

OneTag for CSP

Get Started with OneTag

Step 1: Share product catalog and setup feed

To get started with Criteo Sponsored Products ads, work with your Technical Solutions Manager to set up the product catalog feed. Criteo supports feed ingestion in various formats like .tsv, .csv and .xml.

Details of the feed specification are provided [here](#).

Step 2 Page and Placement Registration:

The second step is to have your pages and placements registered in the Criteo Retailer Network. Your Technical Solutions Manager will set this up on your behalf, and provide you with your registration details to be used in your OneTag setup. The Event Name in the OneTag JavaScript is directly correlated to the page type being integrated with OneTag. All standard page types listed in Step 3.2 have a standard Event Name. In the event you intend to integrate Criteo Sponsored Products on a page type not listed in the standard page types in Step 3.2, please work with your Technical Solutions Manager for guidance.

Homepage Example:	
Event Name	viewHome

Once the placements are successfully setup, your Technical Solutions Manager will share the placement ID for the page's Ad Placement.

Homepage Example:	
Event Name	viewHome
Placement ID	viewHome-HomePlacement1

Please see [Appendix B](#) to understand how Criteo sets up these placements.

Step 3: Tagging your site

The Criteo Sponsored Products (or CSP) OneTag is a JavaScript tag that allows Criteo to track user interactions as they navigate your retail website and provides the ability for Criteo Sponsored Products to be successfully served on your pages.

Our OneTag is made up of two elements:

1. The Criteo Loader is a JavaScript library specific to your account setup in the Criteo system and must be declared in the header of every page you implement the OneTag to help minimize any delay in returning CSP ads. The Criteo Loader is in charge of building and firing calls to Criteo's Sponsored Product servers.

```
<!-- Start Criteo library -->  
<script src="//dynamic.criteo.com/js/ld/ld.js?a=<ID>"  
type="text/javascript"></script>  
<!-- End Criteo library -->
```

2. The Tracker events allow us to both collect your visitor's browsing events and deliver any relevant ads to the visitor. Understanding user actions and site context is important to ensure Criteo provides the best targeted ad placements when ads are served. Page specific tagging is different for each page depending on the page type. Key pages that are important to track, regardless of whether ads are served or not, are:

- Pages:
 - o Homepage
 - o Category Browse listing pages
 - o Search listing pages
 - o Product Detail pages
 - o Shopping Basket pages
 - o Order Confirmation pages

The example below shows a tag with all of the universal parameters that are needed for all tracking requests. A universal parameter is one that is added to every page type regardless if an ad is being served or not.

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7b added793b02abcb5d7" },
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "viewHome" }
// Other parameters as necessary
);
</script>
```

Universal Parameters

The following parameters are needed for all tracking requests, regardless of the page type the ad is being served on:

Event	Parameter	Sample Value	Description	Type	Required
setAccount	account	123456	The Criteo Partner Account ID. This value will be provided by your Technical Solution Manager	String	Yes
setRetailerVisitorId	id	53e20ea700424f7bbdd793b02abcb5d7	A unique, unauthenticated userId that is consistent during sessions on the same device	String	Yes
setEmail	email	3e0a83febcbf74ba6a08e684534100773	The user's email address, if available, in MD5 OR SHA256 of MD5 hash format. We also accept plain email; Criteo will hash it for you if this is the case.	String	Yes, if available
setCustomerId	id	53e20ea700424f7bbdd793b02abcb5d7	The id of the authenticated user which is consistent during all logged in sessions	String	Yes, if the user's email is not provided

Tracking on Homepage

When adding trackers on the homepage, only specify the universal parameters.

Event	Parameter	Description	Type	Required
viewHome	N/A	This is the event identifying the page type "Home Page"	String	Yes

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7" },
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "viewHome" }
// Other parameters as necessary
);
</script>
```

Tracking on Category Browse Listing Pages

For all category or taxonomy browse pages displaying a listing of products (Browse Listing Pages), or if you display a tailored collection of productions, specify in the tag the universal parameters as well as the following additional parameters: For all category or taxonomy browse pages displaying a listing of products, or if you display a tailored collection of productions, the following parameters are needed for all Browse Listing Pages.

Event	Parameter	Description	Type	Required
viewCategory	item, category, page_number, filters	This is the event identifying the page type	String	Yes

Here you can find the details on the parameters specific to the "viewCategory" event :

Parameter	Sample Value	Description	Type	Required
item	["1-9835530","1-9835432","1-9866287"]	The list of products that are organically shown on the page in the grid. These are the child product ids that should be passed in delimited with a maximum of 100 items. The ids should match the ones provided in the product feed	String	Yes
category	Electronics>Audio>Headphones	The category or taxonomy of the page that the user is browsing. This value should match the taxonomy values that are sent in the catalog feed in the field product_type or product_type_key to Criteo	String	Yes
page_number	1	If you support pagination, this represents the page number. In case of a single endless page, this should be set as 1	String	Yes, only if you are using pagination. In the case of a single page, you can not pass this value
filters	{name: "brand", operator: "eq", value: "Nikon, Sony"}	These are all the applied filters on the page that you want to be considered for Ad-serving in a comma separated list when there are multiple selections of a single filter (i.e. Brand). A separate line should be added for each filter selection. Please see filter section below for details.	String	No

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bddd793b02abcb5d7"},
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "viewCategory",
    item: ["item1id","item2id","item3id","item4id"],
    category: "Electronics>Audio>Headphones",
    page_number: 1,
    filters: [
      {name: "brand", operator: "eq", value: "Nikon, Sony"},
      {name: "price", operator: "gt", value: "300"},
      {name: "price", operator: "lt", value: "600"}
    ]
  }
);
</script>
```

Tracking on Search Listing Pages

For all search result pages displaying a listing of products (Search Results Listing Pages), regardless of whether there are actual organic search results to display or not, specify in the tag the universal parameters as well as the following additional parameters .

Event	Sample Value	Description	Type	Required
viewSearchResult	item, keyword, category, page_number, filters	This is the event identifying the page type	String	Yes

Here you can find the details on the parameters specific to the "viewSearchResult" event:

Parameter	Sample Value	Description	Type	Required
item	["1-9835530","1-9835432","1-9866287"]	The list of products that are organically shown on the page in the grid. These are the child product ids that should be passed in delimited with a maximum of 100 items	String	Yes
keywords	headphones	They keyword entered by the user for the search.	String	Yes
category	Electronics>Audio>Headphones	The category or taxonomy of the page that the user is browsing. This value should match the taxonomy values that are sent in the catalog feed in the field product_type or product_type_key to Criteo	String	Optional
page_number	1	If you support pagination, this represents the page number. In case of a single endless page, this should be set as 1	String	Yes, only if you are using pagination. In the case of a single page, you can not pass this value
filters	{name: "brand", operator: "eq", value:"Nikon, Sony"}	These are all the applied filters on the page that you want to be considered for Ad-serving in a comma separated list when there are multiple selections of a single filter (i.e. Brand). A separate line should be added for each filter selection. Please see filter section below for details.	String	No

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7"},
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "viewSearchResult",
item: ["item1id","item2id","item3id","item4id"],
keywords: "headphones",
category: "Electronics>Audio>Headphones",
page_number: 1,
filters: [
  {name: "brand", operator: "eq", value: "Nikon, Sony"},
  {name: "price", operator: "gt", value: "300"},
  {name: "price", operator: "lt", value: "600"}
]
}
);
</script>
```

Filters

When a user has filtered a product listing by either a single filter or facet, or multiple filters, they may be included as filters. Three specific filters are reserved words for Criteo, which will map back explicitly to data fields in the product data feed: “brand”, “price”, and “rating”. All other filters can be used flexibly.

A fully qualified filter consists of 3 properties

```
(filter-name, operator, value)
```

- Filter Name: Name of the filter
- Operator
- Value: This is the value of the filter. It can be a list of values depending on your use case. For example, if you use the operator ‘in’, you can specify a comma delimited list of values.

To specify filters in the tags, you would leverage the ‘filters’ function within the ‘event’ function.

Criteo supports the following list of operators:

Operator	Description
eq	Equal to
gt	Greater than
lt	Less than
ge	Greater than or Equal to
le	Less than or Equal to
in	Membership in a list

Examples:

```
filters:[("price","le","500")]
```

This would set a price filter for skus 'less than equal' to \$500.

```
filters:[("color","eq","blue")]
```

This would set a color filter for skus's who's color was 'blue'.

```
filters:[("brand","eq","sony, hp, dell")]
```

This would set a brand filter that would return skus from any of 'sony', 'hp' or 'dell' brands.

Alternatively, the operator 'in' could be used in place of 'eq' with the same end result.

Tracking on Product Detail Pages

A Product page contains details of a specific product. Installing the OneTag on product detail pages is key to the tracking process. Additionally, the tag below provides functionality to update both price and availability in near real time anytime the page is visited in between feed processing runs. For example, if a product goes out of stock in the middle of the day after Criteo has processed your

daily product feed run, the tag below informs our system to mark that product as out of stock, preventing it from being served as an ad across your site. Specify in the tag the universal parameters as well as the following additional parameters:

Event	Parameter	Description	Type	Required
viewItem	item, price, availability	This is the event identifying the page type	String	Yes

Here you can find the details on the parameters specific to the "viewItem" event :

Parameter	Sample Value	Description	Type	Required
item	1-9835530	The child product id for the specific product being viewed. The child product id is preferred, but the parent id can also be used but using the parent id does come with some functionality limitations.s	String	Yes
price	475	The current price for the displayed product	Decimal	Yes
availability	1	1 if the product is in stock and 0 if it is out of stock	Boolean	Yes

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7" },
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "viewItem",
item: "productid123",
price: "475.00",
availability: "1"
}
);
</script>
```

Tracking on Basket pages

When adding trackers on the basket or cart pages, specify in the tag the universal parameters as well as the following additional parameters:

Event	Parameter	Description	Type	Required
viewBasket	item	This is the event identifying the page type	String	Yes

A fully complete tag for a cart page would look like the following:

Parameter	Sample Value	Description	Type	Required
item	{id: "productid123", price: "100.00", quantity: "4"}	The list of child product ids that are displayed on the cart. Add a new element in the JSON array for each product in the basket. Price contains the unit price of the product	String	Yes

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bddd793b02abcb5d7" },
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "viewBasket",
  item: [
    {id: "productid123", price: "400.00", quantity: 1},
    {id: "productid456", price: "100.00", quantity: 4},
  ]
  }
);
</script>
```

Tracking on Sale or Confirmation Pages

The Sales Confirmation page is that which is displayed to the user after they have completed a purchase on your site, normally showing them an order ID and a summary of the order.

The Criteo OneTag must be integrated on the Sales Confirmation page to track the products purchased by your users. Tracking what the user buys allows Criteo to provide conversion reporting to you. Specify in the tag the universal parameters as well as the following additional parameters:

Event	Parameter	Description	Type	Required
trackTransaction	id , item	This is the event identifying the page type	String	Yes

Here you can find the details on the parameters specific to the "trackTransaction" event :

Parameter	Sample Value	Description	Type	Required
id	97234735	The transaction or order ID from your eCommerce system	String	Yes
item	{id: "productid123", price: "100.00", quantity: "4"}	The list of child product ids that are displayed on the cart page. Add a new line for each item in the basket.	String	Yes

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7" },
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "trackTransaction",
id: "97234735",
item: [
{id: "productid123", price: "400.00", quantity: 1},
{id: "productid456", price: "100.00", quantity: 4},
]
}
);
</script>
```

Tracking on AddToCart Events

An add to cart event contains the details of a specific product that was added to a customer's basket. Installing the OneTag on AddToCart events for CPG retailers is key to the tracking process. Specify in the tag the universal parameters as well as the following additional parameters:

Event	Parameter	Description	Type	Required
addToCart	item, price, quantity	This is the event identifying the page type	String	Yes

Here you can find the details on the parameters specific to the "addToCart" event :

Parameter	Sample Value	Description	Type	Required
item	1-9835530	The child product id for the specific product being viewed. The child product id is preferred, but the parent id can also be used but using the parent id does come with some functionality limitations.s	String	Yes
price	12	The current price for the displayed product	Decimal	Yes
quantity	3	the number of that specific item that the consumer added to their cart	String	Yes
zipcode	10012	the zip code of the store the customer is shopping in	String	Yes
store_id	123456	The id of the store that the user is ordering from	String	Yes

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7" },
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "addToCart",
item: [
  {id: "productid123", price: "400.00", quantity: 1}
]
},
  {event: "setZipCode", zipcode: "10012" },
  {event: "setStore" , storeid: "12345"}
);
</script>
```

Adding an Ad Placement

For any page that has Criteo trackers in place, you can easily add an ad placement by including a divmarker to indicate where the ad unit should render on the page.

```
<!-- Criteo Sponsored Products Module -->  
<div id="viewHome-HomePlacement1"></div>
```

The name of this <div> **must** be added as provided by your Technical Solutions Manager.

Appendix A: FAQs

Q. What if my site is responsive? Do I need separate tags for the mobile version of the site?

For all responsive sites, your Criteo Technical Solutions Manager will register your pages and placements with a platform of “mixed”. You should only specify “mobile” if your site has a completely separate mobile optimized site which is not responsive. You must inform your Criteo Technical Solutions Manager to ensure proper registration.

Q. My site support multiple currencies, how do I set the currency for a purchase?

A currency should only be specified on the basket and order/transaction confirmation pages if the user has selected a different currency other than your default currency. If you’re unsure of your default currency within the Criteo system, please consult your Criteo Technical Solutions Manager for verification. The currency function is a sub-function of the viewBasket or trackTransaction

functions, an example of each is provided below for reference. The currency code used must match the [ISO 4217 Currency Code Standard](#).

View Basket Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7"
},
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "setCustomerId", id: "324fdbb21e3344beb2078413cea04a06" },
  { event: "viewBasket",
    currency: "USD",
    item: [
      {id: "skuid1", price: "400.00", quantity: "1"},
      {id: "skuid2", price: "100.00", quantity: "4"},
    ]
  }
];
```


Track Transaction / Order Confirmation Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?a=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7"
},
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "setCustomerId", id: "324fdbb21e3344beb2078413cea04a06" },
  { event: "trackTransaction",
    id: "97234735",
    currency: "USD",
    item: [
      {id: "skuid1", price: "400.00", quantity: "1"},
      {id: "skuid2", price: "100.00", quantity: "4"},
    ]
  }
];
</script>
```

Appendix B: Understanding Page and Placement Registration

Your Technical Solutions team will register pages and placements on your behalf, and give you a registered placement ID to use in your div tags for ad requests.

Following are the input fields Criteo uses to register your pages.

Parameter	Description	
Event Name	The ID defined by your Technical Solutions Manager dependent on page type.	
Page Type	Standard Page Classification	Non-Standard Page Classifications (please work with your Criteo Technical Solutions Manager for guidance on these pages)
	<ul style="list-style-type: none">• Homepage (the landing page of your site)• Search Page (any page which includes a user search term)• Browse Page (any page that includes a category and grid of products)	<ul style="list-style-type: none">• Topic Page (any page which contains a hand-selected set of SKUs as a SEO destination or Campaign link destination)• Merchandising Page (Happens as a result of navigation by a taxonomy or filter, but does not include a product listing (list or grid) on the page.

	<ul style="list-style-type: none"> • Product Detail Page (any page that contains the details of a specific product) • Cart/Checkout Page (includes anything from the view cart through checkout not including the order confirmation) • Order Confirmation Page (the final order confirmation page) 	<ul style="list-style-type: none"> • Registry/Wishlist page • Other Retail page • Deal page
Platform	Select the platform on which this page serves Desktop Mobile App Mixed (responsive site)	

This creates a registered page ID in the system. For all Criteo OneTag JavaScript integrations, the tag builder will use this ID to identify a page.

Example:	
Event Name	viewHome
Page Type	Home
Platform	Mixed

After a page is registered, your Criteo Technical Solutions Manager will setup Ad placements where the sponsored Ads will be shown on your site. Following are the inputs to registering an Ad placement.

Parameter	Description	
Event Name	The ID defined by your Technical Solutions Manager dependent on the page type.	
Placement ID	The ID defined by your Technical Solutions Manager dependent on the type of content displayed on the page.	
Page Type	Standard Page Classification	Non-Standard Page Classifications (please work with your Criteo Technical Solutions Manager for guidance on these pages)
	<ul style="list-style-type: none"> • Homepage (the landing page of your site) • Search Page (any page which includes a user search term) • Browse Page (any page that includes a category and grid of products) • Product Detail Page (any page that contains the details of a specific product) • Cart/Checkout Page (includes anything from the view cart through checkout not including the order confirmation) 	<ul style="list-style-type: none"> • Topic Page (any page which contains a hand-selected set of SKUs as a SEO destination or Campaign link destination) • Merchandising Page (Happens as a result of navigation by a taxonomy or filter, but does not include a product listing (list or grid) on the page. • Registry/Wishlist page • Other Retail page • Deal page

	<ul style="list-style-type: none"> • Order Confirmation Page (the final order confirmation page) 	
Platform	Select the platform on which this page serves Desktop Mobile App Mixed (responsive site)	
Location-Horizontal	The location horizontally of the ads rendering on the page. Possible locations are: Left, Middle, Right.	
Location-Vertical	The location vertically of the ads rendering on the page. Possible locations are: Top, Center, Bottom.	
Location-Grid	Whether the ad units will be rendering within the organic grid of products or outside of the grid.	
Size	The width & height of the ad unit.	
Content-Targeting	The proximity of the returned ads to the contextual input received.	
Max-Ads	The maximum number of ads to be displayed. If Criteo's system has more available ads, they simply will not be rendered on the page.	
Min-Ads	The minimum number of ads to be displayed. Criteo must have at least the number of ads specified in order to render on the page, else the div specified for Criteo's ads will gracefully collapse.	

Once the placements are successfully setup, the Technical Solutions Manager will share the placement ID.

Example:	
Page ID:	viewHome
Placement ID	viewHome-viewHomeAds
Location-Horizontal	Bottom
Location-Vertical	Center
Location-Grid:	Outside Grid
Size:	300x150
Content-Targeting	Run-of-Site
Max Ads	15
Min Ads	5

Appendix C: Brand Spotlight Integration

Brand Spotlight is Criteo's alternative to Amazon's Headline Search. It enables advertisers to access exclusive premium inventory to promote their brand. These placements provide a mix of native

content and branding elements as they enable advertisers to display a logo and tagline along with their sponsored products.

If you are adding BrandSpotlight inventory on a page that is not tagged you will leverage the [Listing Tags](#) documented above but may be added to any page on your site. Adding a Brand Spotlight placement is very straightforward if you have tags already on the page.

Example

```
<script src="//dynamic.criteo.com/js/ld/ld.js?pid=5854"
type="text/javascript"></script>
<script type="text/javascript">
window.criteo_q = window.criteo_q || [];
window.criteo_q.push(
  { event: "setAccount", account: "5854" },
  { event: "setRetailerVisitorId", id: "53e20ea700424f7bbdd793b02abcb5d7"
},
  { event: "setEmail", email: "b58c6f14d292556214bd64909bcdb118" },
  { event: "setCustomerId", id: "324fdbb21e3344beb2078413cea04a06" },
  { event: "viewSearchResults",
    item: ["item1id","item2id","item3id","item4id"],
    keywords: "blenders",
    Category: "Cameras",
    page_number: 1,
    filters: [
      {name: "brand", operator: "eq", value: "Nikon"},
      {name, "price", operator: "lt", value: "200"}
    ]
  }
);
</script>
```

The "placement-id" is still set up by your Technical Solutions Manager as documented in [Appendix B](#), he or she will set up a specific BrandSpotlight PlacementID on your behalf. You will still need to add a <div id> to the page where this Brand Spotlight placement will be rendered on the page.

Appendix D: Brand Store 360

To enable Brand Store 360 for your account, you must first contact your Criteo Sales Account Manager who can enable this reporting feature for your account. Once your account is enabled, your Criteo Technical Solutions Manager can provide any technical assistance needed.

The same tagging requirements are in place for Brand Store 360 integrations as listed in the above tagging details. There is however a new function that must be added to the Criteo OneTag on each page of your Brand site.

```
<!-- the following line can be added to all of the above standard page tags -->
{
  event: "viewCategory",
  item: ["item1id", "item2id", "item3id"],
  category: "Cameras",
  pageName: "Name-of-page-in-your-content-management-system",
  pageNumber: "1"
}
```