

Microsites tracking process template

2017

BITBANG



First step – Basic Tracking

New Microsite

Is it a new domain or a new subdomain?

Ask to BitBang

Is it a subdirectory of the main domain (i.e. <https://www.arval.nl/vrijheidviadezaak/nl>) ?

Use the same GTM code

i.e. If arval.nl use GTM-WS8N29, also <https://www.arval.nl/vrijheidviadezaak/nl> should use GTM-WS8N29

DataLayer page_section

Fill the dataLayer page_section variable with the value «microsite_[name_of_the_microsite]» (i.e. «microsite_vrijheidviadezaak»)

We'll find the best practice case by case: sometimes could be useful use the same GTM code, sometimes instead we'll need to create a new GTM code.

Second Step – Advanced Tracking

The New Microsite is tracked

More detailed analysis (ecommerce, events, goals...) are needed?

Coordinate with BitBang

1. [Arval Side] Create a list-mockup of the CTA/events/goals that should be tracked.
2. [BitBang] Create the implementation document.
3. [IT] Update the source code/dataLayer (if needed).
4. [BitBang] Take action on GTM & GA configuration.

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Thank you

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