# **Instore Tracking**



This page describes how to track and analyze traffic / usage of dedicated instore devices, such as tablets / wallmounted devices.

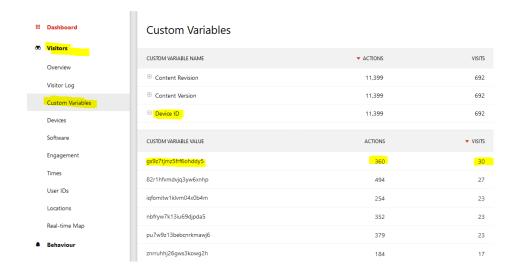
#### Introduction

If you are using the excentos Product Guides as an *instore solution*, you will be invoiced based on the number of *instore sales devices* used. excentos uses ordinary web browser cookies on your device to identify *unique sales devices* and stores a *DeviceID* in the s cookie.

## See how many devices accessed the Product Guide

In our Web Analytics, go to the report: Visitors | Custom Variables | Device ID.

1 Please note that this report shows correct data only if you either use instore devices only or if excentos implements a instore-specific tracking logic.



### Check if this were really your devices

if you want to make sure that the devices listed in excentos Analytics are really actively used devices from your domain/organization, you can do one of the following:

- go to the Vistor Log report and search for one visitor that contains one of the DeviceIDs you have identified in the report before
  - to make it easier finding that visitor within a large set of visitors, you can open the above report in "row evolution" to see on which days
    the device was active and then select the corresponding time range / days only
- you can now analyze
  - o the device type and operating system (e.g. hover over the "operating system" icon to get more information)
  - o check if the "provider" is your provider (however this can not always be detected correctly)



If this information is not enough for you to verify that these devices are really your devices only, here are some further tips that might help:

 (depending on your device type): connect your mobile / tablet instore device to a PC and read out the cookie stored by excentos that contains the deviceID

#### Which amount of devices will be invoiced by excentos?

If you use the excentos Product Guides on instore devices, the amount invoiced depends on the number of devices you are actively using. Please refer to your contract / the pricing to identify how actively used is defined.

If you feel that the number of devices you are using is lower than the one reported in the analytics system, please contact excentos for review.