



Growth Media Technology Project

Welcome to the next step in the interview process for Tinuiti's Growth Media Technology position. Below you will find several tasks that require you to read through documentation and identify the best solution.

Use your favorite search engine to find and read through the documentation, each question has keywords to help you find the answer. Please feel free to make a copy, if you'd like to interact with this one. Do your best, and good luck!

1) Google Ads Conversion Tracking - Shopify Checkout Tag

The client has just created a new Google Ads account, and their Ecommerce platform is Shopify.

Below is a broken Google Ads Conversion Tracking Tag. The **value** parameter should be Order Subtotal (which should not include a currency symbol or any commas), and we will also be including a new parameter, **transaction_id** which will be the Order Number. Revenue is only showing up for orders less than \$1,000, and orders are being duplicated. Please help!

Bonus: Shopify has a piece of code that only allows a script to fire the first time a page is accessed, can you add that as well?

```
<!-- Global site tag (gtag.js) - Google Ads: 123456789 -->
<script async src="https://www.googletagmanager.com/gtag/js?id=AW-123456789"></script>
<script>    window.dataLayer =
window.dataLayer || [];    function
gtag(){dataLayer.push(arguments);}
gtag('js', new Date());    gtag('config',
'AW-123456789');
</script>
<!-- Event snippet for Test conversion page -->
<script>    gtag('event',
'conversion', {
    'send_to': 'AW-123456789/AbC-D_efG-h12_34-567',
    'value': {{ subtotal_price | money_without_currency }},
    'currency': '{{ currency }}',
    'transaction_id': '{{ transaction_id }}'
});
</script>
```



2) Google Sheet Weekly Report Troubleshooting

A fellow account manager has been working on their weekly report for a client, but can't quite seem to get it working. The individual sheets work, but the Weekly section in the Executive Overview isn't pulling in any data, even though they copied the formulas over and dragged them across. It looks like the formulas in range B14 to N27 aren't reading properly, but the dates in Column B look different too. Once you're able to figure that out, the data needs to match the Weekly sheet, and there should be 15 weeks shown. Please help, and explain your findings.

Bonus: They really want to use periods to show the dates, maybe there's a way to make it work?

Here is their report (File > Make A Copy):

https://docs.google.com/spreadsheets/d/1nAediTxPONsJwQoWwFwjgSadE51r0LT3_Wv_GGCLo7c/edit

3) VBA Title Changes

The account manager is ready to update their titles. We have several variables, including Title, Brand, Color, Size, Gender, and Product Type. Given the rules below, what will be the outcome? Please explain the order of operations, and include a variable-worded output (e.g. <title> with <size> in <color>)

Bonus: These functions often break if there is a null field. How could the script be revised to account for nulls in all fields?

Title = longleeve flannel

Brand = tinuiti

Size = medium

Color = dark red/black

Gender = male

Product Type = apparel > t-shirts and tops > shirts

```
Public Function newtitle(title, brand, color, size, gender, ptype)
newtitle = ProperCase(title)
```

```
    If IsNull(size) = False And size <> "One Size" Then
        newtitle = newtitle & ", Size " & size
    End If
```



```
    color = Replace(color, "Light", "")
color = Replace(color, "Dark", "")
color = Replace(color, "/", " and ")
    newtitle = newtitle & " in " & ProperCase(color)

    If InStr(newtitle, "flannel") > 0 And InStr(ptype, "shirt") > 0 Then
        newtitle = Replace(newtitle, "Flannel", "Plaid Flannel")
    End If

    If gender = "male" Then
        newtitle = "Men's " & newtitle
    Else
        newtitle = "Women's " & newtitle
    End If

    If brand <> "Default" Then
        newtitle = brand & " " & newtitle
    End If
    newtitle = Trim(Replace(Replace(newtitle, " ", " "), " ", "
"))
End Function
```