



mdTransit Reporting: Tracking Crumb Quick Reference

In this Document

This section explains how to implement tracking crumbs to collect autos data for reports, including the correct format and placement of crumbs. It is intended to provide a quick overview of which tracking crumbs should be placed on which Autos site pages in order to implement reporting for mdTransit.

Format

All tracking crumbs are in the following format:

```
/image/mdwtc-{$PLACEMENT_CODE}-OBJECT_TYPE-{$OBJECT_ID}?otherdatayouwanttotrack=counts
```

Placement

Below are explanations of where each type of reporting crumb is located within the autos site. Refer to the table at the end of this section for the value to insert for the PLACEMENT CODE.

When a Page is displayed...

➤ Tracking Crumb:

```
http://{$REPORTING_SERVER}/images/mdwtc-{$PLACEMENT_CODE}-  
MDTRANSIT_SITE-{$SITE_ID}.gif?referer_domain=domain.com
```

➤ Implementation:

Pages which you have no reason to track are exempt. For example, to track the number of people who go to dealer's web site, we first bounce them through a page with some instrumentation on it. This page, however, isn't counted as an official page and should not have a page crumb on it.

\$\$SITE_ID = property ID from template manager

\$\$PLACEMENT_CODE = see appendix

When a search for a vehicle is performed...

➤ Tracking Crumb:

```
http://{$REPORTING_SERVER}/images/mdwtc-{$PLACEMENT_CODE}-  
MDTRANSIT_DEALER_SEARCH-  
{$SITE_ID}.gif?make=TOYOTA&zipcode=30909&type=(NEW/USED/NEW+AND+USED)
```

➤ Implementation:

This crumb should appear on the first page ONLY of the results. It should not appear if someone returns to page 1 using the pagination links.

- make should reflect the make searched for
- zip code should reflect the zip code searched for
- type should reflect the type of car dealer searched for

When a dealership's details are displayed...

➤ Tracking Crumb

```
http://{$REPORTING_SERVER}/images/mdwtc-{$PLACEMENT_CODE}-  
MDTRANSIT_DEALER_DETAILS-{$CUSTOMER_ID}.gif
```

➤ Implementation

This generally applies only to the results page of a dealership search. If the site has other pages on which a dealership's information is displayed (without being tied to a specific vehicle) then this crumb should appear there as well.

\$\$CUSTOMER_ID = classifieds.ad_customer.customer_id

When a search for a vehicle is performed...

➤ Tracking Crumb

```
http://${REPORTING_SERVER}/images/mdwtc-${PLACEMENT_CODE}-  
MDTRANSIT_II_INVENTORY_SEARCH-  
${SITE_ID}.gif?make.1=TOYOTA&model.1=Camry&zipcode=30909&type=(NEW/USE  
D/NEW+AND+USED)
```

➤ Implementation

This crumb should appear ONLY on first page of results. It should not appear if someone returns to page 1 using the pagination links. The query string of the image should contain information about the makes searched for (broken out using make.#= syntax, the canonical models (i.e. F-Series for ford, not F-150, F-250, F-350) searched for (broken out in the same way as the makes), the zip code searched in (zipcode=) and the type of auto (type=). Types, makes and zip codes are freeform and what appears in the query string will appear on the reports (only canonical model values will be detailed below the makes however, other values will be hidden - canonical values can be found in the classifieds codesets category MDTRANSIT, key of MODEL).

When information about a vehicle is displayed...

➤ Tracking Crumb

```
http://${REPORTING_SERVER}/images/mdwtc-${PLACEMENT_CODE}-  
MDTRANSIT_AD-${CUSTOMER_ID}.gif?ad_id=12345&make=TOYOTA&model=CAMRY
```

➤ Implementation

This may not need to exist when a stock photo is shown. If it does, the \$CUSTOMER_ID and ad_id must be set.

When a user is sent to a dealer's website...

➤ Tracking Crumb

```
http://${REPORTING_SERVER}/images/mdwtc-${PLACEMENT_CODE}-  
MDTRANSIT_DEALER_URL-${CUSTOMER_ID}.gif
```

➤ Implementation

When linking to a dealer's website, an intermediate page needs to load that contains this crumb.

Placement Codes

The following placement codes should be substituted in the tracking crumbs listed above.

Code	Page	Code	Page
100	Vehicle Results	115	Vehicle Quote Thankyou
101	Vehicle Details	116	Research & Compare
102	Advanced Search	117	Finance Index
103	No Vehicle Results	118	No Dealer Results
104	Full Image	119	E-mail Notification Form
105	Quick Search/Index	120	Quick Quote Form
106	Specification Search	121	E-mail Notification Thankyou
107	Dealer Search	122	Quick Quote Thankyou
108	Specification Results	123	Parts Request
109	Dealer Search Results	124	Service Appointment
110	Comparison	125	Clipboard
111	Comparison Step 3	126	E-mail ad to friend
112	My Selected Vehicles	127	E-mail ad to friend thank you
113	Comparison Step 2	128	Printer Friendly Ad details
114	Calculator		