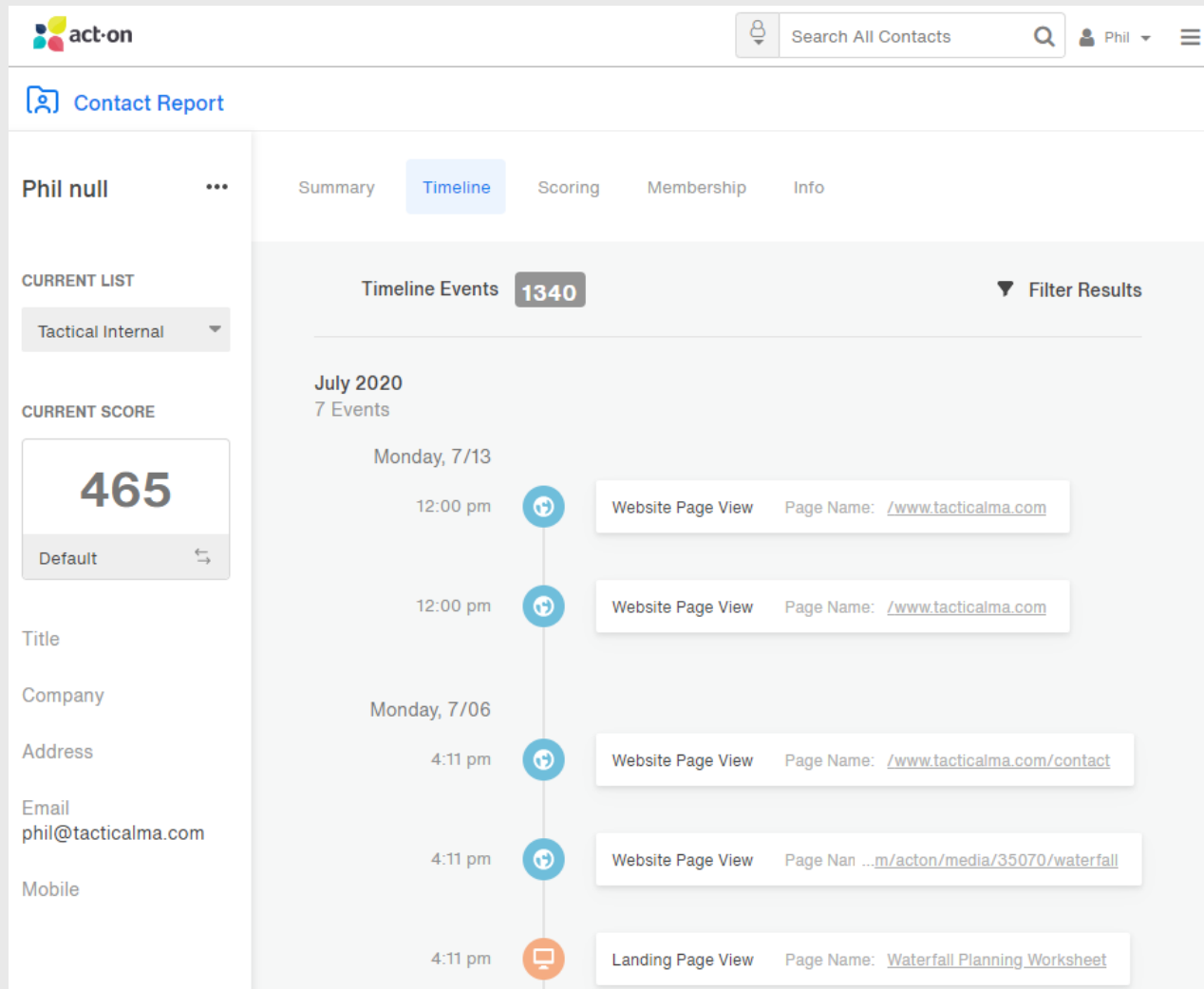tactical

Tactical MA Tech Assessment:

Act-On Beacon

Created For: General Use

This guide is a technical security and functionality assessment of the Act-On Software website tracking script, commonly known as the "Beacon".

It is designed to provide a technical understanding of the core function and any potential security or privacy risks associated with the Beacon.

Purpose of Beacon

- The tracking Beacon is the primary retargeting mechanic of Act-On
- Marketers can create target groups based on user behavior
- Sales gains insights into specific research prospects have taken
- Scoring can be customized to create alerts and triggers
- Typical impact is ~50% increase to sales productivity

Risks of Act-On Beacon

Security Risk

Low

No known security risks exist for the Act-On Beacon.

The simple script uses common cookie tracking technology. Examples of similar technology include Google Analytics, Facebook, and LinkedIn advertising scripts.

Performance Risk

Low

The Beacon is extremely lightweight.

The total run time for all events associated with this script is approximately 150 ms.

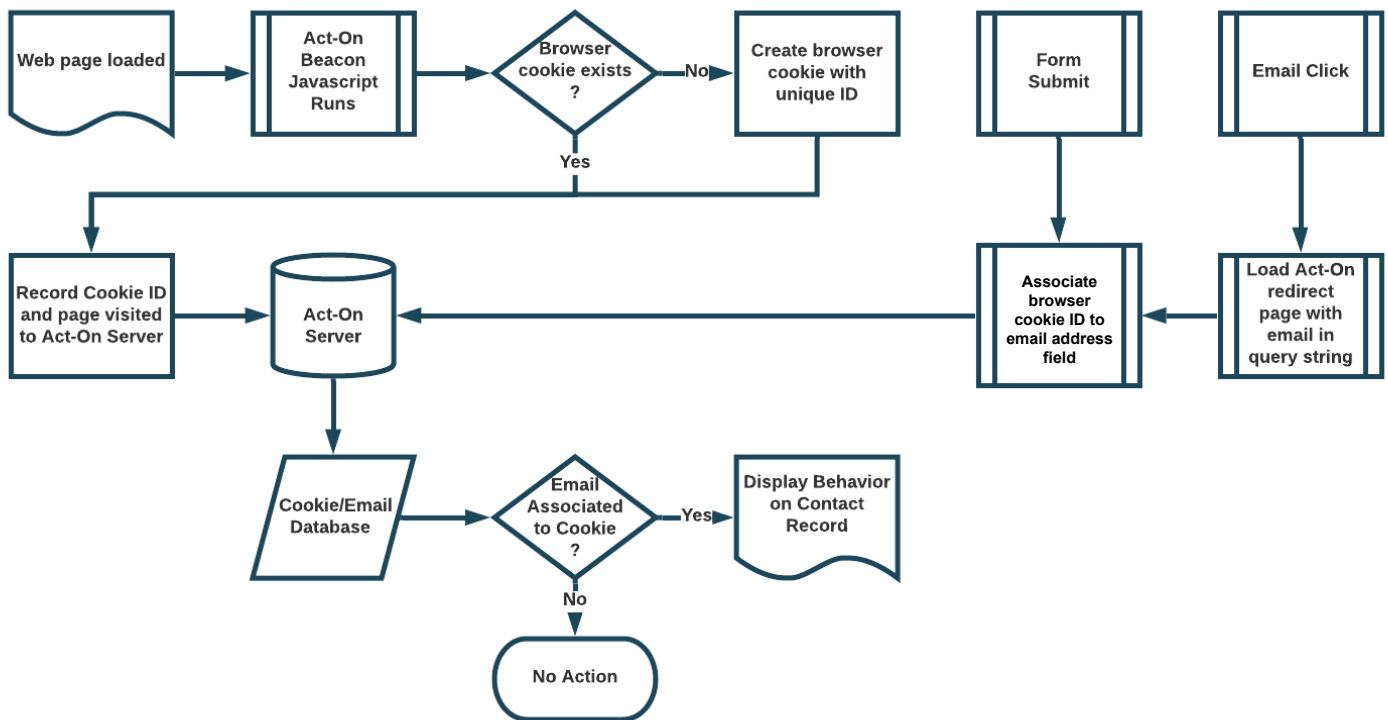When placed in the footer of the website, it should have no measurable impact on page performance.

Privacy Risk

Medium

The Beacon is intended to collect, store, and track user behaviors for marketing purposes.

While its data collection is limited, consideration should be given to governing and regional authorities.

User Identification Process

```
Web page loaded  →  Act-On Beacon Javascript Runs  →  Browser cookie exists?  —No→  Create browser cookie with unique ID

Browser cookie exists? —Yes↓

Record Cookie ID and page visited to Act-On Server  →  Act-On Server  ←  Associate browser cookie ID to email address field  ←  Load Act-On redirect page with email in query string

Form Submit  ↓→ Associate browser cookie ID to email address field
Email Click  ↓→ Load Act-On redirect page with email in query string

Act-On Server  ↓  Cookie/Email Database  →  Email Associated to Cookie?  —Yes→  Display Behavior on Contact Record

Email Associated to Cookie? —No↓  No Action
```

Notes:

- Beacon places cookie in users browser
- Beacon records the URL of page visits where the Beacon is present
- Form submissions or email clicks associate user email address to cookie ID

- No data is collected on pages where the Beacon is not present
- No data other than URLs visited is tracked by the Beacon

Accessing the Beacon
in Act- On

Notes:

- Full documentation on the Act-On Beacon can be found at https://connect.act-on.com/hc/en-us/articles/360023761094-Tracking-and-Cookies-Overview

Questions?

Please reach out to your Account Manager or email support@tacticalma.com for further assistance.