

DATA CROFT

TV Push2Web Service

Realtime Integration –
Push your TV-spot information
into your web analytics tool



Datacroft TV Push2Web Service Installation Guide

The TV Push2Web Service is a multi-tenant service whose installation will take only a few minutes of your time. The delivered data comprises information, whether a spot was shown within a client specific time boundary or not, and additional TV-spot information such as channel, genre, region (etc.).

Integration of client-specific data into client's web analytics tool

During the whole installation process our team will support you integrating the TV Push2Web Service into the web analytics tool of your choice. We will provide you our TV Push2Web JavaScript Tag, that has to be integrated via your Tag Management System or natively into the website. Our specialists will support the integration and will advise you step by step (e.g. via screenshare session). Once the tag has been integrated, our service will respond with the live tv information that are via the tag pushed into the dataLayer. For a clean and comfortable web analytics setup one free dimension (eVar) and one free metric will be needed to contain all of your TV-information.

Further questions?

Please contact us at tv2web-support@datacroft.de in order to talk to us about your specific requirements for an individual setup and any questions you have concerning the technical implementation.