DYNAMICS

Variables

Variables are used to dynamically insert text into site tags (like an eVar or event). Variables are wrapped in %...% syntax.

<table>
<thead>
<tr>
<th>Category</th>
<th>Action</th>
<th>Label</th>
<th>(Optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td>blog post</td>
<td>%this.title%</td>
<td>path</td>
<td>%URI%</td>
</tr>
</tbody>
</table>

use selected element
use child element
Dynamically insert the title and inner HTML for:
<title>set a cookie memory in days (integer). If you need to store a value more permanently, use cookies (below).</title>

inner HTML
Output

Other example uses:
href
alt
class
src
inner text
custom attribute

Other useful variables:
%URL% pathname
%URL% hostname
%URL% protocol

Data Elements

Data Elements are an alternative way of setting a variable. These are most useful when you use value(s) across multiple rules.

using data elements in a rule
%Element Name%

set a data element
_satellite.setVar("Element Name",value);

goto a data element
_satellite.getVar("Element Name");

Note: Each time you call a data element, DTM tries to reset the value. If you need to store a value more permanently, use cookies (below).

Cookies

Cookies store values over a certain period of time. They are similar to Data Elements, but instead allow you to set a cookie memory in days (integer).

set a cookie
_satellite.setCookie("Cookie Name",value,days);

read a cookie
_satellite.readCookie("Cookie Name");

COMP SCI

JavaScript

Below are some of the most commonly used methods in JavaScript. Note that many DTM implementations don't even use JS, but just in case...

JavaScript Regular Expressions

<table>
<thead>
<tr>
<th>modifier</th>
<th>function</th>
</tr>
</thead>
<tbody>
<tr>
<td>/g</td>
<td>global matching</td>
</tr>
<tr>
<td>/i</td>
<td>case insensitive</td>
</tr>
<tr>
<td>/s</td>
<td>single line mode</td>
</tr>
<tr>
<td>/m</td>
<td>multi line mode</td>
</tr>
</tbody>
</table>

JavaScript Selectors

get element by id
get elements by class
get elements by tag

JavaScript Logic Tests

if statement
if(i==0){some action}
else if(i>1){some action}
else{some action}

switch statement
switch(i){
case n:
some action;
break;
default:
some action;
}

jQuery

Below are some common jQuery methods. If available, consider using sizzle as a selector.

prefixes
$(this) $(#id') $(class)

suffixes
.parents() .children() .siblings() .html() .text() .find() .attr() .html() .val() .first() .last() .eq()

selectors
$("div img") $("#div") $("[title=equals"]")

function
select all img within div only direct img children anchor title equals string title doesn't equal string select 1st anchor element select last ul of last li first li of every ul id contains string class ends with string id begins with string selects all checked boxes selects active inputs

Bonus!
efficient $(this).text();
_satellite.text("text");

LOGIC

Diagnostics

DTM has useful functions built into the platform that help QA tags. The code below can be used in functions or typed directly into your console.

enable staging library in production
localStorage.setItem('sdsat_stagingLibrary',true);

enable debug mode (useful to QA rules)
_satellite.setDebug(true);

hide browsing activity from DTM
localStorage.setItem('hide_activity',true);

cross-browser compatible console.log()
_satellite.notify('text to display',[1-5]);

Note: Messages from _satellite.notify() are only viewable in Debug mode. Additionally, the 1-5 integer sets the importance level of the message.

get the date of the last publish
_satellite.publishDate;

goto the date of the last library build
_satellite.buildDate;

Regular Expressions

Regular Expressions (RegEx) is a method of matching that can be used within DTM (and JavaScript and others) to select groups of text.

Core Patterns

Examples