

Tagging Standardization

Page Level Tagging (To check the quality of page performance)

```
window.adobeDataLayer.push({  
  "event": "screen_load",  
  "web": {  
    "webPageDetails": {  
      "pageViews": {  
        "value": 1  
      },  
      "pageUrlWithQueryParams": "<< pageUrlWithQueryParams ",  
      "pageUrlWithoutQueryParams": "<< pageUrlWithoutQueryParams ",  
      "previousPage": "<< previousPage >>",  
      "pageLoadTime": "<< pageLoadTime >>  
    },  
    "name": "<< Region >>:Citi Private Bank:contact us",  
    "pageCategory": "Article",  
    "language": "<< pageLanguage >>",  
    "siteSection": "contact us",  
    "siteSectionLevel1": "contact us",  
    "siteSectionLevel2": "",  
    "siteSectionLevel3": "",  
    "videoName": "<< videoName >>",  
    "URL": "https://www.privatebank.citibank.com/contact-us",  
    "platform": "<< platform >>",  
    "languagePreference": "<< languagePreference >>",  
    "environment": "<< environment >>",  
    "currencyCode": "<< currencyCode >>",  
    "productName": "<< product name >>",  
    "productType": "<< product type >>"
```

```

"error":{
  "errorCode":<< errorCode >>,
  "errorType":<< errorType >>,
  "errorMessage":<< errorMessage >>
}
}
});

```

Clicks Level Tagging (To check the user engagement performance)

```

window.adobeDataLayer = window.adobeDataLayer || [];
window.adobeDataLayer.push({
  "event": 'ui_click',
  "web": {
    "webInteraction": {
      "linkClicks": {
        "value": 1
      },
      "clickLocation": << clickLocation >>, // banner offer etc.
      "ctaname": '<< CTA text>>',
      "ctatype": '<< CTA type >>',
      "name": '<button or link name>', //name of the link/button clicked
      "url": << page URL>>,
      "type": << type >>, // other etc.
      "internalCampaignOfferType": '<internal campaign type>', //set
      this to n/a if not applicable
      "linkId": ' [data-link-type] | [data-link-position] | [data-linktitle]',
    }
  }
});

```

Video Performance Tagging

Video Play:

```
window.adobeDataLayer = window.adobeDataLayer || [];  
window.adobeDataLayer.push({  
  event: 'video_play',  
  video: {  
    videoPlay: {  
      value: 1  
    },  
    name: << name of the video>>,  
    length: <<length of the video>>,  
    timePlayed: <<time the video was played>>,  
    percentageComplete: << video percentage complete >>,  
  }  
});
```

Video Complete:

```
window.adobeDataLayer = window.adobeDataLayer || [];  
window.adobeDataLayer.push({  
  event: 'video_complete',  
  video: {  
    videoComplete: {  
      value: 1  
    },  
    name: << name of the video>>,  
    length: <<length of the video>>,  
    timePlayed: <<time the video was played>>,  
    percentageComplete: << video percentage complete >>,  
  }  
});
```

});