



CJ'S UNIVERSAL TAG INTEGRATION OVERVIEW

Our cutting-edge Universal Tag integration sets you up for long-term success with CJ in a privacy-friendly way, and is the foundation of our commissioning and future reporting innovations. This robust integration enables tracking consumer shopping and purchasing data, which allows you to effectively make decisions on how to best grow your program.

Our Universal Tag provides these benefits and much, much more:

- Supports our transaction-based parameters (vertical parameters) allowing you to track and pass any attributes that you want to report or commission on
- Collects and stores data in a privacy-compliant way, including protection against Apple ITP, and is compliant with the GDPR
- Enables future tracking enhancements CJ releases without requiring technical resources or reintegration
- Powers our Situational Commissioning solution, which allows you to dynamically commission based on attributes or combinations of attributes to align publisher commissions with your program goals
- Provides you with data at your fingertips to make smart decisions in real-time and provides transparency to your Publishers on program KPIs

Your Web Development and IT teams are key partners for a successful integration that will enable you to take full advantage of the Universal Tag. For many clients, the level of effort of this integration is low - typically requiring only a few hours of work for your web development and IT teams.

Page 2 shares the key components to our Universal Tag Integration.



TECHNICAL INTEGRATIONS

Integration	Description	Benefits
Reverse Proxy	A reverse proxy will enable CJ to track customers using Safari browsers and mobile devices that don't accept third-party cookies. Your IT team will need to configure the proxy on your web server.	<ul style="list-style-type: none">• Consistency - Provides improved and consistent tracking.• Longer cookie lifespan - Allows cookies to persist longer than before.• Identification - Provides individual understanding of cross-device customers
Page Tagging	The Universal Tag is a JavaScript-based tag, that must be placed on all site pages - homepage throughout to the cart, including search pages. Site tags are required on all pages, especially all landing pages, to ensure accurate tracking and commissioning.	<ul style="list-style-type: none">• By tagging all pages on your site, the Universal Tag will check for CJ's click ID value on your site URL and persist that value through to conversion, including across sessions.
Conversion Tagging	<p>The Universal Tag must be placed on your confirmation pages for transaction tracking.</p> <p>The Universal Tag integrates with all tag management systems and all types of websites.</p>	<ul style="list-style-type: none">• Enables CJ to track conversion events and boost tracking across customer device and browser types.• Supports adding vertical parameters for insights and Situational Commissioning.
Concurrent Tracking	Concurrent tracking via inbound S2S or batch files in conjunction with CJ's Universal Tag	<ul style="list-style-type: none">• Provides additional tracking coverage in the event that additional changes negatively impact tracking integrity or in the event that site tracking is removed or changed.• Requiring both on-site updates in addition to a concurrent tracking method ensures that the program is set up for success beyond what is known today.