

TECHNICAL GUIDELINES TRACKING TO INTEGRATE



1) ADD GTM TRACKING



- What will be tracked: Page views, Sessions, Users, Time Spent.
- How: add the GTM snippet code to each pages of the game, after the <body> tag
- Note:
 - GTM-K74X66 is the GTM container ID dedicated to Premium games.
 - productKey (theWisp) is the short name of the game to be tracked.

```
<body>
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-K74X66"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<script>dataLayer = [];
dataLayer.push({
  'event': 'pageLoad',
  'productKey': 'theWisp'
});
</script>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-K74X66');</script>
<!-- End Google Tag Manager -->
```

2) ADD « PUBLISHER » TRACKING

1. Paste this code as high in the <head> of the page as possible:

```
<head>
<!-- Google Tag Manager -->
<script>dataLayer = [];
dataLayer.push({
  'event': 'pageLoad',
  'publisher': 'PID', // This is the short name of the publisher. Example: PID
  'productKey': 'GAME1' // This is the short name of the game to be tracked. Example:
GAME1
});
</script>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
'//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-K74X66');</script>
<!-- End Google Tag Manager -->
<head>
```

2) ADD « PUBLISHER » TRACKING

2. When user clicks on playing button. Sending “levelStart” event to Google by “dataLayer”.

Level Start

```
dataLayer.push({  
  'event': 'levelStart',  
  'publisher': 'PID',  
  'productKey': 'GAME1'  
});
```

3. This event will be sent after user successfully / fails level or playing time period.

Level Completion

```
dataLayer.push({  
  'event': 'levelCompletion',  
  'publisher': 'PID',  
  'productKey': 'GAME1'  
});
```