



CONTAINER TAG BUNDLE

# Implementation Guidelines



## Tagging Basics

The Zeta Global **Container Tag Bundle** includes both a Universal tag and a unique Conversion tag per conversion type.

The **Universal tag** should be implemented upon all pages of the marketer's site, such as the home page, generic pages, product level pages, category level pages, configurators, shopping cart, customer only accessible areas e.g. my account, and all stages of a conversion funnel **excluding** the final conversion page.

The page type will be defined within the Zeta Marketing Platform via referring URL mapping or by additional query string parameter values, parsed into the tag code upon HTML page render.

The **Conversion tag** should be implemented to fire exclusively upon the final conversion/transaction/lead event or page load.

Each tag URL contains marketer specific hardcoded key value pairs including, **c**, the client hash key, **p**, the partner hash key, **k**, the tag short name which defines the tag type within the Zeta Marketing Platform and **zmpID** which defines the account in the Zeta Marketing Platform.

Based upon the predetermined requirements of the marketer, each tag may also contain additional standard or custom parameters.

## Implementation Methodology

The Zeta Global Container Tag bundle, which should be triggered to fire upon the DOM ready state, provides compatibility with the marketer's chosen TCF2.0 compliant Consent Management Platform (CMP) and is compatible with all enterprise tag management systems (TMS), either via a specific Zeta Global template or a custom HTML template, however if deploying directly within a content management system (CMS), the marketer should implement the tags just before the closing </body> tag in the relevant HTML documents.

The Zeta Global Container Tag bundle should not be piggybacked by a third-party technology vendor platform that utilizes iframes to deliver piggybacked tags, as owing to its nature, the iframe blocks script access to the parent document.

The tag code samples provided below are for the purpose of illustrating the implementation process only; they are not to be implemented upon the marketer's site. You can find unique marketer specific Zeta Global Container tags in the .txt file within the zip archive that accompanied this document.

## Quality Assurance

Please alert your Zeta Global Account Manager once tagging implementation has been confirmed.

If a pre-production sandbox environment is available, please provide it along with any relevant credentials.

If tags are on production pages, please confirm from which webpages URLs the tags should be reviewed. Zeta will view the webpages using a web debugger, and check back-end platforms and databases for activity in order to verify successful implementation.



**Universal Tag** - should be implemented on all website pages except the conversion page(s).

```
<!-- Zeta Global - Sample Code Do Not Implement - Universal Tag -->  
  
<script async type="text/javascript">  
  function zync_call() {  
    var z = document.createElement("script");  
    var zmpID="client-site-id";  
    var CustID="{custID}";  
  
    var z_src = "https://live.rezync.com/sync?c=16b6410431b6374e780104abb0443ca8&p=4e234070  
29914d0e0d24470fd37577e2&p=4e23407029914d0e0d24470fd37577e2&k=client-site-id&zmpID="+zmpID+"&Cu-  
stID="+CustID;  
    z.setAttribute("src", z_src);  
    document.body.appendChild(z);  
  }  
  
  if (['complete', 'interactive'].indexOf(document.readyState) >= 0) {  
    zync_call();  
  } else {  
    window.addEventListener("DOMContentLoaded", function(){  
      zync_call();  
    });  
  }  
</script>
```

The Universal tag is supplied in HTML format, it consists of an asynchronous HTML script tag containing a src attribute pointing to the URL of the tag's JavaScript payload.

For a custom configuration, there could be additional parameters within the tag URL, the expected values of which relate to the data being collected from the website. However, if there are supplied parameters for which the parsing of a relevant value is not possible, you may pass in an empty value for that custom parameter. For example, cart amount will not be available until an item has been placed in the cart and therefore can remain as an empty value until one has been populated.

In some cases, there may be more than one value to pass in for a parameter. In this case it is acceptable to use a string delimiter, not including ampersand (&), to separate the values such as a comma or pipe delimiter.

If there are no additional parameters supplied within this specific tag bundle, then the marketer has not expressed a wish to collect additional data, therefore no further configuration is required.

The example Universal tag above shows the optional **CustID** parameter used to store a customer ID value, (historically also referred to as client ID or external ID).

When implementing a Universal tag with additional parameters, the marketer's tag management team should parse the expected variable value (as specified by the parameter's placeholder macro), from the marketer's CRM platform or TMS upon HTML document render, completely replacing the parameter's placeholder macro.

E.g. the supplied parameter & placeholder macro:

&CustID={customerId}

Upon HTML render:

&CustID=970033140789446465

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**Conversion Tag** - should be implemented exclusively on the website conversion page(s) or event(s).

```
<!-- Zeta Global - Sample Code Do Not Implement - Conversion Tag -->

<script async type="text/javascript">
  function zync_call() {
    var z = document.createElement("script");
    var zmpID="client-site-id";
    var OrderID="{OrderID}";
    var OrderAmount="{OrderAmount}";

    var z_src = "https://live.rezync.com/sync?c=16b6410431b6374e780104abb0443ca8&p=4e23407029914d0e0d24470fd37577e2&p=4e23407029914d0e0d24470fd37577e2&k=client-site-id&zmpID="+zmpID+"&OrderID="+OrderID+"&OrderAmount="+OrderAmount;
    z.setAttribute("src", z_src);
    document.body.appendChild(z);
  }

  if (['complete', 'interactive'].indexOf(document.readyState) >= 0) {
    zync_call();
  } else {
    window.addEventListener("DOMContentLoaded", function(){
      zync_call();
    });
  }
</script>
```

The Conversion tag is supplied in HTML format, it consists of an asynchronous HTML script tag containing a src attribute pointing to the URL of the tag's JavaScript payload.

For a custom configuration, there could be additional parameters within the tag URL, the expected values of which relate to the data being collected from the website. However, if there are supplied parameters for which the parsing of a relevant value is not possible, the parameter and accompanying placeholder macro can be removed from the tag URL.

If there are no additional parameters supplied within this specific tag bundle, then the marketer has not expressed a wish to collect additional data, therefore no further configuration is required.

The example Conversion tag above shows the **OrderID** parameter used to store an order ID value (historically also referred to as trans ID, transaction ID, purchase ID, or ord) and the **OrderAmount** property used to store an Order Amount value (historically also referred to as transaction amount, price, revenue, cost or value).

When implementing a Conversion tag with additional parameters, the marketer's tag management team should parse the expected variable value (as specified by the parameter's placeholder macro), from the marketer's CRM platform or TMS upon HTML document render, completely replacing the parameter's placeholder macro.

E.g. the supplied parameter & placeholder macro:

&OrderID={OrderID}&OrderAmount={OrderAmount}

Upon HTML render:

&OrderID=GB00247193&OrderAmount=149.99

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## Standard Parameter Examples

The following are examples of additional parameters that may be included in your tag. Please consult with your Zeta contact for specifically requested parameters when applicable.

**CustID** – the unique customer ID as generated in the marketer's CRM database, expressed as an alphanumeric string. Must not contain any PII data such as the customer's plain text email address.

**Cache\_buster** – randomly generated alphanumeric string unique to each render of the tag.

**OrderID** – the unique identifier or primary key of the conversion/transaction/lead event carried out, expressed as an alphanumeric string.

**OrderAmount** – the shopping cart total of the conversion/transaction event carried out, for example a booking or order, expressed in the format integer-period-decimal.

**OrderQty** – the quantity of items within the shopping cart at the time of the conversion/transaction event carried out, expressed as an integer.

**Currency** – the 3 digit ISO 4217 currency code.

**StoreID** – the identifier of a store, vendor, merchant or dealer, expressed as an alphanumeric string.

**CategoryID** – the category identifier, expressed as an alphanumeric string.

**ProductID** – the unique product identifier or SKU, expressed as an alphanumeric string.

**cartID** – the shopping cart identifier for the purpose of cart recovery, expressed as an alphanumeric string.

**cartTotal** – the shopping cart total prior to any conversion/transaction event carried out, for example on the shopping cart page, expressed in the format integer-period-decimal.

**e\_md5** – the MD5 (message-digest algorithm) 128-bit hash value of a customer's email address, this must not be used for any customer geographically within a GDPR region.

**e\_sha** – the SHA-2 (Secure Hash Algorithm 2) 256-bit hash value of a customer's email address, this must not be used for any customer geographically within a GDPR region.

**gdpr=\${GDPR}** – the GDPR status parameter and macro, to be parsed by the marketer's CMP, where a value of 1 indicates that GDPR applies to this customer, and the value of 0 indicates that it does not.

**gdpr\_consent=\${GDPR\_CONSENT\_469}** – the GDPR TC consent placeholder and macro, to be parsed by the marketer's CMP, with the global vendor list identifier (GVL ID) of 469 for Zeta Global.



## Custom Parameters

Zeta Global provides for up to 20 custom parameters, e.g. [custom1](#), [custom2](#), [custom3](#) etc. which can accommodate any alphanumeric string value.

## Cookie Matching

Dependent on which Zeta omnichannel solutions are utilized for a campaign, Zeta utilizes pixels from our internal platform(s) and/or programmatic exchange partners to match their user IDs across platform(s). With this industry standard cookie matching strategy, we are able to have more insight to the user's actions, determine which user is more likely to convert, and create more robust audience segments. With that being said, we do have the ability to turn off these piggybacked pixels. However, the disabling of cookie matching may negatively impact campaign performance and limit Zeta omnichannel solutions.

## Support Alias

For any questions regarding the information contained within this document, the tags in the supplied bundle or any issues with implementation please email support: [dspsupport@zetaglobal.com](mailto:dspsupport@zetaglobal.com)

## Disclaimer

BY PLACING THE TAGS ON THE SITE, YOU AGREE AND ACKNOWLEDGE THAT ZETA GLOBAL IS PROVIDING THESE TAGS "AS IS" AND DOES NOT MAKE ANY EXPRESS OR IMPLIED WARRANTIES, CONDITIONS, OR REPRESENTATIONS TO CLIENT, OR ANY OTHER PERSON OR ENTITY WITH RESPECT TO THE TAGS PROVIDED HERE UNDER OR OTHERWISE, WHETHER ORAL OR WRITTEN, EXPRESS, IMPLIED OR STATUTORY.

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