Integrate Optimizely Data Platform (ODP) JavaScript Tag:

The ODP JavaScript tag lets you track visitors on your site and then store that data for reporting and segmentation within ODP.

You can implement the tag on your site in the following ways:

1. Directly from ODP
2. Through Google Tag Manager (GTM)
3. Injecting JS via Web Experimentation

Implement the tag directly from ODP:

To add your ODP JavaScript tag directly from ODP to your site:

1. Go to Account Settings > Integrations.
2. Click JavaScript Tag.
3. Click Copy to Clipboard.
4. Paste the JavaScript tag on every page you want to track events and customer information. You should place the snippet before the closing </head> element of your site.

Implement the tag using GTM

Step 1. Copy the ODP JavaScript tag

1. Go to Account Settings > Integrations.
2. Click Javascript Tag.
3. Click Copy to Clipboard.

Step 2. Add the ODP JavaScript tag to GTM

1. In Google Tag Manager, click New Tag.
2. Enter a name for the tag (such as ODP JS tag).
3. Click the Tag Configuration section and select Custom HTML.
4. Paste the ODP JavaScript tag into the HTML field.
5. Click the Triggering section and select All Pages to capture data from every page view.
6. Click Save.

Injecting JS via Web Experimentation
You can easily customize your experiments with Optimizely Experimentation by adding your own CSS or JavaScript code. Utilizing Optimizely’s shared code feature, you can apply this custom code to an experiment as a whole, encompassing all variations, or you can apply it variation by variation.

Common applications for shared JavaScript code in Optimizely Experimentation consist of the following:

1. Transferring data to your analytics service through Optimizely.
2. Making calls to the API for custom events.
3. Functions that are applicable to several variations should be added, and the variation code should call them with various parameters.

You can find the details here: [Shared code: Run custom JavaScript and CSS across all variations – Support Help Center (optimizely.com)](https://optimizely.com)

**Verify that you properly installed the tag**

If you are not seeing any of the website events, verify that you have installed the ODP JavaScript tag properly and that it is functioning correctly.

1. Go to Account Settings > Integrations and copy your Tracker ID.
2. Open a page on your website.
3. Right-click and select View page source or View source.
4. Use CTRL+F or CMD+F to search for the tracking ID that you copied.

**The Tracker ID displays**

If the Tracker ID displays, verify that the ODP JavaScript tag matches the tag that displays in Account Settings > Integrations > JavaScript Tag. If the tag is correct, but you are still not seeing any website events in ODP, verify that the tag is functioning:

1. Open a page on your website.
2. Right-click and select Inspect Element or Inspect. The browser's developer tool console displays.
3. Click the Network tab, then refresh your page.
4. Click the Name column to sort the elements alphabetically, then look for zaius-min.js.
5. Next to `zaius-min.js`, you should see **304 Not Modified** or **200 OK** in the **Status** column.

**For Custom Attributes:**

1. go to opti.com
2. inspect and search for [https://epsilon.6sense.com/v3/company/details](https://epsilon.6sense.com/v3/company/details)
3. As the outbound http get:

    ```javascript
    example response: {
    "company": {
        "domain": "optimizely.com",
        "name": "Optimizely",
        "region": "Northern America",
        "country": "United States",
        "state": "California",
        "city": "San Francisco",
        "industry": "Software and Technology",
        "country_iso_code": "US",
        "address": "631 Howard Street",
        "zip": "94105",
        "phone": "+1 800-252-9480",
        "employee_range": "1,000 - 4,999",
        "revenue_range": "$100M - $250M",
        "employee_count": "1100",
        "annual_revenue": "100000000",
        "is_blacklisted": true,
        "state_code": "CA",
        "is_6qa": true,
        "geoIP_country": "United States",
        "geoIP_state": "Texas",
        "geoIP_city": "Sugar Land",
        "company_match": "Match",
        "additional_comment": "Company name or domain match was found",
        "sic": "7371",
        "naics": "541511",
        "industry_v2": [
            {"industry": "Software"}]
    }
    ```
"subindustry": "",
}