



# Landing Page Front-end Integration

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## How to integrate Boxalino Landing Pages

Boxalino Landing Pages generate HTML and manage (optionally) media resources (css, javascript, images, etc.).

The resulting HTML can be transferred to the client's browser in 3 different ways:

| Sub-domain<br>The simplest way  | Proxy<br>To keep you URL unchanged   | HTML layer<br>To keep your header and footer on your side   |
|---|--|---|
| <ul style="list-style-type: none"> <li>• Set-up a sub-domain on our server.</li> <li>• Some ideas for you: <ul style="list-style-type: none"> <li>• intro.yoursite.com</li> <li>• offer.yoursite.com</li> <li>• shop.yoursite.com</li> </ul> </li> <li>• Connect the sub-domain directly to our server IP: 46.4.38.140</li> <li>• NB: please make sure to use the same domain (yoursite.com) which is used in your Google Analytics tracking (if you have both .ch and .com, but track on .ch, please make the connection on .ch too!)</li> <li>• The simplest solution for AdWords and Newsletter traffic</li> </ul> | <ul style="list-style-type: none"> <li>• Create a proxy calling our server and displaying the resulting HTML</li> <li>• Logic can be very simple (forward request)</li> <li>• You can make it more advanced with a special URL mapping logic (if you don't want to configure your URL logic in Boxalino Landing Pages)</li> <li>• Just display the resulting HTML (nothing to change)</li> <li>• Ideal for SEO traffic (no need to change URLs at all)</li> <li>• NB: don't use caching! the personalisation will not work anymore!</li> </ul> | <ul style="list-style-type: none"> <li>• Integrate a DIV layer where you want on your page</li> <li>• No need to transfer your header and footer logic and content in the landing page (the layer will typically not provide them, but focus on the main inner content)</li> <li>• Ensure 100% compatibility and "one-place-for-all-configuration" for all your trackers and other special HTML requirements</li> <li>• Mix Boxalino Landing Pages content with your normal CMS content</li> <li>• NB: don't use caching! the personalisation will not work anymore!</li> </ul> |

## Integrate a sub-domain:

The only technical requirement is to create a sub-domain with our server.

Please ask to Boxalino's team to confirm you the number of the ip.

If you are using Google Analytics, the cross-domain tracking is by default considering a visit to a sub-domain to be a different visit than to your main domain.

As this is usually not the desired behaviour, please integrate this code in your Google Analytics tracking:

```
<script>

var _gaq = _gaq || [];

_gaq.push(['_setAccount', 'UX-XXXXX-X']);

_gaq.push(['_setDomainName', 'yoursite.com']);

_gaq.push(['_trackPageview']);

</script>
```

Ref: <https://developers.google.com/analytics/devguides/collection/gajs/gaTrackingSite#multipleDomains>

## Integrate a proxy (also applies to HTML layer):

To integrate a proxy, the process is mainly a redirect of the URL to our server and the display of the returned data (which is already formatted as HTML).

- Forward the call to your website to our server.

For example:

[http://www.yoursite.com/PATH?some\\_parameter=some\\_value](http://www.yoursite.com/PATH?some_parameter=some_value)

*Becomes*

[http://lp-saas1.bx-cloud.com/route/<accountId>/PATH?some\\_parameter=some\\_value](http://lp-saas1.bx-cloud.com/route/<accountId>/PATH?some_parameter=some_value)

- Forward the HTTP referrer and the user agent you receive (so we can consider it as the request of the user directly to our server).
- If present, the cookies 'cems' and 'cemv' must be forwarded in the request you send to our server.
- If not present, the cookies 'cems' and 'cemv' must be created and forwarded as follows:
  - o 'cems' to be set with a session id to be unique for this session and to last until the end of the session
  - o 'cemv' to be set with a unique visitor id (should be a unique identifier for the visitor, typically the session id can also be used here) and to last for at least 30 days
- The response you receive from our server will include those cookies in any case (typically equal in content if included in the request), make sure to include them in your HTTP-response.

## Integrate an HTML layer

To integrate an HTML layer, the process is exactly the same as to integrate a proxy, but instead of displaying the resulting HTML as the full HTML, you can integrate the returned layer into your own HTML.

Header Javascript and CSS files need to be integrated as well in your HTML (depends on the project, will be provided to you before the go-live).