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

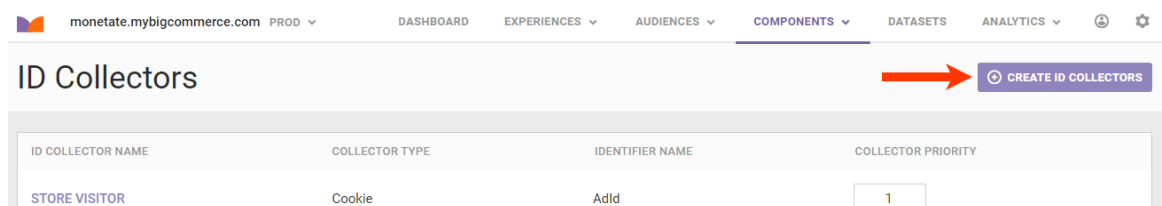For more information on finding ID Collectors, refer to Client-Side ID Collectors.

Creating an ID Collector for a Cookie Value

Follow these steps to create an ID Collector for a cookie value.

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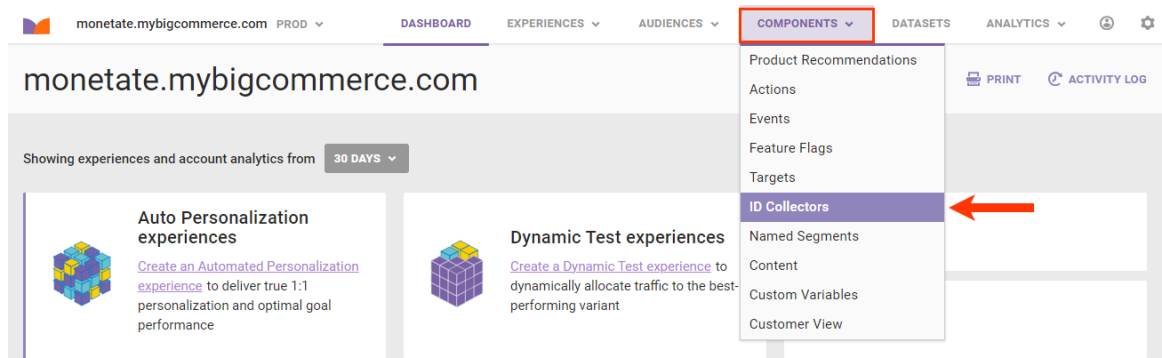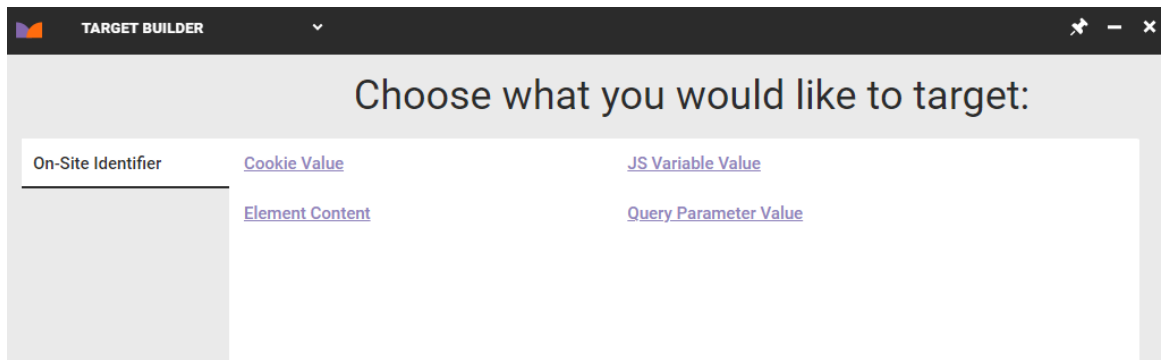

2. Click **CREATE ID COLLECTORS**.

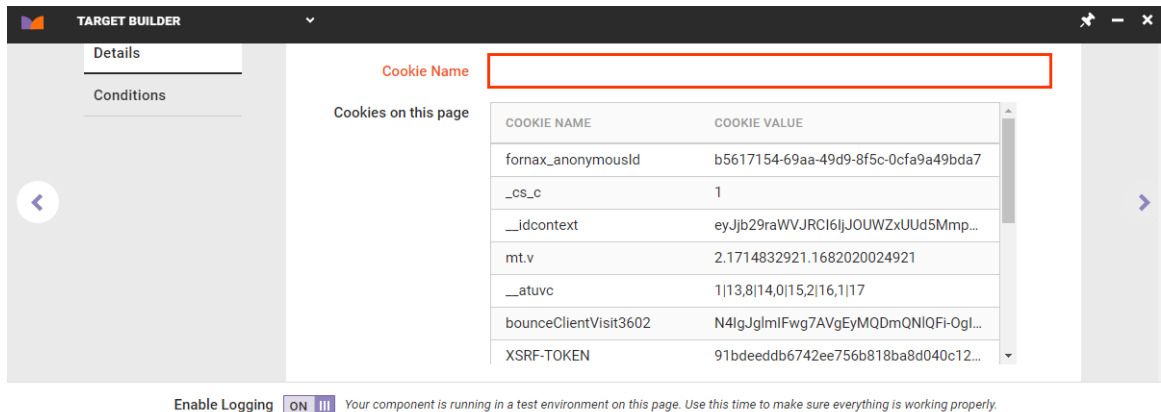3. Click **Cookie Value**.

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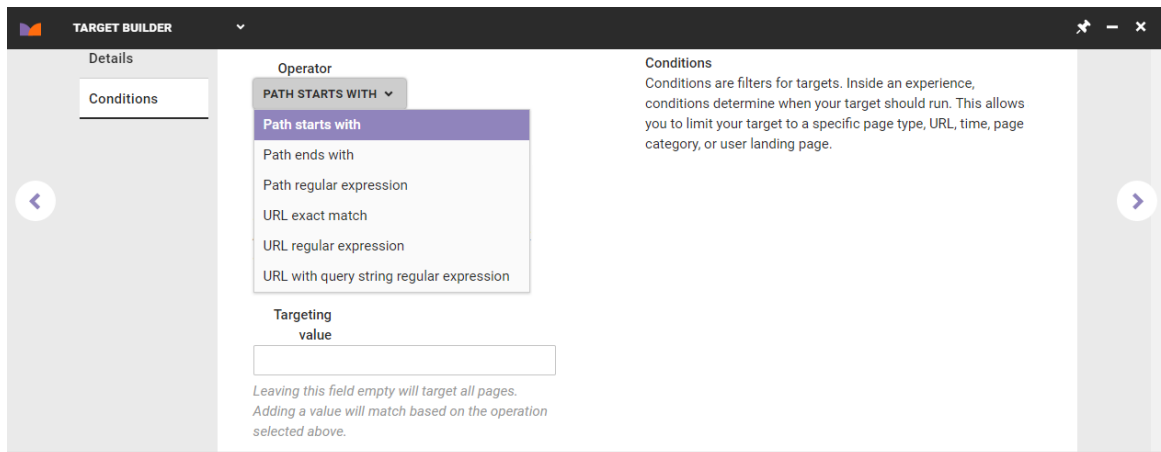>
> For example, if your site uses a cookie to set an anonymous ID for every customer who arrives on the site, but it then changes that value to a customer ID when a customer logs in, you should only collect the cookie value tied to the login since it contains the ID. You would thus build an ID Collector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

TARGET BUILDER ⌄

Choose 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

Conditions

Cookie Name [ ]

Cookies 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	N4IgJglmIFwg7AVgEyMQDmQNlQFi-Ogl...
XSRF-TOKEN	91bdeeddb6742ee756b818ba8d040c12...

Enable Logging ON ||| *Your component is running in a test environment on this page. Use this time to make sure everything is working properly.*
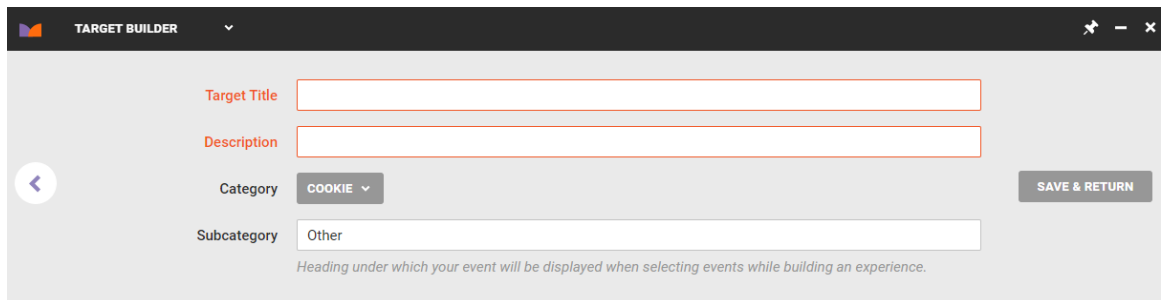
5. If necessary, build a condition so that the ID Collector grabs the correct value. Click the **Conditions** tab, select an operator, and then input the targeting value. If no condition is required, click the forward arrow.

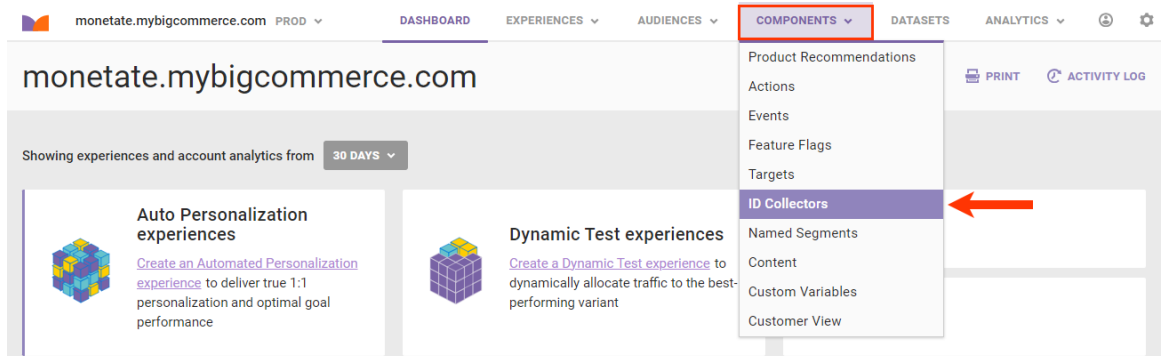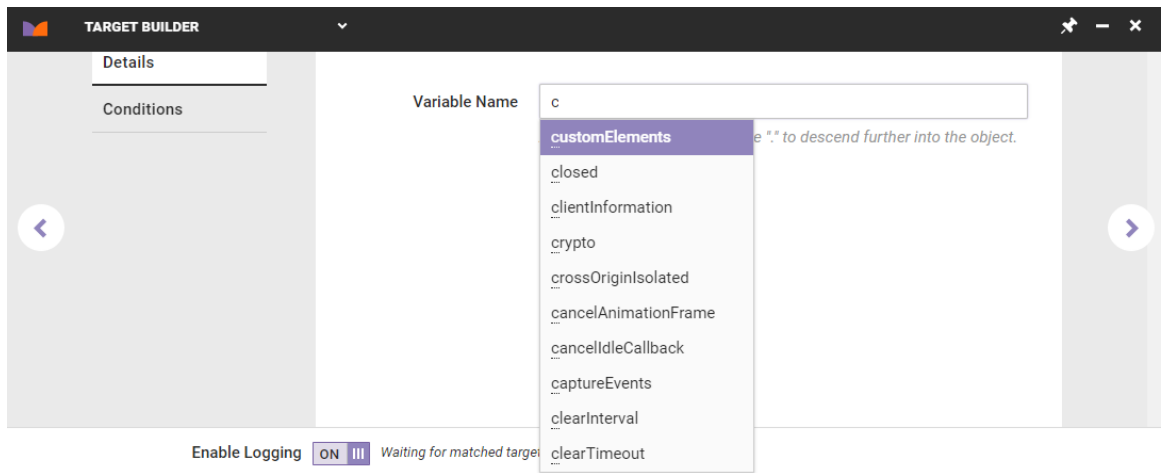6. Give the ID Collector a name and a description, and then click **SAVE & RETURN**.

The newly created ID Collector appears at the bottom of the table on the ID Collectors list page.

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**.

3. Click **JS Variable Value**.

> ℹ 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.

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.
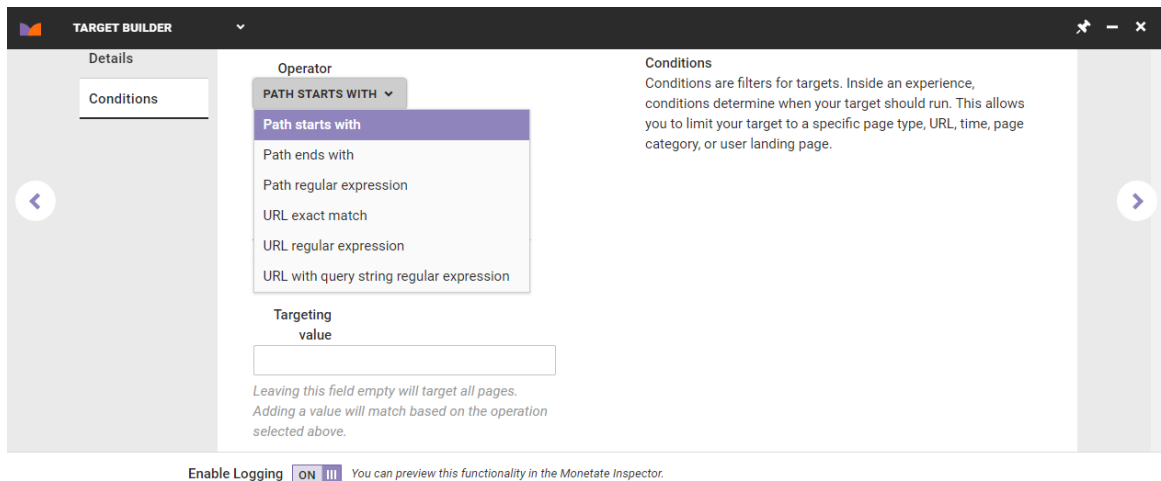
6. Give the ID Collector a name and a description, and then click **SAVE & RETURN**.
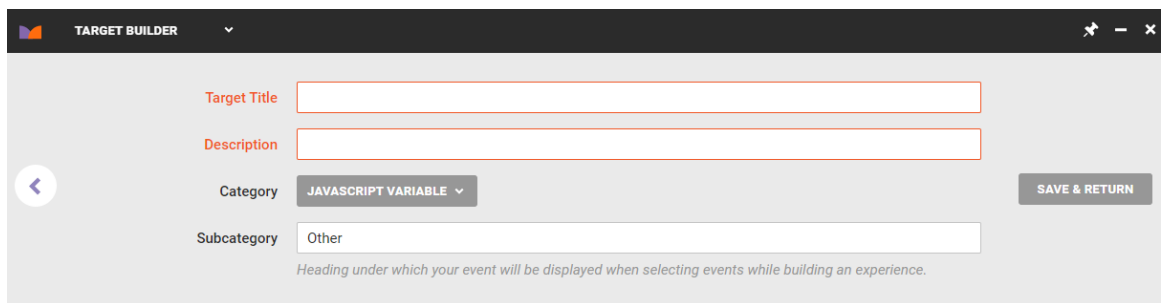
The newly created ID Collector appears at the bottom of the table on the ID Collectors list page.
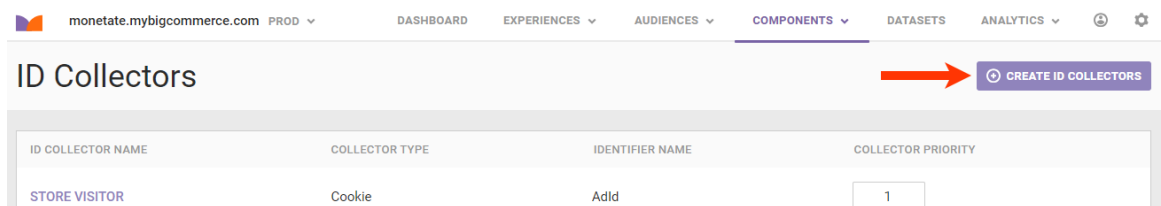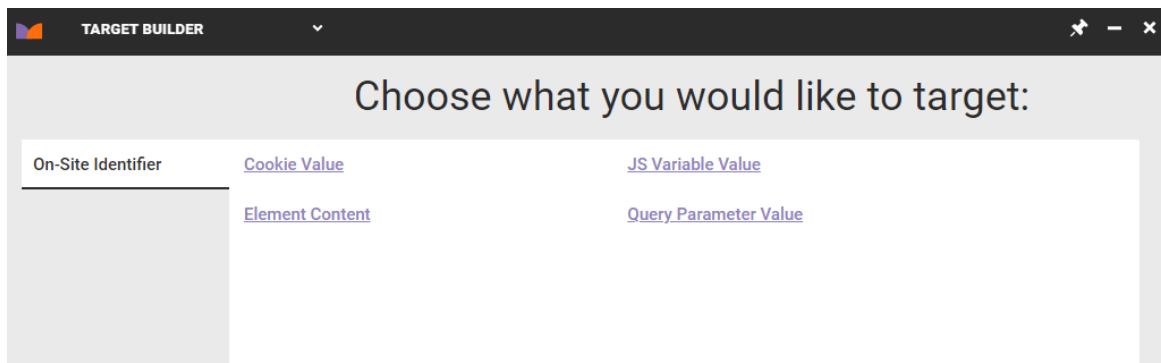
Creating an ID Collector for HTML Element

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**.
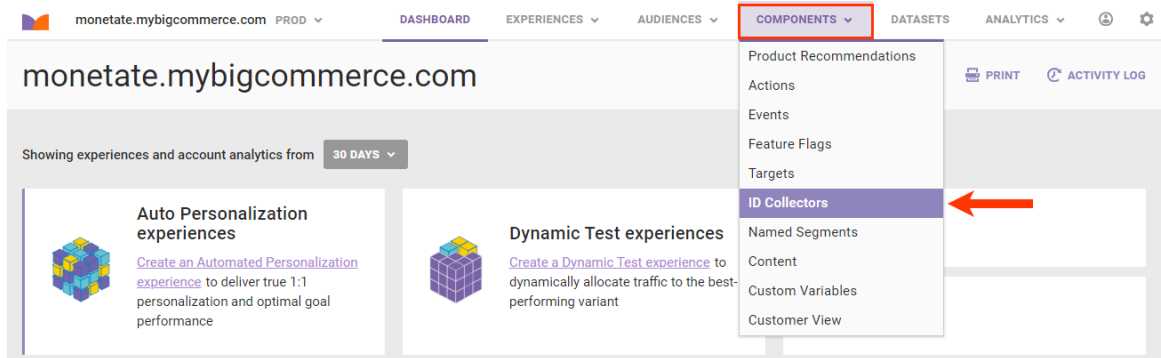
2. Click **CREATE ID COLLECTORS**.

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.
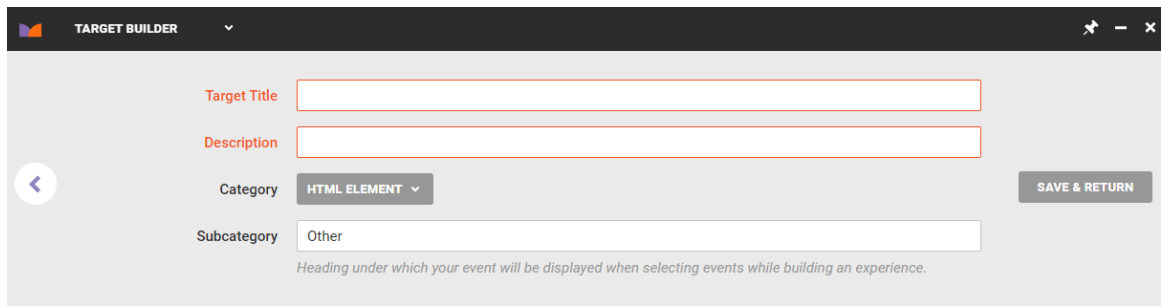
4. Select the element that contains the content that you want to target, and then click the forward arrow.
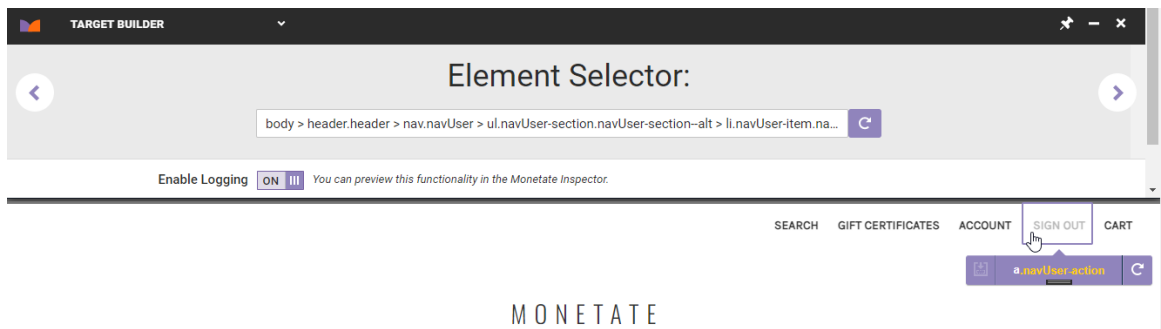
5. If necessary, build a condition so that the ID Collector grabs the correct value. Click the **Conditions** tab, select an operator, and then input the targeting value. If no condition is required, click the forward arrow.
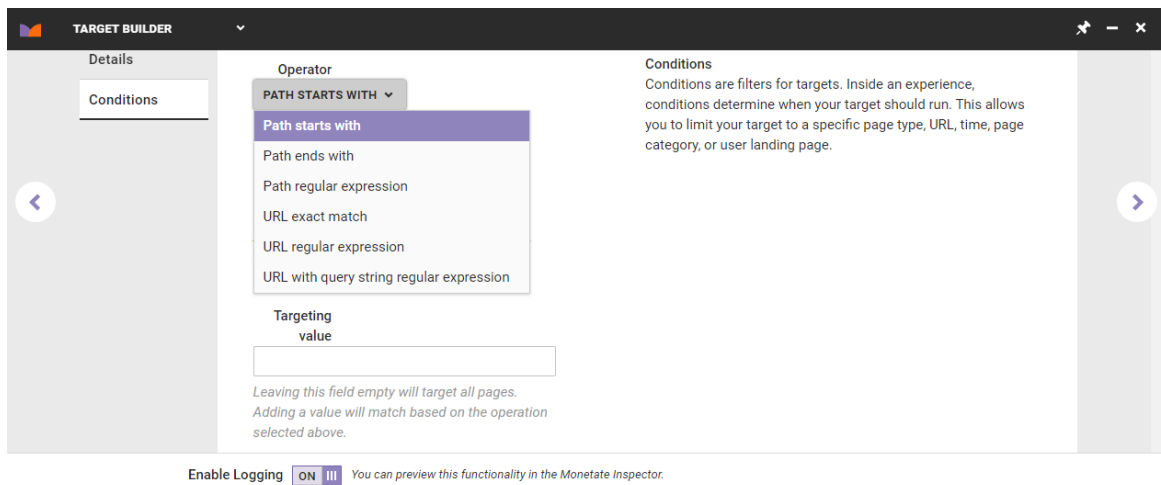
6. Give the ID Collector a name and a description, and then click **SAVE & RETURN**.

The newly created ID Collector appears at the bottom of the table on the ID Collectors list page.

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**.
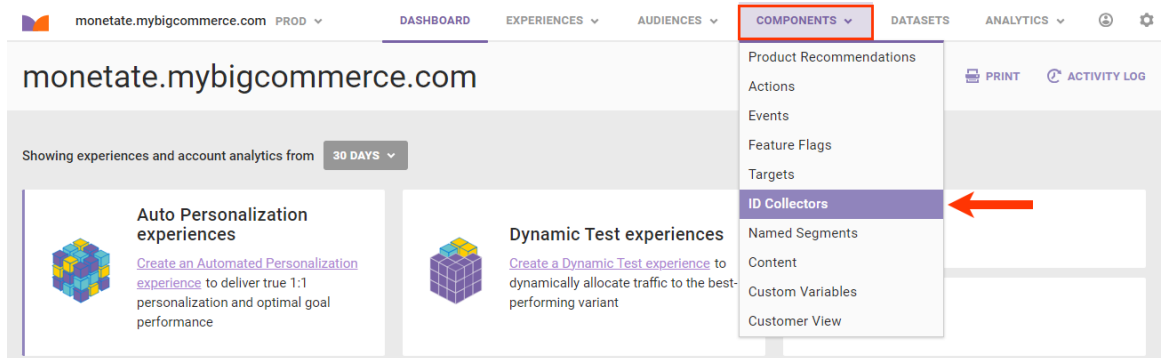
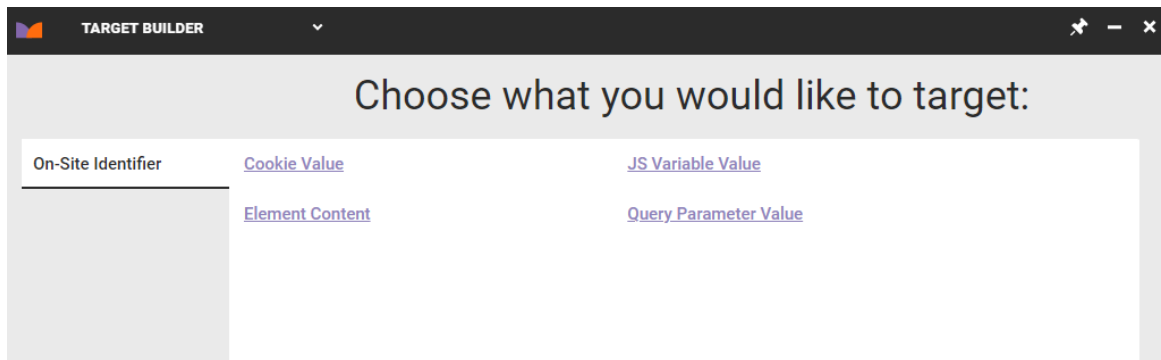2. Click **CREATE ID COLLECTORS**.
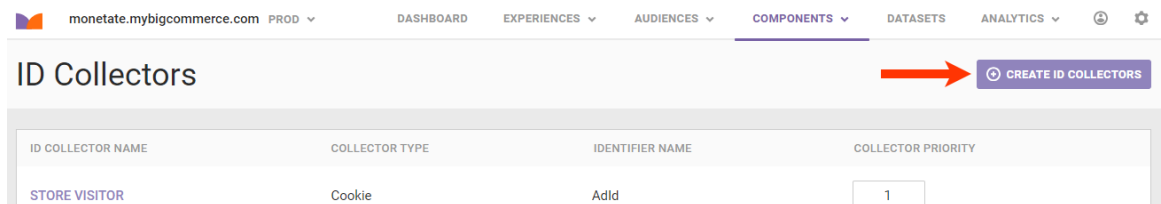
3. Click **Query Parameter Value**.

> ℹ️ 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
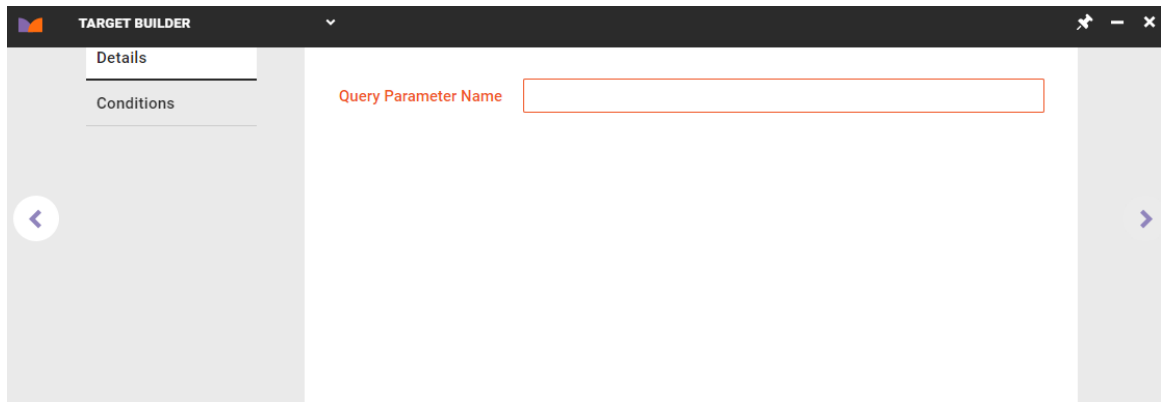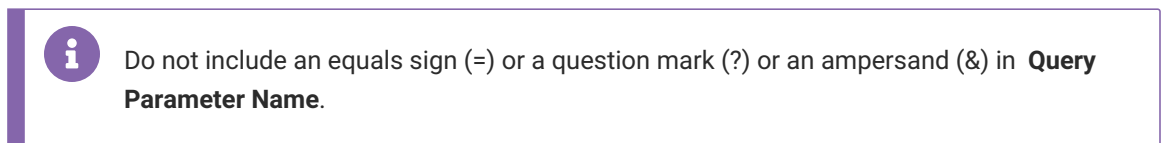
correct value, build a conditional operator on the **Conditions** tab that employs the **Path starts with** operator.

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. Type the parameter name into **Query Parameter Name**.

> ⓘ Do not include an equals sign (=) or a question mark (?) or an ampersand (&) in **Query Parameter Name**.
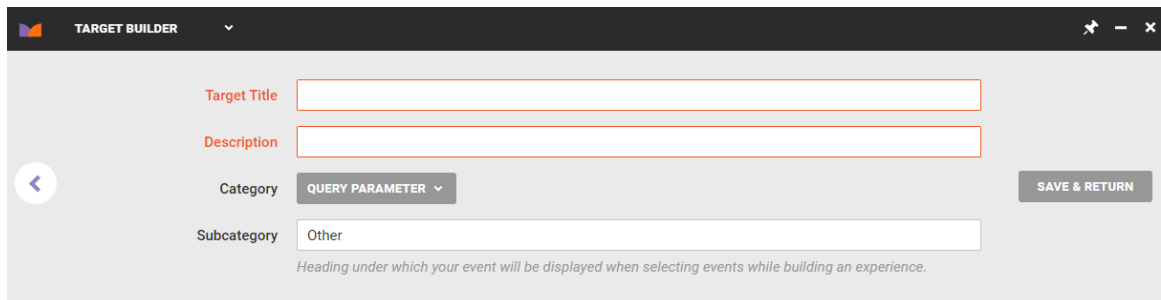

5. If necessary, build a condition so that the ID Collector grabs the correct value. Click the **Conditions** tab, select an operator, and then input the targeting value. If no condition is required, click the forward arrow.
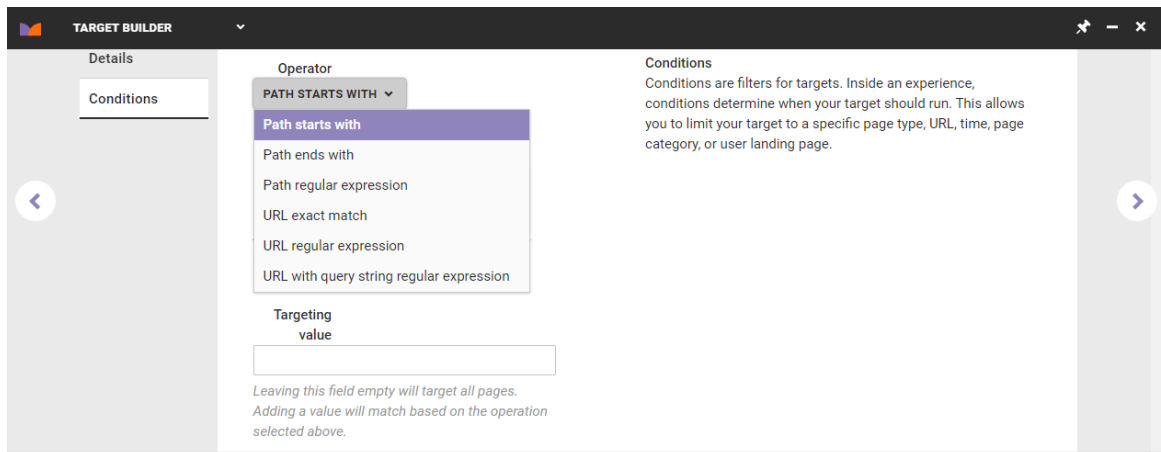
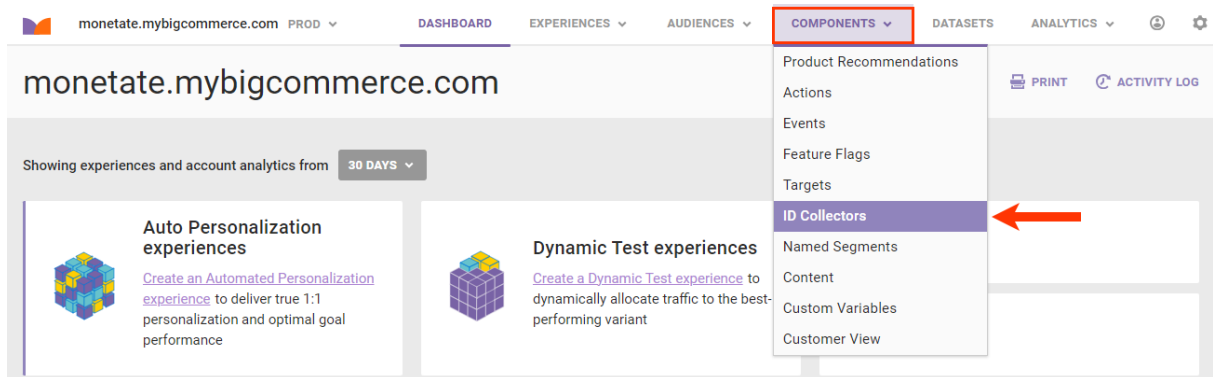6. Give the ID Collector a name and a description, and then click **SAVE & RETURN**.

The newly created ID Collector appears at the bottom of the table on the ID Collectors list page.

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.

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ID Collectors

CREATE ID COLLECTORS

ID COLLECTOR NAME	COLLECTOR TYPE	IDENTIFIER NAME	COLLECTOR PRIORITY
STORE VISITOR	Cookie	AdId	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.

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

   - Revise the subcategory.

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.
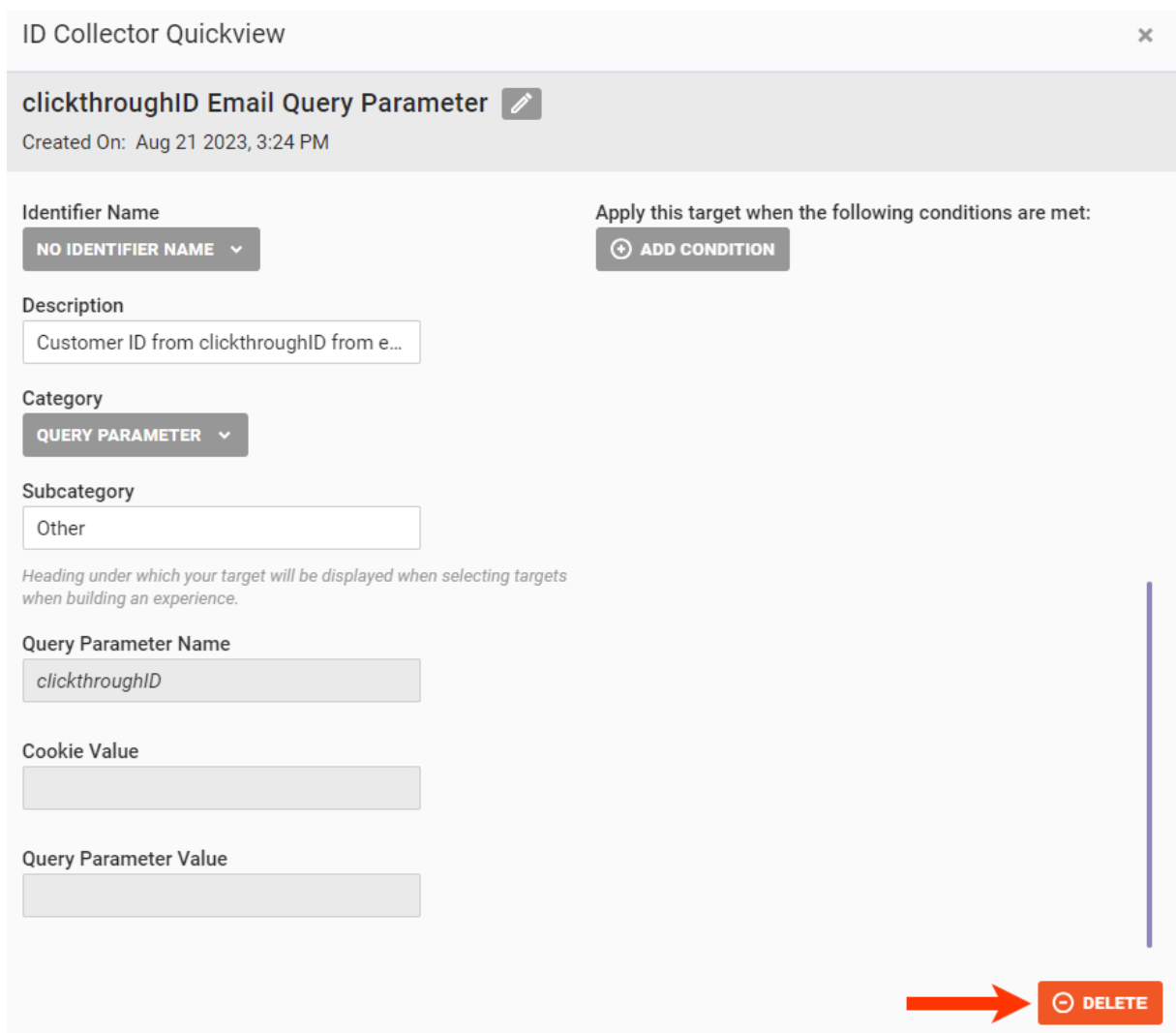

Deleting an ID Collector
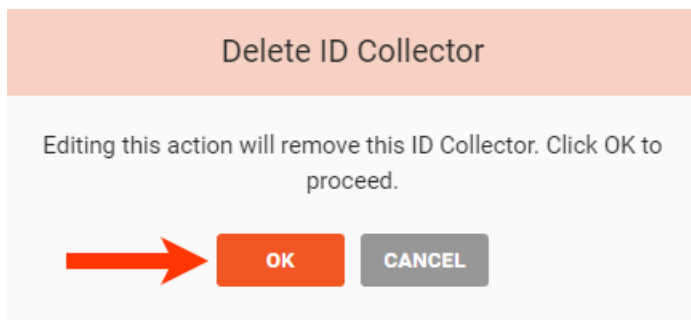
Follow these steps to delete an ID Collector.

1. Click **COMPONENTS** in the top navigation bar, and then select **ID Collectors**.
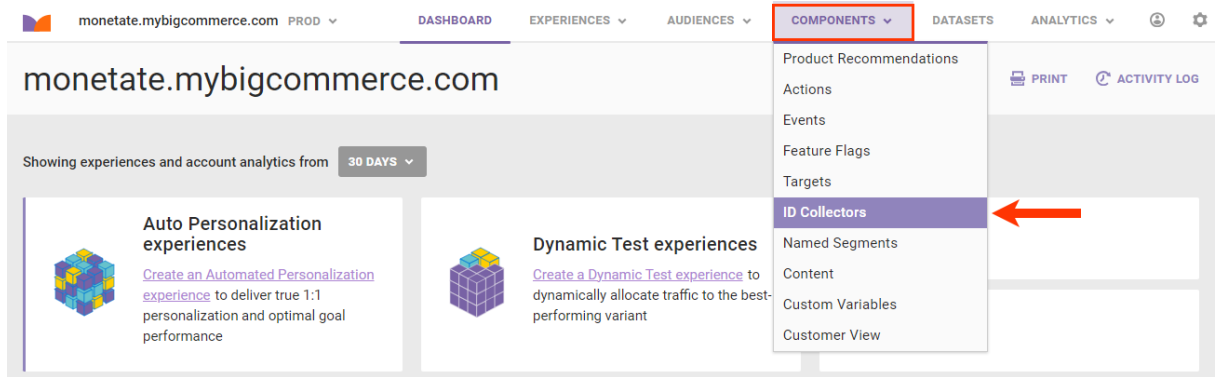
2. Click the name of the ID Collector that you want to delete to access its ID Collector Quickview modal.
3. Click **DELETE**.

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.