EVIDON TRACKERMAP TIMELINE, CALL TREE AND NODE TREE

Timeline provides a graph with a List view of resources/tags and when each fired in relation to others on the page.
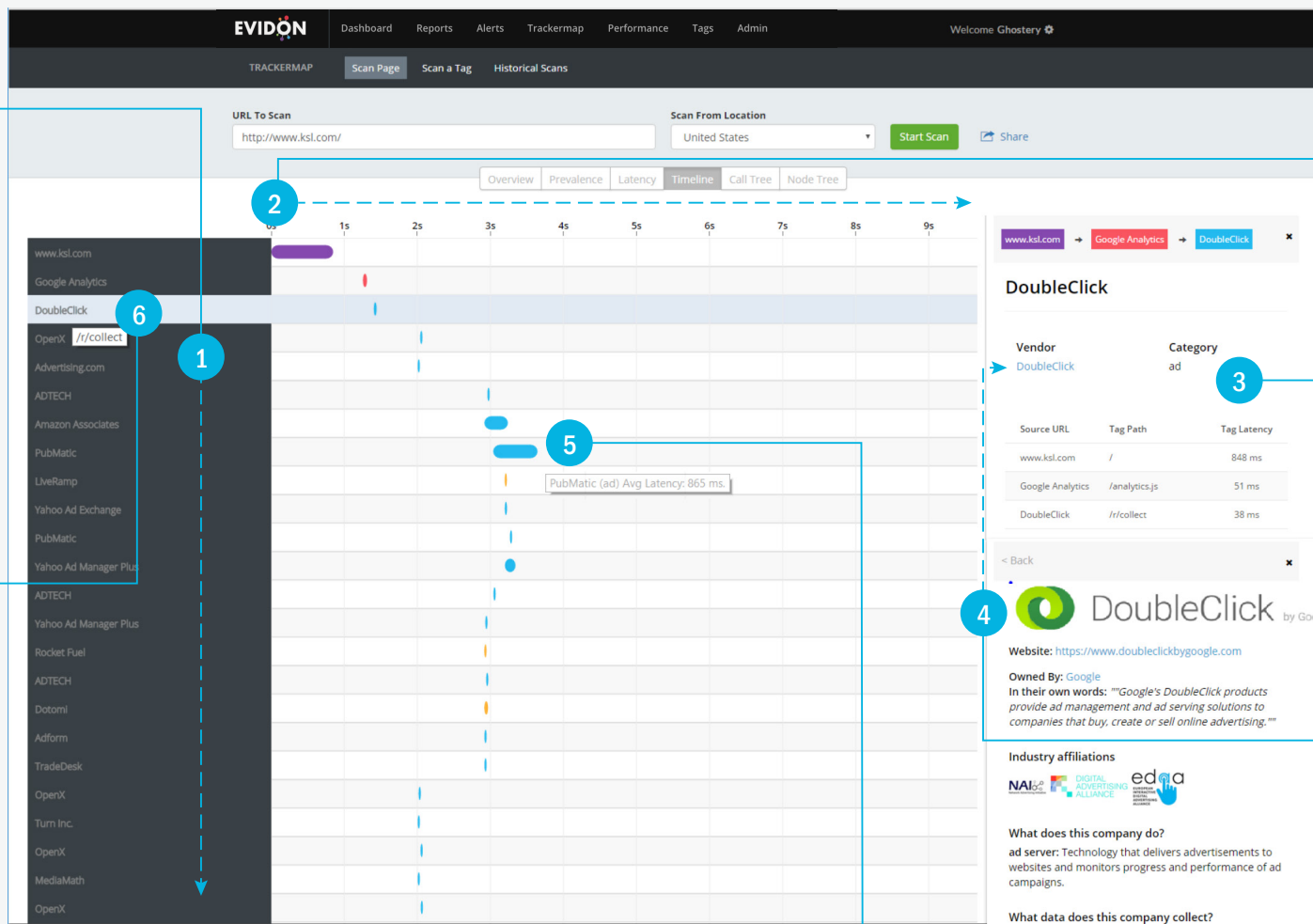
RESOURCE/TAG LIST

A list of resources in the exact order they were called. Typically, you'll see a tag being called more than once, and this view lists them all, regardless of redundancy.

RESOURCE LINK

Roll over the name (owner) of the resource to see the tag path. Combine that with the Source URL and you know exactly where the resource lives.

Click on the name to open the Vendor Details panel.

TIMELINE

A timeline, in 1 second increments, starting at 0 and going up to 10 seconds (the scanner actually scans a page for up to 60 seconds, but Timeline only shows up to 10 seconds).

VENDOR DETAILS

The Vendor Details Panel provides resource location (Source URL and Tag Path) and shows you where the tag originated, displaying the entire tag path. Average latency for the tag is shown too.

Click on the Vendor name to populate all Company information we have in our database.

COMPANY INFORMATION

Updated constantly, the company page populates in the Vendor Details panel and provides information such as what the company does, and what data they collect.

RESOURCE LOAD TIME

The color of the line coincides with the tag type and the length of line indicates when the resource was first called to when it finished loading.

Rollover to see name of vendor, tag type and average latency in ms. (this latency number is for the one tag only. If the tag is called multiple times, each displays a unique latency average. If you add them up, then divide by the number of instances of that tag, the average of all instances is shown in the Latency view).

EVIDON TRACKERMAP TIMELINE, CALL TREE AND NODE TREE

Call Tree shows you the entire chain of staggered events for every resource call, organized in a tree view format. Using Call Tree, you can really dive into who is talking to whom on your site.

COMPANY TREE VIEW

Keeping in mind that a single resource can be called onto the page multiple times, this view presents every single resource called, in the order it was called.
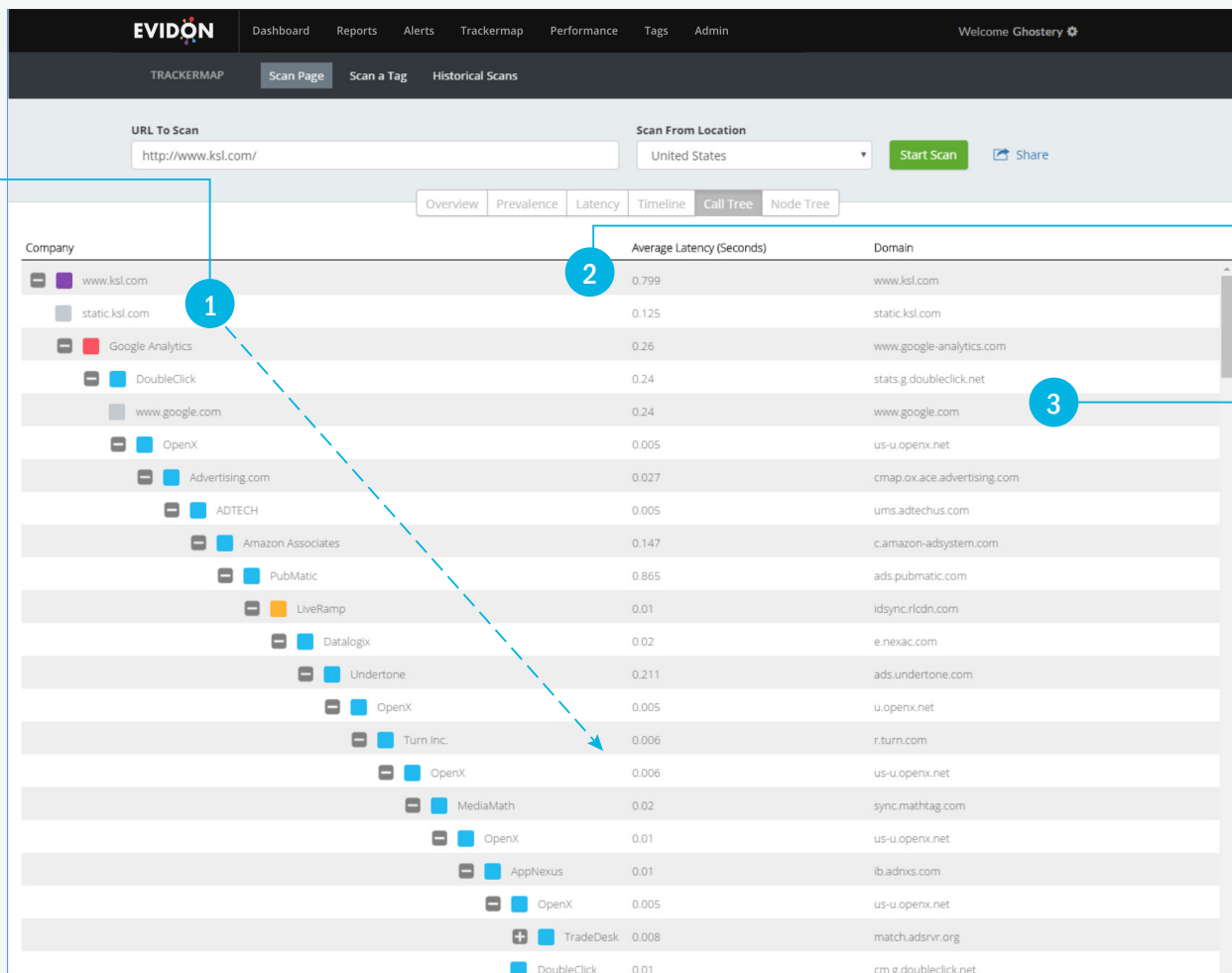
The color of the square coincides with the tag type.

Click the plus sign next to the company. Every direct tag is displayed. If there are indirect tags associated with a tag, a plus sign is presented. Click the plus sign to drill down the call chain further.

Every instance of a call, regardless of repetition, is shown.

Ultimately, whatever the number of Total Tag Calls presented in Overview are shown in Call Tree.

This type of layout is particularly useful for sites where Trackermap has so much going on, it's hard to organize the nodes.

AVERAGE LATENCY IN SECONDS

The latency of each individual call is shown here.

DOMAIN

The full domain of the company and/or resource.

This is an excellent resource for discovering where the tag originated.

Company	Average Latency (Seconds)	Domain
www.ksl.com	0.799	www.ksl.com
static.ksl.com	0.125	static.ksl.com
Google Analytics	0.26	www.google-analytics.com
DoubleClick	0.24	stats.g.doubleclick.net
www.google.com	0.24	www.google.com
OpenX	0.005	us-u.openx.net
Advertising.com	0.027	cmap.ox.ace.advertising.com
ADTECH	0.005	ums.adtechus.com
Amazon Associates	0.147	c.amazon-adsystem.com
PubMatic	0.865	ads.pubmatic.com
LiveRamp	0.01	idsync.rlcdn.com
Datalogix	0.02	e.nexac.com
Undertone	0.211	ads.undertone.com
OpenX	0.005	u.openx.net
Turn Inc.	0.006	r.turn.com
OpenX	0.006	us-u.openx.net
MediaMath	0.02	sync.mathtag.com
OpenX	0.01	us-u.openx.net
AppNexus	0.01	ib.adnxs.com
OpenX	0.005	us-u.openx.net
TradeDesk	0.008	match.adsrvr.org
DoubleClick	0.01	cm.g.doubleclick.net

EVIDON TRACKERMAP TIMELINE, CALL TREE AND NODE TREE

Node Tree is Trackermap, but in tree view. Every node shown in Trackermap is represented in the Node Tree, along with each resource it calls.

COMPANY TREE VIEW

Every node shown in Trackermap is represented in the Node Tree, along with each resource it calls.

The color of the square coincides with the tag type.

Click the plus sign next to the company.

Every direct call from the scanned URL are displayed. Indirect tags are visible by clicking the plus sign and drilling down the call chain further.

Ultimately, whatever the number of Unique Vendors presented in Overview are shown in Call Tree.

This type of layout is particularly useful for sites where Trackermap has so much going on, it's hard to organize the nodes.

AVERAGE LATENCY IN SECONDS

The latency of each individual call is shown here.

DOMAIN

The full domain of the company and/or resource.

This is an excellent resource for discovering where the tag originated.

Company	Average Latency (Seconds)	Domain
www.ksl.com	0.799	www.ksl.com
ads.adventive.com	0.115	ads.adventive.com
api3.ksl.com	0.15	api3.ksl.com
cXense	0.146	cdn.cxense.com
Google AdServices	0.006	www.googletagservices.com
partner.googleadservices.com	0.168	partner.googleadservices.com
DoubleClick	0.246	securepubads.g.doubleclick.net
pagead2.googlesyndication.com	0.013	pagead2.googlesyndication.com
tpc.googlesyndication.com	0.006	tpc.googlesyndication.com
Google Analytics	0.26	www.google-analytics.com
DoubleClick	0.24	stats.g.doubleclick.net
Google Tag Manager	0.027	www.googletagmanager.com
img.ksl.com	0.123	img.ksl.com
OpenX	4.78	ox-d.ksl.servedbyopenx.com
PubMatic	0.292	ads.pubmatic.com
Quantcast	0.008	edge.quantserve.com
ADTECH	0.005	ums.adtechus.com
Index Exchange (Formerly Casale Media)	0.285	dsum-sec.casalemedia.com
Undertone	0.245	ads.undertone.com
static.ksl.com	0.125	static.ksl.com
Switch Concepts	1.184	delivery.b.switchadhub.com