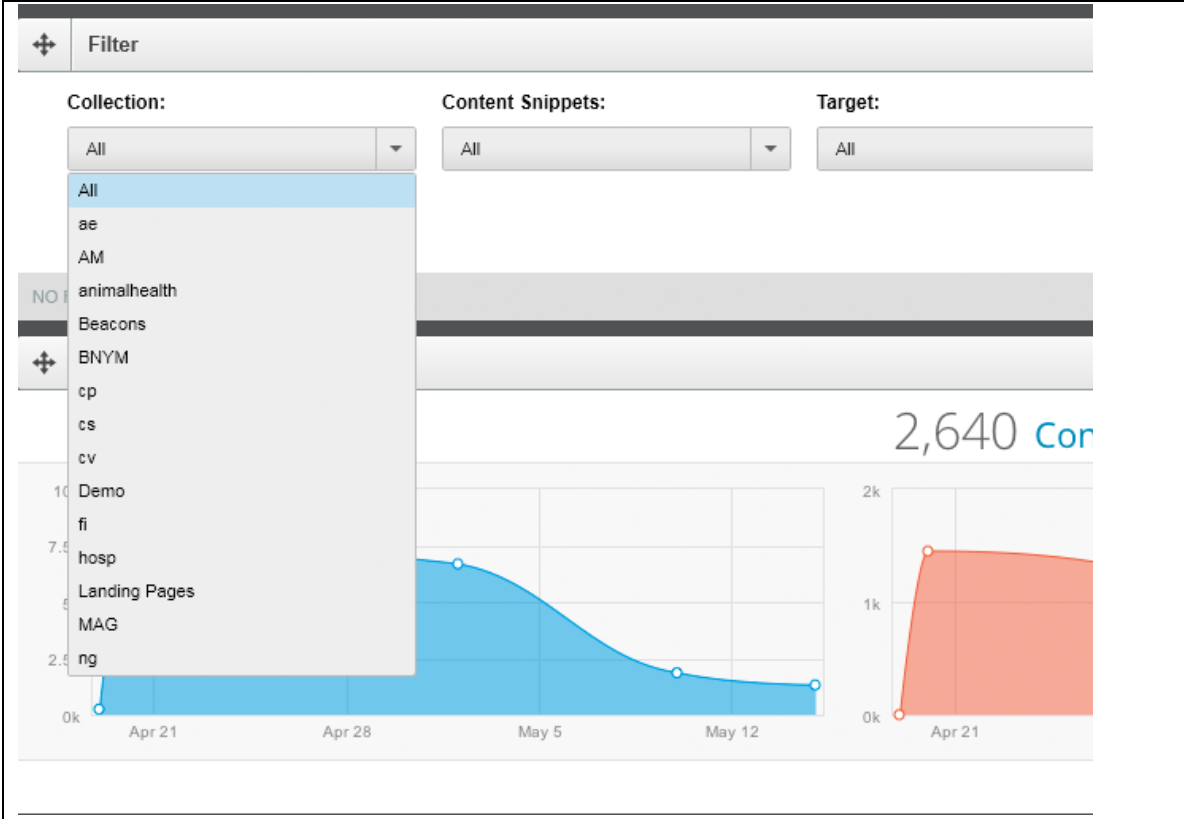
- Filter through WCO snippets and collections

The Auto Beacons provide features that enable content teams to effectively leverage their investment in CrownPeak to meet these challenges.
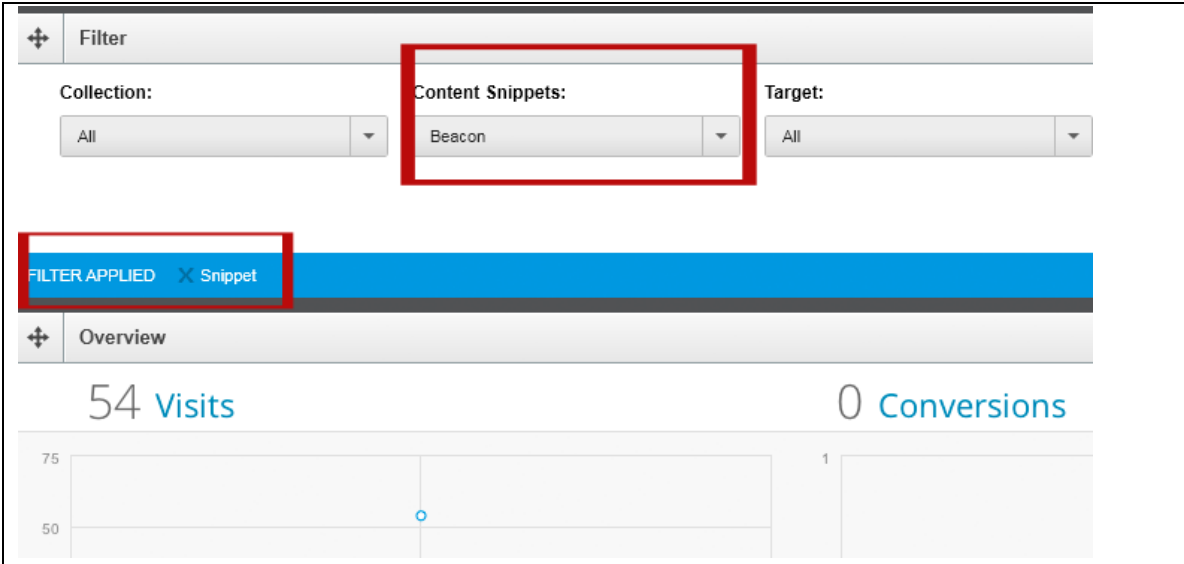

Benefits of Auto Beacons

Users have an overview of all visits and conversions, and can also filter through those to see current analytics on a specific snippet or collection.

CrownPeak Analytics Dashboard

Filter Collections

Filter Content Snippets

Users can access demographic information on visitors

Demographics Widget

Sources Widget

Content Widget

Map Widget

Configuring the Auto Beacons

The Auto Beacons can be configured to support many different processes. Before starting the configuration, it is beneficial to solidify the scope of the configuration.

- Is the customized Dashboard properly configured?

- Is the Analytics Dashboard configured?

Once the Business Process is understood, the Auto Beacons will be configured. Contact Support to begin the configuration process.

Support will contact Engineering and a flag will be turned on to drop the Javascript snippet on the site. It lives at the bottom on the page just before </body>

```
        <script type="text/javascript" src="//snippet.omm.crownpeak.com/s/d7196bfd-ba57-4abc-b5bd-6f860b7657a2"></script>
</body>
</html>
```

No further configuration is required and the snippet will be republished along with each time the Master Page gets republished.

Using Auto Beacons

Once the configuration is complete, CrownPeak will conduct user training as a part of User Acceptance testing.

CrownPeak will review the Auto beacons in the context of the business process, confirming the proper operations.

Any issues or additional changes requested will be processed as a part of the final configuration tuning.

Once the User Acceptance Testing is completed, normal operations will commence, the configuration project will end, and operations will be supported by CrownPeak's Absolute Service team.

Notes and Additional Information

Implementation Guidelines

In general, an Auto beacons project takes about 24-40 hours to configure from a business process specification. Gathering the business requirements may take as much as 16 hours depending on documentation levels required. UAT and tuning the configuration may add 16 hours to an existing UAT, or may require 24 hours for a stand-alone configuration as: 8 hours of training, 16 hours of support across a 5 day UAT window.