

## Using The LivingMetrics™ Website Tracking Script & Virtual Form Submit

LivingMetrics™ has the capability to collect and report on online activity associated with your contacts when they are on your organization's website.

By placing the LivingMetrics™ tracking script on your organization's website, when a visitor goes to the site, the tracking script drops a cookie into the visitor's browser and LivingMetrics™ creates a contact (anonymous) in the LivingMetrics™ database. Whenever that person comes back to the website using that browser, LivingMetrics™ detects that person as a returning visitor. These visits are tracked on the visitor's timeline. These anonymous visitors show up in the chrome extension as 'anonymous visitors'.

If a person's email address is already in LivingMetrics™, that person exists in the LivingMetrics™ database as a 'known' contact. The actual person that the 'known' contact in your database refers to could be on your website right now. LivingMetrics™ does not know *who* is on the website, just that there is an anonymous person on the website. LivingMetrics™ needs to connect the 'known' contact with the 'anonymous visitor' contact that is on your website.

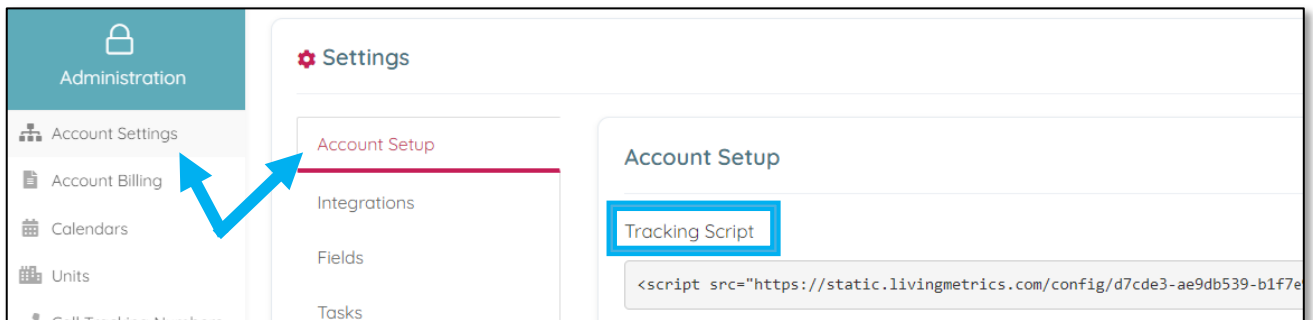
This connection between the 'known' contact and the 'anonymous' contact is made when:

1. The contact clicks any link in an email sent from LivingMetrics™ that leads the person to your website. This can be from:
  - A tracked Gmail send
  - A tracked Outlook send
  - An email sent via any LivingMetrics™ automation
2. The contact fills out a form on your website (see below 'Virtual Form Submit' section)

If either of the two scenarios above happens, LivingMetrics™ merges the anonymous contact with the 'known' contact, and that contact in LivingMetrics™ becomes 'visible'.

### Setting Up The LivingMetrics™ Web Tracking Script

The LivingMetrics™ website tracking script can be found under Administration on the main navigation bar.  
*Administration>Account Settings>Account Setup>Tracking Script*

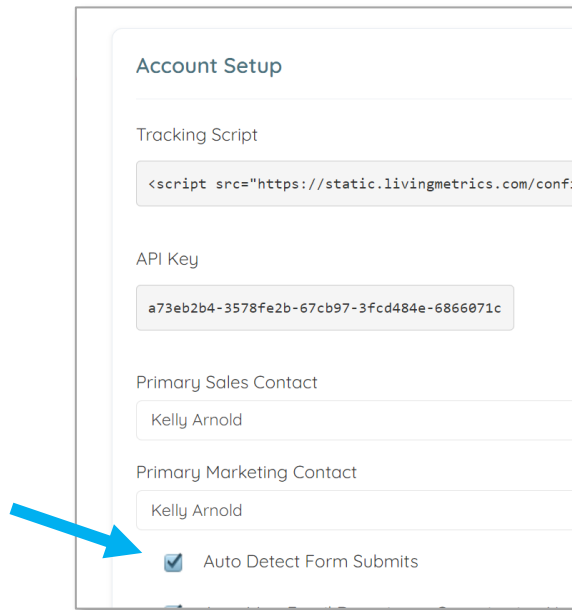


Add the LivingMetrics™ tracking script to every page of your website. The script should be located directly BEFORE the closing `</head>` tag. If you're not certain how to add the script to your website, contact your website administrator.

## Virtual Form Submit

A Virtual Form Submit is a fast and easy way to track conversions to LivingMetrics™ from a 3<sup>rd</sup> party form. To pass the data from the external form to LivingMetrics™, the 'Auto Detect Form Submits' box must be checked. *Administration>Account Settings>Account Setup*.

The LivingMetrics™ tracking script must already be on the organization's website.



**Account Setup**

Tracking Script

```
<script src="https://static.livingmetrics.com/confi
```

API Key

```
a73eb2b4-3578fe2b-67cb97-3fcd484e-6866071c
```

Primary Sales Contact

Kelly Arnold

Primary Marketing Contact

Kelly Arnold

Auto Detect Form Submits

**NOTE:** If you are not using ActiveDEMAND marketing automation platform for your web forms, and instead using a 3<sup>rd</sup> party forms such as Gravity forms, then a workflow must be created to automatically attach a prospect record to new contacts coming into LivingMetrics™ automatically. This is not necessary for manually entered contacts.

See *Campaigns User Guide* and *Workflow User Guide* for further assistance.