

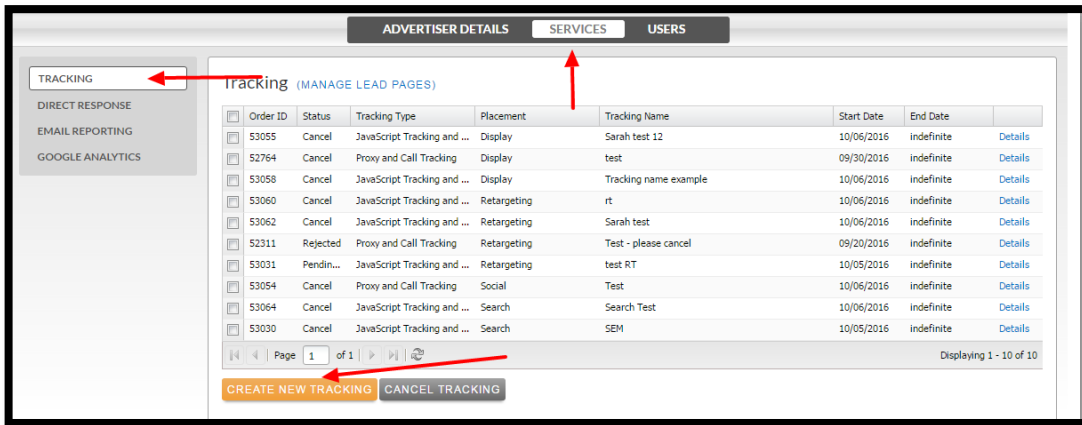
Enhanced Javascript Tracking (Dynamic Number Insertion)

(Note: You will need the advertiser to add code directly to their site for this option.)

Log in to amplifiedlocalreports.com. Click on “Advertisers and Orders” under the “Manage Placements” tab in the Amplified Resources dashboard.

Create the advertiser (or use the search function if this is an existing advertiser.) Click on the “services” tab and then click on tracking.

Click on “Create New Tracking”

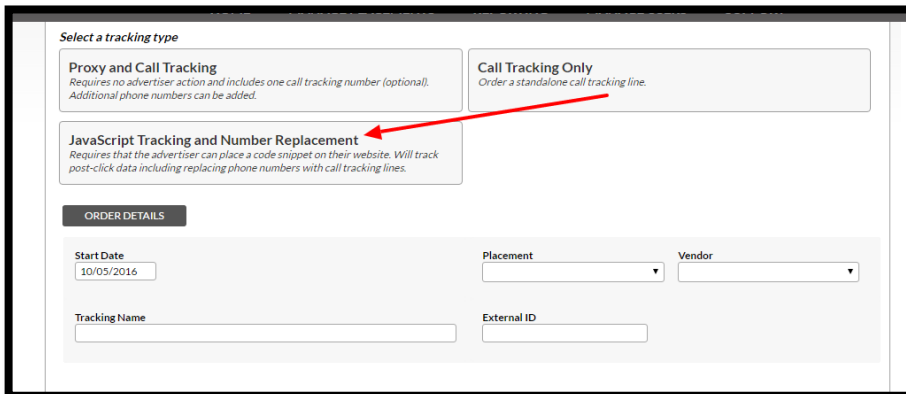


Tracking options will appear. Click on “Javascript Tracking and Number Replacement”

Use the “Placement” and “Vendor” pull down menus to select the placement and the vendor. Then label the order with the placement name or other identifying information.

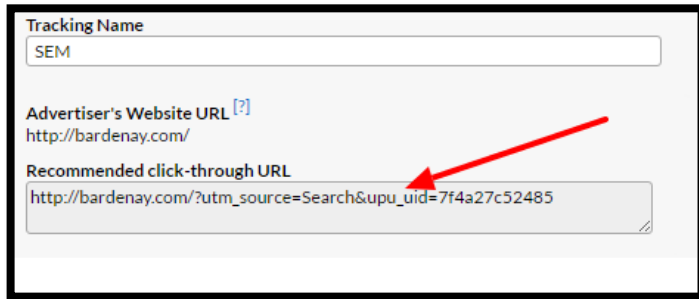
Add call tracking information if a Call Tracking Number (CTN) is being used. Select, or de-select, call recording. Click “Add Tracking Line.”

Click on “Create Tracking Order.”



Once the tracking order is saved, the advertiser's website and a "Recommended click-through URL" will appear. This is the URL that will be trafficked with that specific placement.

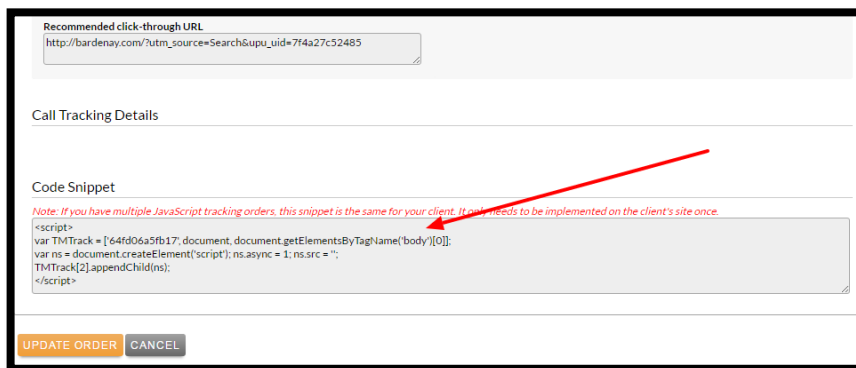
Each separate placement will need its own call tracking and click-through URL. (For example, an advertising campaign with search, retargeting and Facebook placements would need three click-through URLs, one for each placement.)



A screenshot of a web form for tracking provisioning. It contains three input fields: "Tracking Name" with the value "SEM", "Advertiser's Website URL" with the value "http://bardenay.com/", and "Recommended click-through URL" with the value "http://bardenay.com/?utm_source=Search&upu_uid=7f4a27c52485". A red arrow points to the "Recommended click-through URL" field.

Once the click-through URLs for each placement have been provisioned and trafficked, the advertiser will need to add the tracking code to their website. Important note: Place one advertiser code snippet on each page the user wants to track. The code is placed one time on each page no matter how many click-through URLs are provisioned.

Highlight and copy the Javascript Code Snippet at the bottom of the tracking provisioning screen and send it to the advertiser.



A screenshot of the tracking provisioning form, showing the "Code Snippet" section. The "Recommended click-through URL" field is visible at the top. Below it, the "Code Snippet" section contains a note: "Note: If you have multiple JavaScript tracking orders, this snippet is the same for your client. It only needs to be implemented on the client's site once." A red arrow points to the code snippet below the note. At the bottom of the form, there are two buttons: "UPDATE ORDER" and "CANCEL".

The advertiser then adds the code snippet to their website code. The script is pasted into the source code directly before the closing body tag (</body>)

This is a sample of where the coding should be added:

```

changeBoxPos.call(this);
setPadding.call(this);

$(window).resize(function(){
  changeBoxPos.call(this);
  setPadding.call(this);
});

});
</script>
<!--[if lt IE 8]><script src="/skinCss/website/js/boxsizing.js"></script><![endif-->
</body>
</html>

```

A red arrow points to the closing body tag (</body>) in the code snippet.

FAQs

Will this option track and report all the same measurements as a proxy?

Yes, the Javascript option is designed to track everything that a proxy will – and the results are presented the same way in the Amplified Reporting dashboard.

Will this option replace the advertiser's phone numbers with call tracking numbers?

Yes, the snippet is designed to recognize each placement from the referring advertisement and will change the call tracking number accordingly.

Will this change the way anything looks or works on the advertiser's site?

The advertiser should see no difference in the way their site loads, looks or processes information.

Will this work on a landing page?

Yes, as long as you can send the code snippet to be added to the site before the closing body tag.

This advertiser cannot/does not want to add code to their site. Is there another option?

Yes, our standard proxies and call tracking do not require the advertiser to add code to their site.

What if I have a wix.com site?

Wix.com does not allow code to be placed on the site.