SITE INTERCEPT
technical documentation
What is Site Intercept, and why are we using it on our site?

Qualtrics Site Intercept helps organizations measure and enhance the experience a web visitor has within their digital media.

1. Targeted feedback requests from site traffic. This targeted request typically is triggered through site behavior, visitor profile information, random sample, or a combination of the three.

2. Prompts, messages, promotions, etc. that can be dynamically delivered to site visitors (also based on behavior, profile information, sample, etc.).

Your organization controls any and all targeting logic, creative types, and deployment rules.

In order to run a Qualtrics project on the website, we will need to place a snippet of JavaScript code to your website. This can be added once to your website, and all changes can be handled directly within the Qualtrics product rather than including your IT team each time a change is required.
FAQ

Is it secure?

We do not pass any data to Site Intercept servers unless it’s needed for targeting logic. That said, we do not store any of this data in our system.

To secure this data over the wire and protect it from man-in-the-middle attacks, we recommend using “HTTPS” protocol.

Protocol refers to how content is delivered to the visitors’ web browser. Site Intercept offers three options – deliver the content insecurely (HTTP), deliver it securely (HTTPS), or follow whichever option your website is using (Auto). Auto is generally the best option.
FAQ

Where can I locate the Site Intercept code for deployment?

Site Intercept Zone code can be found by going to the Get Zone Code section of the Zones tab within your Site Intercept account. You can simply copy the code and send it to your web development team for implementation. No modifications need to be made to the code.

Zone code will be able to display any Intercept that has been built within that zone, and is our recommendation as opposed to Intercept code which can only display one intercept at a time.
Site Intercept code is asynchronous, meaning that it only runs after everything else on the page has loaded. This means that Site Intercept code will not prevent any other aspect of your page from loading because it will only run once the onLoad event is triggered.

Let’s run through the process of what happens when a visitor views a page that contains Site Intercept code:

- A website visitor will view a page in their browser containing the Site Intercept code.
- The Site Intercept code (usually placed in the HTML head) will run right away upon page load and will insert another <script> tag at the end of the Html body when the page onLoad event is triggered.
- This <script> tag will request JavaScript code (Orchestrator) from Qualtrics servers that is cached in a content delivery network (CDN)
- The Orchestrator makes a targeting call to Qualtrics servers to determine which creatives to show. This call is not cached in CDN.
  - If necessary, a second targeting request is sent to the servers to obtain the required data (ex: JavaScript expression or cookie targeting).
  - Qualtrics obtains the Site Intercept definition from the database and builds the code appropriately.
- Based on the targeting response, the Orchestrator makes additional calls to get the different content needed to render on the page. The number of requests made varies depending on the number of creatives to show that pass targeting logic. All this content is cached in CDN, so it will be fast to load.
- The creative(s) appear(s) on the page.

The code is also dynamic, meaning that changes made to Intercepts and creatives from within the Site Intercept interface will not cause the code itself to change. Thus, changes can be made to Site Intercept content from within an account, and code will not need to be exchanged on the website for the changes to be seen.
1. ADD CODE DIRECTLY TO YOUR WEB PAGES
Site Intercept code can be added anywhere on a web page. Because the code runs asynchronously, it will only start loading once a web page has completely loaded all content (including images, script files, CSS files, etc.).

Our requests start happening once the onLoad event is triggered: https://www.w3schools.com/js-ref/event_onload.asp

Additionally, the location of where Intercepts actually appear on the web page is determined by settings determined within the Site Intercept interface. Thus, the location of the code within the page does not affect where on the page content will appear.

2. GLOBAL HEADER/FOOTER (RECOMMENDED)
We do recommend that Site Intercept code be added to either the Global Header or Footer. This allows for the easiest implementation of code as the code will be applied globally across the entire site all at once. This prevents the need to repeatedly add code to more pages as you go, which can be a lengthy process. If code has been added globally to your site in this way, you can then use URL Logic within an intercept to control on which pages an intercept actually appears.

We recommend using Zone code instead of Intercept code for a similar reason. Zone code can display all Intercepts within its Zone, thus allowing you to add new intercepts as you go without requiring new code to be added to a site each time you are looking to run a new project.

3. USE TAG MANAGERS
Another option for implementing Site Intercept on your site is to add it to a Tag Management system, instead of applying it directly to the site code. Code can be copied and pasted from the Site Intercept interface right into a Tag Manager.

Take note: Qualtrics is not able to fully troubleshoot issues with code applied to Tag Managers as we aren’t able to view the settings that have been enabled on your end.

Common Tag Management systems that our clients use in conjunction with Site Intercept are Tealium, Ensighten and Google Tag Manager. Tealium in particular has a wizard built that allows for easy implementation of Site Intercept. You will simply need the Zone ID for the Zone you are implementing, and your Organization ID.

Both of these can be obtained by going to the Account Settings menu and the Qualtrics IDs tab. A Zone ID will begin with ZN_, and the Organization ID can be found in the User section at the bottom of the Qualtrics IDs page.
FAQ

Who is typically involved in Site Intercept implementation?

Someone within your organization that has access to add content to your company’s website. Typically these are individuals on an IT team, Web Content team, etc;

Are there other instructions I need to know?

Are there any aspects of your website that don’t allow JavaScript or cookies?

Does your website run as a Single Page Application?

If either of these scenarios are true, reach out to your Qualtrics Account Manager for more detailed instructions.

Will Site Intercept slow down our site?

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FAQ

What if Site Intercept is down? Will that cause issues with our website?

If Site Intercept is experiencing any outages/issues, the Intercepts will simply not show up on the page. Beyond that there will be no impact to the visitor experience on your sites.

How quickly will the code run on my website?

We expect the Site Intercept code to load within 300 ms for more than 50% of requests and within 750 ms for more than 90% of requests.

Speed will vary based on user’s geographic location and how many intercepts and creatives a zone has.
Troubleshooting

**INTERCEPT LOGIC**
- Make sure values are right
- "Is" vs "Contains"
- Or/And Logic
- Watch out for spaces in the values

**REVISION HISTORY**
- Make sure Published version is most recent (or expected)

**WATCH FOR THE SITE INTERCEPT NETWORK REQUEST**
- Open developer tools
- Look at the network request for \(?Q.ZID\) etc
  - No network request - then implementation is not working.
  - Network request - check the parameters of the request for inconsistencies.
    Sometimes the code is implemented using a tag management system.
    There are cases where this implementation messes with the parameters
    in our request for current URL etc.
  - Network request with an error - check if Zone is activated.

**LOOK FOR OTHER HANGING SCRIPT REQUESTS THAT MIGHT BE INTERFERING WITH OUR SCRIPT**
- Inspect Element -&gt; Console (this is where errors appear)

**VIEW PAGE SOURCE TO SEE IF THE CODE IS THERE**