AudienceAnywhere

Optimize, Placing Pixels

CONTENTS

OVERVIEW

Once Property and Placement pixels have been generated within AudienceAnywhere, they will need to be placed on the appropriate sites in order to track and measure your Optimize campaigns.

This document provides an overview of how to place these pixels on web pages.

For additional background information, view the Terminology and Additional Setup Information section.

PROPERTY PIXELS

The Property pixels should be placed on the web page or the event the pixel was specifically generated for.

These can be placed inside a tag container or directly on the site anywhere within the <body></body> tags. Here is what a typical AudienceAnywhere conversion pixel will look like:

Example Image Tag:

```
<img src="https://uat.trkn.us/pixel/conv/ppt=6525;g=orderedpizza;gid=24216;ord=[uniqueid]" height="0" width="0" border="0"/>
```

Example Javascript Tag:

```
<script type="text/javascript">var ordnumber = Math.random() * 10000000000000;var sscUrl = ("https:" ==
document.location.protocol ? "https://" : "http://") + "uat.trkn.us/pixel/conv/ppt=3429;g=Account
Setup;gid=16556;ord="+ordnumber+";v=120";var x = document.createElement("IMG");x.setAttribute("src",
sscUrl);x.setAttribute("width", "1");x.setAttribute("height", "1");document.body.appendChild(x);</script>
```

Note: The above are sample tags and not intended for client use.

To simplify implementation, our pixels can be implemented via your platform tag container (Floodlight, etc.) or any third-party tag container solution such as Google Tag Manager, Adobe, Tealium or Ensighten.

Cache Buster Replacement

Important: The items below are examples on replacing the Macro for cache busting that reflect the current logic at the time this manual was created. You should work with your publisher to ensure the most up to date logic is being used when the pixel is placed.

Each image tag pixel will have **&ord=[uniqueid]** within it. It is up to the publisher of the pixels to ensure that the "[uniqueid]" value gets replaced. It can be replaced with anything that generates a random or unique value, as it is only used for cache busting, and to ensure that impressions are collected correctly. Here are some examples of how different programming languages can handle this macro replacement:

Example Floodlight Integration

```
https://trkn.us/pixel/conv/ppt=999;g=sale;gid=999;ord=%n
```

According to their support doc, Floodlight uses the %n macro to generate a random number, so you would need to change your pixel to look like:

Example PHP

```
<img src="https://uat.trkn.us/pixel/conv/ppt=6525;g=orderedpizza;gid=24216;ord=<?php echo time(); ?> " alt="" width="0"
height="0" border="0"/>
```

Example JavaScript

```
<script type="text/javascript">
  var axe = Math.random() * 10000000000000;
  document.write('<img src="https://uat.trkn.us/pixel/conv/ppt=6525;g=orderedpizza;gid=24216;ord=' + axe + '"
alt="" width="1" height="1" border="0" />');
</script>
```

Note: The above are sample macro replacements and not intended for client use.

Customization Parameters

This section outlines what variables are available to be passed into our AudienceAnywhere conversion tracking pixels.

DEVICE TYPE LEGEND				
PARAMETER	**NAME**	**REQUIRED?**	**VARIABLE TYPE**	**DEFAULT VALUE**
p	Placement ID	N	integer	
ppt	Property ID	Y	integer	
g	Goal Name	Y	string	
cv1	Custom Value 1	N	string	
cv2	Custom Value 2	N	string	
cv3	Custom Value 3	N	string	
cv4	Custom Value 4	N	string	
rev	Revenue	N	float	
cid	Click ID	N	string	
idfa	IDFA	N	string	
ip	IP Address	N	string	IP Address from header
ord	Cache Buster	Y	string	

HOW TO FIRE CONVERSION PIXELS WITH JS

AudienceAnywhere conversion pixels are exported from the UI with the intention that they will be placed directly on the webpage they are tracking. This is usually done via a tag container (e.g. Google Tag Manager or Floodlight tag) or by directly adding the pixel to the page's source code. However, there are times when there are certain actions inside one webpage that need to be tracked differently (usually buttons). This section helps explain how those actions can be tracked with the same pixels exported from the AudienceAnywhere UI.

A typical conversion pixel from AudienceAnywhere will look like this:

```
Conversion Image Pixels:

-----------------------------------------------------------
<img src="https://uat.trkn.us/pixel/conv/ppt=6525;g=orderedpizza;gid=24216;ord=[uniqueid]" height="0" width="0"
border="0"/>
```

In order to trigger this pixel on the button click, you will need to modify it with JavaScript, something like:

```
<button id="buyNow" >Buy Now</button>
<script>
    var button = document.getElementsById("buyNow"),
    button.onclick = function () {
      var evp = document.createElement('img');
      evp.height = 1;
      evp.width = 1;
      evp.style.display = "none";
      evp.src = ' https://uat.trkn.us/pixel/conv/ppt=6525;g=orderedpizza;gid=24216;ord=' +
(new Date()).getTime()+parseInt((Math.random() * 10000000000000), 10);
      document.body.appendChild(evp);
    }
</script>
```

Note: The above are conversion pixel samples and not intended for client use.

USING GOOGLE TAG MANAGER

If you want to install the tag for event capturing, such as a visit to a landing page, a button click, or a click on a URL hyperlink, you will need to enable Google Tag Manager's built in variables for click tracking.

Additional Training Resources

For an in-depth training on how to use Google Tag Manager, please reference the links below for web-based trainings:

- Google Tag Manager Fundamentals
- How Google Tag Manager Works
- Walkthrough Demonstration
- Mapping Goals to Google Tag Manager

Create Tags and Triggers

1. Within your Google Tag Manager Website Account workspace, select "New Tag."
2. Give your new tag a name and click into the "Tag Configuration" section.

3. Within the Choose Tag Type pop out, scroll down to select "Custom Image."
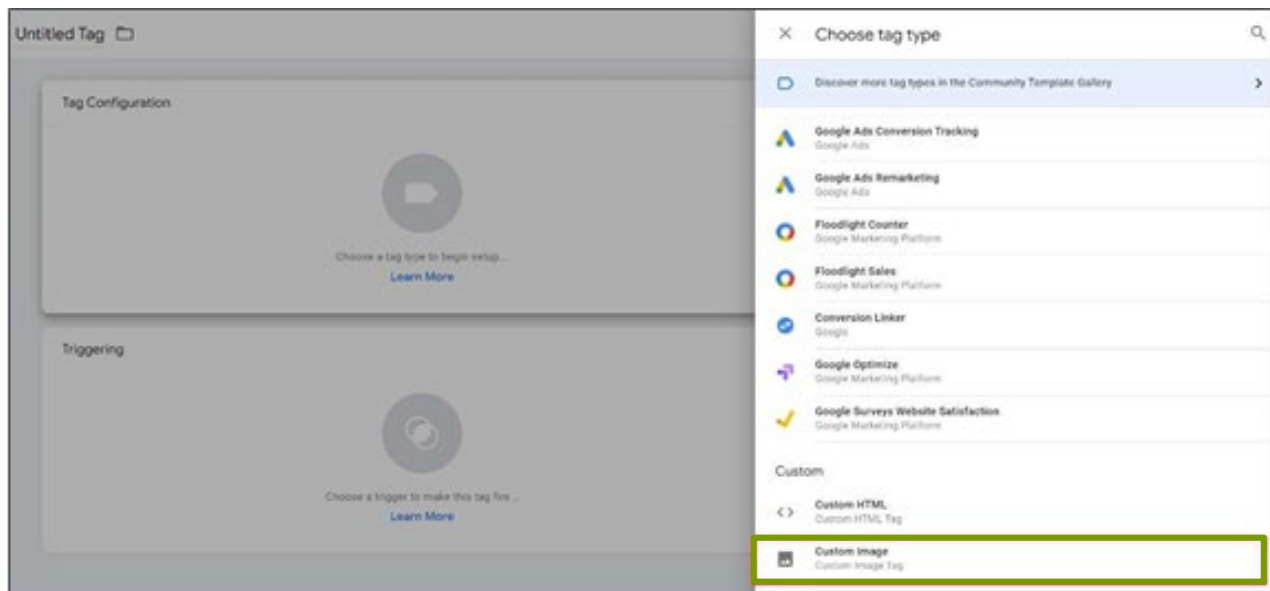
4. Add the Claritas pixel to the "Image URL" field.
5. There are two options available in the GTM to ensure that hits are not registered from browsers that have a cached version of the pixel (select Enable Cache Busting for both options):
   - Option 1: Use the built-in GTM variable of {{Random Number}} on the ord parameter
   - Option 2: Update the cachebusting gtm parameter to ord

   Important: remember to REMOVE the hardcoded [uniqueid] placeholder

   Option 1: Using built-in GTM random number variable for cachebuster

   Example of Claritas' pixel with the hardcoded [uniqueid] placeholder removed and the built-in GTM random number variable used for the cachbuster

   https://trkn.us/pixel/c?ppt=9131&g=sitewide&gid=29660&ord={{Random Number}}

Tag Configuration

Tag Type

Custom Image
Custom Image Tag

Image URL ⓘ

=29660&ord={{Random Number}}

☑ Enable Cache Busting ⓘ

Cache Buster Query Parameter

gtmcb

> Advanced Settings

Tag Configuration

Tag Type

Custom Image
Custom Image Tag

Image URL ⓘ

https://trkn.us/pixel/c?ppt=9131&g=sitewide&gid=29660&ord={{Random Number}}

Triggering

Firing Triggers

All Pages
Page View

Option 2: Using built-in GTM cachebuster by modifying the default gtmcb cachebuster parameter to Claritas' ord parameter

Example of Claritas' pixel with the hardcoded [uniqueid] placeholder removed with an ampersand at the end of the pixel so gtm will append the ord cachebuster

https://trkn.us/pixel/c?ppt=9131&g=sitewide&gid=29660&

Tag Configuration

Tag Type

Custom Image
Custom Image Tag

Image URL ⑦
https://trkn.us/pixel/c?ppt=9131&g=sitewide&gid=29660&

✓ Enable Cache Busting ⑦

Cache Buster Query Parameter
ord

Ampersand is the last character on the string so the ord cachebuster is appended when the pixel fires

Cachebuster parameter is updated to Claritas' cache busting parameter ord

6. Select which trigger the tags should fire on. Click into the "Triggering" section and select the trigger that the tag should fire on.
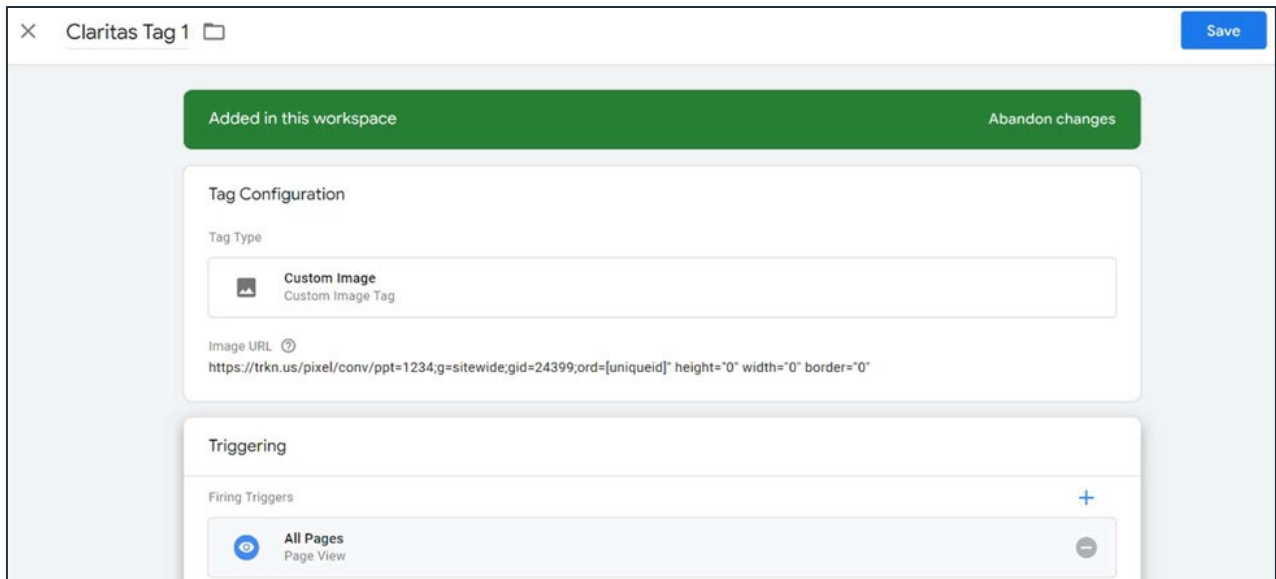

Tag 1 📁

✕ Choose a trigger

Added in this wo

Tag Configuratio

	Name ↑	Type
👁	All Pages	Page View
👁	Order Confirmation Page	Page View
⊕	Scroll Depth	Scroll Depth

- If you would like the tag to fire on all pages, select the "All Pages" trigger. Your tag should look like this (with your unique tag URL, not this sample):

- If you would like the tag to fire on a specific page, you will first need to set up a Trigger for that specific page to be able to select it from your list of triggers.
  a. Navigate back to the main Google Tag Manager Workspace for the account.
  b. Select "Triggers" from the menu on the left.
  c. Click "New"
  d. Give your new trigger a name, such as "Order Confirmation Page"
  e. Click into "Trigger Configuration"
  f. From the menu that opens, select "Page View"
  g. In the "This trigger fires on" section, select "Some Page Views"
  h. Depending on how your page is set up, your selections may be different, but you might select similar options here. Please see the screenshot below.

     Example: 'Page URL'   'equals'   'https://test.com/OrderConfirmation/'
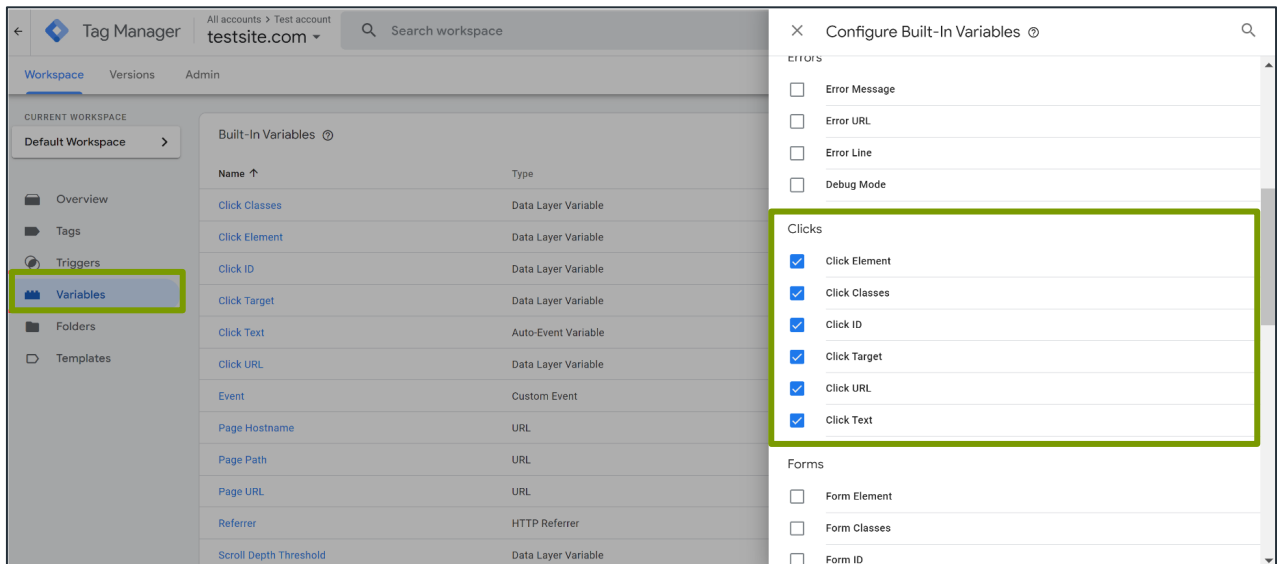 i. Save your trigger.
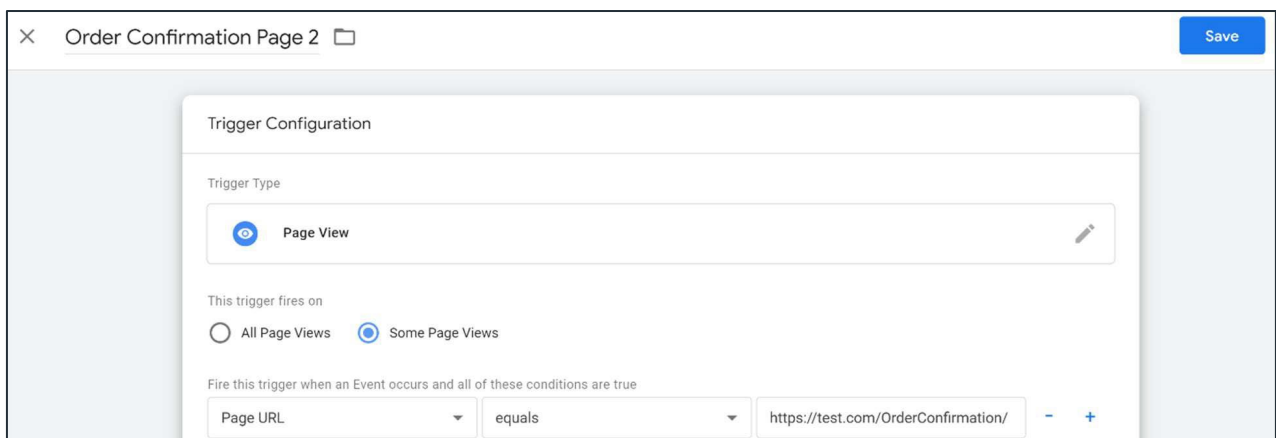
j. Return to Tag Configuration and select your new trigger from the options.

## Create Triggers for Button Clicks

Triggers for button clicks can be setup similar to page view triggers.

Before creating button click triggers, you will first need to enable additional built-in variables that might not be enabled by default in Google Tag Manager:

1. Navigate to the main Google Tag Manager Workspace for the account.
2. Select Variables from the left column menu.
3. Click the blue Configure button.
4. Scroll down in the menu and enable all of the elements in the "Clicks" sub-menu.
5. Close the Configure Built-In Variables menu.

Enabling these click variables will give you more options when you then set up your click trigger.
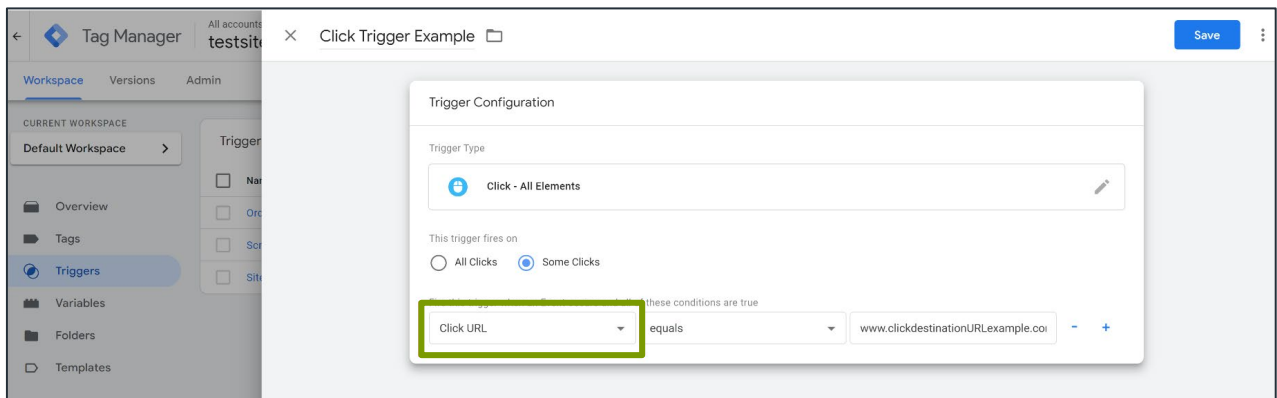
After enabling the additional built-in variables, you can then associate your trigger with your tag as usual:

1. Navigate to the main Google Tag Manager Workspace for the account.
2. Select "Triggers" from the menu on the left.
3. Click "New"
4. Give your new trigger a name, such as "Application Button Click"
5. Click into "Trigger Configuration"
6. From the menu that opens, select "Click" > "All Elements"
7. In the "This trigger fires on" section, select the appropriate option.
8. Depending on how your page is set up, your selections may be different, but you might select similar options to the screenshot above.
   Example: 'Click URL' 'equals' 'https://test.com/ApplicationPage/'
9. Save your trigger.

Confirm Tag Placement

1. Open the page of your website the tag was placed on.
2. Open Google Tag Manager and select Preview on the top right.
3. Refresh your website and you should now see the GTM preview pane at the bottom.
4. Hold ctrl key down and click on the button [Ex. Apply Now] the tag was placed on
5. In GTM preview pane select Summary in the left pane.
6. Ensure all button and page tags are firing as expected. If they are not, check that the tags and triggers are correctly placed.
7. For further troubleshooting, please visit Google Tag Manager Troubleshooting.

ADDITIONAL PROPERTY PIXEL RESOURCES

If you are using Adobe or Tealium, view the appropriate tutorial for instructions on how to place the tags:

- Adobe
- Tealium

CAMPAIGN PLACEMENT PIXELS

Placement pixels should be shared with the media provider(s) for implementation. As with the property pixel, please update the Unique ID value in the ORD=[TIMESTAMP] parameter (brackets and all) with the Google cache buster macro or a random number generator macro.

TERMINOLOGY AND ADDITIONAL SETUP INFORMATION

Placing Pixels Terminology

PLACING PIXELS TERMINOLOGY	
TERM	**DEFINITION**
Attribution Window	The period of time after the impression occurs within which a conversion/goal can be attributed to that impression. The default attribution window is 30 days
Conversions	An end goal of the campaign, also known as a Key Performance Indicator (KPI). Some campaigns have multiple, but this is what you're driving the campaign toward. Some common examples of conversions are: - 'Thank you for shopping with us' page that shows up after a conversion has been made on the advertiser's site. - Downloading an app - Physically visiting the advertiser's location
Engagements	An action on the path to conversion, that may also need to be tracked. Some common examples of engagements are: - Visiting the homepage of the advertiser's website - Searching for a product on the website - Reopening the advertiser's app
Goals	Both conversions (i.e. KPIs) and engagements are collectively referred to as goals.
Property	The owned site where conversions occur. Property types are websites (mobile & desktop) or native apps (iOS & Android).
Site/Property Pixels	The actual code that needs to be implemented onto the website for Claritas to 'see' conversion data to be attributed to the campaign.

Setup Steps

Plan ahead

Understand that property pixels must be implemented onto the property as well as quality assured for errors prior to any campaign launch in order for attribution to occur.

Additionally, when conducting lift analysis, property pixels must be implemented at least 2 weeks before the launch of a campaign in order for Claritas to provide the most accurate lift reporting.

Identify if the property you would like to track is a website, app or a location

See below for what is needed to setup each:

Website

- The names of the webpages / actions you would like to tag.

To avoid analysis paralysis, we recommend:
- 1 conversion and 1 engagement (e.g. landing page) OR
- 1 conversion and 1 aggregate engagement which is all other site actions. This is referred to as 'sitewide'.

Note: Once the name of a goal is set, it cannot be changed. If a new goal is required, please work with the Claritas account managers or message Measurement@claritas.com to generate a new pixel.

- The exact URL of the page(s) the pixel will be applied to, if applicable.
- The attribution window for conversions.

Once Claritas has received this information, expect to receive the pixels within 3 business days. These should be passed to the web development team responsible for pixel implementation. We have included a template email when sending pixels at the bottom of this document.

App

- Identify what SDK provider you or your client works with for in-app measurement and attribution.

  We are currently integrated with the following SDK partners:
  - AppsFlyer
  - Singular
  - Branch
  - Kochava
  - Adjust

  Note: For onboarding support documentation, reference the SDK Partner Guide.

- Link to iOS and Android apps on their respective app stores.
- The attribution window for conversions.

Note: We only provide the property ID # for the client to implement in the SDK platform. It is up to the client to define the in-app goals and actions they wish to track.

If Claritas has not integrated with the SDK provider, we are willing and able to integrate with them. However, please allow for at least 2 weeks of additional time on the upfront of the campaign's setup.

Location

- Name of the Advertiser
- One of the following:
  - Specific addresses the advertiser would like to track
    - Number of addresses that will need to be tracked

- For specific addresses, either the store # OR store name for each specific location
- Minimum address data needed: street, city, state, zip code
  - Lat/Long of the area the advertiser would like to track

- Timeframe

  Start and end dates for period of data collection, including attribution window

  Note: Our location data is retroactive; we can track foot traffic from the past!

Website Pixel Template Email for Ad Ops Implementation

<Hello Ad Ops Team,>

We are using Claritas in order to better attribute our media to on site actions and conversions. Attached are the Claritas 3rd party pixels that need to be appended to the site. Along with the pixels, I've also included a detailed guide for implementation. Please let us know when these have been implemented, so that Claritas can make sure they are seeing pixel activity and troubleshoot any issues.

Best regards,

LEGAL NOTIFICATIONS