



ALLAN THRAEN |

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# INTRODUCING THE PROFILE MANAGER TOOL

**Episerver Insight and the Profile store are powerful tools. But to make them even more powerful, we @ CodeArt have been developing a few tools to make them easier to work with. Here is the first one.**



## Want to optimize the user journey using Episerver Profiles?

We are experts in them, and we'd love to help.

[TALK TO US](#)

The Profile Store in Episerver is a really cool service - with a lot of potential. Sadly, the current UX (although it is rapidly improving) doesn't do it justice.

For example, there is no easy UI way to build up customized searches in profiles or events - nor is there even a way to view, add or modify custom data added to any profiles or events. And you are pretty much left having to do it all against a REST API.

So, since we (mainly myself and my colleague Kseniia Zar) needed it ourselves we decided to create a simple HTML+Javascript tool that would provide us with a user experience based on the public REST APIs which gave us a lot more power and options.

It was essential to us to create it as pure HTML+JS - so you can run it yourself - and no data with sensitive personal identifiable information has to reach our servers. All connection strings are stored in your browsers local storage.

**Note:** Recently a lot of cool new Profile Store functionality was introduced - among other things KQL. We aim to support that in a future version - but currently we work against v1.0 of the API.

## Here's what you can do:

View and do **custom searches** against profiles, events and segments using oData like syntax (as seen above).

Profiles Tracked Events Segments

### Manage Segments of CodeArt Prod

Data Query  Search Segments

Showing 0 - 5 of 5

Name	Matching profiles	Created Date	Modified Date	Segment Manager	Edit
test	79	14/9/2019	15/9/2019	Test Ksenia	<a href="#">Edit</a>
Defined readers	79	14/9/2019	14/9/2019	Ksenia	<a href="#">Edit</a>
Newbies	6986	14/9/2019	14/9/2019	Ksenia	<a href="#">Edit</a>
Allan	79	11/9/2019	11/9/2019	Allan	<a href="#">Edit</a>
Identified last seen within 1 month	5	22/7/2019	22/7/2019	Allan	<a href="#">Edit</a>

[Load more](#)

Use a **query builder** if you are not comfortable writing the queries manually.

Profiles Tracked Events Segments

### Manage Profiles of CodeArt Prod

Data Query  Search Profiles

Query builder

Choose query connector...

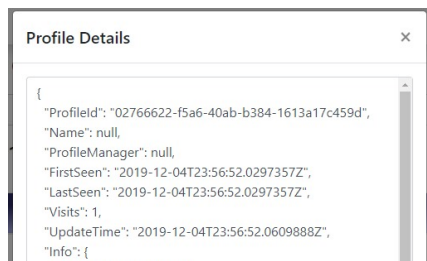
Last Seen

<

2019-12-05

[add](#)

Edit profiles and segments manually, view events (they are immutable by nature). This is an easy way to add custom data!



```

    "InferredCountry": "US"
  },
  "ContactInformation": [
    "Anonymous"
  ],
  "DeviceIds": [
    "9ca41a17-8e61-4fd5-9914-f3787a34c6d8"
  ],
  "Scope": "62536828-d7c0-4d2e-a4b6-fbcc3e0ccd3",
  "VisitorGroups": [],
  "Payload": null
}

```

Close
Save changes

**Delete profiles** - if you want to clean up your test efforts! Note that deleting a profile automatically deletes all linked events.

**Turn profile queries into segments** - so you can actually start to have really useful segmentation. Remember, the manual queries can also go towards custom data.

Save query as a segment

Name

Description

Manager

Close
Save changes

And of course we support **storing multiple sets** of endpoint+keys and let you easily change between them.

code:art Episerver Profile Manager

Profiles

Manage Profiles of CodeArt Prod

Showing 0 - 100 of 171634

Name	Country	LastSeen	Views	API	Event
1. nat	US	2017-02-08	1	API	Event
2. nat	FR	2017-02-08	1	API	Event
3. nat	NL	2017-02-08	1	API	Event
4. nat	US	2017-02-08	1	API	Event
5. nat	SE	2017-02-08	1	API	Event
6. nat	FR	2017-02-08	1	API	Event
7. nat	SE	2017-02-08	1	API	Event
8. nat	US	2017-02-08	1	API	Event

## "When can I try out this awesome tool?"

It's still in beta, but you'll find it available right here:

profiles.codeart.dk

The plan is to make the Github Repo public soon as well and take contributions as well as issue reporting. Leave a comment or drop me a mail if you are interested in contributing!

## What's next?

Coming up soon is a full .NET SDK for the profile store, including a CLI that'll let you do cool stuff like import & export profiles, copy them between instances and much, much more.

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Profile Manager Tool

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