



Implementing the retargeting script in GTM

A step-by-step guide, covering Closed, Open, and SRI script variants

Before You Begin

To integrate the retargeting script with your website, implement your script tag as a Custom HTML tag in Google Tag Manager. The exact script tag, including your client ID and, for SRI, the integrity hash, is provided by your Raccoon Rockets account manager.

The script is available in three formats. This implementation guide is identical for all three - the only difference is the script tag you paste in Step 5.

Closed (default)	Open	SRI
No script logic visible. Applicable to most partners.	Full source code visible in your environment.	A cryptographic lock: the browser refuses to run the script if anything changes.

Note: If you're unsure which variant your company has chosen to work with, check with your Raccoon Rockets account manager before proceeding.

How It Works

When your GTM container fires on page load, it executes the script tag. The script calls the partner's ad server, which processes a one-time signal server-side, deriving a hashed, anonymous session identifier from technical parameters such as browser type, device class, and timestamp. No site data or visitor information is exposed in this process.

Key properties that apply across all variants:

- Loads ASYNC; no impact on page rendering.
- Fully isolated from your page environment; cannot access site data, logins, or user accounts.
- No third-party cookies.
- IP anonymised and not stored.
- Data retained under 24 hours, or per your policy.
- The ad server returns a blank script during downtime, preventing errors on your site.

Alternative Implementation Methods

GTM is the recommended method to implement the script. If your infrastructure requires it, the script can also be placed directly in the <head> section of your HTML template, or loaded via an iframe. Use the same script tag in both cases.

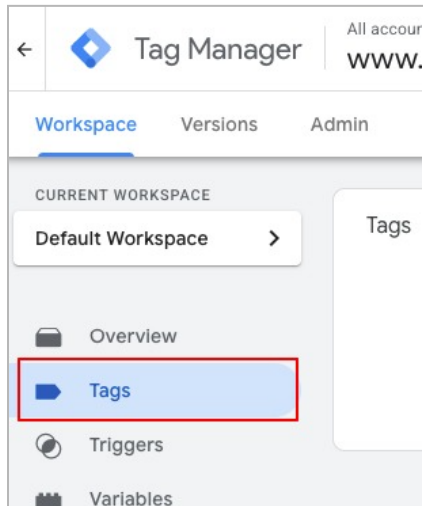
Contact your Raccoon Rockets account manager for guidance on non-GTM implementation.



Implementation Steps

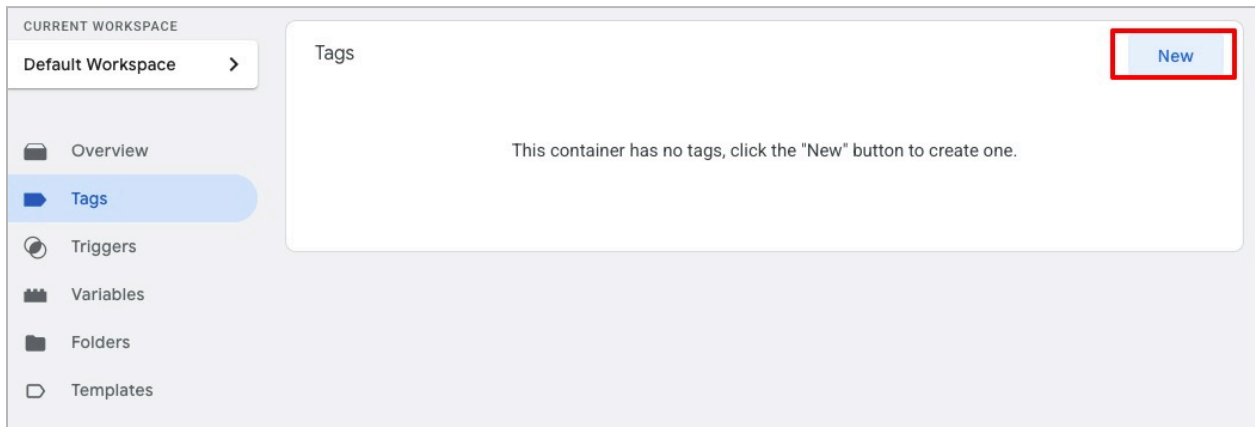
1) Open the Tags panel

In Google Tag Manager, select “Tags” in left hand menu



2) Create a new tag

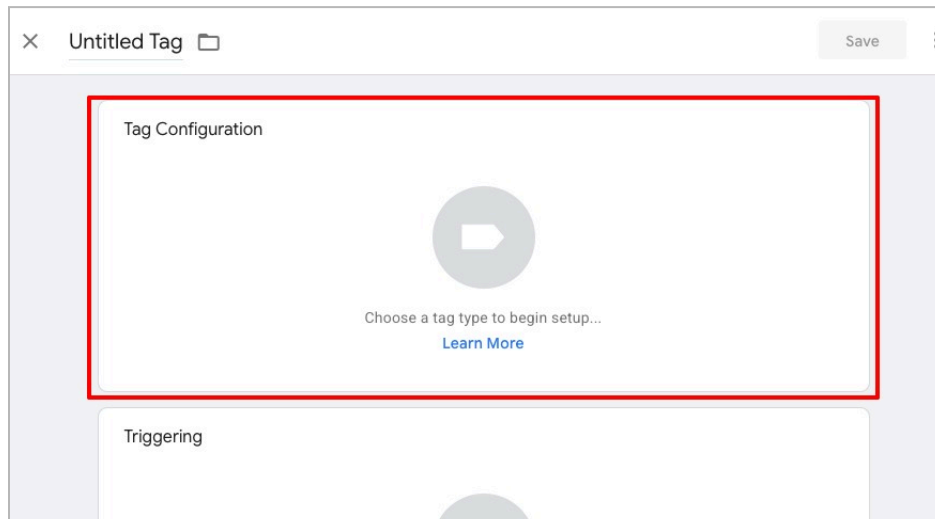
Select “New” in the top-right corner to create a new tag



3) Open Tag Configuration

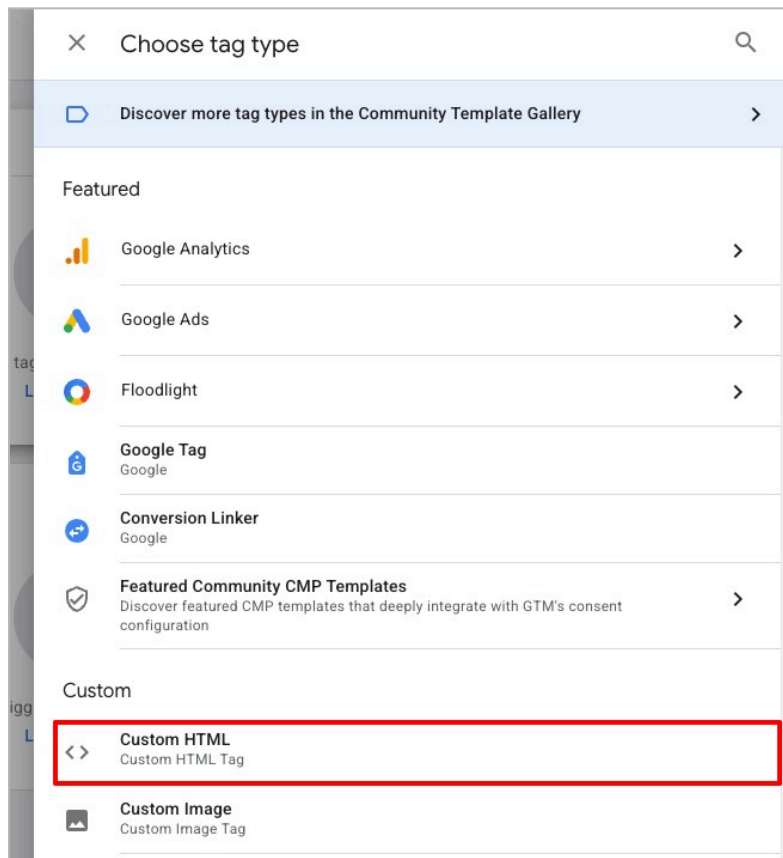


Click the “Tag Configuration” area in the panel that appears.



4) Select Custom HTML

From the list of tag types, select “Custom HTML” under the Custom section.





5) Paste the script tag

Paste the script tag provided by your Raccoon Rockets account manager into the “HTML” field.

Note #1: The example below reflects what the implementation code for a Closed or Open tag will look like. The SRI implementation will look slightly different.

Note #2: Always use the exact script tag provided by your Raccoon Rockets account manager.

Note #3: If your script is in the SRI format, Client IDs and SRI hashes will always be unique to your implementation.

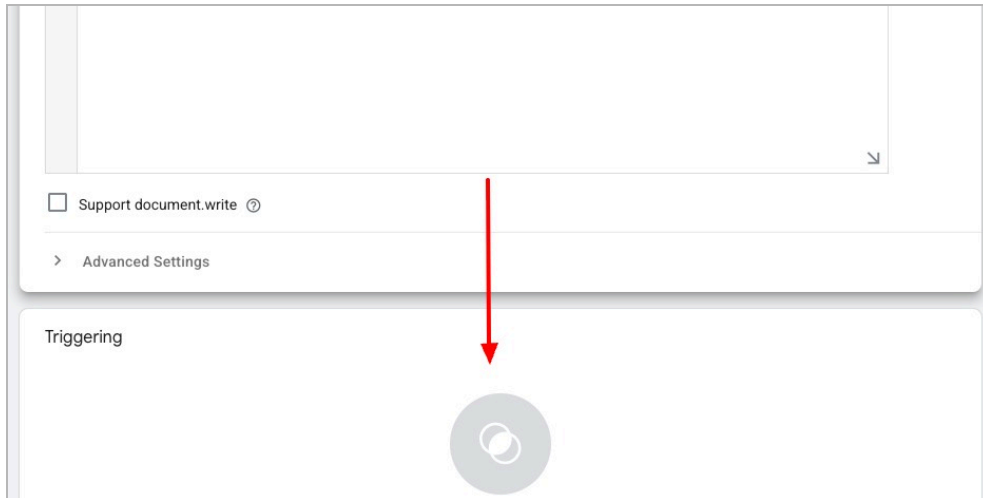
The screenshot shows the 'Tag Configuration' window. Under 'Tag Type', 'Custom HTML' is selected. The 'HTML' field contains the following code:

```
1 <script id="rr_abcdef" src="https://admaxium.com/scripts/rr_abcdef.js" async>
2 </script>
```

Below the HTML field, there is a checkbox for 'Support document.write' which is currently unchecked. At the bottom, there is a link for 'Advanced Settings'.

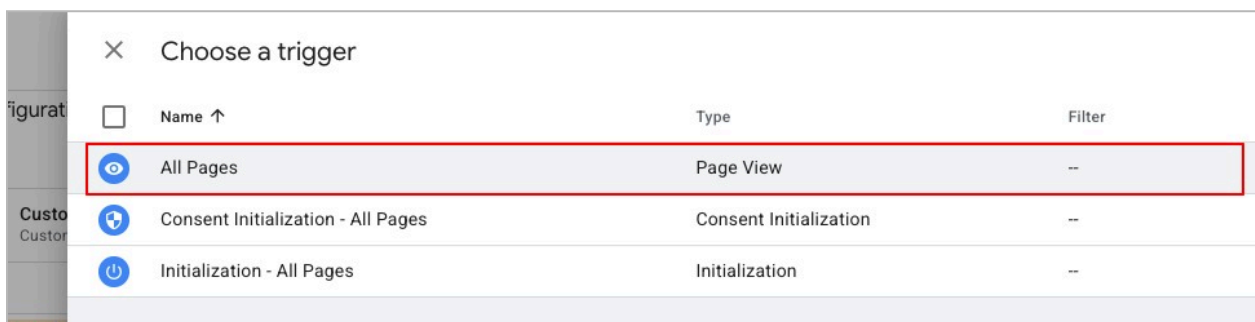
6) Open the trigger setting window

Scroll down to the Triggering section and click it. An overlay window will open when clicking.



7) Set trigger

Select All Pages. The overlay will automatically close and you'll return to the tag editor.



Upon selection, overlay window closes and you are automatically returned to the previous view.

8) Name and save the tag

Give the tag a clear name, for example: "Retargeting tag - Raccoon Rockets". Then select Save. You'll automatically return to the Tags overview where your new tag is now listed.



9) Submit changes

Select Submit in the top-right corner of the GTM workspace.



The screenshot shows the GTM Workspace interface. At the top, there are tabs for 'Workspace', 'Versions', and 'Admin'. On the right, it says 'Workspace Changes: 1' with 'Preview' and 'Submit' buttons. The 'Submit' button is highlighted with a red box. On the left, under 'CURRENT WORKSPACE', there's a 'Default Workspace' dropdown and a sidebar with 'Overview' and 'Tags' (selected). The main area shows a table of tags:

☐	Name ↑	Type	Firing Triggers	Last Edited
☐	Retargeting tag - Raccoon Rockets	Custom HTML	☒ All Pages	a few seconds ago

10) Publish changes to GTM

On the Submit Changes screen, select “Publish and Create Version”. Add a version name and/or description if useful, and then click Publish.

The screenshot shows the 'Submit Changes' dialog. At the top right, there's a 'Publish' button highlighted with a red box. The dialog has two main sections: 'Submission Configuration' and 'Workspace Changes'.

Submission Configuration:

- Publish and Create Version:** Push changes to your sites (selected)
- Create Version:** Save changes and create a new version
- Version Name:** Add a descriptive name
- Version Description:** Add a detailed description of the changes
- Publish to Environment:** Live (selected)

Workspace Changes:

Name ↑	Type	Change	Last Edited	User
Retargeting tag - Raccoon Rockets	Tag	Added	2 minutes ago	

At the bottom, there's an 'Activity History' link.

11) The script tag is now live on your domain! 🎉

Verifying the Implementation

After publishing, confirm the tag is firing correctly using GTM's Preview mode, or ask your Raccoon Rockets account manager for confirmation.



For SRI implementations, your team can verify the integrity hash independently at any time by comparing it against the content of the hosted script file.

Disclaimer

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