

Charan N

CUSTOM DIMENSION

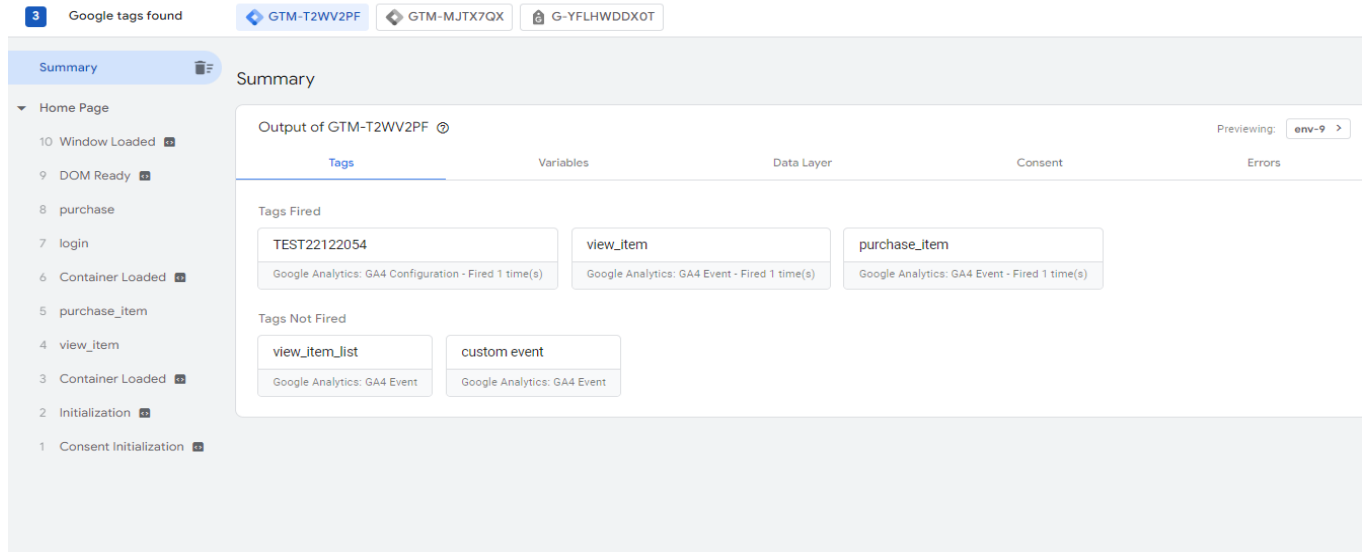
Step 1:

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       {
58         item_brand: "Google",
59         item_category: "Apparel",
60         item_category2: "Adult",
61         item_category3: "Shirts",
62         item_category4: "Crew",
63         item_category5: "Short sleeve",
64       },
65       {
66         item_list_id: "related_products",
67         item_list_name: "Related Products",
68         item_variant: "green",
69         location_id: "ChIJ1Q8pAG2ahYAR_6128GcTUEo",
70         price: 0.00
71       }
72     ]
73     }
74   })
75 }
```

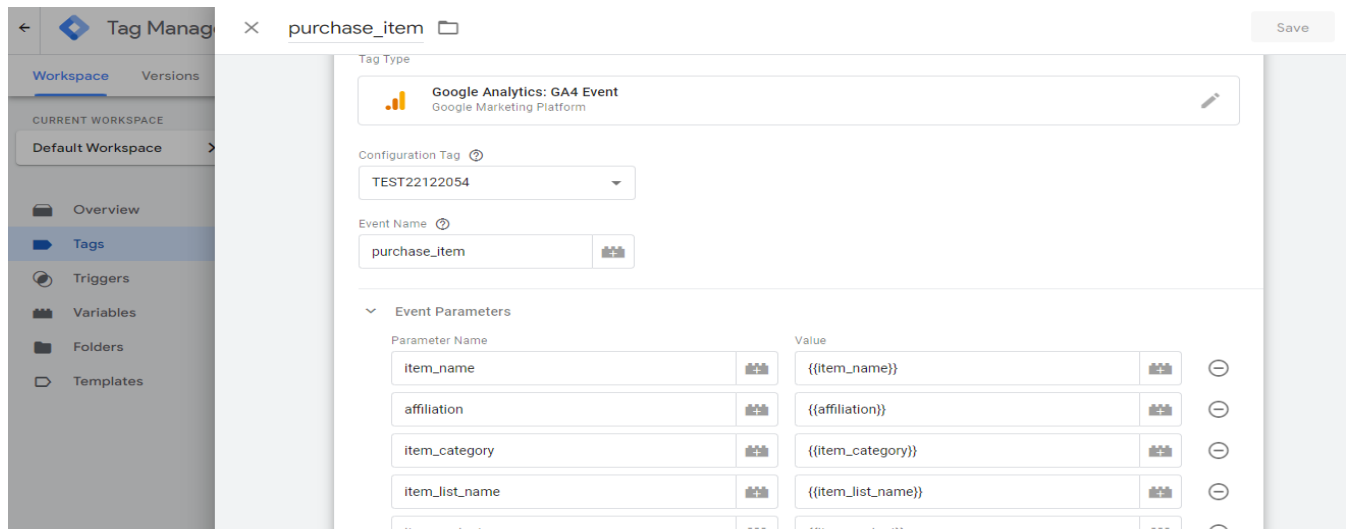
STEP 2:

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.

The screenshot shows the 'Trigger Configuration' dialog for the tag 'custom_purchase_item'. At the top, a green banner indicates 'Added in this workspace' with an 'Abandon changes' button. The configuration is as follows:

- Trigger Type:** Custom Event (indicated by an orange icon with '<>').
- Event name:** purchase_item (in a text input field). A checkbox for 'Use regex matching' is present and unchecked.
- This trigger fires on:** ☐ All Custom Events, ☒ Some Custom Events.
- Fire this trigger when an Event occurs and all of these conditions are true:**
 - Event (dropdown) equals (dropdown) purchase_item (text input).

Minus and plus icons are visible next to the condition input field.

STEP 5:

The tag is fired as shown in the image below.

3Google tags found

GTM-T2WV2PF

GTM-MJTX7QX

G-YFLHWDDX0T

Summary

Summary

Home Page

12 Scrolls

11 Scroll Depth

10 Window Loaded

9 DOM Ready

8 purchase

7 login

6 Container Loaded

5 purchase_item

4 view_item

3 Container Loaded

2 Initialization

1 Consent Initialization

Output of GTM-T2WV2PF

Previewing: env-9

TagsVariablesData LayerConsentErrors

Tags Fired

TEST22122054

view_item

purchase_item

Google Analytics: GA4 Configuration - Fired 1 time(s)

Google Analytics: GA4 Event - Fired 1 time(s)

Google Analytics: GA4 Event - Fired 1 time(s)

Tags Not Fired

view_item_list

custom event

Google Analytics: GA4 Event

Google Analytics: GA4 Event

STEP 6:

Creating custom definitions by the method as shown below.

Try searching "measurement ID"

Custom definitions

Custom dimensionsCustom metrics

Dimension name ↑

affiliation

item_list_name

item_name

item_varient

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New custom dimension

Save

Creating a custom dimension with a high number of unique values may negatively impact your reports. Be sure to follow best practices when creating custom dimensions.

Learn more about best practices

Dimension name ?

item_category

Scope ?

Event

Description ?

Event parameter ?

item_category

STEP 7:

Save the custom definition.

←

Property Settings

Property Access Management

Data Streams

Events

Conversions

Audiences

Custom definitions

Data Settings

Data Import

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.

Home

Dashboard

Free form 1

Refresh

Variables

Paid traffic

Mobile traffic

Tablet traffic

DIMENSIONS

City

affiliation

item_category

item_list_name

item_name

item_varient

METRICS

Active users

Event count

Tab Settings

SEGMENT COMPARISONS

Drop or select segment

ROWS

City

item_name

Drop or select dimension

Start row1

Show rows10

Nested rowsNo

COLUMNS

affiliation

item_category

Free form 1

	affiliation	(not set)	Totals
	item_category	(not set)	
City	item_name	Active users	↓ Active users
Totals		2 100.0% of total	2 100.0% of total
1	(not set)	(not set)	2
2	Bengaluru	(not set)	1
3	Mumbai	(not set)	0