# Implementing the Product List Tracking Plugin

DEUTSCH

Since version 3.2.x of the Webtrekk tracking script, the use of this plugin is supported. The plugin includes all JavaScript functions that are transferred to the Webtrekk pixel.

Select the appropriate method for implementation: On the one hand, you can integrate the provided plugin as JavaScript directly on your Web page (for example, with a single page application) or you can implement the plugin using Webtrekk Tag Integration.
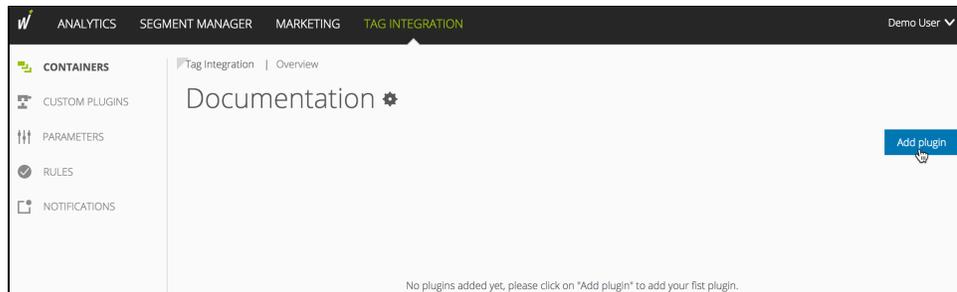
The integration process comprises the following steps:

- Integrating the plugin
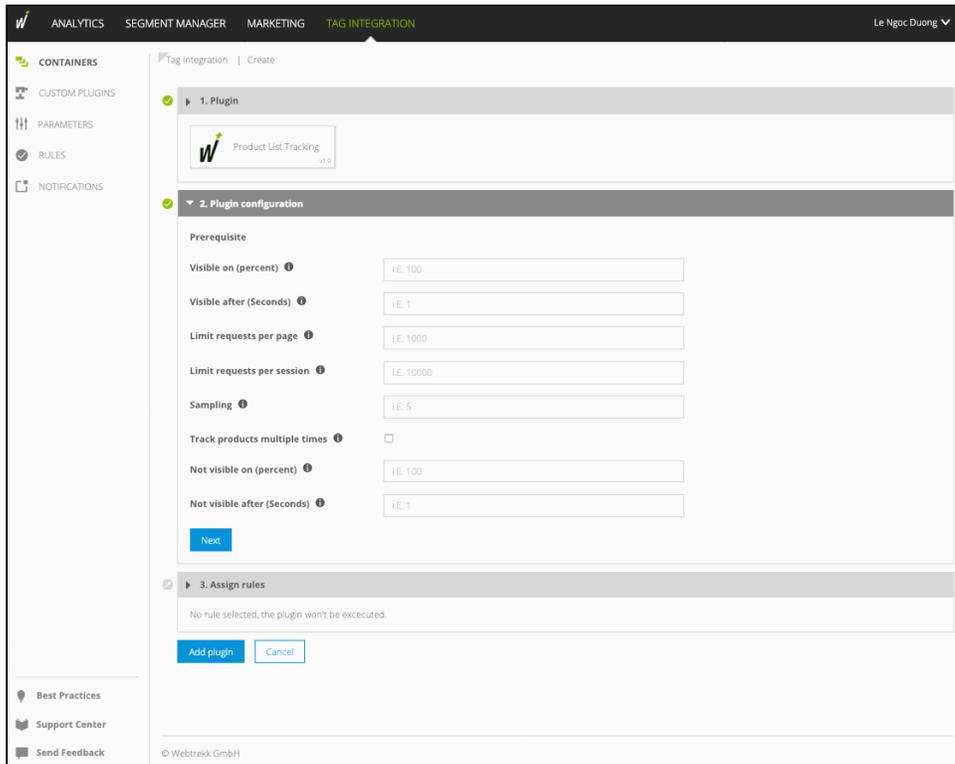- Configuring the plugin
- Activating the plugin

## Implementation Methods

### Tag Integration

1. Open the container to which you want to add the Marketing Automation plugin.

2. Click [Add plugin]. You will be forwarded to the overview of all available plugins.
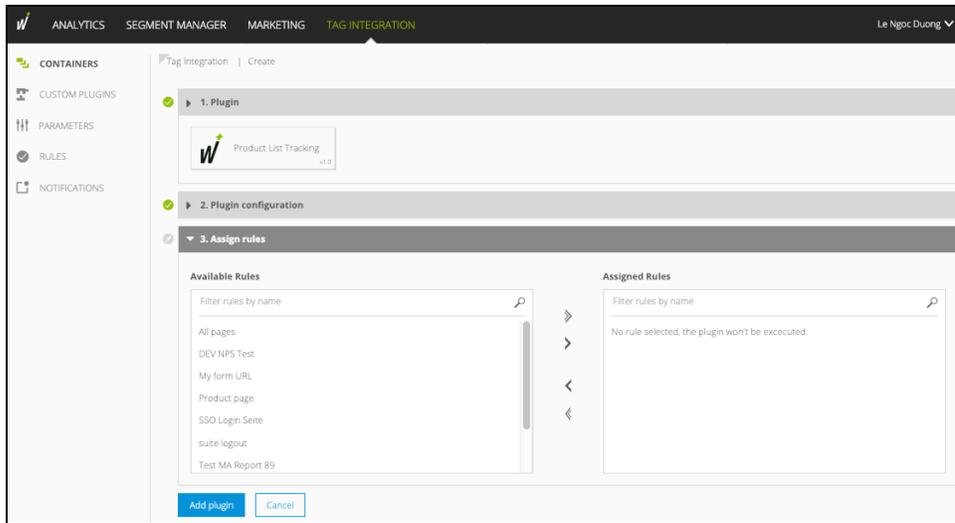


3. Select the "Product List Tracking" plugin by clicking on the corresponding button. The plugin configuration dialog opens.
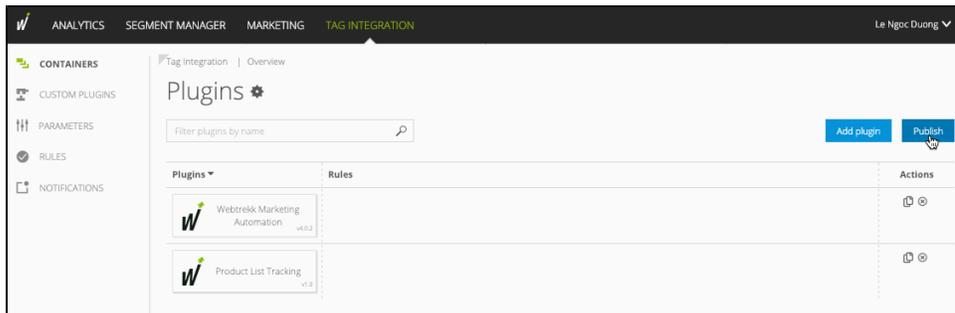
4. Make the following configurations:

| Parameter | Description |
|---|---|
| Visible on (percent) | Visibility of a list element as a percentage. Values from 1 to 100 are allowed. Specify the percentage of the height and width of a list element that should be visible in the user's viewport to recognize the listed product as "viewed." Products "viewed" by the user are automatically tracked with the status "list." By default, products are sent if the HTML-element is 100% visible in the user's viewport. |
| Visible after (seconds) | Visibility of a list element in seconds. Values from 0 to 10000 are allowed. Specify here how long a list element should be visible within the user viewport to recognize the listed product as "viewed." Products "viewed" by the user are automatically tracked with the status "list." By default, products are sent if the HTML-element is visible in the user's viewport for 1000 milliseconds. |
| Limit requests per page | Request limitation. Define a limit for sending products on a single page. By default, a maximum of 1000 products is allowed on a single page. To be able to enter all products on one page, enter the value "-1." |
| Limit request per session | Request limitation. Define a limit for sending products within the browser session. By default, a maximum of 10000 products is allowed during the browser session. To be able to capture all products within a browser session, enter the value "-1." |
| Sampling | If a sampling rate is specified, the plugin will only be activated for every X-th user. To register all users, enter the value "0". |
| Track products multiple times | Activate the checkbox to track products that have already been sent, for example after a user interaction such as scrolling up and down. |
| Not visible on (percent) | Visibility of a list element as a percentage. Values from 1 to 100 are allowed. Specify here what percentage of the height and width of a list element should lie outside the user's viewport to identify the listed product as "not visible." Only elements that meet this criterion can be sent several times if they are "visible" again. By default, elements are marked if they are 100% outside the viewport. |
| Not visible after (seconds) | Visibility of a list element in seconds. Values from 0 to 10000 are allowed. Specify here how long an element should be outside the user's viewport to register it as "not viewed." Only elements that meet this criterion can be sent several times if they are "viewed" again. By default, elements are marked if they are at least 1000 milliseconds outside the viewport. |

5. Click [Next] to add rules.



6. Click [Add plugin] . The plugin is added to the container.

7. In the last step, click [Publish].



# JavaScript

1. First, download the JavaScript file "webtrekk_productListTracking.min.js" from the download area .

2. On your website, insert the downloaded script before the script "webtrekk_v4.min.js".

   **Example**

   ```
   < script type = "text/javascript" src = "path/to/file/webtrekk_productListTracking.min.js"> <
   /script>
   < script type = "text/javascript" src = "path/to/file/webtrekk_v4.min.js"> < /script>
   ```

3. The configuration object "wt_productListTrackingConfig" is located inside the plugin. Here, you can set the following parameters:
   **Example**

```
window.wt_productListTracking = function(conf) {
 if (conf.mode === "page") {
  var wt_productListTrackingConfig = window.wt_productListTrackingConfig || {
    view: {
     on: 1000,
     off: 1000
    },
    percent: {
     on: 100,
     off: 100
    },
    sampling: 0,
    maxSendProducts: {
     session: 10000,
     page: 1000
    },
    sendMultipleProductViews: false
  };
  ......
 }
};
```

| Parameter | Description |
|---|---|
| view | Visibility of a list element in milliseconds. Values from 0 to 10000 are allowed.<br><br>• **On**<br>Specify here how long a list element should be visible within the user viewport to recognize the listed product as "viewed." Products "viewed" by the user are automatically tracked with the status "list." By default, products are sent if the HTML-element is visible in the user's viewport for 1000 milliseconds.<br><br>• **Off**<br><br>Specify here how long an element should be outside the user's viewport to register it as "not viewed." Only elements that meet this criterion can be sent several times if they are "viewed" again. By default, elements are marked if they are at least 1000 milliseconds outside the viewport. |
| percent | Visibility of a list element as a percentage. Values from 1 to 100 are allowed.<br><br>• **On**<br>Specify the percentage of the height and width of a list element that should be visible in the user's viewport to recognize the listed product as "viewed." Products "viewed" by the user are automatically tracked with the status "list." By default, products are sent if the HTML-element is 100% visible in the user's viewport.<br><br>• **Off**<br><br>Specify here what percentage of the height and width of a list element should lie outside the user's viewport to identify the listed product as "not visible." Only elements that meet this criterion can be sent several times if they are "visible" again. By default, elements are marked if they are 100% outside the viewport. |
| sampling | If a sampling rate is specified, the plugin will only be activated for every X-th user. To register all users, enter the value "0". |
| maxSendProducts | Request limitation.<br><br>• **Session**<br>Define a limit for sending products within the browser session. By default, a maximum of 10000 products is allowed during the browser session. To be able to capture all products within a browser session, enter the value "-1."<br><br>• **Page**<br><br>Define a limit for sending products on a single page. By default, a maximum of 1000 products is allowed on a single page. To be able to enter all products on one page, enter the value "-1." |
| sendMultiple ProductViews | **true** = Products that have already been sent are resent after user interaction, e.g. by scrolling up and down. |

4. To activate the plugin functionality, the parameter "executePluginFunction" is used in the tracking pixel. This can be set either in the configuration variable (webtrekkConfig) or as a parameter of the pixel object.

   **Example global configuration**

```
var wt = new webtrekkV3();
wt.contentId = "de.startseite";
wt.executePluginFunction = "wt_productListTracking";
wt.sendinfo();
```

**Example page-specific configuration**

```
var webtrekkConfig = {
 trackId: "1111111111111111",
 trackDomain: "track.webtrekk.net",
 domain: "www.website.com",
 executePluginFunction: "wt_productListTracking"
};
```

| Parameter | Description |
|---|---|
| executePluginFunction | Enter the Product List Tracking plugin. A semicolon separates multiple plugins. |