

Tracking Code Overview

Postalytics Campaigns utilize industry standard JavaScript tracking code to manage the tracking and personalization of direct mail targets on web pages hosted in 3rd party Content Management Systems. It can also work with Postalytics pURLs to personalize the landing page experience using data from your direct mail campaign.

What is the Postalytics Tracking Code?

```
<script type="text/javascript">
var a;
var rc = new RegExp('_bn_d=([^;]+)');
var rq = new RegExp('_bn_d=([^&#]*)', 'i');
var aq = rq.exec(window.location.href);
if (aq != null) a=aq;
else var ac = rc.exec(document.cookie);
if (ac != null) a=ac;
if (a != null) {
  var _bn_d = a[1];
  (function() {
    var pl = document.createElement('script'); pl.type = 'text/javascript'; pl.async = true;
    pl.src = ('https:' == document.location.protocol ? 'https://app' : 'http://app') +
'.postaladmin.com/plDataEmbed.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(pl, s);
  })();
}
</script>
```

When you add this tracking snippet to your website, you send a pageview for each page your user visits. We process this data and can infer a great deal of information including:

- Who is actually on your site
- How many pages they visited
- Which unique pages they visited
- What conversion, or goal pages(s) did they get to
- What links they clicked on
- The page flow from page to page
- By page who visited

How it works

When your customers visit a personal URL (pURL) printed on your direct mail piece, they will hit our server briefly. We track the hit and then send them on to your website with their unique identifier in the query string.

Example: *http://Joe-Smith.WantsGreenGrass.com* →
http://www.your-lawncare-ecommerce.com/?_bn_d=4D156F50-FBFD-4FDD-9F9C-CD1137D6CAB5

The first time in, a **cookie** is written that contains just the unique id of the visitor. Assuming the tracking code is loaded on your main ecommerce template, all pages Joe visits on your-lawncare-ecommerce.com will be tracked and can be personalized.

Each page load that has the tracking code and detects an Postalytics ID will communicate back to Postalytics with that ID. Postalytics uses that ID along with browser info to track the activity and conversions, or goal URLs identified in the campaign.

In addition, Postalytics will send back a data object containing info that can be used on your pages for personalization. Our unique variable data and logic tools let you use data from your Postalytics campaign data file to drive personalized online experiences. (Only visitors that have cookies from visiting their PURLs).

Adding Tracking to Your Site

The tracking code should be added near the top of your page within the <footer> tag area. On a static website, this code will need to go on every page (that you want tracked and personalized). For content management and ecommerce driven sites, this can typically be placed in a single theme or template file that generates the footer. The code can easily be copied into tag management software, such as Adobe Dynamic Tag Management, Google Tag Manager, WordPress plugins like IntellyWP Tracking Code Pro and others.

```
<script type="text/javascript">
var a;
var rc = new RegExp('_bn_d=([^\;]+)');
var rq = new RegExp('[?]\_bn_d=([^\&#]*)', 'T');
var aq = rq.exec(window.location.href);
if (aq != null) a=aq;
else var ac = rc.exec(document.cookie);
if (ac != null) a=ac;
if (a != null) {
  var _bn_d = a[1];
  (function() {
    var pl = document.createElement('script'); pl.type = 'text/javascript'; pl.async = true;
    pl.src = ('https:' == document.location.protocol ? 'https://app' : 'http://app') + '.postalytics.com/plDataEmbed.js';
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(pl, s);
  })();
}
</script>
```