

Optitrack Integration with SPA sites

The Integration of Optitrack with SPA sites should include the following actions:

- Update the tracking data in the loaded site (initialize the Optitrack i.e. Site Id, Tracking URL, Page View, UserId if exist) using the script obtained from optimove.
- Update UserId when customer logs in and the PublicUserId is available.
- Update the current page URL when routing to a page (a view).

There are two options to implement this:

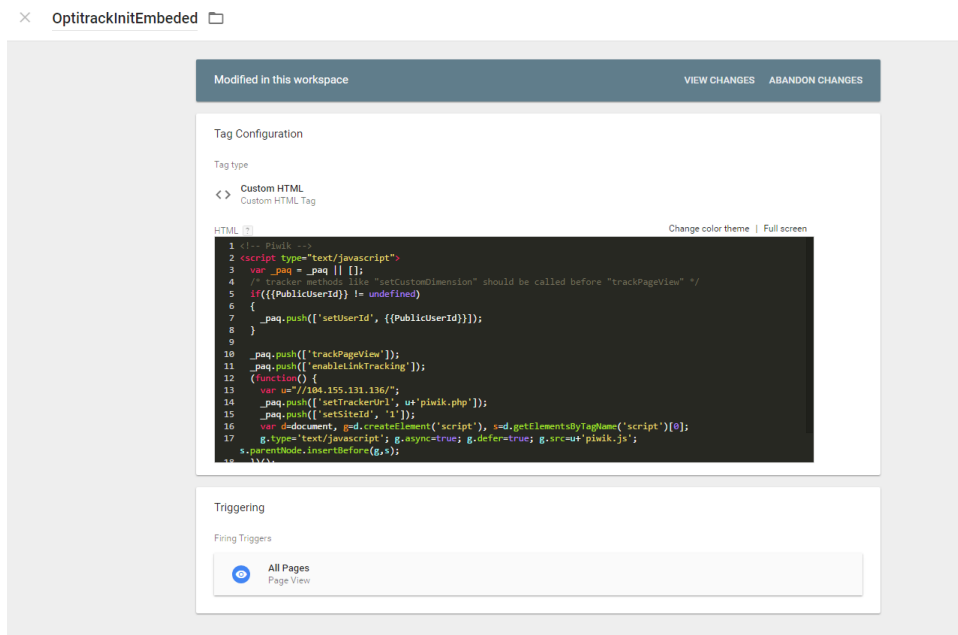
1. Integrate Optitrack by embedding JS Code in the Site.
2. Integrate Optitrack by GTM.

Embedding JS Code in the Site (less preferable)

- Embedding of JavaScript code (using <script> Tag), this tag should be executed in the load of the page (SPA layout).
- When route occurs call JS code:
`_paq.push(['trackPageView', <page URL>]);`
- When PublicCustomId is available (user sign-in) call JS code:
`_paq.push([setUserId, <PublicCustomerId>]);`

Optitrack Initializing Script Tag -Embedded Version:

Copy and paste the JavaScript tracking code into your pages, just after the opening **<body>**



Using GTM (preferable)

Using the GTM would mean adding Tags, Variables and Triggers to your GTM Container.

In the implementation example, we use the following:

- 3 GTM **Custom HTML** Tags.
- 2 GTM **JavaScript/DataLayer** Variables.
- 2 GTM **Triggers**.

GTM objects that are needed for the SPA interaction with the OptiTrack.

GTM Custom Triggers

We should create 2 Triggers which will trigger the Tags (defined in the following steps)

- **URLChangeEvent** – event of changing of the SPA page.
- **UserIdUpdateEvent** – event of public user id update.

GTM DataLayer Variables

Create 2 DataLayer Variables which will be used by the GTM Tags

- **CurrentPageURL** – DataLayer variables which supplies the new page URL.
- **PublicUserId** - DataLayer variables which supplies the public user ID.

GTM Custom HTML Tags

- **OptitrackInit** Tag GTM Custom HTML Tag which includes our base Optitrack JavaScript code. And would initialize the Optitrack for the site.

Fired On: Tag should be fired when Page was loaded GTM Trigger **Once Per Page**.

- **PageChange Tag** - GTM Custom HTML Tag which includes the code:

`_paq.push(['trackPageView', {{ CurrentPageURL }}]);`

Using this event, we will be able to update the Optitrack with the current site URL.

Fired On: Tag should be fired when Page Routing was initiated on event URLChangeEvent.

- **UserIdUpdate Tag** - GTM Custom HTML Tag which includes the code:

`_paq.push(['setUserId', {{ PublicUserId }}]);`

Fired On: Tag should be fired when **publicUserId** (usually after user sign-In) is available on event UserIdUpdateEvent.

Following are the Tags, Variables and Triggers examples in GTM
Optitrack Initializing Script Tag -Embedded Version:

```
<script type="text/javascript">
var _paq = _paq || [];
if(CustomerID_Is_Known){ _paq.push(['setUserId', {{PublicUserId}}]);
}
_paq.push(['trackPageView']);
_paq.push(['enableLinkTracking']);
(function() {
var _siteId = your_site_ID;
var u= (("https:" == document.location.protocol) ? "https" : "http") + "://your_site_subdomain.optimove.net/";
_paq.push(['setTrackerUrl', u+'piwik.php']);
_paq.push(['setSiteId', _siteId]);
var d=document, g=d.createElement('script'), s=d.getElementsByTagName('script')[0]; g.type='text/javascript';
g.defer=true; g.async=true; g.src=u+'piwik.js'; s.parentNode.insertBefore(g,s);
})();
</script>
```


Optitrack Initializing Script Tag

Optitrackinit Unfiled items

Tag Configuration

Tag type

<> Custom HTML
Custom HTML Tag

HTML  [Change color theme](#) | [Full screen](#)

```
1 <script type="text/javascript">
2 var _paq = _paq || [];
3 /* tracker methods like "setCustomDimension" should be called before "trackPageView" */
4 _paq.push(['trackPageView']);
5 _paq.push(['enableLinkTracking']);
6 (function() {
7 var u="//ipm-155-121-106/";
8 _paq.push(['setTrackerUrl', u+'piwik.php']);
9 _paq.push(['setSiteId', '1']);
10 var d=document, g=d.createElement('script'), s=d.getElementsByTagName('script')[0];
11 g.type='text/javascript'; g.async=true; g.defer=true; g.src=u+'piwik.js'; s.parentNode.insertBefore(g,s);
12 })();
13 </script>
```

Triggering

Firing Triggers

All Pages
Page View


Optitrack PageChange Tag

PageChange Unfiled items

Tag Configuration

Tag type

<> Custom HTML
Custom HTML Tag

HTML  [Change color theme](#) | [Full screen](#)

```
1 <script>
2 var _paq = _paq || [];
3
4 _paq.push(['trackPageView', {{CurrentPageURL}}]);
5
6 </script>
7
```

Triggering

Firing Triggers

URLChangeEvent
Custom Event

Note: do not use the IP Address given in the Tag example.

Optitrack PageChange Tag

✕ UseridUpdate Unfiled items

Tag Configuration

Tag type

<> Custom HTML
Custom HTML Tag

HTML [View](#) [Change color theme](#) [Full screen](#)

```
1 <script>
2   var _paq = _paq || [];
3   _paq.push(['setUserId', {{PublicUserId}}]);
4
5 </script>
```

Triggering

Firing Triggers

➤ UseridUpdateEvent
Custom Event

Optitrack Triggers

✕ URLChangeEvent Unfiled items

Trigger Configuration

Trigger type

➤ Custom Event

Event name

optitrack_url_change_event

This trigger fires on

All Custom Events

References to this Trigger

➤ PageChange
Tag

✕ UseridUpdateEvent Unfiled items

Trigger Configuration

Trigger type

➤ Custom Event

Event name

userid_update_event

This trigger fires on

All Custom Events

References to this Trigger


➤ UseridUpdate
Tag


Optitrack DataLayer Variables

× **CurrentPageURL**  Unfiled items


Variable Configuration


Variable type

 **Data Layer Variable**

Data Layer Variable Name 
current_page_url


References to this Variable


 **PageChange**
Tag

× **PublicUserId**  Unfiled items


Variable Configuration

Variable type

 **Data Layer Variable**

Data Layer Variable Name 
• public_userid

References to this Variable

 **UserIdUpdate**
Tag