

Welcome

We are thrilled to welcome you to the first 120FeetCONNECT newsletter. The aim of these updates is to serve as a bridge that brings us closer to our clients, bringing us closer together in our shared purpose. In each edition, you can expect to find company and industry news and highlights, employee spotlights, project or product information, and a glimpse into the diverse talents that make our company thrive.

We are currently working on a new website, look out for the new design later this year.

Company Update

This month we welcome a new member to the team: **Adesoye** ("Ade") is joining as an Optimisation Business Analyst and will be focusing on delivering highly detailed and accurate requirement documentation and processes for our Optimisation and Testing clients.

If you want to know what a BA does, you can email him at ade@120feet.com

Get In Touch

We're always available to discuss new projects and opportunities:

- Email Jonathan: jk@120feet.com
- Call the office: 0044 (0)7977 402 718
- Online: www.120feet.com

Christmas Trading

Christmas 2023 saw strong performance for ecommerce retailers in both Europe and North America. High discounts and an increase in Buy Now Pay Later as a payment method drove the revenue increases in both markets. Over £3.3b was spent via BNPL in the UK during this period.

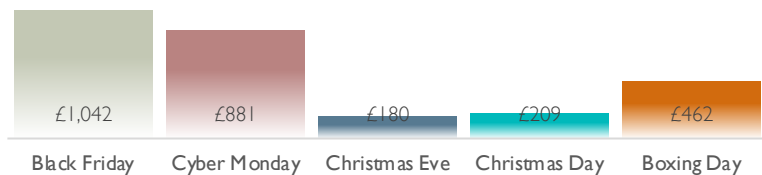
UK online trading

UK Online Spend by Key Dates (£m)

£24.4b

spent online in the UK between 1st Nov and 31 Dec 2023

↑3.7% YOY



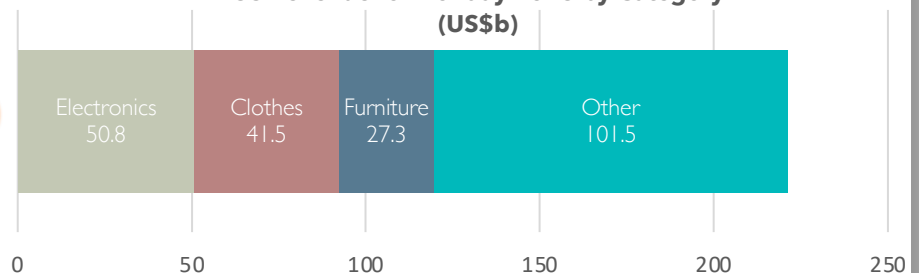
USA trading

US Revenue for Holiday 2023 by Category (US\$b)

\$221.1b

spent online in the US between 1st Nov and 31 Dec 2023

↑4.9% YOY



Adobe Customer Journey Analytics

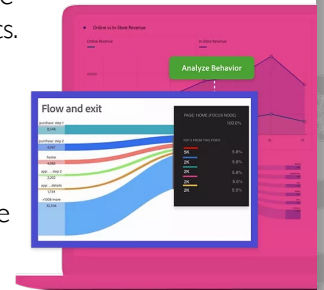


Adobe are starting to push their updated Analytics solution **Customer Journey Analytics**. While they are currently selling CJA as an add on to standard AA, their longer term goal looks to be to replace AA with CJA.

The data capture and processing is fundamentally different and builds on Adobe Experience Platform (AEP) and the Experience Data Model (XDM), which has already started to be used in the WebSDK (server to server) method available in AA.

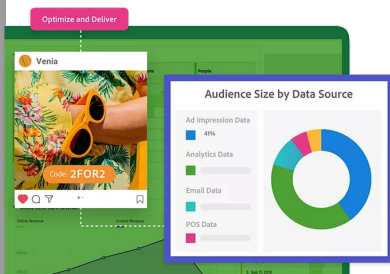
Customer Journey Analytics expands the scope of Adobe Analytics by offering easy to use cross-channel capabilities and removing limitations in previous versions of Adobe Analytics. Some notable improvements are:

- **Unlimited variables and events:** The concepts of eVars, props, and events no longer exist. Data is primarily focused on dimensions and metrics. Datasets can have an unlimited number of unique dimensions and metrics.
- **Unlimited unique values:** Adobe Experience Platform is not constrained to any unique limitations.
- **Alter historical data:** Using Adobe Experience Platform, data can be removed or corrected. This was possible with AA using the Data Repair API but was very limited.
- **Cross-report-suite data:** Existing implementations from multiple datasets can be combined in Platform.



Use cases

- **See the customer in a journey context:** You can view and analyze data sequentially, spanning multiple channels. Data from your call center, POS systems, and online properties can be combined into a single reporting view.



- **Harness the power of data science for your analysts:** Customer Journey Analytics lets everyone use data science tools and techniques to unlock deep insights and analysis.
- **Visualize and interact with your datasets using on demand reporting:** Workspace can use any dataset from Adobe Experience Platform that conforms to some basic rules.
- **View non-web data:** Workspace is no longer limited to a rigid definition of a 'hit' or 'event'. Custom schemas allow complete control over data and definitions.

- **Exert greater control over your data manipulation:** Change data that you have uploaded, create datasets, and import them into Workspace. Adobe Experience Platform provides querying, extracting, transforming, and loading tools.
- **Use Customer Insights to Drive Action:** With Experience Platform and Customer Journey Analytics, you can create Streaming Segments that can be used in "Destinations". Destinations are connectors to external platforms and can provide you with the ability to "activate" audience data with other platforms, such as Social Media, Email Marketing, Data Storage and many more. All data that is shared is governed by the "Data Governance" feature, restricting what information can be shared with the external platform.

Call us if you'd like more information or if you'd like a workshop on how CJA could benefit your organisation.

Unravelling GA4: Event Counts with Blended Mode



Confidence in your analytics platform is key to enabling teams to derive insight and drive action, which is why we are often asked by clients to engage in gap analysis exercises, in particular between ERP systems and GA purchase counts. Understanding the gap and monitoring it over time can help ensure GA attains and remains a **Trusted Source**.

As part of the exercise we extract the GA data via the Data API and BigQuery to match up with IDs from the client ERP system.

While doing this exercise, the differences between GA4 Reporting Identities becomes apparent.

Assuming you are collecting GA4 data using Consent Mode in what Google would call “Advanced Mode”, then you can expect the following:

In “Blended” mode, GA4 will return all Transaction IDs, regardless of consent status. Matching with the BQ data (where get all events regardless of consent) confirms this and allows you to get a view of the consent ratio across your purchase events.

When the account is set to “Observed” or “Device Only”, Purchase events with a declined consent status will not be available confirming that blended mode provides modelled counts for Users and Session metrics, but absolute numbers for event counts.

If you would like more information about the specifics of this, or on GA in general, please get in touch.

Experimentation and Optimisation



Website experimentation is the practice of testing different versions of an element, page or pages on a site to see which one works best, before spending developer time and effort on building it. It is sometimes called A/B or Multivariate (MVT) Testing. It is crucial for providing a high-quality and efficient online experience for users, helping to identify and fix potential issues before they affect the end user, leading to increased satisfaction and trust in the website.

Use cases include:

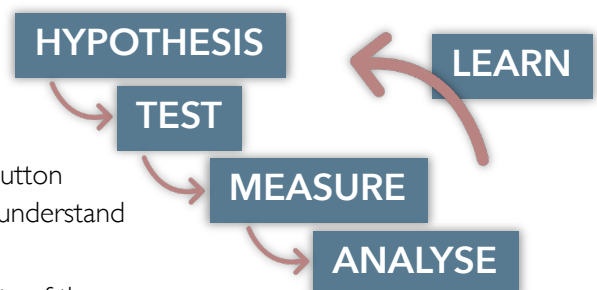
A/B Testing: Involves comparing two or more versions of a web page to see which performs better in terms of user engagement, conversion rates, click-through rates, etc.

Multivariate Testing (MVT): MVT involves testing multiple variations of different elements, such as headlines, images, button colours, or other design and content elements together to understand what combination best achieves the goal of the page.

Content Testing: Verifies the accuracy, relevance, and quality of the content on the website. It ensures that the content meets the intended purpose and is free from errors, such as typos or outdated information.

Personalisation: Testing tools can be used to serve different content to different groups of users, based on their previous browsing or product history.

We have a dedicated Optimisation team – Business Analyst, Project Manager, Development and QA resource and we’ll soon have a dedicated Optimisation Analyst – so if you need some help starting your optimisation programme or giving it a kick start for the new year, then contact Jonathan Kay (jk@120feet.com) or Liam Galliers (liam@120feet.com) to talk over your requirements.



EU electronic Privacy Directive



In November of last year, the EDPB adopted a new set of guidelines concerning the technical scope of application of Article 5(3) of the ePrivacy Directive. The aim of the guideline is to clarify which technical operations are covered by the directive, in view of new or emerging tracking techniques.

The guidelines were out for public consultation, which closed on the 18th January 2024. Here is our take on the guidelines and what you should be thinking about.

The guidelines make clear that the ePD is not just interested in personal information or PII, but rather information in general that may be stored or accessed on the user terminal (i.e. the customer device, browser, phone, etc.). It includes, for example, accessing information from a data layer, or other information about the terminal, whether automatically transmitted in the signal as part of the communication protocol or derived/extracted/requested from the terminal (think injected JavaScript requesting view port sizes).



Definition of Storage and Access within context of purpose

- The ePD, while often referred to as the Cookie Law, refers to the concept of Storage and Access of the user terminal. Additionally, the guidelines also clarify that consent to store or access is predicated on whether the information will be transmitted over a public broadcast network. In other words, ePD is not concerned with consent to track a user, or the type of information about the user, but rather consent to use the terminal to gather information to make the transmission.
- The latest guidelines clarify that storage and access extends beyond just storing and accessing cookies: any information retrieved or stored that will be used for a communication over a public network is within scope of Article 5(3) ePD.

Practical Implications

The need to gather and apply consent choice extends to technologies beyond the Digital Analytics and Martech/Adtech sphere that we normally inhabit. For example, the use of New Relic Browser Monitoring service falls within scope of the ePD, as do many other technologies used by DevOps teams. Additionally, sending vendor signals that carry consent flags (such as Google Consent Mode) when a user has not consented is restricted under these guidelines. This includes passing information to server-side tracking architecture where no consent was obtained.

At the heart of this are two issues.

1. If the network call is related to anything to do with delivering the service or action the user has requested, then it is exempt as it is considered functional. For everything else, you need visitor consent.
2. What exactly are you asking consent for?

We often think of consent as something singular and applicable to the end use or purpose of the vendor we are deploying, such as statistical purpose, or advertising/marketing.

In reality, we are seeking two forms of consent. The first is asking the user's permission to access and store information for any one of those purposes. The other is consent to track the user (collect and pass information that could identify a singular user, whether the ID is pseudo anonymised or not).

There is a scenario possible where a user may opt to allow the former but not the latter. In this scenario you can send a signal with information but no identifiers; for example Google Consent Mode flags "G100".

What should you be doing?

1. Define which technologies are functional for the website/business within the context of ePD. We recommend engaging your legal team together with specialist data privacy advisors to assist in those determinations.
2. Adapt your consent banner so that users can opt to provide consent to storage/access and consent to track user as separate items. This can give you certainty in how you apply your consent mechanic and potentially allow you to keep using Google consent mode as Google would hope you do.
3. Check all load rules on all vendor tags to make sure that consent is being taken into account before the information is read and sent.

Call us if you'd like us to run an audit on your current privacy configuration, or if you'd like any more information on anything mentioned here.

Thanks for reading

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We hope this first edition of 120FeetCONNECT has been interesting and informative.

If you'd like to get in contact with us about any of the articles, or about any other part of your Digital Analytics and Marketing set up then please use one of the contact methods below.

See you next time!



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