

# 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**.

**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.**

The screenshot shows the excentos Web Analytics interface. On the left is a sidebar with a menu: Dashboard, Visitors (selected), Overview, Visitor Log, Custom Variables (highlighted), Devices, Software, Engagement, Times, User IDs, Locations, Real-time Map, and Behaviour. The main content area is titled 'Custom Variables' and contains two tables. The first table shows the top-level data for Custom Variables, and the second table shows the detailed data for the selected 'Device ID' variable.

CUSTOM VARIABLE NAME	ACTIONS	VISITS
Content Revision	11,399	692
Content Version	11,399	692
Device ID	11,399	692

  

CUSTOM VARIABLE VALUE	ACTIONS	VISITS
gs9z7tjnz5f16chdday5	360	30
82r1hfvmdvjg3yw6xnhp	494	27
iqfomitw1klvm04x0b4m	254	23
nbfryw7k13iu69djpda5	352	23
pu7w9z13becnrkmawj6	379	23
znrnuhj26gws3kowg2h	184	17

## 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 **Visitor 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
  - the **device type** and **operating system** (e.g. hover over the "operating system" icon to get more information)
  - check if the **"provider"** is your provider (however this can not always be detected correctly)

Monday, December 9, 2019 - 15:21:54



IP: 80.  
Germany



2476666701

Direct Entry

Provider: Deutsche Telekom

System : DE  
Locale : de\_DE  
Theme / Client : default  
Content Version : default  
Content Revision :  
29bd7539bb735699263f44009de4222ff0f97b2f  
Device ID : gs9z7tjnz5frf6ohddy5

22 Actions - 4 min 16s

View visitor profile: 2476666701

- 1 app\_... /load  
service.excentos.com/app\_.../Wizard - Welcome
- 2 app\_... ;/navigate/questionGroup/next/Wizard -  
service.excentos.com/app\_.../Wizard -
- 3 → app\_... selection -  
service.excentos.com/app\_.../Wizard
- 4 app\_... navigate/questionGroup/next/Wizard -  
service.excentos.com/app\_... Wizard -
- 5 → app\_... s/selection - V...
- 6 → app\_... selection -
- 7 → app\_... /selection -

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.