

AT Internet

General

AT Internet is a tracking service which supports tracking events (actions and views).

Changelog

- Standard 5.2: Initial availability
- Standard 7.3: Support for custom parameters and user attributes added

Events

Overview

Key-Name in Config	Action Templates	Actions: Custom Parameters	View Templates	Views: Custom Parameters	Purchase Templates	Purchases: Custom Parameters	Attribute Templates
atinternet	<ul style="list-style-type: none">• name• chapter1• chapter2• chapter3• level2• action	<ul style="list-style-type: none">• property_	<ul style="list-style-type: none">• name• chapter1• chapter2• chapter3• level2	<ul style="list-style-type: none">• Custom properties with prefix property_• Custom variables without any prefix	unsupported		<ul style="list-style-type: none">• name

Actions

AT Internet supports tracking of action events. With AT Internet, each action is tracked as a [Gesture event](#).

For each event, the properties of the Gesture event can be configured via separate templates: *name*, *chapter1*, *chapter2*, *chapter3* and *level2*.



The *level2* template must evaluate to a valid integer value.

Each Gesture event can have a different *action*. This is configured with the corresponding *action* template. The values need to be one of:

- touch
- navigation
- download
- exit
- search

If no *action* or an invalid value was provided, the event will be sent as a *touch* event.

On the web platform, gestures are always sent as *click* events.

Custom properties can be send with an event by using parameters prefixed by *property_*

Views

AT Internet supports tracking of view events. With AT Internet, each view is tracked as a [Gesture event](#).

For each event, the properties of the Screen event can be configured via separate templates: *name*, *chapter1*, *chapter2*, *chapter3* and *level2*.

Custom properties can be send with an event by using parameters prefixed by *property_*



The *level2* template must evaluate to a valid integer value.

Purchases

AT Internet does not support tracking of purchases.

Attributes

AT Internet supports storing attributes per user. They are send as persistent custom properties.

Configuration Example

tracking_config.json

```
{
  "atinternet": {
    "events": {
      "APP_BOOKMARK_ADDED": {
        "enabled": true,
        "templates": {
          "name": "Bookmark added",
          "chapter1": "{{BOOKMARK_TITLE}}",
          "chapter2": "Chapter 2",
          "chapter3": "Chapter 3",
          "level2": "2",
          "action": "touch"
        },
        "parameters": {
          "property_custom1": "value1"
        }
      },
    },
    "views": {
      "PRESENTER_PAGE": {
        "enabled": true,
        "templates": {
          "name": "{{CONTENT_NAME}}",
          "chapter1": "{{PAGE_LABEL}}",
          "chapter2": "Chapter 2",
          "chapter3": "Chapter 3",
          "level2": "3"
        },
        "parameters": {
          "property_custom1": "value1",
          "custom_var1": "value2"
        }
      },
    },
    "attributes": {
      "HAS_ACTIVE_SUBSCRIPTION": {
        "templates": {
          "name": "has_active_subscription"
        }
      },
    },
  },
}
```

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