



Lightning Bolt Setup Guide

Placing the Lightning Bolt Tag on a Web page

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Introduction

The Lightning Bolt is a JavaScript tag to be placed on the LR/Jag webpages to gather retargeting, conversion and analytics data for our active media campaigns.

Accessing the Lightning Bolt Tag

The Lightning Bolt tag can be located by clicking on the URL below.

<http://b3.mookie1.com/2/LightningBolt/Tag@x12>



Lightning Bolt Tag

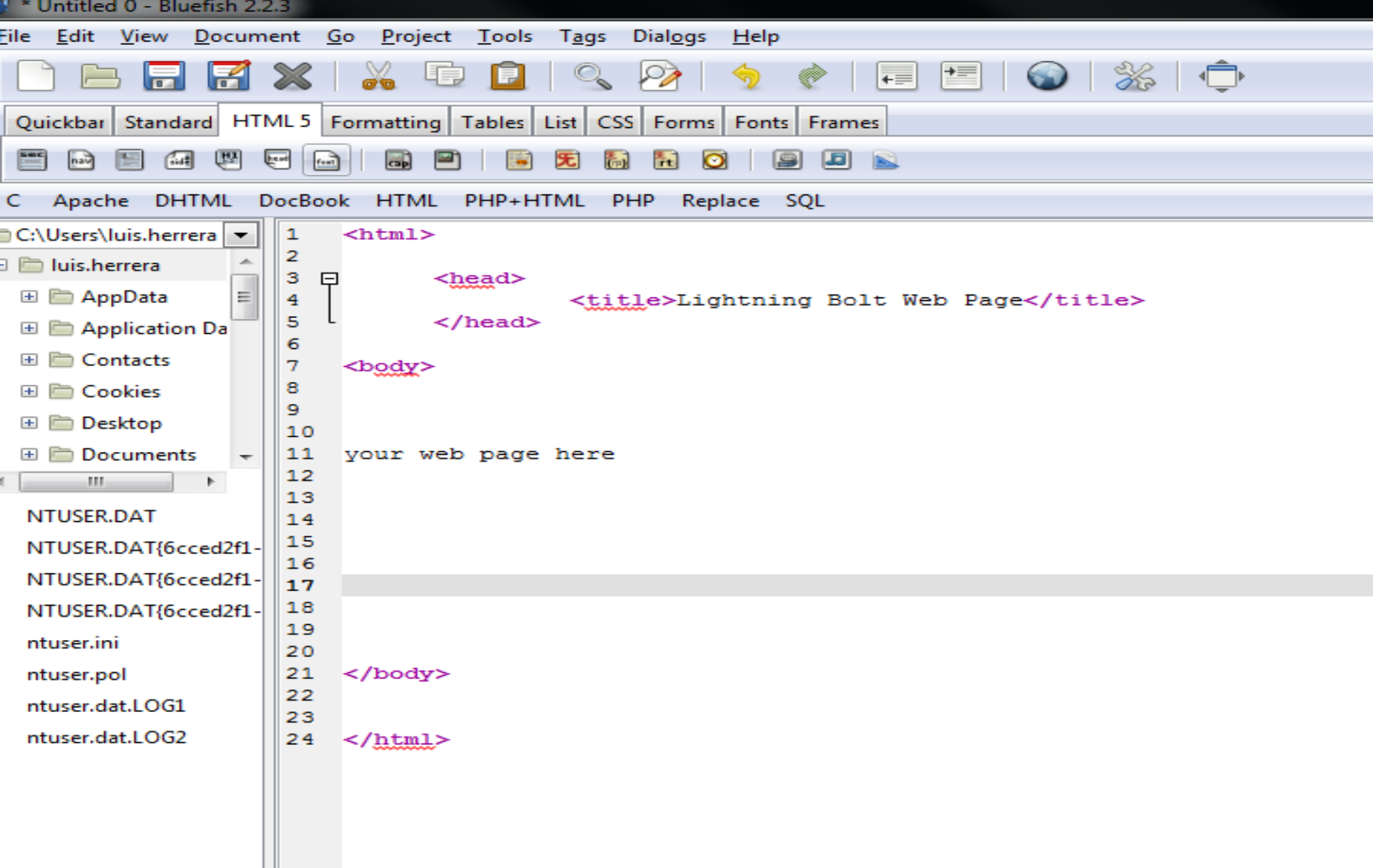
Xaxis's universal container tag is known as the Lightning Bolt Tag. The tag below may be placed on any page on your site. You may use this same tag for conversion, retargeting, and analytics purposes on all pages on your site. The code for the Lightning Bolt tag:

```
<!-- Lightning Bolt Begins -->
<script type="text/javascript">
  var lbTrans = '[TRANSACTION ID]';
  var lbValue = '[TRANSACTION VALUE]';
  var lbData = '[Attribute/Value Pairs for Custom Data]';
  var lb_rn = new String(Math.random()); var lb_rns = lb_rn.substring(2, 12);
  var boltProtocol = ('https' == document.location.protocol) ? 'https://' : 'http://';
  try {
    var newScript = document.createElement('script');
    var scriptElement = document.getElementsByTagName('script')[0];
    newScript.type = 'text/javascript';
    newScript.id = 'lightning_bolt_' + lb_rns;
    newScript.src = boltProtocol + 'b3.mookie1.com/2/LB/' + lb_rns + '@x96?';
    scriptElement.parentNode.insertBefore(newScript, scriptElement);
    scriptElement = null; newScript = null;
  } catch (e) {}
</script>
<!-- Lightning Bolt Ends -->
```



Setting up The Lightning Bolt Tag

- Select the entire code and Copy it to the clipboard
- Open your web page in a HTML authoring program. For this presentation we are using Bluefish.
- The lightning bolt must be placed inside of the `<body> </body>` of your web page.



Setting up The Lightning Bolt Tag

- The Lightning Bolt must be placed inside of the `<body> </body>` of your web page as the last bit of code right BEFORE the `</body>`.
- Paste the tag inside the body like shown on the next slide.

```

1 <html>
2
3 <head>
4   <title>Lightning Bolt Web Page</title>
5 </head>
6
7 <body>
8
9
10
11
12
13 <p>
14 <h1>LightningBolt page!</h1>
15 </p>
16
17
18
19
20 <!-- Lightning Bolt Begins -->
21 <script type="text/javascript">
22   var lbTrans = '[TRANSACTION ID]';
23   var lbValue = '[TRANSACTION VALUE]';
24   var lbData = '[Attribute/Value Pairs for Custom Data]';
25   var lb_rn = new String(Math.random()); var lb_rns = lb_rn.substring(2, 12);
26   var boltProtocol = ('https:' == document.location.protocol) ? 'https://' : 'http://';
27   try {
28     var newScript = document.createElement('script');
29     var scriptElement = document.getElementsByTagName('script')[0];
30     newScript.type = 'text/javascript';
31     newScript.id = 'lightning_bolt_' + lb_rns;
32     newScript.src = boltProtocol + 'b3.mookie1.com/2/LB/' + lb_rns + '@x96?';
33     scriptElement.parentNode.insertBefore(newScript, scriptElement);
34     scriptElement = null; newScript = null;
35   } catch (e) { }
36 </script>
37 <!-- Lightning Bolt Ends -->
38
39
40
41 </body>
42
43
44
45 </html>

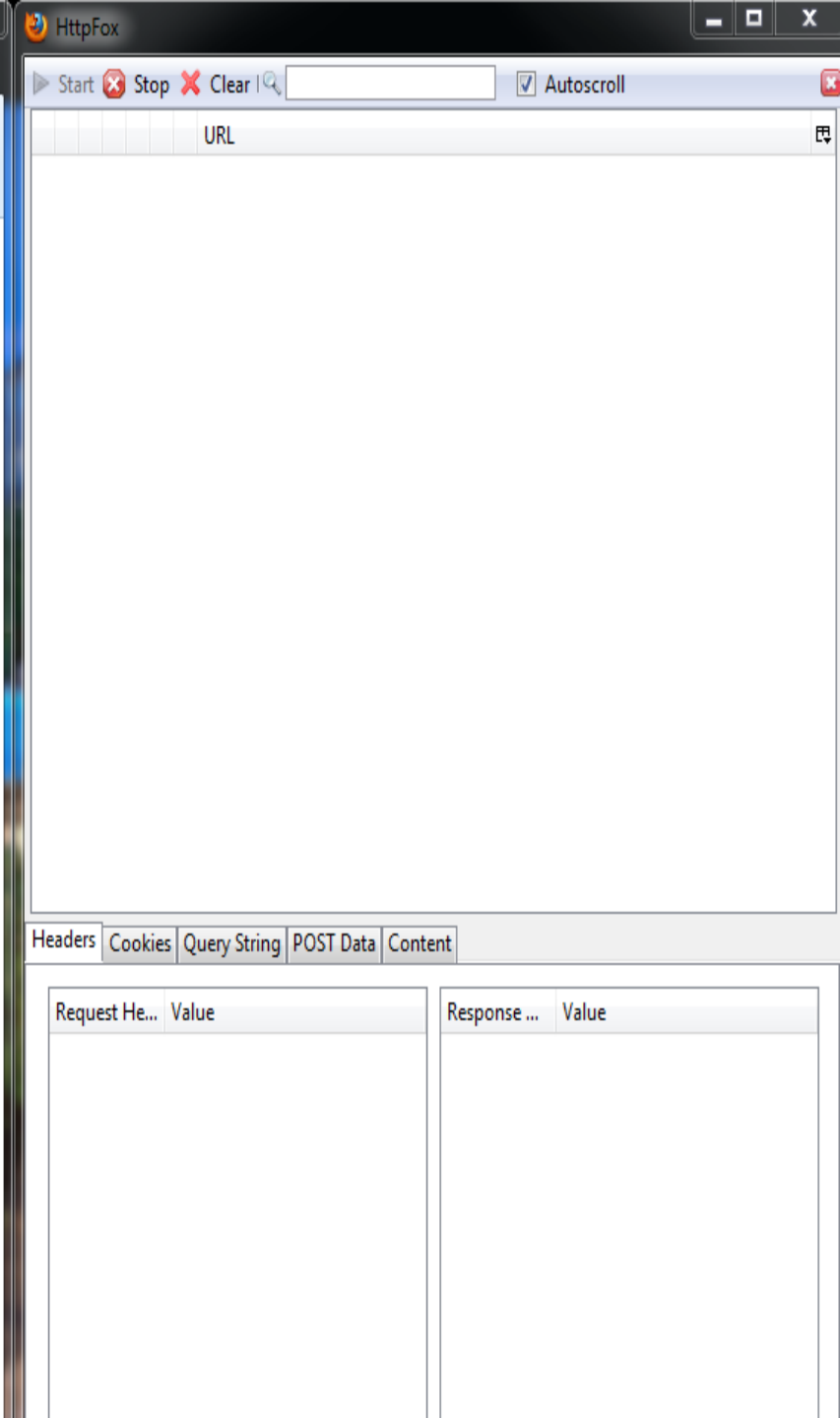
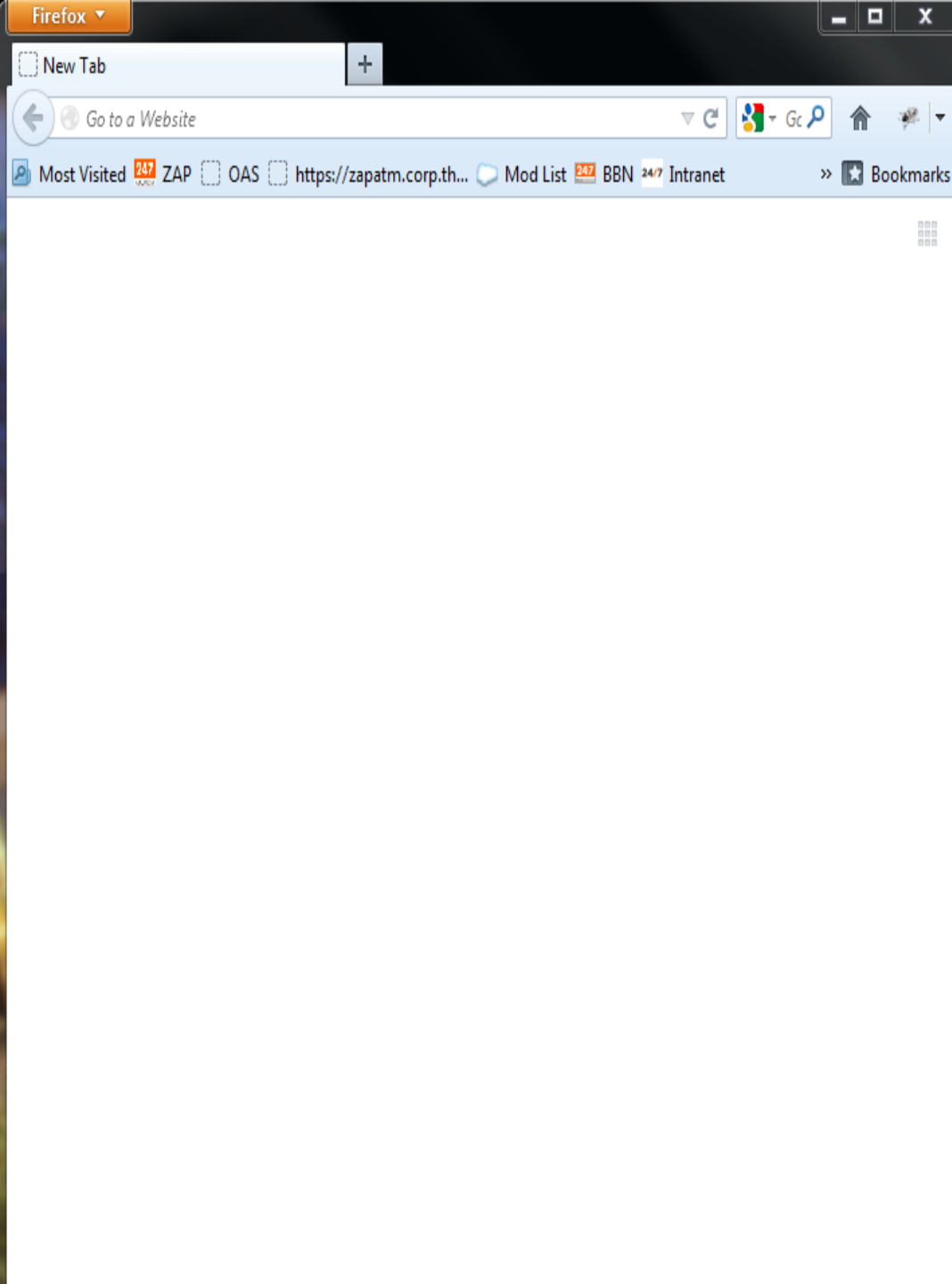
```

Setting up The Lightning Bolt Tag

- Now that you have placed the tag you can save your web page and upload to your web server.
- You may repeat this process for all pages on your site. You can also place the tag in any universal footer for easier implementation across a large number of pages.

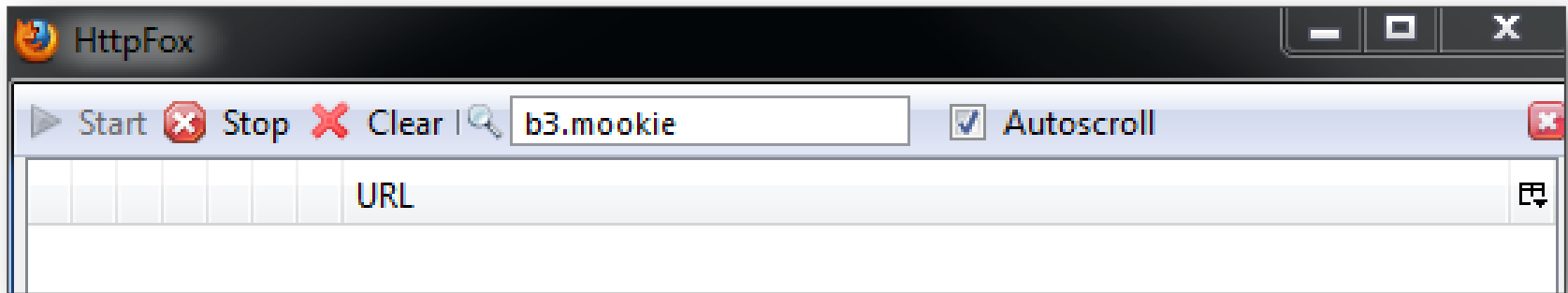
Testing The Lightning Bolt Tag

- You can ensure it is set up properly by testing if it runs using a program Like HTTPFox for Firefox.
- To test in HTTPFox, first open the it and click on “start” to start monitoring your web page.



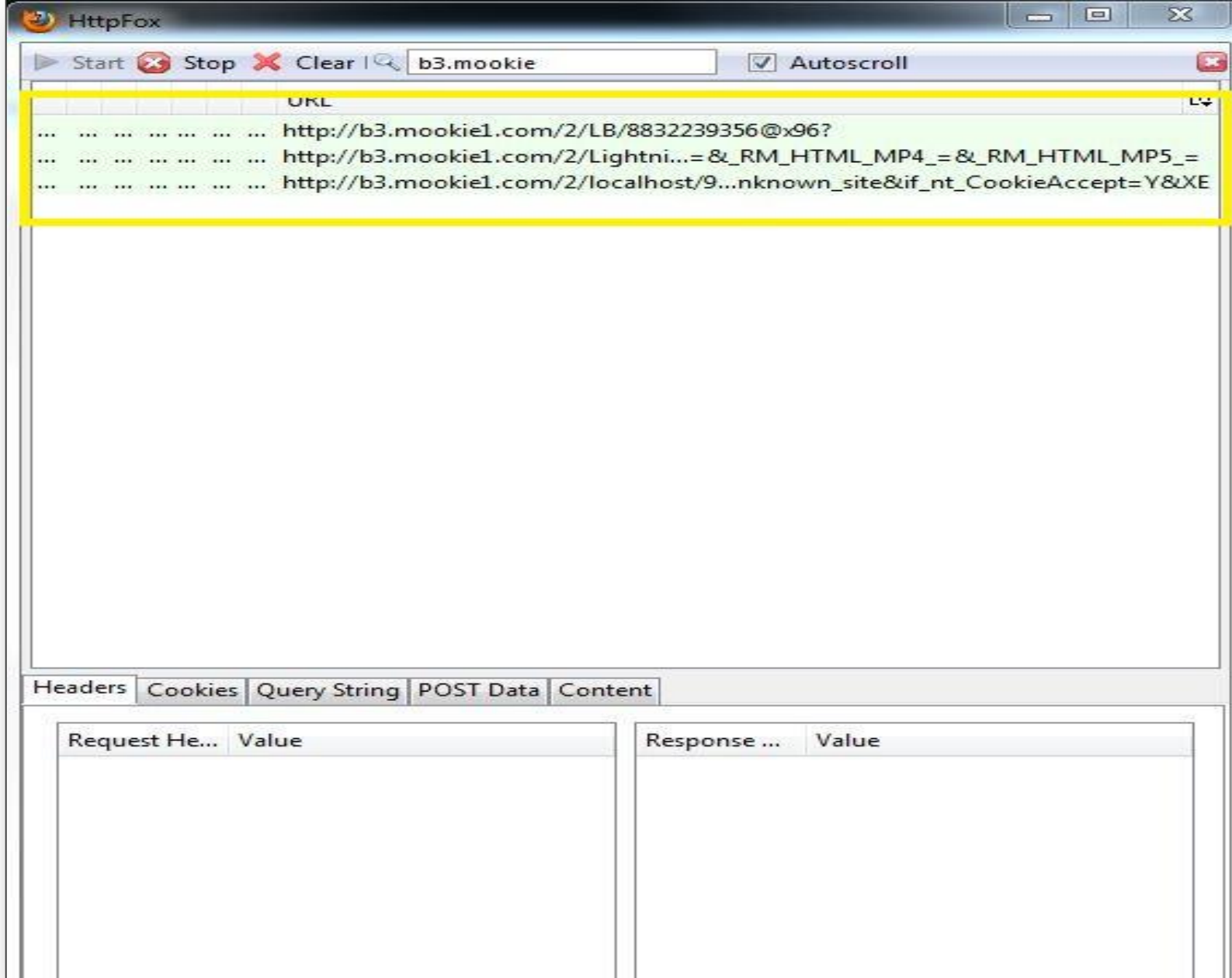
Testing The Lightning Bolt Tag

- HTTPFOX: In the search box type in "b3.mookie"



Testing The Lightning Bolt Tag

- Firefox: while HTTPFox is running, visit your edited web page with the Lightning Bolt Tag.
- As it finishes loading you should be able to see several calls to `b3.mookie.com` in the program window.
- The `b3.mookie` is the Xaxis server.



Congratulations!

You have successfully implemented the Lightning Bolt tag!