



The HBX Tag Tour

Below is a sample HBX Campaign tag. The HBX Tag Tour includes many of the most common settings. We'll break out each section and discuss how it would translate to Omniture and the issues you'll need to think about as you go forward.

```
//CAMPAIGNS  
  
hbx.cmp=" ";//CAMPAIGN ID  
  
hbx.cmpn=" ";//CAMPAIGN ID IN QUERY  
  
hbx.dcmp="pcode";//DYNAMIC CAMPAIGN ID  
  
hbx.dcmpn=" ";//DYNAMIC CAMPAIGN ID IN QUERY  
  
hbx.dcmpe=" ";//DYNAMIC CAMPAIGN EXPIRATION  
  
hbx.dcmpre=" ";//DYNAMIC CAMPAIGN RESPONSE EXPIRATION  
  
hbx.hra=" ";//RESPONSE ATTRIBUTE  
  
hbx.hqsr=" ";//RESPONSE ATTRIBUTE IN REFERRAL QUERY  
  
hbx.hqsp=" ";//RESPONSE ATTRIBUTE IN QUERY  
  
hbx.hlt=" ";//LEAD TRACKING  
  
hbx.hla=" ";//LEAD ATTRIBUTE  
  
hbx.gp=" ";//CAMPAIGN GOAL  
  
hbx.gpn=" ";//CAMPAIGN GOAL IN QUERY  
  
hbx.hcn=" ";//CONVERSION ATTRIBUTE  
  
hbx.hcv=" ";//CONVERSION VALUE  
  
hbx.cp="null";//LEGACY CAMPAIGN  
  
hbx.cpd=" ";//CAMPAIGN DOMAIN
```

Most of these variables are rarely used in HBX. Most HBX installations use CMP or DCMP (setting a campaign code directly or using a URL based setting for an existing campaign code (in our example **pcode** was used as the campaign identifier in the URL). None of this logic translates into Omniture. Instead, you'll use the Omniture **getQueryParms** function (included in plugins) to extract a "cid" or other code from the URL. All other campaign attribution should be done using SAINT files that describe additional attributes on the cid.

Goal pages are not tagged in Omniture – they are, however, usually strong candidates for custom events – as are any pages or actions identified as Conversion Rules in HBX.