Google Tag Manager and CV ecommerce

Overview

Google's Tag Manager lets administrators and digital marketers track user behaviour and improve conversion rates on their websites. Commerce Vision websites have tracking functionality enabled out of the box, pushing rich data on nearly every site event.

This guide details the data sent for various events, which can then be used with Tag Manager's Remarketing and Enhanced Ecommerce functions.

> ✅ The 'Data Layer Doctor' extension for Chrome may be useful in viewing data objects during testing. It allows you to check the contents of a data layer and verify it against your specifications.

1. Digital Remarketing

Remarketing is the practice of advertising to past visitors of your website. If users leave your site without making a purchase, remarketing can help you reconnect by displaying relevant ads during their subsequent web browsing or searching.

BPD Remarketing data is pushed on every page of the website. Properties and their possible values are detailed below.

Property	Value	Notes
event	'remarketing'	
ecomm_pagetype	One of the following: - home - category - product - cart - purchase - other	Value determined by the page the user is on. For example: - 'home' = the site's home page - 'category' = a category page listing products - 'product' = the product detail page - 'cart' = the shopping cart - 'purchase' = the confirmation screen once an order has successfully been submitted - 'other' = any page not covered above (eg. Favourites, Checkout Delivery Address, Dashboard, etc)
ecomm_prodid	One of the following: - Product code (product pages) - Array of product codes (category, cart, purchase pages)	Optional. Value determined by the page the user is on, and does not apply to page types 'home' or 'other'.
ecomm_totalvalue	The total value of all products and charges (if any)	Optional. Only applies to page types 'product', 'cart', and 'purchase'.
google_conversion_value	The total value of all products and charges	Optional. Only applies to page type 'purchase'.

Sample Remarketing data

```
{
    "event": "remarketing",
        "ecomm_pagetype": "home",
        "ecomm_prodid": ["ProductCode", "ProductCode"] or "ProductCode",
        "ecomm_totalvalue": "99.99",
        "google_conversion_value": "99.99"
}
```

2. Enhanced Ecommerce

Enhanced eCommerce is additional functionality for Google Analytics which allows richer data to be gathered, over and above the standard eCommerce transactional information gathered at the Order Confirmation step. Enhanced eCommerce data provides a more nuanced view of user behaviour, such as content engagement, product views, and cart actions.

BPD Enhanced eCommerce data is pushed for nearly every event type on the website. The data objects are outlined below, including properties and their possible values.

a. Product Impressions

Product Impression data is pushed when a product list is displayed. For example, a page of search results, products in a category, or a user's favourites.

Property	Value	Notes
event	'enhancedEcomm'	Due to infinite scrolling, some pages may load additional data after the initial page load. For this reason, impressions are pushed via an event. Infinite scrolling creates a new event, and therefore a new data push. This also ensures that data is pushed in blocks, so as not to exceed Google's object data limit.
event_type	'impression'	
currencyCode	The currency code for the current account	
name	The product description	
id	The product code	
category	The product's primary category	Includes all levels of the category structure for the product's primary category.
list*	One of the following: • Product List • Search Results • Items Recently Viewed • Campaign - (sent as the *Campaign Description,* not the Campaign Code*)* • CrossSell - (Alternate products) • UpSell - (Accessories / Related products) • User Favourites • Prior Purchases • Product Details - (This value only applies where the user has navigated directly to a product via link or similar. Otherwise, the list from which the product was accessed will be used for product detail impressions.)	Value determined by the list in which the product is located. *Note - **Zoned Product Layout** must be used in order for Enhanced eCommerce to work with lists.
brand	The product's brand	
position	The product's position / sequence in its list	

price	The product price (nett price for 1)	If 'hide pricing' is enabled at Role level, this data is not pushed.

Sample Product Impression data

```
{
        "event": "enhancedEcomm",
        "event_type": "impression",
        "ecommerce": {
                "currencyCode": "AUD",
                "impressions": [
                {
                        "name": "Product Description",
                        "id": "ProductCode",
                        "list": "list name",
                        "category": "/first level/second level/third level",
                        "brand": "brand name",
                        "position": 1,
                        "price": "99.99"
                }
                ]
        }
}
```

Sample Product Detail Impression data

```
{
        "event": "enhancedEcomm",
        "event_type": "impression",
        "ecommerce": {
                "currencyCode": "AUD",
                "detail": {
                        "actionField": {
                                "list": "list name"
                        },
                        "products": [
                        {
                                "name": "Product Description",
                                "id": "ProductCode",
                                "category": "/first level/second level/third level",
                                "brand": "brand name",
                                "price": "99.99"
                        }
                        ]
                }
        }
}
```

b. Product Clicks

Product Click data is pushed on any click of a product link. For example, a product on a page of search results, or a product on the user's favourites list.

Property	Value	Notes
event	'productClick'	

list*	One of the following:	Value determined by the list in which the product is located.
	• Product List • Search Results • Items Recently Viewed • Campaign - (sent as the *Campaign Description,* not the Campaign Code) • CrossSell - (Alternate products) • UpSell - (Accessories / Related products) • User Favourites • Prior Purchases • Cart Item	*Note - **Zoned Product Layout** must be used in order for Enhanced eCommerce to work with lists.
name	The product description	
id	The product code	
category	The product's primary category	Includes all levels of the category structure for the product's primary category.
brand	The product's brand	
position	The product's position / sequence in its list	
price	The product price (nett price for 1)	If 'hide pricing' is enabled at Role level, this data is not pushed.

Sample Product Click data

```
{
        "event": "productClick",
        "ecommerce": {
                "click": {
                        "actionField": {
                                "list": "list name"
                        },
                        "products": [
                        {
                                "name": "Product Description",
                                "id": "ProductCode",
                                "category": "/first level/second level/third level",
                                "brand": "brand name",
                                "price": "99.99",
                                "position": 1
                        }
                        ]
                }
        }
}
```

c. User Details

User Detail data is pushed on every page of the site. There is the option to push data for logged in users only.

- 'User_ID' = the user's unique identifier (database field = user.userid)

Sample User Detail data

```
{
        "User_ID": "unique user id"
}
```

d. Questionnaire

Questionnaire data is only pushed for non-widget-based questionnaires.

Since the URL does not change post submission, a virtual URL is pushed. (In contrast, widget-based questionnaires have a URL redirect post submission.)

Sample Questionnaire data

```
{
        "virtualURL": "thank you URL"
}
```

e. Checkout Steps & Options

Steps - pushed as the user progresses through the various steps of the checkout process.

Property	Value	Notes
event	'checkout'	
event_type	'checkout'	
step	The checkout step number: • 1 - going to cart • 2 - attempting checkout, but login required • 3 - selecting delivery option • 4 - selecting payment option • 5 - submitting the order	Steps 3 & 4 will trigger additional 'Product Option' data to be pushed, in the form of the option selected at this step. For example, the freight option selected at Step 3 or the payment method selected at Step 4 (sample provided below).
products	The products in the cart	Standard product data will be pushed for each product in the cart (e.g. name, id, category, brand, price).

Sample Checkout Steps data

```
{
        "event": "checkout",
        "event_type": "checkout",
        "ecommerce": {
                "checkout": {
                        "actionField": {
                                "step": 1
                        },
                        "products": [
                        {
                                "name": "Product Description",
                                "id": "ProductCode",
                                "category": "/first level/second level/third level",
                                "brand": "brand name",
                                "price": "99.99"
                        }
                        ]
                }
        }
}
```

Options - pushed whenever the Checkout Step value (detailed above) is either 3 or 4.

Property	Value	Notes
event	'checkoutOption'	
event_type	'checkout'	
step	3 or 4	Value determined by the step number in 'Checkout Steps' data above.
option	The option selected at this step	For example - 'pickup' at Step 3 or 'BPAY' at Step 4.

Sample Checkout Option data

```
{
        "event": "checkoutOption",
        "event_type": "checkout",
        "ecommerce": {
                "checkout_option": {
                        "actionField": {
                                "step": 4,
                                "option": "BPAY"
                        }
                }
        }
}
```

f. Transactions

Product Transaction data is pushed on successful submission of an order.

Property	Value	Notes
event	'enhancedEcomm'	
event type	'payment'	
name	The product description	Repeated for each product in the transaction.
id	The product code	Repeated for each product in the transaction.
category	The product's primary category	Includes all levels of the category structure for the product's primary category. Repeated for each product in the transaction.
price	The product price (nett price for 1)	Repeated for each product in the transaction.

Sample Transaction data

```
{
        "event": "enhancedEcomm",
        "event_type": "payment",
        "ecommerce": {
                "purchase": {
                        "actionField": {
                                "id": 100000000,
                                "revenue": 99.99,
                                "tax": 9.99,
                                "shipping": 10.00
                        }
                },
                "products": [
                {
                        "name": "Product Description",
                        "id": "ProductCode",
                        "category": "/first level/second level/third level",
                        "price": "99.99"
                }
                ]
        }
}
```

g. Login Success

Login Success data is pushed on any successful login.

- The 'event' always = "login"
- The 'widgetName' = that of the widget used to initiate the login

Sample Login Success data

```
{
        "event": "login",
        "widgetName": "widget-name"
}
```

h. Logout Success

Logout Success data is pushed on any successful logout.

- The 'event' always = "logout"
- The 'widgetName' = that of the widget used to initiate the logout

Sample Logout Success data

```
{
        "event": "logout",
        "widgetName": "widget-name"
}
```

i. Add to Cart

Add To Cart data is pushed every time a user successfully adds a product to their cart.

Property	Value	Notes
event	'addToCart'	
currencyCode	The currency code for the current account	
products	The product(s) added to the cart	Standard product data is included here (e.g. name, id, category, quantity, brand, price)
pageType	One of the following: • Product List • Search Results • Product Details	Value determined by the page on which the product was added.
list*	One of the following: • Product List • Search Results • Product Compare • Items Recently Viewed • Campaign - (sent as the *Campaign Description*, not the Campaign Code) • CrossSell - (Alternate products) • UpSell - (Accessories / Related products) • User Favourites • Prior Purchases • Product Details • Cart Fast Order • Quick Order Entry	Value determined by the list from which the product was added *Note - **Zoned Product Layout** must be used in order for Enhanced eCommerce to work with lists.

Sample Add To Cart data

```
{
        "event": "addToCart",
        "ecommerce": {
                "currencyCode": "AUD",
                "add": {
                        "products": [
                        {
                                "name": "Product Description",
                                "id": "ProductCode",
                                "category": "/first level/second level/third level",
                                "quantity": 1,
                                "brand": "brand name",
                                "price": "99.99"
                        }
                        ]
                }
        },
        "pageType": "Product List",
        "list": "Product List"
}
```

j. Remove from Cart

Remove From Cart data is pushed whenever a product is successfully removed from the user's cart.

NOTE - This can be a whole line deletion, or a decrease in quantity. Both actions are sent as 'Remove From Cart' data.

Property	Value	Notes
event	'removeFromCart'	

currencyCode	The currency code for the current account	
products	The product(s) removed from cart	Standard product data is included here (e.g. name, id, category, quantity, price).

Sample Remove From Cart data

```
{
        "event": "removeFromCart",
        "ecommerce": {
                "currencyCode": "AUD",
                "remove": {
                        "products": [
                        {
                                "name": "Product Description",
                                "id": "ProductCode",
                                "category": "/first level/second level/third level",
                                "quantity": 1,
                                "price": "99.99"
                        }
                        ]
                }
        }
}
```

k. Cart Updated

Cart Updates will push the relevant Add or Remove data when product quantities are changed:

- Quantity increase triggers an "addToCart" data push
- Quantity decrease triggers a "removeFromCart" data push

l. Promotion Codes

The following data is automatically pushed in relation to Promotion Codes:

- success adding a promo code ('validPromoCode')
- failure adding a promo code ('invalidPromoCode')
- removal of a promo code ('removedPromoCode')

The event type and the promotion code is the only data sent in these instances.

Sample Valid Promo Code data

```
{
        "event": "validPromoCode",
        "promoCode": "XXXX"
}
```

Sample Invalid Promo Code data

```
{
        "event": "invalidPromoCode",
        "promoCode": "XXXX"
}
```

Sample Removed Promo Code data

```
{
        "event": "removedPromoCode",
        "promoCode": "XXXX"
}
```

m. View Order

View Order data is pushed when an order is viewed on the Order History / tracking page. The relevant sales order number is sent in this instance.

Sample View Order data

```
{
        "virtualURL": "/TrackOrder/ViewOrder/Order Number"
}
```

n. View Template

View Template data is pushed when a saved template is viewed on the Order Templates page. The template name is sent in this instance.

Sample View Template data

```
{
        "virtualURL": "/OrderTemplates/Template Name"
}
```

3. Extending or Overriding pushed data

It is possible to push additional data or to override Commerce Vision's out-of-the-box inclusions. For assistance with this, please contact a Commerce Vision Consultant.

CV internal use:

1. Determine the type of additional data required to push:
   - User
   - Product
   - Order

2. Include the new data by adding the field to the relevant JSON field group.

Data Type	Dictionary Table	JSON Field Group
User	Primary Table: • User Additional Tables: • Role • Customer	**SiteTrackerUserData**(or **SiteTrackerUserData_RoleName**for role-specific changes)
Product	Product	**SiteTrackerProductData** (or **SiteTrackerProductData_RoleName**for role-specific changes)

Order	Primary Table: • ProntoSalesOrder Additional Tables: • ProntoSalesOrderLine • Product	**SiteTrackerOrderData**(or **SiteTrackerOrderData_RoleName**for role-specific changes)

3. Finally, construct the tracking code per the format below.

- First parameter is the data to manipulate (e.g. "userDetail" in sample code)
- Second parameter is the type of manipulation:
  - extend
  - override
- The third parameter is the function that will perform the manipulation (e.g. "EmailAddress: data.EmailAddress" in sample code)
  - The data is the raw data that can be used for manipulation (and includes the additional data from the JSON field groups described above)

Sample Data Extension code

```
$.cv.css.tracker.track("userDetail", "extend", function(data) {
        return { EmailAddress: data.EmailAddress };
});
```

Possible extension methods:

- userDetail
- pageType (this is for Digital Remarketing)
- productImpressions
- productClick
- questionnaire
- checkout
- checkoutOption
- transactionProducts
- loginSuccess
- logoutSuccess
- addToCart
- removeFromCart
- promoCodes
- viewOrder
- viewTemplate

Additional Information

Allows administrators and digital marketers to track user behaviour and improve conversion rates on their websites.

Minimum Version Requirements	3.87.00
Prerequisites	Google Tag ID required.
Self Configurable	Yes
Business Function	Data Analytics
BPD Only?	Yes
B2B/B2C/Both	Both
Third Party Costs	n/a

Related help

- Google API Address Validation
- CC Order Confirmation emails
- Google Tag Manager with Google Analytics (v4)
- Google Tag Manager with UA & GA4
- User Impersonation
- Report Subscriptions (Scheduled Reporting)
- Configure Scheduled Reporting
- Google Tag Manager & Analytics
- Create CMS Users
- Custom Fields