AdDaptive
Smarter B2B Advertising

ADDAPTIVE SITE ANALYTICS PIXEL PLACEMENT GUIDE

AdDaptive Tag Overview

The AdDaptive JavaScript (JS) tag enables the collection of on-site data in order to activate Site Analytics reporting on the AdDaptive Platform. The data collected from your site is generally considered to be non-personally identifiable (non-PII) and is utilized for your campaigns and analytics reporting alone. Additionally, the AdDaptive tag loads asynchronously so it should not impact page load times.

The following attributes are collected on every page where the AdDaptive JS has been implemented:

- IP Address
- Timestamp
- URL

Additionally, two cookies are set on a user's browser. These cookies aid in calculating the following aggregation statistics:

- Time-on-site (Not currently utilized for Site Analytics)
- Number of URLs (Not currently utilized for Site Analytics)

AdDaptive Tag Implementation

In order to capture an all-encompassing view of your site activity, the AdDaptive tag should be placed on every page on your website. This can be done easily via existing tag management or content management systems. We recommend that you place the AdDaptive tag after the opening <head> tag on every page you wish to track.
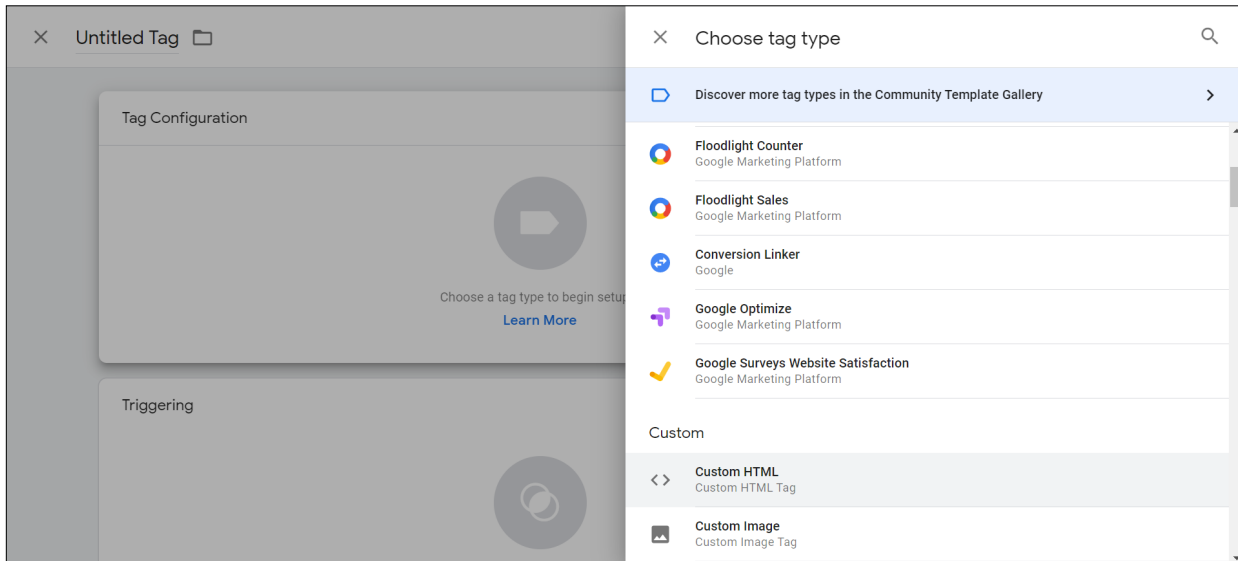
 The following is an example of the AdDaptive Client Hash ID which will be provided by your Account Manager:
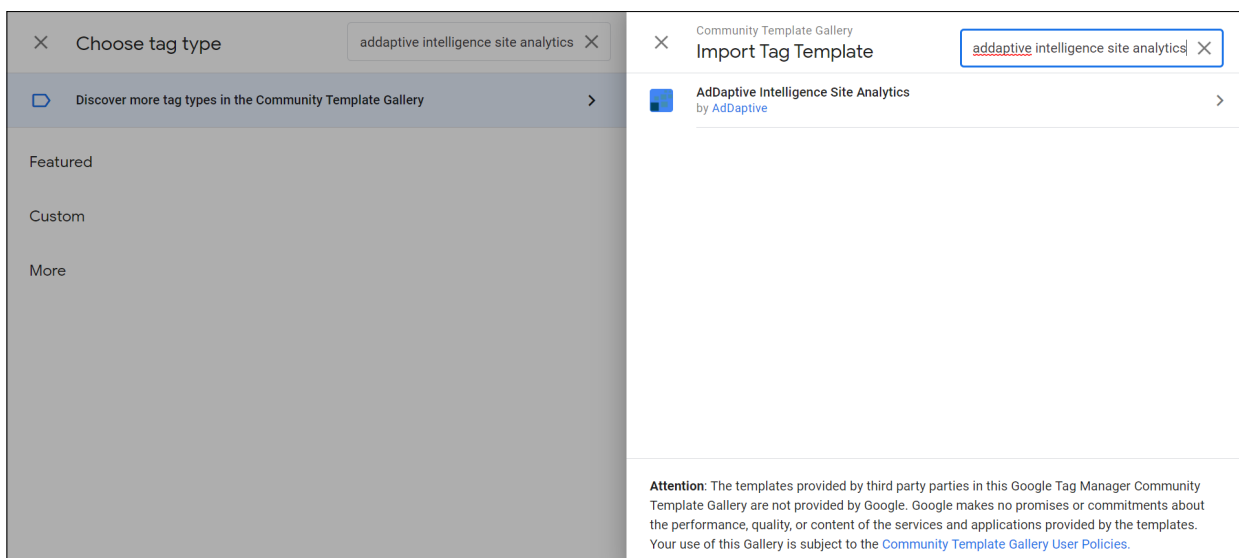
dpm_XXXXXXXX

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Placing the AdDaptive Tag using Google Tag Manager

Adding the tag

1. Click Tags → New.
2. Click Tag Configuration and below Choose Tag Type, select Discover more tag types in the Community Template Gallery.
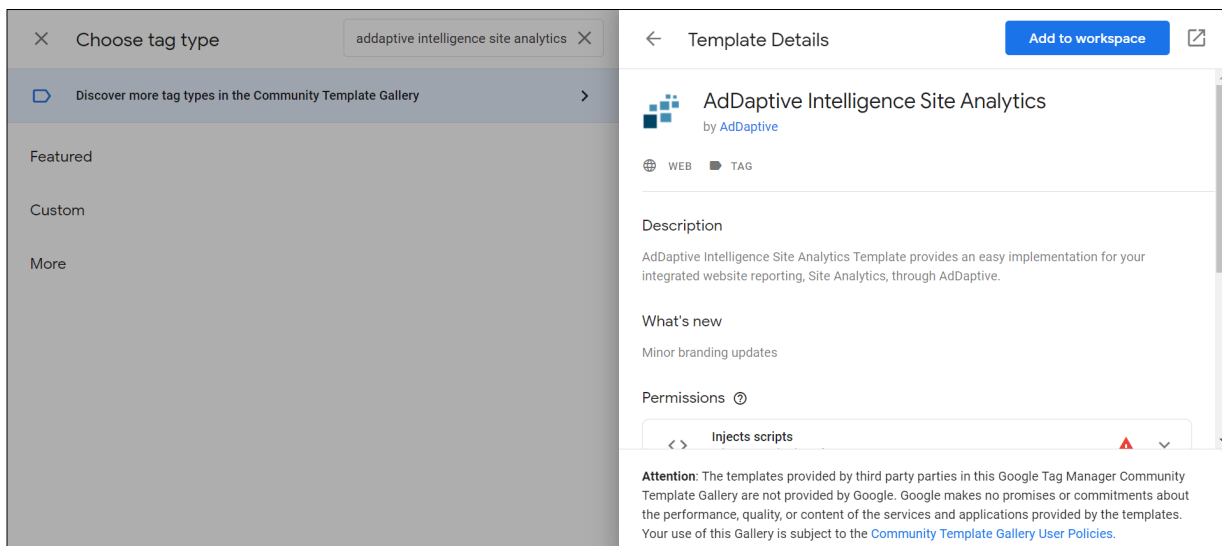

3. Next to Import Tag Template, click the Search icon and type AdDaptive Intelligence Site Analytics.
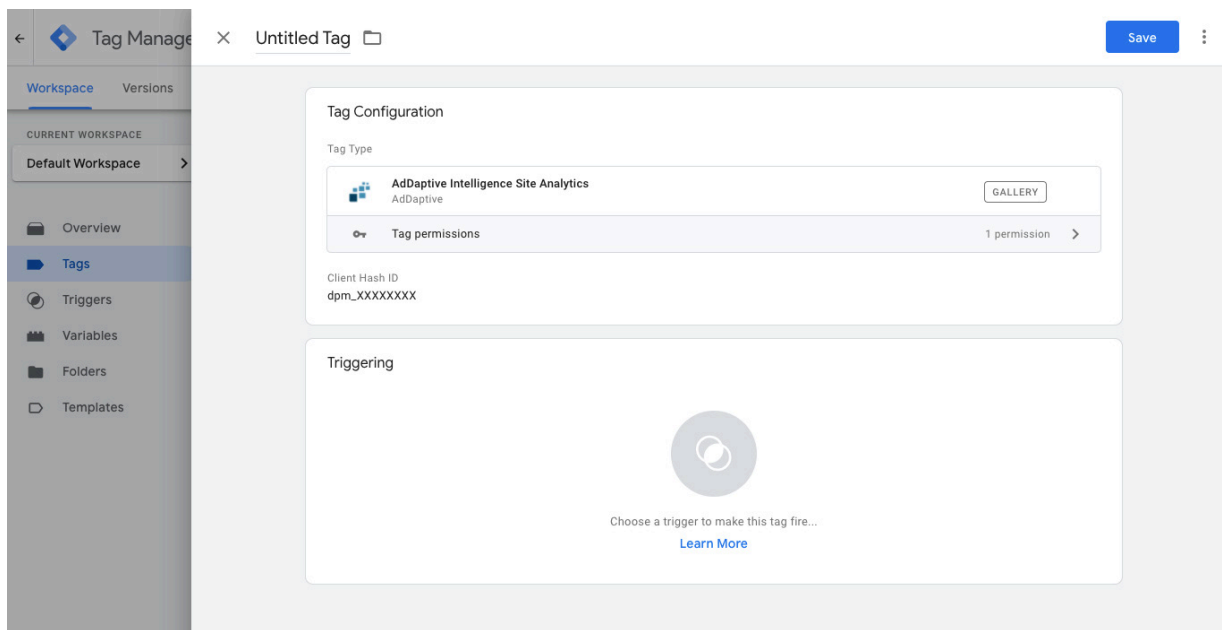

4. Select *AdDaptive Intelligence Site Analytics*.

5. Select Add to workspace.

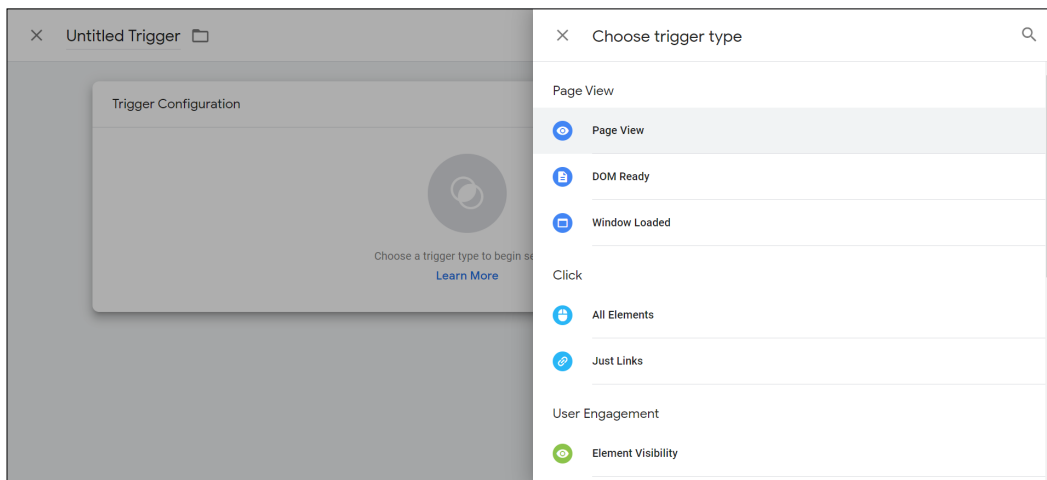6. Copy the tag code provided by AdDaptive and paste it into the Client Hash ID field.
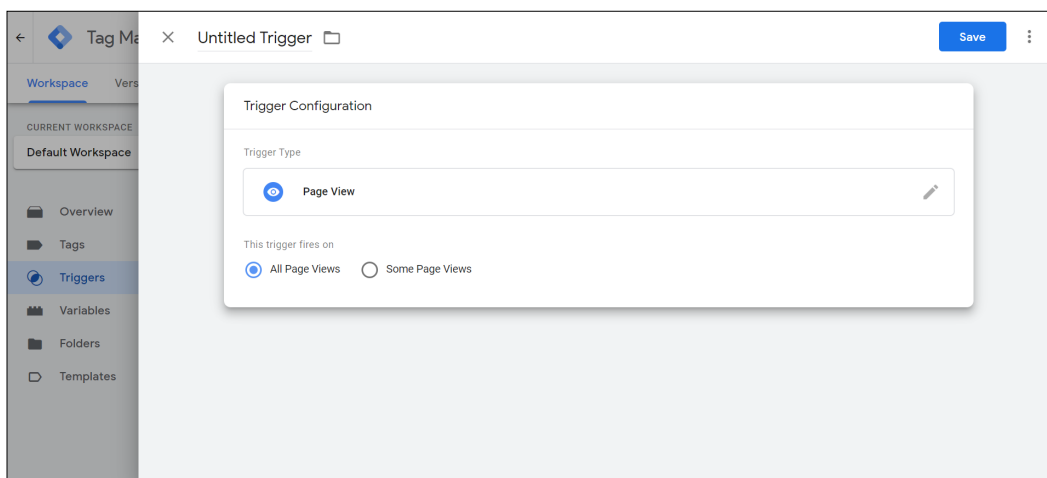

7. Name your tag appropriately.

Adding the trigger
To apply the tag to all web pages so it fires for every page view:

1. In left sidebar, click Triggers.
2. At top right, click New.
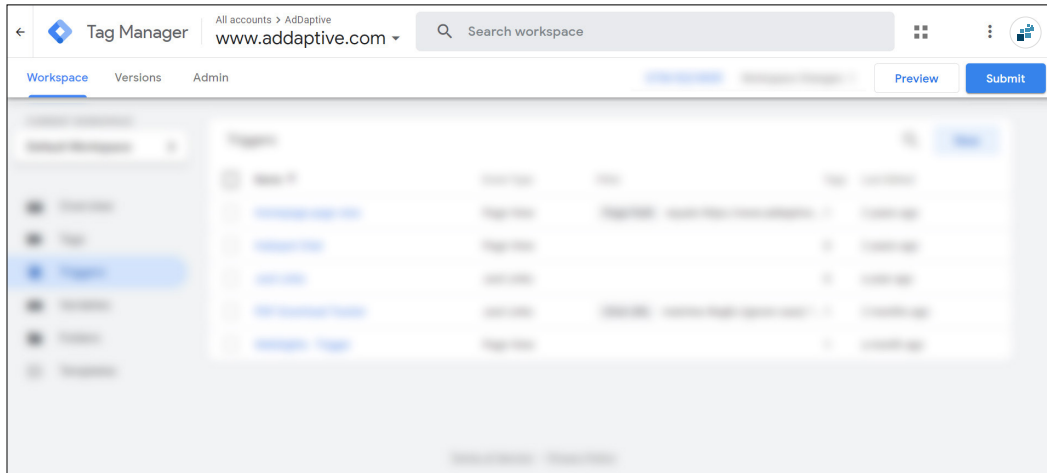3. In Trigger Configuration, choose the "Page View" trigger type.

4. Choose "All Page Views" in order to fire the tag you just created on every page of your website.
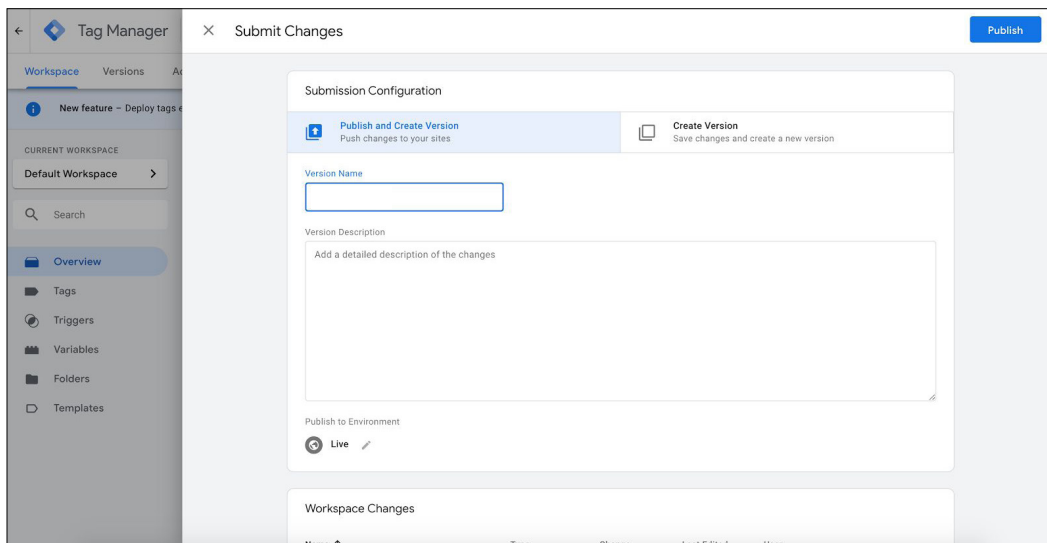
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Submit and publish

1. Once you have successfully added the tag and its corresponding trigger, click on Submit in the top right corner.

2. Name the version and click Publish in the top right corner.

Please reach out to your Account Manager with any questions.