

Overview

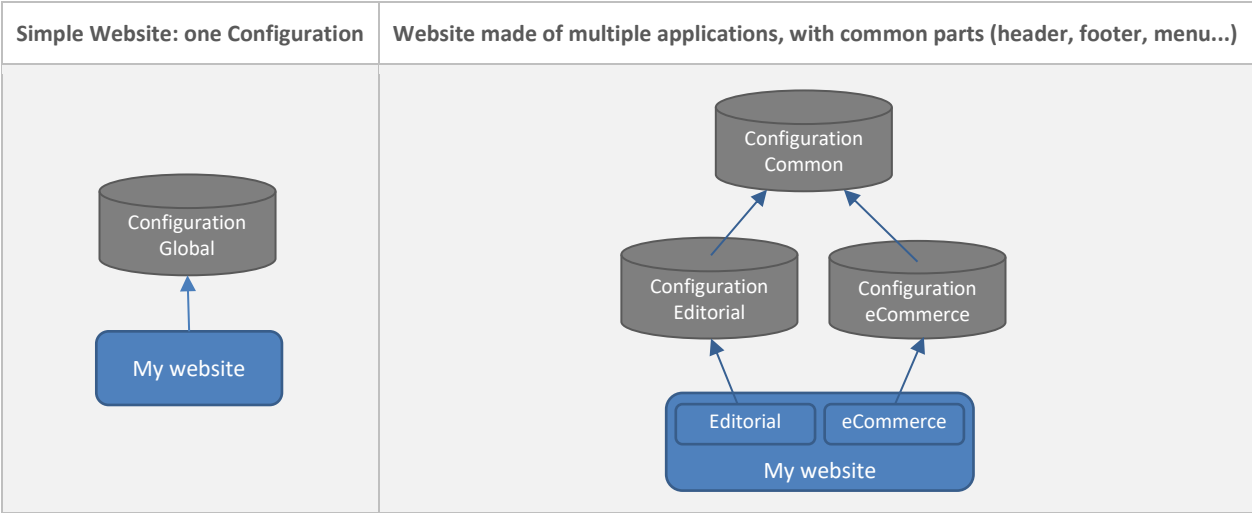
Overview.....	1
<i>Purpose</i>	2
<i>Getting Started</i>	4
<i>Simulation</i>	7
<i>Modification</i>	9
Rules.....	10
<i>AT Internet Naming Policy</i>	11
<i>Mapped Paths</i>	13
<i>Node(s) Selector</i>	15
<i>Value Indicator</i>	16
<i>XTag Selector</i>	17
Commands.....	18
<i>Configuration</i>	19
<i>Platforms</i>	28
<i>Analysis</i>	32
<i>Container</i>	37
Data Collectors.....	40
<i>Production</i>	41
<i>Perimeters</i>	42
<i>PreProd</i>	44
<i>Site Variables</i>	45
<i>Page Variables</i>	46
<i>Clicks & Events</i>	47
<i>Components</i>	52
<i>Visitor</i>	53
<i>Search</i>	54
<i>Sales</i>	55
<i>Videos</i>	63
<i>Specific</i>	64
<i>Includes</i>	66
<i>Third-Party</i>	67
<i>Level 2 Dictionary</i>	68
<i>Versions</i>	69
<i>Test Cases</i>	70
GA Mirroring.....	72
<i>Purpose</i>	73
<i>Google Analytics Preparation</i>	76
<i>AT Internet Preparation</i>	86
<i>Collected Data</i>	87
Settings.....	103
<i>User Options</i>	104
<i>Shared Assets</i>	106
Customizations.....	108
<i>Customization JS</i>	109
<i>Mirroring JS</i>	111
Server Setup.....	112
<i>Amazon AWS</i>	113
Changelog.....	114
<i>What's new?</i>	115
<i>What's next?</i>	117

Purpose

Principles

XTag Configurator belongs to the suite XTagManager, a Tag Management System dedicated to Web Analytics (AT Internet and Google Analytics).

It allows managing Web Analytics Configuration, that can be defined as a *Web Analytics Tags Container dedicated to one Web Application*.



















Whatever the Configuration(s) design and cascaded inclusions, only one JS is loaded (including ATI SmartTag), with just what the application needs, hence optimal performances.

XTagManager doesn't provide any server infrastructure, but fully automate publications on your own server or on Amazon cloud servers - that can be setup in a few minutes-, taking care of CDN flush (CloudFront and/or Akamai so far).

For offline consultation, this guide can be downloaded as [XTagConfigurator.pdf](#) or as [XTagConfigurator.chm](#) (compiled help).

Specificities

As it is basically Web Analytics oriented, **XTag Configurator** doesn't work as other generalist TMS do, bringing significant advantages:

	It is a Desktop application (Office based), sharing Configuration assets in the Cloud (Amazon S3, Git). Configuration setup is made locally, hence ultra-fast testing cycles (<15s).
	It never needs any Data Layer, even for eCommerce, hence no development effort required on application side.
	It automatically synchronizes AT Internet and Google Analytics, when required (configure once, tag twice), including campaigns in both ways (ATI <> GA).
	It automatically switches on PreProd storages, depending on customizable rules (by default based on declared hostname patterns).
	It easily tracks dynamic contents (popups, Ajax, Angular, React, Vue...) without development effort on application side, thanks to its customizable triggering engine and smart APIs.
	It automatically tracks YouTube videos (play, pause, progress), even when dynamically loaded, even without the presence of enablejsapi=1.
	It automatically classifies external/internal visits without boring IP lists, by detecting when they come from internal network or not, even behind a proxy changing its public IP.
	<p>Its CTAs configuration is not made with <i>tags</i> based on bubbled events, nor by listening <i>Data Layer events</i>, but with an ordered list of <i>Definitions</i> dynamically injected at node level.</p> <ul style="list-style-type: none"> • Once a node addressed by a <i>Definition</i>, it ignores the others (from specific cases to general ones), • With its built-in contextual variables, unique naming can be ensured with only one <i>Definition</i>, for instant basic Configurations, • <i>Definitions</i> can be factorized thanks to merge capabilities at each level, avoiding copy/paste of common parts, hence an easier maintenance, • It automatically classifies inbound, outbound and download links, based on customizable rules.
	It allows retrieving CTAs and Values Selectors without CSS knowledge, thanks to XTag Selector .
	It allows checking CTAs name and type in-page, without clicking, thanks to XTag AT Internet Spy or XTag Google Analytics Spy .
	It allows displaying CTAs results Charts in-page, thanks to XTag AT Internet Charts .
	It allows performing instant CTAs non-regression checking, thanks to XTag AT Internet CTAs List or XTag Google Analytics CTAs List .
	Its JavaScript API allows customizing all default behaviors, so that you're never blocked by any technology (except AMP), nor any tracking requirement.
	It allows embedding any other TMS for marketing tags: Google Tag Manager and Tag Commander as built-in settings with automated preprod switching, and others (Tealium, Ensighten, Adobe,...) thanks to its "Third-Party" container. Doing so, it allows designing different containers schemes and release cycles for Web Analytics and Marketing activities.
	It manages GDPR opt-out (ATI privacy mode and GA blocking) whatever the system providing user cookie acceptance (Tag Commander Trust provided as ready-to-use example).
	Its snippet can be synchronous, asynchronous or deferred, synchronous mode allowing header third-parties like Optimizely.


XTagManager allows implementing Web Analytics very much faster than any other TMS, for a richer and more accurate tracking, with no dependencies on development team, so with a run mode fully agile.

Getting Started

Prerequisites

Mandatory

- Windows 2008 and further.
- Office 2010 and further.
- For Publication: Amazon S3 bucket, or public server with FTP access. See [Server Setup](#) for preparation.
- Recommended: Chrome extensions [XTag AT Internet](#), [XTag Google Analytics](#), [XTag Selector](#).




XTag AT Internet: Record, check, access data

Offered by: www.xtagmanager.com

Categorize, record and display AT Internet tags, with parameters meani

★★★★★ 5 Productivity

Add to Chrome




XTag Google Analytics: Record and check

Offered by: www.xtagmanager.com

Categorize, record and display Google Analytics tags, with parameters

★★★★★ 1 Productivity

Add to Chrome



XTag Selector: Visual selection for trackers

Offered by: www.xtagmanager.com

Visual selection of page element, navigate to parent, build XTag Select

★★★★★ 2 Developer Tools

Add to Chrome

Optional

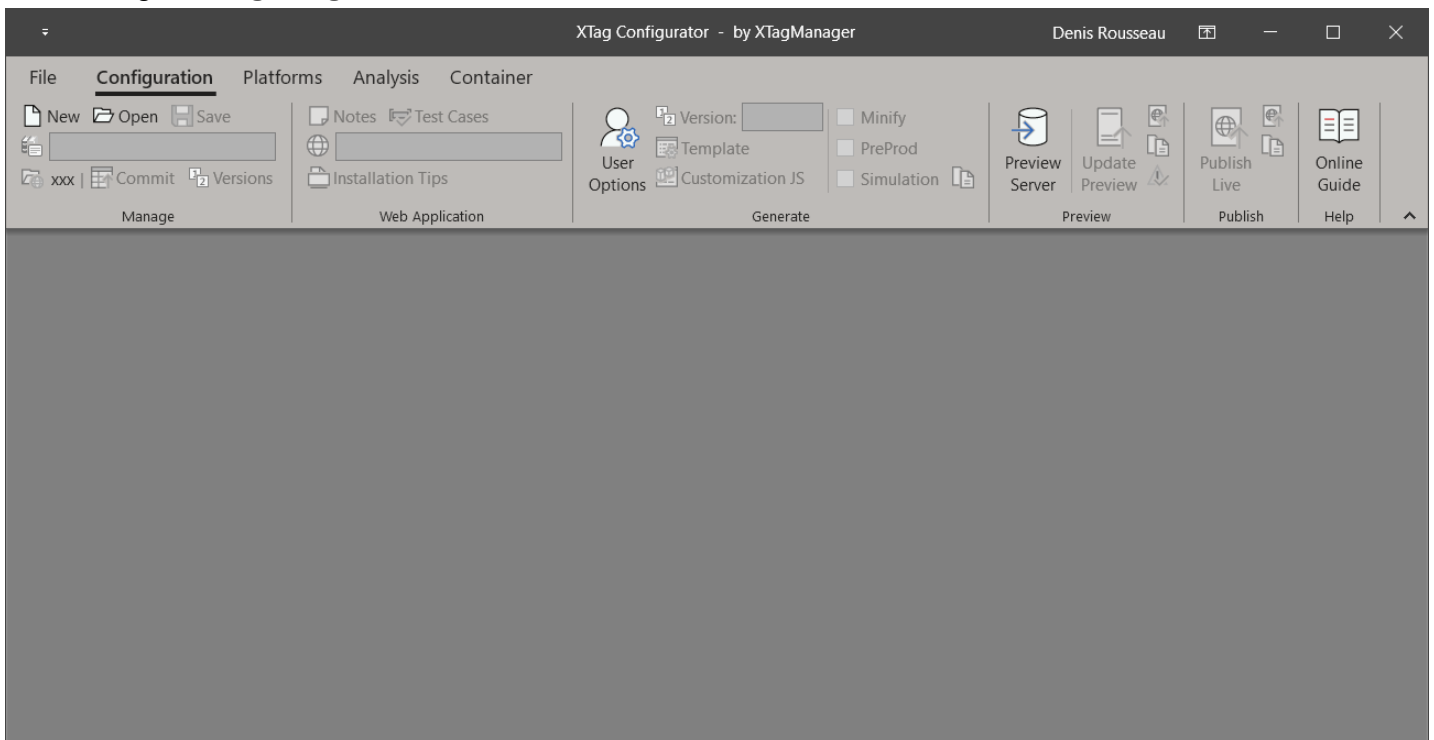
- For Configurations history saving & sharing (team work): [Git installation](#).
- For Simulation and Tests: Chrome extensions [Requestly](#) or [Resource override](#).

Install XTag Configurator

1. Close all your Excel workbooks,
2. Run **Setup_XTC.exe**, click on **Next**,
3. You are prompted to enter the root location, C:\XTagConfigurator by default.
Provided path is created when doesn't exist, and automatically declared as trusted location in Office.
4. Click on **Next** until installation's end.
5. Double click on the **XTag Configurator** icon created on your desktop, the splash screen appears:



6. Start working with XTag Configurator:



Basic Settings

Sharing

Mandatory for team work, optional otherwise: you need to populate [Sharing Path/URL](#) and [Git](#) settings in [Common User Options](#).

Sites List

Optional: if already populated and shared, the [Sites List](#) of your organization will be available. Otherwise, it can be initiated by importing a CSV file.

But you can also do it one by one, as and when your Configurations are created.

Configurations List

Optional: if already populated and shared, the [Configuration List](#) of your organization will be available, and the first time you will open one, a Git Clone will be automatically done.

Otherwise, the list will appear empty and you'll have no other choice than creating a [New](#) one.

Publication settings

Mandatory for Publication, optional for local testing: see [Publisher Options](#).

Configuration Template

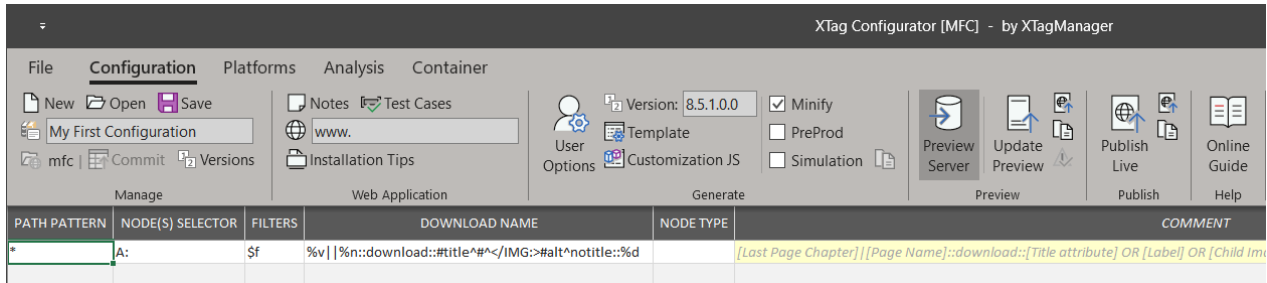
Optional but recommended: customize the template used to create each Configuration, see [Configuration Template](#).

My First Configuration

Creation

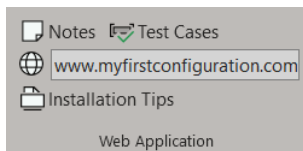
Create your first operational configuration in a couple of minutes:

1. Run XTag Configurator.
2. Create a Configuration: see [New](#) for instructions.
3. Click on **OK**
4. The new Configuration is created and open:

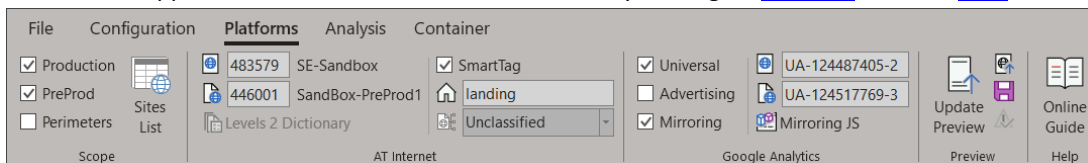


Completion

1. Adjust/complete the [Host Name Pattern](#) with the domain of your Website:

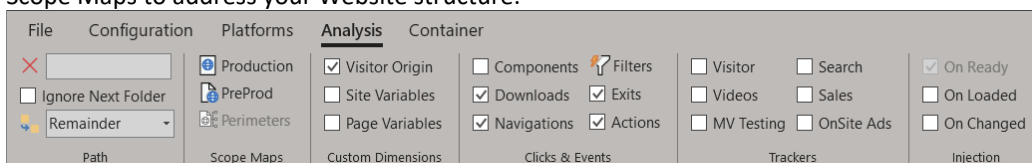


2. If they were not present in your template, click on [Platforms](#) ribbon to define ATI Site IDs and possibly GA Properties. If ATI Site ID appears as “Undeclared Site ID”, declare it by clicking on [Sites List](#), then on [New](#).



3. **That's it!** You can already check this basic Configuration by clicking on [Update Preview](#). It is ready to be published and [installation tips](#) can be forwarded to your technical team. In the meantime, you can start testing without waiting thanks to the [Simulation](#) mode, so that it can be completed before installation with further steps:

4. If you need to setup ATI Level 2 and possibly Google Analytics Content Groups, activate [Perimeters Scope](#),
5. Click on [Analysis](#) ribbon to activate and define the data categories you want to collect, and possibly define [Production](#) and [Perimeters](#) Scope Maps to address your Website structure:



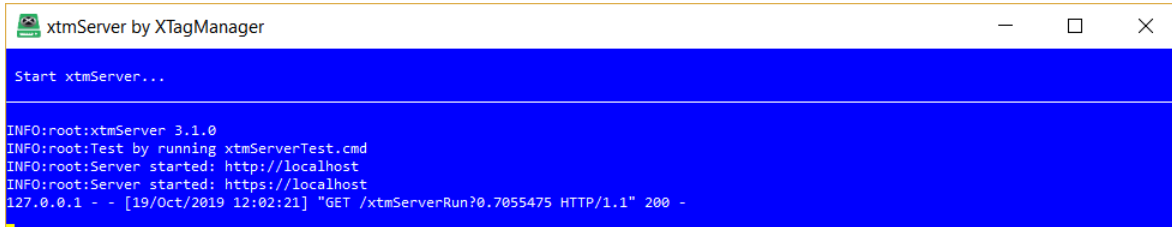
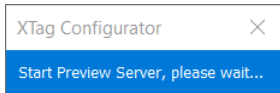
6. If you want completing your Configuration with a GTM or a Tag Commander Container, click on [Container](#) ribbon and define them:



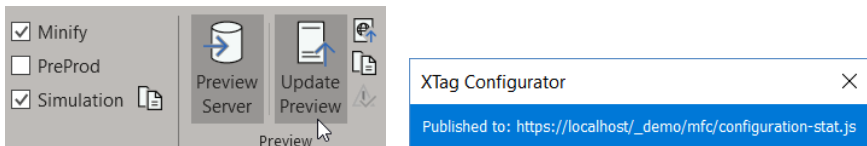
Simulation

Preparation

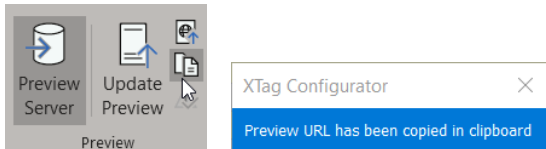
1. In the [Preview](#) Section, click on [Preview Server](#) (if not already highlighted by a previous test).




2. Click on [Update Preview](#). A confirmation is displayed:

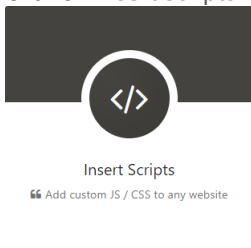


3. Click on [Copy Preview URL](#)



Requestly for Simulation

1. In Chrome browser, click on [Requestly](#) extension .
2. Click on **+ New Rule**
3. Click on **Insert Scripts**

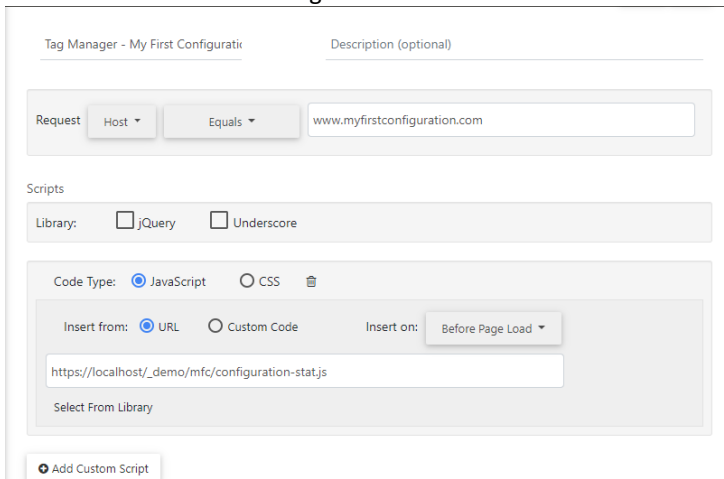


4. Enter a name, and set the filter on Host Equals, then type website hostname (usually the same than [Host Name Pattern](#), when exact match),

Click on , change Insert on: option to **Before Page Load**

Paste what you get in the clipboard from last [Preparation](#) step (click on [Copy Preview URL](#)) in source URL (relative or absolute)

You should obtain something like that :



5. Click on **Save** : your Simulation is ready!

Verification

1. Run **XTag AT Internet** and open a tab to display your website (or reload it **Ctrl** + **F5**)
2. You should record a [Page tag in XTag AT Internet](#). If no, wait a few seconds and reload your page (Requestly sometimes requires a delay just after rule creation).
3. Navigate to another page: you should see a new Page tag.
If no, maybe your Web Application is a Single Page Apps, or maybe it is refreshed by Ajax calls without Page Load.
If you see **#/** or **#!/** in landing URL, it is a SPA, knowing there are cases where such indices are not present.
You can type simultaneously **Ctrl** + **U** to see the page source: if there's no HTML content but only JS inclusions, it's a SPA (but Ajax refresh cannot be identified this way).
If you have identified such technology or if you have a doubt: activate [On Changed](#) in **Analysis** ribbon, click on [Update Preview](#) and reload your site page.
>> Try a new navigation: now Page tags must be sent each time you navigate.

- Activating [On Changed](#) on non-SPA is not an issue, but it is not optimal, and can make some configuration stuffs more complex than required. Moreover, that modifies [installation tips](#) then it's preferable to be sure: it's better asking your technical team.
- In some rare cases, Requestly's Script Injection happens too late. In this case you must activate the [Simulation](#) mode in the [Generate](#) section of [Configuration](#) ribbon.

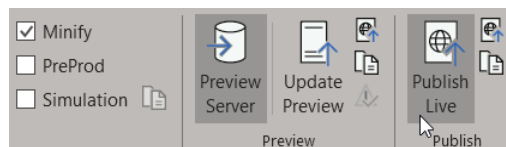
Publication

Prerequisites

Once your Configuration validated by Simulation, you can Publish it. See [Publisher Options](#).

Publish & Commit

Ensure [Minify](#) is checked, with [PreProd](#) and [Simulation](#) unchecked (if not, you'll be warned), then see instructions for [Publish Live](#).



Installation

Once your new Configuration published, you can ask your technical team to install its snippet. See [Installation Tips](#).
In the meantime, you can continue working on it.

Completion & Test

1. Make your change
2. Click on [Update Preview](#)
3. Reload Page
4. Look at Page tag in [Page tag in XTag AT Internet](#), and use [XTag AT Internet Spy](#) to check your CTA names and types without clicking.


This cycle being very fast, you can setup and test your tags one by one, and make a summary test in the end.

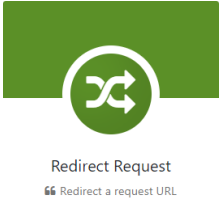
Modification

Preparation

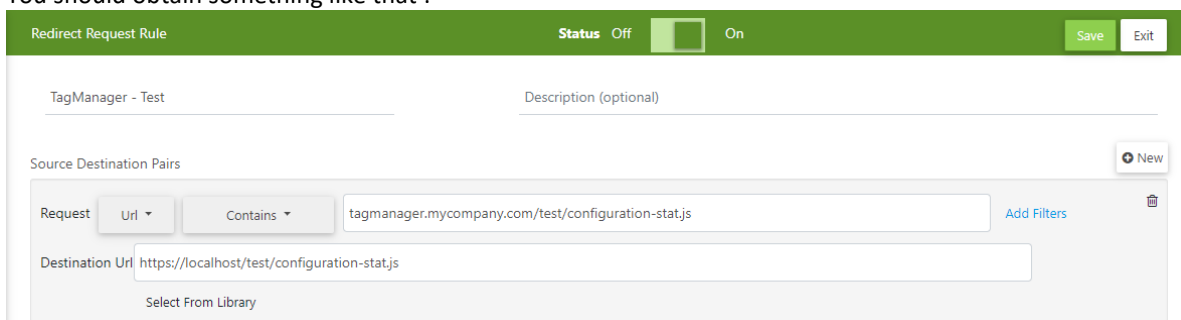
Before modifying your Configuration, it's preferable activating the [PreProd](#) mode: doing so, all your tests won't pollute production results. If you intend to add/modify [Customization JS](#), you can also uncheck [Minify](#): your code will be easier to debug.

Requestly for Modification

1. [Open](#) the Configuration you want to modify.
2. In Chrome browser, click on [Requestly](#) extension .
3. Click on **+ New Rule**
4. Click on Redirect Request



5. Enter a name,
 6. Switch on **XTag Configurator**, click on [Copy Live URL](#), then paste in Url Contains
 7. Switch on **XTag Configurator**, click on [Copy Preview URL](#), then paste in Destination Url
- You should obtain something like that :

The image shows the 'Redirect Request Rule' configuration interface. At the top, there is a green header with the text 'Redirect Request Rule' and a 'Status' toggle switch set to 'Off'. To the right of the toggle are 'Save' and 'Exit' buttons. Below the header, there is a form with two input fields: 'TagManager - Test' and 'Description (optional)'. Below these fields, there is a section titled 'Source Destination Pairs' with a 'New' button. Inside this section, there are two input fields: 'Request' and 'Destination Url'. The 'Request' field has a dropdown menu set to 'Url' and a 'Contains' dropdown menu. The 'Request' field contains the text 'tagmanager.mycompany.com/test/configuration-stat.js'. The 'Destination Url' field contains the text 'https://localhost/test/configuration-stat.js'. There is an 'Add Filters' button next to the 'Request' field and a 'Select From Library' button below the 'Destination Url' field.

8. Click on **Save** : you're ready to work on it!

Modify & Test

1. Make your change
2. Click on [Update Preview](#)
3. Reload Page
4. Look at Page tag in [Page tag in XTag AT Internet](#), and use [XTag AT Internet Spy](#) to check your CTA names and types without clicking.

Rules

AT Internet Naming Policy

Purpose

XTagManager computes automatically all tag names sent to AT Internet (Page tag or Click & Event tag), based on some rules described below.

When this default behaviour doesn't meet naming requirement, some controls & completions can be managed at configuration level (see [Page name](#) for page tags or [Click name](#) for click tags).

When such Configuration flexibility is not enough, specific handling can be done in [Customization JS](#).

Page tags

Default rule

By default, Page tag name is automatically generated from URL, by using the following pattern:

<code>[protocol]://[host]/[removed path]/[account path]/[level 2 path]/[chapters path]/[page].[extension]</code>	
<code>[protocol]://[host]</code>	Protocol is not used for naming, but secured protocol (https) is used to setup the proper ATI Server. Host is not used for naming, but can be considered to set the proper ATI account.
<code>[removed path]</code>	Leading path ignored for naming. See Path Shortener .
<code>[account path]</code>	Folders identifying ATI Site ID (when one site is tracked with multiple accounts). See Production .
<code>[Level 2 path]</code>	Folders identifying website subdivision (Level 2). See Perimeters .
<code>[chapters path]/[page]</code>	Remaining folders and page name. All slashes ('/'), except leading and trailing ones, are replaced by chapter division ('::') up to three chapters (others will be replaced by underscore and then embedded in page name).
<code>.extension</code>	Always ignored.

Standard sample

<code>http://www2.schneider-electric.com/sites/corporate/en/customers/satisfy-our-customers/strategic-accounts.page</code>	
<code>http://www2.schneider-electric.com</code>	Protocol and host, not used in this case to set the account.
<code>/sites/corporate</code>	Leading path, configured to be removed (/sites + next folder).
<code>/en</code>	Mapped to ATI account and server (225304 , http://logi10), then removed.
<code>/customers</code>	Mapped to Level 2 (5), then removed.
<code>.page</code>	Extension, always ignored.

The Remainder: `/satisfy-our-customers/strategic accounts` is converted in chapter and page name: `satisfy-our-customers::strategic accounts`

Possibly forbidden characters are automatically escaped to be accepted by AT Internet.

These rules can be overridden by configuration, see [Page name](#).

Special cases

Landing pages

As explained above, when folders are mapped to account or Level 2, they are discarded from naming.

But when, once done, there's no remaining folders to compute the page name, it could lead to generate an empty name.

An empty name is replaced by page's URL in ATI's results, like Google Analytics does: in most cases, this is not what is required.

Empty name can occur with two kinds of URL:

Website landing page	Example: www.mydomain.com
Level 2 landing page	Example: www.mydomain.com/Product/Range when \Product\Range is mapped to a Level 2.

XTagManager prevents empty name as following:

Website landing page	Define default page name - Example: <i>Home</i>
Level 2 landing page	No page name pattern specified: use last Level 2 folder as name – From example above: Range Page name pattern specified: use it.

Unclassified pages

When some parts of the website have been forgotten in Level 2 configuration, it could lead to raise tags with a Level 2 set to 0: they are called “unclassified pages”.

There are two strategies to manage them, depending on your requirements:

Unclassified allowed	This is the default behavior: all unclassified will be automatically raised with an empty name (whatever the name computed by rules described above) This empty name will be replaced by page’s URL in AT Internet results.
Unclassified forbidden	End Perimeters configuration with a * mapped to a default Level 2 <i>Example: 102 (Miscellaneous)</i>

In other words, it means “when a Level 2 is expected, not having one is an issue: I record the URL to identify them. If I want to give them a name anyway, I use a dedicated Level 2”.

Clicks tags

Tag name

Default click tag name depends on click type:

Type	Rule	Example
Exit	Target URL, without protocol & parameters	http://www.linkedin.com/groups?about=&gid=56843
Download	[CurrentPageName]::[FileName]	<ul style="list-style-type: none"> Current page name: seg::industry::food-beverage Link URL: /solutions/ww/en/med/pdf/1014-green-corporation.pdf Click tag name: seg::industry::food-beverage::1014- green-corporation.pdf
Navigation & Action	[CurrentPageName]::[TargetLeaf]	<ul style="list-style-type: none"> Current page name: Home Link URL: /sites/corporate/en/support/contact/customer-contact.page Click tag name: Home::customer-contact.page

Possibly forbidden characters are automatically escaped to be accepted by AT Internet.

These rules can be overridden by configuration, see [Click name](#).

Click type control

There are some rules checked before accepting a click tag requirement. When they are not respected, such requirement is ignored.

These rules can be overridden in customization file.

Type	Rule	Example
Exit	Target host name != host name pattern	www.facebook.com /SchneiderElectric != www.schneider-electric.com
Download	No control, except defined filters , but by default it must be a link.	
Navigation	Target host name = host name pattern	www.schneider-electric.us /en/insights/ = www.schneider-electric.us
Action	No control, can be any type of node.	mailto: your.contact@schneider-electric.com

Mapped Paths

Purpose

Most of configuration steps begin with identifying concerned pages, thanks to a given path. You'll find below the meaning of each considered path.

Path definitions

Original

Basically, a "path" is understood as the part of URL without protocol, host name and parameters.

XTagManager calls it the **Original path**.

Example:

```
http://www.schneider-electric.fr/sites/france/fr/support/faq/faq_main.page?page=content&country=FR&lang=fr&id=FA19854
```

Initial

We have seen in [Page Tag rules](#) that some simplifications are done on [Original path](#), by Configuration or by design.

XTagManager calls the result the **Initial path**.

Example:

From [Original path](#): `/site` is removed by [Path Shortener](#), `/france` is removed by [Ignore Next Folder](#), and `.page` extension ignored by design:

```
/sites/france/fr/support/faq/faq_main.page
```

Customized

For [Production](#) mapping, [Initial path](#) can be customized.

XTagManager calls the result the **Customized path**.

Example:

From [Initial path](#), `country` parameter `FR`, is used to constitute a locale in the language folder, intended for [Production](#) mapping:

```
/fr-FR/support/faq/faq_main
```

Final

If [Customized path](#) is convenient for [Production](#) mapping, it's not necessarily the same for subsequent uses (Perimeters, Search, Sales, Clicks...).

XTagManager calls the result the **Final Path**, or internally the *Statistics Path*.

You can decide how those mappings will be achieved by setting [Final Path](#) to **Initial**, **Customized**, or the **Remainder** (meaning previous result minus **mapped path**).

Example:

Option	Final path
Initial	/fr/support/faq/faq_main
Customized	/fr-FR/support/faq/faq_main
Remainder	/support/faq/faq_main

Note that, in all cases, [Customization JS](#) can also decide to modify this path for [Perimeters](#) Scope Map: it means that the expected Path mapped in Perimeters is the same than for all [Analysis](#).

If you want to see the Final Path used by Perimeters and Analysis, just type `stat_condition._spath` in the console:

```
> stat_condition._spath
< "/fr/fr/work/services/electrical-distribution"
```

Final path can also be modified by Perimeters Customization JS.

In standard cases (only one account, no folder removed, no customization): **Initial=Customized=Remainder=Original**[if no extension]

Usage definitions

Root

A Path Root is the beginning of the considered Path (whole path is also matched), understood as complete folders.

- Path Root is used by [Scope Maps](#): with [Customized Path](#) for [Production](#) mapping, and with [Final Path](#) for [Perimeters](#) mapping.
- When ended by dot, given Path is not used as Root, but compared as exact match.
- * alone is understood as « all possible paths », and can be used by those mappings, but only once, in last position.
- * at the end of path is useless, but it is ignored when present.

Examples:

Path root	Matches	Doesn't match
/ww-EN	/ww-EN/support/faq/faq_main	/ww-FR/support/faq/faq_main
/ww	/ww/support/faq/faq_main	/ww-EN/support/faq/faq_main
/ww*	Same as above	
/ww.	/ww/ or /ww	/ww/en
*	All path	

Pattern

A Path Pattern is a list of Paths separated by pipes |.

Each path can contain wildcards *. Otherwise, it is an exact match.

- Path Pattern is used by all Analysis maps: [Custom Dimensions](#), [Clicks & Events](#) and [Trackers](#).
- Starting by */ considers all possible folder(s) *before* the pattern.
- Ending by /* considers all possible folder(s) and page name *after* the pattern.
- Ending by * in a folder consider the value on the left as an expected root.
- * alone is understood as « all possible paths ».

Examples:

Path Pattern	Matches	Doesn't match
*/faq/faq_main	/ww-EN/support/faq/faq_main	/ww-EN/support/faq
/faq/	/ww-EN/support/faq/faq_main /ww-FR/support/faq	/ww-EN/support/faq_main
/support/faq/*	/support/faq/faq_main /support/faq	/ww-EN/support/faq
/product/*	/en/product/12358 /fr/product-range/AN2546	/allproducts
*/all-products */product-listing	/en/allproduct /fr/product-listing	/product-listing/index

Node(s) Selector

Definition

Node Selector is an advanced system allowing to locate a set of elements in current page. It can be setup manually, or thanks to [XTag Selector](#).

- It returns an array of nodes that can be the considered ones, or their ascendant(s): it means that final selection depends on expected node type. When not specified, expected node type is **A** (link).
- It is used as Nodes Collection in SELECTOR columns, but also as unique node to fill [Value Indicator](#) in VALUE or data columns or between < > in [page](#) or [click](#) names.

Syntax

Node selector allows the usage of standard **css** or **jquery** selectors, but propose also a simplification of XPath, with the following differences:

- *dot* class separator (.) is replaced by *double dot* (:),
- [*@id* = 'myID'] is replaced by @myID or simply myID,
- Only determinant nodes are retained in the path: if a level is not useful, it is omitted: this is the essential point, leading to short paths resistant to structure changes.
- It doesn't provide any attribute-based filtering syntax, because this is something addressed by FILTERS columns.

It selects nodes with the following pattern:

AscendantNodeSelector/SubAscendantSelector/.../leafSelector

Where a **Selector** can be:

Selector	Select														
id or @id	Node using this ID, returned in a list with unique element. Note: @ is mandatory only when there's a double dot (:) in this ID, it's useless otherwise.														
nodeType:className.*[index]	Node(s) with this type and class beneath current ascendant (whatever their level). <ul style="list-style-type: none"> • If nodeType is omitted, only direct children are considered for class matching. Otherwise, all descendants with given node type are considered. So if you want to select all children nodes of a given class whatever their type and position, use css selector instead (css:className). • . (dot) indicates that just this class is required match will be done for class name: class1. : matches "class1 class2" or "class1" • * indicates that a partial match will be done for class name : class1* : matches "class1 class2" or "class12" or "Myclass1", etc... Note: ... (ellipsis) does the same, but it's a deprecated syntax. • [index] is optional: if missing, only first node (index = 0) is considered for an AscendantSelector, while all are returned for the leafSelector. Negative values are accepted, and considered as counting from the end of list. Examples: <table> <tr> <td>DIV:row</td><td>Select DIV nodes with exact class row.</td></tr> <tr> <td>DIV:row.</td><td>Select DIV nodes with row in class names list</td></tr> <tr> <td>DIV:row*</td><td>Select DIV nodes containing row in one of their class names</td></tr> <tr> <td>DIV:row[1]</td><td>Select second DIV nodes with exact class row.</td></tr> <tr> <td>UL:[-1]</td><td>Select last UL node beneath current ascendant, whatever its class.</td></tr> <tr> <td>LI:</td><td>Select all LI nodes beneath current ascendant, whatever their class.</td></tr> <tr> <td>:row*</td><td>Select nodes containing row in one of their class names, but only if they are <u>direct child</u> of current ascendant.</td></tr> </table>	DIV:row	Select DIV nodes with exact class row .	DIV:row.	Select DIV nodes with row in class names list	DIV:row*	Select DIV nodes containing row in one of their class names	DIV:row[1]	Select second DIV nodes with exact class row .	UL:[-1]	Select last UL node beneath current ascendant, whatever its class.	LI:	Select all LI nodes beneath current ascendant, whatever their class.	:row*	Select nodes containing row in one of their class names, but only if they are <u>direct child</u> of current ascendant.
DIV:row	Select DIV nodes with exact class row .														
DIV:row.	Select DIV nodes with row in class names list														
DIV:row*	Select DIV nodes containing row in one of their class names														
DIV:row[1]	Select second DIV nodes with exact class row .														
UL:[-1]	Select last UL node beneath current ascendant, whatever its class.														
LI:	Select all LI nodes beneath current ascendant, whatever their class.														
:row*	Select nodes containing row in one of their class names, but only if they are <u>direct child</u> of current ascendant.														
..Selector	Look for matching node in current node ancestors. Example: <table> <tr> <td>..DIV:row</td><td>Look for an ancestor DIV with exact class name row.</td></tr> </table>	..DIV:row	Look for an ancestor DIV with exact class name row .												
..DIV:row	Look for an ancestor DIV with exact class name row .														
javascript:code or jsnodes:code	Node(s) returned by javascript code . <ul style="list-style-type: none"> • code can be a function call, a variable name... everything that returns an array of nodes. • code is executed with exception management, so if it contains an error, nothing is broken. 														
jquery:jquery_selector \$:jquery_selector	Node(s) returned by a jquery selector <ul style="list-style-type: none"> • This syntax doesn't consider the current ascendant, if any. So it can only be used as first ascendant, or alone. • JQuery library must be loaded by the page. If not, this syntax returns an empty array. • When \$ is the first character of a Definition, enter a quote before (Excel constraint). 														
css:css_selector	Node(s) returned by a css selector Examples: <table> <tr> <td>css:[title~='flower']</td><td>Selects all nodes with a title attribute containing the word 'flower'.</td></tr> <tr> <td>css:a[href*='.pdf']</td><td>Selects all link containing '.pdf' in their target URL</td></tr> </table>	css:[title~='flower']	Selects all nodes with a title attribute containing the word 'flower'.	css:a[href*='.pdf']	Selects all link containing '.pdf' in their target URL										
css:[title~='flower']	Selects all nodes with a title attribute containing the word 'flower'.														
css:a[href*='.pdf']	Selects all link containing '.pdf' in their target URL														

Value Indicator

Definition

A value indicator is a set of syntaxes intended to retrieve or calculate one value, expected as text or numeric (depending on targeted field). It is used by [Visitor](#), [Search](#) and [Sales](#), but also to complete names ([page name](#), [click name](#)).

Remarks about numeric values:

- Any numeric value equal to or less than 999,999,999.99 will be considered as being valid. Any value above this figure will be considered as 0.
- If an expected numeric value is retrieved as text, it doesn't matter if it contains currency (£, \$, €, ...), local separator (like comma instead of dot) or any comment ("VAT", "Tax free", ...): **XTagManager** cleans unexpected characters, detects local separators and convert in real number.

Node Selector

When the expected value is present in page, the value indicator can be a [node selector](#) locating its place.

- In all cases, when the selector returns more than one node, only the first is considered.
- A selected node is considered for all text it contains, including children.** In other words, what you have visually selected is retrieved, minus leading and trailing spaces, html comments, and line feeds. Numeric values are cleaned as described above.
- You can add \\U or \\L at the end of the Selector to make the result Upper Case or Lower Case.

When it is retrieved with XTag Selector, use "For value extraction" in contextual menu.

When it is used in a name (in Perimeters Pages Names or Clicks & Events Name), a Node Selector must be surrounded by < >, including Case specifiers.

JavaScript call

Text or Numeric Source	Value retrieved
<code>js:code</code> or <code>jstext:code</code>	Text returned by a JavaScript <i>code</i> , interpreted as string or number, depending on targeted value. It can be an expression, a function (in customization file), or any global variable declared in page. <i>Example: js:myFunction()</i>
<code>jsn:code</code> or <code>jsnum:code</code>	Same as before but expected value must be only a valid number. If not, zero is returned. To be used for calculation. <i>Example: jsnum:(function(){return (totalPrice*0.2);})();</i> >> Inline function to compute VAT
<code>selector/jsf:myFunction</code> or <code>selector/jsfunc:myFunction</code>	Returns <i>myFunction(selected node)</i> . From provided selector, selected node is used as parameter to call <i>myFunction</i> . Must not use double quotes in expression. <i>Example: /jsfunc:(function(n){return ((n.className&& n.className.indexOf('active')>=0)?'expand':'collapse');})</i> >> Inline function to compute current node name

When it is used in a name (in Perimeters Pages Names or Clicks & Events Name), a JavaScript call must be surrounded by < >. In all other cases, it's optional.

Other Text or Numeric Sources

Text Source	Value retrieved
<code>#parameter</code>	URL <i>parameter</i> 's value, or empty string when missing. <i>Example: #_requestid</i> >> retrieve value of <i>_requestid</i> parameter in page's URL.
<code>!cookie</code>	<i>cookie</i> 's value, or empty string when missing. <i>Example: !JSESSIONID</i> >> retrieve value of <i>JSESSIONID</i> cookie for current domain.
<code>\constant</code> <code>\constant</code>	constant string. <i>Example: \none</i> >> Set <i>none</i> as value in all cases.
<code>999</code>	Any numeric value.

XTag Selector



Methodology

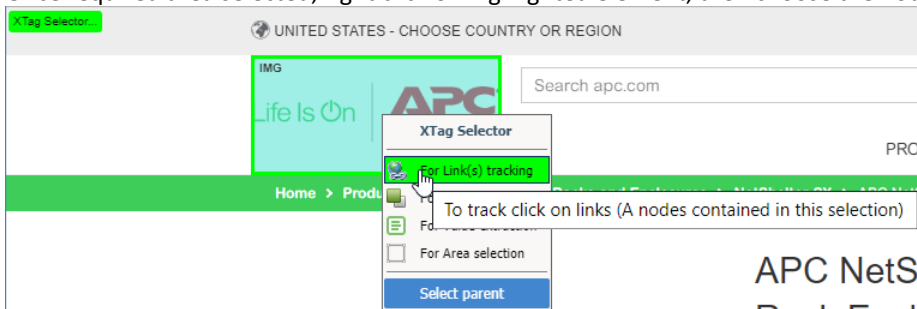
XTag Selector allows retrieving [Node\(s\) Selectors](#) and [Value Indicators](#) based on them without HTML nor CSS knowledge.

It uses a complex algorithm to select only significant path and class names, in order to provide an identification that will be change resistant.

This extension can be found in [Chrome store](#).


Instructions

- Once installed, simply click the toolbar icon  to activate .
- Then, with the green selector, hover any element you want to select in current page.
- If you don't succeed to select the required area, select a smaller one inside, then click on [Select Parent](#) until you obtain the proper selection.
- Don't worry if you don't directly select the **A** node of a link (like the **IMG** below): XTag Selector examines if it has a **A** ascendant.
- Once required area selected, right click on highlighted element, then choose the node selector type:



Menu	Select
For Links(s) tracking	All contained links (<a>); elements. Useful for click tracking on link elements. If there is no link in your selection, you'll be warned. Note: Some href filter can be also retrieved separated by tab, to automatically populate FILTER column.
For Action tracking	The exact place where the action is done. Useful for any clickable place which is not a link. Note: the node type is also retrieved separated by tabs, to automatically populate NODE TYPE column.
For Value extraction	Text inside the selection, for Value Indicator . If there's no text in the selection, you'll be warned.
For Area selection	The corresponding area, whatever it contains. Can be used for Videos areas, Search results when they are not links, or general usage.

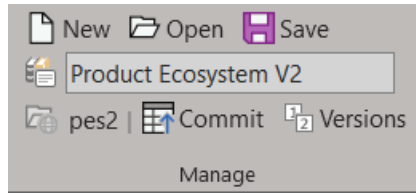
>> **Corresponding selector is copied in the clipboard**, but also displayed on screen for information (until a new selection is made).

- Paste the selector:
 - Links, Action, Area: in a SELECTOR column. For Links and Actions, FILTERS and NODE TYPE can be completed as well by clipboard content.
 - Value: in a VALUE column ([Sites Variables](#), [Page Variables](#), [Visitor](#)) or in any column expecting data ([Search](#) Keyword/Page Num, [Sales](#)) but also between < > inside [page](#) or [click](#) names.
- To deactivate, click again on toolbar icon  or on [XTag Selector...](#) at upper left corner, or type on [Esc](#) key, or switch on another tab.

Commands

Configuration

Manage



New

Create a new Configuration

XTag Configurator - New Configuration

Unique ID:

!

Type: ☒ Regular ☐ Master

Name:

Local Folder:

...

Filters:

Repository:

Cancel

OK

XTag Configurator - New Configuration

Unique ID:

MFC

!

Type: ☒ Regular ☐ Master

Name:

My First Configuration

Local Folder:

\demo\mfc

...

Filters:

DEMO

Repository:

Cancel

OK

Unique ID

Enter an identifier (three letters are usually sufficient). Click on **!** to check it is unused, otherwise that will be checked when you will click on **OK**

Type

Regular: Standard case, to address a Web Application

Master: To gather common tracking, then included in Regular Configurations

Name

Give your Configuration a descriptive name. It will be used as Title, in Configuration List, JS headers and Installation Tips.

Local Folder

Automatically populated with Unique ID as folder, but you can change it.

Filters

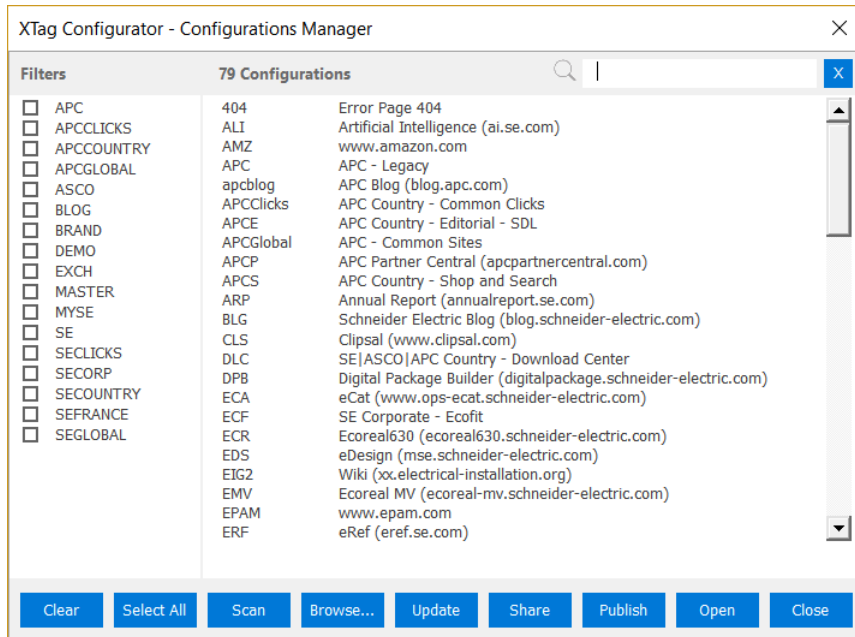
Enter a list of Filters separated by commas. They will be used in Configurations Filters.

Repository

If you have entered your Git settings, a repository is proposed for creation, you can adjust it. Otherwise, it remains empty.

Open

Open the Configuration Manager to select the Configuration(s) on which you want to work, or to Publish them by batch.



Search area

Type letters belonging to the description of the Configuration you are searching: the list is immediately filtered on those containing what you've typed.

Click on **X** to clear this area.

Filters

All the filters declared are gathered here. You can select more than one.

Clear

Clear Filters selection (Display all Configurations).

Select All

Select All the Configurations currently displayed.

Scan

Complete Configurations List by scanning local folder and subfolders.

It is useful when some Configurations have been copied manually, or after a Configurator update coming from a version <12.00

Browse

Browse any folder to add existing Configuration in the List, or to open some which are excluded from the list, like the Configuration templates.

Update

Complete List with Shared Configurations.

The process will download shared list and add the Configurations it contains in your local list when they didn't exist.

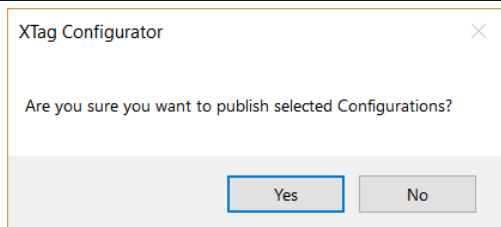
Share

Add Selected Configuration(s) to the Shared List.

The process will download shared list, add into it those you have selected if they were not already present, then upload the completed list.

Publish

Publish Selected Configuration(s), after confirmation:



If, among the selection, there were Configurations in error state, or not in a state allowed to be published, you're warned in the end of the process.

[Open](#)

Open Selected Configuration(s).

[Close](#)

Close this Dialog without action.

Save

Save current Configuration.

Title

Type the title you want to use for this configuration. It is used in generated Configuration File Header and Installation Tips.

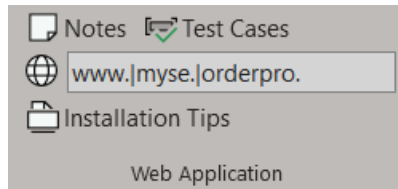
Commit

Commit this Configuration in its repository.

Versions

List of all Commits and Publications, with Date and Author. See [Versions](#).

Web Application



Notes

Open Web Application Notes about this Configuration: URLs, Credentials, Tickets (optional).

Test Cases

Open Web Application [Test Cases](#) used to validate this Configuration (optional).

Host Name Pattern

Define Production Host Name, used to automatically switch on PreProd Platform(s) when Page's Host Name doesn't match.

This must be defined to allow [PreProd](#) definitions ([single PreProd](#) or [PreProd map](#)).

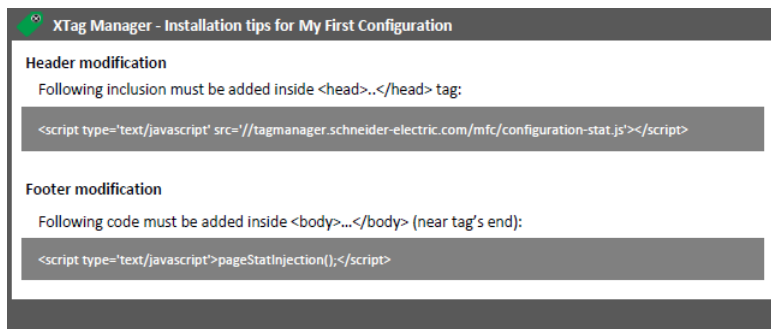
Considered as a Pattern when ended or started by a dot (understood as “Starts with” or “Ends with”), otherwise it's an exact match.

You can declare several Production Host Name Patterns, separated by | (no other operators allowed).

Installation Tips

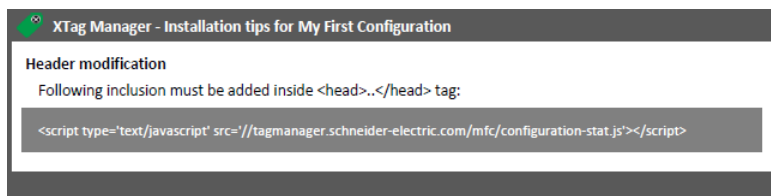
Generate a PDF with all necessary instructions for Configuration implementation in the Web Application for which it is made.

Common



Single Page Apps

If you have selected [On Changed](#) for SPA, footer modification is not required:



Asynchronous Snippet

In some rare cases, Asynchronous Snippet can optimize page load time, however leading to some [third-party](#) limitations.

To do so, keywords **defer** or **async** can be added to the original header inclusion in order to make the configuration file loaded asynchronously:

```
<script type="text/javascript" src="//tagmanager.schneider-electric.com/mfc/configuration-stat.js" async></script>
```

If any (non SPA), footer snippet must be adapted as following:

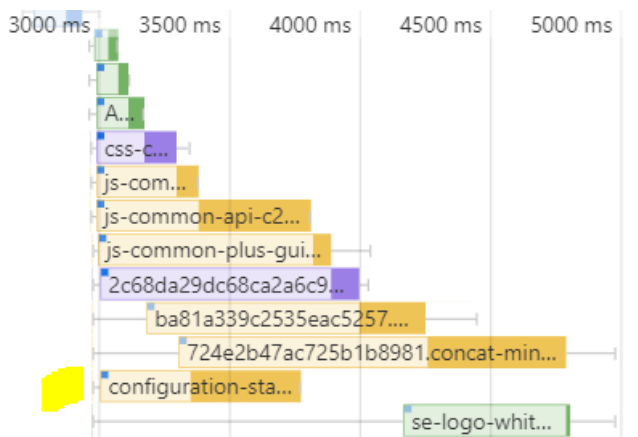
```
<script type="text/javascript">if(window.pageStatInjection)pageStatInjection();</script>
```

As per to w3c:

- If **async** is present: The script is executed asynchronously with the rest of the page (the script will be executed while the page continues the parsing).
- If **async** is not present and **defer** is present: The script is executed when the page has finished parsing.
- If neither **async** nor **defer** is present: The script is fetched and executed immediately, before the browser continues parsing the page.

However, if that will satisfy performance diagnostic tools, most of the time that will have no effect on page rendering time: **XTagManager** JavaScript is light and doesn't make synchronous treatments.

But it can be tried and measured: in the case shown below, the browser parallelizes synchronous loads in page, so while there are others, **async** won't decrease page rendering delay:

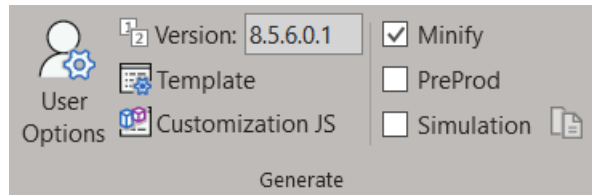


defer alone doesn't make the DOM Ready happening earlier, and it is not recommended for the following reasons:

- Some browsers will create a specific group of parallelization for deferred scripts (by keeping their original order), so if they are few it can result in page load time increase.
- `pageStatInjection()` can happen to soon (before the script is loaded), so the content tag will be postponed to DOM Ready. This can have some impact on traffic volume.
- It can lead to different behavior with old browsers (ignored by IE9), making statistics comparison with recent versions irrelevant.

In case of asynchronous snippet, synchronous calls added in Third-Party container will no longer be executed synchronously

Generate



User Options

Purpose

Define Options that will be used by all your Configurations: your name, Libraries Path, Publisher credentials.

See [User Options](#).

Version

Version of configuration to be generated, as five digits using the following policy:

- Three first digits:
Automatically updated from used library.
- Fourth digit:
Can optionally indicates the last digit of customization file version. It is automatically reset to zero when previous digits are changed from library.
- Fifth digit:
Configuration version for the four previous digits: it is automatically incremented when necessary at publication time.

Template

Edit the JavaScript Template used to generate the configuration (advanced developers only).

Customization JS

Open the [Customization JS](#) file (with the default JS editor setup on your machine) to override default behaviors (for developers only).

This file is generated the first time this command is used, based on the current [Analysis](#) selected, so it is recommended to select all those needed before the first call, otherwise some entry points would be missing and would have to be added manually when needed.

It is recommended as well to validate the need of [On Changed](#) activation before the first call, in order to add the proper code, otherwise it would also have to be added manually.

Minify

Minify all JavaScript files used by this Configuration and use the compressed version of all Libraries.

Check it to [Publish Live](#), let it unchecked for debugging purposes.

If your try to Publish Live a version not minified, you'll be warned to confirm.

PreProd

Force PreProduction Site/Property to avoid polluting Production one with Live Tests.

A Configuration generated with this option cannot be Published Live.

To get this option enabled, you must have defined the Web Application Host Pattern.

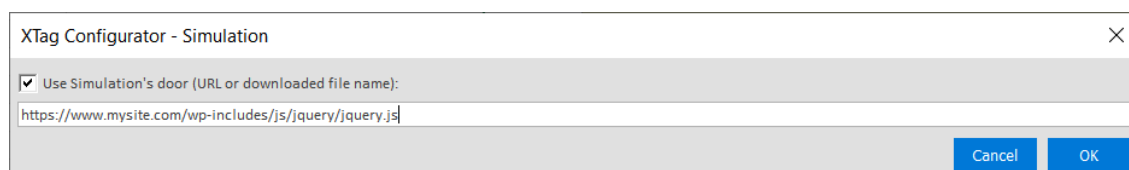
Simulation

Generate a Configuration that can be injected in the Web Application when it has not been installed yet, thanks to JS file included in all application pages, and a Chrome extension (Requestly or Resource Override, + CSP when needed).

Most of the time, with recent Templates, this option is no longer needed to make a Simulation.

However, in some rare cases, Requestly's Script Injection happens too late: this is when you need to activate it:

A dialog appears: activate "Use Simulation's door...", and fulfill it with the URL of a JavaScript file included early in ALL site pages:



Click on [OK](#) , then on [Update Preview](#).

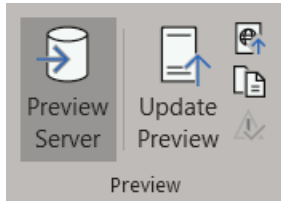
A Configuration generated with this option cannot be Published Live

Copy Simulation's door URL

Copy in clipboard the original Simulation's door URL (without protocol).

While Configuration is not installed, this can be pasted in [Replace] field of Requestly Rule (or [From] field in Resource Override, preceded by protocol or *://).

Preview



Preview Server

Start/Stop Preview Server (localhost) for testing purpose.

Update Preview

Update Preview Configuration for testing purpose. Note that it doesn't save it, so that you can make different tests without modifying the original one.

Open Preview URL

Open Generated Configuration: in default browser if Preview Server is started, or in default JS editor otherwise.

Copy Preview URL

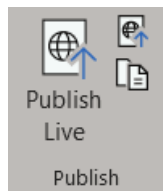
Copy in clipboard the Configuration Preview URL (localhost).

This can be pasted in [With] field of Requestly Rule (or [To] field in Resource Override, preceded by protocol or *://).

Errors logs

See all Errors logged during last Update or Publication process.

Publish

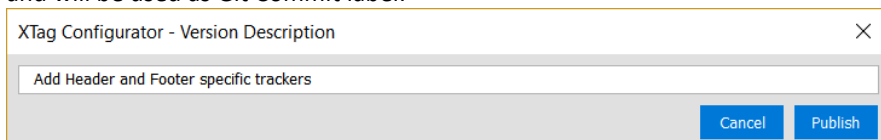


Publish Live

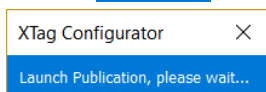
Save the Configuration and Publish it Live.

The Publisher declines if [PreProd](#) or [Simulation](#) are activated, and asks for confirmation is [Minify](#) is unchecked.

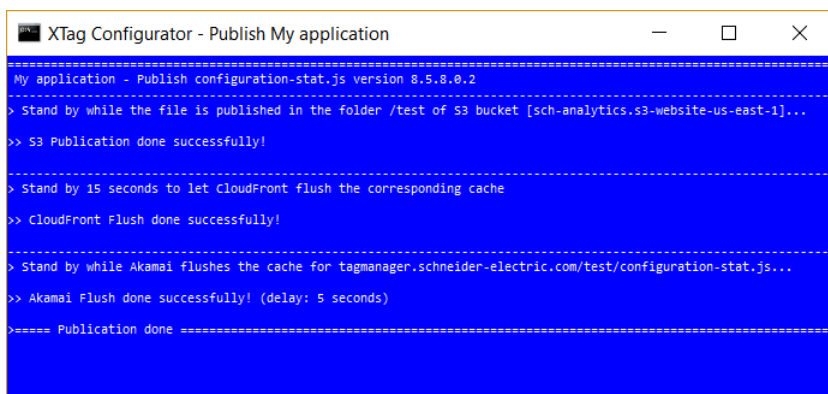
1. You're asked to enter a description of the version you're about to publish (it cannot be empty). It will be reported in Versions history, and will be used as Git Commit label:



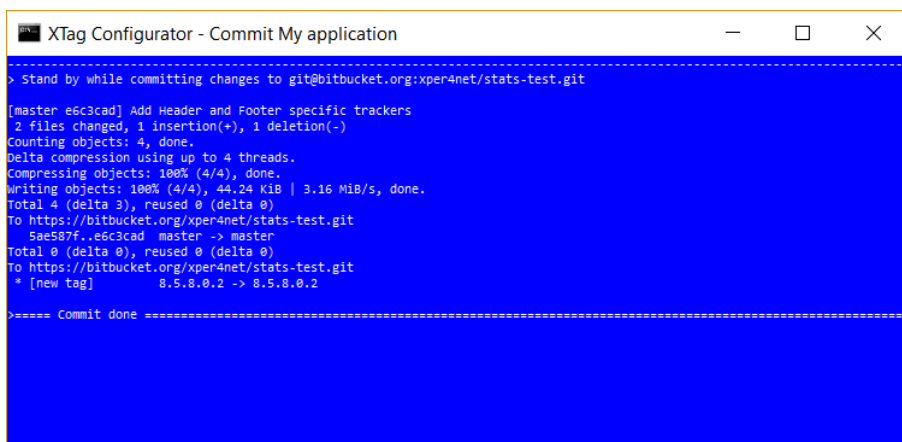
2. Click on **Publish**



The publication steps are automatically chained, depending on your Publisher settings. Hereafter a publication on S3, with Cloudfront automated flush and Akamai fast purge:



Once Publication done, if there's a Git Repository linked to this Configuration, a Commit is immediately triggered and the version tagged:



Open Preview URL

Open Live URL in default browser.

Copy Live URL

Copy the Configuration Live URL. Once Configuration installed, this can be pasted in [Replace] field of Requestly Rule (or [From] field in Resource Override, preceded by protocol or *://).

Help



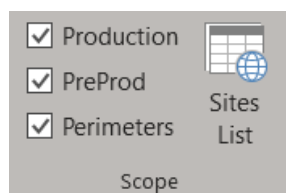
Online
Guide
Help

Online Guide

Open this guide.

Platforms

Scope



Production

Allows defining [Default ATI Production](#), [Default GA Production](#), or [Production](#) Scope Map.

Most of time activated, except when Production storage is already defined elsewhere, for example by the [SmartTag library](#), the CMS, or a Master Configuration.

PreProd

Allows defining [Default ATI PreProduction](#), [Default GA PreProduction](#), or [PreProd](#) mapping.

It is recommended to always define PreProduction, in order to avoid Production results polluted by staging tests.

To activate this, you must have defined the Web Application [Host Name Pattern](#). Note that in case of [SmartTag library](#) defined for this Configuration, PreProd switching is prevented: to take benefit of it, you must use the built-in SmartTag composer.

Perimeters

Allows defining [Default Level 2](#) or [Perimeters](#):

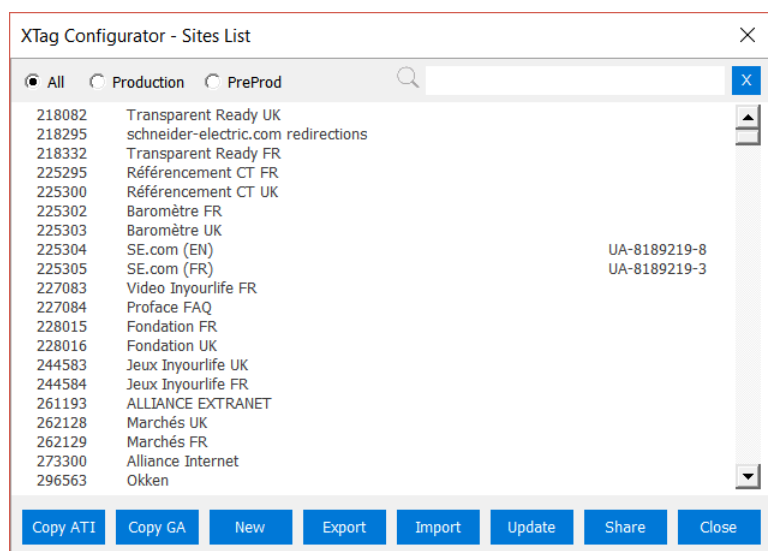
- As Level 2 for AT Internet,
- As [Content Group \[Section\]](#) for Google Analytics Mirroring (customable default).

Deactivate it when Perimeters and Page names are provided by a Master Container or any other source (CMS), or if you want your site tracked with URLs instead of Page Names.

Activate it in all other cases, including when you want your site tracked without Level 2 (Unclassified).

Sites List

Open and manage your AT Internet Sites / Google Analytics Properties Dictionary.



[All](#), [Production](#), [PreProd](#)

Filter on the type you need.

Search area

Type letters belonging to the Site name you are searching: the list is immediately filtered on those containing what you've typed.

Copy ATI

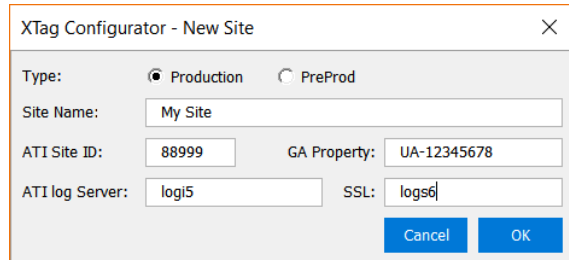
Copy in the clipboard the numeric ATI Site ID of the selected line. As the dialog is non modal, you can immediately paste this value where you want without closing it.

Copy GA

Copy in the clipboard the GA property of the selected line, if any. As the dialog is non modal, you can immediately paste this value where you want without closing it.

New

Open the Site creation Dialog:



Type

Classify this new Site as Production or PreProd. Than will help filtering the list when it contains a lot of Sites.

Site Name

Report the name as it has been declared in AT Internet.

ATI Side ID

Enter the numeric ATI Site ID.

GA Property

Enter the GA Property corresponding the ATI Site ID.

ATI log Server

Enter the **http** subdomain of the server collecting data for the ATI Site ID you've specified.

You don't need to enter the full hostname (neither .xiti.com nor .ati-host.net) are required, they will be deducted.

In case of *Custom Domain Data Collection*, enter the full hostname.

SSL

Enter the **https** subdomain of the server collecting data for the ATI Site ID you've specified.

You don't need to enter the full hostname: neither .xiti.com nor .ati-host.net are required, they will be deducted.

In case of *Custom Domain Data Collection*, enter the full hostname.

Export

Export current Sites List in a selected folder, as a file named xtmSites.xlsx.

Import

Replace current Sites List with the one from an Excel file: it must contain a "Sites" Worksheet with Header and six columns:

ATI	NAME	ATI LOG	ATI LOG SSL	GA	GROUP
609750	XTM Demo - Prod	logc409	logs1409	UA-154221104-3	PROD
609751	XTM Demo - PreProd	logc409	logs1409	UA-154221104-4	PREPROD

Note that columns' names don't matter, but Worksheet's name "Sites" does: however, if not found, the first one will be tried.

Update

Update Sites List with additional entries found in Shared List [xtmSites.xlsx].

Only the new ones found in Shared List will be added in local Sites List.

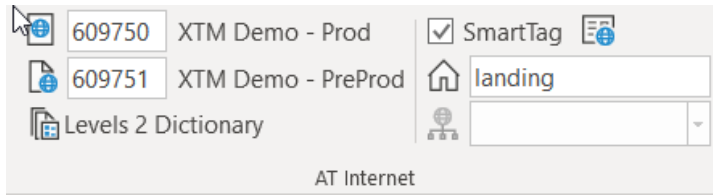
Share

Share additions done, by adding those added in the local Sites List to the Shared List [xtmSites.xlsx], found at location specified in [User Options](#).

Close

Close Sites List dialog without action.

AT Internet



Default ATI Production

Set Default Production AT Internet Site ID, when the Configuration addresses only one.

If several are needed, let it empty and manage Production mapping.

Default ATI PreProduction

Set Default PreProduction AT Internet Site ID.

If several are needed, let it empty and manage PreProd mapping.

Levels 2 Dictionary

Declare the Levels 2 numbers that can be used in Perimeters (those defined in AT Internet for considered Site IDs), and their corresponding names which could feed Google Analytics Content Group [Section] when Mirroring activated.

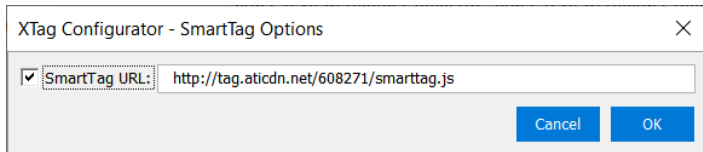
SmartTag

Use **AT Internet** SmartTag Library (recommended). When unchecked, **xtcore** version will be used.

SmartTag URL

Allows using the CDN SmartTag URL, when you need specific options.

Note that doing so, you must ensure by yourself the consistency between the plugins selection achieved in Tag Composer, and all the Analysis selected in this configuration..



Such CDN SmartTag is downloaded and embedded in the configuration file, then it is refreshed (i.e downloaded again) every week. If you want it refreshed immediately, remove "smarttag.js" in your configuration folder.

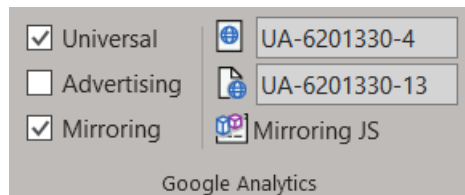
Default Page Name

Page Name used for Website root (no Path in URL). It can also be controlled in [Perimeters](#).

Default Level 2

Set Default Level 2, when only one is required. If several are required (common case), let it empty and manager [Perimeters](#).

Google Analytics



Universal

Use Universal Analytics snippet (recommended).

Advertising

Use Display Advertising snippet (DoubleClick). Not mandatory, and must be avoided in China.

Mirroring

Use Dual tracking engine, mirroring all AT Internet trackers as Google Analytics ones.

If not activated, only the traffic will be captured in GA.

This option can lead to exceed the hits limit of free version (10M/month).

Default GA Production

Set Default Production Google Analytics Property (UA-xxxxxxx-xx).

Default GA PreProduction

Set Default PreProduction Google Analytics Property (UA-xxxxxxx-xx).

You can let it empty if it's the same than Production (not recommended).

Mirroring JS

Create and/or Edit GA Mirroring Customization File.

Preview



Update Preview

See [Update Preview](#).

Open Preview URL

See [Open Preview URL](#).

Save

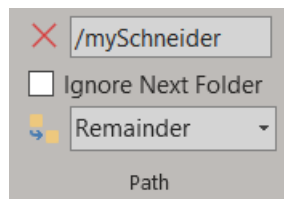
See [Save](#).

Errors Log

See Errors Log.

Analysis

Path



Path Shortener

URL leading path to be ignored for Mapping and Names.

By default, Path folders are used as Chapters names, so this setting allows ignoring recurrent ones that don't bring any useful information.

This removal (as the one below) has an impact on Initial, then on content tag name and all subsequent mappings, except Third-Party which uses [Original path](#).

Example: /sites

Ignore Next Folder

When leading Path above is present, then ignored, do the same for the next folder, whatever it could be.

This option is rarely used, however (originally designed for TeamSite CMS), it can be useful when the folder present after the one defined above is also useless but variable.

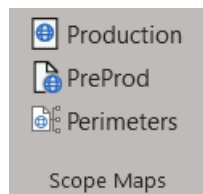
Example: when /sites is found as first folder in URL, remove the folder found just after, which contains country.

Final Path

Final Path Pattern to be used by [Perimeters](#) map and other Analysis.

Initial	URL Path minus Path Shortener and ignored folder(s).
Customized	Initial Path Customized for Production.
Remainder	Customized Path minus Path mapped by Production.

Scope Maps



Production

Active Production Map [Path to Site/Property], when multiple ATI Sites or GA Properties are required.

Example: one Production Site/Property per Country.

You can also define here their corresponding Containers (GTM or Tag Commander).

PreProd

Active PreProduction Map [Host to Site/Property], when multiple ATI Sites GA Properties are required.

Example: one PreProduction Site/Property per Host: Dev, Integration, UAT, etc...

You can also define in this Map some alternate Web Application host names, when they cannot be declared as patterns.

Perimeters

Active Perimeters Map [Path to: ATI L2 / GA Content Group] and [Page Name Pattern].

Custom Dimensions

- ☒ Visitor Origin
 - ☐ Site Variables
 - ☐ Page Variables
- Custom Dimensions

Visitor Origin

Track Visitor Origin (External, Internal, Dual) as a Site Custom Variable.

ID	Label	Meaning
0	External	Visitor is connected outside the internal network.
1	Internal	Visitor is connected inside the internal network.
2	Dual	Visitor has been connected sometimes outside, sometimes inside during the last 30 days. If he/she no longer switches beyond these 30 days, this will be set as External or Internal.

To use it, [Internal Pixel URL](#) must be defined in User Options.

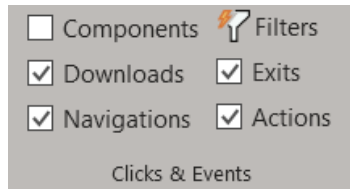
Site Variables

Activate/Deactivate Site Custom Variables definition list.

Page Variables

Activate/Deactivate Page Custom Variables definition list.

Click & Events



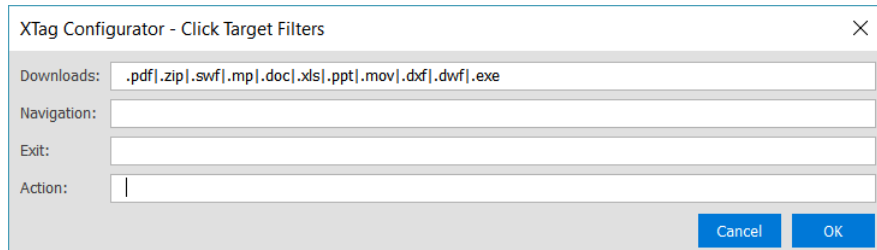
A configuration panel titled "Clicks & Events" with a close button (X) in the top right. It contains two columns of checkboxes. The first column has "Components" (unchecked), "Downloads" (checked), and "Navigations" (checked). The second column has "Filters" (checked with a magnifying glass icon), "Exits" (checked), and "Actions" (checked). The title "Clicks & Events" is at the bottom.

Components

Define the list and the rules of reusable {components} in all Click Types (upcoming feature).

Filters

Allows defining Common Attribute Filters for each Click Type:



A dialog box titled "XTag Configurator - Click Target Filters" with a close button (X) in the top right. It contains four input fields: "Downloads:" with a pre-filled list ".pdf|.zip|.swf|.mp|.doc|.xls|.ppt|.mov|.dxf|.dwf|.exe", "Navigation:", "Exit:", and "Action:". At the bottom right are "Cancel" and "OK" buttons.

A filter is understood as "Target (href) contains filter".

You can enter them as a list separated by | (OR) or setup more complex filtering with logical operators: + (AND), ! (NOT). You can also filter on other attributes than href.

See [FILTERS](#) for detailed syntax and examples.

Then, these predefined filters can then be used in FILTERS columns as \$f (optional).

Downloads

Activate/Deactivate Download Clicks tracking, accordingly to defined filters.

If you activate it, a new tab [Downloads](#) is displayed for configuration.

Navigations

Activate/Deactivate Inbound Clicks tracking when they have not been identified as Download.

A link is identified as a Navigation one when its target is relative or uses the same host than its page.

Other hosts can be considered as Navigation, but in this case, they must be defined in [Customization JS](#) file.

If you activate it, a new tab [Navigations](#) is displayed for configuration.

Exit

Activate/Deactivate Outbound Clicks tracking, when they have not been identified as Download nor Navigation.

When a visitor clicks on a link leading to another website, it is considered as an Exit click. See [common rules](#).

If you activate it, a new tab [Exits](#) is displayed for configuration.

Actions

Activate/Deactivate other kinds of Click or Event Tracking (buttons, forms, controls, etc..).

Any click can be categorized as Action, but this type is usually reserved for those which are not explicitly Navigation or Exit, like a form submit or a list selection. See [common rules](#).

If you activate it, a new tab [Actions](#) is displayed for configuration.

Trackers

<input checked="" type="checkbox"/> Visitor	<input checked="" type="checkbox"/> Search
<input checked="" type="checkbox"/> Videos	<input type="checkbox"/> Sales
<input type="checkbox"/> MV Testing	<input type="checkbox"/> OnSite Ads

Trackers

Visitor

Activate/Deactivate Visitor Identifiers and Visitor Categories tracker.

With GA mirroring, Visitor ID is recorded as built-in User ID (usable in User views) plus a User Custom Dimension (usable in all views). Visitor Category is recorded as User Custom Dimension as well, possibly completed by uploaded data to present its meaning.

If you activate it, a new tab [Visitor](#) is displayed for configuration.

Videos

Activate/Deactivate Youtube Videos tracker.

If you activate it, a new tab [Videos](#) is displayed for configuration.

By default, once this feature activated, all Youtube videos will be tracked so you have to refine the configuration only when you want to limit such tracking to a subset of pages.

MV Testing

Activate/Deactivate MV Testing module.

Only available when SmartTag option has been selected in Platforms tab.

Search

Activate/Deactivate Internal Search engine tracker: keyword, result pages displayed and clicked result position.

If you enable it, a new tab [Search](#) is displayed for configuration.

Sales

Activate/Deactivate Sales tracker (eCommerce), which allows capturing orders and products data

If you activate it, a new tab [Sales](#) is displayed for configuration.

OnSite Ads

Activate/Deactivate OnSite Ads trackers. (upcoming feature).

Injection

<input checked="" type="checkbox"/> On Ready
<input type="checkbox"/> On Loaded
<input checked="" type="checkbox"/> On Changed

Injection

On Ready

Inject Clicks, Events and Trackers once DOM ready.

On Loaded

Redo Clicks and Events Trackers Injection once Page Loaded. To be checked to track controls or data still not present when DOM ready.

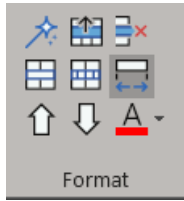
If there are contents still not present at this time, a synchronization can be done in [Customization JS](#).

On Changed

When the Web Application uses a Dynamic Technology (Ajax, Angular, React, Vue...), this option allows injecting again all Clicks, Events and Trackers when the URL has changed.

Other change logics and full loading synchronization can be controlled in [Customization JS](#).

Format



Edit Definition

Edit the Definition Line currently selected (upcoming feature).

Insert Definition Line

Insert a blank Definition above the one currently selected.

If there are Merged Definition Elements in this Line, it will be inserted above the first.

Delete Definition

Delete the Definition Line currently selected. If there are Merged Definition Elements in this Line, all will be deleted, so that you'll be asked for confirmation before.

Merge Common Definition Elements

Merge the Definition Elements currently selected. They must belong to the same column, otherwise you'll be warned.

If merged elements are populated with different values, you'll be asked to confirm that the first will replace all.

Unmerge Definition Column(s)

UnMerge the Definition Elements currently merged. It can be done on multiple Column selection.

Autofit Columns Width

Activate/Deactivate Automated Columns Width adjustment after each modification.

When Autofit is Activated, Undo stack is prevented.

Move Definition Line Up

Move the Definition currently selected one Line Up, to increase its priority.

Move Definition Line Down

Move the Definition currently selected one Line Down, to decrease its priority.

Font Color

Allows changing the text color of selected Definitions, which can be useful to clarify sections in large Configurations.

Preview

See [Preview](#)

Container

Complements

A dialog box titled 'Complements' with a grid icon and a magnifying glass. It contains three checkboxes: 'Specific', 'Includes', and 'Third-Party'. The 'Includes' checkbox is checked. The text 'Lookup Tables' is displayed to the right of the checkboxes.

Specific

Activate/Deactivate Specific Code inclusion or Configuration Variables Definitions. See [Specific](#).

Includes

Activate/Deactivate the list of Libraries or Configuration Masters to be included. See [Includes](#).

Third-Party

Asynchronous/Synchronous Tags to be added in Configuration's Container, triggered from Header or Footer. See [Third-Party](#).

It's a better design to manage them with GTM or Tag Commander, except when they require Synchronous or Header implementation.

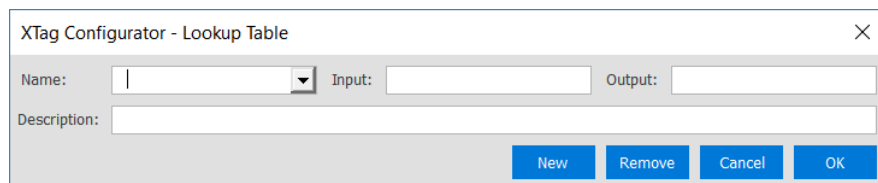
It can also be used to setup another TMS than GTM or TC, but in this case GDPR will have to be managed with additional customization code.

For asynchronous footer tags, use preferably Google Tag Manager / Tag Commander (header or synchronous tags cannot be managed with GTM nor Tag Commander).

Lookup Tables

Manage Lookup Tables, with the following modes:

- Edit, allowing to modify the Table characteristics and/or to open it once selected
- Creation, once **New** clicked, allowing to define a new Table.
- Remove, if you no longer need a Table.

A dialog box titled 'XTag Configurator - Lookup Table' with a close button (X). It contains a 'Name:' field with a dropdown arrow, an 'Input:' field, and an 'Output:' field. Below these is a 'Description:' field. At the bottom are four buttons: 'New', 'Remove', 'Cancel', and 'OK'.

Name

- Edit: Select Table name in the dropdown list
- Creation: Type Table's name. Unexpected characters are filtered on the fly.

Input

Key column name of the Table, just for clarity (no consequences).

Output

Value column name of the Table, just for clarity (no consequences).

Description

Free description of Table's aim.

New

Switch on Creation mode.

Remove

Remove the Table currently selected (after confirmation).

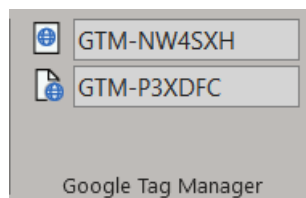
Cancel

Leave the dialog without action (discard all changes).

OK

- Edit: Open the Table to manage its content.
- Creation: Validate the new Table and open it.

Google Tag Manager



Production GTM Container

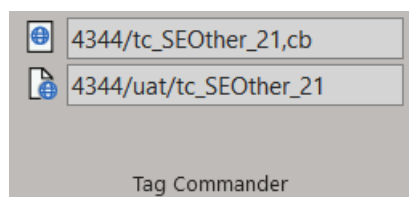
Set the Google Tag Manager Container used in Production (GTM-xxxxxx).

PreProduction GTM Container

Set the Google Tag Manager Container used in PreProduction (GTM-xxxxxx).

You can let it empty if it's the same than Production (recommended if your GTM trigger don't check the host name).

Tag Commander



Production Tag Commander Container

Set the Tag Commander Container used in Production, as id/name.

Example: 4343/tc_MyGlobal_21

If you want a cache buster, add: ,cb

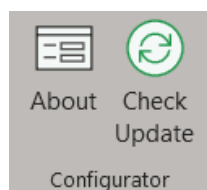
PreProduction Tag Commander Container

Set the Tag Commander Container used in Production, usually as id/uat/name.

Example: 4343/tc_MyGlobal_21

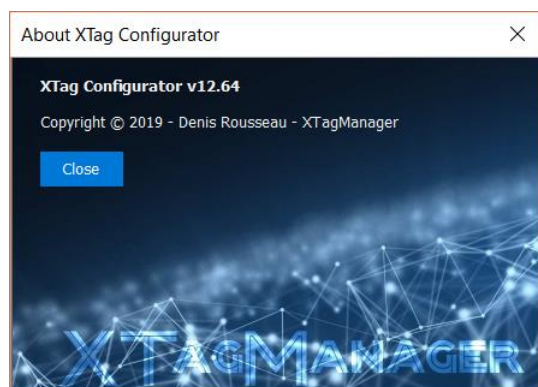
If you want a cache buster, add: ,cb

Configurator



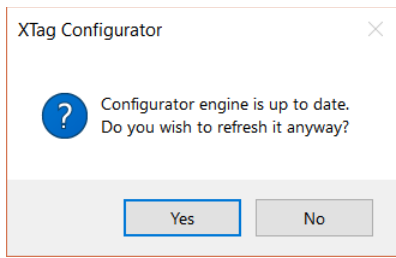
About

Display the current version of XTag Configurator.



Check Update

An automated version checking is done every week: if you've declined it, you can proceed updating the Configurator by clicking there. If the update is not necessary, you'll be warned, however you can force it in case your installation has been corrupted.



Data Collectors

Production

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH ROOT	GA GTM TC	ATI SITE ID	ATI SITE NAME
/cu	TCN:85	408963	START Cuba
/cr	@UA-127624400-5 TCN:34	335310	SE Centro America
/co	@UA-127624400-6 TCN:32	335309	SE Colombia
/cn	%variable4% UA-8189219-27 TC:4345/tc_SEChina_21	315507	SE China (CN)
/cm	TCN:85	411860	START Cameroon
/cl	@UA-127624400-7 TCN:31	335308	SE Chile

When the same host name addresses several countries or independent applications, it can be required to track each of them in different storages, in order to keep levels 2 for another usage.

This worksheet allows configuring such split, based on first folders that can exist or virtually created by customization (for example if the country is in a parameter, or stored in a cookie, or not in a subsequent folder).

The list is sorted (alphabetically descending) during the generation process, so you can enter your values without worrying about logical order.

Fields

PATH ROOT

[Initial](#) or [Customized Path Root](#).

GA|GTM|TC

Enter the Google Analytics Property specific to this path and/or its Google Tag Manager Container ID and/or its Tag Commander one, all separated by |.

Note that order doesn't matter.

UA_XXXXXX	Google Analytics Property. Precede by @ if you want using Advertising snippet (DoubleClick)
GTM_XXXX	Google Tag Manager Container ID
TC:xx/yyyy	Tag Commander Container as id/name. <i>Example: 4343/tc_MyGlobal_21</i> If you want a cache buster, add: ,cb
TCN:xx	Tag Commander Container index: reuse the id/name declared globally and change its index.

ATI SITE ID

Type a declared ATI Site ID. You can pick one from [Sites List](#).

ATI SITE NAME

Automatically populated when ATI Site ID has been recognized.

Perimeters

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH ROOT	LEVEL2	PAGE NAME PATTERN	LEVEL2 NAME
/search-results/service-provider-recommendations	12	search-results::service-provider-recommendations::#?	Utility and Global Search
/search-results	12	search-results::#source^All::#term	Utility and Global Search
/profile	115		Private IDMS
/library	73		Library
/faq	12		Utility and Global Search
/develop/category/api/product	201	api-and-analytics::<SPAN:tag*>::<js:stat_exc.getProductPublisher()>::<H2:>	Develop
/develop/category/analytics/product	201	api-and-analytics::<SPAN:tag*>::<js:stat_exc.getProductPublisher()>::<H2:>	Develop

Perimeters allows splitting the website in several sub-websites that can be assessed independently in AT Internet, or used as Content Group in Google Analytics.

Fields

PATH ROOT

[Final Path Root](#).

Depends on option selected for the Final Path. As it is a root, it cannot use wildcards.

Examples:

www.example.com/ us/en/company /contact, with us/en mapped as SE United States account, /company as level 2	
Final Path option	Path to be set
Initial or Customized	/us/en/company
Remainder	/company

www.other.com/ company /contact, with us added as first folder by customization and mapped as APC United States account, /company as level 2	
Final Path option	Path to be set
Customized	/us/company
Initial or Remainder	/company

For an exact match, end with a dot. A dot alone means “the landing” (no path in URL): it will override the Default Page Name.

Examples:

PATH	Matches	Doesn't Match
/solution.	www.example/solution	www.example/solution/all
/solution	www.example/solution/all	www.example/my/solution

LEVEL 2

Choose a Level 2 in the proposed list. If the list doesn't fit your requirement, you can extend or modify with the [Levels 2 Dictionary](#).

PAGE NAME PATTERN

In this column, you can specify for all URL matching specified Path:

- ➔ A constant page name, that will replace [computed name](#) in all cases.
- ➔ An exclamation mark (!), to exclude page from tagging (Level 2 column will be ignored).
- ➔ A pattern, by using following marks:

Mark	Replaced by
%p	Computed page name or nothing when already specified on the left.
::any_value	Computed page name ::any_value. Equivalent to: %p::any_value. Any further %p will be removed.
any_value::	any_value:: Computed page name . Equivalent to: any_value:: %p. Nothing if previous %p.
#URL_param	URL parameter value (name is case insensitive). When parameter doesn't exist: <i>undefined</i>
#URL_param1^#URL_param2^...	URL parameter List: will use the value of the first one defined and not empty.
#?	All URL's parameters values, separated by
#	URL's anchor. When no anchor: <i>undefined</i> .
any_value	any_value (separator between other marks)
<value indicator>	Text retrieved by a value indicator .
<selector>#attr	Attribute value of a selected node.

Resulting name is always cleaned from leading or trailing chapter marks, as well as multiple occurrences. When resulting name is empty, it is replaced by last name in Path (folder or page name).

Examples:

Page path	PATH	PAGE NAME PATTERN	Raised tag name
/corporate/customer_refs.cfm?ref_type=Product	/corporate	corporate::%p::#ref_type	corporate::customer_refs::Product
/product-family.aspx?name=DA-DL103-AME	/product-family	product-family::#name::#	product-family::DA-DL103-AME
/product-family.aspx?name=DA-DL103-AME#catalog			product-family::DA-DL103-AME::catalog
/press/news?article=2564	/press	::#article	news::2564
/company/jobs/job-with-us?id=65465	/company	%p -#id	job::job-with-us-65465
/press/news/viewer-news?id=32134	/press/news	News::<H2:>	News::Schneider Electric Innovation

LEVEL2 NAME

Automatically populated with the name declared in [Level 2 Dictionary](#) tab.

Note that in case of GA Mirroring, Level 2 Name is used to populate the Section Content Group.

PreProd

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

ATI SITE ID	ATI PREPROD SITE ID	GA GTM TC	HOST NAME	ATI SITE NAME
335357	387081	UA-8189219-14		SE-Preprod2
335356	387081	UA-8189219-6		SE-Preprod2
335343	387081	UA-8189219-12		SE-Preprod2
315505	387081	UA-8189219-13		SE-Preprod2
335347	387081	UA-8189219-17		SE-Preprod2
337555	387081	UA-8189219-19		SE-Preprod2
315507	387081	TC:4345/uat/tc_SEChina_21,c UA-8189219-28		SE-Preprod2
605367	605366	UA-143673226-1		ASCO PreProd
*	387081	UA-8189219-11		SE-Preprod2

When there are multiple non-production platforms that must be followed independently, or/and multiple production platforms, PreProd allows to configure each of them.

Fields

ATI SITE ID

Production ATI Site ID that must be switched to the preview one declared on this line.
 Wildcard * is allowed, to match all those that have not been handled by previous lines, or to declare *Alternate production platform*.

ATI PREPROD SITE ID

Replacement ATI account that will be used when current host name matches the one declared in HOST NAME column.
 Do not populate if you are declaring an *Alternate production platform* (current production account will be used when host name matches).

GA|GTM|TC

Replacement GA and/or GTM accounts that must be used as preview account (optional), with the same rules than for [Production](#).
 If left empty, production ones will still be used.
 Do not populate if you are declaring an *Alternate production platform*.

HOST NAME

Host name that corresponds to this preview account (optional).
Example: intermediary.apc.com >> the declared preview account will be used for this platform.
 Can be used to declare *Alternate production platform*, when * has been specified as ATI account and no preview account neither server have been set.
Always end by a line that doesn't specify anything in this column (to match all local or dev platforms).

ATI SITE NAME

Automatically populated when ATI preview account has been recognized.

Site Variables

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH PATTERN	VALUE	INDEX	COMMENT
/product/*	js:stat_msx.getAccount()	3	Account in Product Page
*	account/SPAN:[1]	3	Other pages

Once Site Variables declared in AT Internet and possibly their Custom Dimension counterpart in Google Analytics, you can define here the way to grab their value in page content or context.

Fields

PATH PATTERN

[Final path pattern.](#)

VALUE

[Value indicator](#) returning Site Custom Variable.

INDEX

Set the corresponding index, as declared in AT Internet.

COMMENT

Type what you want in this field, usually the description of variable's aim.

Page Variables

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH PATTERN	VALUE	INDEX	COMMENT (OPTIONAL)
/allproducts	js:stat_settings.getLoadTime()	1	Performance measurement

Here, you can associate custom variables to a limited set of pages. While site variables are related to the visit, page variables are related to the page views.

Fields

PATH PATTERN

[Final path pattern](#).

VALUE

[Value indicator](#) returning Page Custom Variable.

INDEX

Set the corresponding index, as declared in AT Internet.

COMMENT

Type what you want in this field, usually the description of variable's aim.

Clicks & Events

Purpose

Define the click trackers. When [Components mode](#) is activated, such definitions are considered *after* [Components](#) ones, only for nodes still not tracked.

Downloads

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH PATTERN	NODE(S) SELECTOR	FILTERS	DOWNLOAD NAME	NODE TYPE
/home	A:	data-ng-click:getPriceList	%v %n::download::/jsfunc:stat_mse.act>::#	
*	A:		%v %n::download::%d	

Set up the clicks that must be tracked as downloads.
See [Fields](#) below.

Navigations

PATH PATTERN	NODE(S) SELECTOR	FILTERS	NAVIGATION NAME	NODE TYPE
/home	DIV:productHighlight		%v %n::productHighlight::</jsfunc:stat_mse.nav>	
	DIV:prmLinkDiv		%v %n::tiles::</jsfunc:stat_mse.nav>	
/productselector	product		%v %n::detail::#id	
/productselectordetails/*	UL:productDetails		%v %n::range::</css:[data-ng-bind*='.rangeOriginalName']>	
/orderstatusshippingschedule/*	ossd_result-table	id:shipNumber	%f::delivery-note-details::#	
	ossd_back_link		%f::delivery-note-details::goToBack	
!/quotationstatusdetails/*	css:[data-translate='tk.quotationstatusdetail.back'] + a		%v %n::button::back-to-my-quotes	
	link-backToQuotationstatus			
	css:[name='editQuote']		%v %n::link::edit-quote	BUTTON

Set up the links that must be tracked as navigations.
Link selections that do not match [Navigation type control](#) will be ignored (not tracked).
See [Fields](#) below.

Exits

PATH PATTERN	NODE(S) SELECTOR	FILTERS	EXIT NAME	NODE TYPE
*	FOOTER:		Footer::%d	
/home	DIV:prmLinkDiv		%v %n::tiles::%d	
/quoteandorder	TABLE:	config	%v %n::configuration::#data-ng-show	
/orderstatusshippingschedule/*	ossd_result-table	id:globalTrackingNumber	%f::track-trace::%h	
*	A:		%v %n::link::%d	

Set up the clicks that must be tracked as exits. Links selections that do not match [Exit type control](#) will be ignored (not tracked).
See [Fields](#) below.

Actions

NODE(S) SELECTOR	FILTERS	ACTION NAME	NODE TYPE	EVENT NAME
css:[data-ng-model='homeCtrl.quantity']		%v %n::searchProduct::quantity::#	INPUT	change
DIV:orderSearchHomeDiv*		%v %n::searchOrder::submit	FORM	submit
css:[data-ng-model='homeCtrl.orderNumber']		%v %n::searchOrder::search	INPUT	change
DIV:pnaHomeDiv*		%v %n::searchProduct::submit::<homePA_value>	BUTTON	
oe_addLines		%v %n::link::more-lines		
css:[data-translate*='.addNewList']/../		%v %n::link::add-to-my-lists::new-list		
shoppingLists_dropdown_top		%v %n::button::add-to-my-lists	BUTTON	
completeDelivery		%v %n::Complete Delivery::</jsfunc:stat_mse.checkState>		
stageOrder		%v %n::Staging Order::</jsfunc:stat_mse.checkState>::<js:stat_link.reactivateAction(400)>		
css:[data-ng-model='lineItem.criticalItem']		%v %n::Critical Item::</jsfunc:stat_mse.checkState>	INPUT	change
css:[data-ng-model='lineItem.premiumServiceSelected']		%v %n::premiumService::</jsfunc:stat_mse.checkState>		
datepicker		%v %n::CRD Order Header::#		focus

Set up the links that must be tracked as actions. Action tracking allows other events type than clicks (mouseover, submit, change, ...).
See [Fields](#) below.

Fields

PATH PATTERN

[Final path pattern](#).

Examples:

Final path pattern	Match
/download/*	All pages under: www.schneider-electric.com/download
/podcast	www.apc.com/podcast
/gallery	www.junolightinggroup.com/gallery.aspx page
/support/	All pages having a “support” folder in their path
*/company	All pages named “company”, whatever their path (or their extension)
/product/*	All pages with a folder starting by “product”
*	All pages

NODE(S) SELECTOR

[Node\(s\) selector](#). Retrieve a collection of ascendants, or directly the selected nodes when [NODE TYPE](#) matches the selector leaf.

FILTERS

Purpose

The Filter select only nodes matching attributes condition. **href** is used by default when attribute name is not mentioned.

Syntax

filter	Node's href Contains “filter”.
attr:filter	Node's attribute attr Contains “filter”.
\$f	Predefined Filter for the type.
	OR operator
+	AND operator
!	NOT operator

If there is nothing specified, all selected nodes are kept.

Link node

Optionally filter selected link(s) in selected page(s) by specifying a set of filter strings that should be contained in **href** attribute:

Examples:

.pdf .zip .swf .mp3 .mp4	Keep selected links with href containing .pdf or .zip or .mp3 or .mp4 in targeted URL.
www.se.com +.pdf .zip .swf .mp3 .mp4	Same than above, but www.se.com is always required in href.
!apc.com	Keep selected links with href not containing apc.com

All node types

Non-links nodes do not have any **href** attribute, so the attribute on which filter must be applied can be specified as following:

attribute:filter or **attribute:!filter**

Examples:

.pdf name:dnLoad	Keep selected nodes with href containing .pdf or with a name attribute containing dnLoad.
.doc class:!cta+class:!controller	Keep selected nodes with href containing .doc or with a class attribute not containing cta nor controller.
data-ng-if:!registration	Keep selected nodes without attribute data-ng-if or when it doesn't contain registration.

NAME

Purpose

Name is optional: if nothing's specified, standard naming rules will be applied, see [click tag name](#).

Syntax

It can be:

- ➔ A [constant name](#), which will replace standard name in all cases.
- ➔ A pattern, by using the following contextual variables and markers:

Contextual Variables	Replaced by
%c	Counter, based 1. This is the index of the node in the selected nodes collection (relative to selected ascendant).
%d	destination : Exit: hostname /path, Navigation & Action: page name, Download: document name.
%f	First chapter of Content tag name . <i>Example</i> : page=myPage::en::index >> %f=myPage
%h	Hostname part of target URL, for Exit clicks only.
%l	Last part of current URL (without parameters nor extension).
%n	Name part of Content tag name (without chapters). <i>Example</i> : page=myPage::en::index >> %n=index
%p	Content tag name which have been raised by current page (value of xtpage).
%t	Target. This is the full path of target URL, without first /. <i>Example</i> : en/work/index.jsp
%v	Very last chapter of Content tag name (nothing if no chapter). <i>Example</i> : page=myPage::en::index >> %v=en
%x	Same than %p, but with chapter separators replaced by
%?	Target parameters separated by . For example: www.se.com?u=v&j=o : u=v j=o
Markers	Replaced by
::any_value	Content tag name as prefix. Equivalent to %p::any_value.
any_value::	Destination as suffix Equivalent to any_value::%d
#attribute_name #parameter	Node's attribute value or, when doesn't exist: link target parameter In both cases, name is case insensitive. When attribute doesn't exist, it tries to find name in link parameters, otherwise: <i>undefined</i> .
#attr1^attr2^parameter	List of Node's attribute value or, when doesn't exist: link parameter. The first existing one of the list is used as value. An empty value can also be specified to avoid <i>undefined</i> : #attribute_name^ In this case, if it is in a chapter, it will be removed.
#	Node text . When no text: <i>undefined</i> .
any_value	any_value. Can also be used as separator between other marks.
<value indicator>	Text retrieved by a value indicator .
</selector>	Text retrieved by a node selector , by using current node as parent reference. Note that such selector is allowed to navigate in parent hierarchy (by using </..selector>).
<selector>#attribute	Attribute value from node retrieved by a node selector . Previous syntax can also be used, to start from current node as parent reference.
!...	An exclamation mark as first character prevents the tag to be raised. However, the expression behind is evaluated. It can be used for excluding, for example in case of unsuitable bubbled events, or to simply trigger a JS function.

- [Default name](#) is equivalent to %p::%d for Navigation, Download & Action, %d for Exit.
- Improper specification, like missing attribute, is replaced by "undefined".
- "undefined" is kept only in chapters (to ensure structure consistency), but it is discarded from leaf name.
- Empty chapters are removed.

All these default behaviours can be redefined in [Customization JS](#).

Examples

Constant name

Search for a job with us

Keyword:

Job field:

Location:

All

All

Search jobs

Advanced search

Click name	Raised tag name
schneiderere.taleo.net-Search Job	schneiderere.taleo.net-Search Job

Page Tag name

Current page (content tag)	Click name	Raised tag name
home	::se_tv	home::se_tv
seg::buildings::hotels		seg::buildings::hotels::se_tv
seg::buildings::hotels	%v %n::se_tv	buildings hotels::se_tv
all-products	footer::%p::se_tv	footer::all_products::se_tv

Destination, Target, Hostname

Link type	Click name	Target	Resulting click name
Download (T)	teaser::	/solutions/whitepaper.pdf	teaser::whitepaper.pdf
Download (T)	%d::teaser	/solutions/whitepaper.pdf	whitepaper.pdf::teaser
Navigation (N)	menu::	/solutions/electricity	menu::electricity
Navigation (N)	menu::%t	/solutions/electricity	menu::solution/electricity
Exit (S)	header::	http://twitter.com/SchneiderElec	header::twitter.com/SchneiderElec
Exit (S)	header::%h	http://twitter.com/SchneiderElec	header::twitter.com

Node attribute(s) or text

#attributeName is replaced by the value of “attributeName” in considered node.

To know what attribute name can be used, inspect HTML code underneath the link to be tracked (Chrome/Firefox: right click on the link, then “Inspect Element”): an attribute is a node property declared as attributeName="value" inside <>.

- Several attributes can be specified (one for each chapter plus name, meaning up to four).
- If specified attribute name doesn't exist, or if its value is empty, it is replaced by “undefined”.

used without attribute name is replaced by text displayed for the link.

- If there's no text, it is also replaced by “undefined”.
- If you intend to perform results comparison between different countries, keep in mind that attribute values are invariant, while node text can be translated.

Search for a job with us

Keyword:

Job field:

Location:

All

All

Search jobs

Advanced

```

<div style="clear:both;padding-top:5px">
  <div class="TF_submit_box">
    <a id="taleoSearch" class="TF_submit_button" onclick="javascript: submitform()" name="taleoSearch">
  </div>
  <div class="TF_advance_search_box">

```

Click name	Raised tag name
schneiderere.taleo.net::#id	schneiderere.taleo.net::taleoSearch
#id::#class	taleoSearch::TF_submit_button

Target text

Click name	Raised tag name
Header::#id	Header::myLink
Footer::#class::#id	Footer::myClass::myLink
Footer::#class::#name	Footer::myClass::myName
Menu::#href	Menu::/mypath/target
Teaser::#	Teaser::Target text
#title::	myTitle::target

Separator

Click name	Raised tag name
Footer::#id _#	Footer:: myLink_Target text
Teaser::%p -left-#	Teaser::home-left-Target text

Checkbox, Options List

FILTERS	NODE TYPE	HTML EVENT	ACTION NAME	Raised tag name
type:checkbox	INPUT		Status::</jsf:(function(n){return (n.checked?'checked':'unchecked');})>	Status::checked or Status::unchecked
	SELECT	change	Option::</jsf:(function(n){return n.options[n.selectedIndex].value;})>	Option::my list option

NODE TYPE

Specify the node type to be selected (DIV, BUTTON, INPUT...). When omitted, links nodes (A) are selected.

HTML EVENT

[Actions](#) only: Specify the name of event to be listened in selected nodes. When omitted, click event is listened. Below the non-restrictive list of events that can be used:

NODE TYPE	HTML EVENT	When...
Mouse		
All	dblclick	Double-click on the element
	mousedown	Mouse button is pressed down on an element
	mousemove	Mouse pointer is moving while it is over an element
	mouseout	Mouse pointer moves out of an element
	mouseover	Mouse pointer moves over an element
	mouseup	Mouse button is released over an element
	mousewheel	Deprecated. Use wheel event instead
	wheel	Mouse wheel rolls up or down over an element
	contextmenu	Context menu is triggered
Form & Element		
	blur	Element loses focus
	change	Value of the element is changed
	focus	Element gets focus
	input	Element gets user input
	invalid	Element is invalid
	reset	Reset button in a form is clicked
	search	User writes something in a search field
	select	Some text has been selected in an element
	submit	Form is submitted
Keyboard		
	keydown	User is pressing a key
	keypress	User presses a key
	keyup	User releases a key

Components

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

COMPONENT	NODE(S) SELECTOR	FILTERS	NODE TYPE	HTML EVENT	L1 CHAPTER	L2 CHAPTER	L3 CHAPTER	LEAF NAME	DOWNLOAD	NAVIGATION	EXIT
	A:	\$f			%v %n	\$c	#title^#^</IMG:>#alt^notitle	\$t	%d	%t	%d
2columns-promo		\$f					#title				
Banner-Video	SECTION:slider-new					Banner	# <js:stat_video.waitRefresh()>		!	!	!
3columncenter	column-main/UL:tips-section*	\$f					</SPAN:cta>				
tips-section-solutions	UL:tips-section--solutions*	\$f				tips-section	</..UL:tips-section*../H3:>				
tips-section	UL:tips-section*	\$f					</H3:>				
mobilephone	DIV:show-mobile						%d	%?	!	!	!
link											

This tab allows defining all Clicks & Events with a Component approach, a very efficient way to define and maintain in one definition all the usages made of a CMS component.

After defining the Mother Class (Component with no identifier), it introduces two variables:

\$c	Component Identifier
\$t	Type Specific, as defined in type columns

Components definitions are prioritized over [Clicks & Events](#). In other words, when a node is not covered by Components definitions, [Clicks & Events](#) ones are considered, except if a “Fail-over Component” already handles all (as “link” example above).

Fields

COMPONENT

Component unique identifier, and value of \$c. If empty, it will be considered as the default or *Mother Class*, from which other columns will be used when not defined.

Mother Class is NOT a fail-over but can be used for this purpose by ending with a Component without NODE SELECTOR (as “link” example above). Note that in this case, Clicks & Events definitions wouldn’t be considered for links, only Actions ones would be effective.

NODE(S) SELECTOR

[Node\(s\) selector](#). Retrieve a collection of ascendants, or directly the selected nodes when [NODE TYPE](#) matches the selector leaf.

FILTERS

See [FILTERS](#).

NODE TYPE

See [NODE TYPE](#).

HTML EVENT

See [HTML EVENT](#).

L1 CHAPTER, L2 CHAPTER, L3 CHAPTER, LEAF NAME

The content of the corresponding click name part. Can be defined as a [NAME](#) chapter, but also by using \$c or \$t. If not specified, it reuses Mother Class definition.

DOWNLOAD, NAVIGATION, EXIT, ACTION

Define the value of \$t for each type. Use an exclamation mark ! to indicate this component must not be used with the corresponding type.

Visitor

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH PATTERN	VISITOR ID	VISITOR CATEGORY
*	js:stat_mse.getUserID()	js:stat_mse.getUserCat()

This tab allows registering Visitor ID and/or Category.

Visitor ID is an alphanumeric value. Visitor Category must be a numeric value.

Before being collected, all possible categories must be declared in AT Internet

Fields

PATH

[Final path pattern](#).

VISITOR ID

[Value indicator](#) returning Visitor ID.

VISITOR CATEGORY

[Value indicator](#) returning Visitor Category. This must be a numeric value, declared in account configuration before registration.

If you need to perform a mapping between an alphanumeric value available in page and such numeric value declared in account, you can setup an [Lookup Table](#).

Then, Category can be setup by using the following value indicator:

```
js:stat_map.key2value([map], [alphanumeric value],true);
```

with:

[map]	get[LookupTableName]Map.
[alphanumeric value]	Value collected in page. You can use a node selector as following: stat_dom.getSelectorText(nodeSelector) Or a value indicator as following: stat_settings.getFieldValue(valueIndicator)

Example:

Value indicator using the Lookup Table "Category"
js:stat_map.key2value(getStatCategoryMap(),stat_dom.getSelectorText('globalContactPrimaryChannelCode'),true);

Search

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH PATTERN	RESULTS LINKS SELECTOR	FILTERS	KEYWORD	PAGE NUM	PAGE SIZE	#LINKS/RESULT
/collaborate/service-providers	se-search-results:	class:!feature	#term	js:stat_exc.getSearchPage()	DIV:ng-select-container**10	\3
*/search-results						
/search	DIV:col search-results		INPUT:search	js:stat_exc.getSearchPage()	\10	

The configurator allows to setup search tracking without changing page content, neither tracking code nor data layer.

Fields

PATH PATTERN

[Final path pattern](#). It must identify the search result page(s).

RESULTS LINKS SELECTOR

See [Node\(s\) Selector](#). Select the area where results links must be tracked.

By default, only links nodes (<A>) are considered in the selection, but customization can decide to track any other type.

FILTERS

Same filtering syntax than Click & Events [FILTERS](#).

KEYWORD

[Value indicator](#) returning the keyword(s) that leaded to the current result page. If there are several keywords, they must be separated by spaces.

PAGE NUM

[Value indicator](#) returning the index of current result page, based 1.
0 means "Search Without Results".

PAGE SIZE

[Value indicator](#) returning the number of results per page.

#LINKS/RESULT

[Value indicator](#) returning the number of links contained in one result, 1 by default.
It is important for Click Search Position calculation.

COMMENT (OPTIONAL)

Type what you want in this column.

Sales

Purpose

The configurator allows to setup order & products tracking without changing page content, neither tracking code nor data layer (as required by all others tag management systems).

- Most of fields are populated with [value indicators](#).
- For an order value, in most cases, it can be easily achieved with [XTag Selector](#) (by choosing “... for Value extraction” in context menu).
- For a product value, which is not unique but a collection, a relative syntax must be used, see [Product Collection](#).
- For calculation with [jsnum](#), you can use variables name corresponding to fields (indicated in **bold gray** in each field description below), but only from left to right (**xt_roimt** can use **xt_totalTF**, but not the contrary).

Example:

`jsnum:(xt_totalATI-xt_totalTF) >> tax calculation`

For results presentation, proper currency for the account must be declared in: Tools > Configuration > Goals and Sales > Customisation > Currency

Cart & Order

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

MODE	PATH PATTERN	CART ID	ORDER ID	ORDER AMOUNT(TAX FREE)	ORDER AMOUNT (TAX INCLUDED)
Cart	*/cart/shoppingCart	jstext:apc_shop.getCartID()			
Pre-order	*/payment/CheckoutOrderReview	jstext:apc_shop.getCartID()		order-details-panel/DIV:row*[0]/DIV:item-value*	order-total
Confirmation	*/orderConfirmation	jstext:apc_shop.getCartID(true)	schnOrderId		

MODE

Definition

Mode	Description
Cart	Basket products registration: it expects products list to be populated, and nothing else. This mode is useful when product registration is separated from order confirmation, or to activate “Abandoned products” analysis >> In this case, Full order or Pre-Order must embed final products list. Cart ID is mandatory, other fields will be ignored.
Full order	Confirmed order registration. To be used when page after payment contains all expected data (order summary, possibly products). Order ID is mandatory, and corresponding page(s) must be declared as Main Goal .
Pre-Order	Order and products registration. To be used in combination with Confirmation . Useful when: Order page doesn’t provide Order ID (for example before payment). Confirmation page (when Order ID provided) doesn’t contain all data. Cart ID is mandatory.
Confirmation	Order confirmed. To be used in combination with Pre-Order . Both Order ID and Cart ID are mandatory, and corresponding page(s) must be declared as Main Goal .
Update	Order modification (status, amount). Don’t use, still not implemented.

Valid combinations

Modes	Description
Full order	Record confirmed order and products list
Cart, Full order	Record products list, then confirmed order (optionally with final products list)
Pre-order, Confirmation	Record pending order with products list, then order confirmation
Cart, Pre-order, Confirmation	Record products list, then pending order (optionally with final products list), then order confirmation

- Any other configuration would be invalid or incomplete.
- There could be several occurrences of each mode

Main Goal

Confirmation pages (indicated by **Full order** or **Confirmation**) must be declared as **Main Goal** pages in AT Internet:

Tools > Configuration > Goals and Sales > Goal pages

1. Click on **Add**

2. Find your confirmation page among existing page names,
3. Click on **>** to add it in **Main goals** pages list,
4. Repeat 2 & 3 for each confirmation page,
5. Click on **OK**

Order collection starts about one hour after this declaration

PATH PATTERN

[Final path pattern](#).

- This is the path where order data or cart content can be found.
- This information is mandatory in all modes.

CART ID

[Value indicator](#) returning the shopping basket identifier.

- Must be populated when you want to follow abandoned products (mode **Cart**), or if order is achieved in two steps (modes **Pre-order** and **Confirmation**).
- When populated, it must be unique for AT Internet (and not only for the customer).
- All fields below are not considered in **Cart** mode.

Variable name: **xtidcart**

ORDER ID

[Value indicator](#) returning the order reference.

- Must be populated when you are tracking an order which has been realized (modes **Full order** or), whatever its status.
- It must not exceed 50 characters, and must be unique for AT Internet (not only for the customer).

Variable name: **xt_orderid**

ORDER AMOUNT (TAX FREE)

[Value indicator](#) returning the total amount of order without tax, discount applied.

- Must be populated when website sells with or without tax, in modes **Full order** or **Pre-order**.

Variable name: **xt_totalTF**

ORDER AMOUNT (TAX INCLUDED)

[Value indicator](#) returning the total amount of order with all tax included, discount applied.

- Must be populated in modes **Full order** or **Pre-order**, except when website sells without tax.

Variable name: **xt_totalATI**

DISCOUNT AMOUNT(TAX FREE)	DISCOUNT AMOUNT(TAX INCLUDED)	NEW CUSTOMER ? (0/1)
js:apc_shop.discount()	jsnum:(xt_discountTF*1.2)	js:apc_shop.isNewCustomer()

DISCOUNT AMOUNT (TAX FREE)

[Value indicator](#) returning the total discount without tax, if any (optional).

- Not considered in **Confirmation** mode.
- Can be populated when [Order amount \(tax free\)](#) has been setup.
- This value can also be provided by products. In this case, this amount must be greater or equal to the addition of all product discounts (tax free).

Variable name: **xt_discountTF**

DISCOUNT AMOUNT (TAX INCLUDED)

[Value indicator](#) returning the total discount with all tax included, if any (optional).

- Not considered in **Confirmation** mode.
- Can be populated when [Order amount \(tax included\)](#) has been setup.
- This value can also be provided by products. In this case, this amount must be greater or equal to the addition of all product discounts (tax included).

Variable name: **xt_discountATI**

NEW CUSTOMER (0/1)

[Value indicator](#) returning **0** when current order is for a registered customer, **1** when this is a new one.

- Not considered in **Confirmation** mode.
- In most cases, this will be a constant value, or a calculated one (with **jstext:** or **jsnum:**).

Variable name: **xt_newcus**

Shipping & Tax

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

SHIPPING METHOD	SHIPPING (TAX FREE)	SHIPPING (TAX INCLUDED)	TAX
js:apc_shop.shipping()	estimated-delivery	jsnum:(xt_shipTF*1.2)	estimated-tax

SHIPPING METHOD

[Value indicator](#) returning a numeric ID that indicates the shipping method, corresponding to one of those declared in:

Tools > Configuration > Goals and Sales > Label > Shipping methods

- Not considered in **Confirmation** mode.
- This field can also embed both: ID[Label], like: 1[Colissimo]
It means that, in most cases it cannot be retrieved by using a simple selector, a **jstext:** or **jsnum:** should be necessary.
- Label must not contain specific characters.
- If a label is already registered for a given ID, it will not be saved.

Variable name: **xt_delivery**

SHIPPING (TAX FREE)

[Value indicator](#) returning the total amount for shipping, without tax (optional).

- Not considered in **Confirmation** mode.
- Can be populated when [Order amount \(tax free\)](#) has been setup.

Variable name: **xt_shipTF**

SHIPPING (TAX INCLUDED)

[Value indicator](#) returning the total amount for shipping, with all tax (optional).

- Not considered in **Confirmation** mode.
- Can be populated when [Order amount \(tax included\)](#) has been setup.

Variable name: **xt_shipATI**

TAX

[Value indicator](#) returning the total amount of tax that you want to follow (optional).

- Not considered in **Confirmation** mode.
- It can be inferior or equal to the difference between [Order amount \(tax included\)](#) and [Order amount \(tax free\)](#).

Variable name: **xt_tax**

PAYMENT METHOD	ORDER STATUS	PROMO CODE	SALES TURNOVER INDICATOR
\`1	\`1	DIV:promo.	jsnum:xt_totalTF
	\`3		

PAYMENT METHOD

[Value indicator](#) returning a numeric ID that indicates the payment method among those declared in:

Tools > Configuration > Goals and Sales > Label > Payment methods

ID	Name	Category
1	Credit and debit card	Bank cards
2	Visa	Bank cards
3	MasterCard	Bank cards
4	Cheque	Cheque
5	Store credit card	Credit cards
6	Financing	Credit cards
7	Wire transfer	Bank transfer
8	Direct debit	Direct debit
9	PayPal	Electronic cash

>> You can complete this list with your own payment methods

Variable name: **xt_paym**

ORDER STATUS

[Value indicator](#) returning a numeric ID that indicates the order status, among those declared in:

Tools > Configuration > Goals and Sales > Label > Order status

ID	Description
0	No information
1	Pending
2	Cancelled
3	Validated

>> This list cannot be modified

Variable name: **xt_status**

PROMO CODE

[Value indicator](#) returning a promotion code used for order (optional).

- Not considered in **Confirmation** mode.

Variable name: **xt_promocode**

SALES TURNOVER INDICATOR

[Value indicator](#) returning the sales amount that you want to display in your analyses (Source analyses in particular).

You need to assign a value depending on your needs: it can be the same that [Order amount \(tax free\)](#), or [Order amount \(tax included\)](#), or any calculated value which represents the best your *Return Of Investment*.

It can be for example a calculation like: **jsnum:(xt_totalTF-xt-shipTF)**

Variable name: **xt_roimt**

PRODUCT COLLECTION	PRODUCT START INDEX	PRODUCT GROUP
TABLE:data*/TBODY:	0	1
	0	1

PRODUCT COLLECTION

Definition

This field must be populated with a [nodes selector](#) which retrieves an array of nodes containing all product data.

Two kinds of data structuration can be managed at configuration level, by defining Product Group:

- **Hierarchical**

Each Product is contained in one parent node, and product data are contained in its children.

This is the most common case, where Products Collection must retrieve all parent nodes, even if some of them are useless: Product group defines the sequence where this parent node can be found, always at the same place.

Example: A TABLE with sequences of two TR without specific class, one for comment and one for Product data: Collection retrieves all TR, Product group=2.

- **Flat**

Each product data is contained in the same node type (value or children), **N** nodes defining one product. In other words, there's no parent gathering all fields of one product.

In this case, Product Collection must retrieve all these nodes, and the Product group defines **N**.

Example: Set of DIV, the first containing the Product ID, the second containing Quantity, the third containing Unit Price, etc... up to five for each Product. Collection retrieves all DIV, Product Group=5.

All other kinds of structuration cannot be handled at configuration level and require using customization API. However, in some cases, a [jsnodes](#): specification can do the job (for example if collection must aggregate several node selectors).

Then, all product fields (indicated with light green header) must be populated with relative value indicators, as described below.

Relative Value Indicator

Whatever the structuration, product value indicators are addressed relatively to their group:

Value indicator	Value retrieved
<code>%n/</code>	Content of n th node in current group, with: $0 \leq n < \text{Product Group}$ (then always 0 if Product Group is 1) Note: a hierarchical organization is identified by the fact that n is always the same index.
<code>%n/<i>selector</i></code>	A child node belonging to the n th node in current group (with the same restrictions than above).
<code>js:<i>code</i></code>	Same as usual <code>js:</code> , but where <i>code</i> can contain <code>%n</code> retrieved as string. Example: <code>jstext:(%0+':'+%1)</code> >> Concatenation of two nodes content with chapter separator.
<code>jsnum:<i>code</i></code>	Same as usual <code>jsnum:</code> , but where <i>code</i> can contain <code>%n</code> retrieved as number. Example: <code>jsnum:(%0+%1)</code> >> Addition of two nodes values.
<code>jsfunc:<i>myFunction</i></code>	Same as usual <code>jsfunc:</code> : selected node is used as parameter to call <i>myFunction</i> . Example: <code>%0/H4:[1]/jsfunc:gdl_sales.getNodeProductSKU</code> >> Call this external function to extract Product SKU from the second H4 in current row.

PRODUCT START INDEX

Allows to jump first nodes that would not contain any product data. It can be **0** (by default) or a positive integer value.

Example: A collection of TR where the 3 first are used for Order Summary, so that Product Start Index=3.

PRODUCT GROUP

Defines the group size. It must be a positive integer value, greater than 0 (**1** by default).

It can be used for both organizations:

- **Hierarchical**

Greater than 1 only when not all parent nodes contain Product data.

For example if only even nodes must be considered as parent nodes: Group = 2.

- **Flat**

To define the number of nodes (N) defining one and only one product.

Product Data

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PRODUCT ID	PRODUCT DESCRIPTION	PRODUCT CATEGORY	PRODUCT UNIT PRICE (TAX FREE)	PRODUCT UNIT PRICE (TAX INCLUDED)
%0/css:[selected-object*=catalogNumber]/INPUT: %0/css:[data-ng-bind*=catalogNumber]	%0/css:.descriptionTextArea %0/css:[data-ng-bind*=productDescription]	%0/css:[data-ng-bind*=.range]	%0/css:[data-display-config*='.price']/jsfunc:sales_mse.getQtProductUP %0/css:[data-display-config*='.price']	jsnum:(xtp_upTF*1.2)

PRODUCT ID

[Relative value indicator](#) returning the product identifier / sku (mandatory)

Variable name: **xtp_id**

PRODUCT DESCRIPTION

[Relative value indicator](#) returning the product label

Variable name: **xtp_desc**

PRODUCT CATEGORY

[Relative value indicator](#) returning the product category

Variable name: **xtp_cat**

PRODUCT UNIT PRICE (TAX FREE)

[Relative value indicator](#) returning the unit price without any tax.

Variable name: **xtp_upTF**

PRODUCT UNIT PRICE (TAX INCLUDED)

[Relative value indicator](#) returning the unit price with all tax. Can be the same as previous.

Variable name: **xtp_upATI**

Product Sale

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PRODUCT QUANTITY	PRODUCT DISCOUNT (TAX FREE)	PRODUCT DISCOUNT (TAX INCLUDED)	PRODUCT PROMO CODE	PRODUCT TOTAL SALE
%0/css:[data-ng-model*=quantity]				jsnum:(xtp_qty*xtp_upTF)
%0/jsfunc:sales_mse.getRwProductQty	%0/css:[data-ng-bind*=discountPercentage]/jsfunc:sales_mse.discount	jsnum:(xtp_discountTF)		%0/css:[data-display-config*='.unitNetPrice']

PRODUCT QUANTITY

[Relative value indicator](#) returning a positive integer value greater than 0 (mandatory).

Variable name: **xtp_qty**

PRODUCT DISCOUNT (TAX FREE)

[Relative value indicator](#) returning the amount deducted from Product sale (tax free), whatever the method.

Example:

Unit price = \$100, Quantity = 4.

- 1. The product discount is applied to a specific quantity of purchased products, let say \$15 discount for 2 products purchased
> Product Discount = \$30*
- 2. The product discount is a percentage of sale, regardless of quantity ordered, let say 10%
> Product Discount = \$40*

Variable name: **xtp_discountTF**

PRODUCT DISCOUNT (TAX INCLUDED)

[Relative value indicator](#) returning the amount deducted from Product sale (tax free)

Same principle than above, but all tax included.

Variable name: **xtp_discountATI**

PRODUCT PROMO CODE

[Relative value indicator](#) returning the promotion code applicable to this product.

Variable name: **xtp_promocode**

PRODUCT TOTAL SALE

[Relative value indicator](#) returning the amount that must be considered for sales analysis.

It's up to you deciding if it considers tax or discount.

Variable name: **xtp_roimt**

Videos

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

PATH PATTERN	AREA SELECTOR	COMMENT (OPTIONAL)
*		All Pages, all Videos

This tab is used to activate YouTube videos tracking. To be automatically tracked, a YouTube video must be embedded as usually recommended, meaning by using an [iframe](#).

Example:

```
<iframe width="100%" height="100%" src="https://www.youtube.com/embed/sIJ73G4sww?wmode=opaque">
</iframe>
```

In iframe src, it's better adding &enablejsapi=1, but it is automatically added by XTagManager when not present.

Fields

PATH PATTERN

[Final path pattern](#). It must identify the page(s) containing videos. If empty or *, all pages will be considered.

AREA SELECTOR

See [Node\(s\) Selector](#). Select the area where videos can be found (XTag Selector "For Area selection") or let empty to consider all page content.

COMMENT (OPTIONAL)

Type what you want in this column.

Specific

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

TYPE	VALUE
SPECIFIC	STAT_DemandBase={StopChecking:false,Key:'e290f43a55547d78fed33b523d699ce030bd8f3ad',
	Fields:[company_name',audience',marketing_alias',industry',revenue_range',employee_range',watch_list.account_type',primary_sic',sub_industry',country_name',demandbase_sid',",",',watch_list.account_status'],
	Map:[['revenue_range',undefined:0',<1.3 Mil USD:0',1.3 to <132 Mil USD:1',132 Mil USD to <1.3 Bil USD:100',1.3 Bil USD to <13 Bil USD:1000',>13 Bil USD:10000'],
	['employee_range',undefined:0',Unknown:0',<10:1',10 - 49:10',50 - 99:50',100 - 999:100',1,000 - 4,999:1000',5,000 - 24,999:5000',25,000+:25000'],
VARIABLES	['watch_list.account_type',undefined:0',GSA:1',Competitors:2',Competitor:2',Alliance:3',Customer:4',Partner:5',Prospect:6',Internal:7',Named Account:8']],
	StartParam:4,ExpiresDays:1;
	(function(){window.STAT_rcTimer=setInterval(function(){if(window.getCookie&&window.setCookie){clearInterval(STAT_rcTimer);var c="display_cookie";if(!getCookie(c))setCookie(c,"1",30);}},200);})();
VARIABLES	www.se.com
	*
	/s
	GTM-PWB256

Code

Specific code is used to add any JavaScript code or JSON objects in page’s header, like [Third-Party](#) can do.

The difference is that there’s no triggering condition nor control: this code is loaded and executed in page as it is, before customization & library inclusions, directly in configuration file (so without using `document.write` or whatever), then without mapping nor filtering and above all **without any exception management**.

So keep in mind that any wrong entry in this tab could lead to page errors and/or analytics' breaking. **Use cautiously!**

It is mainly used to add specific configurations, or to add simple JavaScript routines intended to be called by [nodes selectors](#) or [value indicators](#), thus avoiding a customization file. Note that in these cases, such routines will be executed with exception management.

There’s only one column to fill, where an area contains the code to be added. It can be extended by inserting rows inside it.

Variables

Up to five variables can be defined here, and then reused anywhere (maps, customization code, names, etc...) with their index, for example: `%variable1%`.

It is especially useful in master Configurations, allowing regular ones to define some contextual values: master use such variables in their entries, and regular define them.

DemandBase fields

By default, this area is used to activate and configure DemandBase feature, by using a JSON structure with the following fields:

Attribute	Setting	Default
StopChecking	true if we want to stop adding DemandBase data to ATI tag	false
Async	true for asynchronous call to DemandBase server (slow websites), false for synchronous.	true
Key	DemandBase key allowing data request	
StartParam	First ATI <i>site custom variable</i> index that will be used to send data 4 >> use x4 as first site custom variable, then x5, x6, ...	1
ExpireDays	Number of days without requesting DemandBase again. If 1, one request will be done per session.	1
Fields	DemandBase data that must be sent to ATI as site custom variable.	
Map	Array of Arrays (field name, value:map, ...): allow conversion of retrieved value into a value recognized by ATI.	

Variables

Specific allows declaring up to five Variables, that can then be reused in any Configuration stuff with `%variable[index]%`.

Additional mappings

Some legacy containers used Specific to manage additional mappings. **XTag Configurator** still take them into account, and even sort them automatically at Publication time. However, for any new mapping, it is now recommended using the dedicated feature [Lookup Tables](#)

TYPE	VALUE
SPECIFIC	function getStatBrandsMap(){return [{"220-volt","1"}, {"2ba","1"}, {"aando","1"}, {"abm-rexel","1"}, {"acse","2"}, {
VARIABLES	
BRANDS	return [{"220-volt","1"}, {"2ba","1"}, {"aando","1"}, {"abm-rexel","1"}, {"acse","2"}, {"advanced","1"}, {"ahlsell-fi

Includes

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

INCLUDE	COMMENT
configuration-stat_segglobal.js	Common Site Ids, GA Properties, TC containers
configuration-stat_seclicks.js	Common CTAs

This is the place where you can decide about containers inheritance or additional libraries.

Fields

INCLUDE

Enter a JS file that can be found in the Configuration directory, or in the [Libraries](#) paths.

Third-Party

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

ATI SITE ID(S)	PATH	SYNCHRONOUS CODE	ASYNCHRONOUS LOADED SCRIPT	CODE TO EXECUTE ONCE SCRIPT LOADED	ACTIVATION
*	/uk/*//www.schneider-electric.co.uk/*	<script src="https://cdn.optimizely.com/js/8521353878.js"></script>			Header

This is the container allowing to setup additional tags or inclusions for third party systems, or to write anything in page.

It is recommended to use GTM or TC for third party tags, but as they are unable to add tag in page's [header](#) nor [synchronous](#) ones, it can be used when one of both condition is required, or when none of both is set.

Fields

ATI SITE ID(S)

Enter the ATI account that must be the current one to raise the added tag. It can be a list separated by |, or a wildcard * to match all.

```
583046|583057|585769|586138|585773|586131|583059|586130|606710|585774
```

Note that PreProd Site ID(s) must be added as well to allow tag raising in [PreProd](#) mode, or you can add a dedicated entry for it.

Site ID filtering is not allowed on Header tags, except when there is only one production account.

PATH

Contrary to all other mappings, it always considers Original Path, but it can also embed the host name if it starts by // instead of /. As for ATI SITE ID(s), it can be a list separated by |, or a wildcard * to match all.

SYNCHRONOUS CODE

It can be HTML or Javascript code. In both cases, double quotes must be replaced by single ones.

HTML code can be Javascript file inclusion, like this Adobe DTM integration:

```
<script src="//assets.adobedtm.com/e950cf52ad8cc87cfd4de9bb989d1a2e93e9c8ea/satelliteLib-7fcbb7ed74aaf36079297db84638471fcce292e8.js"></script>
```

Javascript code must not contain any comment, nor <script> tags:

```
_satellite.pageBottom();
```

*Synchronous code is executed **with** exception management.*

ASYNCHRONOUS LOADED SCRIPT

URL of a JavaScript file to be loaded asynchronously. It is recommended to not specify the protocol (start by //), to be valid for both SSL and regular pages.

```
//static.atgsvcs.com/js/atgsvcs.js
```

CODE TO EXECUTE ONCE SCRIPT LOADED

JavaScript code to be executed when asynchronous script file has been loaded. It cannot be a JavaScript inclusion.

```
raiseATG();
```

*Asynchronous code is executed **with** exception management.*

ACTIVATION

Enable the tag in Header (where configuration file is included), or Footer (where pageStatInjection() is called) or set it as Disabled.

Level 2 Dictionary

Purpose

[Configuration](#)
[Platforms](#)
[Analysis](#)
[Container](#)

#	NAME
0	Unclassified
1	220 volt
2	2BA
3	A-O
4	ACSE
5	Advanced
6	Ahlsell
7	Aleco
8	Alelek
9	ARC Electronic
10	AS Energo
11	Asesoft

This tab contains the restrictive list of selectable Level 2, with their corresponding names.

Fields

The original Level 2 list comes from [Configuration Template](#). For the current Configuration, it can be modified, or extended as following:

1. On the first blank line, type the number in the first column:

248	Distributors without logo
999	No Distributor
249	

2. Enter or Tab will reorder it in the list:

248	Distributors without logo
249	
999	No Distributor

3. Type its name, as declared in AT Internet:

248	Distributors without logo
249	My new distributor
999	No Distributor

Versions

Purpose

[Configuration](#) [Platforms](#) [Analysis](#) [Container](#)

VERSION	DESCRIPTION	COMMITTED	PUBLISHED	AUTHOR
8.5.2.0.0	[STAT-658] mySE Elko	18-09-19	18-09-19	DENIS ROUSSEAU
8.5.5.0.0	[STAT-454] Track and Trace click name enhancement	26-09-19	26-09-19	DENIS ROUSSEAU
8.5.6.0.0	Library update, add waitRefresh in activate.	27-09-19	27-09-19	DENIS ROUSSEAU
8.5.6.1.0	[STAT-540] Rename product selector click	27-09-19	27-09-19	KENT WYATT
8.5.6.0.1	[STAT-540] Use minified stat.js+newName declaration	28-09-19	28-09-19	DENIS ROUSSEAU
8.5.8.0.0	[STAT-690] Glaze deployment in country set	17-10-19	17-10-19	DENIS ROUSSEAU
8.5.8.0.1	[STAT-690] Glaze: Add US, APC and Denmark	17-10-19	17-10-19	DENIS ROUSSEAU
8.5.8.0.2	Fix track and trace for France	21-10-19	21-10-19	DENIS ROUSSEAU

This tab contains the history of Commits and Publication, with their author.

Fields

VERSION
DESCRIPTION
COMMITTED
PUBLISHED
AUTHOR

Test Cases

Purpose

[Configuration](#)
[Platforms](#)
[Analysis](#)
[Container](#)

#	Title	Url	Action	Product Ecosystem V2	Account	Level2	Name	Click	Sales
1		www.schneider-electric.us/en/all-products			335357 - SE United States	89 - Product Offer	all-products		
2	Click on Busway								
3		www.schneider-electric.us/en/product-category/50200-busway/?filter=business-4-low-voltage-products-and-systems					product-category::50200::busway		
4	Click on I-Line Busway								
5		www.schneider-electric.us/en/product-range/7550-i-line-busway?parent-category-id=50200&parent-subcategory-id=50210&filter=busi					NATO::product-range::7550::i-line-busway		
6	Click on [Sales Support] button						product-range::button::Sales support	Navigation	
7	Go back to product range, then click on second node button [Elbows and Tees]						product-range::nodes::Elbows and Tees::2	Navigation	
8	In Narrow By filters, Protection type section, click on "Without protection"						product-range::filter2::protection type::Without protection (23)	Navigation	
9	In first result description, dropdown "Add to..." and select "Add to Compare Products"						product-range::AddTo::product-comparator	Action	
10	In second result description, dropdown "Add to..." and select "Add to Wish List"						product-range::AddTo::product-cart	Action	
11	In first result description, dropdown "Add to..." and select "Add to Compare Products"						product-range::AddTo::product-comparator	Action	
12	Click on [See Compare Products (2)]								

This list is used to specify all expected tags and actions to raise them.

Please note this feature is currently under redesign and ascending compatibility will probably not be ensured.

Commands

Command	Action
#	Generate version worksheet in TestCases_XX.xlsx in configurator’s directory. If this version already exists, you are prompted to confirm that it must be replaced. If shift key is down when clicked, formatting commands below are kept in generated worksheet.
Title	Format current line as Title . Used to name following actions, or to describe an action without tag generation.
Url	Format current line as Url . Used to indicate Url displayed for a content tag.
Action	Format current line as <i>Action</i> . Used to describe an action generating a tag (click tag , or content tag without Url change).

Each click on formatting commands updates all existing Test cases indexes.

Fields

#

Test case index, automatically populated when formatting command is clicked.

Title, Url or Action

After formatting the line with corresponding command, type expected indication.

In case of Action, describe the place where it is done. In case of Url, address in automatically truncated from protocol.

Account

Account number expected in production.

Level 2

Level 2 number expected.

Name

Page name or **click name** (except for Search position click).

Click

Select expected click type in the list: Action, Download, Exit, Navigation, Search pos.

Search words...

Searched keywords, when current page is a search results page, or current action is a click on search result.

This column and the next two are visible only if Search tracking has been activated in configuration.

...page

Page number, when current page is a search results page, or current action is a click on search result.

...pos

Position of click, when current page is a search results page, or current action is a click on search result.

Visitor ID & Cat.

Numeric visitor ID, if any, and Numeric Visitor category ID, when available.

These columns are visible only if Visitor identification has been activated in configuration.

Sales

Two columns that must be populated with Sales parameters (on the left) and expected data (on the right).

Sales	
tp	pre1
idcart	1463159389879
mtht	199
mttc	238.8
roimt	199
tax	39.8
pdt1	A5C15100[Maintien des connaissances sur la norme NF C 15-100]
qte1	1
mt1	238.8
mtht1	199
roimt1	199

These columns are visible only if Sales tracking has been activated in configuration.

GA Mirroring

Purpose

Context

GA Mirroring is an exclusive **XTagManager** feature using all captured events and their related data to format and send corresponding tags to Google Analytics, with GA enrichments when needed (enhanced eCommerce impressions, clicks, details, etc). This engine is fully customizable, so that it can apply any kind of event naming logic.

Each time a tracker is added to **AT Internet**, its GA correspondence is automatically setup and sent at proper time: this is a full and permanent synchronization between both Web Analytics platforms: **setup once, tag twice!**

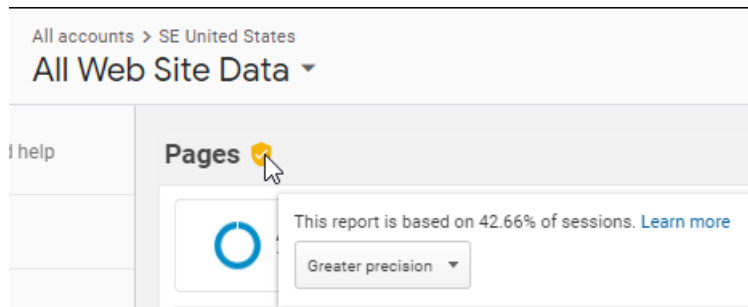
By the way, GA Mirroring activates enhanced page load time measurement, allowing to know accurately what's the page load time performance really experienced by end users: see [Site Speed](#).

Last but not least, when campaign URLs don't provide GA counterpart parameters, [it forwards all AT Internet campaign details](#) (except its declared name, replaced by ATI code), so that traffic source is also always properly categorized on GA side. And it also catches and [logs in ATI those only tracked on GA](#) (i.e. not declared with the regular process).

It is recommended to install [XTag Google Analytics](#) to discover the richness of GA Mirroring features.

Accuracy

Free version of Google Analytics can use data sampling, when the number of analysed sessions is greater than 500K. When it happens, user is warned:



Most of time it doesn't change the trend, but if you see this message and want to be sure about presented figures, just reduce the assessed period (more information [here](#)).

Note that **AT Internet** never uses data sampling.

Conventions

Custom Dimensions

User Country

Optional. To be setup when user country can be different from web application country and geolocation (country clustering). This custom dimension contains a two-letters code representing the country affected to the session.

Origin

Optional. This is the user position regarding company's network: External, Internal or Dual (if it has changed on last 30 days). Only External are considered as non company's users.

This distinction cannot always be setup with [IP filtering](#), when proxy can change company IPs regularly, with more than 70 properties (just for SE) to update each time. Moreover, that would not identify "Dual" (employees working outside company's network), and that would prevent cross-segmentation with other dimensions inside a view.

ATI Tag

Mandatory. This is the original ATI Page name, forwarded for page consolidation. Such consolidation cannot be done with [query parameters exclusion](#) for the following reasons:

- <https://www.schneider-electric.us/en/product-category/50300-circuit-breakers/?filter=business-4-low-voltage-products-and-systems> and <https://www.schneider-electric.us/en/product-category/50300-circuit-breakers> are the same, but filter parameter can be useful in some reports.
- With all marketing systems used by the company + application specificities, exclusion list would be too heavy to maintain in more than 70 properties (just for SE).
- With specific cases like [FAQ](#), it cannot be used as a consolidation method.

ATI Level2

Mandatory. The numeric value of **AT Internet** Level2, forwarded for application identification. It is convenient to easily identify the traffic of applications with several URLs patterns.

It can be used as filter to create dedicated views:

Filter Information

Filter Name
Product offer pages

Filter Type
☐ Predefined ☒ Custom

☐ Exclude
☒ Include

Filter Field
ATI Level2

Filter Pattern
89

☐ Case Sensitive

User category

Optional. Map ATI Visitor Category Code. Should be completed with an upload of their meaning.

User ID

Mandatory. Map ATI Visitor Identifier (numeric or text). Also stored as built-in GA **userid**, but a custom dimension is more flexible for reporting usage in all views.

User category name

Optional. Not collected: this is a *dataset upload* to match User category, for reporting purpose.

Click Type

This dimension doesn't exist in Google Analytics, but based on Events naming conventions, it can be retrieved:

ATI	GA
Click Navigation	Event Label contains a relative path (starts by "/")
Click Exit	Event Label contains an URL with protocol (starts by "http")
Click Download	Event Action equal to "Download"
Click Action	Event Action is not equal to "Download" and no path nor URL in Event Label (such action type is not a useful information in GA)

Level2

This dimension doesn't exist in Google Analytics, but it is forwarded as custom dimension [ATI Level2](#), so it can be used for segmentation. [Content grouping](#) is also used, but not with the same split logic. Views can also be used for this purpose.

Google Analytics Preparation

Property

Creation

Scope

The property must address the same scope than its corresponding **AT Internet** account.

Optionally, you can also create a dedicated preview property, that will automatically be used in all non-productions environments. In this case, it must be named the same, with “Preview” as prefix. If you don’t, a generic Preview will be used, which merges different sources of non-production traffic.

New Property

Creating a new property will provide you with a Tracking ID.

When your initial property is created, we will also create a default view that will gather all data associated with the tracking code. If you would like to gather only a subset of the data for this code, then you will probably want to create a second reporting view, and you will need to create and apply one or more view filters to this data.

What would you like to track?

Website

Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set-up.

Setting up your property

Website Name

SE United Kingdom

Website URL

https://

www.schneider-electric.co.uk

Industry Category ?

Select One

Reporting Time Zone

United Kingdom

(GMT+00:00) GMT (no daylight saving)

This account has 3 properties. The maximum is 50.

Website Name

Use the same naming convention than in **AT Internet**.

Website URL

Enter the proper protocol and host, **without any path**.

Reporting Time Zone

Important for day split.

Property Settings

User Analysis

Enable Users Metric in Reporting

Adds the Users metric to standard reports and updates your **users metric** calculation.

ON

Tracking Info

User-ID

User ID policy must be agreed in order to create [User View](#).

1 Review the User-ID Policy

You must agree to the [User-ID Policy](#) before you can enable the feature.

View Full Policy

- You must make sure that you have the full rights to use this service, to upload data and to use it with your Google Analytics account.
- You will give your end users proper notice about the implementations and features of Google Analytics that you use (e.g. notice about what data you will collect via Google Analytics, and whether this data can be connected to other data that you may have about the end user). You will either get consent from your end users, or provide them with the opportunity to opt out from the implementations and features that you use.
- You will not upload any data that allows Google to personally identify an individual (such as certain names, national insurance numbers, email addresses or any similar data), or data that permanently identifies a particular device (such as a mobile phone's unique device identifier, if such an identifier cannot be reset).
- If you upload any data that allows Google to personally identify an individual, your Google Analytics account can be terminated, and you may lose your Google Analytics data.
- You will only session stitch authenticated and unauthenticated sessions of your end users if your end users have given consent to such stitch, or if such merger is allowed under applicable laws and regulations.

I agree to the User-ID Policy.

ON

Next step

Session Unification

Session unification allows hits collected before the User-ID is assigned to be associated with the ID, so long as the hits are from the session in which an ID value is assigned for the first time. When OFF, only data with User-ID explicitly assigned can be associated. [Learn more about session unification.](#)

ON

Best practices

- The USER_ID field must be set after a user is identified by your system.
- The value must be set for all hits in the session. We recommend that you use the set method to ensure that all additional Analytics hits on the page also contain this value.
- All subsequent pages on which the user is considered identified should also set this value.
- Consider the effect of session unification. Session unification is on by default, but you can turn it off if you need to. [Learn more about session unification.](#)

[Learn more about how to set up the User-ID.](#)

Next step

3 Create a User-ID view

Create a User-ID view to analyse data from sessions in which a User-ID is detected. This view includes a set of Cross-Device reports that let you see user engagement data from different devices over the course of multiple sessions.

A User-ID view is filtered. All reports in this view display data from sessions in which a User-ID is detected. Use a different view to see data from sessions in which a User-ID is not detected.

To create a new User-ID view, use the standard process for creating a new view in your account. Click *Create* to leave this flow and start that process.

Create

Referral Exclusion List

Referrals must be excluded accordingly to your website hostname(s).

Custom Definitions

Custom Dimensions

The following Custom dimensions must be created:

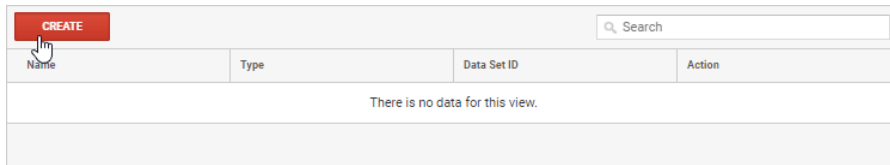
Status	Custom Dimension Name	Index	Scope
Optional	User Country	1	Session
Mandatory	Origin	2	Session
Mandatory	ATI Tag	3	Hit
Mandatory	ATI Level 2	4	Hit
Optional	User Category	5	User
Mandatory	User ID	6	User
Optional	User Category Name	7	User

- When Custom Dimension is not required for the website, create it anyway if it's not the last, but as **Inactive** to keep the same index for others.
- If there are already existing Custom Dimensions using these required indexes, they can be customized in [Mirroring JS](#).

Data Import

User Category Name

1. Prepare a CSV file containing the correspondences between ATI Categories ID and names.
2. Click on **CREATE**

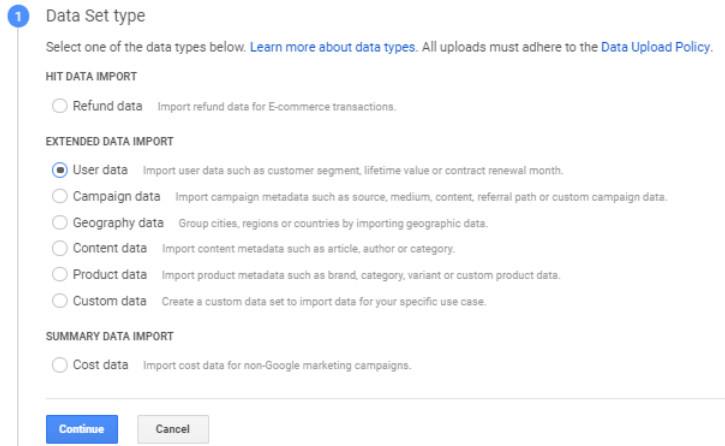


CREATE

Search

Name	Type	Data Set ID	Action
There is no data for this view.			

3. Select **User Data**, click on **Continue**



1 Data Set type

Select one of the data types below. [Learn more about data types.](#) All uploads must adhere to the [Data Upload Policy](#).

HIT DATA IMPORT

☐ Refund data Import refund data for E-commerce transactions.

EXTENDED DATA IMPORT

☒ User data Import user data such as customer segment, lifetime value or contract renewal month.

☐ Campaign data Import campaign metadata such as source, medium, content, referral path or custom campaign data.

☐ Geography data Group cities, regions or countries by importing geographic data.

☐ Content data Import content metadata such as article, author or category.

☐ Product data Import product metadata such as brand, category, variant or custom product data.

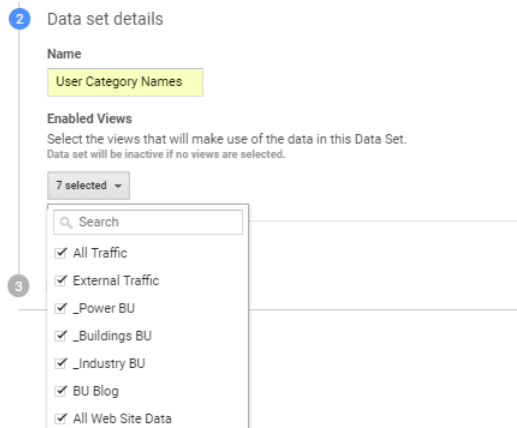
☐ Custom data Create a custom data set to import data for your specific use case.

SUMMARY DATA IMPORT

☐ Cost data Import cost data for non-Google marketing campaigns.

Continue Cancel

4. Enter **User Category Names**, select all views, click on **Continue**



2 Data set details

Name

User Category Names

Enabled Views

Select the views that will make use of the data in this Data Set.
Data set will be inactive if no views are selected.

7 selected

Search

☒ All Traffic

☒ External Traffic

☒ _Power BU

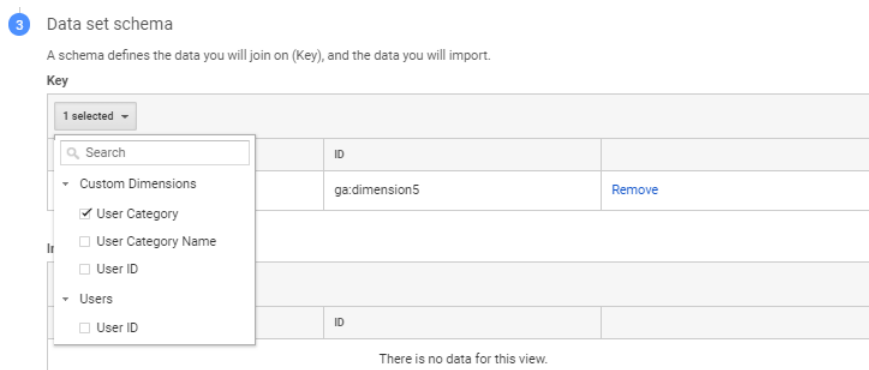
☒ _Buildings BU

☒ _Industry BU

☒ BU Blog

☒ All Web Site Data

5. Select **User Category** as Key:



3 Data set schema

A schema defines the data you will join on (Key), and the data you will import.

Key

1 selected

Search

Custom Dimensions

☒ User Category

☐ User Category Name

☐ User ID

Users

☐ User ID

ID

ga:dimension5 Remove

There is no data for this view.

6. Select **User Category Name** as **Imported data**, Select **Yes** to override, then **Save**

Imported data

1 selected

Search

Custom Dimensions

☒ User Category Name

☐ User ID

ID

ga:dimension7

Remove

Specify whether or not your uploaded data values should overwrite data values that Google Analytics collects as part of the hit. Note that once hit values have been overwritten, they cannot be restored. [Find out more](#)

☒ Yes When both imported data and hit data are available, use imported data.

☐ No When both imported data and hit data are available, use hit data.

Save Cancel

7. Then **Finished**, and **Back to Data Import**

- ✓ Data Set type
Type: User data
- ✓ Data set details
Name: User Category Names
Selected views: 7
- ✓ Data set schema
Key: ga:dimension5
Imported Data: ga:dimension7
Overwrite hit data: Yes

Finished

Uploads for

[Back to Data Import](#)

Refresh

Upload date	File name	Status	Download
There is no data for this view.			

8. Click on **Manage uploads**, then **UPLOAD FILES**

CREATE

Search

Name	Type	Data Set ID	Action
User Category Names	User data	-ZvbD342SjSQrEvGRQG0BQ	Manage uploads

Uploads for User Category Names

[Back to Data Import](#)

UPLOAD FILE

Refresh

Get schema

Delete selected

<input type="checkbox"/>	Upload date	File name	Status	Download
There is no data for this view.				

9. Click on **Choose files**, select on your disk the file imported from box, then click on **Upload**

Choose files

PRMCategories.csv 4.98KB x

Upload Cancel

10. After some seconds, you should see the upload Validated, then Completed:

<div> <div>UPLOAD FILE</div> <div>Refresh</div> <div>Get schema</div> <div>Delete selected</div> </div>				
<input type="checkbox"/>	Upload date	File name	Status	Download
<input type="checkbox"/>	29 Jul 2018 11:14:39 PDT	PRMCategories.csv	✓ Completed	

Views

Create View

All Web Site Data

Created by default.

User View

Ensure you have prepared your property to allow User ID views (see [Tracking Info](#)). If you've just did it and that you still don't see the User-ID view option as shown below, reload the page (F5).

Name it **User View** and activate the **Show User-ID Reports** option, then click on **Create View** :

New Reporting View

Creating a new reporting view will provide you with unfiltered access to all data collected by the Tracking ID.

If you would like this reporting view to be constrained to a very specific subset of tracked data, you will need to create and apply one or more view filters to this data.

What data should this view track?

Website

Mobile app

Setting up your view

Reporting View Name

User View

Reporting Time Zone

United States

(GMT-04:00) Eastern Time

User-ID view

Show User-ID Reports

Get data from sessions in which you send User-IDs and related data to Google Analytics. This view includes a set of Cross-Device reports. You must enable and implement the User-ID to see data in this view. You cannot change this setting after the view is created. [Learn more about the User-ID](#)

ON

This property has 7 views. The maximum is 25.

Create View

Cancel

Other Views

To be setup accordingly to your web application's specificities.

View Settings

Default URL

Let the same than [the one setup at property level](#), still **without any path**.

View Settings

Website's URL

https://

www.se.com

Time zone country or territory

To be setup accordingly to targeted country.

Time zone country or territory

Canada ▼

(GMT-07:00) Dawson Time ▼

Exclude URL Query Parameters

To be setup accordingly to your web application's specificities.

Currency displayed as

To be setup accordingly to targeted country.

Currency displayed as ?

Canadian Dollar (CAD CAS) ▼

Bot Filtering

View + Create View

All Web Site Data

View Settings

US Dollar (USD US\$) ▼

Bot Filtering

☒ Exclude all hits from known bots and spiders

Site Search Settings

To be setup accordingly to your web application's specificities.

Goals

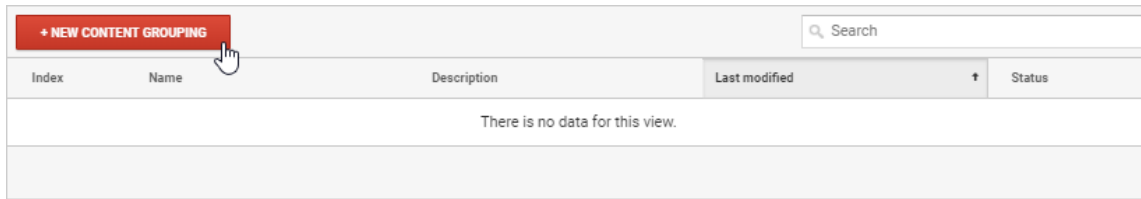
Goals will be defined by application teams. Hereafter some examples (to be detailed further):

<div>+ NEW GOAL Import from Gallery</div>			
<input type="checkbox"/>	Goal	ID	Goal Type
<input type="checkbox"/>	Clicked to Locator Pages	Goal ID 8 / Goal Set 2	Destination
<input type="checkbox"/>	Clicked to Sales Support	Goal ID 9 / Goal Set 2	Destination
<input type="checkbox"/>	Contact Sales Form Completed	Goal ID 4 / Goal Set 1	Event
<input type="checkbox"/>	Email Address Submitted	Goal ID 7 / Goal Set 2	Event
<input type="checkbox"/>	Exited to PRM	Goal ID 5 / Goal Set 1	Event
<input type="checkbox"/>	Use search	Goal ID 14 / Goal Set 3	Destination
<input type="checkbox"/>	Visit product category	Goal ID 15 / Goal Set 3	Destination
<input type="checkbox"/>	Visit product range	Goal ID 10 / Goal Set 2	Destination
<input type="checkbox"/>	Visit product reference page	Goal ID 13 / Goal Set 3	Destination

Content Grouping

[All Websites](#)

1. Click on **+ NEW CONTENT GROUPING**



The screenshot shows the top of the XTag Configurator interface. At the top left, there is a red button labeled '+ NEW CONTENT GROUPING'. To its right is a search bar with the placeholder text 'Search'. Below these is a table with the following columns: 'Index', 'Name', 'Description', 'Last modified', and 'Status'. The table is currently empty, and a message 'There is no data for this view.' is displayed below the table headers.

2. Enter **Section** as Name, then click on + just below **GROUP BY TRACKING CODE**

Content Grouping Settings

Name

Section

Configure the grouping

Content Grouping lets you create logical collections of site or app content, and use those as primary dimensions in your reports. Use one or more of the methods below to group your content. [Learn More](#)

GROUP BY TRACKING CODE



Enable Tracking Code

3. Let default index 1, click on **Done**

GROUP BY TRACKING CODE

1. Enable Tracking Code

Enable

☐ On

Select Index

1 Select an index number (1-5).

Modify your JavaScript tracking code and include one of the following snippets. [Learn More](#)

Global Site Tag Tracking Code (gtag.js):

```
gtag('set', {'content_group1': 'My Group Name'});
```

Universal Analytics Tracking Code (analytics.js):

```
ga('set', 'contentGroup1', 'My Group Name');
```

Classic Analytics Tracking Code (ga.js):

```
_gaq.push(['_setPageGroup', 1, 'My Group Name']);
```

Done

[Cancel](#)

4. Click on **Save**

Content Grouping Settings



Name

Section

Configure the grouping

Content Grouping lets you create logical collections of site or app content, and use those as primary dimensions in your reports. Use one or more of the methods below to group your content. [Learn More](#)

GROUP BY TRACKING CODE

- Tracking code enabled | Slot1  

GROUP USING EXTRACTION

- + Add extraction

GROUP USING RULE DEFINITIONS

- + Create a rule set

[Learn how regular expressions work with Channel Grouping](#)

Drag rules to specify the order in which they should apply.

Save **Cancel**

You should obtain that:

+ NEW CONTENT GROUPING Search				
Index	Name	Description	Last modified	Status
1	Section	Tracking Code Enabled	29 Jul 2018, 14:37:48	ON

You have 4 groups remaining

Filters

[Allowed hostnames](#)

It is recommended to create a traffic filter, in order to be sure that only expected traffic is collected in this view.

E-Commerce Settings

[Activation](#)

Enhanced eCommerce must be activated in all views of all websites (except those without Product traffic):

E-commerce setup

Enable E-commerce

Use the E-commerce developer reference guide to properly set up the tracking code for your site.

ON

Enable Enhanced E-commerce Reporting

ON

Funnel Steps

On real eCommerce websites, Checkout funnel steps must be setup.

Example:

Checkout Labeling optional

Create labels for the checkout-funnel steps you identified in your e-commerce tracking code. Use easily understood, meaningful names as these will appear in your reports.

FUNNEL STEPS

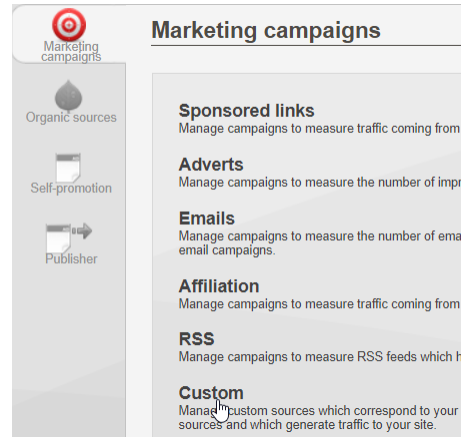
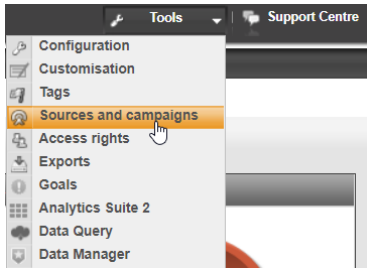
- | | | |
|----|--------------------------------|-----------------------------------|
| 1. | <div><div></div>Cart</div> | <div><div></div><div></div></div> |
| 2. | <div><div></div>Shipping</div> | <div><div></div><div></div></div> |
| 3. | <div><div></div>Payment</div> | <div><div></div><div></div></div> |
| 4. | <div><div></div>Review</div> | <div><div></div><div></div></div> |

AT Internet Preparation

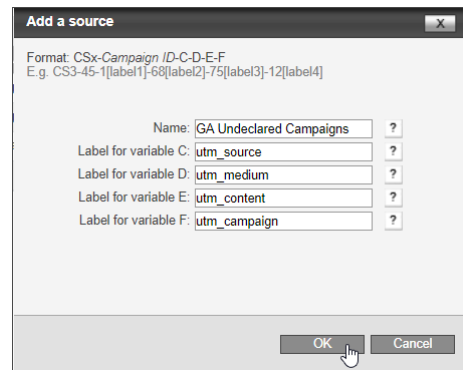
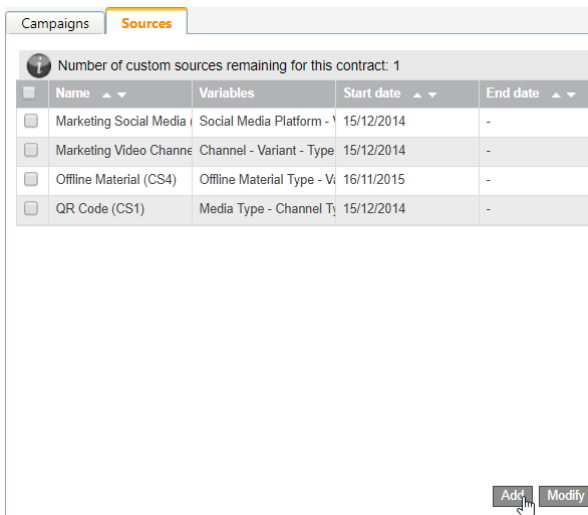
Custom Source for GA Campaigns

To catch Google Analytics campaigns not tracked in AT Internet, a custom source must be created:

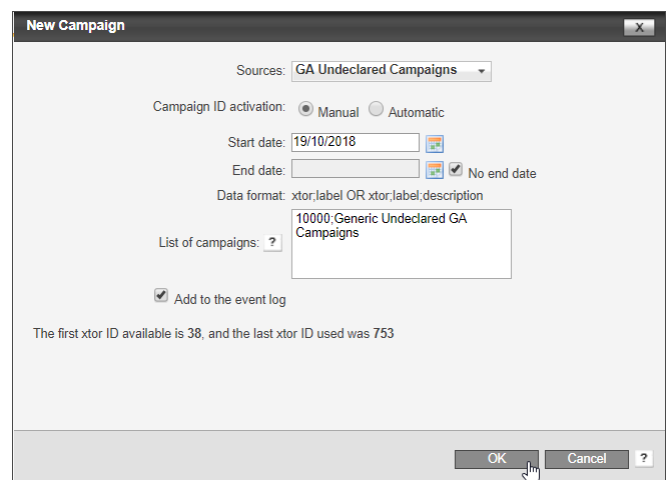
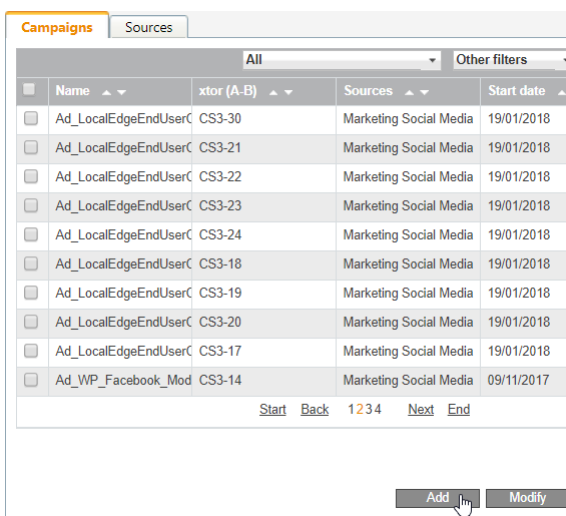
1. In Analyzer NX, click on **Tools** menu, select **Sources and campaigns**, then click on **Custom**:



2. Click on **Sources** tab, then on **Add**, name it GA Undeclared Campaigns and declare four variables: `utm_source`, `utm_medium`, `utm_content` and `utm_campaign`. Once all set, click on **OK**.



3. Wait a couple of minutes, then click on **Campaigns** tab, then on **Add**, let Manual activation and enter 10000;Generic Undeclared GA Campaigns in the List of campaigns. Once all set, click on **OK**.



Collected Data

Customization

Segments

External Traffic

External Traffic

Save

Cancel

Preview

Demographics

Technology

Behaviour

Date of First Session

Traffic Sources

Enhanced E-commerce

Advanced

Conditions1

Conditions

Segment your users and/or their sessions according to single or multi-session conditions.

Filter

Sessions

Include

Origin

exactly matches

External

OR

AND

+ Add Filter

Custom Reports

Identified Users

Edit Custom Report

General Information

Title

Identified users

Report Content

User List

User Pages Events

+ add report tab

Name

User List

Duplicate this tab

Type

Explorer

Flat Table

Map Overlay

Dimensions

User ID

User Category

User Category Name

+ add dimension

Metrics

Sessions

+ add metric

Filters - optional

+ add filter

Views - optional

All views associated with this account

42 views selected

Save

Cancel

Copyright © 2020, Denis Rousseau – XTagManager

Page 87 of 117

Usability

Edit Custom Report

General Information

Title

Report Content

per Page per Section [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Total Events

[+ add metric](#)

[+ add metric group](#)

Dimension Drilldowns

Page

Event Action

Event Label

[+ add dimension](#)

Filters - optional

[+ add filter](#)

Views - optional

☐ All views associated with this account

☒ 1 view selected

[Cancel](#)

Edit Custom Report

General Information

Title

Report Content

per Page **per Section** [+ add report tab](#)

Name

Type **Explorer** Flat Table Map Overlay

Metric Groups

Total Events

[+ add metric](#)

[+ add metric group](#)

Dimension Drilldowns

Section (Content Group)

Event Action

Event Label

[+ add dimension](#)

Filters - optional

[+ add filter](#)

Views - optional

☐ All views associated with this account

☒ 1 view selected

[Cancel](#)

Downloads

Edit Custom Report

General Information

TitleDownloads

Report Content

Download unique x

+ add report tab

NameDownload unique

TypeExplorerFlat TableMap Overlay

Metric Groups

Metric Group

Unique Events+ add metric

+ add metric group

Dimension Drilldowns

Event Label

Event Category

Page

+ add dimension

Filters - optional

Include

Event Action

Exact

Download

and

+ add filter

Views - optional

All views associated with this account

36 views selected

Save

Cancel

Copyright © 2020, Denis Rousseau – XTagManager

Page 89 of 117

Filter Regex: ^http

Edit Custom Report

General Information

Title

Outbound links

Report Content

Target URL, Page, Action

+ add report tab

Name

Target URL, Page, Action

Type

Explorer

Flat Table

Map Overlay

Metric Groups

Metric Group

Total Events

+ add metric

+ add metric group

Dimension Drilldowns

Event Label

Page

Event Action

+ add dimension

Filters - optional

Include

Event Label

Regex

^http

and

+ add filter

Views - optional

All views associated with this account

37 views selected

Save

Cancel

Filter Regex: ^\

Edit Custom Report

General Information

TitleInternal links

Report Content

Target path, Page, Action

+ add report tab

NameTarget path, Page, Action

Type

Explorer

Flat TableMap Overlay

Metric Groups

Metric Group

Total Events

+ add metric

+ add metric group

Dimension Drilldowns

Event Label

Page

Event Action

+ add dimension

Filters - optional

Include

Event Label

Regex

^V

and

+ add filter

Views - optional

All views associated with this account

44 views selected

Save

Cancel

URL Variation, Consolidation and Performances

ATI Tag to URLs

General Information

TitleURL Variation, Consolidation and Performances

Report Content

ATI Tag > URL(s)

URL > ATI Tag & Level 2

+ add report tab

NameATI Tag > URL(s)

Type

Explorer

Flat TableMap Overlay

Metric Groups

Metric Group

Page Views

Avg. Page Load Time (s...

+ add metric

+ add metric group

Dimension Drilldowns

ATI Tag

Page

+ add dimension

URL to ATI Tag and Level 2

General Information

Title URL Variation, Consolidation and Performances

Report Content

ATI Tag > URL(s) URL > ATI Tag & Level 2 + add report tab

Name URL > ATI Tag & Level 2

Type Explorer Flat Table Map Overlay

Dimensions

Page ATI Tag ATI Level2

Metrics

Page Views Avg. Page Load Time (s...) + add metric

Audience

User Explorer

Identified users are can be assessed in User View, so with all user explorer features activated. GA Mirroring provides User ID once visitor logged in.

All accounts > SE France

PRM France

Search reports and help

HOME

CUSTOMIZATION

Reports

REAL-TIME

AUDIENCE

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

User Explorer

Geo

Behavior

Technology

Mobile

User Explorer

All Users 100.00% Users

+ Add Segment

User Id	Sessions	Avg. Session Duration
1. P-0230119	671 (6.14%)	00:04:24
2. P-0252075	72 (0.66%)	00:07:10
3. P-0252895	72 (0.66%)	00:03:30
4. P-0158203	60 (0.55%)	00:09:39
5. P-0253865	60 (0.55%)	00:03:03
6. P-0253267	58 (0.53%)	00:01:34
7. P-0399282	57 (0.52%)	00:05:13
8. P-0253868	55 (0.50%)	00:02:33
9. P-0253502	53 (0.49%)	00:03:08
10. P-0253435	53 (0.49%)	00:03:27

Drill down a user allows to see its category, the device he used, its sessions and all actions he made:

User Report

User Id
P-0230119

Date Last Seen
Nov 09, 2017

Device Category
desktop
tablet

Device Platform
web

Acquisition Date
Jul 05, 2017

Channel
Direct

Source / Medium
(not set)

Campaign
(direct)

Custom Dimensions
User category
WD4

Sessions (LTV) ? 1,957 Sessions (Current): 671	Session Duration (LTV) ? 155:28:49 Session Duration (Current): 49:14:41	Revenue (LTV) ? €0.00 Revenue (Current): €0.00	Transactions (LTV) ? 0 Transactions (Current): 0	Goal Com 0 Goal Com
---	--	---	---	----------------------------------

Create Segment

Filter by
4 selected

Sort by
Descending

Expand All

Collapse All

Aug 31, 2017

5:08 PM 00:10 Referral

5:02 PM 00:03 Referral

5:02 PM

Event click on Action

Event category	Event action	Event label	Event count	Event value
Action	click	WD4-MyPartnership::Section-[no name]:Fiches Produits	1	0

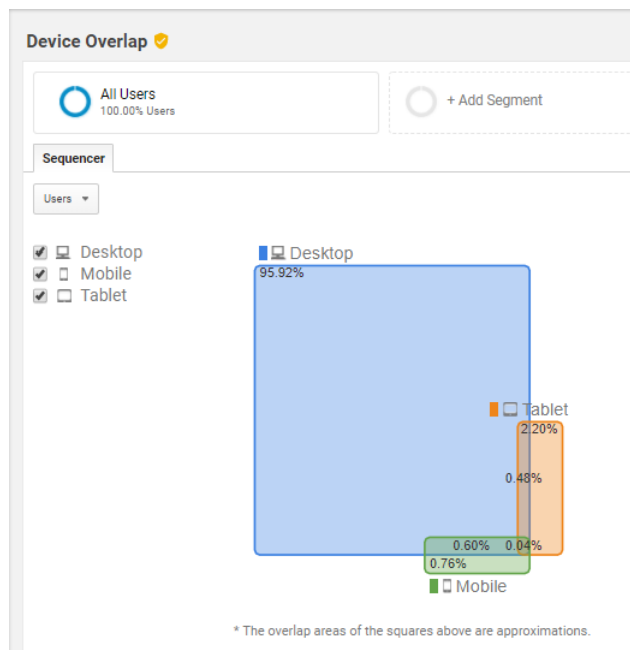
5:02 PM

Event click on Action

4:53 PM 28:18 Referral

4:50 PM 14:49 Referral

It also allows to see an estimation of global device overlap:



Acquisition

Campaigns coming from AT Internet

When there's no `utm_*` parameters in a campaign URL, ATI data is used to forward campaign information to Google Analytics:

Campaign ?	Acquisition		
	Users ?	New Users ?	Sessions ?
1. Q3 2018 PowerPact B GDN BA:965264	1,000	1,000	1,000
2. AD-692	1,000	1,000	1,000
3. CS3-803	1,000	1,000	1,000
4. CS3-754	1,000	1,000	1,000
5. AD-753	1,000	1,000	1,000
6. CS3-762	1,000	1,000	1,000
7. US EcoStruxure Main Page	1,000	1,000	1,000
8. CS3-760	1,000	1,000	1,000
9. AD-759	1,000	1,000	1,000

Source/Medium ?	Acquisition	
	Users ?	New Users ?
1. The-Economist-App_Propecting / display	1,000	1,000
2. CNBC.com / display	1,000	1,000
3. CNBC.com_Propecting / display	1,000	1,000
4. TheEconomist_APP / display	1,000	1,000

The campaign name is built from **AT Internet** campaign type and ID. The rest (source, medium, content & term) is built from campaign fields, by using GA best practices and company's rules.

GA Campaigns not declared in AT Internet

The regular process implies that all campaigns must be declared in AT Internet: this is the only way to control the proper categorization allowing global reports.

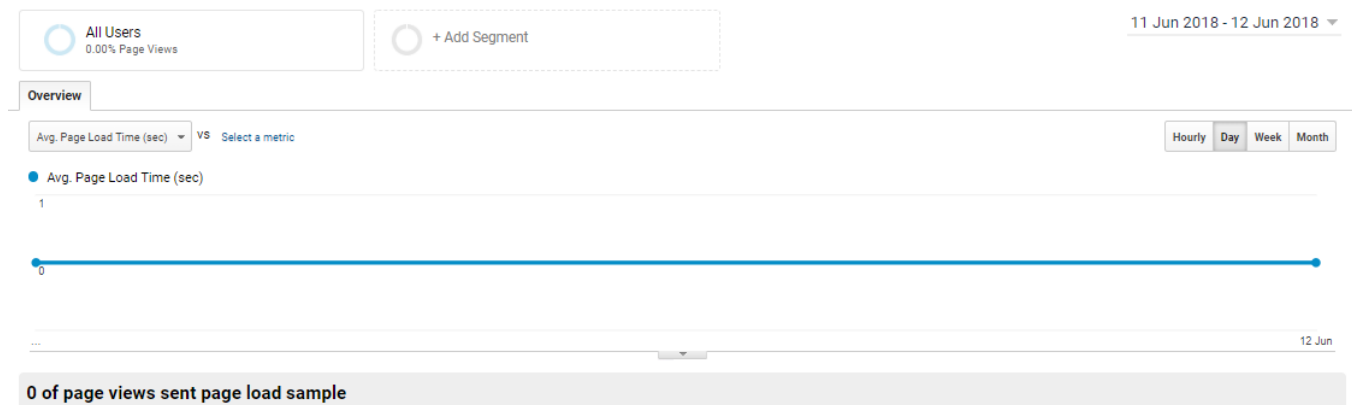
If this step is omitted, GA campaigns will appear in **AT Internet** in a custom source named **GA Undeclared Campaigns**:

Campaigns	utm_source	utm_medium	utm_content	utm_campaign	Visits
Generic Undeclared...ns (CS5-10000)	IMHO	tgb	no data	wichswitchassets	
Generic Undeclared...igns (CS5-10000)	IMHO	tgb	style_	renovation	
Generic Undeclared...igns (CS5-10000)	Programmatic	RTB	no data	wichswitchassets	
Generic Undeclared...igns (CS5-10000)	yandex	cpc	no data	y_se_star_mscspb_search	
Generic Undeclared...igns (CS5-10000)	yandex	cpc	no data	y_se_star_russia_search	
Generic Undeclared...igns (CS5-10000)	mytarget	cpc	31826629	10747663	
Generic Undeclared...igns (CS5-10000)	Programmatic	RTB	all_Soloway	konkurs_milan	
Generic Undeclared...igns (CS5-10000)	Programmatic	RTB	all_	Mix	
Generic Undeclared...igns (CS5-10000)	yandex	cpc	Udalennoe upravlenie {creative}	y_Schneider_Electric...etwork.37046200	
Generic Undeclared...igns (CS5-10000)	google	cpc	Promishlennaya...av...292451799557	g_Schneider_Electr...etwork.1539551728	
Generic Undeclared...igns (CS5-10000)	google	cpc	Raspredelennaya...ya.292451799584	g_Schneider_Electr...etwork.1539551728	
Generic Undeclared...igns (CS5-10000)	yandex	cpc	Udalennoe upravlenie {creative}	y_Schneider_Electr...e_search.37046199	
Generic Undeclared...igns (CS5-10000)	google	cpc	no data	g_se_star_network	

Behaviour

Site Speed

Before plugin activation:



After plugin activation:

All Users
100.00% Page Views

+ Add Segment

18 Jun 2018 - 19 Jun 2018

Overview

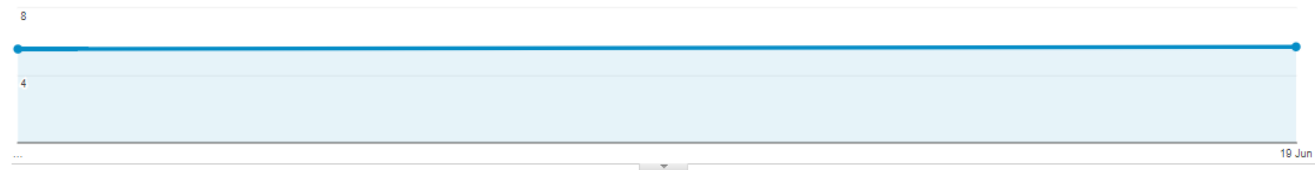
Avg. Page Load Time (sec)

 vs

Select a metric

HourlyDayWeekMonth

Avg. Page Load Time (sec)



35,505 of page views sent page load sample

Avg. Page Load Time (sec)

5.60

Avg. Redirection Time (sec)

0.15

Avg. Domain Lookup Time (sec)

0.05

Avg. Server Connection Time (sec)

0.08

Avg. Server Response Time (sec)

0.61

Avg. Page Download Time (sec)

0.12

Site Speed

Browser

Country

Page

Browser

Avg. Page Load Time (sec)

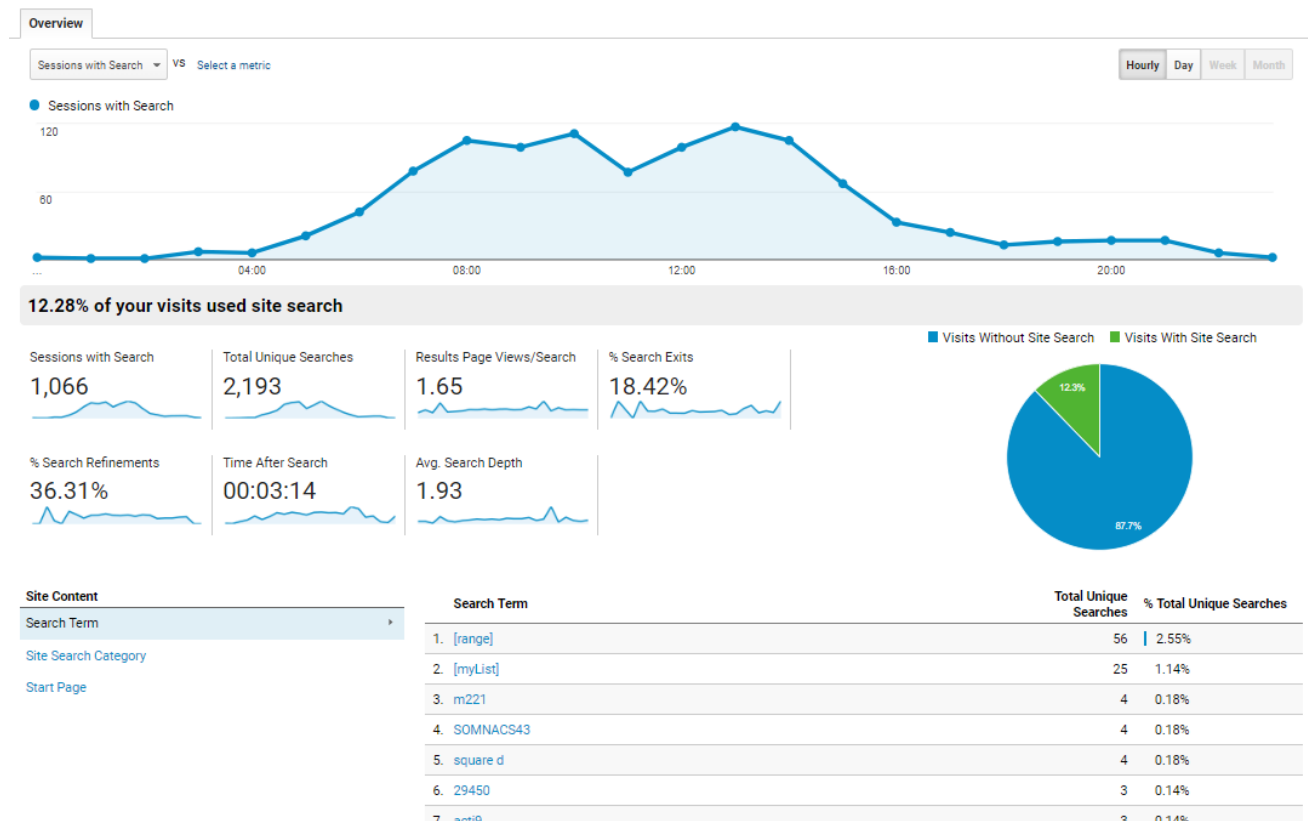
1. Edge3.77

2. Opera4.32

3. Internet Explorer5.05

Site Search

Overview



Search Terms

Search Term	Total Unique Searches	Results Page Views/Search	% Search Exits	% Search Refinements	Time After Search	Avg. Search Depth
	2,193 % of Total: 100.00% (2,193)	1.65 Avg for View: 1.65 (0.00%)	18.42% Avg for View: 18.42% (0.00%)	36.31% Avg for View: 36.31% (0.00%)	00:03:14 Avg for View: 00:03:14 (0.00%)	1.93 Avg for View: 1.93 (0.00%)
1. [range]	56 (2.55%)	2.43	10.71%	8.09%	00:04:54	4.43
2. [myList]	25 (1.14%)	1.08	0.00%	18.52%	00:01:38	2.60
3. m221	4 (0.18%)	2.25	100.00%	0.00%	00:00:11	0.00
4. SOMNACS43	4 (0.18%)	2.50	0.00%	30.00%	00:14:34	8.00
5. square d	4 (0.18%)	1.00	25.00%	75.00%	00:01:36	1.50
6. 29450	3 (0.14%)	1.33	33.33%	25.00%	00:02:16	1.00
7. acti9	3 (0.14%)	1.33	0.00%	75.00%	00:00:56	1.33
8. busbar	3 (0.14%)	1.33	33.33%	25.00%	00:01:55	3.67
9. distribution board	3 (0.14%)	1.00	0.00%	33.33%	00:01:17	2.67
10. EF3W	3 (0.14%)	1.33	33.33%	75.00%	00:00:57	1.00

Show rows: 10 Go to: 1 1-10 of 1986

This report was generated on 19/06/2018 at 10:04:33 - Refresh Report

Site Search Category

When available in Web Application internal search engine.

Site Search Category	Total Unique Searches	% Total Unique Searches
1. (not set)	91,374	97.73%
2. CAT_PRD_DATA	892	0.95%
3. CAT_PRD_NAV	538	0.58%
4. CAT_B2C_PRODUCT	191	0.20%
5. CAT_PRD_OFFER	73	0.08%
6. CAT_PRD_DOC_USRGD	67	0.07%
7. CAT_PRD_CAD	54	0.06%
8. CAT_PRD_DOC_CATALOG	44	0.05%
9. CAT_PRD_DOC_BTECH	42	0.04%
10. CAT_PRD_INLINE_DOC	36	0.04%

Additional data

See [Search events](#) below.

Site Content

Content grouping

Section

Sections are based on ATI Level2, but GA Mirroring customization can decide to gather or split some of them.

Primary Dimension: Page Page Title Content Grouping: Section (Content Group) Other			
Plot Rows	Secondary dimension	Sort Type: Default	
<input type="checkbox"/>	Section (Content Group) ?	Page Views ?	Unique Views 1 (Section) ?
		58,017 % of Total: 100.00% (28,724)	28,724 % of Total: 100.00% (28,724)
<input type="checkbox"/>	1. Product offer	15,000 (25.86%)	15,000 (52.22%)
<input type="checkbox"/>	2. Editorial	6,000 (10.34%)	6,000 (20.89%)
<input type="checkbox"/>	3. Global Search	5,000 (8.62%)	5,000 (17.37%)
<input type="checkbox"/>	4. Download center	4,000 (6.90%)	4,000 (13.93%)
<input type="checkbox"/>	5. FAQ	3,000 (5.17%)	3,000 (10.44%)
<input type="checkbox"/>	6. PRM	2,000 (3.45%)	2,000 (6.96%)
<input type="checkbox"/>	7. FAQ Search	1,000 (1.73%)	1,000 (3.48%)
<input type="checkbox"/>	8. Customer care	1,000 (1.73%)	1,000 (3.48%)
<input type="checkbox"/>	9. Download Search	1,000 (1.73%)	1,000 (3.48%)

Events

Search events

Event Category

It contains the Search area or the Clicked positions area, or the Result links area.

Event Action

In case of **Search area**, it contains [With results](#) and [Without results](#) and possibly [GuidedSearch](#)

<input type="checkbox"/>	Event Action ?	Total Events ?	Unique Events ?
		411 % of Total: 12.40% (3,314)	267 % of Total: 10.14% (2,634)
<input type="checkbox"/>	1. With results	371 (90.27%)	232 (86.89%)
<input type="checkbox"/>	2. Without results	39 (9.49%)	34 (12.73%)
<input type="checkbox"/>	3. GuidedSearch	1 (0.24%)	1 (0.37%)

In case of **Clicked search position**, it contains the positions of click:

Event Action ?	Total Events ?
	68,683 % of Total: 23.65% (290,464)
1. 1	46,632 (67.89%)
2. 2	7,587 (11.05%)
3. 3	3,905 (5.69%)
4. 4	2,459 (3.58%)
5. 5	1,585 (2.31%)
6. 6	1,123 (1.64%)
7. 7	944 (1.37%)
8. 8	813 (1.18%)

In case of **Results**, it contains the clicked path:

Event Label

With all Search Event Categories, it contains the searched keywords. For example inside [Without results](#):

Event Label ?	Total Events ?
	8,129 % of Total: 2.80% (290,454)
1. Power bank	31 (0.38%)
2. xd2pa22	16 (0.20%)
3. Mon daaf sonne sans raison	10 (0.12%)
4. EER39300	8 (0.10%)
5. FSACEQET4U15	8 (0.10%)
6. ponyturf	8 (0.10%)
7. RL17 [CAT_PRD_CAD]	8 (0.10%)
8. SCHPRA10269W	8 (0.10%)
9. mera9f77440	7 (0.09%)
10. voyant	7 (0.09%)

In case of such unsuccessful search, keyword is completed with activated filter, like above with [CAT_PRD_CAD](#).

Videos events

Event Category

Video

Event Action

It contains user interactions and play rates:

Event Action ?	Total Events ?
	70,175 % of Total: 2.77% (2,534,859)
1. Pause	12,191 (17.37%)
2. Resume	9,532 (13.58%)
3. Play	6,100 (8.69%)
4. 10%	5,216 (7.43%)
5. 20%	4,982 (7.10%)
6. 30%	4,790 (6.83%)
7. 40%	4,598 (6.55%)
8. 50%	4,411 (6.29%)
9. 60%	4,267 (6.08%)
10. 70%	4,129 (5.88%)

Event Label

It contains video title:

Event Label ?	Total Events ?
	6,100 % of Total: 0.24% (2,534,859)
1. Schneider Electric Company Story: Our technology is everywhere	556 (9.11%)
2. How to Install PowerTag in Your Existing Panel	346 (5.67%)
3. Schneider Electric EcoStruxure™ Platform Overview	270 (4.43%)
4. PowerTag from Schneider Electric	249 (4.08%)
5. IoT Enabled EcoStruxure™ Ensure Efficiency for Hilton Garden Inn Dubai Mall of the Emirates	205 (3.36%)
6. Employee Testimonials at Schneider Electric	191 (3.13%)
7. IIoT Enabled EcoStruxure™ by Schneider Electric Ensures Efficiency and Sustainability for WaterForce	131 (2.15%)
8. Dunkirk, Arcelor Mittal - IIoT EcoStruxure™ Ensures Reliability	124 (2.03%)
9. IIoT Enabled EcoStruxure™ Ensures Efficiency for Animal Logic	109 (1.79%)
10. Accutech Wireless Instrumentation Overview	99 (1.62%)

CTA events

Event Category

It contains the **area** of CTA.

It can be a common area when CTA is a common to all pages, or the type of the page when CTA depends on page content:

Event Category ?	Total Events ?
	885 % of Total: 100.00% (885)
1. Survey	169 (19.10%)
2. Video	123 (13.90%)
3. Product detail page	114 (12.88%)
4. Global Search	102 (11.53%)
5. Product range page	88 (9.94%)
6. Menu	34 (3.84%)
7. Global Search click position	32 (3.62%)
8. Editorial page	28 (3.16%)
9. All products page	23 (2.60%)
10. Download Search	22 (2.49%)
11. Document page	20 (2.26%)
12. Global Search result	20 (2.26%)
13. Header	18 (2.03%)

Event Action

It contains the type and/or the title of CTA: this is a landmark to identify it in the Category (area). In common areas, this is just an identifier. In page content, most of time, a component name precedes the identifier itself:

Event Action ?
1. Download
2. Carousel
3. Tile-link
4. Tabs
5. CAD_Document
6. Right-links:Find a distributor
7. Rel-CompatibleAdd-ons:GVAE11
8. Tile-link:characteristics
9. Tile-title:range

Download CTA always use "Download" as Event Action, whatever the place from where it has been triggered.

Event Label

- [Downloads](#)
Event Label contains document characteristics (using website convention) or simply its name.
- Other Links
Event Label contains the target: as relative path when [internal link](#), with full protocol when [outbound link](#).
- Other CTA
Event Label can contain additional data about the action, or nothing.

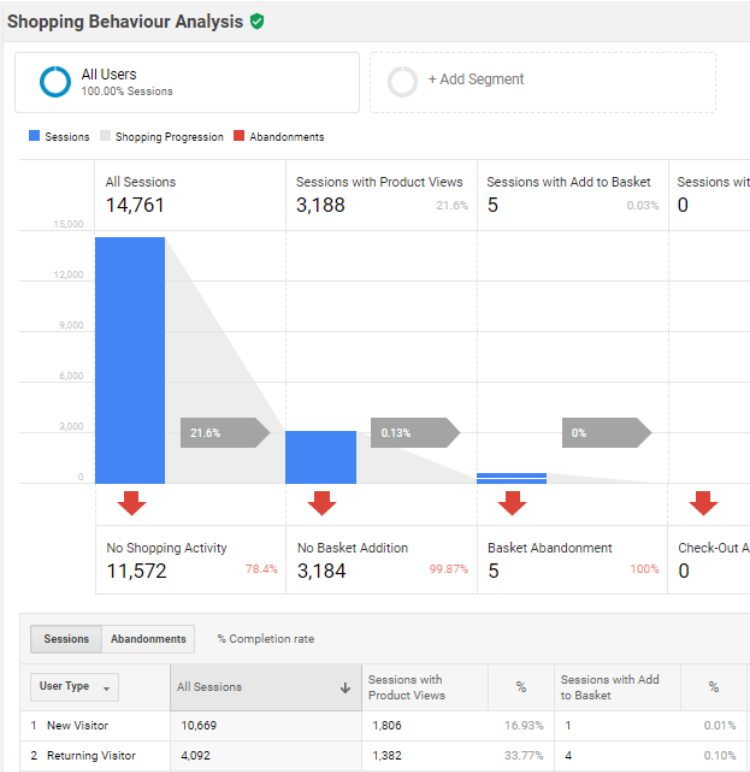
Event Label ?	Total Events ?
	59 % of Total: 5.88% (1,003)
1. Catalog\Acti9_Cat_DS_160518\TeSys_Cat_300418.pdf	6 (10.17%)
2. Instruction sheet\1549895_01A55\1549895_01A55.pdf	4 (6.78%)
3. Catalog\LVYED213001EN\LVYED213001EN(web).pdf	2 (3.39%)
4. Datasheet\60 UL\CSA\IEC_A9XPH124.pdf	2 (3.39%)
5. Instruction sheet\GHD16320AA\GHD1632001.pdf	2 (3.39%)
6. CAD\XAPM2203F\XAPM2203F.dwg	1 (1.69%)
7. CAD\XAPM4506F\XAPM4506F.dwg	1 (1.69%)
8. CAD\XAPM4506V\XAPM4506V.dwf	1 (1.69%)
9. Catalog\DIA2ED2160311EN\DIA2ED2160311EN.pdf	1 (1.69%)
10. Catalog\ISC01459EN\ISC01459EN+(web).pdf	1 (1.69%)

Default mirroring remove parameters from such path and URLs. When they are added, they use pipe separators instead of ? and &

Conversions

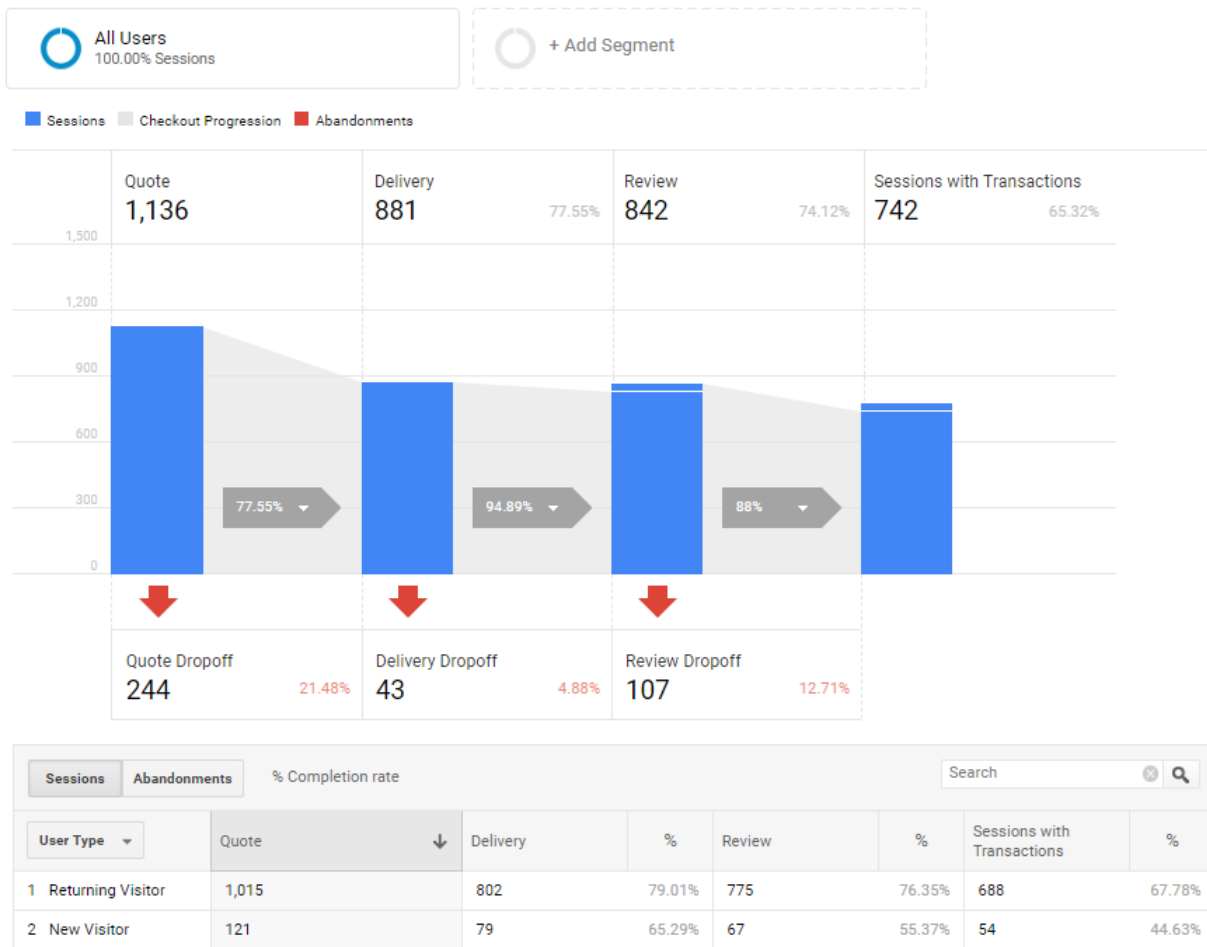
Shopping behaviour

All websites presenting a Product Offer: **Product Views** are recorded, with possibly Add to Cart or Favourites or to Comparator measured as “Add to Basket”.



Checkout behavior

eCommerce websites only, once [funnel steps](#) properly defined:



Product Performance

eCommerce websites only:

Primary Dimension: [Product](#) [Product SKU](#) [Product Category \(Enhanced E-commerce\)](#) [Product Brand](#)

Secondary dimension

Product	Sales Performance						Shopping Behaviour	
	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY	Product Refund Amount	Basket-to-Detail Rate	Buy-to-Detail Rate
21. Back UPS PRO BR 1500VA, SineWave, 10 Outlets, 2 USB Charging Ports, AVR, LCD Interface	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
22. APC Smart-UPS RT 5000VA RM 208V to 208/120V	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
23. APC Smart-UPS X 2000VA Rack/Tower LCD 100-127V with Network Card	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
24. APC Smart-UPS X-Series 48V External Battery Pack Rack/Tower	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
25. Rack PDU 2G, Switched, ZeroU, 30A, 200/208V, (21) C13 & (3) C19	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
26. APC Smart-UPS SRT 10000VA RM 208V	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
27. APC Smart-UPS SRT 10000VA 208V	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
28. APC Smart-UPS SRT 8000VA with 208/240V to 120V Step-Down Transformer	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
29. APC Smart-UPS with SmartConnect Remote Monitoring, Pure Sine Wave Backup & Surge Protection(SMT1500C)	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%
30. APC Smart-UPS X 1500VA Rack/Tower LCD 120V	1,000,000.00	100	100	10,000.00	1.00	1,000,000.00	0.00%	0.00%

Show rows: 10 Go to: 21 21-30 of 180

Sales Performances

eCommerce websites only:

Primary Dimension: Transaction ID

Date

Secondary dimension

Transaction ID	Revenue	Tax	Delivery	Refund Amount	Quantity
	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
31. WEB-230290877	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
32. WEB-228877851	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
33. WEB-230132399	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
34. WEB-230132569	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
35. WEB-230278365	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
36. WEB-230300615	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
37. WEB-230279707	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
38. WEB-230292893	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
39. WEB-230230194	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00
40. WEB-230258798	40,062.00	40,062.00	40,062.00	40,062.00	40,062.00

Show rows:

10

Go to:

31

31-40 of 118

Product List Performance

With enhanced eCommerce activated in the view, several Product lists are populated:

Primary Dimension: Product

Product SKU

Product List Position

Other

Secondary dimension

Product	Product List Views
	40,062 % of Total: 100.00% (40,062)
1. Ultimate Slimline - surface surface mounted box - 2 gangs	40,062 (100.00%)
2. Ultimate Slimline - surface surface mounted box - 1 gang	40,062 (100.00%)
3. Acti 9 Isobar A - distribution board - 125A - 14 way(s) - RAL 9001	40,062 (100.00%)
4. Acti 9 DB - single phasing kit - 125A	40,062 (100.00%)
5. Acti 9 Isobar A - distribution board - 125A - 10 way(s) - RAL 9001	40,062 (100.00%)
6. Acti 9 Isobar A - distribution board - 125A - 18 way(s) - RAL 9001	40,062 (100.00%)
7. Acti 9 Isobar A - distribution board - 125A - 27 way(s) - RAL 9001	40,062 (100.00%)
8. Acti 9 Isobar A - distribution board - 125A - 6 way(s) - RAL 9001	40,062 (100.00%)
9. Acti 9 Isobar A - split metered distribution board - 100A - 10 + 10 SP ways	40,062 (100.00%)
Acti 9 Isobar A - split metered distribution board - 100A - 14 + 14 SP	40,062 (100.00%)

Primary Dimension: Product

Product SKU

Product List Position

Other

Secondary dimension

Product SKU	Product List Views
	40,062 % of Total: 100.00% (40,062)
1. SEA9125SPEV	40,062 (100.00%)
2. SEA9AN10	40,062 (100.00%)
3. SEA9AN14	40,062 (100.00%)
4. SEA9AN18	40,062 (100.00%)
5. SEA9AN27	40,062 (100.00%)
6. SEA9AN6	40,062 (100.00%)
7. SEA9AN10S10	40,062 (100.00%)
8. SEA9AN14S14	40,062 (100.00%)
9. NSNL250	40,062 (100.00%)
10. SEA9AN1432MS	40,062 (100.00%)

Settings

User Options

Configuration

To be documented.

JS Names

[Configuration](#)
[Customization](#)

Visitor Origin

[Internal Pixel URL](#)

ATI Libraries

[xtcore Path](#)
[SmartTag URL](#)

Clicks Target Filters

[Downloads](#)
[Navigation](#)
[Exit](#)
[Action](#)

Repository

[Git Remote](#)

Common

General

[Author](#)
[Localhost Path](#)
[Template Path](#)
[Sharing Path/URL](#)
[Online Help](#)

Libraries

[Release Path](#)
[Debug Path](#)

Publisher

Publisher	<input type="radio"/> S3	<input type="radio"/> Akamai	<input type="radio"/> Git	<input type="radio"/> Proxy
Modules Path:	<input type="text" value="C:\XTagConfigurator_Run"/>			
Target Host:	<input type="text" value="tagmanager.mycompany.com"/>			
Upload Type:	<input checked="" type="radio"/> S3 <input type="radio"/> FTP			
CDN:	<input type="checkbox"/> Cloudfront <input checked="" type="checkbox"/> Akamai			

Modules Path

Target Host

Upload Type

CDN

S3

Publisher	<input checked="" type="radio"/> S3	<input type="radio"/> Akamai	<input type="radio"/> Git	<input type="radio"/> Proxy
Host:	<input type="text" value="https://my-analytics.s3.amazonaws.com"/>			
Bucket:	<input type="text" value="my-analytics.s3-website-us-east-1"/>			
Key ID:	<input type="text" value="AKIAIRF7GBV5WL5TPBQA"/>			
Key Secret:	<input type="text" value="*****"/>			

[Host](#)
[Bucket](#)
[Key ID](#)
[Key Secret](#)

FTP

Publisher	FTP	Akamai	Git	Proxy
User:	<input type="text" value="denisR"/>			
Password:	<input type="password" value="*****"/>			

[User](#)
[Password](#)

Proxy

Publisher	FTP	Akamai	Git	Proxy
<input checked="" type="checkbox"/> Publishing behind a proxy				
HTTP:	<input type="text" value="http://205.167.7.126:80"/>			
HTTPS:	<input type="text" value="https://205.167.7.126:443"/>			

Publishing behind a proxy

If you Publish on FTP through an enterprise proxy, maybe you'll have to declare it for passthrough. This option allows to activate/deactivate those declared in order to adapt the place you are.

[HTTP](#)
[HTTPS](#)

Akamai

Publisher	FTP	Akamai	Git	Proxy
Purge Host:	<input type="text" value="akab-y547mykioihmtizi-4rt3jjmrtymraxpq.purge.akamaiapis.net"/>			
Access Token:	<input type="text" value="akab-yxoscr56qkmhqh7s-72q3b5rxu2wotnv7"/>			
Client Token:	<input type="text" value="akab-rldltjndjhxyz7q-hqpy3l5uto5opvse"/>			
Client Secret:	<input type="password" value="*****"/>			

[Purge Host](#)
[Access Token](#)
[Client Token](#)
[Client Secret](#)

Git

Ensure your Git setup is complete. If it is not, that doesn't prevent to publish, but your change couldn't be committed.

Publisher	FTP	Akamai	Git	Proxy
User Email:	<input type="text" value="denis.rousseau@mycompany.com"/>			<input type="checkbox"/> Use SSH
User Password:	<input type="password" value="*****"/>	User Name:	<input type="text" value="Denis Rousseau"/>	
Default Remote:	<input type="text" value="bitbucket.org"/>	Default Owner:	<input type="text" value="mycompany"/>	
Default Origin:	<input type="text" value="origin"/>	Default Prefix:	<input type="text" value="stats"/>	

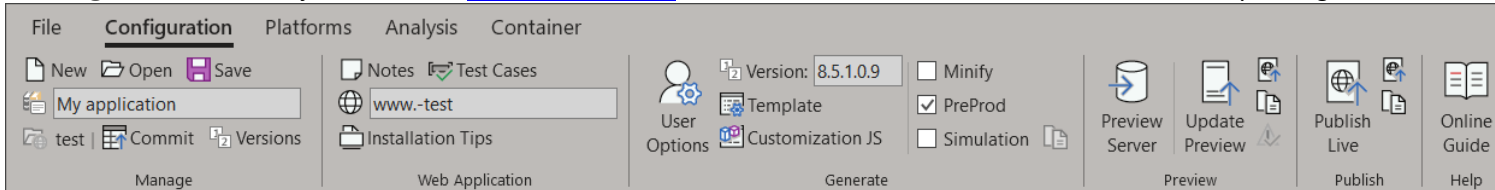
Shared Assets

Configuration Template

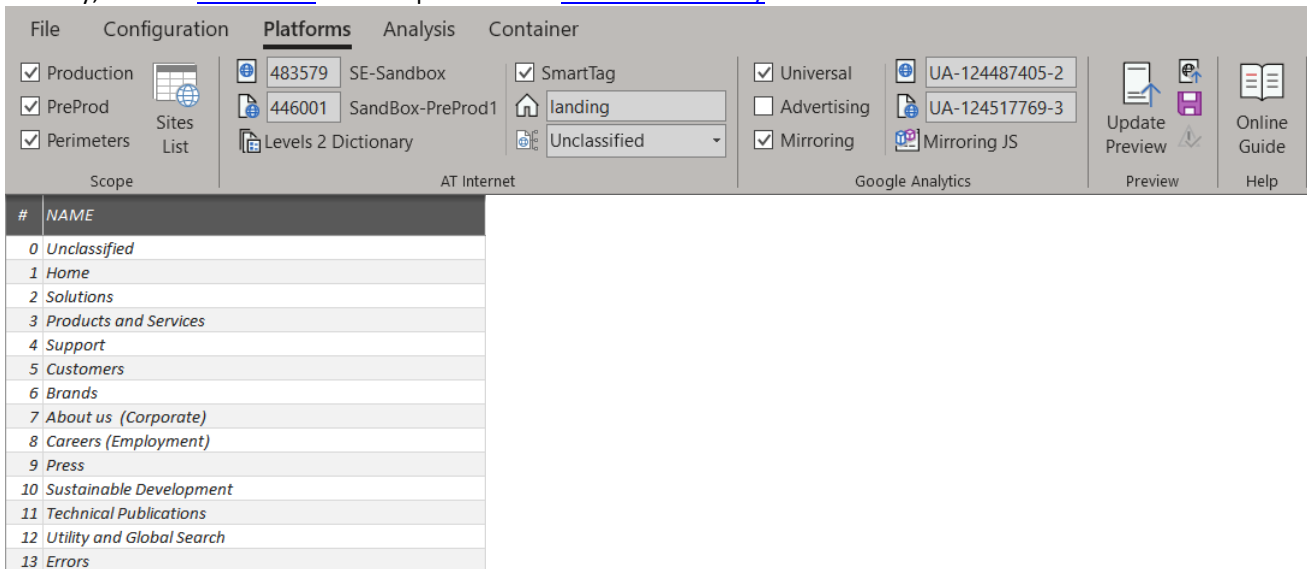
To accelerate the creation process, it is recommended (but not mandatory) to customize the Configuration Template with your organization's common settings.

This customization can be done further and changed at any moment without disturbing existing Configurations.

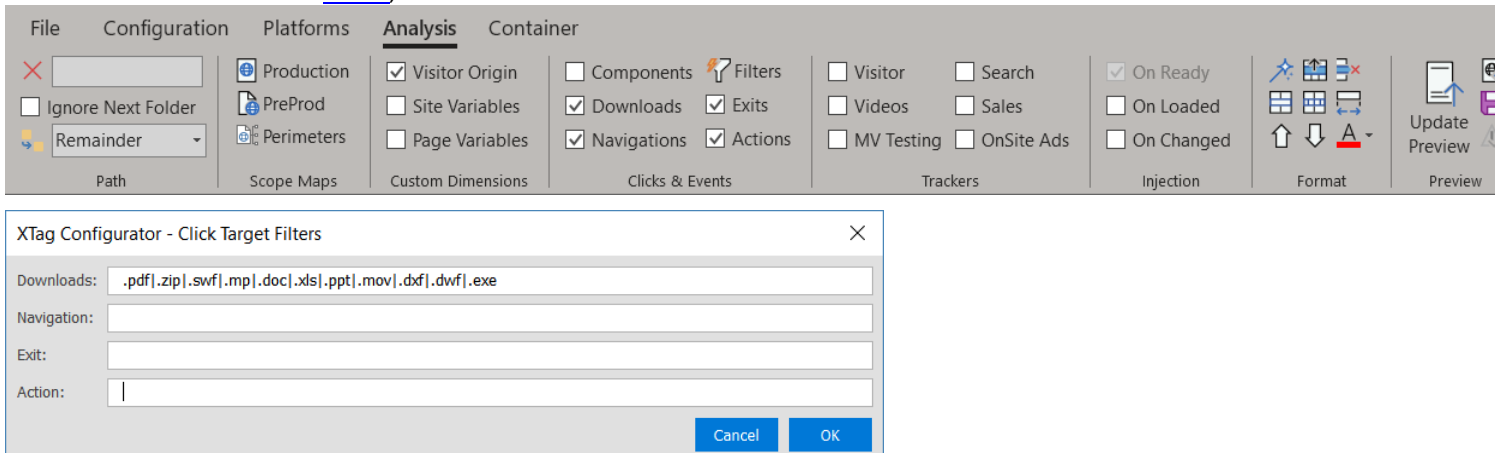
1. Run XTag Configurator.
2. Click on [Open](#), then on [Browse...](#)
3. Navigate to the template folder and open xtmTemplate.xlsm
4. In **Configuration** ribbon, adjust a common [Host Name Pattern](#) that could match most of Production hostnames in your organization.



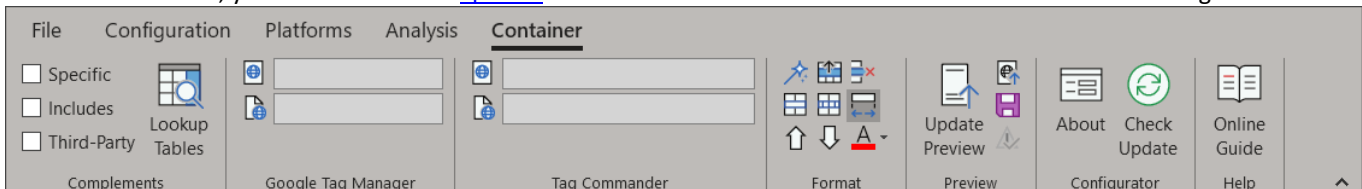
5. In **Platforms** ribbon, you can enter a default Production and PreProd site ID, and the same for GA properties. Possibly, activate [Perimeters](#) and setup the default [Levels 2 Dictionary](#).



6. In **Analysis** ribbon, select the common features usually activated in your organization. You can also define common [Filters](#), to define at least the Downloads extensions.



7. In **Container** ribbon, you can define usual [Specific](#) code. You can also define Sandbox containers for GTM or Tag Commander.



8. In Downloads, Navigations, Exits and Actions tab, setup your default naming logic, for example:

PATH PATTERN	NODE(S) SELECTOR	FILTERS	DOWNLOAD NAME	NODE TYPE	COMMENT
*	A:	\$f	%v %n::download::#title^#^</IMG:>#alt^notitle::%d		[Last Page Chapter] [Page Name]::download::[Title attribute] OR [Label] OR [Child Image Alt] OR "n"

PATH PATTERN	NODE(S) SELECTOR	FILTERS	EXIT NAME	NODE TYPE	COMMENT
*	A:		%v %n::link::#title^#^</IMG:>#alt^notitle::%d		[Last Page Chapter] [Page Name]::link::[Title attribute] OR [Label] OR [Child Image Alt] OR "n"

PATH PATTERN	NODE(S) SELECTOR	FILTERS	NAVIGATION NAME	NODE TYPE	COMMENT
*	A:		%v %n::link::#title^#^</IMG:>#alt^notitle::%t		[Last Page Chapter] [Page Name]::link::[Title attribute] OR [Label] OR [Child Image Alt] OR "n"

PATH PATTERN	NODE(S) SELECTOR	FILTERS	ACTION NAME	NODE TYPE	EVENT NAME	COMMENT
*	BUTTON:		%v %n::button::#title^#name^#	BUTTON		[Last Page Chapter] [Page Name]::button::[Title attribute] OR [Name attribute] OR "n"
*	FORM:		%v %n::form::#name^noname::submit	FORM	submit	[Last Page Chapter] [Page Name]::form::[Name attribute] OR "noname"::submit

9. Once your Template prepared, [Save](#) it: all those settings will be used as default by each [New](#) Configuration, and then possibly refined when necessary.
And If you copy it in your Shared folder, it will also be used as template by your co-workers.
10. Close **XTag Configurator**.

[Sites List](#)

[Configurations List](#)

Customizations

Customization JS

Principles

When you first time click on [Customization JS](#), a JavaScript file skeleton is generated. Please consult [XTagManager API](#) to get all details about the way to use it, but also about the powerful helpers proposed for inline JavaScript in Configuration NAME columns.

Libraries

XTagManager API uses a set of libraries. You can create your own ones, and include them in the Customization JS as following:

```
/*#include std_doc.js*/
```

Inclusions are recursive, so that you can include a library in a library included in a library... finally included in the Customization JS.

By default, a Library is searched in the same folder than Customization JS, and if they don't exist, in the [Release Path](#) or the [Debug Path](#), depending on [Minify](#) activation (checked=Release).

When [Minify](#) is checked and a library is only present in [Debug Path](#), the Debug version is used and minified on the fly. Libraries taken from [Release Path](#) are supposed to be already minified.

Tips & Tricks

Perimeters

Two Steps Registration Forms

Use Case

A registration form is made of two steps (register, success) without URL change, just an Ajax refresh. Both must be distinguished with two different page names.

Solution

In Customization JS, use [stat_trigger.init](#) for these pages (if not already done for all pages), and use the `fnChanged` parameter with a function spying a content no longer present or visible in the second step. Fall back into [stat_trigger.urlChanged](#) in any other case:

```
stat_trigger.init(null,
function()
{
    if (window.location.pathname=== '/identity/userregistrationwork' && !stat_trigger.regdone)
    {
        stat_trigger.regdone=!document.querySelector('div.uniqueID-txt');
        return stat_trigger.regdone;
    }
    if (window.location.pathname=== '/identity/IDMSSetPassword' && !stat_trigger.pwddone)
    {
        stat_trigger.pwddone=!document.getElementById('intPwdId');
        return stat_trigger.pwddone;
    }
    return stat_trigger.urlChanged();
});
(function(){addPageEvent(document, 'DOMContentLoaded', function(){pageStatInjection();});})();
```

Then, in [Perimeters](#), differentiate both steps with this status:

PATH ROOT	LEVEL 2	PAGE NAME, EXCLUSION OR PATTERN
/userregistrationwork	115	userregistrationwork<js:(stat_trigger.regdone?'-success:')
/idp	115	
/IDMSSetPassword	115	IDMSSetPassword<js:(stat_trigger.pwddone?'-success:')
*	115	

Clicks & Events

Load Synchronization

Use Case

Some CTAs are still not available once page Load event triggered, so that they are missed by injection process.

Solution

In Customization JS, call [stat_link.waitRefresh](#) in [activateOnLoad](#), and when they are too much delayed, do it from [stat_trigger.doWhen](#) (based on loader nodes presence).

```
this.activateOnLoad = function() {
  if (window.location.pathname.indexOf('/products/') > 0) {
    var fnLoader = function() {
      var a = document.querySelectorAll('.pd-tabs__preloader');
      return (a && a.length > 0);
    };
    stat_trigger.doWhen(function() { stat_link.waitRefresh('a,button'); },
      function() { return !fnLoader(); },
      fnLoader);
  }
  else {
    stat_link.waitRefresh('a,button');
  }
};
```

Search

Mirroring JS

Principles

When you first time click on [Mirroring JS](#), a JavaScript file skeleton is generated. Please consult [GA Plugin namespace](#) to get all details about the way to use it, but also about the powerful helpers proposed to enrich the Mirroring accordingly to your needs.

Libraries

By default, the generated Mirroring JS includes the GA Plugin and proposes some entry points to define your mirroring specificities. If you want applying them to several Configurations, copy this JS file in the [Debug Path](#) of your installation, give it a generic name, then use it by inclusion in your Customization JS:

```
/*#include std_ga.js*/
```

Server Setup

Amazon AWS

Purpose

Amazon cloud is the cheapest and the most efficient option to publish your Configurations, thanks to their convenient S3 Bucket offer.

There's no need to be a cloud expert to do so, you just have to follow the provided guidelines below: once your account created, this can be achieved in less than 15mn.

AWS Account

You first need to [Create and Activate your AWS account](#). Note that billing method will be required, so you probably have to involve the purchase services of your company.

If your company already uses AWS, ask your infrastructure team to take care of subsequent steps, then to provide you the necessary credentials on the created bucket.

S3 Bucket

Creation

Once your AWS account created and activated, you can [Create an Amazon S3 Bucket](#) that will be your owned publication platform.

Once done, use the obtained Host and Bucket to populate the corresponding fields in [S3 User Options](#).

Credentials

If you are the root user of your AWS account, the best practice is first creating a dedicated user for publication.

Once done, use the obtained Key ID and Key Secret to populate the corresponding fields in [S3 User Options](#).

CloudFront Distribution

To improve performances, it's better using a Content Delivery Network, that will distribute your Configurations in servers close to end-users, all over the world.

To take benefit of this, you need do so, you need to [Create a CloudFront distribution](#).

Changelog

What's new?

Version 12.82

February 20th, 2020

✓ Security	All libraries are now set as read-only files, to avoid any accidental modification.
✓ Minor Bugs fix	Fix improper removal of comments (minified generation removed titles; not minified generation removed comments).

Version 12.81

February 9th, 2020

✓ Sites List	Update command now acts as differential with Shared Sites List: previously, the local list was replaced by Shared one, now only new Sites found in Shared list are added to local one. Activate Export command. After an Auto Update, the Shared Sites List is reloaded. After a Shared location change in User Options, the new Shared Sites List is read to complete local one.
✓ Value Indicator	Beta: add the possibility to make it Upper Case or Lower Case, see syntax in Value Indicator .
✓ SmartTag 5.18.2	Embedded SmartTag has been upgraded to last version (5.18.2), with first party cookies as default.
✓ SmartTag URL	A Configuration can now use a SmartTag URL (generated with ATI Tag Composer), allowing all kind of specific settings.
✓ Certification	All XTag Configurator executables are now certified by Global Sign .
✓ Bugs fix	When a Site ID was used in Configuration but was missing in Sites List, generation was done without warning, and led to no tag raised: now it ends in error with explicit message in Errors logs . With some old Configurations, new Configuration settings were not recorded.

Version 12.71

December 30th, 2019

✓ Settings	New "My Libraries & Masters" common settings.
✓ Includes	Includes Manager (final version)
✓ Component	New Component manager, a powerful and quick way to setup CTAs configurations.

Version 12.40

September 15th, 2019

✓ Settings	New Settings File management (no visible improvements, for future Profile Manager).
✓ Includes	Includes Manager (beta)

Version 12.30

September 1th, 2019

✓ Git Automation	Git Pull at open time (beta).
✓ Lookup Tables	Automated map sorting at Publication time.

Version 12.20

August 25th, 2019

✓ Git Automation	Automate Clone at first open, and Commit when Publish. Allows intermediates Commit.
✓ Versions	Records all Commits and Publish in a dedicated worksheet.

Version 12.10

August 18th, 2019

✓ Sites Manager	List, New, Copy, Update, Share.
✓ Secured Servers	Automate generation of Secured Servers mapping.
✓ Version incrementor	Automate version number incrementation based on Library version and previous publish.

Version 12.00

August 11th, 2019

✓ Launcher	XTagConfigurator.exe becomes mandatory to open existing Configurations.
✓ Configuration Manager	New, Open, Update, Scan, Share (without manual handling).
✓ Publisher batch	Allow publishing a multi selection of Configurations.

What's next?

March 2020

- ATI Sales Insights integration.
- Miscellaneous SmartTag options.
- Profile Manager: allows switching between different Publication profiles (Configurator).
- Modular Publisher, to allow any CDN and Publication target (Configurator).
- Git Pull at open time (final version).
- Lookup Tables Dialog for creation and management.

April 2020

- Definition Wizard: Naming helper for Pages and Clicks (Configurator).
- GA Mirroring: Level 2 Names automatically used as Content Group default "Section" (Configurator + Library).
- CSP eval compliance: JS eval replacement by generated code (Configurator + Library).
- DemandBase as a plugin instead of "Specific" (Configurator + Library).
- OnSite Ads Manager (Configurator + Library).
- Master Configuration improvement (Configurator).
- GDPR Opted-in in Third-Party (Configurator + Library).
- Import XTag AT Internet Copy as Test Cases
- S3 Version Storage, for users without Git (Configurator).