

# Step 1: Implement the Monetate Tag

The Monetate tag is a small chunk of code that enables Monetate to communicate with your site. There are two tag options: a [synchronous tag](#) and an [asynchronous tag](#). Refer to [Tag Comparison](#) to better understand the benefits of each tag type, depending on your requirements.

If you need assistance deciding which tag to use, submit a support ticket using the Monetate Technical Support portal ([support.monetate.com](https://support.monetate.com)) to discuss your business needs and then determine which tag type is right.

The tag code must 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. This process can take a matter of minutes, depending on your business' internal processes and release cycles.

## Purpose

The Monetate tag is the foundation for using Monetate to test, personalize, merchandise, and measure anything on your site. Once you install the tag, you gain the ability to do the following:

- Create experiences within the platform using the WHO, WHAT, WHEN, and WHY structure
- Deploy previously created experiences
- Use the platform's Builders to create actions, targets, and page-level KPIs
- Create experiences with a range of data variables, including marketing referral channels, geographic location, weather, technographics, and more, all of which are available to use as soon as the tag is live

## Tag Code

Here is an example of the asynchronous tag code:

```
<!-- Begin Monetate ExpressTag Async v6.1. Place at start of document head. DO NOT ALTER. -->
```

## Installing the Tag

Follow these steps to obtain and install the code for the Monetate tag.



Although Monetate does not recommend using a tag management system (TMS) to install the Monetate tag, the tag does work as expected with systems such as Tealium iQ. For more information, consult your TMS provider and submit a support ticket using the Monetate Technical Support portal ([support.monetate.com](https://support.monetate.com)).

1. Click the settings cog and then select **Integration**.

The screenshot shows the Monetate dashboard for monetate.mybigcommerce.com. The top navigation bar includes 'DASHBOARD', 'EXPERIENCES', 'AUDIENCES', 'COMPONENTS', 'DATASETS', and 'ANALYTICS'. A settings gear icon is highlighted in the top right. A dropdown menu is open, showing options under 'ACCOUNT' (Sites, API Documentation, Users, Script Revision, Integration, Compliance Tools, Default Metrics, Email, Seasonality, Engine Context) and 'CONTENT' (Experience Tags). The 'Integration' option is highlighted with a red arrow. The main dashboard area displays three cards: 'Auto Personalization experiences' (2), 'Dynamic Test experiences' (1), and 'Standard' (8). A table below shows a table header with 'METRIC' and 'VALUE' columns.

2. Click the **Tag** tab.

The screenshot shows the 'Integration' page in Monetate, with the 'Tag' tab selected. The page title is 'The Monetate Tag'. Below the title are tabs for 'Third-Party Analytics', 'Tag', 'Inspector', 'API', 'SSO', and 'First-Party Proxy'. The main content area explains that the tag is a small chunk of code that enables Monetate to communicate with the website. It provides instructions on where to place the code and offers two options: 'Synchronous' and 'Asynchronous'. The 'Synchronous' option is selected in a toggle. Below the toggle is a code snippet for the synchronous tag.

**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** **Asynchronous**

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

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 III ?

```
1 <!-- Begin Monetate ExpressTag Sync v8.1. Place at start of document head. DO NOT ALTER. -->
2 <script type="text/javascript">var monetateI = new Date().getTime();</script>
3 <script type="text/javascript" src="//se.monetate.net/js/2/a-b6206def/p/fifthlevelfashion.com/entry.js"></script>
4 <!-- End Monetate tag. -->
5
```

3. Use the toggle to select the **synchronous** or **asynchronous** version of the Monetate tag.

### 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.

```
III ASYNCHRONOUS ⓘ  
1 <!-- Begin Monetate ExpressTag Async v6.2. Place at start of document head. DO NOT ALTER. -->  
2 <script type="text/javascript">  
3 var monetateI = new Date().getTime();  
4 (function() {  
5     var p = document.location.protocol;  
6     if (p == "http:" || p == "https:") {  
7         var m = document.createElement('script'); m.type = 'text/javascript'; m.async = true; m.src = "//se.monetate.net/js/2/a-659dd818/p/monetate.com/t1668141091/1456cb63e5f4af7/custom.js" charset="utf-8" async</script>  
8         var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(m, s);  
9     }  
10 })();  
11 </script>  
12 <!-- End Monetate tag. -->  
13
```

4. Copy and paste the tag code into the first line of the `<head>` element on every page of your site.

```
<head>  
<!-- Begin Monetate ExpressTag Sync v8.1. Place at start of document head. DO NOT ALTER. -->  
<script async src="https://www.googletagmanager.com/gtm.js?id=GTM-MSZGKIG"></script>  
<script type="text/javascript" src="https://se.monetate.net/js/3/a-659dd818/p/monetate.com/t1668141091/1456cb63e5f4af7/custom.js" charset="utf-8" async></script>  
<script type="text/javascript">var monetateI = new Date().getTime();</script>  
<script type="text/javascript" src="//se.monetate.net/js/2/a-659dd818/p/monetate.com/entry.js"></script>  
<!-- End Monetate tag. -->  
<meta http-equiv="X-UA-Compatible" content="IE=edge">
```

You can use the [Monetate Inspector](#) to verify that the tag is working.

## Tag Management Systems and the Monetate Tag

While you can install the Monetate tag using a tag management system (TMS), the timing of the TMS to the page can hinder performance if the TMS cannot place the tag onto the page prior to the `DOMContentLoaded` window event.

## FAQ

### What can't I do with just the tag?

The Monetate tag alone doesn't allow you to track conversions, behavioral interactions, or site structure (for example, page types). These are incredibly important when you implement any personalization program. Use Monetate JavaScript API method calls to unlock full functionality.


See [What Do You Want to Do on Your Site?](#) for a complete list of things you can do on your site and related requirements.

### How many tags do I get if I have multiple domains?

Each domain or account in your contract receives two tags: a production tag and a development tag. Both tags function exactly the same way with one exception: The development tag *does not* store historical data.



Because the development tag does not store historical data, the platform does not collect analytics for development accounts.



Use the development tag in all lower environments where you want to use Monetate so that you do not use the production tag in an environment that doesn't have real user traffic. You can easily copy any work on experience or action development from tag to tag as well, so there's no duplication of effort if you prefer to build experiences in a lower environment for testing before moving them to production.