

TOTAL TAG CALLS

The total amount of times any and all tags were called onto the page. A single tag can be called multiple times as a page loads. That's why you'll typically see the Total Tag Calls as a highest number shown in this list.

UNCLASSIFIED TAG CALLS

A tag that Ghostery doesn't recognize and have in our Database.

Many times these calls are internal to your server/infrastructure, such as old webpages still on the server but not public facing.

Talk with your CSM if you are seeing a lot of unclassified (gray) tags.

The percentage number coincides with the % of Total column in the center of the screen, and indicates the percentage of unclassified tag calls against the total tags AND tag calls seen on the page scan.

TAG TYPES

This graph is not a timeline. It lists the 7 tag types on the left and the number of combined tags and tag calls on the bottom. The color of each bar coincides with the color of the node/tag type in Prevalence view. The graph is a visual representation of the numbers displayed below.

The 7 Tag Types are displayed again, along with the number of tags and average latency per type. The % of Total indicates the percentage of each tag type against the total tags AND tag calls seen on the page scan.

LATENCY

A visual representation of overall latency of the total tag calls. The graphic breaks the tags out by latency times and averages those latency times in seconds.

NON-SECURE TAGS

You will only see Non-secure tag types if you are on a secure website. Secure websites begin with a protocol of HTTPS. When resources using HTTP fire on HTTPS URLs, they are considered non-secure.

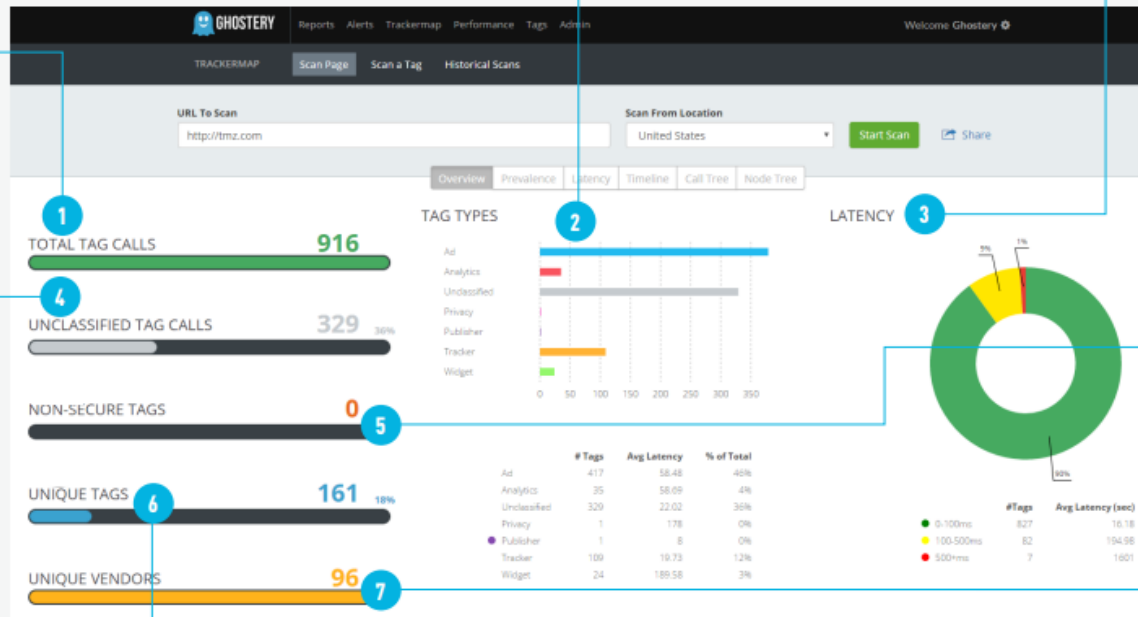
Knowing if a tag is non-secure is important, as oftentimes a non-secure tag firing on a secure page produces a mixed-content warning, leading consumers to abandon the page.

The percentage number coincides with the % of Total column in the center of the screen, and indicates the percentage of non-secure tags against the total tags AND tag calls seen on the page scan.

UNIQUE VENDORS

The total number of individual (unique) vendors found on the page. Understanding who these 3rd party vendors are is important because they have access to who is visiting your site.

Many vendors fire multiple tags on a page, so the number of unique vendors typically will be lower than the number of unique tags seen on the page.



UNIQUE TAGS

The total number of individual (unique) tags found on the page. This is an important indicator, as it puts an exact number to the amounts of nodes seen in Trackermap. Typically, this number is higher than Unique Vendors, because many vendors fire more than one tag on a page (for different purposes).

The percentage number coincides with the % of Total column in the center of the screen, and indicates the percentage of unique tags against the total tags AND tag calls seen on the page scan.