

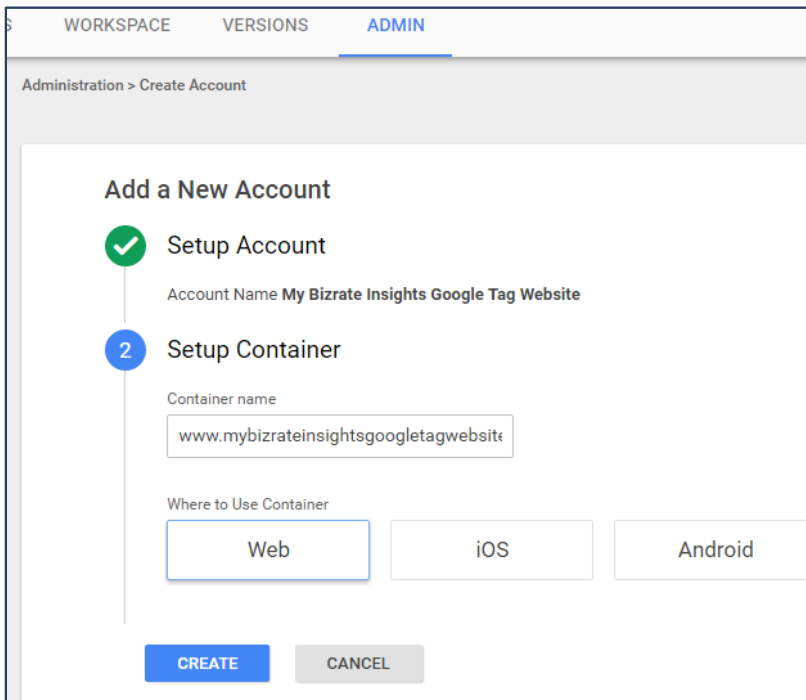
## Site Abandonment Survey Code Basic Setup

Bizrate Insights Site Abandonment Survey Solutions generate actionable Insights to improve your website's performance by understanding your customer's experience. Retailers are required to place Bizrate's JavaScript code on their website to utilize Bizrate's *Site Abandonment Survey Solution*.

We partner with Google Tag Manager, which allows easy implementation of the Bizrate Insights Site Abandonment Survey code. Data collection begins immediately once the survey is live on your website; results can be viewed via the *VitalSigns* portal in near real-time (streaming soon). – [VitalSigns.bizrate.com](https://VitalSigns.bizrate.com)

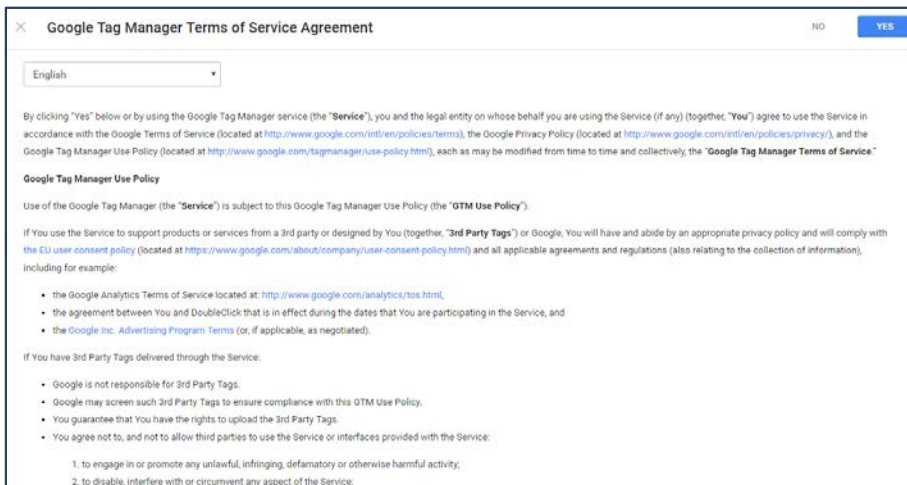
## Container Configuration

- 1) Create a web container for your website (if you already have an account, skip to step 4)



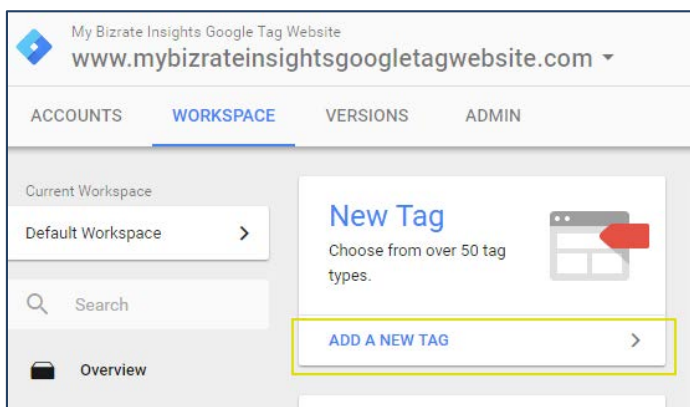
The screenshot shows the 'ADMIN' tab in Google Tag Manager. The breadcrumb is 'Administration > Create Account'. The main heading is 'Add a New Account'. A progress indicator shows '1 Setup Account' as complete and '2 Setup Container' as the current step. The 'Account Name' is 'My Bizrate Insights Google Tag Website'. The 'Container name' field contains 'www.mybizrateinsightsgoogletagwebsite'. Under 'Where to Use Container', the 'Web' button is selected. At the bottom are 'CREATE' and 'CANCEL' buttons.

- 2) Read and accept Google Tag Manager Terms of Service Agreement

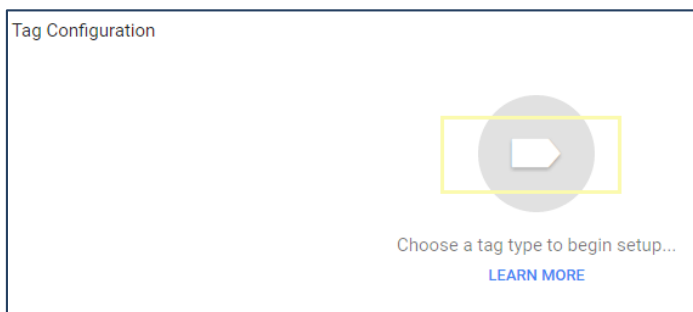


The screenshot shows the 'Google Tag Manager Terms of Service Agreement' dialog box. The language is set to 'English'. The text of the agreement is visible, including the 'Google Tag Manager Use Policy' section. At the top right, there are 'NO' and 'YES' buttons. The 'YES' button is highlighted in blue.

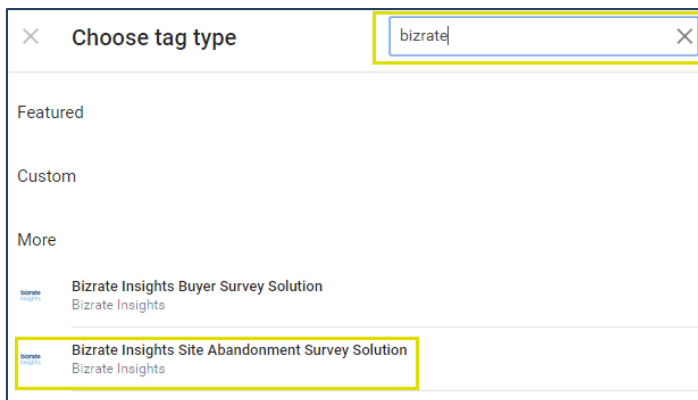
- 3) Navigate to the "WORKSPACE" tab and click on "ADD A NEW TAG"



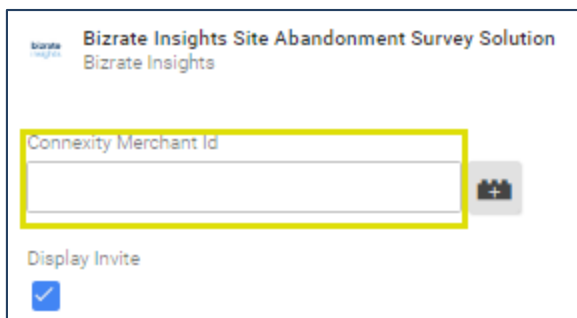
4) **Tag Configuration:** Click on the tag icon to create a new tag



5) **Choose tag type:** Locate and click on **Bizrate Insights Site Abandonment Solution**  
(Tip: Click on the search icon to the right of "Choose a tag type" and type in "bizrate")



6) **Tag Configuration:** Enter your MID (required)  
Note: Ticket in with Google to update Connexity Merchant Id to Bizrate Merchant Id



- Display Invite: Checked by default
- Other fields: Hard-code a value or select the button to the right of the text field to choose one of the **User-Defined Variables** you create (see the "[Creating variables](#)" section below for information on creating your own variables) *Note: If using a User-Defined Variable, a corresponding Javascript must be included on your webpages in order to pass values to User-Defined Variables*

The screenshot shows a configuration panel with the following fields:

- Display Invite:** A checked checkbox.
- Referrer Page:** A text input field with a selection button to its right.
- Referrer URL:** A text input field with a selection button to its right.
- Referrer Id:** A text input field with a selection button to its right.
- Web Analytics Id:** A text input field with a selection button to its right.
- Custom Value (1):** A text input field with a selection button to its right.
- Custom Value (2):** A text input field with a selection button to its right.
- Customer Id:** A text input field with a selection button to its right.

7) **Page Type:** Select where you want to implement the **Bizrate Site Abandonment Solution**

The screenshot shows a dropdown menu titled "Page Type" with the following options:

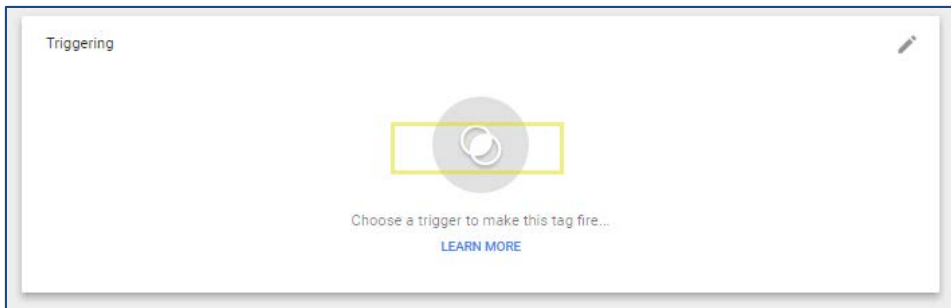
- Product Detail (selected)
- Cart
- Checkout

- **Product Detail (product detail pages viewed before abandoning; requires variables)**  
**Ex: Product detail page with title, images, description, etc**
  - Required: Product Id
  - Required: Current Selling Price
  - Required: Product Title
  - Required: Image URL
- **Cart (products added to the cart by visitors before abandoning; DOESN'T require variables)**  
**Ex: Shopping cart page**
  - Required: None  
*\*Your website will lose actionable insights if data passing is ignored. We suggest passing all variables to take advantage of actionable insights.*
- **Checkout (products almost purchased by visitors before abandoning; DOESN'T require variables)**  
**Ex: Checkout page with payment options**
  - Required: None  
*\*Your website will lose actionable insights if data passing is ignored. We suggest passing all variables to take advantage of actionable insights.*
- **Other (home page, category page, about us page, etc)**

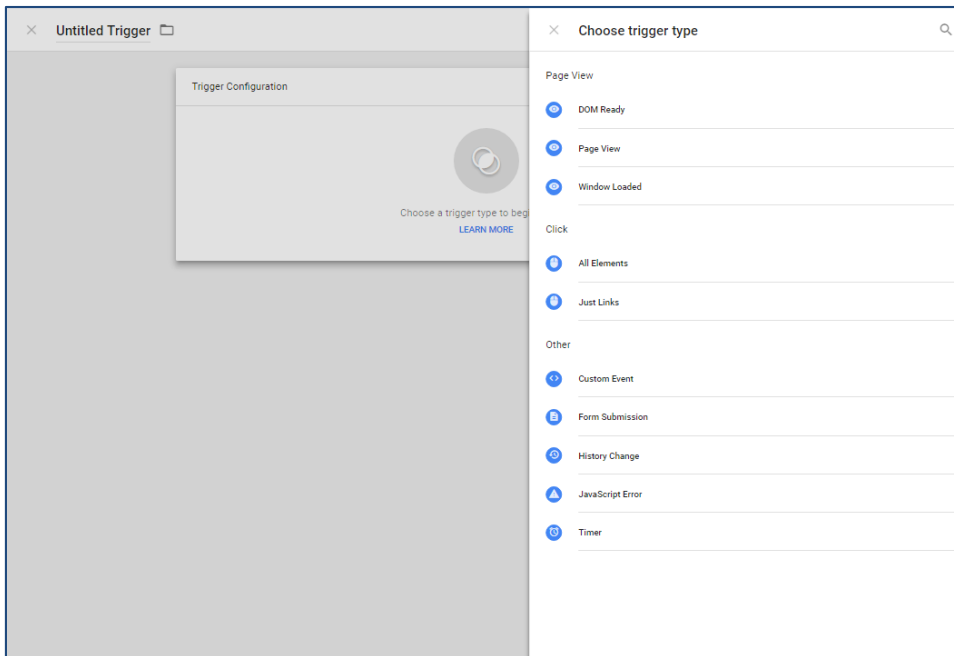
- To implement tags on other page types, select “Cart” and leave “Cart Products” and “Cart Total” fields empty

8) **Triggering:** Tags must have at least one trigger in order to fire. The most commonly used trigger is Page View.

- Triggers can be configured by selecting the trigger icon



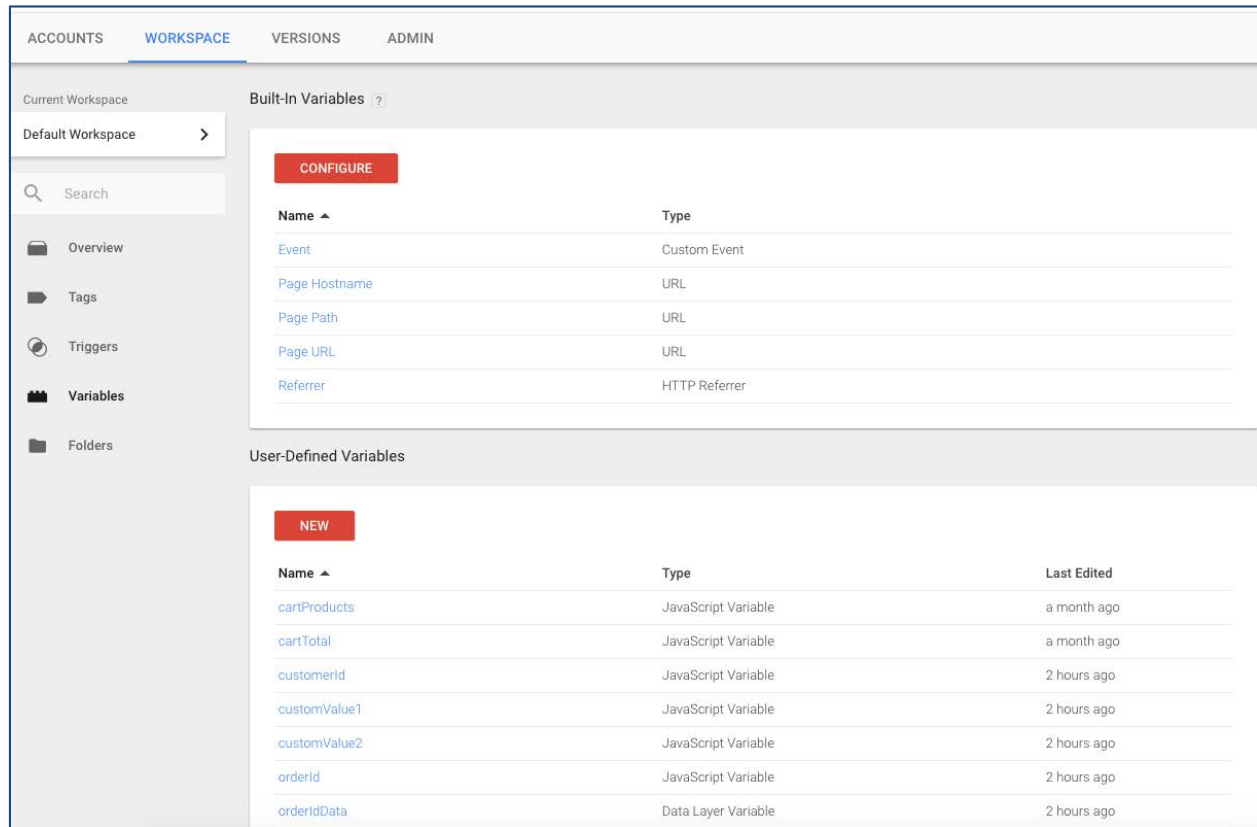
- Click the “+” in the upper-right corner to create a new trigger



- Select “Page View” from the “Choose trigger type” module  
*Tags can trigger on all page views or some page views*
- If “Some Page Views” is selected, you have the option to specify which page views you want the tag to trigger on, using the User-Defined Variables you created  
*See “Creating custom triggers” section below for detailed information on how to create and use triggers*
- After configuring triggers, click “Save”
- Click “Publish” in the top right corner of the dashboard. The **Bizrate Site Abandonment Survey Solution** tag is now configured and ready to use.  
*Note: Remember to publish the tag, after each change, for changes to go into effect.*

## Creating Variables

- 2)1 Navigate to the "WORKSPACE" tab
- 2)2 Select "Variables" from the left sidebar
- 2)3 Select "NEW" under "User-Defined Variables"



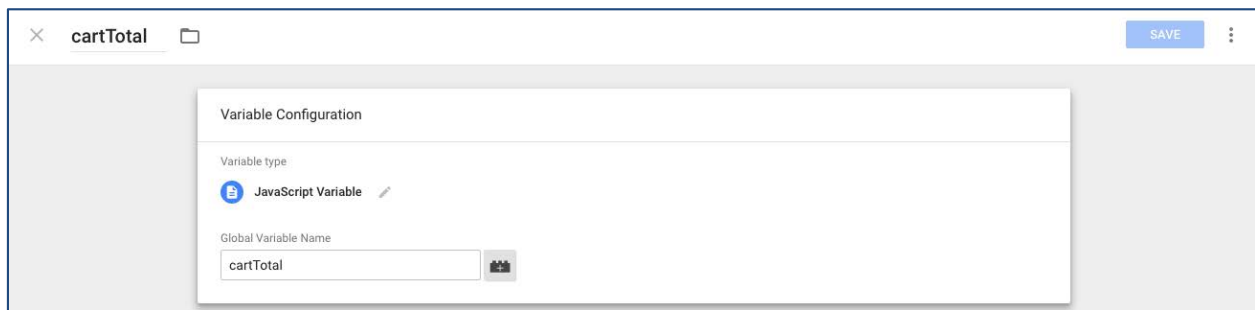
The module allows you to create and configure variables that you can pass into your tag. Google Tag Manager provides a number of different variable types; the most commonly used ones are the JavaScript Variable and the Data Layer Variable.

- 2)4 Click anywhere in the "Variable Configuration" box to begin configuring your variable
  - a. JavaScript Variable
    - o Select "JavaScript Variable" from the "Choose variable type" module
    - o Type in your JavaScript variable
    - o Click "Save" and name the variable
    - o The variable you created will now be visible in the "User-Defined Variables" module
  - b. Data Layer Variable
    - o Select "Data Layer Variable" from the "Choose variable type" module
    - o Type in your Data Layer Variable
    - o Click "Save" and name the variable
    - o The variable you created will now be visible in the "User-Defined Variables" module

Variables are now available for your **Bizrate Insights Site Abandonment Survey Solution** tag configuration.

If you choose to pass values to the tag using User-Defined Variables, set these variables on your webpage

- JavaScript variable example:

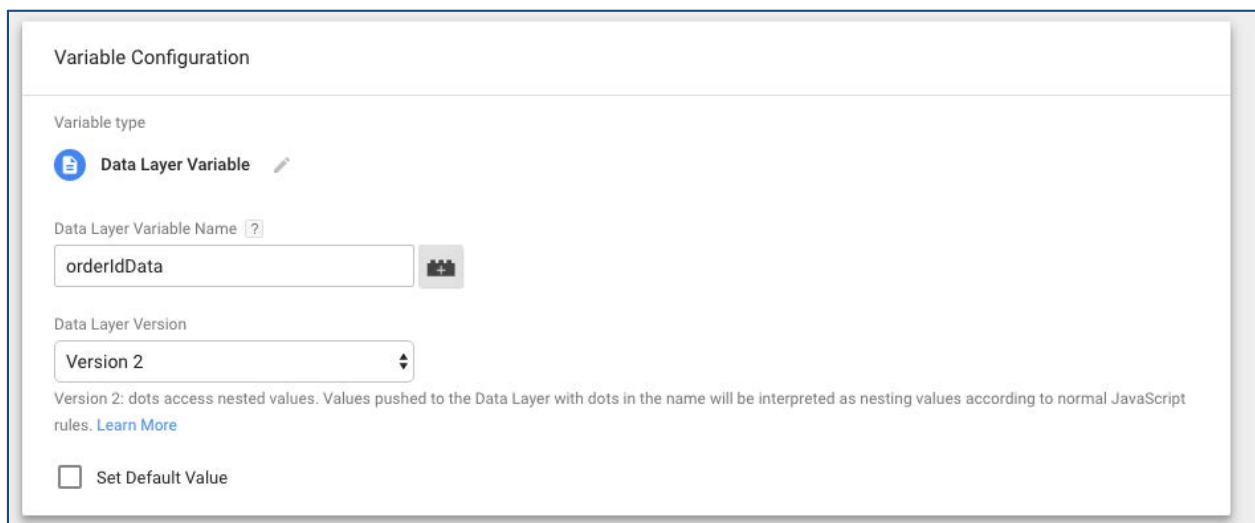


The screenshot shows the 'Variable Configuration' dialog in Google Tag Manager. The 'Variable type' is set to 'JavaScript Variable'. The 'Global Variable Name' field contains the text 'cartTotal'. There is a 'SAVE' button in the top right corner.

- To use this variable, set the “cartTotal” variable in the JavaScript on your page:

```
7 <script type="text/javascript">
8   var cartTotal = '999.99';
9 </script>
```

- Data Layer variable example:



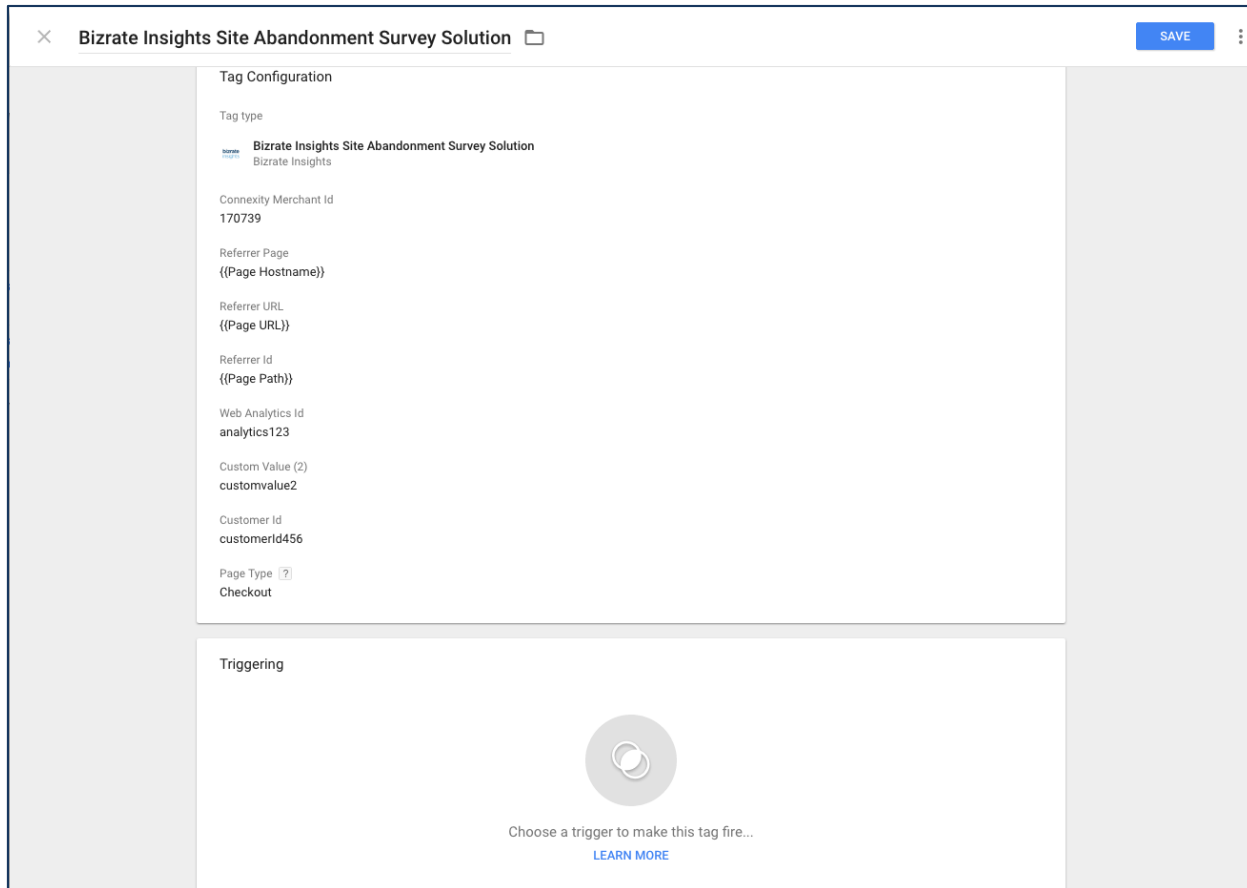
The screenshot shows the 'Variable Configuration' dialog in Google Tag Manager. The 'Variable type' is set to 'Data Layer Variable'. The 'Data Layer Variable Name' field contains the text 'orderIdData'. The 'Data Layer Version' is set to 'Version 2'. There is a 'Set Default Value' checkbox which is currently unchecked. A note below the version dropdown explains that Version 2 uses dots for nesting values.

- To use this variable, set the “orderIdData” variable in the data layer on your page:

```
12 <script>
13   dataLayer = []
14   dataLayer.push({'orderIdData': 'order123'});
15 </script>
```

## Creating custom triggers

1) Select “Choose a trigger to make this tag fire”



2) In the “Choose a trigger” module, choose from a list of previously created triggers or click the “+” sign in the top right corner to create a custom trigger

Choose a trigger				+
Name	Type	Folder	Filter	
All Pages	Page View	--	--	
homePage	Page View	--	pageType equals home	i

3) Click the “+” sign to activate the Trigger Configuration module. Click anywhere in the module to begin.

- Example – set up a trigger that will only fire on a page with a specific pageType
  - Set up a new variable called “pageType” (see the “Creating variables” section for information on creating your own variables)

**Variable Configuration**

Variable type

Data Layer Variable

Data Layer Variable Name ?

pageType

Data Layer Version

Version 2

Version 2: dots access nested values. Values pushed to the Data Layer with dots in the name will be interpreted as nesting values according to normal JavaScript rules. [Learn More](#)

Set Default Value

- Set up a trigger named "homePage" using the "pageType" variable as a page view filter
  - From the Trigger Configuration module, choose "Page View" as the trigger type
  - Configure the trigger to fire on "Some Page Views"
- Set up the condition under which the trigger will fire
  - Select the "pageType" variable from the first drop-down list
  - Select "equals" from the second drop-down list
  - Enter "home" in the third text box
  - Click "Save" and name the trigger "homePage"

**homePage**

**Trigger Configuration**

Trigger type

Page View

This trigger fires on

All Page Views  Some Page Views

Fire this trigger when an Event occurs and all of these conditions are true

pageType equals home

- 4) Configure your **Bizrate Insights Site Abandonment Survey Solution** tag to use the "homePage" trigger you've created



The screenshot shows the Google Tag Manager configuration interface for a tag named "Bizrate Insights Site Abandonment Survey Solution". The tag is of type "Bizrate Insights". The configuration includes the following fields:

- Tag type: Bizrate Insights
- Connectivity Merchant Id: 170739
- Referrer Page: {{Page Hostname}}
- Referrer URL: {{Page URL}}
- Referrer Id: {{Page Path}}
- Web Analytics Id: analytics123
- Custom Value (2): customvalue2
- Customer Id: customerId456
- Page Type: Checkout

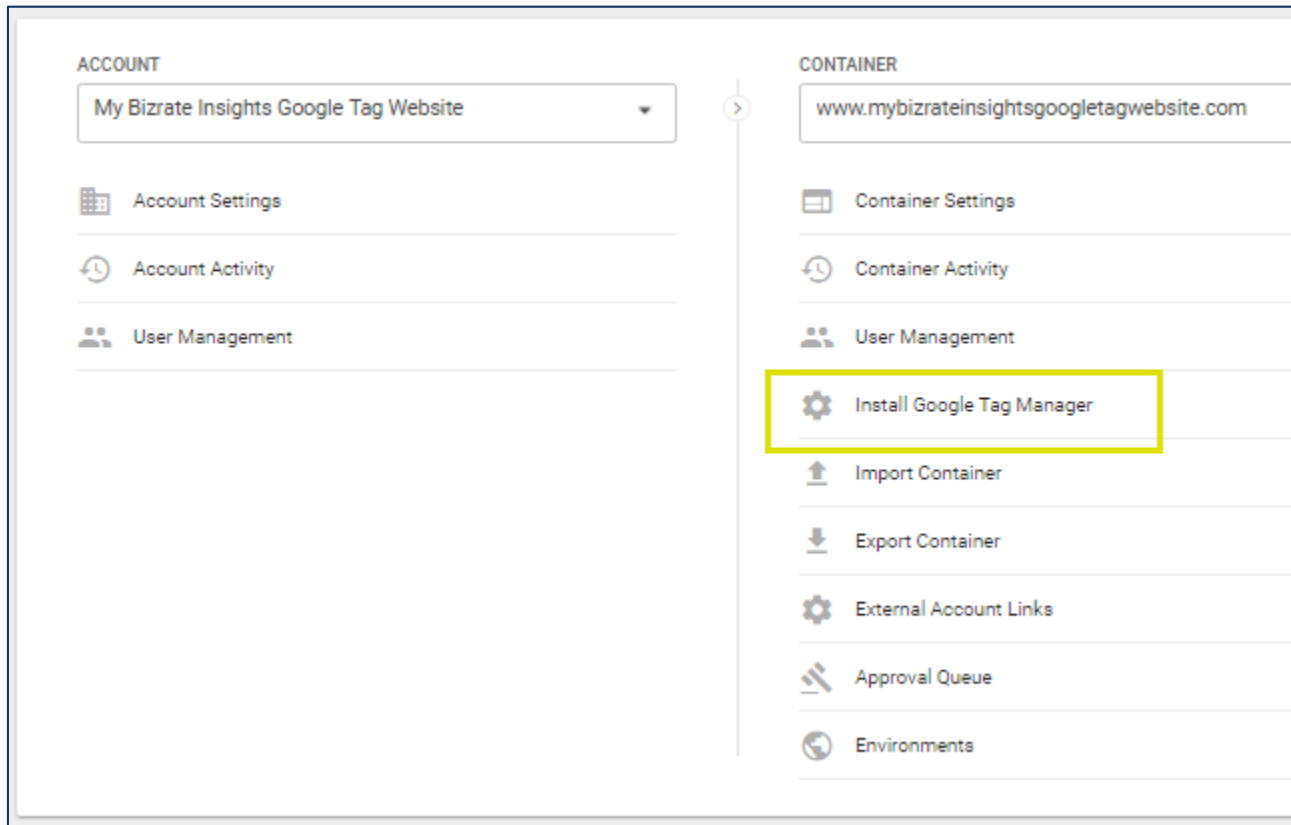
The "Triggering" section shows a single trigger named "homePage" of type "Page View".

5) Add Javascript on your webpage to set pageType = 'home'

```
<script>
  dataLayer = []
  dataLayer.push({'pageType': 'home'});
</script>
```

## Setting up the Google Tag Manager code on your pages

- 1) Navigate to the "ADMIN" tab
- 2) Select your account, then select "Install Google Tag Manager" under the "Container" column



- 3) The next page includes Google Tag Manager's code snippets, specific to your account. You will need to paste the code snippets on every page of your site.

Example below:

Copy the following JavaScript and paste it as close to the opening <head> tag as possible on every page of your website, replacing **GTM-XXXX** with your container ID:

#### BASIC CODE IMPLEMENTATION <head>

```
<!--Add to HTML head on every webpage except order confirmation for site abandonment survey -->
<!--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=l!='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-XXXXXX');
<!-- End Google Tag Manager -->
```

Copy the following snippet and paste it immediately after the opening <body> tag on every page of your website, replacing **GTM-XXXX** with your container ID

#### BASIC CODE IMPLEMENTATION <body>

```
<!--Add to HTML head on every webpage except order confirmation for site abandonment survey -->
<!--Paste this code immediately after the opening <body> tag -->
<!-- Google Tag Manager (noscript) -->
<noscript><iframe src="https://www.googletagmanager.com/ns.html?id=GTM-XXXXXX"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<!-- End Google Tag Manager (noscript) -->
```

See also: <https://developers.google.com/tag-manager/quickstart>

## Examples

JavaScript variable example

- User-defined variables list:

User-Defined Variables		
Name ▲	Type	Last Edited
<a href="#">cartProducts</a>	JavaScript Variable	a month ago
<a href="#">cartTotal</a>	JavaScript Variable	a month ago
<a href="#">customerid</a>	JavaScript Variable	2 hours ago
<a href="#">customValue1</a>	JavaScript Variable	2 hours ago
<a href="#">customValue2</a>	JavaScript Variable	2 hours ago
<a href="#">orderid</a>	JavaScript Variable	2 hours ago
<a href="#">referrerid</a>	JavaScript Variable	2 hours ago
<a href="#">referrerPage</a>	JavaScript Variable	2 hours ago
<a href="#">referrerUrl</a>	JavaScript Variable	2 hours ago
<a href="#">webAnalyticsId</a>	JavaScript Variable	2 hours ago
<a href="#">zipCode</a>	JavaScript Variable	2 hours ago

## Bizrate Insights Site Abandonment Survey Solution configuration

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**Bizrate Insights Site Abandonment Survey Solution**
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SAVE
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Connexity Merchant Id

Display Invite

Referrer Page

Referrer URL

Referrer Id

Web Analytics Id

Custom Value (1)

Custom Value (2)

Customer Id

Page Type ?

Cart Details

Cart Products ?

Cart Total ?

```

1 <script type = text/javascript>
2   var referrerPage = 'Home Page';
3   var referrerUrl = 'www.homepage.com';
4   var referrerId = 'referrer123';
5   var webAnalyticsId = 'webId456';
6   var customValue1 = 'customOne';
7   var customValue2 = 'customTwo';
8   var customerId = 'cid789';
9   var cartProducts = [{id = 'sku',
10    'price = '9.99',
11    'originalPrice = '9.99',
12    'quantity = '1',
13    'imageUrl = 'http://mysite.com/images/product123.jpg',
14    'title = 'Example Product Title'}];
15   var cartTotal = '999.99';
16 </script>

```

Data layer variable example

- User-defined variable list:

User-Defined Variables

[NEW](#)

Name ▲	Type	Last Edited
<a href="#">cartProducts</a>	Data Layer Variable	a few seconds ago
<a href="#">cartTotal</a>	Data Layer Variable	a few seconds ago
<a href="#">customerId</a>	Data Layer Variable	a minute ago
<a href="#">customValue1</a>	Data Layer Variable	a minute ago
<a href="#">customValue2</a>	Data Layer Variable	a minute ago
<a href="#">orderId</a>	Data Layer Variable	a few seconds ago
<a href="#">referrerId</a>	Data Layer Variable	2 minutes ago
<a href="#">referrerPage</a>	Data Layer Variable	2 minutes ago
<a href="#">referrerUrl</a>	Data Layer Variable	2 minutes ago
<a href="#">webAnalyticsId</a>	Data Layer Variable	a minute ago
<a href="#">zipCode</a>	Data Layer Variable	a few seconds ago

- Bizrate Insights Site Abandonment Survey Solution configuration

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**Bizrate Insights Site Abandonment Survey Solution**
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SAVE
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Connexity Merchant Id

Display Invite

Referrer Page

Referrer URL

Referrer Id

Web Analytics Id

Custom Value (1)

Custom Value (2)

Customer Id

Page Type ?

Cart Details

Cart Products ?

Cart Total ?

- Data layer code on webpage

```

1  <script>
2    dataLayer = []
3    dataLayer.push({'referrerPage': 'Home Page'});
4    dataLayer.push({'referrerUrl': 'www.homepage.com'});
5    dataLayer.push({'referrerId': 'referrer123'});
6    dataLayer.push({'webAnalyticsId': 'webId456'});
7    dataLayer.push({'customValue1': 'customOne'});
8    dataLayer.push({'customValue2': 'customTwo'});
9    dataLayer.push({'customerId': 'cid789'});
10   dataLayer.push({'cartProducts': [{id:'sku',
11     'price':'9.99',
12     'originalPrice':'9.99',
13     'quantity':'1',
14     'imageUrl':'http://mysite.com/images/product123.jpg',
15     'title':'Example Product Title'}]});
16   dataLayer.push({'cartTotal': '999.99'});
17 </script>

```

End of document