



Integration Guide

1. Install One JavaScript Tag

The Monetate JavaScript tag is the same on every page of your site. It needs to be added to your site template so that it appears before the end of the “body” section of each page. There are no other site changes needed—everything works through this one tag.

```
<html>
<head>
<title>Example Page</title>
</head>
<body>
This page has an example Monetate javascript tag.
<!-- Begin example Monetate tag, place before end of document body. -->
<script type="text/javascript">
var monetateT = new Date().getTime();
if (document.location.protocol == "http:" || document.location.protocol == "https:")
{ document.write(unescape("%3Cscript type='text/javascript' src=" +
(document.location.protocol == "https:" ? "https://" : "http://") + "x.monetate.net/js/1/
x-12345678/x/account/" + Math.floor(monetateT / 3600000) + "%3E%3C/script%3E")); }
</script>
<script type="text/javascript">
if (this.monetate) { monetate.a(); }
</script>
<!-- End example Monetate tag. -->
</body>
</html>
```

2. Decide Where You Want to Show Creatives

We'll brainstorm with you about good places to show creatives on your site (we call these *Site Locations*), such as *badge* images overlaid in white space around product shots, and various *banner* images on category, brand, search and product pages. You don't need to do anything more than decide—we take care of enabling the Site Locations.

Later, you'll create some background graphics for these site locations to fit within your site design, but the text copy can be managed by Monetate.

3. We Gather Catalog Information and Complete the Integration

The information we need about the products, brands and categories on your site is gathered by us, from your web site, automatically. We take care of all the integration steps on our side, creating the ability to segment traffic, add content to the site experience for targeted visitors, launch targeted campaigns, implement transactional offers during checkout, then track and analyze results.

And that's it! We're ready to create your first campaign...