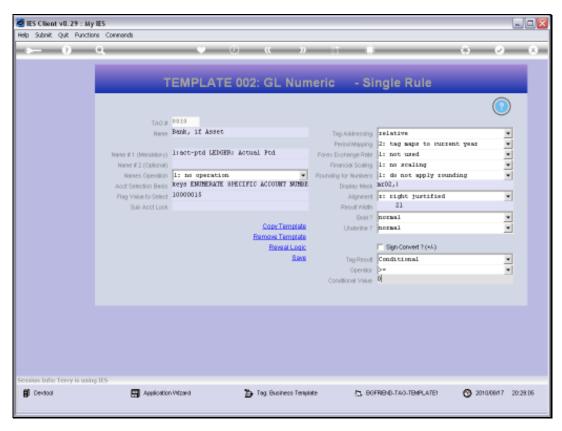
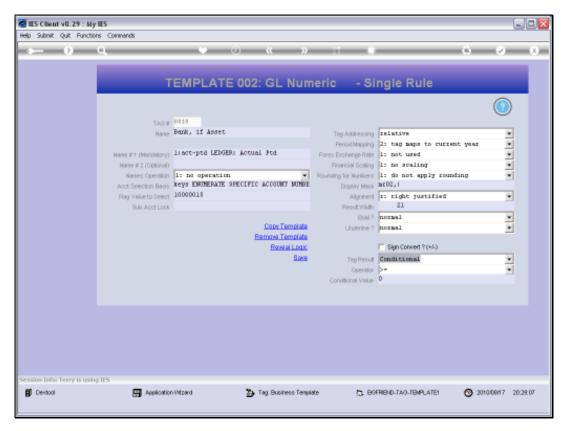


Slide 1

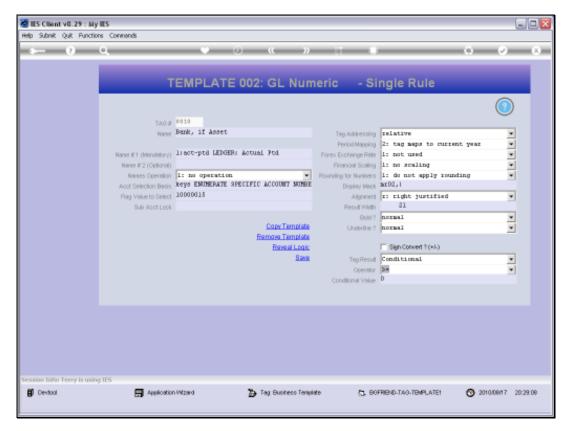
Slide notes: The 'Conditional Value' is only relevant when 'Tag Result' is set to 'Conditional'. In this case the Conditional Value is tested by the stated Operator to determine whether the Tag result will show or not.



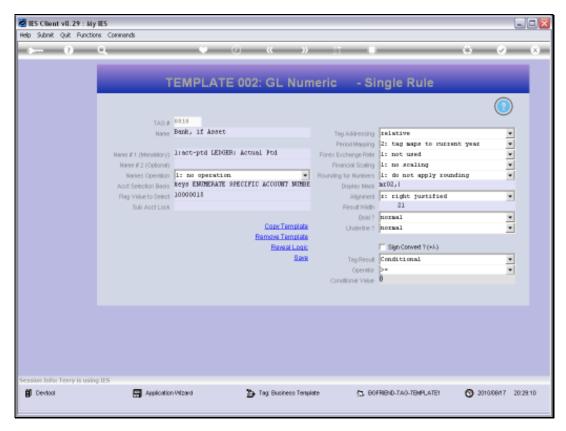
Slide 2 Slide notes:



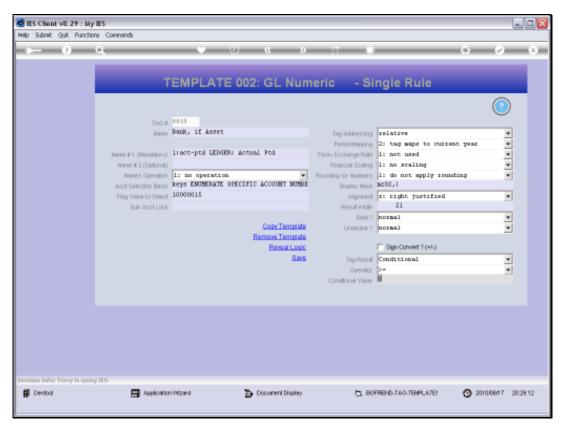
Slide 3 Slide notes:



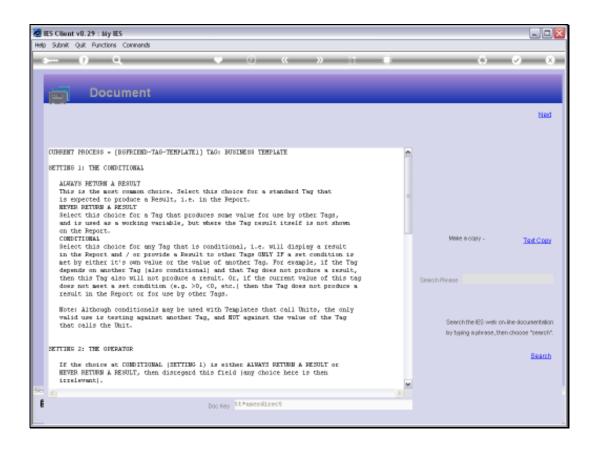
Slide 4 Slide notes:



Slide 5 Slide notes:



Slide 6 Slide notes:

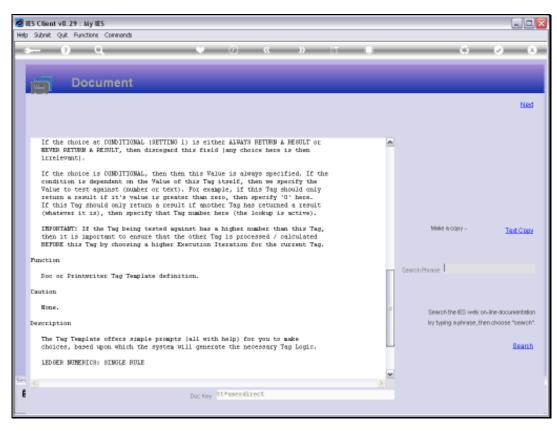


Slide 7

Slide notes: The Help Document is quite helpful in explaining all of this, but it is also important to see the tutorial entitled 'Conditional Tags' to understand how we use Hidden and Moving Tags, which are of course Conditional Tags.



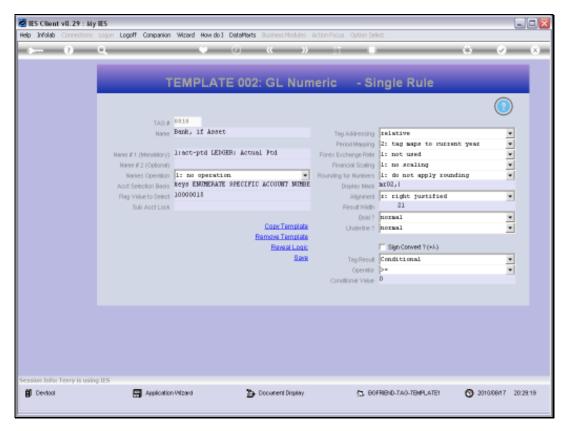
Slide 8 Slide notes:



Slide 9 Slide notes:



Slide 10 Slide notes:



Slide 11 Slide notes: