Visual Commerce
Adsmurai

Integration guide - Pixel & Gallery v1.3

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Tracking code - Pixel

In order to be able to track full conversion funnel of gallery visitors, it is necessary for the customer to implement this type of integration of the Visual Commerce tracking code within the e-commerce tool.

Doing so, customers will be able to have metrics beyond the usage of the gallery, being able to relate user activity within the gallery with what happens once the user clicks on the product link and is redirected to the e-commerce tool and finishes the purchase, for instance.

Integrate tracking code in a website

This tracking code should be instantiated using the *gallery-free* context option, so the customer should only specify the TRACKING_ID. This will allow us track any kind of event related to one, or more, galleries which the customer has.

Copy the snippet (Ask the owner of the project) anywhere inside the <body> tag of your html file to initialize it the tracking plugin. The 'TRACKING_ID', 'GALLERY_ID', and 'GALLERY_COUNTRY' values must be substituted by the ones provided by Adsmurai. The 'GALLERY_COUNTRY' value must conform the ISO 3166 alpha-3 specification.

```
<script type="text/javascript" crossorigin="anonymous">
    const adsmuraiTrackingElement = document.createElement('script');
    adsmuraiTrackingElement.onload = function() {
       window.adsmurai_tracking = new AdsmuraiTracking('TRACKING_ID');
       window.adsmurai_tracking.registerPageViewEvent();
    };
   adsmuraiTrackingElement.src =
'https://assets-cdn.adsmurai.com/adsmurai-tracking.min.js';
   document.body.appendChild(adsmuraiTrackingElement);
</script>
```

Remember to change the *TRACKING_ID* parameter to your own ID. (Ask the owner of the project).

Usage (available event triggers)

registerPageViewEvent

This event is automatically triggered on every page load. **Don't trigger it on your own**. It must be triggered one single time per page view.
This event help us to know whether a user access to any of your pages and track if comes or not from UGC.

The main idea of this is to instantiate the tracking library in a common view of your page so any page of your website will have it and send us an event any time a user comes.

registerAddProductToCartEvent

This event may be manually triggered each time a product is added to the cart. From a <script> tag:

```
const product = {
    productId: "a product id",
    price: {
      amount: 42.5,
      currencyISOCode: "an iso currency code"
    },
    productExtras: { 'matchId': "an item id" }
};
adsmurai_tracking.registerAddProductToCartEvent(product);
```

Value productExtras is optional and can contain arbitrary data up to 512KB.

registerCartViewEvent

This event can be manually triggered each time the cart is loaded. From a <script> tag:

```
adsmurai_tracking.registerCartViewEvent();
```

registerFinishPurchaseEvent

This event may be manually triggered each time a purchase is finished. From a <script> tag:

```
const products =  [
    {
        productId: "a product id",
        price: {
            amount: 42.0,
            currencyISOCode: "an iso currency code"
        },
        productExtras: { 'matchId': "an item id" }
    }
];
adsmurai_tracking.registerFinishPurchaseEvent(products);
```

Value productExtras is optional and can contain arbitrary data up to 512KB.

Publish gallery in a website

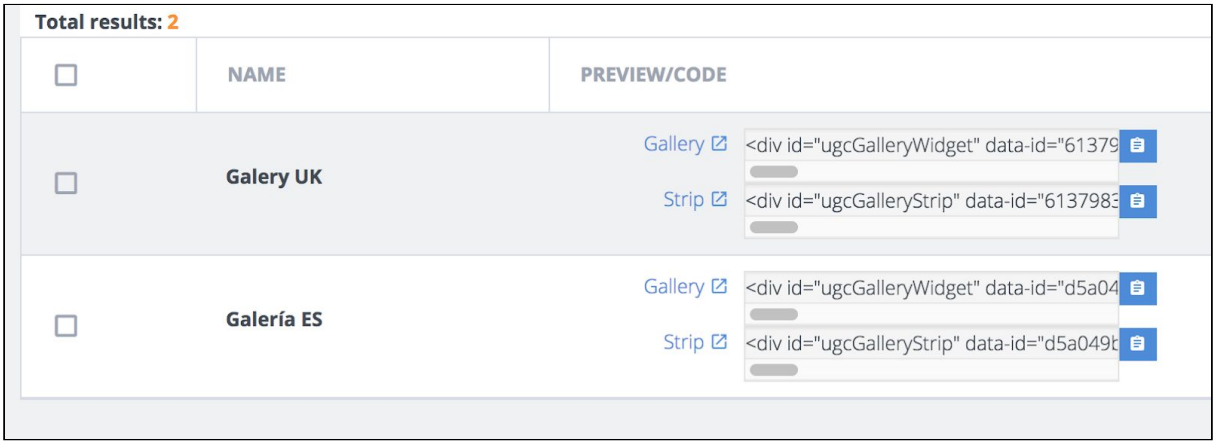
Gallery

To publish a gallery (default or custom) on a site, customer should create or find a page where to implement the gallery code. include this code in the site page chosen, replace GALLERY_ID by the id of the gallery to include:

```
<div id="ugcGalleryWidget" data-id="GALLERY_ID" data-locale="LOCALE"></div>
<script id="ugcGalleryWidgetScript"
src="https://ugc-static.adsmurai.com/widgets/gallery/js/gallery_embed.js">
</script>
```

Please note that `data-locale` is an optional attribute for default gallery translations.

To facilitate access to this Gallery code you could ask the owner of the project or if you have an available user to Visual Commerce, go to section “Set Up > Galleries”, this code is available for each of the default galleries.



Strip

Strip is a “module” to use on the home page to redirect traffic to the gallery page.
Copy the code “Strip” on the same page you get “Gallery page code” and copy it on the home.
We recommend to add a tittle & a CTA button to redirect users to the gallery page.