



# Rapid Retargeter

## Implementation Guide

ORACLE WHITE PAPER



## Table of Contents

|  |    |
|--|----|
| What's New                                 | 6  |
| Document Change History                    | 6  |
| Overview                                   | 7  |
| Getting Started                            | 7  |
| Web Events                                 | 7  |
| Composite Events                           | 8  |
| Browse and Cart Timeouts                   | 8  |
| Example                                    | 8  |
| Tags for Capturing Web Events              | 9  |
| Composite Events in Your Responsys Account | 9  |
| Product Detail Data                        | 16 |
| Profile List Association                   | 17 |
| Supporting Multiple Profile Lists          | 17 |
| Associating Web Events to Profile Lists    | 18 |
| Important Notes                            | 18 |
| Types of Tags                              | 19 |
| Identify Visitor                           | 19 |
| Identifier Key                             | 19 |
| Code                                       | 20 |
| Where to Integrate Code                    | 27 |
| Search                                     | 28 |

|                              |    |
|------------------------------|----|
| Code                         | 28 |
| Optional Parameters          | 32 |
| Where to Integrate Code      | 33 |
| Browse Product (Browse Page) | 34 |
| Code                         | 34 |
| Optional Parameters          | 38 |
| Where to Integrate Code      | 40 |
| Add Product to Cart          | 41 |
| Code                         | 41 |
| Optional Parameters          | 46 |
| Where to Integrate Code      | 48 |
| Remove Product From Cart     | 49 |
| Code                         | 49 |
| Optional Parameters          | 54 |
| Where to Integrate Code      | 54 |
| Clear Cart                   | 55 |
| Code                         | 55 |
| Optional Parameters          | 59 |
| Where to Integrate Code      | 59 |
| Update Stage of Cart         | 60 |
| Code                         | 61 |
| Optional Parameters          | 67 |



|  |    |
|--|----|
| Where to Integrate Code                                  | 68 |
| Purchase Product   | 69 |
| Code   | 69 |
| Optional Parameters                                      | 73 |
| Where to Integrate Code                                  | 75 |
| Retargeting Visitors                                     | 76 |
| Basic Retargeting Program Designs                        | 76 |
| Search Retargeteting                                     | 76 |
| Browse Abandonment                                       | 78 |
| Cart Abandonment   | 80 |
| Product Purchased  | 82 |
| Advanced Retargeting Program Designs                     | 83 |
| Delaying the Launch                                      | 83 |
| Routing Based on Composite Event Program Entry Variables | 84 |
| Multi-wave Retargeting Programs                          | 85 |
| Program Entry Variable Data Usage in Other Campaigns     | 85 |
| Personalizing Retargeting Email Campaigns                | 89 |
| Responsys Programming Language (RPL)                     | 89 |
| Built-in Functions (BIFs)                                | 91 |
| Frequently Asked Questions                               | 93 |
| Profile List   | 94 |
| Parameters   | 94 |



|                      |    |
|----------------------|----|
| Data                 | 94 |
| Identifying Visitors | 95 |
| Tagging              | 95 |

## What's New

| Release | Description   |
|---------|---|
| 6.29    | <p><b>Search Retargeting</b> – Ability to capture search event data and identify search retargeting opportunities.</p> <p><b>Additional Data</b> – Incorporate new parameters to tags to capture additional data.</p> <p><b>Multiple Profile List Support</b> – Apply Rapid Retargeter functionality to more than one profile list in the same account.</p> |

## Document Change History

| Date      | Description  |
|-----------|--|
| 2018/4/20 | <ul style="list-style-type: none"><li>Product ID is mandatory for Add Product to Cart and Purchase Product tags.</li></ul>   |
| 2017/3/3  | <ul style="list-style-type: none"><li>Optional parameters for Purchase tags no longer support due to defect. Related content updated.</li></ul>                          |
| 2016/8/31 | <ul style="list-style-type: none"><li>Correct mistakes in FAQ.</li></ul>   |
| 2016/8/16 | <ul style="list-style-type: none"><li>Correct mistakes in Pprice parameter description.</li><li>Included optional parameters for Remove Product from Cart tag.</li></ul> |

## Overview

Rapid Retargeter is a Responsys feature that allows marketers the ability to capture web events initiated by visitors on their website and then process those events to generate composite events. The composite events can then be used to target and personalize different remarketing communications.

## Getting Started

To begin, we will run through some terminology and concepts that will help you better understand what Rapid Retargeter can do and how it works.

### Web Events

Web events (or web behaviors) are activities initiated by visitors on your website. Rapid Retargeter was designed to listen and capture browse and cart related activities. These activities include:

| Description              |  |
|--------------------------|--|
| Identify Visitor         | Visitor logs in as an existing member or registers as a new member on your website.  |
| Search                   | Visitor conducts a search using your website's embedded site search function.  |
| Browse Product           | Visitor browses a product details page or product quick view overlay on a category page.   |
| Add Product to Cart      | Visitor adds product to shopping cart by clicking on the Add button on the product category page, quick view overlay on the product category page, and/or on the product details page. |
| Remove Product from Cart | Visitor removes product from cart by clicking the Remove/Delete button or updates the quantity to zero next the desired product in the cart view page.                                 |
| Clear Cart               | Visitor removes all products from the shopping cart by clicking the Clear All/Delete All button on the cart view page.   |
| Update Stage of Cart     | Visitor proceeds to a different stage in the purchasing process.   |
| Purchase Product         | Visitor completes the purchasing of product(s)   |



## Composite Events

Composite events are derivatives of different web events and time. The composite events that Rapid Retargeter focuses on are ones related to remarketing opportunities. These include:

- **Search Retargeting** – Onsite searches that were conducted, but no additional web events were initiated after a certain time period that you have predetermined as the “Browse Timeout”.
- **Browse Abandonment** - Products that were browsed, but not added to the shopping cart after a certain time period that you have predetermined as the “Browse Timeout”.
- **Cart Abandonment** - Products that were added to the shopping cart, but not purchased after a certain time period that you have predetermined as the “Cart Timeout”.
- **Product Purchased** - Products that were purchased.

## Browse and Cart Timeouts

Time is an element that is used to identify when a Search Retargeting, Browse Abandonment, and Cart Abandonment, and Purchase composite events have occurred. The Browse Timeout is the time element used for Search Retargeting and Browse Abandonment while Cart Timeout is the time element used for Cart Abandonment and Purchase. The Timeouts can range from **15** to **60** minutes. The Timeout begins at 15 minutes because Rapid Retargeter processes the web events at 15 minute intervals.

### Example

Let's assume the Browse Timeout and Cart Timeout were set to 30 minutes and 45 minutes respectively. This means:

- A Search Retargeting composite event is identified and raised when a visitor conducted an onsite search, but they did not initiate any additional web events for 30 minutes.
- A Browse Abandonment composite event is identified and raised when a visitor browsed a product(s), but they did not add it to the shopping cart or initiate any additional web events for 30 minutes.
- A Cart Abandonment composite event is identified and raised when a visitor added a product(s) to the shopping cart, but they did not purchase or initiate any additional web events for 45 minutes.
- A Purchase composite event is identified and raised when a visitor added a product(s) to the shopping cart, but they did not purchase or initiate any additional web events for 45 minutes.

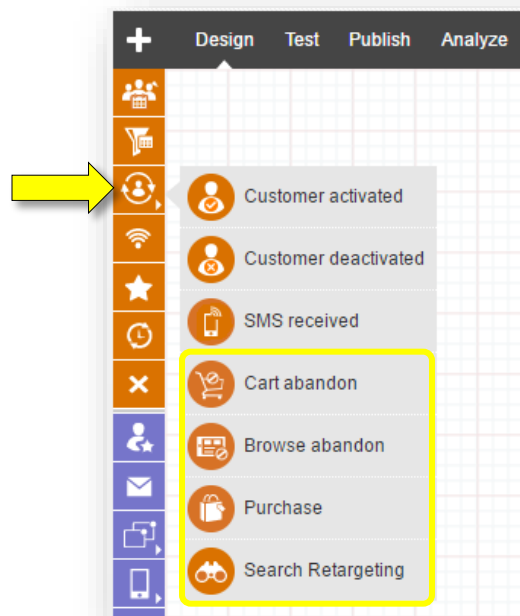


## Tags for Capturing Web Events

Rapid Retargeter uses tags to capture the web events. Tags are small pieces of code that are integrated into different pages on your website. The tags include parameters to capture additional information about the web event. Details on the parameters will be featured within in the Types of Tags section.


## Composite Events in Your Responsys Account


Whenever composite events are identified by Rapid Retargeter, it triggers the Rapid Retargeter-specific Interaction Events in Program.



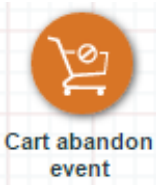
If you add any of these Rapid Retargeter-specific Interaction Events onto the Program canvas, related Program Entry Variables (PEVs) will be made available (in the Program itself). The PEVs can be used for filtering within the Program and the personalization of the associated email campaign(s). Here's an overview of those PEVs below.

**IMPORTANT NOTE:** Parameters in **red** are not supported at this time, but will be available in an upcoming release.


| Event   | Composite Event    | Entry Tracking Variables |  |
|---|--------------------|--------------------------|--|
| <br>Search retargeting event | Search Retargeting | Column Name              | Description  |
|   |                    | SR_AGGPARA01             | A comma-delimited list of values captured by the "Aggpara01" parameter |
|   |                    | SR_AGGPARA02             | A comma-delimited list of values captured by the "Aggpara02" parameter |
|   |                    | SR_AGGPARA03             | A comma-delimited list of values captured by the "Aggpara03" parameter |
|   |                    | SR_AGGPARA04             | A comma-delimited list of values captured by the "Aggpara04" parameter |
|   |                    | SR_AGGPARA05             | A comma-delimited list of values captured by the "Aggpara05" parameter |
|   |                    | SR_AGGPARA06             | A comma-delimited list of values captured by the "Aggpara06" parameter |
|   |                    | SR_AGGPARA07             | A comma-delimited list of values captured by the "Aggpara07" parameter |
|   |                    | SR_AGGPARA08             | A comma-delimited list of values captured by the "Aggpara08" parameter |
|   |                    | SR_AGGPARA09             | A comma-delimited list of values captured by the "Aggpara09" parameter |
|   |                    | SR_AGGPARA10             | A comma-delimited list of values captured by the "Aggpara10" parameter |
|   |                    | SR_AGGPARA11             | A comma-delimited list of values captured by the "Aggpara11" parameter |

| Event  | Composite Event    | Entry Tracking Variables |   |
|--|--------------------|--------------------------|---|
|  |                    | SR_AGGPARA12             | A comma-delimited list of values captured by the "Aggpara12" parameter        |
|  |                    | SR_BROWSER               | Browser Name captured by the "Useragent" parameter                            |
|  |                    | SR_BROWSERTYPE           | Browser Type captured by the "Useragent" parameter                            |
|  |                    | SR_LASTSEARCHTERM        | Last search term captured by the "Searchterm" parameter                       |
|  |                    | SR_OS                    | Operating System  |
|  |                    | SR_SEARCHTERM            | A comma-delimited list of search terms captured by the "Searchterm" parameter |
|  |                    | SR_UIDTYPE               |   |
|  |                    | SR_UIDVALUE              |   |
| <br>Browse<br>abandon event | Browse Abandonment | <b>Column Name</b>       | <b>Description</b>  |
|  |                    | BA_AGGPARA01             | A comma-delimited list of values captured by the "Aggpara01" parameter        |
|  |                    | BA_AGGPARA02             | A comma-delimited list of values captured by the "Aggpara02" parameter        |
|  |                    | BA_AGGPARA03             | A comma-delimited list of values captured by the "Aggpara03" parameter        |
|  |                    | BA_BROWSER               | Browser Name captured by the "Useragent" parameter                            |
|  |                    | BA_BROWSERTYPE           | Browser Type captured by the "Useragent" parameter                            |
|  |                    | BA_LASTPARA01            | Last value captured by the "Aggpara01" parameter                              |



| Event   | Composite Event  | Entry Tracking Variables  |  |             |              |  |              |  |              |  |
|---|--|---|--|-------------|--------------|--|--------------|--|--------------|--|
|   |  | BA_LASTPARA02   | Last value captured by the "Aggpara02" parameter   |             |              |  |              |  |              |  |
|   |  | BA_OS   | Operating System captured by the "Useragent" parameter   |             |              |  |              |  |              |  |
|   |  | BA_PCARTIDID  | Cart ID captured by the "Pcartid" parameter  |             |              |  |              |  |              |  |
|   |  | BA_PPRICE   | A comma-delimited list of prices associated to the products browsed captured by the "Pc" parameter             |             |              |  |              |  |              |  |
|   |  | BA_PRODUCTCATEGORY  | A comma-delimited list of product categories associated to the products browsed captured by the "Pc" parameter |             |              |  |              |  |              |  |
|   |  | BA_PRODUCTID  | A comma-delimited list of product IDs associated to the products browsed captured by the "Pid" parameter       |             |              |  |              |  |              |  |
|   |  | BA_EVENTSOURCE  | The event source captured by the "Src" parameter   |             |              |  |              |  |              |  |
|   |  | BA_UIDTYPE  |  |             |              |  |              |  |              |  |
|   |  | BA_UIDVALUE   |  |             |              |  |              |  |              |  |
|  | Cart Abandonment   | <table><tr><th>Column Name</th><th>Description</th></tr><tr><td>CA_AGGPARA01</td><td>A comma-delimited list of values captured by the "Aggpara01" parameter</td></tr><tr><td>CA_AGGPARA02</td><td>A comma-delimited list of values captured by the "Aggpara02" parameter</td></tr><tr><td>CA_AGGPARA03</td><td>A comma-delimited list of values captured by the "Aggpara03" parameter</td></tr></table> | Column Name  | Description | CA_AGGPARA01 | A comma-delimited list of values captured by the "Aggpara01" parameter | CA_AGGPARA02 | A comma-delimited list of values captured by the "Aggpara02" parameter | CA_AGGPARA03 | A comma-delimited list of values captured by the "Aggpara03" parameter |
| Column Name   | Description  |   |  |             |              |  |              |  |              |  |
| CA_AGGPARA01  | A comma-delimited list of values captured by the "Aggpara01" parameter |   |  |             |              |  |              |  |              |  |
| CA_AGGPARA02  | A comma-delimited list of values captured by the "Aggpara02" parameter |   |  |             |              |  |              |  |              |  |
| CA_AGGPARA03  | A comma-delimited list of values captured by the "Aggpara03" parameter |   |  |             |              |  |              |  |              |  |



| Event   | Composite Event   | Entry Tracking Variables |  |
|---|-------------------|--------------------------|--|
|   |                   | CA_BROWSER               | Browser Name captured by the "Useragent" parameter   |
|   |                   | CA_BROWSERTYPE           | Browser Type captured by the "Useragent" parameter   |
|   |                   | CA_LASTPARA01            | Last value captured by the "Aggpara01" parameter   |
|   |                   | CA_LASTPARA02            | Last value captured by the "Aggpara02" parameter   |
|   |                   | CA_OS                    | Operating System captured by the "Useragent" parameter   |
|   |                   | CA_PCARTIDID             | Cart ID captured by the "Pcartid" parameter  |
|   |                   | CA_PPRICE                | A comma-delimited list of prices associated to the products browsed captured by the "Pc" parameter             |
|   |                   | CA_PRODUCTCATEGORY       | A comma-delimited list of product categories associated to the products browsed captured by the "Pc" parameter |
|   |                   | CA_PRODUCTID             | A comma-delimited list of product IDs associated to the products browsed captured by the "Pid" parameter       |
|   |                   | CA_EVENTSOURCE           | The event source captured by the "Src" parameter   |
|   |                   | CA_UIDTYPE               |  |
|   |                   | CA_UIDVALUE              |  |
| <br>Purchase event | Purchased Product | Column Name              | Description  |
|   |                   | PU_AGGPARA01             | A comma-delimited list of values captured by the "Aggpara01" parameter   |

| Event | Composite Event | Entry Tracking Variables |  |
|-------|-----------------|--------------------------|--|
|       |                 | PU_AGGPARA02             | A comma-delimited list of values captured by the "Aggpara02" parameter   |
|       |                 | PU_AGGPARA03             | A comma-delimited list of values captured by the "Aggpara03" parameter   |
|       |                 | PU_BROWSER               | Browser Name captured by the "Useragent" parameter   |
|       |                 | PU_BROWSERTYPE           | Browser Type captured by the "Useragent" parameter   |
|       |                 | PU_LASTPARA01            | Last value captured by the "Aggpara01" parameter   |
|       |                 | PU_LASTPARA02            | Last value captured by the "Aggpara02" parameter   |
|       |                 | PU_OS                    | Operating System captured by the "Useragent" parameter   |
|       |                 | PU_PCARTIDID             | Cart ID captured by the "Pcartid" parameter  |
|       |                 | PU_PPRICE                | A comma-delimited list of prices associated to the products purchased captured by the "Pc" parameter             |
|       |                 | PU_PRODUCTCATEGORY       | A comma-delimited list of product categories associated to the products purchased captured by the "Pc" parameter |
|       |                 | PU_PRODUCTID             | A comma-delimited list of product IDs associated to the products purchased captured by the "Pid" parameter       |
|       |                 | PU_EVENTSOURCE           | The event source captured by the "Src" parameter   |
|       |                 | PU_UIDTYPE               |  |



| Event | Composite Event | Entry Tracking Variables |  |
|-------|-----------------|--------------------------|--|
|       |                 | PU_UIDVALUE              |  |

## Product Detail Data

As you will learn in the Types of Tags section, the "Pid" parameter can be included in the container to capture the product ID or SKU related to the web event, but there are no parameters available to capture detailed information about the product itself, like product name or description. If you want to present the detailed product information in your retargeting emails, you can. What you'll need to do is create a supplemental data table in your Responsys account to store the product detail data and update this table on a regular basis. This product details supplemental data table can then be referenced during the email personalization process to pull in the product detail information using the "Pid" as the lookup key.

To create a product details supplemental data table, you should begin by determining what value you will be passing as the "Pid" value: product ID or SKU. Let's assume you will be passing the product ID and you want to personalize your retargeting emails with the product name, product category, and product URL. For your supplemental data table, include a field to store the product ID. This field should be indexed and defined as a unique key. Then include fields for the product name, product category, and product URL.

Here's an example of how a product details supplemental data table based on these requirements can look like:

### PRODUCT\_DETAILS

| PROD_ID | PROD_NAME          | PROD_CATEGORY | PROD_URL  |
|---------|--------------------|---------------|---|
| 2354356 | Black Dress        | Bottoms       | <a href="http://www.jaxon.com/products/prod_id=2354356">http://www.jaxon.com/products/prod_id=2354356</a> |
| 4964347 | Knitted Vest       | Tops          | <a href="http://www.jaxon.com/products/prod_id=4964347">http://www.jaxon.com/products/prod_id=4964347</a> |
| 8634664 | Aviator Sunglasses | Accessories   | <a href="http://www.jaxon.com/products/prod_id=8634664">http://www.jaxon.com/products/prod_id=8634664</a> |
| 3464364 | Blue Jeans         | Bottoms       | <a href="http://www.jaxon.com/products/prod_id=3464364">http://www.jaxon.com/products/prod_id=3464364</a> |
| 9864346 | V-neck Sweater     | Tops          | <a href="http://www.jaxon.com/products/prod_id=9864346">http://www.jaxon.com/products/prod_id=9864346</a> |
| 8434616 | Leather Wallet     | Accessories   | <a href="http://www.jaxon.com/products/prod_id=8434616">http://www.jaxon.com/products/prod_id=8434616</a> |

This product details supplemental data table, which is aptly named PRODUCT\_DETAILS, will be used as an example throughout this Implementation Guide. Please refer back to it when necessary.





## Profile List Association

Most Responsys clients manage their customer profiles in a single profile list within their Responsys account. You are asked to provide the name of this profile list when Rapid Retargeter is being provisioned. The profile list will be used as a point of reference to look up the captured visitor identity to a profile (in the profile list).

Some Responsys clients manage their customer profiles in multiple profile lists within their Responsys account. There are many reasons why one would have multiple profile lists. For example, some clients may use a single Responsys account to manage customer profiles that originate from different brands or websites; hence, multiple profile lists are needed.

### Supporting Multiple Profile Lists

Rapid Retargeter can support Responsys clients with multiple profile lists. To set this up, the following actions need to take place:

1. **Identify and assign a “default” profile list** - The default profile list is the profile list that you would be using for most of your retargeting Programs.
2. **Identify and assign additional profile list(s)** – The additional profile list(s) is another profile list you want to use with Rapid Retargeter (that is not the default profile list). Rapid Retargeter supports up to 10 additional profile list(s).
3. **Assign an alias profile name for each additional profile list** – An alias profile name is simply a short name for the additional profile list(s). The alias profile name should be adhere to the following characteristics:
  - a. Unique
  - b. Short (8-15 characters)
  - c. Does not contain special characters
  - d. Does not need to be identical to the actual profile list name

## Associating Web Events to Profile Lists

To associate a web event to one of the additional profile lists, you must use the “Profile” parameter with the tag. The Profile tag should reference the alias profile list name of the profile list. For example, if the alias name is “BrandX”, the tag would look like this:

---

### Example

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '42427');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'ADD');

bk_addPageCtx('Profile', 'BrandX');

bk_doJSTag(50853, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

### Important Notes

If the Profile parameter is not used, the web event will automatically associate to the default profile list. If the Profile parameter is used, but is referencing a profile name that does not exist, the web event data will be ignored.

## Types of Tags

As mentioned previously, a tag is a small piece of code that is integrated into a page on your website to capture a web event. Different tags are used to capture different types of web events. This section will walk you through what the different tags do and how to use them. Remove Product from Cart Container.

### Identify Visitor

The Identify Visitor tag is used to capture and keep track of the visitor's identity after they log into their member account or register as a new member on your website. The tag works by dropping a cookie on the visitor's browser when it's initiated. Using the cookie, we can associate all the web events that are initiated from that point in time to the identified visitor.

---

**Important Note:** The Identify Visitor tag is key to the Rapid Retargeter implementation. If the tag is not fired and the cookie is not dropped, there is no way for Rapid Retargeter to associate the web events to a known visitor.

*If the visitor has configured their browser's privacy settings to block cookies, then the Identify Visitor tag cannot trigger the cookie to drop. Hence, Rapid Retargeter will not be able to associate the web event data to a known visitor.*

---

### Identifier Key

Email address is the recommended visitor identifier. The email address needs to be hashed using **SHA-256**.

Customer ID can also be used as the visitor identifier. If customer ID is preferred after your Rapid Retargeter has been set up to use email address, please contact Support to have them reconfigure your Rapid Retargeter setup to accommodate this request.

## Code

There are several versions of the code. Please use the appropriate code for your Rapid Retargeter implementation. The items highlighted in red should be replaced by the information associated to the visitor.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier and are participating in the [private pool](#), please use one of the following codes below. The code will automatically hash the email address provided.

---

#### Private Pool Code Sample (Javascript)

---

```
<!-- Begin Desktop CoreTag -->

<html>

<head>

<title>Sample sending Email/Phone hash in Core Tag for Private oHash Pool</title>
<script src="//ajax.googleapis.com/ajax/libs/jquery/1.11.1/jquery.min.js"></script>
<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>
</head>

<body>

<h1>Using the BlueKai CoreTag in a Form to ID Swap Users into a Private oHash Pool</h1>
<h2>Enter email address and/or phone number in the form</h2>

<form id="sampleForm">
<p>E-mail Address: <input type="email" name="email"></p>
<input type="submit" name="action" value="Send">
</form>

<p><b>Note:</b> type="email" is not supported in Internet Explorer 9 and earlier versions.</p>
<script type="text/javascript">
$(function() {
$("#sampleForm").submit(function(event) {
event.preventDefault();
var email = $('#sampleForm input[name="email"]').val();
var phone = $('#sampleForm input[name="phone"]').val();
```

---

---

### Private Pool Code Sample (Javascript)

---

```
if (email || phone) {  
    BKTAG.util.normalizeEmail(email);  
    BKTAG.util.normalizeEmail(phone);  
    BKTAG.addHash('e_id_m<Swap ID>', 'e_id_s<Swap ID>', email)  
    BKTAG.addHash('p_id_m<Swap ID>', 'p_id_s<Swap ID>', phone)  
    //pass your site ID and the pixel limit:  
    bk_doJSTag(<Swap ID>, 1);  
} else {  
    alert('Please enter a valid email');  
}  
});  
});  
</script>  
</body>  
</html>  
<!-- End Desktop CoreTag -->
```

---



If you prefer to hash the email address yourself, we recommend you use the following pixel version of the code:

---

#### Private Pool Code Sample (Pixel)

---

```
<!-- Begin Desktop CoreTag -->
```

```
<img src=http://tags.bluekai.com/site/<Swap ID>?e_id_s<Swap ID>=<SHA-256 Hashed Email  
Address>&e_id_m<Swap ID>=<MD5 Hashed Email Address>">
```

```
<!-- End Desktop CoreTag -->
```

---

If you have chosen to use email address as the visitor identifier and are participating in the [public pool](#), please use the following code below. The code will automatically hashed the email address provided.

---

#### Public Pool Code Sample (Javascript)

---

```
<!-- jQuery -->

<link rel="stylesheet" href="//code.jquery.com/ui/1.11.1/themes/smoothness/jquery-ui.css">

<script src="//code.jquery.com/jquery-1.11.1.js"></script>

<script src="//code.jquery.com/ui/1.11.1/jquery-ui.js"></script>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<form id="myform">

  <label>Email Address:</label><input type="email" name="email" placeholder="name@domain.com"
autocomplete="on"><br>

  <label>Phone Number:</label><input type="tel" name="phone" placeholder="408-555-1212"
autocomplete="on"><br>

  <input type="submit" value="Submit" id="submitButton"><br><br>

</form>

<!--Begin BlueKai CoreTag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0" src="javascript:void(0)"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

  $(function() {

    $("#tabs").tabs();

    $('#myform').on("submit", function(event) {

      event.preventDefault();

      bkCoreTag();

    });

  });

  function bkCoreTag() {

    var email = $('#myform input[name="email"]').val();

    var phone = $('#myform input[name="phone"]').val();

    bk_addEmailHash(email);
```

---

---

### Public Pool Code Sample (Javascript)

---

```
bk_addPhoneHash(phone);  
bk_doJSTag(<Swap ID>, 1);  
}  
</script>  
<!--End BlueKai CoreTag -->
```

---

If you prefer to hash the email address yourself, we recommend you use the following pixel version of the code:

---

### Private Pool Code Sample (Pixel)

---

```
<!-- Begin Desktop CoreTag -->  
<img src=http://tags.bluekai.com/site/<Swap ID>?e_id_s=<SHA-256 Hashed Email Address>&e_id_m=<MD5  
Hashed Email Address>">  
<!-- End Desktop CoreTag -->
```

---



## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier and are participating in the [private pool](#), please use the following code below. The code will automatically hash the email address provided.

---

### Private Pool Code Sample (Javascript)

---

```
<!-- Begin Desktop CoreTag -->

<html>

<head>

<title>Sample sending Email/Phone hash in Core Tag for Private oHash Pool</title>

<script src="//ajax.googleapis.com/ajax/libs/jquery/1.11.1/jquery.min.js"></script>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

</head>

<body>

<h1>Using the BlueKai CoreTag in a Form to ID Swap Users into a Private oHash Pool</h1>

<h2>Enter email address and/or phone number in the form</h2>

<form id="sampleForm">

<p>E-mail Address: <input type="email" name="email"></p>

<p>Phone Number: <input type="text" name="phone"></p>

<input type="submit" name="action" value="Send">

</form>

<p><b>Note:</b> type="email" is not supported in Internet Explorer 9 and earlier versions.</p>

<script type="text/javascript">

$(function() {

$("#sampleForm").submit(function(event) {

event.preventDefault();

var email = $('#sampleForm input[name="email"]').val();

var phone = $('#sampleForm input[name="phone"]').val();

if (email || phone) {

BKTAG.util.normalizeEmail(email);

BKTAG.util.normalizeEmail(phone);

bk_addPageCtx(id, <Customer ID>);
```

---

### Private Pool Code Sample (Javascript)

---

//pass your site ID and the pixel limit:

```
bk_doJSTag(<Swap ID>, 1);  
  
} else {  
alert('Please enter a valid email and/or phone');  
}  
  
});  
  
});  
  
</script>  
</body>  
</html>  
  
<!-- End Desktop CoreTag -->
```

---

If you prefer, you can use the following pixel version of the code:

---

### Private Pool Code Sample (Pixel)

---

```
<!-- Begin Desktop CoreTag -->  
  
<img src=http://tags.bluekai.com/site/<Swap ID>?Id=<Customer ID>">  
  
<!-- End Desktop CoreTag -->
```

---



### Where to Integrate Code

The code should be initiated after the login or sign up button/link is clicked, such as the subsequent landing page.

## Search

The Search tag is used to capture the web event associated to a visitor conducting a search on your website. The captured search event data will be processed to identify Search Retargeting opportunities.

### Code

There are three coding methods: Synchronous, Asynchronous, and Pixel. As for the code itself, the items highlighted in **red** should be replaced by the information associated to this web event. IMPORTANT NOTE: All values must be URL encoded.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier, please use one of the following codes below:

---

#### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;
bk_allow_multiple_calls = true;
bk_addPageCtx('Aid', '<Responsys Account ID>');
bk_addPageCtx('Etype', 'SEARCH');
bk_addPageCtx('Searchterm', '<Search Term>');
bk_doJSTag(<Container ID>, 1);
BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'SEARCH');

bk_addPageCtx('Searchterm', '<Search Term>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Pixel (Alternative)

---

```

```

---

## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier, please use one of the following codes below:

---

### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'SEARCH');

bk_addPageCtx('Searchterm', '<Search Term>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

## Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'SEARCH');

bk_addPageCtx('Searchterm', '<Search Term>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

## Pixel (Alternative)

---

```

```

---

## Optional Parameters

| Name      | Description   | Value  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
|-----------|---|--|-------|-------------|---|-------|---|-----|---|--------|---|--------|---|-----|---|-----|---|------|
| Aggpara01 | <p>Aggpara is an open-ended parameter that allows you to capture a value of your choice. For example, if you want to capture the brand of a product, you can dedicate Aggpara01 to store this value.</p> <p>When Rapid Retargeter processes the web event data, the captured values for the Aggpara parameter will roll up into a comma-delimited list and be made available in the related Program entry variable.</p> |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara02 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara03 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara04 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara05 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara06 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara07 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara08 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara09 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara10 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara11 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara12 |   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Channel   | The marketing channel where the visitor originated from.  | <table><tr><th>Value</th><th>Description</th></tr><tr><td>E</td><td>Email</td></tr><tr><td>W</td><td>Web</td></tr><tr><td>M</td><td>Mobile</td></tr><tr><td>C</td><td>Custom</td></tr><tr><td>S</td><td>SMS</td></tr><tr><td>U</td><td>MMS</td></tr><tr><td>P</td><td>Push</td></tr></table> | Value | Description | E | Email | W | Web | M | Mobile | C | Custom | S | SMS | U | MMS | P | Push |
| Value     | Description   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| E         | Email   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| W         | Web   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| M         | Mobile  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| C         | Custom  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| S         | SMS   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| U         | MMS   |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| P         | Push  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Profile   | The alias name for the profile list that will be used look up the visitor's identity against to associate the captured web event to.  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |



| Name           | Description   | Value  |
|----------------|---|--|
|                | Note: This parameter only needs to be used if you're using Rapid Retargeter to support multiple profile lists in your account.  |  |
| Searchterm     | The "Searchterm" parameter can be used when Etype=Search. It captures the term that is used in a search web event.  |  |
| Src            | The source associated to the web event.   | Example: Your website has different regional versions: US, Japan, and UK. You can use "Src" to capture the regional version of the website when the visitor initiated the web event. |
| t              | <p>The date and time when the web event is initiated. This parameter is used to prevent any caching of the container.</p> <p>Format: yyyyMMddHHmmSSms</p> <p>yyyy: 4-digit year</p> <p>MM: 2-digit month</p> <p>dd: 2-digit day</p> <p>HH: 2-digit hour</p> <p>mm: 2-digit minutes</p> <p>SS: 2-digit seconds</p> <p>ms: milliseconds</p> | Example: 20150310080723610   |
| TagTriggeredDt | The date and time the tag is fired. The value of this parameter will allow us to sort and process the event data correctly, especially when the tags are fired quickly in succession.   | <p>Time Zone: UTC</p> <p>Format: Epoch with milliseconds</p> <p>Example: 1447319784615</p>   |
| UserAgent      | Use javascript to retrieve navigator.userAgent and pass it to the parameter.  |  |

### Where to Integrate Code

The code should be initiated after the search button/link is clicked, such as the subsequent search results page.

## Browse Product (Browse Page)

The Browse Product tag is used to capture the web event associated to a visitor browsing a product details page. The captured browse event data will be processed to identify Browse Abandonment opportunities.

### Code

There are three coding methods: Synchronous, Asynchronous, and Pixel. As for the code itself, the items highlighted in **red** should be replaced by the information associated to this web event. IMPORTANT NOTE: All values must be URL encoded.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier, please use one of the following codes below:

---

#### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'BROWSE');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'BROWSE');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Pixel (Alternative)

---

```

```

---

## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier, please use one of the following codes below:

---

### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'BROWSE');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'BROWSE');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Pixel (Alternative)

---

```

```

---

## Optional Parameters

| Name       | Description   | Value  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
|------------|---|--|--|-------|-------------|---|-------|---|-----|---|--------|---|--------|---|-----|---|-----|---|------|
| Aggpara01  | Aggpara is an open-ended parameter that allows you to capture a value of your choice. For example, if you want to capture the brand of a product, you can dedicate Aggpara01 to store this value.<br><br>When Rapid Retargeter processes the web event data, the captured values for the Aggpara parameter will roll up into a comma-delimited list and be made available in the related Program entry variable.  |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara02  |   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara03  |   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Channel    | The marketing channel where the visitor originated from.  | <table><tr><th>Value</th><th>Description</th></tr><tr><td>E</td><td>Email</td></tr><tr><td>W</td><td>Web</td></tr><tr><td>M</td><td>Mobile</td></tr><tr><td>C</td><td>Custom</td></tr><tr><td>S</td><td>SMS</td></tr><tr><td>U</td><td>MMS</td></tr><tr><td>P</td><td>Push</td></tr></table> |  | Value | Description | E | Email | W | Web | M | Mobile | C | Custom | S | SMS | U | MMS | P | Push |
| Value      | Description   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| E          | Email   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| W          | Web   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| M          | Mobile  |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| C          | Custom  |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| S          | SMS   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| U          | MMS   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| P          | Push  |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Lastpara01 | Lastpara is an open-ended parameter that allows you to capture a value of your choice. For example, if you want to capture the color of a product, you can dedicate Lastpara01 to store this value.<br><br>When Rapid Retargeter processes the web event data, the captured values for the Lastpara parameter will roll up to feature the last value and be made available in the related Program entry variable. |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Lastpara02 |   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Pid        | The product ID, SKU or a unique identifier of the product associated to the web event   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Pc         | The product category of the product associated to the web event.  |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Pcartid    | Cart ID   |  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Pprice     | The price of the product associated to the web event.   | Example: 500%2E00  |  |       |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |

| Name           | Description   | Value   |
|----------------|---|---|
| Profile        | <p>The alias name for the profile list that will be used look up the visitor's identity against to associate the captured web event to.</p> <p>Note: This parameter only needs to be used if you're using Rapid Retargeter to support multiple profile lists in your account.</p>   |   |
| Src            | The source associated to the web event.   | <p>Example: Your website has different regional versions: US, Japan, and UK. You can use "Src" to capture the regional version of the website when the visitor initiated the web event.</p> |
| t              | <p>The date and time when the web event is initiated. This parameter is used to prevent any caching of the container.</p> <p>Format: yyyyMMddHHmmSSms</p> <p>yyyy: 4-digit year</p> <p>MM: 2-digit month</p> <p>dd: 2-digit day</p> <p>HH: 2-digit hour</p> <p>mm: 2-digit minutes</p> <p>SS: 2-digit seconds</p> <p>ms: milliseconds</p> | <p>Example: 20150310080723610</p>   |
| TagTriggeredDt | The date and time the tag is fired. The value of this parameter will allow us to sort and process the event data correctly, especially when the tags are fired quickly in succession.   | <p>Time Zone: UTC</p> <p>Format: Epoch with milliseconds</p> <p>Example: 1447319784615</p>  |
| UserAgent      | Use javascript to retrieve navigator.userAgent and pass it to the parameter.  |   |



### Where to Integrate Code

The code should be integrated into the product details page. Some websites feature "Preview" or "Quick View" overlay windows, which allow a visitor the ability to click on a link next to a product on the category page to show more details about the product in an overlay window without leaving the category page itself. This product details overlay window can be considered a browse product web event. If this is true with your website, the Browse Product Container can be integrated into the overlay window



## Add Product to Cart

The Add Product to Cart tag is used to capture the web event associated to a visitor adding a product to the shopping cart. The captured add product event data will be processed to identify Cart Abandonment opportunities.

### Code

There are three coding methods: Synchronous, Asynchronous, and Pixel. As for the code itself, the items highlighted in **red** should be replaced by the information associated to this web event. IMPORTANT NOTE: All values must be URL encoded.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier, please use one of the following codes below:

---

#### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;
bk_allow_multiple_calls = true;
bk_addPageCtx('Aid', '<Responsys Account ID>');
bk_addPageCtx('Etype', 'CART');
bk_addPageCtx('Action', 'ADD');
bk_addPageCtx('Pid', '<Product ID>');
bk_doJSTag(<Container ID>, 1);
BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If **<Product ID>** is not available, please insert dummy value in its place.

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'ADD');

bk_addPageCtx('Pid', '<Product ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

Note: If **<Product ID>** is not available, please insert dummy value in its place.

---

### Pixel (Alternative)

---

```

```

Note: If **<Product ID>** is not available, please insert dummy value in its place.

## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier, please use one of the following codes below:

---

### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'ADD');

bk_addPageCtx('Pid', '<Product ID>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If <Product ID> is not available, please insert dummy value in its place.

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'ADD');

bk_addPageCtx('Pid', '<Product ID>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

Note: If <Product ID> is not available, please insert dummy value in its place.

---


### Pixel (Alternative)

---

```

```

Note: If <Product ID> is not available, please insert dummy value in its place.



---

**Important Note:** *Rapid Retargeter does not keep track of quantity. Each addition of the same product to the cart is registered by Rapid Retargeter almost like a new product that has been added. For example, if a visitor clicks the Add to Cart button for a product from the product details page, then clicks on the Add to Cart button for the same product shortly after, Rapid Retargeter sees that as two line items of the same product instead of 2 quantities of the same product in one line item. This is an important thing to note when it comes to use of Remove Product from Cart Container.*

---

## Optional Parameters

| Name       | Description   | Value  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
|------------|---|--|--|-------------------|-------------|---|-------|---|-----|---|--------|---|--------|---|-----|---|-----|---|------|
| Aggpara01  | Aggpara is an open-ended parameter that allows you to capture a value of your choice. For example, if you want to capture the brand of a product, you can dedicate Aggpara01 to store this value.<br><br>When Rapid Retargeter processes the web event data, the captured values for the Aggpara parameter will roll up into a comma-delimited list and be made available in the related Program entry variable.  |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara02  |   |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Aggpara03  |   |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Channel    | The marketing channel where the visitor originated from.  | <table><tr><th>Value</th><th>Description</th></tr><tr><td>E</td><td>Email</td></tr><tr><td>W</td><td>Web</td></tr><tr><td>M</td><td>Mobile</td></tr><tr><td>C</td><td>Custom</td></tr><tr><td>S</td><td>SMS</td></tr><tr><td>U</td><td>MMS</td></tr><tr><td>P</td><td>Push</td></tr></table> |  | Value             | Description | E | Email | W | Web | M | Mobile | C | Custom | S | SMS | U | MMS | P | Push |
| Value      |   | Description  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| E          |   | Email  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| W          |   | Web  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| M          |   | Mobile   |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| C          |   | Custom   |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| S          |   | SMS  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| U          |   | MMS  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| P          | Push  |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Lastpara01 | Lastpara is an open-ended parameter that allows you to capture a value of your choice. For example, if you want to capture the color of a product, you can dedicate Lastpara01 to store this value.<br><br>When Rapid Retargeter processes the web event data, the captured values for the Lastpara parameter will roll up to feature the last value and be made available in the related Program entry variable. |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Lastpara02 |   |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Pc         | The product category of the product associated to the web event.  |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Pcartid    | Cart ID   |  |  |                   |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |
| Pprice     | The price of the product associated to the web event.   |  |  | Example: 500%2E00 |             |   |       |   |     |   |        |   |        |   |     |   |     |   |      |

| Name           | Description   | Value   |
|----------------|---|---|
| Profile        | <p>The alias name for the profile list that will be used look up the visitor's identity against to associate the captured web event to.</p> <p>Note: This parameter only needs to be used if you're using Rapid Retargeter to support multiple profile lists in your account.</p>   |   |
| Src            | The source associated to the web event.   | <p>Example: Your website has different regional versions: US, Japan, and UK. You can use "Src" to capture the regional version of the website when the visitor initiated the web event.</p> |
| t              | <p>The date and time when the web event is initiated. This parameter is used to prevent any caching of the container.</p> <p>Format: yyyyMMddHHmmSSms</p> <p>yyyy: 4-digit year</p> <p>MM: 2-digit month</p> <p>dd: 2-digit day</p> <p>HH: 2-digit hour</p> <p>mm: 2-digit minutes</p> <p>SS: 2-digit seconds</p> <p>ms: milliseconds</p> | <p>Example: 20150310080723610</p>   |
| TagTriggeredDt | The date and time the tag is fired. The value of this parameter will allow us to sort and process the event data correctly, especially when the tags are fired quickly in succession.   | <p>Time Zone: UTC</p> <p>Format: Epoch with milliseconds</p> <p>Example: 1447319784615</p>  |
| UserAgent      | Use javascript to retrieve navigator.userAgent and pass it to the parameter.  |   |



### Where to Integrate Code

The code should be initiated after the add to cart button/link is clicked, such as on the subsequent cart view page or overlay.



## Remove Product From Cart

The Remove Product From Cart tag is used to capture the web event associated to a visitor removing a product that was previously added to the shopping cart. This will help prevent products the visitor is no longer interested in from appearing during the personalization of the email. This will also help prevent a retargeting email from being sent to the visitor if all products have been removed from the shopping cart.

### Code

There are three coding methods: Synchronous, Asynchronous, and Pixel. As for the code itself, the items highlighted in **red** should be replaced by the information associated to this web event. IMPORTANT NOTE: All values must be URL encoded.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier, please use one of the following codes below:

---

#### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'REMOVE');

bk_addPageCtx('Pid', '<Product ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If **<Product ID>** is not available, please insert dummy value in its place.

---

## Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Pid', '<Product ID>');

bk_addPageCtx('Action', 'REMOVE');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

Note: If **<Product ID>** is not available, please insert dummy value in its place.

---

## Pixel (Alternative)

---

```

```

Note: If **<Product ID>** is not available, please insert dummy value in its place.

## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier, please use one of the following codes below:

---

### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'REMOVE');

bk_addPageCtx('Pid', '<Product ID>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If <Product ID> is not available, please insert dummy value in its place.

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Pid', '<Product ID>');

bk_addPageCtx('Action', 'REMOVE');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

Note: If **<Product ID>** is not available, please insert dummy value in its place.

---


### Pixel (Alternative)

---

```

```

Note: If **<Product ID>** is not available, please insert dummy value in its place.



---

**Important Note:** As mentioned previously, Rapid Retargeter does not keep track of quantity. Each addition of the same product to the cart is registered by Rapid Retargeter almost like a new product that has been added. What this means is that if a visitor has 2 quantities of the same product and then they click of the Remove button for that product in the cart, Rapid Retargeter only removes 1 of the 2 quantities, not all. If you want to remove all quantities of the same product, then you need to initiate the Remove From Cart Container for that product the same number of times as the quantity featured.

---

## Optional Parameters

| Name           | Description  | Value   |
|----------------|--|---|
| Profile        | The alias name for the profile list that will be used look up the visitor's identity against to associate the captured web event to.<br><br>Note: This parameter only needs to be used if you're using Rapid Retargeter to support multiple profile lists in your account. |   |
| TagTriggeredDt | The date and time the tag is fired. The value of this parameter will allow us to sort and process the event data correctly, especially when the tags are fired quickly in succession.  | Time Zone: UTC<br>Format: Epoch with milliseconds<br>Example: 1447319784615 |

## Where to Integrate Code

The code should be initiated after the remove product button/link is clicked or when the quantity of the product has been reduced to zero in the cart view page or overlay.

## Clear Cart

The Clear Cart tag is used to capture the web event associated to a visitor removing all products from the shopping cart.

### Code

There are three coding methods: Synchronous, Asynchronous, and Pixel. As for the code itself, the items highlighted in **red** should be replaced by the information associated to this web event. IMPORTANT NOTE: All values must be URL encoded.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier, please use one of the following codes below:

---

#### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;
bk_allow_multiple_calls = true;
bk_addPageCtx('Aid', '<Responsys Account ID>');
bk_addPageCtx('Etype', 'CART');
bk_addPageCtx('Action', 'CLEAR');
bk_doJSTag(<Container ID>, 1);
BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'CLEAR');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

    var scripts = document.getElementsByTagName('script')[0];

    var s = document.createElement('script');

    s.async = true;

    s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

    scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Pixel (Alternative)

---

```

```

---



## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier, please use one of the following codes below:

---

### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'CLEAR');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

## Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'CLEAR');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

## Pixel (Alternative)

---

```

```

---



## Optional Parameters

| Name           | Description  | Value   |
|----------------|--|---|
| Profile        | The alias name for the profile list that will be used look up the visitor's identity against to associate the captured web event to.<br><br>Note: This parameter only needs to be used if you're using Rapid Retargeter to support multiple profile lists in your account. |   |
| TagTriggeredDt | The date and time the tag is fired. The value of this parameter will allow us to sort and process the event data correctly, especially when the tags are fired quickly in succession.  | Time Zone: UTC<br>Format: Epoch with milliseconds<br>Example: 1447319784615 |

## Where to Integrate Code

The code should be initiated when the clear cart button/link is clicked in the cart view page or overlay.



## Update Stage of Cart

The Update Stage of Cart Container is used to keep track of the stage of the purchasing process the visitor is in. As you know, the visitor can move through several stages of the purchasing process from the moment they add the products to the cart to when they ultimately purchase the products. For example, after a product is added to the cart, the visitor can proceed with the purchase of the product by clicking the Checkout button to start the checkout process. This may take the visitor through several stages before they can finally purchase. It may begin with the Shipping Information page and then the Billing Information page. Finally, they may be taken to the Purchase Summary page where they can click on a button to complete the purchase.

As you can see in this scenario, there are 4 stages before the product is actually purchased:

1. Product(s) in Cart
2. Shipping Information Page
3. Billing Information Page
4. Purchase Summary

When Rapid Retargeter processes the cart-related web event data, it will feature the last stage the visitor is in when they enter the Cart Abandonment entry stage. You can use the information about what they last stage was to tailor the retargeting message.

## Code

There are three coding methods: Synchronous, Asynchronous, and Pixel. As for the code itself, the items highlighted in **red** should be replaced by the information associated to this web event. IMPORTANT NOTE: All values must be URL encoded.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier, please use one of the following codes below:

---

#### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;
bk_allow_multiple_calls = true;
bk_addPageCtx('Aid', '<Responsys Account ID>');
bk_addPageCtx('Etype', 'CART');
bk_addPageCtx('Action', 'UPDATE');
bk_addPageCtx('Stage', '<Stage>');
bk_doJSTag(<Container ID>, 1);
BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---

### Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'UPDATE');

bk_addPageCtx('Stage', '<Stage>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---


### Pixel (Alternative)

---

```

```

---



Using the same example, let's say the visitor did not complete their purchase after the completing the shipping information. Below is an example of how the code will look like:

---

#### Pixel Example

---

```

```

---

## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier, please use one of the following codes below:

---

### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'UPDATE');

bk_addPageCtx('Stage', '<Stage>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---



---

## Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'UPDATE');

bk_addPageCtx('Stage', '<Stage>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

---


## Pixel (Alternative)

---

```

```

---



Using the same example, let's say the visitor did not complete their purchase after the completing the shipping information. Below is an example of how the code will look like:

---

#### Pixel Example

---

```

```

---



## Optional Parameters

| Name           | Description   | Value  |
|----------------|---|--|
| Profile        | <p>The alias name for the profile list that will be used look up the visitor's identity against to associate the captured web event to.</p> <p>Note: This parameter only needs to be used if you're using Rapid Retargeter to support multiple profile lists in your account.</p> |  |
| TagTriggeredDt | <p>The date and time the tag is fired. The value of this parameter will allow us to sort and process the event data correctly, especially when the tags are fired quickly in succession.</p>  | <p>Time Zone: UTC</p> <p>Format: Epoch with milliseconds</p> <p>Example: 1447319784615</p> |



### Where to Integrate Code

The code should be initiated when the visitor proceeds to a new stage in the purchasing process. For example, this can be when they click on the Checkout button on the cart view page, when they continue the checkout process and the shipping page is loaded, etc.

## Purchase Product

The Purchase Product Container is used to capture the web event associated to a visitor purchasing a product in the shopping cart. It is mainly used to prevent a visitor from being sent a Cart Abandonment email after they made a purchase. It should not be recommended to be used to trigger a Purchase Confirmation email or e-receipt.

### Code

There are three coding methods: Synchronous, Asynchronous, and Pixel. As for the code itself, the items highlighted in **red** should be replaced by the information associated to this web event. IMPORTANT NOTE: All values must be URL encoded.

### Email Address as Visitor Identifier

If you have chosen to use email address as the visitor identifier, please use one of the following codes below:

---

#### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;
bk_allow_multiple_calls = true;
bk_addPageCtx('Aid', '<Responsys Account ID>');
bk_addPageCtx('Etype', 'CART');
bk_addPageCtx('Action', 'PURCHASE');
bk_addPageCtx('Pid', '<Product ID>');
bk_doJSTag(<Container ID>, 1);
BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If **<Product ID>** is not available, please insert dummy value in its place.

---

## Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'PURCHASE');

bk_addPageCtx('Pid', '<Product ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If <Product ID> is not available, please insert dummy value in its place.

---

## Pixel (Alternative)

---

```

```

---

Note: If <Product ID> is not available, please insert dummy value in its place.

## Customer ID as Visitor Identifier

If you have chosen to use customer ID as the visitor identifier, please use one of the following codes below:

---

### Synchronous (Recommended)

---

```
<!-- Begin Rapid Retargeter Tag -->

<iframe name="__bkframe" height="0" width="0" frameborder="0"
style="display:none;position:absolute;clip:rect(0px 0px 0px 0px)" src="about:blank"></iframe>

<script type="text/javascript" src="http://tags.bkrtx.com/js/bk-coretag.js"></script>

<script type="text/javascript">

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'PURCHASE');

bk_addPageCtx('Pid', '<Product ID>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

bk_doJSTag(<Container ID>, 1);

BKTAG._reset();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If <Product ID> is not available, please insert dummy value in its place.

---

## Asynchronous (Alternative: Best for websites using tag managers)

---

```
<!-- Begin Rapid Retargeter Tag -->

<script type="text/javascript">

window.bk_async = function() {

bk_use_multiple_iframes = true;

bk_allow_multiple_calls = true;

bk_addPageCtx('Aid', '<Responsys Account ID>');

bk_addPageCtx('Etype', 'CART');

bk_addPageCtx('Action', 'PURCHASE');

bk_addPageCtx('Pid', '<Product ID>');

bk_addPageCtx('Utype', 'C');

bk_addPageCtx('Id', '<Customer ID>');

BKTAG.doTag(<Container ID>, 1);

BKTAG._reset();

};

(function() {

var scripts = document.getElementsByTagName('script')[0];

var s = document.createElement('script');

s.async = true;

s.src = "http://tags.bkrtx.com/js/bk-coretag.js";

scripts.parentNode.insertBefore(s, scripts);

})();

</script>

<!-- End Rapid Retargeter Tag -->
```

---

Note: If <Product ID> is not available, please insert dummy value in its place.

---

## Pixel (Alternative)

---

```

```

---

Note: If <Product ID> is not available, please insert dummy value in its place.



## Optional Parameters

**IMPORTANT NOTE:** The parameters highlighted in **red** are not currently supported; however, they will be supported in an upcoming release. You can incorporate them now so you'll be ready when they are available.

| Name       | Description   | Value                           |        |
|------------|---|---------------------------------|--------|
| Aggpara01  | Aggpara is an open-ended parameter that allows you to capture a value of your choice. For example, if you want to capture the brand of a product, you can dedicate Aggpara01 to store this value.<br><br>When Rapid Retargeter processes the web event data, the captured values for the Aggpara parameter will roll up into a comma-delimited list and be made available in the related Program entry variable.  |                                 |        |
| Aggpara02  |   |                                 |        |
| Aggpara03  |   |                                 |        |
| Channel    | The marketing channel where the visitor originated from.  | <b>Value</b> <b>Description</b> |        |
|            |   | E                               | Email  |
|            |   | W                               | Web    |
|            |   | M                               | Mobile |
|            |   | C                               | Custom |
|            |   | S                               | SMS    |
|            |   | U                               | MMS    |
| Lastpara01 | Lastpara is an open-ended parameter that allows you to capture a value of your choice. For example, if you want to capture the color of a product, you can dedicate Lastpara01 to store this value.<br><br>When Rapid Retargeter processes the web event data, the captured values for the Lastpara parameter will roll up to feature the last value and be made available in the related Program entry variable. |                                 |        |
| Lastpara02 |   |                                 |        |
| Pc         | The product category of the product associated to the web event.  |                                 |        |
| Pcartid    | Cart ID   |                                 |        |
| Pprice     | The price of the product associated to the web event.   | Example: 500%2E00               |        |

| Name           | Description   | Value   |
|----------------|---|---|
| Profile        | <p>The alias name for the profile list that will be used look up the visitor's identity against to associate the captured web event to.</p> <p>Note: This parameter only needs to be used if you're using Rapid Retargeter to support multiple profile lists in your account.</p>   |   |
| Src            | The source associated to the web event.   | <p>Example: Your website has different regional versions: US, Japan, and UK. You can use "Src" to capture the regional version of the website when the visitor initiated the web event.</p> |
| t              | <p>The date and time when the web event is initiated. This parameter is used to prevent any caching of the container.</p> <p>Format: yyyyMMddHHmmSSms</p> <p>yyyy: 4-digit year</p> <p>MM: 2-digit month</p> <p>dd: 2-digit day</p> <p>HH: 2-digit hour</p> <p>mm: 2-digit minutes</p> <p>SS: 2-digit seconds</p> <p>ms: milliseconds</p> | <p>Example: 20150310080723610</p>   |
| TagTriggeredDt | The date and time the tag is fired. The value of this parameter will allow us to sort and process the event data correctly, especially when the tags are fired quickly in succession.   | <p>Time Zone: UTC</p> <p>Format: Epoch with milliseconds</p> <p>Example: 1447319784615</p>  |
| UserAgent      | Use javascript to retrieve navigator.userAgent and pass it to the parameter.  |   |



### Where to Integrate Code

The code can be initiated after the submit order button is clicked or when the subsequent order confirmation page appears. We recommend initiating the code only once and featuring the products that were purchased as a comma-delimited list in the Pid (product ID) parameter. The code can also be initiated for each product that was purchased.

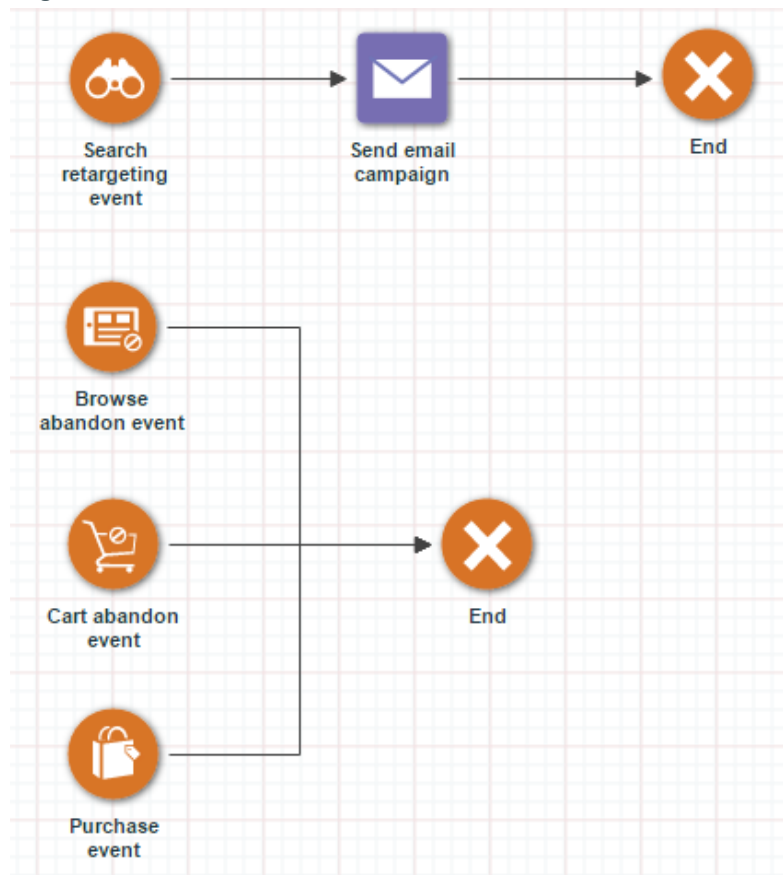
## Retargeting Visitors

Creating Retargeting Programs is easy. It involves creating the actual Program and the related email campaigns.

### Basic Retargeting Program Designs

The following are basic Retargeting Program Designs that provide a good starting point for you to build upon.

#### Search Retargeteting



For the Search Retargeteting Program, individuals enter via 4 Interaction Events: Search retargeting event, Browse abandon event, Cart abandon event, and Purchase event. The main Interaction Event and entry point starts with the Search retargeting event, which leads an individual to the "Send email campaign" activity and then an "End" event.

The Search retargeting event can be configured with the following options:

- ☒ Create a new entry in the program
- ☐ Do not create a new entry in the program and leave the existing entry where it is
- ☐ Do not create a new entry in the program and move the existing entry to this location

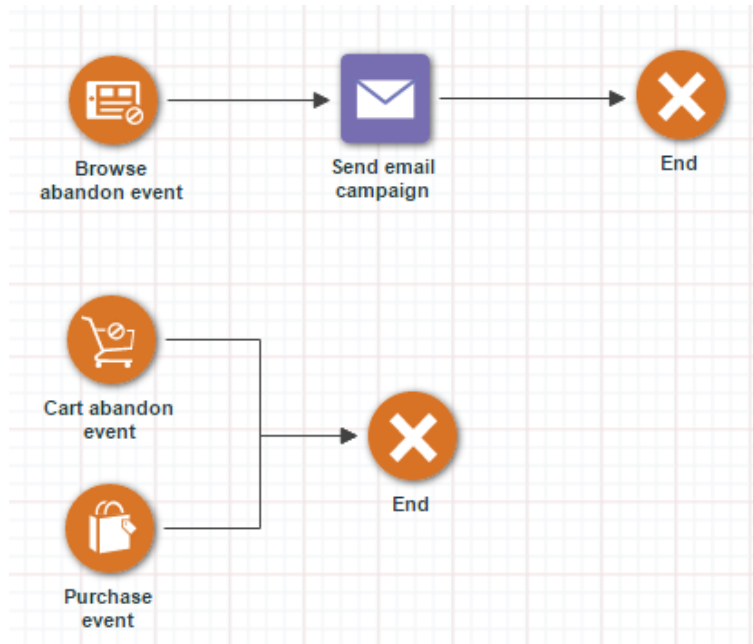
Here is what each option means:

| Option  | Definition   |
|---|--|
| Create a new entry in the program   | If an individual is currently in the Program and a new Search Retargeting composite event is identified and associated to the same individual, then they will entered in the Program again. This means the same individual can be in the Program multiple times.   |
| Do not create a new entry in the Program and leave the existing entry where it is     | If an individual is currently in the Program and a new Search Retargeting composite event is identified and associated to the same individual, then ignore the new Search Retargeting composite event and leave the existing entry where it currently is. This means the same individual cannot be in the Program multiple times.            |
| Do not create a new entry in the program and move the existing entry to this location | If an individual is currently in the Program and a new Search Retargeting composite event is identified and associated to the same individual, then delete existing entry from where it currently is and enter them with the new Search Retargeting composite event. This means the same individual cannot be in the Program multiple times. |

As you noticed, the Browse abandonment, Cart abandonment event and Purchase event leads directly to an End event. These Interaction Events were incorporated into the design to exit individuals who are currently in the Program if they are now qualified to enter the Browse Abandonment, Cart Abandonment or Product Purchased Retargeting Program. The Interaction Events should be configured with the "Do not create a new entry in the program and move the existing entry to this location" option:

- ☐ Create a new entry in the program
- ☐ Do not create a new entry in the program and leave the existing entry where it is
- ☒ Do not create a new entry in the program and move the existing entry to this location

## Browse Abandonment



For the Browse Abandonment Retargeting Program, individuals enter via 3 Interaction Events: Browse abandon event, Cart abandon event, and Purchase event. The main Interaction Event and entry point starts with the Browse abandon event, which leads an individual to the "Send email campaign" activity and then an "End" event.

The Browse abandon event can be configured with the following options:

- ☒ Create a new entry in the program
- ☐ Do not create a new entry in the program and leave the existing entry where it is
- ☐ Do not create a new entry in the program and move the existing entry to this location

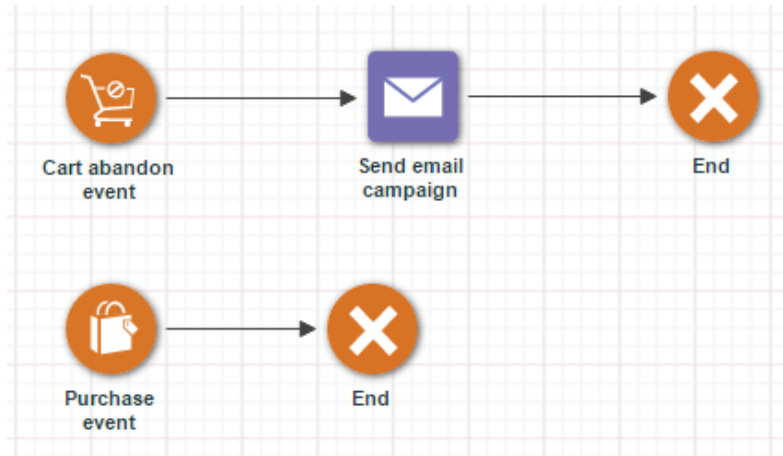
Here is what each option means:

| Option  | Definition   |
|---|--|
| Create a new entry in the program   | If an individual is currently in the Program and a new Browse Abandonment composite event is identified and associated to the same individual, then they will entered in the Program again. This means the same individual can be in the Program multiple times.   |
| Do not create a new entry in the Program and leave the existing entry where it is     | If an individual is currently in the Program and a new Browse Abandonment composite event is identified and associated to the same individual, then ignore the new Browse Abandonment composite event and leave the existing entry where it currently is. This means the same individual cannot be in the Program multiple times.            |
| Do not create a new entry in the program and move the existing entry to this location | If an individual is currently in the Program and a new Browse Abandonment composite event is identified and associated to the same individual, then delete existing entry from where it currently is and enter them with the new Browse Abandonment composite event. This means the same individual cannot be in the Program multiple times. |

As you noticed, the Cart abandonment event and Purchase event leads directly to an End event. These Interaction Events were incorporated into the design to exit individuals who are currently in the Program if they are now qualified to enter the Cart Abandonment or Product Purchased Retargeting Program. The Interaction Events should be configured with the "Do not create a new entry in the program and move the existing entry to this location" option:

- ☐ Create a new entry in the program
- ☐ Do not create a new entry in the program and leave the existing entry where it is
- ☒ Do not create a new entry in the program and move the existing entry to this location

## Cart Abandonment



For the Cart Abandonment Retargeting Program, individuals enter via 2 Interaction Events: Cart abandon event and Purchase event. The main Interaction Event and entry point starts with the Cart abandon event, which leads an individual to the "Send email campaign" activity and then an "End" event.

The Cart abandon event can be configured with the following options:

- ☒ Create a new entry in the program
- ☐ Do not create a new entry in the program and leave the existing entry where it is
- ☐ Do not create a new entry in the program and move the existing entry to this location

Here is what each option means:

| Option  | Definition  |
|---|---|
| Create a new entry in the program   | If an individual is currently in the Program and a new Cart Abandonment composite event is identified and associated to the same individual, then they will entered in the Program again. This means the same individual can be in the Program multiple times.  |
| Do not create a new entry in the Program and leave the existing entry where it is     | If an individual is currently in the Program and a new Cart Abandonment composite event is identified and associated to the same individual, then ignore the new Cart Abandonment composite event and leave the existing entry where it currently is. This means the same individual cannot be in the Program multiple times. |
| Do not create a new entry in the program and move the existing entry to this location | If an individual is currently in the Program and a new Cart Abandonment composite event is identified and associated to the same individual, then delete existing entry from where it currently is and enter them with the new Cart Abandonment composite event.  |



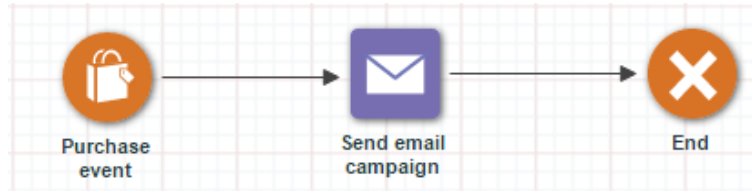


| Option | Definition  |
|--------|---|
|        | This means the same individual cannot be in the Program multiple times. |

As you noticed, the Purchase event leads directly to an End event. This Interaction Event was incorporated into the design to exit individuals who are currently in the Program if they are now qualified to enter the Product Purchased Retargeting Program. The Interaction Event should be configured with the "Do not create a new entry in the program and move the existing entry to this location" option:

- ☐ Create a new entry in the program
- ☐ Do not create a new entry in the program and leave the existing entry where it is
- ☒ Do not create a new entry in the program and move the existing entry to this location

## Product Purchased



For the Product Purchased Retargeting Program starts with the Purchase event, which leads an individual to the "Send email campaign" activity and then an "End" event.

The Purchase event can be configured with the following options:

- ☒ Create a new entry in the program
- ☐ Do not create a new entry in the program and leave the existing entry where it is
- ☐ Do not create a new entry in the program and move the existing entry to this location

Here is what each option means:

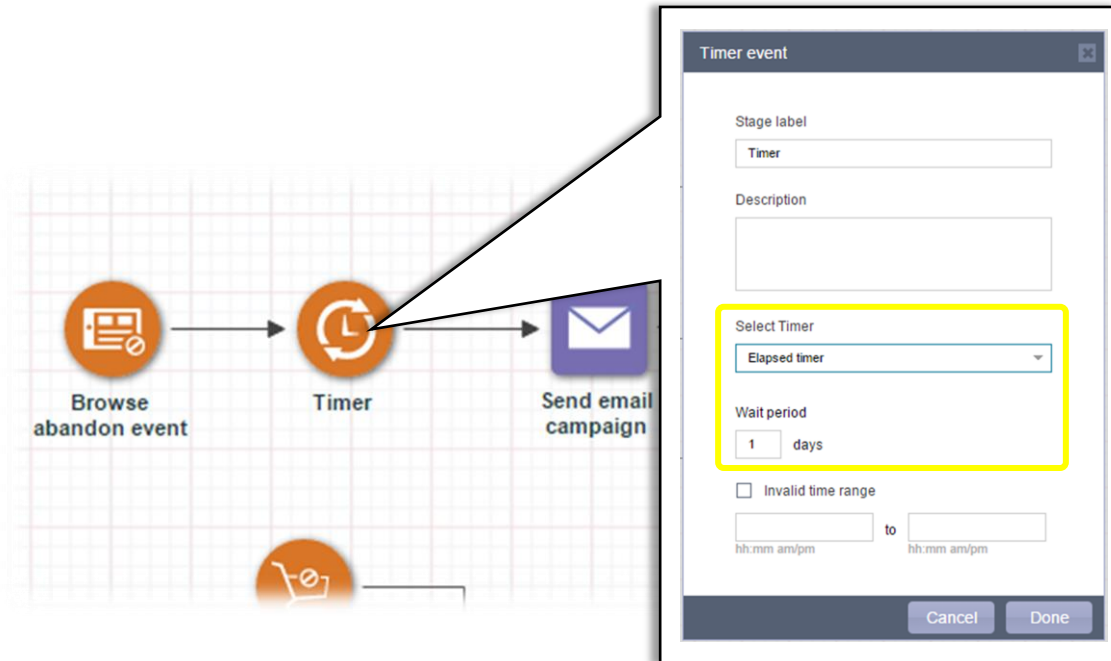
| Option  | Definition   |
|---|--|
| Create a new entry in the program   | If an individual is currently in the Program and a new Product Purchased composite event is identified and associated to the same individual, then they will entered in the Program again. This means the same individual can be in the Program multiple times.  |
| Do not create a new entry in the Program and leave the existing entry where it is     | If an individual is currently in the Program and a new Product Purchased composite event is identified and associated to the same individual, then ignore the new Product Purchased composite event and leave the existing entry where it currently is. This means the same individual cannot be in the Program multiple times.            |
| Do not create a new entry in the program and move the existing entry to this location | If an individual is currently in the Program and a new Product Purchased composite event is identified and associated to the same individual, then delete existing entry from where it currently is and enter them with the new Product Purchased composite event. This means the same individual cannot be in the Program multiple times. |

## Advanced Retargeting Program Designs

The basic retargeting Program designs featured in the previous section should be considered base templates that can be build upon. Additional Program Events, Activities, and Switches can be incorporated into the designs to tailor them to fit your marketing strategy. Here are some common advanced designs below:

### Delaying the Launch

As you probably noticed, the basic retargeting Program designs enter an individual into the Program once related composite events are identified and then direct them to a Send email campaign activity. What this means is the individual will be sent the retargeting email right away. Such immediacy may not be an approach that fits your business. If that is the case, you can incorporate an Elapsed Timer Activity right after the Interaction Event. Here's an example using the Browse Abandonment Retargeting Program:

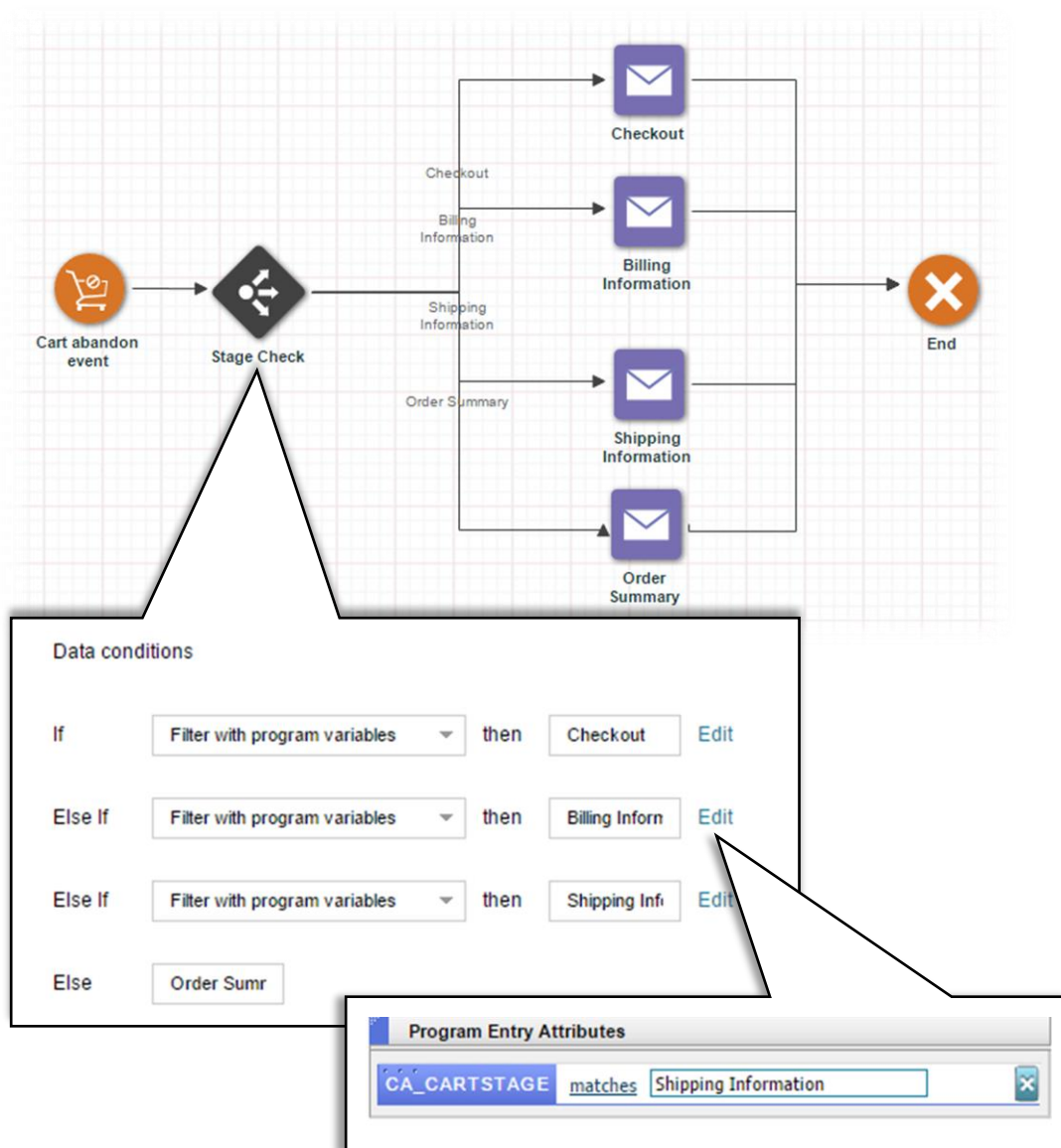


When you configure the Timer event, select "Elapsed timer" from the drop-down menu. For the Wait Period, there are in increments of days. If you need smaller increments, please reach out to your Customer Success Manager to see what options are available.

## Routing Based on Composite Event Program Entry Variables

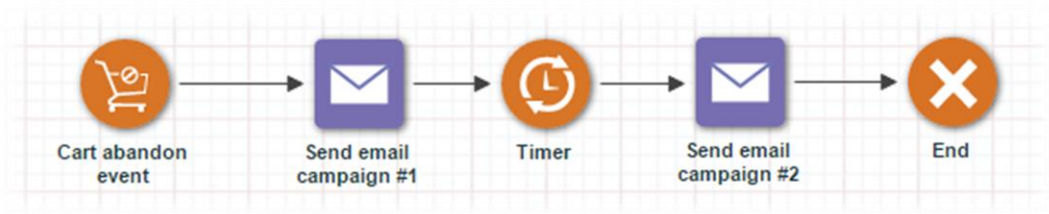
As mentioned in the

Composite Events in Your Responsys Account section, wherever you add a Rapid Retargeter-specific Interaction Event onto the Program canvas, related Program Entry Variables (PEVs) will be made available. These PEVs can be used for routing in the Retargeting Program. Let's use the Cart Abandonment Retargeting Program as an example and assume that you want to send a different version of the retargeting email based on the "stage" they will in during the checkout process. The stage value will be passed into Program in the CA\_CARTSTAGE PEV, which can be used in the Data Conditions of the Data Switch Activity to route individuals who enter the Program accordingly.



### Multi-wave Retargeting Programs

Multi-wave Retargeting Programs that includes a communication stream involving multiple email launches are something you may want to consider. Program allows you to design these very easily. Here's an example offer how a Multi-wave Cart Abandonment Retargeting Program may look like:



### Program Entry Variable Data Usage in Other Campaigns

For many marketers, the Rapid Retargeter-specific Program Event Variable (PEV) values associated to the composite events will only be used for their Retargeting Programs and associated campaigns (within those Programs). However, some marketers may want to use the values for other email campaigns. For example, you may want to highlight products that the individuals have abandoned in your weekly promotional newsletter. In order to do that, the values need to be stored in a table. Unfortunately, as suggested in the

Composite Events in Your Responsys Account section, Rapid Retargeter does not store any composite event data in tables within your account. However, this does not mean we'll be unable to meet this need. If you would like to do this, you'll just need to take advantage of the Set Data Activity and store the PEV values in Profile Extension Tables (PETs). To proceed, create the following PETs:

#### Rapid Retargeter\_Product\_Browsed\_Data

| Fields             | Type                      |
|--------------------|---------------------------|
| RIID_              | Integer Field             |
| BA_EVENTSOURCE     | Text Field (to 100 chars) |
| BA_PRODUCTCATEGORY | Text Field (to 500 chars) |
| BA_PRODUCTID       | Text Field (to 500 chars) |

#### Rapid Retargeter\_Cart\_Abandonment\_Data

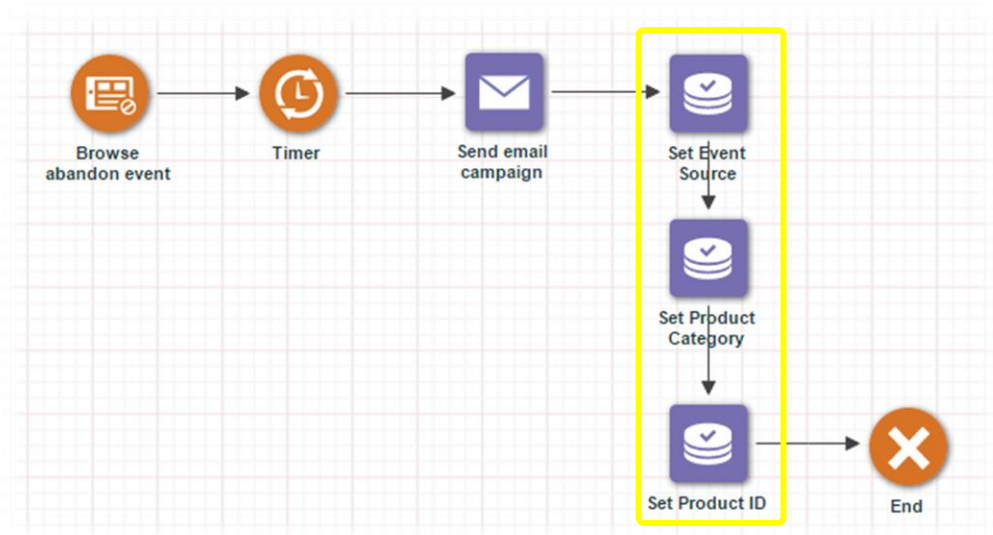
| Fields       | Type                      |
|--------------|---------------------------|
| RIID_        | Integer Field             |
| CA_CARTSTAGE | Text Field (to 100 chars) |

| Fields             | Type                      |
|--------------------|---------------------------|
| CA_EVENTSOURCE     | Text Field (to 100 chars) |
| CA_PRODUCTCATEGORY | Text Field (to 500 chars) |
| CA_PRODUCTID       | Text Field (to 500 chars) |

#### Rapid Retargeter\_Product\_Purchased\_Data

| Fields             | Type                      |
|--------------------|---------------------------|
| RIID_              | Integer Field             |
| PU_EVENTSOURCE     | Text Field (to 100 chars) |
| PU_PRODUCTCATEGORY | Text Field (to 500 chars) |
| PU_PRODUCTID       | Text Field (to 500 chars) |

Next, incorporate a Set Data Activity into your Retargeting Program design to store the PEV values to the associate Rapid Retargeter PET. Let's use the Browse Abandonment Retargeting Program as example.



As you can see if the above design, there is a series of 3 Set Data Activities, each representing a field that you want populate in the Rapid Retargeter\_Product\_Browsed\_Data PET. This is how each of the Set Data Activities have been configured:

Set data activity

Stage label

Set Event Source

Description

Method

Set list or profile extension field with entry field

Set

BA\_EVENTSOURCE

(TEXT)

with

BA\_EVENTSOURCE

Cancel

Done

Set data activity

Stage label

Set Product Category

Description

Method

Set list or profile extension field with entry field

Set

BA\_PRODUCTCATEGORY

(TEXT)

with

BA\_PRODUCTCATEGORY

Cancel

Done

Set data activity

Stage label

Set Product ID

Description

Method

Set list or profile extension field with entry field

Set BA\_PRODUCTID (TEXT)

with BA\_PRODUCTID

Cancel Done

You can repeat these steps for the Cart Abandonment and Product Purchased Retargeting Programs.



## Personalizing Retargeting Email Campaigns

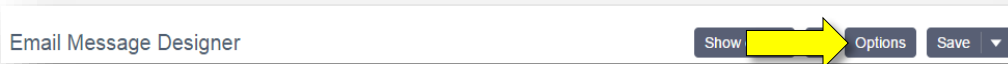
For some marketers, sending a quick & simple follow-up email to an individual when a remarketing opportunity has been identified is all they're looking to do. Others may want to personalize the email, featuring the products associated to the remarketing opportunity. This can be done using built-in functions (BIFs) or the Responsys Programming Language (RPL). To begin, determine whether you should use BIFs or RPL. If your Responsys account has Email Message Designer (EMD) turned on, then you should use RPL. Otherwise, you should use BIFs.

In this section, we will show you how to use BIFs and RPL to personalize your email campaign. To demonstrate this, we will pretend we are building a Browse Abandonment Retargeting email campaign. The BA\_PRODUCTID PEV in the Browse Abandonment Retargeting Program will include a comma-delimited list of product IDs for products that were browsed, but not added to the cart. In the Browse Abandonment Retargeting email campaign, we want to feature these name, category and URL for these products. We will be referencing the PRODUCT\_DETAILS Supplemental Data Table covered in the Product Detail Data section to pull in this information.

### Responsys Programming Language (RPL)

Assuming you have the email campaign built and the HTML document assigned:

1. Open your Browse Abandonment email campaign in EMD.
2. Click on the **Options** button along the top.



3. In the "Options" window, click on the **Edit data source** button in the "Data Source" section.
4. In the "Data sources" window, click on the **Add new source** button along the top, select "Supplemental data" from the drop-down menu, and select the PRODUCT\_DETAILS supplemental data table. Then click the **Select** button.

- Configure the data source by click the **Add columns** button and select all the fields in the PRODUCT\_DETAILS supplemental data table. Then select and check the PROD\_ID column as the "Lookup key". See example below:

The screenshot shows a 'Data sources' configuration window. At the top, there's a 'Data source alias' field set to 'PRODUCT\_DETAILS' and an 'Add columns' button. Below this, the 'Supplemental tables (1)' section displays a table with columns: Alias, Column, Default, and a 'Lookup key' checkbox. The table lists four columns from the 'PRODUCT\_DETAILS' data source: PROD\_CATEGORY, PROD\_ID, PROD\_NAME, and PROD\_URL. The PROD\_ID row has its 'Lookup key' checkbox checked. At the bottom, there's a 'Dynamic variables (0)' section.

- Click the **Save** button when complete and the **OK** button from the "Options" window to return the main EMD window.
- In your HTML document, highlight and copy the text in the "Code" column and paste it where you want to the list of products featured in your creative:

| Code  | What the Code is For   |
|---|--|
| <#assign browsed_item=BA_PRODUCTID?split(",")>                              | Creates an array of items using the comma-separated values in the BA_PRODUCTID PEV and making each value available for reference as "browsed_item" |
| <#data PRODUCT_DETAILS=prod_details>  | Creates the alias "prod_details" for the PRODUCT_DETAILS data source.  |
| <#filter PROD_ID=browsed_item>  | Looks up the value in the "browsed_item" in the PROD_ID column of the "prod_details" data source.  |
| <#fields PROD_NAME PROD_CATEGORY PROD_URL>                                  | Retrieves the desired fields from the prod_details data source.  |
| \${prod_details.PROD_NAME}<br>           \${prod_details.PROD_CATEGORY}<br> | The HTML code that will be used to feature each product in your creative.  |

|  |  |
|--|--|
| <code>\${prod_details.PROD_URL}&lt;br&gt;</code> |  |
| <code>&lt;/#data&gt;</code>                      |  |

8. Save your HTML document when complete.

### Built-in Functions (BIFs)

Let's assume you have the email campaign built, the HTML document assigned, and all related materials saved to the "Rapid\_Retargeter" folder:

1. Create an HTML document, which will be referenced as a subdocument by your main HTML document assigned to your email campaign. This subdocument is where you would insert the HTML code that will be used to feature each product in your creative. In this example, we will assume that that document was saved to the "/contentlibrary/Rapid\_Retargeter" directory.
2. Highlight and copy the text in the "Code" column and paste it to the subdocument:

| Code   | What the Code is For  |
|--|---|
| <code>&lt;html&gt;</code><br><code>&lt;body&gt;</code>   |   |
| <code>\$SETVARS(LOOKUP(browsed_item))\$</code>   | Reference the individual product ID from the "browsed_item" loop.   |
| <code>\$SETVARS(VARLIST(3, PROD_NAME, PROD_CATEGORY, PROD_URL, LOOKUPRECORDS(Rapid_Retargeter,PRODUCT_DETAILS, PROD_ID, LOOKUP(BA_PRODUCTID), PROD_NAME, PROD_CATEGORY, PROD_URL)))\$</code> | The individual product ID from the BA_PRODUCTID PEV will be used to reference the PRODUCT_DETAILS supplemental data table in the "Rapid_Retargeter" folder to pull the values from the PROD_NAME, PROD_CATEGORY, and PROD_URL fields. |
| <code>\$PROD_NAME\$&lt;br&gt;</code><br><code>\$PROD_CATEGORY\$&lt;br&gt;</code><br><code>\$PROD_URL\$&lt;br&gt;</code><br><code>&lt;br&gt;</code>   | The HTML code that will be used to feature each product in your creative.   |
| <code>&lt;/body&gt;</code>   |   |

---

```
</html>
```

---

3. Save the subdocument as "browsed\_item" when complete.
4. Edit the main HTML document that is assigned to the email campaign.

| Code   | What the Code is For   |
|--|--|
| <pre>\$FOREACHNOBR(browsed_item, PAIRSLIST(1, BA_PRODUCTID, LOOKUP(BA_PRODUCTID), /contentlibrary/Rapid_Retargeter,browsed_item)\$</pre> | Create a loop named "browsed_item" that parses the comma-delimited list of product IDs from the BA_PRODUCTID PEV and then passes the value to the "browsed_item" subdocument found in the "/contentlibrary/Rapid_Retargeter" folder. |

5. Save the HTML document when complete.

You can use these BIFs and RPL examples to personalize your Cart Abandonment and Product Purchased Remarketing email campaigns in a similar manner.



## Identify Visitors Without Registration or Login



## Frequently Asked Questions

### Profile List

#### **How many profile lists do Rapid Retargeter support?**

Rapid Retargeter can support up to 10 profile lists in a single Responsys account.

### Parameters

#### **The Rapid Retargeter tags include parameters that are collecting data that are not made available in Program as PEVs. What are they used for?**

Rapid Retargeter tags do include parameters that are collecting data that are not currently made available in Program as PEVs. These parameter values will be made available as enhancements or paid add-ons to Rapid Retargeter in the future.

#### **There are other product details I want to collect. Can I add my own parameters to the Rapid Retargeter tags?**

Though you can additional parameters to the Rapid Retargeter tags, Rapid Retargeter only supports the ones that are listed. Any parameters you add that are outside of the ones listed will not be available as PEVs in Program.

### Data

#### **What happens to web events initiated by visitors who have not identified themselves?**


Those web events will be ignored by Rapid Retargeter.

#### **What happens to web events initiated by a visitor who didn't originally identify themselves, but identified themselves later in the purchasing process?**

The web events that were initiated by a visitor when they weren't identified will be ignored. Only web events that were initiated after the visitor has identified themselves will be taken into consideration by Rapid Retargeter.

#### **I would like to have access to the web event data so I can do further analysis on my visitors. Is it available?**

We are currently looking into making the web event data available as a paid add-on in the future product release.



## Identifying Visitors

### **How is Rapid Retargeter identifying unknown visitors?**

When a visitor visits a website that has implemented Rapid Retargeter tags, a cookie is dropped. At this point, the visitor is still unknown until they identify themselves. Visitors can identify themselves by logging into your website or if they clicked through to the website from an email sent from Responsys.

### **What unique ID is Rapid Retargeter using to keep track of web events initiated by visitors?**

Rapid Retargeter is using email address as the unique ID to keep track of web events initiated by visitors. For privacy reasons, the email address is hashed using the SHA-256.

## Tagging

### **Are there issues invoking the same web event tag multiple times on the same page even when each tag is associated to different product IDs?**

Firing the same web event tag multiple times from the same page is not recommended. Though capturing the web event data associated to each of those tags should work, there are occasion that it won't due to possible contention issues.

### **Can I capture the web events for multiple product IDs without having to invoke the tag multiple times?**

If the product IDs are tied to the same web event tag, you can pass the product IDs as a comma-delimited list in the "Pid" parameter in a single invocation of that tag. This capability is useful for websites that keep track of product IDs that the visitor has added to cart so they can repopulate their cart automatically.

**IMPORTANT NOTE:** If you use this method, there is a possibility that the visitor re-invokes the same web event tag for a product ID that was part of the comma-delimited list. When Rapid Retargeter processes the web event data, the product ID will appear multiple times during personalization (i.e. 1424553,5352542,563469,621696,5352542). You should be able to use built-in functions or RPL to remove the duplicates.

### **Is the TagTriggeredDt parameter mandatory?**

We highly recommend the use of the TagTriggeredDt parameter as this will address the possibility of the web event data being captured out of sync, leading to missed retargeting opportunities. If you don't use this parameter, we will automatically use the event captured date provided automatically.



**Oracle Corporation, World Headquarters**  
500 Oracle Parkway  
Redwood Shores, CA 94065, USA

**Worldwide Inquiries**  
Phone: +1.650.506.7000  
Fax: +1.650.506.7200

#### CONNECT WITH US



[blogs.oracle.com/oracle](https://blogs.oracle.com/oracle)



[facebook.com/oracle](https://facebook.com/oracle)



[twitter.com/oracle](https://twitter.com/oracle)



[oracle.com](https://oracle.com)

#### Hardware and Software, Engineered to Work Together

Copyright © 2015, Oracle and/or its affiliates. All rights reserved. This document is provided for information purposes only, and the contents hereof are subject to change without notice. This document is not warranted to be error-free, nor subject to any other warranties or conditions, whether expressed orally or implied in law, including implied warranties and conditions of merchantability or fitness for a particular purpose. We specifically disclaim any liability with respect to this document, and no contractual obligations are formed either directly or indirectly by this document. This document may not be reproduced or transmitted in any form or by any means, electronic or mechanical, for any purpose, without our prior written permission.

Oracle and Java are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Xeon are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Opteron, the AMD logo, and the AMD Opteron logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group. 0115

White Paper Title

January 2015

Author: [OPTIONAL]

Contributing Authors: [OPTIONAL]



Oracle is committed to developing practices and products that help protect the environment