* Product ${product}
* Account ${accountName}(${accountId})
* Program ${viewName}(${viewId})

REVIEW AND REMOVE YELLOW HIGHLIGHTS



# OVERVIEW

**${accountName}** to implement Impact's Universal Tracking Tag, Identify function, and trackCoversion function for tracking ${eventName} events on ${siteDefinition}. The scripts can be deployed via a tag manager or placed directly on the site.



*This implementation must be performed by a skilled technical resource with a web developer's background.*

|  |  |  |  |
| --- | --- | --- | --- |
| EVENT NAME | EVENT ID | METHOD | SITE DEFINITION |
| ${eventName} | ${eventId} | JavaScript | ${siteDefinition} |



# DOCUMENT HISTORY

|  |  |  |
| --- | --- | --- |
| DATE | AUTHOR | NOTES |
| ${createDate} | ${techContact} | Document created |
|  |  |  |



# TECHNICAL REQUIREMENTS



*The following elements must be completed by ${accountName} and verified by your impact.com Implementation Engineer before your new program(s) and/or conversion event(s) can go live.*

* Provide the domain(s) for all staging environments where the implementation will be tested
* Confirm the production domain(s) where the implementation will be deployed:
  + ${siteDefinition}
* Confirm Impact can append the parameter, irclickid={clickid}, on all landing page URLs
  + *A landing page is any webpage to which a consumer is directed when they click on an ad*
  + See *Appendix 1, User Journey* at the end of this document for an example application of the Click Id
* Confirm the production domain(s) and/or URL structure permitted for Deep Linking:
  + ${deepLinking}
  + *A Deep Link is any webpage specified by a partner (as a modification to the original ad landing page) to serve as the landing page for an ad for the purpose of promoting a product, product category, offer promotion, or similar tactic.*