

ONBOARDING WEBSITE TAGGING GUIDE

This document provides instructions on how to implement website tags on your website to ensure accurate data results.

Visit tag: this is a mandatory tag and must be added. This measures all visits to your website.

Visit Tag Code

You must place the following code string on every web page that you would like to measure visits for.

The code can be pasted directly on to each page or placed on each page via a tag management system (TMS):

```
<!-- Begin TVSquared Tracking Code -->
<script type="text/javascript">
  var _tvq = window._tvq = window._tvq || [];
  (function() {
    var u = (("https:" == document.location.protocol) ?
      "https://collector-31730.tvsquared.com/"
      :
      "http://collector-31730.tvsquared.com/"
    );
    _tvq.push(['setSiteId', "TV-6381276390-1"]);
    _tvq.push(['setTrackerUrl', u + 'tv2track.php']);
    _tvq.push([function() {
      this.deleteCustomVariable(5, 'page')
    }]);
    _tvq.push(['trackPageView']);
    var d = document,
        g = d.createElement('script'),
        s = d.getElementsByTagName('script')[0];
    g.type = 'text/javascript';
    g.defer = true;
    g.async = true;
    g.src = u + 'tv2track.js';
    s.parentNode.insertBefore(g, s);
  })();
</script>
<!-- End TVSquared Tracking Code -->
```