



# Ad Javascript Analytics library V2.0

- Introduction
- Installation
  - Classic HTML5
    - Normal installation commands
      - 1. Paste this code on your ad
    - Splitted installation commands
      - 1. Paste this code on your ad
  - JS Tag
    - Normal installation commands
      - 1. Paste this code on your ad
    - Advanced uses
  - Tracking Code: The \_s4mq Global Object
    - \_s4mq Object Methods
      - push
        - parameters
        - returns
        - examples
    - Command list
      - configure
        - parameters
        - Internal Macros
        - examples
      - activeDebugMode
        - examples
      - disableTrack
        - examples
      - getClickUrl
        - parameters
        - examples
      - getTrackId
        - parameters
        - examples
      - setTrackId
        - parameters
        - examples
      - trackAction
        - parameters
        - examples
      - trackVar
        - parameters
        - examples
      - trackDisplay
        - parameters
        - examples
- Examples
  - Classic HTML5
    - Normal
    - Splitted
  - JS Tag

## Introduction

Library is an asynchronous solution to track events on ad.

Library support HTTP and HTTPS protocol.

## Installation

### Classic HTML5

#### Normal installation commands

## 1. Paste this code on your ad

Copy the following code and paste it in the html page of your advertising, placing it just before the closing </ head>

```
<script type="text/javascript">
  window._s4mq = typeof _s4mq !== "undefined" ? _s4mq : [];
  _s4mq.push(['configure', {trackId: '{S4M_TrackID}'}]);
  (function() {
    var s4mScript = document.createElement('script'); s4mScript.type =
'text/javascript'; s4mScript.async = true;
    s4mScript.src = ('https:' == document.location.protocol ? 'https://' :
'http://') + 'eu-adstatic.sam4m.com/analytics/js/ad/2.0/s4m.js';
    var s4mElement = document.getElementsByTagName('script')[0];
    s4mElement.parentNode.insertBefore(s4mScript, s4mElement);
  })();
</script>
```

## ***Split installation commands***

*For some reasons you must split installations commands to define \_s4mq object before calls.*

## 1. Paste this code on your ad

Copy the following code and paste it in the html page of your advertising, placing it after the opening <head>.

```
<script type="text/javascript">
  window._s4mq = typeof _s4mq !== "undefined" ? _s4mq : [];
</script>
```

Copy the following code and paste it in the html page of your advertising, placing it just before the closing </ head>

```
<script type="text/javascript">
  _s4mq.push(['configure', {trackId: '{S4M_TrackID}'}]);
  (function() {
    var s4mScript = document.createElement('script'); s4mScript.type =
'text/javascript'; s4mScript.async = true;
    s4mScript.src = ('https:' == document.location.protocol ? 'https://' :
'http://') + 'eu-adstatic.sam4m.com/analytics/js/ad/2.0/s4m.js';
    var s4mElement = document.getElementsByTagName('script')[0];
    s4mElement.parentNode.insertBefore(s4mScript, s4mElement);
  })();
</script>
```

## JS Tag

### Normal installation commands

## 1. Paste this code on your ad

Copy the following code and paste it in the JavaScript code.

```
window._s4mq = typeof _s4mq !== "undefined" ? _s4mq : [];  
_s4mq.push(['configure', {s4mConfig: _s4mConfig}]);  
(function() {  
    var s4mScript = document.createElement('script'); s4mScript.type =  
    'text/javascript'; s4mScript.async = true;  
    s4mScript.src = ('https:' == document.location.protocol ? 'https://' :  
    'http://') + 'eu-adstatic.sam4m.com/analytics/js/ad/2.0/s4m.js';  
    s4mElement.parentNode.insertBefore(s4mScript,  
    document.getElementById('_s4m_container_'+_s4mConfig.id));  
})();
```

## Advanced uses

### Tracking Code: The `_s4mq` Global Object

The `_s4mq` global object can be used directly for asynchronous page tracking via the `push(...)` method. It also has methods to set the tracking ID (s4mid), but these should only be used in rare cases.

#### `_s4mq` Object Methods

- `push(commandArray)`

#### `push`

##### parameters

*Array* `commandArray` The command to be executed

0 : command name

1 : command parameter

##### returns

*Number* The number of commands that failed to execute.

#### examples

```
_s4mq.push(['activeDebugMode']);  
_s4mq.push(['setTrackId', 'XXXXXXXXXX']);  
_s4mq.push(['configure', {trackId: '{S4M_TrackID}'}]);
```

#### Command list

##### `configure`

Configure S4M instance.

## parameters

Object :

- String **trackId** : The TrackId
- Boolean **autoTrack** - default : false - **Optional** : active all user's clicks tracking
- Boolean **debug** - default : false - **Optional** : active debug mode and print console logs
- Boolean **autoTrackDisplay** - default : true - **Optional** : deactivate the automatic impression tracking

### Warning

If you deactivate the autoTrackDisplay we can not certify the impression tracking on download

- String **deviceAdvertiserId** - default : undefined - **Optional** : The Device Advertiser ID (like IDFA, Google Advertiser ID)
- Float **lat** - default : undefined - **Optional** : The Device latitude position
- Float **lon** - default : undefined - **Optional** : The Device logitude position
- Array of String **trackImpURL** - default : Array() - **Optional** : URL list called when display is tracked
- String **clickURL** - default : undefined - **Optional** : The Click URL if it is not the default URL

### Warning

If you set the clickURL we can not certify the click measurement in some cases.

- Function **callback()** : Void - **Optional**
- Object **s4mConfig** - default : undefined - **Optional** : Used in JS Tag mode to dynamic configuration.
  - String **id** : The TrackId
  - String **deviceAdvertiserId** - default : undefined - **Optional** : The Device Advertiser ID (like IDFA, Google Advertiser ID)
  - Float **lat** - default : undefined - **Optional** : The Device latitude position
  - Float **lon** - default : undefined - **Optional** : The Device logitude position
  - Array of String **trackImpURL** - default : Array() - **Optional** : URL list called when display is tracked
  - String **clickURL** - default : undefined - **Optional** : The Click URL if it is not the default URL.

### Warning

If you set the clickURL we can not certify the click measurement in some cases.

## Internal Macros

Internal Macros can be used in clickURL and trackImpURL to get more information / data.

They will be replaced by the value.

- {S4M\_DeviceAdvertiserID} : The Device Advertiser ID (like IDFA, Google Advertiser ID)
- {S4M\_UniqImpressionID} : The Uniq Impression ID
- {S4M\_TrackID} : The Track ID
- {S4M\_StatID} : The Stat ID
- {S4M\_DeviceLat} : The Device latitude position
- {S4M\_DeviceLon} : The Device logitude position

If there is the value to fill in the macro is not available, the macro will be replaced by the default value: "undefined".

This default value can be override by "", "null" or "0" values using the following macro templates:

Macro	"undefined"	""	"null"	"0"
The Device Advertiser ID	{S4M_DeviceAdvertiserID}	{S4M_DeviceAdvertiserID}	{S4M_DeviceAdvertiserIDnull}	{S4M_DeviceAdvertiserID0}
The Uniq Impression ID	{S4M_UniqImpressionID}	{S4M_UniqImpressionID}	{S4M_UniqImpressionIDnull}	{S4M_UniqImpressionID0}
The Track ID	{S4M_TrackID}	{S4M_TrackID}	{S4M_TrackIDnull}	{S4M_TrackID0}
The Stat ID	{S4M_StatID}	{S4M_StatID}	{S4M_StatIDnull}	{S4M_StatID0}
The Device latitude position	{S4M_DeviceLat}	{S4M_DeviceLat}	{S4M_DeviceLatnull}	{S4M_DeviceLat0}
The Device logitude position	{S4M_DeviceLon}	{S4M_DeviceLat}	{S4M_DeviceLatnull}	{S4M_DeviceLat0}

Special macros for clickURL:

- {S4M\_ClickURL} : The Fusio / Format Click URL
- {S4M\_ClickURL\_NE} : Not encoded Fusio / Format Click URL

#### examples

```
_s4mq.push(['configure', {trackId: '{S4M_TrackID}'}]);
```

### activeDebugMode

Active the debug mode to write actions in console.

#### examples

```
_s4mq.push(['activeDebugMode']);
```

### disableTrack

Deactivate tracking.

#### examples

```
_s4mq.push(['disableTrack']);
```

### getClickUrl

Get the Ad click URL.

#### parameters

- *Function* `callback(url)` : *String*

#### examples

```
_s4mq.push(['getClickUrl', function(url){  
    document.location.href = url;  
}]);
```

### getTrackId

Get the current tracking ID

#### parameters

- Function `callback(trackId) : String`

### examples

```
_s4mq.push(['getTrackId', function(trackId){
    // Add your code here.
}]);
```

## setTrackId

Set the tracking ID. By default the tracking ID will be automatically detected in URI by the library. But for some reasons you must define it.

### parameters

- String `trackId`

### examples

```
_s4mq.push(['setTrackId', 'XXXXXXXXXXXX']);
```

## trackAction

Track user action.

### parameters

Object :

- String `name`
- Function `callback() : Void` - *Optional*

### examples

```
_s4mq.push(['trackAction', {name: "click on button 1"}]);
```

```
_s4mq.push(['trackAction', {name: "click on button 1", callback:
function(){
    // Add your code here.
}}}]);
```

## trackVar

Track Video Achievement Rate.

## parameters

Object :

- integer `rate` (50 or 100)
- Function `callback()` : Void - *Optional*

## examples

```
_s4mq.push(['trackVar', {rate: 50}]);
```

## trackDisplay

Track Impression.

Use that only when `autoTrackDisplay` is deactivated.

### Information

Impression will be counted one time.

### Warning

If you deactivate the `autoTrackDisplay` we can not certify the impression tracking on download

## parameters

Object :

- Function `callback()` : Void - *Optional*

## examples

```
_s4mq.push(['trackDisplay']);
```

## Examples

### Classic HTML5

#### Normal



```

<!DOCTYPE html>
<html lang="en">
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <title>S4M JS - Ad example</title>
  <meta name="viewport" content="width=device-width, initial-scale=1.0,
maximum-scale=1.0, user-scalable=0" />
  <script type="text/javascript">
    function doClick1()
    {
      _s4mq.push(['getClickUrl', function(url){
        document.location.href = url;
      }]);
    };

    function doClickButton1()
    {
      _s4mq.push(['trackAction', {name: "click on button 1", callback:
function(){
      console.log('trackAction done');
    } }]);
    }
  </script>

  <script type="text/javascript">
    window._s4mq = typeof _s4mq !== "undefined" ? _s4mq : [];
    _s4mq.push(['configure', {trackId: '{S4M_TrackID}'}]);

    (function() {
      var s4mScript = document.createElement('script'); s4mScript.type =
'text/javascript'; s4mScript.async = true;
      s4mScript.src = ('https:' == document.location.protocol ? 'https://' :
'http://') + 'eu-adstatic.sam4m.com/analytics/js/ad/2.0/s4m.js';
      var s4mElement = document.getElementsByTagName('script')[0];
s4mElement.parentNode.insertBefore(s4mScript, s4mElement);
    })();
  </script>
</head>
<body>
  <h1>S4M - Javascript analytics library example</h1>
  <p onclick="doClick1();">Click Here to redirect</p>
  <p onclick="doClickButton1();">Click Here to action 1</p>
</body>
</html>

```

**Splitted**

```

<!DOCTYPE html>
<html lang="en">
<head>
  <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
  <title>S4M JS - Ad example</title>
  <meta name="viewport" content="width=device-width, initial-scale=1.0,
maximum-scale=1.0, user-scalable=0" />
  <script type="text/javascript">
    window._s4mq = typeof _s4mq !== "undefined" ? _s4mq : [];
  </script>
  <script type="text/javascript">
    function doClick1()
    {
      _s4mq.push(['getClickUrl', function(url){
        document.location.href = url;
      }]);
    };

    function doClickButton1()
    {
      _s4mq.push(['trackAction', {name: "click on button 1", callback:
function(){
      console.log('trackAction done');
    }}}]);
    }
  </script>

  <script type="text/javascript">
    _s4mq.push(['configure', {trackId: '{S4M_TrackID}'}]);

    (function() {
      var s4mScript = document.createElement('script'); s4mScript.type =
'text/javascript'; s4mScript.async = true;
      s4mScript.src = ('https:' == document.location.protocol ? 'https://' :
'http://') + 'eu-adstatic.sam4m.com/analytics/js/ad/2.0/s4m.js';
      var s4mElement = document.getElementsByTagName('script')[0];
      s4mElement.parentNode.insertBefore(s4mScript, s4mElement);
    })();
  </script>
</head>
<body>
  <h1>S4M - Javascript analytics library example</h1>
  <p onclick="doClick1();">Click Here to redirect</p>
  <p onclick="doClickButton1();">Click Here to action 1</p>
</body>
</html>

```

```

(function(){
    var s4mElement = document.getElementById(_s4mConfig.containerId);

    window._s4mq = typeof _s4mq != "undefined" ? _s4mq : [];
    _s4mq.push(['configure', {s4mConfig: _s4mConfig}]);
    (function() {
        var s4mScript = document.createElement('script'); s4mScript.type =
'text/javascript'; s4mScript.async = true;
        s4mScript.src = ('https:' == document.location.protocol ? 'https://' :
'http://') + 'eu-adstatic.sam4m.com/analytics/js/ad/2.0/s4m.js';
        s4mElement.parentNode.insertBefore(s4mScript, s4mElement);
    })();

    var s4mStyle = document.createElement('style');

    s4mStyle.innerHTML = '*{margin:0;padding:0;border:0;}body{background:
#000000;}'+
'.ban{position: absolute;top: 50%;left: 50%;transform: translate(-50%,
-50%);}';

    s4mElement.parentNode.insertBefore(s4mStyle, s4mElement);

    var s4mLink = document.createElement('a');
    s4mLink.id = "link";
    s4mLink.target = "_blank";
    s4mLink.href = "javascript:void(null)";
    s4mElement.appendChild(s4mLink);

    var s4mBan = document.createElement('img');
    s4mBan.id = "ban";
    s4mBan.className = "ban";
    s4mBan.src = _s4mConfig.absoluteAssetURL+"images/ad.png";
    s4mBan.alt = "ban";
    s4mLink.appendChild(s4mBan);

    _s4mq.push(['getClickUrl', function(url){
        var link = document.getElementById('link');
        link.href = url;
    }]);
})();

```