Online Buyer Survey Code | Basic Setup (Google Tag Manager)

Bizrate Insights' Online Buyer Survey Solution generates actionable Insights to improve your website's performance by understanding the voice of your customer and their online experience.

To begin collecting the Voice of the Customer through Bizrate's *Online Buyer Survey Solutions*, merchants must place Bizrate's asynchronous JavaScript code on their order confirmation page. This will immediately allow you to collect feedback from customers who complete their purchase on your website.

Once a survey is live on your website, data collection begins and results are available in real-time by accessing Bizrate's online portal, VitalSigns | VitalSigns.Bizrate.com.

Important Note | Bizrate Insights is committed to protecting customer privacy and will not store, rent, sell, or use customer email addresses provided to us by merchants for any purpose other than to send initial and reminder email survey invitations. These customer email addresses are deleted from the database once the survey invitations are emailed.
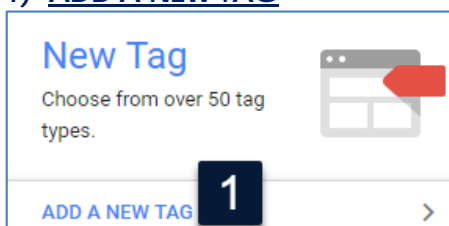
Control to Customize

We are constantly testing the latest tech to fully optimize the experience and shape the usability of our default invitation for all screen sizes. **This ensures your customer's experience with Bizrate Insights' solutions is optimized across all desktop, tablet, and mobile screens.** There are several ways to customize the *Online Buyer Survey* invitations without ever changing the code on your website. We make this simple by granting you access to a tool within *VitalSigns* to control the survey invitation experience for desktop, tablet, and mobile screens. While this interface is under development, please contact us, or your account manager, to update on your behalf.

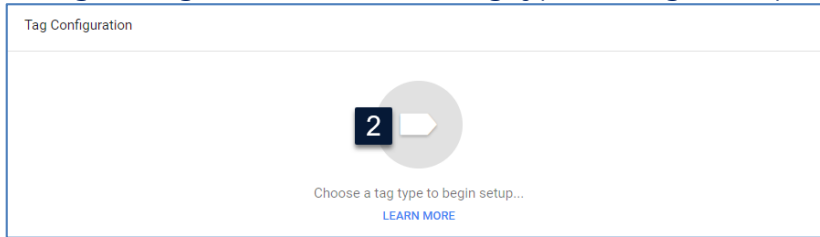**Online Buyer customizations include:**

- position of the invitation on your webpage – *defaults centered in the browser window*
- invitation look & design – *default* displays *500 x 455 pop-up window*

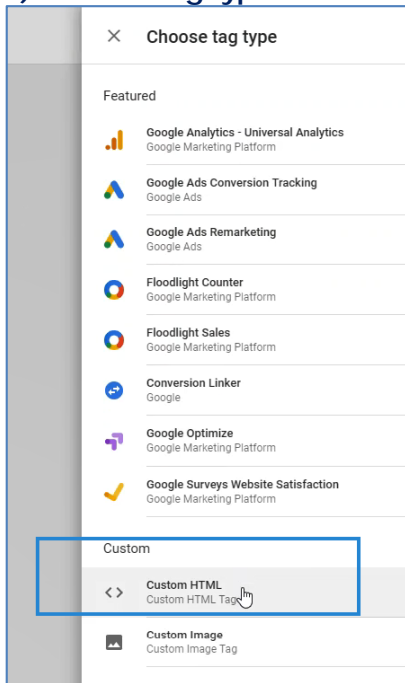**BASIC GOOGLE TAG MANAGER IMPLEMENTATION | ONLINE BUYER SURVEY SOLUTION**

1) ADD A NEW TAG

2) Tag Configuration: Choose a tag type to begin setup…

Tag Configuration

2

Choose a tag type to begin setup...
LEARN MORE

3) Choose tag type: Select Custom HTML

✕   Choose tag type

Featured

.ıl   **Google Analytics - Universal Analytics**
Google Marketing Platform

Google Ads Conversion Tracking
Google Ads

Google Ads Remarketing
Google Ads

Floodlight Counter
Google Marketing Platform

Floodlight Sales
Google Marketing Platform

Conversion Linker
Google

Google Optimize
Google Marketing Platform

✓   **Google Surveys Website Satisfaction**
Google Marketing Platform

Custom

<>   **Custom HTML**
Custom HTML Tag

▬   **Custom Image**
Custom Image Tag

4) Enter the following snippet in the HTML section

```
<!-- Please note that the ##ORDER_ID##, ##EMAIL_ADDRESS##, and ##GTIN## placeholders below must be
replaced with the data being called from your site -->

<script type="text/javascript">
 var _cnx = _cnx || [];

 _cnx.push(['mid', ##INSERT_STOREMID_HERE##]);  // your unique store MID
 _cnx.push(['surveyType', 'pos']);
 _cnx.push(['orderId', '##INSERT_ORDER_ID_HERE##']); //pass the customer's order ID number
 _cnx.push(['emailAddress', '##INSERT_EMAIL_ADDRESS_HERE##']); // pass the customer's email address
 _cnx.push(['gtin', '##INSERT_GTIN_HERE##']); //12 digit upc/13 digit EAN - Required for Product Reviews


 (function (w, d, t) {
  var s = d.createElement(t);
  s.async = true;
  s.src = '//insights.bizrate.com/js/init.js';
  var h = d.getElementsByTagName(t)[0]; h.parentNode.insertBefore(s, h);
 })(window, document, 'script');
</script>
```

5) Add your Google Tag Manager variables in the snippet by wrapping the variable's name in double braces. Below is an example of variables, unique to a merchant's implementation.

```
<! -- Example -->

<script type="text/javascript">
 var _cnx = _cnx || [];

 _cnx.push(['mid', 170739]);  // your unique store MID
 _cnx.push(['surveyType', 'pos']);
 _cnx.push(['orderId', '{{Transaction ID}}']); //pass the customer's order ID number
 _cnx.push(['emailAddress', '{{Customer Email}}']); // pass the customer's email address
 _cnx.push(['gtin', '{{Product SKUs}}']); // 12 digit upc/13 digit EAN - Required for Product Reviews

 (function (w, d, t) {
  var s = d.createElement(t);
  s.async = true;
  s.src = '//insights.bizrate.com/js/init.js';
  var h = d.getElementsByTagName(t)[0]; h.parentNode.insertBefore(s, h);
 })(window, document, 'script');
</script>
```

Read more about adding Tag Manager variables in the custom html tag:
https://support.google.com/tagmanager/answer/6107167?hl=en#

Read more about Google Tag Manager variables:
https://developers.google.com/tag-manager/devguide

6) Required: Choose a trigger to make this tag fire…

Click ⊘ to configure a trigger type to begin setup. **The tag should fire on the order confirmation page**.

Read more about Google Tag Manager triggers here:
https://support.google.com/tagmanager/topic/7679384?authuser=1&authuser=1&visit_id=636822413246569212-2253705965&rd=1

7) Publish the tag

8) Verify or implement the Google Tag Manager on your website by going to:

1. **Admin** and under *Container*, click **Install Google Tag Manager**
2. Follow the instructions by visiting the Quick Start Guide

9) After the tag has been successfully installed, make sure the tag configurations function as expected Learn more here: https://support.google.com/tagmanager/answer/6107056?hl=en to enable preview mode.

Example of a successful implementation. Variables are highlighted in green.

End of Document