

Universal Floodlight Tagging Guide

Objective

This workflow aims to simplify and speed up Floodlight tag creation and management for all activation teams.

Approach

Instead of creating separate Floodlights for each unique page, button, or form being tracked, a single Floodlight tag will track each event type across the entire site. Custom Floodlight variables will enable drill-down into further dimensions, such as the URL of a visited page or the text of a clicked button.

Benefits

- Reduces clutter by using a single Floodlight tag per event type across all pages.
- Serves as a catch-all, capturing events that might otherwise be missed or misapplied.
- Optimizes Google Tag Manager (GTM) container space.
- Ensures PII protection by only collecting sensitive information when explicitly requested, with the option to hash data for added security.

Setup Overview

1. Create Universal Floodlight Activity in CM360

- One Floodlight activity should be created per GTM event type.
 - Events are defined and their types are listed in the FAQs section.

2. Create Custom Floodlight Variable in CM360

- One custom Floodlight variable should be created per GTM variable.
 - This maps the variable to the advertiser, making it available in CM360 reporting.
 - Custom variables are defined and their types are listed in the FAQs.

3. Enable Custom Floodlight Variables Within a Floodlight Activity

- Enable the custom variables within a specific CM360 Floodlight activity.
 - This allows the Floodlight to collect dynamic data from GTM variables.

4. Configure GTM to Pass Custom Variables

- Set up the GTM Floodlight tag to capture custom variable data on each event.
 - Assign each variable to the corresponding KPI in GTM using key-value pairs.

5. Pull Custom Variable Data into CM360 Reporting

- Create reports in CM360 that include the custom variables for analysis.
 - Rows in reports will populate with dynamic data passed through the data layer.

For a step-by-step setup guide, [follow this link](#).

FAQs

How are events defined as they pertain to conversion tracking?

Events are specific user actions that are tracked to measure conversions. These actions are typically associated with GTM triggers, such as page views, button clicks, form submissions, or custom events. Each unique event type should correspond to one universal Floodlight tag, tracked across the entire domain (e.g., universal page view tag for all landing page hits, universal click tag for all button clicks). Any event can be captured as long as it's available in the data layer and can be tracked with Floodlight tags.

What is a custom Floodlight variable?

A custom Floodlight variable, or u-variable, is used across Google Marketing Platforms to store dynamic values or data to be used in tags, triggers, or other variables within a container (e.g., page path, click text, page referrer, etc.) that can be funneled cross-platform into reporting.

How should custom Floodlight variables be chosen?

Select Floodlight variables that provide contextual information about the conversion event. For example, using click text as a custom variable in a universal click tag allows you to capture and later filter reporting by what users clicked. Other common built-in GTM variables include click class, page path, referrer, and random number. You can also create user-defined variables using custom code or other variables as input.

Can one universal Floodlight tag have more than one custom variable attached to it?

Yes. As long as the desired metrics are available in the data layer event, container, or URL where the Floodlight event occurs, it can be passed into reporting via custom variables. The custom variable limit per advertiser is 100.

What is a U Value and why might it be needed in a CM360 report?

A U Value in CM360 reporting is used to capture dynamic or session-specific data related to a conversion event. It allows advertisers to track additional custom information, such as product IDs or user types, that can be used to segment or filter reports. It's specifically leveraged to ingest data that isn't part of standard Floodlight metrics.

Advanced Data Tracking Capabilities

- **Deeper Insights with Custom Floodlight Variables:** Any variable defined in the data layer can be pulled into CM360 reporting, unlocking advanced insights that aren't readily available through standard metrics.
- **Reduced Complexity and Long-Term Efficiency:** Tag consolidation reduces implementation complexity and streamlines tag management, enabling scalable, long-term efficiency as your tracking needs evolve.
- **Data Transfer and Dashboarding:** Universal Floodlights with u-variables can be seamlessly pushed through data transfers into Looker, capturing detailed site data alongside conversions for improved dashboarding.

Configuring Audience Segments with Universal Floodlights

- This workflow doesn't change the quantity of audience segments needed, but it does slightly alter how segments are configured. Instead of setting audience type to *all visitors*, apply *custom rules* to each audience using the custom variables assigned to each Floodlight activity and Boolean logic.
- Custom rules cannot be bulk-configured in an export at this time.

Considerations:

- Platforms like SA360 and The Trade Desk can optimize bids using different Floodlight activities, allowing for different channels to be leveraged against each other. (e.g., a Walmart audience vs. a Target audience). It's unclear whether there are workarounds for one-floodlight solutions.
- It's advisable to check with your Search and Programmatic teams to confirm if they're using channel-specific audience segmentation in these platforms before adopting this setup.