

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 Kibo Technical Support portal (kibotechsupport.zendesk.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. -->
<script type="text/javascript">
var monetateT = new Date().getTime();
(function() {
  var p = document.location.protocol;
  if (p == "http:" || p == "https:") {
    var m = document.createElement('script'); m.type = 'text/javascript'; m.async = true; m.src = (
      var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(m, s);
    )
  }
})();
</script>
<!-- End Monetate tag. -->
```

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 Kibo Technical Support portal (kibotechsupport.zendesk.com).

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

The screenshot shows the Monetate dashboard interface. At the top, there's a navigation bar with tabs: DASHBOARD, EXPERIENCES, AUDIENCES, COMPONENTS, DATASETS, ANALYTICS, and a settings cog icon. A red box highlights the settings cog icon. To the right of the navigation bar is a sidebar with sections: ACCOUNT (Sites, API Documentation, Users, Script Revision, Integration), CONTENT (Compliance Tools, Default Metrics, Email, Seasonality, Engine Context), and Experience Tags. A red arrow points from the sidebar towards the Integration option in the ACCOUNT section.

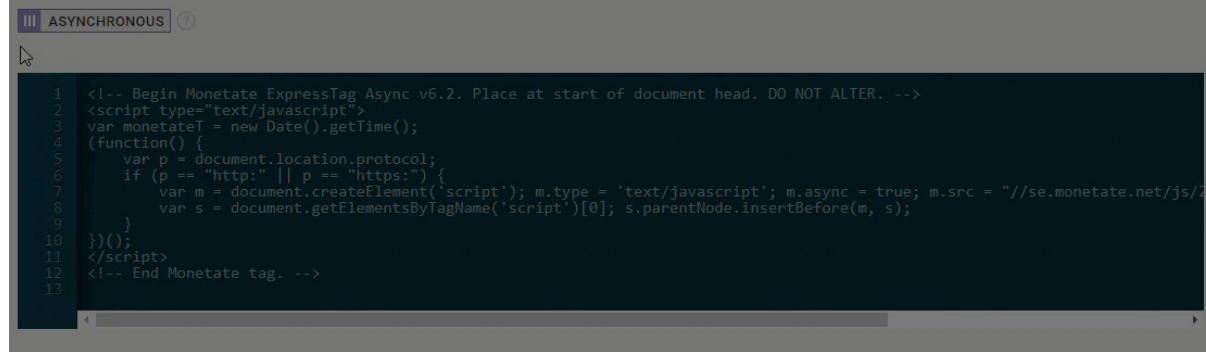
2. Click the **Tag** tab.

The screenshot shows the 'Integration' page with the 'Tag' tab selected. The main heading is 'The Monetate Tag'. Below it, there are two sections: 'Synchronous' and 'Asynchronous'. The Synchronous section describes it as a blocking tag that eliminates flicker. The Asynchronous section describes it as a non-blocking tag that may cause a slight visual delay. Below these sections is an 'Installation' heading with instructions to copy and paste code into the head of an HTML source. A code editor shows the Monetate ExpressTag Sync v8.1 code, numbered 1 to 5. The code includes comments indicating where to place the tag in the document head.

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

Installation

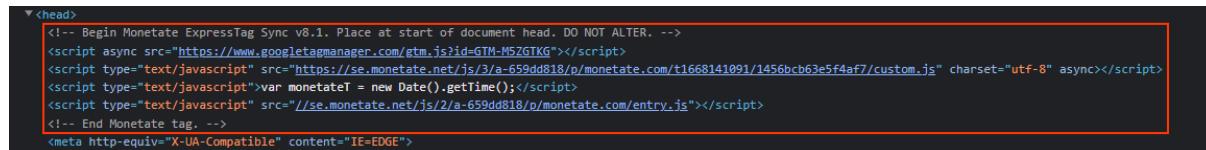
Copy and paste the following code snippet into the `<head>` of your HTML source, as close to the top as possible. Then use the Monetate Inspector to verify that the tag is working.



The screenshot shows a browser's developer tools with the "ASYNCHRONOUS" tab selected. The code displayed is a JavaScript snippet for the Monetate ExpressTag Async v6.2. It begins with a comment indicating it should be placed at the start of the document head. It creates a new Date object to get the current time, then creates a script element with type 'text/javascript', sets its async attribute to true, and inserts it into the document before the closing head tag. The script URL is a Monetate endpoint.

```
1 <!-- Begin Monetate ExpressTag Async v6.2. Place at start of document head. DO NOT ALTER. -->
2 <script type="text/javascript">
3 var monetateT = 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/t1668141091/1456bcb63e5f4af7/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.



The screenshot shows a browser's developer tools with the "ASYNCHRONOUS" tab selected. The code displayed is a JavaScript snippet for the Monetate ExpressTag Sync v8.1. It includes a comment about placing it at the start of the document head. It uses Google Tag Manager's GTM-M52GKG ID. It creates a script element with type 'text/javascript', sets its src attribute to a Monetate entry point, and inserts it into the document. The code is enclosed in a red box.

```
<!-- 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-M52GKG"></script>
<script type="text/javascript" src="https://se.monetate.net/js/3/a-659dd818/p/monetate.com/t1668141091/1456bcb63e5f4af7/custom_js" charset="utf-8" async></script>
<script type="text/javascript">var monetateT = 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.