Spectrum

IMR Tracking Instructions

1. **Track**

   a. **Place this code in the `<head>` tag on ALL pages:**

```
<script language="JavaScript" type="text/javascript">
var imr_clientID = 1;  //Required. Assigns the client id (replace with your client id)
</script>
<script language="JavaScript" type="text/javascript" src="https://www.imrtrack.com/track.js"></script>
```

2. **Collect**

   a. **Tell the IMR what fields to collect and add them to the script above on each form page. The available fields are:**

```
var imr_conType = ''; //Required for collection. Name of the conversion you are collecting
var imr_conForm = ''; //Required for collection. Name of the form (in asp.net usually '_ct10')
var imr_conFullName = ''; //Form field for full name
var imr_conFirstName = ''; //Form field for first name
var imr_conLastName = ''; //Form field for last name
var imr_conAddress1 = ''; //Form field for address 1
var imr_conAddress2 = ''; //Form field for address 2
var imr_conCity = ''; //Form field for city
var imr_conState = ''; //Form field for state
var imr_conTerritory = ''; //Form field for territory
var imr_conCountry = ''; //Form field for country
var imr_conPostal = ''; //Form field for postal
var imr_conCompany = ''; //Form field for company
var imr_conFullPhone = ''; //Form field for full phone
var imr_conPhoneArea = ''; //Form field for phone area code
var imr_conPhonePrefix = ''; //Form field for phone prefix
var imr_conPhoneSuffix = ''; //Form field for phone suffix
var imr_conFullMobile = ''; //Form field for full mobile
var imr_conMobileArea = ''; //Form field for mobile area code
var imr_conMobilePrefix = ''; //Form field for mobile prefix
var imr_conMobileSuffix = ''; //Form field for mobile suffix
var imr_conFullFax = ''; //Form field for full fax
var imr_conFaxArea = ''; //Form field for fax area code
var imr_conFaxPrefix = ''; //Form field for fax prefix
var imr_conFaxSuffix = ''; //Form field for fax suffix
var imr_conEmail = ''; //Form field for email
var imr_conWeb = ''; //Form field for website
var imr_conComments = ''; //Form field for comments
```

```
var imr_conMisc = ''; //Miscellaneous form field
```

Example:

```
<head>
<script language="JavaScript" type="text/javascript">
var imr_clientID = 1;
var imr_conType = 'Contact Request';
var imr_conForm = 'Form';
var imr_conFullName = 'Name';
var imr_conAddress1 = 'Address';
var imr_conCity = 'City';
var imr_conState = 'State';
var imr_conPostal = 'Zip';
var imr_conFullPhone = 'Phone';
var imr_conFullFax = 'Fax';
var imr_conEmail = 'EMail';
</script>
<script language="JavaScript" type="text/javascript" src="https://www.imrtrack.com/track.js"></script>
</head>
```

If you need to collect information from a form on another page for the same conversion, use the same `imr_conType` name

Example:

```
<head>
<script language="JavaScript" type="text/javascript">
var imr_clientID = 1;
var imr_conType = 'Contact Request';
var imr_conComments = 'Comments';
</script>
<script language="JavaScript" type="text/javascript" src="https://www.imrtrack.com/track.js"></script>
</head>
```

To collect order id and order amount, wrap the text with a `<span>` tag and use the ids `imr_orderID` and `imr_orderAmount`

Example:

```
<head>
<script language="JavaScript" type="text/javascript">
var imr_clientID = 1;
var imr_conType = 'Order';
</script>
<script language="JavaScript" type="text/javascript" src="https://www.imrtrack.com/track.js"></script>
</head>
<body>
```

```
Order ID: <span id="imr_orderID">1001</span>
Amount: <span id="imr_orderAmount">$19.99</span>
</body>
```

b. **Call the `imr_collectInfo` function. This will typically be done using an `onClick` event on the submit button for the form.**

Example:

```
<input name="submit" type="submit" value="submit" onClick="imr_collectInfo();">
```

If you are working in asp.net, and the submit button is a server control. Use the following code to add the `onClick` event to the server control after the `Page` directive.

Example:

```
<%@ Page %>
<% Submit.Attributes.Add("onClick","imr_collectInfo();") %> 'Change Submit to the ID of the control
```

3. **Convert**

a. **Call the `imr_convert` function on a SUCCESSFUL conversion**

If on a successful conversion the website directs the users to another page. You can call the function anywhere on that page

Example:

```
<head>
<script language="JavaScript" type="text/javascript">
var imr_clientID = 1;
</script>
<script language="JavaScript" type="text/javascript" src="https://www.imrtrack.com/track.js"></script>
<script language="JavaScript" type="text/javascript">
imr_convert();
</script>
</head>
```

If a successful conversion occurs on the same page as the form, and a message is dynamically displayed to the users, you call the function in that same code block.

Example:

```
<head>
<script language="JavaScript" type="text/javascript">
var imr_clientID = 1;
</script>
<script language="JavaScript" type="text/javascript" src="https://www.imrtrack.com/track.js"></script>
```

```
</head>
<body>
<% If bolSuccessful = True Then %>
Your order has been submitted
<script language="JavaScript" type="text/javascript">
imr_convert();
</script>
<% End If %>
</body>
```