**Charan N**

CUSTOM DIMENSION

Step 1:

Go to GitHub and open the index.html file where you wish to push the data layer, or the five data items. Five variables have been listed by me.

```
32        window.dataLayer.push(
33  {
34  event : 'purchase_item',
35        ecommerce:
36        {
37            transaction_id: "T_12345_2",
38            value: 25.42,
39            tax: 4.90,
40            shipping: 5.99,
41            currency: "USD",
42            coupon: "SUMMER_SALE",
43
44            items:[{
45                item_name:"Web Analytics",
46                item_id:"Course_001",
47                item_cat:"Online Courses"
48        },
49            {
50                item_id: "SKU_12345",
51                item_name: "Stan and Friends Tee",
52                affiliation: "Google Merchandise Store",
53                coupon: "SUMMER_FUN",
54                discount: 2.22,
55                index: 0,
56        },
57        {    item_brand: "Google",
58            item_category: "Apparel",
59            item_category2: "Adult",
60            item_category3: "Shirts",
61            item_category4: "Crew",
62            item_category5: "Short sleeve",
63        },
64        {    item_list_id: "related_products",
65            item_list_name: "Related Products",
66            item_variant: "green",
67            location_id: "ChIJIQBpAG2ahYAR_6128GcTUEo",
```

STEP 2:

We will preview our website in Tag Manager after pushing the data to see if purchase_item is reflected or not. The information we uploaded into GitHub purchase_item is now reflected on the left in tag manager, as can be seen.
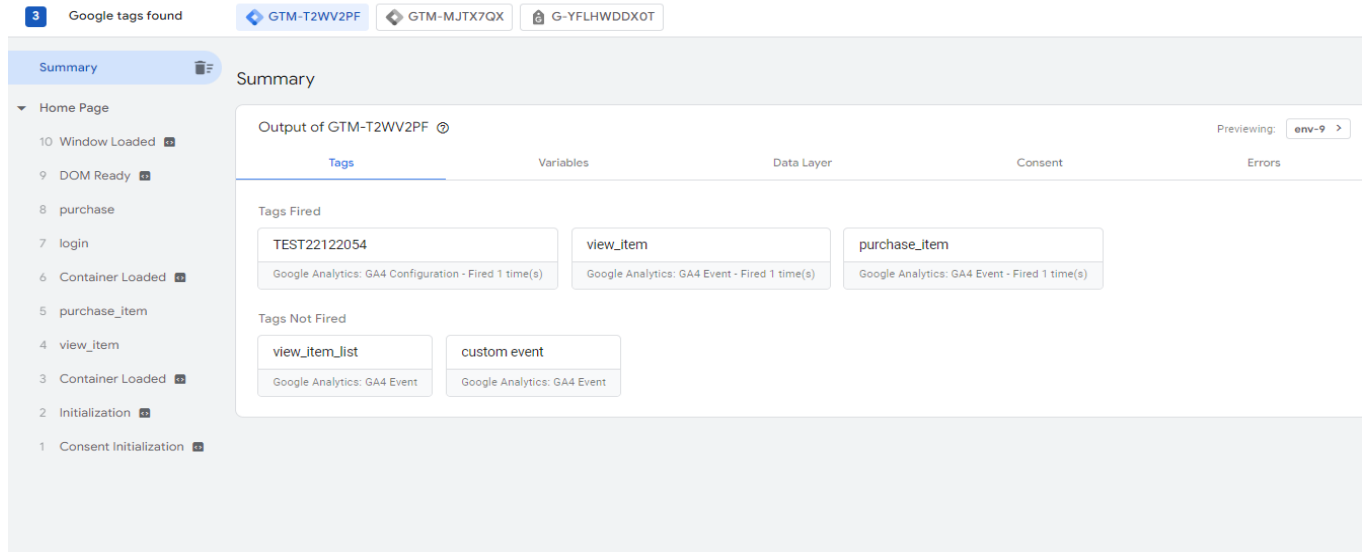
STEP 3:

Make a custom event for a buy item in TAG MANAGER by going there. For the GA4 configuration, we first chose to create a new Tag and Event with the name purchase_item, five additional parameters, and save it.
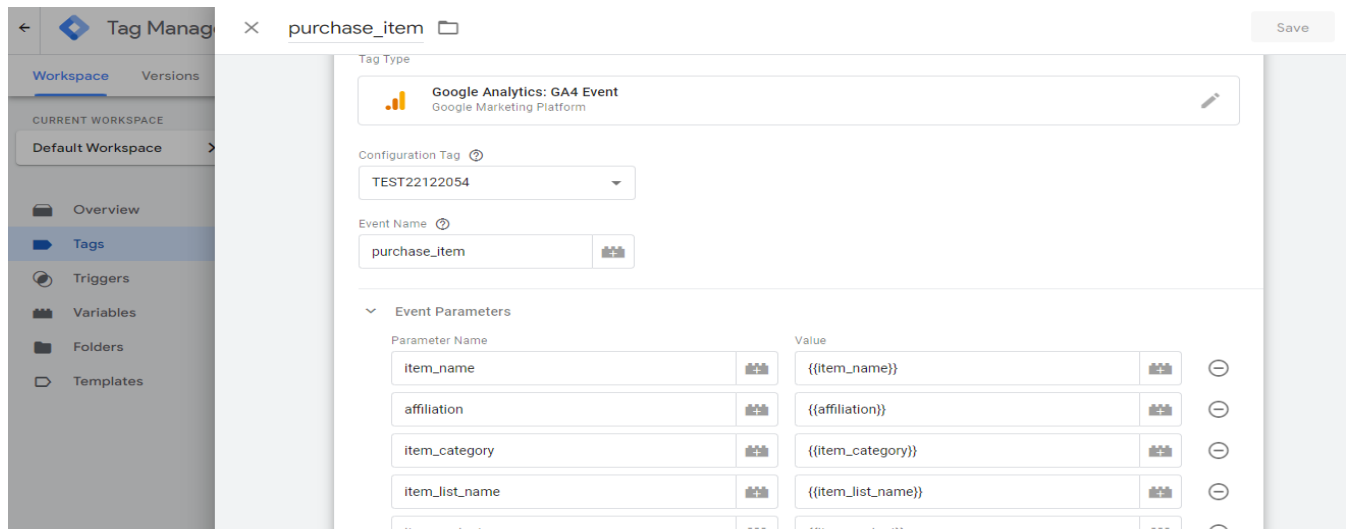
STEP 4:

For the tag purchase_item, we will now construct a trigger with the name custom_purchase_event.

Then, we pick Event from Built-in Variables and select Equals to purchase_item after selecting Custom Event for Some Click.

We will combine the trigger we built with the tag we created after constructing it.

STEP 5:

The tag is fired as shown in the image below.

STEP 6:

Creating custom definitions by the method as shown below.

STEP 7:

Save the custom definition.

Custom definitions

Quota information

Custom dimensions	Custom metrics		Create custom dimensions	
Dimension name ↑	Description	Scope	User Property/Paramete	Last changed
affiliation		Event	affiliation	Apr 29, 2023
item_category		Event	item_categ ory	Apr 29, 2023
item_list_name		Event	item_list_na me	Apr 29, 2023
item_name		Event	item_name	Apr 29, 2023
item_varient		Event	item_varient	Apr 29, 2023

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Select dimensions 11 of 172 selected   🔍 Search dimensions   **Import**

All **172**   Predefined **167**   Custom **5**   Collapse all   Expand all compatibles

	Dimension name
⌄	Attribution
⌃	Custom
✓	affiliation
✓	item_category
✓	item_list_name
✓	item_name
✓	item_varient
⌃	Demographics
☐	Age
✓	Gender
☐	Interests
⌄	Ecommerce

STEP 8:

Change something in dimensions and the final outcome will be as shown in the figure.