Getting Started

Naming Conventions

definition	A set of rules for choosing values and identifiers variables, types, and other entities in source code and documentation

Manage

Step 1:	Create Naming Convention
Step 2:	Adobe Analytics, Google Analytics, Other
Step 3:	Query String Parameter(ex: cmp = external, icmp = internal)
Manage options:	create naming convention, edit naming convention, and view saved template list"
Add/Remove	add, edit, or delete tags to incorporate into naming convention (name + acronym here)

Tag Types

Available options	Field Types
Drop down	required
Date field	optional
Text field	omit

Channels (default + custom examples)

default	custom options
email	banner size
social	content (for Adwords)
display	placement target
	audience
	print

Create Tags Page

1st Level Variables	the number of tags (+/-) + destination URL field (includes upload option)
2nd Level Variables	Selections in this section will persist to the tracking form
Customize Tags	This section allows users customize tags individually

View Tags Page

Most Recent	Layout
Upper left drop down (select number of tags to view)	⚙ next to search
Upper left drop down (select naming convention)	selection for columns to appear in view tags
Click tracking	view clicks immediately

Layout: Show Columns	Layout: Available Columns
#	Campaign
Select	Content
Date	Destination URL
Short URL	Medium
Source	Term

Tag output options

email	export as csv
exports as text	export as excel

URL Integrations (general)

URL Checker	Whitespace options
404 (Page - Not Found)	Replace with space ()
301 (Redirect - Moved Permanently)	hyphen (-)
302 (Redirect - Found)	pipe (|)
	underscore (_)
	period (.)

These features can be found in SETTINGS_Integrations

URL Integrations (custom)

URL Shortener	Vanity URL
Taglynx provided	descriptive easy to remember custom web address
current provider	This will show up on your short link after the slash

ex: Bit.ly
These features can be found in SETTINGS_Integrations

Adobe Analytics Integrations

SAINT Classification

No more classification uploads

easy 2 step integration process

reader friendly reports from Adobe

These features can be found in SETTINGS_Integrations

User Types

Viewer (view tags only)

User (view + create tags)

Editor (view + create + manage tag compositions)

Admin (all the above + users + accounts)

These features can be found in SETTINGS_User