

Overview

HUMAN's *BotGuard for Growth Marketing* is a JavaScript detection tag that identifies bot vs. human site visitors. The tag is placed on a page level, usually via a tag manager, across the entire site or a subset of pages. Areas of the site that should be tagged with Botguard for Growth Marketing include campaign landing pages, payment pages, form fill pages and more. In general, we recommend tagging the entire site for full bot coverage.

Once the detection tag fires, it collects thousands of signals, i.e. technical evidence, from the browsing session. These signals include network level activity, user agent information, os, hardware and much more. These signals are then packaged, encrypted and sent over to HUMAN for analysis. Using a special set of algorithms, we then analyze the signals and determine with high level of confidence whether the session originated from a bot or a human.

The data collection described above happens on the client side and runs **asynchronously** to avoid negative impact on page load performance. **We do not set/read cookies**. We utilize the [localStorage](#) object to persist detection sessions for 30 minutes at a time. For privacy purposes, sessions are bound to top level domain sites only.

The results of our investigation are available for customer consumption via our comprehensive Dashboard, Reporting API and 3rd Party Integrations. We are continuously working on improving and expanding our integration capabilities in order to allow customers to enrich their marketing and site analytics data with our bot detection data.

General Requirements

To successfully deploy and integrate BotGuard for Growth Marketing, it is important to follow the requirements below:

- Identify the various marketing tactics used to drive visitors to your site.
- Identify the areas in your site that attract most of the visitors or areas that you believe are most susceptible to bot traffic.
- Identify the individuals/teams in your organization with access to your tag manager/digital property management system and your marketing platform(s).

✓ Tip

BotGuard for Growth Marketing tag deployment and integration with 3rd party marketing/analytics systems **do not** require engineering efforts. Marketers and site analytics specialists who are familiar with their site setup can follow the step-by-step guide below to complete the process.

Tag Deployment and Integration Process

The process of deploying the BotGuard for Growth Marketing detection tag and integrating it with your site analytics system(s) is implemented in a **self-serve** fashion. This guide includes detailed step-by-step instructions with plenty of screenshots to direct you through the process. Please contact your HUMAN representative at any point in the process should you require assistance.

ⓘ Note

To avoid configuration and custom setup conflicts, please consult with your dedicated marketing/site analytics specialists prior to making any changes to your site and/or to your 3rd party marketing platforms.

In general, the process consists of the following broad steps:

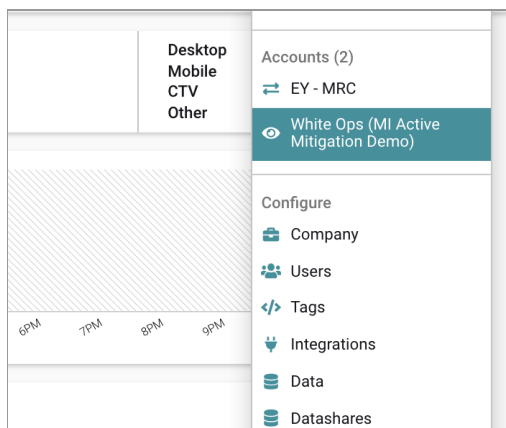
1. Tag Configuration and Retrieval

In this step you or your CSO rep will configure and download a BotGuard detection tag via the HUMAN dashboard. This step includes configuration

1. Tag Configuration and Retrieval

ⓘ The steps below require admin-level access to the Dashboard.

1. After logging in to the HUMAN Dashboard, open the **main menu**
2. Click **Tags**



3. Click **New Tag** on the next screen to open the build tags screen
4. Select product BotGuard for Growth Marketing
5. Name the Tag Appropriately

6. Copy the tag script from the Tag Preview. This is the script that will be inserted into your site directly or viz. A tag manager like Google Tag Manager
7. Save the Tag.

Build Tags

Product Type: Marketing Integrity Tag Type: Script Tag Quantity: Script Tag

https Enabled CNAME Disabled

Tag Name:

Tag Preview:

```
<script src="https://s.cdnsynd.com/2/259353/analytics.js?dt=2593531622742343702000&pd=mkt" async="true"></script>
```

Tag Link Preview:

Key	Value	
Tag ID(Dt)	2593531622742343702000	Macro
Product Type (Pd)	mkt	Macro

[+ add key](#)

2. Tag Deployment

1. You should now have a tag from CSO or built by you that will look something like this:

```
<script src="https://s.cdnsynd.com/2/259353/analytics.js?dt=2593531622742343702220&pd=mkt"
  async="true"></script>
```
2. Insert this tag in the header section of your website to execute as early as possible
3. Ensure that this tag fires on every page view unless otherwise advised by HUMAN CSO team

3. Tag Deployment via Tag Manager (GTM Example)

We enable clients to insert their Tags via their TAG Manager of choice eg. Google Tag Manager, Tealium, Adobe Launch etc. Our tag is only a couple of lines of code and can be easily implemented as with any tag that you deploy on your tag manager. For illustrative purposes we describe doing this in Google Tag Manager below:

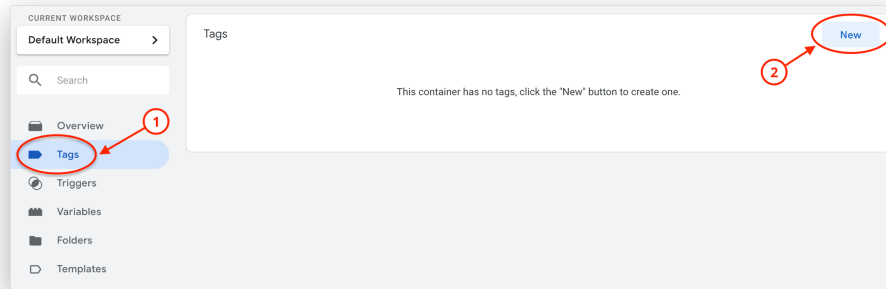
Google Tag Manager (GTM)

In Google Tag Manager:

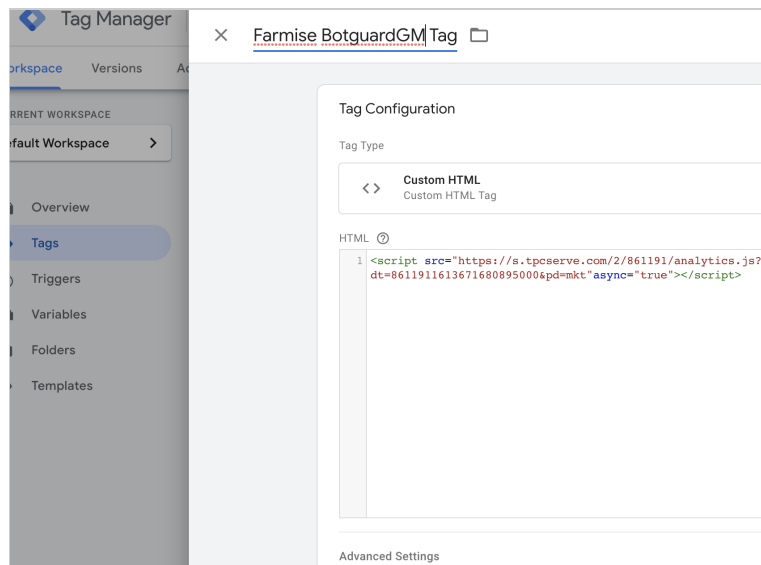
Adding New BotGuard for Growth Marketing Tag

In Google Tag Manager:

1. Navigate to the **Tags** screen (left menu).
2. Click on **New**.



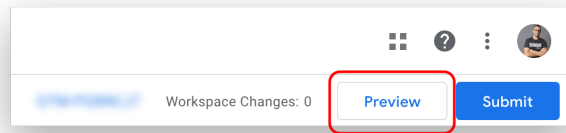
3. Name the new tag appropriately e.g **HUMAN - BotGuardGM** (short for BotGuard for Growth Marketing)
4. Click on tag configuration and select **Custom HTML** tag from the list
5. Configure the new tag as follows:



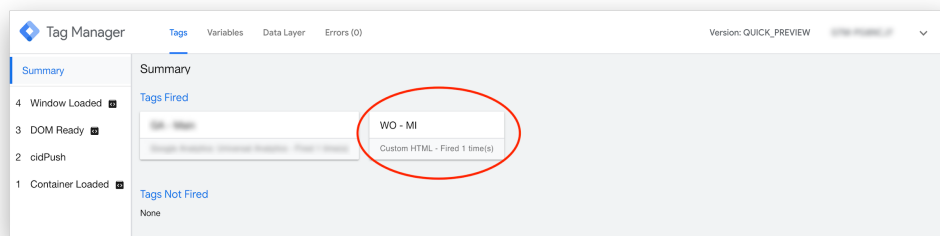
6. Click on the **Triggering** section and select **All Pages**.
7. Click **Save**.

Testing the Tag

In Google Tag Manager, enter the Preview mode by clicking on the **Preview** button on the top right corner:



Once preview mode is enabled, navigate to your webpage where the tag is deployed. You should be able to see the tag firing in GTM's preview window:



Once verified that the tag loads correctly, submit (deploy) your changes and notify your dedicated HUMAN representative. and notify them that the tag is deployed. Once the tag is deployed the data should be visible in the HUMAN Dashboard within an hour and can be verified by our Support team.