

Size Recommendation – GTM Integration Guide

How **presize** easily integrates with your fashion online shop using Google Tag Manager (GTM)

Introduction:

Presize’s service is available as an API and can be divided into two main components: Measurement Extraction (ME) & Size Recommendation (SR). The ME service endpoints are built around getting body measurements from a video and basic input from a user. The service focuses on recommending the best product/garment sizes for a user.

For the quickest and most efficient integration of our solution (measurement extraction & size recommendation service) we recommend using Google Tag Manager (GTM) on your website. After Google Analytics (94.6% of websites) GTM is the most popular tool for marketing (41.1% of websites) and growing fast. If you are unfamiliar with GTM please [read here](#).

Below we listed a YouTube tutorial for setting up a tag on some of the common eCommerce platforms:

- [Shopify](#): [\[Click Here\]](#)
- [Magento](#): [\[Click Here\]](#) 
- [WordPress](#): [\[Click Here\]](#) 
- [Wix](#): [\[Click Here\]](#) 

Similar to Google Analytics, setting up GTM from scratch is extremely fast and easy.

If Google Tag Manager is not an option for you:

You can integrate with presize is to directly use the API [\[Swagger\]](#)[\[ReDoc\]](#) together with front-end widgets and code snippet templates we provide.

Product Data

To use the (Size) Recommendation service for a selection of products, those need to be digitized by presize. After agreeing on which products to support, you will need to have to provide the following product data in any structured format like CSV, JSON, or XML. If you have a live product feed, we can connect our product data ingestion engine to that feed. This connection enables automatic product support. If you cannot export the data in the described format, talk to us. Presize will take care of the rest.

Example JSON product feed for 3 products:

```
[
  {
    "vendor_id": "internal-test-id-product123456789",
    "name": "Test T-Shirt Cotton V-Neck",
    "gender": "male",
    "category": "tops",
    "subcategory": "tshirt",
    "brand": "AmazingBrand",
    "sizes": ["XS", "S", "M", "L", "XL", "XXL"],
    "url": "https://www.amazingbrand.com/pid/internal-test-id-product123456789"
    "image_url": "https://static.amazingbrand.com/products/internal-test-id-product123456789.jpg"
    "gtin": 00012345600012,
    "collection": "SuperAmazingCollection Summer19",
    "price": 27,
  },
  {
    "vendor_id": "test-jeans-productABCDEFGH",
    "name": "Test Jeans Leggings",
    "gender": "female",
    "category": "bottoms",
    "subcategory": "jeans",
    "brand": "AmazingBrand",
    "sizes": ["29/32", "30/32", "31/32", "32/32", "32/34", "34/32"],
    "url": "https://www.amazingbrand.com/pid/test-jeans-productABCDEFGH"
    "image_url": "https://static.amazingbrand.com/products/test-jeans-productABCDEFGH"
    "gtin": 09876543210987,
    "collection": "SuperAmazingCollection Summer19",
    "price": 79.99,
  },
  {
    "vendor_id": "our-awesome-parka-id-XYZ123456789",
    "name": "Winter Arctic Parka",
    "category": "outwear",
    "subcategory": "parka",
    "brand": "AmazingBrand",
    "sizes": [42, 44, 46, 48, 50, 52, 54, 56],
    "url": "https://www.amazingbrand.com/pid/our-awesome-parka-id-XYZ123456789"
    "image_url": "https://static.amazingbrand.com/products/our-awesome-parka-id-XYZ123456789.jpg"
    "gtin": 11122233344455,
    "collection": "SuperAmazingCollection Winter20",
    "price": 228,
  }
]
```

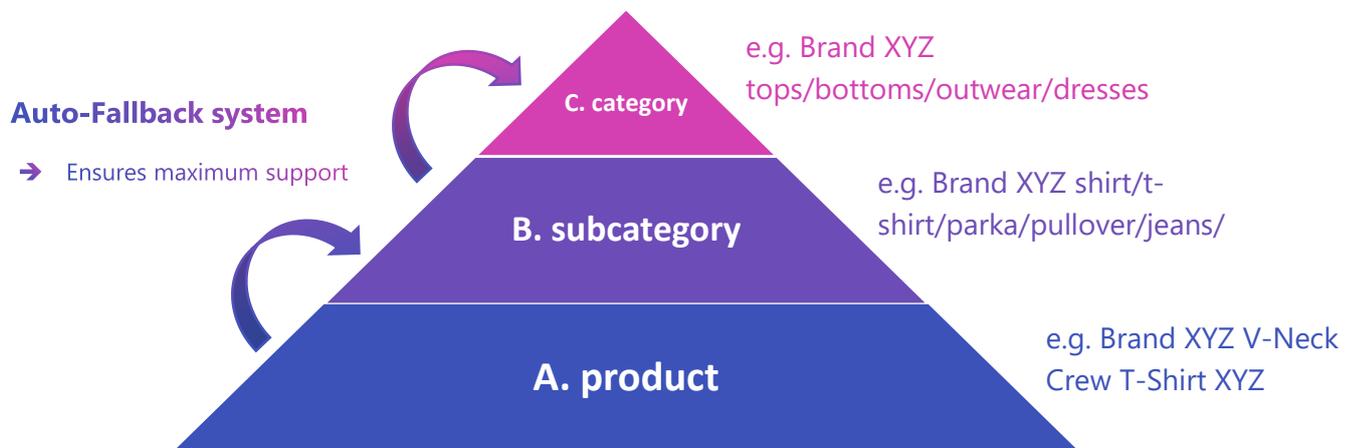
Single Product Schema:

Required Fields	Explanation
vendor_id	Internal identifier of the product, typically a primary key or index in the database table containing all your products. Ideally, the same (or subset) of the ID is shown in the URL of your webshop when a user clicks on that product <code>www.yourshop.com/women/dresses/<vendor_id></code>
name	The name of the product as it appears on the detail page of your webshop, e.g. 'CAMP DAVID Langarmhemd Stickerei'
gender	MALE / FEMALE or MEN / WOMEN
category	tops/bottoms/outwear/dresses/accessories
subcategory	Depending on the category there will be different options here, for example 'TANKTOP' / 'TSHIRT' / 'SHIRT', 'PULLOVER' / 'SWEATER' / 'HOODIE' / 'BLAZER' / 'BLOUSE' / 'TUNIC' / 'PANTS' / 'JEANS' / 'SHORTS' / 'JACKET' / 'PARKA' / 'COAT' / 'SUIT' / 'DRESS' / 'BODY' / 'SKIRT' / 'BELT' / 'BRACELET' / 'GLOVES' / ... / ...
brand	"AmazingBrand"
collection	'Summer 2020'
material	'98% cotton, 2% elastane'
sizes	List of all product sizes in existence ["XS", "S", "M", "L", "XL", "XXL"], ["29/32", "30/32", "31/32", "32/32", "32/34", "34/32"], [42, 44, 46, 48, 50, 52, 54, 56]
Optional Fields	Explanation

URL	The URL of the product typically leads to the product detail view on your webshop.
image_url	The URL to the main/cover image of the product. Typically, the very 1 st image that is shown when the user visits the product detail page on your webshop.
gtin	The universal global identifier is a type of product id which can be GTIN/EAN/UPC. Include this to profit from the sizing data user feedback gathered across all presize users for that product. The vendor id, in contrast, is only used internally by your company to identify a product.
collection	Include this to enable per-collection or intra-collection metrics on size recommendations. Examples: 'Summer 19', 'Arctic Extreme 2020', 'Black Autumn 2020'
price	(in EUR or your local currency) Only required for special pricing schemes.

To be able to produce size recommendations from the start (without feedback data) we have to associate vendor ids (representing each product) with sizing data. There are 3 levels of sizing data we work with: **A. per-product**, **B. per-subcategory**, and **C. per-category**.

A is the highest level of detail and will typically result in the highest accuracy of recommendations initially. **B** is a sizing chart for a sub-category of products in a certain brand, for example, t-shirts, or jeans. **C** is a sizing chart for an entire category, which is the coarsest sizing data, and still works well from the get-go. Depending on which level we start, our recommendation engine will require feedback from internal product try-ons to improve the sizing automatically and adjust for any offsets/drift. Return feedback data also directly improves the accuracy of all recommendations across all supported products.



Creation of the Presize Tag in GTM:

Invite presize.ai@gmail.com 's GTM account to your GTM project and we take care of everything else. We recommend this option since it allows presize to preview and thoroughly test the tag before releasing to production. This options also allows for faster integration. You can choose to limit or restrict publishing rights depending on your organizational policy. We work in a separate workspace to avoid interfering with existing tags.

That's all! We take care of the rest

Tag:

Every customer receives a GTM tag with a javascript code snippet which looks like this:

```
!function(){var e="https://api.find-size.com";$(document).ready(function(){var n=$("#a[href='#sizeConsultantModalContainer']");n.hide();var t=0;$("#presizeContent").load(e+"/widgets/<customer>/",function(){var r=setInterval(function(){if("undefined"!=typeof Presize&&($("#link[href='"+e+"/static/gen/customers/<customer>/packed.css']").length)|$("#link[href='"+e+"/static/customers/<customer>/style.css']").length))try{new Presize("Customer Name","XYZU",null,[],null,e,"https://www.find-size.com").init("57824767627774227212863242128727374737274217747577571267779747370212573221227876")}catch(e){n.show()}finally{clearInterval(r)}10==(t+=1)&&(n.show(),clearInterval(r)),250}}));});
```

While preparing the integration with your webshop, we test and adjust in GTM preview mode, which is completely invisible to your shoppers until deployment/publishing. In addition to the snippet above which uses jQuery, a standard vanilla javascript option is available. The statics loaded through the integration snippet are minified, obfuscated and gzip-compressed to optimize loading time. Furthermore, there is a separate tag for Order, and Return registration, for more information read below.

Triggers:

Once you have created the tag, you would need to add trigger/triggers for the pages you want this tag to execute. For the base presize tag, you will need to trigger on product detail page view.

To register orders, a separate tag will be needed with a trigger firing when a purchase is successfully made on your webshop.

Furthermore, to register product returns you can create another tag, which fires on your 'product-return-successfully' page.

Registering orders:

To track which products were bought using the presize size recommendation as well as the effect on your conversion you can create an additional tag. The trigger should fire upon a successful purchase on your webshop.

Order registration is implemented in GTM by presize as negotiated. To help ease the process please provide us with a quick way to do dummy orders (end up on the order summary page with real products), where we can design the tag to extract all information.

Registering orders is not necessary for the core functionality, tracking orders may be required for billing depending on your pricing model.

The order id and product ids of purchased products are extracted from our GTM tag that runs when a trigger is fired directly from the order summary page of your webshop.

Registering size-related returns:

This functionality serves to continuously improve the size recommendations for all of your customers and across all products based on feedback. Similar to the way your Netflix account works, based on shopper feedback our algorithm to adjust product sizing data over time in relation to your shoppers' bodies.

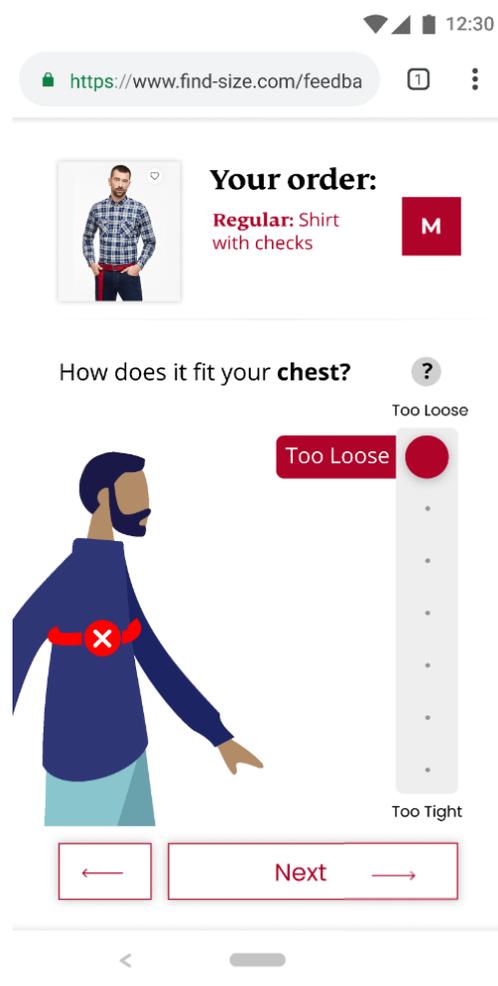
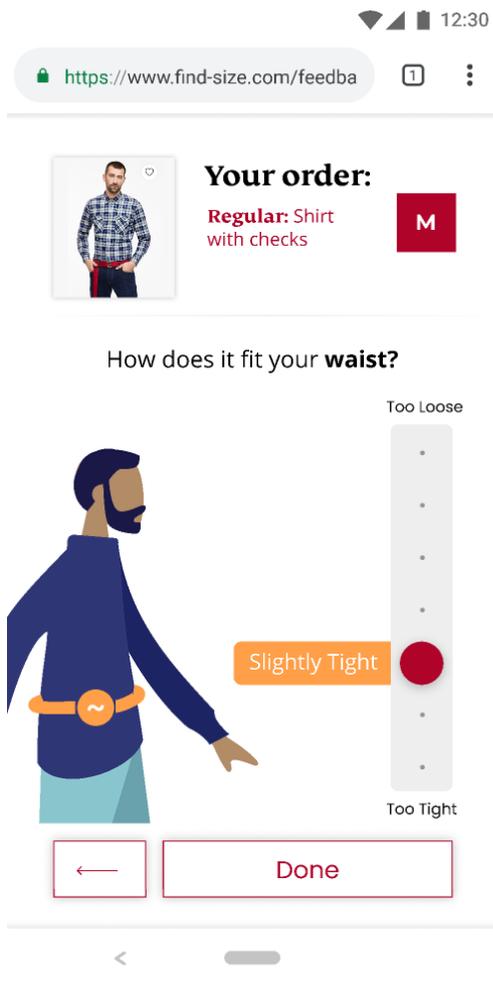
Return registration is implemented in GTM by presize as negotiated. To help ease the process you can provide a quick way to issue dummy orders on your webshop.

Registering returns is not necessary for the core functionality and even without it presize is shown to be the most accurate sizing solution on the market. However it is shown that return data feedback improves recommendation accuracy even further. Registering returns may be required for billing depending on your pricing model

Enabling user feedback:

In addition to registering size related returns, we also get feedback from shoppers/users for ordered products. By submitting a simple form that takes 30 seconds the same user gets automatically improved and more accurate shortly after for a similar product category (large impact on recurring users. At the same time the recommendations for the rated product for everyone else improves as well just after a few submissions on 1 product (large impact on new users).

The evaluation is done by using special URLs (links) for each order id / customer. Presize generates those for each presize_id (Size ID), which can be attached to an order id (and therefore to users email address. Without granting presize access to your users you can distribute links over email to your customers. User fit feedback improves recommendation accuracy further by at least 30%+, depending on how accurate your original product sizing data reflects reality.



Tracking:

We track the entire funnel, from the number of times the presize solution was shown to shoppers on a product page, all the way up to orders and even returns. The exact scope of the tracking integration is negotiated individually. Here is an overview of all events we track:

```
const TRACKING_STEP = {
  // sometimes acts as gateway to solution selection pop up
  FIND_SIZE_BTN_SHOWN: 'Find Size Btn Shown',
  // shows the SCAN pop up
  FIND_SIZE_BTN_CLICKED: 'Find Size Btn Clicked',
  // the selection screen steps are available only on some integrations
  // (with existing solutions or with Product Split)
  SOLUTION_SELECTION_POPUP_SHOWN: 'Solution Selection Pop Up Shown',
```

```

SCAN_SELECTED: 'Scan Selected',
QUICK_SIZE_SELECTED: 'Quick Size Selected',
// mobile only 100% of traffic, on desktop -> Scan QR code or directly visit app vua url (as next
step)
SCAN_BTN_CLICKED: 'Scan Btn Clicked',
POP_UP_CLOSE: 'Pop Up Closed',
WRONG_PRESIZE_ID_ENTERED: 'Wrong Presize Id Entered',
PRESIZE_ID_ENTERED: 'Presize Id Entered',
VIEWED_SIZE_CHART: 'Size Chart Viewed',
SCAN_COMPLETED: 'Scan Completed',
RETURN_CONFIRMED: 'Return Confirmed',
SRECO_SHOWN: 'Size Reco Shown',
ORDER_MADE: 'Order made',
ORDER_MADE_PRIMARY_RECO: 'Followed Primary Reco',
ORDER_MADE_SECONDARY_RECO: 'Followed Secondary Reco',
ORDER_MADE_NO_RECO: 'Did not follow Reco',
PRESIZE_ID_RESET: 'Presize Id Reset',
FIT_SLIDER_SET_M3: 'Fit Slider -3',
FIT_SLIDER_SET_M2: 'Fit Slider -2',
FIT_SLIDER_SET_M1: 'Fit Slider -1',
FIT_SLIDER_SET_0: 'Fit Slider 0',
FIT_SLIDER_SET_P1: 'Fit Slider +1',
FIT_SLIDER_SET_P2: 'Fit Slider +2',
FIT_SLIDER_SET_P3: 'Fit Slider +3',
};

```

In addition to the steps above, we track detailed user actions and funnel inside our scanning web app. We can tell for each customer/product/gender/device and scanning mode which screens the user went to, how they interacted with the app, before returning to your webshop to see their recommendation.

API documentation:

<https://api.find-size.com>

Our API documentation is available in the following formats:

- Swagger (+ Try it out functionality) [here](#)
- ReDoc (+ Try it shell script examples) [here](#)

Scanning App:

<https://find-size.com>

Question or Feedback?

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