GTM – eFC – Americas

Facebook Tags

1. Custom – Facebook – Job Application
2. Custom – Facebook – Job View
3. Custom – Facebook Newsletter Subscription
4. Custom – Facebook – Site Registration
5. Custom – Facebook Base Pixel
6. SnowPlow DL

Job App contains the “content\_type”

Job View contains the custom parameters

Default Events:

ViewContent

Search

AddToCart

AddtoWishlist

InitiateCheckout

AddPaymentInfo

Purchase

Lead

CompleteRegistration

Default Params:

value

currency

content\_name

content\_category

content\_ids

content\_type

run\_items

search\_string

status