

CONSUMER DATA PLATFORM JS PLAYBOOK

CONFIGURATION & IMPLEMENTATION PROCESS V5.3

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CDP

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How to implement and configure the CDP resources in a website

Goal

The goal of this documentation is to explain how to implement the Consumer Data Platform tags and scripts in a website to start collecting the consumer data coming from page view, page clicks and web forms, with consents for each purpose, following the GDPR requirements.

Requesting Access to CDP

To get access into CDP, send an e-mail to Consumer Data Squad (consumerdatasquad@ab-inbev.com) with subject "**CDP access request**" attaching the [CDP Access Request](#) spreadsheet proper filled.

Roles and Responsibilities

Is up to the zone determine who is responsible to implement all steps of the CDP integration.

Local Solutions are the owners of the process. If your zone works with a draftLine, the draftLine Team can implement all the work requested in this playbook.

If your zone works with a 3rd Party Vendor (agencies or developers), the Local Solutions is responsible to inform the necessary steps to integrate your website with CDP, align timelines and send all the technical documentation (CDP Playbook, customized CDP Tag).

Customizing and Installing CDP JavaScript Tag

In order to collect consumer's digital behavior, we will need install the CDP JS into your Tag Manager platform. This section provides a step-by-step guide on how to generate, customize and install CDP JavaScript using a Tag Manager platform.



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Customizing CDP Tag

The latest version of CDP Tag can be customized and downloaded [here](#). To create a new tag for your website, just click on "Create Tag" and fill out some information in the tag generator. If the tag is already created and you just want to edit, please search for your website on the list. You can filter the list to make your search easier:

Search tags

Zone Country Brand

But, if you want to create a new one, just click on "Create Tag" and follow the instructions below:

- **zone:** first you need to select your zone on the list
- **country:** select your country on the list
- **brand:** we have a list with many brand names suggestion. Please try to find your brand name on the list. If you can't find it hit the button "Contact Us" and send a email to consumerdatasquad@ab-inbev.com and we can create the brand for you in the list.
- **category:** choose the category that describes best your website. The description of each category you can find below:
 - *Beer Brand Website:* for beer brand pages
 - *NAB Brand Website:* for non alcoholic brands (Ex: Pepsi)
 - *Other Brand Website:* for near beer brands (Ex: Skol Beats / Spiked Seltzer);
 - *Institutional Website:* for the institutional ones like ab-inbev.com
 - *Experiential Website:* specific for experiential campaigns
 - *Promotional Website:* for promotional campaigns
 - *Ecommerce*
 - *Loyalty Program*
- **campaignName:** if the website belongs to a specific campaign or is a hot-site, you can inform the campaign name (i.e.: Superbowl 2020, Skol Verão, Bud PL). This field is optional.;



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- **campaignId:** if your campaign has a specific ID, you can inform in this field. Its also optional
- **website URL:** paste the full URL of your website with the slashes. Ex: www.budweiser.com/promotion

After fill all fields the system will automatically generate both tags for you: development tag and production tag. If your website still on development, just download the development version. Otherwise, if the site is live, download the production one.

Javascript Codes

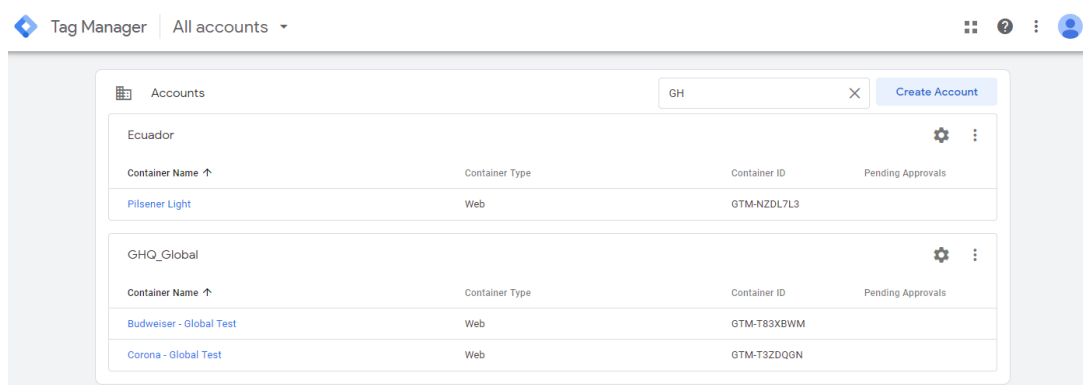
CDP Tag - **Development** Environment

CDP Tag - **Production** Environment

Installing CDP Tag using GTM

To install the CDP Tag properly, follow the steps below:

1. On **Google Tag Manager**, search for your website's **Account** and **Container Name**:



2. On your Container's workspace, select **Tags** menu. The **Tags** screen appears:



Tag Manager | All accounts > GHQ_Global
Budweiser - Global Test

Workspace | Versions | Admin | GTM-T83XBWM | Workspace Changes: 0 | Preview | Submit

CURRENT WORKSPACE
Default Workspace >

Search

Overview
Tags
Triggers
Variables
Folders
Templates

Tags

Name ↑	Type	Firing Triggers	Folder	Last Edited
Analytics - CDP - Global Test	Custom HTML	All Pages	Functional Tags	2 days ago
Analytics - One Trust Consent - Global Test	Custom HTML	All Pages	Functional Tags	2 days ago
Analytics - One Trust Cookie - Global Test	Custom HTML	All Pages	Functional Tags	2 hours ago
Analytics - One Trust Cookie Button - Global Test	Custom HTML	All Pages	Unfiled items	2 hours ago
Performance - GA CPP - Global Test	Custom HTML	All Pages	Performance Tags	2 days ago
Social - Facebook - Global Test	Custom HTML	All Pages	Social Media Tags	2 days ago
Social - LinkedIn - Test Global	LinkedIn Insight	All Pages	Social Media Tags	2 days ago
Targeting - DMP Krux - Global Test	Custom HTML	All Pages	Targeting Tags	8 hours ago

3. On **Tags** menu, click the **New** button:

Tag Manager | All accounts > 1 - GHQ_Global
NAZ - Budweiser - Global Test

Workspace | Versions | Admin | GTM-MG9QJTB | Workspace Changes: 0 | Preview | Submit

CURRENT WORKSPACE
Default Workspace >

Search

Overview
Tags
Triggers
Variables
Folders
Templates

Tags

Name ↑	Type	Firing Triggers	Folder	Last Edited
Functional - CDP - Global Test	Custom HTML	Page View minus Draftline Demo	Functional Tags	6 days ago
Functional - OT Cookie Banner - Global Test	Custom HTML	All Pages	Functional Tags	7 days ago
Functional - OT Universal Consent - Global Test	Custom HTML	Window Loaded	Functional Tags	25 days ago
Performance - GA CPP - Global Test	Custom HTML	All Pages	Performance Tags	25 days ago
Social - Facebook - Global Test	Custom HTML	All Pages	Social Media Tags	25 days ago
Social - LinkedIn - Global Test	LinkedIn Insight	All Pages	Social Media Tags	25 days ago
Targeting - DMP Krux - Global Test	Custom HTML	All Pages	Targeting Tags	25 days ago

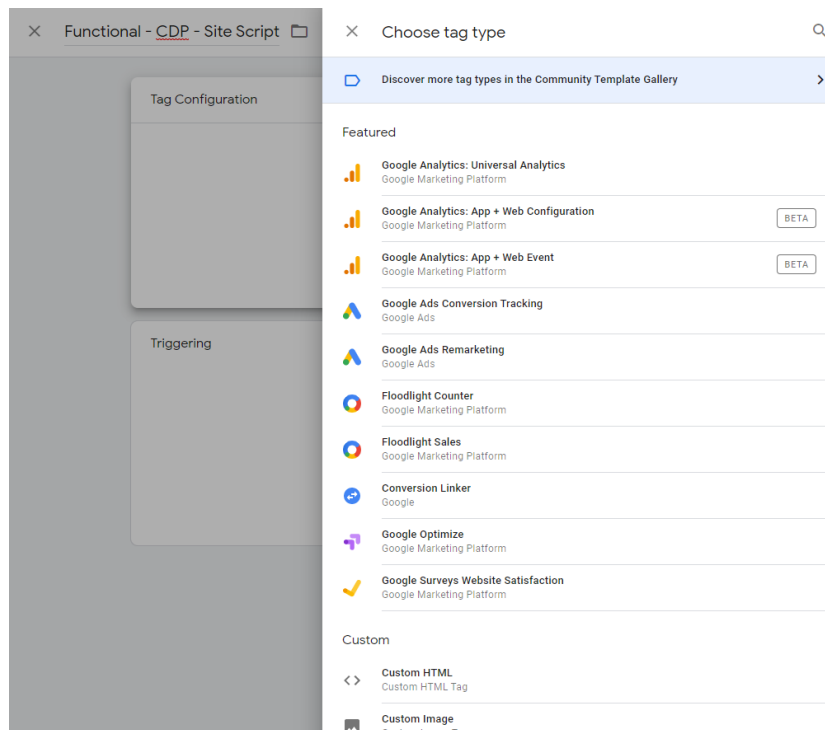
New

4. Change the tag name following Google Tag Manager name convention provided by the Global Team (**Functional – CDP – Site Script**), then click **Tag Configuration** menu. The **tag type** screen appears:

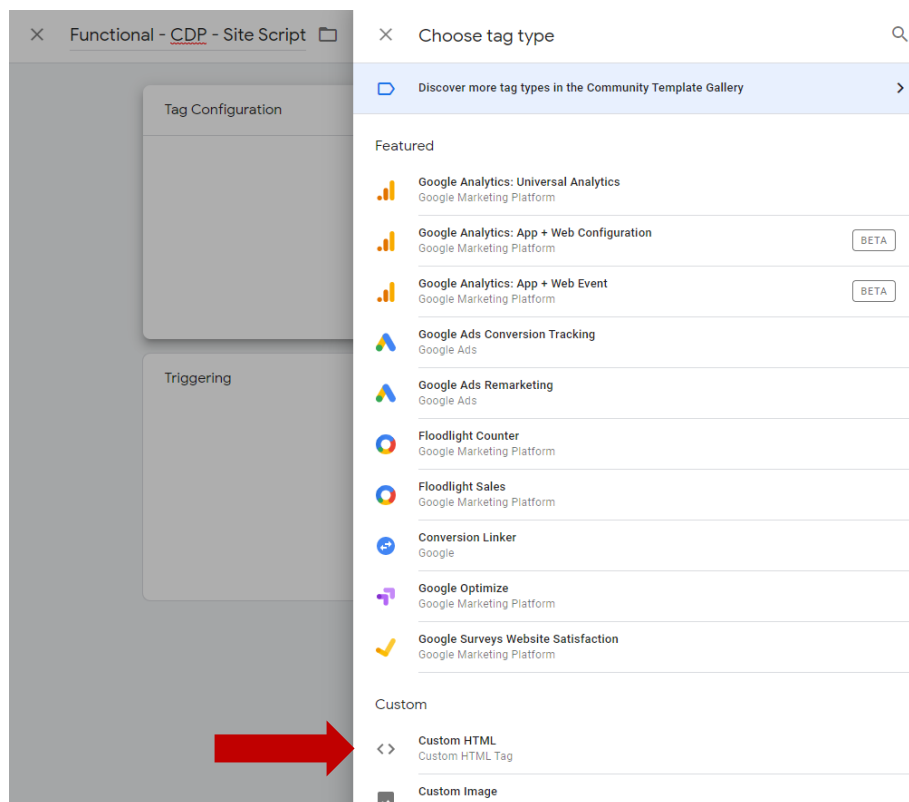


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5. Select **Custom HTML** in the **Custom** section:





6. Paste the previously customized JS script in the HTML field:

Functional - CDP - Site Script

Tag Configuration

Tag Type

<> Custom HTML
Custom HTML Tag

HTML

```
2 function(t,e){if(void 0===e[t]){e[t]=function(){e[t].clients.push(this);this._init=
3 [Array.prototype.slice.call(arguments)],e[t].clients=[];for(var r=function(t){return function(){return
4 this["_"+t]=this["_"+t]||[],this["_"+t].push(Array.prototype.slice.call(arguments)),this}},s=
5 ["blockEvents","unblockEvents","setSignedNode","isSignedNode",
6 "setAnonymousMode","resetUID","addRecord","fetchGlobalID","set","trackEvent","trackPageview","trackClicks"
7 ,"ready"],n=0;n<s.length;n++){var c=s[n];e[t].prototype[c]=r(c)}var
8 o=document.createElement("script");o.type="text/javascript",o.async=!0,o.src=
9 ("https:"===document.location.protocol?"https:":"http:")+"//cdn.treasuredata.com/sdk/2.1/td.min.js";var
10 a=document.getElementsByTagName("script")[0];a.parentNode.insertBefore(o,a)}("Treasure",this);
11
12 /*
13  This is the only section where each website needs customization.
14  All other sections are automatically updated based on this config
15  */
16
17 var tdSettings = {
18   country: "BRA",
19   brand: "BRAHMA",
20 }
```

☒ Support document.write

> Advanced Settings

7. In the **Advanced Settings** menu, make sure CDP tag fires **AFTER** Krux DMP tag, if a Krux DMP tag exists. To do this, when setting up CDP tag, in **Advanced Settings**, click on **Tag Sequencing**, check **Fire a tag before** and select **Krux tag**:

Advanced Settings

Tag firing priority

☐ Enable custom tag firing schedule

☐ Only fire this tag in published containers.

Tag firing options

Once per event

Tag Sequencing

☒ Fire a tag before Functional - CDP - Site Script fires

Setup Tag

Targeting - Krux - Site Script - Control Tag

☐ Don't fire Functional - CDP - Site Script if Targeting - Krux - Site Script - Control Tag fails or is paused

☐ Fire a tag after Functional - CDP - Site Script fires

> Additional Tag Metadata

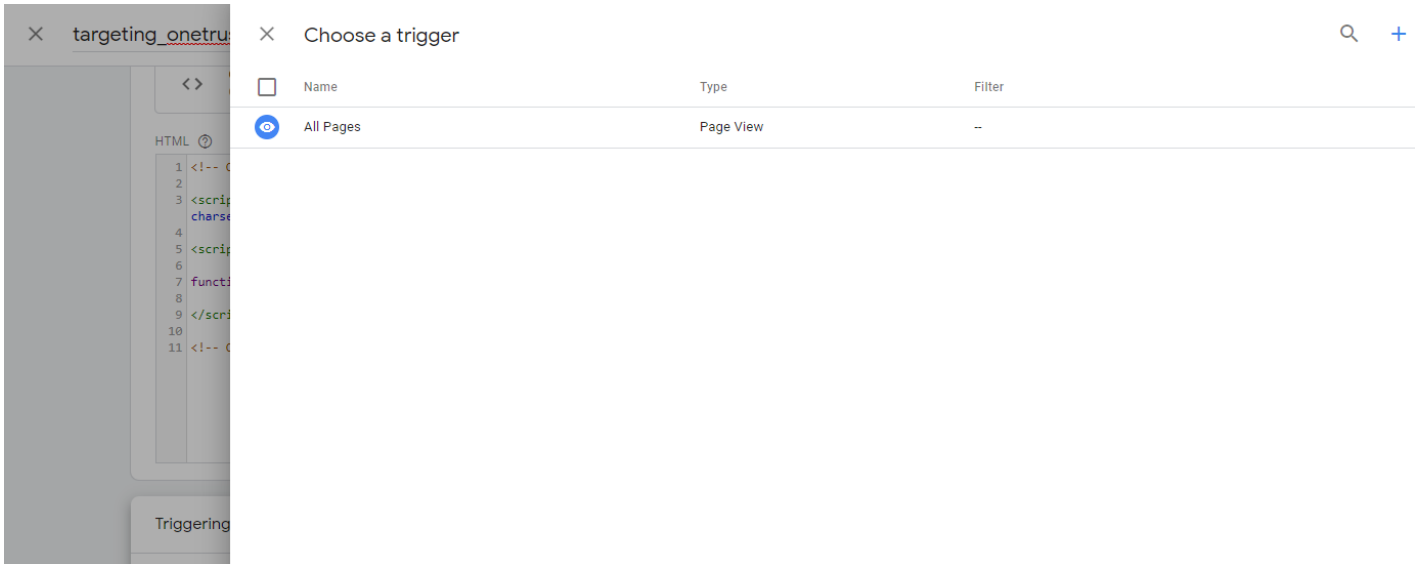
*****Note:** this step is **APPLICABLE ONLY IF** your website have a **Krux DMP Tag**, if NO, you can move to **step 8** directly.



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8. Now, click **Triggering** menu. The **Choose a trigger** menu appears. Select **All Pages**:

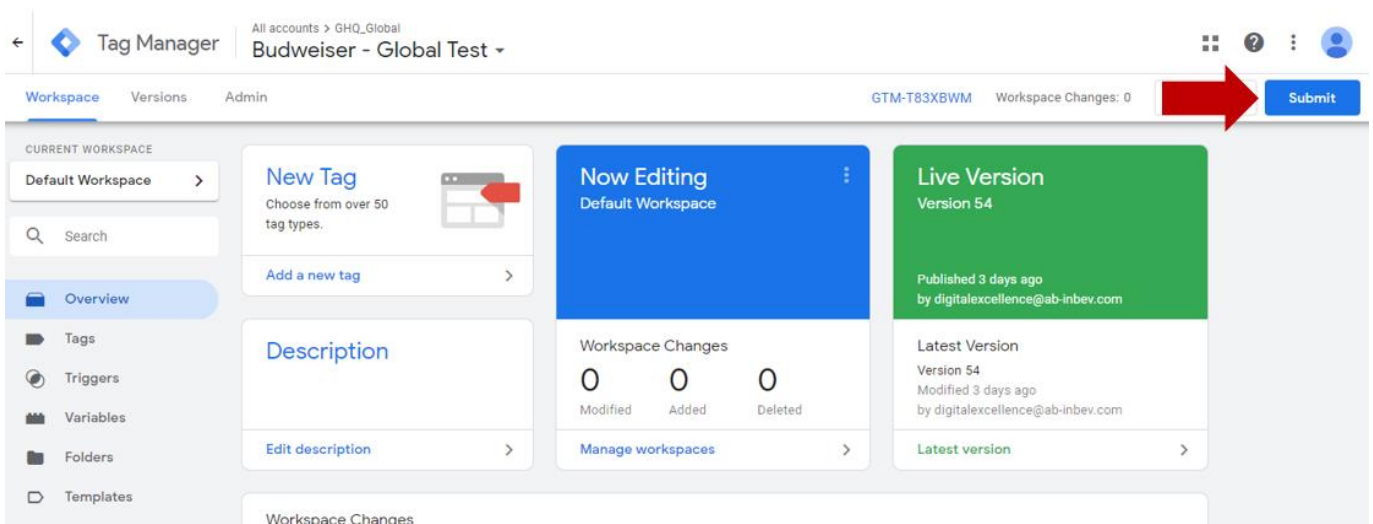


9. Click **Save** Button.

Publishing a new container version:

After installing CDP Tag, you will need publish a new version of your website's container in Google Tag Manager.

1. On Default Workspace screen, click on Submit button. The Submit Changes screen appears:





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2. Fill in the **Version Name** and **Version Description** according **Google Tag Manager governance guide**, then click **Publish** button. The **Container Version Description** screen appears:

Tag Manager Submit Changes Publish

Workspace Versions

CURRENT WORKSPACE

Default Workspace >

Search

Overview

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Submission Configuration

Publish and Create Version
Push changes to your sites

Create Version
Save changes and create a new version

Version Name
OneTrust added version

Version Description
Default Workspace with the latest version of the container's tags plus OneTrust Cookie consent module on Bud Global test website

Publish to Environment
Live

Workspace Changes

3. Fill in the fields with the proper **version name** and **description**, the click **Continue** button:

Container Version Description

Consider adding a short, descriptive name and brief description of the changes in this workspace. This information can be helpful at a later date when looking back at changes to the container.

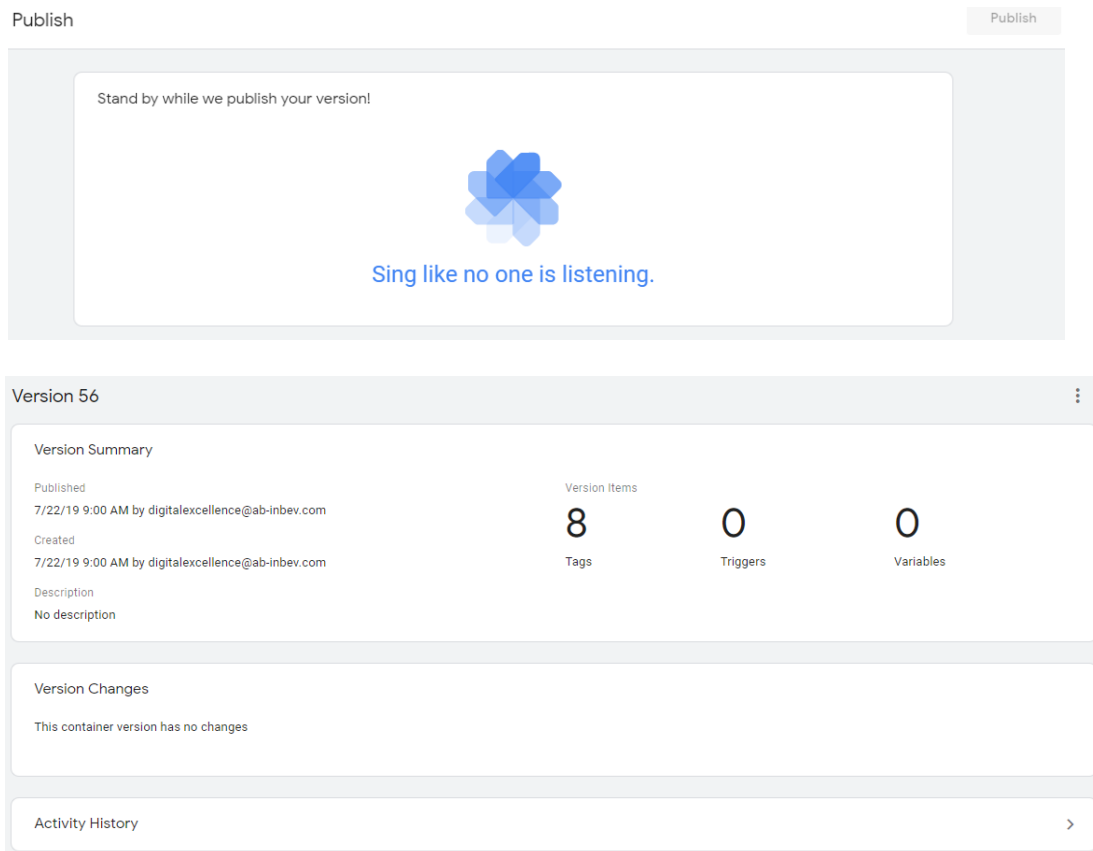
Name
Add a descriptive name

Description
Add a detailed description of the changes

Skip Continue



4. **GTM** will publish a new version:



How to confirm CDP Tag is working

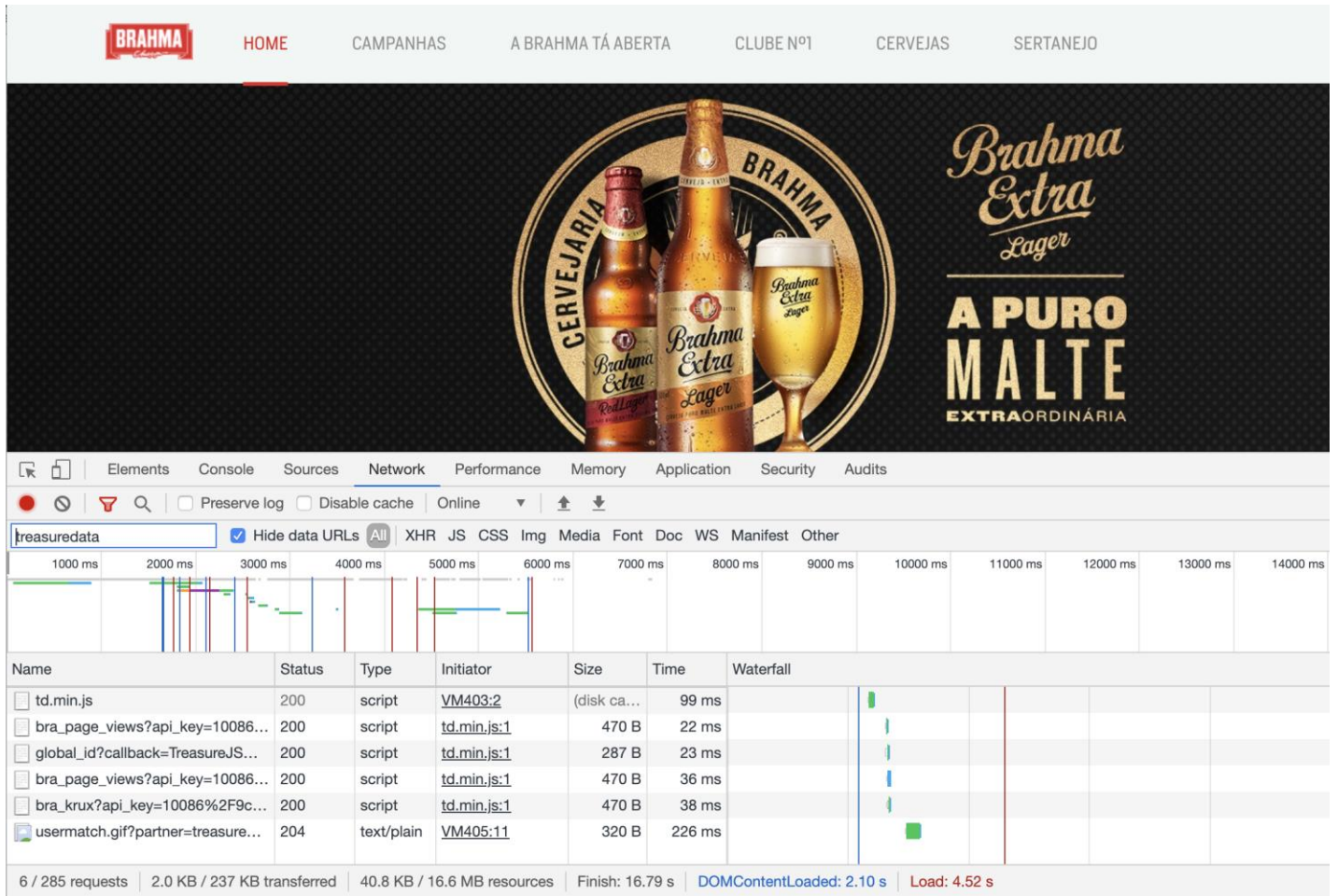
To confirm if CDP Tag is collecting data from your website, follow the steps below:

1. Open Chrome Developer Console (View -> Developer -> Developer Tools);
2. Access the website you already tagged;
3. In Developer Console, go to "Network" tab;
4. Search for **treasuredata** in the Filter. There should be four items returned (see below for the example on [cervezapoker.com](https://www.cervezapoker.com)). This is how you know CDP has been deployed successfully.



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If you do not see them, try reloading the web page without closing the Developer Console.

Version	Author	Date	Description of Version
			Main or important changes since previous version
v5	Panayote Neto	December 17 th , 2019	Final version of CDP Implementation playbook v.5
V5.1	Panayote Neto	January 20 th , 2020	Added NODEJS code example in Appendix section
V5.2	Luiz Gama		Changes on the JS generation
V5.3	Luiz Gama	May 28 th , 2020	Changes on the JS generation