

5x5 Tag Overview for Website Resolutions

This document provides an overview of **Audience Data Cloud (ADC)**, a product designed to help organizations in our 5x5 Data Coop anonymously resolve web traffic and attribute hashed emails (HEMs) to user visits. This solution is centered around a cookie-syncing and anonymous resolution endpoint and managed via our Dropswitch dashboard.

What is the ADC Tag?

Each member organization is provided with a unique tag URL, such as:

```
<script type="text/javascript" src="https://a.usbrowserspeed.com/cs?pid=<UNIQUE_PID>"></script>
```

For example, "Test Data" would use:

```
<script type="text/javascript" src="https://a.usbrowserspeed.com/cs?pid=e49f8e08bad11ec16f82889b4a190a2d0e94e51cc2c438f1d71e7714785cb3f9"></script>
```

- ◇ **How it works:** This script tracks page views and sends logs to an S3 bucket assigned to the member organization. These logs are divided into [resolved/](#) and [unresolved/](#) folders, indicating whether a visit was matched to a hashed email (HEM) or not.
- ◇ **Alternative placement:** For organizations that prefer simplicity or want to avoid JavaScript, the tag can also be placed in an [](#) tag instead:

```

```

Modes of Operation

Standard Implementation

- ◇ Logs are sent to the member's S3 bucket approximately **4–7 minutes after the page visit**.

Real-Time Mode

- ◇ In real-time mode, the tag supports immediate resolution of user information, either via **redirects** or **JavaScript fetch requests**.

1. Redirect Mode

When the tag is loaded, it sends a request to our endpoint, which performs a 302 redirect to a specified URL with placeholders filled in for HEM and UP_ID if the member is enabled for real-time. Example implementation:

```
const domain = "a.usbrowserspeed.com";
const sitePID = "dropswitch";
const redirectUrl = encodeURIComponent('http://localhost:3200/cs?hem=${HEM_SHA256_
LOWERCASE}&up_id=${UP_ID}');
const scriptCS = document.createElement("script");
scriptCS.src = `https://${domain}/top.js?pid=${sitePID}&r=${redirectUrl}`;
document.body.appendChild(scriptCS);
```

2. Fetch/JavaScript Mode

Organizations can also send a direct fetch request with specific headers for JSON responses:

```
const fetchUrl = `${protocol}://${domain}/cs?pid=${encodeURIComponent(sitePID)}`;
fetch(fetchUrl, {
  method: 'GET',
  credentials: 'include',
  headers: { 'Accept': 'application/json' }
})
.then(response => response.json())
.then(data => console.log("Resolved Data:", data))
.catch(err => console.error(err));
```

- ◇ If the member is real-time enabled, this will return **tuid**, **HEM (sha256/md5)**, and **UP_ID** within ~100ms.
- ◇ If not enabled, it will return just the **tuid** cookie.

General Use Cases

- ◇ **Web Traffic Attribution:** Resolve anonymous web traffic to hashed emails for better audience insights.
- ◇ **Real-Time Personalization:** Provide immediate user data for real-time marketing and engagement.
- ◇ **Data Export:** Enable organizations to receive and analyze logs for detailed visitor tracking and analytics.

Dropswitch Dashboard: Managing ADC

Each member organization is provided with a unique tag URL, such as:

1. Login and Navigation

- ◇ CS team members should have received login credentials via email.
- ◇ Once logged in, they'll see three main sections in the sidebar: **Main**, **Manage**, and **Dashboards**.

2. Onboarding a New Member

- ◇ Go to **Manage Organizations**.
- ◇ Click the **Onboard New Member** button in the top right.
- ◇ Fill in the **Member Name** and optionally the **Email**.
- ◇ Click **Onboard New Member** to finalize.

Onboarding a New Member (Continued)

1. Finalize Onboarding

- ◇ After clicking **Onboard New Member**, a popup will appear saying **"Member Successfully Onboarded!"** with a button labeled **"Go to Organization"**.
- ◇ Click **Go to Organization** to be redirected to the member's homepage.

2. Enable ADC

- ◇ On the organization's **Overview tab**, locate the Products section at the top.
- ◇ If the organization has no products, you'll see a **Cookie Sync** button on the right.
- ◇ Click **Cookie Sync**, and the Cookie Sync onboarding popup will appear.
- ◇ In the popup, click the **Enable ADC** button.
- ◇ A success message will appear: **"ADC Successfully Enabled!"**.
- ◇ Refresh the organization's page. You will now see **ADC** listed under **Products** in the Overview tab, and a new **ADC** tab will appear in the sidebar.

Configuring Delivery

1. Navigate to the Delivery Config Tab

- ◇ Go to the **Delivery Config** tab in the organization's dashboard.
- ◇ Find the **Storage Integration Wizard** section. This will display an auto-filled S3 location.

2. Provision Integration

- ◇ Click the button labeled **"Provision Integration + ADC (deprecated)"**.
- ◇ If the bucket exists, a success popup will confirm the action.
- ◇ If it fails, click **Advanced Settings** and slightly modify the **Storage Integration Name**, then retry the provisioning.

Setting Up ADC

1. Visit the ADC Tab

- ◇ Navigate to the new **ADC** tab in the organization's dashboard.

2. Setup & Sample Code

- ◇ At the top left of the ADC tab, there is a Setup/Sample Code section displaying the organization's unique PID hash.
- ◇ This section includes toggle switches to customize the sample implementation code:

- **Default Code** (all toggles off):

```
var cookie_sync = document.createElement('script');
cookie_sync.src = "https://a.usbrowserspeed.com/cs?pid=<PID_HASH>";
cookie_sync.type = 'text/javascript';
document.body.appendChild(cookie_sync);
```

- **With Tag Manager:**

```
<script type="text/javascript" src="https://a.usbrowserspeed.com/cs?pid=<PID_HASH>"></script>
```

- **With URL Parameters:**

```
var cookie_sync = document.createElement('script');
cookie_sync.src = "https://a.usbrowserspeed.com/cs?pid=<PID
HASH>&puid=${partnerUserId}&hem=${hemSHA256}&r=${urlToRedirectTo}";
cookie_sync.type = 'text/javascript';
document.body.appendChild(cookie_sync);
```

Raw Tag Source:

◊ **Web Traffic Attribution:** Resolve anonymous web traffic to hashed emails for better audience insights.

- Displays the plain tag URL below the sample code.
- On the top right, there is an Info button. Click this for more details on implementing the tag using:
 - HTML setup.
 - JavaScript-based setup.
 - Fetch-based setup (including JSON response).

3. Domain Breakdown:

◊ In the middle-top section, a **Domain Breakdown** will display the domains where the tag has been seen. This data populates after approximately one day of logs.

4. "More" Dropdown:

◊ Review the final S3 location for ADC log deliveries (already provisioned earlier).

- **ADC Delivery Config:**

- Review the final S3 location for ADC log deliveries (already provisioned earlier).

- **Show ADC Settings:**

- This menu includes:
 - **Universal Person Version:** Version of UP_ID returned.
 - **ADC Enabled:** Organization-wide ADC enable/disable toggle.
 - **ADC Bot Filtering:** Filters out bot traffic from logs.
 - **ADC UP IDs:** Enables UP_ID delivery.
 - **Real-Time Resolution:** Toggles real-time HEM resolution.
 - **Hash Types:** Select SHA2, MD5, or both.
 - **1:1 Cookie Pool:** Determines whether only the best HEM is returned per visit or if all possible HEMs are included in logs.

Secret URL Parameter: ref

- Members can optionally pass a ref parameter (e.g., {[window.location.href](#)}) with their requests.
- If the CS team confirms that the member is using this parameter, inform me so I can enable its delivery to their S3 bucket.

Transform Your Data Strategy

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