

TagServer Customer Impact Timeline (Visitors Accepting FPC and TPC)

	Net New Site Visitor	Returning Visitor	Returning Visitor + Optional Plugin
Today	No visit prior to TS deploy, so no FPC or TPC exists	FPC = Old Style VisitorID TPC = Old Style VisitorID	FPC = Old Style VisitorID TPC = Old Style VisitorID
New TagServer Deployed	<p>FPC = New VisitorID TPC = New VisitorID</p> <p>New and Old Style VisitorID's start to become visible in reports that show VisitorID. No other impact.</p>	<p>FPC = Old Style VisitorID TPC = Old Style VisitorID + 1/1 Expiration</p> <p>New and Old Style VisitorID's start to become visible in reports that show VisitorID. No other impact.</p>	<p>FPC = Old Style VisitorID TPC = Old Style VisitorID + 1/1 Expiration</p> <p>New and Old Style VisitorID's start to become visible in reports that show VisitorID. No other impact.</p>
First visit after 1/1/2014	<p>No change to existing FPC/TPC</p> <p>New and Old Style VisitorID's visible in reports that show VisitorID. New style visitorID's vastly outnumber old. No other impact.</p>	<p>FPC = Old Style VisitorID TPC = New VisitorID</p> <p>1. New and Old Style VisitorID's visible in reports that show VisitorID. 2. IP address will still be present in FPC based VisitorID's. 3. Profiles using 'Smartsource Data Collector' Session Tracking (this is rare) will show increased New Visitor traffic and corresponding decreased Returning Visitor Traffic. Webtrends recommends using First Party Cookie tracking as a best practice.</p>	<p>FPC = New VisitorID TPC = New VisitorID</p> <p>1. New and Old Style VisitorID's visible in reports that show VisitorID. 2. New Visitor history entries for visitors that are issued new cookies. 3. Profiles using 'First Party Cookie' Session Tracking may show a one time, slight increase in New Visitor traffic due to an anticipated small number of replaced cookies (<5%). 4. Profiles using 'Smartsource Data Collector' Session Tracking (this is rare) will show increased New Visitor traffic and related decreased Returning Visitor Traffic. Webtrends recommends using First Party Cookie tracking as a best practice. 5. VDM customers using vtid (back-up) session tracking will see a slight increase in new visitor traffic. For the same reasons as in number 3 above.</p>

About:

This document is a visual representation of how upcoming changes to TagServer and the Webtrends Javascript will manifest in relation to reporting changes.

TagServer change details:

1. New visitors after deploy will get new 'non-IP' visitorID values.
2. Returning visitors will get a TPC expiration set to 1/1/2014.

These changes to the TagServer are intended to offer a slow conversion of old style visitorID's as visitors clear cookies, use new browsers, new devices, or just expire old cookie values over time. The net effect is to lessen the impact that expiring cookies will have on reporting following 1/1. It is expected that less than 5% of visitors will remain on old format by 1/1.

Plugin Details:

The optional JS Tag Plugin mentioned will look at FPC format and trigger a conversion to TPC value if the FPC format is the old format and TPC is the new. This plugin would necessitate upgrade to the latest 10.x tag.

Definitions for terms used in this document:

FPC – First Party Cookie
 TPC – Third Party Cookie
 TS – TagServer
 VDM – Visitor Data Mart

TagServer Customer Impact Timeline (Visitors Accepting only FPC)

	Net New Site Visitor	Returning Visitor	Returning Visitor + Optional Plugin
Today	<p>No visit prior to TS deploy, so no FPC or TPC exists</p>	<p>FPC = Old Style VisitorID</p>	<p>FPC = Old Style VisitorID</p>
New TagServer Deployed	<p>FPC = New VisitorID</p> <p>New and Old Style VisitorID's start to become visible in reports that show VisitorID.</p> <p>No other impact.</p>	<p>FPC = Old Style VisitorID</p> <p>New and Old Style VisitorID's start to become visible in reports that show VisitorID.</p> <p>No other impact.</p>	<p>FPC = Old Style VisitorID</p> <p>New and Old Style VisitorID's start to become visible in reports that show VisitorID.</p> <p>No other impact.</p>
First visit after 1/1/2014	<p>No change to existing FPC</p> <p>New and Old Style VisitorID's visible in reports that show VisitorID. New style visitorID's vastly outnumber old.</p> <p>No other impact.</p>	<p>FPC = Old Style VisitorID</p> <ol style="list-style-type: none"> 1. New and Old Style VisitorID's visible in reports that show VisitorID. 2. IP address will still be present in FPC based VisitorID's. 	<p>FPC = New VisitorID</p> <ol style="list-style-type: none"> 1. New and Old Style VisitorID's visible in reports that show VisitorID. 2. New Visitor history entries for visitors that are issued new cookies. 3. Profiles using 'First Party Cookie' Session Tracking may show a one time, slight increase in New Visitor traffic due to an anticipated small number of replaced cookies (<5%). 4. Profiles using 'Smartsource Data Collector' (this is rare) Session Tracking will show increased New Visitor traffic and related decreased Returning Visitor Traffic. Webtrends recommends using First Party Cookie tracking as a best practice. 5. VDM customers using vtid (back-up) session tracking will see a slight increase in new visitor traffic. For the same reasons as in number 3 above.

About:
This document is a visual representation of how upcoming changes to TagServer and the Webtrends Javascript will manifest in relation to reporting changes.

TagServer change details:
1. New visitors after deploy will get new 'non-IP' visitorID values.

2. Returning visitors will get a TPC expiration set to 1/1/2014.

These changes to the TagServer are intended to offer a slow conversion of old style visitorID's as visitors clear cookies, use new browsers, new devices, or just expire old cookie values over time. The net effect is to lessen the impact that expiring cookies will have on reporting following 1/1. It is expected that less than 5% of visitors will remain on old format by 1/1.

Plugin Details:
The optional JS Tag Plugin mentioned will look at FPC format and trigger a conversion to TPC value if the FPC format is the old format and TPC is the new. This plugin would necessitate upgrade to the latest 10.x tag.

Definitions for terms used in this document:

FPC – First Party Cookie
 TPC – Third Party Cookie
 TS – TagServer
 VDM – Visitor Data Mart