VisitorSplit.js

1. You will be testing 4 separate vendors so in VisitorSplit.js we have 3 groups set up, with a single vendor's tag in each group.
   a. For example, GROUP_1_VENDORS = [1] means that in this group, only tags from vendor 1 (because there is only '1' inside the [] array) will be fired and so on.
   b. We have setup the 3 groups for you so you should not need to change anything here.
2. Now we need to set up the tags to be fired for each of the vendors. The specific numbering/order of vendors is not important.
   a. Criteo
      i. VENDOR_1_TAG_URL should be "http://static.criteo.net/js/ld/ld.js"
      ii. VENDOR_1_TAG_TYPE should be "js"
   b. Sociomantic
      i. VENDOR_2_TAG_URL should be "//eu-sonar.sociomantic.com/js/2010-07-01/adpan/quelle-ru"
      ii. VENDOR_2_TAG_TYPE should be "js"
   c. Google
      i. VENDOR_4_TAG_URL should be "//www.googleadservices.com/pagead/conversion.js"
      ii. VENDOR_4_TAG_TYPE should be "js"
3. Save changes to VisitorSplit.js as this is now complete.

Your Pages

1. Now that VistorSplit.js is complete we need to update each of your pages to do several things:
   a. Include the VisitorSplit.js file
   b. Include all additional required parts of the tag from the 3 different vendors that will be executed if that vendor is selected.
2. To include VisitorSplit.js, ensure that the updated file is available on your web server and add it to your HTML in the usual way, for example through a TMS or at the end of your <body> tag.
3. Now we need to add in the additional required parts of the tag from the 3 different vendors
   a. Criteo
      i. Insert the Criteo snippet after the VisitorSplit.js tag.
      ii. For example, on the product page:

```
<script type="text/javascript" src="VisitorSplit.js"></script>
<script type="text/javascript">
      window.criteo_q = window.criteo_q || [];
      window.criteo_q.push(
            { account: 1234, event: 'setAccount' },
            { event: 'viewItem', item: 567890 }
      );
</script>
```

b. Sociomantic
    i.   Insert the Sociomantic snippet before the VisitorSplit.js tag.
    ii. For example, on the product page:

```
<script type="text/javascript">
    var product = {
        identifier: 564890
    };
</script>
<script type="text/javascript" src="VisitorSplit.js"></script>
```

c. Google
    i.   Insert the Google snippet before the VisitorSplit.js tag.
    ii. For example on the product page:

```
<script type="text/javascript">
        var google_tag_params = {
                ecomm_prodid: '564890',
        };
</script>
<script type="text/javascript">
        /* <![CDATA[ */
        var google_conversion_id = 123456789;
        var google_conversion_label = "abcDeFghIjKlmnoP1rs";
        var google_custom_params = window.google_tag_params;
        var google_remarketing_only = true;
        /* ]]> */
</script>
<script type="text/javascript" src="VisitorSplit.js"></script>
```