

VISUAL META SALES TRACKING 2.0

Google Tag-Manager IMPLEMENTATION GUIDE

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1. Benefits of Visual Meta Sales Tracking

- Identify your top performing product categories;
- Optimize performance of your campaign for specific products (ex. best-sellers vs. poor performers);
- Our sales tracking shows both last click / direct and first click / indirect sales. First clicks / indirect sales mean that a user went from our platform to a shop site, but made a purchase later, when he came back to the shop's site again;
- Allows you and our Account Managers to improve your campaign performance

Visual Meta Sales Tracking 2.0

Allows you to fully track all your sales from Visual Meta. It displays:

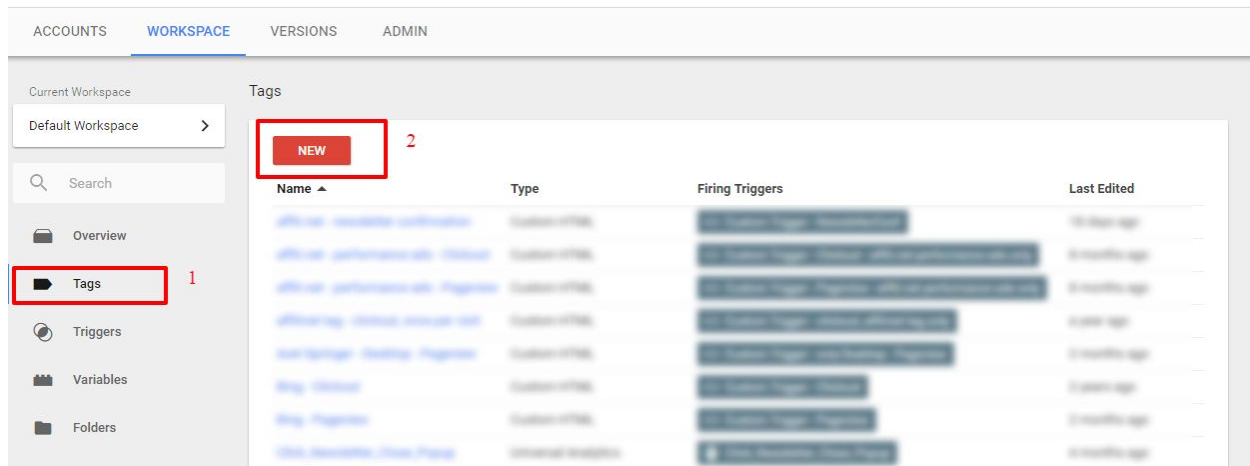
- 🎬 Number of orders
- 🎬 Time of order
- 🎬 Time-range between clickout and purchase
- 🎬 Product information (name & price)
- 🎬 Value of shopping cart
- 🎬 Total revenues

2. Implementing Visual Meta Landing Tag

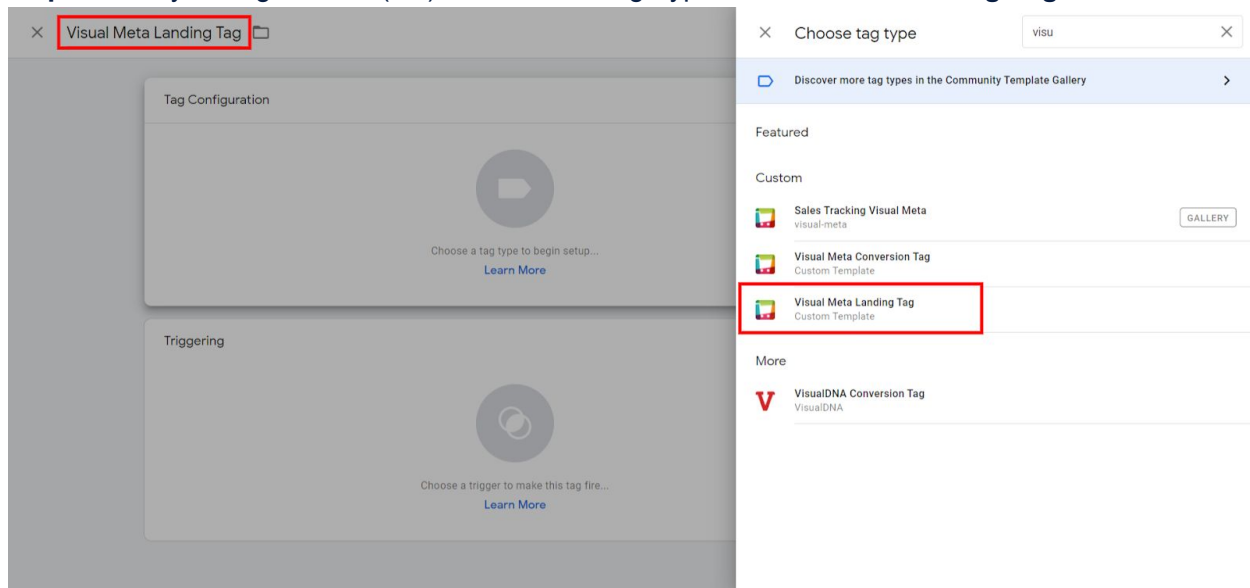
2.1 Creating the tag (Visual Meta Landing Tag)

First you need to create a new Tag. To do so, go back to your “Workspace”

Step 1: Click on 'Tags' on the left menu



Step 2: Give your tag a name (ex.) and choose Tag Type: **Visual Meta Landing Tag**

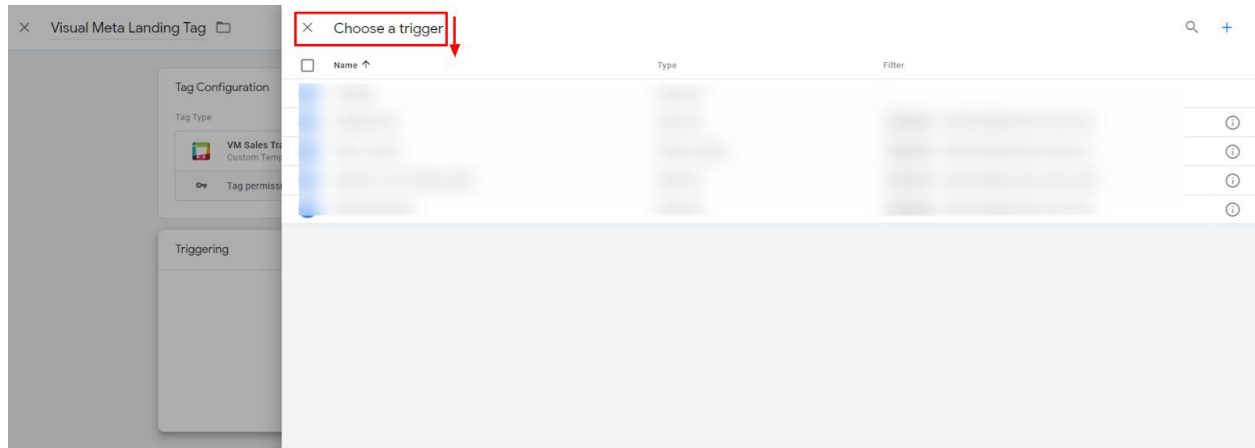


2.2. Adding the Trigger

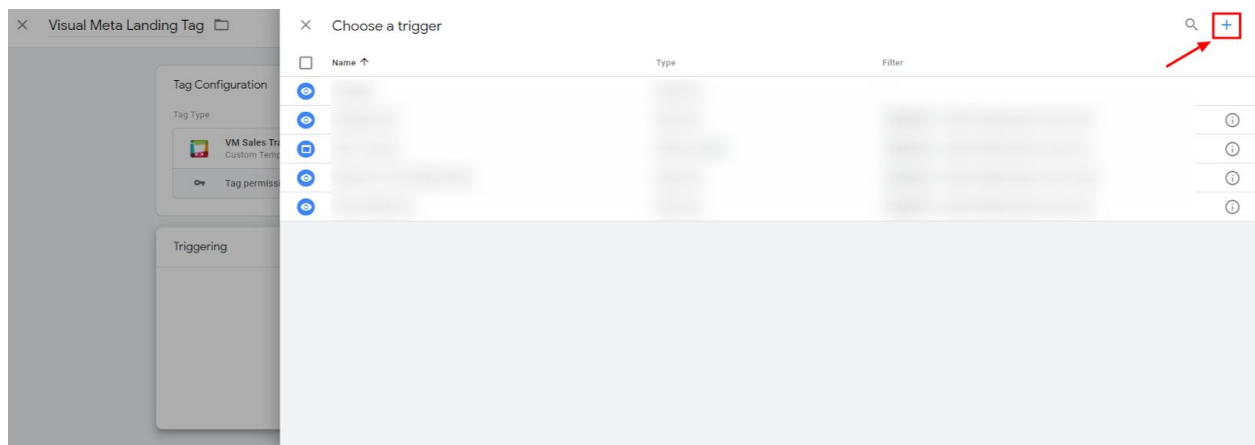
(Important step) - After installing the tag, you need to add the trigger for the Visual Meta Landing tag.

The template needs to be executed in the **Product / Landing Pages** after the user clicks on an item from Ladenzeile/Shopalike platform.

If you already have a trigger for the Product Pages for other tracking purposes, simply choose it from the list and add it to the tag.

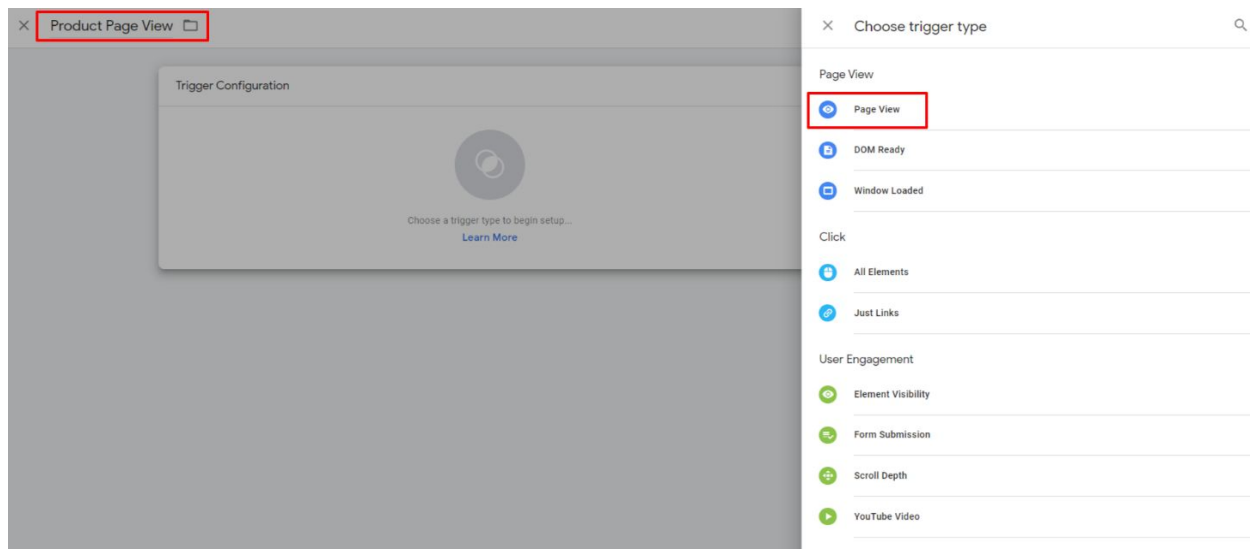


If you don't have a trigger created for this case, please click on the + button on the upper right, to create a new one.



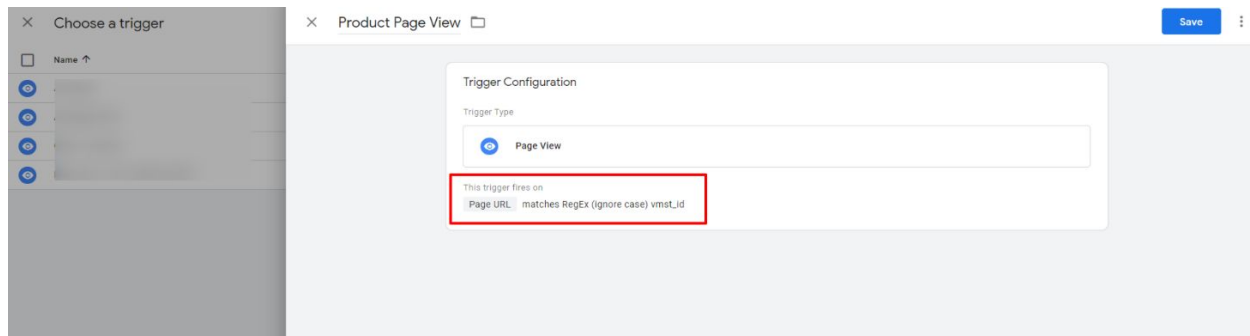
Step 1: Give a name to your trigger (Example: Product Page View)

Step 2: Choose the type of your trigger "Page View".



Step 3: Select “Some Page Views”

Step 4: Choose “Page URL” from the drop-down then “matches RegEx (ignore case)” and add the parameter for Visual Meta tracking id “**vmst_id**”, add it in the box.



Step 5: Save the trigger and finally save the tag after that

3. Implementing Visual Meta Conversion Tag

In the VM Advanced tracking snippet, there are in total 5 variables: 3 of which are static (the value doesn't change for each order) and 2 are dynamic (the value changes for each order)

Example:

'trackingId' : 'de-AZF3077D1C',

'type': 'PURCHASE'

```
'sale' : {  
  transactionId: 345278910,  
  amount: 20  
}  
  
'items' : [ {  
  price: "8"  
  quantity: "2"  
  sku: "PWF06P"  
},  
{  
  price: "12"  
  quantity: "4"  
  sku: "PER07Q"  
}  
]  
  
'currency' : 'EUR'
```

The variables **marked in red** are static. You don't need to do anything to them and simply copy their values as they are. Please note: **trackingId** is unique to you. You shouldn't copy it from this example. You find your Tracking ID in our Partner Dashboard (<https://partner.ladenzeile.de> or <https://partner.ladenzeile.at>)

Please note: If you have presence in multiple countries and have **trackingId** corresponding to each country please make it dynamic and add it as a data layer variable.

The variables **marked in blue** are dynamic and change for each order.

In case you already have these variables created in your Google Tag Manager for other tracking purposes, all you need to do is simply add the variable names in the respective field.

Example:

```
'sale' : {{sale}},  
'items' : {{items}},
```

Inside the brackets {{ }} you should add the variable names, same as you have them created in GTM.

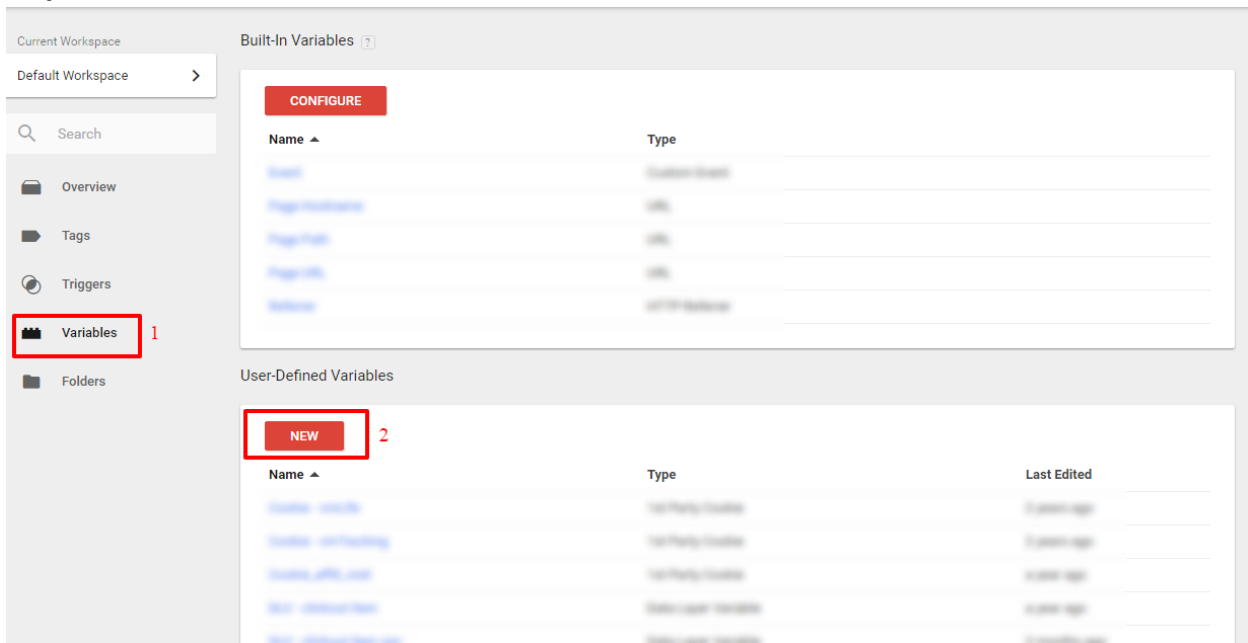
IMPORTANT: In case you have these variables you may go directly to: **3.2. Create the tag (Visual Meta Conversion Tag)**

3.1 Creating the Variables

If you don't have the variables inside your Google Tag Manager container, please follow the steps below for creating them:

Step 1: Click on “Variables” on the left menu

Step 2: Click on “NEW”

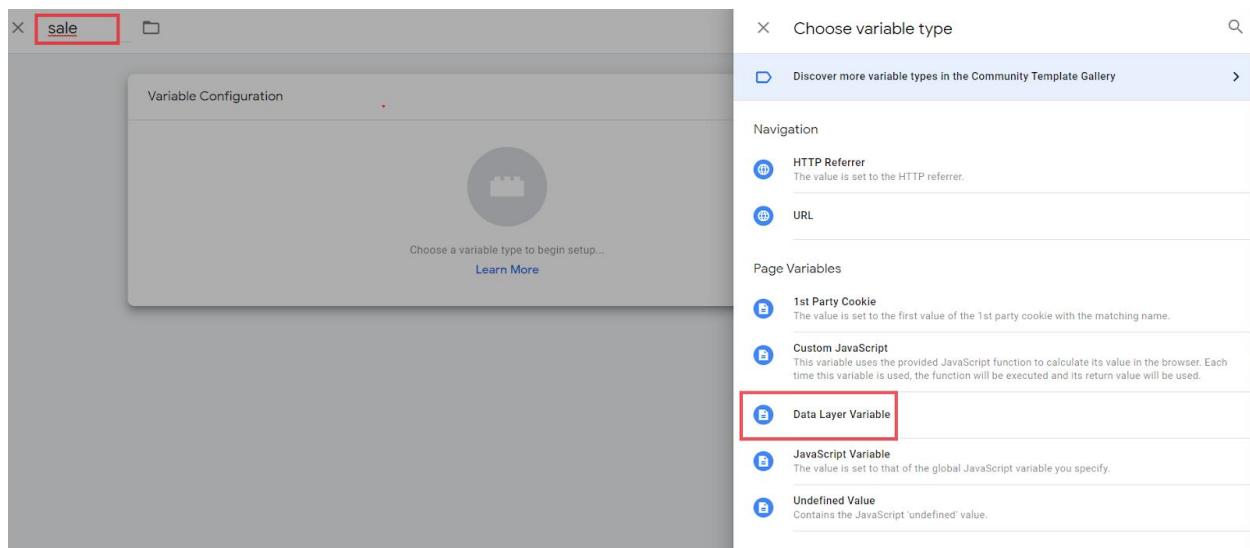


The screenshot displays the Google Tag Manager interface. On the left sidebar, the 'Variables' menu item is highlighted with a red box and a red '1'. The main content area is divided into two sections: 'Built-In Variables' and 'User-Defined Variables'. In the 'User-Defined Variables' section, a red box with a red '2' highlights the 'NEW' button. The 'Built-In Variables' section shows a table with columns 'Name' and 'Type'. The 'User-Defined Variables' section shows a table with columns 'Name', 'Type', and 'Last Edited'.

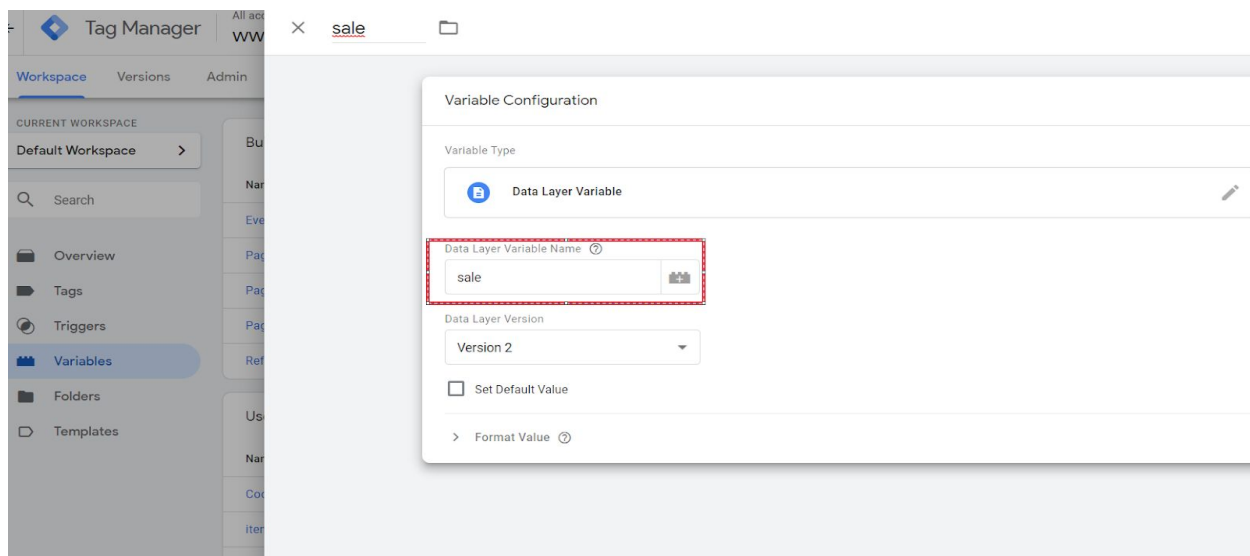
Name	Type
Event	Custom Event
Page Name	URL
Page Path	URL
Page URL	URL
Referrer	Referrer

Name	Type	Last Edited
Google Analytics	Google Analytics	1 year ago
Google Analytics	Google Analytics	1 year ago
Google Analytics	Google Analytics	1 year ago
Google Analytics	Google Analytics	1 year ago
Google Analytics	Google Analytics	1 year ago

Step 3: Give your variable a name (example: sale) and choose as variable type: Data Layer Variable



Step 4: Add a name for the variable on how it will appear in the GTM dataLayer



Step 4: Add a name for the variable on how it will appear in the GTM dataLayer

Step 5: Repeat the same process for the other variables i.e. **type**, **items** and if required **trackingId**.

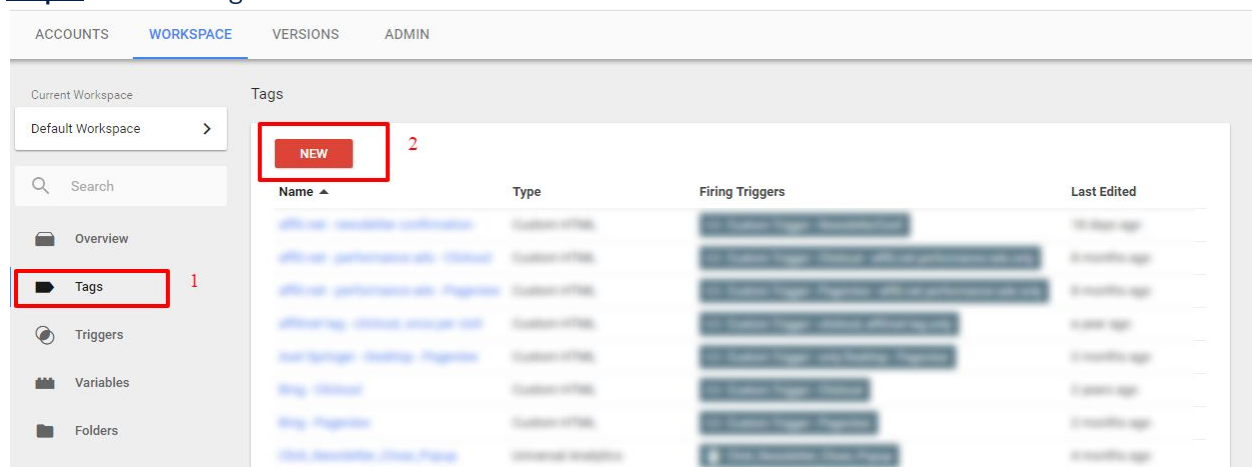
Step 6: Ask your technical person to add these variables in the dataLayer of the Google Tag Manager and pass the values dynamically for each order.

For further guidelines and support on how to do that, you can refer to the [GTM Developer Guide](#).

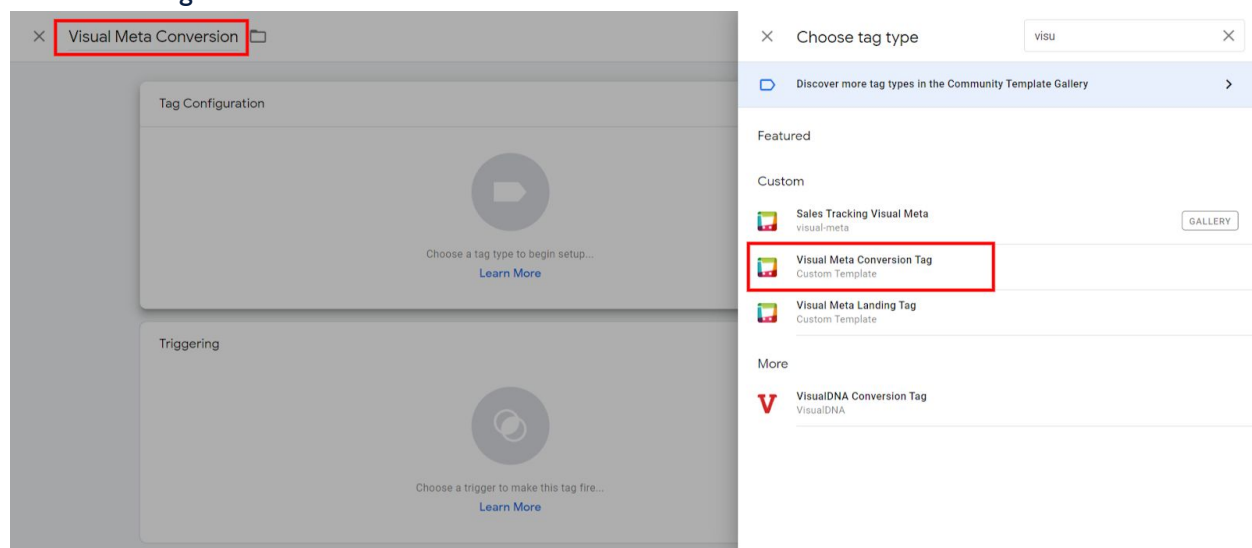
3.2 Create the tag (Visual Meta Conversion Tag)

When creating the tag, as Custom Sales Tracking Visual Meta, you'll go back to the 'Workspace' to start.



Step 1: Click on 'Tags' on the left menu




Step 3: Give your tag a name (ex. Visual Meta Conversion) and choose Tag Type: **Visual Meta Conversion Tag**







Step 4: Update the template with the variables you created earlier.

Visual Meta Conversion  




Tag Type


 **Visual Meta Conversion Tag**
Custom Template 

 Tag permissions 3 permissions 


Visual Meta Tracking Id

de-AZF3077D1C 


Event Type

{{type}} 


Currency


EUR 

Total Sale

{{sale}} 

Product Details


{{items}} 


 Advanced Settings


Please note: Add your variable names in the brackets {{ }} with the same name as you have created from the previous section. Also if you have presence in multiple countries and created the variable for trackingId, please use that variable instead of putting the value directly. This is important for generating the correct data!

Tag Configuration

Tag Type


 **Visual Meta Conversion Tag**
Custom Template




 Tag permissions

3 permissions >


Visual Meta Tracking Id




Event Type




Currency



Total Sale



Product Details

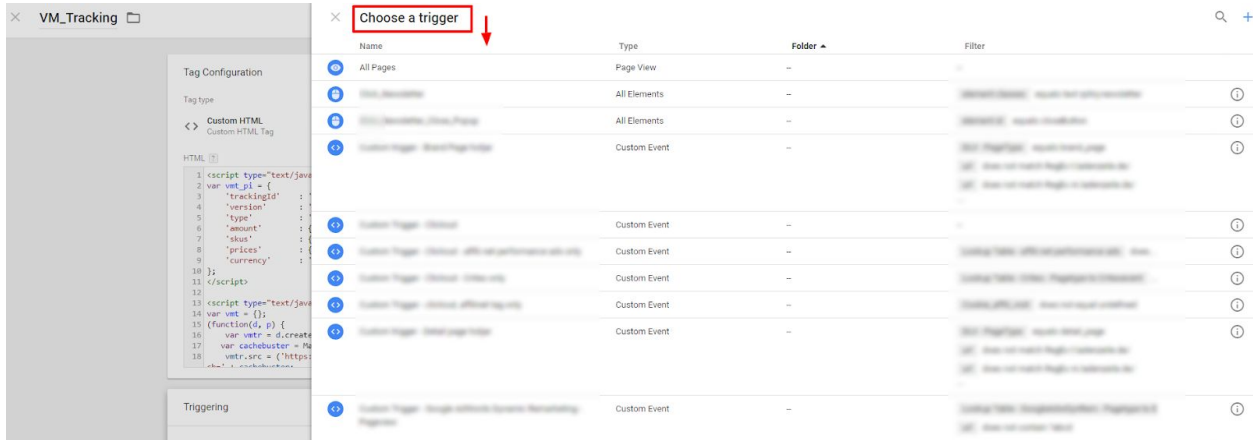


3.3. Adding the Trigger

(Important step) - After installing the tag, you need to add the trigger for the VM_Tracking tag.

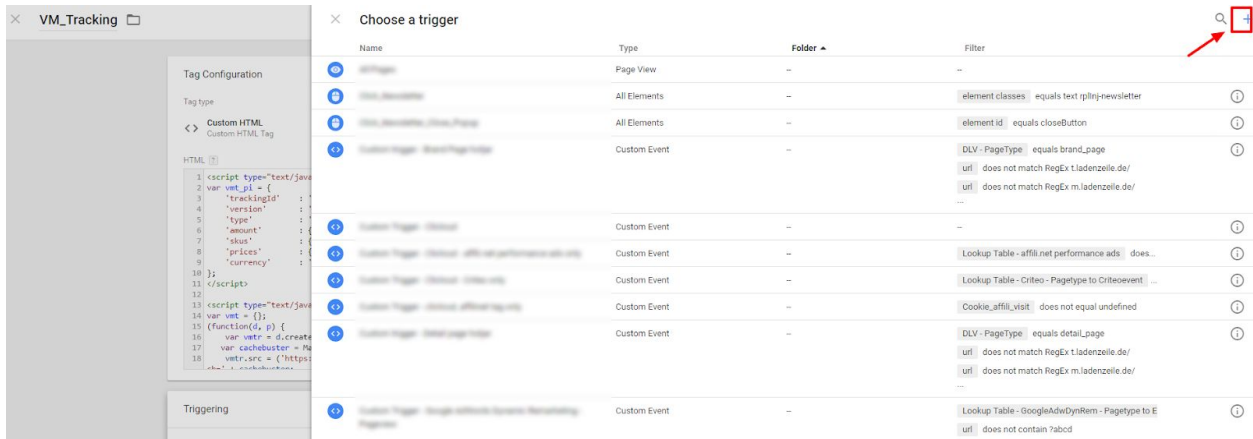
The code needs to be executed in the **Success Page / Thanks for your purchase** after the user makes an order.

If you already have a trigger for the Success Page for other tracking purposes, simply choose it from the list and add it to the tag.



The screenshot shows the 'Choose a trigger' dialog in the Visual Meta interface. A red box highlights the 'Choose a trigger' button, and a red arrow points to it. The dialog displays a list of triggers with the following columns: Name, Type, Folder, and Filter. The triggers listed include 'All Pages', 'All Elements', 'Custom Event', and several 'Custom Event' triggers with specific filters like 'Lookup Table - affli.net performance ads' and 'Cookie - affli_visit'.

If you don't have a trigger created for this case, please click on the “+” button on the upper right, to create a new one.

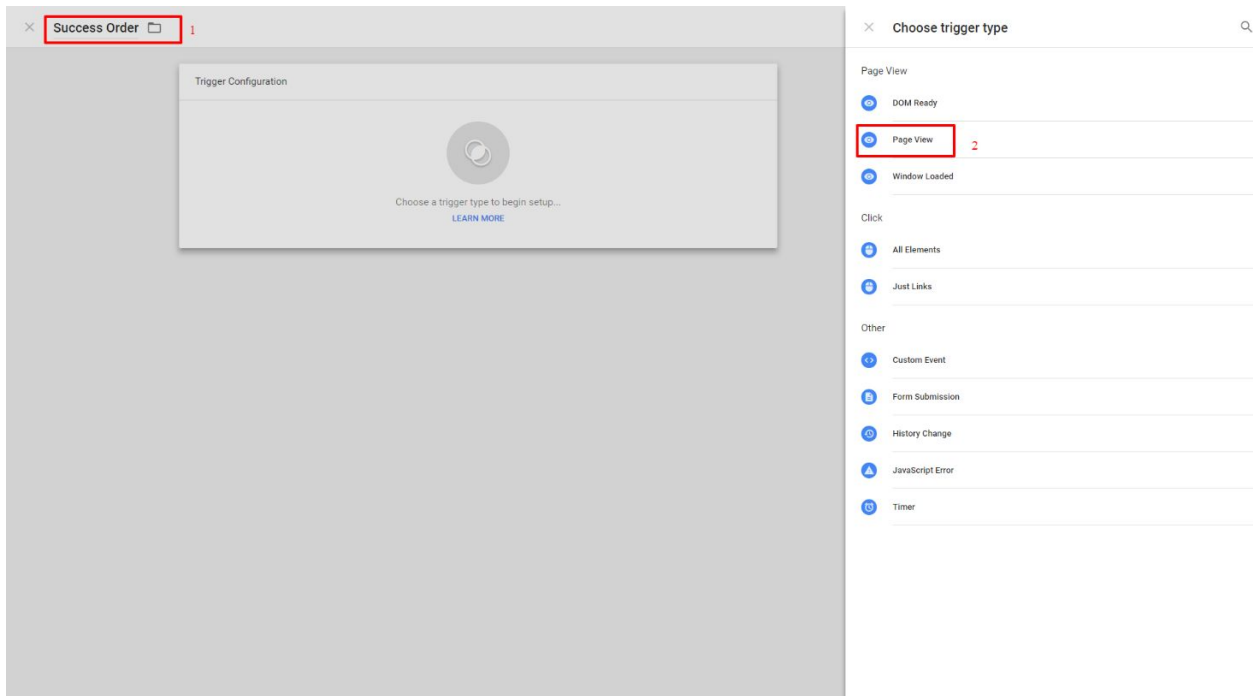


The screenshot shows the 'Choose a trigger' dialog in the Visual Meta interface. A red box highlights the '+' button in the top right corner, and a red arrow points to it. The dialog displays a list of triggers with the following columns: Name, Type, Folder, and Filter. The triggers listed include 'All Pages', 'All Elements', 'Custom Event', and several 'Custom Event' triggers with specific filters like 'Lookup Table - affli.net performance ads' and 'Cookie - affli_visit'.

Step 1: Give a name to your trigger (Example: Success Order)

Step 2: Choose the type of your trigger. This can differ based on the type of your website. What classifies for you as a success order? It can be a page view, a click on a button, a form submission, etc.

For this example, we will assume that the user lands in a Success Page after finishing his order. The trigger type for this case is: Page View

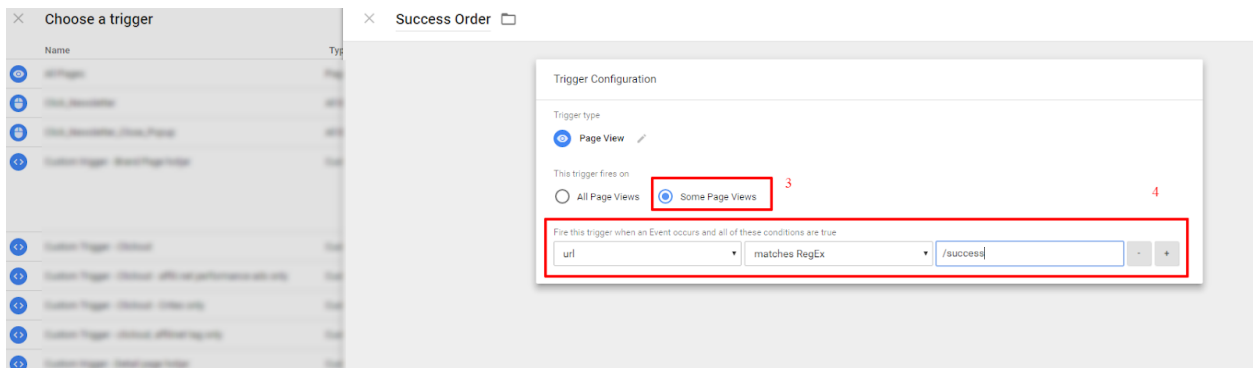


Step 3: Select “Some Page Views”

Step 4: Choose “Page URL” from the drop-down (or any variable you want to use for the trigger) “matches RegEx” and if your URL changes in the success page, add it in the box

Example:

url *matches RegEx* /success



Step 5: Save the trigger and finally save the tag after that

Step 6: Publish the container to make your changes Live, including the Visual Meta Landing Tag – Visual Meta Sales Tracking should now be implemented.

Currently this should be the final stage of implementing our Sales-tracking as we don't have a Tag Vendor HTML. Therefore, we encourage you to follow the guidelines also available in Google Tag Manager FAQ if you are experiencing issues.

4. Data transferred by VM sales tracking

- A list of data which is captured by the Visual Meta Sales Tracking:

value	example	explanation
'trackingId'	'de-T0IW9JQCWI'	value provided by Visual Meta
'snippetType'	'GTM'	'GTM' identifies the snippet type.
'type'	'PURCHASE'	"PURCHASE" identifies the page type, order confirmation page
'clickout'	Clickout-details	clickout details like timestamp, itemId etc.
'sales'	{ transactionId: 34567910, amount: 20 }	An object with values of a unique identifier of the transaction and total amount (comma separated).
'items'	[{ price: "8" quantity: "2" sku: "PWF06P" }],	comma separated list of the purchased product details (sku, price and quantity).
'currency'	'EUR' 'PLN' 'SEK' 'DKK' 'CZK' 'HUF'	currency

All values/prices you provide have **to be net values of the shopping cart**. This is important for



getting correct results.

Please pay attention that the SKUs have the same format as in the feed you provide.