# VISITOR INTELLIGENCE PIXEL INTEGRATION IN ADOBE ANALYTICS via DYNAMIC TAG MANAGEMENT

Pre-Requisites

1. Please ensure that you have created all the required Custom Conversion (eVars) variables that are used to collect the D&B data from the webpage to the report suite in your Adobe Analytics account.

2. Please ensure that the Web Property have been created for your website in your Dynamic Tag Management account

3. Please make sure that the Adobe Analytics tool has been added to the Web Property.

Steps:

1. Login to your Dynamic Tag Management account and, under tab, click the **Web Property** you have created for your website.

2. In the Web Property page, click the **"Rules"** tab and then **"Page Load Rules"** tab within that.

3. In the **"Page Load Rules"** page, click **"Create New Rule"** button.

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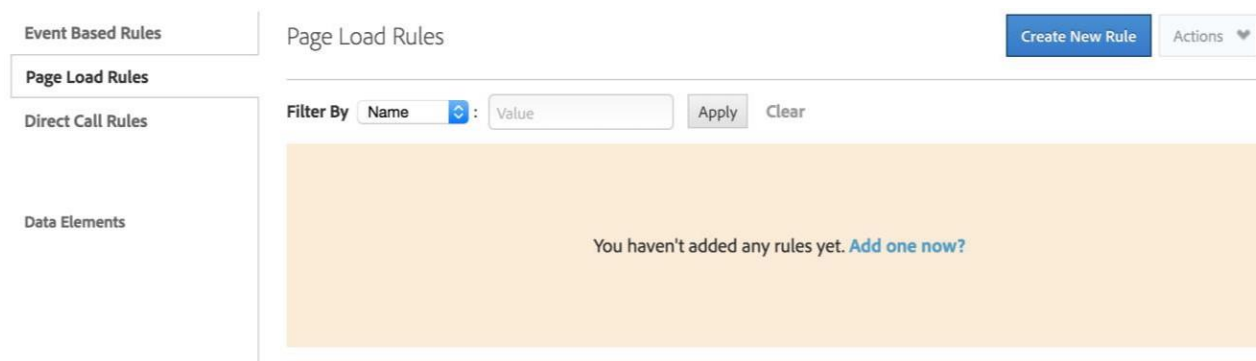
4. In the **"Create New Page Load Rule"** page, enter **"WVID Tag"** in the **"Name"** text box. Expand the **"Conditions"** section and choose **"Top of Page"** as Trigger Rule condition. Expand **"Javascript / Third Party Tags"** section, click **"Sequential HTML"** and then **"Add New Script"**.
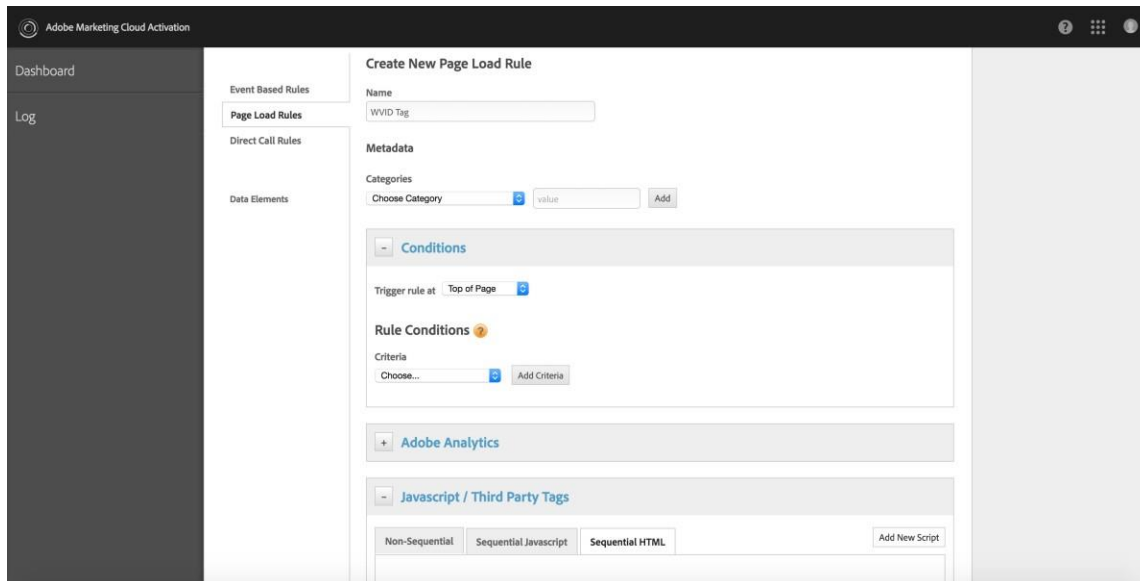
5. Enter the Tag Name as **"WVID Core Tag"**, choose Type as **"Sequential HTML"**, add the following HTML code in the code editor and then click **"Save Code"** button.

```
<script type="text/javascript" async defer src="//customer.d41.co/sync/"></script>
<script type="text/javascript" src="//cdn-0.d41.co/tags/dnb_coretag_v3.min.js"></script>
```
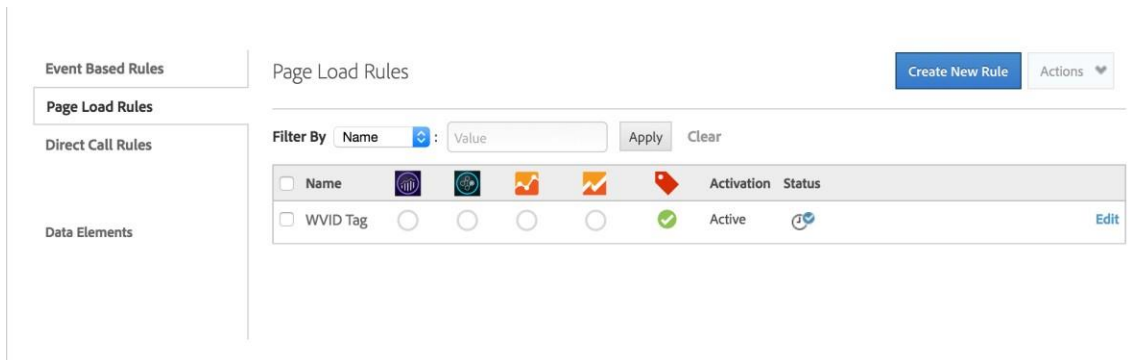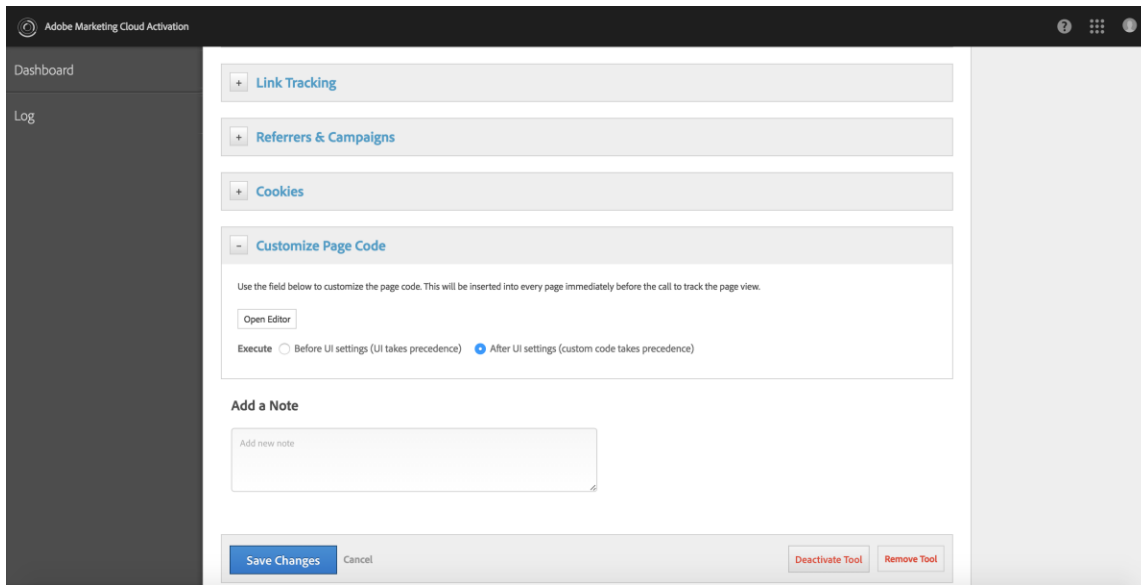
6. Click **"Save Rule"** Button.
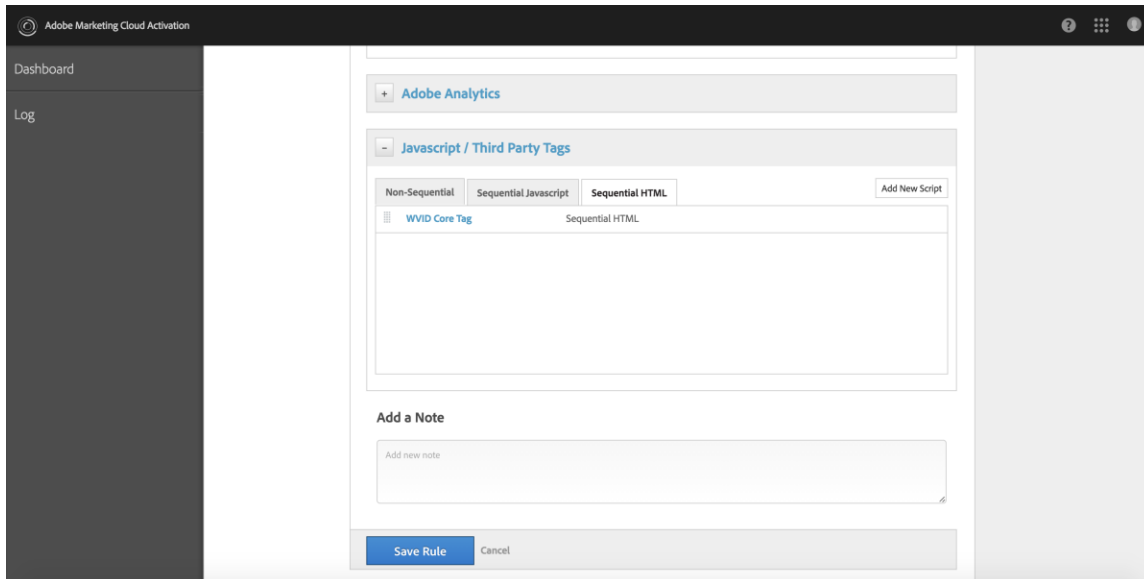
7. You can see that the new Page Load Rule has been added.

8. Click the **"Overview"** tab and then the Adobe Analytics tool Settings icon.

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9. In the Adobe Analytics page, scroll down to the **"Customize Page Code"** section. Expand that section and click the **"Open Editor"** button.

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10. In the **"Edit Code"** popup, paste the following code and then click the **"Save and Close"** button. In the following code, replace the **"wvidapi"** with your api version string and the eVar## with the eVars you have configured in your Adobe Analytics Report Suite. You can add more eVars or remove the existing eVars in the following code. Please contact D&B if need any clarification on how to add additional attributes to the following code.

```
dnbvid.getData("wvidapi","json","T",function(dnb_Data){
// set the eVars
s.eVar19=dnb_Data.duns;
s.eVar20=dnb_Data.companyName;
s.eVar21=dnb_Data.industryNaics;
s.eVar22=dnb_Data.jobSeniority;
s.eVar23=dnb_Data.jobFunction;
// tracks the page view
// call this function since we aborted the default page view track call
s.t();
});
// aborts the default page view track call
s.abort = true;
```

11. Choose **"After UI settings (custom code takes precedence)"** as Execute option and click **"Save Changes"** button.
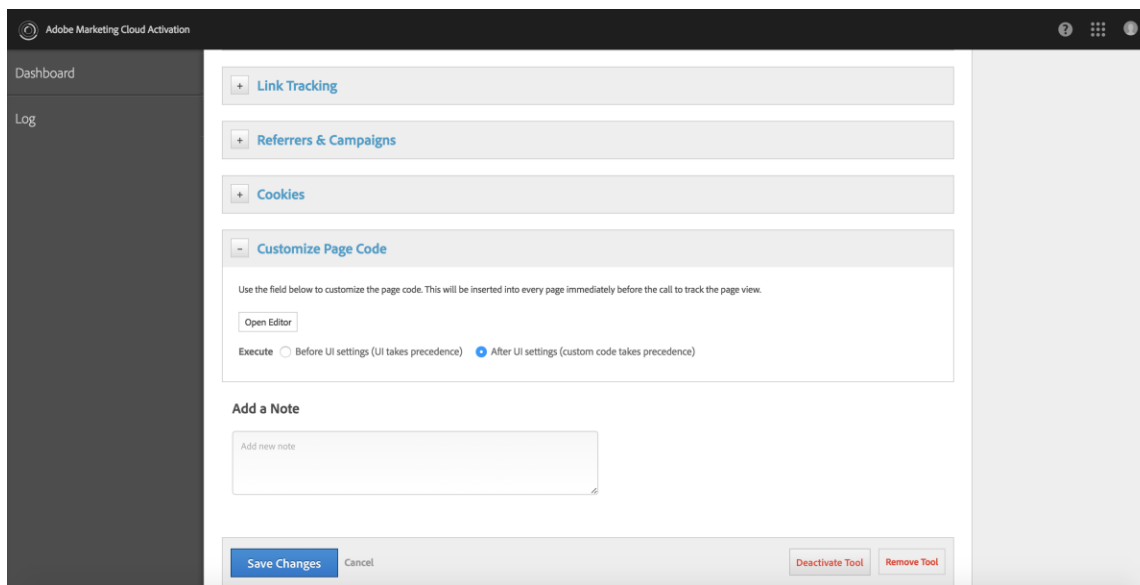
12. Approve all the changes you have done to the Web Property and click the **"Publish Queue"** button in the Web Property page.
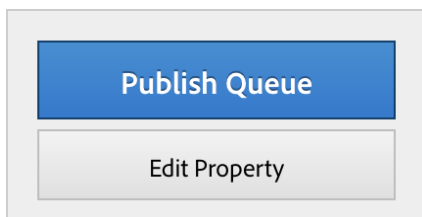
13. To ensure that your changes are working fine, please go to your website in Google Chrome browser. Open **"Developer Tools"** and click the **"Network"** tab. Reload the page. Search for "b/ss/" in the Filter box. You can see a name starts with "s" as in the screenshot below.

14. Click it and check whether you can see the eVars (eVar19 = v19, eVar20 = v20 and so on) set in the **"Query String Parameters"** section as in the screenshot below. Please contact D&B if you don't see the eVars in the **"Query String Parameters"** section.

> **v19:** 884114609
> **v20:** The Dun & Bradstreet Corporation
> **v21:** Credit Bureaus

Contact support: AdobePartnerSupport@dnb.com