Setting up the extension

In the extension configuration, enter the number of the list variable you would like to assign

List variable number assigned to TAGS by Loop Horizon   1

Setting up the rule

This extension requires two rules:
1. The set up rule which fires using our "On Before Unload" event. This collates the relevant data just before the user leaves the page
    a. There is no condition required beyond what you already use globally (for example: if tags in your instance of Launch have to align to a cookie management platform)
    b. The action is our "TAGS data collect" action

2. The collection rule. If you already have Adobe Analytics set up, this can just be an addition to your existing standard analytics page load rule OR you can add a separate rule to fire directly before your analytics page load beacon is sent
    a. If setting a separate rule, you may wish to use our condition "TAGS data exists" to ensure the rule only runs when data is available to collect; the feature will still work if you choose not to do this
        i. **Note:** this is as well as what you already use globally (for example: if tags in your instance of Launch have to align to a cookie management platform)
    b. The action is our "TAGS data to listVar" action, to set the data to the Adobe Analytics queue, ready to be sent

Notes on config and troubleshooting

General: In the overall property configuration, the "Run rule components in sequence" option should be ticked.

TAGS by Loop Horizon adds data to the Adobe Analytics "s" object – we have seen that, if components do not finish executing in the right sequence, the "s" object does not receive the data correctly.

Adobe Analytics: In the Adobe Analytics extension, please ensure that the "Make tracker globally accessible" is ticked.

TAGS by Loop Horizon adds data to the Adobe Analytics "s" object, so it needs to be available on the page.

The collection rule: the "TAGS data to listVar" action will need to take place after any "Clear Variables" action, after the standard "Set Variables" action, but *before* the page load "Send Beacon" action set.

If setting via a separate rule, please note that the same ordering applies; i.e. the rule settling the "Set Variables" action will need to fire before the "TAGS data to listVar" action rule, and the rule setting the page load "Send Beacon" action will need to fire afterward.

Reporting: data for this extension is collected on the *next* page load; if you wish to look at the data broken down by page, you will need to ensure you are using a "previous page" dimension.

If you are already using Adobe's getPreviousValue plugin, you can utilise this. Alternatively, we have provided a "TAGS previous page" data element which you can map to a prop or a hit-level eVar of your choice.