

INNOMETRICS

TAG IMPLEMENTATION GUIDE

1 Introduction

This document is prepared for Innometrics tag implementation. As the result of this configuration, Innometrics customers will be able to take advantage of various Innometrics apps and plugins.

The Innometrics JavaScript inclusion file contains the code necessary to operate web analytics program and should be included on required pages of the customer website. It has been configured to capture the data required to generate reports in agreed report specification.

For new customers, the JavaScript file might at first appear empty, containing only a JavaScript comment. This is perfectly normal and the file will be filled with the code necessary to operate the analytics program once all details have been decided between you and your account manager.

Innometrics JavaScript file uses the Akamai Content Delivery Network for its distribution. Akamai is recognized as the largest and fastest network in the world, operating 100,000 servers in 71 countries to ensure fast delivery in all locations. The JavaScript file is loaded asynchronously, it is perfectly invisible for the visitors of the website and does not impact the rendering of the pages.

For more information about Akamai: <http://www.akamai.com>

2 Implementation

On every page of target website, place Innometrics tag AFTER inclusion of jQuery library. We recommend placing the tag in the head section of HTML code, as it is optimal for onsite personalization cases.

Example Implementation:

```
...
<script type="text/javascript" src="/javascripts/jquery/1.9.1/jquery-
1.9.1.js"></script>
<script type='text/javascript'><!--
(function () {
  var swDc = document.createElement('script');
  swDc.type = 'text/javascript';
  swDc.charset = 'UTF-8';
  swDc.async = true;
  swDc.src = ('https:' === document.location.protocol) ?
'https://a248.e.akamai.net/swordfishinc.download.akamai.com/145199/live/p/167/37b70
cd3.js' : 'http://media.swordfishdc.com/live/p/167/37b70cd3.js';
  var a = document.getElementsByTagName('script')[0];
  a.parentNode.insertBefore(swDc, a);
})();
--></script>
...
</head>
```

Note that if Innometrics is planned to work on top of existing solutions, i.e. cooperate with existing Web Analytics tracking code for same report, please contact Innometrics for specific instruction.

Including a code snippet on different pages is usually done by placing it in CMS platform that your website is based on. For any technical question please contact your account manager. It is recommended that this script should be firstly deployed in test/dev environment; Innometrics will help validate the tag deployment before production.

Your Innometrics tag code is also included in the attached tag.txt file.