Create an ID Collector

This content is only for clients with the one-click **DATASETS** option in the top navigation bar. If you click **DATASETS** and see **Product Data** and **Customer Data** listed as menu options, then this content doesn't apply to your account. Instead, see Upload a Customer Dataset.

An ID Collector is a link in the chain connecting site visitors, Customer Attributes datasets, and experiences. You can use Target Builder to create an ID Collector that identifies a customer across devices and domains by collecting one of theses types of values:

- Cookie value: Collects a customer ID from one of the cookies on your site
- JavaScript variable value: Collects a customer ID from a JavaScript variable on your site
- HTML element content: Collects a customer ID based on the presence of specific DOM elements or the contents of DOM elements on your site
- Query parameter value: Collects a customer ID from an email click-through to your site

For more information on finding ID Collectors, refer to Client-Side ID Collectors.

Creating an ID Collec	Creating an ID Collector for a Cookie Value									
Follow these steps to create an ID Collector fo	or a cookie value.									
1. Click COMPONENTS in the top navigation	on bar, and then select II	D Collectors.								
monetate.mybigcommerce.com PROD v DASHBOAR	D EXPERIENCES V AUDIENCES V	COMPONENTS V DATASETS ANALYTICS V								
monetate.mybigcommerce.cor	n	Product Recommendations Actions								
Showing experiences and account analytics from 30 DAYS V		Feature Flags Targets								
Auto Personalization experiences Create an Automated Personalization experience to deliver true 1:1 personalization and optimal goal performance	Dynamic Test experiences <u>Create a Dynamic Test experience</u> to dynamically allocate traffic to the bes performing variant	ID Collectors Named Segments Content Custom Variables Customer View								
2. Click CREATE ID COLLECTORS.	D EXPERIENCES V AUDIENCES V	COMPONENTS - DATASETS ANALYTICS - 🖨 🋱								
ID Collectors										
ID COLLECTOR NAME COLLECTOR TYPE	IDENTIFIER NAME	COLLECTOR PRIORITY								
STORE VISITOR Cookie	Adld	1								
3. Click Cookie Value.										

Ensure that the ID Collector is defined with a static name and with a single value. By default, ID Collectors look for the target type and then collect the entire value (for example, an entire cookie value or an entire JavaScript variable value), but sometimes the on-site identifier is only one part of a longer string (for example, in a delimited string or part of some name-value pair combo). To better ensure the ID Collector grabs the correct value, build a conditional operator on the **Conditions** tab that employs the **Path starts with** operator.

For example, if your site uses a cookie to set an anonymous ID for every customer who arrives on the site, but it then changes that value to a customer ID when a customer logs in, you should only collect the cookie value tied to the login since it contains the ID. You would thus build an ID Collector condition in Target Builder that uses the **Path starts** with operator to only track the cookie on the login page.

	TARGET BUILDER	~		* - *
		Choo	ose what you would like to target:	
On-	Site Identifier	Cookie Value	JS Variable Value	
		Element Content	Query Parameter Value	

4. Copy and paste one of the cookies found on the page into Cookie Name.

	TARGET BUILDER	~				*	-	×
	Details	Cookie Name						
	Conditions	Cookies on this page						
		ooonico on this page	COOKIE NAME	COOKIE VALUE				
			fornax_anonymousId	b5617154-69aa-49d9-8f5c-0cfa9a49bda7				
<			_CS_C	1				>
			idcontext	eyJjb29raWVJRCI6IjJOUWZxUUd5Mmp				
			mt.v	2.1714832921.1682020024921				
			atuvc	1 13,8 14,0 15,2 16,1 17				
			bounceClientVisit3602	N4lgJglmlFwg7AVgEyMQDmQNlQFi-OgI				
			XSRF-TOKEN	91bdeeddb6742ee756b818ba8d040c12	-			

Enable Logging ON III Your component is running in a test environment on this page. Use this time to make sure everything is working properly.

 If necessary, build a condition so that the ID Collector grabs the correct value. Click the Conditions tab, select an operator, and then input the targeting value. If no condition is required, click the forward arrow.

Details	Operator	Conditions
Conditions	PATH STARTS WITH 🗸	conditions are litters for targets. Inside an experience, conditions determine when your target should run. This allows
	Path starts with	you to limit your target to a specific page type, URL, time, page
	Path ends with	category, or user landing page.
	Path regular expression	
	URL exact match	
	URL regular expression	
	URL with query string regular expression	
	Targeting value	
	Leaving this field empty will target all pages Adding a value will match based on the ope selected above.	s. sration

6. Give the ID Collector a name and a description, and then click **SAVE & RETURN**.

	Target Title]
	Description]
<	Category	COOKIE Y	SAVE & R
	Subcategory	Other	
		Heading under which your event will be displayed when selecting events while building an experience.	

Creating an ID Collector for a JavaScript Variable Value

Follow these steps to create an ID Collector for the value of a JavaScript variable.

1. Click COMPONENTS in the top navigation bar, and then select ID Collectors.



2. Click CREATE ID COLLECTORS.

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I	D Collectors					\rightarrow	CREATE ID C	OLLECT	DRS
	ID COLLECTOR NAME	COLLECTOR TYPE	IDEN	ITIFIER NAME	co	LLECTOR PRIORIT	Υ		
	STORE VISITOR	Cookie	AdId			1			

3. Click JS Variable Value.

Ensure that the ID Collector is defined with a static name and with a single value. By default, ID Collectors look for the target type and then collect the entire value (for example, an entire cookie value or an entire JavaScript variable value), but sometimes the on-site identifier is only one part of a longer string (for example, in a delimited string or part of some name-value pair combo). To better ensure the ID Collector grabs the correct value, build a conditional operator on the **Conditions** tab that employs the **Path starts with** operator.

For example, if your site uses a cookie to set an anonymous ID for every customer who arrives on the site, but it then changes that value to a customer ID when a customer logs in, you should only collect the cookie value tied to the login since it contains the ID. You would thus build an ID Collector condition in Target Builder that uses the **Path starts with** operator to only track the cookie on the login page.



4. Begin typing into **Variable Name** the name of the variable you want to use, and then select one of the suggested variables that's present on your site.

TARGET BUILDER	v			* – ×
Details	Variable Name	c		
Conditions		customElements	e "." to descend further into the object.	
		closed		
		clientInformation		
		crypto		
		crossOriginIsolated		
		cancelAnimationFrame		
		cancelIdleCallback		
		captureEvents		
		clearInterval		
Enable Logging	ON III Waiting for matched targe	clearTimeout		

5. If necessary, build a condition so that the ID Collector grabs the correct value. Click the **Conditions** tab, select an operator, and then input the targeting value. If no condition is required, click the forward arrow.

	Details	Operator PATH STARTS WITH 🗸	Conditions Conditions are filters for targets. Inside an experience, conditions determine when your target should up. This allows	
		Path starts with you to limit your target to a specific page type, URL, time, category, or user landing page. Path regular expression URL exact match	you to limit your target to a specific page type, URL, time, page	
			category, or user landing page.	
٤				
				2
		URL regular expression		
		URL with query string regular expression		
		Targeting value		
		Leaving this field empty will target all pages. Adding a value will match based on the operation selected above.		

6. Give the ID Collector a name and a description, and then click SAVE & RETURN.

	Target Title		
	Description		
<	Category	JAVASCRIPT VARIABLE V	SAVE & RETUR
	Subcategory	Other	
		Heading under which your event will be displayed when selecting events while building an experience.	

Creating an ID Collector for HTML Element

Content

Follow these steps to create an ID Collector for the content of an HTML element.

1. Click **COMPONENTS** in the top navigation bar, and then select **ID Collectors**.



3. Click Element Content.

Ensure that the ID Collector is defined with a static name and with a single value. By default, ID Collectors look for the target type and then collect the entire value (for example, an entire cookie value or an entire JavaScript variable value), but sometimes the on-site identifier is only one part of a longer string (for example, in a delimited string or part of some name-value pair combo). To better ensure the ID Collector grabs the correct value, build a conditional operator on the **Conditions** tab that employs the **Path starts with** operator.

For example, if your site uses a cookie to set an anonymous ID for every customer who arrives on the site, but it then changes that value to a customer ID when a customer logs in, you should only collect the cookie value tied to the login since it contains the ID. You would thus build an ID Collector condition in Target Builder that uses the **Path starts** with operator to only track the cookie on the login page.

TARGET BUILDER	~		* - ×
	Choos	se what you would like to target:	
On-Site Identifier	Cookie Value	JS Variable Value	
	Element Content	Query Parameter Value	

4. Select the element that contains the content that you want to target, and then click the forward arrow.

	TARGET BUILDER	¥	* - *
<		Element Selector:	•
		body > header.header > nav.navUser > ul.navUser-section.navUser-section-alt > li.navUser-item.na	
	Enable Logging	ON III You can preview this functionality in the Monetate Inspector.	-
		SEARCH GIFT CERTIFICATES ACC	
			a.navUser-action C
		ΜΟΝΕΤΑΤΕ	

5. If necessary, build a condition so that the ID Collector grabs the correct value. Click the **Conditions** tab, select an operator, and then input the targeting value. If no condition is required, click the forward arrow.

	TARGET BUILDER	v		* -	×
•	Details Conditions	Operator PATH STARTS WITH ✓ Path starts with Path ends with Path regular expression URL exact match URL regular expression URL with query string regular expression	Conditions Conditions are filters for targets. Inside an experience, conditions determine when your target should run. This allows you to limit your target to a specific page type, URL, time, page category, or user landing page.		>
		Targeting value Leaving this field empty will target all pages. Adding a value will match based on the operation selected above.	on		

- Enable Logging ON III You can preview this functionality in the Monetate Inspector.
- 6. Give the ID Collector a name and a description, and then click **SAVE & RETURN**.

	Target Title		
	Description		
<	Category	HTML ELEMENT V	SAVE & RE
	Subcategory	Other	
		Heading under which your event will be displayed when selecting events while building an experience.	

Creating an ID Collector for a Query Parameter Value

Follow these steps to create an ID Collector for the value of a query parameter from an email click-through to your site.

1. Click COMPONENTS in the top navigation bar, and then select ID Collectors.



3. Click Query Parameter Value.

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Ensure that the ID Collector is defined with a static name and with a single value. By default, ID Collectors look for the target type and then collect the entire value (for example, an entire cookie value or an entire JavaScript variable value), but sometimes the on-site identifier is only one part of a longer string (for example, in a delimited string or part of some name-value pair combo). To better ensure the ID Collector grabs the

correct starts v For exa arrives in, you would t with op	correct value, build a conditional operator on the Conditions tab that employs the Path starts with operator. For example, if your site uses a cookie to set an anonymous ID for every customer who arrives on the site, but it then changes that value to a customer ID when a customer logs in, you should only collect the cookie value tied to the login since it contains the ID. You would thus build an ID Collector condition in Target Builder that uses the Path starts with operator to only track the cookie on the login page.							
TARGET BUILDER	~	- *	×					
	Choose v	vhat you would like to target:						
On-Site Identifier	Cookie Value	JS Variable Value						
	Element Content	Query Parameter Value						
4. Type the paramet	eer name into Query Parame include an equals sign (=) o eter Name .	ter Name . r a question mark (?) or an ampersand (&) in Query						
TARGET BUILDER Details Conditions	Query Parameter Name	- *	×					
<			>					

5. If necessary, build a condition so that the ID Collector grabs the correct value. Click the **Conditions** tab, select an operator, and then input the targeting value. If no condition is required, click the forward arrow.

	Details	Operator	Conditions	
Conditions		PATH STARTS WITH 🗸	Conditions are filters for targets. Inside an experience, conditions determine when your target should run. This allows	
		Path starts with	you to limit your target to a specific page type, URL, time, page	
		Path ends with	category, or user landing page.	
		Path regular expression		
		URL exact match		
		URL regular expression		
		URL with query string regular expression		
		Targeting value		
		Leaving this field empty will target all pages. Adding a value will match based on the operation		
Ciucath	Enab	selected above.		
Give th	Enab ne ID Collecto target builder	selected above. le Logging on III You can preview this functionality in the or a name and a description, a	Monetate Inspector. nd then click SAVE & RETURN.	x* - *
Give th	Enab ne ID Collecto target builder Ta	selected above. le Logging on III You can preview this functionality in the or a name and a description, a rget Title	Monetate Inspector.	× - *
Give th	Enab ne ID Collecto target builder Ta	selected above. le Logging on III You can preview this functionality in the or a name and a description, a r rget Title	Monetate Inspector.	* - *
Give th	Enab ne ID Collecto target builder Ta De	selected above. le Logging ON III You can preview this functionality in the Or a name and a description, a r rget Title rscription	Monetate Inspector. nd then click SAVE & RETURN.	* - *
Give th	Enab ne ID Collecto target builder Ta De	selected above. le Logging ON III You can preview this functionality in the Or a name and a description, a r rget Title scription Category QUERY PARAMETER	Monetate Inspector. nd then click SAVE & RETURN.	X – X
Give th	Enab ne ID Collecto target builder Ta De Sut	selected above. le Logging ON III You can preview this functionality in the Or a name and a description, a r rget Title scription Category QUERY PARAMETER Other	Monetate Inspector. nd then click SAVE & RETURN.	🖈 — X
Give th	Enab Che ID Collecto TARGET BUILDER Ta De Sut	selected above. le Logging ON III You can preview this functionality in the Or a name and a description, a r rget Title scription Category QUERY PARAMETER Heading under which your event will be dia	e Monetate Inspector. Ind then click SAVE & RETURN.	X — X

Editing an ID Collector

You can revise and add some settings for an ID Collector from the ID Collectors list page.

1. Click COMPONENTS in the top navigation bar, and then select ID Collectors.



2. Click the name of the ID Collector that you want to edit.

monetate.mybigcommerce.com PROD V	DASHBOARD EXPERIENCES	✓ AUDIENCES ✓ C	OMPONENTS V DATASETS	ANALYTICS 🗸 🕲 🏟
ID Collectors				• CREATE ID COLLECTORS
ID COLLECTOR NAME	COLLECTOR TYPE	IDENTIFIER NAME	COLLECTOR	PRIORITY
STORE VISITOR	Cookie	Adld	1	
Clickthrough Email Parameter	Query Parameter	None	N/A	

- 3. Click the name of the ID Collector to access its ID Collector Quickview modal, on which you can take the following actions:
 - Rename the ID Collector by clicking the pencil icon.
 - Revise the description.
 - Select a different target type from **Category**, but do so *only if* the ID Collector was miscategorized when created.
 - Add an Identifier Name from **Named Identifier** so that the ID Collector can be linked to one or more Customer Attributes datasets.



An Identifier Name is created when a Customer Attributes dataset is created. For more information, see Upload a Customer Attributes Dataset.

• Revise the subcategory.

ID Co	lector	Quic	kview

clickthroughID Email Query Parameter 📝 Created On: Aug 21 2023, 3:24 PM	
Identifier Name v	Apply this target when the following conditions are met:
Description	
Customer ID from clickthroughID from e	
Category QUERY PARAMETER ~	
Subcategory	
Other	
Heading under which your target will be displayed when selecting targets when building an experience.	
Query Parameter Name	
cickanougine	
Cookie Value	
Query Parameter Value	
	SAVE O DELETE

4. If necessary, set the collector priority for the ID Collectors that run on the same page on your site and are associated with the same Identifier Name.

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ID Collectors				l	• CREATE ID COLLECTORS
ID COLLECTOR NAME	COLLECTOR TYPE	IDENTI	FIER NAME	COLLECTOR PRIO	RITY
STORE VISITOR	Cookie	AdId		1	
Clickthrough Email Parameter	Query Parameter	None		N/A	
Test IDCollector	HTML Element	None		N/A	

Deleting an ID Collector

Follow these steps to delete an ID Collector.

1. Click **COMPONENTS** in the top navigation bar, and then select **ID Collectors**.

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monetate.mybigcommerce.com						Product Recomment Actions	dations	🖶 PRINT	🕑 аст	TIVITY L	LOG
Show	ving experie	nces and account analytics from 30 DAYS	v			Events Feature Flags Targets					
		Auto Personalization experiences		Dynamic Test	t experiences	ID Collectors Named Segments					
	8	Create an Automated Personalization experience to deliver true 1:1 personalization and optimal goal performance		Create a Dynamic dynamically alloca performing variant	Test experience to ite traffic to the best-	Content Custom Variables Customer View					

- 2. Click the name of the ID Collector that you want to delete to access its ID Collector Quickview modal.
- 3. Click DELETE.



4. Click **OK** to confirm that you want to delete the ID Collector.



After you delete an ID Collector, Monetate removes it from any Identifier Names to which it was linked, which then impacts any experiences using any Customer Attributes datasets that were linked to the now-deleted ID Collector.