

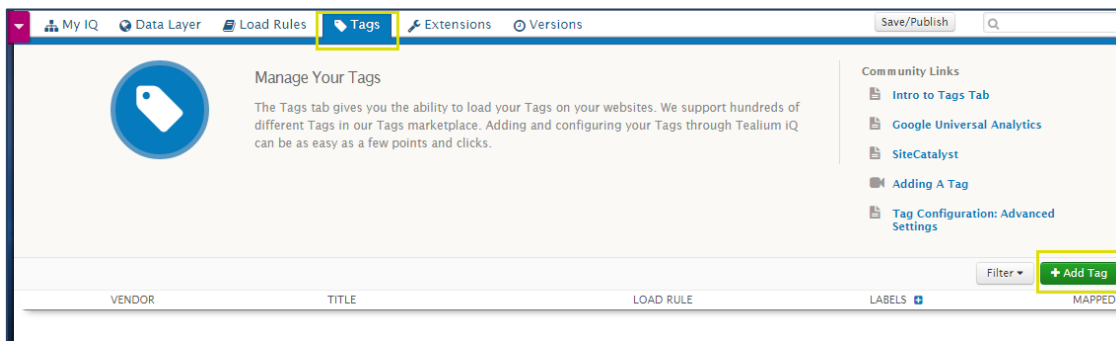
Site A bandonment Survey Solution Basic Setup for Tealium

Bizrate Insights' Site Abandonment Survey Solution generates actionable Insights to improve your website's performance by understanding your shopper's experience. Retailers are required to place the Tealium JavaScript code on their website to utilize the Bizrate Insights *Site Abandonment Survey Solution*.

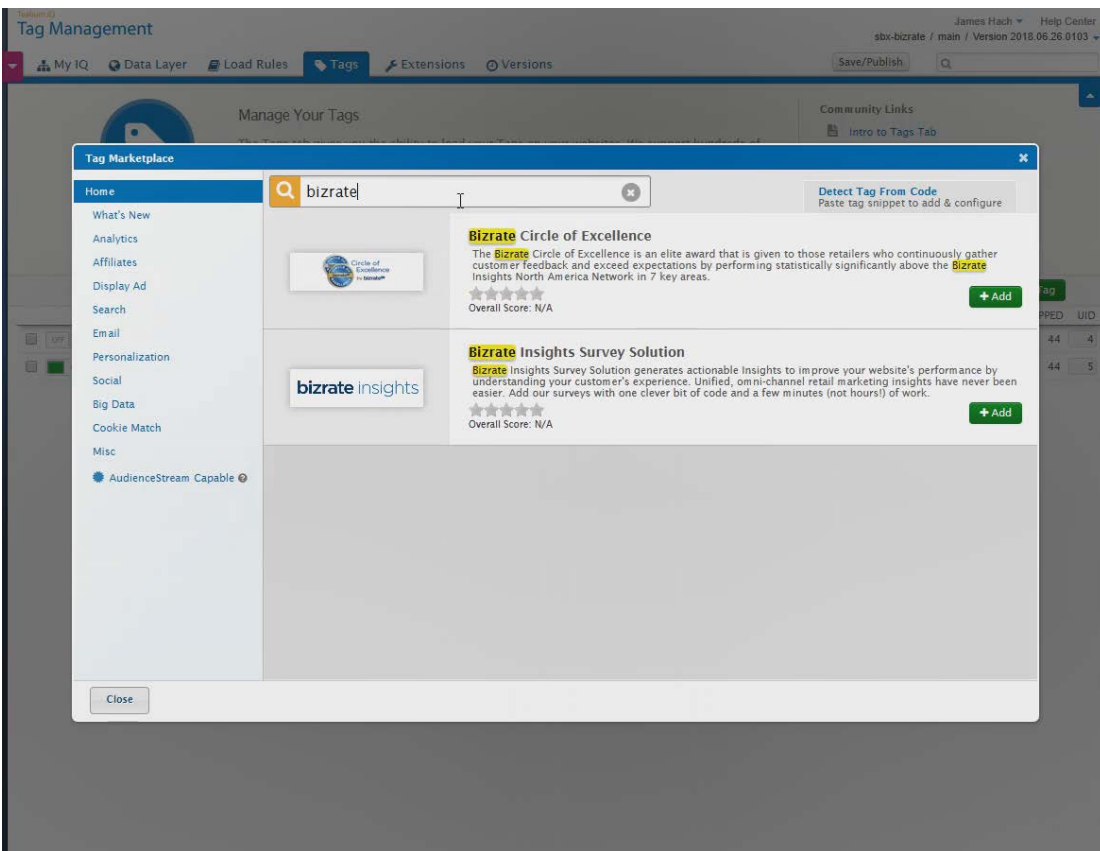
We partner with Tealium, which allows easy implementation of the Bizrate Insights Site Abandonment Survey code. Data collection begins immediately once the survey is live on your website; results can be viewed via the *VitalSigns* portal in near-real-time. – VitalSigns.bizrate.com

Add the Bizrate Insights Survey Solution Tag

- 1) Select "Tags" from the navigation menu and "Add Tag"

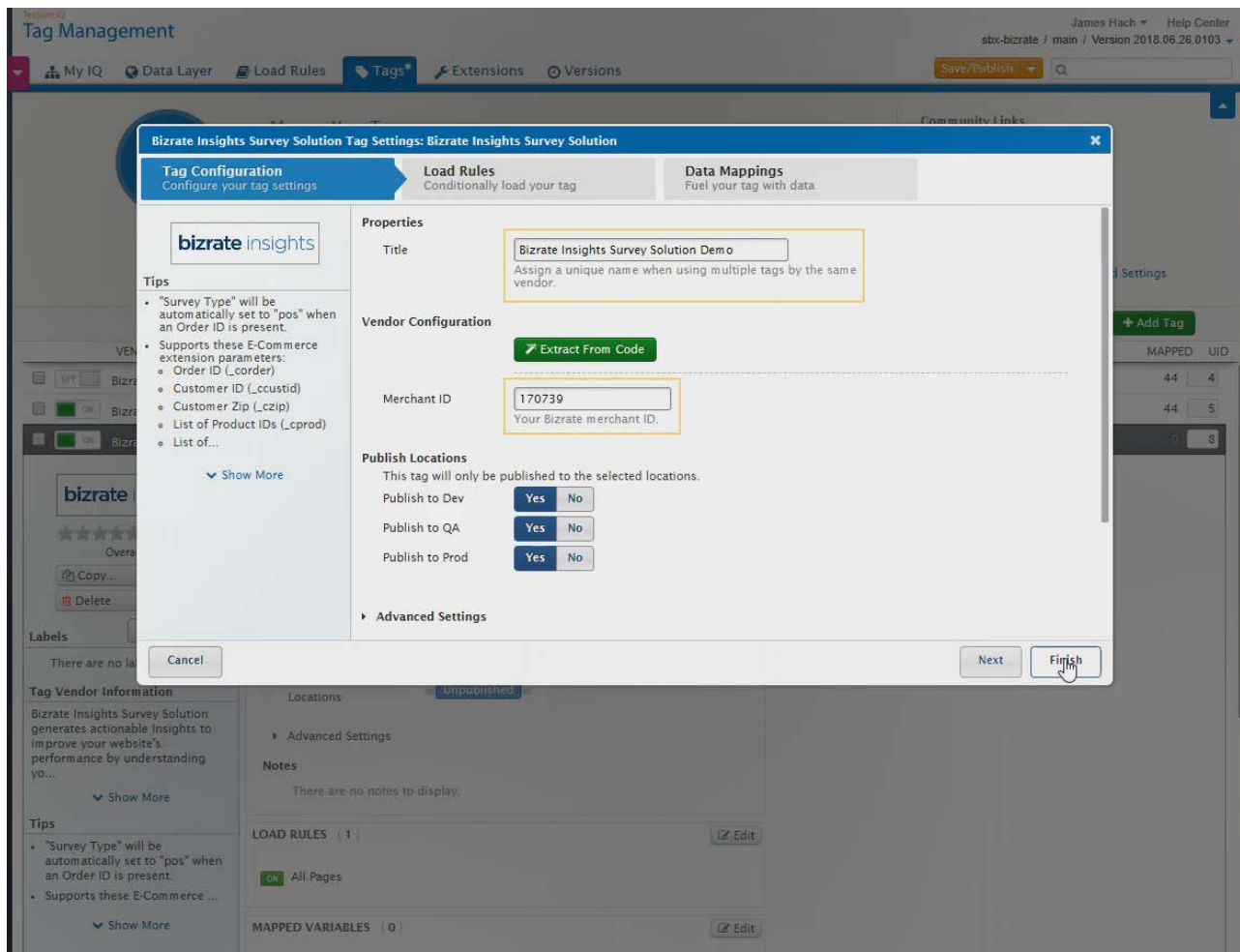


- 2) In the Tag Marketplace, search for "bizrate" and add the Bizrate Insights Survey Solution.

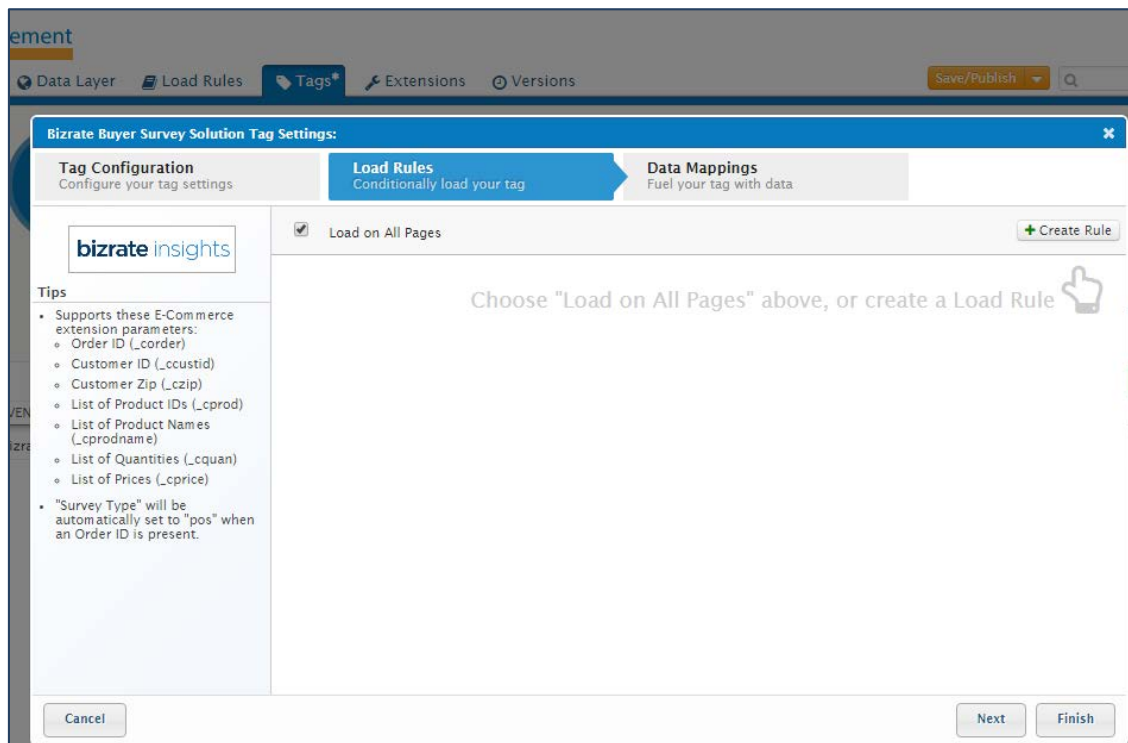


Bizrate Insights Site Abandonment Survey Solution Tag Settings

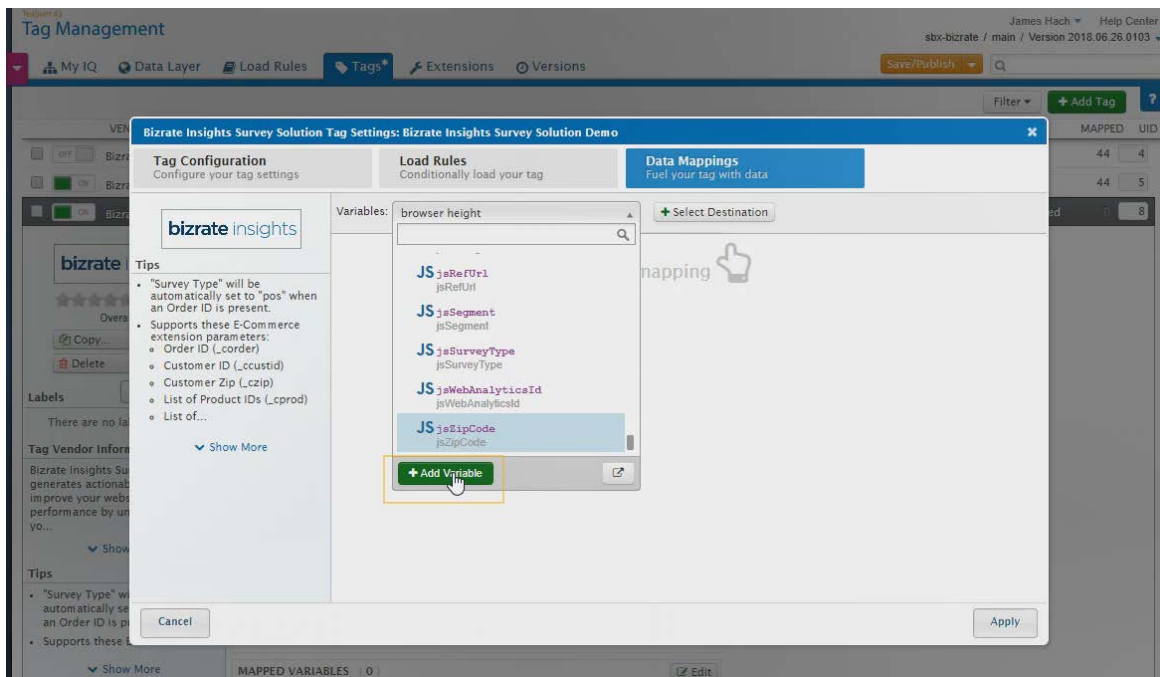
- 1) **Tag Configuration:** Name your tag and enter your Merchant ID then click Finish
 *Your Merchant ID is available by contacting your Client Development Manager *



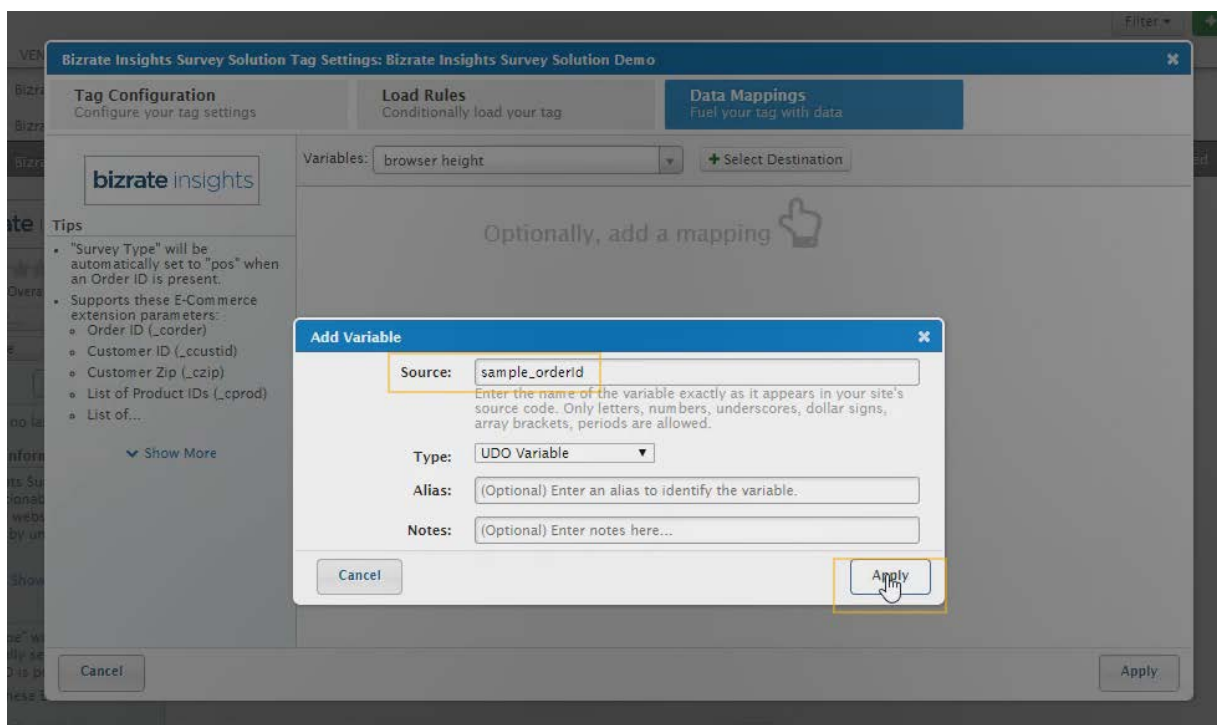
- 2) **Optional: Load Rules:** "Load on All Pages" is selected by default. Your tag will fire anywhere the Tealium snippet is implemented on your website. The Bizrate Insights Site Abandonment Survey Solution should be placed on all pages except the **Order Confirmation/Thank You** page.
- 3) If you want the Bizrate Insights Site Abandonment Solution only, skip to step 11.
- 4) If you want to take advantage of the Bizrate Insights Buyer Solution and Bizrate Insights Site Abandonment Survey Solution with one tag, you must map the necessary variables in step 4. The tag will fire the Buyer Solution when it sees an **orderid**. If no **orderid** is present, the tag will fire the Site Abandonment Solution. The tag can be implemented on all pages including the **Order Confirmation/Thank You** page.



- 5) **Data Mappings:** Select “Add Variable” to map the necessary variables for the Bizrate Insights Online Buyer Survey Solution implementation. The required variables are **order_id**, **email_address**, and **product_gtin**.



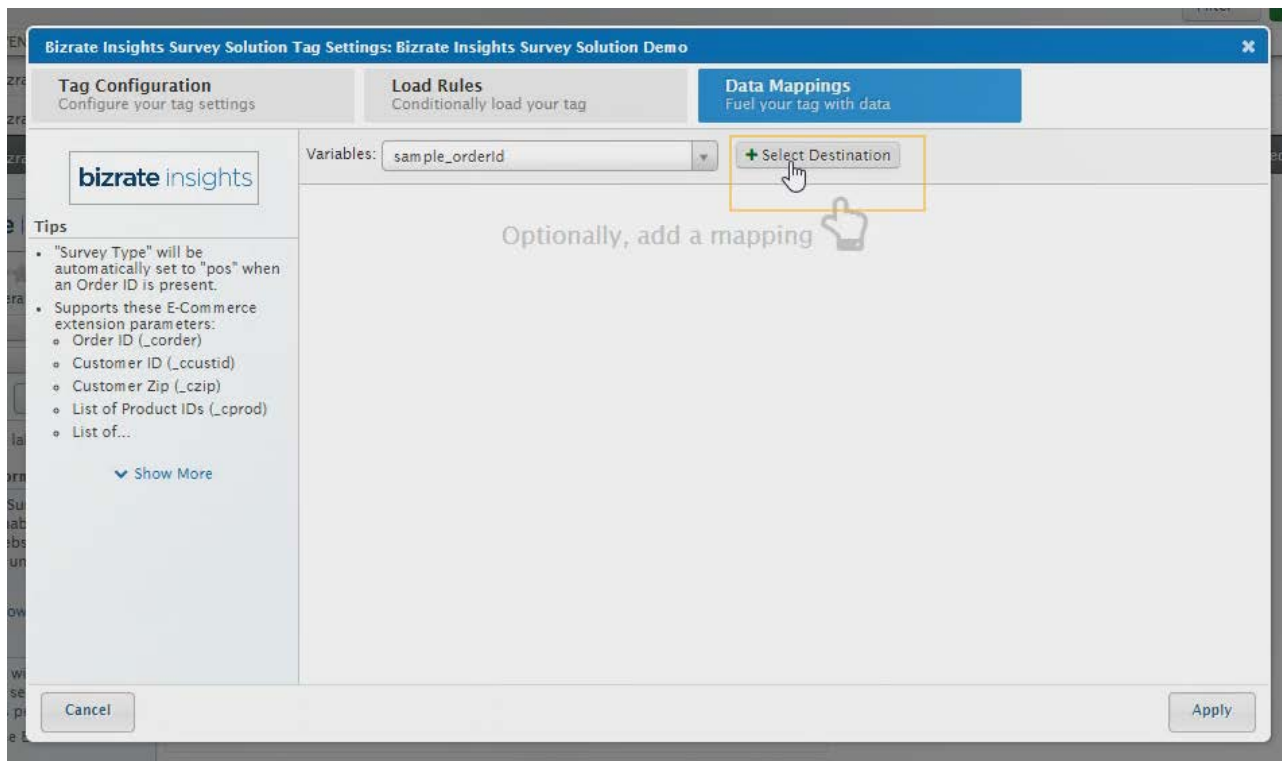
- 6) Locate the name of the variable assigned to the “order id” in your source code and enter the variable name into the “Source” field.



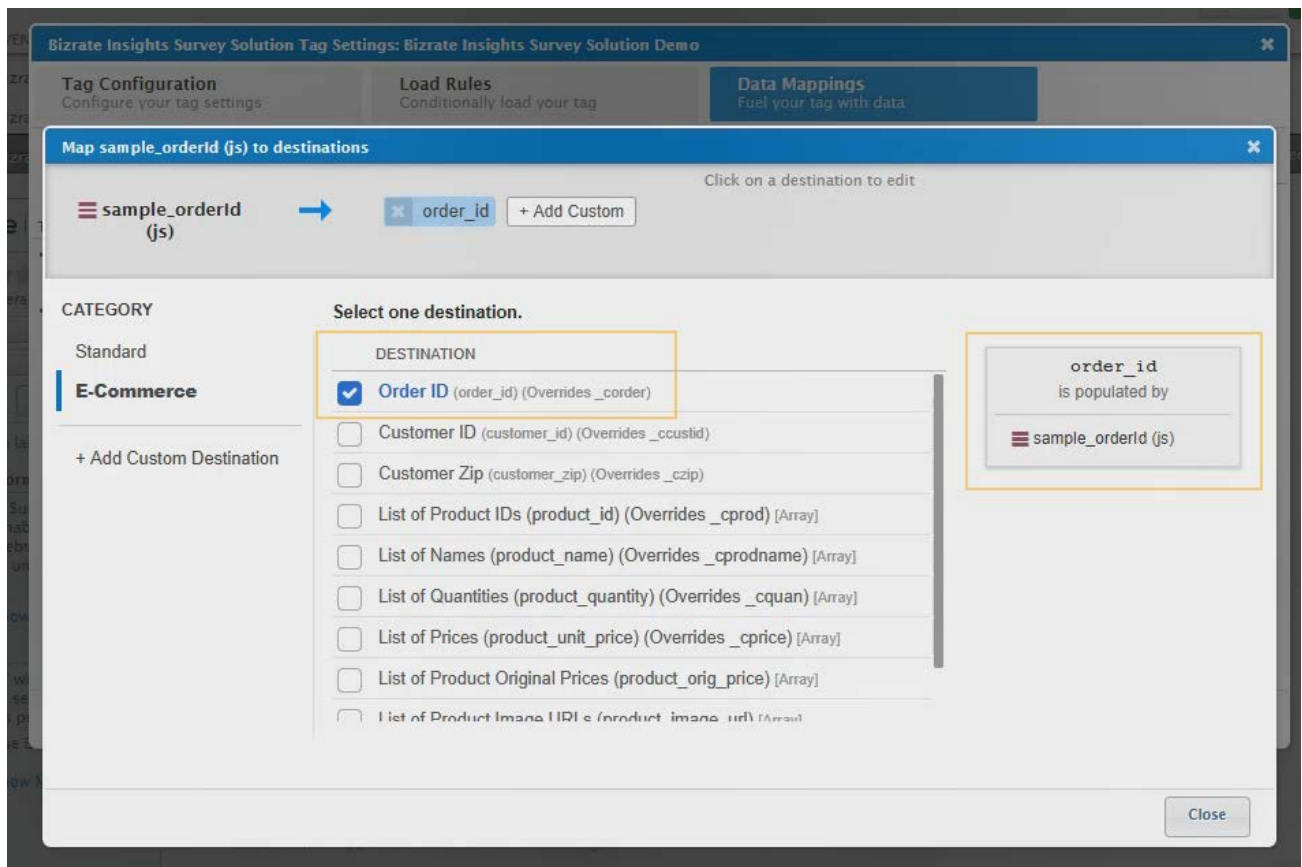
Click "Apply"

Note: UDO Variable is selected by default and recommended by Tealium. You can also select Javascript Variable.

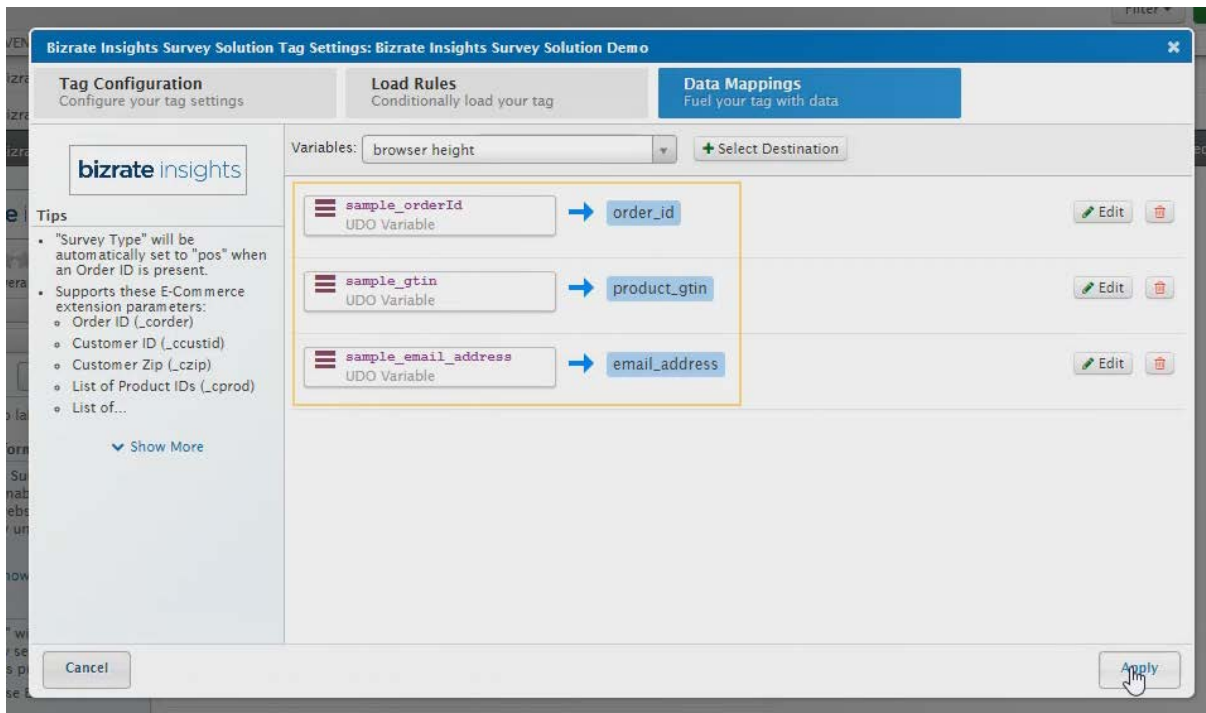
- 7) Click on **Select Destination** to map your source code's variable to the `order_id` variable that's used by Tealium & Bizrate Insights.



- 8) Select the E-Commerce Category and check “**Order ID**” as the destination. Your configuration should look like the screenshot below. Note: The **product_gtin** variable is also located in the E-Commerce Category.

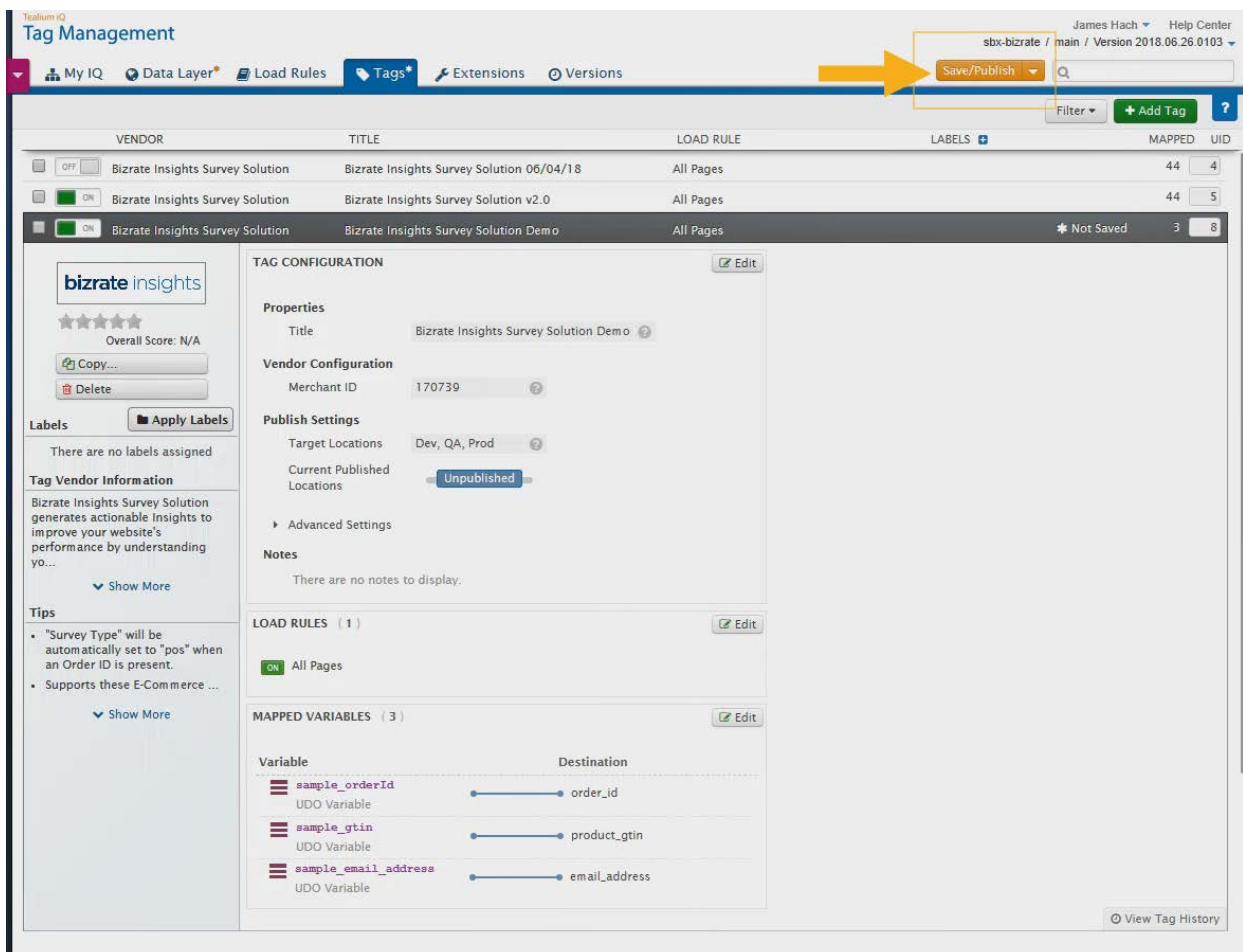


- 9) Repeat steps 4-6 to map the **email_address** and **product_gtin**.
- **order_id** and **product_gtin** are available in the E-Commerce Category
 - **email_address** is available in the Standard Category
- 10) Verify that your data mappings look like the screenshot below with the required variables then click Apply.



11) Locate and select "Save/Publish" to generate the snippet required to publish the Bizrate Insights Survey Solution(s) Tag on your website.

* QA, Dev, and Production environments are available for publishing



- 12) Enter a Title and Notes about the tag configuration and select which environment to Publish To
- Then click Code Center to generate the snippet required for the Bizrate Insights Survey Solution(s).

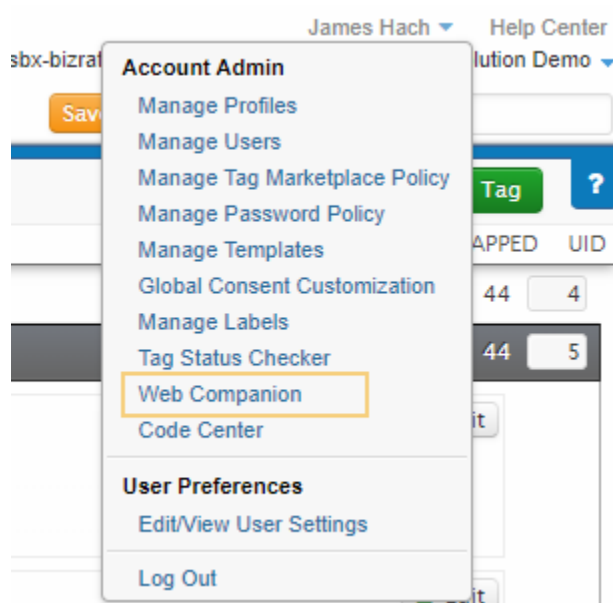
- 13) Confirm that Asynchronous is selected under Javascript Type and select and copy the Tealium Script.
*Tealium recommends placing the snippet after the opening <body> tag
- 14) **Optional:** You can simplify the Tealium script by only including the required variables that have data mappings. See screenshot below.

```

1  <script type="text/javascript">
2  var utag_data = {
3  |   sample_orderId : "", //
4  |   sample_gtin : "", //
5  |   sample_email_address : "" //
6  | }
7  </script>
8
9  <!-- Loading script asynchronously -->
10 <script type="text/javascript">
11 |   (function(a,b,c,d){
12 |     a='//tags.tiqcdn.com/utag/sbx-bizrate/main/prod/utag.js';
13 |     b=document;c='script';d=b.createElement(c);d.src=a;d.type='text/java'+c;d.asy
14 |     a=b.getElementsByTagName(c)[0];a.parentNode.insertBefore(d,a);
15 |   })();
16 </script>
17

```

15) Paste the snippet on pages where you want the Bizrate Insights Survey Solution(s) and confirm the tags are working by using Tealium's Web Companion tool, available under your profile's settings.



16) The Bizrate Insights Survey Solution(s) is now ready to use!

Helpful Resources:

- <https://tealium.com/blog/standard/best-practices-implementing-data-layer>
- <https://tealium.com/what-is-a-data-layer>
- <https://tealium.com/blog/standard/taking-your-test-platform-to-the-next-level>
- https://tealium.com/integrations/bizrate_bizrateinsightsbuyersurvey.php

Advanced Setup:

By configuring and including optional code snippets, you generate further actionable Insights to improve your website's performance by understanding your customer's experience. You are encouraged to include all optional passed-in data. Additional reporting options, which may incur a fee, include:

- Products purchased to analyze and aggregate customer purchasing behavior
- Referring URL tracking to identify all online properties sending your website traffic
- Quick Response to Buyers who wish to be contacted regarding their order
- Customer identification assigned by you including customer ID, order ID, & web analytics ID

Please contact your Client Development Manager for more information.