Unisoxx GTM Implementation Plan

	Account to Integrate	Tag Description	Status					
GTM Tags	Google Analytics	Analytics information	finished					
	Klaviyo	CRM Tracking	finished					
	Klaviyo	Product Viewed	finished					
	Cookiebot	Consent Management Platform	paid plan only					
	Buffer	Social Media Management	paid plan only					

Unisoxx Website Tracking Measurement Plan

	Event Name	Event Description	Trigger	Description	Tracking Goal	KPI(s)	Status	
Home Page	CTA Featured: Wool Socks	takes customer to featured item category page	click	GA4 Event & GTM tag: output "Featured Wool Socks"	increase sales	number of clicks vs pageviews, CTR	finished	
	CTA Featured: Cotton Socks	takes customer to featured item category page	click	GA4 Event & GTM tag: output "Featured Cotton Socks"	increase sales	number of clicks vs pageviews, CTR	finished	
	Materials section view	customer scrolls to the materials section	scroll	GA4 Event: 80% scroll	measure engagement	number of scrolls	finished	
Category Page	CTA To Cable	takes customer to Cable product page	click	GTM tag: output "To CABLE"	increase sales	number of clicks vs pageviews (CTR), monitor category page usage	finished	
	CTA To Ribbed	takes customer to Ribbed product page	click	GTM tag: output "To RIBBED"	increase sales	number of clicks vs pageviews (CTR), monitor category page usage	finished	
	CTA To Herringbone	takes customer to Herringbone product page	click	GTM tag: output "To HERRINGBONE"	increase sales	number of clicks vs pageviews (CTR), monitor category page usage	finished	
Product Page	CTA Add to Cart	Adds item to cart	click	GA4 Event & GTM tag: output "Cable added to cart"	increase sales	number of clicks vs purchases (CVR), rate of cart abandonments	finished	

Navbar & Footer	Footer Contact	puts customer in contact	click	GTM tag: output "Customer Clicked Contact"	increase customer satisfaction	number of clicks vs number of forms submitted (CVR)	finished	
	Footer Instagram	links to social media account	outbound link	Captured in GA	increase brand awareness	increase following (clicks vs new followers CVR), increase social presence	finished	
	Footer TikTok	links to social media account	outbound link	Captured in GA	increase brand awareness	increase following (clicks vs new followers CVR), increase social presence	finished	