**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

**Container Configuration**

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

![Create a New Account in Google Tag Manager](image)

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

![Google Tag Manager Terms of Service Agreement](image)

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

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

- **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
      - Select “JavaScript Variable” from the “Choose variable type” module
      - Type in your JavaScript variable
      - Click “Save” and name the variable
      - The variable you created will now be visible in the “User-Defined Variables” module

   b. Data Layer Variable
      - Select “Data Layer Variable” from the “Choose variable type” module
      - Type in your Data Layer Variable
      - Click “Save” and name the variable
      - 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:
• To use this variable, set the “cartTotal” variable in the JavaScript on your page:

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

• Data Layer variable example:

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

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)
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”

4) Configure your Bizrate Insights Site Abandonment Survey Solution tag to use the “homePage” trigger you’ve created
5) Add Javascript on your webpage to set `pageType = 'home'`

```javascript
<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>**

```html
<!--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');</script>
<!-- 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>**

```html
<!--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:

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Last Edited</th>
</tr>
</thead>
<tbody>
<tr>
<td>cartProducts</td>
<td>JavaScript Variable</td>
<td>a month ago</td>
</tr>
<tr>
<td>cartTotal</td>
<td>JavaScript Variable</td>
<td>a month ago</td>
</tr>
<tr>
<td>customerId</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>customValue1</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>customValue2</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>orderId</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>refererId</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>refererPage</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>refererId</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>webAnalyticsId</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
<tr>
<td>zipCode</td>
<td>JavaScript Variable</td>
<td>2 hours ago</td>
</tr>
</tbody>
</table>

Bizrate Insights Site Abandonment Survey Solution configuration

JavaScript code on webpage
Data layer variable example

- User-defined variable list:

```
<script type='text/javascript'>
  var referrerPage = 'Home Page';
  var referrerUrl = 'www.homepage.com';
  var referrerId = 'referrer123';
  var webAnalyticsId = 'webId456';
  var customValue1 = 'customOne';
  var customValue2 = 'customTwo';
  var customerId = 'cId789';
  var cartProducts = [
    {'id': 'sku',
     'price': '9.99',
     'originalPrice': '9.99',
     'quantity': '1',
     'image_url': 'http://mysite.com/images/product123.jpg',
     'title': 'Example Product Title'}
  ];
  var cartTotal = 999.99;
</script>
```

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
<th>Last Edited</th>
</tr>
</thead>
<tbody>
<tr>
<td>cartProducts</td>
<td>Data Layer Variable</td>
<td>a few seconds ago</td>
</tr>
<tr>
<td>cartTotal</td>
<td>Data Layer Variable</td>
<td>a few seconds ago</td>
</tr>
<tr>
<td>customerId</td>
<td>Data Layer Variable</td>
<td>a minute ago</td>
</tr>
<tr>
<td>customValue1</td>
<td>Data Layer Variable</td>
<td>a minute ago</td>
</tr>
<tr>
<td>customValue2</td>
<td>Data Layer Variable</td>
<td>a minute ago</td>
</tr>
<tr>
<td>orderid</td>
<td>Data Layer Variable</td>
<td>a few seconds ago</td>
</tr>
<tr>
<td>referrerId</td>
<td>Data Layer Variable</td>
<td>2 minutes ago</td>
</tr>
<tr>
<td>referrerPage</td>
<td>Data Layer Variable</td>
<td>2 minutes ago</td>
</tr>
<tr>
<td>referrerUrl</td>
<td>Data Layer Variable</td>
<td>2 minutes ago</td>
</tr>
<tr>
<td>webAnalyticsId</td>
<td>Data Layer Variable</td>
<td>a minute ago</td>
</tr>
<tr>
<td>zipCode</td>
<td>Data Layer Variable</td>
<td>a few seconds ago</td>
</tr>
</tbody>
</table>

- Bizrate Insights Site Abandonment Survey Solution configuration
### Data layer code on webpage

```html
<script>
dataLayer = [
    {'referrerPage': 'Home Page'},
    {'referrerUrl': 'www.homepage.com'},
    {'referrerId': 'referrer123'},
    {'webAnalyticsId': 'webId456'},
    {'customValue1': 'customOne'},
    {'customValue2': 'customTwo'},
    {'customerId': 'cid789'},
    {'cartTotal': '999.99'}
];
</script>
```