



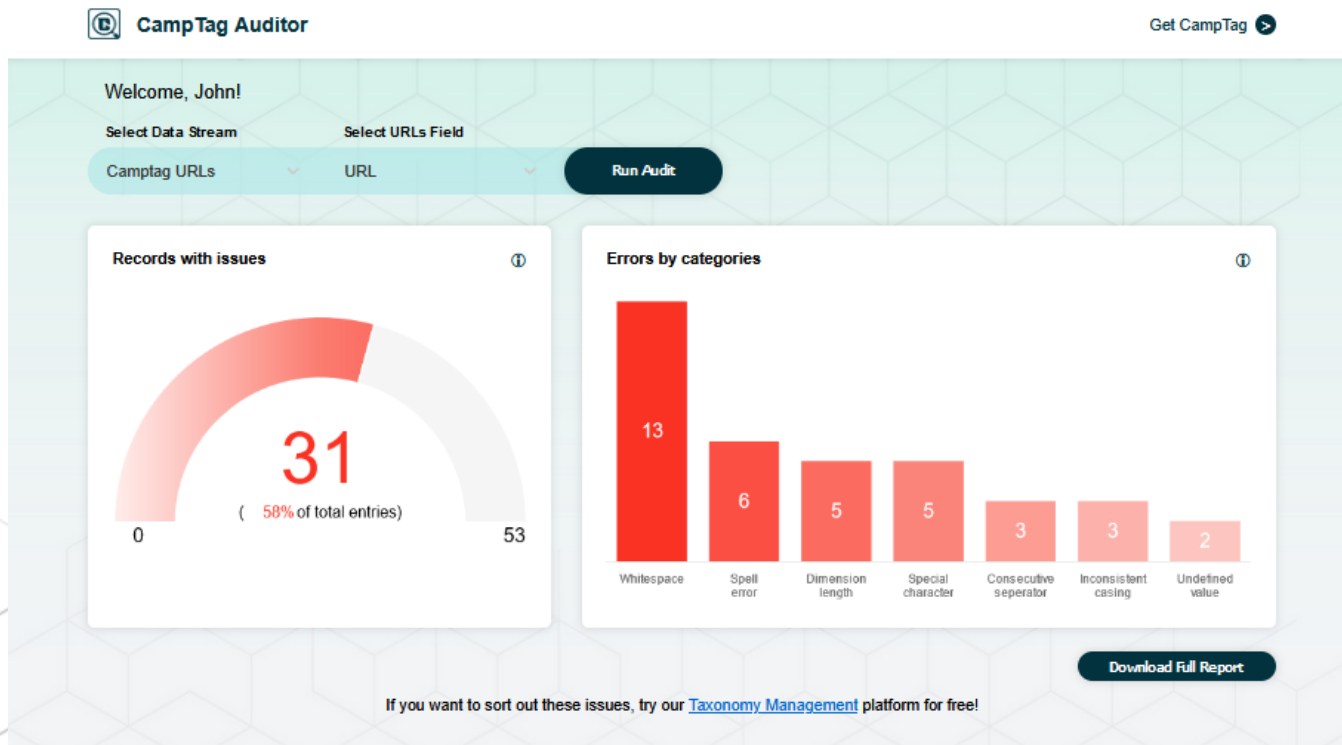
**CAMPTAG
TAXONOMY AUDITOR**

**Decision
Foundry**



Overview

CampTag Taxonomy Auditor is a tool that helps you find errors in your URLs and formats. The app takes in the URLs that you created from your workspace and processes them, giving out a visual representation of various kinds of errors that are present. You can also see a detailed report of the data that was processed.

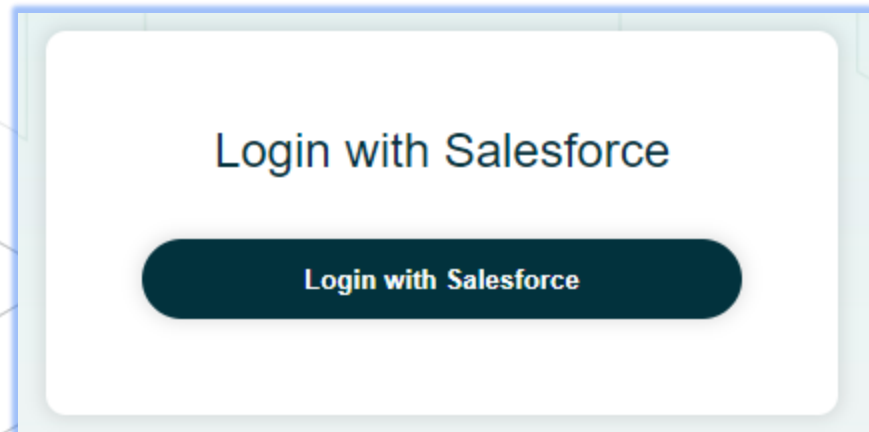




Getting started

Login

Click on “Login with Salesforce” button to use your Salesforce account to login to CampTag Taxonomy Auditor.



The Salesforce login interface is shown within a light blue rounded rectangle. At the top is the Salesforce logo (a blue cloud with the word "salesforce" in white). Below the logo is a white login form with a blue border. The form contains the following elements: a "Username" label above a text input field; a "Password" label above a text input field; a blue "Log In" button; a checked checkbox labeled "Remember me"; and a link labeled "Forgot Your Password?" at the bottom.



Welcome screen

Once logged in successfully, you will be greeted with welcome screen.

Welcome, John!

Select Data Stream

Select URLs Field

Select a Data Stream



Select a field



Run Audit



Run Audit

- Select “Data Stream”.
- Select “URLs” field
- Click on “Run Audit”
 - User can switch the “Data Stream” and “URLs field” from the same screen for auditing another set of values.

Welcome, John!

Select Data Stream Select URLs Field

Camptag URLs URL Run Audit



Audit report view

Initiate an audit by clicking on 'Run Audit' and the selected URLs will undergo error checking. A visualized view will be displayed, featuring the left panel displaying the count of flawed records and the right panel presenting the error types and their frequency. For a more comprehensive understanding, you can download a full report by clicking the button at the bottom right. The report provides a complete analysis of the errors within your dimension.





Audit report

User can download report for a detailed breakdown of various errors detected within each records. Following are the type of errors that can be flagged:

1. Undefined value
2. Consecutive separator
3. Whitespace
4. Special character
5. Inconsistent casing
6. Spell error
7. No. of URL parameters

A16			https://camptag.ai?utm_geo=North America&utm_devices=Tablet&utm_goal=Conversion&utm_source=Google&utm_channel=Affiliate		
			A	D	E
1			Info: All duplicate Names/URLs have been removed from the audit report.		
2			Records		
3			https://camptag.ai?utm_geo=Australia&utm_devices=Desktop&utm_goal=Sales&utm_source=Google&utm_channel=Search	Whitespace	Special character
4			https://camptag.ai?utm_geo=Australia&utm_devices=Tablet&utm_goal=Sales&utm_source=Google&utm_channel=Affiliate&	Consecutive separator found after parameter: 'utm_devices=Desktop'	
5			https://camptag.ai?utm_geo=Australia&utm_devices=Tablet&utm_goal=Sales&utm_source=&utm_channel=Search	Consecutive separator found after parameter: 'utm_channel=Affiliate'	
6			https://camptag.ai?utm_geo=Australia&utm_devices=Tablet&utm_goal=Conversion&utm_source=&utm_channel=Search	Value doesn't exist for parameter: 'utm_source'	
7			https://camptag.ai?utm_geo=Australia&utm_devices=Mobile&utm_goal=Conversion&utm_source=Social&utm_channel=Affiliate	Value doesn't exist for parameter: 'utm_source'	
8			https://camptag.ai?utm_geo=Australia&utm_devices=Mobile&utm_goal=Aw areness&utm_source=Google&utm_channel=Search&utm_media=Video	Consecutive separator found after parameter: 'utm_source=Social'	
9			https://camptag.ai?utm_geo=Australia&utm_devices=Desktop&utm_goal=Conversion&utm_source=Google&utm_channel=Search&utm_media=Audio&utm_platform=Snapchat		
10			https://camptag.ai?utm_geo=Australia&utm_devices=Tablet&utm_goal=Aw areness		
11			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Conversion&utm_source=google&utm_channel=Affiliate	Whitespace found in parameter: 'North America'	
12			https://camptag.ai?utm_geo=North America&utm_devices=Tablet&utm_goal=Aw areness&utm_source=Google&utm_channel=Affiliate	Whitespace found in parameter: 'North America'	
13			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Conversion&utm_source=Social&utm_channel=Search	Whitespace found in parameter: 'North America'	
14			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Conversion&utm_source=Social&utm_channel=Affiliate	Whitespace found in parameter: 'North America'	
15			https://camptag.ai?utm_geo=North America&utm_devices=Tablet&utm_goal=Conversion&utm_source=Social&utm_channel=Affiliate	Whitespace found in parameter: 'North America'	
16			https://camptag.ai?utm_geo=North America&utm_devices=Tablet&utm_goal=Conversion&utm_source=Google&utm_channel=Affiliate	Whitespace found in parameter: 'North America'	
17			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Aw areness&utm_source=Google&utm_channel=Affiliate	Whitespace found in parameter: 'North America'	
18			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Sales&utm_source=So: cial&utm_channel=Search		Special character found in paramet
19			https://camptag.ai?utm_geo=Australia&utm_devices=Tablet&utm_goal=Conversion&utm_source=Social&utm_channel=Search		Special character found in paramet
20			https://camptag.ai?utm_geo=North America&utm_devices=Desktop&utm_goal=Sales&utm_source=Google&utm_channel=Affiliate		Special character found in paramet
21			https://camptag.ai?utm_geo=Aust ralia&utm_devices=Tablet&utm_goal=Conversion&utm_source=Social&utm_channel=Affiliate	Whitespace found in parameter: 'Aust ralia'	
22			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Aw areness&utm_source=Social&utm_channel=Search	Whitespace found in parameter: 'North America'	
23			https://camptag.ai?utm_geo=North America&utm_devices=Tablet&utm_goal=Conversion&utm_source=Google&utm_channel=Search	Whitespace found in parameter: 'North America'	
24			https://camptag.ai?utm_geo=North America&utm_devices=Tablet&utm_goal=Conversion&utm_source=Google&utm_channel=Search	Whitespace found in parameter: 'North America'	
25			https://camptag.ai?utm_geo=Australia&utm_devices=Tablet&utm_goal=Conversion&utm_source=Google&utm_channel=Affiliate		Special character found in paramet
26			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Aw areness&utm_source=Google.Bing&utm_channel=Search	Whitespace found in parameter: 'North America'	Special character found in paramet
27			https://camptag.ai?utm_geo=North America&utm_devices=Mobile&utm_goal=Conversion&utm_source=Google&utm_channel=Search	Whitespace found in parameter: 'North America'	
28			https://camptag.ai?utm_geo=Australia&utm_devices=desktop&utm_goal=Aw areness&utm_source=Social&utm_channel=Affiliate		
29			https://camptag.ai?utm_geo=Australia&utm_devices=mobile&utm_goal=Aw areness&utm_source=Social&utm_channel=Search		
30			https://camptag.ai?utm_geo=Australia&utm_devices=Mobile&utm_goal=Conversion&utm_source=Google&utm_channel=search		
31			https://camptag.ai?utm_geo=Australia&utm_devices=Mobile&utm_goal=Aw areness&utm_source=Google&utm_channel=Affiliate		
32			https://camptag.ai?utm_geo=Australia&utm_devices=Desktop&utm_goal=onversion&utm_source=Social&utm_channel=Affiliate		
33			https://camptag.ai?utm_geo=Australia&utm_devices=Mobile&utm_goal=Sales&utm_source=Social&utm_channel=search		



Audit breakdown

Undefined value:

If the provided URL is not a valid URL or if the URL does not have any URL parameters.

Consecutive separator:

If the URL has two or more consecutive URL parameter separators.
(i.e '&')

Whitespace:

If any of the URL parameter values have a whitespace in them.

Special character:

If any of the URL parameter values have any not allowed URL special characters in them.



Audit breakdown

Inconsistent casing:

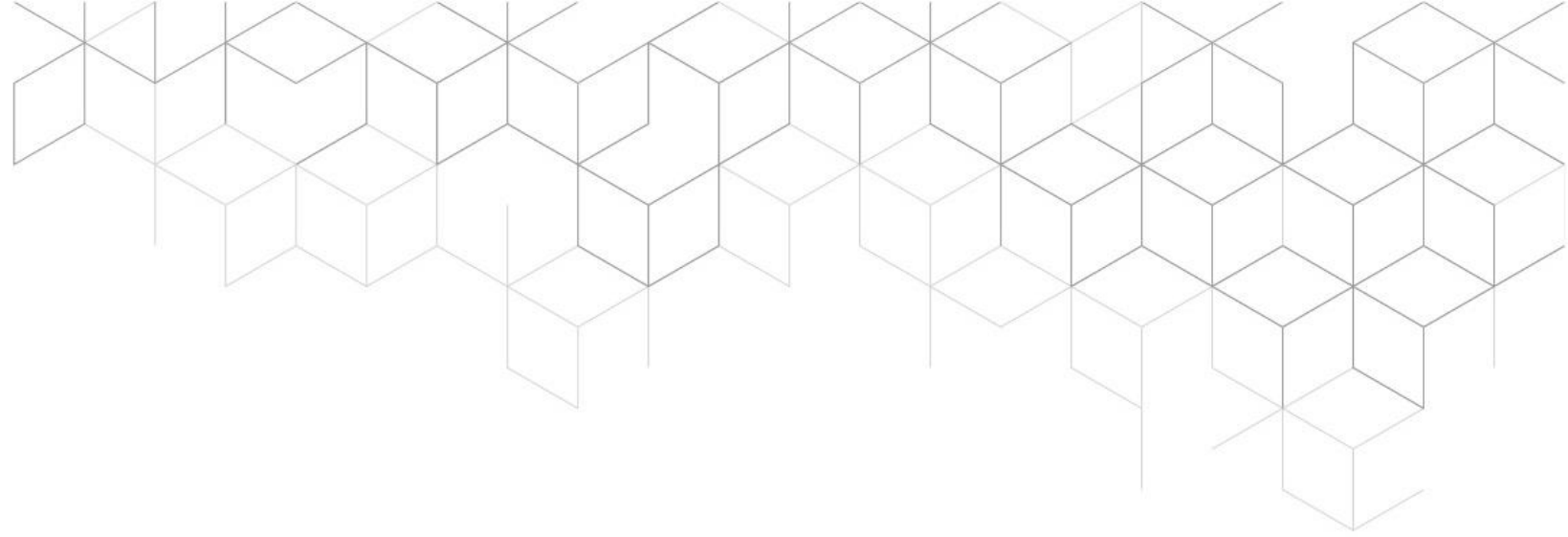
If the same URL parameter values present have inconsistency in casing.

Spelling error:

If the URL parameter values are spelt incorrectly.

No. of URL parameters:

If the total number of URL parameters present in an URL is not consistent with the rest of the URLs sent for audit.



THANK YOU

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