



IBM Kenexa BrassRing on Cloud

Responsive Apply: Tracking Codes Tips and Tricks

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Purpose of this Document

With the migration from Classic Talent Gateways to Responsive Apply, there have been a lot of questions regarding tracking codes and what can and can't be used with the Responsive Apply. Many clients have been taking the same tracking code that worked in the Classic Talent Gateway and adding it to the Responsive Gateway Questionnaires, via text widgets. This document provides tips and tricks for migrating/convertng those tracking codes so they will work with your Responsive Apply Gateways.

Note: Tracking pixels can currently only be added to the apply process, and not to the Talent Gateway overall.

Types of Tracking Codes

There are several types of tracking codes that exist, such as:

1. IMAGES: Pixel tracking code from **appcast**
2. IFRAMES: DoubleClick Floodlight Tag from **fls.doubleclick.net**
3. Direct javascript

These scripts will inject the html tags (such as img/Iframe/frame) with source from the respective vendor hosted URL using plain javascript method "document.write()". The responsive design of our Talent Gateways means that it's a single page application and the "document.write()" method will make the entire webpage empty. (This method will replace the existing view with img/Iframe/frame tags, which cannot be identified visually.) As a result, it can affect the candidate experience.

Recommendations

Instead of document.write, IBM recommends creating tracking elements dynamically, with javascript, using document.createElement() and append that element to the page body. Please note, this requires some technical effort. An example has been provided below to show the steps.

IMAGE PIXEL TRACKING CODE

```

1 <!--
2 Start of DoubleClick Floodlight Tag: Please do not remove
3 Activity name of this tag: 1608 - ATS - Pre-Screening Questions
4 URL of the web page where the tag is expected to be placed: https://krb-sjobs.brassring.com/TGnewUI/Search/Home/Home?partnerid=30079&siteid=6062
5 This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
6 Creation Date: 08/08/2016
7 -->
8 <script type="text/javascript">
9 var axel = Math.random() + "";
10 var a = axel * 100000000000000;
11 document.write('');
13 </script>
14 <noscript>
15 
16 </noscript>
17 <!-- End of DoubleClick Floodlight Tag: Please do not remove -->

```

MANIPULATED SCRIPT

A function was created as part of the \$(document).read() call (circled in blue) by suffixing the trackingid (highlighted src variable) to maintain unique function name and the source value "src" (circled in red) with a new source string. When looking at the provided code, attributes such as width, height, alt, and src become node attributes (by using "setAttribute()") method).

This process might differ for each tracking vendor.

```

1 <!--
2 Start of DoubleClick Floodlight Tag: Please do not remove
3 Activity name of this tag: 1608 - ATS - Pre-Screening Questions
4 URL of the web page where the tag is expected to be placed: https://krb-sjobs.brassring.com/TGnewUI/Search/Home/Home?partnerid=30079&siteid=6062
5 This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
6 Creation Date: 08/08/2016
7 -->
8 <script type="text/javascript">
9 $(document).ready(function(){
10     function executeScript5904605(){
11         var axel =Math.random()+"";
12         var a = axel*1000000000000000;
13         var imgNode=document.createElement("img");
14         imgNode.setAttribute("width", 1);
15         imgNode.setAttribute("height", 1);
16         imgNode.setAttribute("alt", "");
17         imgNode.setAttribute("src", "https://ad.doubleclick.net/ddm/activity/src=5904605;type=link10;cat=1608-000;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;ord=" + a + "?");
18     }
19     document.body.appendChild(imgNode);
20     var objFound = $("img[src*='https://ad.doubleclick.net/ddm/activity/src=5904605']")[0];
21     if(typeof objFound == 'undefined'){
22         executeScript5904605();
23     }
24 });
25 </script>
26 <noscript>
27 
28 </noscript>
29 <!-- End of DoubleClick Floodlight Tag: Please do not remove -->

```

SCRIPT FOR TRACKERS USING AN IMAGE

```

<!--
Start of DoubleClick Floodlight Tag: Please do not remove
Activity name of this tag: 1608 - ATS - Pre-Screening Questions
URL of the web page where the tag is expected to be placed: https://krb-sjobs.brassring.com/TGnewUI/Search/Home/Home?partnerid=30079&siteid=6062
This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
Creation Date: 08/08/2016
-->

```

```

<script type="text/javascript">
$(document).ready(function(){
    function executeScript5904605(){
        var axel =Math.random()+"";
        var a = axel*1000000000000000;
        var imgNode=document.createElement("img");
        imgNode.setAttribute("width", 1);
        imgNode.setAttribute("height", 1);
        imgNode.setAttribute("alt", "");
        imgNode.setAttribute("src",
"https://ad.doubleclick.net/ddm/activity/src=5904605;type=link10;cat=1608-
000;dc_lat=;dc_rdid=;tag_for_child_directed_treatment=;ord=" + a + "?");
        document.body.appendChild(imgNode);
    }
    var objFound = $("img[src*='https://ad.doubleclick.net/ddm/activity/src=5904605']")[0];
    if(typeof objFound == 'undefined'){
        executeScript5904605();
    }
});
</script>
<noscript>

</noscript>
<!-- End of DoubleClick Floodlight Tag: Please do not remove -->

```

DOUBLE CLICK FLOODLIGHT TAG

ACTUAL SCRIPT

```

1 <!--
2 Start of DoubleClick Floodlight Tag: Please do not remove
3 Activity name of this tag: 04_Application_Submitted
4 URL of the webpage where the tag is expected to be placed: http://www7.i-grasp.com/fe/tpl_Linklaters15.asphttp://
5 This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
6 Creation Date: 08/04/2014
7 -->
8 <script type="text/javascript" id="DoubleClickFloodlightTag1073178">
9 var axel = Math.random() + "";
10 var a = axel * 100000000000000;
11 var newIFrame=document.createElement('iframe');
12 newIFrame.src="http://3736901.fls.doubleclick.net/activityvi;src=3736901;type=atsvg580;cat=04_ap073;u2=[BRUID_TOKEN];u1=[Job_ID];ord=" + a + "?";
13 newIFrame.width="1";
14 newIFrame.frameBorder="0";
15 newIFrame.height="1";
16 var scriptNode=document.getElementById('DoubleClickFloodlightTag1073178');
17 scriptNode.parentNode.insertBefore(newIFrame,scriptNode);
18 </script>
19 <noscript>
20 <iframe src="http://3736901.fls.doubleclick.net/activityvi;src=3736901;type=atsvg580;cat=04_ap073;u2=[BRUID_TOKEN];u1=[Job_ID];ord=12" width="1" height="1" frameborder="0" style="display:none"></iframe>
21 </noscript>
22 <!-- End of DoubleClick Floodlight Tag: Please do not remove -->

```

MANIPULATED SCRIPT

The function name was changed (circled in blue) by suffixing the trackingid to maintain unique function name and the source value "src" (circled in red) with a new source string. The Token **[BRUID_TOKEN]** will be replaced by Candidate Reference Number during the job apply flow. When looking at the provided code, attributes such as width, height, alt, and src become node attributes (by using "setAttribute()") method).

```

1 <!--
2 Start of DoubleClick Floodlight Tag: Please do not remove
3 Activity name of this tag: 04_Application_Submitted
4 URL of the webpage where the tag is expected to be placed: http://www7.i-grasp.com/fe/tpl_Linklaters15.asphttp://
5 This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
6 Creation Date: 08/04/2014
7 -->
8 <script type="text/javascript" id="DoubleClickFloodlightTag1073178">
9 $(document).ready(function(){
10     function executeScript3736901(){
11         var axel = Math.random() + "";
12         var a = axel * 100000000000000;
13         var newIFrame=document.createElement('iframe');
14         newIFrame.setAttribute("width", 1);
15         newIFrame.setAttribute("frameBorder", 0);
16         newIFrame.setAttribute("height", 1);
17         newIFrame.setAttribute("src", "http://3736901.fls.doubleclick.net/activityvi;src=3736901;type=atsvg580;cat=04_ap073;u2=[BRUID_TOKEN];u1=[Job_ID];ord=" + a + "?");
18         newIFrame.setAttribute("style", "z-index:-11111");
19         document.body.appendChild(newIFrame);
20     }
21     var frameExists = $("iframe[src*='http://3736901.fls.doubleclick.net/activityvi;src=3736901;']")[0];
22     if(typeof frameExists == 'undefined'){
23         executeScript3736901();
24     }
25 });
26 </script>
27 <noscript>
28 <iframe src="http://3736901.fls.doubleclick.net/activityvi;src=3736901;type=atsvg580;cat=04_ap073;u2=[BRUID_TOKEN];u1=[Job_ID];ord=12" width="1" height="1" frameborder="0" style="display:none"></iframe>
29 </noscript>
30 <!-- End of DoubleClick Floodlight Tag: Please do not remove -->

```

SCRIPT FOR TRACKERS USING AN IFRAME

```

<!--
Start of DoubleClick Floodlight Tag: Please do not remove
Activity name of this tag: 04_Application_Submitted
URL of the webpage where the tag is expected to be placed: http://www7.i-
grasp.com/fe/tpl_Linklaters15.asphttp://
This tag must be placed between the <body> and </body> tags, as close as possible to the opening tag.
Creation Date: 08/04/2014
-->
<script type="text/javascript" id="DoubleClickFloodlightTag1073178">
$(document).ready(function(){
    function executeScript3736901(){
        var axel = Math.random() + "";
        var a = axel * 100000000000000;
        var newIFrame=document.createElement('iframe');
        newIFrame.setAttribute("width", 1);
        newIFrame.setAttribute("frameBorder", 0);
        newIFrame.setAttribute("height", 1);
        newIFrame.setAttribute("src",
"http://3736901.fls.doubleclick.net/activityi;src=3736901;type=atsvg580;cat=04_ap073;u2=[BRUID_TOKEN];u1=[Re
quisition ID];ord=" + a + "?");
        newIFrame.setAttribute("style", "z-index:-11111");
        document.body.appendChild(newIFrame);
    }
    var frameExists = $("iframe[src*='http://3736901.fls.doubleclick.net/activityi;src=3736901;']")[0];
    if(typeof frameExists == 'undefined'){
        executeScript3736901();
    }
});

```

```

</script>
</noscript>
<iframe
src="http://3736901.fl.doubleclick.net/activityi;src=3736901;type=atsvg580;cat=04_ap073;u2=[BRUID_TOKEN];u1
=[Requisition ID];ord=1?" width="1" height="1" frameborder="0" style="display:none"></iframe>
</noscript>
<!-- End of DoubleClick Floodlight Tag: Please do not remove -->

```

APPCAST TRACKING SCRIPT

ACTUAL SCRIPT

```

1 | <script type="text/javascript"> (function(a,b,c,d) { a="https://pixel.appcast.io/pixels/br3-1529.js?ent=0"; b=document;c='script';d=b.createElement(c);d.src=a;d.type='text/java'+c;d
  | .async=true; a=b.getElementsByTagName(c)[0];a.parentNode.insertBefore(d,a); })(); </script>

```

MANIPULATED SCRIPT

The function name in this example is br3-1529. The numbers after executeScript only need to be unique.

```

1 | <script type="text/javascript">
2 | $(document).ready(function() {
3 |     function executeScript1529() {
4 |         var jsElm = document.createElement("script");
5 |         jsElm.setAttribute("src", 'https://pixel.appcast.io/pixels/br3-1529.js?ent=0');
6 |         jsElm.setAttribute("type", "text/javascript");
7 |         jsElm.setAttribute("async", true);
8 |         document.body.appendChild(jsElm);
9 |     }
10 |     var isElmFound = $("script[src*='https://pixel.appcast.io/pixels/br3-1529.js?ent=0']")[0];
11 |     if(typeof isElmFound == 'undefined'){
12 |         executeScript1529();
13 |     }
14 | });
15 | </script>

```

SCRIPT FOR TRACKERS USING ONLY JAVASCRIPT

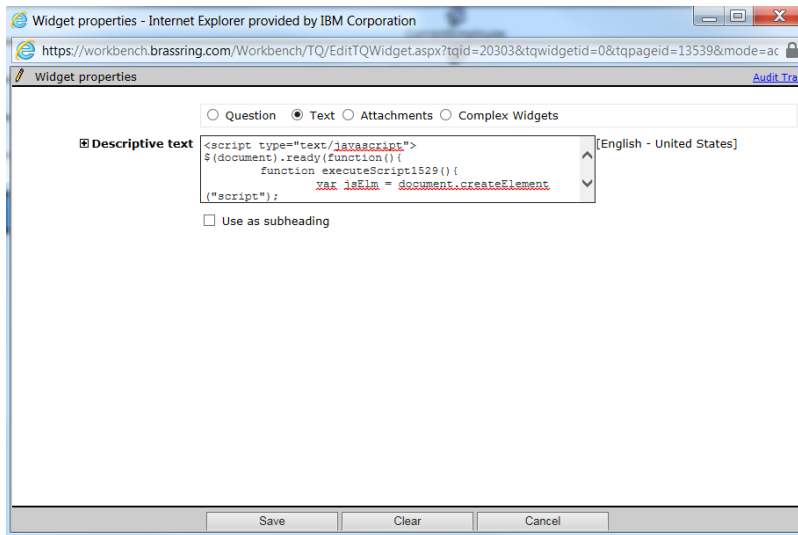
```

<script type="text/javascript">
$(document).ready(function(){
    function executeScript1529(){
        var jsElm = document.createElement("script");
        jsElm.setAttribute("src", 'https://pixel.appcast.io/pixels/br3-1529.js?ent=0');
        jsElm.setAttribute("type", "text/javascript");
        jsElm.setAttribute("async", true);
        document.body.appendChild(jsElm);
    }
    var isElmFound = $("script[src*='https://pixel.appcast.io/pixels/br3-1529.js?ent=0']")[0];
    if(typeof isElmFound == 'undefined'){
        executeScript1529();
    }
});
</script>

```

Notes

- Tracking codes/scripts must to be placed in a text widget of you Responsive Gateway Questionnaire(s). It must be added to each page you would like to track candidate activity for.



2. IBM is not changing any tracking id's from the URLs. The manipulation of the script must be complete to execute the tracking codes.
3. There are no issues with <noscript> tags; you can add them as-is.
4. This process might differ for each tracking vendor.
5. All changes are the responsibility of the client/vendor.
6. Testing and QA are the responsibility of the client/vendor. Testing is critical to ensuring no disruption in service due to bad javascript.

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