



Blue Triangle

RUM Analytics Best Practices

February 3, 2022



Become a Certified Blue Triangle Performance Professional

Upcoming Instructor-Led Certification:

- March 7-10
- April 4-7
- May 2-5
- June 6-9

(time zone TBD)

Self-paced, online certification:

<https://university.bluetriangle.com/>

Housekeeping

- We'll send you a link to watch the recording right after we're finished
- Feel free to ask questions as we go!





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Overview



- ▶ Blue Triangle Tag configuration
 - Traffic segmentation & page naming
 - Custom categories/variables/numbers
 - Tag placement
 - Config changes & testing
- ▶ Using the BT Portal
 - Alerts
 - Automated Reports
 - Dashboards
 - Troubleshooting a performance issue

Blue Triangle Tag Configuration



Traffic Segmentation & Page Naming



Traffic Collection Settings

Traffic Segmentation Capture Variable/Code

Appends onto the existing traffic segment assign during page name creation. Uses either a Javascript variable.

Campaign Capture Variable/Code

Captures the campaign using either a Javascript variable.

Datacenter Variable/Code

Captures the datacenter using either a Javascript variable.

A/B Testing Variable/Code

Mark H Demo Page Name / Editing "auto" 2

Editing "auto"

URL Pattern Match	Javascript Variable	Javascript Code	Simple Regex
Page Name * (auto)			
Traffic Segment eCommerce		Traffic Segment (Custom) eCommerce	
Javascript Code (function){if(location.href == "https://demo.bluetriangle.com/" return "Demo Homepage");}			
Eval Order / Priority * 50	Brand Value S O		
Comment			

- ▶ Configure all traffic segmentation to maximize the utility of Blue Triangle
 - Traffic Segment
 - Content Groups / Page Groups
 - Marketing Campaign
 - Datacenter
 - A/B Testing Segment
- ▶ Be sure to tag all pages on the site including error pages
- ▶ Page Naming should be done by page template, not unique names for each URL
- ▶ Help Article: [Standard Page Naming](#)
- ▶ Product Training: [How to Configure Page Naming for Optimal Analytics](#)

Custom Categories, Variables and Numbers



Custom Category Settings

Custom Category 1 <input type="text"/> <small>Custom variables for data collection use.</small>	Custom Category 1 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>	Custom Category 1 Valid Values 0 / 100 <small>No Values Configured</small>
Custom Category 2 <input type="text"/> <small>Custom variables for data collection use.</small>	Custom Category 2 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>	Custom Category 2 Valid Values 0 / 100 <small>No Values Configured</small>

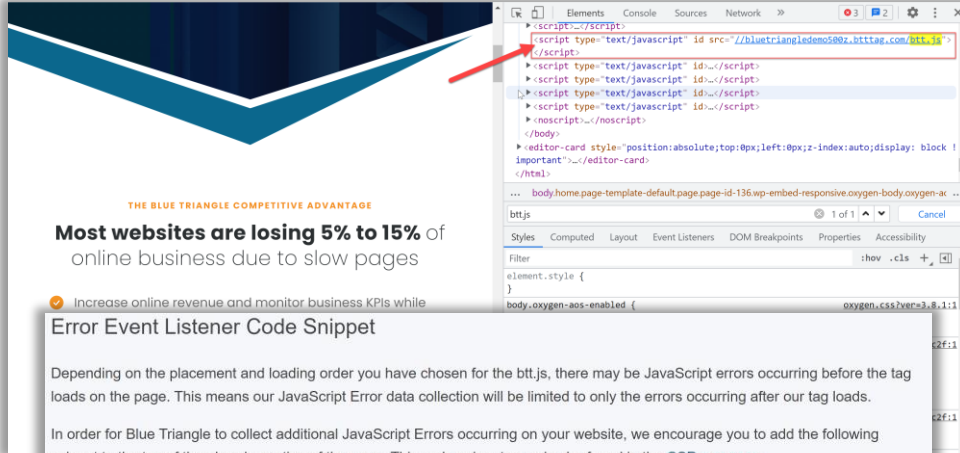
- ▶ Use these custom data fields to extend the utility of Blue Triangle, enabling dashboards, reports and analysis on data unique to your site.

Custom Variable Settings	Custom Variable Display Names
Custom Variable 1 <input type="text"/> <small>Custom variables for data collection use.</small>	Custom Variable 1 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>
Custom Variable 2 <input type="text"/> <small>Custom variables for data collection use.</small>	Custom Variable 2 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>
Custom Variable 3 <input type="text"/> <small>Custom variables for data collection use.</small>	Custom Variable 3 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>

- ▶ Help Article: [Custom Data Fields](#)
- ▶ Product Training: [Custom Data Fields](#)

Custom Number Settings	Custom Number Display Names
Custom Number 1 <input type="text"/> <small>Custom numbers for data collection use.</small>	Custom Number 1 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>
Custom Number 2 <input type="text"/> <small>Custom numbers for data collection use.</small>	Custom Number 2 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>
Custom Number 3 <input type="text"/> <small>Custom numbers for data collection use.</small>	Custom Number 3 Display Name <input type="text"/> <small>Display name for associated variable to be used within portal.</small>

Tag Placement



THE BLUE TRIANGLE COMPETITIVE ADVANTAGE

Most websites are losing 5% to 15% of online business due to slow pages

✓ Increase online revenue and monitor business KPIs while

Error Event Listener Code Snippet

Depending on the placement and loading order you have chosen for the btt.js, there may be JavaScript errors occurring before the tag loads on the page. This means our JavaScript Error data collection will be limited to only the errors occurring after our tag loads.

In order for Blue Triangle to collect additional JavaScript Errors occurring on your website, we encourage you to add the following snippet to the top of the <head> section of the page. This code snippet can also be found in the [CSP manager](#):

```
<script>try{window.performance.setResourceTimingBufferSize(400)}catch(e){}try{var _bttErrorListener=_bttError
```

This code is used by Blue Triangle to collect JavaScript Errors and CSP Violations prior to the btt.js being added to the page. It simply saves the JavaScript errors that happen before the btt.js loads in order for it to use when the btt.js is added to the page.

This snippet also expands the browser's Resource Timings buffer size from the 150 default to 400, which allows us to collect much more of your real user resource timing data. The btt.js tag naturally does this when it loads on the page, but in some cases it may not be early enough to collect the data from the beginning of the page load. Adding this snippet to the <head> will max out the buffer size from the outset, allowing us to collect as much resource timing data as possible. This is another great reason we encourage you to put this snippet on your web pages.

We do not recommend adding the btt.js to top of the <head> section, only the code snippet above.

- ▶ We recommend that you place the tag in a common footer that will be included with every web page to be measured
- ▶ The Blue Triangle tag should not be placed in the <head> of a page
 - Any tag that loads in the <head> can impact your performance.
- ▶ With that said, we do recommend adding the Error Event Listener Code Snippet to the top of the <head>
- ▶ Help Articles:
 - [How to Implement the Blue Triangle Tag in GTM](#)
 - [Implementing the Blue Triangle Tag Without a Tag Manager](#)
 - [Tag Implementation for Single Page Applications \(SPAs\)](#)
 - [Error Event Listener Code Snippet](#)

Tag Configuration Changes & Testing

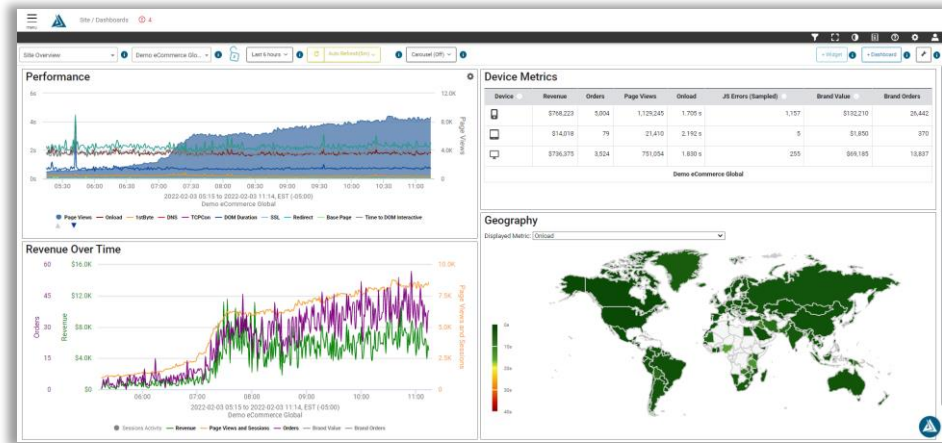


- ▶ Upcoming releases with a new page name, a/b segment, etc. should be tested and confirmed in pre-prod, then added to btt.js prior to the release to prod
- ▶ This way data collection and segmentation goes into effect immediately
- ▶ Note: tag configuration changes only impact data moving forward

Using the Blue Triangle Portal



RUM Best Practices in the Blue Triangle Portal



- ▶ Set up alerts for critical events and critical pages
 - Help Article: [How to Create and Manage Alerts](#)
 - Product Training: [Alerts: Configuration and Best Practices](#)
- ▶ Set up Automated Reports
 - Help Article: [How to Create and Manage Automated Reports](#)
 - Product Training: [Automated Reports](#)
- ▶ Set up Custom Dashboards
 - Help Article: [How to Create Custom Dashboards](#)
 - Product Training: [How to Customize Your Dashboards](#)

Troubleshooting a Performance Issue



Questions?



Thank You

Contact Us

General Inquires: info@bluetriangle.com

Sales: sales@bluetriangle.com

Support: support@bluetriangle.com

Call Us: +1 (877) 258-3107

<https://help.bluetriangle.com/>



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