



# Intellignos

## Measurement Auditory and fix guide

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# 1

## Document Purpose

The purpose of this document is to review the current implementation of the new Fox Play Site in the staging environment (<http://vit-fic.quickplay.com>) with the aim of indicating the fixes necessities to a correct measurement of the basic and standard metrics.

# 2

## Google Tag Manager Implementation

The current implementation of Google Tag Manager (GTM) is the legacy one, it should be updated to the latest version. Beside of that, the snippet is presented in a dynamic part of the site that gets loaded by AJAX, provoking that the GTM Snippet gets loaded several times consecutively when the user navigates the site.

The correct implementation is the following:

Paste this code as high in the **<head>** of the page as possible:

```
<!-- Google Tag Manager -->
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=!!<dataLayer>'?'&l='+l:'';j.async=true;j.src=
  'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-NKZC3P');</script>
<!-- End Google Tag Manager -->
```

Additionally, paste this code immediately after the opening <body> tag:

```
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-NKZC3P"
  height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

Is important that this code does not get reloaded each time the user navigates inside the page via an AJAX request.

## 3

### The dataLayer

The dataLayer is a JavaScript variable used to transfer information from the site to GTM. It takes the form of an array of JSON objects, each of which constitutes a different message that gets pushed by the site and received by GTM. GTM then analyzes the message received and determine according to different rules what type of measurement to generate.

Example of a push to the dataLayer:

```
dataLayer.push({  
  'pageName': '/profile',  
  'event': 'trackPageview'  
});
```

All the pushes to the dataLayer must take place after the GTM Snippet in the line of execution.

## 4

### Page Load

Every time the URL changes or a page is loaded from the server, a new PageView event must be tracked. This accounts for initial page load and async requests added to the History stack:

#### 4.1. Pageview generated by a page load

When a page gets loaded by accessing directly to an url of the site, the following JavaScript Function must be executed:

```
dataLayer.push({  
  'pageName': '{page-name}',  
  'event': 'trackPageview'  
});
```

For example, if the user access to the page /profile through an external link or introducing the url directly in the navigation bar, the following function must be executed:

```
dataLayer.push({  
  'pageName': 'profile',  
  'event': 'trackPageview'  
});
```

## 4.2. Page load by AJAX

In the new site, the navigation between pages works via Ajax asynchronic requests that change the URL without reloading the whole page. This kind of interactions does not get measured with and standard implementation of GTM. Is necessary to identify the moment when the user changes the page (generates a new load of content via AJAX and also in parallel change the URL of the page), and send a hit.

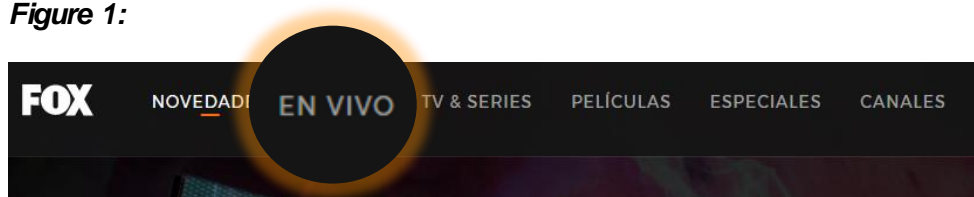
When one of these events occurs, the following push must be sent:

```
dataLayer.push({  
  'pageName': '{page-name}',  
  'event': 'trackPageview'  
});
```

The {page-name} field must be replaced with the path of the page that is being loaded. For example, if the user is currently on the argentine home of the site, and press the “En vivo” menu button, as seen in the figure 1, then the following push must be executed:

```
dataLayer.push({  
  'pageName': 'ar/live',  
  'event': 'trackPageview'  
});
```

**Figure 1:**



**Important:** if a page is seen by the user and the corresponding dataLayer push does not get fired, the page will not be tracked. It is very important that all the pages seen by the user generate the corresponding push.



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