

# dataLayer mapping to Tealium - web integration guide

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## Installation on the site

Use the **dataLayer** push event to trigger a page view event on page load or when a page URL changes. Populate the event with **emailHash**, **emailToken** and **mobileHash** values when available. If these values are not available, populate the values with a null value (string) **"null"**.

## Custom Page view events syntax

At each point where a page change occurs (page refresh, page load, or history change), execute the following code snippet. The variable key-value pairs shown below are only examples.

```
// Example code
dataLayer.push({
  event: 'Pageview',
  emailHash: '694-hdjsadhjs',
  emailToken: 'eouyi-77777247',
  pagePath: '/promotions?redirectionurl=#hbbID',
  mobileHash: '677-abcddbss'
});
```

## Object description

```
interface PageViewObject {
  event: 'Pageview'
  emailHash: string | 'null'
  emailToken: string | 'null'
  mobileHash: string | 'null'
  pagePath: string
}

const pageView: PageViewObject = {
  event: 'Pageview',
  emailHash: '<email-hashed-value>',
  emailToken: '<email-tokenized-value>',
  pagePath: '<current-page-path>',
  mobileHash: '<mobile-number-hashed-value>'
}

dataLayer.push(pageView);
```

## pagePath - Current page path

Please send the current **window.location.pathname** and query string **window.location.search** (concatenated) or relevant path indicating current page URL. Do not include the

`window.location.hostname` value.

### **event** - The event name

In addition to standard `dataLayer` events please add a new event to trigger when page updates. Please use `Pageview` to indicate a page change.

### **emailToken** - Email ID token (Mulesoft generated)

This field returns the tokenized output value of the user's email address. Tokenization is done in Mulesoft. The value to populate here should be the tokenized email address value only, without any prefixes or suffixes. If the user is not logged in, populate the variable with the null value (string): `"null"`.

### **emailHash** - Email ID hash

This field returns the hashed output value of the user's email address, using the same hashing algorithm as the Salesforce account (SHA-256). The value to populate here should be the SHA-256 hashed email address value only, without any prefixes or suffixes. If the user is not logged in, populate the variable with the null value (string): `"null"`.

### **mobileHash** - Mobile number hash

This field returns the hashed output value of the user's mobile phone number, using the same hashing algorithm as the Salesforce account (SHA-256). If the user is not logged in, populate the variable with the null value (string): `"null"`.