



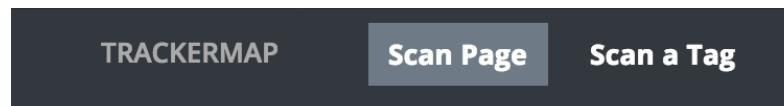
Use this quick guide to familiarize yourself with Evidon's Trackermap.

Increase visibility into your website's digital supply chain.
Visibility means more vendor accountability, fewer mistakes
and disruptions, better control over compliance,
and enhanced user experiences.

Trackermap
evidon.com

TRACKERMAP

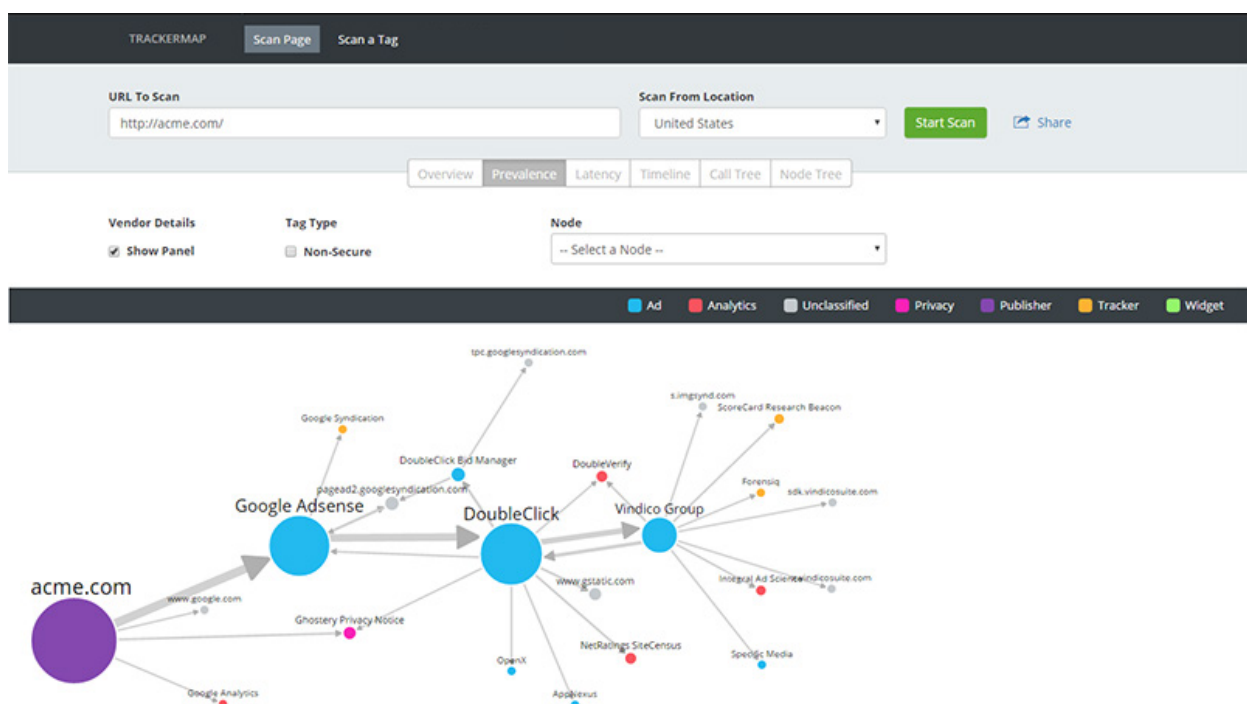
Trackermap provides an interactive visual representation of all resources loading on a page or domain, which includes how they are implemented, where they originate from, and whether or not they have relationships with other resources.



Use Trackermap to navigate the relationships between vendors found within your digital supply chain. Evidon's proprietary Regex Company Database allows you to visualize both direct and indirect tag implementations. Troubleshoot the impacts that unauthorized and unknown vendors have on the user experience and their own compliance obligations.

Use this tool to do things such as:

- **Vendor Accountability:** Companies need visibility to ensure vendors are delivering on their service level agreements, i.e. all tags run where and how they should.
- **User Experience:** Vendor redundancies, legacy implementations, recourse volumes and partner redirects all negatively impact user experience and page performance.
- **Operational Efficiency:** A complex digital supply chain adds cost and anxiety to daily operations.
- **Regulatory Compliance:** The first step to compliance with the range of privacy regulations is holistic visibility into the vendors collecting data on company sites.



Scan Page

Scan Page provides an instantaneous view of the vendors/resources and their relationships on the webpage you type in (copy and paste the URL from your browser as a best practice).

TRACKERMAP

Scan Page

Scan a Tag

URL To Scan

Enter a web address

Scan From Location

United States

-- Select Location --

United States

United Kingdom

Turkey

Thailand

Switzerland

Sweden

Spain

South Africa

Singapore

Russia

Romania

Portugal

Poland

Norway

New Zealand

Netherlands

Mexico

Malaysia

Luxembourg

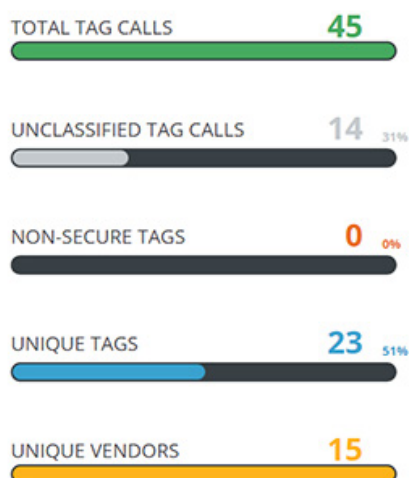
Start Scan

You can view the page via a proxy, which replicates the page as it would appear when viewed in the country specified.

Trackermap models the webpage in real-time with a clean browser (no cookies set). When rendered, the map provides a clear view of page details such as type and volume (prevalence) of vendors, and latency insights.

After clicking 'Start Scan', the system defaults to Overview, which gives you important statistics at a glance.

Overview Prevalence Latency Timeline Call Tree Node Tree

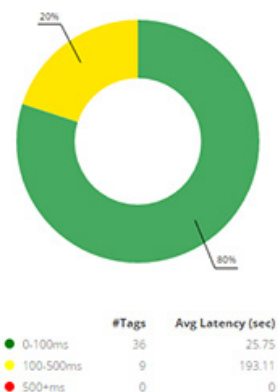


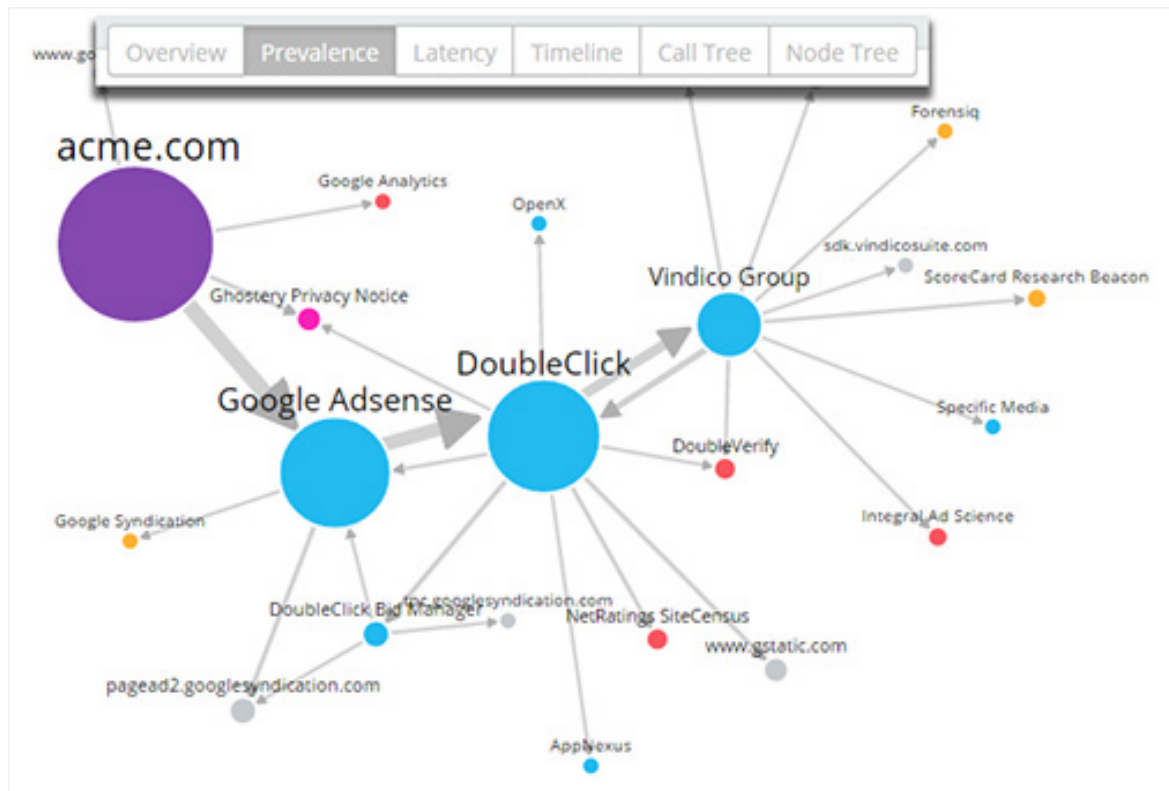
TAG TYPES



	# Tags	Avg Latency	% of Total
Ad	13	64.69	28%
Analytics	9	116.11	20%
Unclassified	14	14.29	31%
Privacy	4	20	9%
Publisher	1	269	2%
Tracker	4	57.5	9%
Widget	0	0	0%

LATENCY



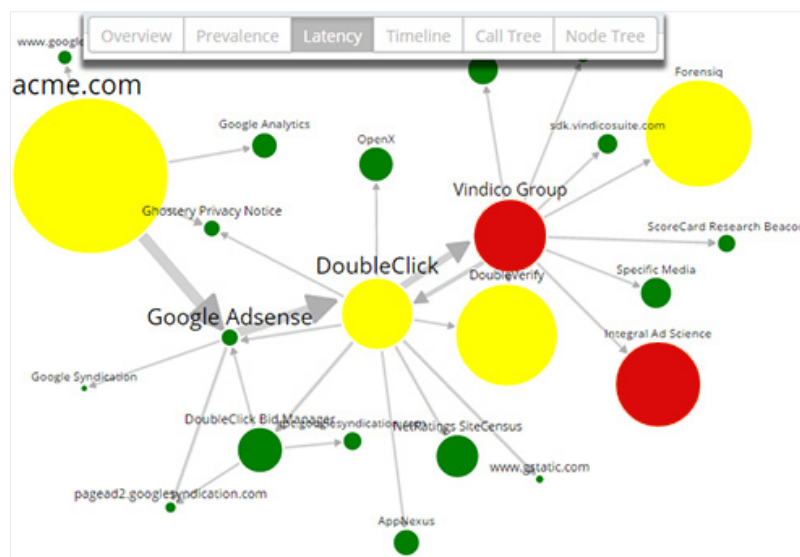
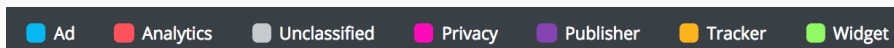


Prevalence

To see the Trackemap, click on **Prevalence**. Prevalence is simply a count of the number of times a resource (or tag) is seen. The larger the circle (node) on the map, the more times the resource was counted.

Prevalence provides insight into the volume of resources called per vendor, which can be linked to the amount of data being passed between the website and the vendor's server. At the aggregate level, prevalence provides you a better understanding of the impact vendors, and their corresponding resources, can have on page performance.

Resources are divided into 7 categories.



Latency

In Latency view, the larger the tag node, the higher its latency.

High latency can directly impact the performance of the page and/or the technologies on the page.

The legend guides you.



Vendor Details Show Panel

If the Vendor Details *Show Panel* checkbox is checked, click on a node on the map to focus in on any one tag path.

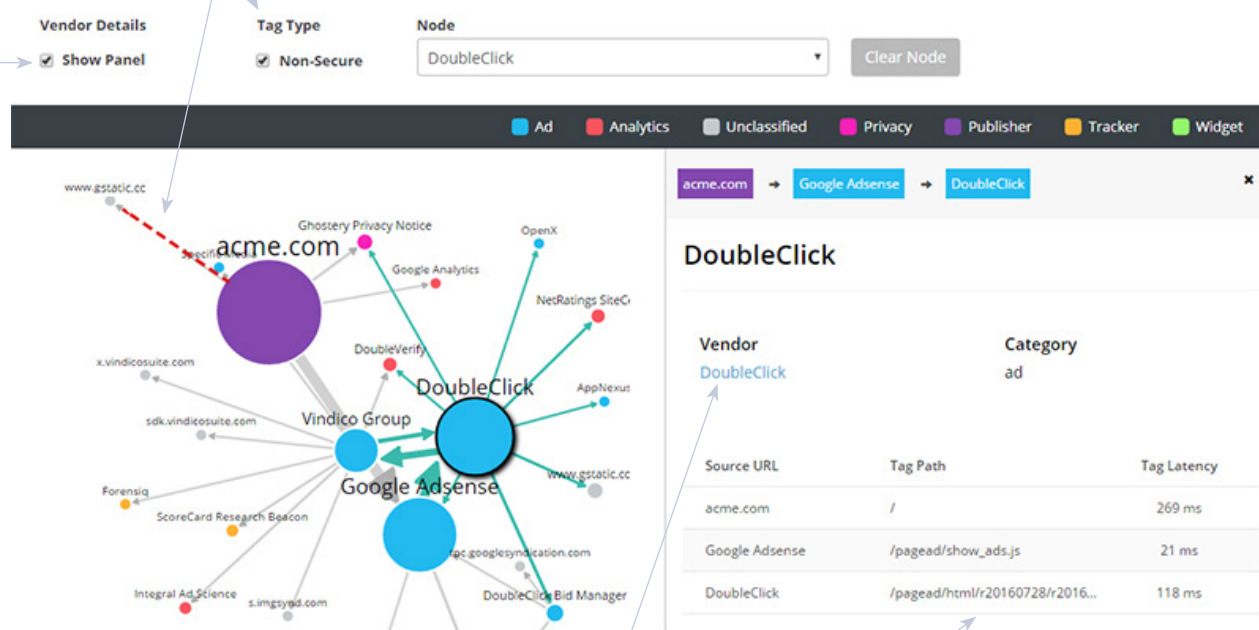
The panel details provide visibility into the path and show where unknown or unauthorized vendors are accessing the site. The Vendor links to Evidon's Regex Company Database, where you can read about the company.

You can view **Non-Secure tags** when on HTTPS URLs (indicated with a dotted-red line).

Non-secure third-party marketing solutions, often added by vendors in the supply chain (with whom the site has no direct relationship), appear on the page and trigger a mixed content warning. These warnings are penalized by Google Search and scare off visitors ready to complete a purchase, contributing to high abandoned cart rates. The more non-secure code running on your site, the more potential for alarming messages.

Tag Type

☒ Non-Secure



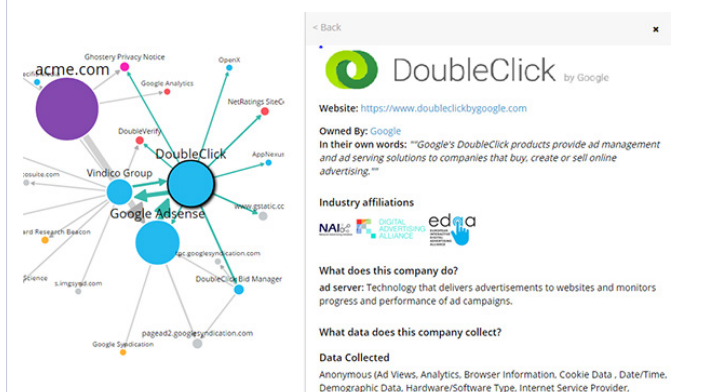
Click on the Vendor name to populate company information from our database, including privacy details pertaining to that vendor, such as what types of data it collects, data it shares, and whether the vendor is a participant in various privacy groups (ie NAI, DAA).

The Vendor Details Panel also provides resource location and average latency for that specific tag.

Vendor Details

☒ Show Panel

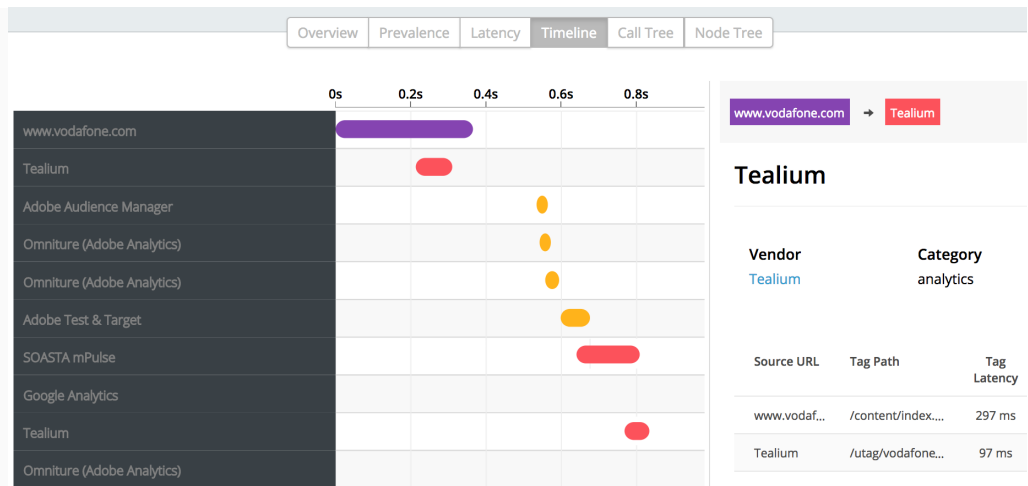
Note: You must check the *Vendor Details Show Panel* box in the top-left corner of the screen to enable the panel.



Timeline

Timeline graph shows a *list view* of tags in the exact order they were called (regardless of redundancy) during page load time (from 0-10 seconds).

Click on the Tag owner (vendor) name to view the Tag Path window.



Call Tree

presents the *entire chain* of staggered events for *each* resource call, organized in a tree view format.

Overview Prevalence Latency Timeline Call Tree Node Tree		
Company	Average Latency (Seconds)	Domain
www.vodafone.com	0.365	www.vodafone.com
Tealium	0.097	tags.tiqcdn.com
Adobe Audience Manager	0.014	dpm.demdex.net
Omniture (Adobe Analytics)	0.02	cdn.tt.omtrdc.net
Omniture (Adobe Analytics)	0.037	vodafone.d3.sc.omtrdc.net
www.vodafone.com	0.344	www.vodafone.com
Tealium	0.066	tags.tiqcdn.com
www.vodafone.com	0.29	www.vodafone.com
tools.eurolandir.com	0.402	tools.eurolandir.com
Omniture (Adobe Analytics)	0.004	vodafone.d3.sc.omtrdc.net
Adobe Test & Target	0.078	vodafonecomprod.tt.omtrdc.net

Node Tree

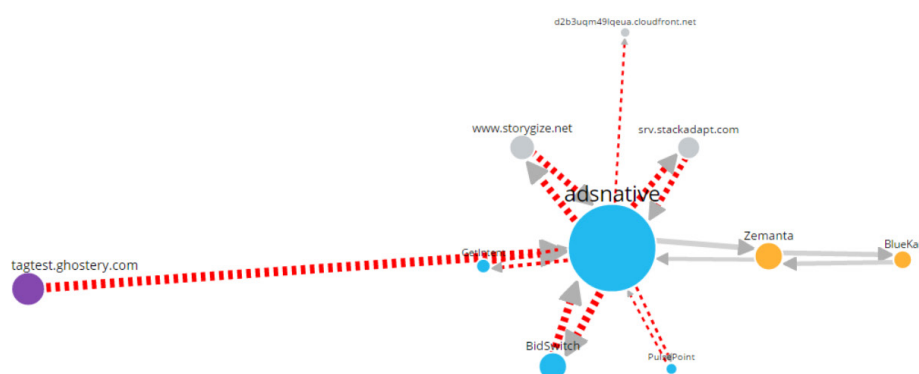
is Trackmap, but in *tree view*. Every node shown in Trackmap is represented in the Node Tree, along with each resource it calls. Identifying the parent/child relationships of tags is easier in this view.

Overview Prevalence Latency Timeline Call Tree Node Tree		
Company	Average Latency (Seconds)	Domain
acme.com	0.269	acme.com
Ghostery Privacy Notice	0.004	c.betrad.com
Google Adsense	0.064	pagead2.googlesyndication.com
DoubleClick	0.019	googleads.g.doubleclick.net
Google Syndication	0.002	pagead2.googlesyndication.com
pagead2.googlesyndication.com	0.005	pagead2.googlesyndication.com
Google Analytics	0.036	www.google-analytics.com
www.google.com	0.016	www.google.com

Scan a Tag

Scan a Tag allows you to scan a script on a clean Chrome browser, in a test environment. Use this tool to test scripts that load additional resources. This helps ensure the tag functions properly and doesn't call in unwanted, or non-secure 3rd-party tags.

Note: This scanned tag shows a number of non-secure tag calls, as indicated by the dotted-red lines.



If you have any questions regarding Trackmap,
contact your Evidon Sales person or CSM.

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