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# Introduction

Adform Standard Tracking Code is used to track the visits on your website either on one specific page or the whole website at once.

The Adform Tracking Code utilizes javascript functions, which gather visits, visitor information (e.g. browser type, operating system or screen size) and sends this information along with campaign id and defined name of a page to Adform servers.

## One Page Tracking Code

If your Tracking Code contains a predefined *pagename* parameter, this code should be implemented to a particular page only.

**Example part of the code:**

```
pagename: encodeURIComponent ('Eshop.com|Electronics|Computers|Laptops'),  
divider: encodeURIComponent ('|')
```

## Implementing the Code

The code can be implemented to any part of the web page code, since it loads asynchronously. If there are no additional variables defined in the code, it can be copy-pasted to the source code of the page.

## Global Tracking Code

Adform offers a solution to track even thousands of web pages without the need to manually create tracking scripts. This solution is called **Global Tracking** and consists of a Global Tracking Point – a tracking code which can be inserted either on all of your web pages, or only on specific ones, automatically via your CMS.

**Example part of the code:**

```
pagename: encodeURIComponent ('<WebsiteName>|<SectionName><PageName>'),  
divider: encodeURIComponent ('|')
```

## Pagename Parameter

As the Global Tracking Script is dedicated to track all the pages of a website, it is necessary to identify which page was actually visited. The *pagename* parameter is used to identify the pages of your website.

**Note:** The *pagename* parameter must be implemented in order for the tracking set up to function properly.

The *pagename* values define a logical path (category tree) to a page, which makes it easy to report and retarget by specific pages.

The parts of a code which should be replaced with values are marked in **yellow** throughout this document.

### Example part of the code:

```
pagename: encodeURIComponent ('<WebsiteName>|<SectionName><PageName>'),  
divider: encodeURIComponent ('|')
```

Replace the above mentioned default values ('<WebsiteName>|<SectionName><PageName>') with your predefined variable.

The *pagename* variable can be defined using:

- CMS variables;
- URLs structures;
- Bread-crumbs structure;
- Page title.

### Example part of the code:

```
pagename: encodeURIComponent ('Eshop.com|Electronics|Computers|Laptops'),  
divider: encodeURIComponent ('|')
```

**Note:** there should not be any session unique information included in this variable – no session IDs, product IDs, search strings, random numbers, etc., as it could cause you reaching the 10000 unique values limit.

## Implementing the Code

Once the *pagename* parameter is implemented, the Global Tracking Code should be placed to your CMS system, to be loaded on all pages of your website. The code is asynchronous type of load, meaning that it will load only when the all the other content of the page is loaded.

**Info:** Adform recommends placing the code at the end of the <body> tag. However, if you use the asynchronous type tracker, it can be placed in any part of the HTML document - <head>, <body>.

## Testing the Global Tracking Code

If you choose to test the code in your testing environment before going live, please adapt the *pagename* parameter as follows:

```
pagename: encodeURIComponent ('<WebsiteName>|<SectionName>|<PageName>'),  
divider: encodeURIComponent ('|')
```

## Implementing Variables

If specific variables are to be tracked – usually on conversion pages, e.g. the sale amount, product name, order ID, etc., you have to pass the values from your site's variables to predefined Adform variables. If done properly, this information will be passed to Adform servers and will be used for analysis or retargeting.

### Order level variables

To collect information which is only one time used per one order like order ID, sales, country, etc., we use predefined variables which are added to the *order: {}* object. The values must be dynamically passed from your side.

**Example output of Order variables:**

```
var _adftrack = {
  pm: $campaignid,
  pagename: encodeURIComponent('Eshop.com|Electronics|Computers|Laptops'),
  divider: encodeURIComponent('|'),
  order: {
    sales: '100.70', //values real number
    orderid: 'abc123' //values any valid string
  }
};
```

**Product level variables**

Product level variables consist of information about each product bought in the order like product id, product name etc. Since there can be more than one product bought, every product information needs to be passed to the *products* or *itms* (for conversion pages only) array. In order to do that, a cycle could be involved to the implementation.

**Example output of Product variables:**

```
var _adftrack = {
  pm: $campaignid,
  pagename: encodeURIComponent('Eshop.com|Electronics|Computers|Laptops'),
  divider: encodeURIComponent('|'),
  order: {
    sales: '100.70', //values real number
    orderid: 'abc123' //values any valid string
    itms: [{
      productid: 'sho123Yd', // any valid string
      categoryname: 'clothes', // any valid string
      categoryid: 'clo123', // any valid string
      productname: 'shoes', // any valid string
      weight: '1', // an integer number
      step: '3' // possible value for conversion is '3'
    },
    { /*second product information*/
      productid: 'dre123Xs', // any valid string
      categoryname: 'clothes', // any valid string
      categoryid: 'clo123', // any valid string
      productname: 'dress', // any valid string
      weight: '1', // an integer number
      step: '3' // possible value for conversion is '3'
    }
  ]
};
```

You can add as many different products as there are in one order to use the above structure.

The variables can be included to a product view page also.

**Example output of Product variables (products):**

```
var _adftrack = {
  pm: $campaignid,
  pagename: encodeURIComponent('Eshop.com|Electronics|Computers|Laptops'),
  divider: encodeURIComponent('|'),
  products: [{
    productid: 'sho123Yd', // any valid string
    categoryname: 'clothes', // any valid string
    categoryid: 'clo123', // any valid string
    productname: 'shoes', // any valid string
    weight: '1', // an integer number
    step: '2' // possible values are: '1' for product view, '2' for basket
  },
  { /*second product information*/
    productid: 'dre123Xs', // any valid string
    categoryname: 'clothes', // any valid string
    categoryid: 'clo123', // any valid string
    productname: 'dress', // any valid string
    weight: '1', // an integer number
    step: '2' // possible values are: '1' for product view, '2' for basket
  }
  ]
};
```

**Info:** If you have any questions regarding the tracking set up contact [site-tracking@adform.com](mailto:site-tracking@adform.com)