

The Chocolate Shop

Action	URL	CTA	Inspect	Trigger	What to send	Send to
Customer add article to the cart	https://the-chocolate-shop-demo.netlify.app/	Add to cart	<button class="add-to-cart-btn">Add to Cart</button>	Added "Product" to the cart	Product ID / Name	Google Analytics / Google Ads
Send a Message	https://the-chocolate-shop-demo.netlify.app/	Submit	body > main > div.contact-container	Confirmation Page	Email Address Customer	Mailchimp
Subscribe to Newsletter	https://the-chocolate-shop-demo.netlify.app/	Submit	body > main > div.contact-container	Confirmation Page	Email Address Customer / Name	Mailchimp
Purchase	https://the-chocolate-shop-demo.netlify.app/	Checkout		Thank you Page Visit	Purchase order details, complete info about the purchase.	Google Analytics / Google Ads
Checkout initiated	https://the-chocolate-shop-demo.netlify.app/	Proceed to Payment		Select Payment Method / Shipping Method	Abandoned Cart Details	Google Analytics / Google Ads
View Content	https://the-chocolate-shop-demo.netlify.app/	Visit Website		Visit Website	Customer ID / IP Address	Google Analytics / Google Ads