Tag Manager Integration

If you are wondering how you can integrate sandsiv+ with your actual applications and you are threatened with starting a conversation with your development team, we have an easy solution to move forward fastly and easily.

sandsiv+ can be integrated using your current Tag Manager. To make a long story short, your existing Tag Manager will allow you to quickly and easily add code lines, such as those from sandsiv+ digital intercept, to your website or mobile app.
In this way, you don't have to contact your development team and ask for code editing, you can just integrate sandsiv+ through the Tag Manager and start using it in less than one minute.

Each Tag Manager has a different way to integrate a new system and will require a specific procedure. Sandsiv will support you in dealing with all the most in-use Tag Managers giving you simple and ready-to use instructions.

While integrating sandsiv+ the easiest way is generally proceeding with a specific JavaScript tag. Many Tag Managers will give you different options, we suggest you to start with this easiest way in order to be sure to obtain the wanted results. Once you have finalised and implemented the integration, you will have the possibility to move on with a more sophisticated solution.
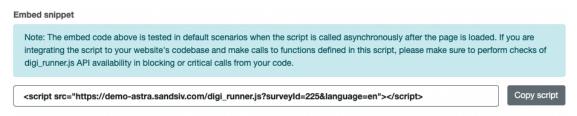
➕ The **sandsiv+** JavaScript to integrate

All TAG MANAGERS need a javascript code to integrate with a sandsiv+ digital survey. Finding this code is extremely simple, just follow these steps:

Find the JavaScript code you need:

- Open your sandsiv+ instance
- Go to FEEDBACK
- Select the survey you want to integrate in GTM
- Select DIGI CHANNEL
- Go to LANGUAGE SETTINGS
- Scroll down to the EMBEDDED SNIPPET

You will see a string similar to:

Embed snippet

> Note: The embed code above is tested in default scenarios when the script is called asynchronously after the page is loaded. If you are integrating the script to your website's codebase and make calls to functions defined in this script, please make sure to perform checks of digi_runner.js API availability in blocking or critical calls from your code.

```
<script src="https://demo-astra.sandsiv.com/digi_runner.js?surveyId=225&language=en"></script>
```
Copy script

Click the COPY SCRIPT button. Now the script is in your computer memory and can be past in the custom TAG of your preferred TAG MANAGER. It is easy, isn't it?

➕ Google Tag Manager (GTM)

In Google Tag Manager the simple way to integrate sandsiv+ digital is to use the Custom HTML Tag. In order to use it, the only piece of information you need

is the JavaScript string of that precise survey that you find in the sandsiv+ platform.

In GTM follow the following steps:

- Click Tags New
- Click Tag Configuration and select Custom HTML.
- Now simply paste the embedded snippet into the HTML field.
- Save the TAG and it will be immediately available in your GTM Console.

Adobe Launch

Adobe Launch offers different opportunities to integrate sandsiv+. In this particular case we will create a rule using javascript.

- Open Adobe Launch
- Go to RULES
- Creating a new RULE
- In ACTION TYPE select CUSTOM CODE
- Then select JAVASCRIPT option
- Click OPEN EDITOR button
- Paste the sandsiv+ javascript code in the editor, and click SAVE.
- Click SAVE CHANGES, your RULE to trigger the sandsiv+ digital survey is ready!

➕ Tealium IQ

You can easily configure a sandsiv+ digital survey in a Tealium IQ TAG. To accomplish it simply use the Tealium Generic Tag, a one-size-fits-most generic tag container used for implementing almost any third-party vendor image, iframe, or script-style tag to your pages.

This tag supports one of three types: image, iframe, or script. For our purpose, the correct one is SCRIPT.

To configure the TAG you need to understand the following components:

➕ Base URL

The base URL is the hostname, pathname, and file pointing to the script. It does not include the "?" character or the query string parameters.
In our sample script above, the base url is:
//demo-astra.sandsiv.com/digirunner.js

➕ Static & Dynamic Parameters

Many tags collect data by using the query string of the URL. These are the key/value pairs that appear in the URL after the "?" character. In our example the parameters are:
surveyed = 225
language = en
Static parameters have values that do not change from page to page.

Dynamic parameters can be set using values that change from page to page. Dynamic parameters must be configured using data mappings. All variables configured as mappings will be appended to the query string parameter of the tag URL as key/value pairs.

✛ PIWIK PRO

Piwik Pro is the number 1 choice to install a tag manager on prem. In Piwik Pro the sandsiv+ tag can be added simply creating a TAG.

- Go to Menu > Tag Manager.
- Navigate to Tags.
- Click Add new tag.

Name the tag and choose a tag type. You can choose a tag type from two categories:

✚ Async tags:

They don't interfere with loading page content. The browser can load all tags at the same time and it doesn't wait for a certain tag to load completely before moving to the next one. Async tags load faster than sync tags and are better for collecting data.Most of tags in Piwik PRO are async tags.

+ Sync tags:

They load before the page content loads. They also wait for the tag content to load before moving on to the next content. Sync tags are often used to run A/B tests.

- Click Next.
- Set up the tag. For example, in a custom event tag add: Category, Action, Name.
- In Advanced tag settings, choose Consent type. Set it up if you use Consent Manager. The tag will fire only when selected consent is given by a visitor. Tip: To fire a tag without consent, you can select the following type: Does not require consent.
- Respect visitor privacy is turned on by default. Leave it as is, if you want to respect visitors who set a Do-Not-Track option in their browser or opted out from tracking.
- The tag will fire in a debug mode by default but you can change it. Toggle Don't fire in debug mode.
- In Flight dates, set the date and time when the tag is fired.
- In Tag triggers, click Add new trigger or Choose existing trigger to set up a trigger for your tag. Tip: You can add a trigger to a tag at any time, but it's a good practice to do it while creating a tag.
- If you're setting up a new trigger, name the trigger.
- In Trigger type, choose a type. For example, Page view.
- Click Next.
- Set up additional trigger elements.
- In Event conditions, define conditions for the trigger. For example, Page URL contains contact.

- In Audiences, pick an audience for which you want to run the tag. For example, we've got an audience Apple product users and we want to run the tag only for visitors from this audience.
- In Multiplicity, set how often the tag should be fired. For example, Fire tag multiple times.
- When you're done, click OK.
- Click Save for the tag.
- Test your tag in debug mode.
- When you're happy how the tag works, click Publish. Tip: You can fire tags in a specific order by prioritizing them under Menu > Tag Manager > Settings> Tag priority.

Is your tag manager not listed in this document?

Don't worry! Sandsiv+ can be easily integrate with all TAG MANAGERS. Get in touch with your Customer Success Manager, we are going to help you.