

GTM: Daten-Messung

- js-Snippet → Script-Injektor
- Tags: Daten-Messung
↳ PV-Tag

GA

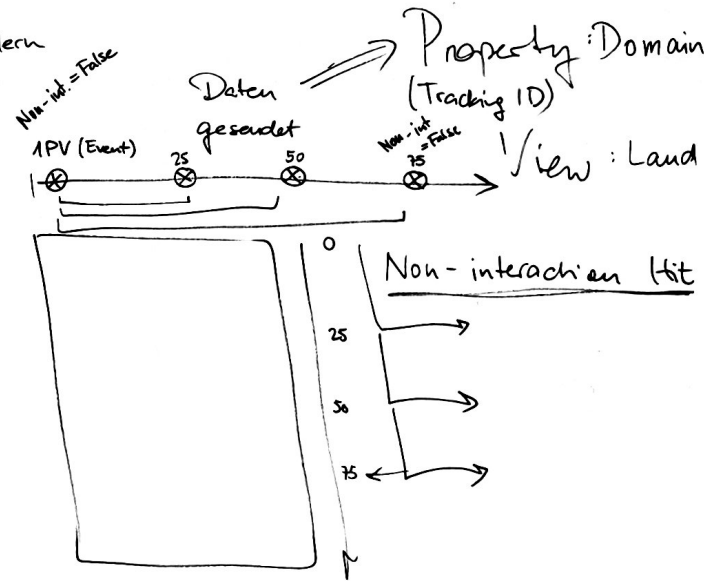
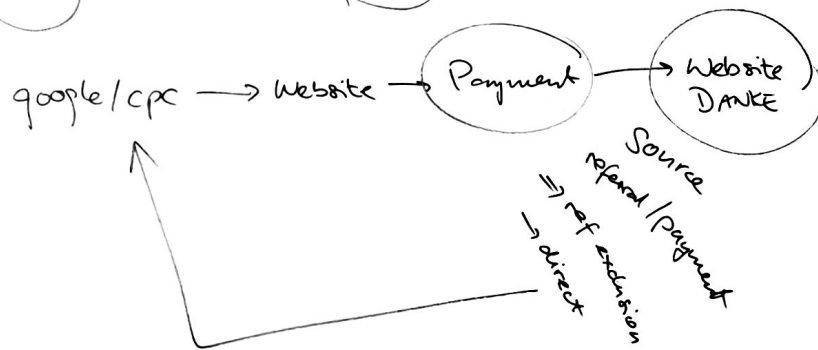
- Hardcoded
- GTM (Tag Mgmt.)
- js-Snippet ⇒ Website ändern
(onClick=...)

Account: ^{Repository} ~~Daten-Datenbank~~

Setup: Daten-Messung

Account: Kunde Nicola

2v → `<div class=gtag>2</div>`



ricola.com

ricola.com/de
/de/christian

Filter