



Sportradar Integration Information

Sportradar code helps advertisers better reaching their intended audience and measuring the success of their advertising campaigns they are running through Sportradar Technology.

Advertisers that use Sportradar Tag Manager Code must:

- ✦ Publish on your website a privacy policy that includes:
 - ✦ A clear and appropriate description of how data may be used on your website;
 - ✦ A message that third-parties, including Sportradar, may place and use the code on your website to show interest-based ads to your visitors on sites across the Internet; and
 - ✦ Information about how a visitor to your website can opt out of receiving interest- based ads from Sportradar by visiting the relevant Sportradar Advertising Preferences.
- ✦ Obtain your visitors' consent and/or satisfy such other applicable legal requirements for the use of pixels by third parties, including Sportradar and its Affiliates.
- ✦ Not collect or pass to Sportradar any personally identifiable information through the code, including but not limited to, names, email addresses, and telephone numbers.
- ✦ Not use any code provided by Sportradar on any site, app or service directed to people under age 18 (or the age defined by applicable law), or which collect or solicit information from people under age 18 (or the age defined by applicable law).
- ✦ Not use any code provided by Sportradar to reach audiences based on sensitive personal information, as defined by applicable law, including but not limited to based on financial status or health / medical information.

In order for the Sportradar Platform and the bidding algorithms to optimize for best campaign performance, it is required to include Sportradar Tag Manager within the operators funnel.



Sportradar Tag Manager Tracking Funnel

To be able to run performance-based advertising Sportradar needs to track different signals/events within the user funnel.

The java script events for the integration:

1. **Sportradar Tag Manager** implemented and triggered **on every page** of the betting operator platform (including promotion/landing pages of the creatives).
2. **Registration Start Event** implemented and triggered by the betting operator platform.
3. **Registration Finished Event** implemented and triggered by the betting operator platform.
4. **Login Event** implemented and triggered by the betting operator platform.
5. **First Time Deposit Event** implemented and triggered by the betting operator platform.
6. **Recurring Deposit Event** implemented and triggered by the betting operator platform.
7. **Bet Placed Event** implemented and triggered by the betting operator platform.
8. **Retargeting Event** implemented and triggered by the betting operator platform.
9. **Bet Slip Event** implemented and triggered by the betting operator platform.



The Funnel explanation and how to trigger the Sportradar Tracking Events?

1. As the **Tag Manager** is loaded/triggered on every page of the website (including promotion/landing pages of the creatives), Sportradar automatically triggers page view event and builds run of site audience.

To implement the Sportradar Tag Manager on your website copy following JavaScript code and paste it as close to the opening <head> tag as possible on every page of your website, replacing UNIQUE Client ID **which will be provided by Sportradar**.

Feel free to use Google Tag Manager for this integration instead of implementing the code in the head of your website, if it is better for your platform. Our code is tested and approved for the integration through Google Tag Manager.

```
<script>
(function (a, b, c, d, e, f) {
  a[e] = a[e] || [];
  a.x = b.createElement(c);
  a.y = b.getElementsByTagName(c)[0];
  x.src = d + "?id=" + f;
  x.setAttribute("data-srtmn", e);
  y.parentNode.insertBefore(x, y);
})(
  window,
  document,
  "script",
  "https://tm.ads.sportradar.com/dist/tag-manager.js",
  "srtmCommands",
  "UNIQUE Client ID"
);</script>
```



2. Please trigger the **Registration Start event** as the user starts filling out some registration form (after he typed in name or having some interaction with your registration form) if possible, it should not be triggered just on visiting the registration page. If the entering the registration page is the only one solution you have, please proceed like that.

```
<script>
srtmCommands.push({
  event: "track.user.registration",
  payload: { action: "start" },
});
</script>
```

3. Immediately as the user finishes the registration on the page, please trigger the **Registration Finished event** with the player/user ID on it.

```
<script>
srtmCommands.push({
  event:
"track.user.registration",
  payload: { action: "complete",
userId: "" },
});
</script>
```

4. After the successful Login, please trigger the **Login event** with the player/user ID on it.

```
<script>
srtmCommands.push({
  event: "track.user.login",
  payload: { action: "complete",
userId: "" },
});
</script>
```

"x": 21.39

"dir": 68%

5. Immediately as the user finish the first time deposit on the page, please trigger the **First Time Deposit event** with the player/user ID, transactionId, amount, currency on it.

```
<script>
srtmCommands.push({
  event: "track.betting.deposit",
  payload: {
    action: "created",
    label: "first_deposit",
    userId: "",
    transactionId: "",
    amount: "",
    currency: "",
  },
});
</script>
```

6. Immediately as the user finish the recurring deposit on the page, please trigger the **Recurring Deposit event** with the player/user ID, transactionId, amount, currency on it.

```
<script>
srtmCommands.push({
  event: "track.betting.deposit",
  payload: {
    action: "created",
    userId: "",
    transactionId: "",
    amount: "",
    currency: "",
  },
});
</script>
```

"x": 21.39

"dir": 68%

7. Immediately as the user spends money on the casino game or places a bet slip ticket, please trigger the **Bet Placed event** with parameter listed below.

```
<script>
srtmCommands.push({
  event: "track.betting.betPlaced",
  payload: {
    userId: "",
    transactionId: "",
    amount: "",
    currency: "",
    contentIds: [""],
  },
});
</script>
```

"x": 21.39

"dir": 68%

8. Immediately as the user **visits a specific match page**, please trigger the **Retargeting event** with parameter listed below. **(for Sports)**

```
<script>
srtmCommands.push({
  event: "srt.retargeting",
  payload: {
    sportsEvent: {
      match_id: "",
      sr_match_id: "",
      team_home_name: "",
      team_home_name_short: "",
      team_home_logo: "",
      team_away_name: "",
      team_away_name_short: "",
      team_away_logo: "",
      scheduled: "",
      status: "",
      tournament_name: "",
      sport: "",
      odds_home: "",
      odds_draw: "",
      odds_away: "",
      language: "",
    },
  },
});
</script>
```

"x": 21.39

"dir": 68%

8. Immediately as the user **opens/visits a specific casino game**, please trigger the **Retargeting event** with parameter listed below. **(for Casino)**

```
<script>
srtmCommands.push({
  event: "srt.retargeting",
  payload: {
    casinoEvent: {
      game: {
        id: "",
        name: "",
        category: "",
        image: " ",
        provider: {
          id: "",
          game: "",
        },
      },
    },
    event: {
      type: "page_view",
    },
    version: "1-0-0",
  },
});
</script>
```




9. Immediately as the user **selects a casino game for playing it**, please trigger the **Bet Slip event** with parameter listed below. **(for Casino)**

```
<script>
srtmCommands.push({
  event: "srt.betslip",
  payload: {
    casinoEvent: {
      game: {
        id: "",
        name: "",
        category: "",
        image: " ",
        provider: {
          id: "",
          game: "",
        },
      },
    },
    event: {
      type: "page_view",
    },
    version: "1-0-0",
  },
});
</script>
```



"x": 21.39

"dir": 68%

9. Immediately as the user **adds a match to the bet slip**, please trigger the **Bet Slip event** with parameter listed below. **(for Sports)**

```
<script>
srtmCommands.push({
  event: "srt.betslip",
  payload: {
    sportsEvent: {
      match_id: "",
      sr_match_id: "",
      team_home_name: "",
      team_home_name_short: "",
      team_home_logo: "",
      team_away_name: "",
      team_away_name_short: "",
      team_away_logo: "",
      scheduled: "",
      status: "",
      tournament_name: "",
      sport: "",
      odds_home: "",
      odds_draw: "",
      odds_away: "",
      language: "",
    },
  },
});
</script>
```



Parameters to be filled out on the Sportradar Tracking Events

Please provide values (dynamically) on the below listed required parameters

depending on the event structure of the registration finished, login, first time deposit, recurring deposit, retargeting, bet slip and bet placed events, specified on the previous documentation pages 4-10.

Sports REQUIRED

- userId: "ID OF SPECIFIC USER"
- contentIds: ["MATCH IDs OR CASINO GAME IDs"]
- match_id: "ID OF A SPECIFIC MATCH"
- team_home_name: "HOME TEAM NAME"
- team_away_name: "AWAY TEAM NAME"
- scheduled: "DATE AND TIME IN FORMAT **ISO 8601**"
- tournament_name: "NAME OF THE TOURNAMENT"
- sport: "NAME OF THE SPORT"
- odds_home: "NUMBER AS STRING"
- odds_draw: " NUMBER AS STRING OR EMPTY STRING IF IMPOSSIBLE"
- odds_away: " NUMBER AS STRING "
- language: "ISO 639-1 STANDARD LANGUAGE CODE"

Casino REQUIRED

- userId: "ID OF SPECIFIC USER"
- contentIds: ["MATCH IDs OR CASINO GAME IDs"]
- id: "ID OF THE GAME"
- name: "NAME OF THE GAME"
- category: "CATEGORY OF THE GAME"
- image: "URL LINK WITH IMAGE OF THE GAME"

_The values need please to be provided without some brackets, or special characters.



On top, please provide **values (dynamically)** on the below **listed optional parameters**

If you are not able to support those optional parameters, please just **leave those EMPTY (DON'T DELETE)** within the specified event script on the previous documentation pages 4-10.

Sports OPTIONAL

- amount: "AMOUNT BEING SPEND OR DEPOSITED"
- currency: "CURRENCY"
- transactionId: "ID OF SPECIFIC TRANSACTION"
- sr_match_id: "IF NOT PRESENT PASS EMPTY STRING"
- team_home_name_short: "SHORT OF HOME TEAM NAME"
- team_home_logo: "URL LINK WITH LOGO OF HOME TEAM"
- team_away_name_short: "SHORT OF AWAY TEAM NAME"
- team_away_logo: "URL LINK WITH LOGO OF AWAY TEAM"
- status: "NOT STARTED; LIVE; CLOSED; POSTPONED; CANCELED"

Casino OPTIONAL

- amount: "AMOUNT BEING SPEND OR DEPOSITED"
- currency: "CURRENCY"
- transactionId: "ID OF SPECIFIC TRANSACTION"

The values need please to be provided without some brackets, or special characters.



EXAMPLE VALUES:

Property name	Entity	Type	Required	Example
userId	event	String	yes	122334455abc
amount	event	Number as String	no	100
currency	event	String	no	EUR
transactionId	event	String	no	1234567890abc
contentIds	event	String	yes	21690068 match or casino game ID
language	event	ISO 639-1 String	yes	en
match_id	event	String	yes	21690068
id (Casino)	event	String	yes	abc1234
name (Casino)	event	String	yes	Cleopatra or 1000 Diamond Bet Roulette
category (Casino)	event	String	yes	Slots, Jackpot, Bingo or an empty string if not available
Image (Casino)	event	String	yes	URL Link with Image of the Casino Game
sr_match_id	event	String	no	sr: match:25407104 or an empty string if not available
team_home_name	team	String	yes	FC Bayern München
team_home_name_short	team	String	no	FCB or an empty string if not available
team_home_logo	team	String	no	https://ls.sr.com/fcb.png or an empty string if not available
team_away_name	team	String	yes	FC Schalke 04
team_away_name_short	team	String	no	S04 or an empty string if not available
team_away_logo	team	String	no	https://ls.sr.com/s04.png or an empty string if not available
		ISO 8601		
scheduled	event	Date as String	yes	2020-09-18T18:30:00+00:00
status	event	String	no	not_started live closed postponed cancelled
tournament_name	event	String	yes	Bundesliga (Germany)
sport	event	String	yes	soccer
odds_home	odds	Number as String	yes	5.750
odds_draw	odds	Number as String	yes	4.750 or an empty string if a draw is not possible
odds_away	odds	Number as String	yes	1.450



Sportradar Tag Manager Code Information

EXAMPLE CODE:

```
<script>
    ;(function (a, b, c, d, e, f) {

a[e]=a[e]||[];a.x=b.createElement(c);a.y=b.getElementsByTagName(c)[0];x.src=d+"?id="+f;x.setAtt
ribute("data-srtmn",e);y.parentNode.insertBefore(x,y);

    }(window, document, "script", "https://tm.ads.sportradar.com/dist/tag-manager.js",
    "srtmCommands", "XXXXXX"));
</script>
```

```
a = window
b = document
c = "script"
d = "https://tm.ads.sportradar.com/dist/tag-manager.js"
e = "srtmCommands"
f = "STM-XXXXXX"
(client ID)
```

Why do we structure it like this?

Just to save some space inside the script for the code not to be too long.

What is our tag manager doing?

The tag manager is creating a dom element "script", with src "https://tm.ads.sportradar.com/dist/tagmanager.js" and the commandsList name inside one data attribute - "srtmCommands"

We create also an array with the name srtmCommands which includes all the commands an „user“ is sending.

As the script is loaded, this array will be processed, it's a buffer.

This is a common workflow for saving space and asynchronous javascript-files loading.



General Information ad:s

We are there for you during our business hours:

*Monday to Thursday: 09:00 - 18:00 CET or on Friday from 09:00 - 17:00 CET Responding
to emergencies outside of our business hours
(Saturday, Sunday, as well as public holidays, or weekdays after 18:00 CET)*

Thank you for your cooperation

Your Sportradar ad:s team