



ClickTracks' JavaScript Data Collector (JDC)

Need accurate web analytics and need to keep control of your data?

*Now you *can* have it all!*

ClickTracks' JavaScript Data Collector (JDC) was developed for companies who desire the accuracy and scalability of a JavaScript-based data collection method while maintaining control of their own data rather than outsourcing the data collection to a hosted service.

- **Get up and running quickly:** Getting started is as easy as placing a small piece of JavaScript code on each of your site's pages. It's the same script on every page, so a simple server-side include can effectively track the entire site.
- **Easy to buy:** The ClickTracks JavaScript Data Collector (JDC) combines the scalability and ease-of-implementation of JavaScript (page-tagging or client-side data collection) with the simple licensing model of a software purchase.
- **Avoid privacy issues:** Other JavaScript solutions collect your data on a third-party server with third-party cookies. Not the JDC. ClickTracks' JavaScript Data Collector lets you keep control of your data by gathering data on your server, eliminating third-party privacy implications.
- **Industry standard technologies:** The JDC is built on industry standard technologies like Apache and XML. This means your data is never trapped in a proprietary environment, and fully documented file formats make easy work of importing, exporting and sharing your data amongst applications.
- **Track across domains:** Gather visitor behavior throughout your multiple-domain site, no matter which domain they're visiting or which web server is hosting it.
- **High scalability for huge sites:** The JDC is perfect for web sites where log files are too big to be processed easily.

Technical Specs

The JDC is an application that is installed on a server running at the owner's data center.

Basic technical requirements (JDC)

- Co-located server with 2GHz P4 , 80GB hard drive, 1GB RAM
- Unix or Linux OS (or Windows running Perl)
- Apache/IIS web server running Mod_Perl and PHP

Basic technical requirements (Pro server)

- Windows NT/2000 /XP Service with admin UI
- Pentium III 1.67GHz
- 1GB RAM
- 500Mb free disk space

Basic technical requirements (Client)

- Windows 2000/NT/XP
- 1 GHz processor
- 512 MB RAM

Architecture

The JDC works in conjunction with the Pro server on two separate computers. The JDC is responsible for collecting the data and guaranteeing uptime of data collection. The Pro server periodically connects to the JDC, pulls the latest data and performs analysis against this asynchronously. This approach of two separate computers performing distinct functions provides the highly scalable redundant architecture demanded by large web sites.

An administration web site running on the server allows the owner to set up an unlimited number of datasets and generate the unique JavaScript snippets for each of those datasets. This code is then placed into the corresponding web sites just above the `</body>` tag. When the dataset has been created and the JavaScript deployed on the web sites, a program within the JDC named `ctasp-server.cgi` is executed each time the JavaScript code snippet included in a web page is loaded. This stores the page request data in ClickTracks' own format, for retrieval by the ClickTracks Pro server.

The Professional server acquires the data from the JDC via FTP on a scheduled basis. The server analyzes the data at the server level, including any campaigns, labels, or settings. The end-user retrieves the pre-analyzed data from the Professional server using the ClickTracks Professional client.