

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.

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/B23859244.2711 48504;dc_trk_aid=xxxxx;dc_trk_cid=xxxxx;dc_lat=;dc_rdid=;tag_for_child_direct ed_treatment=;tfua=?https://www.xxxxxx.com/xxxxx/?utm_source=Dianomi&ut m_medium=xxxxx&utm_campaign=xxxxx&utm_content=xxxxx&utm_publish ername=: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.

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

Firstl, please set up the Landing Page Tag:

- 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.

<s< th=""><th>cript></th><th></th></s<>	cript>	
	(function() {	
	var FIELD NAME	= "utm click id";
	var urlParams =	
	if (urlParams h	has(FIELD NAME)) {
	window	localStorage setItem("dianomi click id"
	WINDOW.	.iocalscolage.secicem(dianomi_click_id ,
riPar	ams.get(FIELD_NAM	ME));
	}	
	})()	
	-	
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ENT WORKSPACE		Tag configuration
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Ut Workspace	Tags Tags Name ↑ Conversion Linker dianomi_ctick_id - Conversio Dianomi_utin_click_id - Line GA - Event - Youtbound' Ad C GA - Event - Youtbound' Ad C GA - Event - Youtbound' Link QC - Universal Tag + Choion CCPA and DL push	Tag Type Custom HTML Outom HTML Tag HTML © HTML ©
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Ut Workspace	Tags Image Image Conversion Linker Image Image	Tag Type Custom HTML Outom HTML Tag HTML © If ("function) (f is the click.id"; your outputs = new UREAGEONAU Location.search); if ("lickareas.ide(FIED_NWE)); if ("lickareas.ide(

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

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SET UP
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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.

Workspace Versions	Admin		
CURRENT WORKSPACE		Tag Configuration	
Default Workspace >	Tags	Tag Type	
	□ Name ↑	Custom HTML Tag	
Overview	Conversion Linker	HTML (1)	
Tags	Dianomi Conversion Page St	1 <script></script>	

- 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.