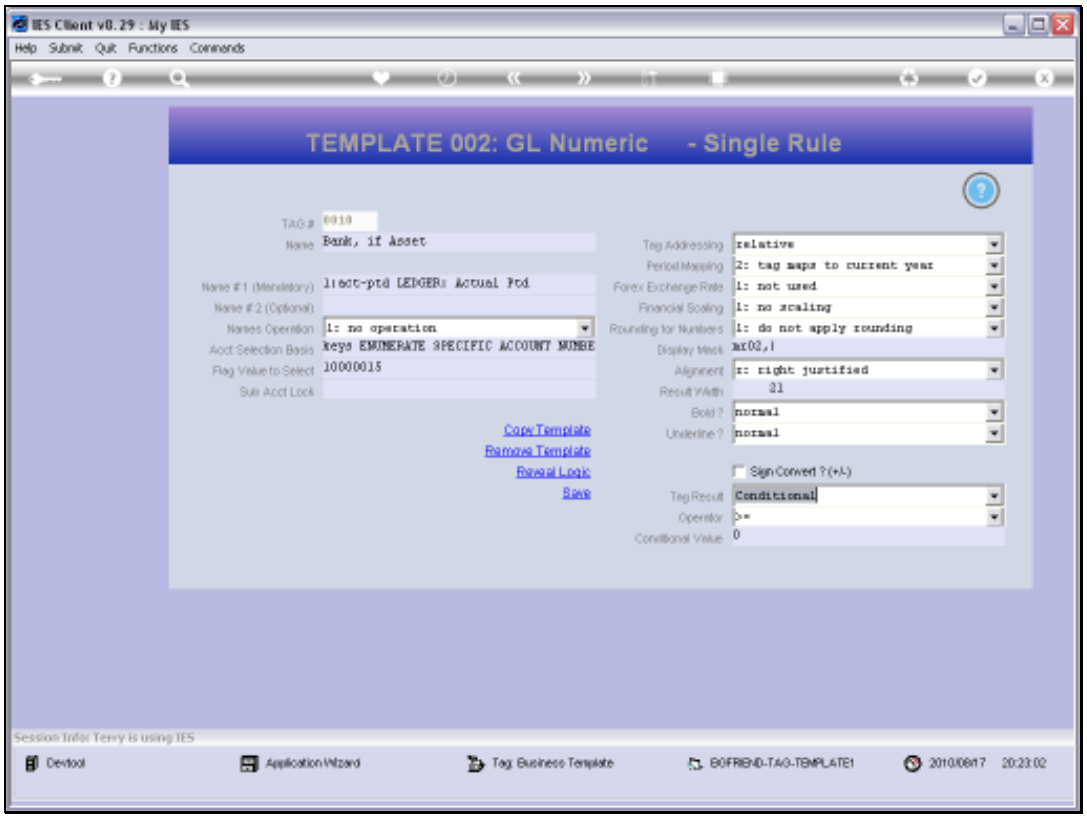
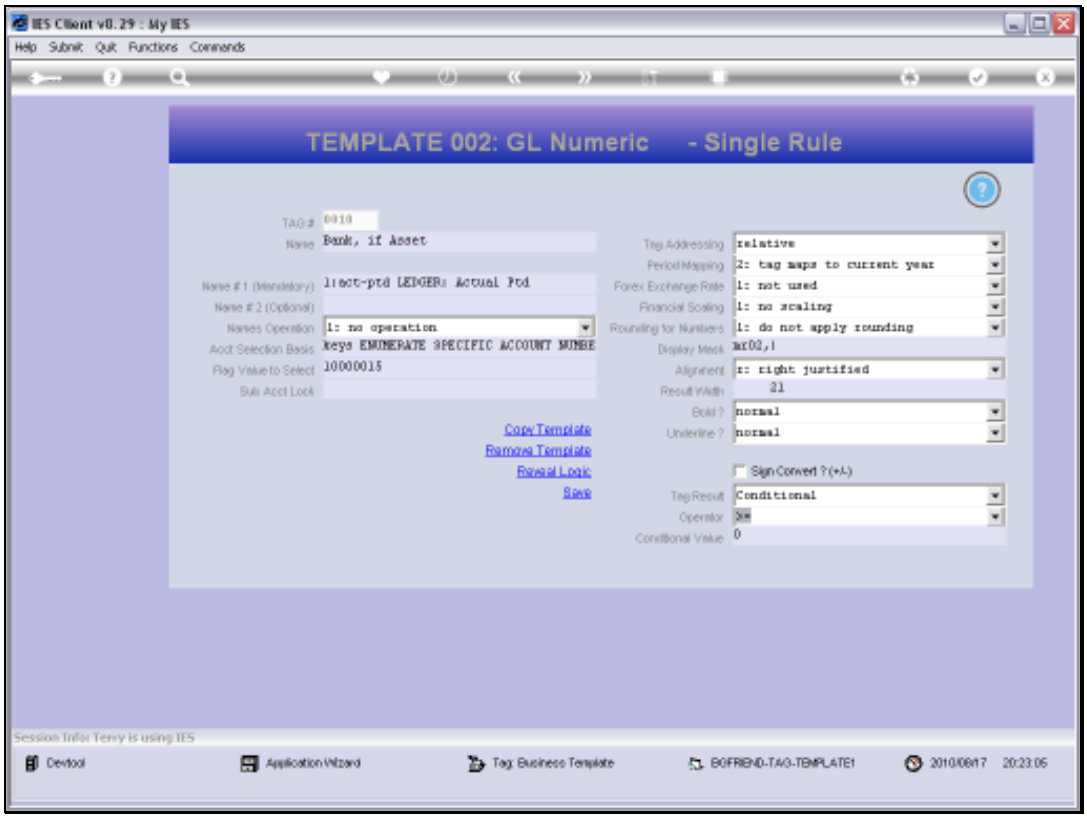
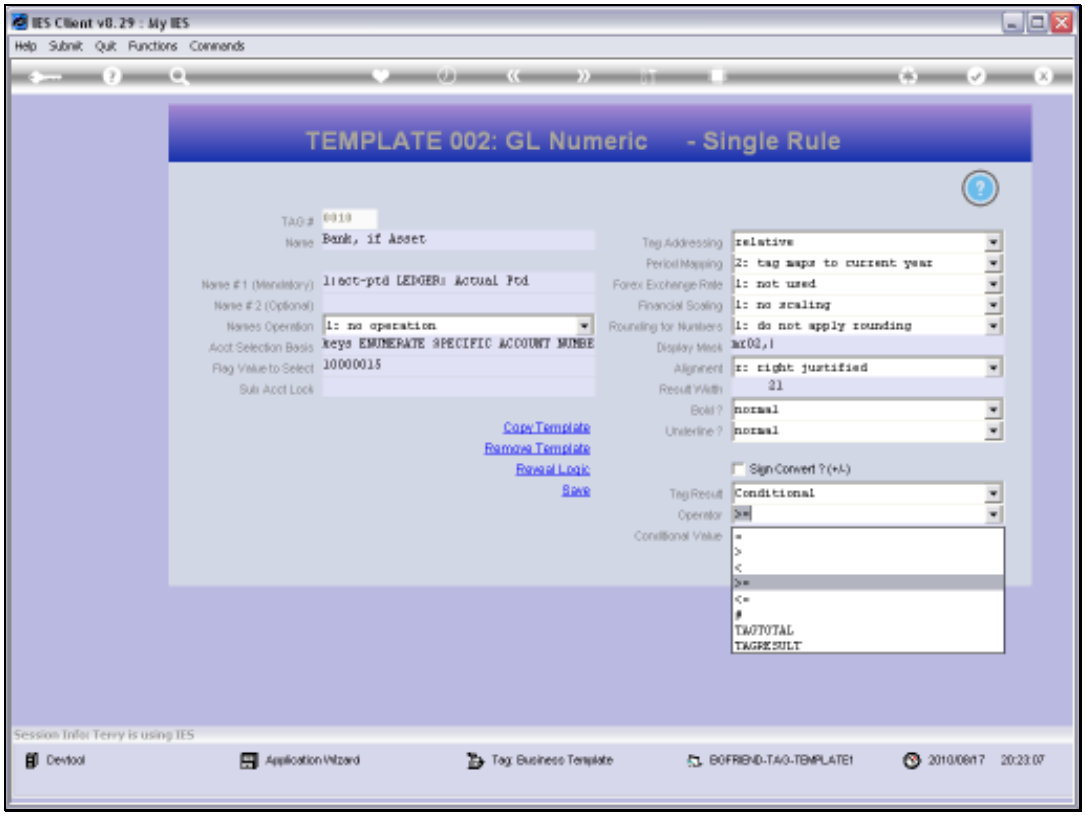


Slide 1

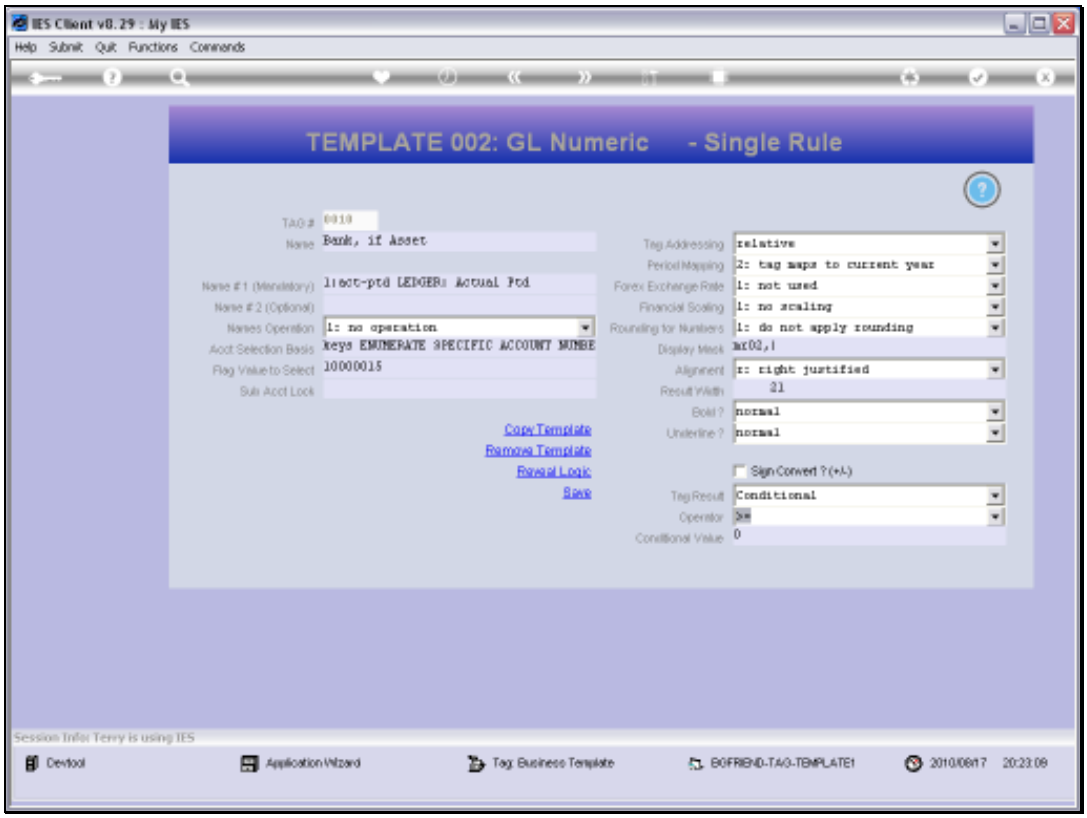
Slide notes: The 'Operator' for Conditional Tags is only relevant when the 'Tag Result' field is set to 'Conditional'. In this case, we have to choose from the list of available Operators, to compare against the Conditional Value.



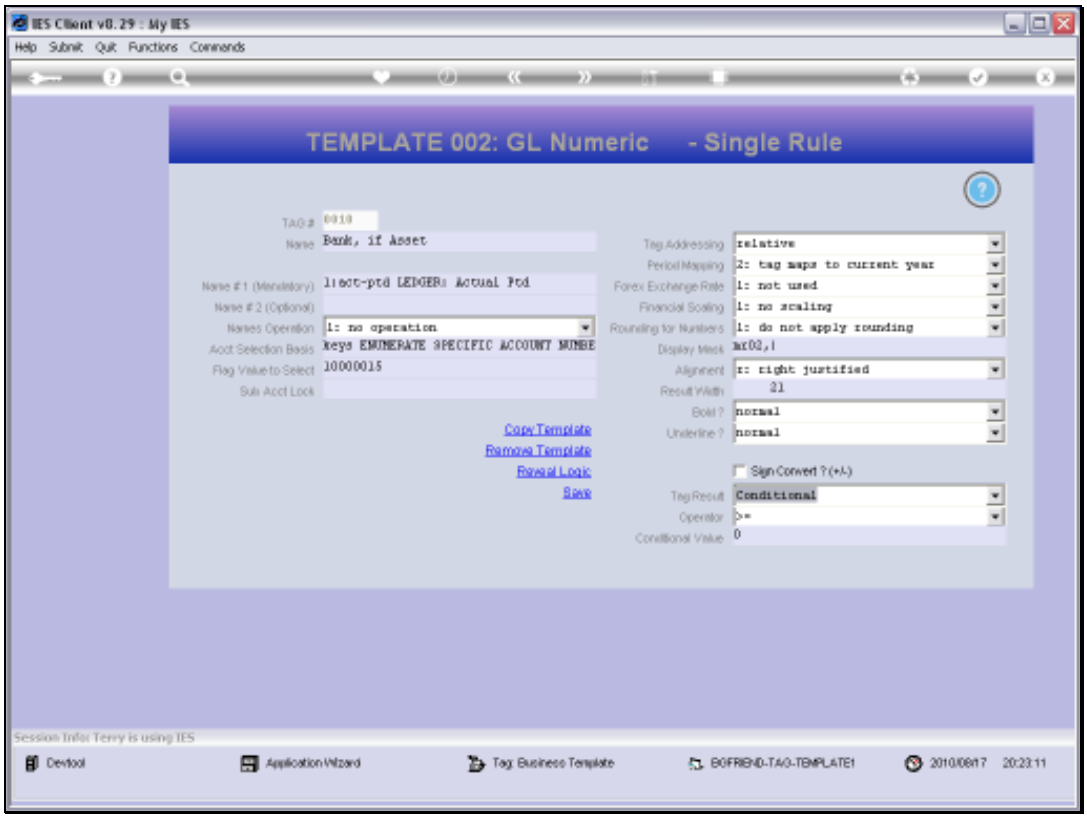
Slide 2
Slide notes:



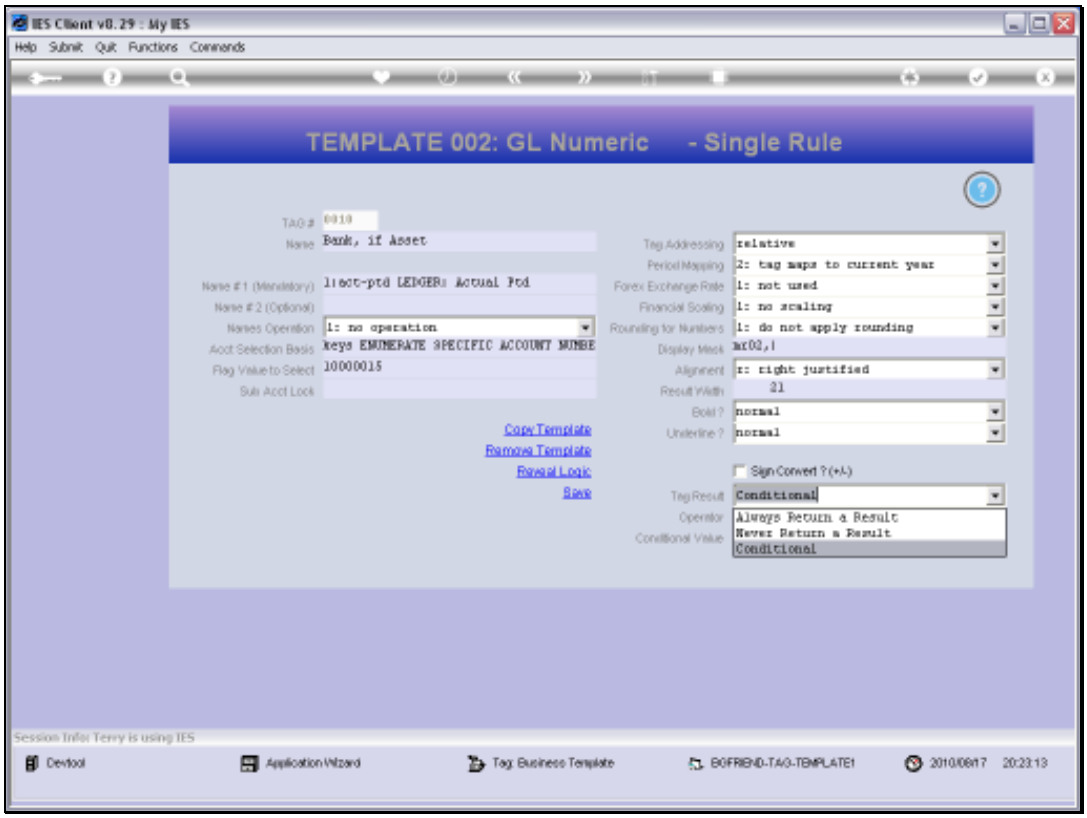
Slide 3
Slide notes:



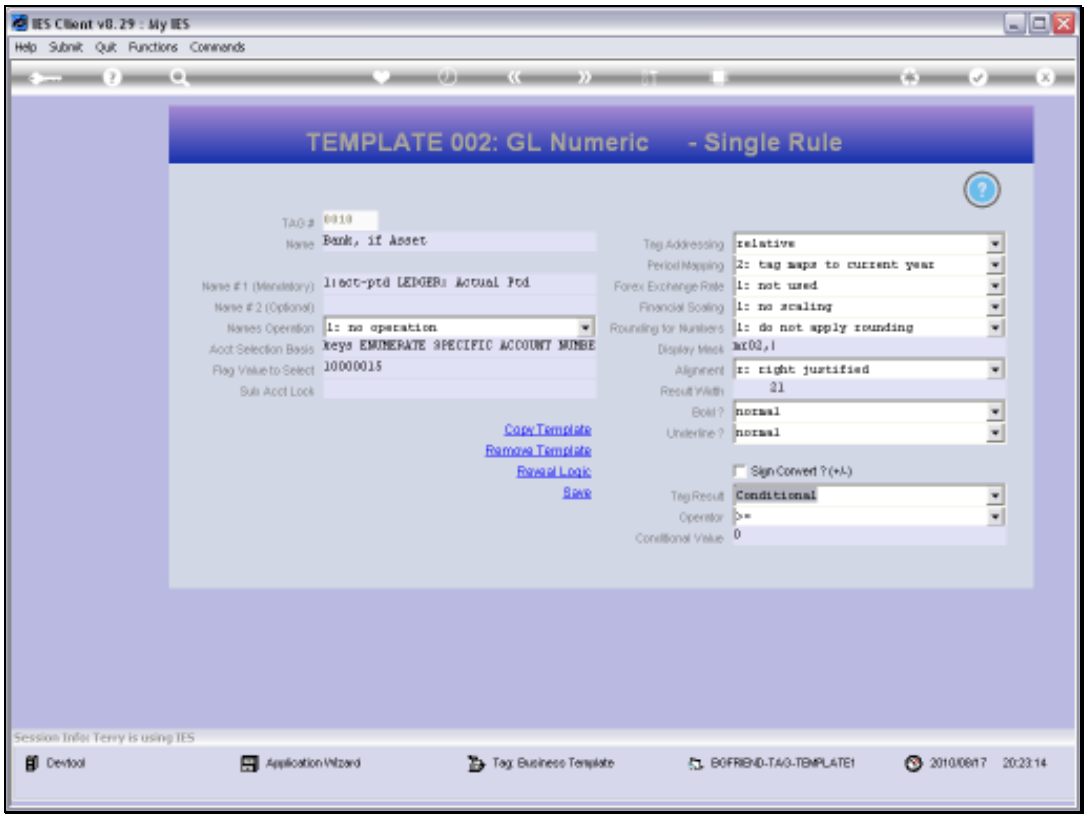
Slide 4
Slide notes:



Slide 5
Slide notes:



Slide 6
Slide notes:



Slide 7

Slide notes: The Help for this Field explains the matter properly, but to really understand how we use Hidden and Moving Tags, please see the tutorial entitled 'Conditional Tags'.