

Platform & Features

The platform and feature documentation describes the Frosmo Platform and its main features in depth. The documentation also describes what data the platform collects and stores from websites, how the platform processes, uses, and secures the data, and how the platform integrates with external systems and services.

Pages

- [Technical overview](#)
 - [Visitors and sessions](#)
- [Security overview](#)
- [Features overview](#)
 - [Feature: Affinity](#)
 - [Feature: Affinity group](#)
 - [Feature: Conversion definition](#)
 - [Feature: Custom action](#)
 - [Feature: Modification](#)
 - [Feature: Placement](#)
 - [Feature: Recommendation](#)
 - [Feature: Segmentation](#)
 - [Feature: Shared code](#)
 - [Feature: Template](#)
 - [Feature: Trigger](#)
 - [Feature: Workspace](#)
- [Platform policy](#)
- [Data collection and processing](#)
 - [Data collected from websites](#)
 - [Default visitor indicators](#)
 - [Data tracking solutions](#)
 - [Data storage and retention](#)
 - [Context and shared context](#)
 - [Conversion attribution](#)
- [Data protection and privacy](#)
 - [Data privacy description](#)
 - [Online privacy technologies and the Frosmo Platform](#)
 - [Visitor profiling](#)
- [System and service integrations](#)
- [Measuring and improving website performance](#)
- [Glossary](#)

Version history

Version	Publication date	Description
14.1	2022-11-02	Updated Data tracking solutions .
14.0	2022-10-31	Updated the documentation for the Frosmo Control Panel navigation redesign .
13.0	2022-10-06	Restructured and updated the data collection and processing documentation for clarity and usability: <ul style="list-style-type: none">• Data collected from websites• Data tracking solutions• Default visitor indicators (renamed from Default data tracking for a visitor)• Data storage and retention Updated Data privacy description . Updated Glossary .
12.0	2022-08-22	Added Visitors and sessions . Updated Glossary .

11.3	2022-08-19	<p>Updated Security overview.</p> <p>Update the following data documentation for clarity and usability:</p> <ul style="list-style-type: none"> • Data collected from websites • Data storage and retention • Conversion attribution • Default data tracking for a visitor • Online privacy technologies and the Frosmo Platform
11.2	2022-06-30	Updated Data tracking solutions .
11.1	2022-06-16	<p>Updated Feature: Affinity group.</p> <p>Updated Glossary.</p>
11.0	2022-06-14	<p>Added Feature: Affinity group.</p> <p>Updated the following documentation to reflect the addition of affinity groups:</p> <ul style="list-style-type: none"> • Feature: Affinity • Feature: Modification • Feature: Recommendation • Feature: Segmentation • Data collected from websites • Visitor profiling • Glossary
10.3	2022-05-09	Updated Feature: Workspace .
10.2	2022-04-29	Removed all documentation about target groups.
10.1	2022-04-25	Updated Glossary .
10.0	2022-04-19	<p>Updated Visitor profiling (renamed from "Visitor profiling solutions").</p> <p>Updated Glossary.</p>
9.9	2022-03-24	<p>Updated Technical overview.</p> <p>Updated Feature: Modification.</p>
9.8	2022-03-16	Updated Feature: Recommendation strategy .
9.7	2022-03-15	Updated Feature: Affinity .
9.6	2022-03-10	Updated Technical overview .
9.5	2022-02-08	Updated Glossary .
9.4	2022-02-04	Updated Feature: Affinity .
9.3	2022-01-18	Updated Glossary .
9.2	2021-12-16	Updated System and service integrations .
9.1	2021-11-30	<p>Updated Data tracking solutions.</p> <p>Updated Context and shared context.</p>
9.0	2021-11-04	<p>Added Feature: Affinity.</p> <p>Updated Feature: Recommendation strategy.</p> <p>Updated Glossary.</p>
8.0	2021-08-17	Moved feature introductions from User Guides and Developer Guides to Features overview .
7.0	2021-07-12	<p>Added Data tracking solutions.</p> <p>Added Conversion attribution.</p> <p>Restructured the data collection and protection documentation:</p> <ul style="list-style-type: none"> • Data collection and processing • Data protection and privacy

6.10	2021-06-21	Updated System and service integrations .
6.9	2021-06-10	Updated Data storage and retention .
6.8	2021-05-31	Updated Technical overview . Updated Measuring and improving website performance .
6.7	2021-05-26	Updated Technical overview . Updated Glossary .
6.6	2021-04-12	Updated Technical overview . Updated Security overview .
6.5	2021-03-31	Updated Security overview .
6.4	2021-03-08	Updated Glossary .
6.3	2020-11-09	Added Online privacy technologies and the Frosmo Platform . Updated Technical overview .
6.2	2020-04-01	Updated Data storage and retention and Glossary .
6.1	2020-03-16	Updated Data storage and retention .
6.0	2020-02-03	Added Context and shared context .
5.8	2020-01-03	Updated Glossary .
5.7	2019-12-04	Updated modification-related documentation to conform to the new modification UI introduced in the Happy Valley release.
5.6	2019-10-09	Updated Glossary .
5.5	2019-08-28	Updated Technical overview .
5.4	2019-05-06	Updated Technical overview .
5.3	2019-04-05	Updated Technical overview .
5.2	2019-01-31	Updated Glossary .
5.1	2019-01-09	Site maintenance updates.
5.0	2018-10-24	Added Default data tracking for a visitor . Updated Glossary .
4.4	2018-09-13	Removed the Downloads page and the standalone PDFs.
4.3	2018-09-03	Updated Technical overview .
4.2	2018-05-31	Updated Data privacy description . Updated Visitor profiling solutions .
4.1	2018-04-10	Added Visitor profiling solutions . Updated Security overview .
4.0	2018-03-14	Added Platform policy . Added Data privacy description . Updated Technical overview . Updated Data storage and retention (previously "Data gathering and handling").
3.0	2018-01-31	Added Measuring and improving website performance .
2.1	2017-12-18	Updated Technical overview . Updated System and service integrations .
2.0	2017-12-11	Added System and service integrations .

1.3	2017-11-13	Updated Technical overview . Updated Security overview . Removed the Transaction API conversion tracking page.
1.2	2017-10-30	Updated Glossary .
1.1	2017-10-23	Restructured and consolidated the documentation for better usability. Moved the standalone PDFs from the front page to the Downloads page. Cleaned up the Transaction API conversion tracking page.
1.0	2017-08-17	First public version of this documentation.