



Summary

TrueCommerce is a global commerce network company providing technology that enables businesses to transact with one another. Its e-commerce solution is powered by the Nexternal, Platform which TrueCommerce acquired in 2015. A TrueCommerce customer leveraging the Nexternal software can integrate Impact's tracking JavaScript solution directly in the Nexternal dashboard.

Technical Integration Plan

The Impact Technical Integration Plan will be provided to every TrueCommerce merchant during their Impact onboarding. The Technical Integration Plan will include the UTT and trackConversion scripts specific to their Impact account, to be copied and pasted into the TrueCommerce/Nexternal dashboard, and additional instructions on troubleshooting. Below, we will share a general example of how to troubleshoot.

Setup Guide

This setup guide assumes the TrueCommerce merchant is in Impact onboarding and has received their Impact Technical Integration Plan.





Step 1. Within the Nexternal Dashboard, navigate to Settings on the left navigation bar.

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ORDERS	Settings		
CATEGORIES	For Support, use the H		
PRODUCTS	General Informat		
VENDORS			
SUBSCRIPTIONS			
CUSTOMERS			
COUPONS	Primary Contact		
GIFT CERTIFICATES			
REVIEWS			
QUESTIONS	Rilling Contact		
AFFILIATES	Billing Contact		
USERS	/		
ARTICLES			
SETTINGS			
LAYOUT	Site Options		
HELP DESK			
TRAINING CENTER			
GUIDED TUTORIALS	Ac		
ACCOUNT			
LOG OUT			

Step 2. Scroll down to Policies, Addenda, and Disclaimers section, and click on Edit:







Step 3. Universal Tracking Tag & identify script: Copy and paste the Universal Tracking Tag & identify functions template script (populated with the UTT .js file specific to your impact.com account) into **Tracking Code**. Select **End of Head** for position and check off **Include Order Page**:

<script type="text/javascript"> (function(a,b,c,d,e,f,g){e['ire_o']=c;e[c]=e[c]||function(){(e[c].a=e[c].a||[]).push(arguments)};f=d.c reateElement(b);g=d.getElementsByTagName(b)[0];f.async=1;f.src=a;g.parentNode.insertBef ore(f,g);})('https://utt.impactcdn.com/Axxxxxx-xxxx-xxxxxxxxxxxxxxxxxxx.js','script','ire',document,window); ire('identify', {customerid: ", customeremail: "}); </script>

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	Ship-To/Bill-To Addendum 🕜 : (optional)									
		Addendum Position: Above Ship-To/Bill-To Embed in Ship-To Include for Gift Certificate Orders								
	Save Credit Card Disclaimer 🕐 : (optional)	link Labol								
		Link Label.								
	Legal Disclaimer 💮 : (optional)									
		<u>Append to Disclaimer:</u> □Text: "By submitting this order, you agree to the abo □"I agree" checkbox (Required) ■Neither	ove terms."							
	Tracking Code 👩 : (optional)	<pre><script type="text/javascript"> (function(a,b (e['ire_o']=c;e[c]=[function(){(e[c],ave []).pub/(arguments));f=d.createElmemt(b);g=d aglase(b) (0) tops://utt.impactedn.com/A1807244=001d=422 dTbaff505046555.p;",acript",'re',document ire('identify', (customerId: '', customerEmai </script>]</pre>	<pre>sciding.fig) [c].a [c].a getElementsByT xg(fig):)) G=b10= ywindow); 1: ''));</pre>							
		Tracking Code Position: End of Head OEnd of Body								
		□Include Top Frame Include Order Page □Includ	de Tell a Friend 🗌 Allow Preview							
	Google Analytics ⊘ :	Use Google Analytics 4 with Measurement ID G-	and Code Current (analytics is)							
	Google Analytics Domain: (optional)	Oriversal Analytics with fracking ID GA- Include Tell a F	riend Include Write-In Attributes							





Step 4. trackConversion script: Copy and paste the trackConversion template script (populated with the actionTrackerId specific to your impact.com account) into **Order/Affiliate Addendum** and select **End of Body** for position:

<script type="text/javascript">

var productsList = [FOR_EACH_PRODUCT({

subTotal: MULTIPLY(PRODUCT_QUANTITY, PRODUCT_PRICE),

category: "PRODUCT_CATEGORY",

sku: "PRODUCT_SKU",

quantity: PRODUCT_QUANTITY,

name: "PRODUCT_NAME"

},)];

ire('trackConversion', actionTrackerId, {

orderId: ORDER_NO,





customerId: CUSTOMER_NO,

customerEmail: "EMAIL",

currencyCode: "USD",

orderPromoCode: "COUPON_CODE",

orderDiscount: DISCOUNT_TOTAL,

items: productsList

}, { verifySiteDefinitionMatch: true });

</script>





a om	s.nexternal.com/impact/ordermgmt/editpolicies.aspx										
Google Analytics (?): Use Google Analytics 4 with Measurement ID G-											
	Use Universal Analytics with Tracking ID GA- and Code Current (analytics.js) ~										
	Google Analytics Domain: (optional) Include Tell a Friend Include Write-In Attributes										
	Order/Affiliate Addendum (?): (optional) (optional) (if vackConversion ', 33021, {										
	Order Confirmation E-Mail Addendum ⑦ : (optional) Addendum Position: Above Invoice O Below Invoice										
	Subscription Pending Order E-Mail Addendum ③ : (optional) Addendum Position: ■ Above Invoice ○ Below Invoice										
	Shipped E-Mail Addendum ③ : (optional) Addendum Position: @ Above Invoice ⑤ Below Invoice										
	Update E-Mail Addendum 💿 :										

See next page for troubleshooting.





Troubleshooting

Once the Impact UTT and trackConversion scripts have been deployed, the merchant can test whether these scripts are firing correctly through network calls. The Impact UTT contains an identify function, which has a separate network that is the Impact Program ID (in the screenshot example, the .js call is the UTT script and the 17235 is the Impact Program ID. Each customer will have a slightly different UTT script and program ID). These requests should be present on all pages:

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Nexternal eCommerce Platform Fre	e Trial			ном	IE ABOUT CONT	ACT GETTING STARTE	D PARENT	
D SEARCH					My Cart	ACCOUNT	LOG OUT	
Shop				4.2	The Shopping Cart is currently empty			
Current Release Wines	Clothing & Merchan	dise	Current Releas	se Wines	Enter Coupon Redeem Gift Certifi	cate	+ +	
Special Promotions Event Tickets Event Tickets		ECIAL			PLACE MARKETING COPY OR GRAPHIC HERE Sample copy			
Gift Certificates	- Special Promotions		Event Tick	Event Tickets				
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7235jutt.impact/	HR JS CSS Img Media Font Doc WS Wa	sm Manifest Other 🗌 Has blo	ocked cookies 🗌 Blocked Requests 🗋 3rd-party requests	s				
100 ms 200 ms 300 ms	400 ms 500 ms 60	0 ms 700 ms	800 ms 900 ms 1000 ms	1100 ms 1200 ms	1300 ms	1400 ms	1500 ms 1	
ame	Status	Туре	Initiator	Size	Time	Waterfall		
A3607244-803d-4246-b108-d7b8affc50eb65535.js	200	script	storefront.aspx?irclickid=test:527	(disk	cache)	1 ms		
, 17604	204	Di nd	naau ee ooor soo bud dhaan	userseeseed/B.1	192 U	07 118		

The trackConversion network request, also identified by the Impact Program ID, should be present on the thank you & confirmation page upon a successful order, and the payload will show what was sent to impact.com.