



**adaptTo()**

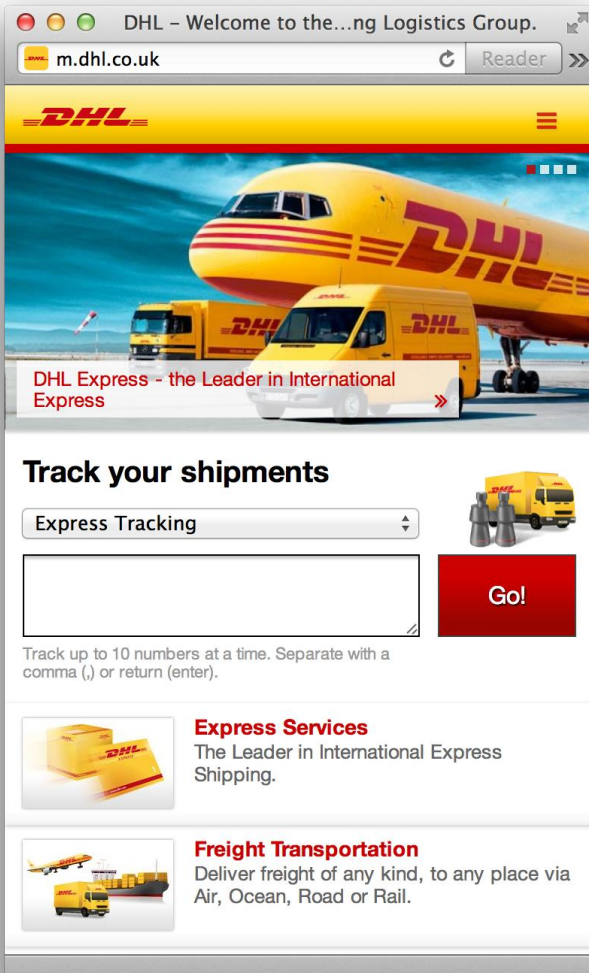
APACHE SLING & FRIENDS TECH MEETUP  
BERLIN, 23-25 SEPTEMBER 2013

**LIGHTNING TALK: COOKIELESS CHANNEL SELECTION**

**CONRAD WOELTGE**

# Channel Detection

# Use case: find the best fit channel



DHL - Welcome to the...ng Logistics Group.

m.dhl.co.uk

**DHL Express - the Leader in International Express**

**Track your shipments**

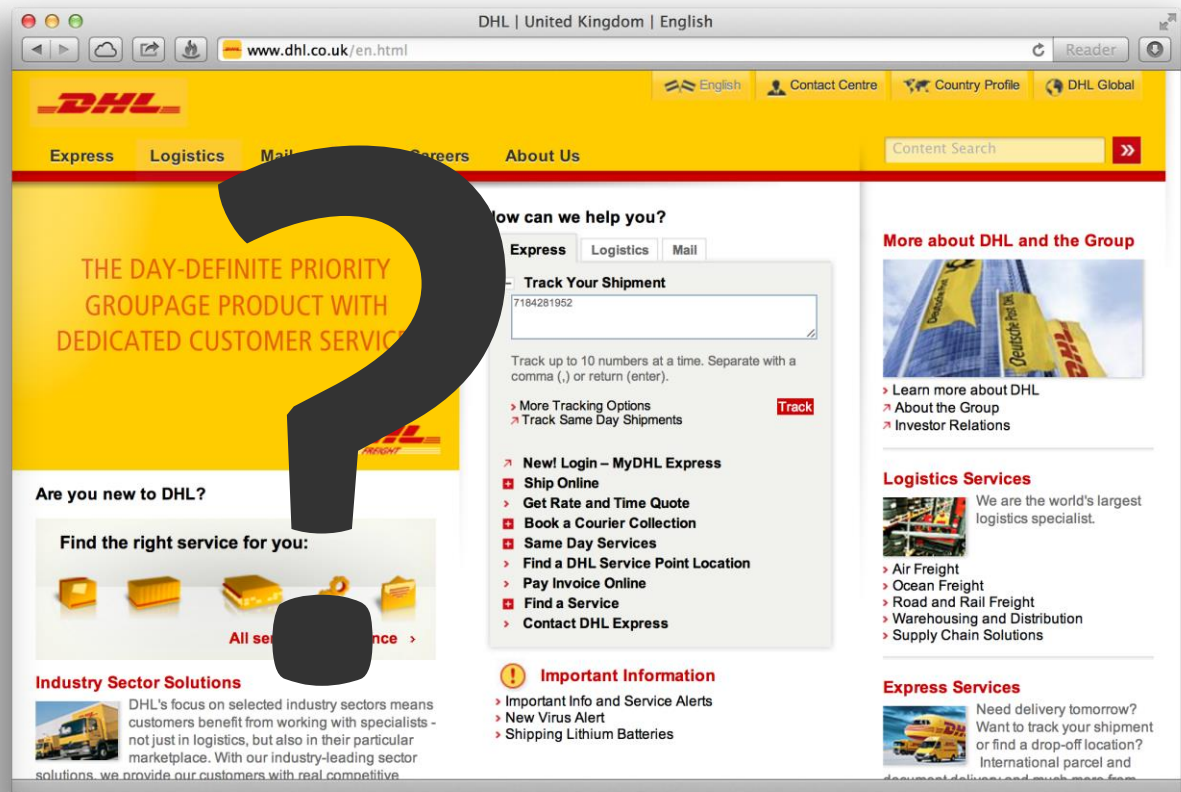
Express Tracking

Go!

Track up to 10 numbers at a time. Separate with a comma (,) or return (enter).

**Express Services**  
The Leader in International Express Shipping.

**Freight Transportation**  
Deliver freight of any kind, to any place via Air, Ocean, Road or Rail.



DHL | United Kingdom | English

www.dhl.co.uk/en.html

English Contact Centre Country Profile DHL Global

Express Logistics Mail Careers About Us

Content Search

**How can we help you?**

Express Logistics Mail

**Track Your Shipment**

7184281952

Track up to 10 numbers at a time. Separate with a comma (,) or return (enter).

More Tracking Options Track

Track Same Day Shipments

New! Login - MyDHL Express

- Ship Online
- Get Rate and Time Quote
- Book a Courier Collection
- Same Day Services
- Find a DHL Service Point Location
- Pay Invoice Online
- Find a Service
- Contact DHL Express

**Important Information**

- Important Info and Service Alerts
- New Virus Alert
- Shipping Lithium Batteries

**Are you new to DHL?**

**Find the right service for you:**

All services >

**Industry Sector Solutions**

DHL's focus on selected industry sectors means customers benefit from working with specialists - not just in logistics, but also in their particular marketplace. With our industry-leading sector solutions, we provide our customers with real competitive

**More about DHL and the Group**

- Learn more about DHL
- About the Group
- Investor Relations

**Logistics Services**

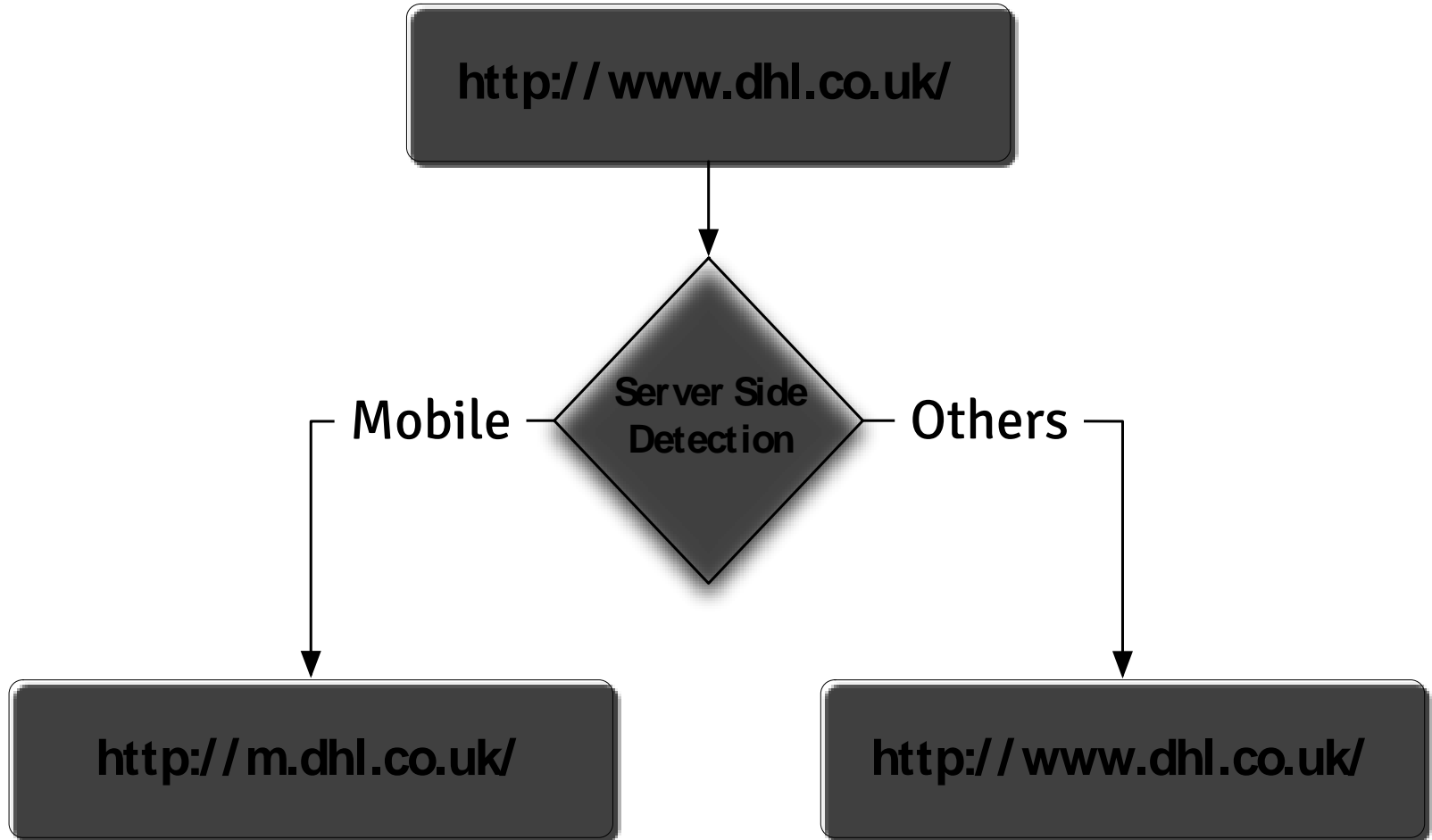
We are the world's largest logistics specialist.

- Air Freight
- Ocean Freight
- Road and Rail Freight
- Warehousing and Distribution
- Supply Chain Solutions

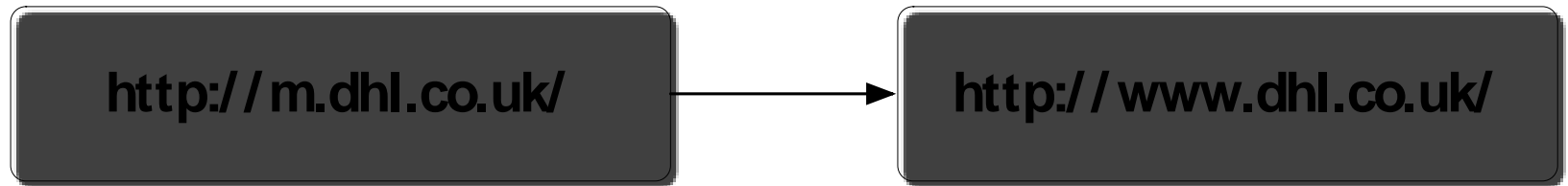
**Express Services**

Need delivery tomorrow? Want to track your shipment or find a drop-off location? International parcel and

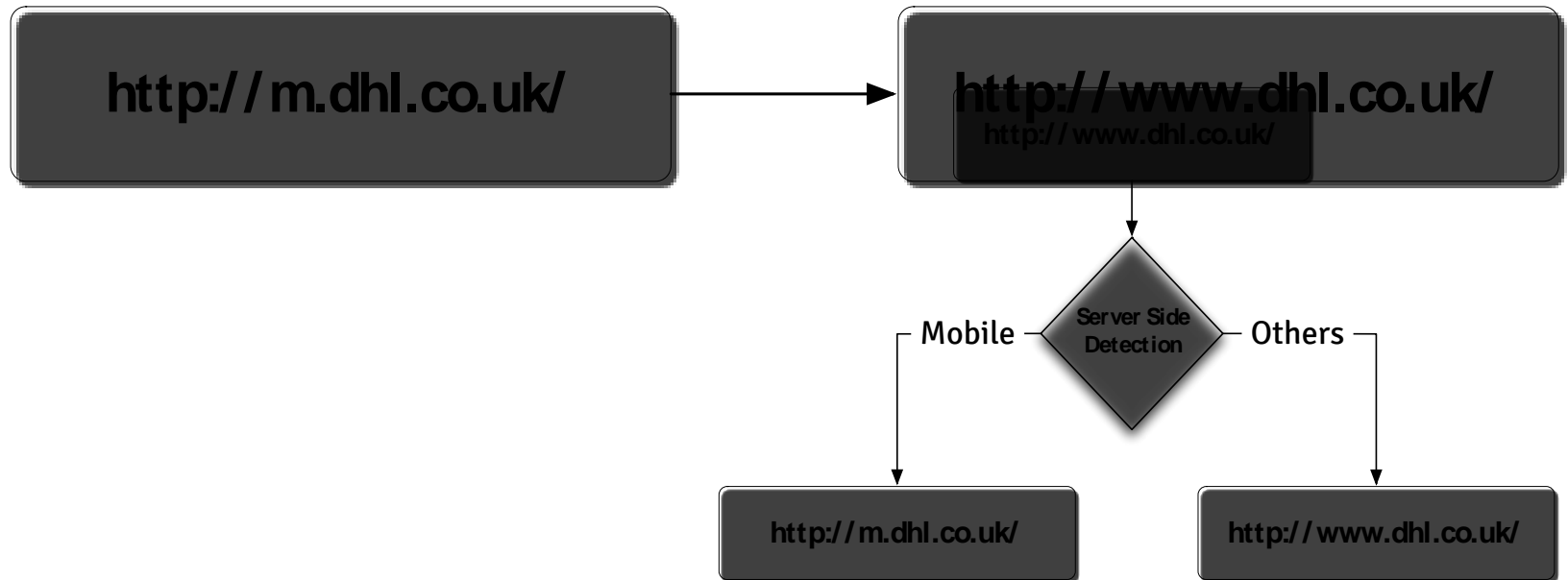
# Use case: find the best fit channel



# Use case: the issue



# Use case: the issue



common solution: cookie

## HTTP Request

```
GET / HTTP/1.1
```

```
Host: www.dhl.co.uk
```

```
User-Agent: User-Agent:Mozilla/5.0 (Linux; U; Android  
4.1.2; en-gb; GT-I9305 Build/JZO54K)  
AppleWebKit/534.30 (KHTML, like Gecko)  
Version/4.0 Mobile Safari/534.30
```

```
Accept:
```

```
text/html,application/xhtml+xml,application/xml;q  
=0.9,*/*;q=0.8
```

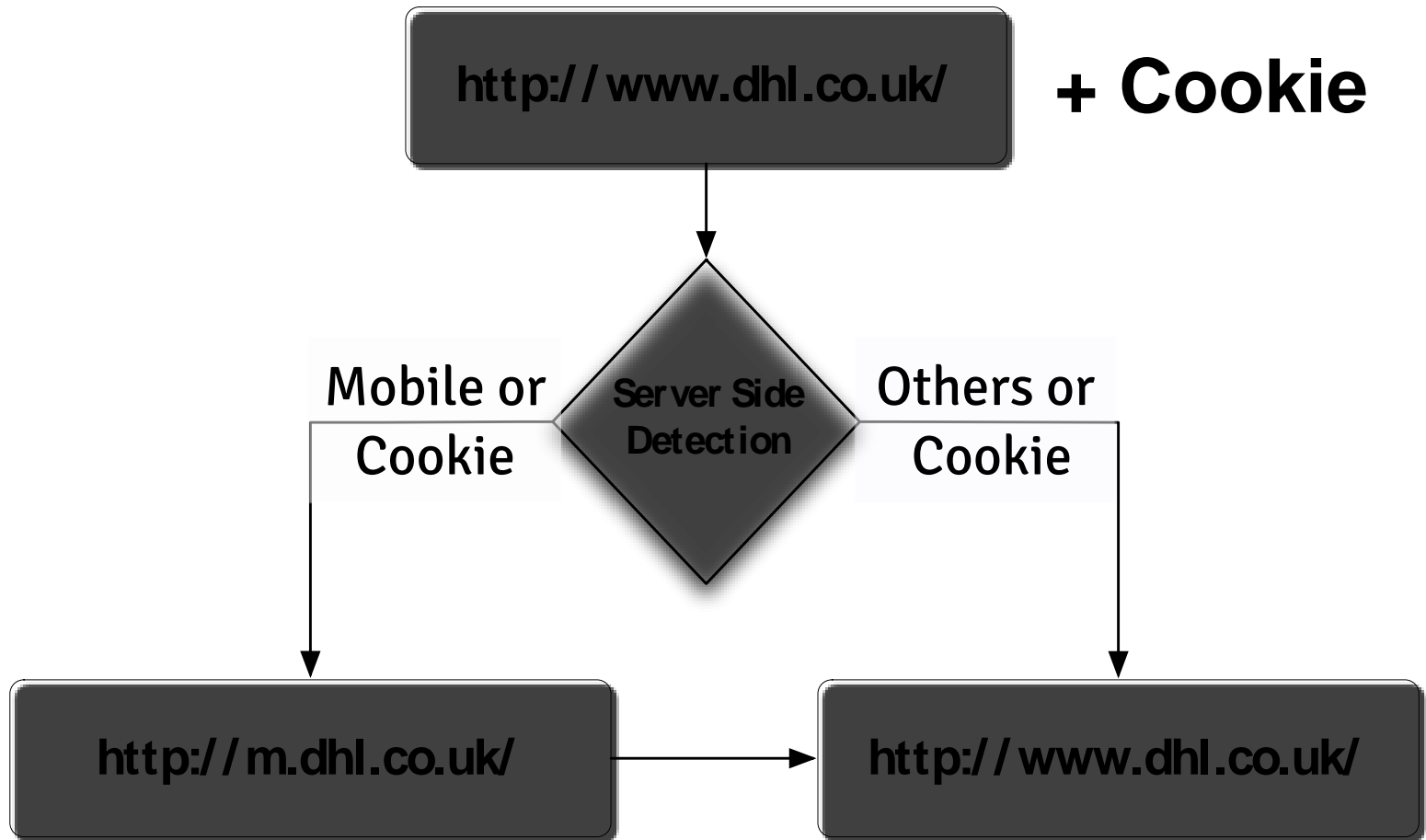
```
Accept-Language: en-us
```

```
Accept-Encoding: gzip, deflate
```

```
Cookie: channel=mobile;
```



# A common solution



Isn't something in HTTP helping us?

## HTTP Request

```
GET / HTTP/1.1
```

```
Host: www.dhl.co.uk
```

```
User-Agent: User-Agent:Mozilla/5.0 (Linux; U; Android  
4.1.2; en-gb; GT-I9305 Build/JZO54K)  
AppleWebKit/534.30 (KHTML, like Gecko)  
Version/4.0 Mobile Safari/534.30
```

```
Accept:
```

```
text/html,application/xhtml+xml,application/xml;q  
=0.9,*/*;q=0.8
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Version/4.0 Mobile Safari/534.30

Accept:

text/html,application/xhtml+xml,application/xml;q  
=0.9,\*/\*;q=0.8

Accept-Language: en-us

Accept-Encoding: gzip, deflate

Referer: http://m.dhl.com.uk/en/express.html

## HTTP Request

GET / HTTP/1.1

Host: www.dhl.co.uk

User-Agent: User-Agent:Mozilla/5.0 (Linux; U; Android  
4.1.2; en-gb; GT-I9305 Build/JZO54K)  
AppleWebKit/534.30 (KHTML, like Gecko)  
Version/4.0 Mobile Safari/534.30

Accept:

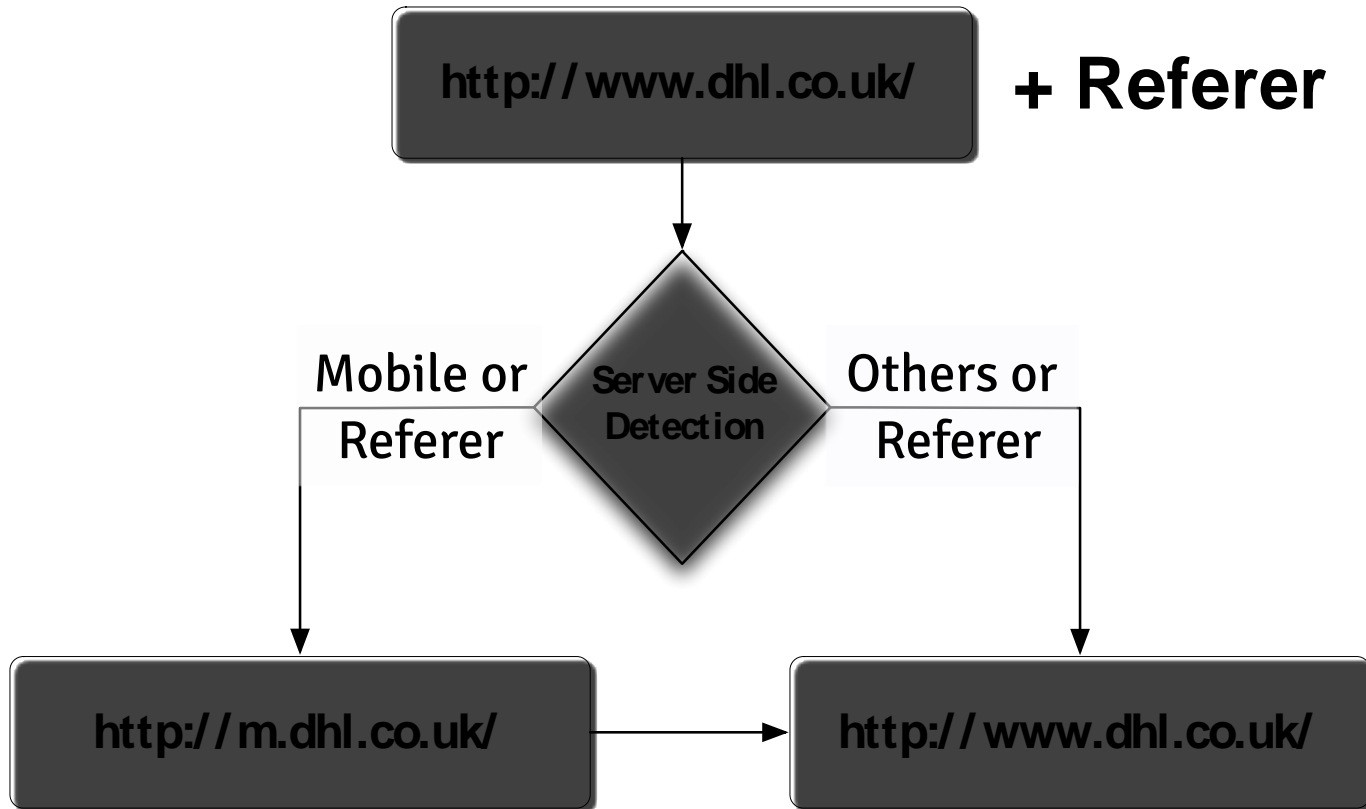
text/html,application/xhtml+xml,application/xml;q  
=0.9,\*/\*;q=0.8

Accept-Language: en-us

Accept-Encoding: gzip, deflate

**Referer: http://m.dhl.com.uk/en/express.html**

# A common solution



Thank You.  
Enjoy!