

How to setup your page for product retargeting

advanced store allows advertisers to do product retargeting with their entire portfolio. For this, a complete data feed with all products must be provided and the correct setup must be implemented on the complete page.

The minimum requirement is to implement the advanced tag on every page:

```
<script
  type="text/javascript"
  charset="utf-8"
  src="https://ad4m.at/YOUR_AS_ADVANCEDTAG_ID.js">
</script>
```

This can be obtained via the advertiser login or directly from the advanced store contact person.

The retargeting parameters can be set separately on each product page:

```
<script type="text/javascript" charset="utf-8"> advancedStoreTag.dispatch('retargeting', {
  productIds: "4234234",
  productCategoryIds: "3124234,12312312"
}); </script>
```

productIds: Id from product data feed
productCategoryIds: Ids from product data feed | is optional

Optional identifier for the feed

In case you're providing more than one product feed, please be sure to also set a feed identifier where the product id or product category id can be found. The feedId has to be coordinated with your key account at advanced store.

```
<script type="text/javascript" charset="utf-8"> advancedStoreTag.config({  
  feedId: "asdasd11323",  
});  
</script>
```

Full example with all parameters:

```
<script type="text/javascript" charset="utf-8"> advancedStoreTag.config({  
  feedId: "abd2b1jsj2",  
  productIds: "4234234",  
  productCategoryIds: "3124234,12312312"  
});  
</script>
```