

**INFO**Online

# Integration Guide

## SZM tag 2.0



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## 1 About this document

This SZM tag 2.0 Integration Guide provides you with all of the necessary information for preparing your site for measurement with the SZMnG system.

The document explains the technical integration of the 'SZM tag' measurement instrument into your stationary website (WEB), your mobile-enabled website (MEW) and your site in the area of connected TV (CTV).

A separate document covers the measurement of applications (apps) for each operating system.

For a complete list of links to the guides, tools and additional information mentioned in this document, please see chapter 6.

## 2 Measurement configuration

### 2.1 Requirements for implementing SZM tag 2.0

Only user-induced actions on a site that result or could result in advertising being accessed may be counted. Automatic reloads, automatic forwarding and similar actions may not be counted. As a matter of principle, only one page impression (PI) may be created per action.

Due to the limitation on user-induced requests, the following content cannot be counted:

- Automatic refresh
- Any Java applets, JavaScripts, ActiveX components, plug-ins and server push applications that generate their requests automatically.
- E-mails, with the exception of HTML e-mails

The following user actions in particular may not be counted:

- Accessing and changing content using the mouse (mouse over)
- Scrolling within content using the mouse or keyboard

The following content can be counted:

- HTML (classic, XHTML and AJAX)
- Flash
- Newsletters in HTML
- HTTPS

The SZM tag 2.0 can only be requested in the content frame. Any call made within an ad frame is not valid. For a site with frames, ensure that only one tag is requested per frame set.

**NOTE:** Please, pay close attention to the IVW guidelines for sites, especially numbers 1, 2 and 5 in Appendix 1, available at the INFOOnline download section or at the IVW website!

## 2.2 SZM tag 2.0: setup and further notes

### NOTE

- In order to ensure accurate measurement, make sure that the SZM tag 2.0 is transferred unaltered into the source code of the site that is to be measured
- Only the specified variables may be changed.
- Line breaks and the use of uppercase and lowercase letters must be retained.

The SZM tag 2.0 consists of two code parts:

1. An external JavaScript file (integration via the header)
2. JavaScript variables (integration in the body area)

### 1. HEAD INTEGRATION (implement without line break)

```
<script type="text/javascript" src="https://script.ioam.de/iam.js"> </script>
```

Alternatively, you can call javascript ,minified':

```
<script type="text/javascript" src="https://script.ioam.de/iam.js?m=1">  
</script>
```

### 2. BODY INTEGRATION

```
<!-- SZM VERSION="2.0" -->  
<script type="text/javascript">  
var iam_data = {  
  "st": "site ID", // site/domain  
  "cp": "page code", // code  
  "sv": "ke", // No survey invitation is delivered.  
  "co": "comment", // comment  
  "sc": "yes" // MCVD activation  
}  
iom.c(iam_data);  
</script>  
<!--/SZM -->
```

Supplement the SZM tag 2.0 with the **site ID** (**st**) of your site and the desired **page code** (**cp**).

Regarding AJAX applications, errors can occur in connection with ad blockers if the object 'iom' cannot be found. In this case we recommend to implement the SZM tag in the following way:

```

<!-- SZM VERSION="2.0" -->
<script type="text/javascript">
  if (window.iom) {
    var iam_data = {
      "st": "site ID", // site/domain
      "cp": "page code", // code
      "sv": "ke", // No survey invitation is delivered.
      "co": "comment", // comment
      "sc": "yes" // MCVD activation
    };
    iom.c(iam_data,1);
  }
</script>
<!--/SZM -->

```

You find a Tag generator in the INFOonline CustomerCenter that offers you the opportunity to generate the desired tag fast and clearly with the site ID of the chosen site. It's your choice if you want the FRABO variable (see chapter 4) to be included and henceforth, you are able to generate the SZM tag 2.0 for your site easily with every code.

**NOTES**

- If you use other scripts on your web pages, do NOT use the "iam\_data" or "iom.c" variables there.
- Also, if you need to implement further variables, they should consist of three characters at least. That way you prevent your variables from being overwritten by INFOonline scripts.
- Downloading the external "iam.js" JavaScript and delivering it via your own server will lead to erroneous measurements.

### 2.3 Variables for the SZM tag 2.0

Abbreviation	Meaning	Description
st	site ID (site / domain)	The site ID assigned to your site; this is created and uniquely assigned by INFOonline; the ID is a maximum of 8 characters long.

<p><b>cp</b></p>	<p>page code</p>	<p>The page code is used to identify the tagged pages. It is the basis for the subsequent category classification.</p> <p>You have a free choice of the name of the codes. The code may contain a maximum of 255 characters and may only contain alphanumeric characters (a-z, A-Z, 0-9); the following special characters are permitted: comma (,), forward slash (/), hyphen (-), underscore (_).</p> <p>The total number of active codes for the site should not exceed 3,000. The use of more than 3,000 active codes is subject to a charge.</p> <p>More information on the specifications for codes can be obtained in a separate document: INFOnline Configuration Guide.</p> <p><b><i>For test purposes, “cp” can be replaced by “xp”. In this case, the requests from the measurement system will be rejected.</i></b></p>
<p><b>sv</b></p>	<p>FRABO control</p>	<p><b>"sv" : "ke"</b></p> <p>NO survey invitation is delivered to the page. The “sv” variable is always set with “ke” in the SZM tag 2.0 by default.</p> <p>More information on using the FRABO control can be found in a separate document – Integration Guide FraBo (<b>only relevant for agof clients</b>)</p> <p>The FRABO variable is <b>NOT</b> implemented for connected TV.</p>
<p><b>co</b></p>	<p>Comment <i>(optional)</i></p>	<p>A comment can be added to the request, but cannot be interpreted by INFOnline and is not shown in the analysis tools.</p> <p>If you use the service for the central provision of log files, you can use the comments in your own tools.</p>
<p><b>ps</b></p>	<p>Privacy settings <i>(default “lin”)</i></p>	<p>The measurement of your site is generally based on the legal basis of legitimate interest in accordance with the EU General Data Protection Regulation (GDPR). If you do not wish this, please contact our Customer Service team</p>

sc	MCVD activation	The parameter "sc" is used to activate the SZM add-on MCVD. To do this, the value "yes" must be given. Further information can be found in section 2.7.
----	-----------------	---

#### NOTES

- Do not change any variables.
- When using the variables, be absolutely certain that the transition from the first to last variable is separated by a comma.
- The row containing the last variable must not contain a comma, however. Do NOT use the "iam\_data" or "iom.c" variables in your scripts.

*Example from a SZM tag 2.0 excerpt*

```
...
"cp": "page code" // code
"oc": "comment" // comment
...
```



## 2.4 Alternative transmission methods

The SZM tag 2.0 allows you to choose from various methods of transmitting the measurement impulse (i.e. the measurement pixel request) to the measurement system.

Depending on the setup of the website it might be necessary to switch to a different transmission method. Please find further information in chapter 3.1.

### BODY INTEGRATION

```
<!-- SZM VERSION="2.0" -->
<script type="text/javascript">
var iam_data = {
"st": "site ID", // site/domain
"cp": "page code", // code
"sv": "ke", // No survey invitation is delivered.
"co": "comment", // comment
"sc": "yes" // MCVD activation
}
iom.c(iam_data, <transmission method>);
</script>
<!--/SZM -->
```

\* The **<transmission method>** is to be set to the desired value.

There are three values to choose from:

#### **Transmission method 1** (`iam_data,1`) **(recommended)**

Data is transmitted to the measurement server via the `appendChild()` method.

#### **Transmission method 2** (`iam_data,2`)

Data is transmitted to the measurement server via the `newImage()` method.

#### **Transmission method 0** (`iam_data,0`) OR (`iam_data`)

(Default method! Used when transmission method is not explicitly specified)

Data is transmitted via `document.write()`.

### Example (transmission method 1):

#### BODY INTEGRATION

```
<!-- SZM VERSION="2.0" -->
<script type="text/javascript">
var iam_data = {
"st": "site ID", // site/domain
"cp": "page code", // code
"sv": "ke", // No survey invitation is delivered.
"co": "comment", // comment
"sc": "yes" // MCVD activation
}
iom.c(iam_data,1);
</script>
<!--/SZM -->
```

We highly recommend using transmission method 1 (`iam_data,1`), especially if your web applications use technologies like AJAX for user interaction.

## 2.5 Alternative SZM tag 2.0 transmission methods for hybrid app measurement

Hybrid app measurement uses both the INFOOnline measurement library being implemented inside the app frame, and the SZM tag 2.0 being implemented inside the web content to be displayed inside the hybrid app.

In order to enable the SZM tag 2.0 for hybrid app measurement, the method `iom.c` is to be switched to `iom.h`. This adjustment will not affect measurement of the web content from outside the app. Requests from browsers are still being sent properly.

### Example (iom.h()):

```
<!-- SZM VERSION="2.0" -->
<script type="text/javascript">
var iam_data = {
"st": "site ID", // site/domain
"cp": "page code", // code
"sv": "ke", // No survey invitation is delivered.
"co": "comment", // comment
"sc": "yes" // MCVD activation
}
iom.h(iam_data,< transmission method>*);
</script>
<!--/SZM -->
```

Integration Guides for hybrid app measurement are available at the download section of the INFOOnline website.

## 2.6 Parallel SZM measurement in different countries

### 2.6.1 SZM (INFOOnline/IVW/agof) and ÖWA

If you want to perform a parallel measurement in Germany and Austria, the script calls must be integrated directly into the body via the SZM tag.

Please note that the implementation of the SZM tag described below is only necessary if you are also a member of the "Österreichische Webanalyse" (ÖWA) and would like to initiate a parallel measurement.

It is absolutely necessary that you have an INFOOnline site ID and an ID of the ÖWA (in the format: "at\_x\_example").

```
<!-- INFOOnline -->
<script type="text/javascript" src="https://script.ioam.de/iam.js">
</script>
<script type="text/javascript">
if (window.iom) {
var iam_data = {
"st":"test ID",
"cp":"test",
"ps":"lin",
"sv":"ke",
"co":"",
"sc":"yes"
};
iom.c(iam_data,1);
}
</script>
<!--/INFOOnline -->
<!-- OEWA -->
<script type="text/javascript"
src="https://script-at.iocnt.net/iam.js"></script>
<script type="text/javascript">
if (window.iom) {
var oewa_data = {
"cn":"at", // country
"st":"site ID", // site/domain
"cp":"code/section", // code/section
"sv":"mo", // oewa-mobile-flag
"sc":"yes" // MCVD activation
};
iom.c(oewa_data,1);
}
</script>
<!--/OEWA -->
```

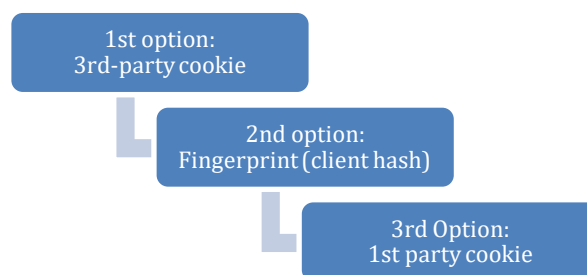
## 2.7 Multistage Client & Visit Detection (Add-On zum SZM-Verfahren)

**Multistage Client & Visit Detection** (hereinafter referred to as **MCVD**) is an extension of the SZM measurement process to optimise determination of **Client** and **Visit** performance indicators.

This add-on to SZM measurement determines clients and visits as accurately as possible, even in environments with low acceptance of 3rd-party cookies and weak data protection-related fingerprint features for the established hash method.

MCVD is a multi-stage process in which, in addition to the characteristics already described for determining clients and visits, a **1st party cookie** can also be used to differentiate a client hash more accurately.

If you have activated this option for your site, this 1st party cookie can be used when a client does not accept 3rd party cookies and recognition via a client hash in a special environment should only be possible to a limited extent.



The method for detecting client and visitors is always selected based on its level of accuracy - site-independent detection via 3rd-party cookies still prevails. The fingerprint can be differentiated more accurately using the 1st-party cookie, so clients and visits can even be collected in more difficult environments.

### 2.7.1 MCVD activation

Activating MCVD as an extension to the existing client and visitor detection can be implemented by a minor adaptation of your integrated SZM tag. All you have to do is add the new parameter "**sc**" (**set cookie**) in your tag. The MCVD process is activated by assigning the value "**yes**" to the "**sc**" parameter (see integration examples). This extension should be carried out across the site as much as possible. Once this has been done, an additional 1st party cookie will be set for clients visiting your site. MCVD is now activated on your site. Please note that activating MCVD will regularly set a 1st party cookie and send it to the measuring system.

Once a 1st party cookie has been registered for a site domain, the cookie information will be included in future requests for that domain.

In future, the "sc" variable will be used for information transfer to the 1st party cookie. Please only use the parameter for information transfer to the 1st party cookie.

### Integration example:

#### HEAD integration:

```
<script type="text/javascript" src="https://script.ioam.de/iam.js"> </script>
```

#### BODY integration:

```
<!-- SZM VERSION="2.0" -->
```

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

```
var iam_data = {
```

```
"st": "infonlin", // site/domain
```

```
"cp": "EXAMPLE", // code
```

```
"sv": "ke", // No invitation ad is delivered
```

```
"co": "comment", // comment
```

```
"sc": "yes"
```

```
}
```

```
iom.c(iam_data, 1);
```

```
</script>
```

```
<!--/SZM -->
```

## 3 Other measurement variants

### 3.1 Dynamic web page content measurement

Dynamic web pages, when based on AJAX for example, can perform HTTP requests, while the web page itself is already being displayed completely. Parts of the content can be refreshed or reloaded, for example by sliding through an image gallery, without reloading the whole page.

The SZM tag 2.0 supports measuring these partial web page reloads. For this purpose we recommend sending the requests to our servers via `appendChild` method (`iam_data, 1`) or via `newImage` method (`iam_data, 2`) set in the SZM tag 2.0 (for more information on transmission methods see chapter 2).

Furthermore it is mandatory to reload the `iom.c` method (see SZM tag 2.0 code snippet in chapter 2) along with each partial web page reload.

### 3.2 Flash measurement

Information about Flash measurement is available in the **Integration Guide for Flash measurement**. You can find it in the Download area of the INFOOnline website.

### 3.3 Newsletter measurement

Information about newsletter measurement is available in the **Integration Guide for Newsletter measurement**. You can find it in the Download area of the INFOOnline website.

### 3.4 AMP Analytics

In order to enable measurement of accesses to AMP websites (<https://www.ampproject.org>) you need a specific Analytics tag (later in this chapter) that requires the addition of the particular site ID (ID of the mobile enabled website), the page code and an URL. The URL needs to refer to a website that contains a particular SZM tag and is delivered via HTTPS. It's necessary to deliver this website via a different subdomain than the AMP website. In addition, it **has to be included in the Locallist**. Regarding AMP websites, there are no invitation ads (agof BFE).

#### 1. Paste into the <head> of the website (without line breaks)

```
<script async custom-element="amp-analytics"
src="https://cdn.ampproject.org/v0/amp-analytics-0.1.js"></script>
```

#### 2. Paste the Analytics Tag into the <body> of the website

```
<amp-analytics type="infonline" id="infonline">
<script type="application/json">
{
  "vars": {
    "st": "site ID",
    "co": "comment",
    "cp": "code"
  },
  "requests": {
    "url": "https://sub.example.com/amp-analytics-infonline.html"
  }
}
</script>
</amp-analytics>
```

**NOTE:** Please make sure not to insert further line breaks and to fill the variables 'st' and 'cp' with the following values:

st= **site ID**  
cp= appropriate **page code** of the website  
co= **comment** (optional)

**NOTE:** Please note that the attribute "url" must point to a subdomain of your choice and provide the content of the HTML web page shown in point 5 (below). You are free to choose the name of the HTML file.

### 3. AMP Stories measurement

```
<amp-analytics type="infonline">
  <script type="application/json">
    {
      "vars": {
        "st": "site ID",
        "co": "comment",
        "cp": "code"
      },
      "requests": {
        "url": "https://sub.example.com/amp-analytics-infonline.html"
      },
      "triggers": {
        "storyPageVisible": {
          "on": "story-page-visible",
          "request": "pageview"
        }
      }
    }
  </script>
</amp-analytics>
```

**NOTE:** Please make sure not to insert further line breaks and to fill the variables 'st' and 'cp' with the following values:

st= site ID  
cp= appropriate page code of the website  
co= comment (optional)

**NOTE:** Please note that the attribute "url" must point to a subdomain of your choice and provide the content of the HTML web page shown in point 5 (below). You are free to choose the name of the HTML file.

**NOTE:** If you want to measure even more AMP story interactions like bookend calls etc., you will find the corresponding documentation [here](#). The only important thing is that the request must be of type "pageview".



#### 4. Measurement of events (e.g. video playback)

```
<amp-analytics type="infonline">
  <script type="application/json">
    {
      "vars": {
        "st": "site ID",
        "co": "comment",
        "cp": "code"
      },
      "requests": {
        "url": "https://sub.example.com/amp-analytics-infonline.html"
      },
      "triggers": {
        "myVideoPlay": {
          "on": "video-play",
          "selector": "#myVideo",
          "request": "event",
          "vars": {
            "ev": "play"
          }
        }
      }
    }
  </script>
</amp-analytics>
```

**NOTE:** Please make sure not to insert further line breaks and to fill the variables ‘st’ and ‘cp’ with the following values:

- st= site ID
- cp= appropriate page code of the website
- co= comment (optional)

**NOTE:** Please note that the attribute "url" must point to a subdomain of your choice and provide the content of the HTML web page shown in point 5 (below). You are free to choose the name of the HTML file.

**NOTE:** Please note that you must adapt the specified selector for your video element.

**NOTE:** Please make sure that the correct events are transmitted. You will find a corresponding mapping below:

AMP Video Event	INFOnline Video Event
video-play	play

video-pause	paus
video-ended	sple

## 5. Special HTML website with SZM tag

```

<!DOCTYPE html>
<html>
<head>
  <script src=https://script.ioam.de/iam.js></script>
</head>
<body>
<script>
  var match,
      pl      = /\+/g,
      search  = /(?:[^\&=]+)=?(?:[^\&]*)/g,
      decode  = function (s) { return decodeURIComponent(s.replace(pl, " "));
},
      query   = window.location.search.substring(1);
var params = {};
while (match = search.exec(query)) {
  params[decode(match[1])] = decode(match[2]);
}

if (params.type === 'event') {
  iom.i(params, 2);
  iom.e(params.ev);
} else {
  iom.c(params, 2);
}
</script>
</body>
</html>

```

**NOTE:** Please do not change the source code shown above. Changes inevitably lead to a non-measurement of your AMP integration.

### 3.5 Facebook instant articles

You can measure Facebook instant articles via iframe. Please take notice of the documentation on [Facebook for developers](#).

The website you want to upload in iframe, has to to be delivered via the subdomain 'fbia' (fbia.domain.tld). In addition, **it has to be included in the Locallist** in order to enable a separate IVW publication.

Exemplary implementation inside the instant article:

```
<figure class="op-tracker">  
  <iframe src="https://fbia.domain.tld/trackingcode"></iframe>  
</figure>
```

On this website you have to implement the SZM tag like this:

### 1. HEAD INTEGRATION *(implement without line breaks)*

```
<script type="text/javascript" src="https://script.ioam.de/iam.js"> </script>
```

### 2. BODY INTEGRATION

```
<!-- SZM VERSION="2.0" -->  
<script type="text/javascript">  
var iam_data = {  
  "st": "site id", // site/domain (MEW)  
  "cp": "page code", // code  
  "sv": "ke", // invitation ads are not delivered  
  "fb": "1", // mark for Facebook instant articles  
  "co": "kommentar" // comment  
}  
iom.c(iam_data,1);  
</script>  
<!--/SZM -->
```

**NOTE:** Please make sure not to insert further line breaks and to fill the variables 'st' and 'cp' with the following accounts:

st = site ID of the mobile enabled website (MEW)

cp = appropriate page code of the website

co = comment (optional):

## 4 Participating in daily digital facts (agof)

Additional variables must be implemented in SZM tag 2.0 when participating in the agof's daily digital facts study:

### 4.1 Frabo variable

The Frabo variable controls the delivery of survey invitations for the daily digital facts study and is explained in a separate document.

You will receive this document in a separate email from the agof service centre when registering your site for agof.

The latest version of the **agof service center Integratiogn Guide FRABO** in German and English is available at the INFOOnline website download section.

## 5 Code allocation and localist

Information on the measurement configuration, e.g. on code allocation for the categories, creating the local list, etc., can be found in the **INFOOnline Configuration Guide** available at the INFOOnline website download section.

## 6 Links

Below you will find a list of links to all manuals and documentation mentioned in this document.

### 6.1 INFOOnline guides and manuals

#### Integration Guide SZM tag

DE <https://www.infonline.de/download/infonline-integration-guide-szm-tag-2/?wpdmdl=3283>

EN <https://www.infonline.de/download/infonline-integration-guide-szm-tag/?wpdmdl=5367>

#### Configuration Guide

DE <https://www.infonline.de/download/infonline-configuration-guide/?wpdmdl=2631>

EN <https://www.infonline.de/download/infonline-configuration-guide-english/?wpdmdl=5360>

#### Integration Guide hybrid apps alternative solution (German only)

<https://www.infonline.de/download/infonline-integration-guide-hybride-apps-alternativloesung/?wpdmdl=3160>

#### Newsletter measurement

DE <https://www.infonline.de/download/infonline-integration-guide-newsletter-messung/?wpdmdl=3273>

EN <https://www.infonline.de/download/infonline-integration-guide-newsletter-measurement-english/?wpdmdl=5365>

#### Flash measurement

DE <https://www.infonline.de/download/infonline-integration-guide-flash-messung/?wpdmdl=3265>

EN <https://www.infonline.de/download/infonline-integration-guide-flash-measurement-english/?wpdmdl=5362>

### 6.2 IVW guidelines and requirements

A complete list of documents about IVW requirements is available at the INFOOnline website download section ([https://www.infonline.de/downloads/web-mew-und-ctv/#download\\_ivw](https://www.infonline.de/downloads/web-mew-und-ctv/#download_ivw)) or at the IVW website (<http://www.ivw.eu>).

## IVW guidelines for sites

<https://www.infonline.de/download/ivw-richtlinien-fuer-online-angebote/?wpdmdl=5371>

## Appendix 1: Definitions and technical annotations

<https://www.infonline.de/download/anlage-1-definitionen-und-technische-erlaeuterungen/?wpdmdl=5383>

## 6.3 agof technical requirements

### agofservicecenter Integration Guide FRABO

**DE** <https://www.infonline.de/download/agofservicecenter-integration-guide-frabo/?wpdmdl=3298>

**EN** <https://www.infonline.de/download/agofservicecenter-integration-guide-frabo-2/?wpdmdl=5380>

## 6.4 More links

**INFO**Online order center (requires login)

<https://kundencenter.infonline.de/#module/ordercenter>

**tag generator** (requires login)

<https://kundencenter.infonline.de/#module/taggenerator>

### Checklist for attending digital audience measurement at INFO

**DE** <https://www.infonline.de/download/infonline-checkliste/?wpdmdl=6219>

**EN** <https://www.infonline.de/download/infonline-checklist/?wpdmdl=6222>

## 7 Contact

You can contact the Customer Service team any working day between 9 a.m. and 6 p.m. by

telephone: +49 (0) 228 / 410 29 – 77

e-mail for organisational queries: [service@INFOonline.de](mailto:service@INFOonline.de)

e-mail for technical queries: [support@INFOonline.de](mailto:support@INFOonline.de)

