



## 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.

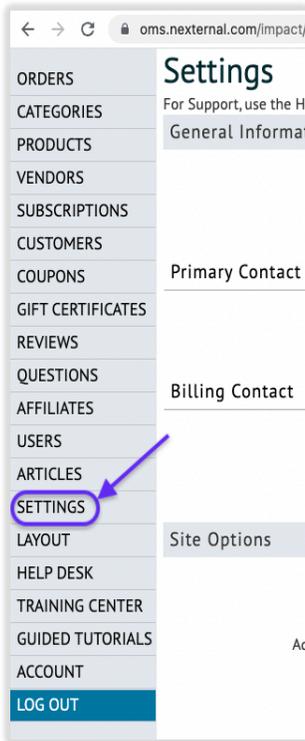
## Technical Integration Plan

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.



**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](https://www.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.insertBefore(f,g);})(
'https://utt.impactcdn.com/Axxxxxxx-xxxx-xxxx-xxxx-
xxxxxxxxxxxxxxxxxxxx.js','script','ire',document,window); ire('identify', {customerid: "",
customeremail: ""}); </script>
```

The screenshot shows the 'oms.nexternal.com/impact/ordermgmt/editpolicies.aspx' interface. It contains several sections for configuring tracking and disclaimers:

- Ship-To/Bill-To Addendum:** Includes an optional text field and radio button options for 'Addendum Position' (Above Ship-To/Bill-To, Embed in Ship-To, Include for Gift Certificate Orders) and 'Below Ship-To/Bill-To' (Below Ship-To/Bill-To, Embed in Bill-To).
- Save Credit Card Disclaimer:** Includes an optional text field and a 'Link Label' input field.
- Legal Disclaimer:** Includes an optional text field and radio button options for 'Append to Disclaimer' (Text: "By submitting this order, you agree to the above terms.", "I agree" checkbox (Required), Neither).
- Tracking Code:** Includes an optional text area containing the JavaScript code from the previous block. Below it are radio button options for 'Tracking Code Position' (End of Head, End of Body) and checkboxes for 'Include Top Frame', 'Include Order Page', 'Include Tell a Friend', and 'Allow Preview'.
- Google Analytics:** Includes checkboxes for 'Use Google Analytics 4 with Measurement ID G-' and 'Use Universal Analytics with Tracking ID GA-' (with a dropdown for 'Current (analytics.js)'). It also includes an optional 'Google Analytics Domain' field and checkboxes for 'Include Tell a Friend' and 'Include Write-In Attributes'.

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

```
<script type="text/javascript">

var productList = [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>
```

oms.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)

```
<script type="text/javascript">
var productList = {FOR_EACH_PRODUCT({
  subtotal: MULTIPLY(PRODUCT_QUANTITY,PRODUCT_PRICE),
  category: "PRODUCT_CATEGORY",
  sku: "PRODUCT_SKU",
  quantity: PRODUCT_QUANTITY,
  name: "PRODUCT_NAME"
}),});
iret('trackConversion', 33021, {
  orderId: ORDER_NO,
  customerId: CUSTOMER_NO.
});
```

Addendum Position:  End of Head  Body Paragraph  End of Body  
Encoding: (none) ▾  Include Write-In Attributes

Order Confirmation E-Mail Addendum ⓘ: [ ] (optional)

Addendum Position:  Above Invoice  Below Invoice

Subscription Pending Order E-Mail Addendum ⓘ: [ ] (optional)

Addendum Position:  Above Invoice  Below Invoice

Shipped E-Mail Addendum ⓘ: [ ] (optional)

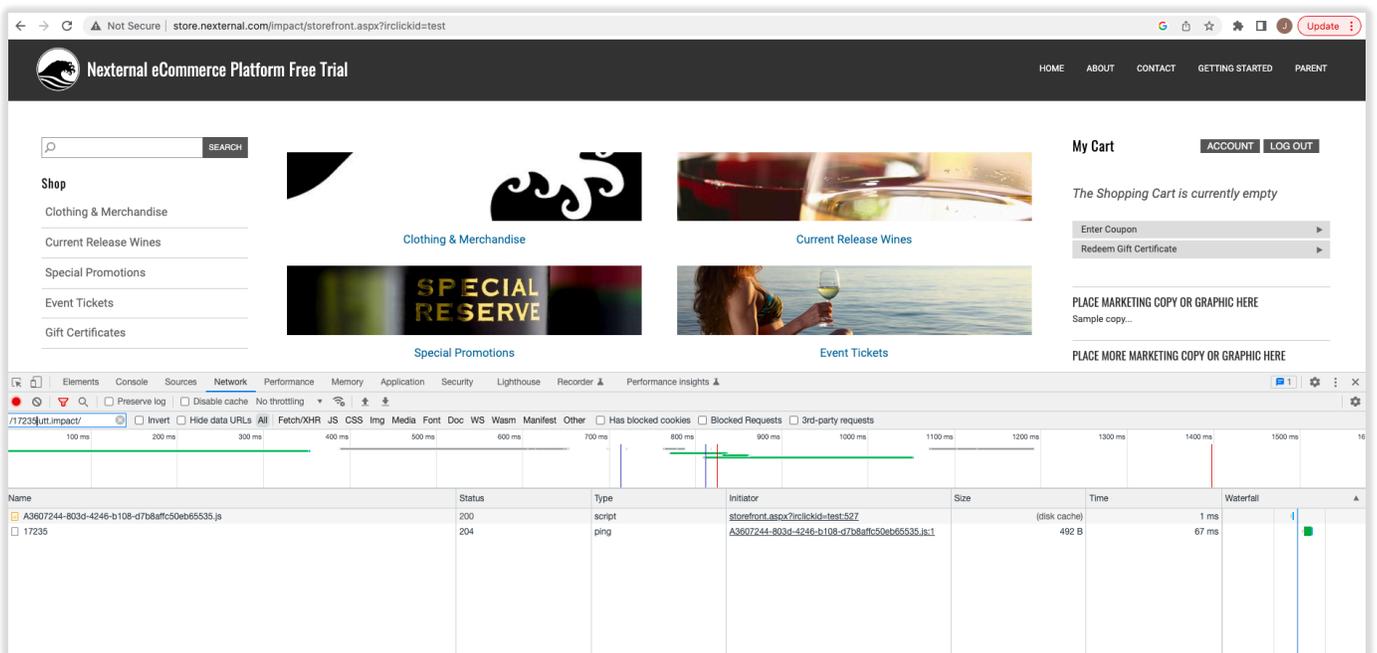
Addendum Position:  Above Invoice  Below Invoice

Update E-Mail Addendum ⓘ: [ ] (optional)

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:



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.