



TNSmatrix V11 Version (1.1.6.3)

Code Implementation Document

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Introduction

The TNSmetrix code that is used is exactly the same for all web pages, regardless of whether they are static or dynamic.

As the requirements for information collected etc changes TNSmetrix will issue new sets of Tags and JavaScript files. It is vital that all tags and JavaScript files are used in their issued paired sets as unmatched versions of tags and JavaScript files will not work correctly together.

Within all of the issued TNSmetrix tags there are required and optional variables that must be customised to the specific client and website that the code is being placed on. If the tags are not customised for the specific client their data will not be collected correctly.

Location of the Code / JavaScript file

The **code** tmv11.html tags should be placed directly before the closing body tag `</BODY>`

The tmv11.js JavaScript file is saved in the website root directory.

Note: the JavaScript file may be saved in a different location, but the TNSmetrix tags need to be changed to reference this location rather than the standard `src="/tmv11.js"`

Code Versions

This document details the major version V11 of the TNSmetrix tags. Within the V11 there are different subversions.

These are as a result of changes to add requested / required features for the clients. Depending on the nature of the change the JavaScript file alone may be updated or the bundle of tags and JavaScript are updated.

With this document 3 bundles (versions) of tmv11 tags are attached. Please find the details on each version below.

Within the code below all variables that need to be customised before implementation are highlighted in colour, see **Tags Variable replacements** for details on how to customise each variable.

standard_tmv11

This bundle is the most up-to-date and recent version of the v11 TNSmetrix tags.

The tags automatically pick if the page is http or https so the protocol variable is not in these tags, and the JS file reflects this.

This JS file uses Image object instead of document.write to over come potential security risks with the previous method.

```
<p><script type="text/javascript" src="tmv11.js"></script>
<script type="text/javascript">
<!--
//1.1.6.3
var tmsec = new Array ('tmsec=var1', 'tmsec=var2', 'tmsec=var3', 'tmsec=var4');
getTMqs('furl', document.title, 'tmac', 'tmcc', 'UTF-8', tmsec);
//-->
</script></p>
<noscript><p></p></noscript>
```

Standard_tmv11/tmv11.html

```
//1.1.6.3
//standard auto protocol
var tmLoc = 'statistik-gallup.net';
var tmImg1 = new Image();
var tmImg2 = new Image();

function getTMqs(furl, dotl, tmac, tmcc, enc, sec) {
    var n = new Date();
    var loc = window.location.href;
    var prot = window.location.protocol;

    if (furl.indexOf('R>') == 0) {
        furl = furl.substring(2);
        loc = furl;
    }

    if (loc.indexOf('#') != -1)
        loc = loc.substring(0,loc.indexOf('#'));
    if (loc.length > 256) {
        loc = loc.substring(0,253) + '...';
    }
    if (sec) {
        if(loc.indexOf('?') != -1) {
            loc += '&' + sec.join('&');
        } else {
```

```

        loc += '?' + sec.join('&');
    }
}

if (window.parent != window.self) {
    var ref = parent.document.referrer;
} else {
    var ref = document.referrer;
}

var esc = function(str){return str.replace(/\*/g, '%2a').replace(/#/g, '%23')};
var qs =
esc(loc)+'*'+esc(furl)+'*'+esc(dotl)+'*'+esc(ref)+'*'+navigator.javaEnabled()+'/';
if (window.screen) {
    qs += screen.width+'x'+screen.height + '/' + screen.colorDepth + '/';
} else {
    qs += '//';
};
qs += tmac + '/' + tmcc + '/' + enc + '/' + n.getTime() + '/';

tmImg1.onload = function(){tmImg2.src = prot + '//' + tmLoc + '/V11' + qs};
tmImg1.src = prot + '//' + tmLoc + '/VC' + n.getTime();
}

```

standard_tmv11/tmv11.js

nonframe_tmv11

This folder contains the JavaScript file that should be used in conjunction with the standard_tmv11/tmv11.html on framed pages that have their content and parent frames on different urls.

Note: If the parent and content frames are on the same url and both are either SSL or non SSL then the standard_tmv11/tmv11.js file can be used.

```

//1.1.6.3
//nonframe check
var tmLoc = 'statistik-gallup.net';
var tmImg1 = new Image();
var tmImg2 = new Image();

function getTMqs(furl, dotl, tmac, tmcc, enc, sec) {

```

```

var n = new Date();
var loc = window.location.href;
var prot = window.location.protocol;

if (furl.indexOf('R>') == 0) {
    furl = furl.substring(2);
    loc = furl;
}

if (loc.indexOf('#') != -1)
    loc = loc.substring(0,loc.indexOf('#'));
if (loc.length > 256) {
    loc = loc.substring(0,253) + '...';
}
if (sec) {
    if(loc.indexOf('?') != -1) {
        loc += '&' + sec.join('&');
    } else {
        loc += '?' + sec.join('&');
    }
}

var ref = document.referrer;

var esc = function(str){return str.replace(/\*/g, '%2a').replace(/#/g, '%23')};
var qs =
esc(loc)+'*'+esc(furl)+'*'+esc(dotl)+'*'+esc(ref)+'*'+navigator.javaEnabled()+'/';
if (window.screen) {
    qs += screen.width+'x'+screen.height + '/' + screen.colorDepth + '/';
} else {
    qs += '//';
};
qs += tmac + '/' + tmcc + '/' + enc + '/' + n.getTime() + '/';

tmImg1.onload = function(){tmImg2.src = prot + '/' + tmLoc + '/V11' + qs};
tmImg1.src = prot + '/' + tmLoc + '/VC' + n.getTime();
}

```

nonframe_tmV11/tmV11.js

This bundle contains an historical version of the tags and JavaScript file where the protocol was hard coded into the clients' tags. With the standard_tmV11 this is automatically picked up.

This is only included for clients that have this version of tags on their website. All clients should be upgrade to the latest version of tags and corresponding javascript file when possible.

```
<script type="text/javascript" src="/tmv11.js"></script>
<script type="text/javascript">
<!--
//1.1.6.3 hardcoded proto
var tmsec = new Array ('tmsec=var1', 'tmsec=var2', 'tmsec=var3', 'tmsec=var4');
getTMqs('http', 'furl', document.title, 'tmac', 'tmcc', 'UTF-8', tmsec);
//-->
</script>
<noscript></p>

---

## NonJavaScript/tmv11.html

### **Tags Variable replacements**

---

Within the tmv11tags variables **MUST** be replaced before the tags are placed on the client's webpages.

Some of the variables within the tags are mandatory and others are optional depending on the client's needs.

*Note: even if a client is not using an optional tag it is vital to ensure that the variable is excluded in the correct manner, otherwise the client's data will not be collected correctly.*

This section details all of the various variables listed in alphabetical order, detailing their function and implementation.

All variables are colour coded and in the tags versions above the variables were highlighted by their corresponding colour as well.

For all variables the maximum length is 256 characters.

#### ***dotl Document Title***

**e.g. document.title**

If the client wishes to pick up their webpages' document titles, then they can either use the javascript function `document.title` within tmv11tags or use a variable from e.g. their website content management system e.g. `{dotl}` along with the `dotl` in the noscript tags.

If the client is not using a document title then please replace text `document.title`, with `"`, and remove the text `dotl` (ensuring to leave the parentheses and stars) from the tmv11.html (otherwise the page will get a document title of dotl).

Within TNSmetrix this document title is stored as the page displayname, which is used in the online reports. The real url is picked up and stored per the page definition as the page name.

The noscript image will need the `dotl` to be manually inserted for every page, this will only be used if the first time the page was viewed was with JavaScript turned off. Please ensure that if the `dotl` is not replaced per page that it is deleted and just `**` is left in the noscript tag.

***Character Restrictions:*** Can use any character excluding `*`

It is vital the encoding stated in the tags matches the encoding that the document was saved in otherwise documents titles in encodings other than UTF-8 will not be recorded correctly.

***Note:*** If a page has a document title and a fixed url the fixed url will be used over the document title.

***Note:*** `document.title` is a JavaScript function that is only fully supported by Internet Explorer 5.5 and above.

### **furl Fixed url**

e.g. `www.domain.com/sample/page/html`

This variable gives the client the ability to assign a fixed url for their web pages. If a fixed url is assigned then this url will appear in their TNSmetrix as the url upon which the page views occurred. To implement a fixed url replace `furl` within `tmv11tags` with the fixed url for the page that the code is on.

Within TNSmetrix this fixed url is stored as the page displayname, which is used in the online reports. The real url is picked up and stored per the page definition as the page name.

Character Restrictions: must follow follow url specifications, so alpha, numeric, underscore and hyphen only.

If the client is not using a fixed url then please remove the text `furl` (ensuring to leave the parentheses and stars) from the `tmv11tags` (otherwise the page will get a fixed url of `furl`).

*Note:* the noscript image will need the `furl` to be manually inserted for every page, this will only be used if the first time the page was viewed was with JavaScript turned off. Please ensure that if the `furl` is not replaced per page that it is deleted and just `**` is left in the noscript tag.

### **http Protocol Variable**

e.g. `https`

For secure page please replace `http` with `https` in the `tmv11.html`

If the same page is available on both secure and non-secure domains, then please use the ssl version.

### **tmac TNSmetrix Client Account**

e.g. `tns_dk`

This variable details the clients account name, this has been standardised as `client_country`.

Character Restrictions: alpha, numeric and underscore only

*Note:* the client's database needs to be created as exactly the same name as their `tmac`.

For content that is shared between e.g. a client and a content provider, please use a distinct `tmac` for these pages e.g. `clientA_countryA_clientB_countryB`

### **tmcc TNSmetrix Client Country**

e.g. `dk`

This variable details the client country, and is used to ensure that the client's reports are in the correct timezone.

Character Restrictions: there are currently eleven official ISO standard country codes supported by TNSmetrix, please select the required country from this list.

| Country Code<br>tmcc | Timezone          |
|----------------------|-------------------|
| dk                   | Europe/Copenhagen |
| ee                   | Europe/Tallinn    |
| fi                   | Europe/Helsinki   |
| ie                   | Europe/Dublin     |
| il                   | Asia/Jerusalem    |
| jp                   | Asia/Tokyo        |
| lt                   | Europe/Vilnius    |
| lv                   | Europe/Riga       |
| no                   | Europe/Oslo       |
| ru                   | Europe/Moscow     |
| se                   | Europe/Stockholm  |

*Note: if additional countries are required please contact Bluematrix directly.*

### **tmsec TNSmetrix Section Variable**

**e.g. var tmsec = new Array ('tmsec=sport', 'tmsec=news');**

**/tmsec=sport&tmsec=news/"**

This variable gives the client the ability to create custom filter areas based on the tmsec hidden parameter. In order to do this replace var1 etc with the required filter area parameter for the page.

If you want to collect your tmsec data when the end user has javascript turned off you need to add the tmsecs as if they were variables in a url within the noscript tag.

**Note:** a page may have multiple tmsec.

**Character Restrictions:** alpha, numeric, underscore and hyphen only (no /)

```

<p><script type="text/javascript" src="tmv11.js"></script>
<script type="text/javascript">
<!--
//1.1.6.3
var tmsec = new Array ('tmsec=sport', 'tmsec=news');
getTMqs('furl', document.title, 'tmac', 'tmcc', 'UTF-8', tmsec);
//-->
</script></p>
<noscript><p></p></noscript>

```

### Sample standard\_tmv11/tmv11.html using tmsec

If a client is not using tmsec then remove the var tmsec line from the tags as well as the tmsec within getTMqs. Change the non script tag to not include any tmsec, ensuring that the image ends with 2 slashes //

```

<p><script type="text/javascript" src="tmv11.js"></script>
<script type="text/javascript">
<!--
//1.1.6.3
getTMqs('furl', document.title, 'tmac', 'tmcc', 'UTF-8');
//-->
</script></p>
<noscript><p></p></noscript>

```

### Sample standard\_tmv11/tmv11.html without tmsec

#### **UTF8 Webpage File Encoding**

This variable details the encoding of the client's files (the encoding their web pages are saved in). It is required in order to pick up document titles that are saved in encodings other than UTF-8, and should be changed when the client's files are not saved in UTF-8.

Character Restrictions: Select the encoding from the [encoding list](#) detailed in the appendix.

## **Sample Tags**

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### **Basic Tags using no optional variables**

These are sample tags when a client does not require any of the optional variables.

```

<p><script type="text/javascript" src="tmv11.js"></script>
<script type="text/javascript">
<!--
//1.1.6.3
getTMqs('', '', 'client_dk', 'dk', 'ISO-8859-15');
//-->
</script></p>
<noscript><p></p></noscript>

```

### SAMPLE standard\_tmv11/tmv11.html no option Variables

#### Tags using all optional variables

These are sample tags when a client does not require any of the optional variables.

```

<p><script type="text/javascript" src="tmv11.js"></script>
<script type="text/javascript">
<!--
//1.1.6.3
var tmsec = new Array ('tmsec=sport', 'tmsec=news');
getTMqs('www.domain.com/sample.page.html', document.title, 'client_dk', 'dk', 'ISO-8859-15',
tmsec);
//-->
</script></p>
<noscript><p></p></noscript>

```

### SAMPLE standard\_tmv11/tmv11.html with all option Variables

## Client's Implementation Process

1. Place a copy of the required JavaScript files supplied by TNS in the root directory of every domain that is to be tracked, so that they are available in e.g. this location:  
[www.domain.com/tmv11.js](http://www.domain.com/tmv11.js)
2. Place the corresponding tmv11tags code on all web pages that are to be tracked. The code is to be placed before the closing body tag.
3. With **framed pages**, the code should only be placed on the content frame and not on the parent frame page, menu pages etc. This is to ensure that page views are counted accurately.

*Note: if your content frame is a different url to your parent frame url, please use the alternative*

*JavaScript file (nonframe\_tmv11/tmv11.js) in these circumstances.*

4. For dynamic websites (e.g. database or content driven) both pages and query stings can be defined in the database setup so that the required variables are available in the reports. E.g. session variables can be excluded etc.

## Appendix

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### Encodings

Please select the webpage encoding for the list below.

|                |                       |
|----------------|-----------------------|
| 7bit           | JIS                   |
| 8bit           | KOI8-R                |
| ASCII          | SJIS                  |
| BASE64         | SJIS-win              |
| BIG-5          | UCS-2                 |
| byte2be        | UCS-2BE               |
| byte2le        | UCS-2LE               |
| byte4be        | UCS-4                 |
| byte4le        | UCS-4BE               |
| CP866 (IBM866) | UCS-4LE               |
| CP936          | UHC (CP949)           |
| CP950          | UTF-16                |
| EUC-CN         | UTF-16BE              |
| EUC-JP         | UTF-16LE              |
| eucJP-win      | UTF-32                |
| EUC-KR         | UTF-32BE              |
| EUC-TW         | UTF-32LE              |
| HTML-ENTITIES  | UTF-7                 |
| HZ             | UTF7-IMAP             |
| ISO-2022-JP    | UTF-8                 |
| ISO-2022-KR    | Windows-1251 (CP1251) |
| ISO-8859-1     | Windows-1252 (CP1252) |
| ISO-8859-10    |                       |
| ISO-8859-13    |                       |
| ISO-8859-14    |                       |
| ISO-8859-15    |                       |
| ISO-8859-2     |                       |
| ISO-8859-3     |                       |
| ISO-8859-4     |                       |

|            |  |
|------------|--|
| ISO-8859-5 |  |
| ISO-8859-6 |  |
| ISO-8859-7 |  |
| ISO-8859-8 |  |
| ISO-8859-9 |  |