

Content Engagement Script

```
<script>
(function() {
  var startEngage = new Date().getTime();
  var timeEngaged = 0;
  var idleTime = 0;
  var idle = true;
  var idleReport = false;
  var idleTimer, reportTimer;

  /* Set the user as idle, and calculate the time
  they were non-idle */
  var setIdle = function() {
    idleTime = new Date().getTime();
    timeEngaged += idleTime - startEngage;
    idle = true;
  };

  /* Reset the 5 second idle timer.
  If the user was idle, start the non-idle timer */
  var pulse = function(evt) {
    if (idle) {
      idle = false;
      startEngage = new Date().getTime();
      idleReport = false;
    }
    window.clearTimeout(idleTimer);
    idleTimer = window.setTimeout(setIdle, 5000);
  };

  // Utility function for attaching listeners to the window
  var addListener = function(evt, cb) {
    if (window.addEventListener) {
      window.addEventListener(evt, cb);
    } else if (window.attachEvent) {
      window.attachEvent('on' + evt, cb);
    }
  };

  /* Push an event to dataLayer every 15 seconds
  unless the user is idle.
  Also, push an event when the user leaves the page */
  var report = function(evt) {
    if (!idle) {
      timeEngaged += new Date().getTime() - startEngage;
    }
  }
}
```

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// Push the payload to dataLayer, and only push valid time values
if (!idleReport && timeEngaged > 0 && timeEngaged < 3600000) {
    window.dataLayer.push({
        'event' : 'nonIdle',
        'nonIdleTimeElapsed' : timeEngaged
    });
}
if (idle) {
    idleReport = true;
}

// Fix possible beforeunload duplication problem
if (evt && evt.type === 'beforeunload') {
    window.removeEventListener('beforeunload', report);
}
timeEngaged = 0;
startEngage = new Date().getTime();
reportTimer = window.setTimeout(report, 15000);
};

addListener('mousedown', pulse);
addListener('keydown', pulse);
addListener('scroll', pulse);
addListener('mousemove', pulse);
addListener('beforeunload', report);
idleTimer = window.setTimeout(setIdle, 5000);
reportTimer = window.setTimeout(report, 15000);
})();
</script>
```