Engagement Tracker for iMIS

Introducing a powerful new tool from John Consulting for smarter website engagement tracking.

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Overview

Engagement Tracker for iMIS is a 24/7 website engagement monitoring system designed to track all designated click engagements across all your websites regardless of if a website patron is logged in. If a visitor does log in to your iMIS, Higher Logic or website included in your single sign on process, it will include their iMIS ID with each engagement so you can track specific user engagement! This ID tracking has been enhanced so if a user logs in at any time during an extended period, their iMIS ID will be written retroactively.

Any tracked link or collection of links can be assigned to an advertiser. Advertisers in this context are any individuals or businesses with an interest in knowing all interactions on specific sections of your website that pertain to them. Advertisers are provided with a portal on your iMIS website making access to click information available at any time. You may tailor what information you choose to share based on the class of advertiser as you would with any other data saved to your iMIS EMS system.

In addition, Engagement Tracker for iMIS provides location tracking with automatic address lookups, 11 image aspect ratios for the iMIS Slideshow iPart, multiple domain name support and secure self-service account information.

Tracking All Engagements

Engagement Tracker for iMIS allows you to track any click on any web page in iMIS regardless of if the user is authenticated. This click information is saved right in a standard iMIS Panel making it available to IQA, Report Builder and Engagement Management.

Information Collected from the Web

Engagement Tracker collects all available data from the web as you would see in Google Analytics. This information includes the URL of the page with the ad, the URL of the link clicked, date & time, time zone, browser information, preferred language, cookies enabled, and user platform. See Exhibit B for a complete list of information recorded.

Track Engagement for Advertisers, Members or Staff

You can assign the iMIS ID of any individual or organization affiliated with any link across all your websites. This feature allows you to designate any page, section or specific link(s) to track all click engagements for constituents. Example constituents include a) Purchasers of advertising placements who want to know the performance of their advertising, b) Your members or affiliates with listings on your website and c) Staff who wish to log authenticated users who clicked a link for compliance purposes.

Tracking Authenticated Users

When a user is authenticated, their iMIS ID is added to each click interaction providing exact knowledge of who initiated the click. Engagement Tracker has also been enhanced to keep track of a user session so if at any point a user logs in to your website during an extended period, it will assign their ID to previous interactions

retroactively. This is very valuable engagement information you can incorporate into your internal engagement scoring. You may share with your advertisers specific user contact, activity or demographic details. You determine what you want to share and you may share different information with different constituents.

Track Location

The option to ask for a user location on click is standard. If the user approves revealing their location, Engagement Tracker will automatically lookup their approximate address at the time of the interaction.

iMIS Slideshow Enhancements

Engagement Tracker ships with 11 predefined CSS classes to enforce advertisement placement aspect ratios ensuring your advertising images are displayed properly on all screens from a large monitor to mobile devices. You may also add an "Advertising" banner to ad placements for a professional look.

Engagement Analytics

Engagement Tracker ships standard with staff and advertiser dashboards analytics. Staff have a bird's eye view of overall performance over time or use on "on behalf of" to view specific advertiser performance. Your advertisers may also access or download their engagements directly from your iMIS website for easy self-service.

Built In Security Management

Engagement Tracker deploys with a built-in self-service security management so you may reset your background account from iMIS. The highest 256-bit encryption is used to ensure security. If a background account fails, your organization will receive an email alert of the failure immediately and then once every 8 hours until the issue is resolved.

Multiple Domain Support

We ensure accurate click data by allowing tracking requests that only come from your organization domain(s). Engagement Tracker may be configured to support multiple domain names for organizations with more than one website.

Exhibit A – Supported Aspect Ratios

Aspect Ratio	CSS Class	Example (Pixel Dimensions)
1 x 1	Ad1to1	500px by 500px
3 x 1	Ad3to1	600px by 200px
5 x 1	Ad5to1	1000px by 200px
7 x 1	Ad7to1	1400px by 200px
8 x 1	Ad8to1	1600px by 200px

Exhibit A – Supported Aspect Ratios (cont'd)

Aspect Ratio	CSS Class	Example (Pixel Dimensions)
9 x 2	Ad9to2	1800px by 400px
4 x 3	Ad4to3	800px by 600px
16 x 9	Ad16to9	1600px by 900px
9 x 16	Ad9to16	900px by 1600px

Exhibit B – Panel Data Collected

Property Name	Property Type	Length	Label
AD_URL	String	255	Target Ad URL
Address	String	700	Approx. Address
AdvertiserID	String	50	Advertiser ID
Browser_Version	String	150	Browser Version
CookiesEnabled	Boolean	–	Cookies Enabled
Date_Time	Date and Time	–	Click Date & Time
ID	String	80	Logged in User ID
Latitude	Decimal	–	Latitude
Longitude	Decimal	–	Longitude
Ordinal	Integer	–	Ordinal
PageURL	String	255	Ad Page URL
PreferredLanguage	String	80	User Preferred Language
Time_Zone	String	80	Time Zone
UserPlatform	String	80	User Platform
UserSessionKey	String	80	Session Key