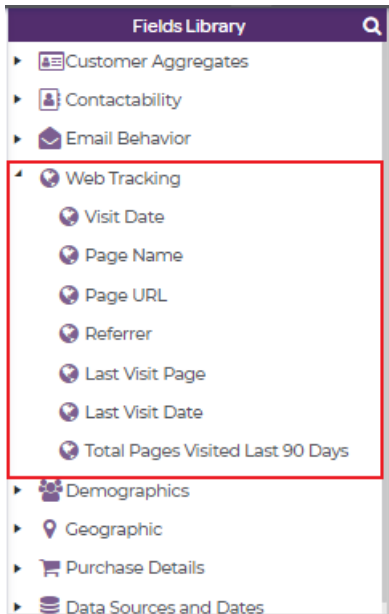


Note: You must have the Ascent360 "web tracking pixel" installed on your website to begin collecting this type of data in the platform. Once the pixel is installed, you will begin seeing tracking data in Audience Builder (under the "Web Tracking" section of the Fields Library):



Web tracking definitions:

- **Visit Date** – the date on which a customer visited any given page on the website being tracked. You can select specific dates or a dynamic date, just like other date fields in Audience Selector.
- **Page Name** – the specific page name of the page a customer visited. Only page names that have a tracked visit will appear.
- **Page URL** – the URL of the page that a customer visited. Only pages that have a tracked visit will appear.
 - Any URL value you see in this field in Audience Selector that has the "?A360=" appended to it is the **first** page of the user's session
 - Any other URL that does not have this appended to it means the page was tracked, but it was not the start page of the user's session
- **Referrer** – the site which the customer was on prior
- **Last Visit Page** – this is the last (or most recent) page a customer was tracked on
- **Last Visit Date** – the most recent date which a customer was tracked
- **Total Pages Visited Last 90 Days** – the aggregate count of pages a customer visited in a 90 day rolling timeframe

How to use web tracking data for marketing

Just like the other fields in Audience Selector, these fields can be used individually or in combination with other fields. Common use cases include:

- Create an abandoned browse campaign that targets people who have browsed but not purchased certain products.
- Re-engage customers based on known last visit date.
- Reinforce a targeted message by utilizing Page Visit in combination with recent email behavior.

The Page Name and Page URL fields have a max of 500 values that can be shown within the list you see in Audience Builder, even if more than 500 different pages have been tracked by your users. However, all values are stored within your CDP so if you do not see the page you are looking for within Audience Builder then try typing in the Page Name or URL.

How does the web tracking pixel work?

The Ascent360 web behavior tracker requires a known user to receive an email, click on a link, and browse your website to match to your existing database. The pixel does track the user through the length of their session on your website that they entered through clicking on a link in your email. Web tracking metrics will differ from Google Analytics and other digital analytics vendors' metrics due to differing attribution methodologies. Please reach out to us with any questions.
