

CONTRACT FORM

DESCRIPTION OF SERVICES AND FUNCTIONS



COMMANDERS **ACT**

1/ ENTERPRISE TAG MANAGEMENT

Infrastructure & Hosting

- See reference document

Container hosting

- On-site: client architecture
- On request: on a CDN (Edgecast, Akamai, CDNetworks, Cloudfront, Quantil)
(99.99% guaranteed availability)

Container synchronisation methods

- Batch update from a permanent link
- Customised URL
- Filing on FTP/sFTP/SSH
- Amazon S3
- Send by email
- Manual download

Container implementation methods

- Customer side
- Server side

Supports

- Classic website
- Mobile website
- Mobile applications (Android and iOS)
- Connected objects



Management features

- **User rights management**
 - 5 levels of rights: Admin, Technical, Read only, Marketing, Custom
 - Customisable "user profiles" to give access to specific elements of the interface
- **Connector Manager (for container hosting)**
 - Implementation on FTP, SFTP, FTPS, SCP / Implementation on CDN (Edgecast and Akamai) / Implementation of custom URL / Implementation of storage destinations
- **Subdomain management (xxx.commander1.com) to implement deduplication**
- **Library management**
 - white list of tags in the library
- **Copy management**
 - sites, tags, containers, properties, user profiles, tag library, deduplication settings, privacy banners, rules
- **Collaborative work** (real-time view of who is simultaneously logged into the account and where they are)
- **Advanced logs for administrators**

Features of the application

Configuration of the data layer

- Client-side container :
 - Adding / editing / deleting external, internal and event properties (client-side container)
 - Visualisation of event attributes (client-side container)
 - Adding / editing / deleting first party cookies ("data stores")
 - Add / edit / delete test environments
 - Editing container file names
- Server-side container :
 - Adding / editing / deleting internal and external variables (server side container)

Container configuration

- Adding / removing and setting up container options (synchronisation, JQuery, expiration, MD5 file)



Six-step deployment process:

- **Selection stage :**
 - o Tag library: over 500 solutions and 800 tag templates
 - o Adding tags from the library
 - o Deleting tags
- **Editing stage :**
 - o Adding tags from the library / deleting / returning to an older version of a tag
 - o Adding tag expiry dates
 - o Customise and preview the JavaScript code
 - o Add / modify / delete events
 - o Add customisable static / dynamic JavaScript
 - o Rules management (perimeters and constraints) thanks to a shortcut on the right panel to this step (rules)
 - o Mapping with categories, sub-categories and partners if the Consent and preference management function is subscribed
 - o Connection (mapping) of the variables required by the template with the variables available in the data layer
 - o Connection (mapping) of variables with static values
- **Stage-rules :**
 - o There are 4 categories of rules to trigger tags: triggers, perimeters, constraints and deduplication.
 - o Triggers: Loaded container / DOM Ready / Click on a page element / Form submission / Scroll / Custom event
- **Perimeters/Constraints:**
 - o "Properties" category: "If the property is equal to" / "If the property is not equal to" / "OR condition (one property)" / "N(AND) condition (one property)" / "OR condition (up to six properties)" / "AND condition (up to six properties)" / "Condition is greater than" / "Condition is less than" / "If the property contains" / "If the property does not contain" / "If the property is equal to" / "If the property is not equal to"
 - o Category "Cookie": "If the cookie is equal to" / "If the cookie is not equal to" / "If the cookie contains" / "If the cookie does not contain"
 - o Category "URL": "If URL equals" / "If URL contains" / "If URL does not contain" / "If URL matches" / "If URL does not match"
 - o Category "Browser": "If the browser is" / "If the browser is not"
 - o Category " Mobile " : " If the device - Operating system is " / " If the device - Operating system is not " / " If the device - Operating system is an Android tablet " / " If the device - Operating system is an Android laptop " / " If the device - Operating system is not an Android tablet " / " If the device - Operating system is not an Android laptop"
 - o Category "Advanced" : "Sampling (1/X) (Page based)" / "Sampling (1/X) (Session based)" / "Sampling (1/X) (Visitor based)" / "(A or B or C or (A or B or C or D or E) AND (F or G or H or I or J))" / "(A and B and C and D and E) AND (F or G or H or I or J)" / "(A and B and C and D and E) OR (F and G and H and I and J) D and E) OR (F or G or H or I or J)" / "(A is different from VALUE1) OR (B is different from VALUE2)" / "(A is different from VALUE1) OR (B is equal to VALUE2)" / "(A is different from VALUE1) AND (B is different from VALUE2)" / "(A is different from VALUE1) AND table" / "In an intersection of tables" / "Custom": This rule must be written in JavaScript.
- **DEduplication :**



- Deduplication of tags according to the position of the contact point in the customer journey (at the beginning / at the end / anywhere)
- Deduplication of tags according to the type of contact point (click / print)
- Deduplication of tags according to their channel/source
- **Generation stage:**
 - o Generation of a new container version
 - o Activation or deactivation of tags
 - o Possibility to set a timeout if the loading time is too long
 - o Ability to change the execution order of tags
 - o History of container versions dated and commented by users
 - o Deletion of old container versions
 - o Activation / deactivation of the Privacy module (if the Consent and preference management function is subscribed)
- **Test stage:**
 - Testing on several browsers: Latest version of Edge / Latest version of Firefox / Latest version of Chrome / Internet Explorer 11 / Latest version of Opera / Safari 12 / On iOS & Android tablets
 - View error details (container/tag/data layer/custom JS/ events + error line + error message)
 - Ability to ignore errors
- **Deployment stage:**
 - Deploying a new container version using the selected deployment method
 - Roll back to older container versions
 - Upload containers
 - Ability to copy/paste the container URL
 - View the weight of the latest container versions

Chrome Extension

- Triggered tags
- Data layer variables present on the page
- Cookies present on the page
- Triggered pixels/scripts
- Possibility to simulate the presence of a new or old container
- Visualisation of clicks / scrolls / form submission / custom page events (event listener) + attributes of triggered events and tags

Native reporting and alerts

- Reports on the number of container calls over different predefined periods
- Summary of tags and tag expiry dates
- History of changes to containers (date + user + description)
- Server side monitoring (incoming and outgoing hits over the last 24 hours)

Deduplication

- Deduplication rules: first, any, last



- Post view management
- Cookie window definition
- Flexible configuration of the channel/source combination
- Two reports :
 - Report by tag (number of tags called on the conversion page + list of order IDs)
 - Report by conversion (number of tags called per conversion + ID and amount of the conversion)

TagPerformance :

- Measurement of tag performance on different events: First paint / Dom ready / OnLoad
- Dashboard report
 - Tag loading time depends on the type of event
 - Variations of the main tags and page variants are highlighted
 - Data segmented by container, page type, device, operating system, browser

Documentation

<https://community.commandersact.com/platform-x>

2/ CONSENT AND PREFERENCE MANAGEMENT

Infrastructure & Hosting

- See reference document

Supports

- Desktop & mobile website
- Mobile applications (Android and iOS)

App features

Management features

- User rights management
 - 5 levels of interface rights: Admin, Technical, Read only, Marketing, Custom
 - 2 levels of TrustCommander rights: Manager and Technical
- TrustCommander banner copy management
- Access to TrustCommander module options :
 - Selection of the default account setting (optout by default - CNIL recommendation, or optin by default) and the possibility of overriding this rule for certain container tags (e.g. analytics tags)
 - Activation of the IAB TCF 2.0 framework
 - Activation of the management of partners (vendors)
 - Downloading of raw consent data collected on Commanders Act servers (download of last month's data, customisation possible on request)
 - Customisation of the cookies deposited by the TrustCommander module to manage consent: renaming the cookie, changing the separator, choosing the deposit sub-domain

Category configuration :

- Add / edit / delete Privacy categories and subcategories
- Editing the ID and description of the category / subcategory
- IAB: automatic addition of IAB purposes
- Selection of a default category (assigned to all new tags added in TagCommander)
- IAB TCF 2.0 option: Automatic addition of purposes / special purposes / features / special features

Configuration of partners (vendors):

- Add / edit / delete partners
- Mapping partners / categories or sub-categories

Assigning categories to tags, hits and custom codes :

- Possibility to include in the privacy perimeter each tag of the site's containers, and to choose the category / sub-category / partner associated with the tag.
- Possibility to include in the privacy perimeter the hits of TrustCommander statistics collection (necessary for compliance with the exemption of consent by the CNIL) as well as the hits of the TagCommander containers, and to choose the category / subcategory / partner associated to the hits.
- Possibility to include in the privacy perimeter the custom codes added in the containers, and to choose the category/subcategory/partner associated to the code.

Creation of Privacy Banners

- Adding / editing / deleting privacy banners (no limitation)
- Choice between several (customisable) banner templates: Header, Popin, Footer, Footer without button, Popin with categories, Footer with Privacy Center, Header with Privacy Center, Popin with Privacy Center, IAB TCF 2.0 (popin), IAB TCF 2.0 (footer), Footer with privacy center (accessibility), IAB TCF 1.1.1 (popin), IAB TCF 1.1.1 (footer)

Editing Privacy Banners

- WYSIWYG editor with customised content, text, colours and buttons for the main banners
- "I accept all" button and optional "I refuse all" and "show preference centre" buttons in the main banner
- WYSIWYG editor with customisation of content, texts, colours and buttons of the Privacy Center
- Translation / modification / activation or deactivation of categories and subcategories in the Privacy Center
- Translation / modification / activation or deactivation of partners in the Privacy Center
- Add custom CSS and JS code to further customise the banner or Privacy Center visuals
- IAB TCF 2.0 option: automatic management of part of the banner content

Privacy banner display rules

- It is possible to add rules (= constraints) on the display of Privacy banners (e.g. according to the language, AB Test rules...).
- Rules on "Variables": "If the variable is equal to", "If the variable is not equal to", "OR condition (one variable)", "N(AND) condition (one variable)", "AND condition (up to six variables)", "Condition is greater than", "Condition is less than", "OR condition (up to six variables)", "If the variable contains", "If the variable does not contain", "If the variable matches", "If the variable does not match".
- Rules on "Cookie": "If the cookie is equal to", "If the cookie is not equal to", "If the cookie contains", "If the cookie does not contain"
- Rules on "URL": "If URL equals", "If URL contains", "If URL does not contain", "If URL matches", "If URL does not match"
- Rules on "Browser": "If browser is", "If browser is not"
- Rules on "Mobile": "If the device / operating system is", "If the device / operating system is not", "If the device / operating system is an Android tablet", "If the device / operating system is an Android laptop", "If the device / operating system is not an Android tablet", "If the device / operating system is not an Android laptop"
- Advanced" rules : "Sampling (1/X) (Page Based)", "Sampling (1/X) (Session Based)", "Sampling (1/X) (Visitor Based)", "(A or B or C or D or E) AND (F or G or H or I or J)", "(A and B and C and D and E) AND (F or G or H or I or J)", "(A and B and C and D and E) OR (F and G and H and I and J)", "(A and B and C and D and E) OR (F or G or H or I or J)", "(A different from VALUE1) OR (B different from VALUE2)", "(A different from VALUE1) OR (B equals VALUE2)", "(A different from VALUE1) AND (B different from VALUE2)", "(A different from VALUE1) AND (B equals VALUE2)", "In an array", "In a sub-array", "In an intersection of arrays", "Custom": This rule must be written in JavaScript.



Generation and deployment of privacy banners

- Generation of a new version of the privacy banner
- Testing the banner on a sample site to check the visual and behaviour before going into production
- Deployment on CDN (if hosting the file on CDN)
- Downloading of the files necessary for the display and operation of the banner (if hosting on premise)
- Provision of the download link for the Privacy banner
- Mobile app: download and deployment on CDN Commanders Act of a JSON file

TrustCommander Reports

- Provision of statistics on the performance of Privacy banners
- Calendar allowing to select the analysis period
- Selection of banner(s) (performance comparison possible, e.g. in the context of an AB Test)
- Filters: device type (tablet, mobile, desktop) and location (EU, non-EU)
- Indicators on clicks/views: Number of views on the banner, Number of clicks on the "learn more" link in the banner, Number of clicks on the button in the banner, Number of views on the Privacy Center, Number of clicks on the "save" button in the Privacy Center, Number of views on the "partners" window in the Privacy Center
- Optin/optout indicators: Share of optin, Share of switch off, Number of switch off for all categories, Number of optin for all categories, Number of optin for all categories (after clicking on the button in the banner), Number of optin for all categories (after clicking on the cross in the banner), Number of optins for all categories (after saving the Privacy Center), Number of optins for all categories (after continuing to browse the site), Number of optins for all categories (after scrolling through the page), Number of optins for all categories (after clicking on an element of the page)
- Indicators on created categories: Number of optins, Share of optins
- Indicators on partners created : Number of optins, Share of optins
- CSV export of selected data in the report



Documentation

<https://community.commandersact.com/trustcommander/>

3/ CAMPAIGN ANALYTICS

Infrastructure & Hosting

- cf doc Commanders Act Architecture

Tracking

- *Tracking* de campagnes Ad-Centric
 - *Tracking* first ou third party. *First party recommandé
 - 'URL *Builder pour le tracking en 3rd party* (Paramètres de *tracking* illimités)
 - Post-clic & *Tracking* Post-impression
- *Tracking* du Trafic Naturel
- *Tracking* des performances offline
 - Intégration marketing offline: TV, Radio (avec Realytics)
 - *Onboarding* des conversions CRM
- *Tracking* d'applications mobiles
 - *Tracking* de correspondance exacte cross-device basé sur le login du client
 - Réconciliation cross device (Criteo Device Graph)

Data storage

- Raw data stored for 90 days
- Aggregate data stored for an unlimited period
- Customer Journey is traced when a conversion is made
 - The creation of the Customer Journey takes into account the touch points of the last 90 days, only the first 100 touch points are kept, once created, a Customer Journey is kept for an unlimited period
- Unlimited number of allocation templates, Unlimited number of scheduled exports, Maximum 400 combinations of segmentation features

Features of the Application

Attribution and Customer Journey Analysis

- Types of reports available :
 - Type of Customer Journey (Natural, Paid, Mixed)
 - Affinity of effectiveness between channels
 - Effectiveness of Customer Journeys according to the number of Touch Points
 - Top 15 most frequent customer journeys
- Customisable segmentation filters for analysis screens



Detailed analysis of conversions

- Access to the details of conversions and their associated Customer Journey
- Key numbers :
 - Number of conversions over the given period, Average number of touch points, Average time to conversion, Monitoring of duplicate conversions
- Search filter :
 - Time period, Order ID, Order amount, Segmentation
- Export in csv format with the possibility to schedule regular exports

Setting up Attribution Models

- 11 customisable pre-configured templates, Unlimited number of custom allocation templates, Granular viewing window for Channel and Sources dimensions, Priority rules based on Channel categories, Advanced Touch Point inclusion/exclusion rules

Traffic reports

- Customisable viewing period, Customisable segments, Cost recovery API (AdWords), FTP cost import, Manual cost entry
- Pre-existing reports
 - Three levels of maximum dimensions, Graphs associated with the data
 - Three screens: Channels, Channels by Campaign, Natural Channels

Customised real-time reports: LRB (Live Report Builder)

- 10 levels of dimensions maximum (4 levels exportable)
- Possibility to cross conversion dimensions and traffic dimensions
- Real-time data, Customisable time period, Period comparison
- DataCommander segment integrations
- Exportable (csv format via email+API LRB)
- Cost integration (Adwords API, Bing API, CRITEO API, Facebook API)

Sunburst (in beta test)

- - Viewing previous conversions

Forecasting: (Beta Test)

- Predecessor analysis of conversions

QA reinforcement

- Internal anomaly alert system
- Unlimited number of IP exclusions

KPI – Metrics



Acquisition (exposition media)

- Impressions, Visible impressions, Visibility rate, Clicks, Unique clicks, Click rate

Behavior (site navigation oriented) :

- New visitors, Bounce rate, Page views

Attribution (Metrics focused on conversions)

- Number of conversions, Revenue, Cart amount, Conversion rate
- Metrics specific to custom and pre-existing reports: Conversion rate for qualified visits, Percentage of all conversions, Turnover per visit, Turnover per qualified visit, New customer, New customer revenue, New customer cart, Old customer, Old customer revenue, Old customer cart, Return on investment, Assisted channel conversions (not last), Assisted channel conversions, Exclusive channel conversions

Costs (Metrics focused on the payment of advertisements)

- Only in custom and pre-existing reports
- Cost, Cost per Click, CPM, Cost per Visit, Cost per Conversion, Cost per New User Conversion, Cost per Old User Conversion

Specific metrics for real time reports (LRB) :

- Number of sessions, Single page sessions, Qualified sessions, Page views per session, Average session duration

Access rights :

- Choice of several predefined profiles:
- Administrator (all rights), Marketing, Technical, Partner, Read only.
- The custom profile allows you to configure the reports accessible and the possible actions on them

Documentation

<https://community.commandersact.com/mixcommander/>



COMMANDERS **ACT**

4/ DATA ACTIVATION

Infrastructure & Hosting

- See reference document

Management features

User rights management

- 5 levels of rights: Admin, Technical, Read only, Marketing, Custom
- Customizable "user profiles" to provide access to specific interface elements

Connector Manager (for container hosting):

- Implementation on FTP, SFTP, FTPS, SCP / Implementation on CDN (Edgecast and Akamai) / Custom URL implementation / Storage destination implementation

Application features

Multiple data sources

- Pageviews / User / Conversions / Products / Clicks* / Views* – (*from Campaign Analytics function)

Multiple properties

- Standard and custom properties
- Properties can be encrypted
- Augmented user attributes: add calculated properties.
Limited to 100 user attributes per account. Additional billing to unlock more
 - Rolling Sum, Average, Min, Max / Rolling Count / Calculus / Flag / Copy / Boolean

Identity reconciliation

- 360° customer referential
- Real time reconciliation between online (web, mobile...) and offline data (shops, CRM...)



Data retention

- Is stored by default 30 days for pageviews + Campaign Analytics universes
- Is stored for ever for user variables
- Conversions are stored 1 year
- Augmented User Attributes: no data retention period (like user properties)
- Storage can be customized
- For users, it is highly recommended to set up a limit / expiration date
- If a user has only Campaign Analytics views, he will be deleted (otherwise the storage would be too important regarding the high number of vie

Data segmentation

- Create / list / add / modify / trash / delete / archive segment
- Data available in the listing interface
 - Segment name / Create - update the segment / Date of creation - modification of the segment / Number of TCIDs belonging to the segment (on the last 30 days) – automatic refresh of the counter
- Segment creation interface (unlimited number of segments)
 - Operators: Equals / Contains / Is greater than / Is less than / Begins with / Finishes with / Does not equal / Does not contain / Exists / Does not exist / Is between* / Is not between* / Before* / After* - (*for date properties only)
- Ability to use « AND » or « OR » operators between conditions and conditions group
- Ability to see in real time the number of visitors belonging to the segment
- Criteria Groups
 - Exclude or include the group / Delete the group / Define a period and date (relative or absolute)

Data activation

- Two ways to activate the data
 - Distribute the segment(s) to one or several partners
 - Use the segment in function Tag Management to fire tag(s)
- Features
 - Create / list / add / modify / trash / delete / copy / archive data destinations
 - Data available in the listing interface: Destination name / Type of data destination / Partner to which the data destination is sent / Connector that is used to send the data destination / Webhook builder / Date of creation / modification of the data destination / Data destination status
- Destinations creation interface
 - Unlimited number of data destinations
 - Ability to choose: The segment on which the data destination is based / The data that will be available in the destination / The data period (all the data or just the new data compared to last run) / The format of the file and the separator used in it / The start and end date of the data stream / The frequency of the data stream / User(s) to alert when the data stream is uploaded on the partner server
 - Dedicated configuration (account ID...)
- Control Group setup
 - Control Group Dashboard



Reporting

- Dashboards (all graphics are adjustable): Number of visitors in the last 24h / Number of new visitors in the last 24 hours / Evolution of visitors in the last 24 hours / Evolution of visitors per channel in the last 24 hours / Conversion Changes / Conversions by product / Evolution of turnover

Segment Stats

- Inputs and outputs in a specific segment
- Editable period
- Evolution of visitors in the segment

Documentation

<https://community.commandersact.com/platform-x>

