


Tag Plan

Partouche - Partouchesport - Site

Site PageView




| Pixel Universel | Script | Implementation informations |
|--------------------------------|--|--|
| Klox_Partouche__UniversalPixel | <pre> <!-- Xandr Universal Pixel - Initialization (include only once per page) --> <script> !function(e,i){if(!e.pixie){var n=e.pixie=function(e,i,a){n.actionQueue.push({action:e.actionValue:i,pa rams:a});n.actionQueue=[];var a=i.createElement("script");a.async=!0,a.src="//acdn.adnxs.com/dmp/ up/pixie.js";var t=i.getElementsByTagName("head")[0];t.insertBefore(a,t.firstChild)}}(wi ndow,document); pixie('init', 'f3909f64-0397-4b5e-bc7f-8c4d6337df91'); </script> <!-- Xandr Universal Pixel - PageView Event --> <script> pixie('event', 'PageView'); </script> <noscript></noscript> </pre> | <p>To be placed on all the pages of the site</p> <p>https://www.partouchesport.fr/</p> <p>as high as possible between the tags <head> et </head></p> <p>For all the tags to put on all the pages of the site</p> <p> Tutorial page view tag installation</p> |

Site


Leads (Registration)



| Conversion Pixel | Script | Implementation informations |
|-----------------------|---|---|
| Klox_Partouche__Leads | <pre> <!-- Xandr Universal Pixel - Lead Event --> <script> pixie('event', 'Lead', { item_type: <ITEM_TYPE>, }); </script> <noscript><img src="https://ib.adnxs.com/pixie?pi=f3909f64-0397-4b5 e-bc7f-8c4d6337df91&e=Lead&itp=<ITEM_TYPE>&scrip t=0" width="1" height="1" style="display:none"/></noscript> </pre> | <p>The LEAD pixel must be placed on the registration confirmation page or on the registration of the validation button.</p> <p>item_Type must be a variable string and designate the user_id</p> <p> Tutorial lead tag installation</p> |


Site Purchase (Deposit)



| Conversion Pixel | Script | Implementation informations |
|--------------------------|--|---|
| Klox_Partouche__Purchase | <pre> <!-- Xandr Universal Pixel - Purchase Event --> <script> pixie('event', 'Purchase', { value: <VALUE>, item_id: <ITEM_ID>, }); </script> <noscript><img src="https://ib.adnxs.com/pixie?pi=f3909f64-0397-4b5e-b c7f-8c4d6337df91&e=Purchase&va=<VALUE>&iid=<ITEM_ID >&script=0" width="1" height="1" style="display:none"/></noscript> </pre> | <p>The sale conversion pixel must be called when a first deposit is generated, on the purchase confirmation page, as high as possible between the <body> and </body> tags</p> <p>Value must be a float variable and refers to the total amount of the deposit. ITEM_ID must be a string variable and designates the order number.</p> <p><u>You must replace each string variable with your variables</u> <u>All variables are not required.</u></p> <p> Tutoriel conversions tag installation</p> |


Site

Leads (Registration)

| Conversion Pixel | Script | Implementation Informations |
|--------------------------------|--|--|
| Klox_Partouche__Facebook_Leads | <pre data-bbox="736 631 1209 721"><script> fbq('track', 'CompleteRegistration'); </script></pre> | <p data-bbox="1306 532 1914 691">The LEAD pixel must be placed only on <a data-bbox="1306 565 1914 625" href="https://www.partouchesport.fr/register#/account/my-wallet/deposit">https://www.partouchesport.fr/register#/account/my-wallet/deposit what is the registration confirmation page only</p> <p data-bbox="1431 723 1792 754"> Tutorial lead tag installation</p> |

Site Purchase(Deposit)




| Conversion Pixel | Script | Implementation informations |
|--|---|---|
| <p>Klox_Partouche__Facebook_Purchase</p> | <pre data-bbox="685 562 966 753"><script> fbq('track', 'Purchase', { value: value, currency: currency, order_id: orderId, }); </script></pre> | <p>Place this pixel on the order confirmation page (when the user has finalized their Deposit, i.e. the deposit summary page) between the <body> and </body> tags.</p> <p>value is a float variable and corresponds to the total amount of the order.</p> <p>Value is a float type variable and corresponds to the total amount of the deposit</p> <p>currency is a string variable and corresponds to the currency of the order amount.</p> <p>orderId is a string variable and corresponds to the order number</p> <p>All variables are not mandatory, only value and order_id are required.</p> <p><u>You must replace each variable in red with your variables</u> <u>All variables are not required.</u></p> <p> Tutoriel conversions tag installation</p> |

Site


GlobalSiteTag



| Conversion Pixel | Script | Implementation Informations |
|-------------------------------------|--|--|
| Klox_Partouche_Global Site Tag_Site | <pre> <!-- Global site tag (gtag.js) - Google Ads: 10841659801--> <script async src="https://www.googletagmanager.com/gtag/js?id=AW-10841659801"></script> <script> window.dataLayer = window.dataLayer []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'AW-10841659801'); </script> </pre> | <p>To be placed on all the pages of the site https://www.partouchesport.fr/ as high as possible between the tags <head> et </head> For all the tags to put on all the pages of the site</p> <p> Tutorial page view tag installation</p> |

Site Visits




| Conversion Pixel | Script | Implementation Informations |
|------------------------------------|--|--|
| <p>Klox_Partouche__Visits_Site</p> | <pre><!-- Event snippet for Visitors conversion page --> <script> gtag('event', 'conversion', {'send_to': 'AW-10841659801/Hv3wCMCF65EDEJmz2rEo'}); </script></pre> | <p>Event Snippet visit must be placed on all the pages of the site https://www.partouchesport.fr/ as high as possible between the tags <head> et </head> For all the tags to put on all the pages of the site</p> <p> Tutorial page view tag installation</p> |

Site


Leads(Registration)



| Pixel de conversion | Script | Implementation Informations |
|--------------------------------|---|---|
| Klox_Partouche__GoogleAds_Lead | <pre> <!-- Event snippet for Leads conversion page --> <script> gtag('event', 'conversion', {send_to: 'AW-10841659801/NrfxCLb2mpIDEJmz2rEo'}); </script> </pre> | <p>Event Snippet pixel must be placed only on https://www.partouchesport.fr/register#/account/my-wallet/deposit what is the registration confirmation page just below the Global Site Tag between the <head> and </head> tags.</p> <p>As high as possible between the tags <head> et </head> For all the tags to put on all the pages of the site</p> <p> Tutorial lead tag installation</p> |




Site Purchase(Deposit)

| Conversion Pixel | Script | Implementation informations |
|---------------------------|--|---|
| Klox_Partouche__GoogleAds | <pre> <!-- Event snippet for Purchase conversion page --> <script> gtag('event', 'conversion', { 'send_to': 'AW-10841659801/xl6jCKmh65EDEJmz2rEo', 'value': VALUE, 'currency': 'EUR', 'transaction_id': 'transactionID' }); </script> </pre> | <p>The Event snippet - Purchase must be called when a deposit is generated, i.e. on the deposit confirmation page, just below the Global Site Tag between the <head> and </head> tags.</p> <p>Replace the following variables: VALUE with the value of the transaction transactionID by transaction number</p> <p><u>You must replace each variable in red with your variables</u> <u>All variables are not required.</u></p> <p> Tutoriel conversions tag installation</p> |

Site Global Snippet




| Global Site Tag | Script | Implementation Informations |
|-------------------------|---|---|
| Klox_Partouche__DV_Site | <pre> <!-- Start of global snippet: Please do not remove Place this snippet between the <head> and </head> tags on every page of your site. --> <!-- Global site tag (gtag.js) - Google Marketing Platform --> <script async src="https://www.googletagmanager.com/gtag/js?id =DC-11613167"></script> <script> window.dataLayer = window.dataLayer []; function gtag(){dataLayer.push(arguments);} gtag('js', new Date()); gtag('config', 'DC-11613167'); </script> <!-- End of global snippet: Please do not remove --> </pre> | <p>To be placed on all the pages of the site https://www.partouchesport.fr/</p> <p>as high as possible between the tags <head> et </head></p> <p>For all the tags to put on all the pages of the site</p> <p> Tutorial page view tag installation</p> |



| Global snippet - Visitors | Script | Information pour l'implémentation |
|---------------------------|--|--|
| Klox_Partouche__Visitors | <pre> <script> gtag('event', 'conversion', { 'allow_custom_scripts': true, 'u': '[url]', 'send_to': 'DC-11613167/landing/landing+standard' }); </script> <noscript> </noscript> </pre> | <p>To be placed on all pages, just below the Global Site Tag between the <head> and </head> tags.</p> <p>URL must be a dynamic variable of type string which designates the url of the visited page.</p> <p> Tutorial page view tag installation</p> |

Site Leads(Registration)




| Global snippet -Lead | Script | Implementation Informations |
|-------------------------------|--|---|
| Purchase_Klox_Partouche__Site | <pre> <script> gtag('event', 'conversion', { 'allow_custom_scripts': true, 'u2': '[user_id]', 'send_to': 'DC-11613167/lead/klox_0+unique' }); </script> <noscript> </noscript> </pre> | <p>Event Snippet pixel must be placed only on https://www.partouchesport.fr/register#/account/my-wallet/deposit what is the registration confirmation page just below the Global Site Tag between the <head> and </head> tags.</p> <p>As high as possible between the tags <head> et </head></p> <p>user_id or email must be a string variable that designates the user's email.</p> <p> Tutorial lead tag installation</p> |

Site

Achat (Deposit)



Display & Video 360

| Global snippet – Purchase | Script | Implementation Informations |
|--------------------------------------|---|--|
| <p>Purchase_Klox_Partouche__Site</p> | <pre> <script> gtag('event', 'purchase', { 'allow_custom_scripts': true, 'value': '[Revenue]', 'transaction_id': '[OrderID]', 'send_to': 'DC-11613167/purchase/klox_0+transactions' }); </script> <noscript> </noscript> </pre> | <p>The Event snippet – Purchase must be called when a sale is generated, i.e. on the deposit confirmation page, just below the Global Site Tag between the <head> and </head> tags.</p> <p>Revenue must be a variable of type number that designates the total amount of the order</p> <p>OrderID must be a number variable that denotes the unique order number.</p> <p> Tutoriel conversions tag installation</p> |

Pricing of technical interventions

Dear customers, this tag plan is provided to you with instructions and tutorials on each slide to make you autonomous in the implementation process.
We would like to point out that our technical assistance services for tag implementation or debugging will be invoiced according to the pricing schedule below:

Technical assistance package for 1 hour: 100 Euros
(Diagnosis of malfunctioning tag by call(s) or email(s))

Technical assistance package for 2 hour : 200 Euros
(Diagnosis of malfunctioning tag by call(s) or email(s) of more than 1 hour)

GTM Debug: 300 Euros
(Audit of the tag installation + correction with success guarantee)

Tagging implementation on GTM / Shopify / Wix: 300 Euros

Tagging in hard-coded source code : 500 Euros

Setup of a Tracking AppInstall (AppFlyers, Adjust, Branch, etc..) : 500 Euros