

Spectrum HouseRef Lookup Demo

Overview

The Charter / Spectrum POC showcases the real-time visitor lookup functionality of the Tealium Customer Data Platform (CPD). The solutions-consulting-poc | charter-pilot account has been configured to use with the demo application front ends.

Client Side Version - Cloud hosted on S3/Cloudfront

- Static Website [[Simple Lookup Demo](#)]
- Tealium utag javascript
- Data Layer Enrichment (DLE) Extension
- Tealium Collect Tag

Server Side Version - Local Dev Environment

- Svelte Web Application
- No utag javascript
- Visitor Profile API server side requests with authentication

Documentation

Below you will find Tealium documentation links to each component used in the POC demonstration.

Resource	Notes
Prepare CSV file for import	Wrap arrays of strings in double quotes <pre>["one", "two", "three"]</pre>
Data Layer Enrichment Callback	<pre>window.tealium_enrichment = function(data) { console.log("Data Layer Enrichment Callback"); };</pre>
Data Layer Enrichment Object	<pre>JSON.parse(localStorage.tealium_va)</pre>
Tealium API v3 - Authentication	<pre>curl -X POST \ https://platform.tealiumapis.com/v3/auth/accounts/{account}/profiles/{profile} \ -H 'Content-Type: application/x-www-form-urlencoded' \ --data-urlencode 'username={email}' \ --data-urlencode 'key={api_key}'</pre>
Visitor Profile API	<pre>GET /v3/customer/visitor/historical/accounts/{account}/profiles/{profile}?attributeId={attributeId}&attributeValue={attributeValue}&prettyName={prettyName}&responseFilters=["{attributeId}", "{attributeId}"]</pre>

Server Side Installation Instructions

Overview

The Server Side API Demo is built using the [Svelte](#) JavaScript Framework. Svelte is similar to React, in a more lightweight framework featuring easier to use file based routing and built in state management.

File Structure

3 Main Components

- Data Model - located in `/lib/stores/VisitorStore.js`
- Server - located in `getVisitorProfile/[id]/+server.js`
- Front End - view templates located in routes folder

```
├─ src/
│  └─ lib/
│     └─ stores / visitorStore.js < edit data model here
│  └─ routes/
│     └─ error/
│        └─ +page.svelte < error.html
│     └─ getVisitorProfile/
│        └─ [id] / +server.js < edit API auth and fetch calls here
│     └─ offers/
│        └─ +page.svelte < offers.html
│     └─ +page.svelte < index.html
└─ app.html < main app
```

Authentication and Using the API

1. Generate an API key in Tealium by following [these steps](#)
2. Use your API Key to create a Bearer token used for Visitor API Authentication [these steps](#)
3. Bearer token expires after 30 minutes, for higher volume testing do not create a new Bearer token for every request. Instead, cache/reuse the Bearer token for 30 minutes - read more [here](#)
4. Please keep in mind, the demo application is not caching/reusing the Bearer token

Steps to run web application on a local web server

1. Download zip from <https://poc.tealiumdemo.com/charter/charter-poc.zip>
2. Expand zip and cd to the folder
3. Add email and api key credentials to `.env` file and on lines 10 and 12 of `/src/routes/getVisitorProfile/[id]/+server.js` line
4. Run `npm install --legacy-peer-deps`
5. Run `npm run dev`
6. Navigate to <http://localhost:5173/>
7. Click a houseref button and you will be redirected to <http://localhost:5173/offers.html>
8. Click Error HouseRef button and you will be redirected to <http://localhost:5173/error.html>

Testing Notes

- When [preparing the CSV file](#) for import, make sure to wrap arrays of strings in double quotes "[\"one\", \"two\", \"three\"]" in your CSV file
- When using the server-side demo, there is a brief “warming up” period for the V3 Visitor API. Since there is no traffic pointed at the POC environment, our architecture will scale down but will be alive and ready after the first API hit. In production, we have several techniques to utilize to mitigate cold starts.
- A reminder from the earlier Authentication section, Bearer token expires after 30 minutes, for higher volume testing do not create a new Bearer token for every request. Instead, cache/reuse the Bearer token for 30 minutes - read more [here](#)

Support

During the Evaluation Period, please leverage your Solutions Consultant (Christopher Landon) as the main escalation point of all technical/implementation/strategic issues. Your Account Executive (Bernard Quinn Jr.) and Customer Success Manager (Christina Lopez) will work with you to build any business cases and supporting materials.

Data Flow Diagram

