

Dianomi™

S2S Integration



INTRODUCTION

The Dianomi server to server (s2s) integration is an alternative to normal cookie based conversion tracking integration that avoids the use of third-party cookies. This significantly increases the accuracy of conversion tracking in these days of 3rd party cookie blocking, in some instances this can improve tracking accuracy by up to 80%.

PRIVACY

When users click on our ads we generate an id for each click which we send to you in the URL. Then you can send us back that id to indicate that a certain event has subsequently occurred.

This data is stored in relational databases and log files, and retained as per our retention policy.

We use the data stored in the relational database - including the IP address - to determine if the click originated from a human or is likely robot traffic.

We use the data stored in the relational database - excluding the IP address - for aggregated / anonymised purposes to report back to advertisers on their conversion data.

As per above, Dianomi collects personal data (IP address) initially for legitimate interests (for fraud detection) purposes.

The IP address is aggregated and anonymised before use for analytics.



SET UP

How Do I Set Up S2S Tracking?

Often third party tracking systems use S2S passback to report events back to Dianomi, examples of third party tracking systems are Appsflyer, Adjust, Tune and Branch.

You will add a dynamic click parameter to your destination urls that supplies a click id for each ad click, Dianomi can help put this in place if you would like. For example, if your landing page is:

```
https://www.example.com/
```

We will send users to:

```
https://www.example.com/?utm\_click\_id=:click\_id
```

Where :click_id is replaced by a unique id for each click, such as:

```
https://www.example.com/?utm\_click\_id=1234
```

You will then store this click id on your website (possibly by use of a first-party cookie, or in a database as you prefer), then you are required to add this parameter to our pixel url when you trigger the conversion pixel (later, when the user converts). For example the conversion pixel might be:

```
https://www.dianomi.com/pixeltrack.pl?t=client&utm\_click\_id=:click\_id
```

In our example above you would use this url:

```
https://www.dianomi.com/pixeltrack.pl?t=client&utm\_click\_id=1234
```



SET UP

How Do I Set It Up Using Javascript S2S Integration?

Dianomi provides javascript tags that offer a basic server-to-server integration. This is not as good as a full server-side integration but is quick and easy to implement.

There are **two** javascript tags to integrate.

1. LANDING PAGE

This tag should be placed on your landing pages for your dianomi campaign:

```
<script>
(function () {
  var FIELD_NAME = "utm_click_id";
  var urlParams = new
URLSearchParams(window.location.search);
  try {
    var utmClickId = urlParams.get(FIELD_NAME);
    if (utmClickId) {
      window.localStorage.setItem("dianomi_click_id",
utmClickId);
    }
  } catch (e) {
    console.error("Error setting Dianomi UTM Click ID",
e);
  }
})();
</script>
```

SET UP

How Do I Set It Up Using Javascript S2S Integration?

2. CONVERSION PAGE

This tag should be placed on your conversion pages:

```
<script>
(function() {
  var T = "Test";
  try {
    var click_id =
window.localStorage.getItem("dianomi_click_id");
    if (click_id !== null) {
      var img = document.createElement("img");
      img.width = 1;
      img.height = 1;
      img.src = "https://www.dianomi.com/pixeltrack.pl?t=" + T
+ "&utm_click_id=" + click_id;
      document.body.appendChild(img);
    }
  } catch (e) {
    console.error("Unable to set Dianomi UTM click ID", e);
  }
})();
</script>
```

Dianomi will inform you of the correct value for you of the “T” parameter and may supply this pre configured. If you are wanting to measure multiple different conversion events (eg; registration, deposits, sign-ups) please let your account manager know as you will need to have a different “T” parameter per conversion event.



SET UP

How Do I Set It Up Using Javascript S2S Integration? - Continued

You will also need to add a dynamic click parameter to your destination urls that supplies a click id for each ad click, Dianomi can help put this in place if you would like. For example, if your landing page is:

```
https://www.example.com/
```

We will send users to:

```
https://www.example.com/?utm\_click\_id=:click\_id
```

Where :click_id is replaced by a unique id for each click, such as:

```
https://www.example.com/?utm\_click\_id=1234
```

Using DoubleClick click tags? How to pass the click_id utm using Double click tags:

In order to pass the click_id utm through the DoubleClick redirect when clicking through to the landing page you will need to append the domain url (in bold below) with the utm_click_id included. See an example below:

```
https://ad.doubleclick.net/ddm/trackclk/Nxxxx.160898.DIANOMI/B23859244.271148504;dc\_trk\_aid=xxxxxx;dc\_trk\_cid=xxxxxx;dc\_lat=:dc\_rdid=:tag\_for\_child\_directed\_treatment=:tfua=?https://www.xxxxxx.com/xxxxxx/?utm\_source=Dianomi&utm\_medium=xxxxxx&utm\_campaign=xxxxxx&utm\_content=xxxxxx&utm\_publishername=:pub\_name&utm\_click\_id=:click\_id
```

Please note, you must check your account and test the tags to ensure that the user will be redirected to the appended URL. (In the above example Xs have been used to anonymise the url).

Restrictions to using Javascript S2S set-up:

The domain between the landing page where the click_id utm is being stored and the conversion page can not change. The click_id is stored locally on the domain and so if the page domain changes then the click_id is not passed to the new domain.

SET UP

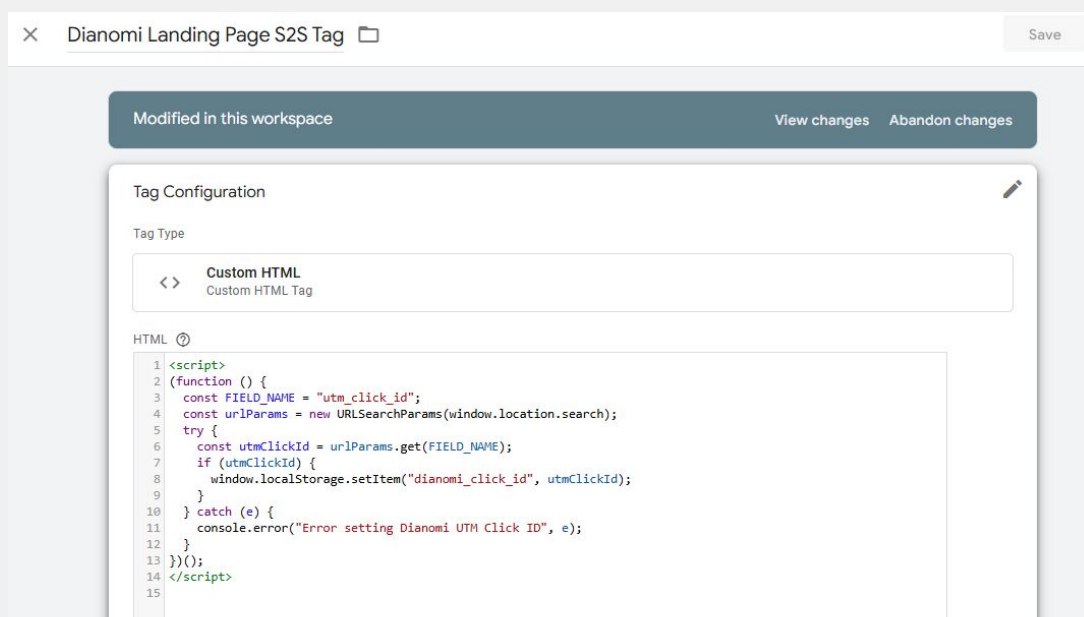
Setting Up S2S With Google Tag Manager (GTM) Using The Javascript Integration

Firstly, please set-up the Landing Page tag in GTM

STEP 1. Go to GTM → Tags → New Tag → Edit on the Tag Configuration box and Select Custom HTML as the tag type.

STEP 2. Please then copy the Landing Page Tag below and place on your landing pages for your Dianomi campaign.

```
<script>
(function () {
  var FIELD_NAME = "utm_click_id";
  var urlParams = new URLSearchParams(window.location.search);
  try {
    var utmClickId = urlParams.get(FIELD_NAME);
    if (utmClickId) {
      window.localStorage.setItem("dianomi_click_id", utmClickId);
    }
  } catch (e) {
    console.error("Error setting Dianomi UTM Click ID", e);
  }
})();
</script>
```



STEP 3. Please set the triggering of this tag to be on All Pages.

STEP 4. To complete tag setup please save the tag.

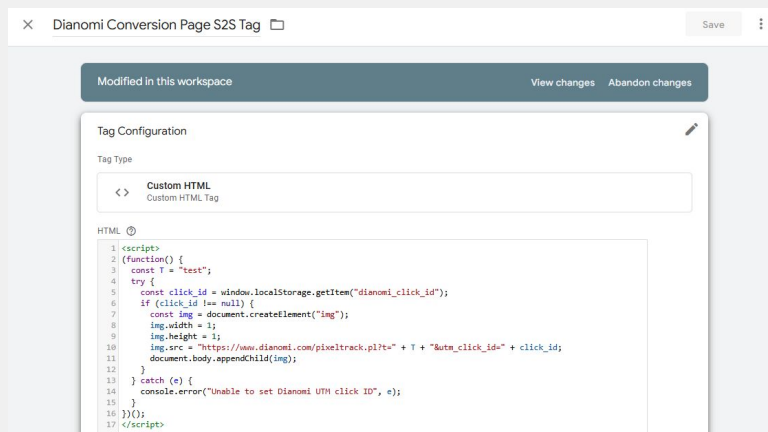


SET UP

Setting Up S2S With Google Tag Manager (GTM) Using The Javascript Integration

STEP 5. Then set-up the Conversion Page tag in GTM Go back to Tags → New Tag → Edit on the Tag Configuration box → Select Custom HTML as the tag type. Please then copy the Conversion Page Tag below and place it on your conversion pages.

```
<script>
(function() {
  var T = "Test";
  try {
    var click_id = window.localStorage.getItem("dianomi_click_id");
    if (click_id !== null) {
      var img = document.createElement("img");
      img.width = 1;
      img.height = 1;
      img.src = "https://www.dianomi.com/pixeltrack.pl?t=" + T + "&utm_click_id=" +
click_id;
      document.body.appendChild(img);
    }
  } catch (e) {
    console.error("Unable to set Dianomi UTM click ID", e);
  }
})();
</script>
```



STEP 6. After copying the tag please replace the `const = "test"` section of the tag with the your account's unique conversion tag id. Your tag id can be created on the Conversion Trackers section of your My.Dianomi account or provided by your account manager. If unsure, please contact Dianomi.

STEP 7. Then add the triggering for this tag. This will depend on the goals of your campaign. The tag can be triggered on a page view url, click and a range of other on site actions. To complete tag set up please save the tag.

STEP 8. Deploy the newly set up tags by clicking the blue Submit button at the top right of your GTM account. You will need admin access on your GTM account to do this.

If you are wanting to measure multiple conversions events (registrations, deposits), you will need a different T parameter per conversion event and will need to repeat Step 5-8.

SET UP

How Do I Set It Up Without Storing Values on a Users Device?

Dianomi provides a cookieless server-to-server integration. This is not as good as the javascript integration as it does not persist over different sessions.

In order to use the cookieless integration the `utm_click_id` search param must be maintained through to the conversion page.

This tag should be placed on your conversion pages:

```
<script>
  (function () {
    var T="test";
    var urlParams = new
URLSearchParams(window.location.search);
    try {
      var clickId = urlParams.get("utm_click_id");
      if (clickId !== null) {
        var img = document.createElement("img");
        img.width = 1;
        img.height = 1;
        img.src =
"https://www.dianomi.com/pixeltrack.pl?t=" + T +
"&utm_click_id=" + clickId;
        document.body.appendChild(img);
      }
    } catch (e) {
      console.error("Unable to set Dianomi UTM click
ID", e);
    }
  }) ();
</script>
```

You will need to replace the `const = "test"` section of the tag with the your account's unique conversion tag id. Your tag id can be created on the Conversion Trackers section of your My.Dianomi account or provided by your account manager. If unsure, please contact Dianomi.

If you are wanting to measure multiple conversions events (registrations, deposits), you will need a different T parameter per conversion event and will need to repeat Step 5-8.



SET UP

Tracking The Value Of a Action

Dianomi now have the ability for you to start counting the value of an action.

For example, you might assign a value of £50 to a form submission, or track the exact amount a user deposits or spends. By sending this value back to us, we can use it to more accurately assess ad performance. This is particularly relevant if you would like to attribute a monetary value to your conversion events.

The instructions below outline the steps required for you to enable this functionality:

- Add '&cart_value=' to their post back url so for example:
`https://www.dianomi.com/pixeltrack.pl?t=s2s_Pvav8mXusoKyeXen&cart_value=0.05`
- The cart value can be set as a fix number like the above or can be set to be dynamic by the client's macro but must follow the rules:
 - a. Must be numerical and not text.
 - b. Can only have up to two decimal points and can also be whole numbers.
 - c. Can not include any currency symbols or special characters other than a decimal point.

Please use the stat **Client Time Zone: Aggregate Campaign Performance** by Day to measure the performance of the cart value. You will be able to find the cart value in the far right column of the stat. If you require some more stats for cart values, please do let us know.