

Evergage JavaScript Beacon Overview

The Evergage JavaScript beacon places a first party cookie on the visitor's browser which sends data for that visitor back to Evergage. This includes pages visited, links clicked, time on site, number of visits, geolocation, and referral source, as well as other custom data you want collected. Before installing the JavaScript Beacon on your site, it is important to understand the two different types of beacons available as well as determine what kinds of visitor data you want to collect.

The following articles will give you more information and should be read before installing the beacon:

- [*Synchronous vs Asynchronous Integration*](#) details the two types of beacon code available as well as pros and cons to using each
- [*JavaScript Beacon Settings*](#) reviews how to change your beacon version including how to disable it altogether
- [*JavaScript Beacon Library of Functions*](#) provides information and code samples for capturing additional visitor data through the JavaScript Beacon
- [*Install the JavaScript Beacon*](#) will give you instructions for installing the beacon after you have selected the beacon type and made any customizations necessary to capture the data you want