

Deploy the JavaScript for Content-AI



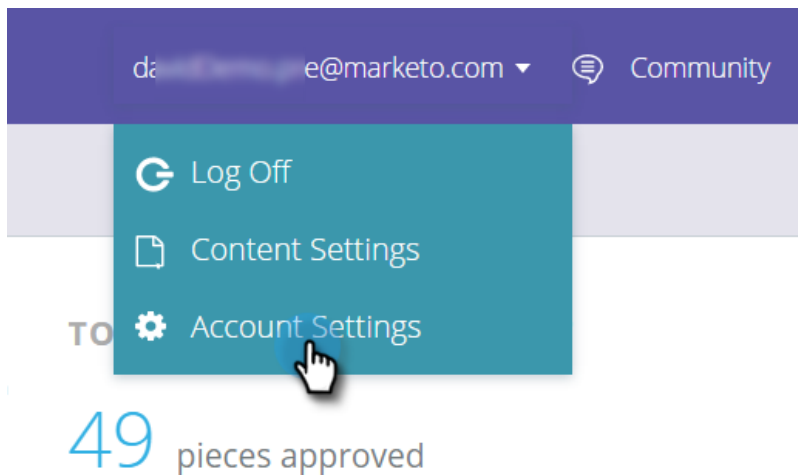
Note

Depending on the purchase date, your Marketo subscription may include either Marketo Predictive Content or Content^{AI}. For those using Predictive Content, Marketo is enabling Content^{AI} Analytics features until April 30, 2018. To keep these features beyond that date, please contact your Marketo Customer Success Manager to upgrade to Marketo Content^{AI}.

To use Content^{AI}, you need to generate and set up your the RTP (Web Personalization) tag.

Generate Tag

1. Login to your Content^{AI} account. Go to **Account Settings**.



2. In **Domain Configuration**, locate the relevant domain and click **Generate Tag**.

Account Settings

Domain Configuration

da...com

Tag On Off Honor DNT On Off

Generate Tag

IP Exclude

Exclude IP Addresses:

3. Copy and paste the Web Personalization tag into the HTML of your website.

WEB PERSONALIZATION TAG

This tag is used for Web Personalization and Predictive Content recommendations.

Account Metadata: [redacted]

Host: sjrtp6-cdn.marketo.com

Tag - CDN, Asynchronous (Recommended)

```
<!-- RTP tag -->
<script type='text/javascript'>
(function(c,h,a,f,i,e){c[a]=c[a]||function(){(c[a].q=c[a].q||[]).push(arguments)};
c[a].a=i;c[a].e=e;var g=h.createElement("script");g.async=true;g.type="text/javascript";
g.src=f+'?aid='+i;var b=h.getElementsByTagName("script")[0];b.parentNode.insertBefore(g,b);
})(window,document,"rtp","//sjrtp6-cdn.marketo.com/rtp-api/v1/rtp.js","");

rtp('send','view');
rtp('get','campaign',true);
</script>
<!-- End of RTP tag -->
```

CLOSE

Note

Copy the Web Personalization JavaScript tag and paste it as the first script in the header of your pages, between the `<head>` `</head>` tags. See more detailed [implementation instructions here](#).

4. Verify the tag appears on all pages, including landing pages and sub-domains. Check this by right-clicking on your website's page. Go to **View Page Source** in a web browser. Search: 'RTP'.
5. Confirm that the Tag toggle set to **ON**.