

eAnalytics -TAG 1.2

PAGE TAGGING QUICK-START GUIDE

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QUICK-START GUIDE

The eAnalytics Tag offers a wide range of functions to analyze the visitors' behavior on various types of web sites. In order to collect data on your web sites' usage and your visitors' behavior, an invisible image request (the eAnalytics Tag) has to be integrated on each web page.

This Quick-Start Guide describes a basic "ready-to-use" installation of the eAnalytics Tag. If you would like to know more about the full functionality of the eAnalytics Tag, please take a look at the eAnalytics Page Tagging Business Guide and the eAnalytics Page Tagging Guide.

The following two steps describe the minimum configuration required for the eAnalytics page tagging:

1. Download the eAnalytics Tag JavaScript file "eat_v1_2_1.js" (from the eAnalytics web site www.eanalytics.de).

Copy the changed file (without changing the file name) to a location on your web server that can be accessed by your visitors' browsers – like a directory you use to store other JavaScript files.

2. Next, the JavaScript file needs to be integrated in the head tag on all of your web pages – using the following code block:

```
<script type="text/javascript" >

(function() {

    var eat_async = eat_async || [];
    eat_async.push(['eat_setTagServerHost', '#TAGSERVERHOST#']);
    eat_async.push(['eat_featC']);

    var u=("https:" == document.location.protocol) ?
"#HTTPS_PATHTOFILE#" : "#HTTP_PATHTOFILE#";
    var d=document, g=d.createElement('script');
    var s=d.getElementsByTagName('script')[0];
    g.type='text/javascript'; g.defer=true; g.async=true;
    g.src=u+'eat_v1_2_1.js';
    s.parentNode.insertBefore(g, s);
})();
</script>
```

Replace the #HTTPS_PATHTOFILE#/#HTTP_PATHTOFILE# with the https-/http-URL or the path to the above chosen directory of the javascript file eat_v1_2_1.js and #TAGSERVERHOST# with your host name or your IP address. The result could look like follows:

```
<script type="text/javascript" >

(function(){

    var eat_async = eat_async || [];
    eat_async.push(['eat_setTagServerHost', 'eat.mydomain.de']);
    eat_async.push(['eat_featC']);

    var u=("https:" == document.location.protocol) ?
"https://www.mydomain.de/js/" : "http://www.mydomain.de/js/";
    var d=document, g=d.createElement('script');
    var s=d.getElementsByTagName('script')[0];
    g.type='text/javascript'; g.defer=true; g.async=true;
    g.src=u+'eat_v1_2_1.js';
    s.parentNode.insertBefore(g,s);
})();
</script>
```

Or like this, if you prefer to use an IP address¹:

```
<script type="text/javascript" >

(function(){

    var eat_async = eat_async || [];
    eat_async.push(['eat_setTagServerHost', 162.28.41.22]);
    eat_async.push(['eat_featC']);

    var u=("https:" == document.location.protocol) ? "
http://www.mydomain.de/js/"; " : " http://www.mydomain.de/js/";
    var d=document, g=d.createElement('script');
    var s=d.getElementsByTagName('script')[0];
    g.type='text/javascript'; g.defer=true; g.async=true;
    g.src=u+'eat_v1_2_1.js';
    s.parentNode.insertBefore(g,s);
})();
</script>
```

¹ Please note that using the IP address will cause problems if you try to tag SSL secured pages. In that case you will need to use a valid domain name and install a corresponding SSL Certificate on your tag server. More information on that topic can be found in the eAnalytics Installation Guide.

With this implementation and the default settings in the external JavaScript file the following information will be transferred with every page impression on your web site:

- Page title from HTML-Tag <title></title>
- Plug-ins: Flash, Windows Media Player and Java
- Browser information: screen and windows sizes, color depth
- User agent
- Referrer

Once the eAnalytics data processing is started, the eAnalytics front-end will deliver reports on visits to your web site and answer questions like: from which referring domains did my visitors come from, what pages did they see and how long did they stay.

Please note that the set-up described above is the most simple implementation and will answer basic questions only. If you are interested in more details like the number of visitors looking at your videos, the number of orders in your shop or the ROI on your AdWords spending, you will have to refine your page tagging set-up.

The eAnalytics Page Tagging Business Guide gives an overview of the features of eAnalytics from a business point of view. It includes a checklist which is supposed to translate the business needs into a guide for the IT department. Based on this checklist and the eAnalytics Page Tagging Guide the IT department should be equipped to implement the full eAnalytics functionality.

Following documents are also available:

eAnalytics_Page_Tagging_Business_Guide_english

eAnalytics_Page_Tagging_Guide_english