

RTB House tracking codes for www.goods.ph

In order to launch a retargeting campaign, you will need to install tracking codes on your site. These codes are completely invisible to users and make use of asynchronous loading, so they will not slow down the operation of your website.

The codes should be pasted into particular pages on your website. It is best for the tracking code to be implemented at the end of a webpage, just before the `</body>` tag.

Curly brackets {...} contain so-called macros and they should be replaced with certain dynamic values individually ascribed to each code.

Home Page code

This code should be pasted into the home page of your website.

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_home";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

Category Page code

This code should be inserted into pages which display grouped product categories.

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_category2_{CatID}";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

The {CatID} macro should be replaced with ID of the particular category. If you cannot pass the category ID, please contact RTB House to get individual guidance.

Product Page code

This code should be pasted into the pages of individual products.

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_offer_{ID}";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

The {ID} macro should be replaced with unique product ID.

NOTE: the product ID inserted in the place of {ID} macro should always be the same as featured in the product feed.

Search Result Page code

The code should be pasted into the internal site search results pages.

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_listing_{ID},{ID},{ID}";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

In place of the {ID} macros, you should insert IDs of products displayed on the page. The list can contain up to 5 IDs; the IDs exceeding this limit will be ignored.

Shopping Cart code

Depending on technical possibilities, one of the two following codes for your shopping cart page should be used:

Variant 1 (Preferred)

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_basketstatus_{ID},{ID},{ID}";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

The {ID} macros should be replaced with IDs of all products that can be currently found in the shopping cart (regardless of the amount added).

Example: Basket contains products with IDs: 12, 14, 8 and 7 (2 pieces). {ID},{ID},{ID} macros should be replaced with 12,14,8,7.

Variant 2

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_basketadd_{ID}";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

In place of the {ID} macro, you should insert the ID of the product that has just been added to the cart (regardless of the amount added).

NOTE: The shopping cart code should only be triggered when the cart is not empty.

Order Process Start code

This code should be pasted into the page which begins order processing (i.e. the checkout page displayed after creating and filling the shopping cart). This is typically the contact details form or any other page displayed after clicking the “Go to checkout” or similar button.

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_startorder";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

Order Confirmation code

The code should be triggered on the order confirmation page for all orders placed in the website, regardless of traffic source. Tagging confirmation is necessary for proper segmentation of your customers, which in turn allows to optimize the subsequent purchases of advertising space. One of the two code variants presented below should be used.

Variant 1 - default solution with deduplication mechanism from RTB House

```
<script type="text/javascript">
(function(){ var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_orderstatus2_{VALUE}_{ORDERID}_{ID},{ID},{ID}&cd=default";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

The {VALUE} macro should be replaced with the value of the order. This value should only be formatted with the decimal point (dot or comma), without the thousands separator. The {ORDERID} macro should be replaced with the internal (shop) order identifier. Each consecutive {ID} macro should be replaced with IDs of products that are currently in the shopping cart.

Variant 2 - deduplication done by client's mechanism

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH_orderstatus2_{VALUE}_{ORDERID}_{ID},{ID},{ID}&cd={DEDUPLICATION}";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

Replace {VALUE}, {ORDERID} and {ID} macros according to guidance presented for variant 1 above. The {DEDUPLICATION} macro should be replaced with either false or true. Set false when the order is attributed to RTB House. Set true when the order is deduplicated by your mechanism and attributed to a source other than RTB House.

Other Pages code

In order to attribute each conversion to the right source, it is important that each page of the website (especially landing pages of all advertising campaigns - both current campaigns and the future ones) has a proper RTB House code implemented.

If there are pages that do not have any of the codes listed above implemented, then the following code should be pasted:

```
<script type="text/javascript">
(function(){var x = document.createElement('script'); x.async = true;
x.src = "https://asia.creativecdn.com/tags?type=script&id=pr_M0luW2g3DiH5KeSyCnCH&nrm=1";
document.getElementsByTagName('head')[0].appendChild(x);})();
</script>
```

It is also acceptable to paste this code into all the pages of the site additionally to the implementation of any other code listed above.

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