GTM Configuration Parameters: Triggers, Variables & Integration

© GTM Configuration Reference Table

This table shows what gets configured in **Google Tag Manager** vs what's handled by JSON configuration files.

GTM TRIGGERS (When to Fire the Widget)

Trigger Type	GTM Configuration	Widget Integration	Business Purpose	Configuration Example
Page View Trigger	Trigger Type: Page View Fire On: All Pages / Some Pages	<pre>window.emailOptinConfig = {jsonConfigUrl: "/config.json"}</pre>	Control which pages show widget	Page URL contains "/blog/"
Scroll Depth Trigger	Trigger Type: Scroll Depth br>Vertical Scroll: 50%	Widget shows after scroll condition met	Engage users who show interest	Scroll Depth: 25%, 50%, 75%
Timer Trigger	Trigger Type: Timer lnterval: 30000ms Limit: 1	Widget shows after time delay	Time-based engagement	30 seconds 60 seconds 2 minutes
Element Visibility	Trigger Type: Element Visibility < br > Selection Method: CSS Selector < br > Element Selector: .cta-section	Widget shows when specific content visible	Context- aware display	#newsletter- section .pricing- table
Custom Event Trigger	Trigger Type: Custom Event br>Event Name: (high_value_user)	Widget shows on business logic events	Advanced user segmentation	(download_completed), (cart_abandoned)
Exit Intent	Trigger Type: Custom Event br>Event Name: (exit_intent_detected)	Widget shows when user about to leave	Last-chance conversion	Mouse movement toward browser controls

II GTM VARIABLES (Dynamic Values & Context)

Variable	GTM Configuration	Widnet Heene	Business	Evernale Velves
Туре	GTM Configuration	Widget Usage	Purpose	Example Values
Page URL	Built-in Variable: Page URL	({Page URL}}) for page-specific targeting	Different content per page	/blog/article-1 /products/widge
Page Path	Built-in Variable: Page Path	[{{Page} Path}} for URL pattern matching	Route-based configuration	/blog/, /checkout, /pricing
Referrer	Built-in Variable: Referrer	<pre>{{Referrer}} for traffic source targeting</pre>	Customize by traffic source	<pre>google.com, facebook.com, twitter.com</pre>
User Type	Custom Variable: Lookup Table < br > Input: ({User ID}} < br > Output: (new) / (returning)	<pre>{{User Type}} for user segmentation</pre>	New vs returning user messaging	<pre>(new_visitor), (returning_visitor)</pre>
Device Category	Custom Variable: JavaScript /Mobile/.test(navigator.userAgent) / 'mobile': 'desktop'	<pre>{{Device Type}} for responsive behavior</pre>	Device- specific optimization	(mobile), (tablet), (desktop)
Time of Day	Custom Variable: JavaScript new Date().getHours()	[{{Time of Day}}] for timing optimization	Time-based messaging	9 (9 AM), 14 (2 Pi 20 (8 PM)
Scroll Depth	Built-in Variable: Scroll Depth Threshold	[{{Scrol1} Depth}} for engagement tracking	Measure user interest level	25), (50), (75), (100
Form Interaction	Custom Variable: Data Layer Variable < br > Data Layer Variable Name: formInteraction	<pre>[{{Form} Interaction}}) for form tracking</pre>	Track form engagement	started, completed, abandoned

GTM TAGS (Widget Deployment & Integration)

Tag Type	GTM Configuration	Widget Integration	Business Purpose	Configuration De
Custom HTML Tag	Tag Type: Custom HTML HTML: Widget JavaScript Code	Main widget deployment tag	Deploy widget to website	Contains complete JavaScript
Google Analytics 4	Tag Type: Google Analytics: GA4 Event br>Event Name: <pre>email_optin_impression</pre>	<pre>dataLayer.push({event: 'email_optin_impression'})</pre>	Track widget performance	Event: (email_optin_sh (email_optin_co
Facebook Pixel	Tag Type: Custom HTML Facebook Pixel Custom Event	<pre>fbq('track', 'Lead', {content_name: 'email_signup'})</pre>	Social media conversion tracking	Track leads for Face
Google Sheets	Tag Type: Custom HTML Fetch API call to Apps Script	<pre>fetch(googleSheetsUrl,</pre>	Send lead data to spreadsheet	Real-time data coll
Conversion	Tag Type: Conversion Linker	Enhanced conversion tracking setup	Improve attribution accuracy	Links Google Ads v conversion data

© GTM CONDITIONAL LOGIC (Audience & Context Rules)

Condition Type	GTM Configuration	Widget Behavior	Business Purpose	Rule Examples
Page Rules	Trigger Condition: Page URL contains /blog/	Show blog-specific widget content	Content-relevant messaging	/products/*, /checkout, /about
Traffic Source Rules	Trigger Condition: Referrer contains google.com	Customize for organic traffic	Traffic source optimization	Social, Paid, Direct, Email traffic
Device Rules	Trigger Condition: ({Device Type}}) equals (mobile)	Mobile-optimized widget behavior	Responsive user experience	Different timing, sizing, behavior
User Behavior Rules	Trigger Condition: ({User Type}) equals returning	Returning visitor messaging	Personalized experience	New vs returning, engaged vs casual
Time-Based Rules	Trigger Condition: ({Time of Day}) between 9 and 17	Business hours only display	Professional audience targeting	Weekdays only, specific hours
Geographic Rules	Trigger Condition: ({Country}}) equals (US)	Location-specific content	Geographic targeting	Country, region, city- based rules
Engagement Rules	Trigger Condition: ({Scroll Depth}}) greater than (50)	High-engagement user targeting	Quality lead generation	Scroll depth, time on page, page views



GTM ANALYTICS INTEGRATION

Analytics Type	GTM Configuration	Data Collection	Business Value	Implementation
GA4 Events	Tag: GA4 Event lame: (email_optin_impression) < br> Parameters: (page_location), (traffic_source)	Automatic event tracking	Conversion funnel analysis	<pre>(email_optin_show (email_optin_conv (email_optin_dismail_optin</pre>
Enhanced Ecommerce	Tag: GA4 Event Senerate_lead Senerate Sener	Lead value tracking	ROI calculation	Assign monetary valuemail signups
Custom Dimensions	GA4 Configuration Tag Definitions: campaign_name, widget_variant	Advanced segmentation	Campaign performance analysis	Track A/B tests, camp audience segments
Conversion Goals	GA4 Configuration < br> conversion Events: (email_optin_converted)	Goal completion tracking	Success measurement	Mark email signups a conversions
Attribution Modeling	GA4 Attribution Settings < br > Data-driven attribution	Multi-touch attribution	Marketing channel analysis	See full customer jou email signup

▼ GTM DEBUGGING & TESTING

Feature	GTM Configuration	Testing Capability	Business Benefit	Usage Example		
Preview	GTM Interface:	Test tags before	Cafe deployment	Test widget behavior without		
Mode	Preview Button	publishing	Safe deployment	affecting live site		
Debug	GTM Preview: Tag	Real-time tag	Troubleshoot issues	See which triggers fire, variables		
Console	Assistant	debugging	Troubleshoot issues	populate		
Variable	GTM Preview:	Check variable	Varify targeting logic	Confirm ({{Page URL}}),		
Values	Variables Tab	population	Verify targeting logic	({{User Type}}) values		
Tog Eiring	CTM Provious Tags Tab	Confirm tag	Validate	Ensure widget tag fires on		
Tag Firing	GTM Preview: Tags Tab	execution	implementation	correct pages		
D. C. L	GTM Preview: Data	Monitor data flow	Track events and	See dataLayer events from		
Data Layer	Layer Tab	i wonton data now	variables	widget		
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S GTM ENVIRONMENT MANAGEMENT

Environment	GTM Configuration	Widget Behavior	Business Purpose	Setup Details
Development	GTM Environment: Development < br> GTM-DEV123	Debug mode enabled, test data	Safe development testing	debugMode: true, test email addresses only
Staging	GTM Environment: Staging < br > Container ID: GTM- STAGE123	Production-like testing	Pre-launch validation	Real OpnForm, limited audience
Production	GTM Environment: Default Container ID: GTM- LIVE123	Live widget deployment	Real user targeting	Full analytics, all features enabled

Ø GTM INTEGRATION WITH OTHER TAGS

Integration	GTM Configuration	Data Flow	Business Value	Implementation
CRM Tags	Tag Sequencing: Email Optin → CRM Tag Tag Trigger: <pre></pre>	Lead data to	Sales pipeline integration	HubSpot, Salesforce contact creation
Email Platform	Custom HTML Tag: Mailchimp API br>Trigger: Email signup success	Subscriber list addition	Marketing automation	Add to email sequences, tag subscribers
Ad Platforms	Facebook Pixel, Google Ads Trigger: Email conversion	Conversion reporting	Ad optimization	Improve targeting, measure ROI
Chat Tools	Tag: Intercom, Zendesk Variable: User email from signup	Support context	Better customer service	Pre-populate support with user info



GTM VARIABLE DEPENDENCIES

Widget Feature	Required GTM Variables	Variable Configuration	Fallback Behavior
Page-Specific	({{Page URL}})	Built-in Variables enabled	Default content if variable
Content	Path}}	built-iii variabies eriabied	unavailable
Traffic Source	<pre>{{Referrer}}) ({{Campaign</pre>	Built-in Variables + Custom	Generic messaging for
Targeting	Source}}	UTM parsing	unknown sources
User	({{User Type}}), ({{Session	Custom JavaScript	Treat as new user if
Segmentation	Count}})	Variables	undetermined
Device	<pre>{{Device Category}},</pre>	Custom JavaScript	Default to desktop
Optimization	<pre>{{Screen Resolution}}</pre>	Variables	behavior
A /P Tosting	({{Random Number}}),	Custom Variables for	Default variant if
A/B Testing	<pre>{{Container Version}}</pre>	variant assignment	assignment fails
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GTM DEPLOYMENT EXAMPLES

E-commerce Site (Holiday Campaign)

```
javascript
// GTM Tag Configuration
Tag Type: Custom HTML
Trigger: Page View - Product Pages
Condition: {{Page URL}} contains "/products/" AND {{Date}} between "2024-12-01" and "2024-12-31"
// GTM Variables Used
{{Page URL}} → Product-specific messaging
{{Referrer}} → Traffic source customization
\{\{\mathsf{Device}\ \mathsf{Category}\}\}\ \to\ \mathsf{Mobile}\ \mathsf{optimization}
\{\{User\ Type\}\} \rightarrow New\ vs\ returning\ customer\ messaging
// Widget Configuration Passed
window.emailOptinConfig = {
  jsonConfigUrl: "/campaigns/holiday-products.json",
  gtmContext: {
    pageUrl: "{{Page URL}}",
    trafficSource: "{{Referrer}}",
    deviceType: "{{Device Category}}",
    userType: "{{User Type}}"
  }
};
```

B2B SaaS (Free Trial Campaign)

```
// GTM Tag Configuration
Tag Type: Custom HTML
Trigger: Timer - 45 seconds + Scroll 50%
Condition: {{Page Path}} matches "/pricing|/features|/demo"
// GTM Variables Used
{{Time on Page}} → Engagement qualification
\{\{Scroll\ Depth\}\} \rightarrow Interest\ measurement
{{Country}} → Geographic targeting
{{Company Size}} → Custom variable for segmentation
// Widget Configuration
window.emailOptinConfig = {
  jsonConfigUrl: "/campaigns/b2b-trial.json",
  gtmContext: {
    engagement: "{{Time on Page}}" > 30 && "{{Scroll Depth}}" > 50,
    location: "{{Country}}",
    companySize: "{{Company Size}}"
  }
};
```

Content Site (Newsletter Signup)

javascript

```
javascript
```

```
// GTM Tag Configuration
Tag Type: Custom HTML
Trigger: Element Visibility - Article End
Condition: {{Page Path}} starts with "/blog/" AND {{User Type}} equals "returning"
// GTM Variables Used
{{Article Category}} → Content-specific messaging
{{Reading Time}} → Engagement measurement
{{Social Referrer}} → Social media optimization
{{Email Subscriber}} → Existing subscriber check
// Widget Configuration
window.emailOptinConfig = {
  jsonConfigUrl: "/campaigns/blog-newsletter.json",
  gtmContext: {
    contentCategory: "{{Article Category}}",
    readingTime: "{{Reading Time}}",
    isSubscriber: "{{Email Subscriber}}" === "true"
  }
};
```

This comprehensive GTM configuration table shows exactly how Google Tag Manager controls the **when**, **where**, **and who** of widget deployment, while the JSON configuration controls the **what and how** of widget content and behavior.