Ecommerce Tag Tracking

Vibes Ecomm Tag Tracking allows customers to track conversion and behavior data about consumers who interact with Vibes campaigns. In order to use ecommerce tag tracking, customers must complete these three steps:

1. Include Vibes Tags ecommerce sites or in a tag management platform
2. Use the Vibes URL shortener to shorten URLs in your messaging campaigns
3. Include the "Tag Tracking" tag in your campaign in Campaign Manager

1. Include Vibes Tags ecommerce sites or in a tag management platform

Java Script to include

```
<script async src="https://tagtracking.vibescm.com/tag"></script>
<script>
  window.vTagData = window.vTagData || [];
  function vTag(a,v,c){vTagData.push([a,v,c]);}
</script>
```

Include this tag on each page landed on from a mobile campaign to:

- Record a "click action" in the Vibes Analytics Module when a consumer visits the page from clicking on a campaign
- Add a cookie to the consumers browser to associate further consumer activity with the campaign

Vibes will automatically add the URL variables to capture this data as long as the URL is included inside of a "Tag Tracking" tag (detailed below in #3) in the campaign.

Product Action

Product Detail tag

```
var product = {
  id: '123abc',
  price: 12.34,
  name: 'the product',
  brand: 'the brand',
  category: 'food',
  variant: 'variant',
  quantity: 3,
  coupon: 'abc123',
  position: 'position'
};
vTag("detail", product);
```

Add the product variable to a tag on any consumer facing "product detail" page and record information about that product view and associate it with the campaign.

Additionally, you can tag each page load with one of the following product actions:

- click
- detail
- add
- remove
- checkout
- checkout_option
- promo_click

For example, if you wanted to show an item getting added to cart, you could use this tag:

```
var product = {
  id: '123abc',
  price: 12.34,
  name: 'the product',
  brand: 'the brand',
  category: 'food',
  variant: 'variant',
  quantity: 3,
  coupon: 'abc123',
  position: 'position'
};
vTag("add", product);
```

If the consumer makes a purchase, include the purchase variable to record that revenue and associate it with a mobile campaign.

Purchase Action

Additionally, you can tag each page load with one of the following actions:

- purchase
- refund

Purchase

```
var purchase = {
  id: '123abc',
  affiliation: 'affiliation',
  revenue: 123.45,
  tax: 12.34,
  shipping: 1.25,
  coupon: 12.25,
  list: 'list',
  step: 'step',
  option: 'option',
  products: [{       id: '123abc',
                      price: 12.34,
                      name: 'the product',
                      brand: 'the brand',
                      category: 'food',
                      variant: 'variant',
                      quantity: 3,
                      coupon: 'abc123',
                      position: 'position'},
              {      id: '123abc2',
                     price: 15,
                      name: 'the product2',
                      brand: 'the brand2',
                      category: 'food',
                      variant: 'variant',
                      quantity: 2,
                      coupon: 'abc123',
                      position: 'position'}
              ]
};
vTag("purchase", purchase);
```

If the consumer makes a purchase, include the purchase variable to record that revenue and associate it with a mobile campaign.

Example URL

Below is an example of how the URL will look once expanded on a site and the tags have been appended to the full URL, allowing you to detect it was a URL from a mobile campaign. Note: URL shortening will be applied, so this won't be reflected in messages on an actual handset.

URL
&vibes_tag_activity={{activity_uid}}&vibes_tag_company={{company_key}}&vibes_tag_person={{person_key}} &vibes_tag_type={{activity_type}}

2. Use the Vibes URL shortener to shorten URLs in your messaging campaigns

MESSAC

☑ AUTOMATICALLY SHORTEN URLS

Check out our 20% sale on men's clothing today! {{tag_tracking | url: "http://www.vibes.com/sale"}}! Reply HELP for help, Reply STOP to cancel.

+ INSERT TAGS & CONTENT

22	CHARACTERS REMAINING
1	MESSAGE(S)

Test Broadcast   **Save as Draft**   **Publish Message**   cancel

3. Include the "Tag Tracking" tag in your campaign in Campaign Manager

Copy and paste this tag, replacing "www.vibes.com/sale" with your URL:

```
{{ tag_tracking | url: "https://www.vibes.com/sale"}}
```

MESSAGE

☑ AUTOMATICALLY SHORTEN URLS

Check out our 20% sale on men's clothing today! {{tag_tracking | url: "http://www.vibes.com/sale"}}! Reply HELP for help, Reply STOP to cancel.

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