



VIBRANT

Leaders of Contextual Marketing
Be Relevant. Be Seen.

Implementation Guide

Effective: October 2019

Implementing Code

Vibrant will provide you a JavaScript tag that will allow our technology to run on your website. The correct placement of this tag is essential for the performance. The JavaScript code should be placed in the head section of the source code or be served as one of the first elements in your ad server. Please let us know if you are using DFP or if you are running a WordPress website, as special tags/plugins are required.

Example of proper code implementation:*

```
<head>
  <!--VibrantMedia AdTag Start -->
  <script>
    (function(d, s, host, ipid) {
      var e = d.createElement(s);
      e.type = ,application/javascript`;
      e.async = !0;
      e.src = ,//` + host + ,/intellitxt/front.asp?ipid=` + ipid;
      d.getElementsByTagName(s) [0] .parentNode.appendChild(e);
    })(document, ,script`, ,k.intellitxt.com`, 1234);
  </script>
  <!--VibrantMedia AdTag End -->
</head>
```

*This is only an example, please use the correct tags provided specifically for your website.

Please note:

- » The JavaScript line should never be broken; it must be on a single line. Word wraps need to be separated with a semicolon.
- » Only add the Vibrant code to pages you want Vibrant ads to be applied - preferably content rich pages.
- » Avoid placing the code on Forms, Thank You or other pages with little to no content.



The Vibrant code will be limited to running on the domain of your website. If you have other domains you would like to run the Vibrant code on, please let your account manager know. They will evaluate each site and if approved, new tags will be issued for that site.