

# TRACKERMAP SCAN A TAG

Let's say you're about to deploy the tag of a particular marketing technology on a site. Would you do it if you knew that tag was going to usher in 15 other third-party tags without your knowledge?

## KNOW BEFORE YOU DEPLOY.

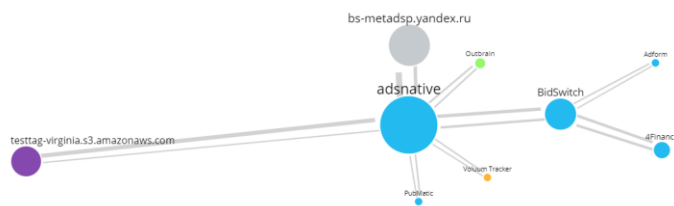
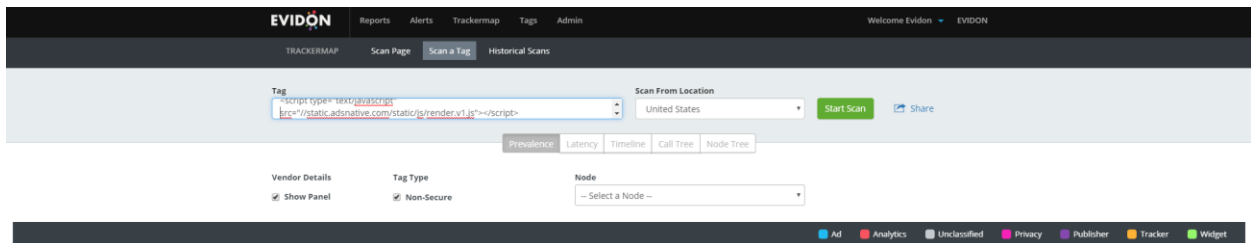
Tags you don't know about can put your client data in jeopardy. When you're unaware of them, you can't manage them effectively. What if some of those companies, for instance, are collecting your audience data and selling that data elsewhere?

These types of unknown risks could increase your cost per acquisition when you buy advertising and reduce your average CPM, when you are selling advertising on your own site. Excess tracking code can also slow your site down, further jeopardizing

sales. And it can compromise the privacy of everyone who visits, because you don't know they are there. This could also hurt your compliance and damage your brand's trust in consumers' eyes.

**Scan a Tag** allows you to scan a script on a clean Chrome browser, in a test environment. Use this tool to test scripts that load additional resources. This helps ensure the tag functions properly and doesn't call in unwanted 3rd-party tags.

Simply click on Scan a Tag, paste your code into the Tag text field, choose a location, and click Start Scan.



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All the views in Trackermap are available. You can view Prevalence, Latency, Timeline, Call Tree and Node Tree. If a non-secure tag is firing, make sure the checkbox is checked and the call renders are a dotted red line.

If the Vendor Details Show Panel checkbox is checked, you can click on a node to see Vendor details with Tag Path and Latency information.

You can also share this scan with coworkers, clients, partners, etc.

If you'd like to see how it works, here are **some example tags**:

```
<script type="text/javascript" src="//static.adsnative.com/static/js/render.v1.js"></script>
<script type="text/javascript"
src="http://cdn-static.liverail.com/js/companions.js?20131002"></script>
```

**Here is a pixel tag.** It doesn't call in any additional resources, but you can use the tool to test that it is functioning properly.

```

```