

Site Abandonment Survey Code Basic Setup

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

There are two simple ways to integrate the Site Abandonment Survey Solution:

1. Add the Bizrate Insights Site Abandonment survey code into the HTML body of every page of your website, with the exception of the confirmation page.
2. Add the Bizrate Insights Site Abandonment survey code using a tag manager. We currently partner with the tag managers listed below.
 - a. Tealium
 - b. Google Tag Manager

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

BASIC CODE IMPLEMENTATION

```
<!--Add to HTML body on every webpage except order confirmation for site abandonment survey -->
<script type="text/javascript">
  var _cnx = _cnx || [];

  _cnx.push(['mid', ##INSERT_STOREMID_HERE##]);
  _cnx.push(['surveyType', 'multi']);

  (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>
```

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 multiple ways to customize the *Site Abandonment Survey* invitation 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.

Site Abandonment customizations include:

- position of the invitation on your webpage – defaults centered in the browser window
- frequency that the invitation is offered to repeat visitors – defaults to once per shopping session
- percentage of traffic receiving the invitation – defaults to 100% of traffic
- invitation look & design – default displays 500 x 425 intercept modal
- rendering style & usability – **TrueExit™ Technology**: default displays
 - a. Desktop: once the user's cursor enters the browser navigation area
 - b. Mobile & Tablet: Scroll speed ("flick")
- trigger invitation from user actions which you can customize by page type:

- a. number of page views – *default off; set your custom number*
- b. page scrolled percentage – *default off; set your custom percentage*
- c. time on site – *we calculate in the background; set your custom time*
- d. time on page - *we calculate in the background; set your custom time*
- e. item removed from cart – *default off; set your custom criteria*
- f. value of items placed in cart – *default off; set your custom dollar amount*

Site Abandonment Survey Code Advanced Setup

By configuring and including optional codes snippets, you gain visibility and reporting capabilities to further understand why your shoppers abandon and what actions they are taking on your website prior to doing so. You are encouraged to include all optional passed-in data. Additional reporting options, which may incur a fee, include:

- shopper abandonment stage:
 - after viewing the home page or product pages
 - after placing items in cart
 - after beginning the checkout process
- products viewed
- products added to the cart
- path of pages and products viewed
- exit page
- referring URL
- customer ID assigned by you

DATA PASSING DICTIONARY

Note: Make sure to have the basic code on the page before including any additional code and passed-in data. All data, except for your site's MID, is optional and will be treated as strings. Please note that the string below includes placeholders and must be replaced with the data being called from your site (i.e. page identifier, your Order ID, etc.)

Page Type Identifier

```
<script>
  // the current page's unique identifier. This will be needed if you want to take advantage
  // of invitation customizations by page type.
  _cnx.push(['pageId', 'category']);

  // the segment of the current page. This will be needed if you want to take advantage
  // of invitation customizations by page type and advanced reporting.
  _cnx.push(['segment', 'en-us']);

  // determines whether to allow the invite to display on this page
  _cnx.push(['invite', true]);

  // the webAnalyticsId of the current page
  _cnx.push(['webAnalyticsId', 'webAnalyticsId123345']);
</script>
```

Shopping Stage

```
<script>
  // identifies whether the page is a checkout page. This will help us determine the current
  // visitor's shopping stage, enable invitation customizations, and decrease survey questions.
  _cnx.push(['checkout', true]);
</script>
```

Customer Identification

```
<script>
  // your internal identifier for the current customer
  _cnx.push(['customerId', '123456']);

  // the customer's zipcode
  _cnx.push(['zip', '90024-999']);

  // the customer's email address
  _cnx.push(['emailAddress', 'test@bizrateinsights.com']);
</script>
```

Coupons

```
<script>
  // track whether or not a customer used a coupon
  _cnx.push(['couponApplied', true]);
</script>
```

Referring Page

```
<script>
  // the referring page
  _cnx.push(['referrerPage', 'www.mypage.com']);

  // the referring url
  _cnx.push(['referrerUrl', 'www.myURL.com']);
</script>
```

Viewed Products

```
<script>
  // viewed product information can be added one at a time
  var product1 = {
    id: "11111",
    price: "99.99",
    originalPrice: "120.00",
    title: "Sample Product Name",
    imageUrl: "http://images.merchant.com/11111"
  };
  _cnx.push(['product', product1]);

  // or as part of a list
  var product2 = {
    id: "222",
    price: "9.99",
    originalPrice: "9.99",
    title: "Another Sample Product Name",
    imageUrl: "http://images.merchant.com/222"
  };

  var product3 = {
    id: "33333",
    price: "0.99",
    originalPrice: "0.99",
    title: "One More Sample Product Name",
    imageUrl: "http://images.merchant.com/33333"
  };
</script>
```

```
};  
  
var product_list = [product2, product3];  
_cnx.push(['product', product_list]);  
</script>
```

Shopping Cart Products

```
<script>  
// shopping cart products can be added one at a time  
var product4 = {  
  id: "4040",  
  price: "100.00",  
  originalPrice: "100.00",  
  quantity: 1,  
  title: "Sample Product Name",  
  imageUrl: "http://images.merchant.com/4040"  
};  
_cnx.push(['cart', product4]);  
  
// or as a list  
var product5 = {  
  id: "555",  
  price: "9.99",  
  originalPrice: "19.99",  
  quantity: 1,  
  title: "Another Sample Product Name",  
  imageUrl: "http://images.merchant.com/555"  
};  
  
var cart_list = [product5];  
_cnx.push(['cart', cart_list]);  
</script>
```

Custom Values

```
<script>  
// you also have the option of storing up to 2 custom values for use later in your analytics  
_cnx.push(['customValue1', 'a helpful custom value']);  
  
_cnx.push(['customValue2', 'another helpful custom value']);  
</script>
```

Site Abandonment Survey Code Example Code

PRODUCT DETAILS PAGE WITHOUT PLACEHOLDERS SAMPLE CODE

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

  _cnx.push(['mid', ##INSERT_STOREMID_HERE##]);
  _cnx.push(['surveyType', 'multi']);
  _cnx.push(['pageId', '']);
  _cnx.push(['invite', '']);
  _cnx.push(['webAnalyticsId', '']);
  _cnx.push(['referrerPage', '']);
  _cnx.push(['referrerUrl', '']);
  _cnx.push(['customerId', '']);

  var product = {
    id: "",
    price: "",
    originalPrice: "",
    title: "",
    imageUrl: ""
  };

  _cnx.push(['product', product]);

  (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');

  // Place this code within your javascript method to add products to your cart
  var cartProduct = {
    id: "",
    price: "",
    originalPrice: "",
    quantity: "",
    title: "",
    imageUrl: ""
  };
  _cnx.push(['cart', cartProduct]);

  // you also have the option of storing up to 2 custom values for use later in your analytics
  _cnx.push(['customValue1', '']);
  _cnx.push(['customValue2', '']);
</script>
```

CHECKOUT PAGE WITHOUT PLACEHOLDERS SAMPLE CODE

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

  _cnx.push(['mid', ##INSERT_STOREMID_HERE##]);
  _cnx.push(['surveyType', 'multi']);
  _cnx.push(['checkout', 'true']);
  _cnx.push(['pageId', '']);
  _cnx.push(['invite', '']);
  _cnx.push(['webAnalyticsId', '']);
  _cnx.push(['referrerPage', '']);
  _cnx.push(['referrerUrl', '']);

  (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');

  // these are optional parameters and can be added when applicable
  _cnx.push(['customerId', '']);
  _cnx.push(['zip', '']);
  _cnx.push(['couponApplied', '']);
  _cnx.push(['orderId', '']);

  // you also have the option of storing up to 2 custom values for use later in your analytics
  _cnx.push(['customValue1', '']);
  _cnx.push(['customValue2', '']);
</script>
```