Add Munchkin Tracking Code to Your Website

Please ensure that you have access to an experienced JavaScript developer. Marketo Technical Support is not set up to assist with troubleshooting custom JavaScript.

Marketo's custom JavaScript tracking code, called Munchkin, tracks all individuals who visit your website so you can react to their visits with automated marketing campaigns. Even anonymous visitors are tracked along with their IP addresses and other information. Without this tracking code, you will not be able to track visits or other activity on your website!
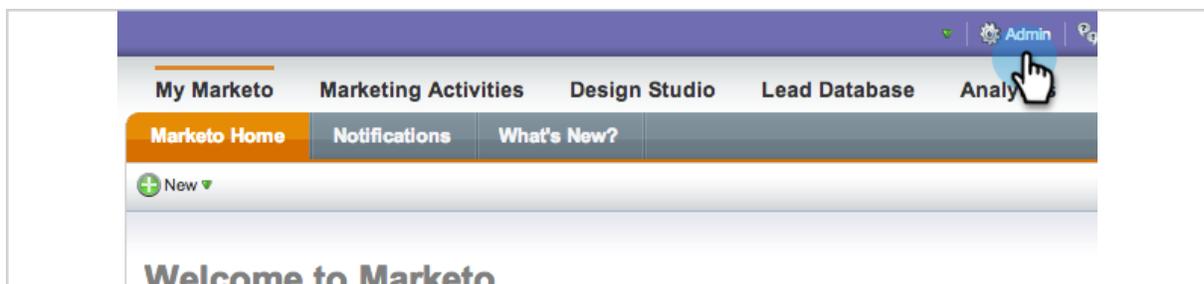

Deep Dive
You can use the Munchkin API to track activities (like form fill-outs and link clicks) on non-Marketo pages. Learn More.
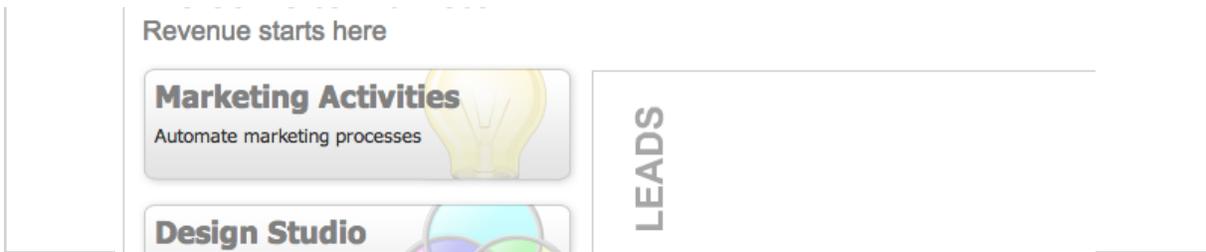
Learn how to:

- Add Tracking Code to Your Website
- Add Tracking Code when Using Multiple Workspaces
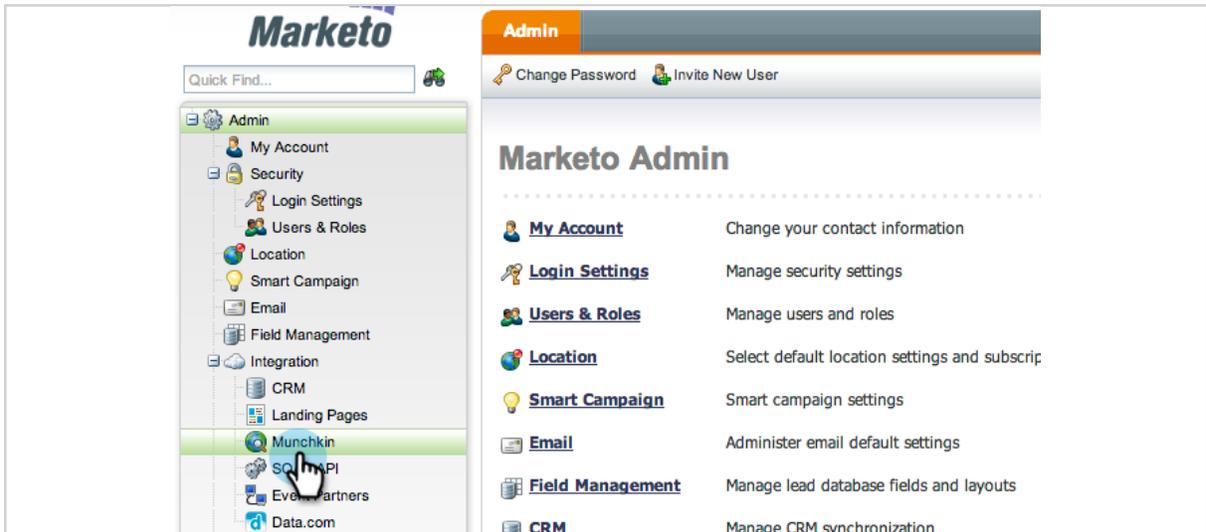- Types of Munchkin Tracking Codes

Add Tracking Code to Your Website

1.1   Click Admin **at the top right of the app.**

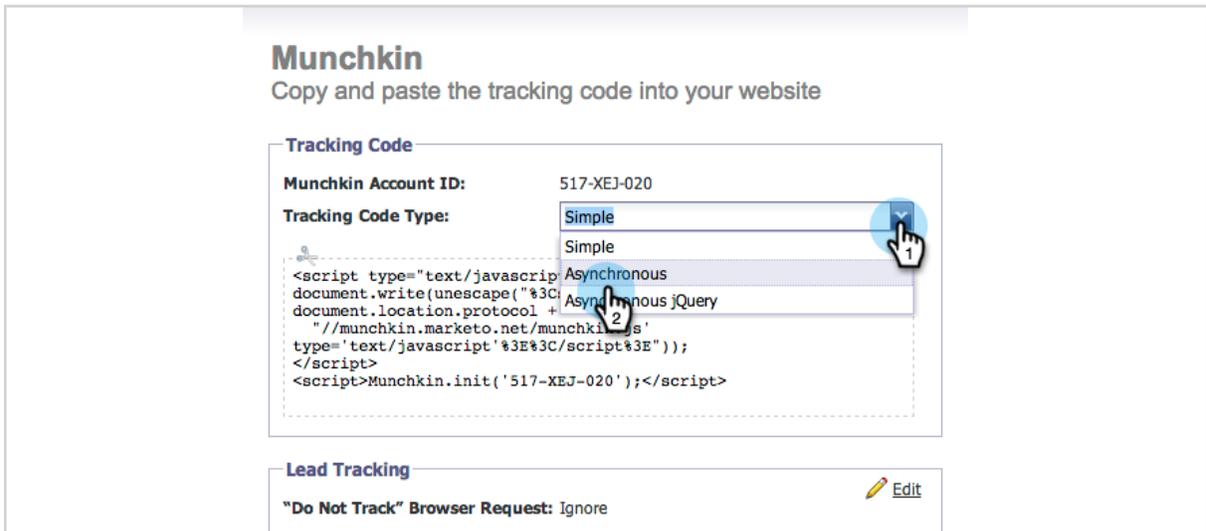**1.2 Click** Munchkin **in the tree on the left.**

1.3 Select Asynchronous **for** Tracking Code Type.

> 📝 **Note**
>
> Asynchronous code is faster than Simple. If you are using jQuery on your page, you could use the Asynchronous jQuery option. Learn more.

1.4 Click and copy the Javascript tracking code to put on your website.

Munchkin
Copy and paste the tracking code into your website

Tracking Code

Munchkin Account ID:	517-XEJ-020
Tracking Code Type:	Asynchronous

```
<script type="text/javascript">
(function() {
  var didInit = false;
  function initMunchkin() {
    if(didInit === false) {
      didInit = true;
      Munchkin.init('   XEJ-020');
    }
  }
  var s = document.createElement('script');
  s.type = 'text/javascript';
  s.async = true;
  s.src = document.location.protocol + '//munchkin.marketo.net
/munchkin.js';
  s.onreadystatechange = function() {
    if (this.readyState == 'complete' || this.readyState ==
'loaded') {
      initMunchkin();
    }
  };
  s.onload = initMunchkin;
  document.getElementsByTagName('head')[0].appendChild(s);
})();
</script>
```

⚠ **Caution**
    Don't use the code shown in this screenshot - you must use the unique code that appears in your account!

💡 **Tip**
    Put tracking code on the web pages you want to track. This may be every page for smaller sites, or only key pages on sites that have many dynamically generated Web pages, user forums, and so on.

1.5 Place the tracking code on your web pages right before the </body> tag.
        Landing pages created in Marketo automatically contain tracking code, so you don't need to put this code on them.

```
1   <script type="text/javascript">
2   (function() {
3     var didInit = false;
4     function initMunchkin() {
5       if(didInit === false) {
6         didInit = true;
7         Munchkin.init('561-HYG-937');
8       }
9     }
10    var s = document.createElement('script');
11    s.type = 'text/javascript';
12    s.async = true;
13    s.src = document.location.protocol + '//munchkin.marketo.net/munchkin.js';
14    s.onreadystatechange = function() {
15      if (this.readyState == 'complete' || this.readyState == 'loaded') {
16        initMunchkin();
17      }
18    };
19    s.onload = initMunchkin;
20    document.getElementsByTagName('head')[0].appendChild(s);
21  })();
22  </script>
23  </body>
24  </html>
```
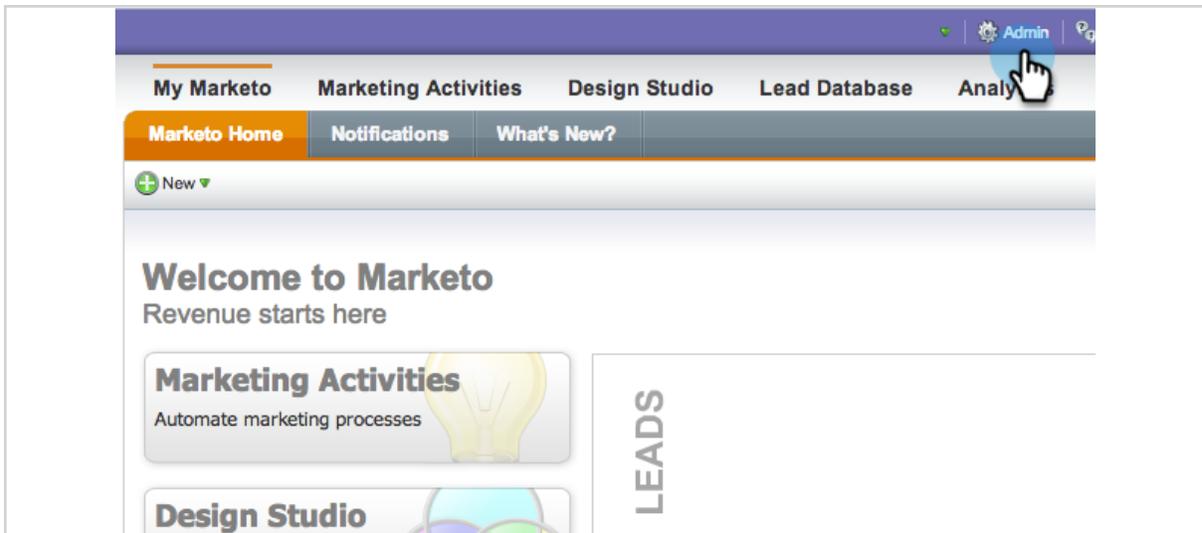
Add Tracking Code when Using Multiple Workspaces

If you're using Workspaces in your Marketo account, you probably also have separate web presences that correspond to your workspaces. In that case, you can use the Munchkin tracking Javascript to assign your anonymous leads to the correct workspace and partition.

2.1   Click Admin **at the top right of the app.**

2.2   Click Munchkin **in the tree on the left.**

2.3   Select the appropriate workspace for the web pages you wish to track.

Munchkin
Copy and paste the tracking code into your website

Tracking Code

Munchkin Account ID:	303-OZO-189
Workspace (Partition):	None
Tracking Code Type:	None Asia (Default*) Default (Default*) EMEA (Default*) S... (Default*)

```
<script type="text/javascrip
document.write(unescape("%3C
document.location.protocol +
   "//munchkin.marketo.net/mu
type='text/javascript'%3E%3C/sc    t%3E"));
</script>
<script>Munchkin.init('303-OZO-189');</script>
```

> **Note**
> If you don't use the special workspace Munchkin code, the leads will be assigned to the default partition that was created when your account was set up. It's named "Default" initially, but you might have changed that in your own Marketo account.

2.4   **Select** Asynchronous **for** Tracking Code Type.

Munchkin
Copy and paste the tracking code into your website

Tracking Code

Munchkin Account ID:	303-OZO-189
Workspace (Partition):	EMEA (Default*)
Tracking Code Type:	Simple
	Simple Asynchronous Async...nous jQuery

```
<script type="text/javascri
document.write(unescape("%3(
document.location.protocol
   "//munchkin.marketo.net/munchk   js' type='text/javascript'
%3E%3C/script%3E"));
</script>
<script>Munchkin.init('303-OZO-189', {wsInfo: 'ilRQ'});
</script>
```

> **Note**
> Asynchronous code is faster than Simple. If you are using jQuery on your page, you could use the Asynchronous jQuery option. Learn more.

2.5   Click and copy the Javascript tracking code to put on your website.

Munchkin

Munchkin
Copy and paste the tracking code into your website

Tracking Code

Munchkin Account ID:	303-OZO-189
Workspace (Partition):	EMEA (Default*)
Tracking Code Type:	Asynchronous

```javascript
<script type="text/javascript">
(function() {
    var didInit = false;
    function initMunchkin() {
        if(didInit === false) {
            didInit = true;
            Munchkin.init('303-OZO-189', {wsInfo: 'ilRQ'});
        }
    }
    var s = document.createElement('script');
    s.type = 'text/javascript';
    s.async = true;
    s.src = document.location.protocol + '//munchkin.marketo.net
/munchkin.js';
    s.onreadystatechange = function() {
        if (this.readyState == 'complete' || this.readyState ==
'loaded') {
            initMunchkin();
        }
    };
    s.onload = initMunchkin;
    document.getElementsByTagName('head')[0].appendChild(s);
})();
</script>
```

> ⚠️ **Caution**
> Don't use the code shown in this screenshot - you must use the unique code that appears in your account!

2.6 Place the tracking code on your web pages right before the </body> tag. New leads that visit this page will be assigned to this lead partition.

```javascript
1  <script type="text/javascript">
2  (function() {
3      var didInit = false;
4      function initMunchkin() {
5          if(didInit === false) {
6              didInit = true;
7              Munchkin.init('561-HYG-937');
8          }
9      }
10     var s = document.createElement('script');
11     s.type = 'text/javascript';
12     s.async = true;
13     s.src = document.location.protocol + '//munchkin.marketo.net/munchkin.js';
14     s.onreadystatechange = function() {
15         if (this.readyState == 'complete' || this.readyState == 'loaded') {
16             initMunchkin();
17         }
18     };
19     s.onload = initMunchkin;
20     document.getElementsByTagName('head')[0].appendChild(s);
21  })();
22  </script>
23  </body>
24  </html>
```

> ⚠️ **Caution**
> You can only use one Munchkin tracking script for a single partition and workspace on a page. Do not include tracking scripts for multiple partitions/workspaces on your website.

> 📝 **Note**
> Landing pages created in Marketo automatically contain tracking code, so you don't need to put this code on them.

Types of Munchkin Tracking Codes

There are 3 types of Munchkin tracking codes you can choose from. Each impact the webpage load times differently.

- Simple: has the fewest lines of code, but does not optimize for webpage loading time. This code loads the jQuery library each time a webpage is loaded.
- Asynchronous: reduces webpage loading time. This code checks if the jQuery library already exists, loads it if it's missing, and uses it for executing tracking code once the rest of the webpage has loaded.
- Asynchronous jQuery: reduces webpage loading time and also improves system performance. This code assumes that you already have jQuery, and does not check to load it.

> **Note**
> Munchkin tracking codes works with jQuery versions 1.3 and above. In the Simple and Asynchronous code, jQuery loaded is version 1.7.