

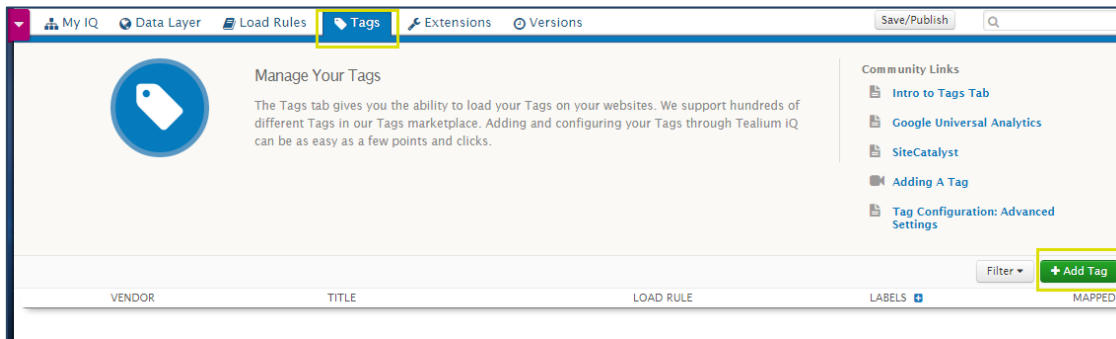
Online Buyer Survey Code Solution Basic Setup for Tealium

Bizrate Insights' Online Buyer Survey Solution generates actionable Insights to improve your website's performance by understanding your customer's experience. Retailers are required to place the Tealium JavaScript code on their website to utilize the Bizrate Insights Online Buyer Survey Solution.

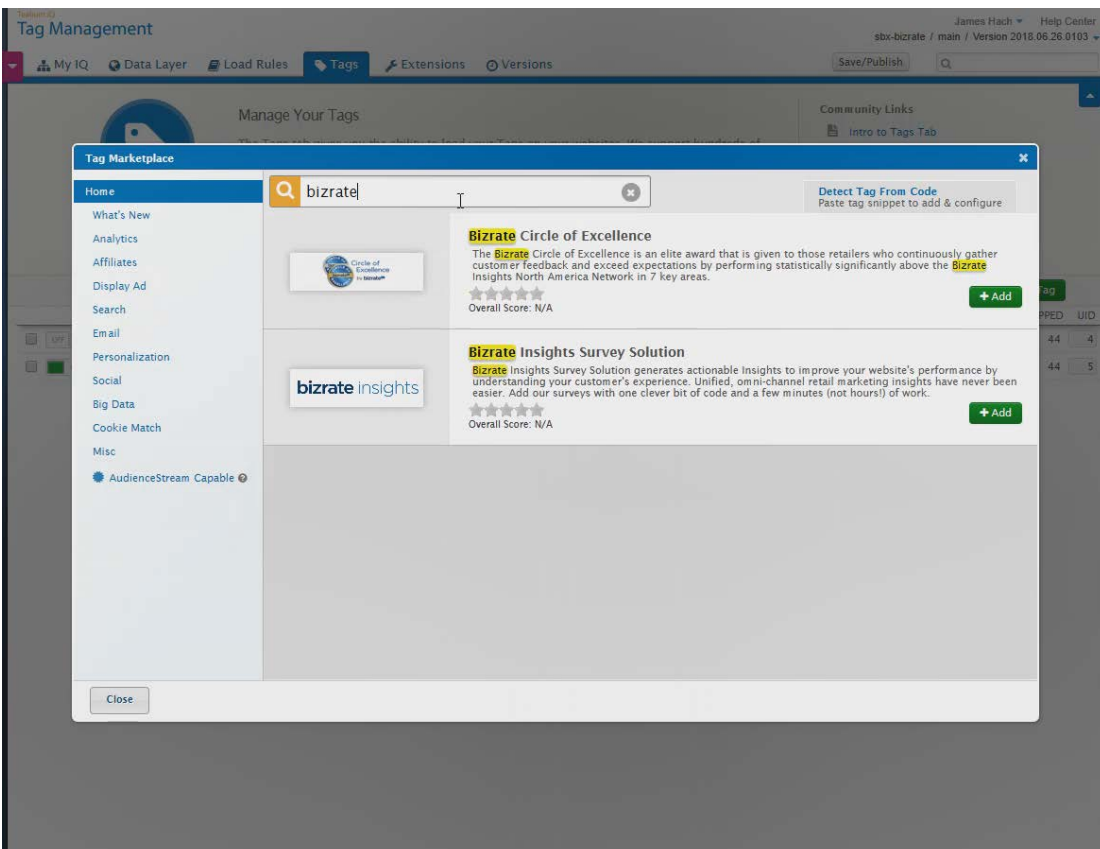
We partner with Tealium, which allows easy implementation of the Bizrate Insights Online Buyer Survey code. Data collection begins immediately once the survey is live on your website; results can be viewed via the *VitalSigns* portal in near real-time (streaming soon). – VitalSigns.bizrate.com

Add the Bizrate Insights Survey Solution Tag

- 1) Select "Tags" from the navigation menu and "Add Tag"



- 2) In the Tag Marketplace, search for "bizrate" and add the Bizrate Insights Survey Solution.



Bizrate Insights Online Buyer Survey Solution Tag Settings

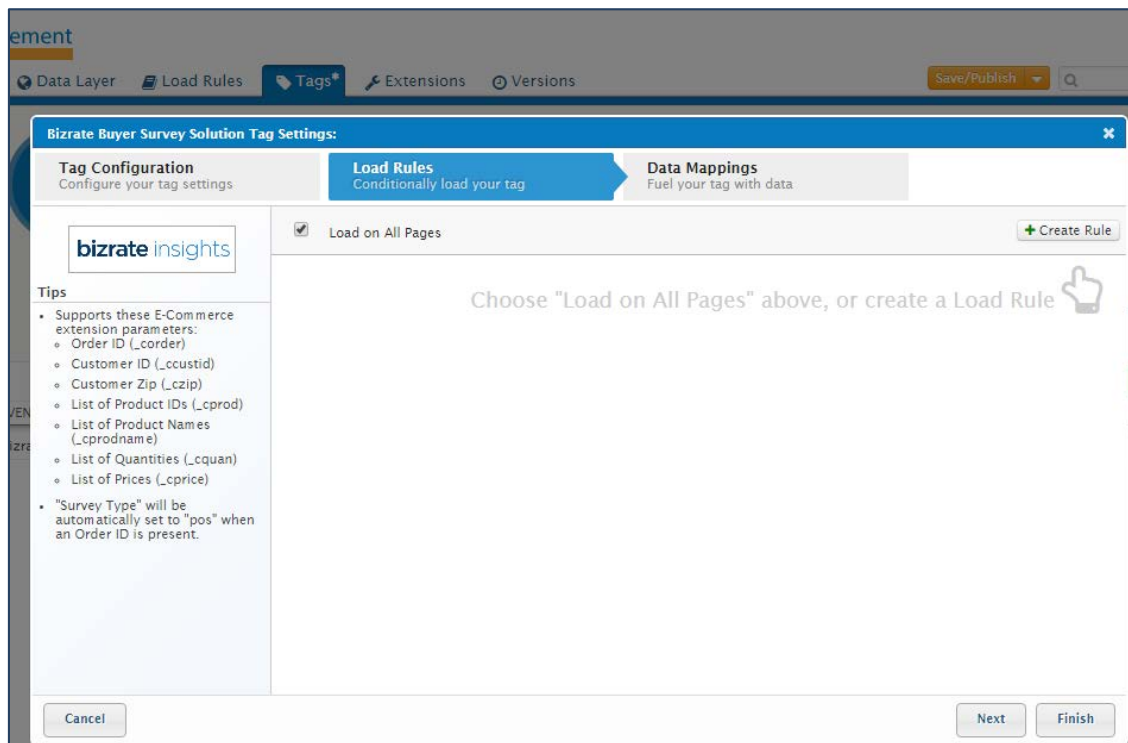
- 1) **Tag Configuration:** Name your tag and enter your Merchant ID then click Finish
*Your Merchant ID is available by contacting your Client Development Manager *

The screenshot displays the Tealium Tag Manager interface with a configuration window for the 'Bizrate Insights Survey Solution Tag'. The window is titled 'Bizrate Insights Survey Solution Tag Settings: Bizrate Insights Survey Solution' and has three tabs: 'Tag Configuration', 'Load Rules', and 'Data Mappings'. The 'Tag Configuration' tab is active, showing the following fields and options:

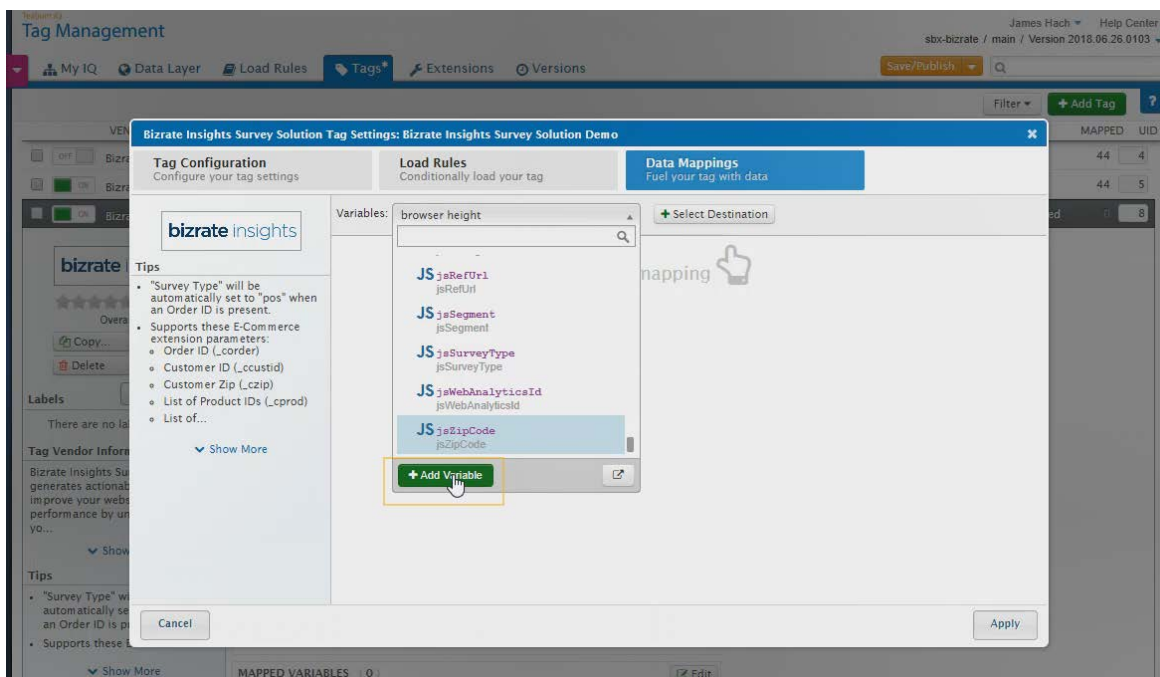
- Properties:** Title: 'Bizrate Insights Survey Solution Demo' (highlighted with a yellow box). A tip below reads: 'Assign a unique name when using multiple tags by the same vendor.'
- Vendor Configuration:** Merchant ID: '170739' (highlighted with a yellow box). A tip below reads: 'Your Bizrate merchant ID.' A green button labeled 'Extract From Code' is visible above the field.
- Publish Locations:** This tag will only be published to the selected locations.
 - Publish to Dev: Yes (selected), No
 - Publish to QA: Yes (selected), No
 - Publish to Prod: Yes (selected), No
- Advanced Settings:** (Collapsed)

At the bottom of the window, there are 'Cancel', 'Next', and 'Finish' buttons. The 'Finish' button is highlighted with a mouse cursor. The background shows the main Tag Management interface with a 'Tags' tab selected and a 'Save/Publish' button.

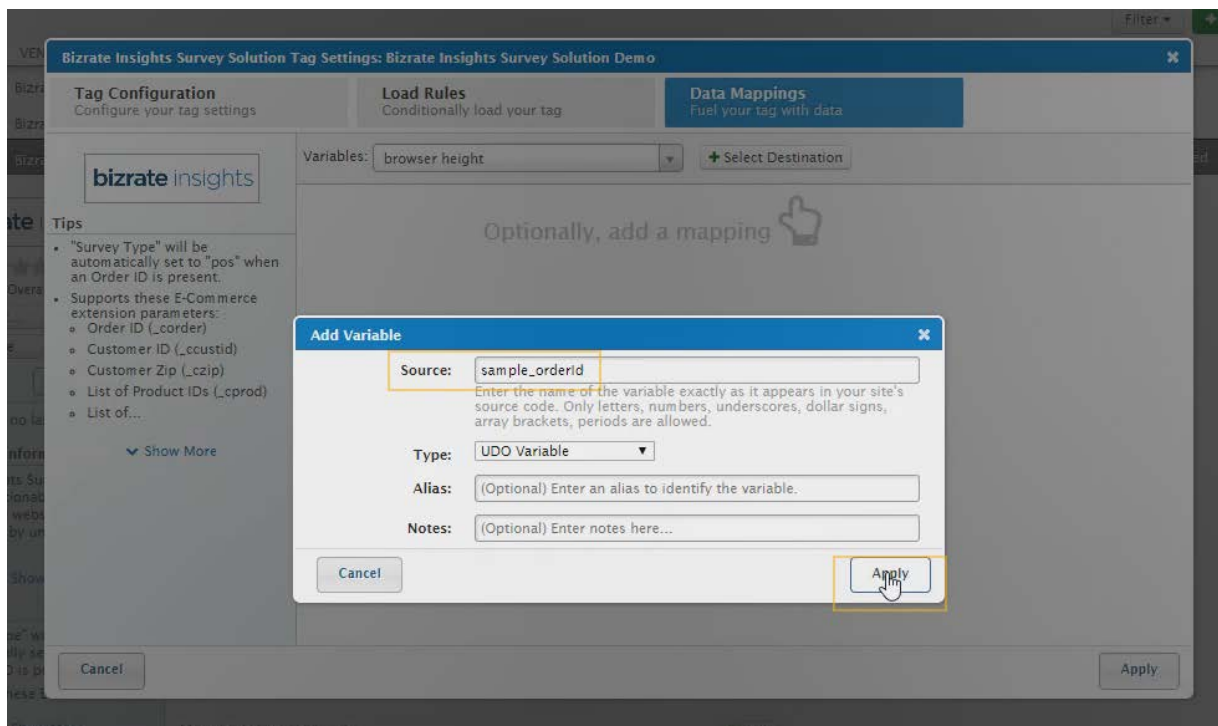
- 2) **Optional: Load Rules:** "Load on All Pages" is selected by default. Your tag will fire anywhere the Tealium snippet is implemented on your website. The Bizrate Insights Online Buyer Survey Solution should be placed on your **Order Confirmation/Thank You** page.



- 3) **Data Mappings:** Select "Add Variable" to map the necessary variables for the Bizrate Insights Online Buyer Survey Solution implementation. The required variables are `order_id`, `email_address`, and `product_gtin`.



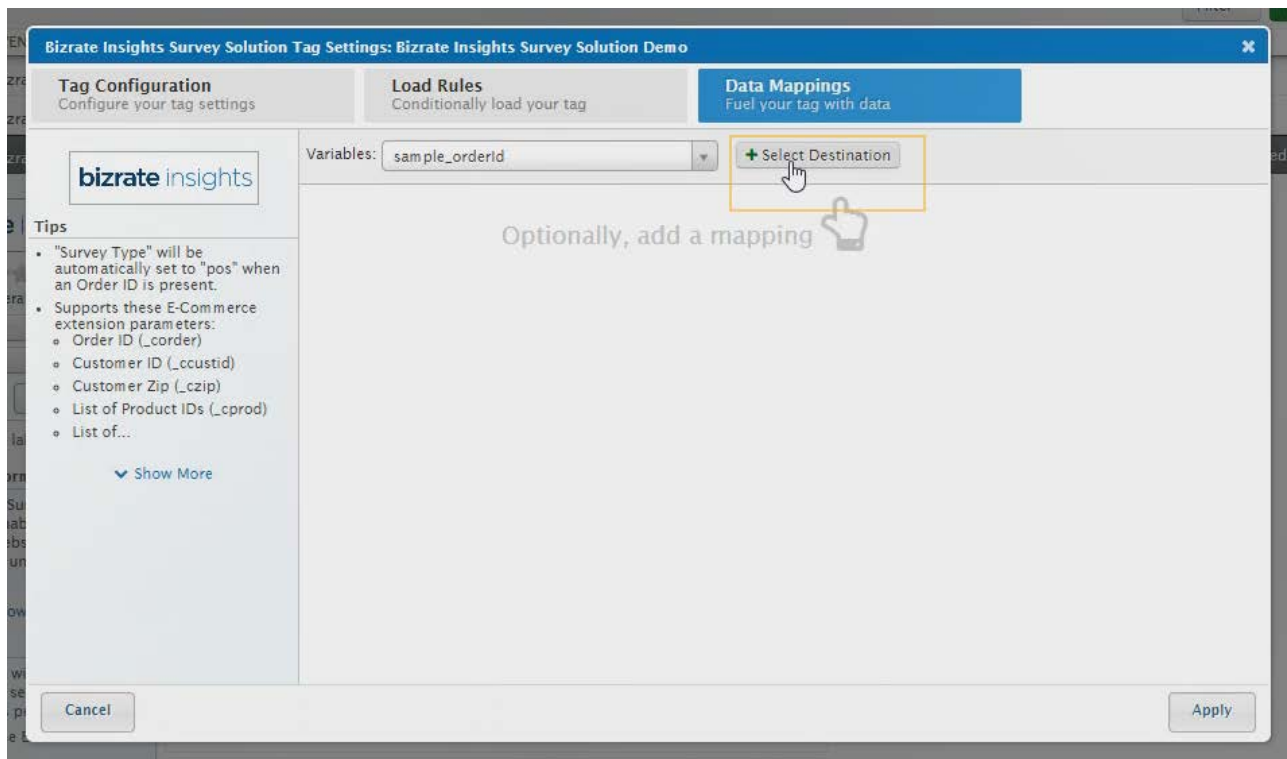
- 4) Locate the name of the variable assigned to the "order id" in your source code and enter the variable name into the "Source" field.



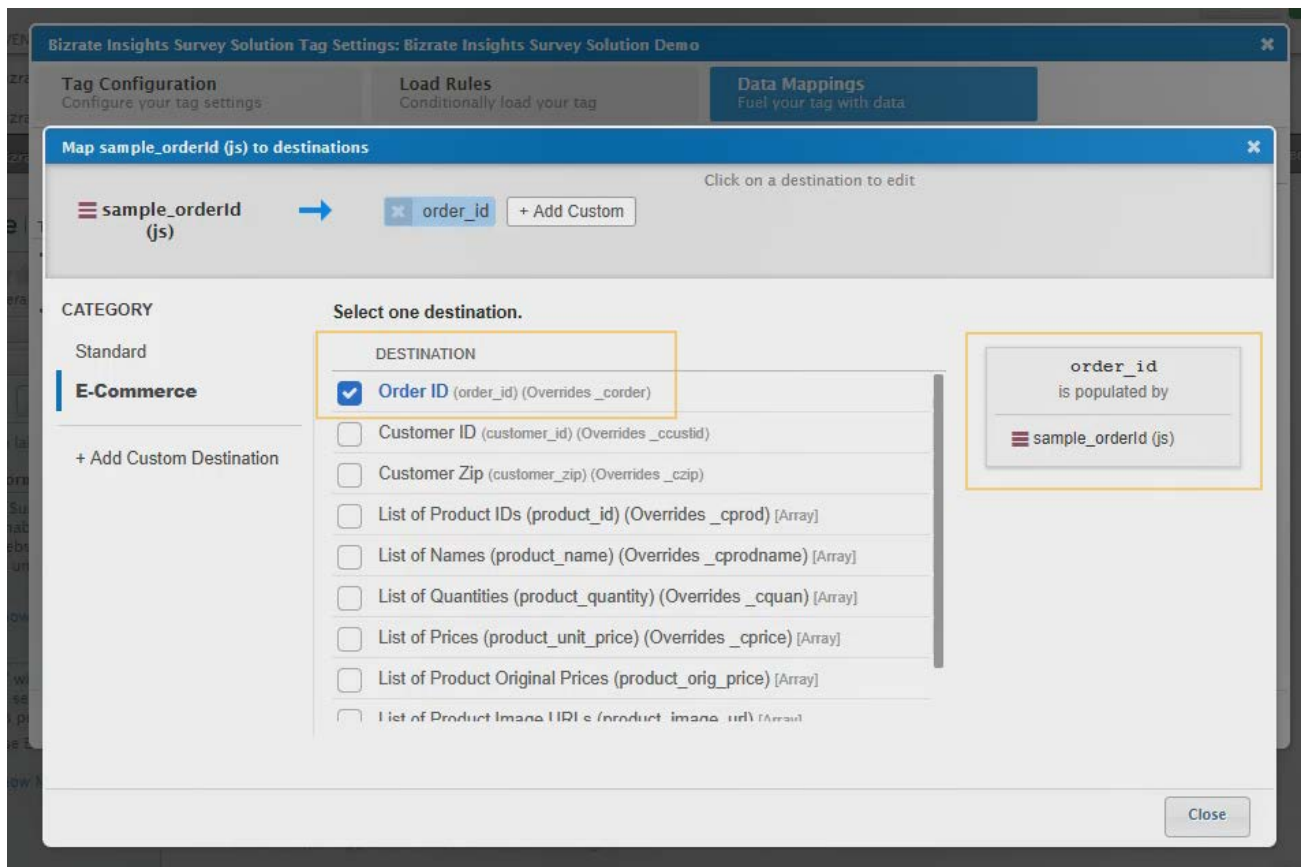
Click "Apply"

Note: UDO Variable is selected by default and recommended by Tealium. You can also select Javascript Variable.

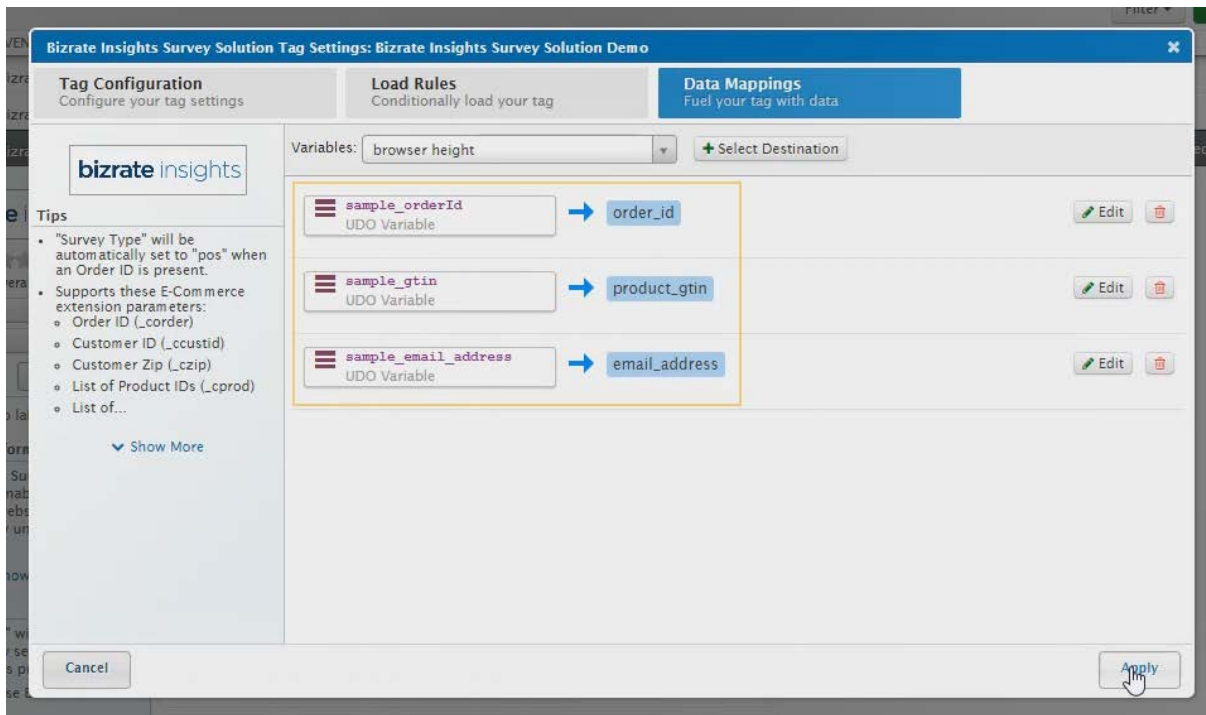
- 5) Click on **Select Destination** to map your source code's variable to the `order_id` variable that's used by Tealium & Bizrate Insights.



- 6) Select the E-Commerce Category and check “**Order ID**” as the destination. Your configuration should look like the screenshot below. Note: The **product_gtin** variable is also located in the E-Commerce Category.

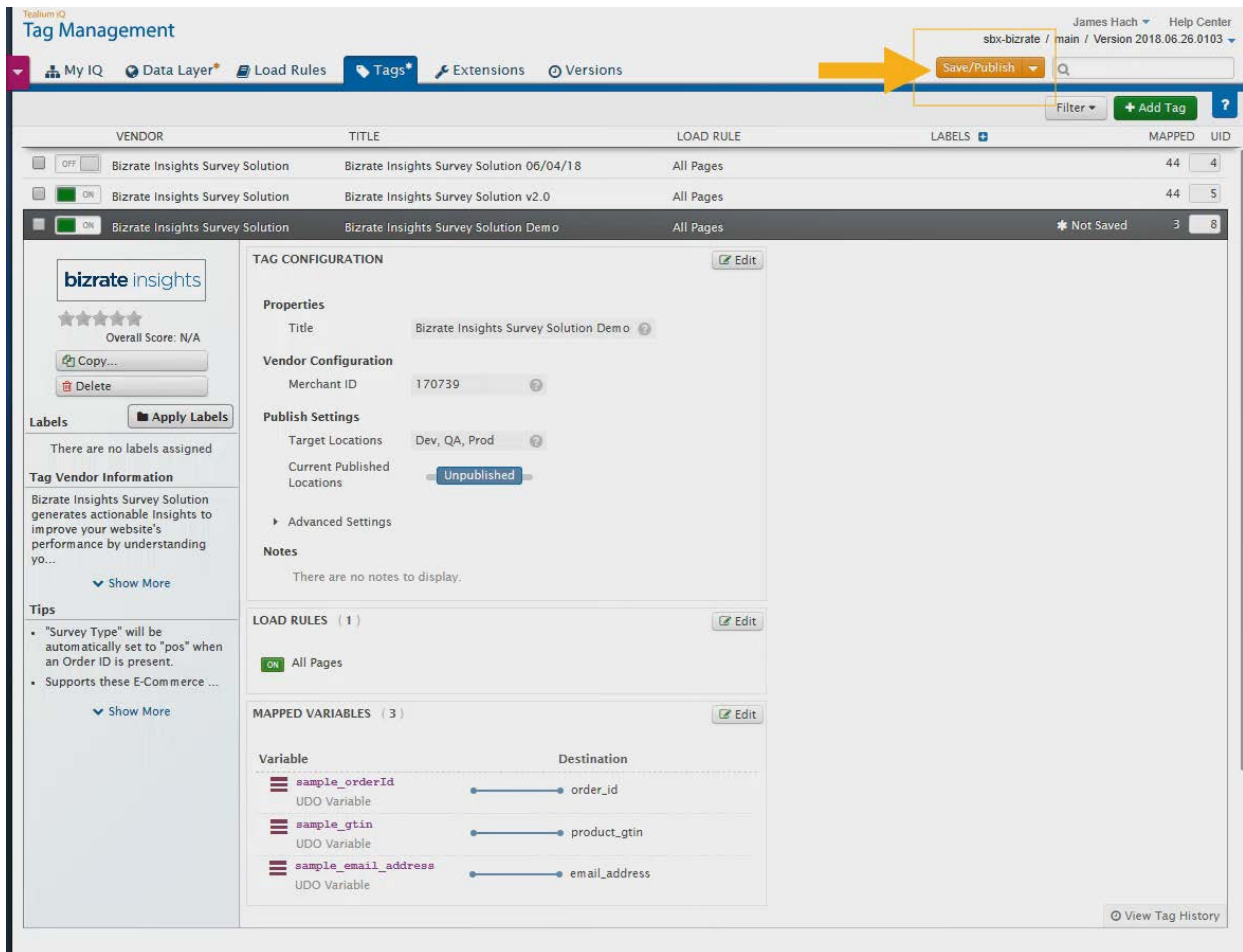


- 7) Repeat steps 4-6 to map the **email_address** and **product_gtin**.
- **order_id** and **product_gtin** are available in the E-Commerce Category
 - **email_address** is available in the Standard Category
- 8) Verify that your data mappings look like the screenshot below with the required variables then click Apply.



9) Locate and select "Save/Publish" to generate the snippet required to publish the Bizrate Insights Online Buyer Survey Solution Tag on your Order Confirmation/Thank You page.

* QA, Dev, and Production environments are available for publishing



- 10) Enter a Title and Notes about the tag configuration and select which environment to Publish To
- Then click Code Center to generate the snippet required for the Bizrate Insights Online Buyer Survey Solution

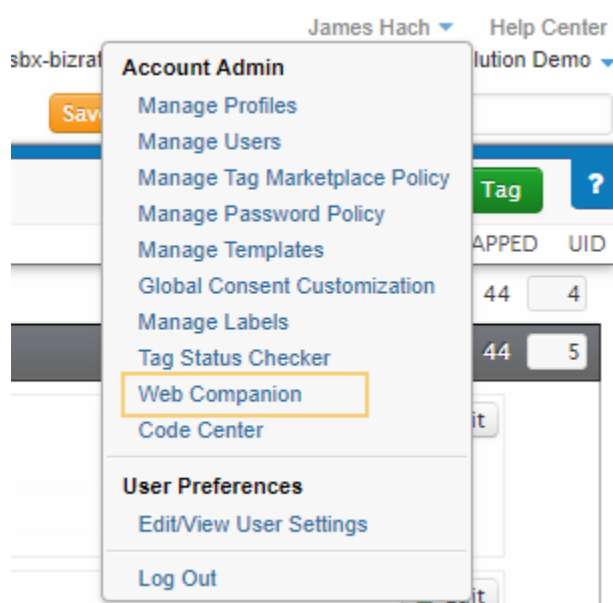
- 11) Confirm that Asynchronous is selected under Javascript Type and select and copy the Tealium Script.
*Tealium recommends placing the snippet after the opening <body> tag
- 12) **Optional:** You can simplify the Tealium script by only including the required variables that have data mappings. See screenshot below.

```

1  <script type="text/javascript">
2  var utag_data = {
3  |   sample_orderId : "", //
4  |   sample_gtin : "", //
5  |   sample_email_address : "" //
6  | }
7  </script>
8
9  <!-- Loading script asynchronously -->
10 <script type="text/javascript">
11 |   (function(a,b,c,d){
12 |     a='//tags.tiqcdn.com/utag/sbx-bizrate/main/prod/utag.js';
13 |     b=document;c='script';d=b.createElement(c);d.src=a;d.type='text/java'+c;d.asy
14 |     a=b.getElementsByTagName(c)[0];a.parentNode.insertBefore(d,a);
15 |   })();
16 </script>
17

```

13) Paste the snippet on your website's **Order Confirmation/Thank You** page and confirm the tags are working by using Tealium's Web Companion tool, available under your profile's settings.



14) The Bizrate Insights Online Buyer Survey Solution is now ready to use!

Helpful Resources:

<https://tealium.com/blog/standard/best-practices-implementing-data-layer>

<https://tealium.com/what-is-a-data-layer>

<https://tealium.com/blog/standard/taking-your-test-platform-to-the-next-level>

https://tealium.com/integrations/bizrate_bizrateinsightsbuyersurvey.php

Advanced Setup:

By configuring and including optional code snippets, you generate further actionable Insights to improve your website's performance by understanding your customer's experience. You are encouraged to include all optional passed-in data. Additional reporting options, which may incur a fee, include:

- Products purchased to analyze and aggregate customer purchasing behavior
- Referring URL tracking to identify all online properties sending your website traffic
- Quick Response to Buyers who wish to be contacted regarding their order
- Customer identification assigned by you including customer ID, order ID, & web analytics ID

Please contact your Client Development Manager for more information.