

FullStory

Version 17.0.0



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1. Summary

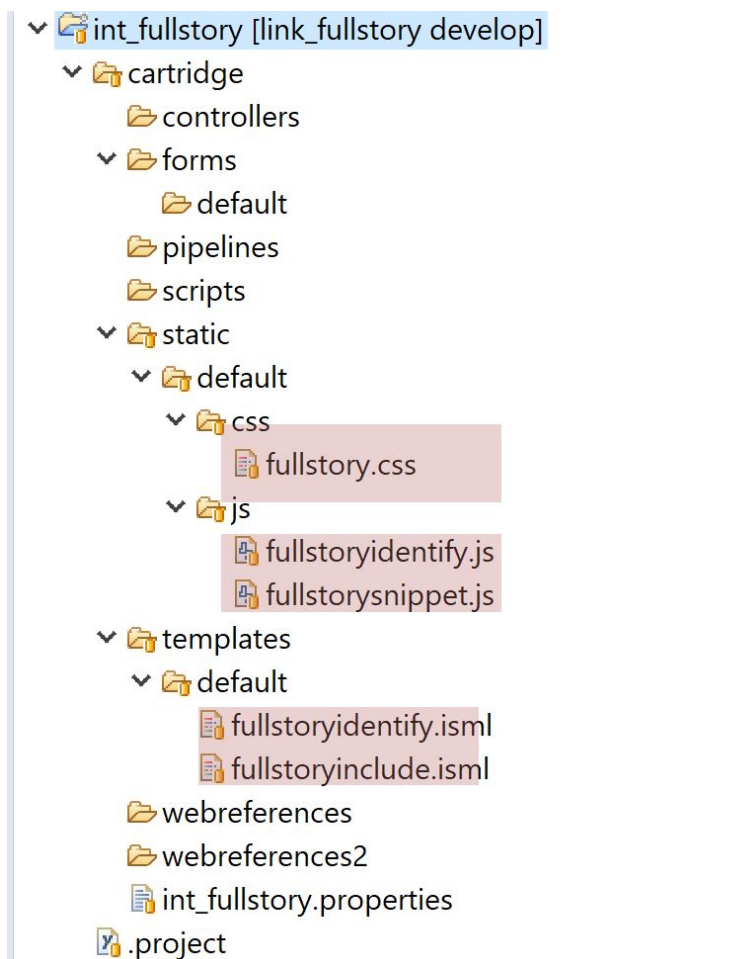
The FullStory platform allows for users to better understand how consumers use their site, by hooking into any Salesforce Commerce Cloud platform with the **int_fullstory** cartridge. By simply uploading the cartridge, importing metadata, and updating some configuration settings, users can be up and running with FullStory with very little development time.

2. Component Overview

2.1 Functional Overview

2.1.1 Cartridge Layout

The int_fullstory cartridge runs off of four primary files, that pull in FullStory functionality with Javascript snippets. Below is an overview of the filesystem:



File Name	Description
fullstory.css	Used for any FullStory styling
fullstoryidentify.js	Identifies Customers by their ID/email/location if logged in
fullstorysnippet.js	Identifies general user behaviour
fullstoryidentify.isml	Pulls in Customer information for consumption by fullstoryidentify.js
fullstoryinclude.isml	Launches FullStory with information for consumption by fullstorysnippet.js

2.1.2 Metadata

FullStory comes with some site preferences as well as a Customer Attribute, that help the cartridge work properly. No custom objects, business manager modules, or jobs are used for this integration.

Metadata	Description	Default Value
fullstoryOrganization	The account ID given by FullStory	-
fullstoryEnable	If true, FullStory will actively be recording sessions	false
fullstoryIdentified	Shows if a customer is registered with FullStory	false
fullstoryDebug	If true, FS Debugging will activate.	false
fullstoryNamespace	The namespace given by FullStory. This should ONLY be changed if necessary. Read more about namespace for FullStory.	FS

2.2 Use Cases

FullStory can be used for many reasons, including Conversion Rate Optimization (CRO), UX & Design, Customer Experience improvement, Product Management, and Marketing. You can find many use cases and resources at www.fullstory.com/resources.

2.3 Limitations, Constraints

Because this cartridge simply pulls in FullStory-side functionality, there are no known limitations or constraints to integration, aside from the fact that customers will need to have Javascript enabled in their browser.

2.4 Compatibility

The FullStory cartridge is compatible as of Salesforce Commerce Cloud 17.8, and supports both pipelines and controllers. Future versions should also remain compatible.

2.5 Privacy, Payment

This cartridge does expose and utilize a customer’s email and geolocation, if the customer is logged in. No credit card, payment, or other attribute is accessed by the int_fullstory integration.

3. Implementation Guide

3.1 Setup

3.1.1 Initial Setup

Download the int_fullstory cartridge and corresponding metadata. Import the int_fullstory cartridge into your Eclipse environment, and attach the cartridge to a Sandbox. Within Business Manager, navigate to “Administration > Sites > Manage Sites > *\$YourSites\$* > Settings.” Ensure that the int_fullstory cartridge is the first called cartridge, as it will be called in the head, with minimal to no performance impact.

The screenshot shows the Salesforce Business Manager interface. At the top, there is a navigation bar with the Salesforce logo, a dropdown menu for 'Sandbox - fullstory01 SiteGenesis', and other menu items like 'Merchant Tools', 'Administration', and 'Storefront'. Below the navigation bar, the breadcrumb trail reads 'Administration > Sites > Manage Sites > SiteGenesis - Settings'. There are tabs for 'General', 'Settings', 'Cache', and 'Site Status', with 'Settings' being the active tab. The main heading is 'SiteGenesis - Settings'. A note below the heading says 'Click Apply to save the details. Click Reset to revert to the last saved state.' The settings form includes an 'Instance Type' dropdown set to 'Sandbox/Development'. A deprecation notice states: 'Deprecated. The preferred way of configuring HTTP and HTTPS hostnames is by using new features of the site aliases configuration ("Site URLs/Aliases Configuration"). The HTTP/HTTPS hostnames values set in this section will be used if no hostnames intended only to support an older configuration style.' There are input fields for 'HTTP Hostname:' and 'HTTPS Hostname:'. Below these, the 'Instance Type: All' section contains a 'Cartridges:' field with the value 'int_fullstory:app_storefront_core:app_storefront_pipelines:app_store' and an 'Effective Cartridge Path:' field with the value 'int_fullstory:app_storefront_core:app_storefront_pipelines:app_storefront_controllers:plugin_apple_pay:plugin_facebook:plugin_pinterest_commerce:plugin_web_payments:core'.

3.1.2 Metadata

Download the metadata, and upload it into “Administration > Site Development > Import & Export > Upload.” Next, import it by clicking “Import,” which is located under the Metadata module on the same Import & Export area. Verify that you have Custom Site preference.

Name	Value	Default Value	
Namespace	FS	FS	Edit Across Sites
Organization	7J59K		Edit Across Sites
Host	fullstory.com	http://www.fullstory.com	Edit Across Sites
Debug	No	No	Edit Across Sites
Enable Full Story	Yes	No	Edit Across Sites

3.2 Configuration

Configuration should only involve inserting the proper site preferences for your FullStory implementation. No other parts of Business Manager will be touched.

3.3 Custom Code

There are three areas that you will need to alter the Storefront Cartridge, in order to call FullStory properly. It should be noted that this cartridge is called in the page’s head, however FullStory has taken extensive precautions to ensure that this does not impact performance. This script should be kept in the head, to enable full FullStory functionality.

Navigate to `/${your storefront core cartridge}/cartridge/templates/default/header/htmlhead.isml` . Add the following code, as shown below:

```
<iscomment>FullStory Integration. This must be in the head, in order to track completely.</iscomment>
<isif condition="{fullstoryEnable" in dw.system.Site.current.preferences.custom &&
dw.system.Site.current.preferences.custom.fullstoryEnable == true}">
  <link rel="stylesheet" href="{URLUtils.staticURL('/css/fullstory.css')}" />
  <isinclude template="fullstoryinclude"/>
</isif>
```

```

41 <!--comment--> <!--comment-->
42 <!--comment-->
43     This Content-Type setting is optional as long as the webserver transfers
44     the Content-Type in the http header correctly. But because some browsers or
45     proxies might not deal with this setting in the http header correctly, a
46     second setting can help to keep everything just fine.
47 </comment-->
48
49 <!--comment-->Automatic generation for meta tags.</comment-->
50 <meta name="description" content=" <isif condition="${!empty(pdct.CurrentPageMetaData.description)}">${pdct.CurrentPageMetaData.de:
51 <meta name="keywords" content=" <isif condition="${!empty(pdct.CurrentPageMetaData.keywords)}">${pdct.CurrentPageMetaData.keywords:
52
53 <!--comment-->
54     Add your own meta information here, e.g. Dublin-Core information
55 </comment-->
56
57 <!--comment-->STYLE SHEETS ARE PLACED HERE SO THAT jQuery, Power Review and other RichUI styles do not overwrite the definitions below..
58
59 <!--comment-->DEFAULT STYLESHEETS INCLUDED ON ALL PAGES</comment-->
60
61 <isinclude template="components/header/htmlhead_UI"/>
62
63 <!-- UI -->
64 <link rel="stylesheet" href="${URLUtils.staticURL('/css/style.css')}" />
65
66 <!--[if lte IE 8]>
67 <script src="//cdnjs.cloudflare.com/ajax/libs/respond.js/1.4.2/respond.js" type="text/javascript"></script>
68 <script src="https://cdn.rawgit.com/chuckcarpenter/REM-unit-polyfill/master/js/rem.min.js" type="text/javascript"></script>
69 <![endif]-->
70 <!--comment-->Insert meta tag for the "Google-Verification" feature to verify that you are the owner of this site.</comment-->
71 <isif condition="${GoogleVerificationTag} in dw.system.Site.current.preferences.custom && dw.system.Site.current.preferences.custom:
72     <meta name="google-site-verification" content="<isprint value="${dw.system.Site.current.preferences.custom.GoogleVerificationTag:
73 </isif>
74
75 <!--comment-->Gather device-aware scripts</comment-->
76 <isinclude url="${URLUtils.url('Home-SetLayout')}" />
77
78 <!--comment-->FullStory Integration. This must be in the head, in order to track completely.</comment-->
79 <isif condition="${fullstoryEnable} in dw.system.Site.current.preferences.custom && dw.system.Site.current.preferences.custom.fulls:
80     <link rel="stylesheet" href="${URLUtils.staticURL('/css/fullstory.css')}" />
81     <isinclude template="fullstoryinclude"/>
82 </isif>

```

Next, call FullStory once a customer logs in.

Navigate to `{your storefront core cartridge}/cartridge/templates/default/components/footer/footer.isml`

Add the following code, as shown below:

```

<isif condition="${pdct.CurrentCustomer.registered}">
    <isif condition="${fullstoryEnable} in dw.system.Site.current.preferences.custom &&
dw.system.Site.current.preferences.custom.fullstoryEnable == true}">
        <isinclude template="fullstoryidentify"/>
    </isif>
</isif>

```

```

22     </div>
23 </div>
24 </footer>
25
26 <iscontentasset aid="footer-copy"/>
27
28 <!--comment-->
29     Customer registration can happen everywhere in the page flow. As special tag in the pdict
30     is indicating it. So we have to check on every page, if we have to report this event for
31     the reporting engine.
32 </comment-->
33 <isinclude template="util/reporting/ReportUserRegistration.isml"/>
34
35 <isinclude template="components/footer/footer_UI"/>
36
37 <isif condition="${pdct.CurrentCustomer.registered}">
38     <isif condition="${fullstoryEnable} in dw.system.Site.current.preferences.custom && dw.system.Site.current.preference
39     <isinclude template="fullstoryidentify"/>
40 </isif>
41 </isif>
42

```

3.4 External Interfaces

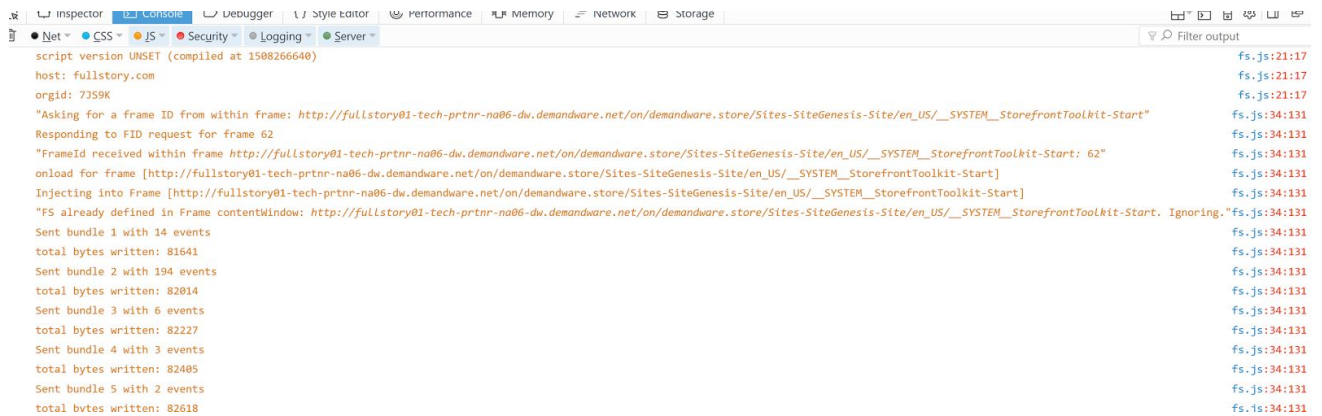
There are no external interfaces to integrate with, after you have the identification parameters from FullStory

3.5 Firewall Requirements

There are no Firewall Requirements, to date.

3.6 Testing

FullStory has extensive logging on the client side that can be observed by opening up developer's tools in any modern browser. If you have fullstoryDebug set to true, you should be able to see the following types of messages sent in-console:



```
script version UNSET (compiled at 1508266640)
host: fullstory.com
orgid: 7359K
"Asking for a frame ID from within frame: http://fullstory01-tech-prtnr-na06-dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/en_US/__SYSTEM__StorefrontToolkit-Start"
Responding to FID request for frame 62
"FrameId received within frame http://fullstory01-tech-prtnr-na06-dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/en_US/__SYSTEM__StorefrontToolkit-Start: 62"
onload for frame [http://fullstory01-tech-prtnr-na06-dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/en_US/__SYSTEM__StorefrontToolkit-Start]
Injecting into Frame [http://fullstory01-tech-prtnr-na06-dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/en_US/__SYSTEM__StorefrontToolkit-Start]
"FS already defined in Frame contentWindow: http://fullstory01-tech-prtnr-na06-dw.demandware.net/on/demandware.store/Sites-SiteGenesis-Site/en_US/__SYSTEM__StorefrontToolkit-Start. Ignoring."
Sent bundle 1 with 14 events
total bytes written: 81641
Sent bundle 2 with 194 events
total bytes written: 82014
Sent bundle 3 with 6 events
total bytes written: 82227
Sent bundle 4 with 3 events
total bytes written: 82405
Sent bundle 5 with 2 events
total bytes written: 82618
```

You will additionally see user-information displayed in your FullStory Profile.

3.7 Data Storage

There are no custom objects created, accessed, or stored, for this implementation. There are no jobs for this implementation.

3.8 Availability

As we are simply making the call to FullStory, availability will be 100%, provided that their service remains up and available. FullStory status is kept updated at fullstory.statuspage.io.

3.9 Support

For help with this integration, FullStory support can be contacted at support@fullstory.com.

4. User Guide

4.1 Roles, Responsibilities

This section intentionally left blank

4.2 Business Manager

There are no new business manager changes for this implementation, other than the preferences and customer attributes included in the metadata.

4.3 Storefront Functionality

There is no new storefront functionality for this implementation.

5. Known Issues

To date, there are no known issues with this implementation.

6. Release History

Version	Date	Changes
17.1.0	10/13/17	Initial release