



# **Technical Installation Guide**

*Tracking Code Implementation*

**Version 3.04  
JANUARY 2004**

**TABLE OF CONTENTS**

**GENERAL..... 3**

**BASIC INSTALLATION..... 3**

    Installation for Frames ..... 3

    Installation for SSL Pages ..... 4

    Installation for Flash Sites and Applications ..... 4

    Installing the Tracking Code Manually ..... 4

    Installing The Tracking Code with the Installation Wizard ..... 5

**YAHOO! STORE & MIVA MERCHANTS..... 6**

**TRACKING CODE CUSTOMIZATION..... 7**

    Document Names ..... 7

    Document Groups..... 8

    Actions (Conversion Ratio Analysis)..... 8

    Revenue Tracking..... 10

    Tracking The Order ID ..... 10

    Tracking Registered Members..... 11

**CAMPAIGN MANAGEMENT..... 13**

    General ..... 13

    Identifying Campaigns (URL Parameter Analysis or Tracking string)..... 13

    Setting up a Campaign ..... 13

    Example: Setting up an Overture CPC Campaign..... 14

**SCENARIO ANALYSIS..... 15**

    General ..... 15

    Setting Up A Scenario ..... 15

**FLASH TRACKING..... 17**

    The Flash Tracking Code..... 17

    The Flash ActionScript command ..... 17

    Example ..... 18

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## GENERAL

Installation of the tracking tool is as simple as inserting code provided by the Blizzard Tracker into the pages of your Web site for which you want to measure traffic **and** uploading a Javascript include-file (tracking.js) to your web server. A unique code and a unique include file are generated for your site.

The service allows you to customize the tracking code. You can insert a unique name into the tracking code on each page, so that you can better distinguish pages in your reports. You may also group sets of pages using a document-grouping variable, define custom lead or sale actions on certain pages of your web site or track the member id of your registered members. You can add custom variables and paste this code into your site pages manually, or with custom scripting.

## BASIC INSTALLATION

Other remotely hosted tracking services sometimes use different sets of code for main page and sub-pages of a web site. With Blizzard Tracker there is only one set of code for all site pages. You should insert the **same tracking code** into all pages of your Web site for which you want service to measure traffic.

### INSTALLATION FOR FRAMES

If your web site uses frames, you should insert the tracking code **only in the content frames**, not in the navigation frames, side frames, or framesets. Follow the aforementioned instructions to add the code to the pages that will make up the content frames of your web site.

Do not place the tracking code into multiple frames. If you put the code in more than one frame you will dramatically inflate the total page view counts.

Note: If you are using a HTML editor - such as Macromedia Dreamweaver, Homesite, Microsoft FrontPage - to add the tracking code, and you are having difficulties, please see the Help system for additional instructions about HTML editors.

## INSTALLATION FOR SSL PAGES

If your web site is secured by SSL, you should use the Blizzard Tracker SSL Tracking Code for tracking. Follow the steps below to obtain the tracking code for your SSL pages.

1. Log in to your account
2. Click on the *INSTALLATION* tab in the menu bar
3. Select the 'I need a tracking code for HTTPS / SSL pages' option

Please note that a separate SSL include file and an SSL tracking code will be generated. You'll need to upload the include file (tracking\_ssl.js) to your SSL web server and insert the tracking code generated into your SSL pages.

## INSTALLATION FOR FLASH SITES AND APPLICATIONS

The service allows you to track the activity of your visitors within a Flash site or application. In order to complete the installation of Flash tracking you need development knowledge of Flash. For more information on flash tracking, see the section '**FLASH TRACKING**' at the end of this manual.

## INSTALLING THE TRACKING CODE MANUALLY

The following instructions will provide you general guidelines for installing the tracking code by hand. Customization options are discussed further on in this guide.

1. Open the Blizzard Tracker web page in your web browser and log on to your account.
2. Select the **INSTALLATION** link at the Control Center page. The Set Up wizard will guide you through a 2-step process. At the second step you will receive the tracking code for your web site's pages and a Javascript include file called tracking.js.
3. Upload the tracking.js file to the root directory of your web server
4. Select the code you need and copy it to the clipboard. Make sure you have selected all the code.
5. Open the HTML page in a text editor and paste the code into the **BODY** part of your page right before the closing **</BODY>** tag or right after the opening **<BODY>** tag.
6. You may want to define a Document Name and Document Group
7. Repeat steps 4 through 5 and 6 if desired, for **every page on your Web site** that you want Blizzard Tracker to track.

Note: If you are upgrading your site pages with a new version of the tracking code, make sure you remove any old code from your pages.

## INSTALLING THE TRACKING CODE WITH THE INSTALLATION WIZARD

The following provides you with instructions on installing and using the Installation Wizard.

To use the Installation Wizard, you must first download it from the Blizzard Tracker Control Center and double-click the EXE file after the download has completed.

Please note that the Installation Wizard is designed to run under Windows-based computers. You will not be able to use the Installation Wizard if you have dynamic pages (e.g. php, asp). See 'Installing The Tracking Code Manually' for instructions on how to insert the code manually. Also, please read the section 'Installation for Frames' if your web site utilizes frames.

To add the code using the Installation Wizard you must be connected to the Internet.

1. Double-click the Installation Wizard EXE file.
2. Select 'I already have an account with 'Blizzard Tracker' and click on the 'Next' button
3. **Step 1.** Select a web site project (most accounts contain only one project, however, certain packages allow you to manage multiple projects under the same account)
4. **Step 2.** Use the file selector panel that contains your site's HTML pages.
5. **Step 3.** Download & save the tracking.js file and upload it to the root directory of your web server
6. **Step 4.** Open the tracking code manager and add your web site's pages into the list by highlighting each page and clicking on the 'Add to List' button. Hold down your Ctrl key to select more than one page at a time.
7. Select a backup folder. This is recommended, as the Installation Wizard will overwrite any existing files.
8. Click on the Add code button at the bottom of the window.
9. You may want to customize the DOCUMENT NAME and DOCUMENT GROUP of your pages. By default you will see a document name at each file based on the HTML <title> tag. You can change this name by selecting a page and pressing the '*Set document name and group*' button at the bottom of the window. If you are not familiar with the expressions 'DOCUMENT NAME' or 'DOCUMENT GROUP' see corresponding instructions detailed in the Code Customization section of this guide.

After you have successfully inserted the Blizzard Tracker Tracking Code into your web site's pages upload the files to your web server. Please contact your system administrator or your webmaster if you need help with this step.

## **YAHOO! STORE & MIVA MERCHANTS**

A separate installation guide is available specific to Yahoo! Store or Miva Merchant operators. The guide offers detailed instructions for placing the standard and customized tracking code within the Yahoo! Store Editor or Miva Client Interface.

Yahoo! Installation Guide – contact your account manager  
Miva Merchant Installation Guide - contact your account manager

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## TRACKING CODE CUSTOMIZATION

The tracking code includes various variables that are available for you to activate in order to collect deeper information or to track specific actions and data such as a document name, a sale action and/or the corresponding revenue data. To activate any variable the leading slashes (//) need to be removed.

### DOCUMENT NAMES

Before you begin coding, make sure you have access to all your Web site's pages. You should also determine a unique name for each of those pages.

- The name cannot be longer than 75 characters.
- You must not use non-ASCII characters in page names. Do not use any of the following characters in the name: '<>#&@;:~\*~`')(=/%!'. These and other non-ASCII characters may interfere with the operation of the tracking code.
- If a page includes a specific product you want to track, you may want to include an SKU or another identifier for the product in the page name (such as IBM Server xSeries 330).

You use this feature by using the **DOCUMENTNAME variable** in your tracking code. (Note that the leading slashes have to be removed to activate the variable.)

#### Example:

```
<!-- Customization Code -->
<script language="Javascript">
//var DOCUMENTGROUP='';
var DOCUMENTNAME='IBM Server xSeries 330';
</script>
<!-- End of Customization Code -->
<!-- Tracking Code v3.0 - All rights reserved -->
...this part of the code remains unchanged...
<!-- End of Tracking Code -->
```

If you do not define a page name, the page name will default to the page title within the HTML <title> and </title> tags.

You may set the DOCUMENTNAME variable to the file name of the site page (such as products.html), however, this is not necessary as the service records the full URL of the page by default.

Later, in the report selector you will be able to choose between displaying reports **by URL** or **by Title**.

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## DOCUMENT GROUPS

With Blizzard Tracker, you can group site pages together that contain similar types of content, such as product pages, company information pages, download pages, help pages etc. Group your pages together using the **DOCUMENTGROUP** variable in your tracking code.

Set this variable with a document group name for each page that you wish to be part of each document group. For example, all your pages that provide product information could be identified with the document group name 'Products' within the tracking code.

**Example** (both document group and page name are set):

```
<!-- Customization Code -->
<script language="Javascript">
var DOCUMENTGROUP='Products';
var DOCUMENTNAME='IBM Server xSeries 330';
</script>
<!-- End of Customization Code -->
<!--Tracking Code v3.0 - All rights reserved -->
...this part of the code remains unchanged...
<!-- End of Tracking Code -->
```

DOCUMENTGROUP names should follow the same parameters as DOCUMENTNAMES, listed above. Note that you are not required to add group names to your pages.

## ACTIONS (CONVERSION RATIO ANALYSIS)

Please note that Conversion Ratio reporting is not available in all editions of Blizzard Tracker.

**CONVERSION RATIO ANALYSIS:** With Blizzard Tracker, you can generate several Conversion Ratio reports, such as Conversion Ratio by Referring Domains, by Search Engines, by Search Phrases, by Countries, by Entry Pages and more.

**Conversion Ratio by Referring Search Phrases example:** This report will show you *the number of sale transactions or lead transactions* and the total number of visitors by referring search phrases. Also conversion ratio percentage figure is generated for each search phrase.

You can easily identify which search phrase is most effective and produces the highest/lowest transaction ratio. By combining this data with advertising campaign costs (Cost-per-click costs) you will be able to calculate ROI and adjust your marketing efforts accordingly.

Referring Search Phrase	Sale	Visitors	Conversion
IBM servers	210	19,854	1.05%
xSeries 330	181	6,630	2.73%
computers	41	28,352	0.14%
...	...	...	

In order to generate Conversion Ratio reports, you need to define Actions on selected pages of your web site. There are certain pre-defined actions such as

- Sale (end of a completed sales process) – Action#: 01
- Signup (successful signup or subscription to a service) – Action#: 02
- Newsletter (subscription to a newsletter) – Action#: 03
- Contact (contact form submission) – Action#: 04

However, you can define custom actions of your own for – Action#: 05-10.

Define actions using the **ACTION variable** in your tracking code.

Set this variable with one of the available action IDs for each page that you wish to be considered an ‘action’. For example, the payment confirmation page could be identified with the action id ‘01’ within the tracking code.

**Example:**

```
<!-- Customization Code -->
<script language="Javascript">
var ACTION='01';
var DOCUMENTGROUP='Shopping Cart';
var DOCUMENTNAME='Payment Confirmation';
</script>
<!-- End of Customization Code -->
<!-- Tracking Code v3.0 - All rights reserved -->
...this part of the code remains unchanged...
<!-- End of Tracking Code -->
```

**Tip:** An action doesn’t need to be a purchase of goods or a signup to an online service. You can define actions on product information pages. If a visitor looks at your products (not just your home page) it indicates that this visitor shows interest in your offering and can be considered as ‘quality traffic’. By viewing the Conversion Ratio by Entry Pages report you will be able to identify which Entry Pages are most effective or by viewing the Conversion Ratio by Search Phrases report you can find out which search phrases are the most effective and are worth spending money on.

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If you want to define an action for a file or PDF download you'll have to customize the link syntax instead of the customization code on the page:

**Original link:**

```
<a href="setup.exe">Installation Guide</a>
```

**Link with custom action:**

```
<a href="setup.exe" onClick="ACTION='05'">Installation Guide</a>
```

**Note:** It is not necessary to define a custom action for a file download. Exit links and downloads are being tracked automatically even if you have not defined an action.

## REVENUE TRACKING

In order to capture the dollar amount of your purchases you'll have to use the AMOUNT variable in the tracking code. The AMOUNT variable can only be used in case of sale actions (see above). The value has to be inflated into the tracking code dynamically, using ASP, Perl, PHP etc.

The example below shows a sample script for a \$99.95 purchase. Note that both the ACTION and the AMOUNT variables are activated.

**Example:**

```
<!-- Customization Code -->
<script language="Javascript">
var ACTION='01';
var AMOUNT='99.95';
var DOCUMENTGROUP='Shopping Cart';
var DOCUMENTNAME='Payment Confirmation';
</script>
<!-- End of Customization Code -->
<!-- Tracking Code v3.0 - All rights reserved -->
...this part of the code remains unchanged...
<!-- End of Tracking Code -->
```

Note that revenue tracking is not available in all package editions of the service.

## TRACKING THE ORDER ID

By activating the Order ID variable within the customization code you can track the corresponding Order ID of the sale amount.

To do so you will need to activate the **ORDERID variable** in your tracking code. Note that you'll need to be familiar with custom scripting (e.g. php, jsp, asp) in order to have the ORDER IDs dynamically inflated into the tracking code. This process follows the same principle as inflating the dollar value in to the AMOUNT variable. Note that the ORDER ID variable will only function when used in conjunction with the AMOUNT variable.

**Example:**

```
<!-- Customization Code -->
<script language="Javascript">
var ACTION='01';
var AMOUNT='99.95';
var ORDERID='1001';
var DOCUMENTGROUP='Shopping Cart';
var DOCUMENTNAME='Payment Confirmation';
</script>
<!-- End of Customization Code -->
<!-- Tracking Code v3.0 - All rights reserved -->
...this part of the code remains unchanged...
<!-- End of Tracking Code -->
```

**Important note:** ORDER ID variables should follow the same parameters as page names, listed above. Illegal characters may prevent the script from being executed.

## TRACKING REGISTERED MEMBERS

If you are implementing the service on a corporate extranet or on a web site with a members' area section you may want to be able to identify registered visitors in your reports.

To do so you will need to customize the **MEMBERID variable** in your tracking code. Note that you'll need to be familiar with custom scripting (e.g. php, jsp, asp) in order to have the member IDs inflated into the tracking code.

**Example:**

```
<!-- Customization Code -->
<script language="Javascript">
var MEMBERID='steve';
var DOCUMENTGROUP='Members Area';
var DOCUMENTNAME='Welcome page';
</script>
<!-- End of Customization Code -->
<!-- Tracking Code v3.0 - All rights reserved -->
...this part of the code remains unchanged...
<!-- End of Tracking Code -->
```

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**Important note:** Member ID variables should follow the same parameters as page names, listed above. Illegal characters may prevent the script from being executed.

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## CAMPAIGN MANAGEMENT

### GENERAL

Blizzard Tracker ROI Edition is now bundled with a Campaign Management add-on which allows you to track online advertising campaigns including CPC search engines, Affiliate Programs, E-mail campaigns, Banner campaigns etc.

You do NOT need to make any changes to the tracking code in your HTML page to activate Campaign Management. Campaign settings can be configured online using the Campaign Management interface of your account and in the case of CPC campaigns, changing the click through URL used by your advertising partner/s.

### IDENTIFYING CAMPAIGNS (URL PARAMETER ANALYSIS OR TRACKING STRING)

In order to be able to identify visitors arriving to your site through a campaign you either have to define a pattern in the referrer or in the entry page (landing page) of your web site.

In certain cases the referrer of a campaign can't be specified as visitors arriving through the campaign may use multiple referral sources (e.g. in case of CPC search engines). In such cases you can create a unique entry (landing) page for each of your campaigns (e.g. [www.abc.com/overture.html](http://www.abc.com/overture.html)).

However, there is a much easier method, called 'URL parameter analysis'. To use this method you simply append a Tracking String to the end of the target URL of the campaign (e.g. [www.abc.com/index.html?campaign=CAMPAIGN1](http://www.abc.com/index.html?campaign=CAMPAIGN1)). This string will not be recognized by your web server, it is only for tracking purposes.

### SETTING UP A CAMPAIGN

Follow the steps below to set up a campaign.

1. Log in to your account
2. Enter the Campaign Management interface.
3. Choose a campaign type and click on the 'Add Campaign' button.
4. Specify a name for your campaign.
5. Specify the referrer or the entry page pattern of the campaign
6. Click 'Add'.

Your campaign reports will be available in the reports section under the Marketing menu.

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## EXAMPLE: SETTING UP AN OVERTURE CPC CAMPAIGN

Follow the steps below to set up a campaign for Overture.

1. Make sure the target URLs of your Overture listings have a unique string e.g. `www.yoursite.com/?ref=overture`
2. Log in to your account
3. Enter the Campaign Management interface.
4. Choose 'CPC Search Engines' as a campaign type and click on the 'Add Campaign' button.
5. Specify 'Overture' as the name for your campaign.
6. Specify the entry page pattern of the campaign e.g. **'Entry page contains ref=overture'**
7. Click 'Add'.

### Important note:

**'Entry page contains' is used as the defining pattern for CPC activity as this ensures that every lead that arrives to the page, specified in the click thru url and Tracking String, is recognized and grouped as per the defined campaign set up in the Campaign Management Interface of your account.**

**Also, it is not necessary to create unique campaigns for each of your Overture keywords. Keywords and search phrases are extracted and recorded automatically.**

Your CPC Search Engine reports will be available in the reports section under the Marketing menu. Using the drill down function you'll be able to analyze the performance of each of your CPC search phrases as well as the overall performance of your CPC campaigns.

## SCENARIO ANALYSIS

### GENERAL

The e-Business edition of the service offers a Scenario Analysis feature that can be used to define a series of steps that a visitor has to take in order to complete a transaction (sale, form completion etc.) so as to evaluate the effectiveness of this process.

This feature allows you the ability to visually identify bottlenecks or barriers that a user may experience in the process of completing a transaction and from this, gauge the effectiveness of the various elements that make up this Scenario in order to optimize and streamline your website.

### SETTING UP A SCENARIO

Navigate to the New Scenario interface located in the Scenario Analysis section under the SETTINGS menu of your account.

To add a scenario you must define a series of steps that a visitor has to take in order to complete a transaction. Your Scenario should include a name such as Sales Scenario 1 and a description such as “This scenario illustrates the stages through which a customer has to travel in order to complete a purchase”.

You must define each step by name, data collection value and data collection location. The following exemplifies a Sales Scenario for a website using a shopping cart facility.

Step 1. Home Page	<i>Page Name equals</i>	www.examplestore.com
Step 2. Product Catalogue Page	<i>URL Contains</i>	/product
Step 3. Basket Preview Page	<i>URL Contains</i>	/basket
Step 4. Check Out	<i>URL Contains</i>	/personalinfo
Step 5. Order Confirmation	<i>ACTION Equals</i>	01 (SALE)

The steps that you define within any Scenario will be, by default, displayed chronologically as per the order by which you add each step. You can customize this by manually editing the default numerical order displayed in the ORDER box.

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**SCENARIO PROPERTIES**

SCENARIO NAME:

DESCRIPTION:

ACTIVE:

**SCENARIO STEPS**

You must define each step by name, data collection value and data collection location. The following exemplifies a Sales Scenario for a website using a shopping cart facility.

Step 1. Home Page	Page Name equals	www.examplestore.com
Step 2. Product Catalogue Page	URL Contains	/product
Step 3. Basket Preview Page	URL Contains	/basket
Step 4. Check Out	URL Contains	/personalinfo
Step 5. Order Confirmation	ACTION Equals	01 (SALE)

The steps that you define within any Scenario will be, by default, displayed chronologically as per the order by which you add each step. You can customize this by manually editing the default numerical order displayed in the ORDER box.

#	NAME OF SCENARIO STEP	CONFIGURATION	DELETE
1.	<input type="text" value="Sale Start"/>	Page Name contains <input type="text" value="checkout"/>	
2.	<input type="text" value="Shipping Information Page"/>	URL contains <input type="text" value="/ship.aspx"/>	
3.	<input type="text" value="Billing Details Page"/>	URL contains <input type="text" value="/personalinfo.aspx"/>	
4.	<input type="text" value="Order Confirmation"/>	ACTION equals <input type="text" value="01"/>	

ADD / INSERT STEP

- Select parameter -

You can view your scenario via the Scenario Analysis Tab of the Marketing Reports drop down menu. The scenario is initially an overview of the number and resultant percentage of site visitors that participated in any set scenario.

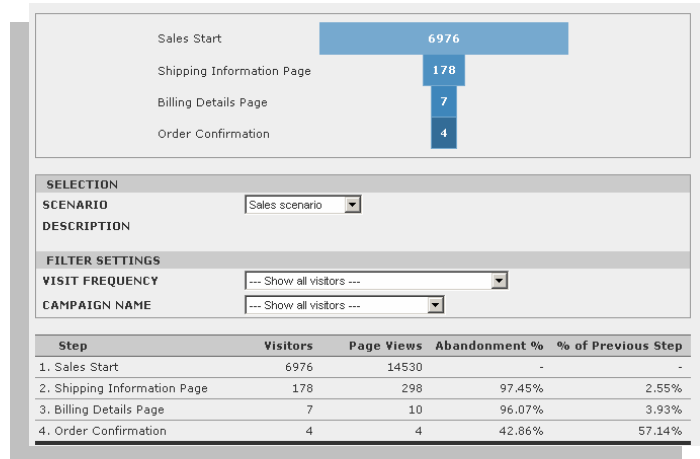
Move your mouse over the sign for drill down options.

Scenario	Visitors	% of All Visits
Show scenario details	6879	59.25%
2. Sales Funnel	403	3.47%
3. SEM - to download	348	3.00%
4. AdWords sales	201	1.73%
<b>Total</b>	<b>11611</b>	<b>100.00%</b>

This Sales Scenario clearly identifies the "Shipping Information Page" to be the major barrier in the sales process.

Of the 178 qualified buyers who elected to commence the transaction process, only 3.93% proceeded with the operation to the point of purchase.

This information can be harnessed to investigate why customers are abandoning the purchase process and encourage vendors to analyze the effectiveness of their service offering and site elements.



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## FLASH TRACKING

### THE FLASH TRACKING CODE

The service allows you to track the activity of your visitors within a Flash site or application. In order to complete the installation of Flash tracking you need some development knowledge of Flash.

The service uses a custom tracking code and a custom include-file to track Flash activity. Follow the steps below to obtain the Flash tracking code:

1. Log in to your account
2. Click on the *INSTALLATION* tab in the menu bar
3. Select the 'I need a tracking code for a Flash application' option

Similar to the way the standard installation for HTML pages is done, first the Flash tracking code needs to be inserted into the HTML file that is containing the Flash application and the `flashtracking.js` include-file needs to be uploaded to your web server.

### THE FLASH ACTIONSCRIPT COMMAND

In Flash-based Web sites, 'button' behavior objects are used to direct users to the different areas of the site. There is a standard 'telltarget' ActionScript command that is related to these button instances within the Flash, which is found within the 'on release' function. In order to use the Flash tracking capabilities, you add the `getURL` command to the on release function as well, so that the ActionScript will correctly call to the special tracking code that you have placed within the HTML page where the Flash program is embedded.

The Flash include-file is loaded once but run many times, by calling a Javascript function from within the Flash component using Flash ActionScript's `getURL` command. Working with the source ".fla" Flash file in Macromedia Flash development studio, this is accomplished with one line of code in the URL field of the `getURL` command, as follows:

```
javascript:__IT.page("DOCUMENTNAME", "DOCUMENTGROUP");
```

Where "`__IT.page`" is the name of the services Flash tracking function. This remains the same for all button instances. "`DOCUMENTNAME`" and "`DOCUMENTGROUP`" are the page name and content category group, respectively, for the area of the Flash site that visitors will be redirected to via the button. These parameters will change for each button.

## EXAMPLE

### Original ActionScript code:

```
on (release) {
    tellTarget ("xSeries330") {
        gotoAndPlay(2);
    }
}
```

### ActionScript code with the Blizzard Tracker Flash tracking:

```
on (release) {
    getURL ("javascript: __IT.page(\"xSeries330\", \"Products\")");
    tellTarget ("xSeries330") {
        gotoAndPlay(2);
    }
}
```

**Note:** Please make sure that you insert the tracking function only when there is an event (clicking on a button within the Flash object, for example) not when the Flash object loads into the Web page. Tracking the loading of the Flash object itself will result in an overcount.