

GOODWAY GROUP FLOODLIGHT INSTRUCTIONS FOR A WEBSITE

Adding Tags to site pages using **Google Tag Manager**

What is a Floodlight Tag? A Floodlight is a snippet of code (typically an image or iframe tag) that sends a request to an ad server. Floodlight tags are also called pixels.

How are Floodlights set up by Goodway? Goodway sets up Floodlights in an ad server. Tags are sent to the Advertiser as a text file via email.

Why does Goodway need Floodlights? Floodlights allow Goodway to report on the activity of users who visit a website after viewing or clicking on a banner. Each activity has its own Floodlight tag. When a user performs the action after seeing an ad, it is counted as a conversion. Goodway also uses this technology to optimize campaigns and retarget users when applicable.

Why does an advertiser need Floodlights? Advertisers use data from Floodlights to determine the effectiveness of their online campaigns in terms of user activity on their site.

What do advertisers need to do? If the site is coded with Google Tag Manager, advertisers need to **copy the Advertiser id (SRC), Group Tag String (Type), and Activity Tag String (cat) from each Floodlight tag** and paste them into the Google Tag Manager interface. After the code is added and set live, please let your Goodway contact know it is live so he or she can test the page to make sure the Floodlight is firing.

What makes up the Floodlight? Below are the parts of a Floodlight tag:

1. src = Advertiser ID
2. type = Floodlight Group ID
3. **cat** = Floodlight Activity ID. **The cat is different for each tag.**
4. ord = random number/unique counter/order ID

Step 1: Verify the site has set up Google Tag Manager

If a site would like to use **Google Tag Manager** as a way to manage external pixels, the site must set up a Google Tag Manager account and install the **Google container snippet** on every page that the client would like to track. If the container snippet is not added, then Goodway's pixel will not fire.

Below is an example of what the Google Tag Manager tag looks like. For more information please go to https://support.google.com/tagmanager/answer/6102821?hl=en&ref_topic=3441530

```
<!-- Google Tag Manager -->
<noscript><iframe src="//www.googletagmanager.com/ns.html?id=GTM-MWMJCF"
height="0" width="0" style="display:none;visibility:hidden"></iframe></noscript>
<script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
  new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
  j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
  '//www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f);
})(window,document,'script','dataLayer','GTM-MWMJCF');</script>
<!-- End Google Tag Manager -->
```

Step 2: Identify how many Floodlights need to be implemented on the site

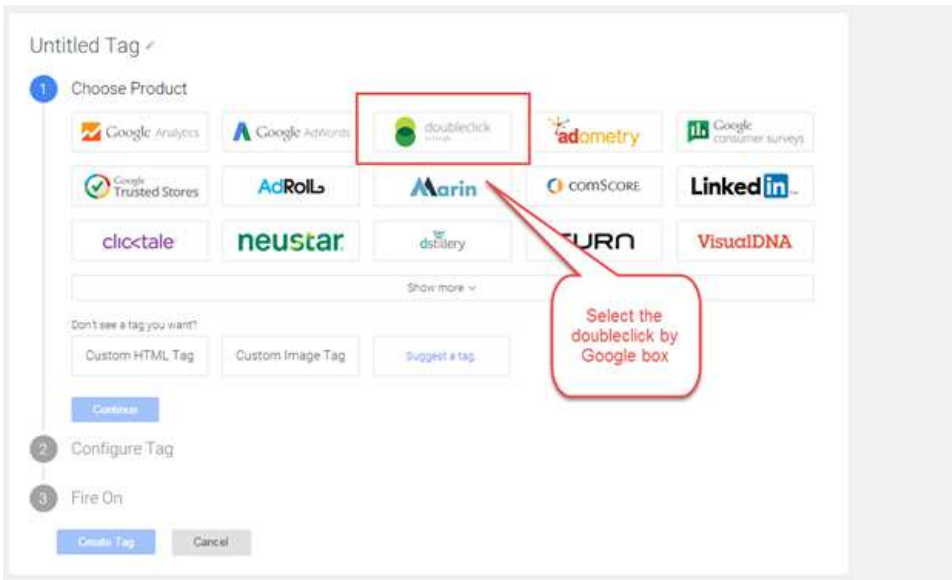
Goodway Group will provide a text document. This document includes Floodlights for **key pages** on the site as agreed upon by the client and Goodway. Typically, pages that need to be tagged include a Landing Page, Homepage, and a Conversion Page. Each Floodlight has a different **cat id**.

```
<!-- Tag for Activity Group: IP123456, Activity Name: Landing Page~IP123456, Activity ID: 3065559 -->
<!-- Expected URL: http://www.iab.com/ -->
<!--
Activity ID: 3065559
Activity Name: Landing Page~IP123456
Activity Group Name: IP123456
-->

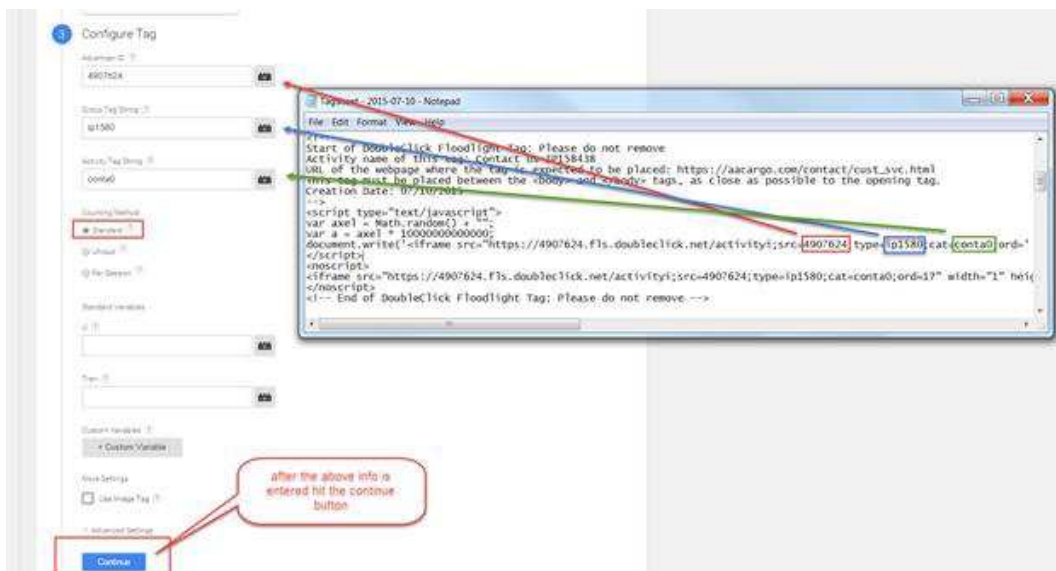
<!--
Start of DoubleClick Floodlight Tag: Please do not remove
Activity name of this tag: Landing Page~IP123456
URL of the webpage where the tag is expected to be placed: http://www.iab.com/
This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
Creation Date: 04/25/2016
-->
<script type="text/javascript">
var axel = Math.random() + "";
var a = axel * 10000000000000;
document.write('<iframe
src="https://2927341.fls.doubleclick.net/activityi;src=2927341;type=ip1230;cat=landi0;dc_lat=;dc_rdid=;tag_for_ch
ild_directed_treatment=;ord=' + a + '?' width="1" height="1" frameborder="0" style="display:none"></iframe>');
</script>
<noscript>
<iframe
src="https://2927341.fls.doubleclick.net/activityi;src=2927341;type=ip1230;cat=landi0;dc_lat=;dc_rdid=;tag_for_ch
ild_directed_treatment=;ord=1?" width="1" height="1" frameborder="0" style="display:none"></iframe>
</noscript>
<!-- End of DoubleClick Floodlight Tag: Please do not remove -->
```

Step 3: Add the Floodlight tag to the site's Google Container Tag (Google Tag Manager)

- A. Open up Google Tag Manager <https://tagmanager.google.com/?hl=en#/home>
- B. Select the doubleclick by Google box

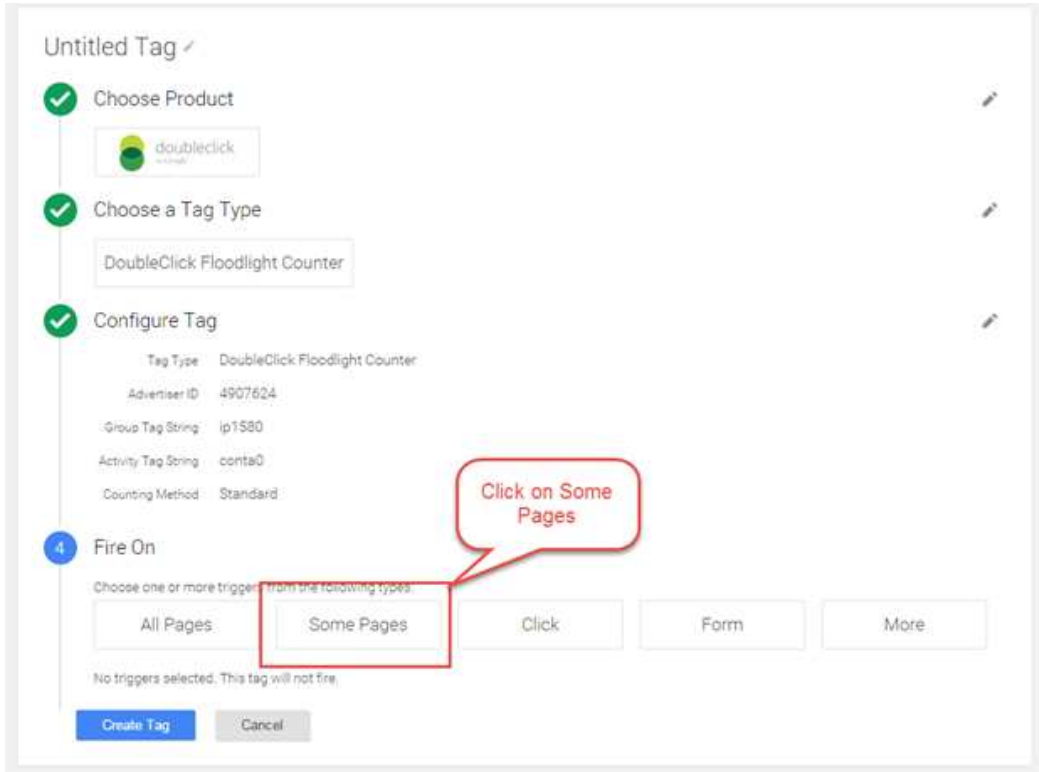


- C. Expand Configure Tag. Copy and paste the Advertiser id (SRC), Group Tag String (Type), and Activity Tag String (cat)
- D. Counting method is Standard
- E. Click on continue



- F. Expand Fire On

G. Click on Some Pages



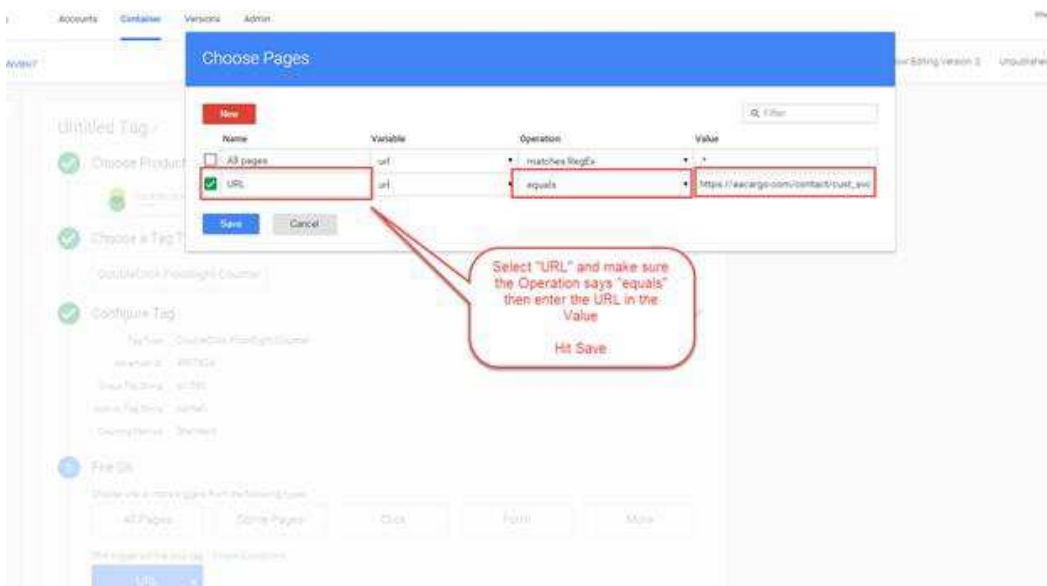
Untitled Tag ✓

- ✓ Choose Product
 - doubleclick
- ✓ Choose a Tag Type
 - DoubleClick Floodlight Counter
- ✓ Configure Tag
 - Tag Type: DoubleClick Floodlight Counter
 - Advertiser ID: 4907624
 - Group Tag String: ip1580
 - Activity Tag String: conta0
 - Counting Method: Standard
- 4 Fire On
 - Choose one or more triggers from the following types:
 - All Pages
 - Some Pages**
 - Click
 - Form
 - More
 - No triggers selected. This tag will not fire.

Create Tag Cancel

H. Select URL. Make sure the operation says “equals”; then enter the URL in the Value

I. Click on Save

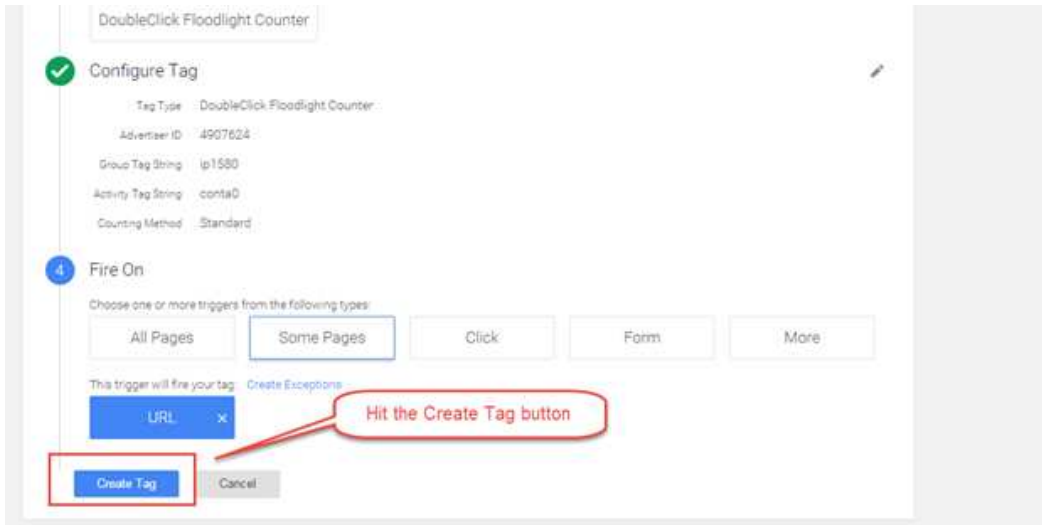


Choose Pages

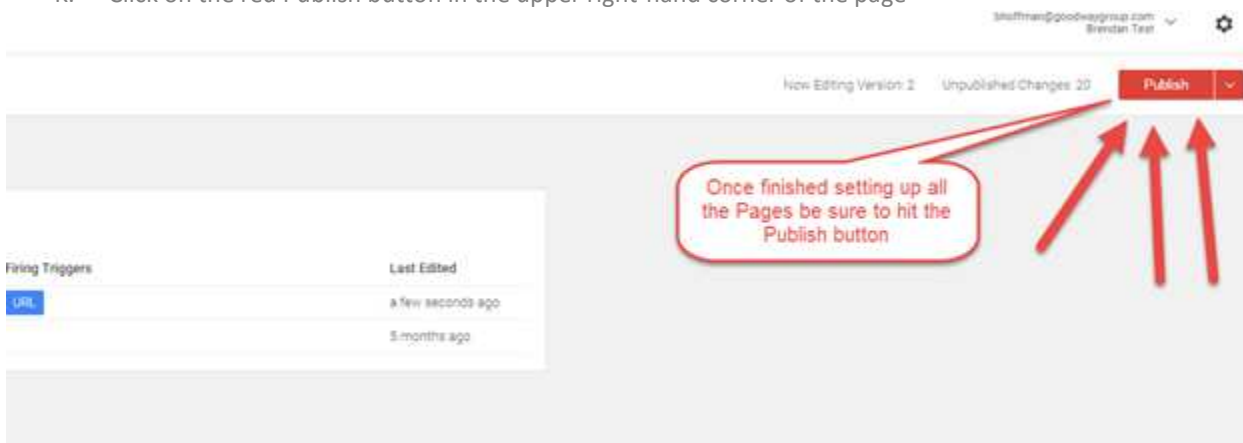
Name	Variable	Operation	Value
<input type="checkbox"/> All pages	all	matches RegEx	
<input checked="" type="checkbox"/> URL	url	equals	https://www.goodway.com/contact/outLanding

Select "URL" and make sure the Operation says "equals" then enter the URL in the Value Hit Save

J. Click on Create Tag



K. Click on the red Publish button in the upper right-hand corner of the page



Step 4: Let your Goodway Group team member know the Floodlight has been added to the site
After you let your Goodway Group team member know the Floodlight has been added to the site, Goodway will test it on their end to confirm it is firing and seeing activity.

For more information please review Google's help center at https://support.google.com/tagmanager/answer/3281060?hl=en&ref_topic=3281056