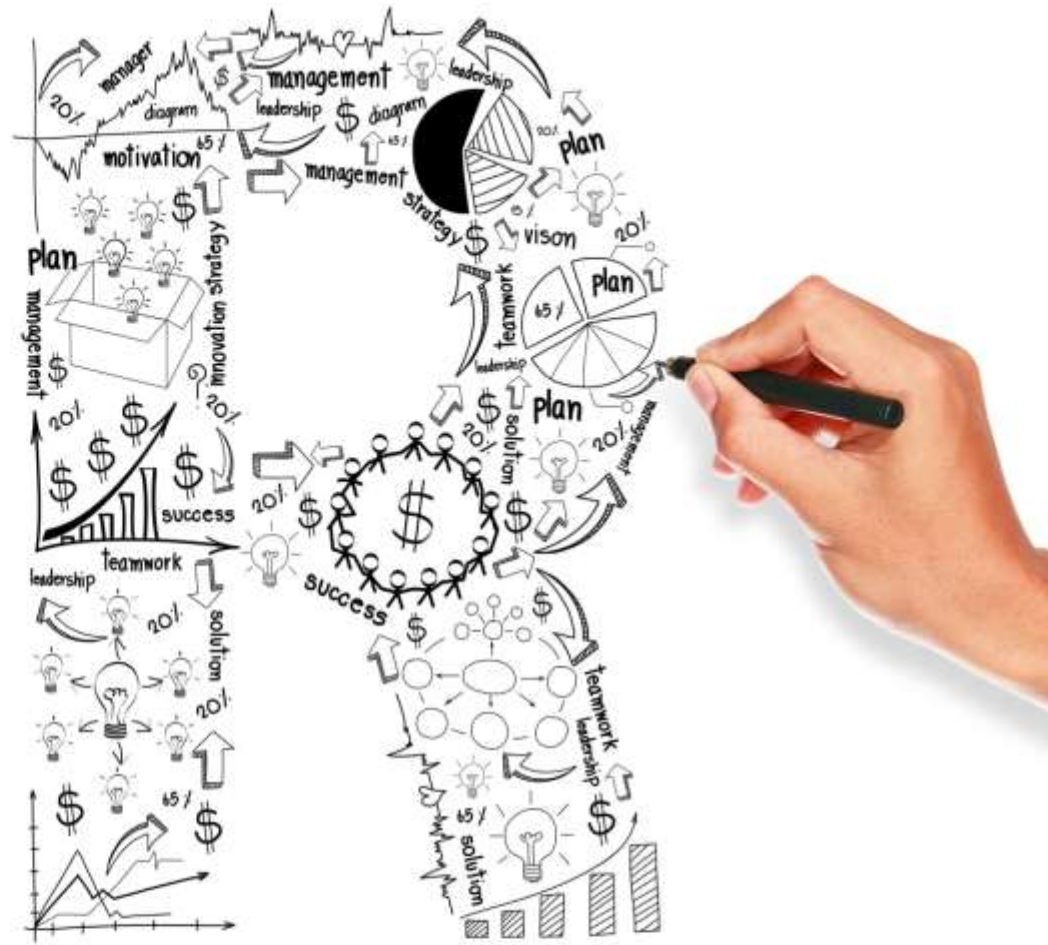


REGALIX



Tag Implementation

Google



Tag Implementation Capabilities

1. Conversion Tracking Code
2. Remarketing Code
3. Dynamic Remarketing Code
4. Google Analytics Code
5. Linking Adwords and Analytics Accounts
6. Event tracking
7. Goal setup in Google Analytics
8. GA Conversion setup
9. GA Remarketing setup
10. E-commerce tracking code
11. Cross Domain tracking code
12. Google Tag Manager Code



1. Conversion Tracking Code



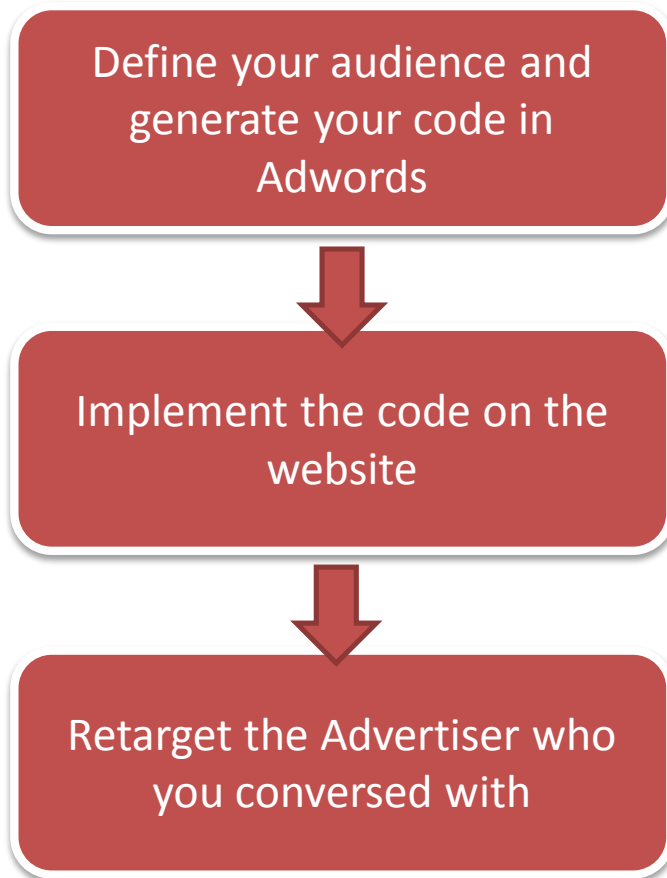
Conversion tracking shows you what happens after a customer clicks on your ads, whether they purchased your product, signed up for your newsletter, or filled out a form to receive more information.

By tracking these actions, known as "conversions," you'll know which ads, keywords and campaigns bring you business.

This helps you invest more wisely in the best ones and, ultimately, boost your return on investment (ROI).



2. Remarketing Code



Retargeting, or re-messaging, is an advertising strategy that allows you to target users who have visited your website with ads to entice them to return to your site.

It is generally used to encourage users who didn't convert to come back to complete a purchase or other conversion step. But, it can also be used for a variety of reasons including product up sells, branding and social engagement.

AdWords Remarketing is Google's version of retargeting advertising. It is an easy platform to get started with retargeting in an interface that you're already used to as an AdWords customers.



3. Dynamic Remarketing Code

Create the campaign and generate the code (by Google Account Manager)

Define variables, upload data feed and implement the code

Product specific re-targeting

Google Managers should create the campaign and the code before submitting the lead.



3. What is Dynamic Remarketing

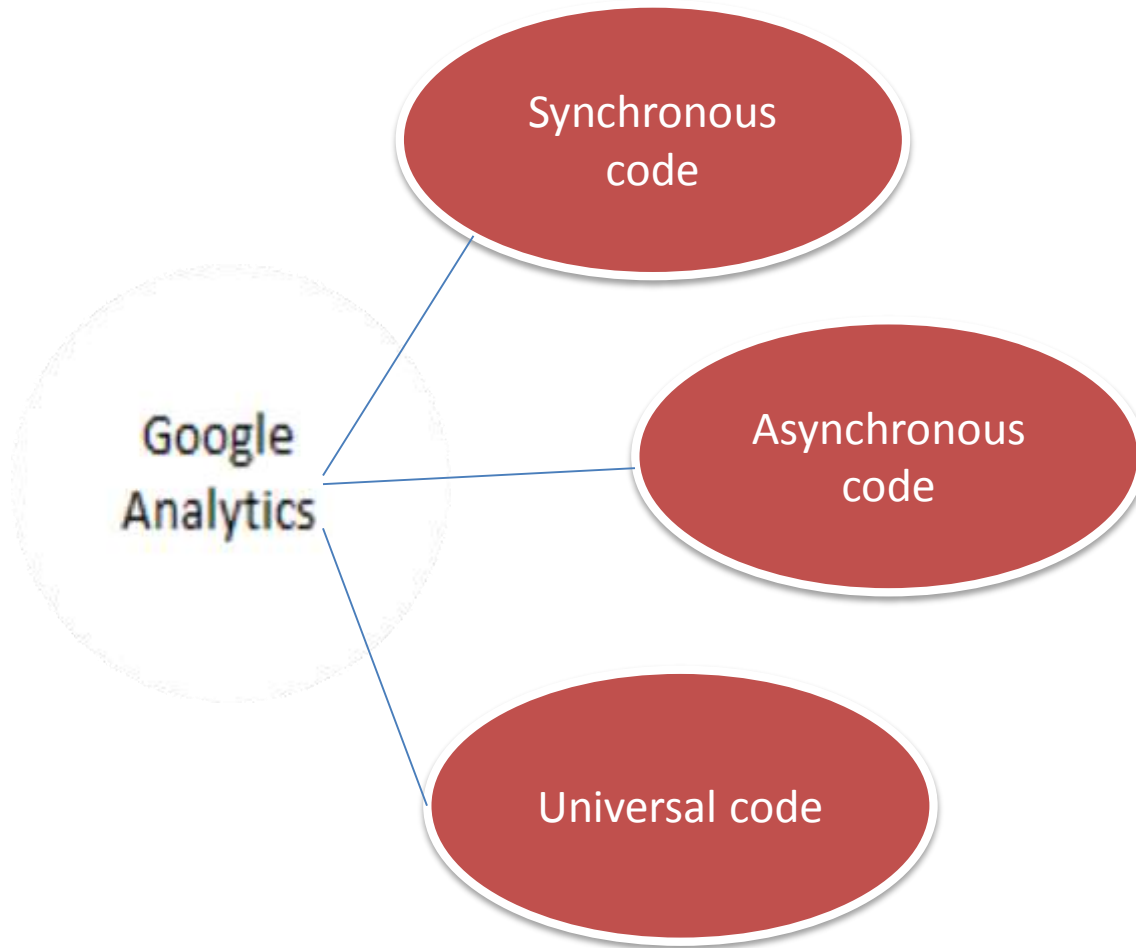
Remarketing lets you deliver relevant ads to specific segments of your audience. Dynamic remarketing lets you automatically create beautiful customized ads that connect with shoppers by reminding them of items they've seen or bought in the past on your site and suggesting other products they might like. Our clients have seen click through rates which were as much as a 450% higher from dynamic remarketing campaigns vs. campaigns that did not use dynamic creative for remarketing.

Every customer is unique. Dynamic remarketing takes this into account, letting you create and deliver beautiful customized ads that connect visitors with their past shopping experiences on your site.

If you're a retailer with a Google Merchant Center account, you can use dynamic remarketing to construct remarketing ads on the fly with the products and messages that are predicted to perform best based on visitors' past actions on your site.



4. Google Analytics Code



4. What is Google Analytics Code

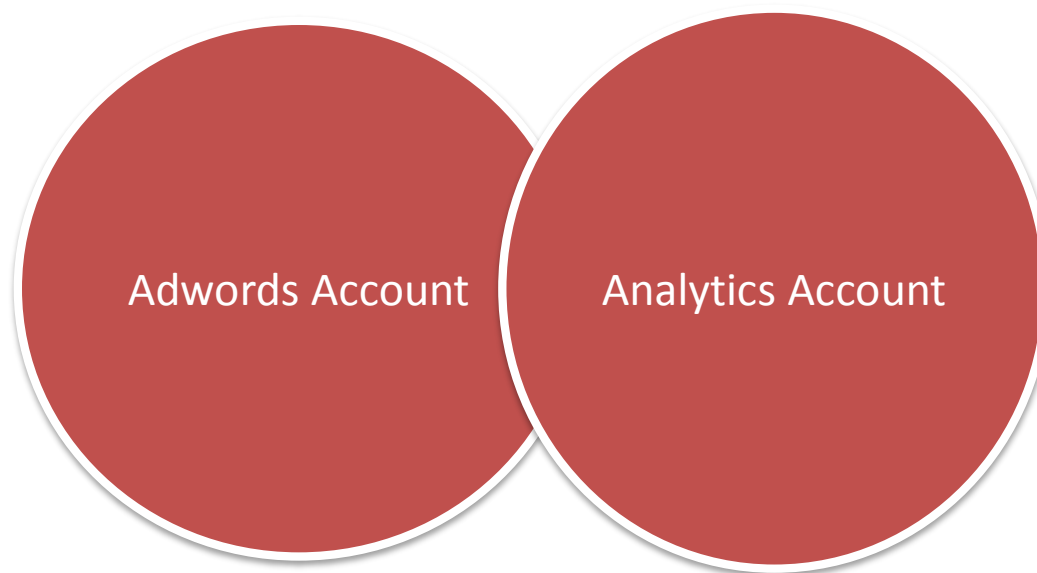
Google Analytics provides powerful digital analytics for anyone with a web presence, large or small. It's one of the most powerful digital analytics solutions available - and it's free for anyone to use.

Using Google Analytics one can

- Track your blog, MySpace, or Facebook pages
- Track traffic from RSS feeds
- Use Analytics with other web analytics solutions
- Track multiple websites

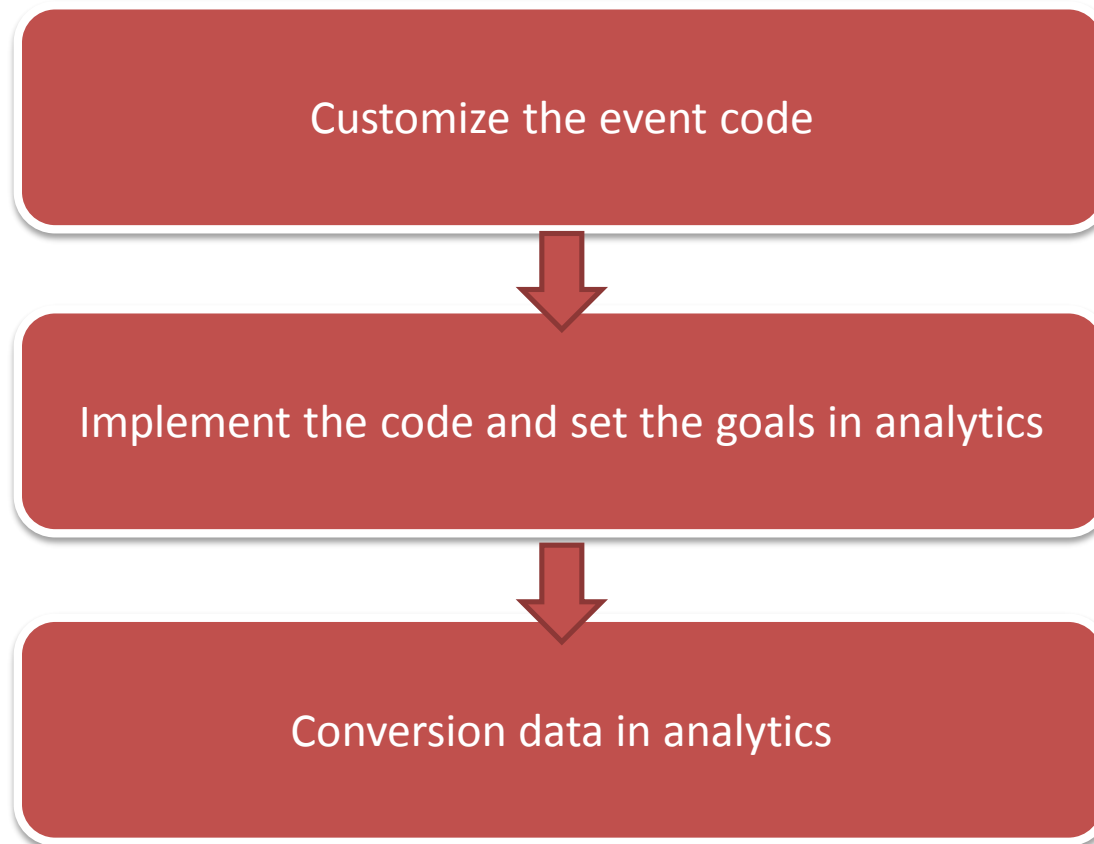


5. Linking Adwords & Analytics Accounts





6. Event Tracking





7. Goal Setup





8. GA Conversion Code

Set goals in analytics

Import goals to Adwords

Track goals as conversion
in Adwords

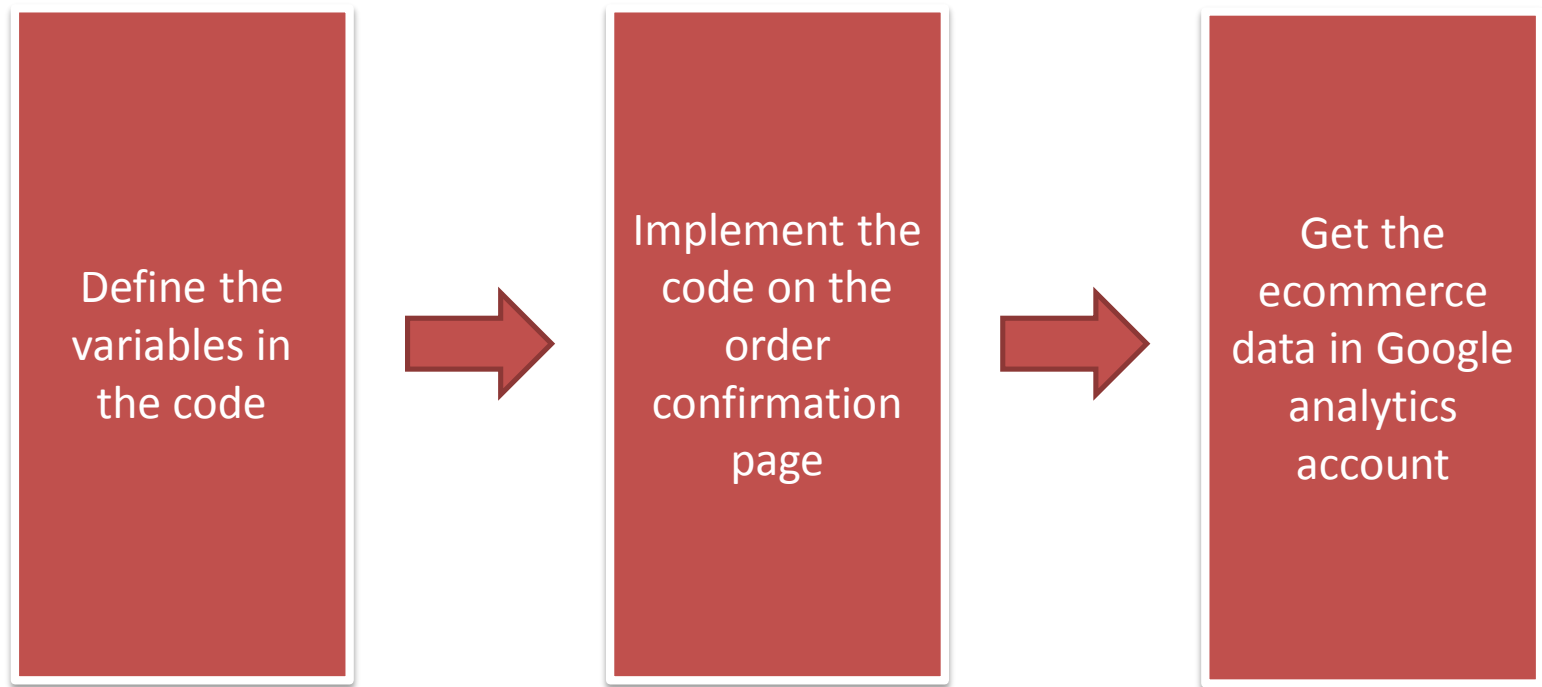


9. GA Remarketing





10. E-commerce Tracking Code





11. Cross Domain Tracking



11. What is Cross Domain Tracking

A default setup of Google Analytics is designed to track content and visitor data for a single domain, such as `www.example.com`

However, suppose you want to use Analytics for more complex situations, such as tracking

Subdomains—all visitors to both `dogs.example.com` and `www.example.com`, with data for both showing in the same report view (profile)

Subdirectories—only visitors to the `www.example.com/dogs` subdirectory in a separate report as if it were a single site

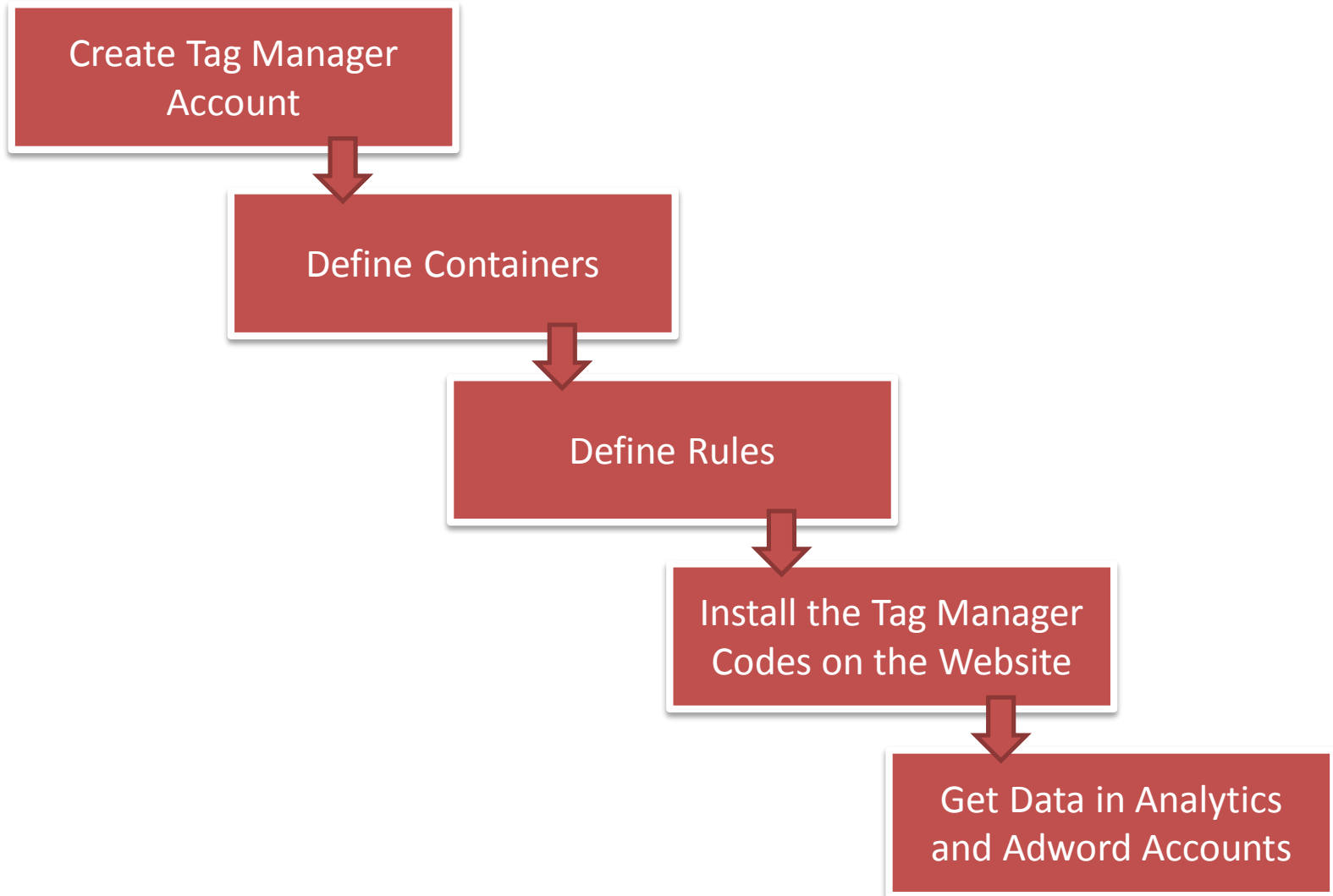
3rd-party shopping carts—visitors to your online store and to your shopping cart hosted on another domain

Top-level domains—all visitors to two domains that you own, such as `www.example-petstore.com` and `www.my-example-blog.com`, with data for both showing in the same report view (profile)

IFramed Content—visitor and pageview data for content in an iFrame of another domain.



12. Google Tag Manager Code





Thank you!