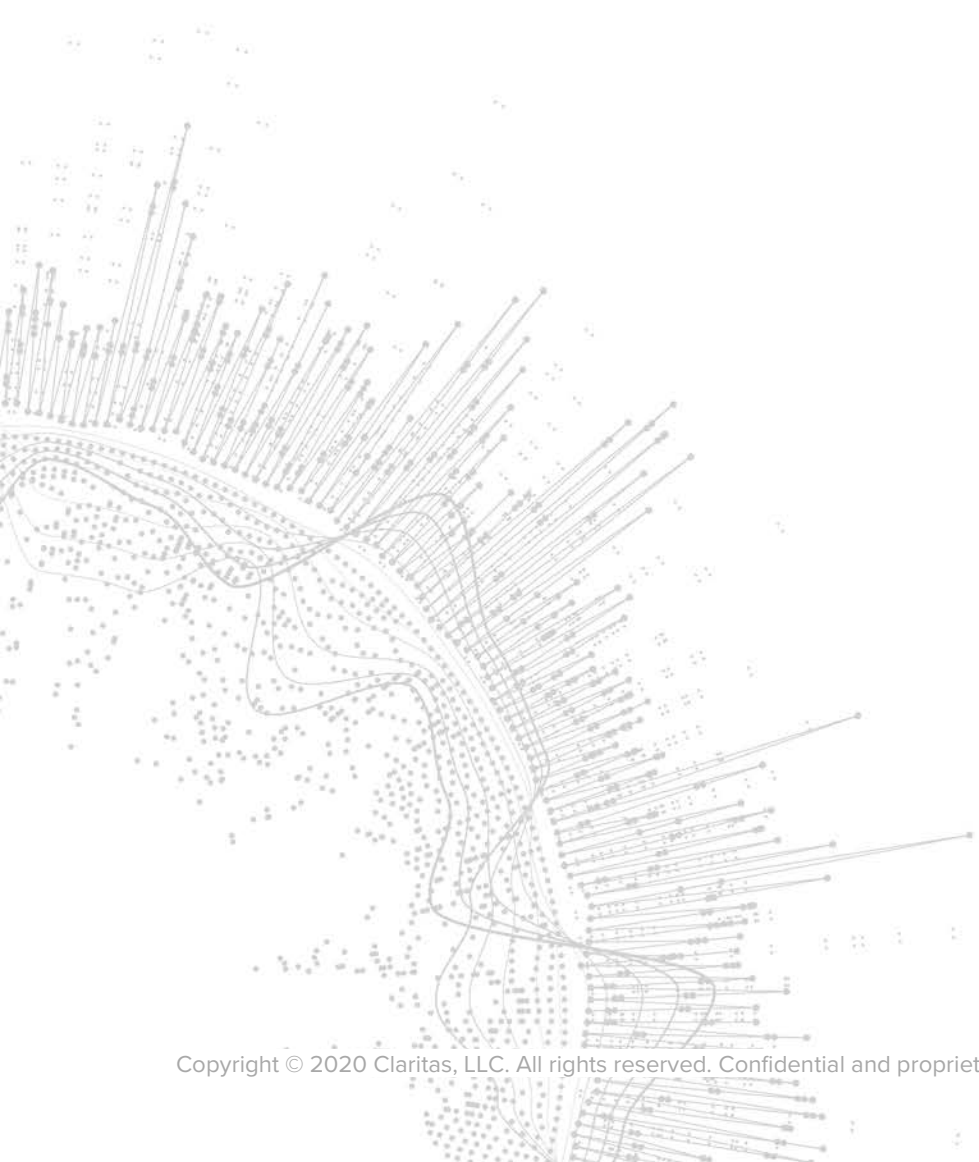




AudienceAnywhere

Tag Implementation Guide



AudienceAnywhere

Tag Implementation Guide

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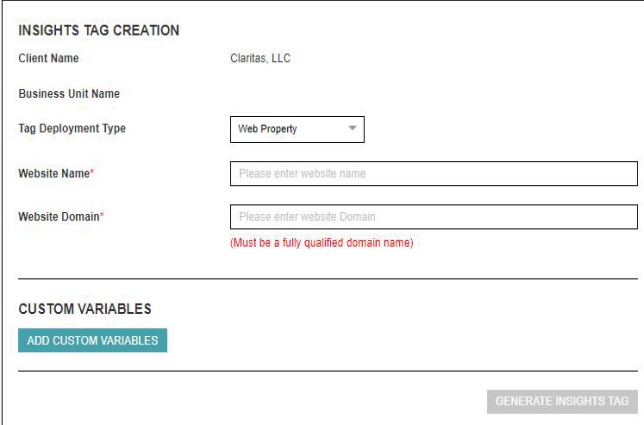
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TAG MANAGEMENT OVERVIEW

Our tag management solution works by including a block of JavaScript code, or a simple-pixel image, on your website pages or outgoing email messages. In the case of web page deployment, when users to your website view a page, the JavaScript code triggers the tracking operation.

WEBSITE TAGS

Your Insights tag is associated with a unique website domain. The below image highlights how you create your Insights website tag. Creating and viewing tags information is accessible by selecting the Settings option under your profile image at the top of all AudienceAnywhere pages.



The screenshot shows a form titled "INSIGHTS TAG CREATION". It contains the following fields and elements:

- Client Name:** Claritas, LLC
- Business Unit Name:** (empty)
- Tag Deployment Type:** Web Property (dropdown menu)
- Website Name*:** Please enter website name (text input)
- Website Domain*:** Please enter website Domain (text input) with a red error message below it: "(Must be a fully qualified domain name)".
- CUSTOM VARIABLES:** A section with a teal button labeled "ADD CUSTOM VARIABLES".
- GENERATE INSIGHTS TAG:** A grey button at the bottom right.

Your client name, business unit name (if applicable), are pre-populated. There is a tag deployment type dropdown for you to select tag deployment type. In this example, Web Property has been selected. You need to enter a website name which can be anything you want and a fully qualified domain name such as www.claritas.com. Once this information is added, simply click on the Generate Insights Tag button and your tag will be created.

JavaScript Tag

Your Insights JavaScript tag will look like the image below, except your tag ID will be unique based on the website name and fully qualified domain name you specified on the Insights tag creation page. Copy and Paste the Insights tag between the <head> and </head> tags of every webpage you want to track. Please note, if your site uses a “Master Page” or master template, the script can be placed there to appear on all pages. You may already have other existing code between the head tags, so just place this pixel code underneath that, but above </head>.

Note: If your site supports https, please ensure that you only use https to implement the AudienceAnywhere Insights tag.

PRIMARY JAVASCRIPT TAG

[Click here if a non javascript tag is required](#)

```
<script type="text/javascript">
var __pxDataLayer = []; __pxDataLayer.cdmn = 'aa.trkn.us'; __pxDataLayer.lm = 'e'; __pxDataLayer.cid = 'o013'; __pxDataLayer.ii = 'cs.js'; __pxDataLayer.evid = 'e4d9c57b-1282-4423-bfb2-eca49b0315d3'; __pxDataLayer.suu = '1'; function __pxDataTag(p, d, w, l) { function q(n, v) { return p[n] ? ((v ? ':' : '%')+ n + '=' + p[n]) : ':'; } p.dmn = p.dmn || (w.top) === w ? w.location.protocol + '//' + p.dmn + 1111 + p.lm + p.tt + p.tt + p.tt.split('').pop() : p.evid || (Date.now() || new Date().getTime()) + '^' + Math.floor(Math.random() * 9999); delete p.cdmn; delete p.lm; delete p.tt; var b = l === 'http' ? q('cid', 1) + q('dis') + q('dmn') + q('evid') : Object.keys(p).map(function (k) { return q(k, 1); }).join('&'); s = d.createElement('img'); s.id = 'pxscript; s.async = s.defer = 10; s.src = a + '?' + b; d.body.appendChild(s); var pxclData = __pxDataLayer; if (document.readyState === 'complete' || document.readyState === 'interactive') (__pxDataTag(__pxDataLayer, document, window, 'location');) else (document.addEventListener('DOMContentLoaded', function () { __pxDataTag(__pxDataLayer, document, window, 'location');});)
</script>
```

[DOWNLOAD AS TEXT FILE](#) [COPY TAG TO CLIPBOARD](#)

Image Tag

If for some reason your website does not support JavaScript tags, AudienceAnywhere also provides an image tag. The tag ID will be unique based on the website name and fully qualified domain name you specified on the Insights tag creation page. Copy and Paste the Insights tag between the <head> and </head> tags of every webpage you want to track.

The image tag will **require users to set additional parameters** within the tag manager. The list of available parameters can be found below. Please ensure the PN or pathname parameter is set for the domain in order to obtain page level insights. Some data from parameters will not be available in the UI. Please talk to your account manager for raw data or custom pass through requests.

ADDITIONAL IMAGE TAG PARAMETERS				
KEY	KEY NAME	SUPPORTED TAG TYPES	DESCRIPTION	EXAMPLES
r	random	all	Cache buster, typically set to a random number or timestamp	r=1525707532
evid	tag id	all	Tag Id, a unique tag identifier issued by Claritas	ev=11111111-abcd-311-rgb1-b8622e0yh54a
s	session	all	Session ID, also stored in session cookie	
dmn	domain name	all	Domain of page in which tag/container is embedded	dmn=nytimes.com
pn	path name	all	Full path/filename of the page in which container is embedded	pn=home%2Findex.html
qs	query string	all	Query string of page in which container is embedded	qs=hp%26act%3Dclick%26type%3Da1
suu	statistical unique user	all	Statistical id (used if statistical ids maintained independently from other – eg cookie-based - - ids). Must be Set to “1” to force statistical id calculation (even when cookies are accepted)	suu=1
rdn	referrer domain	all	Domain of referring page in which container is embedded	rdn=nytimes.com
rpn	referrer page	all	Full path/filename of the referring page in which tag/container is embedded	rpa=research%2Fmarkets%2Foverview.asp
rqs	referrer query string	all	Query string of the referrer page in which container is embedded	rqs=k%26stock%20quotes
v1-v10	pass through variables	all	Pass through variables to pass custom information like hashed identifiers, additional page references, etc.	v5=sdgaeryadsbaegsfgasdfgasdhsdfgsd

Please note, if your site uses a “Master Page” or master template, the script can be placed there to appear on all pages. You may already have other existing code between the head tags, so just place the pixel code underneath that, but above </head>.

Note: If your site supports https, please ensure that you only use https to implement the AudienceAnywhere Insights tag.

PRIMARY IMAGE TAG

COPY TAG TO CLIPBOARD

```

```

CANCEL DOWNLOAD AS TEXT FILE DOWNLOAD IMPLEMENTATION GUIDE

CUSTOM VARIABLES

Custom variables allow clients to further define and understand their anonymous web traffic. AudienceAnywhere supports three types of custom variables:

- Page Reference
- Pass Through
- Hashed Emails

Note: These variables are not currently available in the user interface. Please reach out to your Account Manager if you are interested in learning more about the raw data retrieval process used to obtain these custom variables.

Page Reference Variables

A page reference variable can be used to group ‘like’ web pages under one name for aggregated reporting purposes. For Example, if you manage a website that sells TV, Phone, and Internet solutions you can group all TV pages with a page reference of “TV,” and Internet pages under a page reference called “Internet.”

CUSTOM VARIABLE SETUP

Variable Type Page Reference ⓘ

ADD REFERENCE NAME

Pass Through

Pass Through variables allow a user to inject a unique identifier into the tag at the time the tag is fired. This data is passed to AudienceAnywhere and can be used for linkage or to be passed back to the client as part of a data extract. This data is collected but does not appear on the Insights dashboard.

Note: Pass through custom variables are created by an AudienceAnywhere support team member. If you require a pass through variable please contact AudienceAnywhere@claritas.com or contact your client services director. Once created, the tag with the custom variable pass through will be available for you to copy or download in your tag library.

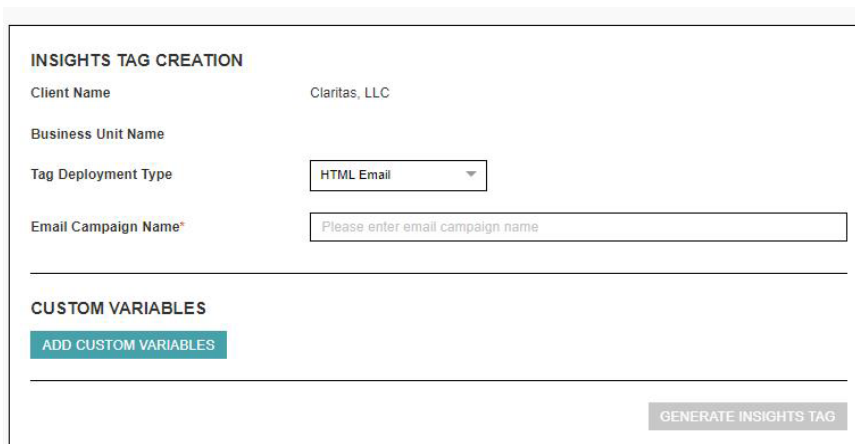
Hashed Email

AudienceAnywhere also allows for hashed emails to be added to the tag at the time it fires. You can specify a preference of hash formats including: MD5, SHA1 and SHA256 these can be returned either All Upper-Case or all Lower-Case. This data is collected but does not appear on the Insights dashboard.

Note: Hashed Email custom variables are issued by an AudienceAnywhere support team member. If you require a hashed email variable, please contact AudienceAnywhere@claritas.com or contact your client services director. Once created, the tag with the custom variable hashed email will be available for you to copy or download in your tag library.

EMAIL TAGS

An Insights tag can also be generated for HTML email campaigns. Your client name, business unit name (if applicable), are pre-populated. There is a tag deployment type dropdown for you to select tag deployment type. In this example, HTML Email has been selected. You need to enter an Email Campaign Name which can be anything you want. Once this information is added, simply click on the Generate Insights Tag button and your tag will be created.

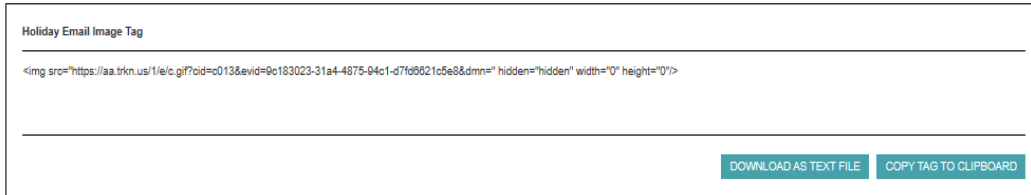


The screenshot shows a web form titled "INSIGHTS TAG CREATION". It contains the following fields and elements:

- Client Name:** A text field with the value "Claritas, LLC".
- Business Unit Name:** A text field that is currently empty.
- Tag Deployment Type:** A dropdown menu with "HTML Email" selected.
- Email Campaign Name:** A text field with the placeholder text "Please enter email campaign name".
- CUSTOM VARIABLES:** A section header with a teal button labeled "ADD CUSTOM VARIABLES".
- GENERATE INSIGHTS TAG:** A grey button located at the bottom right of the form.

Image Tags

AudienceAnywhere provides an image tag that will look like the diagram below, except your tag ID will be unique based your HTML Email Campaign Name. Copy and Paste the Insights tag between the <head> and </head> tags of your HTML code. You may already have other existing code between the head tags, so just place the pixel code underneath that, but above </head>.



Custom Variables

Custom variables allow clients to further define and understand their Email traffic. AudienceAnywhere supports the below types of custom variables for HTML Email tags:

- Pass Through
- Hashed Emails

Pass Through

Pass Through variables allow a user to inject a unique identifier into the tag at the time the tag is fired. This data is passed to AudienceAnywhere and can be used for linkage or to be passed back to the client as part of a data extract. This data is collected but does not appear on the Insights dashboard.

Note: Pass through custom variables are issued by an AudienceAnywhere support team member. If you require a pass through variable please contact AudienceAnywhere@claritas.com or contact your client services director. Once created, the tag with the custom variable pass through will be available for you to copy or download in your tag library.

Hashed Email

We can use your preference of hash formats including: MD5, SHA1 and SHA256 these can be returned either All Upper-Case or all Lower-Case. This data is collected but does not appear on the Insights dashboard.

Note: Hashed Email custom variables are issued by an AudienceAnywhere support team member. If you require a hashed email variable please contact AudienceAnywhere@claritas.com or contact your client services director. Once created, the tag with the custom variable hashed email will be available for you to copy or download in your tag library.

PLACING THE TAG IN A TAG MANAGER

The Insights tag can be easily implemented using a Tag Manager. Review the appropriate tutorial below for instructions on how to place the Insights Tag:

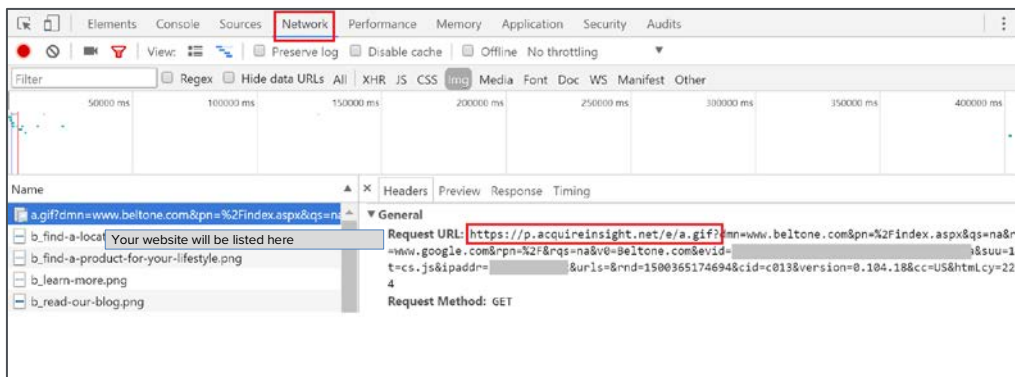
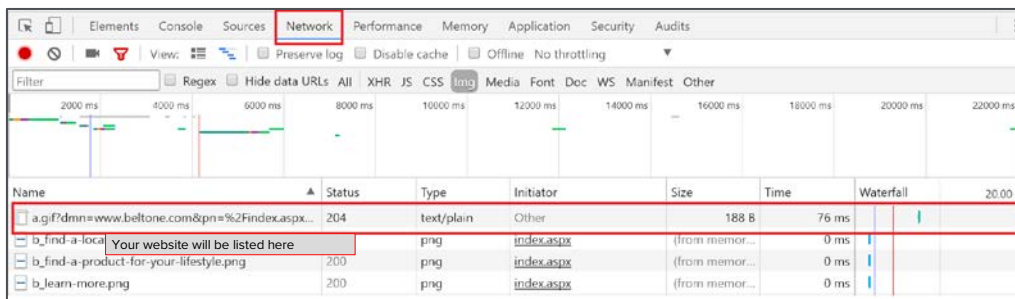
- [Google Tag Manager](#)
- [Tealium](#)
- [Adobe](#)

Verify That Your Tag is Firing Properly

You can use your browser developer tools to verify your tag installation. Each time the Insights tracking code executes, it requests a single-pixel GIF image from the servers called “a.gif”. Appended to the request string for the image are all the parameters the Insights tag captures about a particular page. The data contained in the GIF request corresponds exactly to the data sent to our servers, which then gets processed and ends up in your reports. By viewing the data sent in the “a.gif” request, you can determine if the tracking code is working and, more importantly, whether it's sending incorrect data to your reports.

While using the developer tools that are included with standard browsers such as Chrome or Firefox, load the webpage that contains the Insights tag. Look for “a.gif?” entry under the Network tab, as shown on the diagram below. Click on the “a.gif?” entry to see the details, as shown on the diagram below.

If you are employing custom variables-variables, key-names should appear in the URL string of the “a.gif?” entry.



Tip: To successfully implement pass through custom variables and hashed email custom variables you will have to implement javascript on your end to substitute variable name placeholders with the actual value.

For example, in the below javascript tag snippet, your javascript, at tag fire, would replace ##HASHED_EMAIL_LC_MD5## with the actual hashed, MD5 lower case, email.

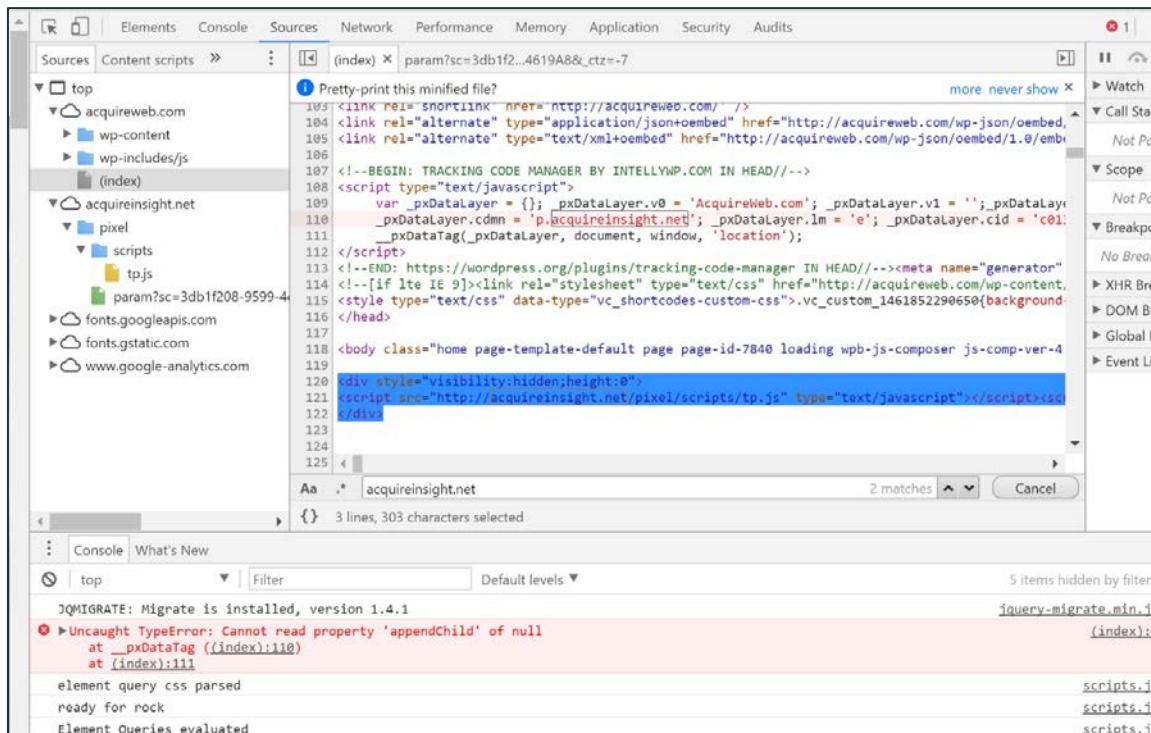
```
<script type="text/javascript">
var _pxDataLayer = {}; _pxDataLayer.v6 = '##HASHED_EMAIL_LC_MD5##';
```

Tip: Make sure Response Status value for the a.gif image is 204 (no content). This status indicates that the server has successfully fulfilled the request and that there is no additional content to send in the response payload body.

Tip: If you don't see tracking image in the development tools Network panel, or notice a JavaScript error in the console panel, that you didn't see before (error below is an example of how you can view JavaScript errors in the development tools),

- a. Carefully check to make sure the tag script was pasted exactly as it was given to you by AudienceAnywhere (no extra characters what so ever).
- b. Verify that the script was pasted before the </head> tag.

If you still don't see tracking image, make a screenshot of the error (if applicable), and forward it to the AudienceAnywhere@claritas.com.



TROUBLESHOOTING

Now that you know how things should appear, here are some problems you can verify if you don't see your tag firing in the browser developer tools.

Troubleshooting your tracking tag will center around two key issues:

1. Errors/typos in your tracking code syntax (e.g., whitespace, incorrectly spelled customizations, incorrect parameter names)
2. Conflicts with other scripts on your page

Content Security Policy

When enabled, Content Security Policy (CSP) will block the tag from firing on some internet browsers. More information on CSP can be viewed [here](#).

In the network setting status, a CSP block will appear as shown below.

Name	Status	Type	Initiator	Size
<input type="checkbox"/> bat.js	200	script	VM244:1	(disk ca...)
<input type="checkbox"/> core.js	200	script	VM245:1	(disk ca...)
<input type="checkbox"/> ktag.js?tid=KT-N27A4-400	200	script	VM246:1	(disk ca...)
<input type="checkbox"/> cs.js?cid=c013&evid=47f50c07...	(blocked:csp)	script	VM247:3	0 B

For more information on browser specific policies, see the appropriate link below:

- [Google Chrome Content Security Policy](#)
- [Mozilla Content Security Policy](#)

Common Error Codes

- **Invalid tag Id.** Tag Id will always have a GUID form, 32 hex digits grouped into chunks of 8-4-4-4-12., for a total of 36 characters (32 alphanumeric characters and four hyphens). Insights tag Ids will always be in lower case form.

Example:

```
_pxDataLayer.evid = '11rw25c3-ad0f-42f1-b53b-fc0e36a764t5' //correct
```

- **Passing a non-string value using quotes.** Only strings should be passed in with quotes. All other types should be left unquoted. Any value that is not a string, such as Boolean, object literals, functions or arrays, should be passed in without quotation marks. Use only quotation marks when you are passing in something that is meant to be interpreted as a string. If you are migrating from the traditional syntax, any function parameter that was passed in without quotation marks should remain unquoted in the asynchronous syntax.

Example:

```
__pxDataTag(__pxDataLayer, 'document', 'window', 'location'); //wrong  
__pxDataTag(__pxDataLayer, document, window, 'location'); //correct
```

- **Strings contain leading or trailing whitespace.**

Example:

```
_pxDataLayer.v0 = ' TST_AW_TkrTest_0004 '; //wrong  
_pxDataLayer.v0 = 'TST_AW_TkrTest_0004'; //correct
```

- **Inconsistent security protocol (http vs. https).** The security protocol (http or https) in your tracking tag must match the security protocol of the page where you're tracking conversions. If they don't match, tracking could under-report your conversions, and people might see an alert message as they attempt to complete a conversion on your website.

Insights tracking tags automatically detect the security level of a page, so they work with both http and https.

- **Incorrect script attribute.** The language="JavaScript" attribute is an old script tag attribute. In some browsers, and under certain circumstances, this can cause issues with the way the script is executed. To fix this, you'll want to delete this section of code.

Example:

```
<script language="JavaScript" type="text/javascript"> //wrong  
<script type="text/javascript"> //correct
```

TECHNICAL SUPPORT

If you need further assistance, please contact the Claritas Solution Center between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at 800.866.6511.

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