TECHNICAL INTEGRATION GUIDE

criteo

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CRITEO TECHNOLOGY OVERVIEW

CRITEO in a few words?

- Proprietary technology.

- More than 300 R&D engineers working on the continuous improvement of our products.

- Access to more than 4000 publishers and the majority of premium networks.

- Real-time product-recommendation optimization allowing CRITEO to serve the right ad, to the right person, at the right time.

What is needed to use CRITEO technology?

- **CRITEO Tags** correctly installed on your site.

- A CSV or XML file, called **Catalog Feed**, containing product information of a large portion of your site's offer.

CRITEO TAGS - MAIN CONCEPTS

How are CRITEO tags structured?

CRITEO tags are made up of 2 parts:

- ▪ The loader part (JS library common to all tracker types).
- ▪ The tracker part (JS call passing parameters specific to each page type).

- ▪ The tracker part varies according to the page type where the tag is implemented.

- ▪ CRITEO tags do not alter your site visually and are completely invisible to users.

- ▪ CRITEO tags are asynchronous and do not slow the loading of your pages.

- ▪ CRITEO tags have to be implemented in the header of your site.

CRITEO TAGS – THE LOADER

The Loader

- The Loader is a JavaScript library that must be declared on every page where a CRITEO-tracker call is performed.

- The loader is in charge of building and firing calls to CRITEO servers.

Implementation instructions

- You should call the loader on every page where a CRITEO-tracker is implemented by inserting these URLs in the sample code below:
    - On a secure page (https): https://static.criteo.net/js/ld/ld.js.
    - On a non-secure page (http): http://static.criteo.net/js/ld/ld.js.

```
<script type="text/javascript" src="#Loader URL#" async="true"></script>
```
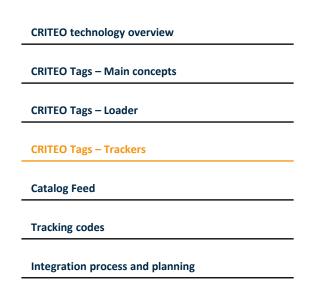
Trackers

- Trackers allow CRITEO to collect your visitors' browsing events (products seen, bought, etc.), used to compute relevant and personalized recommendations to be delivered in CRITEO banners.

- Tracker implementation is easy, fast and invisible to your site's end-users. The quality of recommendations depends directly on the quality of the tracker implementation (tags installed on all/most pages, right parameters being passed...).

Tracker types and their role

- The **product tracker is MANDATORY**. It allows CRITEO to track users who browsed product-details pages.

- The **conversion tracker is MANDATORY**. It allows CRITEO to track users who browsed order-confirmation pages.

- The **category/listing tracker is strongly recommended (mandatory for Upper Funnel)**. It allows CRITEO to track users who browsed product-listing pages.

- The **homepage tracker is strongly recommended (mandatory for Upper Funnel)**. It allows CRITEO to track users who visited your site's Home Page.

- The **basket tracker is recommended (mandatory for Abandonment Cart)**.It tracks users who visited your site's basket-details page.

Information collected on all tags

- On all trackers when possible you should pass:

  - **Customer ID** : your site internal user ID. This ID must be unique and cannot contain any personal data (no name, e-mail address, phone number unencrypted…). It can be left empty if the user is unknown and has no internal ID for your site.
  - **Site Type** : the version of your site from which the trackers are called:
    - "m", for the mobile version,
    - "t", for the tablet version,
    - "d", for the classic site (accessed when browsing on a standard computer).

    As an example if your main and only site (referred as "classic" above) is accessed from a tablet, site type should be set to "d".

To not pass a parameter remove the line of the parameter in the tag. For example if Customer ID is not available remove the line *{ event: "setCustomerId", id: "#Customer ID#"}.*

- If a parameter needs to be filled once the DOM is loaded, use the requiresDOM parameter as in the example below:

```
{event: "viewItem", item: "#Your item id#", requiresDOM: "yes"}
```

PRODUCT tracker – implementation instructions

- The PRODUCT tracker must be installed on all product-details pages.

- In this tracker, you must include the ID of the product detailed on the page (replace "Your item ID" in the tracker code). It must be the same ID as the one used in the catalog feed and be unique.

- Please also fill the "#Customer ID#" and "#SiteType#" parameters.

You must implement the following code (replace the fields in red):

```
<script type="text/javascript" src="Loader URL" async="true"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
        { event: "setAccount", account: 10442 },
        { event: "setCustomerId", id: "Customer ID" },
        { event: "setSiteType", type: "m for mobile or t for tablet or d for desktop" },
        { event: "viewItem", item: "Your item id" }
);
</script>
```

TRANSACTION tracker – implementation instructions

- The TRANSACTION tracker must be installed on order-confirmation pages.
- In this tracker, you must include a unique transaction ID (replace "#Transaction Id#" in the tracker code). Please also provide the IDs, prices and quantities of the products bought in the transaction ("id", "price" and "quantity" in the tracker code).
- If the information is available, please inform if it's the first time that the user has bought a product on your site ("new_customer" set as 1 if yes, else 0) and if the sale is attributed to CRITEO ("deduplication" set as 1 if yes, else 0). You may leave these parameters blank if you are not able to provide this information.
- Please also fill the "setCustomerId" and "setSiteType" parameters.

Sample trackTransaction implementation - loop:

```
{event: "trackTransaction" , id: "Transaction ID",
new_customer: 1 or 0, deduplication: 1 or 0, item:
function(){ var pl = [];
    for (var i = 0; i < Number of products; ++i) {
pl.push({
            id: "Item ID",
            price: Unit price,
            quantity: Quantity});}
        return pl;}}
```

You must implement the following code (replace the fields in red):

```
<script type="text/javascript" src="Loader URL" async="true"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
        { event: "setAccount", account: 10442 },
        { event: "manualDising" },
        { event: "setCustomerId", id: "Customer ID" },
        { event: "setSiteType", type: "m for mobile or t for tablet or d for desktop" },
        { event: "trackTransaction" , id: "Transaction Id", new_customer: 1 if first purchase or 0 if not,
          deduplication: 1 if attributed to Criteo or 0 if not, item: [
          { id: "First item id", price: First item unit price, quantity: First item quantity },
          { id: "Second item id", price: Second item unit price, quantity: Second item quantity }, etc.
]});
</script>
```

LISTING tracker – implementation instructions

- The LISTING tracker should be installed on pages displaying product listings such as a category page or a search results page.

- You must include the IDs of the top three products displayed in the list (replace "#First item id#" in the tracker code). These IDs must match those passed in the catalog feed.

- The "keywords" parameter must be filled with the search query string if the page is displayed as the result of a user-search.

- Please also fill the "setCustomerId" and "setSiteType" parameters.

You must implement the following code (replace the fields in red):

```
<script type="text/javascript" src="Loader URL" async="true"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
        { event: "setAccount", account: 10442 },
        { event: "setCustomerId", id: "Customer ID" },
        { event: "setSiteType", type: "m for mobile or t for tablet or d for desktop" },
        { event: "viewList", item: ["First item id", "Second item id", "Third item id"], keywords: "User Searched Keywords" }
);
</script>
```

HOMEPAGE tracker – implementation instructions

- The HOMEPAGE tracker should be installed on your site's Home page.

- Please also fill the "setCustomerId" and "setSiteType" parameters.

You must implement the following code (replace the fields in red):

```
<script type="text/javascript" src="Loader URL" async="true"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
        { event: "setAccount", account: 10442 },
        { event: "setCustomerId", id: "Customer ID" },
        { event: "setSiteType", type: "m for mobile or t for tablet or d for desktop" },
        { event: "viewHome" }
);
</script>
```

BASKET tracker – implementation instructions

- The BASKET tracker should be installed on your basket-details pages.

- You must include the IDs, prices and quantities of the basket's products (replace "#... item id#", #... item unit price# and #... item quantity# in the tracker code).

- Please also fill the "setCustomerId" and "setSiteType" parameters.

You must implement the following code (replace the fields in red):

```
<script type="text/javascript" src="Loader URL" async="true"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
        { event: "setAccount", account: 10442 },
        { event: "setCustomerId", id: "Customer ID" },
        { event: "setSiteType", type: "m for mobile or t for tablet or d for desktop" },
        { event: "viewBasket", item: [
            { id: "First item id", price: First item unit price, quantity: First item quantity },
            { id: "Second item id", price: Second item unit price, quantity: Second item quantity }, etc.
]});
</script>
```

Sample viewBasket implementation - loop:

```
{event: "viewBasket", item: function(){ var pl = [];
    for (var i = 0; i < Number of products; ++i) {
pl.push({
        id: "Item ID",
        price: Unit price,
        quantity: Quantity});}
    return pl;}}
```

What is a CATALOG FEED?

A catalog feed is an XML or CSV file containing product information (name, price, image link…) that allows CRITEO to dynamically generate the product-recommendation banners. It is thus important to keep this file up to date in order for CRITEO to show the right data in your banners.

How can CRITEO fetch my CATALOG?

CRITEO can fetch your catalog on a daily basis via **HTTP** (recommended) or **FTP**. Please provide authentication information if needed.

Catalog feed – Overview

- Two supported formats: **CSV** and **XML**.

- Each product must have a unique ID that must be identical to the one passed in the trackers.

- The catalog feed must contain all or at least most of your site products.

- Recommended image formats: from 300x300px to 400x400px.

- You can add a tracking code to your feed product URLs or ask CRITEO to add it later.

- For more information please request the dedicated guide to your contact

Two tracking-code types

- There are two possible ways of tracking clicks on your banners:
    - Tracking clicks on products (the user is redirected to the product's details page),
    - Tracking clicks on the logo (the user is redirected to the Home Page).

- Sample tracking code:
    - http://www.yoursite.com/product.html**?referer=referer_name**
    - **http://www.anydomain.com/track.html?url=**http://www.yoursite.com/product.html

Technical follow-up and integration planning

▪ Your CRITEO technical contact will perform an integration follow-up on two occasions:

- **When we receive your catalog feed information**,
- **When the tags have been implemented on your site.**

▪ Do not hesitate to contact your technical support if you have any integration-related question.

Technical Support

SupportDE@criteo.com