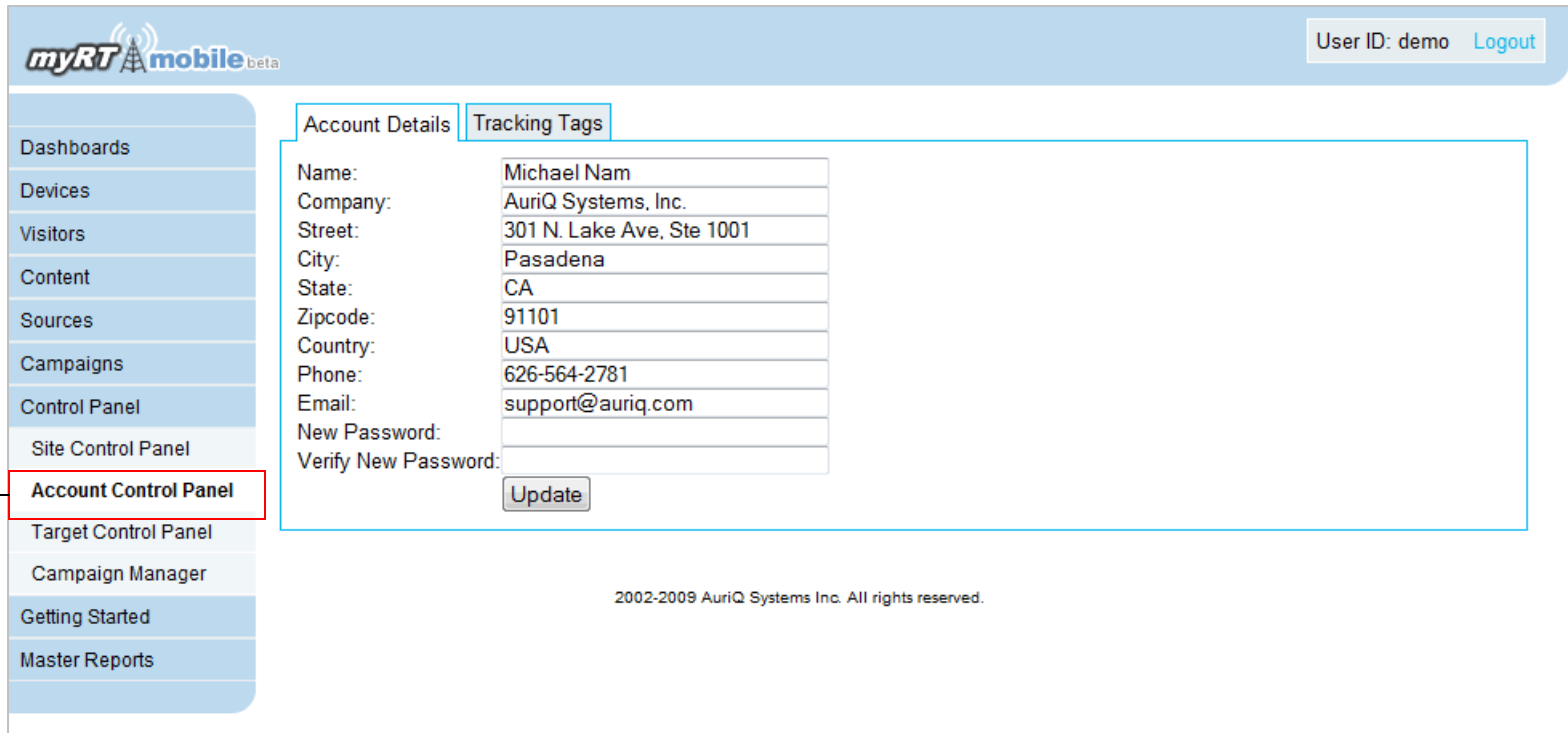


Account Control Panel

The Account Control Panel is where you can change your account information including your passwords. More importantly, this is where you can find your **tracking tags** for your account.



myRT mobile beta

User ID: demo [Logout](#)

Account Details **Tracking Tags**

| | |
|----------------------|---------------------------|
| Name: | Michael Nam |
| Company: | AuriQ Systems, Inc. |
| Street: | 301 N. Lake Ave, Ste 1001 |
| City: | Pasadena |
| State: | CA |
| Zipcode: | 91101 |
| Country: | USA |
| Phone: | 626-564-2781 |
| Email: | support@auriq.com |
| New Password: | |
| Verify New Password: | |

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Account Control Panel

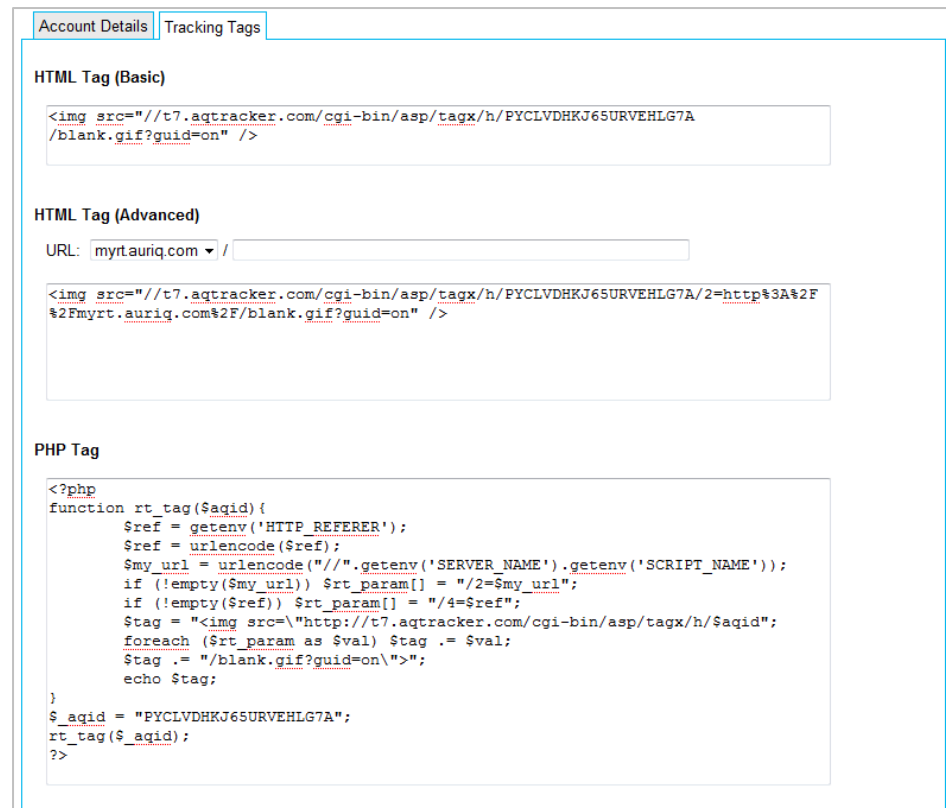
Which Tag should I use?

In myRT Mobile, there are multiple types of tracking tags that can be implemented into your site. It's important to understand the capabilities and limitations of each type before selecting which one you will use.

Tracking tags primarily fall into two categories:

- Image based tag
- Server based tag

In most cases, you simply need to **copy and paste** the tag into your mobile web pages.



The screenshot shows the 'Tracking Tags' tab in the Account Control Panel. It displays three types of tracking tags: HTML Tag (Basic), HTML Tag (Advanced), and PHP Tag. Each tag type has a corresponding code block for implementation.

HTML Tag (Basic)

```

```

HTML Tag (Advanced)

URL: myrtauriq.com /

```

```

PHP Tag

```
<?php
function rt_tag($aqid){
    $ref = getenv('HTTP_REFERER');
    $ref = urlencode($ref);
    $my_url = urlencode("///".getenv('SERVER_NAME').getenv('SCRIPT_NAME'));
    if (!empty($my_url)) $rt_param[] = "/2=$my_url";
    if (!empty($ref)) $rt_param[] = "/4=$ref";
    $tag = "<img src=\"http://t7.aqtracker.com/cgi-bin/asp/tagx/h/$aqid\"";
    foreach ($rt_param as $val) $tag .= $val;
    $tag .= "/blank.gif?guid=on\">";
    echo $tag;
}
$_aqid = "PYCLVDHKJ65SURVEHLG7A";
rt_tag($_aqid);
?>
```

Account Control Panel

HTML Tag (Basic)

This tracking tag is a 1x1 pixel image tag. Of all the tracking tags, this one is the most limited.

HTML Tag (Basic)

```

```

Things you can get with this tag:

1. Device
2. Carrier
3. Click count
4. Time On Site
5. Pageview/Visit
6. Geographic Location
7. Pageviews *

Things you can't get with this tag:

1. External Referrers
2. Search Engines
3. Search Engine Keywords

***Note:** Pageview information using this tag is derived from the referrer information in the header. Some Carriers strip this data in the request header so it might result in missing Pageviews.

Account Control Panel

HTML Tag (Advanced)

This tracking tag is a 1x1 pixel image tag. Similar to the basic tag except this one provides a solution for dealing with instances when the Carrier strips referrer information from the request headers. This tag is best used when you don't have many unique pages and you can afford to tag each page separately.

HTML Tag (Advanced)

URL: /

```

```

If you have multiple sites with different domains, then choose the domain in the drop down box first then input the page information.

You can specify what you want to be recorded as the pageview in myRT Mobile for the page using this tag. Simply enter the directory and page name in the specified field. The tag below will automatically update with the specified directory and page name added.

Account Control Panel

PHP Tag

This tracking tag is a PHP generated tracking pixel. Unlike the HTML tags, this tracking pixel is able to capture more complete visitor data including referring source, search engine and search keyword info. In order to use this tracking tag, your web server must support PHP.

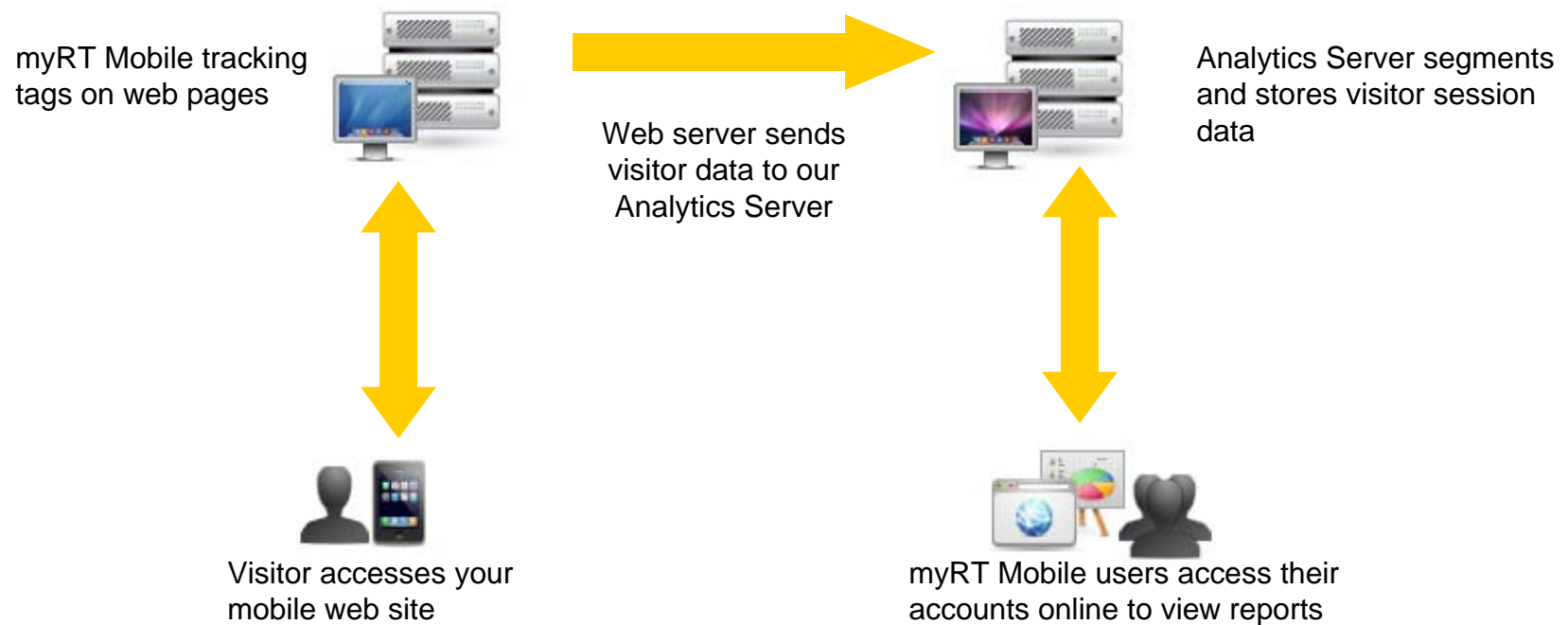
PHP Tag

```
<?php
function rt_tag($aqid){
    $ref = getenv('HTTP_REFERER');
    $ref = urlencode($ref);
    $my_url = urlencode("://" . getenv('SERVER_NAME') . getenv('SCRIPT_NAME'));
    if (!empty($my_url)) $rt_param[] = "/2=$my_url";
    if (!empty($ref)) $rt_param[] = "/4=$ref";
    $tag = "<img src=\"http://t7.aqtracker.com/cgi-bin/asp/tagx/h/$aqid\"";
    foreach ($rt_param as $val) $tag .= $val;
    $tag .= "/blank.gif?guid=on\">";
    echo $tag;
}
$_aqid = "PYCLVDHKJ65URVEHLG7A";
rt_tag($_aqid);
?>
```

Account Control Panel

Server to Server Tags

myRT Mobile also has available server side tracking tags that does not rely on the loading of a tracking pixel by the visitor's browser. Web pages using this tag initiate a server to server communication between your web server and our analytics server.



Account Control Panel

Server to Server Tags

Currently, we have a PHP and JAVA version of the server to server tracking codes. If you would like to request either of these versions, please send an email to support@auriq.com with your request.