



# Oracle Commerce (ATG) Integration Guide

Version 1.0

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## Legal notes

- Tealium iQ is a trademark of Tealium
- Oracle Commerce, previously known as Oracle ATG, is a registered trademark of Oracle Corporation
- Oracle Java is a registered trademark of Oracle Corporation

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## Introduction

Oracle Commerce's Tealium module is designed to help you integrate Tealium iQ tag management within your Oracle Commerce solution. Using this module, you will be able to place Tealium JavaScript tags on your JSP pages without writing your own solution from scratch.

### Who should read this document

This document is for developers who need to integrate Tealium iQ tag management within an Oracle Commerce-based e-commerce site. Please note that you should be familiar with Oracle Commerce product core and its ecommerce functionality. If you are not familiar with Oracle Commerce, please read the Oracle Commerce Platform Developer Guide and the Oracle Commerce Developer Guide documents provided with your Oracle Commerce distribution package.

### Compatibility notes

The Oracle Commerce Tealium module is compatible with all versions from Oracle ATG 9 to Oracle Commerce 11, including all minor releases.

## Integration guide

### Installation instructions

The Tealium module is distributed as a packaged file in ZIP or tar.bz2 format. To install the module, unpack the contents of **atg-tealium-module.zip** or **atg-tealium-module.tar.bz2** into the Oracle Commerce installation directory, which should point to `DYNAMO_ROOT` environment variable. API documentation of this document in Javadoc format is provided separately.

Make sure that Oracle Commerce is properly installed on your operating system and all necessary environmental variables are set. If not, follow the Oracle Commerce platform installation instructions, which are provided by Oracle Corporation.

For example:

- On Microsoft Windows open **atg-tealium-module.zip** in Microsoft Internet Explorer, copy the Tealium folder and paste it into the Oracle Commerce installation directory, i.e., `%DYNAMO_ROOT%`
- On GNU/Linux you can use following command:

```
tar -xjf atg-tealium-module.tar.bz2 ${DYNAMO_ROOT}
```

## Configuration options

The Tealium configuration contains the following settings:

- **enabled** – a Boolean that allows enabling or completely disabling generation of all Tealium tags, the default value is true. This is optional
- **tealiumCDN** – a string value that points to the Tealium URI, do not specify it unless you need a special value, provided to you by Tealium iQ support
- **accountName** – a string value that represents your Tealium account name, this is required
- **profileName** – a string value that represents your Tealium profile name, this is required
- **environmentName** – a string value that represents your Tealium environment name, this is required
- **utagSyncEnabled** – an optional setting that allows enabling or completely disabling generation of the Tealium `utag.sync.js` script, by default set to true
- **allowCustomUDO** – allows generation of custom UDO options, reserved for the future uses, not required

## Module contents

The distribution package adds the following module folders into your Oracle Commerce installation directory:

```
Tealium\  
Tealium\eCommerce\config  
    Tealium\eCommerce\config  
        Tealium\eCommerce\config\config.jar  
Tealium\eCommerce\lib  
    Tealium\eCommerce\lib\classes.jar  
    Tealium\eCommerce\lib\commons-lang3-3.2.1.jar  
    Tealium\eCommerce\lib\guava-16.0.1.jar  
    Tealium\eCommerce\lib\tealium_udo_helper_1_2_0.jar  
Tealium\eCommerce  
    Tealium\eCommerce\META-INF  
    Tealium\eCommerce\META-INF\MANIFEST.MF  
Tealium\META-INF  
    Tealium\META-INF\MANIFEST.MF
```

## Tealium droplets

To render Tealium tags on your web site's frontend, you need to insert the Tealium droplet into the frontend JSP files. These droplets will generate the JavaScript tags required by Tealium's tag

management back-end system. You can put those droplets' code in the main application header block JSP, or directly in the page block, depending on your application. With Oracle Commerce CRS 11, you can use the following:

**%DYNAMO\_ROOT%\CommerceReferenceStore\Store\Storefront\j2ee-apps\Storefront\store.war\includes\pageStart.jsp** file for this purpose.

### Using Tealium droplets

You can find the Tealium droplet specifications below:

#### **/tealium/droplet/UtagSyncDroplet**

Renders the Tealium utag sync tags into the page. Be aware that this droplet must be used in <head> HTML section.

##### Example:

```
<%-- Serve the Tealium eCommerce utagsync script --%>
<dsp:droplet name="/tealium/droplet/UtagSyncDroplet">
</dsp:droplet>
```

Generates the following tag:

```
<script type='text/javascript'
src='//tags.tiqcdn.com/utag/account/profile/environment/utag
.sync.js'></script>
```

#### **/tealium/droplet/GenericPageDroplet**

Generates Tealium script for the generic (unknown) page type.

##### Parameters:

The generic page droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*
- **language** – *string current site locale*
- **currency** – *string, current site currency*

##### Example:

```
<dsp:droplet name="/tealium/droplet/GenericPageDroplet">
  <dsp:param name="pageName" value="testPage" />
  <dsp:param name="language" value="en_US" />
  <dsp:param name="currency" value="USD" />
</dsp:droplet>
```

Generates the following tags:

```

<script type='text/javascript'>
    var utag_data =
    {
        "site_currency": "USD",
        "site_region": "en",
        "page_type": "generic",
        "page_name": "testPage"
    }
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a="//tags.tiqcdn.com/utag/account/profile/environment/
        /utag.js";
        b=document;c='script';d=b.createElement(c);d.src=a;d.t
        ype='text/java'+c;d.async=true;
        a=b.getElementsByTagName(c)[0];a.parentNode.insertBefo
        re(d,a);
        })();
</script>

```

#### **/tealium/droplet/HomePageDroplet**

Generates the Tealium script for a home page type.

##### **Parameters:**

The generic home page droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*
- **language** – *string, current site locale*
- **currency** – *string, current site currency*

##### **Example:**

```

<dsp:droplet name="/tealium/droplet/HomePageDroplet">
    <dsp:param name="pageName" value="Home Page" />
    <dsp:param name="language" value="en_US" />
    <dsp:param name="currency" value="USD" />
</dsp:droplet>

```

Generates the following tags:

```

<script type='text/javascript'>
    var utag_data =
    {
        "site_currency": "USD",
        "site_region": "en_US",

```

```

        "page_type": "home",
        "page_name": "Home Page"
    }
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a="//tags.tiqcdn.com/utag/account/profile/environment/
    utag.js";
        b=document;c='script';d=b.createElement(c);d.src=a;d.t
    ype='text/java'+c;d.async=true;
        a=b.getElementsByTagName(c)[0];a.parentNode.insertBefo
    re(d,a);
        })();
</script>

```

### **/tealium/droplet/CustomerDetailDroplet**

Generates the Tealium tag for an account page type.

#### **Parameters:**

The customer detail droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*
- **language** – *string, current site locale*
- **currency** – *string, current site currency*
- **profile** – *atg.userprofiling.Profile*

#### **Example:**

```

<dsp:droplet name="/tealium/droplet/CustomerDetailDroplet">
    <dsp:param name="pageName" value="myAccountPage" />
    <dsp:param name="language" value="en_US" />
    <dsp:param name="currency" value="USD" />
    <dsp:param name="profile"
bean="/atg/userprofiling/Profile"/>
</dsp:droplet>

```

Generates the following tags:

```

<script type='text/javascript'>
    var utag_data =
    {
        "site_currency": "USD",
        "customer_email": "test@example.com",
        "customer_name": "Test",
    }

```

```

        "site_region": "en_US",
        "gender": "male",
        "page_name": "myAccountPage",
        "customer_type": "",
        "customer_id": "tstUsr"
    }
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a="//tags.tiqcdn.com/utag/account/profile/environment/
/utag.js";
        b=document;c='script';d=b.createElement(c);d.src=a;d.t
ype='text/java'+c;d.async=true;
        a=b.getElementsByTagName(c)[0];a.parentNode.insertBefore(d,a);
    })();
</script>

```

#### **/tealium/droplet/ProductDetailDroplet**

Generates the Tealium tag for a product details page type.

#### **Parameters:**

The product detail droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*
- **language** – *string, current site locale*
- **currency** – *string, current site currency*
- **product** – *atg.repository.RepositoryItem representing the Oracle Commerce catalog product*

#### **Example:**

```

<dsp:importbean bean="/tealium/droplet/ProductDetailDroplet"
/>

<dsp:droplet name="/atg/commerce/catalog/ProductLookup">
    <dsp:param name="id" param="productId" />
    <dsp:oparam name="output">
        <dsp:droplet name="ProductDetailDroplet">
            <dsp:param name="pageName" value="Product
Page" />
            <dsp:param name="language" value="en_US" />
            <dsp:param name="currency" value="USD" />

```



```

        <dsp:param name="product" param="element"
    />

    </dsp:droplet>

</dsp:oparam>

```

```
</dsp:droplet>
```

Generates the following tags:

```

<script type='text/javascript'>
    var utag_data =
    {
        "page_category_name": "",
        "page_subcategory_name": "",
        "product_id": [ "TP0" ],
        "product_name": [ "TestsProduct" ],
        "site_region": "en_US",
        "page_section_name": "",
        "product_unit_price": [ "10.0,20.0" ],
        "product_category": [ "Test0,Test1" ],
        "site_currency": "USD",
        "product_sku": [ "TSKU0,TSKU1" ],
        "product_brand": [ "TestBrand" ],
        "page_type": "product",
        "page_name": "Test Product",
        "product_list_price": [ "10.0" ]
    }
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a='//tags.tiqcdn.com/utag/account/profile/environment/
utag.js';
        b=document;c='script';d=b.createElement(c);d.src=a;d.t
ype='text/java'+c;d.async=true;
        a=b.getElementsByTagName(c)[0];a.parentNode.insertBefore(d,a);
    })();
</script>

```

#### **/tealium/droplet/CategoryPageDroplet**

Generates the Tealium tags for a browse category content page type.

##### **Parameters:**

The category page droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*

- **language** – *string, current site locale*
- **currency** – *string, current site currency*
- **category** – *atg.repository.RepositoryItem representing the Oracle Commerce catalog category*

Example:

```
<dsp:droplet name="/atg/commerce/catalog/CategoryLookup">
    <dsp:param name="id" param="categoryId" />
    <dsp:oparam name="output">
        <dsp:droplet
name="/tealium/droplet/CategoryPageDroplet">
            <dsp:param name="category" param="element"
/>
            <dsp:param name="pageName"
value="categoryPage" />
            <dsp:param name="language" value="en_US" />
            <dsp:param name="currency" value="USD" />
        </dsp:droplet>
    </dsp:oparam>
</dsp:droplet>
```

Generates the following tags:

```
<script type='text/javascript'>
    var utag_data =
    {
        "page_category_name": "TestCat0",
        "page_subcategory_name": "",
        "site_currency": "USD",
        "site_region": "en_US",
        "page_type": "product",
        "page_section_name": "",
        "page_name": "Category Page"
    }
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a="//tags.tiqcdn.com/utag/account/profile/environment/
utag.js";
        b=document;c='script';d=b.createElement(c);d.src=a;d.t
```

```

ype='text/java'+c;d.async=true;
    a=b.getElementsByTagName(c)[0];a.parentNode.insertBefore(d,a);
    })();
</script>

```

### **/tealium/droplet/ShoppingCartDroplet**

Generates the Tealium tags for the basket page type.

#### **Parameters:**

The shopping cart droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*
- **language** – *string, current site locale*
- **currency** – *string, current site currency*
- **shoppingCart** – *atg.commerce.order.OrderHolder Oracle Commerce shopping cart component*

#### **Example:**

```
<dsp:importbean bean="/tealium/droplet/ShoppingCartDroplet"
/>
```

```

    <dsp:droplet name="ShoppingCardDroplet">
        <dsp:param name="pageName" value="basket" />
        <dsp:param name="language" value="en_US" />
        <dsp:param name="currency" value="USD" />
        <dsp:param name="shoppingCard"
bean="/atg/commerce/ShoppingCart" />
    </dsp:droplet>

```

#### **Generates the following tags:**

```

<script type='text/javascript'>
    var utag_data =
{
    "product_category":["TestCat","TestCat"],
    "product_id":["TP0","TP0"],
    "product_unit_price":["100.0","200.0"],
    "product_sku":["TSKU0","TSKU1"],
    "site_currency":"USD",
    "product_name":["TestSKU0","TestSKU1"],
    "product_quantity":["1","2"],
    "product_brand":["TestBrand","TestBrand"],

```

```

        "site_region":"en",
        "cart_total":"560.0",
        "page_type":"checkout",
        "page_name":"ShoppingCard",
        "product_list_price":["100.0","400.0"]
    }
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a='//tags.tiqcdn.com/utag/account/profile/environment/
utag.js';
        b=document;c='script';d=b.createElement(c);d.src=a;d.t
ype='text/java'+c;d.async=true;
        a=b.getElementsByTagName(c)[0];a.parentNode.insertBefo
re(d,a);
    })();
</script>

```

### **/tealium/droplet/OrderConfirmationDroplet**

Generates the Tealium tags for the order confirmation page type.

#### **Parameters:**

The order confirmation droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*
- **language** – *string, current site locale*
- **currency** – *string, current site currency*
- **order** – *atg.commerce.order.Order, Oracle Commerce order bean*

The following is optional:

- **userEmail** – *string, customer email*

#### **Example:**

```

<dsp:getvalueof var="currentProfile"
bean="/atg/userprofiling/Profile"/>

<%-- Handle the guest checkout without email --%>

<dsp:getvalueof var="userEmail" value="unknown"/>

<c:if test="${not currentProfile.transient}">
    <dsp:getvalueof var="userEmail"
value="${currentProfile.email}" />
</c:if>

```

```

<dsp:droplet
name="/tealium/droplet/OrderConfirmationDroplet">

    <dsp:param name="pageName" value="orderConfirmation"
/>

    <dsp:param name="language" value="en_US" />
    <dsp:param name="currency" value="USD" />

    <dsp:param name="order"
bean="/atg/commerce/ShoppingCart.current" />

    <dsp:param name="userEmail" value="{userEmail}" />
</dsp:droplet>

```

Generates the following tags:

```

<script type='text/javascript'>
    var utag_data =
{
    "order_total":"560.0",
    "order_currency":"USD",
    "order_shipping":"10.0",
    "product_id":["TP0","TP0"],
    "order_payment_type":"Debit card",
    "product_name":["TestSKU0","TestSKU1"],
    "product_quantity":["1","2"],
    "customer_email":"test@example.com",
    "site_region":"en",
    "order_id":"TSTORD1",
    "order_subtotal":"610.0",
    "order_tax":"100.0",
    "product_category":["TestCat","TestCat"],
    "product_unit_price":["100.0","200.0"],
    "product_sku":["TSKU0","TSKU1"],
    "site_currency":"USD",
    "product_brand":["TestBrand","TestBrand"],
    "page_type":"checkout",
    "page_name":"Order Confirmation",
    "product_list_price":["100.0","400.0"],
    "order_discount":"100.0",
    "product_discount":["0.0","50.0"],
    "customer_id":"testuser"
}
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a="//tags.tiqcdn.com/utag/account/profile/environment/

```

```

utag.js';
    b=document;c='script';d=b.createElement(c);d.src=a;d.t
ype='text/java'+c;d.async=true;
    a=b.getElementsByTagName(c)[0];a.parentNode.insertBefo
re(d,a);
    })();
</script>

```

### **/tealium/droplet/SearchResultsDroplet**

Generates the Tealium tags for the search results page type.

#### **Parameters:**

The search results droplet requires the following parameters from the page:

- **pageName** – *string, name of the page*
- **language** – *string, current site locale*
- **currency** – *string, current site currency*
- **searchKeyword** - *string, keyword used for searching*
- **totalResultsNumber** – *string, with digital value - total number of search results*

#### **Example:**

```

<dsp:droplet name="/tealium/droplet/SearchResultsDroplet">
    <dsp:param name="pageName" value="Search Results" />
    <dsp:param name="language" value="en_US" />
    <dsp:param name="currency" value="USD" />
    <dsp:param name="searchKeyword" param="question" />
    <dsp:param name="totalResultsNumber"
param="resultsCount" />
</dsp:droplet>

```

Generates the following tags:

```

<script type='text/javascript'>
    var utag_data =
{
    "site_currency":"USD",
    "site_region":"en",
    "page_type":"search",
    "page_name":"Search Results",
    "search_results":"2",
    "search_keyword":"test"

```

```

    }
</script>
<script type='text/javascript'>
    (function(a,b,c,d){
        a='//tags.tiqcdn.com/utag/account/profile/environment/
utag.js';
        b=document;c='script';d=b.createElement(c);d.src=a;d.t
ype='text/java'+c;d.async=true;
        a=b.getElementsByTagName(c)[0];a.parentNode.insertBefore(d,a);
    })();
</script>

```

## Extending Tealium tags generation

If you need to extend the Tealium scripts generation according to your specific application, for example when you have a customized catalog structure, then follow the instructions below.

The Tealium droplets do not generate scripts themselves. Generation is done by the **/tealium/connector/DataConverter** component. If you need to change a Tealium script, you should extend the `com.tealium.connector.DataConverter` class, fulfill the `com.tealium.util.udohelpers.UDO` class, and then call `getTealiumHelper().outputFullHtml`.

Then redefine the **/tealium/connector/DataConverter** with the new class, as with any other Oracle Commerce component.

For example, if you wanted to generate the default site currency and default site language instead of transferring it from a JSP page each time, you would need to write the following code:

```

package com.tealium.connector;

import com.tealium.util.udohelpers.TealiumHelper;

import
com.tealium.util.udohelpers.TealiumHelper.PrebuiltUDOPageTypes;

import com.tealium.util.udohelpers.UDO;

public class MyTealiumDataConverter extends DataConverter {
    private String defaultCurrency;
    private String defaultLanguage;

    @Override

    public String getGenericPageScript(String pageName, String
currency,
        String language) {
        -if (getConfiguration().isEnabled()) {

```

```

        try {
            UDO udo =
setupUDO(PrebuiltUDOPageTypes.HOME,
            pageName,
                getDefaultCurrency(),
                getDefaultLanguage());
            udo.setValue(
                TealiumHelper.HomePageUDO.PredefinedU
                DOFields.PAGE_TYPE,
                "generic");

            return
getTealiumHelper().outputFullHtml(udo);
        } catch (Exception exc) {
            return getExceptionString(exc);
        }
    } else {
        return "";
    }
}

public String getDefaultCurrency() {
    return defaultCurrency;
}

public void setDefaultCurrency(String defaultCurrency) {
    this.defaultCurrency = defaultCurrency;
}

public String getDefaultLanguage() {
    return defaultLanguage;
}

public void setDefaultLanguage(String defaultLanguage) {
    this.defaultLanguage = defaultLanguage;
}
}

```



```
}
```

And the bean configuration property file property would look like this:

```
# /tealium/connector/DataConverter  
$class=com.tealium.connector.MyTealiumDataConverter  
defaultCurrency=USD  
defaultLanguage=en_US
```



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