***Tags*** - Gather details

***Data layer*** - (required) stands as blood

* UDO variable => defined variable populated & passed by web.
* Query parameter => capture URL.
* First party cookie => cookies set by website.
* Javascript variable => globally scope javascript variable.

***Load Rules*** - (required) fire or trigger tag of defined conditions

***Extensions*** - (optional)

* Create custom data
* Set data constants
* Utilize javascripts to create

***Template*** - provide access to the code for programmer.

* Study tag implementation, code study.
* Modify the implementation to suit the needs of the business/stakeholder from the particular tag.

**Note:** Do this as a last resort

**Note:** If there’s a tealium update it will override the template so modified template will override or loose the changes.

**Note:** Safe to use the “save button” version template

***Debugger***

* Firebug
* Chrome Developer Tool

***Metadata Element -*** HTML Meta information

***Audience Stream Attribute*** - not use in USAP

***Create Tag***

1. Dashboard
2. Add tag
3. Search for a tag

***Marketing concern*** – Manual implementation and Tealium implementation.

***Changes indicator***

* *Gray button* – not modify
* *Orange button* – modified
* *Asteris on menu tab* – modified

***Testing / Validation***

* *Tealium Web Companion* – is a browser tool, bookmark for easily use, found on account name dropdown.
* Tell marketing the version created.
* *Tab* – tags and extensions, tags status(ok,complete)
* Session of browser only
* Use debugger
* Check the url template load on firebug or chrome developer (Javascript tab)
* ***Example:*** get utag.5.1.js the fire the URL (http://)
* *Tags tab* – find the UID tag below right side.

***URL*** – <https://my.tealuimiq.com>

***Data Layer*** - Information class of variables.

* Types
* UDO variable – modify by programmer
* Query parameter – pre defined.
* Main library – json format
* Declare variable for each site

***Load rules***

<script type=”type/javascript”>

var utag\_data = (

site\_name = “autopartswarehouse.com”

);

</script>

***UDO Variable***

* Load rules – js.variable\_name
* b[“variable\_name”]

***How to implement tealium on your website***

1. Create the utag\_data Javascript variable – JSON formatted data.
2. Insert the Tealium javascript library
3. Supply the appropriate value for the following.
4. account name i.e. usautoparts
5. profile i.e. autopartswarehouse
6. environment i.e. dev/qa/prod

Publishing

* Save button – will use the same version
* Save us – create new version
* Scenario
* version 1 is unfinished
* version 2 is finish
* *Solution* - before publish to production disable the unfinished version first.
* Another scenario
* After publish enable again the unfinish version possible na meron pang nagchecheck.
* Web companion – test development (dev/qa/prod)

***DOM Variable***

If(b[dom.sample]

e.g. – if(b[dom.domain])=”staging.usautoparts.com”

***Template Variable***

u.acct = “sample”

u.acct = “integer”

***DATH Layer Variable***

b.csSalesStageCode

***utag\_data*** – is for UOD variable only

***Template*** – actual implementation of tag.

***##*** - pinl-up sa tag