VISUAL META SALES TRACKING

Google Tag-Manager - IMPLEMENTATION GUIDE

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 provides you a GTM template, which you can implement:

Advanced Version
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 Sales Tracking Advanced Sales-tracking – With Variables

In the VM Advanced tracking snippet, there are in total 6 variables: 3 of which are static (the value doesn't change for each order) and 3 are dynamic (the value changes for each order)

Example:
'trackingId' : 'de-AZF3077D1C',
'amount' : 20.49,
'skus' : ['12345-05-WHT-XL', '12345-05-WHT-L', '12345-05-WHT-S'],
'prices' : [5.49,10.00,5.00],
'currency' : 'EUR'
'country' : 'Germany'

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)

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:

'amount' : {{transactionTotal}},
'skus' : {{sku}},
'prices' : {{price}},

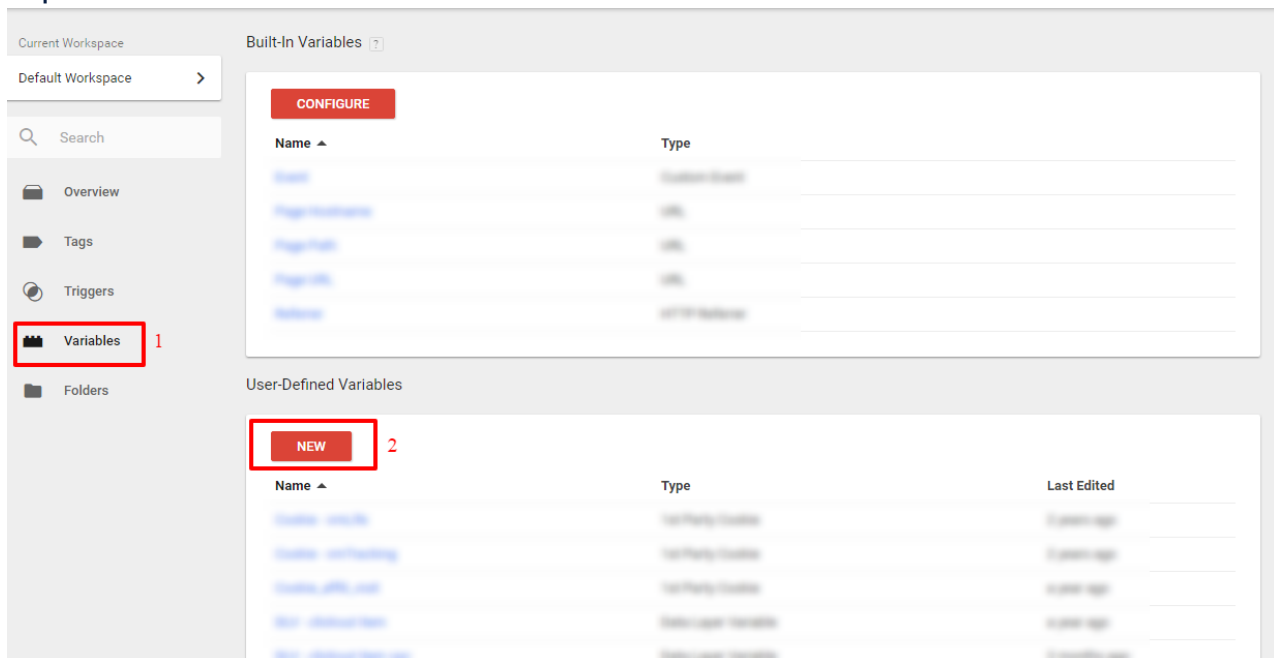Inside the brackets {{ }} you should add the variable names, same as you have them created in GTM.

(IMPORTANT) In case you have these variables you may go directly to: 2.2. Create a Tag(Custom HTML)

2.1 Creating the Variables:

If you don't have the variables inside your Google Tag Manager container, please follow the steps below for creating them:
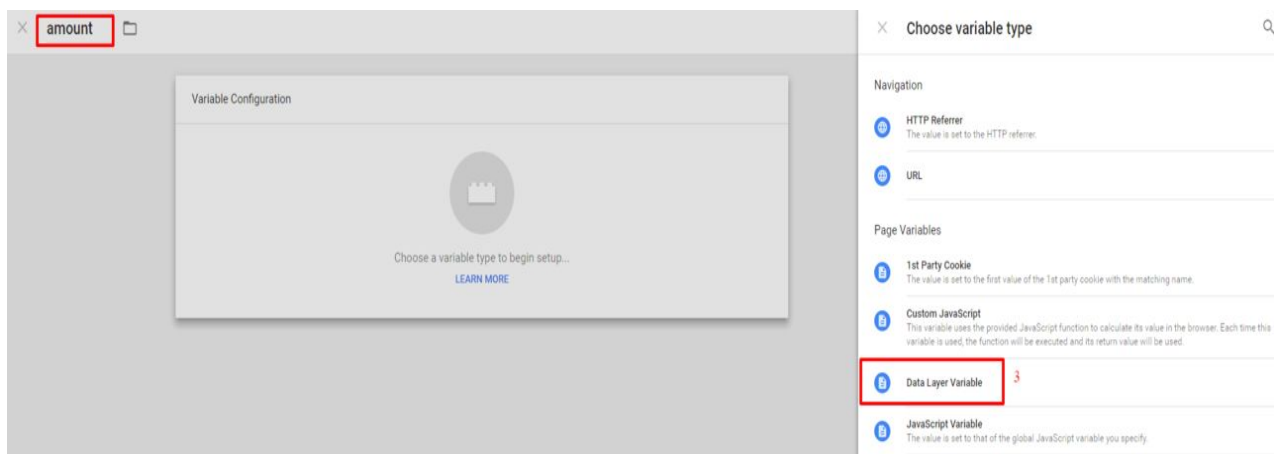
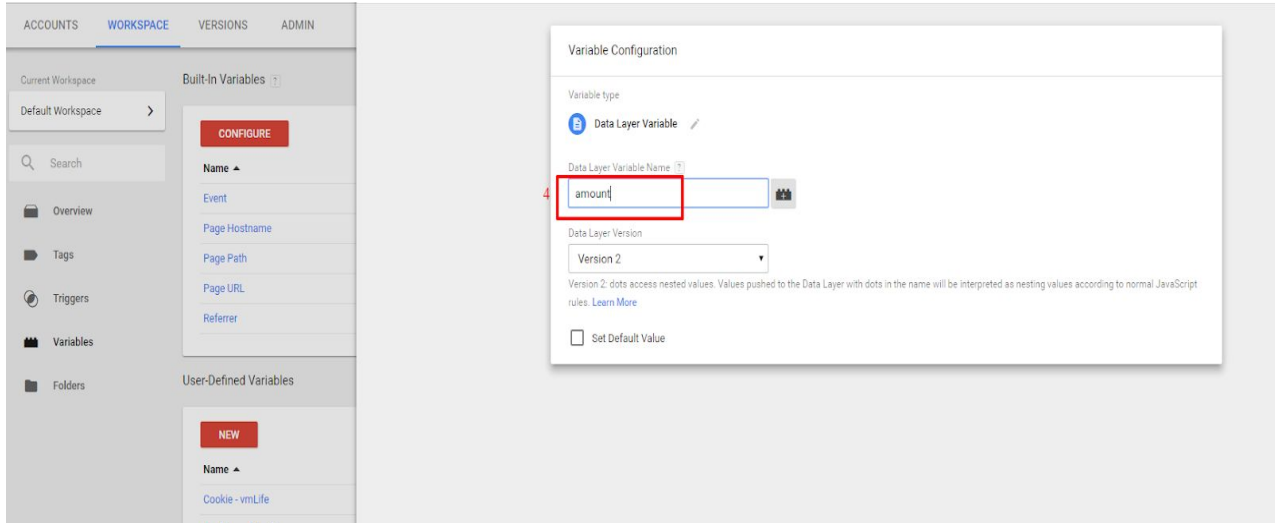**Step 1:** Click on 'Variables' on the left menu

Step 2: Click on 'NEW'

Step 3: Give your variable a name (example: amount) 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

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Step 5: Repeat the same process for the other two variables (sku and price)

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.

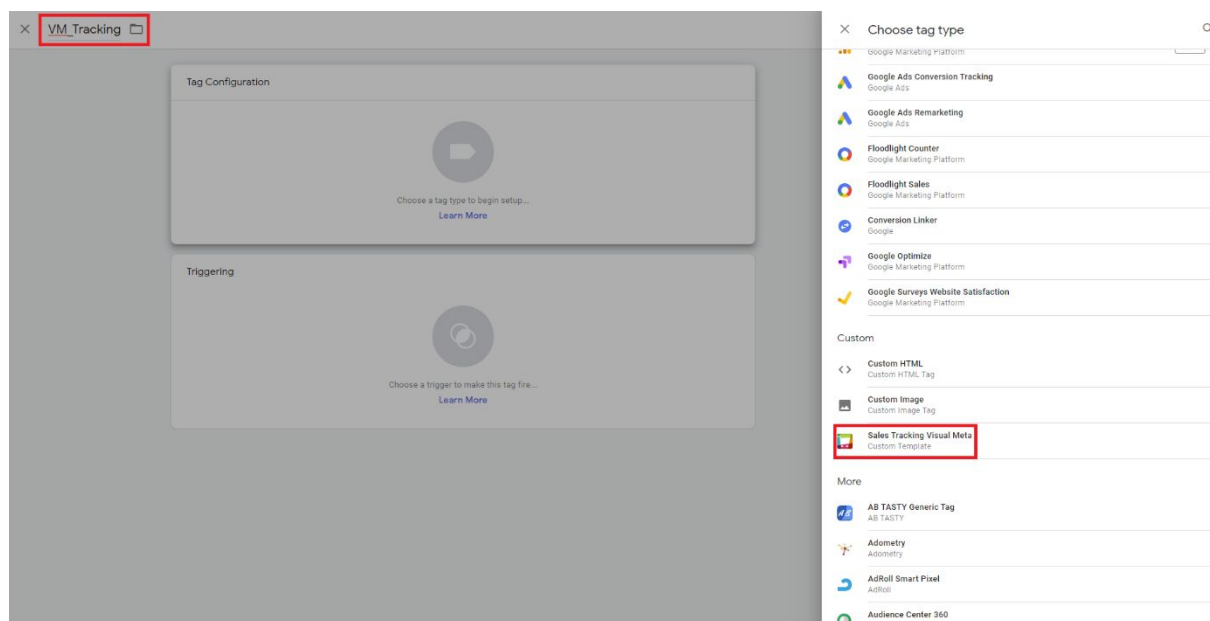## 2.2 Create the tag (Sales Tracking Visual Meta)

Note: This is also the section in which you can directly start when installing our Simple Sales–tracking

When creating the tag, as Custom Sales Tracking Visual Meta, you'll go back to the 'Workspace' to start.
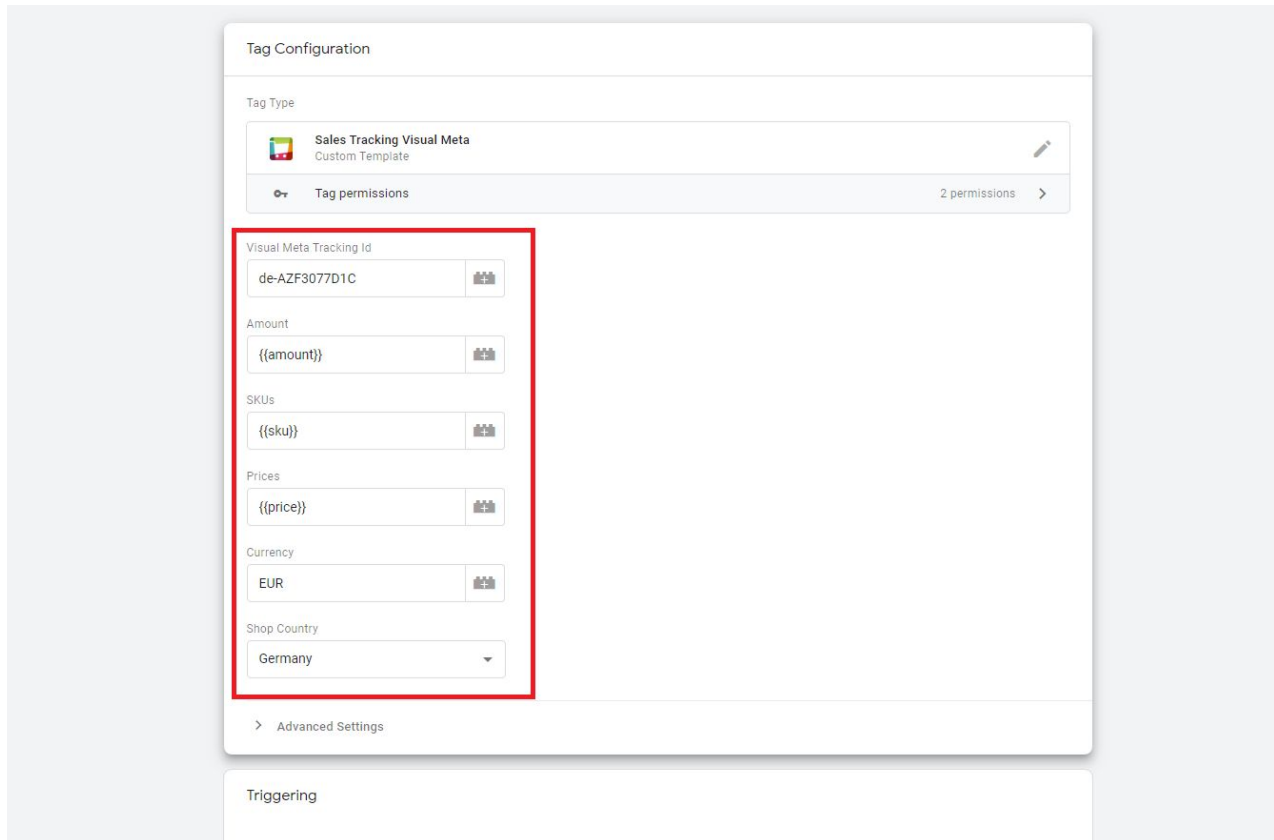
Step 1: Click on 'Tags' on the left menu
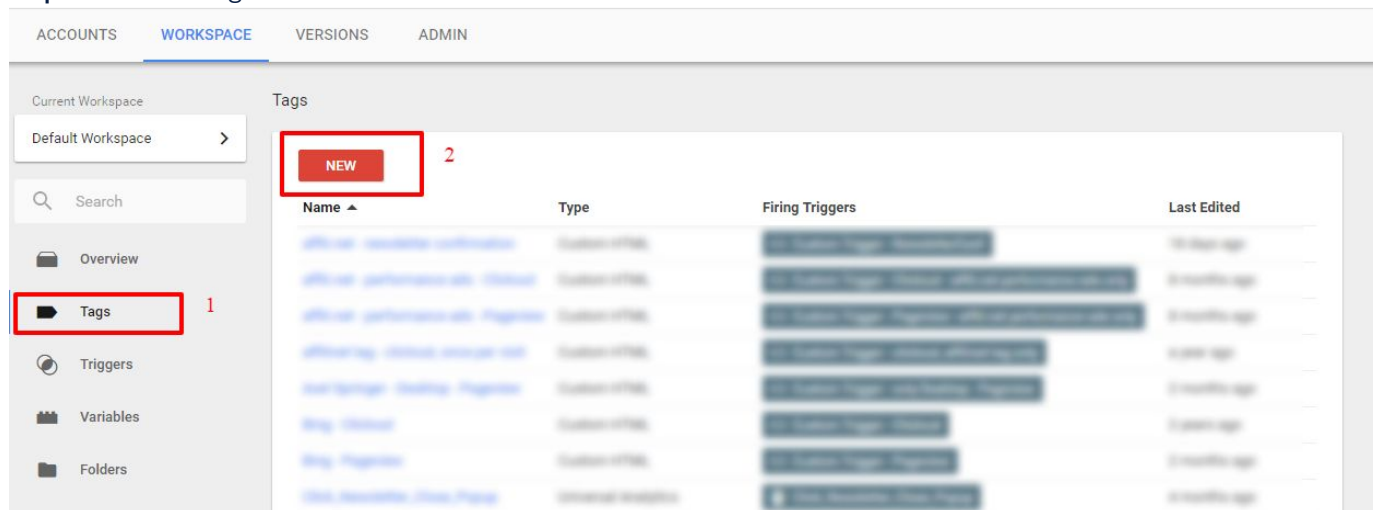
Step 3: Give your tag a name (ex. VM_Tracking) and choose Tag Type: Sales Tracking Visual Meta

Step 4: Update the template with the variables you created earlier.
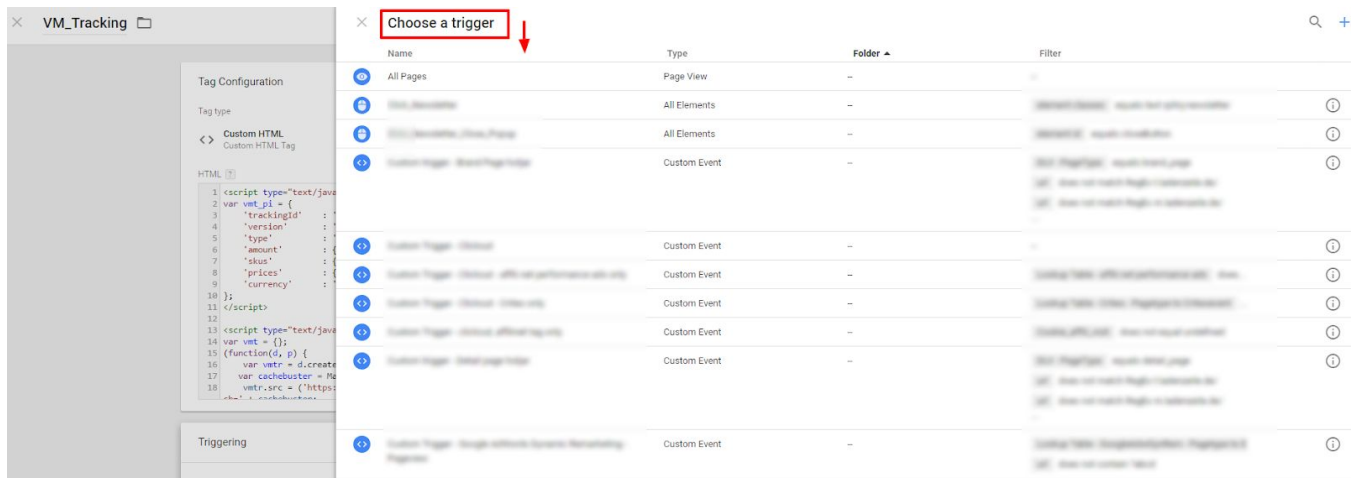
Please note: Add your variable names in the brackets {{ }} with the same name as you have created from previous section. This is important for generating the correct data!

2.3. Adding the Trigger

(Important step) – After installing the tag, you need to add the trigger for the VM_Tracking tag.
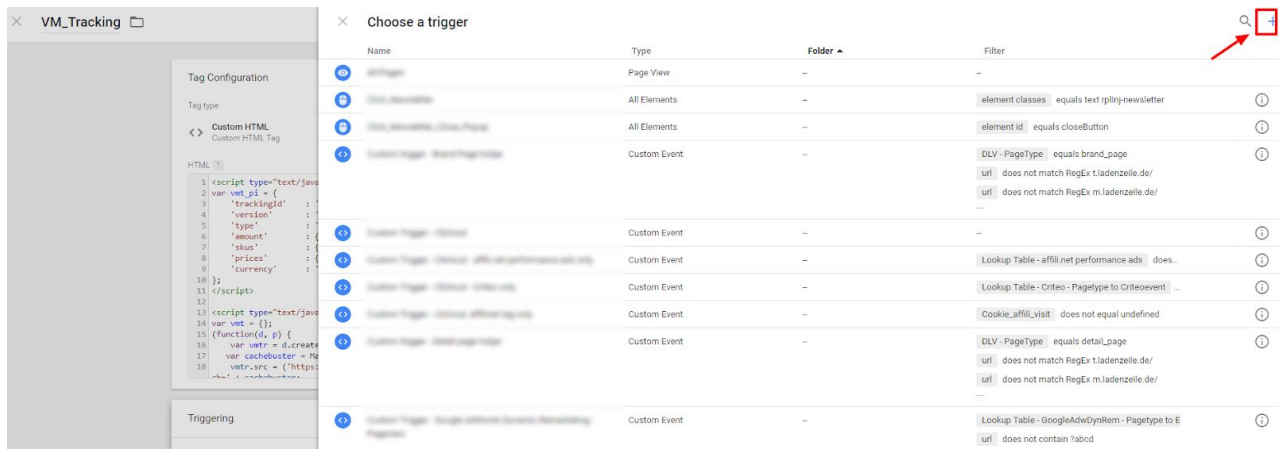
The code needs to be executed in the **Success Page / Thanks for your purchase** after user makes an order.

- If you already have a trigger for the Success Page for other tracking purposes, simply choose it from the list and add 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: 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, I will assume that user lands in a Success Page after finishing his order. The trigger type for this case is: Page View
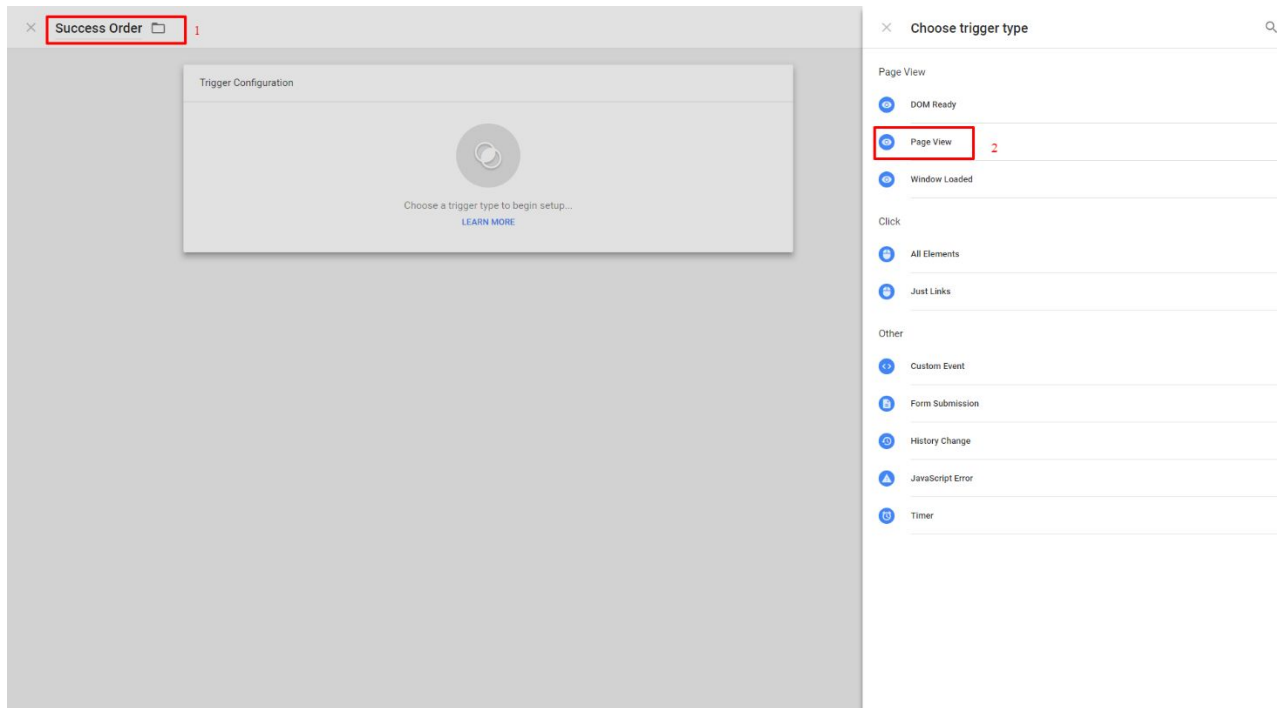
Step 3: Select 'Some Page Views'

Step 4: Choose '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 – Our 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.
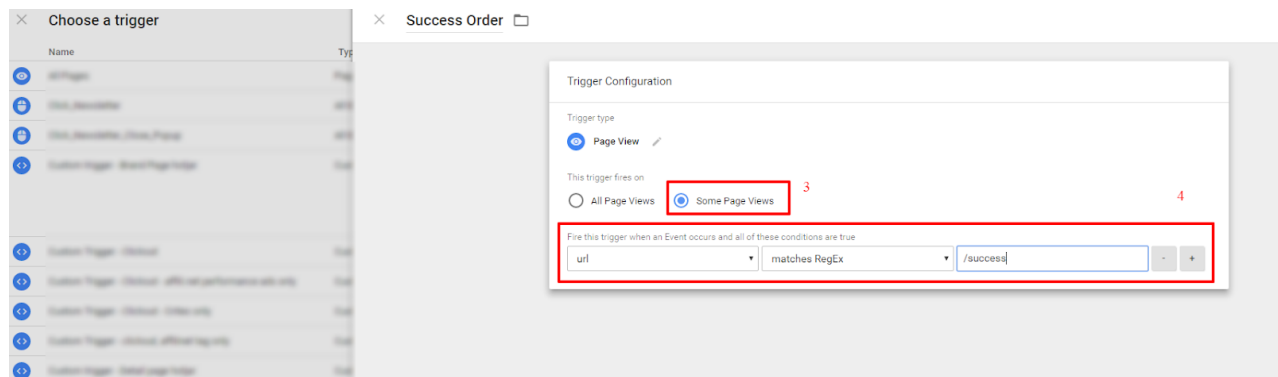
3. Example(s) of implementation

Below is an example of a successfully implemented tracking(Please use the previous guidelines for installing yours & DON'T use the values in the provided examples.

HTML ?

```
1  <script type="text/javascript"> var vmt_pi = { 'trackingId' : 'dk-EQ9N9ZLPVU', 'version' : 'a_0.0.1', 'type' :
   'confirmed', 'amount' : {{Ecom Receipt Total}}, 'skus' : ['{{Ecom Receipt Products}}'], 'prices' : [ {{Ecom
   Basket View Details}}], 'currency' : 'DKK' }; </script> <script type="text/javascript"> var vmt = {};
   (function(d, p) { var vmtr = d.createElement('script'); vmtr.type = 'text/javascript'; vmtr.async = true; var
   cachebuster = Math.round(new Date().getTime() / 1000); vmtr.src = ('https:' == p ? 'https' : 'http') +
   '://www.shopalike.dk/controller/visualMetaTrackingJs?cb=' + cachebuster; var s =
   d.getElementsByTagName('script')[0]; s.parentNode.insertBefore(vmtr, s); })(document,
   document.location.protocol); </script>
```

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
'version'	`'a_0.0.1'`	The version of the tracking implemented
'type'	'confirmed'	"confirmed" identifies the page type, order confirmation page
'amount'	20.49	total net shopping cart value (excl. tax)
'skus'	'12345-05-WHT-XL', '12345-05-WHT-L', '12345-05-WHT-S'	comma separated list of SKUs of the purchased products
'prices'	5.49,10.00,5.00	comma separated list of the net prices in the same order
'currency'	'EUR' 'PLN' 'SEK' 'DKK' 'TRY' 'CZK' 'HUF' 'SKK' 'INR' 'RUB' 'BRL'	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.

5. VM Sales Tracking vs. Google Analytics tracking

'Google Analytics' and 'VM Sales Tracking' are both very important tools which help you better understand user's behavior and make informed decisions.

However, the way the two tools are implemented and function, is quite different.

Google Analytics tracks last click / direct conversions only. This means when a user clicks on a product on our platform, is redirected to the shop's site and makes a purchase immediately.

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. Our sales tracker does it through cookies (we save them for up to 60 days).