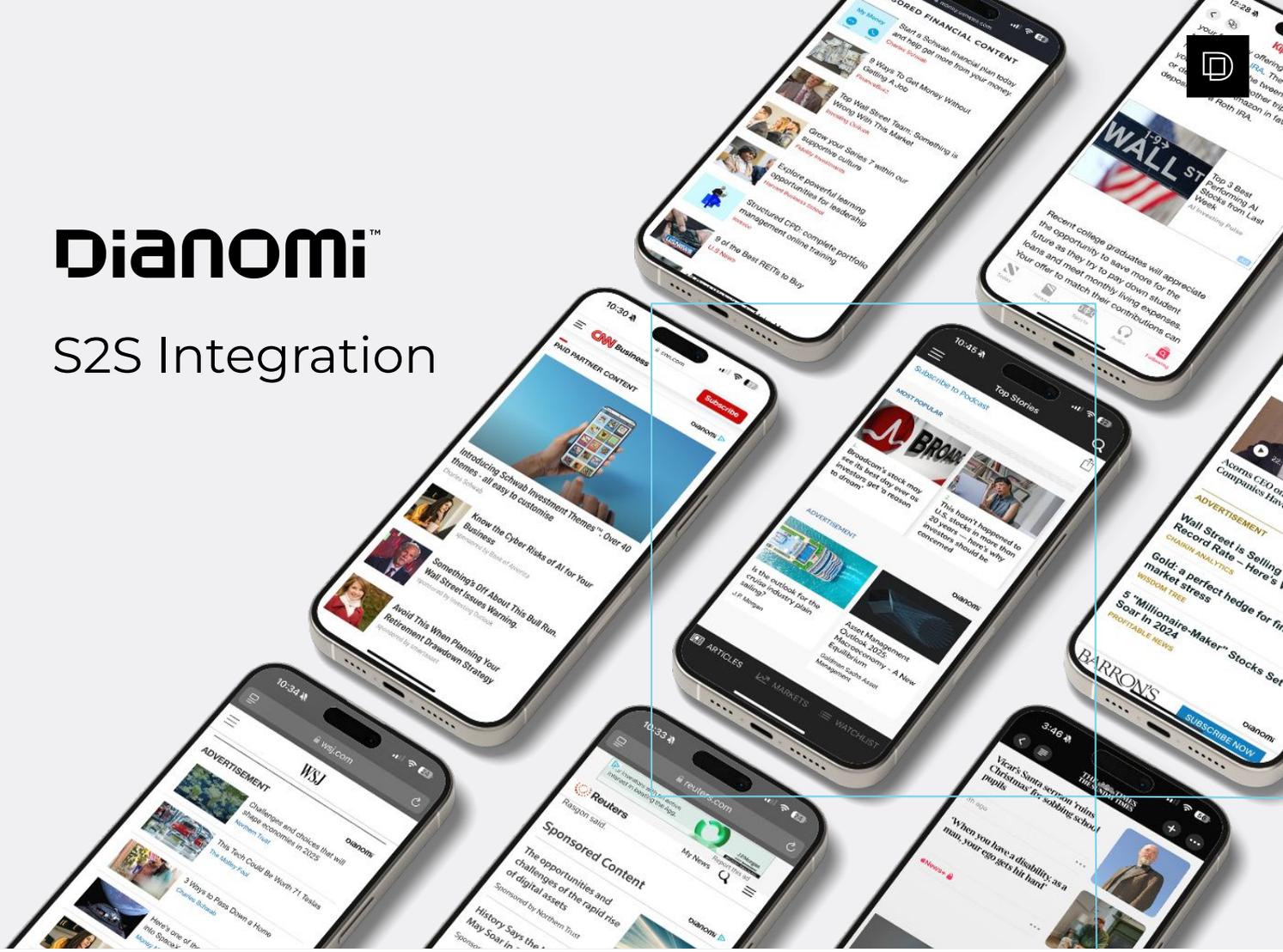




# Dianomi™

## 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 It Up Using Javascript S2S Integration?

You will 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.



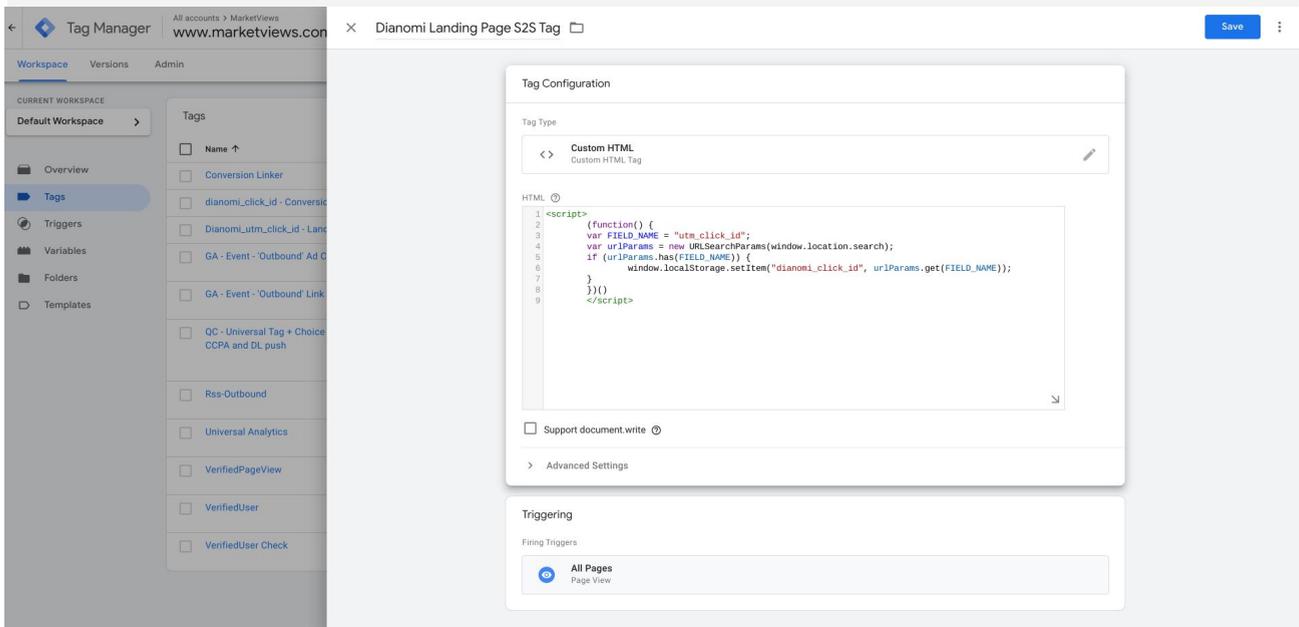
## SET UP

# How to Set Up S2S with Google Tag Manager (GTM)

Firstl, please set up the **Landing Page Tag**:

1. When you go to Google Tag Manager, please make sure you go to: Tags → New Tag → Edit on the Tag Configuration box and Select Custom HTML as the tag type.
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);
    if (urlParams.has(FIELD_NAME)) {
      window.localStorage.setItem("dianomi_click_id",
urlParams.get(FIELD_NAME));
    }
  }) ()
</script>
```



3. Please set the triggering of this tag to be on All Pages.
4. To complete tag setup please save the tag.

## SET UP

# How to Set Up S2S with Google Tag Manager (GTM) Continued

Next, please add the **Conversion Page Tag**:

1. Go back to Tags → New Tag → Edit on the Tag Configuration box → Select Custom HTML as the tag type.
2. 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>
```

3. After copying the tag please edit the `var = "test"` section of the tag by removing `test` and replacing it with the "T" parameter (eg; `XXX`) that your account manager provided.

The screenshot shows the Google Tag Manager interface. On the left, the 'Tags' list includes 'Dianomi Conversion Page S2S'. The main area shows the 'Tag Configuration' for a 'Custom HTML' tag. The HTML code is the same as shown in the previous block, but with the variable 'T' instead of 'test'. The 'Triggering' section is set to 'Page View'.

4. If you are wanting to measure multiple conversions events (registrations, deposits), you will need a different T parameter per conversion event.
5. Go back to Tags → New Tag → Edit on the Tag Configuration box → Select Custom HTML
6. Please set the Triggering of this tag to be on the page URL after a conversion has been completed. To complete tag set up please save the tag.
7. Finally, once ready to deploy the newly set up tags click the blue Submit button at the top right of your Google Tag Manager account. You will need admin access on your Google Tag Manager account to complete this step.