Integration Tools

The Integration page in the Monetate platform settings contains several tools to help you get started. Click the settings icon and then select Integration to access it.

Third-Party Analytics

In addition to the analytics provided natively, Monetate integrates with third-party platforms to report experience information. You can set up third-party analytics reports on the Third-Party Analytics tab.
Monetate supports Google Analytics natively, and it can push your account’s data to any platform that you use. For more information on third-party analytics, refer to the documentation in the Third-Party Analytics category.

### Tag

The Tag tab contains the code snippet for the Monetate tag that you must paste into the header for each page of your site on which you want to run Monetate.

#### Integration

<table>
<thead>
<tr>
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</tr>
</thead>
</table>

**The Monetate Tag**

The tag is a small chunk of code that enables Monetate to communicate with your website. The following code has to exist in the `<head>` element of every page on which Monetate should run. Typically, the code is inserted in only one location: the site’s main template file.

**Monetate Tag Options**

**Synchronous**

This is a blocking tag, which may introduce an extremely minimal effect on performance but eliminates any flicker when viewing Monetate experiences.

**Asynchronous**

This is a non-blocking tag, which means it will not affect the performance of your site. However, due to the priority given to your site’s content, there is a potential for Monetate experiences to have a slight visual delay, or “flicker.”

#### Installation

Copy and paste the following code snippet into the `<head>` of your HTML source, as close to the top as possible. Then use the Monetate Inspector to verify that the tag is working.

**Synchronous**

```
<!-- Begin Monetate ExpressTag Sync v8.1. Place at start of document head. DO NOT ALTER. -->
<script type="text/javascript">var monetateT = new Date().getTime();</script>
<!-- End Monetate tag. -->
```

Switch between the synchronous and asynchronous tags using the toggle located above the code editor.

**Asynchronous**

```
<!-- Begin Monetate ExpressTag Async v6.2. Place at start of document head. DO NOT ALTER. -->
(function() {
    var s = document.createElement('script');
    m.type = 'text/javascript'; m.async = true; m.src = '//so.monetate.net/js/so-async-v6.2.js';
    if (p == "http:" || p == "https:" ) {
        var e = document.createElement('script');
        e.type = 'text/javascript'; e.async = true; e.src = '//so.monetate.net/js/so-async-v6.2.js';
        e.src = 'https:' + e.src;
        e.onload = function() { var e = document.createElement('script'); e.type = 'text/javascript'; e.async = true; e.src = '//so.monetate.net/js/so-async-v6.2.js'; e.onload = function() { } };
    } else {
        var e = document.createElement('script');
        e.type = 'text/javascript'; e.async = true; e.src = '//so.monetate.net/js/so-async-v6.2.js';
        if (p == "http:" || p == "https:" ) {
            var e = document.createElement('script');
            e.type = 'text/javascript'; e.async = true; e.src = '//so.monetate.net/js/so-async-v6.2.js';
            e.onload = function() { var e = document.createElement('script'); e.type = 'text/javascript'; e.async = true; e.src = '//so.monetate.net/js/so-async-v6.2.js'; e.onload = function() { } };
        }
    }
    s.src = 'https://so.monetate.net/js/so-async-v6.2.js';
    if (s.src) { (function(){ try { var fn = s.parentNode.insertBefore; fn.call(s.parentNode, s); } catch(e) {} }); }
    }();
    var s = document.getElementsByTagName('script')[0];
    s.parentNode.insertBefore(s, s);
}(function() { });

<!-- End Monetate tag. -->
```

The tool tip next to the toggle provides an overview of each type of Monetate tag. See Tag Comparison for a side-by-side look at the two tag types.
Inspector

On the Inspector tab you can download the Monetate Inspector browser plug-in.

Integration

The Monetate Inspector

We’ve built a small tool which lets you inspect the communication between Monetate and your site:

- Check whether your tag is installed and running optimally
- View the data being collected on each page (page type, product IDs, cart items, etc.)
- Troubleshoot errors

Installation

1. Click and drag the following bookmarklet to your browser’s bookmarks toolbar:
2. Click the bookmarklet on any page of your site.

See Monetate Inspector to learn more about what this tool does.

API

The API tab contains settings to enable API features along with a button to view the Monetate API documentation.
Integration

Third-Party Analytics  Tag  Inspector  API  SSO  First-Party Proxy

JavaScript API

The API features settings on this tab allow you to enable cart, product, and page type actions conditions, respectively.

Enabled API Features:

- Integration products
- Integration pogtypes
- Integration cart

SAVE

VIEW API DOCUMENTATION

Engine API

The Engine API allows you to request personalization decisions from the browser, from server-side applications, from mobile apps, or from point-of-sale systems.

The tool below can be used to construct sample Engine API requests. You can then replace the sample values with your own visitor data.

POST to  https://engine.monetate.net/api/engine/v1/decide monetatebc

```json
{
    "channel": "a-3e41bf75/p/monetate.mybigcommerce.com",
    "events": []
}
```

The API features settings on this tab allow you to enable cart, product, and page type actions conditions, respectively.
First-Party Proxy

On the **First-Party Proxy** tab, you can register a mapping within your content delivery network (CDN) between a dedicated path on your site and the Monetate service. By doing so you can overcome ad-blocking extensions that block network requests that Monetate uses to deliver personalized experiences on your site.

See [Manage First-Party Proxies](#) for more information.