BEA WebLogic Workshop™ Help

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Event Descriptions

WebLogic Portal Events are organized in the following categories:

- Session Events
- User Registration Event
- Product Events
- Content Events
- Cart Events
- Buy Event
- Rules Event
- Campaign Events

In addition to these pre−defined Events, WebLogic Workshop allows the creation of Generic Events, to which parameters can be added visually.

Session Events

Session events fire at the start time, end time, and if executed, the login time of a visitor's session.

SessionBeginEvent

Description	Occurs when a visitor begins interacting with a Web or portal site.
Class	com.bea.p13n.tracking.events.SessionBeginEvent
Generator	See Servlet Lifecycle Events and Servlet Filter Events.
Elements	application event−date event−type session−id user−id user−type

SessionEndEvent

Description	Occurs when a visitor leaves a site, or when the visitor's session has timed out.
Class	com.bea.p13n.tracking.events.SessionEndEvent

Generator	See Servlet Lifecycle Events and Servlet Filter Events.
Elements	application event−date event−type session−id user−id user−type

SessionLoginEvent

Description	Occurs when a visitor logs on a Web or portal site.
Class	com.bea.p13n.tracking.events.SessionLoginEvent
Generator	TrackingEventHelper.dispatchSessionLoginEvent(), P13NAuthFilter, and/or Input Processor.
Elements	application event−date event−type session−id user−id user−type

User Registration Event

Only one registration event exists. It is described in the following table.

UserRegistrationEvent

Description	Occurs when visitor registers on a Web or portal site.
Class	com.bea.p13n.tracking.events.UserRegistrationEvent
Generator	TrackingEventHelper.dispatchUserRegistrationEvent() and/or Input processor.

Elements

application
event−date
event−type
session−id
user−id
user−type

Product Events

These events occur when visitor is presented with a product or clicks (selects) the presented product.

ClickProductEvent

Description	Occurs when a visitor clicks a product link.
Class	com.bea.commerce.ebusiness.tracking.events.ClickProductEvent
Generator	JSP Tag.
Elements	application event−date event−type session−id user−id document−type document−id sku category−id user−type application−name (name of storefront, not portal application)

DisplayProductEvent

Description	Occurs when a product is displayed to the visitor.
Class	com.bea.commerce.ebusiness.tracking.events.DisplayProductEvent
Generator	JSP Tag
Elements	application event−date event−type session−id user−id

	document−type
	document−id
	sku
	category−id
	user−type
	application−name (name of storefront, not portal application)

Content Events

These events occur when the visitor is presented some content, such as an advertisement, or clicks the presented content.

ClickContentEvent

Description	Occurs when a visitor clicks some Web site content, such as a link or banner.
Class	com.bea.p13n.tracking.events.ClickContentEvent
Generator	JSP Tag.
Elements	application event−date event−type session−id user−id document−type document−id user−type

DisplayContentEvent

Description	Occurs when content is presented to a visitor, usually any content from a content management system.
Class	com.bea.p13n.tracking.events
Generator	JSP Tag
Elements	application event−date event−type session−id user−id document−type

	document−id user−type

Cart Events

These events indicate that one or more items are added or removed from a visitor's shopping cart.

AddToCartEvent

Description	Occurs when an item is added to a visitor's shopping cart.
Class	com.bea.commerce.ebusiness.tracking.events.AddToCartEvent
Generator	Pipeline component.
Elements	application event−date event−type session−id user−id sku quantity unit−list−price currency user−type application−name (name of storefront, not portal application)

RemoveFromCartEvent

Description	Occurs when an item is removed from a visitor's shopping cart.
Class	com.bea.commerce.ebusiness.tracking.events.RemoveFromCartEvent
Generator	Pipeline component.
Elements	application event−date event−type session−id user−id sku quantity unit−price currency

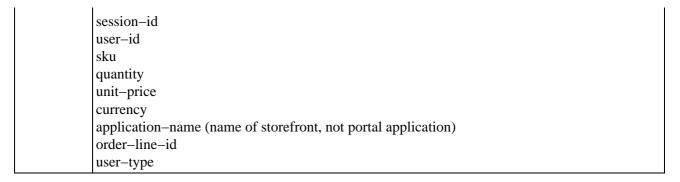| | user−type
application−name (name of storefront, not portal application) |

PurchaseCartEvent

Description	Occurs once for an entire order, unlike the BuyEvent, which occurs for each line item. This event is useful for campaigns. You can use it when writing scenario actions to know when your visitor makes a purchase with specific characteristics, such as an order greater than $100 or the purchase of a particular product.
Class	com.bea.commerce.ebusiness.tracking.events.PurchaseCartEvent
Generator	Pipeline component.
Elements	application session−id user−id event−date event−type total−price order−id currency user−type application−name (name of storefront, not portal application)

Buy Event

Only one buy event exists. It is described in the following table.

BuyEvent

Description	Occurs when a visitor completes the purchase. A BuyEvent occurs for each line item. A purchase may consist of one or more line items. A line item may consist of one or more items. For example, although a particular line item may have quantity of four items, only one BuyEvent occurs.
Class	com.bea.commerce.ebusiness.tracking.events. BuyEvent
Generator	Pipeline component
Elements	application event−date event−type

	session–id user–id sku quantity unit–price currency application–name (name of storefront, not portal application) order–line–id user–type

Rules Event

Only one rule event exists. It is described in the following table.

RuleEvent

Description	Indicates the rules that were fired as a visitor navigates a Web site.
Class	com.bea.p13n.tracking.events.RuleEvent
Generator	Fired internally from advislets
Elements	application event–date event–type session–id user–id ruleset–name rule–name user–type

Campaign Events

These events occur when a visitor participates in a campaign.

CampaignUserActivityEvent

Description	Occurs when a visitor participates in a campaign. Specifically, this event is fired whenever one or more scenario actions are true and the campaign service is activated. You can limit this event to a single occurrence for a particular scenario. This event is intended for use by analytic software.
Class	com.bea.campaign.tracking.events.CampaignUserActivityEvent

Generator	Fired internally from the campaign service.
Elements	application event–date event–type session–id user–id campaign–id scenario–id user–type

DisplayCampaignEvent

Description	Occurs when campaign content, such as an ad, is presented to the visitor. Specifically, this event is fired whenever a campaign placeholder displays an ad placed in the ad bucket by a campaign. You can use this event to trigger another campaign. Analytic software uses this event to determine if a visitor saw an ad as a result of a campaign.
Class	com.bea.campaign.tracking.events.CampaignUserActivityEvent
Generator	Fired internally from the campaign service.
Elements	application event–date event–type session–id user–id document–type document–id campaign–id scenario–id user–type application–name (name of storefront, not portal application) placeholder–id

ClickCampaignEvent

Description	Occurs when a campaign item, such as an ad, is clicked on by the visitor. Specifically, this event is fired whenever a visitor clicks a campaign ad that was placed in the ad bucket by a campaign. You can use this event to trigger another campaign. Analytic software uses this event to determine if a visitor clicked on an ad as a result of a campaign.
Class	com.bea.campaign.tracking.events.ClickCampaignEvent
Generator	Fired internally from campaign service.

Elements	application
	event–date
	event–type
	session–id
	user–id
	document–type
	document–id
	campaign–id
	scenario–id
	application–name (name of storefront, not portal application)
	placeholder–id
	user–type