

Accessing and Embedding ATDW Web Beacons

ATDW requires all distributors who are currently publishing ATDW content to **embed Web Beacons into their respective website pages and digital channels**. This is to ensure ease of statistics gathering in a more automated approach. This method of implementing Web beacons will replace any and all other tools that were used previously with providing web metric stats / page views to ATDW.

It's Important to note that the Web Beacon is a transparent 1x1 pixel and therefore will not affect the look and feel of your web application in any way.

Each Product Record (<product_record> </product_record>) in the following ATLAS APIs response will include a web beacon in the product pixel URL filed:

1. **/products** (Search Products and Delta Updates)
2. **/mlp** (More Like Product)
3. **/product** (Get Product)

XML response: <product_pixel_url> </product_pixel_url>

JSON response: "productPixelURL"

This is depicted in the examples below:

XML

<product_pixel_url>

<http://atlas.atdw->

[online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9](http://atlas.atdw-online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9)

[&language=en&syndicationMethod=API](http://atlas.atdw-online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9)

</product_pixel_url>

JSON

"productPixelURL":

<http://atlas.atdw->

[online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9](http://atlas.atdw-online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9)

[&language=en&syndicationMethod=API](http://atlas.atdw-online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9)

Distributors will need to include in the HTML rendering for each product record the associated web beacon using the "IMG" tag as illustrated in the example below:

<img src=<http://atlas.atdw->

[online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9](http://atlas.atdw-online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9)

[&language=en&syndicationMethod=API](http://atlas.atdw-online.com.au/pixel?productId=5621d65cf37b55a01bc61366&distributorId=561f950daa4f5d40585ef1b9) width=1 height=1 border=0>

For batch distributors (those who download and store the content locally first before publishing to their digital channel) can use Web Beacons by embedding the pixel any time a product listing is rendered on HTML.

NOTE: Each product record will have a different web beacon, please ensure that for each product record rendered in a web page the associated web beacon is also included in the web page HTML. It's important that web beacons are implemented on individual product pages (and not on the broader search results pages)