



CONTAINER TAG BUNDLE

Implementation Supplement



This guide can be used for additional reference when implementing the Zeta Global **Container Tag Bundle**.

Parameter Value Insertion

Parameter placeholders, denoted as `{paramName}` within the tag syntax, should be replaced with the appropriate macro or code snippet to populate the value upon HTML render.

E.g. the supplied parameter & placeholder macro:

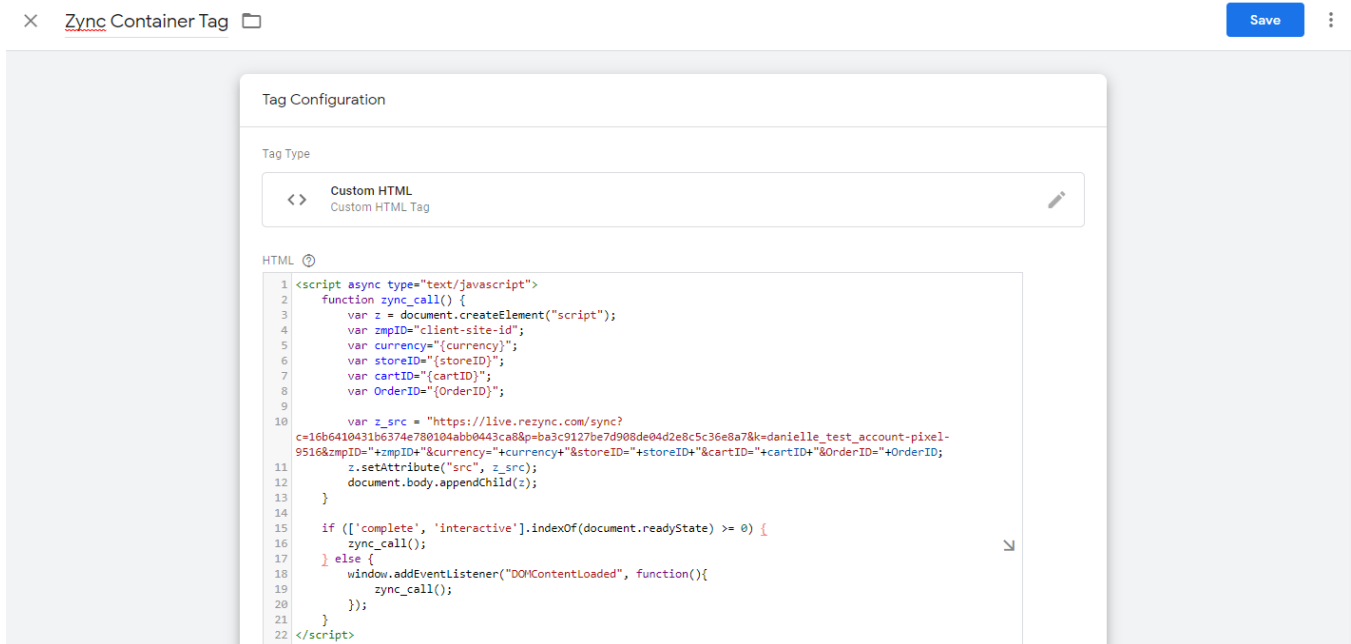
```
&OrderID={OrderID}&OrderAmount={OrderAmount}
```

Upon HTML render:

```
&OrderID=GB00247193&OrderAmount=149.99
```

Google Tag Manager

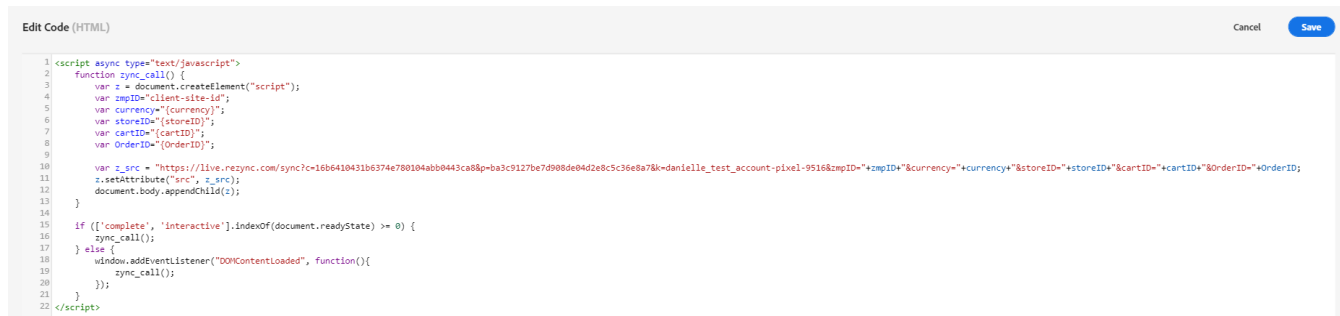
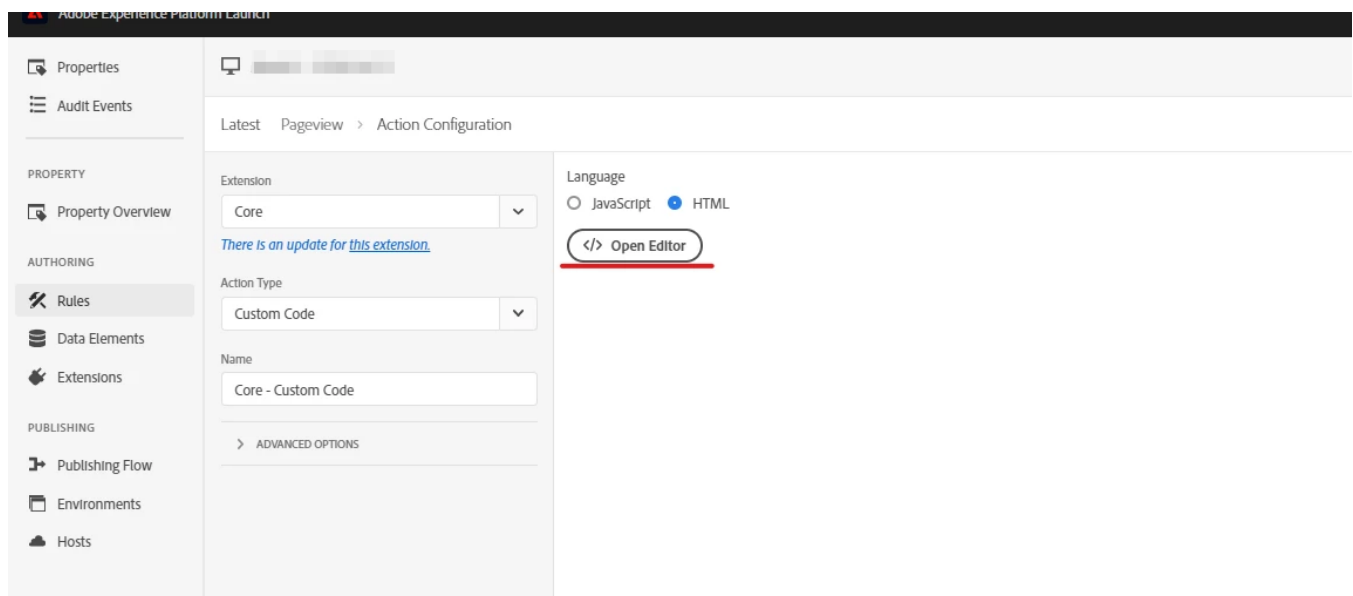
1. Add a new Custom HTML tag
2. Paste Zeta Global Container tag within the HTML input field
3. Check "Support document.write" on
4. (If applicable) Replace additional parameter value placeholders with the appropriate GTM Variable
 - GTM Variables will be of the format: `{{Variable Name}}`
5. Select appropriate Firing Triggers
 - For Universal Tag: Trigger should include all website pages except the conversion page(s)
 - For Conversion Tag: Trigger should include website conversion page(s) or event(s)





Adobe Launch

1. Select the appropriate Rule that corresponds with expected implementation methodology
 - For Universal Tag: Rule should include all website pages except the conversion page(s)
 - For Conversion Tag: Rule should include website conversion page(s) or event(s)
2. Within the Rule, add a new Action
3. Select Extension: Core, Action Type: Custom Code, Language: HTML
4. Open Editor
5. Paste Zeta Global Container Tag
6. (If applicable) Replace parameter value placeholders with the appropriate Adobe Data Element
 - Adobe Launch Data Elements will be of the format: `_satellite.getVar('Data Element Name')`





Directly to HTML

1. Implement within the `</body>` element in the HTML on relevant page(s)
2. (If applicable) Replace parameter value placeholders with the appropriate code snippet or variable

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

      var z_src = "https://live.rezync.com/sync?c=16b6410431b6374e780104abb0443ca8&p=ba3c9127be7d908de04d2e0c5c36e0a7&k=danielle_test_account-pixel-9516&zmpID="+zmpID+"&currency="+cu
      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>
</body>
```

FAQs

Q: Is Zeta a member of any organizations that develop digital advertising standards?

A: [IAB Europe](#), [Digital Advertising Alliance](#), [European Interactive Digital Advertising Alliance \(EDAA\)](#), [World Wide Web Consortium](#)

Q: What is cookie matching?

A: Cookie Matching is a way in which Zeta platforms swap their user identifiers with Exchanges or Data Partners so that user identifiers from these different sources can be mapped.

Q: What is piggybacking?

A: For cases when solutions span across multiple Zeta platforms, additional Zeta tags – such as the DSP pixel tag – may be implemented within & be initiated by the Zeta Global Container Tag. The inclusion of additional tags will not impact the syntax of the Zeta Global Container Tag. If applicable, work with your Account Manager for more information on piggybacked tag(s).

Q: Are there any tools you can recommend for investigating pixel implementation?

A: Google Chrome Dev Tools is the recommended tool to view pixel fires on a page within its Network tab and comes included with the Google Chrome browser.

Q: What is a Cachebuster?

A: A cachebuster macro is a piece of code that expands into a unique string of characters when a tag is served. This unique string of characters prevents a browser from reusing a tag it has already seen and cached to ensure Zeta is able to accurately count each time a user lands on a page.

Q: I have reviewed all implementation guides and I still have questions. Who should I contact?

A: Please reach out to your Account Manager for additional support.

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