Adobe® Experience Cloud
Activity Map
Activity Map

**Activity Map** is an Adobe Analytics application that is designed to rank link activity using visual overlays and provide a dashboard of real-time analytics to monitor audience engagement of your web pages.

Activity Map lets you set up different views to visually identify the acceleration of customer activity, quantify marketing initiatives, and act on audience needs and behaviors.
Supported Systems and Requirements

Activity Map is supported on the following web browsers.

<table>
<thead>
<tr>
<th>Supported Browsers</th>
<th>Versions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Explorer</td>
<td>Latest version</td>
</tr>
<tr>
<td>Firefox</td>
<td>Latest version</td>
</tr>
<tr>
<td>Chrome</td>
<td>Latest version</td>
</tr>
<tr>
<td>Safari</td>
<td>Latest version</td>
</tr>
</tbody>
</table>

**Note:** The Activity Map Chrome plugin is a "developer mode" plugin only at this time. When you launch this plugin, you will get a message that encourages you to disable developer mode extensions. This message will be displayed each time the plugin is launched.

**Note:** From a link collection perspective, Activity Map supports a much larger list of browsers.

Other requirements:

- AppMeasurement code version 1.6 or higher. More...
- Cookies and Javascript must be enabled.
Activity Map Features

Activity Map provides these features:

Robust Link Tracking

Activity Map tracks links with a more robust algorithm that:

• Includes the tracking of page regions to avoid cases of the same link being confused across different devices because the link shows up in different positions on the page;
• Ensures link uniqueness, meaning that distinct links cannot be mistaken for one because of issues with LinkID or across different browser makes.

For more on link tracking in Activity Map, go here.

How Activity Map Link Tracking may collect PII Data

By turning on Activity Map tracking, you may be collecting personally identifiable information (PII) data. This data can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

Here are some known cases where PII data might be collected using Activity Map Tracking:

• Mailto links. A mailto link is a type of HTML link that activates the default mail client on the computer for sending an e-mail.
• User ID links that may show up in the header/footer of a website once the user has logged in.
• For financial institutions, the account number may be shown as a link. Clicking it will collect the text of the link.
• Healthcare websites may also have PII data shown as links. Clicking these links will collect the text of the link, thereby collecting PII data.

Standard Mode vs. Live Mode

Activity Map provides two basic modes to provide complementary reporting of page activity.

• Standard mode, in which the Links on Page Report shows link data ranging from single day to multi-day, aggregated over the full date range.
• Live mode displays activity trends in real time.

The two modes can be toggled by clicking the Mode button on the toolbar.

Standard Mode

In Standard Mode, you can select the date range in the toolbar as shown below.
In this mode, Commerce metrics that do not have "Participation" enabled are linearly allocated. For example, let's say a user clicks on a link "IPod mini" on the home page, then navigates through 3 more pages. On the 4th page, he purchases an IPod mini for $200. The "IPod mini" link will receive $200 of participation revenue and $50 ($200/4) of revenue (linearly allocated revenue).

Q: What if a page has links with the same link name in separate regions? Do the two links receive credit separately since they have different regions but the same link name on a page?

A: It depends on how you aggregate the link data. In Activity Map, we look at Link ID|Region for a given page, so the allocated data would be for the "Link ID|Region" combination. In this case, because the region differs, the link|region would be distinct, and therefore any allocated revenue for the first link|region will be different from all allocated revenue for the second link. But in the Adobe Analytics UI, you can look at just the link ID report (instead of Link|Region report) for a given page (page broken down by Link). In that case, the revenue would be aggregated across both regions.

**Live Mode**

In **Live Mode**, Analytics data is shown in 1-minute to 15-minute increments, in a trended fashion. This mode is all about analyzing and monitoring short-term trends on the web page.

Live mode responds to the needs of publishing organizations. These organizations need to monitor micro-trends on link popularity within a few key pages. The ability to quickly discern what links are under-performing or are getting hot is critical for your publishing business.

⚠️ **Important**: Virtual Report Suites are not compatible with Live Mode, only with Standard Mode.

---

**Links Report**

The Links report reports on the links that were found on the current page. It does not report on all the links that were collected for that page.

The Links On Page report offers a tabular view of the links. Sometimes you might want to see link clicks (or other metrics) ranked in a single view. This allows you to better compare one link to another. Create the Links On Page Report including a ranked list of all the links the page (by link ID), the click information (# and %) and the region in the page. Click the Links in Page report button in the Activity Map toolbar.

The **Links On Page** report opens below the browser frame in the Activity Map dashboard.

**Standard Mode**
In Standard Mode, the "Links on Page" Report shows link data ranging from single day to multi-day, aggregated over the full date range. The following information will be shown for each link:

<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Rank in page. In Standard Mode, the rank value stays the same, regardless of which column you click.</td>
</tr>
<tr>
<td>Link ID</td>
<td>The link's primary ID (for more information on how primary ID is defined by the New Link Tracking Methodology, go <a href="#">here</a>).</td>
</tr>
<tr>
<td>Clicks</td>
<td>The number of raw clicks for a specified link and its percentage of the total clicks on the page. If the user chooses a different metric in the toolbar, the Link report will report on that metric instead.</td>
</tr>
<tr>
<td>Region</td>
<td>Represents the region in the page where the link is located.</td>
</tr>
<tr>
<td>Visibility</td>
<td>Relates to the visibility status of the link. Two values are possible:</td>
</tr>
<tr>
<td></td>
<td>• <strong>Hidden</strong>: the link is currently in the page but not visible to the end user (like a sub menu in a Navigation Menu that becomes visible only if the user hovers on top of the Parent Menu)</td>
</tr>
<tr>
<td></td>
<td>• <strong>Displayed</strong>: the link is currently displayed on the page. However, it might be displayed below the fold: the user would have to scroll the page to see it.</td>
</tr>
</tbody>
</table>

💡 **Note**: If a link is set to "Hidden", no overlays will be displayed for it.

**Filter Data**

When you want to zero in on a specific link, you can search for a related term in the **Filter Data** field. Only the links that match the search will have overlays. Without a filter, the overlays specified in the **Activity Map Settings** will be shown.

**Live Mode**

In Live Mode, the Links on Page report shows trended data spanning several minutes.
<table>
<thead>
<tr>
<th>Column</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Rank in page. In case of a gradient or bubble overlay, the rank value stays the same, regardless of which column you click. In case of a gainers/losers overlay, that rank value changes based on which links gained/lost the most.</td>
</tr>
<tr>
<td>Link ID</td>
<td>The link's primary ID. For more information on how the primary ID is defined by the New Link Tracking Methodology, go <a href="#">here</a>.</td>
</tr>
<tr>
<td>Link Clicks</td>
<td>Total clicks for the selected time period.</td>
</tr>
<tr>
<td>% Change</td>
<td>% change between current period link metrics and previous period link metrics. Negative % change are shown in red, positive in green.</td>
</tr>
<tr>
<td>Trend</td>
<td>A line chart for all collected periods. The currently selected period is indicated by a green marker. The currently hovered period is indicated by a red marker.</td>
</tr>
<tr>
<td>Region</td>
<td>Represents the region in the page where the link is located.</td>
</tr>
</tbody>
</table>
| Visibility | Relates to the visibility status of the link. Two values are possible:  
  • Hidden: link is currently in the page but not visible to you (for example, any link that appears after the page is loaded.)  
  • Displayed: link is currently displayed on the page. However, it might be displayed below the fold: you would have to scroll the page to see it. |

**Sorting and Filtering**

Sometimes you need to analyze only the results of a specific page region (e.g. left panel) to decide how to organize the content of that specific region of the web page.

For this purpose, we have created a sorting and filtering functionality for links in the Links on Page report. Filtering is available through the filter field and the search term will be applied to the Link ID column and Link Region column. Sorting is available through clicking on the call-ons (Rank, Link ID, Clicks, Change over time, Region, Visibility) and it can be both ascending and descending. Overlays disappear from the web site when links are filtered out from the Links on Page report.

**Page Details**

The Page Details tab displays the Page Report as a table and the Page Flow Report is shown as a bow tie (butterfly) report.
Page Report
This panel shows traffic metrics related to the web page that is visited. If you go to a web page that does not have the Analytics page tag implemented, the Panel will not be shown.

Page Flow Report
The left side shows the Previous Pages and Referrers (external), which can be alternatively expanded to show the top four entries for each category.

The right side shows the top four Next Pages, and the number of exits.

If a URL was tracked for any internal pages displayed in this section, the page will be displayed as a link. Thus, you can click on that page and continue down the path of pages with the most affinity. This report thus allows you to interactively navigate your web properties from a web analytics perspective.

The Page Flow Report is available only in Standard Mode.

<table>
<thead>
<tr>
<th>Page Flow</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>External Referrers</td>
<td>URL of other sites referring to the current page.</td>
</tr>
<tr>
<td>Previous Pages</td>
<td>Names the internal page in the report suite before the current page.</td>
</tr>
<tr>
<td>Next Pages</td>
<td>The page visited after leaving the current page.</td>
</tr>
<tr>
<td>Site Exits</td>
<td>Number who left the site completely after viewing the page.</td>
</tr>
</tbody>
</table>

Complete Set of Metrics

Allows you to access a complete set of metrics from Adobe Analytics within the Activity Map toolbar.

Understanding the impact of link clicks on downstream user behavior allows you to more effectively optimize site content and layout to improve the customer journey. Which links are involved in conversions? As a retailer, you may want to attribute revenue or orders to specific link clicks. As a publisher, you may want to attribute time spent on site to specific link clicks.

Previous versions of Activity Map offered limited ability to add other metrics to the tool. This version supports all metrics in Adobe Analytics. For more information on Analytics standard metrics, go here.

You can access your full set of metrics that are supported by an eVar in Adobe Analytics through the following drop-down menu in the toolbar:
Real-Time (Live) Page Analytics

Real-time page analytics (Live Mode) lets you obtain results with minute granularity in real time. Activity Map now displays analytical data in 1 to 15 minute increments to monitor link popularity based on micro-trends for selected pages. This is especially important for publishing enterprises in tracking and responding to increasing or diminishing interest in stories and to monitor real-time traffic flow.

As a site content owner, part of your job is to understand when to promote and remove content and keep our experience constantly relevant. Real-time data is the lifeblood of this responsibility. If you can understand what links and content are trending right now, you can act quickly and decisively to keep readers and customers engaged with your brand.

Data Latency as a Result of A4T Configuration

After the A4T integration is enabled in Adobe Target, you will experience an additional 5-10 minutes of latency in Adobe Analytics. This latency increase allows data from Analytics and Target to be stored on the same hit, allowing you to break down tests by page and site section.
This increase is reflected in all Adobe Analytics services and tools, including the live stream and real-time reporting, and applies in the following scenarios:

• For live stream, real-time reports & API requests, and current data for traffic variables, only hits with a supplemental data ID are delayed.

• For current data on conversion metrics, finalized data, and data feeds, all hits are delayed an additional 5-7 minutes.

Be aware that the latency increase starts after you implement the Experience Cloud ID Service, even if you have not fully implemented this integration.

**Customer Segmentation**

Lets you apply a multiple-segment filter within Activity Map.

⚠️ **Note:** The Segment control is available only in Standard Mode because the Adobe Analytics platform does not support segmenting real-time data.

You can select one or several of the segments from the **Segments** drop-down menu shown below. The segments listed are identical to those you own or that have been shared with you via Reports & Analytics, for the report suite selected.

![Segments drop-down menu](image)

When the segment(s) selection has changed, and after closing the segment selector, a new Analytics data retrieval process will be launched for all metrics that are shown in the application. The segment(s) selected are remembered when navigating from page to page.
When more than one segment is selected, the Segment Selection Label (in a collapsed state) will display "Multiple". The full list of selected segments will be shown when you click the control.

The selected segments will be applied to all Analytics reports presented in Activity Map, i.e. overlays and the Links on Page and Page Details reports.

**Customizable Overlays**

Overlays give you multiple ways of configuring data visualization so that you can easily see and understand the popularity of links on a page.

Overlays let you visualize click data directly on the page. This is what separates a visual analysis tool like Activity Map from mostly tabular and graphical tools like Reports & Analytics.

Activity Map offers three types of overlays:
- Gradient Overlay (Heatmap)
- Bubble Overlay
- Gainers and Losers Overlay

You can also configure overlay rendering for dynamic content.

To make changes to overlays, open the Overlay Settings Panel and edit available options.

Hovering over an overlay will display its details.

**Gradient Overlay (Heatmap)**

With the gradient overlay, the color intensity is based on the popularity of the link. This intensity can be normalized for the top 30 rankings, or a function of the absolute metric value.

These metrics are overlaid on top of the page's links as a kind of 'heat map' to answer critical questions, including the following:
- What is the value of an individual page?
- What is the value of an individual element on a page?
- What is the most valuable 'digital real estate' on a page?
Bubble Overlay

The Bubble overlay shows the overlay content (metric, percentage, or rank) in a small callout bubble.

Bubble overlays are shown when you select this overlay in the Overlay Type in the toolbar. Bubble overlays show for all links that match the selection in Activity Map Settings (top 30, top 50, all...). Gradient overlays will be shown if this option not selected.

💡 Note: Bubble overlays for submenus show only when you display the submenu:
Gainers and Losers Overlays

Gainers and Losers overlays are available only in Live mode. They report real-time changes in link activity by comparing the metrics from the current period with metrics from the last period. They give you a visually compelling way to view trending in real-time.

This real-time overlay ranks clicks based on changes in the metric value between the previous and current periods.

Overlay Details

Overlay details are shown when you hover on top of a link overlay.

Overlay details display the following values that are tracked for that link:

- Metric
- Raw value
- Rank
- Percentage value
- Link ID
- Region
- Show in Links On Page report
Export to CSV file

In Standard Mode, export Analytics data from Activity Map to a Comma Separated Values (CSV) file.

As a user, you may need to merge link click data with other data sources or perform other analysis (e.g. in Excel). CSV export allows you to obtain all of your Activity Map data for a given page in an easy-to-consume format. It lets you save the analytic data generated for a page to a flat CSV file, allowing you to export the Page Report, Page Flow Report, and Links on Page data. You can then view as a spreadsheet or text file, or import the data into another system.

Click the Export icon on the Activity Map toolbar.

Activity Map generates the filename based on the Adobe Analytics Page name and appends a date and timestamp to it: Pagename_DateTime.csv. This file will be saved under the default Download directory for the corresponding browser.

<table>
<thead>
<tr>
<th>Export information</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page Metrics Report</td>
<td>Page metrics data from Analytics, including time spent on page, clicks on page, and total page views.</td>
</tr>
<tr>
<td>Page Details Report</td>
<td>Page entry and exit information identifying the previous page for internal entries or external references, as well as exit data.</td>
</tr>
<tr>
<td>Links on Page Report</td>
<td>Link information for a specific page in either Standard or Live modes.</td>
</tr>
</tbody>
</table>

Here is an example of a CSV file for a page opened as a spreadsheet.

![Example CSV file](image)
# Activity Map FAQ

Frequently asked questions for setting up, configuring, and employing features in Activity Map.

## 1. Implementation and AppMeasurement

<table>
<thead>
<tr>
<th>Q: What are the implementation steps for enabling the new Activity Map?</th>
<th>A: Please review <a href="#">Enabling Activity Map</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Q: Do all Analytics customers have access to the Admin Tools ActivityMap Enablement page?</td>
<td>A: Adobe SiteCatalyst customers do not have access to the Admin Console’s Activity Map Enablement page. Only companies under Adobe Analytics Standard and Adobe Analytics Premium contract have access to this configuration page.</td>
</tr>
<tr>
<td>Q: Can the new AppMeasurement code be configured through Dynamic Tag Management (DTM)?</td>
<td>A: Yes, you can manually implement the new AppMeasurement code.</td>
</tr>
<tr>
<td>Q: What are the big changes in the AppMeasurement v1.6 library?</td>
<td>A: The only change in AppMeasurement v1.6 is in the Activity Map link tracking process methodology that requires the collection of Page name, Link ID and RegionID.</td>
</tr>
<tr>
<td>Q: Will AppMeasurement be rolled out at the domain level rather than on specific pages?</td>
<td>A: AppMeasurement is rolled out at the report-suite level. The report-suite level is typically associated with a domain level, but this differs with each implementation.</td>
</tr>
<tr>
<td>Q: DTM automatically loads an older version (1.3.4) of the Visitor API than Activity Map wants (1.5.1). Is this a problem?</td>
<td>A: No. Activity Map functionality is not dependent on the VisitorAPI.</td>
</tr>
</tbody>
</table>

## 2. Activity Map Application

| Q: Can I use Activity Map if I did not previously use Visitor ClickMap on my website? | A: Having the legacy version - now simply called ClickMap - installed is not a prerequisite for implementing the new version. Adobe will continue to support the legacy version for a limited period of time. |
| Q: What browsers and versions are supported by Activity Map? | A: We support only the latest version of the four main browsers (Chrome, Firefox, Safari and IE). |
| Q: What are the default Overlay Settings? | A: By default, Activity Map shows ALL links that have collected data. When popup panels are shown on top of customer web pages, overlays belonging to links that are located below the popup panel may be shown on top of the popup panel. |
| Q: Why are some ranked item overlays missing? | A: Some ranked links may be hidden from the page (submenu links, for example). As a consequence, their corresponding link overlays will not be shown. So you can... |
expect to see overlay rankings that are missing some specific rank values, because the rank is computed to for all links in the page (the present one + the hidden ones).

Q: How is link ranking determined in the All Links report?

- In **Gradient** and **Bubble** mode: Ranking is determined by the metric column. For links with same metric value, the rank is further based on link ID alphabetical order.
- In **Gainer & Loser** mode, rank is primarily determined by the % Gain column. For links with the same Gain, the rank is further based on the link ID alphabetical order.

Q: Why is link click data not collected when Activity Map is running?

A: While Activity Map is in use, link click data is not collected by the Analytics tag. This behavior follows the behavior of the ClickMap plugin.

Q: Why is link click data not collected when Activity Map is running?

A: Activity Map lists metrics for all report suites. As a result, you can expect to see duplication if the company has not gone through a **metric consolidation process**.

The Metric drop-down lets you limit the list of calculated metrics to the ones assigned to the visited page's report suite.

Q: How does the Activity Map All Links Report compare with Reports & Analytics Activity Map reporting?

A: To pull the All Links Report in Activity Map, we create a breakdown request as follow: Activity Map Page = “visitedpage”, broken down by Activity Map Link&Region in <list of link&regions present in the page at rendering time>.

To get an equivalent report in Reports & Analytics, you would need to first navigate to the Activity Map Page report. There, you would filter for the visited pagename in Activity Map. The visited Pagename is shown in the left column in the Activity Map Page Details Bottom Panel. Once the page has been found, you can break down from that page and choose Activity Map Links & Regions as a secondary dimension.

However, it is important to note that the obtained report in R&A will list all Links & Regions that were collected for that Page. But Activity Map only reports on Links&Regions that are currently present in the webpage. So if you have a news site, it will only show data for the news story present at this time, and not the news stories that were present earlier in the day.

Q: How does Activity Map work with pages containing multiple tags listing multiple report suites?

A: By default, Activity Map uses the report suite that is associated with the first tag that is sent by the page.

You can select a different tagged report suite through the **Activity Map Settings** > **Others** tab.

Q: For how long does Activity Map scan for the Analytics Tag?

A: We scan for the Analytics tag for up to 20 seconds after a page complete event.

Q: How does Activity Map handle dynamic content?

A: Activity Map checks every 2 seconds to see if it has found changes in the state of the web page such as:

- HTML content that has become visible
- HTML content that is hidden
- New HTML content that was injected

If content is hidden or shown, the application automatically changes the affected links state (and therefore overlays) from hidden to shown or from shown to hidden.
If new content is injected, the application will retrieve the associated links, pull analytics data for them, and add overlays for these links.

| Q: What metric is the Page Flow report based on? | A: All data shown is based on page views. |
| Q: Can you explain Activity Map behavior with various type of pages? | **Web page without Analytics tag**  
- A warning message is shown below toolbar indicating that no tag is present.  
**Web page with incompatible Analytics Tag (AppMeasurement v1.5 or earlier)**  
- A warning message is shown indicating that you need to upgrade the page code to v1.6.  
**Web page with compatible Analytics Tag (AppMeasurement v1.6 or later), but Activity Map reporting was not enabled in Admin Tools**  
- A warning message is shown indicating that you need to ask your Admin to enable the Activity Map report. |
| Q: Can I export Activity Map data (contextData) via Analytics Data Feed? | A: No. |

### 3. Segmentation in Activity Map

| Q: Are segments tied to the individual user segments? Or are shared Admin-level segments available in Activity Map? | A: Activity Map inherits your Admin-level segments (reporting segments) from Reports & Analytics. |
| Q: Do segments work in Live mode? | A: No, segments do not work in Live mode. The functionality is equivalent to that of real-time reporting in Reports & Analytics. |

### 4. Virtual Report Suites

| Q: Is Activity Map compatible with virtual report suites? | A: Yes. However, due to virtual report suite limitations, Activity Map's Live Mode is not compatible with virtual report suites. |
Getting Started

Getting Started for Admins

Explains how to enable Activity Map.

Enabling Activity Map

Explains the steps the Analytics Admin needs to complete to enable Activity Map link collection and user download.

1. Update Your AppMeasurement Code to v1.6
2. Enable Activity Map Reports
3. Add Users to Activity Map Group

1. Update Your AppMeasurement (Javascript) Code to v1.6 (or higher)

The Activity Map module is part of the AppMeasurement.js file (located at the top of the file). The AppMeasurement library will load the Activity Map module when instantiated.

Activity Map data cannot be collected unless you update to this version (or higher) of AppMeasurement.

1. Download the latest AppMeasurement code (AppMeasurement_Javascript-1.6.zip) by going to Analytics > Admin > Code Manager and implement it.

   We have included some sample implementation code to help you visualize the changes that have been made to the code by including the Activity Map module.

2. Validate the implementation:
   a. When a clickable element is clicked, data will be stored in a cookie named s_sq.
   b. The Activity Map data can be seen in the query-string on the tracking call. For example:

   ...&c.a.&Activity Map.&link=My%20Link&region=My%20Region&page=My%20Page.&Activity Map.a.c&...

3. Break this report down by Activity Map Link by Region to see the link/region for that page:
2. Enable Activity Map Reports

First, you need to enable Activity Map reports at a report-suite level.

2. Activity Map collects the link data in Activity Map reports. For the activation to happen, you must first activate the variables by clicking Enable Activity Map Reports.
   This step adds all the Analytics dimensions that you need to collect data.
3. After about an hour, check the Activity Map Page report, which shows all the pages where users clicked on a link.

3. Add Users to Activity Map Access Group

1. Click Add Users to Group.
   This will take you to the group management page in the Admin Console.
2. Add users to this group and Save Group.
3. This allow your Admin users to download Activity Map from Adobe Analytics > Tools > ActivityMap.

Sample Implementation Code

Sample AppMeasurement.js File
The following is an example of how the AppMeasurement library and the Activity Map module are combined in the AppMeasurement.js file.
Note that code sections that are relevant to this Activity Map implementation are **bolded**.

```javascript
// Initialize AppMeasurement
var s_account="INSERT-RSID-HERE"
var s=s_gi(s_account)

/******** VISITOR ID SERVICE CONFIG - REQUIRES VisitorAPI.js ********/
s.visitor=Visitor.getInstance("INSERT-MCORG-ID-HERE")

/************************** CONFIG SECTION ***************************/
/* You may add or alter any code config here. */
s.trackDownloadLinks=true
s.trackExternalLinks=true
s.linkDownloadFileTypes="exe,zip,wav,mp3,mov,mpg,avi,wmv,pdf,doc,docx,xls,xlsx,ppt,pptx"
s.linkInternalFilters="javascript:" //optional: add your internal domain here
s.linkLeaveQueryString=false
s.linkTrackVars="None"
s.linkTrackEvents="None"
/* uncomment below to use doPlugins */
/* s.usePlugins=true */
function s_doPlugins(s) {
// use implementation plug-ins that are defined below
// in this section. For example, if you copied the append
// list plug-in code below, you could call:
// s.events=s.api(s.events,"event1","","",1);
}
s.doPlugins=s_doPlugins

/* WARNING: Changing any of the below variables will cause drastic
changes to how your visitor data is collected. Changes should only be
made when instructed to do so by your account manager. */
s.trackingServer="INSERT-TRACKING-SERVER-HERE"
s.trackingServerSecure="INSERT-SECURE-TRACKING-SERVER-HERE"

/************************** PLUGINS SECTION ***************************/
// copy and paste implementation plug-ins here - See "Implementation Plug-ins" @
// Plug-ins can then be used in the s_doPlugins(s) function above

/*********************** START Activity Map MODULE ***********************
//The following module enables ActivityMap tracking in Adobe Analytics. ActivityMap
allows you to view data overlays on your links and content to understand how
users engage with your web site. If you do not intend to use ActivityMap, you
can remove the following block of code from your AppMeasurement.js file.
Additional documentation on how to configure Activity Map is available at:

*/
function AppMeasurement_Module_ActivityMap(g){func
...*/
END Activity Map MODULE */

*/
----------- DO NOT ALTER ANYTHING BELOW THIS LINE ! -----------

AppMeasurement for JavaScript version: 1.6
Copyright 1996-2016 Adobe, Inc. All Rights Reserved
*/
function AppMeasurement(){var a=this;a.version=...
Getting Started for Users

Explains how to launch Activity Map and install the browser plug-ins.

Install Activity Map Browser Plug-Ins

The installation process varies depending on which browser you are using.

- Install Activity Map Plug-In on Chrome
- Install Activity Map Plug-In on Firefox
- Install Activity Map Plug-in on Internet Explorer
- Install Activity Map Plug-in on Safari

Activity Map browser plug-ins:

- Are injected manually as an Analytics page tag.
- Are launched by a button or menu item in the browser toolbar.
- Are compatible only with the latest versions of these desktop browsers: Internet Explorer, Firefox, Chrome, and Safari.
- Support the Remember my login feature.
- Can inject the Activity Map toolbar on web pages that do not contain Analytics page code. Will show an error message if the page does not contain the Analytics page code.
- Require you to go through a browser plug-in installation process.

Install Activity Map Plug-In on Chrome

1. Go to Adobe Analytics > Tools > Activity Map.
2. Click Download Activity Map.
3. Click Install the Activity Map Plug-in.
4. Answer Yes when the security warning asks you whether you want to download the Activity Map Browser Plug-in.
5. Once the download has completed, find the location of the .zip file and unzip its contents.
6. Return to Chrome's address bar and enter chrome://extensions.
7. Check the Developer mode box.
8. Click Load unpacked extensions and select the unzipped folder from the popup.
9. If you see an Adobe Analytics icon added to your tool bar, your download was successful. You can now launch Activity Map from your page.
Install Activity Map Plug-In on Firefox

1. Go to Analytics > Activity Map.
2. Click Download Activity Map.
3. Click Install the Activity Map Plug-in.
4. Click Allow when this message appears:

5. Click Install Now.
6. Click the Open Menu icon at the top right and select Add-Ons.

7. Activity Map should be listed as one of the Firefox Add-ons.
8. If you see an Adobe Analytics icon added to your tool bar, your download was successful. You can now launch Activity Map from your page.

Install Activity Map Plug-in on Internet Explorer

1. Go to Analytics > Activity Map.
2. Click Download Activity Map.
3. Click Install the Activity Map Plug-in.
4. Click Run to initiate the Activity Map installation.
5. Click Yes on the popup to allow the program to make changes to the computer.
6. Follow the instructions in the installation wizard.
7. If Activity Map was successfully installed, you will see a notification in Internet Explorer saying that the Activity Map Toolbar is ready for use. Enable it to begin using the application. You can now launch Activity Map from your page.
Install Activity Map Plug-in on Safari

2. Search for "activity" or "activitymap" and click through the Adobe Activity Map installation links.

3. If you see an Adobe Analytics icon added to your tool bar, your download was successful. You can now launch Activity Map from your page.

Launch Activity Map

Assuming that the correct browser plug-in is installed, you can launch Activity Map directly from your web page.

1. Click the Adobe Analytics icon to the right of your browser's address bar:
2. Sign in with your login company, username and password.
3. The application should launch, displaying the toolbar and overlays.
Link Tracking

How Activity Map Link Tracking may collect PII Data

By turning on Activity Map tracking, you may be collecting personally identifiable information (PII) data. This data can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context.

Here are some known cases where PII data might be collected using Activity Map Tracking:

- **Mailto** links. A mailto link is a type of HTML link that activates the default mail client on the computer for sending an e-mail.
- **User ID** links that may show up in the header/footer of a website once the user has logged in.
- For financial institutions, the account number may be shown as a link. Clicking it will collect the text of the link.
- Healthcare websites may also have PII data shown as links. Clicking these links will collect the text of the link, thereby collecting PII data.

Link Tracking Methodology

This section is intended for Adobe Analytics Administrators. It focuses on the new link tracking parameters and how they ensure link uniqueness and consistency across browsers and devices, and improve the handling of link repositioning on a page.

**Important:** Any link where the text (not the href) may contain PII (Personally Identifiable Information) should be implemented explicitly using `s_objectID` or by excluding ActivityMap link collection with `s.ActivityMap.linkExclusions` or `s.ActivityMap.regionExclusions`. For more information on how Activity Map may be collecting PII data, go here.

Activity Map bases its link tracking on these two IDs:

- **Primary ID**: this is the recognizable parameter of the link.
- **Link Region**: this is a secondary parameter that allows users to specify a string that is representative of the overall link area in the page or region. This parameter can be automatically generated if it is not provided by the user.

**Primary ID**

If the HTML has an `s_objectid`, then the primary ID is defaulted to the `s_objectid`. Otherwise, the following parameters are used as primary ID (in this order of priority):

- Innertext
- Alttext
- Title
- Src
- Action

**Using InnerText versus using Link Action (URL)**

Link action is the action taken by the web page when the link is clicked - usually the URL that is visited after clicking the link. Some of the issues you might run into when using Link Action are:

- having two or more distinct links with the same ID
- readability of the link
- one link with multiple actions (depending on the device where you are viewing the link)
As a result, we use InnerText with these benefits over using Link Action (URL):

- It is a good representation of the Link identity. Primary ID duplication is significantly reduced as it is not common to have multiple links with the same text.
- It ensures consistency of the Primary ID across devices and browser types.
- It is not affected by a link repositioning on the page.
- It improves readability, so users can start analyzing Link tracking reports outside Activity Map.

**Link Region**

This new attribute allows users to specify a string that is representative of the page region where the link is located.

For example, for a "Contact Us" link that is located in the menu section of the web page, the user may want to pass a "Menu" region parameter. Similarly, for a "Contact Us" link located in the footer of the web page, the region parameter may be set to "footer".

The Link Region value is not set on the link itself, but on one HTML element up the DOM HTML tree that encompasses that region.

Using Link Region has these benefits:

- It helps differentiate links with the same primary ID.
- Trending on a region is less affected by the dynamic aspect of the web page.
- Users can see the top performing links within a region. With Region as an anchor, we can show overlays of links that are not currently visible on the page (Ajax, Targeting).
- A Region can supersede pages as a given region may be used across many web pages. It helps answer questions like: "Does my "Product Offering" region perform best on the Women's Landing Page or the Men's Landing Page?"
- In itself, Region is a relevant dimension to analyze highly dynamic web pages. This is because it removes the noise due to continuously changing links: a "Latest News" Region in the CNN landing page may have a lot of changing links. But the region will always be there. So it might be interesting to trend at the Region level over many days.

**Customized Region Tracking**

You can customize the Region parameter for a link (default is link ID): A tag set to "ID" will use all HTML elements with an "id" parameter as a Region. Hence, setting the Region tag to "id" will most likely return a lot of distinct regions (as many as there are different "IDs" on the page). Alternatively, if you want a more customized implementation, you can set the region tag to something more specific, such as "region_id".

Below, you can view some sample HTML using the default region ID attribute, "id".

```html
<div id="content">
  <div id="breaking_news">
    <a href="breaking-news.html">...</a>
  </div>
  <div id="todays_top_headlines">
    <a href="breaking-news.html">...</a>
  </div>
</div>
```

If you want, you can tag elements with an arbitrary string identifier, in this case "lpos", and then add attributes with the name "lpos".

```html
s.ActivityMap.regionIDAttribute="lpos";

<div id="nav" lpos="navbar">
  <ul>
    <li> Menu Category A
      <ul>
        <li><a href="#">Menu Item A 1</a></li>
        <li><a href="#">Menu Item A 2</a></li>
      </ul>
    </li>
    <li> Menu Category B
```

27
Configuration Variables

Note that these variables are listed for reference purposes only. Activity Map should be configured properly out of the box, but you can customize your implementation using these variables.

<table>
<thead>
<tr>
<th>Variable Name</th>
<th>Example</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ActivityMap.regionIDAttribute</td>
<td>Defaults to the &quot;id&quot; parameter. You can set this to another parameter.</td>
<td>String that identifies the tag attribute to use as region ID from some ancestor (parent, parent.parent, ...) element of s.linkObject, i.e. the element that was clicked.</td>
</tr>
<tr>
<td>Variable Name</td>
<td>Example</td>
<td>Description</td>
</tr>
<tr>
<td>---------------</td>
<td>---------</td>
<td>-------------</td>
</tr>
</tbody>
</table>
| s.ActivityMap.link | // only ever use "title" attributes from A tags  
```javascript
function clickedElement){
  var linkId;
  if(clickedElement && clickedElement.tagName.toUpperCase() === 'A'){
    linkId = clickedElement.getAttribute('title');
  }
  return linkId;
}
```
 | Function that receives the clicked HTML Element and should return a string value that represents the link that was clicked.  
If the return value is false (null, undefined, empty string, 0), no link is tracked. |
| s.ActivityMap.region | // only ever use lowercase version of tag name concatenated with first className as the region  
```javascript
function clickedElement){
  var regionId,className;
  while(clickedElement && (clickedElement=
    clickedElement.parentNode)){
    regionId = clickedElement.tagName;
    if(regionId){
      return regionId.toLowerCase();
    }
  }
}
```
 | Function that receives the clicked HTML Element and should return a string value that represents the region where the link was found when clicked.  
If the return value is false (null, undefined, empty string, 0), no link is tracked. |
| s.ActivityMap.linkExclusions | // Exclude links tagged with a special linkExcluded CSS class  
```html
<style>
  .linkExcluded{
    display: block;
    height: 1px;
    left: -9999px;
    overflow: hidden;
    position: absolute;
    width: 1px;
  }
</style>
<a href="next-page.html">Link is tracked because link does not have hidden text matching the filter. </a>
<a href="next-page.html">Link not tracked because s.ActivityMap.linkExclusions is set and this link has hidden text matching the filter. </a>
<span class="linkExcluded">exclude-link1</span>
<a href="next-page.html">Link not tracked because s.ActivityMap.linkExclusions is set and this link has hidden text matching the filter. </a>
<span class="linkExcluded">exclude-link2</span>
<script>
  var s = s_gi('samplersid');
  s.ActivityMap.linkExclusions = 'exclude-link1,exclude-link2';
</script>
``` | String that receives a comma-separated list of strings to search for in link text. If found, then the link is excluded from being tracked by Activity Map. If not set, there is no attempt made to stop tracking the link by Activity Map. |
| s.ActivityMap.regionExclusions | // Exclude regions on the page from its links being trackable by ActivityMap  
```html
<div id="links-included">Link is tracked because link does not have hidden text matching the filter. </div>
<div id="links-excluded">Link not tracked because s.ActivityMap.regionExclusions is set but does not match the filter. </div>
``` | String that receives a comma-separated list of strings to search for in region text. If found, then the link is excluded from being tracked by Activity Map. If not set, there is no attempt made to stop tracking the link by Activity Map. |
<table>
<thead>
<tr>
<th>Variable Name</th>
<th>Example</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>s.ActivityMap.regionExclusions is set and this link matches the filter.</td>
<td>var s = s_gi('samplersid'); s.ActivityMap.regionExclusions = 'links-excluded';</td>
<td>Map. If not set, there is no attempt made to stop tracking the link by Activity Map.</td>
</tr>
</tbody>
</table>

## Link Tracking FAQ

Frequently asked questions about link tracking in Activity Map.

<table>
<thead>
<tr>
<th>Q: When does link tracking occur?</th>
<th>A: Activity Map link and region identification occurs when users click on a page.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q: What is tracked by default?</td>
<td>A: If a click event occurs on an element, the element has to pass some checks to determine if AppMeasurement will treat it as a link. These are the checks: &lt;ul&gt;&lt;li&gt;Is this an &lt;A&gt; or &lt;AREA&gt; tag with an HREF property?&lt;/li&gt;&lt;li&gt;Is there an on-click attribute that sets a s_objectID variable?&lt;/li&gt;&lt;li&gt;Is this an INPUT tag or SUBMIT button with a value or child text?&lt;/li&gt;&lt;li&gt;Is this an INPUT tag with type IMAGE and a src property?&lt;/li&gt;&lt;li&gt;Is this a &lt;Button&gt;?&lt;/li&gt;&lt;/ul&gt; If the answer is <strong>Yes</strong> to any of the questions above, then the element is treated as a link and will be tracked.</td>
</tr>
</tbody>
</table>

**Important:** Button tags with the attribute type="button" are not considered to be links by AppMeasurement. Consider removing "type="button"" on the button tags and adding role="button" or submit="button" instead.

**Important:** An anchor tags with an href that starts with "#" is considered an internal target location by AppMeasurement, not a link (since you do not leave the page.) By default, Activity Map does not track these internal target locations. It tracks only links that navigate the user to a new page.

| Q: How does Activity Map track other visual HTML elements? | 1. **Via the s.tl() function**<br> If the click occurred via an s.tl invocation, then Activity Map will also receive this click event and determine if a linkName string variable was found. During s.tl execution, that linkName will be set as the Activity Map Link ID. The element clicked that originated the s.tl() call will be used to determine the region. Example: <img onclick="s.tl(true,'o','abc')" src="someimageurl.png"/>  <br> 2. **Via the s_objectID variable**<br> Example: <img onclick="s_objectID='abc';" src="someimageurl.png"/> <a href="some-url.html" onclick="s_objectID='abc';">Link Text Here</a> |


**Important:** Note that a trailing semicolon (;) is required when using s_objectID in Activity Map.

Q: Can you give me some examples of links that will be tracked?

1. `<a href="/home">Home</a>`
2. `<input type="submit" value="Submit"/>`
3. `<input type="image" src="submit-button.png"/>`
4. `<p onclick="var s_objectID='custom link id';">Current Market Rates</p><span class="subtitle">1.45USD</span>`
5. `<div onclick="s.tl(true,'o','custom link id')">Current Market Rates</div><span class="subtitle">1.45USD</span>`

Q: Can you give me some examples of links that will NOT be tracked?

1. Reason: Anchor tag does not have a valid href
   `<a name="innerAnchor">Section header</a>`
2. Reason: Neither _s_ObjectID nor s.tl() present
   `<p onclick="showPanel('market rates')">Current Market Rates</p><span class="subtitle">1.45USD</span>`
3. Reason: Neither _s_ObjectID nor s.tl() present
   `<input type="radio" onclick="changeState(this)" name="group1" value="A"/>`
   `<input type="radio" onclick="changeState(this)" name="group1" value="B"/>`
   `<input type="radio" onclick="changeState(this)" name="group1" value="C"/>`
4. Reason: src property is missing a form input element
   `<input type="image"/>`

**Differentiating Multiple links that Reference the same Link ID and Region**

You can differentiate links by customizing the link ID using the s_objectID variable, by customizing the region, and by customizing the AppMeasurement ActivityMap module file.

As an example, let's say you have multiple "Buy" links that are identified by Activity Map under the same Link ID and Region:

<table>
<thead>
<tr>
<th>Code sample</th>
<th>Link ID</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;div id=&quot;recommendation panel&quot;&gt;</code> <code>&lt;div&gt;</code> <code>&lt;a href=&quot;product1.html&quot;&gt;Buy&lt;/a&gt;</code> &lt;/div&gt; <code>&lt;/div&gt;</code></td>
<td>Buy</td>
<td>recommendation Panel</td>
</tr>
<tr>
<td></td>
<td>Buy</td>
<td>recommendation Panel</td>
</tr>
<tr>
<td></td>
<td>Buy</td>
<td>recommendation Panel</td>
</tr>
</tbody>
</table>
How can you customize your web page and tagging to differentiate the values of these links? You have three options: You can customize the Link ID, or customize the region, or customize the AppMeasurement ActivityMap Module file.

**Customize the Link ID Using s_objectID**

By creating a unique object ID for a link or link location on a page, you can either improve Activity Map tracking or use Activity Map to report on a link type or location, rather than the link URL. Click [here](#) for more information on the s_objectID variable.

⚠️ **Important:** *Note that a trailing semicolon (;) is required when using s_objectID in Activity Map.*

<table>
<thead>
<tr>
<th>Code Sample</th>
<th>Link ID</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;a href=&quot;product1.html&quot;&gt;Buy&lt;/a&gt;</code></td>
<td>Product 1</td>
<td>recommendation panel</td>
</tr>
<tr>
<td><code>&lt;/div&gt;</code></td>
<td>Product 2</td>
<td>recommendation panel</td>
</tr>
<tr>
<td><code>&lt;a href=&quot;product2.html&quot;&gt;Buy&lt;/a&gt;</code></td>
<td>Product 3</td>
<td>recommendation panel</td>
</tr>
<tr>
<td><code>&lt;/div&gt;</code></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Customize the Region**

You can customize the region by ensuring that each "buy" link has its own Region defined. To do so, add an "id" parameter to one of the parents of each "Buy" anchor tag.

💡 **Note:** *You are not strictly limited to the “id” parameter as a region identifier. You can also set your own identifier using the JavaScript variable “s.ActivityMap.regionIDAttribute”.

<table>
<thead>
<tr>
<th>Code Sample</th>
<th>Link ID</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td><code>&lt;div id=&quot;recommendation panel&quot;&gt;</code></td>
<td>Buy</td>
<td>region a</td>
</tr>
<tr>
<td><code>&lt;div id=&quot;region a&quot;&gt;</code></td>
<td>Buy</td>
<td>region b</td>
</tr>
<tr>
<td><code>&lt;a href=&quot;product1.html&quot;&gt;Buy&lt;/a&gt;</code></td>
<td>Buy</td>
<td>region c</td>
</tr>
<tr>
<td><code>&lt;/div&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><code>&lt;div id=&quot;region b&quot;&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><code>&lt;a href=&quot;product2.html&quot;&gt;Buy&lt;/a&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><code>&lt;/div&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><code>&lt;div id=&quot;region c&quot;&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><code>&lt;a href=&quot;product3.html&quot;&gt;Buy&lt;/a&gt;</code></td>
<td></td>
<td></td>
</tr>
<tr>
<td><code>&lt;/div&gt;</code></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Customize the AppMeasurement ActivityMap Module file

Make sure you test the modified code to ensure that it works properly. Adobe is not responsible for how the modified code behaves.

Here are a couple of examples of generic link/region functions you could include (in modified form) in your AppMeasurement.js file.

```javascript
s.ActivityMap.link = function(ele, linkName) {
  if (linkName) {
    return linkName;
  }
  if (ele) {
    if (ele.tagName == 'A' && ele.href) {
      return ele.href;
    }
  }
}
```

The linkName is passed during calls to s.tl.

```javascript
s.ActivityMap.region = function(ele) {
  var className,
      classNames = {
        'header': 1,
        'navbar': 1,
        'left-content': 1,
        'main-content': 1,
        'footer': 1,
      };
  while ((ele && (ele = ele.parentNode))) {
    if ((className = ele.className) && classNames[className]) {
      return className;
    }
  }
  return "BODY";
}
```

Starting Link Tracking

Steps for starting link tracking in Activity Map or Legacy ClickMap.

<table>
<thead>
<tr>
<th>To start link tracking in...</th>
<th>Do this...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity Map</td>
<td>Add the following content from the Appmeasurement.js file:</td>
</tr>
<tr>
<td></td>
<td>/* START Activity Map MODULE</td>
</tr>
<tr>
<td></td>
<td>The following module enables Activity Map tracking in Adobe Analytics. Activity Map allows you to view data overlays on your links and content to understand how users engage with your web site. If you do not intend to use Activity Map, you can remove the following block of code from your AppMeasurement.js file. Additional documentation on how to configure Activity Map is available at:</td>
</tr>
<tr>
<td></td>
<td>function AppMeasurement_Module_Activity Map(g) {func</td>
</tr>
<tr>
<td></td>
<td>...</td>
</tr>
<tr>
<td></td>
<td>/* END Activity Map MODULE */</td>
</tr>
<tr>
<td>Legacy ClickMap</td>
<td>*/</td>
</tr>
</tbody>
</table>
To start link tracking in... | Do this...
---|---
ClickMap (formerly Visitor ClickMap) | Set the `trackInlineStats` variable to true. The syntax reads as follows: `s.trackInlineStats=true`

| Stopping Activity Map Link Tracking |
---|---|
Steps for stopping link tracking in Activity Map or Legacy ClickMap. |
| To stop link tracking in... | Do this... |
| Activity Map | Remove the following content from the Appmeasurement.js file:  
/*  
START Activity Map MODULE  

The following module enables Activity Map tracking in Adobe Analytics. Activity Map allows you to view data overlays on your links and content to understand how users engage with your web site. If you do not intend to use Activity Map, you can remove the following block of code from your AppMeasurement.js file. Additional documentation on how to configure Activity Map is available at:  
function AppMeasurement_Module_Activity Map(g) {func  
...  
/* END Activity Map MODULE */ |
| ClickMap (formerly Visitor ClickMap) | Set the `trackInlineStats` variable to false (this is the default.) The syntax reads as follows: `s.trackInlineStats=false`

| Using the `s.tl()` Function |
---|---|
You can use the `s.tl()` function to track custom elements and to configure overlay rendering for dynamic content. |

| Tracking Custom Elements |
---|---|
Using the `s.tl()` function as part of the Activity Map AppMeasurement module lets you track any object that is clicked on, even objects that are not anchor tags or image elements. Using `s.tl`, you can track any custom elements that do not result in a page load. |

In the `s.tl` function, the `linkName` parameter that is currently used to identify the exit links, custom links, etc. is now also used to identify the Link ID for the Activity Map variable.  
`s.tl(this,linkType,linkName,variableOverrides,doneAction)`
In other words, if you use `s.tl()` to track your custom elements, the link ID is pulled from the value passed as the third parameter (linkName) in the `s.tl()` function. It is not pulled from the standard link tracking algorithm that is used for default tracking in Activity Map.

**Overlay Rendering for Dynamic Content**

When the `s.tl()` function is called directly from the HTML element’s on-click event, Activity Map can display an overlay for that element when the web page is loaded. Example:

```html
<div onclick="s.tl(this,'o','some link name')">Text to click on</a>
```

Whenever any web page content is added to the page after the initial page load, the `s.tl()` function is called indirectly and we cannot display overlays for that new content unless it is expressly activated/clicked. Then a new link collection process is triggered from Activity Map.

When the `s.tl()` function is not called directly from the HTML element’s on-click event, Activity Map can only display overlay once that element has been clicked by the user. Here is an example where the `s.tl()` function is called indirectly:

```html
<div onclick="someFn(event)"></div>
<script>
function someFn (event) {
    s.tl(event.srcElement,'o','some link name');
}
</script>
```

The best way for Activity Map to overlay dynamic content links is to have a customized `ActivityMap.link` function set up to call the same function whose return value is passed to `s.tl()`. Here’s an example:

```javascript
var originalLinkFunction = s.ActivityMap.link;
s.ActivityMap.link = function(element,linkName){
    return linkName || // if this is a s.tl call, just return string passed
    makeLinkName(element) || // this is ActivityMap reporting time
    originalLinkFunction(element,linkName); // our custom function didn't return anything,
    so just return the default ActivityMap Link
};
```

```html
<button type="button" onclick="s.tl(this,'o',makeLinkName(this))">Add To Cart</button>
```

Here, we have overridden the `ActivityMap.link` function to do one of three things when called:

1. If `linkName` is passed, this is called by `s.tl()`, so just return what `s.tl()` passed in as `linkName`.
2. This is called by Activity Map at reporting time, so a `linkName` is never passed, and so call `makeLinkName()` with the link element. This is the crucial step here – the “makeLinkName(element)” call should be the same at the `s.tl()` call’s 3rd argument in the `<button>` tag. This means that when `s.tl()` is called, we track the string returned by `makeLinkName`. When Activity Map reports on the links on the page, it uses the same call to make a link.
3. The final solution is just to return the original return value of the default `ActivityMap.link` function. Keeping this reference around to call in the default case helps you to only have to override or write custom code for `makeLinkName` and not to have to come up with a link return value for all the links on the page.
Configure Activity Map Settings

The Activity Map Setting Panel lets you modify the settings and properties for all types of overlay visualizations. Access the Activity Map Settings panel accessed by clicking the gear icon on the Activity Map toolbar.

The Settings panel displays different content based on the selected application mode. The Other tab contains general settings.

<table>
<thead>
<tr>
<th>Standard</th>
<th>Gradient or Bubble overlays</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live</td>
<td>Gainers &amp; Losers, Gradient, Bubble overlays</td>
</tr>
<tr>
<td>Other</td>
<td>Report Suite selection and Language selection</td>
</tr>
</tbody>
</table>

Settings for Standard Mode Overlay

<table>
<thead>
<tr>
<th>Settings</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Label Overlays With</td>
<td>• <strong>No Label</strong>: only applicable for the Gradient overlay. In this case the color of the overlay will convey a sense for the ranking of the link</td>
</tr>
<tr>
<td></td>
<td>• <strong>Value</strong>: the raw metric total for that link</td>
</tr>
<tr>
<td></td>
<td>• <strong>Percent</strong>: percentage of the metric for this link on the total metric for the page.</td>
</tr>
<tr>
<td></td>
<td>• <strong>Rank</strong>: rank of this link across all links present in the rendered page</td>
</tr>
<tr>
<td>Settings</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Label Font Size</td>
<td>Lets you increase/decrease the overlay label font size, using a slider, for better readability.</td>
</tr>
<tr>
<td>Display</td>
<td>Select Top, Bottom, or All Links to display in the overlay. If you select Top or Bottom, you must also select the number of links to display.</td>
</tr>
<tr>
<td>Hide overlays for links that received no hits.</td>
<td>This checkbox lets you hide overlays for links that received no hits, to reduce clutter in the interface.</td>
</tr>
<tr>
<td>Gradient Color / Bubble Color</td>
<td>Select among a range of colors to display overlay link rankings for Gradient or Bubble overlay visualizations.</td>
</tr>
<tr>
<td>Color Gradient Based On</td>
<td>• Top 30 Rankings: Color intensity is normalized for the top 30 values. • Absolute Metric Value: Color intensity is a function of the absolute metric value.</td>
</tr>
<tr>
<td>Gradient Transparency</td>
<td>Select the level of transparency for the Gradient overlays. This setting does not affect the Bubble overlays.</td>
</tr>
</tbody>
</table>

### Settings for Live Mode Overlays

![Activity Map Settings](image)

<table>
<thead>
<tr>
<th>Settings</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Display Top</td>
<td>Select number of links to display (or all) and the Gainers or Losers (or both) to display as overlays.</td>
</tr>
<tr>
<td>Exclude bottom (%)</td>
<td>Select to eliminate Gainers-Losers links with sparse data. Filter out the bottom percentage of link changes to view only the links with enough data to show relevant gains or losses. The percentage is computed based on the number of links on that page. For example, filtering out the bottom 10% of a list of 200 links would filter out the last 20 links.</td>
</tr>
</tbody>
</table>
Configure Activity Map Settings

<table>
<thead>
<tr>
<th>Settings</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Auto Update Data</strong></td>
<td>Lets you decide whether the Analytics data shown in the interface should automatically update when a new period is computed, or not.</td>
</tr>
<tr>
<td><strong>Auto Update Period</strong></td>
<td>When checked, refreshes the web page with each new data retrieval so the links in the page can be more closely synced with the collected data.</td>
</tr>
</tbody>
</table>

**Other Settings**

![Activity Map Settings](image)

**Report Suite**

The list of report suites that are accessible to you is no longer limited to the report suites defined in the web page tag. You can now substitute the selected report suite (corresponding to one of the tags on the page) with another report suite. This new report suite does not need to be linked to a tag on the page. If you change the selected report suite in the Activity Map Settings, the Save process will cause all affected Analytics reports to be refreshed.

**Important:** Virtual Report Suites are not compatible with Live Mode, only with Standard mode. If you are in Live Mode for a Standard Report Suite, but select a Virtual Report Suite in this dialog, once you click OK here, the Standard Mode will be displayed.

In addition, the Calendar control will be reinitialized to match the report suite's calendar type (Gregorian, retail, custom...).

**Language**

The selection corresponds to the languages offered for Adobe Analytics.

**About**

Indicates the application's name and version number.
Activity Map User Interface

The Activity Map UI is comprised of two parts:

• The top window with the web page, and the injected overlays and toolbar.
• A bottom panel for reports.

Top Panel

At the top, you can see your web page with the **injected tool bar** and **link overlays**. Bubble rankings display over links to let you identify the total number of clicks.

Additional link details can be accessed by hovering over each link overlay:

Bottom Reports Panel

At the bottom of the page, you can see the **Links on Page** Report and the **Page Details** Report that let you view a summary of your current web page statistics as well as page flow information.

The Links on Page Report gives you a spreadsheet view of the links in the current page, including additional click information. The Page Details Report presents analytics data related to the pages that were visited before and after navigating to the currently displayed page.
Activity Map Reporting in Analytics

Describes how to set permissions and which dimensions are available in Analytics.

Set Permissions

Before users can report on Activity Map dimensions, you as the Admin need to

• Add users to the Activity Map Access Group.
• Add report suites you would like to have access to this group. Navigate to Admin > User Management > Groups > Activity Map Access > Edit.
• Customize user access to dimensions. See the section below.

Analytics Activity Map Dimensions

You can customize user access to dimensions at a granular level. Here are the Activity Map dimensions available in Analytics:

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity Map Page</td>
<td>Lists the pages on which a link was clicked.</td>
</tr>
<tr>
<td>Activity Map Region</td>
<td>Lists all collected link regions across the whole web site. Note that if a region appears on multiple pages, the metric will be aggregated across all its pages.</td>
</tr>
<tr>
<td>Activity Map Links</td>
<td>Lists all collected links across the whole web site.</td>
</tr>
<tr>
<td>Activity Map Links &amp; Region</td>
<td>Lists all collected links with their region across the whole web site.</td>
</tr>
<tr>
<td>Activity Map XY</td>
<td>Unused</td>
</tr>
</tbody>
</table>

• These dimensions should be available in Analysis Workspace, Reports & Analytics, and Report Builder, provided that your Analytics implementation is enabled for Activity Map.
• In Reports & Analytics, navigate to View All Reports > Activity Map.
• To look at a link and region for a specific page, all you need to do is create a breakdown from the desired Activity Map page into the Activity Map Links & Region.
AEM Sites and Activity Map Integration

This integration was introduced in Adobe Experience Manager 6.3.

Click here for two videos that show how to set up the integration in Adobe Analytics and in Adobe Experience Manager.
Troubleshooting Browser Extensions

Lists the browser parameters that are not compatible with the use of Activity Map. You should disable these settings.

<table>
<thead>
<tr>
<th>Browser Type</th>
<th>Incompatible Setting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chrome</td>
<td></td>
</tr>
<tr>
<td>Browser Type</td>
<td>Incompatible Setting</td>
</tr>
<tr>
<td>---------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Internet Explorer</td>
<td><img src="image" alt="Internet Explorer Settings" /></td>
</tr>
<tr>
<td>Safari</td>
<td><img src="image" alt="Safari Settings" /></td>
</tr>
<tr>
<td>Browser Type</td>
<td>Incompatible Setting</td>
</tr>
<tr>
<td>--------------</td>
<td>---------------------</td>
</tr>
<tr>
<td><img src="Firefox.png" alt="Firefox" /></td>
<td><img src="Firefox.png" alt="Firefox" /></td>
</tr>
</tbody>
</table>

Firefox

---

Troubleshooting Browser Extensions
# Knowledge Resources

Access additional information resources for Adobe Activity Map.

<table>
<thead>
<tr>
<th>Knowledge Resource</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Experience Cloud Help</em></td>
<td>Knowledge portal for all Adobe Experience Cloud documentation</td>
</tr>
<tr>
<td>Activity Map 3.0 documentation</td>
<td>(This) Online help for Adobe Activity Map</td>
</tr>
<tr>
<td>Analytics documentation</td>
<td>Online help for Adobe Analytics</td>
</tr>
<tr>
<td><em>Training Videos</em></td>
<td>Digital Marketing suite videos</td>
</tr>
<tr>
<td><em>KnowledgeBase</em></td>
<td>ClientCare knowledge base</td>
</tr>
<tr>
<td><em>Forums</em></td>
<td>ClientCare user forums and Community</td>
</tr>
<tr>
<td><em>Adobe Analytics Blog</em></td>
<td>Latest Adobe Analytics blogs from the product managers.</td>
</tr>
</tbody>
</table>
Contact and Legal Information

Information to help you contact Adobe and to understand the legal issues concerning your use of this product and documentation.

Help & Technical Support

The Adobe Experience Cloud Customer Care team is here to assist you and provides a number of mechanisms by which they can be engaged:

- Check the Experience Cloud help pages for advice, tips, and FAQs
- Ask us a quick question on Twitter @AdobeExpCare
- Log an incident in our customer portal
- Contact the Customer Care team directly
- Check availability and status of Experience Cloud Solutions

Service, Capability & Billing

Dependent on your solution configuration, some options described in this documentation might not be available to you. As each account is unique, please refer to your contract for pricing, due dates, terms, and conditions. If you would like to add to or otherwise change your service level, or if you have questions regarding your current service, please contact your Account Manager.

Feedback

We welcome any suggestions or feedback regarding this solution. Enhancement ideas and suggestions can be added to our Customer Idea Exchange.

Legal

© 2018 Adobe Systems Incorporated. All Rights Reserved.
Published by Adobe Systems Incorporated.

Terms of Use | Privacy Center

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. A trademark symbol (®, ™, etc.) denotes an Adobe trademark.

All third-party trademarks are the property of their respective owners. Updated Information/Additional Third Party Code Information available at http://www.adobe.com/go/thirdparty.