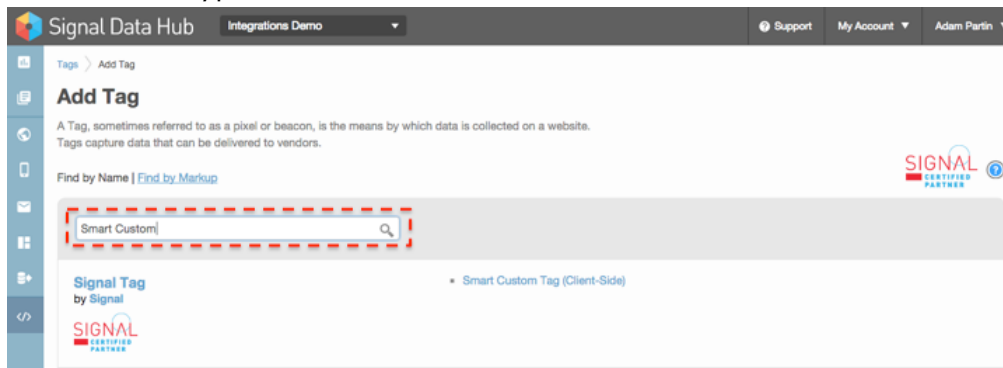


Tag Creation Guide – Smart Custom Tag

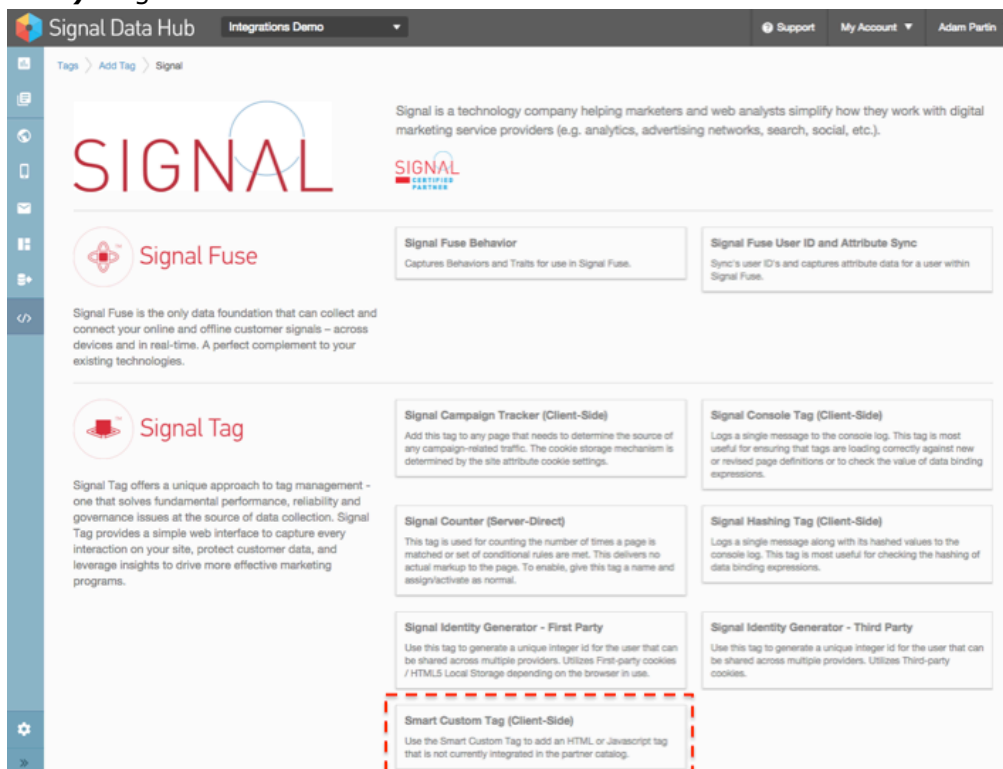
Create a Smart Custom Tag

Signal's Partner Catalog is growing rapidly as we integrate new partners on a regular basis. However if you don't see your vendor in the list, you can still add a tag using our Smart Custom Tag template, while we work with the vendor to develop the needed integration.

To add a Smart Custom Tag, please navigate to the Tags tab. Click on the '**Add a Tag**' button. Then type "**smart custom**" into the search bar.



From the Client Tag Selection Screen, please select the "**Smart Custom Tag (Client-Side)**" tag



For any questions, please contact support@Signal.co

Copy and paste the partner tag code directly into the Custom Markup field, after [removing any formatting](#) that may be in the tag from Word or another source. Provide the name of the vendor and add some comments for context about the tag. Click '**Create Tag**' to create your tag.

The screenshot shows the 'Signal Data Hub' interface with a sidebar on the left containing icons for Tags, Add Tag, Signal, and Smart Custom Tag (Client-Side). The main content area is titled 'Smart Custom Tag (Client-Side)' and includes a sub-header 'Use the Smart Custom Tag to add an HTML or Javascript tag that is not currently integrated in the partner catalog.' Below this are four input fields: 'Name' (with a red asterisk), 'Description', 'Tag Vendor' (with a red asterisk and 'Required' text), and 'Custom Markup' (with a red asterisk). A red arrow points to the 'Custom Markup' field. At the bottom of the form is a 'Create Tag' button.

Note: There are several things to be aware of when using the Smart Custom Tag. When tags are cut and pasted from a Word .doc, .rtf, or other document where the code is formatted, an error can result because of some formatting issue, like a line break that shouldn't be there. It is worth it to remove the formatting before pasting code into the Smart Custom Tag. Additionally, when a tag that contains functions like **unescape()** is cut and pasted into the Smart Custom Tag template, it will automatically strike it out. This can be confusing because it appears that Signal TMS doesn't support it, but in fact the function is redundant, therefore unneeded and automatically removed.

Assign tag to Page(s)

After creating the tag, you will be directed to the Page Assignments view of your tag where you can assign your tag to a page(s). You can do this by selecting the "Unassigned/Assigned" button for those Pages you'd like assign the tag to.

Signal Data Hub New Integration Configuration Support My Account Adam Partin

Tags > Assign Inputs

Assign Inputs to Smart Custom Tag (Client-Side)

A Tag will only fire on its assigned Inputs

- Some Tags should be assigned to All Web Pages to collect site-wide data (like analytics).
- Most Tags should only be assigned to a certain Website Page (like /checkout/) to collect more specific information.

Assign New Input

Assignment	Page Name	Input	URL / Event ID
Assigned	.All Pages	Website	**
Unassigned	Account Created Success Page	Website	**route=account/success**
Unassigned	Account Detail Page	Website	**route=account/account**
Unassigned	Account Downloads Page	Website	**account/download**

Activate Tag

Once you've assigned the pages you would like to have you tag active on, you will need to activate your tag in order for it to begin firing. Please find the "Active/Inactive" button in the top right hand corner of the following screen, and activate your tag.

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Tags > Tag Detail

Next step: Test this Tag using Browser Preview before making it Active

Smart Custom Tag (Client-Side) ID: 47076

You've been Auto-Tagged!

Compatibility:

Statistics Properties Assignments 1 Firing Rules Web Settings History

Statistics Errors 0

0 Tag Firing

4/26/2015 2:00 pm - 4/27/2015 2:00 pm
Last 24 hours | Last 7 days | Last 30 days | Custom Range

Time zone: GMT -5 (local time)

Actions: Preview, Active, Inactive, Edit, Duplicate, New Version, Delete

Tag Creation Guide – Building your Data Dictionary

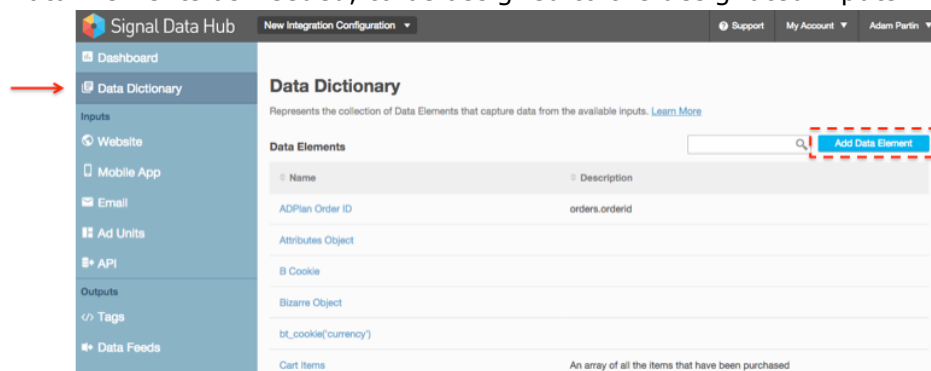
About the Data Dictionary

Your website contains a wealth of valuable information that you can map into your Signal account; examples include the parameters in your URL query strings, the text in your HTML, structured JavaScript objects, just to name a few. To pull this data from your website so that you can pass it along to your vendor partners, Signal uses an innovative approach to data collection which we call a Data Dictionary.



Your Data Dictionary is made up of Data Elements that you define and then map into your website through a set of explicit instructions called Data Binding Expressions. The beauty of your Data Dictionary is that after you bind an element, the value can be immediately plugged into any tag through a point-and-click interface. Signal then coordinates the flow of information from your website to any of your vendor partners interested in that data point.

The Data Dictionary is located in the Left-hand nav tool, and allows for you to quickly add Data Elements as needed, to be assigned to the designated inputs.



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How Data is Collected and Distributed

Data Elements are essentially placeholders for data that you can use when configuring tags. Let's look at the hypothetical tag below. Product ID is a value that needs to be passed from the website to the tag. Since the data is dynamic and changes with every product or product page, we need to add an entry to the Data Dictionary, which we have named "Product ID."

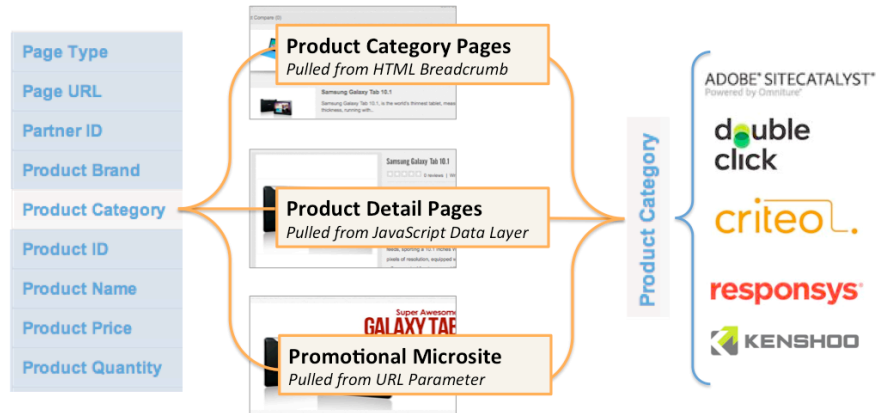
Product ID	<input type="text" value="[[Product ID]]"/>
Product Name	<input type="text" value="[[Product Name]]"/>
Product Price	<input type="text" value="[[Price Key]]"/>
Product SKU	<input type="text" value="123456"/>
Custom	<input type="text" value="abcdef"/>

The way data is passed into [[Product ID]] is determined through the use of Data Binding Expressions. A Data Binding Expression (DBE) is a set of instructions that defines how Signal should find the value of a given Data Element on any given page. Think of it like a macro. DBEs can do many things, such as parse through your URL to grab a key-value pair, reference a predefined JavaScript object set in your page source, parse through the DOM for a specific piece of text, or execute a function to build a list of items.

Relationship Between Data and Pages

It is important to note that Data Bindings are set at the page level. The rationale behind this is because a piece of data may exist across multiple pages, however each page may hold the data in a different way. Rather than create many entries in your Data Dictionary for what is actually the same thing (inefficient!) with Signal you can define a Data Element once and then customize how data is configured per Page in your account.

- 1 You create an entry in your Data Dictionary called Product Category
- 2 Then “bind” it into each relevant Page in your account, allowing BrightTag to find the data in the appropriate places on your site
- 3 So you can reuse it with many tags on many types of pages



The following shows how (using this example) Product ID looks when fully configured within your Signal account. Note that each Page is set up with a different Data Binding Expression, representing the varied types of data collection rules Signal can support.

<

Consider Using a Structured Data Layer

The power of your Signal Data Dictionary lies within its flexibility. But like any data superhero, with great flexibility comes great responsibility. It is important to carefully choose a data collection methodology that strikes the right balance between speed-to-market and long-term durability. Before you dive into your Signal data configuration, we recommend you first carefully consider whether it is appropriate to invest in a structured data layer (also known to developers as a JSON object). A data layer is an object that your IT team can build to contain all of the information that you want to map into Signal. You may find that a bit of extra work upfront will make the process smoother for everyone down the line.

For any questions, please contact support@Signal.co