Subject: Important Changes Required to OptiTrack JavaScript Code

Dear <recipient\_first\_name>,

The JavaScript code that you currently have on your website to report OptiTrack events to Optimove will be deprecated in the near future. It is important that you update the code on your website as soon as possible. This email describes what you need to do. The attached document contains complete documentation for implementing the latest version of the code.

The main thing changed is the method we use to identify the registered customers that visit your website.

Please note:

* If you have been using two different tags—one to associate CustomerID with VisitorID and another to record pageviews—this is no longer necessary. Only one tag is required now.
* It is very important that the code first checks for the existence of the registered CustomerID before calling the SetUserID function!
* The order of commands in the new code is mandatory—if the functions are called in a different order, the code won’t work!
* For the near future, both the old and new versions will continue working in tandem.
* Attached is a “before-and-after” view of the necessary code changes. Note that some of this code needs to be replaced with your specific values—refer to the attached documentation for details.

Please do not hesitate to contact me if I can be of any assistance.

Cheers,

<CSM>