# Visitor Split - for remarketing head-to-head tests

Would you like to compare remarketing vendors?

You can - by allocating site visitors to different vendors - then monitoring each vendor’s performance.

Google provided Javascript code does this.

Download [VisitorSplit.js](https://x20web.corp.google.com/~amitsingh/clients/VisitorSplit/VisitorSplit.js), and modify it based on examples below.

Your best next step is to review the Simple Example below. Further down, a complex example, is also provided.

A javascript programmer will require 10 hours for project execution.

VisitorSplit.js is installed on page, before closing </body> tag

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| --- |
| <script type="text/javascript" src="/Visitorsplit.js"></script>  </body> |

**Simple Example - Google vs Criteo, 50:50 test. 3 Step process**

**Step 1** - Google code is divided - some left-behind on original page, and some moved to VisitorSlit.js.

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| <!-- Google -->  <script type="text/javascript">  <!-- Google Code for Smart Pixel List Remarketing List -->  /\* <![CDATA[ \*/var google\_conversion\_id = 999538011;  var google\_conversion\_language = "en";  var google\_conversion\_format = "3";  var google\_conversion\_color = "666666";  var google\_conversion\_label = "WPPwCImn7gIQ3\_rO3AM";  var google\_conversion\_value = 0;  </script>  <script type="text/javascript" src="http://www.googleadservices.com/pagead/conversion.js">  </script>  ~~<noscript>~~  ~~<div style="display:inline;">~~  ~~<img height="1" width="1" style="border-style:none;" alt="" src="http://www.googleadservices.com/pagead/conversion/999538015/?label=WPPwCImn7gIQ3\_rO3AM&amp;guid=ON&amp;script=0"/>~~  ~~</div>~~  ~~</noscript>~~  Legend: ~~Scratch~~ is deleted, red moved to VisitorSplit.js, and blue stays on page |

Notes:

1. JavaScript variable initialization stays on page.

2. conversion.js call is moved to VisitorSplit.js

3. <noscript> tag moved-out. Note: solution only works for Javascript enabled browsers.

**Step 2** - Criteo code is divided - some left-behind on original page, and some moved to VisitorSlit.js.

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| Legend: ~~Scratch~~ is deleted, red moved to VisitorSplit.js, and blue stays on page  <!-- Criteo -->  ~~<script type="text/javascript">~~  ~~(function(){~~  ~~var loadAsync = function () {~~  ~~var script = document.createElement('script');~~  ~~script.type = 'text/javascript';~~  ~~script.src = "~~http://r.bstatic.com/static/js/criteo\_ld\_min.1993.js~~";~~  ~~document.getElementsByTagName('head')[0].appendChild(script);~~  ~~};~~  ~~if(window.addEventListener){~~  ~~window.addEventListener('load', loadAsync, false);~~  ~~} else {~~  ~~window.attachEvent('onload', loadAsync)~~  ~~}~~  ~~})();~~  ~~</script>~~  <div id="cto\_se\_7714576\_ac" style="display:none">  <div class="ctoWidgetServer">http://booking.widget.criteo.com/pac/</div>  <div class="ctoDataType">sendEvent</div>  <div class="ctoParams">wi=7714576&pt1=4&acdc=1&din=2012-05-31&dout=2012-06-01&si=0</div>  </div> |

Notes

1. Javascript library call criteo\_ld\_min.1993.js moved outside page to VisitorSplit.js.

**Step 3** - VisitorSplit.js - add Google and Criteo codes, configure 50:50 test

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| <!-- VisitorSplit.js -->  var GROUP\_1\_VENDORS = [1];  var GROUP\_1\_PERCENT = 50;  var GROUP\_2\_VENDORS = [2];  var GROUP\_2\_PERCENT = 50;  // VENDOR 1 - Google  var VENDOR\_1\_TAG\_URL = "//www.googleadservices.com/pagead/conversion.js";  var VENDOR\_1\_TAG\_TYPE = "js";  // VENDOR 2 - Criteo  var VENDOR\_2\_TAG\_URL = "//r.bstatic.com/static/js/criteo\_ld\_min.1993.js";  var VENDOR\_2\_TAG\_TYPE = "js"; |

Notes

1. GROUP - One or more vendors, grouped-together, and assigned percentage of traffic

2. VENDOR - Different remarketing vendors, e.g. Google, Criteo

3. VENDOR 1 is Google, and VENDOR 2 is Criteo

4. GROUP 1 is assigned VENDOR 1 only i.e. Google only. Similarly GROUP 2 is assigned Criteo only.

5. Javascript library urls intentionally start with ‘//’ and not ‘http’, so browsers switch to ‘https’ as needed.

**Complex Example**

Your situation likely wont need this complexity - example shown, to share extreme possibility.

Comparison between

1. Google Remarketing tag-1 + DoubleClick Floodlight - 30%

2. Google Remarketing tag-2 + Criteo + Montenate - 50%

3. InviteMedia - 20%

We need 3 Groups (30% vs 50% vs 20%) and 7 Vendors.

Note that all groups add to 100%

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| --- |
| <!-- VisitorSplit.js →  var GROUP\_1\_VENDORS = [1,2];  var GROUP\_1\_PERCENT = 30;  var GROUP\_2\_VENDORS = [3,4,5];  var GROUP\_2\_PERCENT = 50;  var GROUP\_2\_VENDORS = [6];  var GROUP\_2\_PERCENT = 20;  // VENDOR 1 - Google-1  var VENDOR\_1\_TAG\_URL = "//www.googleadservices.com/pagead/conversion/999538015/?label=WPPwCImn7gIQ3\_rO3AM&amp;guid=ON&amp;script=0";  var VENDOR\_1\_TAG\_TYPE = "img";  // VENDOR 2 - DoubleClick Floodlight  var VENDOR\_2\_TAG\_URL = "//fls.doubleclick.net/activityi;src=3254838;type=visit825;cat=visit186;u=975773712;qty=1;cost=199.90;u3=NA;u2=unknown;u5=NA;u4=NA;u7=NA;u6=NA;u9=0.00;;u1=Tonis de Corrida Performance;ord=399451157";  var VENDOR\_2\_TAG\_TYPE = "iframe";  // VENDOR 3 - Google-2  var VENDOR\_3\_TAG\_URL = "//www.googleadservices.com/pagead/conversion/999538016/?label=WPPwCImn7gIQ3\_rO3AM&amp;guid=ON&amp;script=0";  var VENDOR\_3\_TAG\_TYPE = "img";  // VENDOR 4 - Criteo (function call)  var VENDOR\_4\_TAG\_URL = "CRITEO.Load(document.location.protocol+'//dis.us.criteo.com/dis/dis.aspx?')";  var VENDOR\_4\_TAG\_TYPE = "jsFunction";  // VENDOR 5 - Montenate  var VENDOR\_5\_TAG\_URL = "//b.monetate.net/js/1/a-f44145b4/p/www.backcountry.com/" + Math.floor((monetateT + 1118388) / 3600000) + "/g"; //Dynamic urls allowed  var VENDOR\_5\_TAG\_TYPE = "js";  // VENDOR 6 - InviteMedia  var VENDOR\_6\_TAG\_URL = "//http://segment-pixel.invitemedia.com/pixel?pixelID=110417&partnerID=14&clientID=6125&key=segment&returnType=js";  var VENDOR\_6\_TAG\_TYPE = "js"; |
| Note:  1. Multiple codes from same vendor, e.g. Google, will require configuring final pixel url, and not calling javascript library.  And the original page containing codes will look like this   |  | | --- | | <!-- Google-1 - all code moved out -->  <!-- DoubleClick Floodlight - no remainder code -->  <!-- Google-2 - all code moved out -->  <!-- Criteo (Note: params being initialized) -->  <div id="cto\_se\_7714576\_ac" style="display:none">  <div class="ctoWidgetServer">http://booking.widget.criteo.com/pac/</div>  <div class="ctoDataType">sendEvent</div>  <div class="ctoParams">wi=7714576&dr=0&ui\_a=1&ui\_b=1&ui\_c=-1&ui\_d=A&ui\_e=1&ui\_f=0&ui\_g=3&pt1=3&si=0&i1=25294&i2=55890&i3=78912</div>  </div>  <!-- Montenate -->  <script type="text/javascript">  var monetateT = new Date().getTime();  </script>  <!-- InviteMedia - no code left after img tag moved out --> | |
| **After test, going back to original code** |

You can easily go back to original. Remove javascript inclusion of VisitorSplit.js, and assemble code-parts together onto original page. Multiple vendor-codes can be simultaneously included on page.