

6sense WebTag 2.0 Setup

🕒 10 minutes • September 7, 2023

The purpose of this guide is to help you install the new version of 6sense JavaScript website tag. Check this [link](#) if you are looking for the previous version of 6sense JavaScript website tag.

- If you are looking for information on the individual WebTag Configuration Options, see [6sense WebTag 2.0 Configurations](#).
- If you are looking for information on setting up the Company Identification API with WebTag 2.0 in Google Tag Manager, see [WebTag 2.0 Guide: Install the Company Identification API on Google Tag Manager & GA4](#).
- If you are looking for information on setting up the Company Identification API with WebTag 2.0 in Adobe Launch (Data Collection), see [WebTag 2.0 Guide: Install the Company Identification API on Adobe Launch \(Data Collection\)](#).

What is WebTag 2.0?

WebTag 2.0 is a new guided interface and simplified website tag code which our customers may use to manage their web tags.

This new interface moves the “configuration” of a web tag out of the raw code present on the website or tag manager and into the 6sense Integration Settings interface. Additionally, it allows customers to generate multiple web tags, each with their own dedicated configuration, for their domains and landing pages.

As new features become available for the 6sense Web Tag, they will be made available through the 2.0 interface. Because of this, customers with older web tags are encouraged to create a new 2.0 web tag.

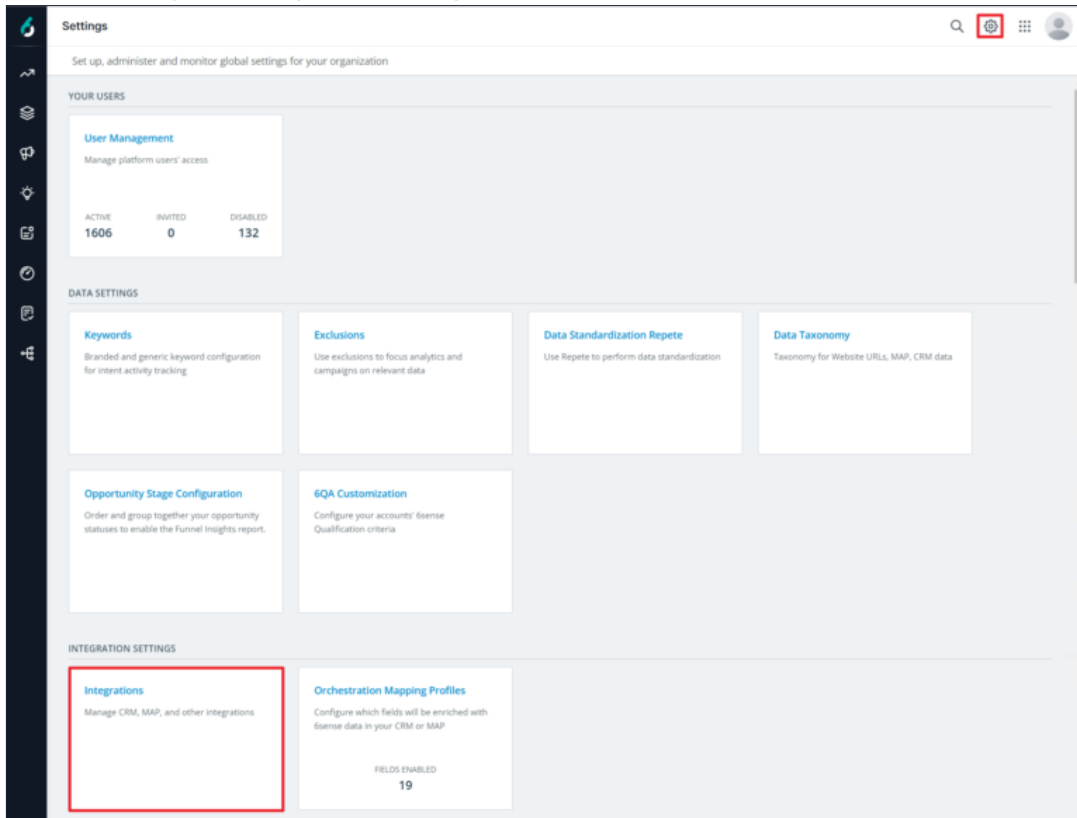
When new features become available for the 6sense WebTag, simply updating the configuration within the 6sense Integration Settings and saving will “push” the update to the tag already in place on the website or tag manager. The code present on the website or tag manager remains the same.

- 🔔 Any and all web tags currently deployed on web pages will continue to function as normal. You may enable the 6sense WebTag 2.0 interface with no impact to your existing 6sense WebTag on your websites.

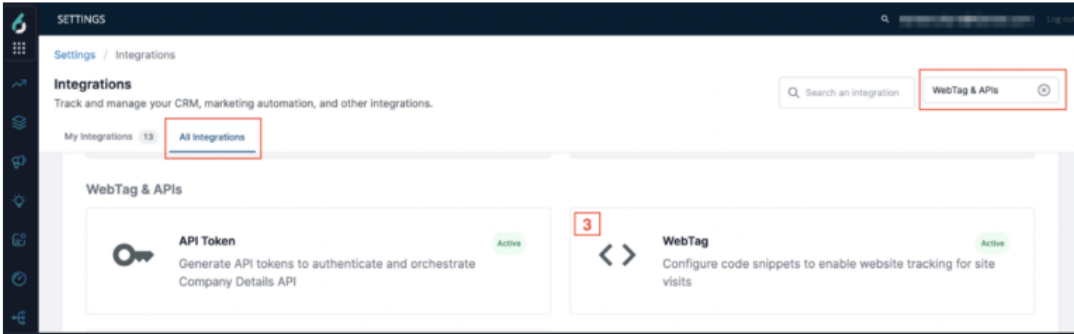
Steps for Setup

Generate New WebTag

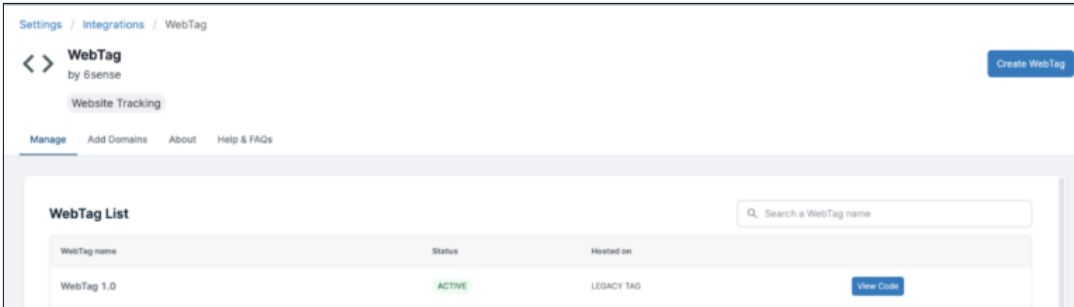
1. Within the 6sense platform, navigate to the **Settings** section.



2. In the **All Integrations** tab, select **Website Tracking & API Key**, and then click the **Website Tag** card.

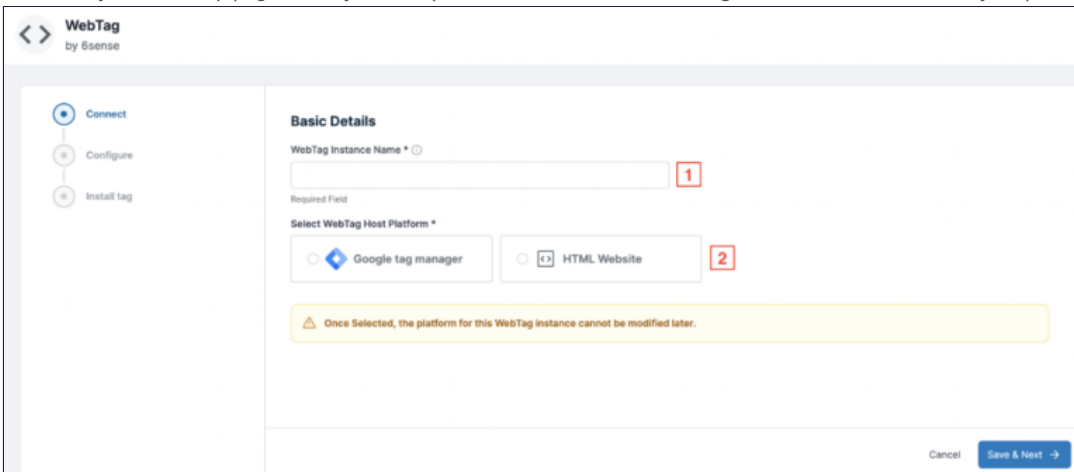


3. **Only for customer previously using WebTag 1.0:** you can see your Webtag 1.0 [Legacy] Code by clicking on **View Code** button.



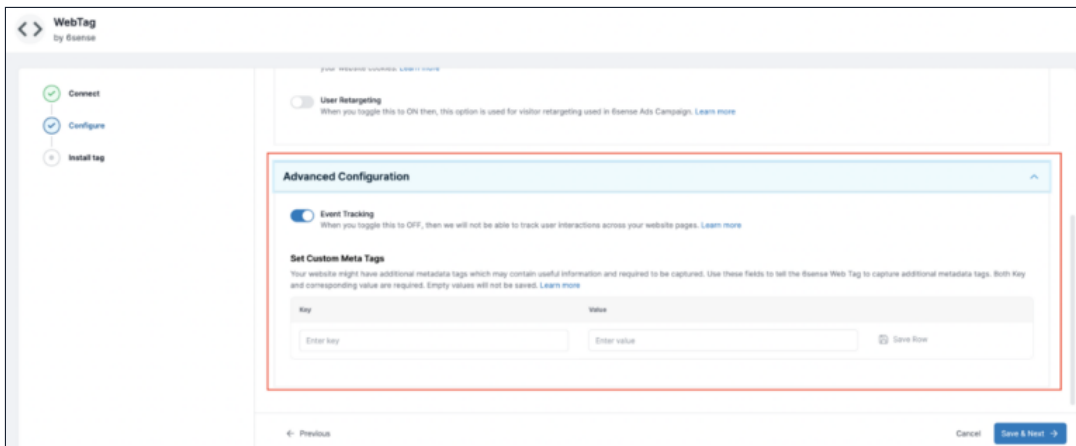
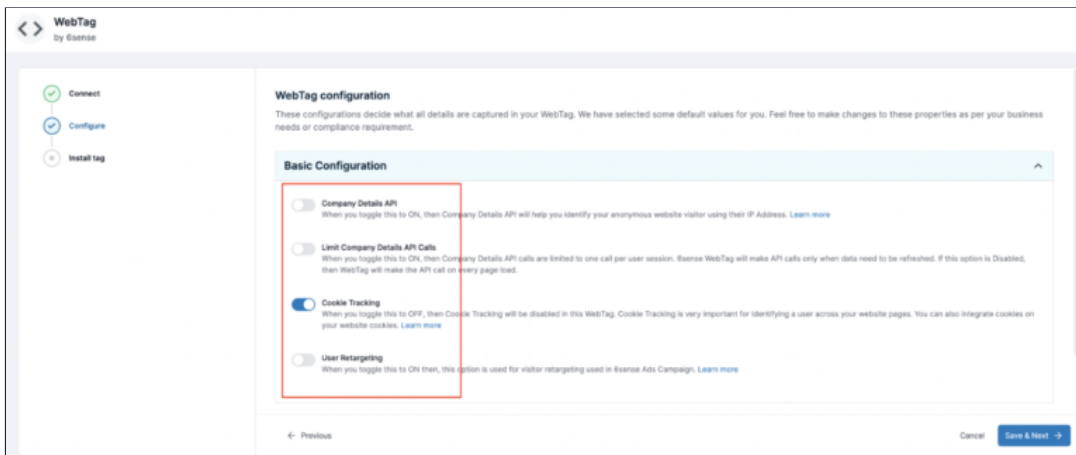
4. Click on **Create WebTag**.

5. This takes you to a Setup page where you must provide basic details like **WebTag Instance name** and select your preferred hosting method.



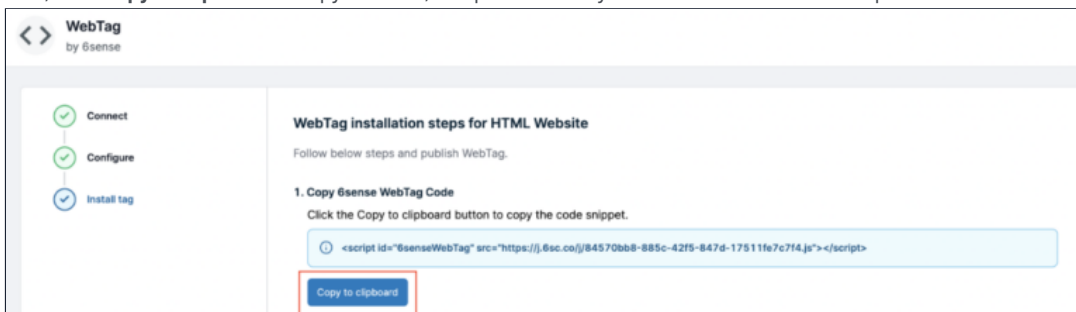
6. Click **Save & Next** to proceed to the configuration section.

7. In the configuration section you have a list of various options under Basic and Advanced configurations. Learn more about these configuration options [here](#). Please work with your CSM to choose the right properties as per your business needs or compliance requirement.

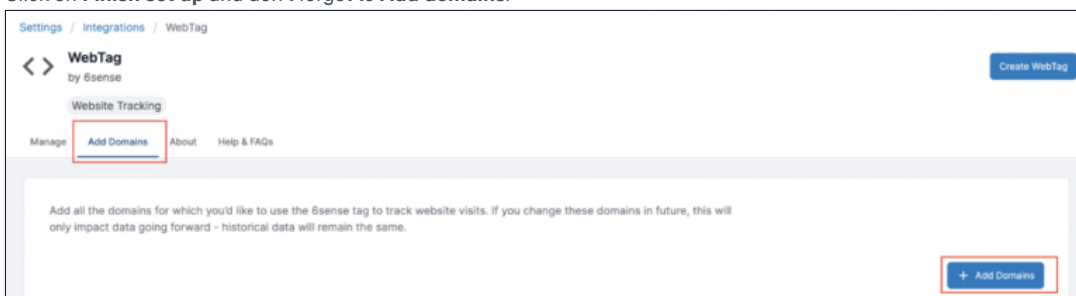


8. Click **Save & Next** and you are just one step away from using the new WebTag.

9. Now, click **Copy to clipboard** to copy the code, and proceed with your method as selected in Step 5.



10. Click on **Finish set up** and don't forget to **Add domains**.



11. **At least one domain is mandatory to enable your WebTag.** Please provide all of your domains to make sure all meaningful web activities are being accepted and used in 6sense analytics and predictive models.

Example: XYZ owns 4 web domains to help sell their products. They want to track 3 of their 4 domains within 6sense. They would add the following 3 domains within this section of the platform: dundermifflin.com, dundermifflinsaber.com, thedundies.com. The last domain, MichaelScott.com, would not be added to 6sense.

How do I implement the WebTag on my website Codebase?

1. Copy 6sense Web Tag Code.
2. Open HTML Codebase of your Website.
3. Paste the code snippet just above the closing tag of your Codebase. Replace any existing 6sense WebTag if present.
4. In-line deployment is preferred.

ⓘ The tag must be placed on every page on your website, including microsites, landing pages, and conversion pages.

How do I implement the WebTag using Google Tag manager?

Please follow the instructions available in the 6sense WebTag Configurations UI. This page is available after configuring and saving your WebTag.

Please note that you will be replacing any existing 6sense WebTags with your new 2.0 tag.

ⓘ If you are updating your 1.0 WebTag to 2.0 and you have the 6sense Company Identification API installed with Google Tag Manager, please see [WebTag 2.0 Guide: Install the Company Identification API on Google Tag Manager & GA4](#) for step-by-step instructions to follow.

How do I implement the WebTag using Adobe Launch (Data Collection)?

Please follow the instructions available here: [WebTag 2.0 Guide: Adobe Launch \(Data Collection\) Installation](#).

Please note that you will be replacing any existing 6sense WebTags with your new 2.0 tag.

Please also note that the 6sense WebTag 2.0 is not compatible with the existing 6sense Adobe Launch Extension App and the above guide can be followed to achieve the same functionality.

[Guide to Move from Legacy WebTag to WebTag 2.0](#)

Note: For the Pardot form to work with Smart Form Fill, please make sure you have placed Webtag 2.0 Code inside the Pardot iFrame.

```
▼ <iframe src="https://pardot.6sens  
y.com/l/239173/2023-06-14/7pw7x5"  
height="500" frameborder="0" styl  
">
```

```
▼ #document
```

```
<!DOCTYPE html>
```

```
▼ <html>
```

```
▶ <head> ... </head>
```

```
▼ <body>
```

```
▶ <form accept-charset="UTF-  
action="https://pardot.6se  
oxy.com/l/239173/2023-06-1  
"form" id="pardot-form"> ..
```

```
▶ <script type="text/javascr  
</script>
```

```
<script id="6senseWebTag"
```

FAQ

⚠ 6sense does not support http/2, only http/1.1.

Q: What is the 6sense JavaScript tag?

A: The 6sense Tag is a small block of JavaScript that's placed on your website. The tag is typically deployed on a template page within a content management system (CMS), through a tag management system (TMS), or in the opening of your website. Please make sure the tag appears on all pages, including any ad landing pages, micro-sites, or marketing automation platform hosted pages. The JavaScript code is lightweight and loads asynchronously.

Q: Why should we implement the tag?

A: 70% of the buyer's journey consists of anonymous research, website visits, and other interactions that most sellers and marketers don't know about. Traditional sales and marketing solutions are designed for known contacts and accounts that show up in your known funnel. 6sense lights your Dark Funnel with our patented Company Graph, which identifies anonymous accounts more accurately than any other vendor, giving you visibility into your full funnel so you can select and work the best accounts for your business based on the intent they're exhibiting.

Q: Do I need to remove my old/existing 6sense Web Tag?

A: Yes. Please replace the existing 6sense WebTag with the new WebTag 2.0 code. Only one 6sense WebTag should be present on a page.

Q: What data does the tag collect?

A: The tag collects a combination of IP address, cookie ID, and advertising ID (from mobile devices where available) from website visitors. The data stored in the cookie is the unique identifier of the user that gets deleted if the user clears their cookie. 6sense looks to match these data points against its Company Graph to identify the account (company) to which that visitor belongs. 6sense does not de-anonymize at the person level, but only matches the account to which that site visitor belongs.

By default the tag sends back the following event data to 6sense:

- HTML page "title" value
- HTML metatag "description" value
- HTML metatag "keywords" value
- Page load
- Forms
- Anchor
- Video
- Button
- Object

Q: Can I configure what data the tag sends back to 6sense?

A: By default the tag sends all data back to 6sense. For now, you can only enable or disable the event tracking configuration. We will provide updates to provide controls for each events.

Q: Can the 6sense tag be configured to run without setting a cookie on a user's browser?

A: Yes, customers can configure this setting manually in the Manage WebTag section of your ABM platform. This stores temporary values in-memory, that will not persist across page loads.

That means, all events that happen (clicks, form submits, etc.) on a pageview will be linked to the same visitor. However, once that visitor navigates to a new page, the linkage is broken and there is no way of knowing if this is a different person using the same IP address.

Q: What are the privacy implications?

A: Like any area that impacts our business, and especially our customers, we devote significant resources through our privacy team and executive leadership to ensure we have robust and up-to-date privacy processes in place in compliance with applicable laws. Our in-house privacy team is supported by best-in-class external privacy counsel that helps us monitor regulatory changes that impact the GDPR and other privacy laws, including the CCPA.

As you implement your account-based strategy, in addition to ensuring that you are getting a high-quality product that will provide real value, you may need to work with your legal and/or privacy teams to confirm you have privacy policies and/or cookie policies in place as necessary to comply with applicable privacy laws.

Specifically with respect to the tag, our customers are responsible for ensuring they have the right to provide the data to 6sense via the JavaScript tag. Although we don't provide legal advice to our customers on privacy compliance, our customers are generally required to maintain a privacy policy compliant with applicable privacy laws that informs visitors about its use of cookies, the data collected, and how used, for example to deliver content or ads of interest or for other marketing purposes, and that the cookie data may be disclosed to third party vendors (like 6sense) for these purposes. Customers can implement cookie consent programs to obtain necessary opt-out/opt-in under applicable laws prior to the collection of data through the 6sense JavaScript tag.

As noted above, features of our JavaScript tag provide our customer's webmasters the ability to stop the JavaScript from sending data to 6sense for a visitor if the visitor has either not opted-in or has opted out (depending upon how the customer has enabled the features) from the capture of data on the customer's website.

For customers that use 6sense services for advertising retargeting (in other words, retargeting previous visitors to your website with ad campaigns), the following privacy steps are recommended:

- Maintain a privacy policy compliant with applicable privacy laws that informs visitors that you engage in retargeting activities and use third parties for this purpose.
- List 6sense as a sub-processor or third-party service provider for this purpose.
- If applicable, include information on access to a user choice mechanism such as the opt out page(s) of the Network Advertising Initiative, the Digital Advertising Alliance, or the European Digital Advertising Alliance.
- Implement cookie consent programs to obtain necessary opt-out/opt-in under applicable laws prior to the collection of data through the 6sense JavaScript.

The latest version of the 6sense privacy policy can be found here: [privacy policy](#).

Q: How effective is the tag if cookies are blocked?

A: IP addresses are our main lookup and we dynamically update our ID graph (not static). Even when cookies are blocked (cookies are already blocked on Safari/Firefox), we have seen minimal impact to our match rates based on the dynamic nature of our company ID graph. In the EU, where GDPR and cookie

consent restrictions are more widespread, we have implemented a number of alternate solutions and continue to have strong match rates. Additional updates are available in [IP Targeting in the EU](#).

Q: What are the domains I should add to my Content Security Policy (CSP)?

A:

- [.6sc.co](#)
- [.6sense.com](#)

Q: Does the 6sense WebTag script load asynchronously?

A: The script placed on the website is not set to load asynchronously, but it is very lightweight and does not impact pageload times. If setting this script to asynchronously load is a requirement, this can be added with no change to functionality. The contents of this script will load the full 6sense WebTag which is set to load asynchronously.