

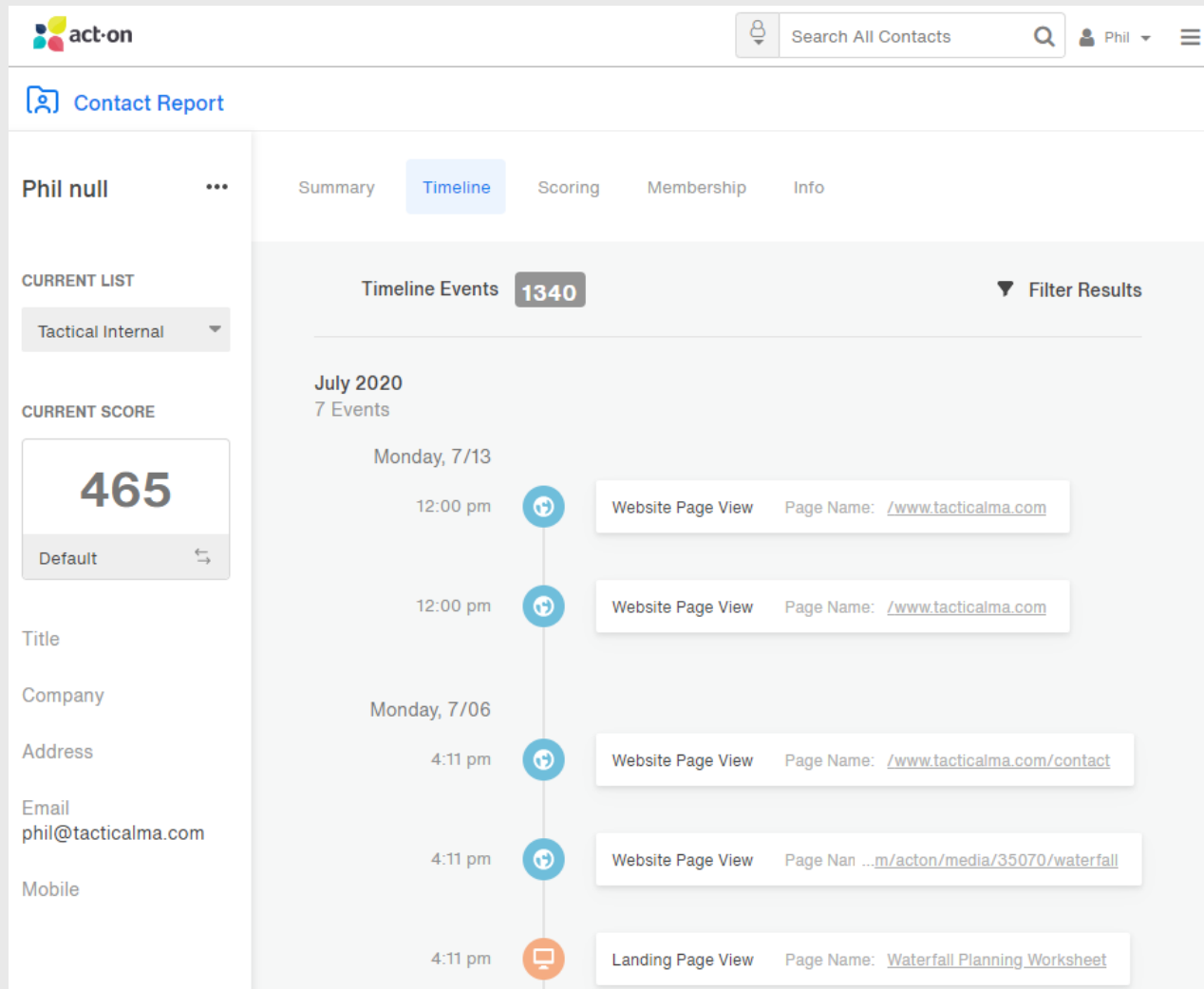
# Tactical MA Tech Assessment: Act-On Beacon

**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 screenshot displays the Act-On Contact Report for a contact named Phil null. The interface includes a navigation bar with 'act-on' logo, a search bar for 'Search All Contacts', and a user profile for 'Phil'. The main content area is titled 'Contact Report' and features tabs for 'Summary', 'Timeline', 'Scoring', 'Membership', and 'Info'. The 'Timeline' tab is active, showing a total of 1340 'Timeline Events'. A 'Filter Results' button is visible. The timeline is organized by date, with a section for 'July 2020' containing 7 events. The current score is 465. The contact's details, including 'Tactical Internal' as the current list and 'phil@tacticalma.com' as the email, are listed on the left sidebar.

| Date         | Time     | Event Type        | Page Name  |
|--------------|----------|-------------------|--|
| Monday, 7/13 | 12:00 pm | Website Page View | <a href="http://www.tacticalma.com">/www.tacticalma.com</a>  |
|              | 12:00 pm | Website Page View | <a href="http://www.tacticalma.com">/www.tacticalma.com</a>  |
| Monday, 7/06 | 4:11 pm  | Website Page View | <a href="http://www.tacticalma.com/contact">/www.tacticalma.com/contact</a>                        |
|              | 4:11 pm  | Website Page View | <a href="http://www.tacticalma.com/acton/media/35070/waterfall">/m/acton/media/35070/waterfall</a> |
|              | 4:11 pm  | Landing Page View | <a href="#">Waterfall Planning Worksheet</a>   |

- 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



**Low**

### Security Risk

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.



**Low**

### Performance Risk

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.



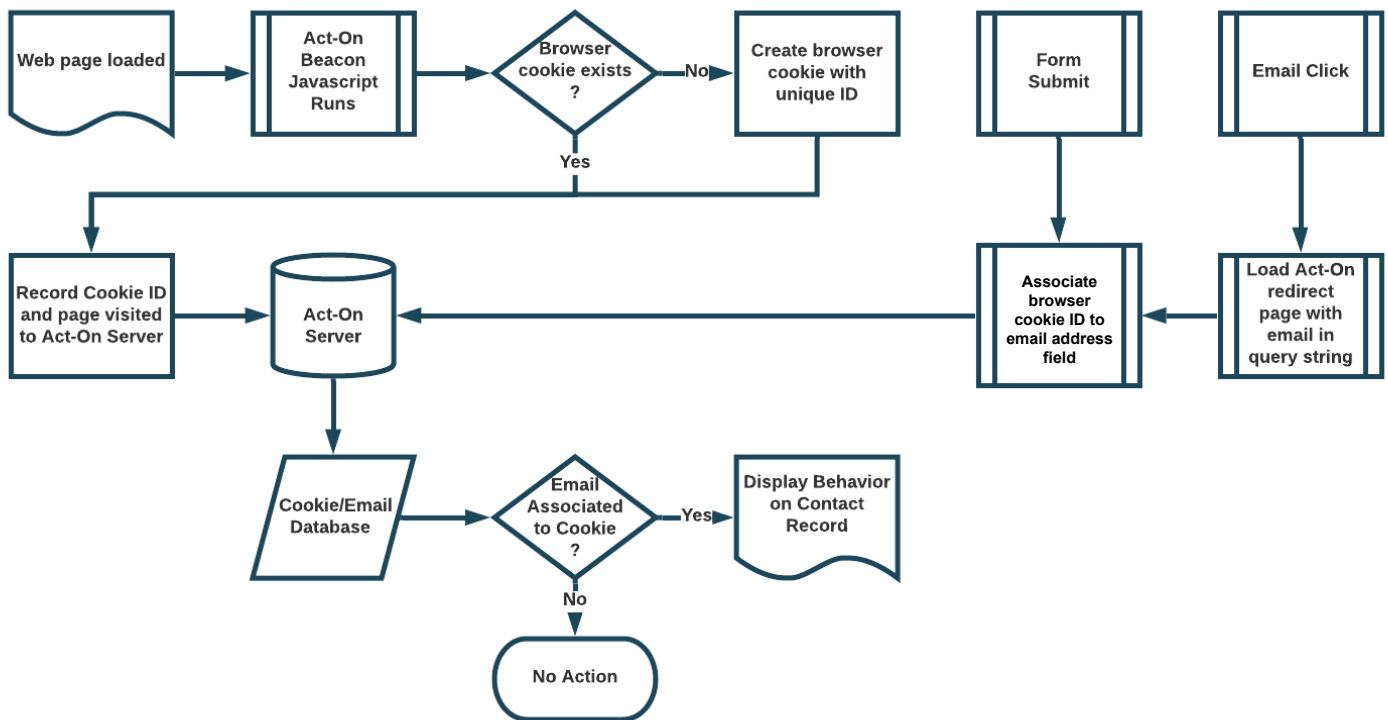
**Medium**

### Privacy Risk

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



## 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

**act-on**

- CONTACTS
- CONTENT
- INBOUND
- OUTBOUND
- AUTOMATION
- REPORTS
- SETTINGS**
  - Account
  - Users
  - Social Media Team
  - OTHER SETTINGS
    - From: Addresses
    - Internal IP Addresses
    - Beacon Settings**
    - Paid Search Settings
    - Erase Contact
    - Custom Account Settings
  - Apps
  - CRM Administration
  - Connectors
  - Labs
  - Tactical MA Website

## Beacon Settings

The Act-On Beacon controls how visitors to your web properties are identified and tracked. [More Info](#)

**Beacon is active** You can make changes to the settings below

- Select your cookie mode**
  - Standard**  
Visitors are prompted to accept a tracking cookie which is used to link their activity on your site back to their record in Act-On.  
[Styling and integration tips](#)
  - Disabled**  
Visitors will not be tracked and behaviors will not be linked to contacts in Act-On. This setting is not recommended for most customers.
- Install the Beacon**  
Copy and paste the following code into your various web properties before the closing tag. There is no need to add this code to Act-On landing pages or forms, we'll take care of tracking those automatically.  
[Copy code to clipboard](#)  

```
<script>/*! [CDATA[*] (function (w, a, b, d, s) {w[a]=w[a] || [];w[a][b]=w[a][b] || {};(q: [], track:function (z, e, t) {this.q.push({z:z, e:e, t:t || new Date});});var e=d.createElement(s);var f=d.getElementsByTagName(s)[0];e.async=1;e.src="//content.tacticalma.com/cdnr/33/acton/bn/tracker/35070";f.parentNode.insertBefore(e, f);})(window, 'ActOn', 'Beacon', document, 'script');ActOn.Beacon.track();/*]*/</script>
```
- Automatic Install Validation**  
After you have installed the beacon code in your web properties, we will watch for behaviors coming from the beacon. When we have confirmed the beacon is sending behaviors the banner above will turn green and note the Beacon status is Active.

## 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](mailto:support@tacticalma.com) for further assistance.