

## What is a Spotlight Tag?

Spotlight tags allow an advertiser to track, measure and report on activities that happen after a web user sees or clicks on an ad. A post-impression activity is logged when a user sees the ad, does not click, but then visits a tagged page on the advertiser's web site within the next thirty days. A post-click activity is logged when a user clicks on the ad and then visits one or more tagged pages on the advertiser's web site.

For example, a jewelry shopper saw a display ad for diamond earrings on three websites. The shopper did not click on any of the ads, but eventually came to Advertiser A's website and purchased jewelry. If Advertiser A did not use Spotlight tags, the purchase would not be attributed to the display ad because standard reporting stops at clicks. There would be no traceable connection between the jewelry shopper, the display ad and the purchase. By implementing Spotlight tags, Advertiser A would be able to follow the shopper from the impression to the tagged pages of Advertiser A's website and ultimately to the checkout page (if tagged). Spotlight tags can even gather information on the number of items the user's shopping cart as well as the total purchase amount.

Visibility into a customer's exposure to an ad and activity on the advertiser's site allows the advertiser to track conversions and analyze customer drop-off. If customers are frequently dropping off at the same step in the checkout process, further analysis should be done to identify how that step can be improved.

Spotlight tags are also useful beyond e-commerce. They can be used to track requests for information, registrations for an event, etc. If an advertiser wants to capture information on people who sign up to receive information via email, Spotlight tags can track who saw the ad, who clicked on the ad, who filled out the form and who submitted the form. If 50% of the users are start to fill out the form but don't finish, analysis needs to be done on why this is happening. Is the company asking for personal information? If so, is this information absolutely necessary at this time?

Spotlight tags strengthen the media planning process through attribution and they can be used to improve the registration experience, shopping experience and ultimately sales.

There are two types of spotlight tags:

- **Counter-** With this type of tag, DART records the number of times a user sees a web page.
- **Sales-** This type of tag is used to record either the number of transactions or the number of items purchased by the user and the value of the sale.

## Custom Spotlight Variables

In addition to the counter or sales tags, advertisers may also chose to set their own unique variables to track additional information. The advertiser may set a maximum of 20 custom variables (with 128 character limit for each). Agenti will set these custom variables and incorporate them into the Spotlight tag.

## Information Gathering

Agenti will create the Spotlight tag and send you the HTML code to implement on your site. Here's a checklist of the information we need from you before we can create the Spotlight tag.

What type of spotlight would you like to use?

- Counter**  
What type?
  - Unique- this tag will only count a user once in a 24 hour period
  - Standard- this tag will count a user every time they land on a page
- Sales**  
What type?
  - Number of transactions
  - Number of items sold

Is the site a Secure or Non-Secure page:

- HTTP
- HTTPS

Where is your server located?

What is the URL address of the page that will contain the Spotlight?

What would you like the Spotlight to be named?

If you would like to incorporate custom variables, please list these.

### Implementation of the Spotlight Tags

Once we receive the above information, Agenti will create the spotlight tags and send you the HTML tag to implement on your website. Once you receive the HTML tag, you will see that there are basic instructions for implementing the tag and the tag itself included in the information that you download. Since each tag is unique, the instructions included on the actual tag should be followed for proper implementation on your site.

#### The following is an example of basic instructions you may see included with a counter tag:

Spotlight tag implementation instructions

1. Insert the Spotlight tags near the top of the page, immediately after the <body> tag. This allows the Spotlight request to be sent to DART in the event that the user presses the STOP button or navigates away from the page.
2. In order to defeat caching and ensure accurate counts, every Spotlight tag requires that a number be inserted into the ord= key-value of the tag. This value cannot contain semicolons or special characters and should be random for Standard tags, a constant value for Unique user tags, and an order confirmation value for Sales tags. In addition, Unique user tags also require a random number in the num= key-value to completely defeat caching and ensure an accurate count.
3. If the page where the Spotlight tag is placed is on a secure server, by choosing the "Secure Server" option an "s" is automatically inserted after "http" in the tag code. If this is not done, the data cannot be captured, and certain browsers can display a security warning.
4. Custom Spotlight Variables are limited to 128 characters.

Following the instructions you will see the actual tag to incorporate into your site. Each type of tag has different key-values that are used. The values in brackets represent a variable. A variable is a symbol or name that represents a value.

#### Example of a counter tag:

```
<IMG SRC="http[s]://ad.[cc].doubleclick.net/activity; src=[src];type=[type];cat=[cat];ord=[random number]?WIDTH=1 HEIGHT=1 BORDER=0>
```

#### Example of a sales tag:

```
<IMG SRC="http[s]://ad.[cc].doubleclick.net/activity; src=[src];type=[type];cat=[cat];qty=[Qty];cost=[Revenue];ord=[Confirmation ID]?"WIDTH=1 HEIGHT=1 BORDER=0>
```