Instructions for implementing TrafficWatchdog codes on the customer's target website - using Google Tag Manager (GTM)

On the client's landing page – you need to implement 2 types of TwD codes:

1. Main TwD code

2. Optional - TwD sales postback

If there is a global GTM tag on the website - insert the main TwD code so that it can be called on all pages of the monitored website.

Sales postback TwD - similarly, but as a condition you should give the url of the thank you page after the order (the so-called 'thank you page').

1. Instruction - for the main TwD code to the page:

a) create a new tag ->

b) tag type custom html code ->

c) paste the content of the sent files with the main TwD code on the target page (files can be opened in the notebook to copy the code) ->

d) for the code in the rules below, select all pages ->

e) save, give any name

2. Instruction - for the TwD sales postback:

a) create a new tag ->

b) tag type custom html code ->

c) paste the contents of the file with the TwD sales post (you can open it in the notebook to copy the code) ->

d) for the code with the sales postback in the rules underneath, create a new rule (select the plus on the top right) - unless there is already an appropriate rule for sales postback - then you can use this existing rule (and not create a new one) ->

e) if we add a new rule, select the page display as the type, some page display condition, select the 'page URL contains' option and paste the address of the thank you page, which is displayed as confirmation of placing the order ->

f) save, give any name

<u>3. Then publish the changes - the 'submit' button at the top right (before publication, you can additionally preview and check if everything works correctly on the website)</u>

OPTIONAL - settings for limiting monitored sources (if only selected click sources are required to be monitored):

a) in GTM, next to the tag, add the page url contains rule and enter utm_source = name of the source to be monitored (e.g., utm_source = ceneo)

OPTIONAL - GTM configuration by TwD IT team:

a) GTM settings can be configured for the Client by the TwD IT team - for this purpose, temporary access to GTM must be granted - see the link below.
(https://support.google.com/tagmanager/answer/6107011?hl=pl)